
Parking Traffic Regulation Orders (TROs) 2024 – On Street Parking

Committee considering report:	Individual Executive Member Decisions
Date of Committee:	27 September 2024
Portfolio Member:	Councillor Stuart Gourley
Report Author:	Emma Jameson
Forward Plan Ref:	ID4584

1 Purpose of the Report

- 1.1 To consider all comments and objections received in response to the [consultation on the proposed 2024 parking order amendment](#) to the West Berkshire District Council (Prohibition and Restriction of Waiting and Loading, Parking Places and Residents' Parking) (Consolidation) Order 2009 (Amendment No. 34) for introducing new charges for on-street parking.
- 1.2 To enable the Portfolio Holder for Environment and Highways to approve (or otherwise) the [draft order amendment](#) to introduce these new charges.

2 Recommendation

- 2.1 To approve the [proposed 2024 parking order amendment for on-street parking charges](#), which includes amendments to:
 - Schedule 2 of the Order - with amendments to the [plans](#) and the operational days and hours.
 - Schedule 3 of the Order – with amendments to the charges.

3 Implications and Impact Assessment

Implication	Commentary
Financial:	In February 2024 the Full Council decision was made to adopt new Place fees and charges for 2024/25 as part of the budget setting process. These fees and charges include those for Council-operated car parks (off street parking) and on-street parking.

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	<p>Charges for parking contribute towards overall parking, transport and relevant Environment Service budgets.</p> <p>Prior to the Full Council decision, the new charges formed part of a Budget Proposal for 2024/25: Restructure parking fees and charges and are expected to generate an additional annual income of up to £500,000:</p> <ul style="list-style-type: none"> • Changes to the Resident Permit and Season Ticket charges for 2024/25 have already been put in place. • The off-street parking charges, have been subject to a separate consultation and individual decision and are being implemented from 02 September 2024. • Charges for on-street parking are needing to be considered separately – and a separate consultation and decision-making process has therefore applied for this. <p>Failure to introduce the fees and charges, and generate the budgeted-for income, will lead to a pressure on budgets and ultimately place other parking, transport and/or relevant Environment services at risk.</p> <p>Jonathan Martin, Finance Manager, 17/09/2024</p>
<p>Human Resource:</p>	<p>None</p>
<p>Legal:</p>	<p>Section 45 of the Road Traffic (Regulation) Act 1984 (“the Act”) allows the Council to make orders which designate parking spaces on highways and the conditions on which such parking places may be used. The procedure for making orders under Section 45 is set out in Schedule 9 of the Act and in the Local Authorities’ Traffic Orders (Procedure) (England and Wales) Regulations 1996 (“the Regulations”).</p> <p>Consideration should be given to objections received to the proposed amendment order and as a result of any such objections whether to:</p> <ol style="list-style-type: none"> (a) make the proposed amendment order as advertised; (b) make the proposed amendment order with modification(s) or to implement some but not all of the proposed amendments; (c) not make the amendment order. <p>Before making any proposed modification to the amendment order, the following steps would be required:</p>

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	<p>(a) to inform persons likely to be affected by any such modifications;</p> <p>(b) give those persons an opportunity of making representations; and</p> <p>(c) ensuring that any such representations are duly considered by the Council.</p> <p>Sarah House, Chartered Legal Executive (Property), 17/09/2024</p>			
Risk Management:	<p>If we are unable to approve the order amendment, there will be an increased financial pressure within parking budgets, as the income savings target cannot be materialised.</p>			
Property:	<p>The charges relate to the on-street parking places adjacent to the Highway.</p>			
Policy:	<p>Not applicable.</p>			
	Positive	Neutral	Negative	Commentary
Equalities Impact:				
<p>A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?</p>		Y		<p>The EqIA was considered as part of the budget consultation prior to the Full Council decision on 29 February 2024.</p>

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<p>B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?</p>	Y		Y	<p>Whilst parking charges may increase in some locations, no particular protected group will be disadvantaged by this.</p> <p>The equality impact assessment identifies some positive and negative impacts for individuals with a disability, however, these do not overly relate to the on-street parking order amendments. They instead relate more to:</p> <ul style="list-style-type: none"> • Off-street parking (car parks) - free parking will be limited in Council car parks for first 3 hours for blue badge holders; proposals in the draft parking strategy overall seek to deliver improved services for disabled users, by seeking to introduce more disabled parking bays where demand exceeds supply and upgrading key car parks to meet the Park Access standard. • Permits costs - 50% discounts will also be available for blue badge holders on permit costs.
<p>Environmental Impact:</p>		Y		None.
<p>Health Impact:</p>		Y		None.
<p>ICT Impact:</p>		Y		Parking systems will need to be updated to reflect any adopted new charges.
<p>Digital Services Impact:</p>		Y		Webpage details will need to be updated to reflect any adopted new charges.
<p>Council Strategy Priorities:</p>	Y			<p>The fees and charges reflect the draft Parking Strategy, which is part of the delivery plan for Priority 5. Thriving Communities with a Strong Local Voice: “5.11 Our town centres remain vibrant, and to maximise accessible by working with our partner organisations”.</p>

Core Business:	Y			The proposal is critical to the Council budgets and meeting its savings targets.
Data Impact:		Y		None
Consultation and Engagement:	<p>A public consultation on the order amendment was issued via www.westberks.gov.uk/consultations - direct link: Draft Parking Review On Street Order Amendment (REF0034IM) - West Berkshire Council</p> <p>The consultation and Notice of Proposal were advertised on the website, in the local papers and onsite for 21 days prior to the commencement date. A notice was placed in the Newbury Weekly News for the amendment.</p> <p>The consultation was also sent to statutory and local consultees.</p>			

4 Executive Summary

- 4.1 Although a decision was made on the 2024/25 Fees and Charges at Full Council in February 2024, in order to implement the proposed fee changes, the Council is required to follow a prescribed statutory process, which requires publication of the proposals, and consultation in certain circumstances.
- 4.2 A Notice of Proposal has been issued for the on-street parking and statutory public consultation carried out. A decision is now required on the outcome of the consultation, to determine whether the draft order amendment can be implemented, and associated fees and charges introduced.

5 Introduction/Background

Introduction

- 5.1 The purpose of the decision is to consider comments and objections received as part of the statutory consultation process to introduce the new fees and charges for the on-street parking.

Background

- 5.2 The [Place and Resources fees and charges for 2024/25](#) were determined at [Full Council in February 2024](#). To enable charges to be implemented, an order, an order amendment and/or notice of variation to an existing order must be put in place.
- 5.3 This is accordance with the next steps described at [Budget Proposal 2024/25: Restructure parking fees and charges - West Berkshire Council](#) and associated consultation.

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- 5.4 The Council has already implemented the changes to Resident Permits and Season tickets.
- 5.5 To introduce the revised coach/bus parking charges at Newbury Wharf bus station it was considered that since only the schedule of fees was being amended, that a notice of [Notice of Variation – coach and bus parking at Newbury Wharf](#) could be issued, stipulating that the new fees and charges would come into effect from 05 August.
- 5.6 Proposed amendments and charges for off-street parking (Council-operated car parks) have been subject to a separate amendment order, consultation and decision-making process. The charges are being implemented from 02 September 2024.
- 5.7 For on-street parking, in addition to the proposed charges, additional changes were proposed to the 2009 Consolidated Order for which an order amendment and formal consultation were required.
- 5.8 A [consultation](#) was launched on 22 August and continued through to 13 September to gather comments and/or objections on the notice of proposal to amend the 2009 Consolidated Order. Interested parties can view/download the statement of reasons, notice of proposal, draft order and maps of the areas affected through the links below:
- [statement of reasons, notice of proposal, draft order](#)
 - [maps](#)

Proposals

- 5.9 On 29 February 2024, at the meeting of the Full Council, the Council resolved to amend the 2009 Consolidated Order. The proposal and draft order seek:
- To amend Schedule 2 of the Principal Order (the plans) with amendments to the operational days and hours.
 - To amend Schedule 3 of the Principal Order with revised parking charges to include amendments to the Daily Charges, Sunday Daytime and Evening charging across all locations. Clarity has also been provided with a 'maximum period that vehicles can be parked' which equates to the full evening charge period plus the maximum stay daytime charge period.
 - To revoke Amendments 21 and 25 [A] as the content of these would be replaced by the revised Schedules 2 and 3.
- 5.10 This amendment Order is being proposed for the following reasons:
- To provide a charging regime that is consistent across the District.
 - To generate income to continue to provide maintenance and enforcement activity across all Council car parks, whilst supporting the District's economy, noting Department of Transport statutory guidance which states that enforcement authorities should aim to increase compliance with parking restrictions through clear, well designed, legal and enforced parking controls.

5.11 The on-street parking amendments are anticipated to contribute towards the overall review of parking charges target of £500k/annum. These savings targets have been built into the 2024/25 Parking budget, cost centre 18220. Failure to meet the savings targets will result in pressures, and ultimately could have implications on wider Parking, Transport and/or Environment revenue budgets for activities.

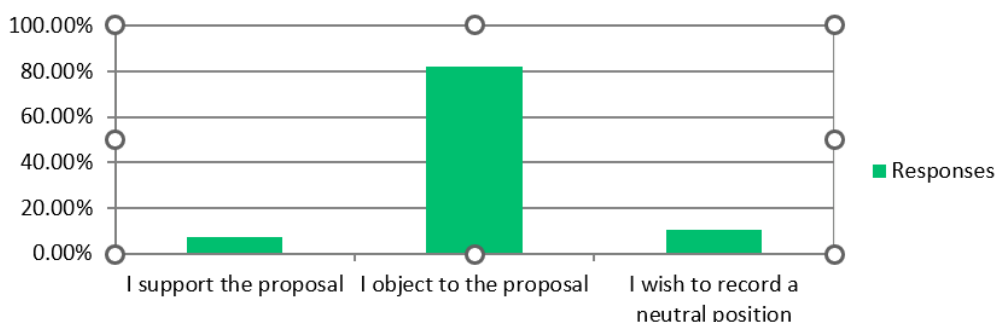
Consultation Feedback

5.12 A total of 1122 responses were received via the consultation portal and 76 responses from direct emails or by post.

5.13 Detailed responses from the consultation portal on the proposed order amendment can be found in Appendix B.

5.14 968 respondents from the portal advised on whether they supported, objected or held a neutral position on the proposal. 81.82% of these objected to the proposal.

Which of the following options best reflects your position on the proposal to update Schedule 3 of the Order detailing the parking charges and days and hours of operation?



5.15 Key issues raised include (but are not limited to):

- Concerns with the proposals in each of the affected towns: Hungerford, Newbury and Thatcham;
- Concerns with the impact on town centres and businesses – and the reliance on parking and the tourism trade for businesses.
- Concerns with extension of hours and days of applicability, and concerns/objections with Sunday, Bank Holiday and evening charges.
- Concerns with anti-social parking on other nearby roads as people seek free alternatives.
- Competition with other parking and retail opportunities;

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- Concerns for residents who live in the immediate affected roads and affordability of parking;
- Requests for more free parking – particularly free daytime parking for first 30 minutes in Hungerford and Thatcham.
- Requests for permits and/or enforcement in additional roads and/or additional times.

5.16 Other comments were made on the consultation process as a whole, concerns with paybyphone-only and non-cash payment methods, concerns about limiting disabled parking to three hours and concerns over the Faraday Road planting – and more.

5.17 From the direct emails or hardcopy responses, formal objections, concerns and/or comments were received from – and largely covered similar topics to those listed above:

- Hungerford Town Council
- 73 residents or businesses from Hungerford
- 1 resident from Aldbourne
- 1 resident from Newbury

6 Supporting Information

- [Consultation on the draft Parking Strategy](#)
- [Budget Proposal 2024/25: Restructure parking fees and charges - West Berkshire Council](#)
- [Full Council meeting in February 2024:](#)
 - [Budget Proposal Parking CSR \(as considered at Full Council\)](#)
 - [Budget Proposal Parking OSR \(as considered at Full Council\)](#)
 - [Place and Resources fees and charges for 2024/25 \(as approved at Full Council\)](#)
- [The on-street parking consultation:](#)
 - [statement of reasons, notice of proposal, draft order](#) and [maps](#).

7 Options for consideration

7.1 There are 3 primary options for consideration:

- (a) To reject the proposed amendment order in its entirety and maintain status quo. This is not recommended as it will mean the Council is unable to adopt the Fees and Charges agreed by Full Council and will not achieve the required savings from parking charges.

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- (b) To approve the proposed amendment order (in its entirety), to enable Legal Services to make and publish the order amendment.
- (c) To approve the proposed amendment order, with any modifications to reflect key/specific consultation feedback received, to enable Legal Services to make and publish the order amendment as modified.

8 Proposals

- 8.1 The primary function of the order amendment is to introduce the 2024/25 Fees and Charges for on-street parking. This is proposed through a series of amendments to the charges, the charging hours and days and the operational hours and days, detailed in the Order schedules.
- 8.2 These matters have been previously consulted on in November-December 2023 through the [Budget Proposal 2024/25: Restructure parking fees and charges - West Berkshire Council](#), and a decision had been taken on at Full Council in February 2024. They were also in line with the proposals within the Council's draft Parking Strategy which had been consulted on earlier in 2023.
- 8.3 Nonetheless, it is important to be clear that all objections and comments received following the statutory consultation for the proposed order must be considered, regardless of the decision made at Full Council. The decision being made now must take those objections and comments into consideration.
- 8.4 The scale and breadth of concerns/objections received is significant. The comments and objections received through this Parking Order statutory consultation are summarised in 5.12-5.17 and detailed in Appendix B. The majority of the concerns raised had been previously identified and considered as part of the earlier consultations and decision-making by Full Council.
- 8.5 However, it is noted that in the Hungerford area, the evening charge will cause particularly challenging issues for some residents of Hungerford High Street (and their families/carers). It is anticipated to be detrimental for hotel guests and for evening events hosted by local businesses and community organisations, as well as having an effect on evening business trade.
- 8.6 Comments made on concerns with paybyphone only payment methods, about limiting disabled parking to three hours and over the Faraday Road planting – are not directly affected by the draft order amendment.

9 Conclusion

- 9.1 To take account of the specific concerns with the evening charge in Hungerford, it is recommended to approve the proposed amendment order, with the modification to amend Schedule 3 for Hungerford, High Street to set the Evening Charge to 'Free', to reflect key/specific consultation feedback received and to enable Legal Services to make and publish the order amendment as modified.

10 Appendices

10.1 Appendix A – [Equalities Impact Assessment](#)

10.2 Appendix B – Consultation responses.

Background Papers:

None.

Subject to Call-In:

Yes: No:

- | | |
|---|-------------------------------------|
| The item is due to be referred to Council for final approval | <input type="checkbox"/> |
| Delays in implementation could have serious financial implications for the Council | <input checked="" type="checkbox"/> |
| Delays in implementation could compromise the Council's position | <input type="checkbox"/> |
| Considered or reviewed by Scrutiny Commission or associated Committees or Task Groups within preceding six months | <input type="checkbox"/> |
| Item is Urgent Key Decision | <input checked="" type="checkbox"/> |
| Report is to note only | <input type="checkbox"/> |

Wards affected: All

Officer details:

Name: Ian Martinez
Job Title: Principal Parking Officer
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E-mail: ian.martinez@westberks.gov.uk

Appendix A

Equality Impact Assessment (EqIA) - Stage One

This can be viewed at [Equalities Impact Assessment](#) .

Consultation Responses

Question 1 - Which of the following best describe you? Please select all that apply.

Answer Choices	Responses	
A resident of West Berkshire	92.60%	1039
A West Berkshire business owner	7.40%	83
Employed by a West Berkshire business	5.44%	61
Employed by West Berkshire Council	1.43%	16
A Parish/Town Councillor	0.89%	10
A District Councillor	0.00%	0
A partner organisation	0.09%	1
A West Berkshire Council service provider	0.09%	1
A representative of the Police, Fire and/or Ambulance Service.	0.45%	5
A representative of the Road Haulage Association.	0.00%	0
A representative of the Freight Transport Association	0.09%	1
Other - please specify below	6.06%	68
Additional information e.g. group/organisation name (if applicable):		90
	Answered	1122

Respondents from the 'other' category identified themselves as:

- A 100% user of Newbury facilities though living in Highclere given there are no local N Hants facilities or resources
- Hungerford Chamber of Commerce
- Local rural resident
- Local resident but just outside West Berkshire
- I regularly visit my in-laws and wife's siblings who live in Newbury , Kintbury and Hungerford
- Operate charity-owned public trip boat from Hungerford
- Officer of the Town and Manor
- A frequent visitor to Newbury and surrounding towns and villages as I am resident in Kingsclere, which despite being just in Hampshire is nearer to Newbury.
- Resident of Highclere, North Hampshire
- A regular visitor and user of shops and events who lives in Ramsbury
- A regular visitor for shopping
- Resident of Wiltshire village - Hungerford is my nearest shopping facility.
- Regular visitor to Hungerford
- I was born in Hungerford and visit 2 or 3 times a year
- Wiltshire. Go to Hungerford
- Visitor from Oxon border
- Frequent visitor
- Resident of Hampshire but 2 miles from WB
- Member of public.
- Someone who likes to shop in Hungerford
- Resident of Shalbourne - Hungerford being our nearest town
- I am a regular local visitor to Hungerford
- Visitor to Hungerford

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Private resident of Hungerford for last 35 years

Laura Fishlock osteopath

A long-time resident in Speen Lane - often shop in your Tesco as very handy and more pleasant than Newbury high street.

retired

Regular shopper

A resident of NW Hampshire who tries to support West Berks towns and businesses

Regular visitor to Hungerford for shopping, banking, opticians, chemist, doctor, etc.

We live in Wiltshire, but Hungerford is our nearest town

A Hampshire resident using Hungerford as nearest town

a resident of Wiltshire

retired publisher

Member of Cecilia and Newbury Spring Festival Choirs

Hungerford Arcade antiques trader

Regular visitor to Hungerford

Resident of Shalbourne who uses Hungerford for shopping.

Resident of Hungerford

Resident of Highclere for whom Newbury is our local town and provider of most of our day to day needs.

Very frequent visitor to family here

Member of West Berkshire Rock Choir (approx 50 to 80 members meeting regularly Thursday evenings at Croft Hall of which approx half need to travel in by car from surrounding villages)

Driver of a disabled blue badge holder

Regular visitor to Hungerford

Local Broadcaster

regular visitor to Hungerford

Resident of Hungerford

Blue Badge holder

I am on the Thatcham Women's Institute committee

A resident of Wiltshire but with Hungerford being my nearest town

Member U3 A, Arts Society, Library, CornExchange, Newbury Festival and supporters of these.

Live near Hungerford

Hotel manager

Resident of North Hants regular visitor

O A P 81years old

Library at home service volunteer (therefore needing short term parking at Library).

Smarten Up Hungerford Volunteer Group

Hungerford resident

Hungerford is my main shopping town

Volunteer at West Berkshire charities

Ex resident still close by - parents still live in west berks

A West Berkshire council tax payer !

Use West Berkshire for shopping

Trustee of a Hungerford charity

I live on Hungerford high street.

Hair Off The Dog Groomers LTD

North Hampshire resident

Resident

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Charging for parking is simply another nail in the coffin for Newbury business. Especially when the charges are simply to pay for the enforcement in the first place.

Acland Hall, Cold Ash

Healthcare provider

Thatcham Methodist Church

Resitent

also manage a local business

Chairman -West Berks Classic Vehicle Club

Resident just outside border (Ramsbury) who is dependent on West Berks parking for commuting and amenities

Below Stairs of Hungerford Antiques

a regular visitor - multiple times weekly, plus a member of a local society

Player in Hungerford Town band

Self employed and user of Hungerford facilities

A frequent visitor as live right on the boarder of West Berks

Belle chic Health and beauty

Pensioner

A frequent visitor and shopper

Eye 2 Eye Development Ltd

A regular visitor to Hungerford

Named individual with address – details REDACTED

A regular visitor to Newbury

Driving School Owner

Ex west berks employee

Question 2 - Which of the following options best reflects your position on the proposal to update Schedule 3 of the Order detailing the parking charges and days and hours of operation?

Answer Choices	Responses	
I support the proposal	7.54%	73
I object to the proposal	81.82%	792
I wish to record a neutral position	10.64%	103
	Answered	968
	Skipped	154

Question 3 - Please tell us the reasons for your response to the previous question.

Answered 715
Skipped 407

Comments on/from Newbury (76):

<p>We need free parking! The council lacks an adequate bus service and free parking is the only reason I go to Newbury instead of Reading. Running out of reasons just to shop at Reading</p>
<p>This appears completely inoffensive. However, while I'm here - will there still be any quantity of lorry parking available on the industrial estate off London Road to make it worth collecting fees? It remains the case that this nonsense of installing flowerbeds is a waste of time and money which,</p>

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<p>even if it isn't flushing money raised by directly by West Berkshire Council down the toilet, is still an egregious waste of taxpayers' money which should never have been initiated, let alone signed off. This money should have instead been directed to resurfacing the road on the industrial estate, no matter what it was supposed to be for - a far nobler endeavour than a pointless greenwashing boondoggle which creates pollution through increasing idling traffic in the area.</p>
<p>You need to encourage people to visit Newbury. The farce of the “planters” in Faraday Road has dramatically reduced the parking provision. What should have been done (apart from not installing the planters) was to make it say £1 for three hours. Slightly more for 4-5 hours and a far higher charge after that to curtail all-day parking... particularly by the car transporters which are parked there 24/7</p>
<p>We need to encourage local and visitors to Newbury and the west berkshire area</p>
<p>You're faffing about with the frills rather than dealing with the heart of the issues :</p> <ol style="list-style-type: none">1.) Where are the traffic wardens ? People are again parking on both sides of Northbrook Street pedestrianised area before 9 a.m. & after 5 p.m. The traffic wardens, when they were about, would chase people off before they'd even alighted from the car !2.) Why are there so many empty / closing shop premises in Newbury ? Could it be because their potential customers are all queueing up the A339 waiting to get onto the retail park where there are no parking charges for the 1st 3 hours ?
<p>Although I don't personally park centre (I am lucky enough to be able to walk into the shops, etc) I think that increasing the parking charges will only dissuade more people from shopping in town, resulting in poorer profits, more shops closing down, ultimately resulting in a poorer selection/range of shop resources for us all. Then the banks see no reason to stay,... and so on ... a chain reaction which inevitably results in a ghost town. It has been witnessed in si many other small towns, and there is evidence of the process starting in Newbury too.</p>
<p>The cost of parking in Newbury is already too high. You should be encouraging people to visit Newbury by making it easier and cheaper to come into town, not further discouraging them by raising the parking fees.</p>
<p>Pelican Lane should be unlimited as hotel residents may use if they can't park in hotel car parks.</p>
<p>I believe more control needs to be administered on parking in my area. Two many inconsiderate drivers are parking on pavements, near junctions, blocking access and preventing pedestrians walking safely on pavements or drivers negotiating roads safely. Double parking is a big issue in Newbury as is parking on pavements. Delivery drivers are particularly bad at blocking paths.</p>
<p>I understand that finances are tight, but this is another barrier to people bothering to come in to Newbury. Why do the parking rules all need to be the same? If places aren't busy, let people stay longer. The increased charges will already put people off - don't make it worse.</p>
<p>Local businesses need customers. My friends are choosing the Retail park over town centre</p>
<p>In your first statement you say ' help boost the local economy' How on earth do you work that out! Parking charges are just an easy way of raising money, yet again from the motorists. I've already cut down trips to Newbury because of parking, so how on earth does that help the high street shops who are struggling? I'm expecting the government budget in October to hit the motorists as well. I don't see any attempt to deal with the problem of vehicles parking on the pavement! Why not?</p>
<p>Don't really do street parking I either walk into Newbury town centre or park in one of the car parks.</p>
<p>Nowhere on your proposal do you mention or even seem to consider how this would affect the disabled and elderly and Blue Badge holders. Especially if your disabled it's already hard enough to park in the centre of Newbury and there's currently only a few places in the centre of Newbury that still offer free parking for Blue Badge users as when you last changed it you sold off 1 car park that was free and before that changed the 4+ free car parks for barriered car parks which you have to pay for. How is that fair? If your disabled life is hard enough without more expense being added on. If you make the car parks too expensive the town will die as Newbury is already badly struggling</p>

