

EXECUTIVE  
WEDNESDAY 23 OCTOBER 2002

REPORT OF THE SERVICE SUPPORT MANAGER  
(This matter is the responsibility of Executive Councillor Bulgin)

## OLD MARKET SHOPPERS' CAR PARK

### 1. PURPOSE OF REPORT

- 1.1. To advise the Executive of the resolution of the Strategic Planning, Transportation and Economic Development Review Panel on the designation and usage of the Old Market Shoppers' (OMS) car park.

### 2. BACKGROUND

- 2.1. Levels 4 and 5 of the OMS car park were redesignated from the Shopper 2 price band to Shopper 1 from April this year, in line with the approved Parking Strategy. The result was a fundamental change in parking behaviour with the majority of long stay parkers moving to other locations.
- 2.2. Concern was expressed by some Members as to the apparent level of reduction in usage. This encompassed a fear that income levels would fall and the view that there was no need to exclude commuters until the increased pressure from shoppers and visitors manifested itself. The Executive discussed the issues and resolved that the matter be looked at by the Review Panel when sufficient comparative statistics were available.
- 2.3. The matter was put before the Review Panel at their meeting on 1 October, with evidence of the change in parking behaviour patterns in the OMS in particular and in the context of all Taunton car parks.
- 2.4. During the debate positive support was shown for the aims of the Parking Strategy and several ideas and possibilities for the OMS car park were raised. The Panel was satisfied that no overall loss in income would result solely from the change in designation itself. Members felt that measures were needed to encourage usage by shoppers and visitors but without prohibiting long stay parking.

### 3. CONCLUSION

- 3.1. The Review Panel resolved that

*“the Executive be advised that the present designation of the OMS Car Park remains unchanged until mid January 2003, and consideration be given to:- Level 5 being made available for commuters; or Levels 1, 2 and 3 being designated as maximum 4 hour stay and Levels 4 and 5 becoming long stay parking.”*

#### 4. CORPORATE PRIORITIES

- 4.1. The proposals and recommendations have no adverse effect on the Council's Corporate Priorities.

#### 5. RECOMMENDATION

- 5.1. It is **recommended** that the Review Panel's resolution be accepted.
- 5.2. It is **recommended** that the Officers be requested to report to the Executive in December on the practical and timetabling aspects of the Panel's suggestions.
- 5.3. It is **recommended** that the Review Panel be asked to re-examine the usage of the OMS car park early in the next Municipal year.

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Background Paper      Strategic Planning, Transportation and Economic Development  
Review Panel 1<sup>st</sup> October 2002, Agenda Item 7