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<p>as people will go to Basingstoke or Reading instead, both of which are free to park in if your disabled, even on barriered car parks.</p>
<p>To amend Schedule 2 of the Principal Order (the plans) with amendments to the operational days and hours. Schedule 3 of the Principal Order is also amended with revised parking charges to include amendments to the Daily Charges, Sunday Daytime and Evening charging across all locations Charging Days and Charging Hours section of Schedule 3 to the Principal Order as set out below. Clarity has also been provided with a 'maximum period that vehicles can be parked' which equates to the full evening charge period plus the maximum stay daytime charge period. The above:- It is so difficult to understand exactly what you are going to do. What exists now & the changes you propose from the above script? It stops normal people from commenting on Council business in my opinion. I'd love to see no parking charges from 12 to 2pm to encourage residents to come into Newbury and use the town for lunch shopping cafes and restaurants. Like what happens in France.</p>
<p>It looks like there will be no free parking in Newbury. As I have to drive into Newbury, for shopping and social activities, I would seek another area to go.</p>
<p>Charging for evenings and more of the weekend will in my view deter visitors to Newbury Town centre for social, cultural and religious activities. This will have impact on traders and also on the lifestyles and mental health in the community.</p>
<p>I believe that Newbury and it's surrounding areas need a constant flow of people for shopping, visiting and tourism. If we make it more difficult/ expensive then we run the risk of choking the town. I also object to the proliferation of charge by phone, many elderly folk are confused by this and risk non compliance.</p>
<p>I have lived in West berkshire for nearly 40 years and in that time I have watched Newbury town centre go from a buzzing shopping area with bars, interesting shops and restaurants to a ghost town of closing banks, charity shops ,discount groups and empty units. When I go up to the retail park I see queues to get in, few empty units and a constant flow of people turning up to shop. Why do you think this is ? As most people tend to spend 1-3 hours to complete their shopping and have a coffee or a snack 3 hours free parking is given to all visitors,perfect. It is £9.60 off peak to travel from Thatcham to Newbury for my wife and I which given the distance is ludicrous and the bus service is slow and not frequent enough. Charging people more and extending the times of the week that you will be charged is a wonderful idea for putting people off going into the town and confirms my view that one of the most active departments of West Berkshire Council is that of business prevention. How about 3 hours of free parking in Newbury on weekends and no charge for parking in the evening to encourage visits to the cinema and restaurants. How about 3 hours free parking on one day during the week to encourage visitors on quiet days.I know motorists are the cash cow for councils but funnily enough they are the ones with money to spend. Newbury town centre is no longer enjoyable to visit and further parking charges will only make this situation worse.</p>
<p>I work in town and have to pay for parking 5 days a week. Currently it costs me £5.40 per day to park which is roughly £108.00 per month. The new proposal will be cheaper for me and with most all day parking being the same price on the new proposal I shouldn't have to worry about getting a space as much from others wanting to park their cars because it was one of the cheapest all day car parks around Newbury.</p>
<p>Newbury town centre has already been ruined because people are put off driving into town because they have to pay for the privilege. The town used to be bustling, now it is half dead during the week.</p>
<p>To encourage visitors and residents to Newbury in order that they spend money to help businesses I propose that all charges should be scrapped.</p>
<p>Charging for parking is simply another nail in the coffin for Newbury business. Especially when the charges are simply to pay for the enforcement in the first place. Please do try and support the idea that our market town is somewhere easy to visit and shop, in the countryside just about</p>

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<p>everyone needs a car to get around, having in previous generations used horses and carts. If you screw the motorist, the footfall will reduce, businesses will close and all the council staff with their nice pension pots will have to clear off as there will be little "Governing" to be done.</p>
<p>Parking charges are already excessive in and around Newbury. This drives people from the town and on to the Retail parks where parking is free. Why not give 30 minutes free parking on all car parks which will enable people to carry out a 5 or 10minute errand. i.e. return a library book, post a letter.</p> <p>Newbury businesses and failing through lack of footfall and parking charges are the main reason, along with a poor bus service. Charging £2.50 for evening parking is a disgrace and outrageous, again people will not come into the town.</p> <p>No doubt everyone's points will be ignored and the charges will go ahead, as most of the councillors do not live in Newbury, they could not care less as the probably get free parking anyway.</p>
<p>It seems to me that you want to enforce change and tribe income to support enforcement of the measures which is self cancelling plus maintenance off those parking areas that should be the responsibility of the highways budget holder. Or are you hoping there will be an excess which can be diverted to councillors favourite projects.</p> <p>This will result in less people coming into Newbury and cause business interests to relocate or shut up shop.</p> <p>Newbury will be a ghost town for shops which will no doubt be converted into residential accommodation.</p>
<p>Parking should have lower rates set by WBC. Local private car parks in Newbury are cheaper e.g. .90p per hour</p>
<p>I have had my dog grooming business now for 12 years, some of my customers find parking difficult during our working day from 8.00am until 5.00pm, myself and one of my employee's finds the parking very difficult to park from 7.30am, she travels from Kingsclere, my partner and I work together in my dog salon , we try to park in Argyle Road ,however the parking is getting harder due to increased number of car owners and travellers parking in the street to get a train to London, it would be great if we the business owners were allowed parking permits, which I am sure many of us wouldn't mind paying for , as paying for parking at a machine is more expense to the business and more of a problem if you have to leave the salon to pay for extra time due to a clients dog taking longer to groom.</p>
<p>I object to having to pay by phone. I do not have a smart phone!!!</p> <p>Why are you stopping a free period in Link Road. Whenever I park there, I can always find a free space .</p>
<p>Further restrictions and charges for parking are a deterrent to people, both residents and visitors, from visiting Newbury.</p>
<p>I feel that we pay a lot of money to be a resident in Newbury .West Berkshire is an expensive place to live as well as transport links .I feel that we should be able to park for a more reasonable price closer to amenities</p>
<p>I do not use parking spaces being resident in Newbury. I do however think resident permits have spread and I do not agree with parking charges being paid for on smart phones. We do not all wish to won a smart phone nor pay by card.</p>
<p>I live eight miles from Newbury, so parking when I visit is a priority issue. I can understand the rational for restricting parking, and the reason for charging, but the proposed encroaching into evening charges seems unnecessary. I think I speak for many members of the choirs I belong to, and probably other groups who meet in the evenings. Newbury is largely deserted in the evenings, so surely it would be good to keep access to parking easy and free. I feel the charges proposed, although not high, will have an adverse effect, particularly to the elderly who struggle with the technical aspects of Paybyphone. I think you should keep parking free in the evenings!</p>
<p>It will mean I will shop less in Newbury. I visit Witney on a regular basis and they have free parking in the town centre, it's always busy</p>

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Newbury is dying as a town and partly because of restrictions in accessing the town. We only have 3 usable buses a day so car usage is essential and all retailing will transfer to out of town retail parks if parking restrictions become ever more severe. In particular for evening leisure activities a parking charge will be a disincentive - for instance to visit the Vue cinema in the evening will now become even more expensive so some will stay at home and just stream. That doesn't help Newbury.

My wife's mother has a business on Pound Street, Newbury established in 1985 - she has seen a decline in footfall not just by changing buying habits, but because of the restrictions put in place by your council to the parking on her road and in the town centre.

Small businesses such as hers are the ones to be punished, by this parking amendment, You already have damaged Newbury with the horrendous buildings, one-ways and parking charges - no one stops anymore, no one can park anymore.

You should look at other councils where they provide free parking in their council car parks for up to two hours. And it is free on Sundays.

<https://www.tandridge.gov.uk/Parking-streets-and-transport/Parking/Ticketless-parking-in-Ellice-Road-car-park-Oxsted>

You will kill off Hungerford's small businesses and quite frankly the character of that town just as you have killed off the market town of Newbury. Rates are high, and shop choices are limited - and you are not offering anything else but to charge for the lack of choice that is already on offer.

You can get money elsewhere - create a town where people want to come and shop and pay a small charge to stay over the two hours free - but you are offering nothing at a cost.

You state that 'These changes are designed to provide a charging regime that is consistent across the whole of the

district' - but towns and villages in the district should not all be painted with the same brush so to speak - each have their own thriving businesses - but some are more independent than others, and this is going to make the small businesses less inviting to residents but above all visitors.

Since leaving Newbury - you have killed off the town centre by restricting the parking. I have moved to Surrey, and in the town of Oxsted, they have free parking for up to 2 hours all day and free on Sundays. This is what the country needs and this is what Newbury and Hungerford need.

You should generate your income and 'support the District's economy,' by not making these charges - increasing the footfall of parking attendants nabbing those parked illegally on double yellows or on pavements. And quite frankly you would get more income if you charged those people who put in drives without getting planning permission to cross the public footway and obtaining a dropped kerb.

I visited my family last week and there was no where to park in Newbury - you are forcing people to clog residential roads, then making those roads permit holders only - it is a slippery slope and to the detriment of the businesses you are killing the local towns. Think outside the box. Free parking for a limited time boosts the economy.

I think that parking charges have a negative effect on trade in an area. Particularly of an evening to charge is criminal, town centres are dead of an evening without killing them further. Personally I frequent the business park in Newbury as the parking is free. The last time I went into Newbury Town to return an item to M&S I used the 30 minutes free parking, dashed in and dashed out without visiting other retail venues and without stopping for coffee. I then went out of town for coffee.

The shops, evening amenities and entertainments do not support additional charges on evenings and weekends. This will just make people decide not to go into Newbury in the evenings and just go further afield where they can be assured that they will get more value for money for having to pay to park. I personally will be put off from going into town to go to quiz evenings, the corn exchange or any other events if parking is increased. I've already been put off from spending time in the town centre during the day because of parking charges, which means I don't spend time at cafes etc but will do my shopping as quickly as possible to save money. This is just hurting the livelihoods of all traders and retailers in the town even more.

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<p>In order to help town centre businesses there should be a good proportion of FREE on street parking.</p> <p>Treating motorists as cash cows is unfair and undemocratic and will not encourage people to go into the town.</p> <p>Compare this to retail parks I.e. Pinchington Lane where parking is generally free for a good period of time and the cars can park close to the shops.</p>
<p>I think that you are solely doing this to make money not benefit the people to the frank.</p> <p>Many people who live in the more rural parts of Newbury, who cannot walk to down or use public transport due to buses stopping by 5pm (this should be looked into), use other streets where it is free to enjoy their evenings and weekends in town. They already have to pay enough on petrol, increase wear and tear on their car, and increase CO2 emissions by not having readily available public transport, simply to travel to town. They do not park on roads that are busy therefore, it does not impact local residents. It is not a deterrence as people will still do it and you know this. I strongly encourage you to reconsider your reasons for this proposed plan.</p> <p>Realistically, in the short term it is a financial loss for you which you could be used more beneficially to the people. You would need to spend money on either street cameras, parking machines, and staff. It does not make sense at all. Newbury is a small town as is, please put the money to better use.</p>
<p>There are the following two comments:</p> <p>1) In my experience it is currently often difficult to park in the Faraday Road industrial estate. How will restricting parking further by removing many more parking spaces help the businesses located there thrive? Of course their customers and employees require parking.</p> <p>2) On Bartholomew Street there are many takeaway restaurants. Why is no "up to 30 mins free" period planned after 6pm in the evening? Drive the customers of these takeaway restaurants away and these businesses may have to close.</p>
<p>as I live at the top end of Mill Lane RG14 REDACTED (full postcode) we do not have RESIDENT ONLY PARKING</p> <p>but only from 17.00 until 8.00 in the morning to park our vehicles When we come home after 17.00 hours we cannot find a space to Park. I have phoned parking services endless times and they have put parking tickets on these vehicles</p> <p>We all feel that there should be no increases for this part of Mill Lane as all day no traffic wardens are seen</p> <p>traffic wardens are seen patrolling we are the forgotten people</p> <p>The flats in Mill lane although they have parking at the back of their flats continually park at the front on Mill Lane their visitors</p> <p>I have continually complained to REDACTED (name) Liberal councillor and others</p> <p>You should erect meter parking machines for people to pay or give us full RESIDENTS PARKING</p> <p>thanking you</p> <p>REDACTED (name)</p>
<p>By increasing the hours that these fees cover, you will be introducing significant new charges for access Newbury town center during the hours when residents access the hospitality and entertainment industry. This will drive down buissiness rather than generate the economy</p>
<p>The fact that there are not enough free parking spaces and a very poor bus service from Speen means we do not shop in town.</p>
<p>I have stopped going into Newbury since one has to use APPs in most car parks.....</p>
<p>This will stop people visiting Newbury, thereby curtailing business. Short sighted approach</p>
<p>Whilst I understand WBC's need to increase income, I am not wholly in favour of a '30mn only' free of charge concession, and I have yet to be convinced the increased income will be ring-fenced for parking costs. Already cars are parking in people's allocated bays and there is scant evidence of much interest by WBC traffic wardens. The more Draconian the restrictions/costs, the greater the chance of infringements. (NB. The spaces marked Q1 and Q2 in Mayor's Lane have been allocated to the Quaker Meeting House, yet barely a day goes by without some</p>

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<p>'chancer' parking in at least one of them. Also, double yellow lines are used repeatedly for long-term parking (including more than 12hrs at a time). Will there be more traffic wardens? Will there be a mechanism for citizens to report infringements? Will those who infringe be fined?</p>
<p>This additional cost will further discourage footfall in stores and eateries in Newbury town centre. This will compromise the viability of businesses. This is a small gain in parking fees, at the potential loss of businesses that pay much higher rates and rent.</p>
<p>I do not understand the logic of charging in these parking areas overnight, there will be little income raised, it will be additional cost for locals to park near their properties and further punishes visitors coming to spend money in our economy. We have lots of parking that is not being used during the day since charges were introduced (Newtown Rd is a prime example - lots of parking almost always empty and raising no real revenue after costs) and simply puts more parking pressure on residential streets nearby which are free. Why are you punishing the council tax payers? Who will be enforcing that vehicles have paid parking at midnight?</p>
<p>I consider unreasonable to impose further charges on residents and visitors who want to come into NEWbury centre for a little light entertainment</p>
<p>It would be better to keep parking costs down so as to attract more people into west Berkshire. With the lack of range of shops in Newbury now to attract people in such as John Lewis that pushes people to Reading but their high parking costs then makes people go to Basingstoke instead. We need to look at the whole issue and not just the isolated parking issue as a whole not individual components if we wish to bring more money into west Berkshire as a whole and not push it away.</p>
<p>People are not coming to Newbury because of the high parking charges when compared with other market towns so these increases will slowly kill the town. Asking people to pay by phone is once again restricting people from visiting Newbury as many people especially the elderly do not own the correct phone. The introduction of evening charges is counterproductive as this will stop people from using the facilities in the town and other areas.</p>
<p>1. I object to the Pay by Phone only proposals as it is ageist. Not all elderly people, in particular, have smart phones or indeed any mobile phone at all. It seems you are trying to save the cost of cash handling to the detriment of the most vulnerable section of the population. 2. I think it is wrong to introduce a standard charge across Newbury (I cannot comment on areas where I do not live). I see nothing wrong in charging more for parking in the centre of town and less for areas further away. At the moment people can choose to save a bit of money by walking a bit further. With a uniform charge they will no doubt consider that they may as well park in the centre of town if the cost is the same everywhere, so putting unnecessary pressure on town-centre parking spaces. Comment: Why do you use American spelling?</p>
<p>Parking charges are turning Newbury town centre into a ghost town, it would be better to allow parking for free, certainly in evenings and weekends, to stimulate the high street. It seems every council wants to "tax" motorists to balance their books, but in reality if residents were spending money in shops, pubs and restaurants then the council would be able to get more revenue from business rates and create a vibrant town centre for the residents to enjoy. £1.50 for an hour in the underground in the centre of Newbury is ridiculous.</p>
<p>I live in Catherine Road and struggle to park on the Road where I live and this is a daily problem. People park for the Dentist Surgery, Doctors surgery and for the Railway. I have tried to explain a couple of times that at least 20+ addresses don't have off street parking so it causes a massive issue. Both sides of the road should be made available for residents to park.</p>
<p>These amendments clarify the existing situation. I am all in favour of the proposals. In addition as a resident at the Racecourse I feel strongly that parking on all or part of the pavement should be banned & that the parking of any vehicle, private or commercial (somehow commercial vehicles making deliveries should have a brief dispensation periods) should be banned & that the owners of all other vehicles should be fined. I am particularly concerned about the risks & inconvenience caused to parents with young children, the elderly & indeed all pedestrians forced to step into the roads</p>

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<p>The proposals will make it much more expensive for people living and working in West Berkshire who need to use a car as bus services are inflexible and slow as roads become more crowded. Local businesses may well lose trade to "out of town" locations which have free/ cheap parking and a range of retail options which Newbury is losing.</p>
<p>Free evening and weekend parking would encourage residents and visitors to use restaurants/pubs and entertainment facilities (eg Corn Exchange programmes), thereby boosting local sales within the town.</p>
<p>As above, I'm not allowed to comment or object to the revised parking charges at this time but my views on the introduction of new parking restrictions on evenings and weekends are shared with both points, as follows...</p> <p>I often wonder what planet the decision makers of this current council live on! It doesn't take much common sense to realise that either increased charges or further restrictions are going to further dissuade shoppers and restaurant patrons from coming into Newbury town centre! Any perceived gains are going to be instantly wiped out by the inevitable fall in visitors. After these changes are pushed through, I would bet that more shops & restaurants will be forced to shut down!</p>
<p>Particularly object to the change to paid parking along all of Catherine road Newbury when the surgery at Eastfield House does not have adequate parking provision for staff or patients. Elderly patients in particular would struggle with this</p>
<p>Firstly, net zero is insane. The idea that the UK can make any difference to global CO2 levels is insane. The idea that .04% of .04% of the CO2 in the atmosphere that is man made has any effect on global climate is insane.</p> <p>Electric vehicles are insane, the batteries are very very dangerous and the amount of material required to make them is incredible, it takes about 6 tonnes of rock to extract the required rare earth metals required for ONE EV battery. The life of these vehicles is short and their repair costs are incredible. The idea that EV are to somehow "save the planet" is insane.</p> <p>It's clear to me that the main drive of the council is to force people to stop using cars making it prohibitively expensive and inconvenient to own one.</p> <p>People are finding life increasingly unaffordable and extorting even more money from them in the form of parking charges is insane.</p> <p>The economic impact on Newbury town centre is already impossible to ignore with nearly 60% of the retail units in town closed, raising parking charges will make it even less likely people will come to Newbury for anything.</p> <p>Looking at the up-take of EV's, it's totally pathetic. They are the stupidest idea ever and you clowns fell for it hook line and sinker.</p>
<p>It will reduce traffic into Newbury.</p>
<p>Provided there are still resident's permits allowing parking for extended periods outside or near places of residence then I support the proposal. On street parking is a necessary part of going into Newbury by car if the driver wants to be nearer a destination or does not want to pay car park prices for a short visit. But then again the Council does need to have a reasonable source of income to help maintain roads and streets.</p> <p>I was confused by one part of your Newbury table where you say that cars may be parked for a maximum period of 15 hours and yet your longest/maximum stay charge is one hour - could you clarify please?</p>
<p>Newbury centre is dead. Parking charges will lead to it closing except for non retail businesses, betting shops, short term catering let's and phone repair shops.</p>
<p>The fact that you are keeping the free 30 minute stay is good and I suppose the prices need to go up to cope with additional increasing costs.</p> <p>I have seen cases where parking prices and over the top parking restrictions have killed off town centers but Newbury prices seem OK.</p>
<p>Car owners are "cash cows". Whilst I understand the need for more funds, there are many ways of getting money fairly. For instance - Andover Road bike lanes. These were implemented at no</p>

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<p>doubt great cost. Yet you very very rarely see a cycle anywhere. BUT cyclists would not be able to use the lanes as there are so many cars parked half on and off the pavement thus hindering cyclists and pedestrians. Putting up costs will make this situation worse. There is not a road in Newbury that has free pavements. This is something that needs tackling.</p>
<p>This is profiteering. Purely money driven. You need to provide free parking to residents and visitors. It's not fair. I strongly object to residents having to buy permits or pay for parking in any way. It is simply not fair. I do not Queens Road on this list thankfully but wish to record a strong objection to any changes to on street parking in that road. Your information is long and complicated to read, which would put many off responding at all, particularly the less literate.</p>
<p>These proposals as listed here are largely unacceptable - they represent a grab by the council for revenue from the long-suffering residents and businesses of the area, who already pay a high level of rates and Council tax.</p> <p>They remove the comfort of being able to visit businesses for short periods of time without being penalised for doing so eg medical and dental appointments where surgery parking is not available or inadequate (such as in Catherine Road), hairdressing, banking or restaurants in the middle of town. All of these represent a lively and vibrant local economy which will be in jeopardy if access to them is only available if you can afford to pay for it.</p> <p>High Wycombe in Oxfordshire offers free parking to shoppers, and a bustling town centre with profitable businesses is the reward.</p> <p>The requirement to pay by phone assumes that the technology to do so has been purchased and learned by everybody who needs access to parking. This means that banking accounts are made susceptible to fraud on the internet. An alternative might be the possibility of buying (for cash) a payment card such as on the underground to subtract a standard amount for any parking.</p> <p>How many extra traffic wardens will be required to police this draconian removal of friendly on-street parking?</p>
<p>Additional parking restrictions and fees at all times will discourage people from coming into Newbury. I, for one, will go to other towns or out of town places other than Newbury.</p> <p>There should be MORE free on street parking (with time limits), not less.</p>
<p>We have been asking for West Berkshire to permit our road for a long time. People working in town and people who go to the station leave their cars down our road continuously. Leaving no spaces for the residents who live here!</p> <p>This part of Greenham road/Eecklo place is a rat run for lots of school pupils. You are making these roads dangerous for pedestrians as they are over run with badly parked cars because people can't afford to pay for parking in town!</p> <p>If you do this you need to make our road permit - making you more money anyway! It's unfair on the surrounding roads that you haven't listened to!!!</p>
<p>I work at swan house Newbury. I used to live in chestnut Crescent near fire station. I pay 6.50 a day now as I live in reading. I come to Newbury with family for lunch on Sunday. Spend afternoon at the Victoria park and river.</p> <p>If you make Sunday chargeable then I will not make it and town will die a quicker death. Already the town is dead.</p>
<p>You continue to actively discourage residents and visitors from coming in to Newbury and thus helping to sustain businesses, shops and entertainment venues. Many have no choice but to drive and thus will go elsewhere to other towns (Basingstoke) for more welcoming parking charges or to out of town venues. Newbury will fall further in to decline which is awful. You need a true vision for the future of Newbury not simply raising prices for parking, rents etc.</p>
<p>Discourage people from using local businesses</p> <p>Discourage people from visiting Newbury ie in the evenings</p>
<p>Parking costs are already too high.</p> <p>Unable to visit Newbury town centre due to be priced out of visiting.</p>
<p>You are not encouraging people to visit Newbury by increasing charges. This inturn takes money away from local businesses.</p>

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I object to pay by phone only locations. I do not have, or wish to use, a smartphone I occasionally visit St Nicholas church Newbury on a Sunday late afternoon/early evening and it is now all but impossible to park anywhere sensibly near
The parking charges are already excessive and deter people from coming to Newbury

Comments on/from Thatcham (27):

I am concerned about parking charges in Aylesford Way and Pipers Lane Thatcham. Cars already park in the residential Urquhart Road to avoid paying parking fees at the railway station. This may worsen things. At least it is cheap, so people may use it, but on the other hand, they may prefer to use the free parking in the residential area.
It would put me off coming into Thatcham and would lose even more local business and have more empty shops than there already is.
None will park in the town if you charge on street parking in Thatcham. Hence less footfall for the struggling businesses.
To charge for on street parking in Thatcham will deter people from calling in a local shops for just short periods - buy a paper , drop / collect dry cleaning . You can park in car parks already 30 mins free in the Co-op car park , and pay for longer too here and in Waitrose car park .
Parking charges in Thatcham will kill the local area and put off people from visiting. Just look at the use of the car park adjacent to Thatcham Medical Practice.
It drives the residents out of visiting their local towns. I love popping into Thatcham for takeaways, nail appointments, hair appointments, to see friends for coffee. It's not fair on local businesses who struggle enough with costs of living and this would decrease their footfall. I would rather find businesses / places with free parking instead than pay to pop into my local town.
It would cause more people trying to find and squeeze into free / illegal spaces which is dangerous and inconvenient to residents living in the towns.
It will stop walk in appointments for the salon I rent a chair for eye brow wax nails etc It will effect walk ins for my self for hair cuts and walk in booking or older clients coming to book an appointment as they won't be able to pull up and pop in It will stop people travelling to Thatcham and then stop/reduce footfall for the cafes and restaurants as no one will just pop for a coffe or lunch or meal as they then have parking on top of the drink etc so less likely to treat themselves to a treat
There is no problem with parking in thatcham... if you start charging for it, there will be hardly anyone coming into thatcham town. Its great that you can pop in and use the business and not have to worry about finding change to pay for parking. If an evening charge is brought in, i sure it will affect where people decide to go out for dinner in Thatcham.
As a resident in Thatcham I live at [REDACTED] Bath road, I already have no parking through out the day as the parking is for 2 hrs only. If the proposed parking is to change then I think you need to consider the residents that need to park along the proposed routes. Maybe have payed parking and resident parking to so we can all still park and not after walk a mile to get home every day after eventually finding somewhere free to park Please consider the residents Many thanks
People will not just pop in to Thatcham. For example to pick up something quick like fish and chips for supper or visit the restaurants for an evening meal, this will impact these businesses if businesses if evening parking charges apply. Or picking up an item of jewellery or anything quick from any of the shops in Thatcham if daytime charges brought in. Certainly will affect the town's businesses and make people go elsewhere like retail parks where at least you get 2-3 hours free parking! Come on support your local businesses and your local people.

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<p>Most people who park in Thatcham at any one time are parked for a very short time. Into one shop and out again. The first hour should be free, otherwise people will be paying for time never used.</p>
<p>It will have a significant and detrimental effect on the businesses in Thatcham, as increased prices create greater avoidance of using the facilities. Obviously it is going to happen, as it is simply part of a statutory process, but hopefully we won't see or hear any surprise in the future as the businesses in Thatcham fail and Thatcham suffers as a direct consequence of the ever increasing mismanagement of funds by; in this case West Berkshire Council and councils across the country generally where bankruptcies are increasing.</p>
<p>I think from a business perspective for the local thatcham economy this is short sighted. We don't get many visitors and trade as it is being a small town - charging for parking in Thatcham will only discourage it more. People have already far too many things to pay for, and shouldn't have to pay in a small town, it will discourage people visiting & spending money here. Please just leave it how it is.</p>
<p>If on street parking became charged it would have a huge impact on business. In Thatcham many people pop in briefly for a few items from local shops or charity shops. If a fee was introduced people would take their business elsewhere where there is a greater selection. I am someone who struggles for money so I plan exactly where I go considering all things including parking fees, this would take me out of my local shopping area. It is also likely to cause people to park in residential areas to avoid the charge. Many Thatcham businesses struggle to survive and I feel this would cause the struggle to be even greater.</p>
<p>The balance of charged and non-charged spaces in Thatcham enables the remaining shops and take aways to survive. If a charge is added or reducing the time will impact on businesses.</p>
<p>If you charge for parking in Thatcham, it will put so many businesses out of business - the independent stores who rely on local people parking and popping in for a few minutes to get a few things. If this is adopted, it will be a disaster for the local economy.</p>
<p>I am concerned that those parking on the road do so to reduce cost of parking and will seek alternate, non paying, parking locations in adjacent residential areas. For example an area that will be affected is Thatcham where the proposal is for parking, on the map adjacent to the industrial site, will force drivers to park along the residential area opposite along and off Agricola Way.</p>
<p>ThatchThe Methodist Church meets in Chapel Street on the A4 it has an ageing congregation which uses the nearby Waitrose parking area each Sunday mornings currently free of charge on Sunday. Would it not be possible to continue to</p>
<p>As a resident of Thatcham and supporter of local businesses I often pop into town . I prefer parking in the Broadway where it is free parking. This is because I often only go for the morning papers so am only there for a few minutes. This should remain free parking</p>
<p>I object to the removal of an hour free parking proposal as there are times when only a short time is needed to park for example;- picking up prescriptions from a pharmacy Doctor's appointment posting a letter. Are cash and card payments still going to be available? Not everyone wants or can use parking Apps on a phone. For example you cannot park near Thatcham Station without these apps.</p>
<p>The reason given for introducing evening and weekend charges to Thatcham was to harmonise charging throughout the district. This appears to be an arbitrary decision and does not reflect the differing nature of each of the town centres. For instance, Thatcham does not have the same type of services in the town centre that Newbury does and nor is it a tourist area like Hungerford, both of which attract visitors from outside of the district. Thatcham is a local town centre which may suffer from the introduction of evening and weekend charges with businesses losing custom. The additional income raised is probably unlikely to cover the cost of patrolling the car parks to monitor payments. People will also then park in the surrounding streets where there are no charges. Sunday charging in particular will also have an adverse effect of the many people who attend</p>

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<p>local church services, of which there are several. Most can only get there by car and it seems particularly harsh for these people to have to pay over £70 a year to attend church on a regular basis.</p>
<p>Any further restrictions on free parking in Thatcham town centre will be another nail in the coffin of an already struggling town.</p>
<p>We pay Tax to use cars We pay tax to live here Cost of living is already high Let us at least to have the privilege to use parking without having to pay for it Less people will want to travel to the Broadway for example Its a hassle finding cash Using online payments dont always work or cannot connect</p>
<p>For over 30 years we have been attending Thatcham Methodist Church and parking for free in the Kingsland Centre both on Sunday Mornings and for evening activities. As with many churches, our congregation is comprised of pensioners who will be hit by this opportunistic change to parking hours (and inflation-busting increase in charges)</p>
<p>I live on a road that is classed as a school street. This campaign has yet to be fully controlled, implemented and managed. We still have so many issues with school parking and have sent several complaints as a street. (Skillman Drive, Thatcham) To put parking charges in place for residents who cannot even park outside their own home or is on an unsafe street is not an option. We need to see the council follow up on existing plans before anything else. We also get no street cleaning, weeding etc and as residents do this ourselves plus litter picking from the school. We pay enough tax as it is and therefore object to any further fees when needing to park where we live.</p>
<p>Thatcham shops will have a hard time getting people in if parking charges. People will go to Newbury or Reading to go shopping.</p>
<p>As a Thatcham resident we need every way possible to keep our high street alive. We have a lot of eateries which rely on customers and by putting on charges in the evenings and on Sundays you will be threatening their trade. The town is desperate for visitors and by applying charges 24/7 it will deter people from visiting. I would add that I am neither a shop or restaurant owner but want our town to thrive not fade.</p>

Comments on/from Hungerford (215):

<p>Won't be OK bring any value to Hungerford</p>
<p>I don't understand why Hungerford has no 30 min free period when Newbury does. I could not see what the changes are, so can't come to a view.</p>
<p>Sunday parking charges will force parkers into residential streets already full of residents and therefore put visitors off coming to Hungerford damaging business.</p>
<p>I object to operational charges for the high street to evenings and Sundays etc. As a resident in the high street it's going to put off visitors in general to the town but also my personal visitors. I was shocked to be made aware that Tesco is now limiting their parking hours for Sundays/bank holidays and evenings even though they are in the centre of town and have the largest parking area. As well as making it less appealing for shoppers/visitors it's also off putting for evening visitors for pubs and restaurants.</p>
<p>This will put more people off from parking in the town of Hungerford where the town is already struggling with low footfall. Business are already beyond struggling and many keep going to the wall. The high street is run down and having extra charges will just put more people off stopping especially when people do not even get a free 20 minutes or half hour.</p>
<p>For Hungerford to be a thriving town there needs to be less need for parking charges, and cheaper charges for longer stays and various ways to pay and more options to allow drop offs</p>

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<p>and perhaps more time/let way to be able to top up parking and no penalties just ways to pay balances better and longer times to park</p>
<p>Removing free parking on Sundays and charging 24/7 for car parking will have a severe impact on Hungerford Town Centre. It is a thriving town, but removing free parking at the times specified will discourage visitors. It will also cause chaos in surrounding residential streets as people look for free parking.</p>
<p>I know Hungerford as a lovely town, which, while having problems, is still doing quite well - shops, markets, local groups of one sort or another. It attracts people like myself from a wide area. I am very concerned by this proposal, which I consider foolish. It will reduce business for traders and undermine local societies (the very fibre of the town) all in order to make more money. There is no major parking problem to be tackled. Hungerford's traffic can sometimes be busy, but I can usually park there with little trouble - no drastic solution, such as this one, is needed. Outside peak periods this proposal is especially silly. There is usually plenty of space for parking.</p> <p>Also, as a hater of mobile phones, I fear that elderly people will find it almost impossible to park - unless care is taken to have alternative methods of payment - though the issue should not arise. This is an example of a community without the need for drastic change, which is forced into such action by what I suspect is the local council looking for more cash. It is a big mistake for Hungerford, and needs urgent rethinking.</p>
<p>HUNGERFORD</p> <p>The high street spaces in Hungerford should be free for short periods (e.g. up to 20 or 30 minutes, or even 15 minutes) to facilitate drop offs at the post office and similar. However they should also be capped at max of 4 or 5 hours to prevent the handful of spaces from being blocked by people parking there all day.</p> <p>The station road car park should be designated for commuters and those staying in the hotels on the high street and pricing should be designed around this, to deter spaces being used by short term shoppers who should be directed to the library car park.</p> <p>The APCOA station car park itself is insufficient for peak commuting days (Tuesdays, Wednesdays, Thursdays) when it is full by around 7am so the station road car park is essentially a commuter car park a lot of the time. There have been couple of occasions when the station road car park has only a handful of spaces left and one occasion when there were no spaces because of shoppers using it when it was free because the ticket machine wasn't working. This meant I had to drive to Newbury to catch a later train. You need to recognise the changing patterns of living and working which see more people moving to the area who commute to London and need a reliable car park for doing so. Higher short term prices in this car park (perhaps a minimum 4 hours) and ensuring it is only app payments will help to nudge shoppers to other spaces and leave this car park for hotel guests and commuters</p>
<p>Hungerford High Street Retailers are nearly all small independent stores. The Sunday Parking Fee is one more blow to attracting customers to Hungerford. They can easily go to Marlborough or out of town sites such as the ever-expanding Cobbs Farm complex on the A4 well away from Hungerford. This Traffic Order should not be applied.</p> <p>On the Imposition of the Overnight Charge this will impose extra costs for visitors to all hospitality businesses operating in the evening and visitors staying overnight in hotels are likely to miss this additional charge. If they get a fine they'll be put off coming to Hungerford again. This Traffic Regulation Order should not be applied.</p> <p>Both Traffic Regulation Orders will also lead to displacement of visitor cars into the surrounding streets both overnight and cause congestion in the narrow roads of Hungerford. Neither Order should be applied.</p>
<p>Concerned about the costs of parking as my partner lives in Hungerford and I live in a village that has no transport links to Hungerford (I live in RG17). I also work in Hungerford and I am concerned that it will deter people from coming into Hungerford and go elsewhere which would have an impact on my income.</p>
<p>This is a money grabbing opportunity and not a considered approach to improving Hungerford as a destination for shoppers, and visitors alike. I feel that concerns raised in consultations have</p>

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<p>been ignored, and this decision is being made without justification.</p> <p>This proposal is detrimental to the town of Hungerford, as a Town known for its boutique shops and a known attraction for antiques buyers and sellers, and eateries, these changes will seriously affect visitor numbers at weekends and evenings. Trade should be encouraged not deterred. The likely scenario is that we will see businesses fail as a result of these changes, which will impact on rates due to the council. In addition as a resident, there is already pressure on parking spaces, and a limit on parking permits, so a further charge on weekends and evenings will leave visitors not wishing to come over.</p>
<p>In Hungerford the proposed overnight charge is £1 - which isn't going to add up to much revenue and certainly cost more to enforce and risks damaging the evening economy by putting visitors off parking on the High Street.</p>
<p>I believe this will deter people from parking and business in hungerford will suffer</p>
<p>Hungerford is dying as it is, should be like abingdon</p>
<p>In a town that already struggles with footfall 24/7 parking charges will deter people from coming here. Hungerford is a small town with an ageing population, a number of whom rely on their cars to shop, go to the post office and run short errands.</p>
<p>For Hungerford, there is not enough car parks and not all residents have places to park. Charges for the evening and weekends is unfair when visiting family</p>
<p>As a pensioner, I am finding pressure on my income from all fronts, and Sunday parking charges will deter visitors to Hungerford,</p>
<p>Charging Sunday and evening charges will discourage people from coming to Hungerford. Businesses are still recovering from COVID and this just doesn't make our town very welcoming. It would be better to actually have say the first 1/2 free parking in Hungerford. Make Hungerford a place that welcomes people not charge them for just visiting the town. It also will affect resident parking, like The Croft, where people will park there instead to park for free. Residents won't be able to park outside their own home or visit the church.</p>
<p>Too introducing charges on Sunday will deter people from coming to Hungerford our shops struggle now with footfall this will add to it. Also if there was free 30 minute parking or 45 minutes people would use it and also maybe stop the congestion going into the Tesco car park.</p>
<p>The introduction of new parking restrictions on evenings and weekends will have a detrimental impact on commercial (especially hospitality) activity in Hungerford, one that will deter people with money to spend from coming to the town to spend it. WBC ought to be putting in place measures to attract people to the town, not put them off. Shame on you WBC. Reverse these evening and weekend changes.</p>
<p>I have a number of comments on the plans and schedule:</p> <ol style="list-style-type: none">1. I object to areas where pay by phone is the only option: in every area an option of contactless card payment should be provided. Not everyone Carrie's or wishes to use a phone for payment purposes. I accept that cash payment would not be provided.2. I believe that evening charges should apply from 5 PM not 6 PM. The evening for a lot of residents starts before 6pm!3. Specifically in regard to Hungerford High Street, I do not think evening parking charges should be introduced; parking in evenings is generally not fully utilised.
<p>The apps to pay for parking are shocking. They are difficult to use and make it stressful when you want to quickly do so shopping. People visiting Hungerford especially the elderly really struggle and are now put off coming here and are now travelling to wantage. You are putting lots of high street businesses at risk as people will be put off having to pay on Sundays and evenings.</p>
<p>Over the years with parking charges increasing to add to that charges being put in place for Sunday and evening charges - we find our selves visiting Newbury less and less. Along with changing the way payment are made also makes us think about visiting towns to shop. This also applies to other towns,</p> <p>We feel it's easier now to shop on line and stop going to our towns. Hungerford is our local town now and will probably make us think again about visiting and ship on line.</p>
<p>The introduction of charges for Sunday and evenings I. Hungerford is just another nail in the coffin of struggling high street businesses -</p>

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<p>I object to parking charges for evenings and weekends, Hungerford is hard enough to find parking at the best of times and is a very dangerous high street with many car accidents happening already. I fear that if the parking is not an option for some people who can't afford it in the evenings, it will make it an even more dangerous street to not only drive down but as a pedestrian as well. I'm happy to increase parking charges in the day time but evenings we should encourage people to park to spread out the time people use the high street and encourage people to do more things in the evenings to lighten the traffic in the day time. If anything make the high street wider and slow down to a 20 zone and put in a speed camera to make your money!!</p>
<p>The proposed extension of parking charges to evenings and weekends will harm local businesses in Hungerford . Already people are going to Wantage instead as get 2 hours free parking. We need to encourage people to stay local and not drive them away</p>
<p>Ridiculous to put restrictions on evenings and weekends when in hungerford we have lots of antique shops that need quick access to load and unload purchases and items off sale. Our little town relies heavily on tourism.</p>
<p>Hungerford has plenty of parking available at evenings and weekends. There is a thriving trade in the pubs and restaurants, as well as other businesses such as Hungerford Bookshop and The Naked Grape which run successful evening events. Introduction of evening or weekend tariffs will damage businesses and deter visitors. I strongly object to this proposal.</p>
<p>Extending parking charging periods will not increase revenue for the council, it will simply mean people will choose to go elsewhere and avoid Hungerford. This will damage the revenue that businesses in hungerford are able to achieve and damage hungerford as a town. It is very easy to go across the border to Wiltshire or Hampshire and obtain free or far more reasonably priced parking. At this time, when the survival of our high streets is vital and very vulnerable, i believe that making high streets and towns more expensive to park in, is a move in completely the wrong direction. It will not achieve more revenue for you - people will simply not go there, so you will have less revenue and businesses will suffer. Your plan will not not create extra funds it will result in less money coming into the west berkshire businesses. I already actively avoid Newbury due to parking costs. If I can't go elsewhere I get items i need online. I would much rather visit the high Street if parking was reasonable though. You are missing out on revenue from passing trade by making town centres into places that people only pop to if they really have to due to parking charges, why not try and increase footfall by reducing parking charges and help the businesses that are there to thrive.</p>
<p>The changing of Hungerford High Street from 6 days day/evening times to 24hrs 7 days a week will impend both residents and businesses. Without at least 30mins grace means the collection and delivery to shops is impossible, it also means that residents cannot be visited. West Berkshire Council are fully aware that the Town and Manor has the market rights over a large part of this area, they put out boards on Tuesday informing drivers that the area is required early Wednesday morning until late afternoon.If a person buys a new overnight ticket on Tuesday who will refund them?</p>
<p>I'm upset that I missed the opportunity to object to the increase in parking charges in Hungerford Town as I didn't see this change proposal. Both the price increase and the proposed restrictions will decrease footfall to our high street shops which are already struggling and discourage visitors from stopping to spend money in our lovely town.</p>
<p>Parking in Hungerford high street is difficult enough without it costing more,and charging evenings and weekends is just going to have an impact on the pubs,restaurants and organisations that meet in the evenings. Now parking in Tesco is restricted, this will only get worse</p>
<p>Parking in Hungerford is already at a premium, with Tesco changing their parking hours and relinquishing spaces when they have EV charging point installed along with the loss of spaces in the Church Street car park to the installation of EV charging points, I think the Council should rethink it's strategy.</p>
<p>Hungerford needs visitors and locals to be able to park in the town centre to encourage them to use the all the local shops, pubs and coffee shops. Some free parking is essential plus free parking on Sunday and after 6pm. We also need 30minutes free parking as Newbury enjoys!</p>

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<p>Business is challenging for a lot of individual shops and cafes in Hungerford and we risk losing some of these if the new parking regime is introduced. Please think about the bigger picture.</p>
<p>I think that the increased restrictions on evenings and weekends will damage businesses on our high street. This would negatively impact Hungerford and what it is like to live here. I feel 30mins free charging would be beneficial to all, encouraging more spending in the town. There also needs to be more parking available.</p>
<p>I believe that imposing parking restrictions on evenings and weekends will seriously impact businesses and residents of hungerford. I think that you should be able to park free for half an hour/1 hour in the High Street and nearby car parks to encourage people to use local businesses Mon to Saturday all day. Evenings all week and Sundays plus bank Holidays should be free. People in hungerford and nearby villages are travelling elsewhere to shop where there is free parking ie for 2 hours. Charging as suggested by council will also mean that people will start parking on nearby residential roads causing problems for residents</p>
<p>As a business owner there are enough issues getting people to actually visit Hungerford and for locals to use the town. All the evening and Sunday charges will do is put people off even more. It will be of no benefit to the town .</p>
<p>These proposed changes will have an impact on business as visitors will not come to Hungerford. Free parking on Sundays is particularly popular which allows visitors to explore our town without worrying about time and boosting our economy. Too many businesses are closing and this new proposal will definitely have a major impact on our small town.</p>
<p>This proposal will cause the businesses in Hungerford to be greatly impacted and will result in reduced custom for all. This is short sighted to raise revenue for West Berks Council and does not take into consideration the needs of local businesses. It is counter intuitive and when businesses start to fail, no one will want to park in a dying town. High St businesses should be assisted in all ways to attract visitors and increase custom, not have barriers that only serve the council put in their way. Serve</p>
<p>The proposal will have an adverse effect on an already struggling high street. My business is located on Hungerford Hugh Street and I often encounter clients who have travelled from other parts of West Berkshire to visit our firm. A comment that is frequently made is that we are much more accessible than Newbury as the parking situation is easier. Fellow businesses in Hungerford hold evening events, the bookshop and Town & Manor events as well as local societies and clubs spring to mind, and shops open over weekends will all be adversely affected by parking charges being introduced. The town is not supported by a sufficient public transport system, with very few buses and an unreliable train service, so it does not leave clients and customers with a viable alternative method of travel to Hungerford.</p>
<p>My business has already been affected by the train station car park barrier system being broken. The hotel brings a lot of business to Hungerford and guests having to pay for parking is putting them off visiting the town which not only affects us but affects all businesses. A lot of our guests are elderly and require disabled spaces for days on end so restrictions on this would further impact visitors to the town. Sundays and bank holidays bring extra visitors to the town and this would have a big impact also affecting all businesses</p>
<p>The increase in the parking charges will affect the business and the shops in Hungerford. It's hard enough for them without this extra charge. Many shops are closing because of a drop in footfall we don't want to become a ghost town. Sundays a lot of people walk the canal with their families if they have to pay to park that will no doubt stop they will find somewhere else to walk where they don't have to pay. Retail parks are free of charge which encourages people to shop there.</p>
<p>As one who needs to drive in to Hungerford as I'm 3 miles out and have mobility issues, I often come to do errands whether it be banking, shopping, post office etc, it has always been a joy to pop in and park and not worry about paying particularly in the evenings and weekends. This new charge 24/7 will simply deter me from coming to town and risk being fined. Please don't destroy our high street which is struggling enough to survive.</p>

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<p>Our high streets are the centre of our communities. In an age when on-line shopping is meaning shops are struggling, they need local authorities to support them, not make it harder for shoppers to pop into local shops. Restrictions on evenings and weekends will deter shoppers. People will be pushed towards ordering from Amazon, not supporting local businesses. The council gets no business rates from Amazon, but does get them from local businesses, so increasing and complicating parking fees is SHORT-SIGHTED! Hungerford has some wonderful independent shops, but some have had to close, with a loss to the town and to diversity. Let's support the dedication of our local shopkeepers, our unique community, and the attraction of popping into Hungerford by NOT charging for evenings and Sundays!</p>
<p>Residents & businesses alike already struggle with affording things on Hungerford High St. We may attract a small amount of tourists but not enough for this to be a money making idea. It will only affect residents & businesses in a negative way.</p>
<p>This proposal will further restrict visitors to Hungerford High Street thereby affecting local businesses. I don't believe any extra revenue generated will offset the damage done to trade and, potentially, leading to empty shops and unviable pubs & restaurants. Yet another nail in the coffin for independent business owners still trying to recover from the financial effects of the pandemic.</p>
<p>I very strongly OBJECT. The proposed revised parking measures "to confirm with the rest of the District" does not allow for any considerations which are highly relevant specifically to Hungerford. It has a thriving number of independent shops and businesses that rely completely on local residents and visitors spending their time and money in the town. Charges in the evening and weekends, especially Sunday will kill the trade, community events and activities in the town and it will be left with vacant properties in the High Street which will do long term damage, because the impact of such measures will encourage people to go elsewhere. It makes absolutely no sense. It's not as if, living in a rural town, there are alternatives to using your car. There are hardly any buses - certainly none at convenient times for evenings and weekends, and even if a train did exist, they are unreliable and often cancelled; many outlying villagers who come and spend time and money in Hungerford live no where near a station. There's also the immorality of having to pay for your parking if you go to church which is just plain wrong. There are widespread severe, adverse consequences to the proposal and I sincerely hope, from the equally widespread objections from those who will be directly affected, that this shocking proposal will be withdrawn forthwith. It has certainly not been thought through as to the dire impact it will have. I strongly OBJECT.</p>
<p>Introducing evening, Sunday & bank holiday charges will be a further nail in the coffin for Hungerford High Street It will have a negative impact on businesses who are already struggling. It will also impact negatively on restaurants, cafes and organisations that organise evening events in the town such as Hungerford Bookshop and 'Arts for Hungerford'. It will push those who do come into the town in their car to park in side roads further away from the High Street. These side roads are already congested. Tesco car park is already a nightmare & causes road blocks in the High Street with cars trying to get in and out. This will only get worse.</p>
<p>I think this will have a detrimental effect on Hungerford, particularly High Street shops and businesses. Why come to Hungerford when people can park free in Wantage for 2 hours? It is ill thought out.</p>
<p>I do not object to charging for overnight stays or Sunday parking in principle, but regard the proposed charges as too high. I think a flat rate charge of £1 or £2 for both overnight and Sunday parking would be acceptable. Charging at hourly rates for Sunday parking would seriously impact on the likely attendance of Sunday events such as craft markets in the Town Hall and monthly artisan and food markets at the Croft field. It is likely to discourage visitors from coming to Hungerford, at a time when traders and local businesses desperately need to attract visitors to the town in order to stay afloat.</p>

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<p>There have never been charges to park at night in Hungerford, a lot of residents use the public parking and it puts even more financial pressure on a already exploited local population. I would suggest West Berkshire Council focus on their inefficiencies and complete incompetence at most tasks to save money rather than trying to pass yet more costs onto the local residents and a already fragile local economy.</p>
<p>My concern is that adding parking charges for Sunday and Bank Holidays will affect footfall in Hungerford</p>
<p>Lots of people visit Hungerford on Sundays and use shops, cafes and restaurants. Also many people in the High Street where we live are elderly ,and family and friends are essential to help with looking after said people and often stay overnight.</p>
<p>The detrimental affect on local businesses and the potential negative impact on Hungerford high street.</p>
<p>It will reduce attendance at evening and Sunday events in small towns such a Hungerford that are sn essential part of our community.</p>
<p>It's one time that the people in Hungerford get the benefit to visit the town spend time with family and friends supporting restaurants and shops without added costs</p>
<p>It will deter visitors to the town put extra pressure on the tesco car park and cause parking in nearby residential roads The business that are open in the evening will be seriously effected Surely WBC should be doing more to help businesses not hinder them</p>
<p>Re Hungerford where I live. Our High Street supports a good number of independent shops and the event space of the Town Hall. Free parking encourages visitors. At a time when many businesses are struggling WBC should be supporting the High Street, not introducing policies that will harm it. Tesco now has reduced parking on its land to 15 mins outside shopping hours. This is a huge blow. Please reconsider our businesses are key to our vibrant town. Reduced availability of both spaces ie because of Tesco and charges at weekend and evening will have direct knock on effect on our businesses and charity/community events in the town. It is so easy to order online.....which simply creates traffic pollution and loss to our traders. I urge you to reconsider. Hungerford is not Newbury or Thatcham..... why do all parking regulations have to mimic eachother. Surely they should reflect the need in the town.</p>
<p>As a resident in Hungerford for 40 years I feel it will impact on all the wonderful small businesses we have, which attract people to the town. If a family want to come to look round, feed the ducks, and have a walk round our beautiful town, they may not come if having to pay for parking.</p>
<p>1. The vibrancy of Hungerford High Street is driven by people visiting the antique shops. Without this, the High Street would be littered with even more empty business premises than it is already. Sunday footfall is a major contributor to the viability of this trade and also eateries in the town). I deplore West Berkshire Council's proposed action, which could foreseeably jeopardise this business lifeblood.</p> <p>2. I predict that the proposed night time parking charges will:</p> <ol style="list-style-type: none">Bring in minimal revenue to the CouncilBe unlikely to be policed by the Council, being too expensive to fund"Brass off" the local residents and be flouted by them
<p>I am appalled to hear that WBC is proposing to start charging for parking AT ALL TIMES in Hungerford High Street. I understand the need for the council to try to maximise income, you are not alone in this; all businesses have this issue with many struggling to stay afloat in the high street.</p> <p>The additional evening and weekend charges are highly likely to have a negative impact as a whole by discouraging people from coming into the town center as much. The impact of this on local businesses, restaurants, pubs etc. could well be the tipping point in their businesses being viable. I regularly use many of these local businesses and know many owners and employees. Every single one of them has voiced concerns about the negative impact this proposed change will have.</p> <p>Additionally this proposal will likely push some people to park in surrounding residential streets as</p>

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<p>happens already during the day. This can cause issues for residents not being able to park at their homes in some cases. This issue is exacerbated by the fact that planners often approve home/flat building with insufficient parking for a modern society putting increased pressure on street parking.</p> <p>What next, impose charges for parking on residential streets? charging residents for parking outside their own homes...</p> <p>I strongly disprove of your proposals and urge WBC to head the views of residents, business owners, users etc and not go ahead with the proposed changes</p> <p>I will also be writing to my MP on this matter</p>
<p>We think that imposing parking charges on Sundays and evenings will have a very negative effect on Hungerford. There are lots of businesses who rely on people coming to the town in the evening and on Sundays and these visitors bring in much needed revenue for the business owners and independent shops. It's a very bad idea and one that needs to be abolished before it begins.</p>
<p>The proposal would produce a damaging change to residents and businesses in Hungerford WBDC's stringent parking restrictions have already reduced turnover and footfall in the town We will take all necessary social and legal steps to oppose this change</p> <p>Further - it is our intention to challenge the entitlement of WBDC to impose parking control in the Town and Manor of Hungerford and the Liberty of Sandfen Fee in contravention of rights and privileges conferred on the town in the time of King Henry III</p>
<p>Hungerford's High Street needs more people to visit on evenings and weekends to support the hospitality traders who are open at these times. An introduction of car parking charges will make the town a less attractive proposition. The town needs more footfall not less! Please re-consider this action.</p>
<p>Objections to impose all night and charging for Sunday. Many people come into Hungerford and the charges would be a barrier for visitors spending money at the shops and cafés. A better proposal would be to have spaces free for the first hour.</p>
<p>In my opinion charging for parking in the evenings and weekends will reduce the number of people coming to Hungerford, to the detriment on many businesses in the town.</p>
<p>If there is overnight and Sunday parking charges in Hungerford the businesses will suffer - and we have small private business - who all provide character and a great service.</p> <p>It will also mean that visitors will look for free parking outside private houses and locals will not be able to park their own cars.</p> <p>There should be at least 30 minutes of free parking as there is in other areas.</p>
<p>I object to the proposal because I believe it will deter frequent visitors and shoppers to Hungerford thus financially affecting all businesses on our High Street. We have already seen many useful and cherished businesses in our town close due to already high business rates as well as more people shopping online. This will only serve to encourage more of the latter.</p>
<p>West Berkshire raising these charges punishes the normal people again. Why come shopping when you can do it on line when council's make things difficult for businesses and for people who want to use facilities that's exactly what's going to happen. I can go to the retail park and shop for free so why would I pay to go into town. Communities are dying and things like this are part of the reason. Many people will pop into Hungerford on weekend and all that will happen is Tesco's car park will become fuller as there is no cost, stopping local people using the store, and causing a build up of traffic around the area. We need to keep our town the prosperous market town that it is West Berkshire need to look at the bigger picture and think about the effect this parking charge will have on everyone</p>
<p>Sundays and evenings should remain free of charge to support local businesses (and reduce pressure on Tesco car park and the congestion that causes on the High Street).</p> <p>I also still want to add that charging for the first hour of parking is detrimental to the survival of independent shops/small businesses - make the first hour FREE or CHEAPER if you want the town to thrive.</p>

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<p>We live in Hungerford High Street and this would have a disastrous effect on the residents and businesses in our High Street, particularly when many are struggling to stay open in the first place!</p>
<p>As a resident of over ten years I know how critical it is for parking to be free in order to give convenience to elderly and as gov shoppers to keep our high street active and support the shops which is needed. We do not have a parking issue in hungerford and see this only as another penny pinching exercise which is missing the bigger picture. I believe charging would reduce foot fall for our local shops which need supporting</p>
<p>You will damage businesses of small towns such as Hungerford, Tesco will stop parking after closing, charges are getting out of hand</p>
<p>Small businesses in Hungerford, whether pubs, restaurants or general hospitality, will be negatively affected by the new charges being proposed. Only 2 venues have parking of their own (JOG and the Bear), with all others relying on people being able to park on the high street. The introduction of parking charges will negatively impact all venues to the extent that many may be forced to close for good at a time when small businesses are already struggling with rising food costs, increased energy etc. The charges are not necessary at this time and will only go to damage the already fragile state of the local economy.</p>
<p>Evening parking charges will reduce the appetite of those from outside Hungerford to attend night time events.</p>
<p>As regular visitors to Hungerford one of the attractions has been no charges for parking on a Sunday or in the evening. We also recognise that charging at these times will negatively impact on local businesses particularly the hospitality industry especially those without their own parking.</p>
<p>This is a real threat to the town, one of the draws is free parking, it will ruin the vibrancy and since the town needs people to keep local businesses thriving offering charges for parking is ridiculous and wrong. I am furious at the WBC was trying to push this through without consultation with business owners and residents alike. This shows total disrespect for the community of Hungerford decisions like this just shows contempt towards people who use Hungerford car park on a regular. Towns like Hungerford have a long history and strong community and it needs to be respected and protected. I strongly disagree with this proposal and it should be scrapped immediately.</p>
<p>Free Sunday and overnight parking is important for local Hungerford businesses, particularly those in hospitality on the High Street. Being close to Marlborough which has the same benefit, I can see casual visitors, of which we have many, making the choice to go there rather than to Hungerford.</p>
<p>We appreciate no charges for evenings to attend Concerts etc. in The Town Hall. If charges go ahead it will stop or reduce attendances. If charges go ahead on Sundays it would affect several businesses like the Arcade & Antique shops & Church attendances.</p>
<p>I do not agree and strongly object to the parking charges for evenings and weekends – Sunday. Do not implement this proposal. We pay enough in taxes for our roads and for our council taxes and to charge on a Sunday or during the evenings is not acceptable and is outrageous. I live in Hungerford and it is not acceptable to implement these charges on the High Street. I would like to know how much revenue you anticipate raising for this proposal? What do you anticipate spending the money on raised from this proposal? What is the economic impact to businesses on the High Street and to the residence of Hungerford?</p>
<p>I live on the high street in hungerford and frustrated that I will have to pay more to park. It also discourages people to travel from out of town to shop on the high street, resulting in lower footfall and money spent in local economy. The Tesco car park will be more full than ever due to people trying to park for free.</p>
<p>West Berks Council is clearly determined to destroy trade in Hungerford on Sundays and in the evenings. Your plans will be the kiss of death for small business and will deter even more visitors.</p>
<p>As a long term hungerford resident . Why change this now . It is hard enough parking in hungerford as it is !</p>

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<p>This is a real threat to the vibrancy of the town. Already tourists are discouraged due to the increase in traffic through the highstreet due to the development on the Salisbury road but to ask them (and locals) to pay on Sundays/bank holidays and evenings is ridiculous and a threat to the town's businesses!</p>
<p>I object to the 24hr charges for parking in Hungerford because many people, both in business and voluntarily put a lot of effort into making Hungerford a good place to live and visit in the evening, charging for parking after 6pm is likely to have an adverse affect on this. Places like the Chinese restraurant, the fish and chip shop, the Kebab shop and the Indian take away rely on people to park for a short time. Arts for Hungerford, The Bookshop and others put on evening events to say nothing of the Pubs and other eateries all require available parking because they attract people from outside the town and the idea of socialising of an evening means you don't want to be constantly worrying if you parking has run out. In these difficult times why kill off all the good efforts by local people for what will probably be a small return. A town that is busy of an evening is a safer place.</p> <p>I object to Sunday charging because it will adversely affect those buisnesses like the antique shops Bookshop and eateries who attract people to Hungerford on a Sunday and help make the town a good place to be.</p> <p>We don't want an empty high street, don't penalise the people who are tying to keep it alive.</p>
<p>Hungerford does not need the proposed changes for any other reason than increasing parking revenue for WB Council.</p> <p>The proposal will have an adverse impact on local businesses who rely on tourism and visitors to the town.</p>
<p>Not necessary in Hungerford</p>
<p>This will negatively impact: Tourism for the town Local businesses Those visiting Hungerford from rural area's. Also local residents. In the current financial climate I feel this is one step too far, which would be devastating for all Hungerford businesses.</p>
<p>As a resident of Hungerford since May 1988 I wish to record my total absolute opposition to the proposed new parking regulations that are pending regarding vehicle parking in Hungerford. If these are implemented life will become even more expensive for local inhabitants and will serve to discourage visitors and business to the town.</p> <p>The surreptitious ,discreet ,low key manner in which West Berkshire Council has put these proposals forward is shameful and places W.B.C.,s handling of these in a less than complimentary light.</p>
<p>Lack of free parking in Hungerford will severely affect the town and businesses already struggling will suffer from lower footfall.</p> <p>Resulting in closures and associated loss of both vibrancy and revenue.</p> <p>Perversely this amendment could reduce council revenue</p>
<p>It will have a massive impact on business in Hungerford,</p>
<p>High street residents should have free parking, business will suffer, Tesco car park will be even more horrendous to get in to</p>
<p>Adverse. Effect on small traders in Hungerford.</p>
<p>I am one of many antique traders on the High Street, Hungerford and am strongly opposed to any attempt to introduce such charges to parking. Parking is essential to mine & every other business. I am against charging on evenings, Sundays & Bank holidays. My business relies heavily on tourism and visitors to our town, I am against limiting disabled parking to 3 hours. I am against the lack of adequate infrastructure to payment by cash rather than apps which disproportionately discriminate against the elderly & disabled. I have no objection to an increase in daytime charges if a 30 minute free parking period could be introduced,</p>

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<p>Absolutely zero consultation with the public and (as far as I can assume Hungerford Town Council)</p> <p>No mention in any single Councillor Candidate at this years Local Elections</p> <p>No known Consultation with any other effected organisation - Retail - Hospitality - or anyone?</p> <p>Clearly detrimental to the attractiveness of Hungerford being an easy, welcoming place to visit beyond the current accepted charging periods. Often parking meters are 'Out of Order' or worse 'Not Accepting Cash' leaving often older visitors who are not kitted up with modern tech savviness and unable to App anything.</p> <p>Even IF the charge was to be considered - there should have been proper effective consultation and locals being 'warmed-up' to the idea that West Berks intends to treat Hungerford in the manner it has become accustomed to over many years of controversial decisions - and just in case of selective memory syndrome, here are a few:-</p> <p>Lancaster Park - Planning permission given in an AONB without displaying special reasons as required by law.</p> <p>Eddington - Retrospective Planning permissions granted as 'did not have the staff to oversee the application',</p> <p>Hungerford Marina - Outline Planning permission granted 'in secret' before any Open Public Meeting was called.</p>
<p>Loss of trade to small business owners major part of their trade is at the weekend. I do not think much of your proposed money making scheme which I think is ingenious to the people shopping in Hungerford</p> <p>REDACTED (name)</p>
<p>Hungerford town center will become isolated for traders from outside the town this will mean that a quick stop to get a prescription from the chemists or extra cost to visit a restaurant for a meal or a drink this looks very bad for already struggling businesses</p>
<p>i strongly object to the proposal to introduce parking charges (overnight and Sundays) in Hungerford as part of this proposal. as a local resident with limited mobility it will put an increased burden both in time (finding a ticket machine) and cost on my trips to the town centre to visit local business (restaurants / take away etc) and social functions (town hall events). given its rural location Free parking on evenings and weekends should be seen as a given - what benefits will the charges bring to the local community ? NONE . - just a minimal perceived revenue boost for WBC. which will likely be offset by the requirement to update signage and 'police' the parking arrangements.</p> <p>we often have community events in the high street on a Sunday - parking charges are likely to affect those to the detriment of those community groups and charities that benefit from them</p>
<p>Hungerford has many independent restaurants, shops and cafes, several of which have newly opened. Introducing parking charges for evenings and weekends would surely be detrimental to these businesses.</p> <p>Friends and family regularly visit us and take advantage of free parking on Church Street. Together we visit a pub or restaurant, and the fact that they don't have to worry about the cost of parking or going over their parking time means we can also have a look round the shops - and one of us usually buys something. We have time to buy an ice cream or sit with a coffee. In a small way, the town benefits from each of these leisurely visits and this will surely be the case for many residents.</p>
<p>I think extending parking charges to Sundays and weekends could discourage people from visiting the town and spending money at the local shops and restaurants. In a big town centre, it perhaps doesn't make such a difference but people could be dissuaded from visiting a smaller town like Hungerford if it becomes more pricey to do so.</p>
<p>I object to the charging of parking in evenings and weekends in Hungerford. It appears to be a blatant cash-grab and will cause High Street to suffer. For example, parking to use the barbers or parking on the high street to go to restaurants will now be chargeable - which will discourage trade. Also, what is to stop shoppers just leaving their car in Tesco which has 2 hours free parking?</p>
<p>This will destroy the Hungerford High Street community on a Sunday - it is greedy and silly</p>

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<p>I object to withdrawal of free parking on Sundays and Bank holidays and introducing charges for all night parking. Hungerford is a small town and needs to attract visitors</p>
<p>The proposed revised parking restrictions are inappropriate for Hungerford. The increased charging periods, particularly for Sunday will be detrimental to local business as visitor numbers would likely be reduced. The proposed revised parking charges regime runs the risk of some local business's (which are already having a tough time) closing. Empty business units will in time be reflected in lower rents which will eventually result in lower rateable value and less business rates collected. If the WBC aim is to increase revenue this will be counter productive.</p> <p>To support the economy of any District within West Berkshire the parking regime must take into account local circumstances. The council may have a duty to make parking regulations clear but this does not mean the parking regime has to be identical in every town or place.</p> <p>The Council should also consider that by increasing parking restrictions some motorists will seek to park in less restrictive nearby roads.</p> <p>To sum up the proposals are likely to adversely affect the economy of Hungerford which in time will prove counter productive to WBC's aim to increase revenue.</p>
<p>I appreciate that all Councils are short of money but I think that the plan to introduce all day and all night parking on Hungerford High Street is going too far. Most towns (like Marlborough) have at least 30 minutes free parking for access to the shops and I think Hungerford should have this. Furthermore, introducing 24 hour parking restrictions on the High Street and the car park near the Library will cause problems for the surrounding streets in which at present there are no parking restrictions, causing problems for the residents - who, in their turn will also be complaining and asking for restrictions so that they can continue to park their cars outside their house.</p>
<p>I do not endorse the implementation of parking charges in Hungerford town centre, as many guests - bringing business - to the town enjoy this benefit and likely come as a result. I do not personally benefit or suffer from the implementation of charges, but know that it will impact businesses and residents alike.</p>
<p>It puts people off coming to Hungerford to shop if they have to pay for parking. As there are plenty of places where they can shop where they don't have to pay. It also attracts people to the town having free parking on a Sunday.</p> <p>Your sincerely, REDACTED (name)</p>
<p>As a young person who often frequents the pubs and restaurants in Hungerford I together with my friends and family will certainly find it less encouraging to continue to give patronage to these businesses in future if these plans go ahead. Surely the council should be looking to support businesses in these difficult times and the hospitality industry is suffering as it is so charging people to park in the evenings and on Sundays certainly won't help them. How is removing some parking spaces going to help either? Especially outside the Arcade and bookshop where people often just have to park up to collect items. And we don't need to have some sort of market square either! That'll be a complete waste of money. Surely these charges will not be good for the people who live on the high street, how will their families and friends like being charged to visit them in the evening or on Sundays. Are you going to have to issue parking permits which will obviously be limited and costly for them? This is such a short sighted idea from a Council who has obviously no idea how to support a town!</p>
<p>Hungerford has always been a pleasure to visit and shop in and I have enjoyed attending many after hours and weekend events there over the years . This proposal will certainly impact negatively on the town , its many lovely businesses and its residents. I and many others will not be encouraged to visit nearly so often. Why would I want to pay to park to go out for a meal in the evenings? That's why my family and friends don't go into Newbury now because of the parking situation. Why should I have to pay to visit my friends in the evenings too? I have often visited Hungerford on a Sunday as it has so many interesting events in the town hall and on the Croft field like the food festivals. I will be unlikely to attend these in future if parking charges are implemented. So many of my friends avoid Newbury because of the cost of parking and the lack</p>

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of variety in shops there. Hungerford though has managed to keep its charm and is inviting. All retailers are struggling now so discouraging people to shop and socialise in the town will put a severe strain on their viability. Hungerford bookshop for example holds great and very popular events in the evenings. They are not going to find it very helpful to their survival if you are going to charge their customers to attend these. They put on these events to help keep them solvent! Have you any idea how difficult it is to retain customers in this day and age with all the internet buying? As a retail business owner I know only too well how parking charges and removal of car parking places have an impact on the takings. This whole idea is absolutely stupid and will only have a negative impact on the town, it's businesses and residents if implemented.

As a local Kintbury Hungerford resident and an independent retail business owner in Newbury for over 30 years I can certainly say that my business together with all the other businesses in the town of Newbury have suffered negatively from the inept parking changes over the years made by West Berks Council. Instead of helping businesses to thrive you seem bent on destroying anything that helps them survive. My business no longer has the footfall it once had for the simple reason of the lack and cost of parking. I am frequently told by people I meet out and about that they no longer come to Newbury because of the parking. As a result it is no longer a viable business despite the desperate need of the town to retain the little variety of independents it has. You have done this to Newbury and now you want to do the same to Hungerford. Hungerford still has a vibrancy and an individuality . It has managed to retain a varied selection of businesses , retailers and restaurants. It has a fabulous market every week and has so many wonderful events for the public including those held for charities regularly held in the town. If you implement these proposals it can only have a negative effect. People will not want to visit the town in the way they do now. For example if they want to go out for a meal in the evening or Sunday lunch they are far more likely to go somewhere where they don't have to pay for the privilege. If you start charging people for parking on Sundays is that going to encourage people to attend the wonderful events like last Sundays food festival or the antique market in the town hall? It definitely won't! I visited both of these events and popped into other places like the Hungerford Arcade , but I wouldn't have gone if I had to pay for parking. As I did go , I met friends and we all purchased items and had a lovely time. We won't be going though if we have to pay in future, we will meet up elsewhere and I know we won't be alone in making that choice. What about all the residents on the High street. Are their friends and families to be discouraged from visiting in the evenings and weekends? They will be! What about the Church goers? Are you actually wanting them to pay for them to attend places of worship. That would be appalling and yet another negative impact on those institutions who are there to serve our community. As a council you fail to realise that you should be encouraging people to shop and socialise within the town, not taking away parking , putting in a silly and totally unnecessary ' market square' and charging people for after hours and Sunday parking. Hungerford works don't break it!

As Chamber of the Hungerford Chamber of Commerce I strongly object to the parking charges in the evenings for our members. These will strongly affect their evening turnover and weekend trade. Many of our members rely heavily on weekend trade and compete with areas such as Marlborough who are only 10 miles away and who offer free weekend parking. This will have a devastating impact on our High Street for those shops who have people just popping in for 20 mins to pick up a takeaway or coffee. Many of our members are leaving the High Street already due to the high level of business rates. Perhaps making the daily charge higher would be better.

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The stated goals are to raise money and create a consistent charging regime across the district. The first may happen but it's not accomplishing the second (no free time in Hungerford though there is in Lambourn, for instance, on off-street parking). I'm not even sure if a consistent regime is desirable.

It was later suggested that there were other benefits like extra spend on potholes. If so, this wasn't sold to people initially.

The retailers in Hungerford, on which the town's vibrancy depends, are concerned. Many open on Sundays and evenings, including for events. They contribute business rates (as long as they're in business) and bring money into the local economy. This is threatening them.

I imagine the hospitality outlets feel the same though I've not had the chance to talk to any.

Some of the new meters (certainly in the Library car park) don't take coins, which is inconvenient for many. The ones at the station car park have been broken, recently resulting in someone being trapped. Money needs to be spent on the infrastructure in any case.

I'd also add that I found this consultation poorly publicised and confusing.

All in all, I think this is sending out the wrong message about supporting businesses. I get it that you have to raise more money. I doubt that increasing the basic charges would attract as much opposition as the 24/7 policy.

I object to the structural changes, bringing in evening/overnight and Sunday charges.

You talk about making things fair across the district but Newbury and Thatcham as examples of what West Berks looks after are very different to Hungerford - Hungerford is a small market town with considerable potential in the tourist industry, and a High Street that needs to compete with its neighbours across different counties. Combined with the other increases that have already gone through, these changes will make Hungerford less competitive. Places like Marlborough in Wiltshire, Stockbridge and Romsey in Hampshire either have cheap parking or don't charge - your intent appears to be to damage the competitiveness of Hungerford, and this is not acceptable to Hungerford.

It is already hard enough to park and do what you need to do, especially in hungerford. It will make life harder for people than it already is and effects small businesses that rely on footfall.

I strongly oppose the introduction of evening, overnight and Bank Holiday charges for parking in Hungerford. The residents, the businesses, and the visitors to the town would be badly affected by this change. The town is already struggling badly with reduced footfall, and these changes will make the situation worse. Marlborough High Street is prospering with free parking for short term stays, free evening, Sunday and Bank Holiday parking. Introducing your proposed changes will result in more people going to Marlborough rather than Hungerford. You mention that the restrictions will be the same across West Berkshire - but you should be bearing in mind the very different rules in Marlborough.

I want to see a thriving High Street in Hungerford. I do not want to see visitors to the town not being able to park or stay away because of the costs.

We are writing in complaint to oppose the proposed introduction of parking charges for Sundays and over-night in Hungerford. We are opposed to the decision as we, and many neighbours, are concerned about both the principal of the over night charges, and the knock on affect for local residents and business'.

We are also concerned that the parking charges will have a knock on effect to our street, located just behind and parallel to the high street, which is already congested both with residents car parking, as well as non residents parking here, and this we believe will only increase if the charges are introduced.

Also we are also rather annoyed by the seeming attempt by West Berkshire council to try and sneak this in 'under the radar' without proper consultation. As Hungerford residents, we don't believe we get good value of services for the cost of council tax as it is, and this will just increase our belief in this.

West Berkshire council has a duty to provide amenities to the general public, and the ability to park outside our own houses, instead of non residents, should be a given, don't you think?

REDACTED (names)

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<p>This is a copy we have already sent to the west berks carparking email address and Nigel Lynn's official email account</p>
<p>I am concerned that the revised structure of parking charges (not the price rises, which are not the subject of this consultation and in any case I broadly support) will have an adverse effect on my town, Hungerford. The charges being proposed for Sundays, bank holidays and overnight are a radical change and, without any form of mitigation (e.g. a short period of free parking which would permit someone with a specific task in mind, such as picking up a take-away meal or posting a letter, to do so easily), will adversely affect businesses, such as take-aways, and use of services, such as the Post Office. Charges for Sundays are unhelpful for the trade which comes into the town on that day.</p>
<p>Changes to the scope of charged parking will definitely reduce my visits to Hungerford as a client, customer and leisure visitor. Your local businesses and eventually your ability to extract rates revenue will suffer.</p>
<p>Hungerford is slowly dying from what it was and with all the proposed housing going ahead without any further infrastructure promised, I think the money should be spent on giving Hungerford more than taking it away with more restrictions, I would rather be under Wiltshire Council, if that was offered</p>
<p>We need to encourage local residents to continue using the town, supporting restaurants, hotels and pubs in the evenings as well as using the council parking at weekends. Tesco car park is already overloaded due to the fact that people dont want to pay the charges elsewhere.</p>
<p>Hungerford is a small town with a thriving local business community. There is plenty of parking at weekends and overnight, and any changes as proposed I imagine would have a detrimental effect on the whole accessibility and quality of life for both residents and visitors.</p>
<p>It's bad enough that Hungerford has no 1/2 hour free parking already, but charging on Sundays and overnight on the High Street is just short-termist thinking in my opinion. Our High Streets are struggling already - the harder it's made to park there, the easier it becomes to go online. When there are fewer and fewer shops in the High Street, where is the community? (And the revenues from business rates?)</p>
<p>What about all the commoners' houses without parking. Is this not a massive grab from them?</p>
<p>Paying for parking at the weekends will discourage myself and many people I know from visiting Hungerford at the weekends, as there are other places to visit for free. This will understandably affect the businesses in Hungerford. While the charges may bring money into the council for the short term, I feel this will make many businesses in Hungerford struggle and will result in many businesses closing, So, there will be even more empty shops than there are already.</p>
<p>Parking charges are a huge detriment to the well being of town high streets. Any increase on parking restrictions will result in less visitors to Hungerford and have a negative impact on the viability of the High Street. Hungerford High Street is an attractive place to visit and gets a lot of Sunday parking due to the antique shops and various events in the town hall. A charge on Sundays is a detriment to people visiting and to the viability of shops. No one wants to see more vacant shops in Hungerford.</p>
<p>Have you looked at Witneys policy of all the council car parks being free. There are few empty shops in Witney as a result.</p>
<p>Will put people off going to hungerford. Creates a very negative feel.</p>
<p>This will negatively impact the town and footfall is already poor without making people pay for parking and removing spaces. Weekends should remain free as should bank holidays and evenings in order to encourage people to visit hungerford</p>
<p>Sunday charging will negatively impact on not-for-profit events and activities like the food market or children's sports. The community is struggling already - please don't make things harder. Evening charging will negatively impact all the residents of High Street and surrounding areas that park there in the evening. Is any provision being made for residents? This could lead to people leaving the area and a lowering of house values so probably not good for local businesses.</p>
<p>The town centres which have 2hrs free parking thrive . Imposing punitive parking charges just stop people going into town and the town centres then die .</p>

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<p>Imposing parking fees in the evening has the same effect. Unfortunately there is no public transport which can be used as an alternative to taking the car so you cannot use the excuse of reducing traffic. It will reduce traffic but to all the shops and cafes thus killing Hungerford. You should consider reducing parking costs and reap the benefits that would bring.</p>
<p>We don't object to price rises as needed.</p> <p>We do object to new evening and weekend parking restrictions.</p> <p>We own a home in Hungerford with NO immediate street parking and one small carport. There is very little street parking in short walking distance of our home, and that is in high demand from residents. When guests stay, we direct them to the paid parking across the street. Having evening and Sunday charges would add significantly to the cost of people visiting us and may reduce that aspect of our social lives. If the lot is not being affected by this amendment (and we hope it isn't in the future either), then I anticipate a spill-over effect from the high street parking nearby which I know is affected by the amendment.</p> <p>High Street parking charges would add to more evening traffic on the street (using the car park), which is already going to increase because of a new development. Our street has a bit of a log jam already due to the existing street parking for residents that makes a few sections one lane; this can back up a few cars to the parking lot entrance. Unfortunately many drivers then accelerate noisily and at high speeds to clear the one-lane sections before more cars come, which is undesirable.</p> <p>Additionally, we value all the independent shops on our high street and wouldn't want more onerous parking restrictions to negatively impact their business and lead to more shop closures - we've had quite enough already.</p>
<p>It's hard enough for shops in the pleasant town of Hungerford to make a living anyway - this parking proposal will only make it worse.</p>
<p>Parking in Hungerford is already expensive and limited. These proposals will have serious negative impact on our customers.</p>
<p>My local church has visiting ministers and the church cannot afford to pay for them to park as well as paying their Sunday fee. As a number of our ministers are in the older age bracket asking them to use an app on the phone is not always viable and the machines are not always able to take cash and don't have the facility to take bank cards.</p> <p>I also object to paying an extra charge when paying by a phone app, and a recent experience at Newbury station car park where the ticket machine was out of order meant that trying to pay by ringing a number was very time consuming. As a result even though we'd arrived in plenty of time to park and purchase a ticket we missed our prebooked train and had to buy another set of tickets.</p> <p>Hungerford is a small town which over the past few years for various reasons has lost a number of facilities (eg banks) and extending parking restrictions may lose more business.</p>
<p>I note that the proposal's aim is to be consistent across West Berks Council districts. I would argue that not all areas are the same. Hungerford is a small town with little parking. It has many small business premises and independent shops which attract business which is vital for their viability. If the town loses its shops many will resort to using online shopping or need to make visits to larger towns which is environmentally unfriendly and be detrimental to Hungerford.</p>
<p>I believe it will negatively affect business for businesses on the High Street, negatively affect those who live in properties on the High Street and place pressure on the parking at the Tesco supermarket with people potentially using their car park instead. There is a scarcity of parking and residents on adjoining streets already find it difficult to park due to overflow and people avoiding charges at the now reduced station car park, people who live on the edge of the Common avoiding damage to cars by the cattle and visitors to The Downgate.</p>
<p>In my opinion, new parking restrictions on evenings and weekends would deter the less well-off from visiting Hungerford at those times.</p>
<p>I object to the change. It will put people off coming to Hungerford and will encourage them to go to other local towns like Wantage which has an hours free parking during the daytime, is free on</p>

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<p>Sundays and free after 6pm. We need to encourage people to come to Hungerford and use the local businesses. We don't have the facilities that Newbury has such as a cinema, theatre and many restaurants so there is no reason to align the charges across the district as they are not offering the same. Free parking on Sundays and evenings encourages people to come to Hungerford and use the local businesses. It would be even better if Hungerford could offer an hours free parking with a ticket which is what Wantage does.</p>
<p>There is no justification for introducing parking charges after 6pm. There is no shortage of parking in Hungerford at those times. It encourages people to stop quickly in the evening as they are passing through to pick up take aways, pop in to a pub or one of the shops which is open later. I imagine people will not bother if they have to buy a ticket for these quick trips.</p> <p>If Sunday and Bank Holiday charges are introduced it may impact events which take place in the Town Hall, often on Sundays and the antique shops which are busy at weekends and bank holidays. I would not be opposed to a nominal charge to park all day on those days, as parking can be more of an issue.</p> <p>What any introduction of new charges is likely to cause is increased pressure on the supermarket car park which is free for two hours, potentially causing backlogs on to the main road and forcing them to impose more penalties on their customers.</p>
<p>Hungerford is a Lovely market town to visit. Lots of independent shops & the Antiques centre, aswell as walking along / sitting by the canalside.</p> <p>Stopping free parking evenings & Sundays is stopping people for a 'quick visit' to see what it's like / is it worth coming back.later in the week (yes!!) For longer</p>
<p>I believe it will have a detrimental impact on the business and visiting the many charitable events, that are regularly held in the town.</p> <p>Also it will discourage shoppers form visiting the town and have a negative impact on the small shops and restaurants.</p> <p>The several people that live on the high street, will will find families and friends, not visiting as often, and also not using the business nearby.</p> <p>This will also force more business to close, as their customers will only drive to big retail parks, to do all of their shopping in one go, where parking is free.</p> <p>This would kill our town, please do not let it happen.</p> <p>I personally visit, and take family and friends, to visit Hungerford often.</p> <p>This would stop, if parking stopped being free.</p>
<p>I live nearby, visit Hungerford frequently and am disabled. It is hard enough already to park in the High Street to then penalise us seems deeply antisocial and expensive.</p>
<p>Hungerford is a rural town, visited by car by people who live outside. Maintaining a lively town centre and a busy high street needs support from everyone, so making it more expensive and more awkward to park is not helpful.</p>
<p>Restrictions will be bad for all businesses in Hungerford as people will be out off visiting the town.</p>
<p>If the town of Hungerford it to thrive and grow and attract customers to its restaurants and businesses it must have free parking in the evenings and on Sundays. To charge for parking 'out of hours' will be detrimental to the town and i object.</p>
<p>I would like to concur with every word of objection submitted by REDACTED (name) of Hungerford Book Shop in the High Street. My husband and I have lived around Hungerford for 42 years and we have loved its vibrancy and its thriving independent shops, almost free from dull chain stores. We implore you not to spoil its unique atmosphere by discouraging visitors and hampering independent traders with your unwelcome changes.</p>
<p>This "fait-au-complet " decision will destroy independent local businesses in Hungerford High Street, by negatively affecting trade, discouraging customers and visitors to the town due to increased parking costs. It is the independent shops that keep the Town alive, as Hungerford is unique in having these retailers as opposed to many towns having the same shops as any other town.This in turn will result in higher unemployment and even more empty shops in Hungerford.</p> <p>There has been NO consultation with local businesses and residents and I am bitterly disappointed that two of the district councillors, including the Deputy Leader of WBC has not represented the interests of those who elected them, and instead have allowed this to be pushed</p>

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<p>through under the radar. The consequence of WBC's actions in increasing the parking charges to evenings and weekends will not only see businesses disappear but will cause further parking displacement to other areas of the town where local residents are already suffering with drivers parking their vehicles in residential areas.</p>
<p>It would be a grave mistake for trade and people visiting at the weekends. Even in London you don't have charges after 1 on Saturday afternoon through to Monday. Whoever thought that up doesn't understand about Hungerford.</p>
<p>Why on earth would you want to discourage anyone from visiting Hungerford high street. You really don't want to put off your local popping in population. I think it's a shame you can't park for free for 30 minutes. Unlike Marlborough which is very helpful if you're only picking up or very quick visit.</p>
<p>If implemented this will severely impact on my use of the banks, business premises, retail outlets and amenities in Hungerford to the detriment of those businesses and my own health and wellbeing as a local resident.</p>
<p>I feel that charging for parking will stop people coming to Hungerford and also not be good for the retailers</p>
<p>I am against the new parking fees. It will affect everybody who visits Hungerford.</p>
<p>I disagree with charging for parking in Hungerford at weekends and evenings. I live in Thatcham and I attend regular events in Hungerford - one of the huge draws to go is that I know I can park for free. I will definitely think twice about coming to future events if this charging goes ahead which will have a detrimental affect on my social life and I think it will be very bad for the businesses and organisations who put on these events, as I think a lot of people will be put off. A very bad move on the Council's part.</p>
<p>One of the wonderful things about Hungerford is the small, local, independent shops which make the town what it is. These business owners count on footfall to sustain their unique spaces. Making these changes to parking is reductive and not thought out in terms of individual impact. There is also the issue of reducing parking time for people with disabilities. This will be a cruel and extremely detrimental action to take against an already struggling group of our community. It can take some disabled people a whole day to do what they need to in town, and it's often their only day out. Limiting their parking time will mean the council are causing considerable harm in a number of ways. To be able to go out, many people with disabilities have to arrange care, plan their travel, manage medical and equipment needs, manage their pain, injuries, wounds and the medications that comes with being disabled. Living with disabilities is very complex, expensive and time-consuming - everything has to be planned and balanced carefully. These people's lives are already difficult enough, they often have to struggle with everything on a limited income. Making these changes is neither equal nor equitable - you will be making a direct, negative impact on so many lives, so please, rethink this plan.</p>
<p>Events in town Sundays or evenings could be difficult for some to attend. We need to support the businesses in Hungerford as much as we can otherwise we will lose them.</p>
<p>Your proposed parking charges may well turn Hungerford into a ghost town. This would be tragic when one considers what a delightful small market town it is, with its mix of private houses and charming retail shops. Cannot your members understand that your increase in revenue is a large price to pay, as it will spoil a lovely excursion for so many people.</p>
<p>I support my high street as best as I can, (I live approx 10 minute drive from Hungerford which is my nearest town) and refuse to use companies like Amazon to deliver goods, although there does come a point when the finances of this decision just do not make sense any more. I regularly bring visitors to Hungerford to experience all it has to offer. I support events in Hungerford in the</p>

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<p>evenings. Adding parking charges to those already in place would adversely affect my decisions to do many of the things that I do currently. As you are no doubt aware, we are all under financial pressures, and the additional expenses do mean that I might choose not to participate in these activities.</p>
<p>It is so unfair to the local businesses like The Hungerford Bookshop. They have evening events in the town which rely on great numbers of people attending. Your proposals will cut down on numbers drastically.</p>
<p>Hungerford is already a difficult place to park. The small public car park is often full. The on road parking quite frankly not worth the often fruitless effort of finding a place and paying for parking when one only wants to pop into one shop. Therefore the favoured option is parking in the Tesco car park, doing a shop and then, like many others, popping to the high street to run errands. This results in a full car park and congestion leading into and out of the car park. Half an hour free parking on the high street which absolutely negate the congestion and if adequately signed and monitored, I am sure it would be favoured by many of us who just want to point to and SUPPORT OUR LOCAL TOWN. Charging in the evening and on Sunday is very unwelcoming and off putting to visitors. All round a bad idea!</p>
<p>The new parking restrictions will have a severe impact on business in Hungerford. There is a Funghi Club restaurant in Hungerford and another in Marlborough. We will switch to using the Marlborough branch. We will also stop attending functions at the Croft Hall and the author visits at the bookshop. If others do the same, these events will cease. You will have made no additional revenue from parking and Hungerford will no longer be a place that people from outlying areas visit in the evening and at weekends. Where we live, we also have a choice of Wantage, Newbury and Marlborough. We don't need to come to Hungerford if you make it difficult and costly for us to do so.</p>
<p>Hungerford is a vibrant town with a good number of independent business that need support as they recover and grow from the difficult recent economic trading. Draconian parking charges undermine all of their good work and efforts. Do people in charge of West Berks ever visit neighbouring towns to assess the competition? Obviously not. What will the council consider next? - Stealing money from Scholl children?? - oh hang on!!</p>
<p>You will kill off business in Hungerford. Is that really what you want to do?</p>
<p>It is very shortsighted to bring in these extra charges. The Town is vibrant and hosts a myriad of events, welcomes many hundreds of visitors each week to browse antique shops and the like and, of course, Hungerford is a hub town for surrounding villages for prescriptions, shopping, the Post Office, library. And of course visiting the main supermarket in the Town which has recently changed its parking arrangements denying people the opportunity to part in the evening for any length of time. The parking is already limited and incurring charges will not help with that. And it will certainly not help shopkeepers trying to keep afloat in these difficult times and who are trying to bring exciting talks, etc., to the Town, never mind evening events in the Town Hall.</p>
<p>This will curtail trade in Hungerford.</p>
<p>Damaging and fatally shortsighted to the already fragile economy of Hungerford. If the Council wishes to see the social deprivation, isolation, and security dangers attendant upon a High Street empty at weekends and evenings, with shops going out of business through diminished trade at their most vital trading periods of the week, while it scores an element of cash subsidy for itself (at a level not even a fraction of the cost to the prosperity and vitality of the town) then this would be accomplished. This should not just be the subject of a token consultation: WBC should prepare a statement for issue to the press and national media.</p>
<p>Don't we want to encourage more foot traffic onto our high streets so that the world doesn't become one giant Amazon slave? I would encourage more free parking, not less. Hungerford high street actually has some shops with personality; it doesn't look like every other high street in the country, full of chain stores that are the only companies who can afford the rent. Let's encourage more people to come to Hungerford and spend time here, not discourage them by making things less accessible.</p>

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<p>A thriving evening economy is supported by ease of access financially as well as physically. Don't miss Hungerford's USP</p>
<p>It would stop me driving over to Hungerford due to expense.</p>
<p>I am a resident of Hungerford and am concerned that these changes will affect myself and the vitality of the town with people being put off visiting the town centre in the evenings and weekends, affecting local businesses also potentially pushing parking into residential streets. At the very least there should be an allowance of some free time (e.g. 1 hour) during these additional charging days and times in Hungerford before parking charges apply. I strongly object to these proposals.</p>
<p>For retired people who need to drive to Hungerford for church, shops, marke and social occasions it is good to have free parking after 6pm and Sundays.</p>
<p>I'm contacting you to express my extreme disappointment at the lack of foresight and consideration in the Council's plan to introduce Sunday, overnight and evening parking charges in Hungerford.</p> <p>Our town currently has a good selection of shops, pubs and restaurants plus the draw of the Canal and Common where many other towns are struggling with footfall. We also have plenty of car parks in the town that are convenient for these visitors. The centre is busy and bustling over the whole weekend, not just Saturdays as there currently is no parking fee on Sundays.</p> <p>The introduction of evening, overnight and Sunday parking charges will likely result in visitors considering other locations for shopping, eating out or walking.</p> <p>Due to the historic nature of Hungerford, much of the Town's homes don't have driveways or allocated parking and there are many situations where there is an unspoken agreement between residents that we use specific parking spaces close our homes.</p> <p>So with the proposed changes, an unexpected result could be that visitors unwittingly find random, alternative places to park around the Hungerford streets that are inconvenient for residents.</p>
<ol style="list-style-type: none">1 Parking is essential for mine and every other business2 I am against charging on evenings, Sundays and Bank holidays3. My business relies heavily on tourism and visitors to Hungerford4 I am against the lack of adequate infrastructure for payment by cash rather than apps. which disproportionally discriminates against the elderly and disabled.5. I have no objection to an increase in daytime charges if a 30 minute free parking period could be introduced.
<p>I am totally against any and all parking restrictions in Hungerford and the surrounding areas. You should be encouraging people to park and support the local business,s. You are dependent on them paying business rates, yet you then restrict the parking. So you are basically shooting yourself in the foot.</p> <p>If there was anybody at the council that had a modicum of common sense this would not have even been put forward as a viable option!!</p> <p>I look forward to the next council elections.</p>
<p>This will have a detrimental effect on every Public House, restaurant, events in the Town hall, classic car meetings in the High Street and shops that are open on a Sunday. It certainly will not encourage visitors to the country wide known antique shops in the town by holiday makers and locals alike. The council should be making a concerted effort to support all local small business and retailers</p>
<p>The introduction of new parking restrictions on evenings and weekends would create problems (and potential danger) for many Hungerford residents and visitors to the town.</p>
<p>The survival of town centres is under threat from on-line competition and out of town retail parks. Increasing and extending parking charges threatens town centre survival even more, which may lead to businesses closing or moving to more business-friendly areas; dooming the town centre and losing revenue sources for West Berkshire. Even with existing charges and times, residential areas in Hungerford are increasingly clogging up with vehicles avoiding the charges. For day-time</p>

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<p>parking I would suggest a 30min free period, so local people are able to pop into their local retail stores. Evening charges will deter people from visiting town-based restaurants/pubs; so I would suggest parking be free between 7:00PM and 11:00PM.</p> <p>Weekend parking discourages visitors to Hungerford from the surrounding villages and tourists from further afield. If some charging is unavoidable due to dire finances, I would suggest treating Saturday the same as a weekday and having free parking on Sunday.</p> <p>Parking charges may seem like an easy cash-cow in the short-term, but may cause long-term damage, and will certainly be a hot issue when elections come around.</p>
<p>Known as a tourist shopping destination and attracted by the traditional Sunday and Bank holiday free parking, people flock to Hungerford on Sundays and Bank holidays.</p> <p>So, it is obvious that this proposal will have a wholly detrimental affect on the town's trade. and could lead to the closure of more shops, on top of those already gone.</p> <p>It would be a Scroogelike action to inflict these charges. Especially as the overnight ones will drastically impact those residents without their own parking and needing a car for work.k.</p>
<p>We should have a free 30 minutes parking! The situation in towns like Hungerford is different to larger towns. Expensive additional charges (ie on Sundays etc.) badly affects both residents and, more importantly, shops and businesses. These new charges are a real handicap on the quality of life. Appalling!</p>
<p>How is charging for parking in Hungerford evenings going to help local businesses? If you no longer park in Tesco's after the shop shuts as well . Sundays the high street will become a no go area and people will park in nearby streets and make it even worse for the people that live near the high street.</p>
<p>Absolutely disgusting!!! Shops are finding it harder everyday and you are wanting to make businesses even quieter.</p> <p>You obviously want to close Hungerford down completely.</p> <p>It's an absolute disgrace.</p>
<p>Parking charges on evenings and weekends will discourage visitors coming to Hungerford and adversely affect traders in Hungerford.</p>
<p>1. The withdrawal of free parking on Hungerford High Street would make visitors, who come to particularly visit Antique shops, much less likely to stop and browse, an important part of what Hungerford has to offer.</p> <p>The browsing also helps the hospitality (coffee shops, pubs etc.) even impulse Boat Trips!</p> <p>So, with this in mind I would expect Sunday/Bank Holidays parking should be free.</p> <p>Parking at other times should be charged from say 0930 to 16.30 (or works well with School pick-ups.</p>
<p>I strongly object to the introduction of charges for evenings and Sundays in and around Hungerford. This will have a long-lasting damaging impact on local businesses, all who work tirelessly to attract new customers and maintain the uniqueness of our high street. Introducing additional charges particularly for evenings and Sundays, will deter future customers parking up or remaining for as long as planned in the town, visiting shops and restaurants. This also impacts any events taking place at these times including the artisan Sunday market at the Croft field, evening events at the Croft Hall and library Hub and multiple events in the Town Hall.</p> <p>Also, the lack of free evening and Sunday parking will just encourage some visitors to park in neighbouring streets which are already full and cause delays.</p> <p>It makes no business sense for an area such as Hungerford to have these charges introduced for evenings and Sundays and I object to this proposal.</p>
<p>It will reduce custom for local businesses. Many are already stating that they will boycott Hungerford and shop elsewhere. Marlborough is a favourite alternative due to free short term parking and the option to claim parking fees back when making purchases from local retailers.</p>
<p>Local businesses will suffer as a result of the proposal. I am a resident of Hungerford, a town which is traditionally well visited on Sundays and this would impact willingness of potential visitors to do so. I would actually support relaxing restrictions and introducing 30 minutes free parking to encourage footfall in the town. This would be a boon for the local economy.</p>

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<p>Ridiculous to have evening of weekend parking in a rural market town. London maybe, Hungerford ridiculous. This will seriously affect local business, very disappointed it is even in discussion.</p>
<p>Evening and Sunday charges and increased charges in Hungerford. Impact on shops and local business</p>
<p>I feel the parking charges proposed will reduce visitor numbers evening and weekends and encourage potential visitors to find other locations where parking is free (as it is now). Shops, pubs and other restaurants will see business decline. I, very sadly, will be prepared to drive to Marlborough and use their High Street where in truth and sadly there are more hospitality venues and shopping but most of all parking is free after 6pm and on Sundays. This fact alone, where one does not have to worry about pay by phone, coins for a box etc, will drive me away. Hungerford is a unique market town and being able to welcome residents and visitors is important. Please do not go ahead with these new charges.</p>
<p>We object to the new parking restrictions relating to the evening and Sunday charges in Hungerford. This will limit our decisions to go into Hungerford at these times either to go shopping or to go out for a meal if we have to pay to park as well as for our shopping and eating. We would also support the proposal for a free half hour/hour to go into town to collect a newspaper or our dry cleaning etc.</p>
<p>I think it will deter people from coming to the town, and may overload the free parking for Tesco customers and could potentially mean people park in local residential roads. We need more free parking in hungerford to encourage people to come to the town and also to park sensibly.</p>
<p>It will have a detrimental affect on the high street trading. Passing traffic will just move in through. Some Neighbouring towns don't charge. I already know of a few people that now drive through Hungerford to go there because of the difficulty of parking now it is only going to get worse</p>
<p>It will have a detrimental effect on Sunday trading within the town. Hungerford is the perfect town to "potter" around on a Sunday...our independent shops need the free parking to create the carefree feeling coming here on a Sunday without having to rush off.</p>
<p>We only have to look at the reduced footfall in Newbury and the rows of empty on street parking spaces to see the problems that this proposal will bring to Hungerford.</p>
<p>Hungerford is struggling as a small market town as it is. The council should be encouraging more visitors and businesses- but hiking up the parking will just put people off. The amount of traffic we have going through the high street is ridiculous at times, especially the big lorry's, let's not make it worse by making it harder for people to find the best parking spots.</p>
<p>Just leave them alone, complicated enough to pay for parking these days we don't need any changes. I am mobile and therefore if I visit hungerford (I have to drive in) I already park just outside of town and walk so I don't have to pay if it is a planned visit; but obviously this i have to allow time for and it can be tough with kids. My disabled badge holder dad would also be affected as cutting disabled times is silly. Often they cant move fast and dont have the option to walk in like i do. Popping in quickly is getting more difficult and it definitely puts me off shopping or visiting for longer periods esp if you start evening charges. We are hungerford people but had to move out of town as house prices are nuts so we have family and friends in the town and visit often. We got married in the town Hall and all my evening guests would have been frustrated at having to pay extra charges which under this proposal they now would be. Would make it difficult to visit my dentist too. I wont pay it i just wont visit unless absolutely unavoidable - so you will lose the businesses and footfall Just leave hungerford alone.</p>
<p>As a long standing resident of Hungerford, it is very clear that over the years more and more shops have closed down, and now lay empty, this in itself brings the high street down, the shops that are here suffer every time road works are in place and to then have 7 days a week parking and evening parking implemented is just a step too far. Eventually Hungerford will become a ghost town with a street of boarded up shops. I try hard to buy from small local businesses to help keep Hungerford a jewel on West Berkshire. It is a lovely town to live in and we should strive to keep it on the map for the many tourists who come here from far and wide.</p>

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<p>Parking free will stop people from visiting Hungerford Free parking in the town will reduce people parking in tesco car park with will reduce the traffic delays at tesco entrance and exit</p>
<p>It's a ridiculous idea. It will reduce visitor numbers to hungerford and will hurt local businesses. Traffic is bad enough with people trying to park in tescos for free. And as a resident its a nightmare to park in our only supermarket to do a food shop already.</p>
<p>These amendments will kill the local high street in our small towns / villages - whilst nearly every other council offers a 30 minute free period you are extending the charging to 24/7 - What is the impetus to come to Hungerford for the evening or to pop in to run some errands on a Sunday and have a mooch and SPEND money I would like and will make a FOI request to understand the cost benefit analysis of these additional charges</p>
<p>Please don't hurt the businesses of Hungerford any further. Evenings and Sunday trade are essential for the preservation of our worlds. Adding a barrier of charged parking is a blocker nobody needs</p>
<p>High streets are really struggling, businesses are trying hard to be creative and these extra charges will damage them further. Other car parks in West Berks offer £1 for 4 hours on Sundays. Combined with the changes to the Tesco car park these proposals will make Hungerford even less attractive to visitors. These changes will put pressure on parking in other residential areas in Hungerford as people try to find free parking. This already happens so will only get worse. Some of our most vulnerable residents & visitors will suffer most both by being hit by more charges and being forced to park further away, or not visit at all. Numerous people already shop in places like Wantage which has some free hours parking in the centre & the cost of fuel there makes it worth the journey. It's an extra cost for those working in low paid sectors like hospitality, shop work and carers when their workplace offers no parking.</p>
<p>If you increase parking charges ,car owners will move off the high street to find alternative parking , this does affect all who live just off the high street , I live at Atherton crescent , which is used as a free car park as it is , people dont just park there for short trips to the high street , but park there all day ,while they go to work , even parking across people's drive ,preventing house owners to get in and off their own driveways ,this is very frustrating and will only get worse , that goes for other roads around the town . HOW CANE THIS BE RIGHT OR FAIR</p>
<p>People cannot afford to pay for parking in town therefore people will use the free Tesco car park which is already very very busy and causes delays through queues into and out of and causes delays in the high street. Hungerford use to be a lovely town to live in, but not anymore. People are not going to give up their cars and walk. As for me I live three miles away in Kintbury and pop to Hungerford often but would not be paying the extra charges and will take my custom into Newbury.</p>
<p>Due to limited public transport options, driving is necessary for many visitors to Hungerford's shops, restaurants, pubs etc. Limiting parking options is likely to dissuade people from visiting, which will have a negative impact on businesses in Hungerford.</p>
<p>Hungerford shop owners have enough problems keeping their premises going. What's being proposed in Hungerford will kill the businesses off. Please think about the affects on Hungerford Businesses we have a lovely selection + including the antique trade</p>
<p>I feel that this proposal will have an adverse effect on the businesses of Hungerford. You will be seriously harming the businesses that are already struggling and rely on weekends and evenings being free.</p>
<p>Honestly the parking fees as they are deter us from briefly popping into town to pickup items from local stores so surprise Tesco usually wins. Increasing the fees whilst inflationary surely can't be gaining much over loss of ultimately local shop and high street revenue. How about a pass for residents for free parking or a 15 minute free parking for people nipping into hungerford?</p>

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<p>Parking charges should be set to encourage shoppers to visit Hungerford. An exemption for the first hour would work. Your proposals are driving visitors away.</p>
<p>The business community of Hungerford relies on evening footfall and weekend too. By restricting the parking it will effect on our business</p>
<p>Charging on Sundays and evenings is going to reduce footfall considerably. I would think about visiting Hungerford on a Sunday or evening if there's a charge. I'd be more likely to go elsewhere - Marlborough for example.</p>
<p>Evening and Sunday parking in Hungerford should remain free. Otherwise visitors to residents in town and to pubs and restaurants will be penalised for no obvious benefit</p>
<p>As discussed with many local and further afield clients, - a 30 min free (ticketed) parking charge should definitely be optional. I feel for people visiting the restaurants and clients visiting us after 6pm that will need to now find the change (as many of ours don't use apps and not everyone carries change these days) this will also possibly delay them arriving promptly for their appointments, disrupt our schedules and add an extra cost onto the treatment. It will deter people if they're looking for somewhere free to visit on a Sunday and affect the few traders that can benefit and profit and stay open. Also you're asking family members to pay to visit high street relatives, this seems unfair as there is no other way for them to park (on a drive/in a garage/on their property). As a small business, it generally is a struggle and always a topic of conversation. Often there's not enough parking on Wednesday due to the (popular) market. Along with the ticket machines not always operating fully. Again which causes us delays as clients have to find one further away that does, resulting in them not feeling as calm as they should when they arrive with us. Once again, please seriously consider 30 mins free to stop people using Tesco, this will be more beneficial for local business. If we're not here in future, people have no need to visit. Not everyone in Hungerford is affluent and £1 here, an extra £2 more there, means they may not be able to afford to visit or have enough heating this winter. I understand charges must increase, yet I do believe it's more acceptable to do it incrementally rather than jump, as no one else's wages have jumped up! Another point, both Church St and Station Road car parks have reduced in size over the last few years due to housing and electric charging and disabled toilet. This meaning you're steering patrons to park in the more expensive high street. Not everyone wishes to do this.</p>
<p>The plan to start charging for parking for evenings and on Sundays is horrendous news for the businesses in Hungerford. We need more free parking such as the first 2 hours FREE parking every day would help to save the High Street. We need to encourage people to come and support the businesses not increase charges and discourage. It will just send more people to places where they can shop where the parking is free. Short sighted as killing the High Street will result in less income for West Berkshire Council as less people will come if the businesses are unable to survive.</p>
<p>I have been informed by my near neighbours that you are intending to make residents pay to park overnight throughout the year outside our homes if we don't have a permit and will also make us now have to pay to park on Sundays. Not every resident of Hungerford High Street can qualify for a permit and not every resident has needed to purchase one if they commute. This may be a town centre road and there may be shops that some people choose to visit, but it is essentially a residential High Street and your plans will add many hundreds of pounds to residents household budgets without any decent and proper notification. No letter drop? This will have a definite negative impact on the value of my home! Residents should NOT have to pay to park overnight outside their homes! I object most strongly and will be taking this matter up with our local MP.</p>
<p>I have written to my Councillors about this. The parking proposal for Hungerford High Street is a disgrace and these changes are being proposed and imposed on residents of this road in an underhand way, The 'consultation' exercise currently taking place is in my view an absolute sham! I am a resident of Hungerford High Street. My partner has a Parking Permit which he pays £80 for. This allows him to park on High Street without need to use the Pay & Display. I am also a car owner but as I commute away from town I have had no reason in the past to</p>

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purchase an extra Permit and very seldom have ever needed to pay for an odd hour or so to park on High Street near my home. Your new parking is however now bringing in payment for EVENING parking?

If I park overnight, which I obviously will as I live here, I will now need to pay £1 for the privilege? 365 days a year?!!

AND YOU ARE BRINGING IN SUNDAY CHARGES DURING THE DAY TOO!!!?

We have had NO LETTER informing us of this massive change!! There are MANY residents that this will effect! My neighbours are unaware of this change!! My son and his partner are currently living with us while they search for a property. Neither of them qualify for a Permit for their cars. This disgraceful proposal would INSTANTLY add £1,095 to our household budgetFOR THE OVERNIGHT PARKING ALONE!!

If we were to have a 'normal Sunday' the cars would be parked all day on High Street especially during winter months. It's our Rest Day. Our Family Day. And for this we will soon have to pay £6!?! EVERY SUNDAY???

Approximately £300 for a year of Sunday parking? Another £900 to our household budget for Sunday parking with the 3 cars!! This is outrageous!!

Has this been thought through?!! Clearly not!! Has this been notified to ALL residents of High Street? Clearly not! If so, when? We have had NOTHING to alert us to this change!! This underhand approach without a more thorough discussion, or even a public meeting at the Hungerford Town Hall, will have a MASSIVE detrimental impact on house values for all living on High Street!!

This proposal doesn't seem to be a discussion AT ALL!! The online version says the 'Decision has already been made'. How is it possible that a West Berkshire Council meeting held in February in Newbury can decide to add £2000 to my annual household bill WITHOUT EVEN A LETTER DROP, or notification, or opportunity to object BEFORE decisions are made! Is THIS how local government works now?!!!

I am so angry and I will be FURIOUS if this is introduced, as will many of my neighbours I am sure! I have contacted my local representatives and Ward Members and I expect them to ensure this change is NOT INTRODUCED. This isn't just 'one or two' angry residents they will have to answer to. It is EVERY resident of High Street who parks overnight and on Sundays!!!

No free 30 minute period in Hungerford

Comments on/from other and/or multiple locations (19):

As a resident of Argyle Road who already struggles to find parking due to the large number of people who park on both Argyle Road and Derby Road for work in the town or to travel by train; I feel our road and adjacent roads will have this problem compounded leading to residents failing to park near their properties and more and more commuters taking advantage of the free parking.

I would suggest that all the parking on both Argyle Road and Derby Road should become residents' permit only. The alms housing between Argyle Road and Derby Road extended their private car park to provide more parking for its residents and the problem parking on the street has only become worse despite the removal of additional cars into their private car park.

I feel now, with proposed changes to parking restrictions is a great opportunity for West Berkshire Council to address this problem which affects residents day and night; weekday and weekend.

The proposed changes to parking restrictions on Newtown Road, Link Road, Catherine Road and adjacent to the station will only compound our issues. As will the changes to parking next to the Dental Practice off St Johns Road on Link Road and by the almshouses on Newtown Road near Prospect Place.

Fundamentally, no one wants to pay for parking. By increasing parking restrictions one much address the existing problems adjacent to the new proposals too.

In Hungerford, I think a lack of free parking at any time of day is unnecessary given the lack of general parking in the town - particularly for residents. It creates a negativity towards visiting the High Street at any time of day in an age of High Street decline. The majority of pubs and hotels in

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<p>Hungerford don't offer much beyond limited parking and now the proposal is for paid parking 24/7. We should be working to support our High Streets, not hampering them further.</p>
<p>I am in Lambourn and don't know why Lambourn is not mentioned. Lambourn already has parking problems on the streets. Charging for use of the High Street Car Park will increase street parking. This is already a problem and greater enforcement of current regulations would greatly help and incidentally make the Council more money in fines. This also has the effect in Lambourn (and probably elsewhere) of causing drivers to pop over the boarder into Wantage where parking charges are considerably cheaper. Lambourn actually needs more street bans eg parts of Wantage Road rather than car park charges. I realise not all of the above strictly falls within the scope of your question but it needs consideration.</p>
<p>As a West Berkshire Resident I already restrict my High Street Visits - Hungerford & Newbury - to walking only (very little shopping) or Tesco's/Sainsburys Free Car Parking if grocery shopping needed. Evening & Weekend Free Parking(Hungerford) was a bonus for Socialising/Eating out. Parking Charges lead to increased on-line shopping, hence so many High Street Shops/Business have closed. The same will happen to the Hospitality Sector. Newbury & Swindon Shopping Centres are already "dead" to me; in 40+yrs I have rarely traveled to Reading for Shopping/Entertainment. The occasional shopping visit to Cribbs Causeway, free parking, is now my High Street. When working in the Marlborough Area that 30mins Free High Street Parking was where I did most of my shopping. Not visited in my 15yrs post retirement.</p>
<p>I don't go to Newbury in the daytime anymore due to parking costs and I walk to Thatcham as it's local, if I need to go shopping I'll go to the retail park or somewhere I can park outside for free, B&M, Dunelm etc. Occasionally I ride my bike to Newbury but then I don't buy much as I can't carry it home. I might occasionally go to the cinema or meet friends at a restaurant but I know it's going to be cheap to park in the evening. If charges are extended I'm more likely to meet up with friends out of town with their own free car park.</p>
<p>It is neutral for me and poses no additional costs or restrictions for where I usually park in Thatcham and Newbury</p>
<p>We live in Cotswold way, tilehurst. With all the cars parked in the street, we find it difficult to get out of our driveway and when you drive along the road it's difficult to find a gap to allow oncoming traffic to pass.</p>
<p>I rarely go into Newbury now, as it it too much money to park. Putting prices up will just mean your going to lose more footfall. As it is, the town is never busy now. I'd like to object strongly about introducing paying to park at Kennet leisure centre in Thatcham. The fee to use it, it too much for the facilities it has, or doesn't have. If you introduce a parking fee, then I will cancel my membership, and so will a lot of other people. You should be reducing the parking fees. to get more footfall in the towns....</p>
<p>Are you proposing to charge residents for parking outside their homes that do not have drive ways or any off street parking like Kintbury High Street.</p>
<p>Parking fees in Lambourn village will have disastrous effects on the village and shops. There is no where else to park if someone is going to something like a funeral and cars will park on the streets causing inevitable problems. Very bad decision if this goes ahead. If this is pay by mobile phone, it will mean that I couldn't park, I don't own a mobile phone and I am not alone No comment</p>
<p>All high streets are struggling to attract and maintain businesses. Footfall is an important part of long-term sustainability for these smaller businesses and additional car parking charges are not appropriate. All small high streets (e.g. Thatcham, Hungerford) should have a small amount of time to allow people to stop and shop without charge i.e. 15 or 30 minutes of free parking. This could still</p>

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<p>require to get and display a ticket showing time of arrival. There should be no charges on a Sunday</p>
<p>I use parking in Newbury and Hungerford and this often for a short period - to collect something etc and free parking is necessary</p>
<p>The Areas chosen are vital to small local businesses some of whom trade on Sundays. Especially in the Service Towns and villages like Hungerford & Lambourn. Some of the proposed areas cover where Carers need to park to serve elderly residents in accommodation that does not have its own parking especially near Almshouses in Newbury.</p>
<p>I understand the increase as helps to generate money to support the Council and feel the cost should be the same across West Berkshire. I don't agree with the all day every day charges including Sundays and introduction of charges to Lambourn. This will put people off from coming to these areas to shop or visit. In some cases those with tight budgets take advantage of the Sunday charging to shop, eat out etc. Although not pay a parking charge they are putting money into local businesses. The money gained from parking charges will be insignificant compared to money lost supporting local business.</p>
<p>As far as I can see the proposed changes essentially mean that there will be nowhere to park for free in Newbury for longer than 30 minutes, ever (except in shops' own car parks). I don't use my phone to pay for anything, and I won't start to use it. Since Covid I don't usually carry any cash with me, so that's a problem for me to rely on pay&display. In effect, then, the proposed changes will essentially mean that I simply won't shop, eat or drink in Newbury nor Hungerford any more, except to shop in the supermarkets. That's surely bad for local businesses, and bad for the character of the towns.</p>
<p>Hungerford is only a small town with few evening amenities. Extending parking charge hours for evenings will adversely effect the few businesses open in town in the evenings..This should also apply to Thatcham and Lambourn for similar reasons. I'm happy to see charges apply on Sundays daytime in future.</p>
<p>Most people who need to park inLambourn have had to travel from villages - no transport - so have to drive and PARK</p>
<p>Negative effect on footfall in Thatcham and Newbury for business. Greedy west Berkshire council - revenue is everything- primarily to top up your pensions to the detriment of the survival of our towns. You do not care for business, in particular the rural economy. You are a sinking ship.</p>
<p>Evening charges have potential to drive business away from using services. No free minutes in Thatcham and Hungerford proposals. These charges do not encourage footfall.</p>
<p>Hungerford is only a small town with few evening amenities. Extending parking charge hours for evenings will adversely effect the few businesses open in town in the evenings..This should also apply to Thatcham and Lambourn for similar reasons. I'm happy to see charges apply on Sundays daytime in future.</p>

General comments (or on non-specific locations) (377):

<p>REDACTED says it's a really bad idea. And I agree with him. He's quite smart and I trust that he's read the documents fully before drawing a range of conflicting conclusions.</p>
<p>These are breathtakingly awful proposals. A local council should be doing everything possible to support local traders and businesses. Increasing parking restrictions will only drive trade away from an already fragile high street. What planet are you living on? Who runs this council?</p>
<p>Charges per hour are less of an issue to me than periods of charge. I feel that parking should be free for the first 30 minutes and free between 6pm and 8am 7days a week.</p>
<p>We shouldn't have to pay for parking after 6pm on an evening or a Sunday! Certainly not 24 hour charging! That is ludicrous!</p>
<p>It will prevent me from shopping in person - I will simply do more online shopping with home delivery. This will impact local businesses.</p>

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<p>Charging for parking should be minimised in the interests of (a) local business (b) residents and (c) visitors. In particular, a free parking for first 30 minutes should be instituted to assist local shoppers. No ban on overnight parking is at all appropriate - if you live in a house without private parking, or one dedicated space, where do overnight visitors park?</p>
<p>Parking charges are a negative to both social activity & trade at a time when many business's & individuals are in financial difficulty. What is gained in parking charge could potentially be lost in other forms of LA income.</p>
<p>The parking charges in West Berkshire already make me think twice about whether I should go into town to visit a shop or if I'm better off making the purchase online. I live in a rural village and cannot walk into town. Bus services are too infrequent and the train fares are really expensive. I would like to see my local towns flourish but the cost of parking is definitely an issue.</p>
<p>Your intention to impose parking charges on Sundays and evenings is extremely short sighted. At a time when the high street is desperately in need of support your proposal to increase parking charges and impose charging on Sundays and in the evenings will make those whose only option is to drive, due to a lack of public transport, think twice about visiting your towns. You will drive the population to shop even more online, depriving those small businesses - and larger ones - if the income that they rely on. Ultimately this will create more shop closures and a dead high street.</p>
<p>The free evening parking is critical for evening business in the town. For how little extra funds this will likely raise, it would have a massive impact on businesses. I personally would be put off from coming into town in the evening if there was going to be an additional cost to the visit. I also feel that many people would avoid the public car parks altogether and just park on residential streets. This is going to lead to increased congestion and parking woes for residents on or adjacent to the high street, with very little financial gain for the council. The current system works well and I am confused as to why it would be changed, other than the hope of small financial gain with no consideration for local businesses.</p>
<p>Increasing parking charges is another nail in the coffin of local businesses. There are already noticeably fewer people shopping in the town and this will make people even less likely to come into the town. If you want to give businesses a boost then make it more attractive to come into town, not add to the cost.</p>
<p>Free parking at night and Sundays is important</p>
<p>The damage to local businesses</p>
<p>It will cause difficulties to businesses and their customers who rely on business in the evenings.</p>
<p>These introductions would stop people coming to the town to support shop owners and organisations</p>
<p>Everything is already expensive enough as it is.</p>
<p>Off putting for shoppers and will affect foot fall</p>
<p>Free parking encourages visitors</p>
<p>Businesses offering entertainment or hospitality find it difficult enough as it is to attract customers in sufficient numbers to make their businesses viable. If you further discourage customers by imposing evening and weekend parking charges, then many of these businesses will suffer and close. This is crazy.</p>
<p>Businesses are already struggling and imposing further Parking restrictions in the evenings and weekends, in my opinion, will certainly affect their income potential. Many of our Towns and Villages rely on weekend visitors so imposing unnecessary restrictions on the Public and Businesses is just another obstacle put in their way. Personally I consider these proposed Parking restrictions are just another way of raising income for West Berkshire Council who should be considering the long term picture.</p>
<p>Parking charges after hours and on Sundays will dissuade people from staying in town to visit hotels restaurants etc and all establishments on a Sunday</p>
<p>Killing access to the town for everyone and doesn't support independent businesses.</p>

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<p>Local businesses, especially shops, depend on people visiting them and anything which discourages such visits is to the detriment of that business and almost certainly to the local area. Increased charges may, in the short term increase income for the Council but in the long term may have the opposite affect when businesses close because of lack of support.</p>
<p>It is a bad idea and will be harmful to local traders.</p>
<p>The ability to park in the town after hours and at the weekend enables people to visit friends and family in areas where parking restrictions are in force. For people wanting to eat out in town or go to a film an extension of restrictions to 365 24/7 is penalising people who would be using local businesses and services and contributing to the general viability of businesses.</p>
<p>Having one ease in life, even if it is a parking sopt for an hour or two, makes it feel like a Win against every thing else that is going up in costs.</p>
<p>Appalling! Individual High Streets/ small towns & benefits from parking arrangements should be encouraged to thrive. Otherwise, if parking is difficult &/or expensive, people will feel unable to support these smaller locations & their retail units & the small towns will die. Not everyone can afford excessive parking fees. Parking should be free at certain times in the week & 30 minutes free parking initially would be an exceptionally good idea to encourage visitors.</p>
<p>Introducing parking restrictions on evenings and weekends will seriously damage trade for the independent High Street shops</p>
<p>I think the 1st half hr should be free to accommodate quick pop in shoppers</p>
<p>I think it would have a detrimental effect for both retail and hospitality businesses</p>
<p>I believe this is a very damaging development and strongly object. We need a healthy and vibrant high street. Many businesses are already struggling - this will only make matters worse and in particular damage Sunday visiting. All parking should have a 30 minutes free overrider to help the local community. This is presumably a simple income generation initiative but is very short sighted - it will dmage the businesses of the Town that its citizens rely on - and more closures will just mean less Council Tax, so short term it damages the amenity of the local residents who are your ratepayers, and long term it also damages your own income stream. Please do not do it.</p>
<p>Parking charges for a short period should be retained, for two reasons. Many people like to pop into the town to buy just one or two items, or a take-away meal. So, having to pay for just a short stay will be difficult for people to adjust to and will probably be put off from using the shops in the town. Please do not allow this change to be introduced. But, if it has to be brought in, could it be possible for local people to buy a 'monthly' or 'yearly' parking ticket. This will then save the bother of using the parking meter for every short visit. Or, (as is the case at the moment) miss payments because a meter is not working.</p>
<p>Working in a wellbeing business, open seven days a week, and also organising ad hoc events for up to 200 residents & visitors in the evening, I am absolutely appalled that West Berkshire Council would like to start charging for Sunday and evening parking. Adequate and affordable parking is fundamental to the health of the high street. These charges - which seem to be proposed out of the blue - will make it more of a struggle for me to to earn income. Additionally friends and family from near and love to come to our small town on a Sunday to browse and will be deterred by these charges. They will also be deterred from attending meetings, events and hospitality in the town. All things that keep our community vibrant. I believe this is incredibly short-sighted of WBC, especially at a time when many businesses are struggling. WBC should be supporting the high street - not introducing policies that will harm it. My concerns about parking come within the wider context of pressure already being put upon the town with our only supermarket having reduced their parking time, an app only way to pay at the station which has led to people struggling to park there, and the real worry that the proposal of a new town square might require the removal of spaces on the high street. For years we have hoped for - but given up on - the idea of 30 mins free parking (that other towns benefit from) - this really is a 'kick in the teeth' and as a longstanding business owner and resident</p>

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<p>in a local village, I urge you to reconsider this. I will also be writing to my MP and the principle parking officer at West Berkshire Council</p>
<p>Damaging to high street shops and businesses due to reduced access and footfall.</p>
<p>The new restrictions will adversely affect trade in the town and make life difficult for people with disabilities.</p>
<p>We think the current charges are acceptable, However, increasing the parking restrictions are quite shocking, it's a small market town, with independent shops that don't make vast sums of money, so they need support, small restaurants, kebab van and occasional visits to book club type events.</p> <p>The reason I barely go to Newbury now is because the parking fees and times are quite ridiculous, don't do the same to a small Berkshire town, have a heart please.</p>
<p>I do not have the facility to pay by phone, I usually only need to park for 15 minutes, if i need to stay longer i use a pay/display car park</p>
<p>On street parking should be free the council received enough of motorists money as it is</p>
<ol style="list-style-type: none">1. Market town High Streets are fragile (there is much uncontested evidence of this) and much of the fragility relates to people's ability to access shops and cafes. Any changes is parking regulation must take this into account as the consequences of policy failure is far more costly than small increases in revenue. This comment relates specifically to the unnecessary proposal to extend the hours when parking fees will apply but also relates to the sensible proposal to permit 30 mins for free on-street parking.2. There are better options available to increase revenue than those WBC is proposing. These include extending the "Residents Permit/4 hour restriction" system to those roads that currently allow fee-free, uncontrolled parking. Many residents without off-street parking leave car and vans for days on end on these unrestricted roads, preventing parking for short term visitors. The extra revenue from the permits could be easily administered within the current system and therefore would be cost free.3. There seems to be little need other than political to treat all communities in West Berks the same in respect of parking. The communities are different and have different needs and pressures and the standard model may be too lax for one town or village and too prescriptive for another. Beware the unexpected consequences of misunderstanding this.
<p>We pay enough for parking through day why do people need to pay at night when car parks are normally empty</p>
<p>with taxes rising I wish to see as much freedom of passage as possible. REDACTED (inititals)</p>
<p>As an historic market town of which the county should be proud, parking for residents and visitors is already extremely restricted and the extension of the days and times at which parking charges apply will further erode the attraction of the town to visitors and occupants alike.</p>
<p>I strongly object to the proposed changes to parking charges. Charging 24/7 will have untold damage to local tourism, retail and businesses.</p> <p>By implementing these additional charges, people will avoid town centres and head straight to retail parks and out of town shopping centres because is it free to park. Already struggling local high streets will simply die and become boarded up ghost towns.</p> <p>In these difficult times deterring people from heading into a town centre should be avoided at all costs.</p> <p>It is a proven fact found from studies carried out in towns that have 24/7 parking charges, the locality has suffered a higher than average decline in footfall that has consequently had a detrimental effect on the local economy.</p> <p>West Berks Council have a duty of care to support their local businesses, not hinder them.</p>
<p>Increasing carparking fees very often reduces the number of people coming to a town which hurts local businesses and therefore doesn't achieve the objectives of raising more money.. in fact it has the opposite effect.. fewer people come and/or they stay for less time..</p> <p>People are fed up with having to pay more for parking and just won't come or will go somewhere else.</p>

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<p>Parking fees in west Berkshire are already high - having an opportunity to avoid these by choosing to visit town centres on a Sunday or bank holiday is incredibly useful particularly as these days can be really good for events that are drive people into local businesses. We really need to do as much as possible to support local businesses and this feels like a bad choice for local business.</p>
<p>Shops will suffer trade if people are charged especially on Sunday and Bank Holidays. We need to keep our high street going!!!</p>
<p>I think people should be encouraged to visit the High Street for shopping etc during 'off peak' times</p>
<p>As an older person who does not often use a mobile and doesn't know how to use it, 'pay by phone' is not helpful.</p>
<p>Up to 30 minutes should be free even if it is the evening. Otherwise this will result in a lot of non-compliance when people pick up their take aways and non-compliance is always bad for a charging system. It also leads to things like people parking with their engines running, sending children in to do what the adult should be doing or someone who is unqualified, disqualified, uninsured or over the limit temporarily in-charge of a vehicle 'in case a warden comes.' That in turn can lead to disaster.</p> <p>Having Sundays be free parking at least in some areas on the edge of the town is good for encouraging more business into the town and putting less barriers in front of those least able to afford to come into the town to spend and buy goods they may need.</p> <p>Having free areas on the edge of the town also lightens the load on the innermost areas of town increasing the likelihood that those who need the proximity (perhaps due to mobility issues that don't quite qualify for disability badges).</p>
<p>Please rethink as the High Street is struggling to keep going with people that have cars choosing free parking of retail parks, to support our High Street and encourage a local local economy parking charges need reducing and removing rather than increasing.</p> <p>Additionally, using apps requires a phone and that excludes and is difficult for some people. Please rethink.</p>
<p>It will discourage visitors to the town in the evening and Sundays. Businesses in the town are struggling to survive and this will discourage potential customers.</p>
<p>I don't exactly mind a £1 evening charge, but NOT if it removed the 30 minutes free parking currently available during the day - the reason is that, plenty of the small shops and obviously food outlets are open in the even from 6pm to 10 or 11pm and customers still need short term access to pick up orders or for doing those unexpected late shopping trips (e.g. late from work, child care feeding needs, etc). Should they really be charged £1 simply to pick up a take away - and isn't a likely outcome that customers will look for outlets with no parking restrictions or go to boring big supermarkets with their free parking on site? Even Tesco's, which has restricted evening parking, still gives you plenty of time to shop for free - unlike this proposal.</p> <p>Support local town centre shops and retain the 30 min free</p>
<p>The proposed additional charges will have a large impact on businesses and activities within town.</p> <p>I particularly object to the charges in the evenings as it means an additional charge for anyone who wishes to come to take part in evening activities and events in the town. It makes such activities less accessible considering the impact of the cost of living.</p>
<p>Parking charges discourage visitors to town centres and businesses suffer as a result. The current parking charges are already high. Extra charges on top are a very bad idea.</p>
<p>This decision in my view will have a direct impact on our business which is already facing difficult trading future given the new government.</p> <p>The residents and the tourist will see these ludicrous parking charges as a simple measure to make more money which none of us will benefit in any shape or form.</p>
<p>I feel it will put people off coming into the town in the evenings, weekends, and bank holidays especially in the summer.</p> <p>Also, as a local resident occasionally just need a quick visit to the shops at the above times, and therefore do not wish to pay.</p>

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<p>Another blatant way of extracting money from residents. Council charges are high and should cover all aspects of West Berks council. This will kill even more local trade. Doesn't the council understand that parking charges restrict people from visiting towns and villages and Sunday and evening charges i. e. help to kill a town even further..</p>
<p>I do not believe that 24/7 parking charges are beneficial to the town either financially or any other way. Free parking on Sundays and Bank Holidays can attract visitors who will be encouraged to spend in the various shops\cafes .</p>
<p>I am opposed to the introduction of evening charges for on street parking.</p>
<p>Changes to parking regulations are always designed to bring in more money from car users. They are never positive for the local economy as they discourage visits from those who need to drive and ultimately result in business closure and, ironically, less revenue for councils.</p>
<p>Will not encourage travel into town centre</p>
<p>I strongly object to the proposal to introduce parking charges on evenings and Sundays in our town. Free parking during these times is a national standard across many towns and cities, designed to support local economies and encourage residents to engage with their communities. Introducing charges would place our town at a disadvantage, discouraging people from visiting the town centre during non-working hours. Local businesses, which are already struggling, would see a decline in footfall, reducing their ability to thrive. Furthermore, these charges would unfairly penalize residents who already contribute through council taxes. Evening and Sunday parking is often used by people attending community events, meeting friends, or accessing local amenities that are vital to the town's social fabric. The proposal risks creating a perception that the council is prioritizing revenue generation over the needs of residents and local businesses, ultimately undermining the town's attractiveness and community spirit.</p>
<p>Having free parking on evenings, bank holidays and on Sundays helps the residents and visitors to enjoy the town and the business owners to provide their services in a relaxed environment. The town is one of the few providing this amazing option and makes it cozy and welcoming.</p>
<p>This will deter visitors to the town and reduce footfall and revenue for businesses. Those that do visit the town are more likely to park in surrounding streets causing more congestion and inconvenience to residents. This is a short sighted and poor proposal</p>
<p>Too much charges already</p>
<p>Overnight parking 6pm to 8am at many of the proposed locations should remain as free.</p>
<p>Charging for Sunday parking in rural areas is a nonsense - it will impact on community events which are only just viable in the first place and is not logical - these community events will be killed off by your greed!</p>
<p>no valid reason for excessive charges - people need to be encouraged to use town centre shops - not deterred by high parking costs.</p>
<p>I don't think you should do this.</p>
<p>Detrimental effect on small business owners. Will discourage visitors, difficulty unloading, loading or carrying purchases.</p>
<p>I am an 82 year old widow with various health problems including from time to time mobility issues, however I would not qualify for a disability badge. The proposed new parking restrictions will seriously affect my life, as I would have great difficulty in having to use an app. I also rely on being able to park after hours and on a Sunday when visiting friends.</p>
<p>I object 100% to these proposals. There is already far too many parking charges. They kill the town centres as is clear in Newbury. There are several takeaways in the high st that will undoubtedly lose trade in already difficult times. I lived in France for many years without these vindictive parking charges and how refreshing it was and still is to pop down town without being penalised in your own home town. Disgraceful</p>
<p>Businesses which operate in the evening and at weekends would benefit if visitors could park for free</p>
<p>It is inevitable that a small increase was necessary</p>

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<p>The higher the parking charges/ more restrictions the less likely I am to go to that area . If it involves shopping the shop keepers lose out as I will find somewhere else to shop.</p>
<p>It's always against the motorist</p>
<p>This would be a bad thing for the town and reduce visiting, which would ultimately kill an already dying retail environment. It would also dramatically impact local residents.</p>
<p>It will adversely affect the town.</p>
<p>The introduction of evening charges does not encourage me to come into town in the evening. Some times I just need to pop in for a short period of time and would now have to pay for a whole evening whilst just coming in for half an hour.</p>
<p>You are the greediest council of any I know - including where I've lived and where family and friends live. You make life harder and more expensive for your residents, simply to line your pockets. Shame on you. At no time in the 20+ years I've lived in WB have I known you to implement a policy that saves your residents money or makes life easier for us.</p>
<p>They will only drive more people away from town and continue the decline. It used to be a really great place - now it is barely recognisable. Better to cut costs than raise income. If you dare take such a drastic action.....</p>
<p>Parking charges</p>
<p>When parking fees are so expensive it is no wonder people don't visit our towns and villages. No need to leave home when you can, in most cases, get a delivery the next day.</p>
<p>People visit this town on a Sunday to walk, view shops, visit church, friends and family and it is good to be able to welcome them and not charge. Parked cars cause no problem and if people have to pay the local businesses, organisations and local people on turn will suffer.</p>
<p>This will drive away customers on weekends and in the evenings.</p>
<ul style="list-style-type: none">- High street parking is already restricted and limited. The high street relies on passing trade and tourist trade who already find the parking difficult. I know this based on the number of visitors who come into my shop to ask questions and for advice or are struggling to use the machines.- Residents have extremely limited and already expensive parking options- this combined with proposals by town and manor to introduce a 'town square' which will remove parking spaces will negatively impact activity on the high street and access to high street shops.
<p>i use this car park daily for work use. sometimes over night and definitely on weekends. this proposal will add hundreds to my outgoing funds within the month.</p>
<p>Parking in the evening and on Sundays should always be free. No question about it. There should never be overnight or Sunday charges for parking...ever.</p>
<p>I support this proposal - as a next measure to increase control of parking in the area.</p>
<p>To help local businesses survive</p>
<p>Wish to make an addition of parking places for cars above 2meters high.</p>
<p>It is incredibly limiting to people in the town to have parking charges applied at all times. It will restrict the footfall in the town and damage local businesses and therefore affect the shops and facilities we as residents have. Parking with apps can be hugely challenging for many to use and issues with connection/data.</p>
<p>I believe it will have a negative affect on the town, reducing the number of visitors.</p>
<p>Small shops have already been killed off. So now council needs to kill restaurant trade too.</p>
<p>Free parking evenings and Sundays encourages people to come into the town and supports the businesses</p>
<p>I object to these parking charges as I will not be able to afford them</p>
<p>The new restrictions will limit people coming to events and buisnesses in the town, just as things are coming back from covid.</p>
<p>West Berks Council appear to view parking as easy to turn on revenue stream when trying plug a budget shortfall or similar. Why aren't you being more creative and exploring other options? You should be encouraging visitors and footfall into town centres not actively discouraging it by implenting punitive parking regimes.</p>

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<p>These proposals are another nail in the coffin of the High Street. It won't encourage people to shop or visit restaurants or pubs in the town.</p>
<p>q</p>
<p>Parking is not an issue at this time. Why then should a charge be introduced? This is simply a money making scheme by the county council. I would support measures which encourage visitors to the town rather than ones which discourage them as this one will surely do. I do not park there so personally have no vested interest in free parking.</p>
<p>No information provided as regards charges and timing of parking.</p>
<p>This proposal will be detrimental to the flow of visitors in to the town, and therefore have a negative effect on many high street businesses at a time when they need help not hindrance. I don't see how this contributes to the new government's main objective of encouraging growth in the UK.</p>
<p>Inconvenience and brazen financial opportunism, impossible to enforce overnight</p>
<p>This will greatly effect businesses in the area, which are already having to compete with online businesses. This will cause alot of small businesses to loose custom and potentially put them out of business. It is disgusting that this is being considered with no regard for hard working people.</p>
<p>Increasing on street parking charges, especially in the evenings, does not encourage use of local businesses. The high street is already struggling and it seems wrong that the council are trying to make things worse.</p>
<p>I think it's better for the residents of west berkshire to park for free on Sundays.</p>
<p>I wholly support the proposed changes (these and the increase in charges).</p>
<p>This cuts down the availability of everyone in the area particularly the pensioners who can't afford it</p>
<p>I frequently use the towns resturaunts and theatre. One of the attractions is that I can park free after 6pm. Judging by the amount of other cars arriving at this time, it is a popular attraction. The proposed change will detract from the allure of the town and cause people to usr the more rural pubs and restaurants. The knock on effect will reduce trade for the town and cause businesses to close.</p>
<p>Further charges during off peak hours will damage local businesses further where they trade on sundays and evenings.</p>
<p>Yet again the motorist is being 'hammered'. If public transport was more affordable and in the evenings/nighttime if there was more frequent and reliable public transport - especially in outlying/rural areas - then there would be less pressure on parking/pollution etc. But until these reasonable suggestions are 'acted upon' people are still needing to relying on their cars. STOP CANEING THE MOTORIST - their cats are their lifeline</p>
<p>Too much control by WBC. Leave what little on-street parking as it is.</p>
<p>Our town relies on the independent stores, cafes and eating establishments to keep alive and provides services to our residents. If you introduce parking hours additional to what is already there, it will substantially impact Sunday trading, evening trading for all our fantastic restaurants and pubs and they simply won't survive because people will go elsewhere. There are also many volunteering opportunities and social community events running in the town, providing help to the community and keeping the community tidy and clean, painted and fresh. Many of these take place on Sundays or after hours. Why should volunteers who give up precious time to keep our community spirit alive and healthy be charged for parking at these times. This is a really disgraceful plan by WBC.</p>
<p>The reason is in the word restrictions Why male it more awkward for people to park in the area What is the benefit against people getting fed up and not using services in the town ?</p>
<p>There is little pressure on parking space availability at weekends and evenings and the town needs people to come into town to spend their money and prevent it from becoming a ghost town. I am strongly against increasing the times when charges apply.</p>

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I don't fully understand what you are proposing and I am not sure all residents are aware of what is being proposed.
I have concerns for visitors to the area
Where are residents suppose to park? What about their visitors including carers. This may make the vulnerable more isolated.
This proposal does nothing to promote the town centre of any of the locations, all of which require as many visitors as possible who will spend their money in the area. This applies to all business but particularly to hospitality. We would also like to see the standardisation of apps to enable payment at all parking locations in the district particularly include the Kennet Centre as it is a lottery as to whether the parking machines are working. The excuse of poor internet connection is wearing a bit thin after 12 months!!
makes sense
With such limited public transport, especially evenings and Sundays there is no choice but to drive. Does the council really want to loose even more businesses. Without revenue from businesses the ultimate revenue loss to the council will be worse.
This is a small town with a good community that supports it's residents. Tourists and residents in the nearby villages adds to the economy. Their are poor bus routes, reducing parking and increasing fees will deter visitors
I think Sundays should be free Parking charges in council carpark should align with these charges - they are omitted a key change that i would strongly object to is any move to a cashless system
Evening & weekend, particularly Sundays, parking should be free or at least for 2/3 hours, why is it necessary for all parking to be charged for, can't the local residents have some respite from the restrictions?
I'm sure charges have to be made---although we may not like them. My only worry is : how will the payment be made? No apps please!!!
It will reduce even more the number of people popping in to town and will negatively impact local businesses. The 30 minutes Grace Period allows for a quick trip, while the free post 6pm will encourage people into town in the evenings. Limiting length of stay is a good idea so people don't abuse the situation but life is expensive enough without the council trying to get more money out of the residents.
always the carpark charge and correction and never enough parking available due poor management by structure involved.
We often drive into town for a meal and leave the car overnight and pick up by 10 the next day which we now won't be able to do. I think this will damage businesses as now we and others won't go as it's another thing we have to pay for. I will always avoid paying for parking as I hate it and I know others do to.
If the objective is clarity and simplicity of charging, why not make all the rates consistent across the region? They are still different. Eg Station Road, Newbury vs. Hungerford Station parking Where is the decision to make one mobile operator responsible for all mobile charging which makes it easier for users and could provide West Berks Council with a discounted service fee?
Our High street shops struggle to survive. How sad that West Berkshire Council now want to do away with free parking. I think it's unfair for these businesses trying to make a living!
Makes common sense
There should be more 30 or 60 minute free parking places. Especially near shops or other trading establishments. From personal experience, free parking, even for short periods makes it easier to shop especially where walking or public transport timings make it difficult to "pop out". Such schemes also enable shoppers to collect or buy large items which cannot easily be carried. Unfortunately, such schemes can and sometimes do increase the amount of local traffic "cruising"

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<p>to find a parking space. Furthermore, the provision of free short parking periods requires monitoring, resulting in increases in Traffic Wardens and / or ANPR devices.</p>
<p>I recognise that money needs to be generated by WBC to meet financial challenges. The Day and Evening charging periods are consistent, so easy for residents to remember. The parking charges are reasonable and the first 30 mins free of charge is appreciated for convenience.</p>
<p>30 minutes free parking at some sites should be increased to 1 hour. This would allow more time for people with mobility issues and parents with children.</p>
<p>There needs to be free parking after 6pm to encourage visitors to theatre, cinema & restaurants There needs to be free drop off& collect spaces at the train station</p>
<p>I appreciate that the council wants to generate more capital for its coffers but this does not help the evening economy within the towns by charging evening charges everywhere considering the amount of new eateries/ local businesses who wish to thrive. If you didn't have evening charges, then you would not need to enforce them, not needing to enforce them after 6pm would mean less cost in enforcing them. Give them a chance please 🙏</p>
<p>Some areas within the proposal from a traffic management perspective make sense and anything that can alleviate pavement parking or nuisance parking for residents would be a benefit but this does have to be balanced against the lack of enforcement and consistency around managed parking within the area.</p>
<p>I believe it is the role of elected council to make these decisions on my behalf, thus unless they are clearly perverse I accept the decisions made.</p>
<p>You are ruining the town with your grand schemes for parking changes to parking and taking more space for a square we dont need. All you are doing is wasting money and harming businesses.</p>
<p>There should be free short term parking available.</p>
<p>I rarely vist these locations. However I do feel that 30mins free at EVERY location would be logical & consistent.</p>
<p>Parking should be either free or very cheap. It discourages motorists to go into town areas for shopping. eating etc when a large part of the cost becomes the parking charge. Your rates for the market stalls are ludicrous and a major reason why the market has declined.</p>
<p>We have a beautiful town with some hard working people who try to provide services to the local residents. It is becoming more and more difficult to do so given the dreadful traffic created by people trying to park to use the shops etc. on the high street. It's becoming easier to pick things up elsewhere or to avoid going to local events and this parking proposal will hugely exacerbate the problem. I think about our town constantly punching above its weight in regard to arts events, in particular drawing in huge celebrities for talks and book signings and am thoroughly depressed at the idea that we want to dissuade people from coming to them by creating more and more onerous parking charges and congestion. Please please please think of our town and not your coffers!! So much work has gone into building this wonderful community - don't destroy it.</p>
<p>If the extra money goes towards helping</p>
<p>these parking restrictions will hurt local businesses which are already struggling on the high street</p>
<p>It will affect business trade in the high streets if parking charges are introduced as you will not be able to park up and pop into the shops</p>
<p>Will negatively impact local trade</p>
<p>All Parking areas need to be retained and maintained and upgraded where needed. With easy access and easy pay options, including cash. High cost of living and high cost of running a</p>

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vehicle need to be kept in mind. Parking restrictions need to provide minimum inconvenience to users.
While I understand the need for a small rise in parking charges - at chargeable times - I do not believe it o be in the best interests of businesses in town to charge for parking after 6pm, or on a Sunday, other than perhaps a flat rate charge on a Sunday
I do not believe its required. We all know parking charges are a soft easy target for councils to generate extra income. As a pensioner this all adds to higher costs along with energy and food.
Parking close to shops is needed by elderly , incapacitated and disabled, Restrictions and charges will make it more difficult for these people.
Parking charges should be removed in all town car parks. It deters people visting town centre.(shop go out of business.) Parking should be free. Only parking over 3 or 2 hour should be charge. ie you get free ticket if you go over 3 or 2 hour you pay a very small Charge. Residential park should be minimum amount possible . Car park should not be use as a Council income .
This money making scheme will effect local business!
It is disingenuous to say the additional funds raised from upping parking fees are to support the upkeep and enforcement of parking regulations..They are primarily to raise income for the social care budget of WBC.
Should have 30 mins free parking all locations - support local businesses. Sunday should remain free
Business will suffer there is no need for this exactly what a Lib Dem council would do.
We are asked to use local businesses but this change will make most of us go further afield for our purchases I feel sorry for the local businesses how many will survive !!!
I strongly oppose any parking charges outside normal shop opening times Monday to Friday 9am to 5pm. Shops are already visibly under pressure and need help to sustain footfall
Changes like these will ruin the High street. Footfall is already down from previous year and local businesses are still recovering from covid closures. It's absolutely disgusting even thinking about increasing parking changes.
This proposal will have a detrimental effect on independent businesses and lead to a further deterioration to our town centres.
I feel this will have a negative effect on the town with the introduction of evening and sunday charges. We want to encourage tourism and footfall to protect our businesses and town.
The preamble to this consultation is written in inaccessible policy speak so I have little idea what the proposals amount to in practical terms. Simply citing DfT guidance as a justification is lazy. Please make an explicit connection between the proposed measures and the claimed economic benefit.. also, if you're going to implement measures that disincentivise car use please say how you will ramp up alternatives
It will have a detrimental effect on businesses already struggling
Charging for evenings and weekends will have a negative effect on the local small shops and business, and will push cars away from the car parks which are already underused, and on to the free street parking
This will have a negative effect on the town.
I object to only "Pay by Phone" instead of the option of cash payments. This discriminates against the elderly and those who do not have, or need a smart phone.
I feel this will have a negative effect on the local businesses & encourage people to park in residential area rather than use the car parks
If you put more charges on vehicles people will go to out of town shops with free parking and less restrictions

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Vehicles owners will only find places elsewhere moving problems and congestion in other areas as is starting to happen already
I am glad to see you are keeping the 30 minute free parking which is vital for small business in town.
I feel that if I need to just pop into a shop for something which may be small and cost just as much to park. more for this if I need to find a meter and then pay. Also if you want to go down in the evening you need to have a pound to pay, as I do not know how to use the app and don't always have change. I think this will stop people in the evening using the pubs and restaurants as you need to pay it is a small town and we need people to use it.
It will greatly affect local businesses who rely on weekend tourism trade. And locals who are not very mobile or wealthy.
Charges will harm local traders
We work with a lot of elderly clients who are unable to access app this reduces there freedom and ability to get out into the community. Adding an evening charge will keep people away from the town and encourage them to use neighbouring towns.
This will have an impact on our lovely local businesses and residents.
I think it will stop people coming into town at times it's already difficult to park without restrictions
I will take my business elsewhere if I can't find free parking for the short amount of time I wish to park and support my local community. I like independent businesses but this is preventing me from wanting to stop and use them.
I'm tired of ordinary people being squeezed for every penny they are worth. I'll simply stop coming into town and go elsewhere, which won't help local businesses
Having an impact on local businesses
It will likely adversely affect trade in the town and there is already limited parking.
High streets shops are struggling as it is. This will be the final nail in the coffin for many!
Evening and Sunday charging would further deter visitors to the town who generate revenue for our local businesses many of whom are small independent businesses which bring colour and character to our town. If anything, I would remove parking charges from our car parks.
The towns carparks 'out of hours' are not busy, events such as Remembrance Sunday Constable parade Heritage/food festivals Are the busiest they get. This is sadly, purely a money grabbing exercise, there will be no change to infrastructure other than to potentially increase revenue. Additional cost 'out of hours' will drive people elsewhere or to potentially cause disruption to local residents. I am confident wbc will increase charges for as much as possible irrespective of any feedback that may be given however as someone who regularly visits 'out of hours' it will certainly make me think twice about where I will park/shop!
Potential to damage local businesses in the High Street as additional charges will put people off. Businesses need supporting, and these measures are likely to harm them rather than help.
Free parking on bank holidays and Sundays is a great way to get people into the town and to stay longer looking looking into local Business.it will be a massive mistake to Implement charges on Sundays and bank holidays.
Detrement to businesses and discourage customers coming to the town to shop or use facilities
This will restrict footfall to business in the more rural town centres
Disabled parking charges should be free as they are in neighbouring County Oxford This would restore uniformity and take the worry away
In times when people are already struggling finacially you propose to increase charge times that can effect people going out & the towns economy

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<p>I disagree with parking charges on evenings and Sundays as this discourages shoppers into the town. High street businesses struggle enough as it is with low footfall so these new charges will just make this worse.</p>
<p>Dependant on the proposed charges, I believe it will detract visits to high streets, reduce footfall leading to diminished spending in towns. People will be more disposed to order on line.</p>
<p>I no longer go into the town for shopping or coffee because I object to having to pay to park. I go to the retail park where there is no charge.</p>
<p>This is ludicrous. Living in the high street and working for west Berkshire council clearly gets no perks. I can no longer park outside my house to drop off a shop at nighttime or when I return from the gym. So I will have to walk considerably further at nighttime even though the high street at nighttime is pretty much empty. I support day time increases but feel this is penalising locals who already spend so much in shops and pubs etc. If I have guests for an evening they now have to pay to park each time. This is going to increase parking in other locations I fear.</p>
<p>I do not believe it is justified to enforce the parking charges outside the working hours. That is all charges should not be enforced after 1800 hours daily or on Sundays at all.</p>
<p>Those streets where the payment option is by 'phone only raises two issues: 1) It discriminates against those who struggle with the technology or who would rather pay cash and 2) I have found in Pangbourne that I've been unable to open the app to pay to park. Rather than risk a fine, I found a street where there were no parking fees required.</p>
<p>Evening and Sunday parking should not change.</p>
<p>too many restrictions - you need to encourage people to come into the towns -fewer restrictions are needed -esp as alternative means of transport are not that good - many areas do not have a bus service at all .some do not have a sunday service -the businesses need customers -try to encourage them not the reverse.</p>
<p>Charging for parking is a tax, it prevent access to the town centre and sends business to outside retail parks. I avoid the town completely as I object to paying. You are just destroying the town centre.....</p>
<p>I am fed up with the increasing costs for motorists. there is a cost of living crisis and you wish to make it worse.</p>
<p>I feel that penalising motorists for short term parking and at weekends is a shortsighted step to gaining additional revenue. This will cause people to shy away from town centres impacting shops which are already under pressure since covid and the move to online shopping. Ultimately this will cause the demise of people heading into the centre of towns.</p>
<p>I am disabled and use a mobility scooter every time I go out there are cars parked on pavements and blocking them for people like me, wheelchair users and people with crutches or a walking stick. That means we have to go out on to the road to get around them as there's not always a path opposite to switch to. It's even more dangerous as often they've parked so we can't see what's coming. I hate it I never feel safe and if I get to walk my dog it stresses me more but I have to make sure she's protected. So any proposal to charge people for parking on a pavement is a good one for all of us.</p>
<p>At a time when the town centre is dying you are proposing to introduce charges that will reduce the no of people deciding to visit. As seen when you visit other local towns Didcot/ Wallingford to name a few where you get free parking to encourage people to use local shops</p>
<p>1. The focus is wrong. It's all about the council's need. It should be about encouraging local business; community activities etc.. Just because you can, doesn't mean you should. The focus should be to charge less; for less time. It should be to reflect local conditions and needs - one size never fits all. That is lazy; stateist; thinking, not thinking based in the needs of the community. 2. The previous strategy included removing the ability to pay by cash and charging a "convenience fee" for using an app. Both totally wrong, self-centred approaches. Many people want to pay with cash and do not have the ability to use smart-phones. Charging a "convenience charge" is dishonest at best - it for the convenience of the council, not the person trying to park</p>

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<p>and spending in the local community. All of these approaches show a disconnect with the real people that a council is meant to support.</p>
<p>We pay enough in taxes, I frequently just need to park for 10-15 minutes and object to have to pay for this and also at weekends or evenings. Local businesses will suffer as a result of this charge as I'm sure many like me will resent paying the charge, so won't visit the towns</p>
<p>Endless milking of money from residents</p>
<p>Increasing the area of where one can park will reduce the number of visitors to our town centres at a time when they need maximum footfall and risks driving these visitors to out of town retail parks particularly at weekends and Sundays. Relying on App payments only disadvantages the elderly and those without smart phones as well as increasing the cost of parking as many apps charge a fee for using them.</p>
<p>I strongly object to the principle of charging for on-road parking on Sundays. This should be the one day of the week that these charges do not apply as always used to be the case. Hard working families have little enough time to get out and about with their families as it is without being penalised if they want to park for a couple of hours - it should be the one day that they don't have to worry about these things.</p>
<p>Enforcement of these charges will deter people from going into town to support local businesses & then they will not use the car parks in town because of the high prices incurred.</p>
<p>Parking charges are just another revenue generating tax.</p>
<p>Parking charges are already high and add a lot to the shopping hairdressers opticians dentists bills</p>
<p>Think these charges would prevent alot of people of going into town during tuff times ahead with energy prices and other charges going up as well as other bills. Alot of people only want to park for a short time so this price is alot when you only want to park maybe to pop to a shop or evening to meet friends.</p>
<p>Introducing further parking fees places a barrier to and deters people from utilising parks, playgrounds, places of worship, community hubs and visiting friends.</p>
<p>Such an uninviting theme for those planning to visit.</p>
<p>I oppose the introduction of evening and Sunday charges and the introduction of charges where they currently don't exist.</p>
<p>I don't think you should have to pay to park in your town</p>
<p>On street parking is already damaging the local condo my driving away business to the Retail parks and super stores where parking is free. Councillors seem to be uninformed about the impact of the current restrictions let alone trying to restrict access to local shops & businesses over the weekend.</p>
<p>Charging will deter myself using the parking outside of the current restrictions. Paying at all times will add further costs to using local businesses. It will push me towards using online services. We need to encourage people to use and support local businesses, not deter people using them by introducing more parking charges.</p>
<p>I don't see the benefits of this change to the current parking/traffic condition, except the increase of income to support the council.</p>
<p>It will mean less people will visit the town centre and for a shorter period of time. It will particularly effect our church as new charges are being implemented which were previously free.</p>
<p>Too expensive and prevents people going into town.</p>
<p>Cost increase is just to increase profit, most off street park is not in well kept condition</p>
<p>It's too complicated to follow the minutia of these changes.</p>
<p>Just another revenue collecting stunt</p>
<p>I have a neutral view as I always try to park somewhere free of charge even if it means a longer walk to my destination, particularly if just popping into the shops for less than 1 hour. Charges after 30 minutes free would mean I will no longer be having a coffee or such like to avoid any charges.</p>
<p>The council should be encouraging people to come to the town. Not discouraging.</p>

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This is Not fare it's just another way for raising money for the Council
These changes will have an impact on many local business, and drive visitors out of the area at times where they would normal either make a quick visit or a prolonged one at weekends
I object to any and all mobile phone operated car charge arrangements. I have no problem with charging for parking in principle. The use of mobile phone apps and the penalties applied if/when the system fails to work, is completely unfair and it is unreasonable to instigate such systems.
Parking charges and restrictions in the evening discourages parking in public car parks. Vehicles may be left in residential streets resulting in late night noise and antisocial behaviour in these areas. Car parks tend to have cameras, good lighting and other people around which helps to make them safer places for people to use, especially after dark.
I think that the West Berks towns are struggling for high st business and that parking should be viewed more as a way to drive that economic activity vs raising fees or being compliant. I would prefer to see a more consumer centric parking strategy.
There should be parking permits introduced as residents have more than two cars per household and their vans etc block the road so residents cannot have work done in their homes due to the congestion
How to make life more difficult for traders of every type in one easy lesson
We pay enough in charges to use the roads and council tax.
Discouraging people into the town which is struggling
As a retail business owner, open seven days a week, and also organising regular events for up to 200 residents & visitors in the evening, I am absolutely appalled that West Berkshire Council would like to start charging for Sunday and evening parking. Adequate and affordable parking is fundamental to the health of the high street. These charges - which seem to be proposed out of the blue - will make it more of a struggle for us to trade. Many visitors love to come to our small town on a Sunday to browse and will be deterred by these charges. They will also be deterred from attending meetings, events and hospitality in the town. I believe this is incredibly short-sighted of WBC, especially at a time when many businesses are struggling. WBC should be supporting the high street - not introducing policies that will harm it. For years we have hoped for - but given up on - the idea of 30 mins free parking (that other towns benefit from) - this really is a 'kick in the teeth' and as a longstanding business owner and resident I urge you to reconsider this. I will also be writing to my MP.
The School Streets needs to be implemented better first. Still no checking of vehicles or camera and more people not bothering to adhere to the guidelines.
By charging people for on-street parking you are just driving them away from businesses which are already doing very badly.
If parking is to much people will not come to shop
Introduction or increase of parking charges will damage business if one hour free parking is scrapped
The money WBC has to come from somewhere, so I don't have a problem with the charges. You do need to economise at the same time and tackle all waste and inefficiency where it exists so you can justify these increases.
With costs rising, why should parking be left behind?
Inadequate parking spaces make these revised hours of operation pointless
There should be no charge for parking on Sunday or in the evenings.
Parking charges on Sunday and at night are unfair
More controls are good. Streets for people not cars.
I appreciate that funds have to be raised to pay for services. My concerns are that I would not like to see too many telephone only parking places as, like a lot of other people, I do not have apps on my phone and prefer to pay with cash or, if necessary, a card,
As an elderly person it would inconvenience me and preclude me from parking where payment is only payable by phone

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West berkshire remains a competitive location for people to setup businesses due to easier access and parking than alternative local councils (Oxford, Reading especially). This benefits the economy and therefore the towns this would impact.
Cannot give approval or support of charges not known
You are killing off the town and driving even more people out of town
Higher parking charges will kill the retail trade that is left in the town (after the effects of Internet shopping - which is already a challenge). I find it surprising that West Berkshire do not look at the bigger picture - if they help kill the "High Street" they will have no shops and therefore no need for car parks so their parking revenue will be reduced! Also many businesses in the town, including ours, pay to park daily - as fixed expenses in every element of the business is rising this may be one increase too many. Local towns who have a buoyant high street have a combination of free parking mixed with reasonable rates and everyone works together to improve the health of the economic community - making the towns successful on every front. It is disappointing that the "council" have no better ideas to build a bigger income than hit the easy targets like the traders, shoppers and residents and ruin their town while doing it. They have no imagination and no guts to do something different!
The majority of planned areas for paid parking will be near the type of shops you just need to park near and pop in, not for a full scale shop. I think if charges apply people won't use these small businesses.
Increased parking costs reduces business, not good for local trade.
I would be unhappy to pay any extra.
sounds fair considering the rate of inflation
Currently too cheap
Twice a year we organise a small classic vehicle gathering in the High Street in conjunction with some local traders. We usually attract 30 or so classic vehicles to the area. It therefore also attracts many visitors to the town. If each classic vehicle has to pay to park for approximately 5 hours, it becomes totally impractical. Sadly our WBCVC Classic Vehicle Displays will no longer happen.
I believe additional on street charges will harm business and the local economy, particularly smaller retailers. Additionally, pay by phone, will exclude many older people do not use mobile phones, or do not have mobile phones with Internet access or do not understand the technology to use it. This will cause unnecessary stress or mean they will not go to the local businesses at all.
there should be no charges
The extra cost
Trying to rake in more money from parking charges is so short sighted. It does nothing but deter people from visiting and spending money in the local shops. At the very least you should be encouraging residents to visit their local high street not charge them and discourage them. You won't be getting any business rates if the shops close due to poor footfall.
WE WANT TO ENCOURAGE PEOPLE INTO THE TOWN. FREE 30 MIN PARKING FOR THOSE JUST POPPING INTO TOWN, FREE EVENING PARKING, TO ENCOURAGE PEOPLE INTO PUBS, HOTELS ETC. SUNDAY FREE PARKING TO HELP BUSINESSES STAY AFLOAT BY VISTORS.
I believe these changes will have a detrimental effect to an already struggling High Street.
There is a finite amount of money. In pas Lib Dem have spoken out and parking charges. Considered a free day . Free after 6 etc. Upping cost does push people away this impacts night economy and retail.
Negative impact on footfall/ retail businesses and vibrancy of our towns and villages. Disproportionate impact on those less mobile (and maybe not eligible to be registered disabled) and those on lower incomes. Lack of parking for visitors/ friends of those with homes with no parking/ free parking nearby.

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I feel that it will negatively effect the businesses there.
I totally disagree with having parking for which you can pay by phone only
Costs are reasonable and inline with inflation
It's unreasonable for parking to be charged at all times in these areas and it will have a detrimental affect to local evening hospitality. It's not appealing to have to use an enclosed "multi storey" type car park as a lone car user especially during evening/night hours when dining out for example.
Although I would prefer that parking fees are raised for the maintenance of the car park, I fully understand the need to raise revenue to support local services etc.
I feel the parking charges are already off putting and unnecessary .
It is sensible to apply parking charges in some areas where traffic flow is affected. However, there are some sensitive areas such as parking around hospitals, GP surgeries, and dentists where restrictions would provide a negative impact
Town centre is already like a ghost area. Increasing parking charges will put the final nail for shopping within the town centre coffin. This will then allow you to champion the next blocks of flats to replace the empty units. Great strategy. Congratulations
I support the idea that parking will be uniform throughout the area.
Fair distribution of parking charges across the district. Method of raising funds.
I don't fully understand the impacts this will have on all aspects of the community.
I can't see enough revenue being collected for all the effort and cost being put in.
I understand the proposals and consider them to be reasonable.
This is a charge too far for many residents and visitors. The town centre is currently struggling because of high parking charges, so what good will an increase do? Common sense dictates that if the fees are lowered, special 2 hour shopper rates and evening rates introduced you would get more people which would generate more money and not alienate local residents.
No problems with increased charges but must ensure that payment machines take cash or credit cards
Rural High Streets need all the help they can get.
Yet another cash grab from motorists.
Increase in parking restriction and charges will only make shopping in towns and villages more problematic and thus reduce the viability of business. Also not everyone can walk or cycle some of us although not blue badge holders find those activities impossible due to pain an old age, these proposals make it even more difficult for us. Active Travel is for the young and fit, it discriminates against those of us who are neither Have you carried out an assessment to show that the disabled and elderly are not disadvantaged by these proposals? There should be no extra restrictions on blue badge holders
I do not object to the parking restrictions or the charges. I do object, most strongly, to the proposal to pay by phone app only. Not everybody has a mobile smart phone or, if they do, a data plan. Different locations use different apps to collect charges and the result is that drivers may require 3 or 4 different apps on their phone, each of which requires details of their debit, credit card or bank details, which is an increased financial risk. I would be happy with a parking system that accepted debit or credit cards directly, but not apps on a smart phone.
Additional charges will adversely affect residents willi willingness to visit the Town
Takes a reasonable view
These parking charges will adversely impact visitors to the High Street and thus reduce the sales of retail businesses.
It's the main reason for visiting on Sunday. We would go elsewhere if the free parking was removed

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<p>I believe that the cost of operating the schemes results in a poor return. Hefty parking charges discourage town centre activity in favour of out of town locations</p>
<p>The changes will drive footfall from our high street. Disabled drivers should not be restricted to three hours. Hospitality trade will suffer significantly from evening and weekend charges</p>
<p>Does not seem appropriate and will cause more damage than good. We have very quiet shopping centres as it is, so this will deter more.</p>
<p>This is just making more money and killing the area</p>
<p>I object to the proposals and for charges at all times. What justification can there rightly be to charge for on street parking when the streets are largely empty. Vehical users pay a great deal for the use of the road system, a system that does not belong to the local authority and should be able to use it when that use is not under pressure. This is just trying to rip off the motorist again, using powers that were never ment to be used for profeteering by our elected representatives that can be changed. I also object to Pay by phone at any time being the only way to pay. Not everyone can do pay by phone and the council will just stop people from comming to the town at all. This is somthing that is only going to cause our town to die! I now limit my visits to a minimum and this will make my visits even less frequent as I don't use a phone to pay for anything, ever!</p>
<p>It's bad enough at present</p>
<p>Will kill trade</p>
<p>I don't think the proposals are clear</p>
<p>It's the worse place to try and park that I have ever lived in and I am disabled</p>
<p>By changing the parking you are being counterproductive as it will not be helping the local businesses, it will drive people away from the shops by reducing parking spaces but charging out of hours. This will not attract people to this lovely community, it will make them think twice about visiting.</p>
<p>One appreciates costs have to rise but the constant stress of the search for a permit space has increased too</p>
<p>The proposal is completely unclear</p>
<p>May as well close down all high street shops have them empty and i guess no council tax is paid or a much lower rate ,then put up council tax. Its all swings and roundabouts</p>
<p>Terrible for businesses.</p>
<p>Threatens commercial organisations finances due to discouraging customers from visiting the town</p>
<p>Drives away business and visitors</p>
<p>Charges are already too high. Further restrictions on parking will not encourage people to support town centre shopping.</p>
<p>You have to walk on the road when cars are parked on the path</p>
<p>There is already limited parking everywhere and there's always traffic everywhere. Making all the placed limited to 1hour park and charged all the time is just going to make it worse</p>
<p>Other towns offer 2hrs FREE parking in council carparks, Wantage,Abingdon,Didcot & Witney.very short sighted of council</p>
<p>You don't state what the charges will be increased to or what the time restrictions cover, however I do know the charges will increase and for longer periods. It was bad enough bringing in evening parking charges but you will kill this already struggling area if you increase restrictions. This is not the time to be doing this in an economic crisis. Try to manage your budget better. There seems to be so much wastage!</p>
<p>The council are using the statutory process to enable them to raise parking charges in the area. This will stop people going into town as often therefore affecting businesses and discouraging new businesses to assist a thriving shopping area</p>

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<p>Because I believe it will have a knock on effect on areas that are not encompassed by these measures. The areas near my house seem to remain the same, i.e parking after 6pm to 8am is free and Sundays as well. Which means people that would usually split across other areas could now overspill into non affected parking areas. Not only that, parking spaces that are allocated to residents will likely be taken by random people during the day while our vehicles are not parked there. This was already an issue and can only become worse. I also believe it will have a knock on effect on local commerce, particularly on a Sunday.</p>
<p>The rates are too high. Consideration should be given to the impact on businesses and shops beyond the income generated. Longer free periods should be included and variable rates at different times of the day and days of the week to encourage shopping and eating out</p>
<p>People abuse parking, especially disabled bays. Hopefully this will make people think about hogging a parking space all day.</p>
<p>Nothing is said about disabled persons/blue badge holders, especially those who may need to park at night time. Also, I didn't vote liberal to punish pensioners or the lower paid.</p>
<p>Parking charges are too high and damaging to local businesses.</p>
<p>Changes deter me from travelling anywhere I can't walk to, so are detrimental to local businesses.</p>
<p>Charges stop people coming to town centres. Selfish car drivers who won't pay are pushed into residential areas allowing difficult access to properties. Blocking driveways, pathways etc</p>
<p>I had to get rid of my car because I can't afford to run a car any more.</p>
<p>Not in the interests of business or residents.</p>
<p>The parking charges should be reduced and all Sunday parking should be free to increase short term visits to in particular retail premises, the introduction of these increased charges in all areas will be detrimental to business and cause more to close and is just a revenue generator to plug council funds and continuing the local war on car users. if people cannot pay with cash or electronic payment at point of exit there are generations that will NEVER use a app based payment system especially as most of these also charge a fee for using them so also becomes a collection problem in most of the proposed areas that will be effected by the change.</p>
<p>As a peri-urban resident I believe that: 1) Parking charges are already discouraging me from visiting town, I have impaired walking but not sufficiently bad to obtain a blue badge. 2) You are also making it more difficult to use the train by making charges for the brief period need to await and pickup incoming passengers. 3) Charging for evenings/overnight will hit the entertainment establishments in the towns</p>
<p>Adding more paid parking will stop people coming into the town</p>
<p>For many in the area, driving is a necessity, and right now, costs are incredibly high. Adding more on top of those costs here are not welcomed at all at this time. Adding caps on how long you can park in an area is one thing but charging for anything over 30 mins is not great. a better option would be an hour or two free, that being the max stay, no return for 2hr. That way people can still shop reasonably. Things like this contribute to why in person retail is dying. if anything, you should be making efforts for more free parking.</p>
<p>As a blue badge holder I am not sure how these charges will affect me. I couldn't see any mention of people with disabilities and how these charges and times will affect us</p>
<p>I wasn't aware of the details until now</p>
<p>I can't use public transport so am being discriminated against. I don't go somewhere if I have to pay for parking- I shop online. Local business will die quicker now. People will park in residential areas making it a nightmare for residents and unsafe for humans and animals due to increased traffic.</p>

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What do you want our views on then if not the revised charging. Absolute disgrace!
Will kill off local businesses.
Additional limits and extended hours of restrictions will only drive less business footfall and destroy already struggling high street businesses across the area. This proposal is so short sighted and is completely the opposite of what a council should be doing to help and encourage businesses within their constituency.
On street parking should not be applied 24 hrs and 7 days a weeks. Evening parking should be free as it is now, I am ok with the day time charging though with the increase it will add up to the woes of residents who are already badly suffering since 2 years due to increased cost of living.
Disgraceful that you want to try and charge for parking in a town that is struggling enough to get clientele. Paying for parking will not only put people off it will make others shop online more instead of having to pay for parking. The current parking situation is perfectly fine. Stop trying to rob us blind
The council should provide free or low cost parking around the town centre to help local businesses which are clearly struggling due to the amount of shop closures.
Implementation of 24hour parking charges will heavily impact footfall in the town centres. In my opinion the increase in revenue will be negligible when compared to the impact it will have on small businesses in the area. Parking charge increases will also lead to more anti social parking down side roads with people looking for free parking and not considering the residents
The council should be doing everything it can to support local business. In this instance, by keeping parking charges down and not increasing charging hours to non peak times. The council would do well to remember that any money raised belongs to taxpayers, not to the council.
Standardised charges will help to plan better but to ensure local business boost parking charges should be less complicated. Pay functions/applications should also be streamlined. (Same App for all parkings)
I try to support local businesses as much as possible using the butchers, coffee shops etc but with evening parking and Sunday now been charged this will change a lot of people's mind and will stop people using local Sorry but charging 24 hours and Sundays is not ok a lot of villages north of England have actually stopped charging parking or lowered the price to get people to come back to small towns and shops to support local businesses maybe think about them before making money making decisions!
The proposed actions will cause those unwilling to pay to parliament in residential areas. This will gain the council no additional income and cause its residence more problems.
I am a pensioner and can hardly afford the charges now, increasing the charges will drive more residents away from local shopping.
It is extremely likely that you will use machines / offer parking only via an app on a mobile phone. Whilst I can use this - many people cannot and will simply stop using the town for any shopping/evenings out (many have already told me what they refuse to park in car parks that only use an app and/or those that do not take cash.
A restricted period of on street parking encourages people to quickly pop into a shop and buy things, unfortunately by charging they will be deterred. Evening charges in car parks set at £2 is fair and reasonable.
These amended fees will chase away residents and visitors alike, especially from low or no income households, it will also affect the levels of Residents visiting the town centre- as they will have to pay each time they visit.
Asking an opinion on that which apparently, a fait accompli, is somewhat pointless.
I feel particularly extending charges to Sunday will kill remaining weekend trade because it's just another thing for people to have to pay for it's ridiculous. talk about struggling to afford to live as it is.

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<p>The difficulty for residents and visitors with disabilities will increase. Having to move a vehicle after 3 hours would damage social interactions and unduly burden those with disabilities. It would prevent people having their freedom. It is very difficult for some to have to move their car. Just getting in and out can take 30 minutes. Having to move a car is not reasonable. There are very limited onstreet blue badge bays</p>
<p>It appears that West Berks Council are trying to put off anyone visiting the area... Hungerford & Marlborough being two places we visit regularly seem to encourage visitors but West Berks seem to be doing the opposite</p>
<p>Stop making it so expensive to live</p>
<p>In order to encourage economic growth and businesses to succeed: There should not be evening charges. There should be universal free 30 mins in all areas.</p>
<p>We need less regulation and charges. This is just another income stream for the funds to be spent unwisely</p>
<p>Our local towns need footfall. Many of the smaller businesses rely on people just popping in for a short period of time. Having to pay for parking will deter people from coming into the smaller towns resulting in less footfall and an impact on smaller businesses. We need to keep our smaller towns alive - please don't make them ghost towns!</p>
<p>Town Centres across the country are dying due to the high charges already in place & the restricted times to be able to leave your car. We should be supporting local businesses including shops, restaurants & entertainment venues & allow people to enjoy those facilities and spend their money on the town to retain its character & charm, resulting in a thriving local economy to benefit its residents & visitors.</p>
<p>I think parking charges are high enough already, without charging for parking in the evenings and weekends as well. People will start to stay at home and not frequent local businesses</p>
<p>The charging of Sundays and overnight parking</p>
<p>Because we pay enough council tax and other charges and the car parks in the district must raise enough money</p>
<p>We need to do everything to encourage visitors to the town and improve the local economy. Parking areas within easy reach of shops should have min 1 hour free parking. Not taking cash payment is also a problem for those that either don't have a smart phone or are perhaps not IT literate</p>
<p>You want to boost the economy but changing prices and making it harder to park or more expensive is what is killing retail. More people going to go out of jobs because of pure greed.</p>
<p>Parking charges are a disincentive to visit areas. Where charges are necessary to limit congestion, they should be proportionate to that area. The imposition of blanket charging is just sheer laziness on the part of the council. Only allowing pay by phone penalises parts of the community. Those parking should be able to choose how they wish to pay and not be shoehorned into the option that best suits the council</p>
<p>It's working fine as it is as long as people can be trusted. Focus on fining the people overstaying, parking on pavements in the High Street and obstructing access. Not adding additional charges for Sundays. That's just sad and will turn people away from popping into their Town Centre.</p>
<p>I rarely go into the towns as I will not pay the parking charges, also many of them are pay by phone which I do not use. This all results in people using out of town shops where parking is free.</p>
<p>Resident parking permits should be free. The houses/flats that require on street parking permits are small and at the lower end of the housing market. By charging increased prices for these permits you are increasing low income families cost of living. An expensive detached house with a large driveway will incur no financial penalty for residential parking permits, whereas a small terraced house may need to on street permits at a high cost. This is unfair</p>
<p>I already pay £100 a month in parking and I work part time. I just can't afford where I live to start charging! I would rather shop and support my local town but this will make me shop and use services elsewhere.</p>

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<p>Parking charges in the town are impacting businesses With the cost of buses into town we limit the amount of times we visit the town centre. Thus resulting in less spend in the town</p>
<p>Local business's are already suffering, as a customer I use certain free times to visit shops that I definitely wouldn't if the proposal was to go ahead and start charging</p>
<p>I am not at all clear on the requirement/necessity to proceed with this matter. As a local tax-payer, I would like to know how much this change process is going to cost versus any benefit/s to local residents/tax-payers ? None of this is stated in the proposals.</p>
<p>This proposal is counter to your proposed aims of supporting local businesses. Enacting this schedule will severely harm the local economy, especially at night times.</p>
<p>This is totally the wrong thing to do it will stop people using shops and businesses. I never pay for parking I avoid the towns that charges for parking and refuse to pay by phone as it's not secure to use. Are the council trying destroy the town centres</p>
<p>Parking charges discourage people from visiting the town. The town would die off.</p>
<p>Motorists should pay their fair share to help meet the councils financial needs</p>
<p>Shocking what's the point if there is no recourse to the charges</p>
<p>Don't push people away by making things harder. People will go to Amazon instead.</p>
<p>No matter what you do it will be wrong. Difficult challenge parking charges. For me, the biggest issue is the need for commonality and simplicity in signage together with intuitive payment machines / on line services with common regimes across the district.</p>
<p>Car parking charges are not good for the economy of West Berks.</p>
<p>When will West Berks Council management accountants learn to manage their budget and not use the hard earned cash of motorists to subsidise their mis-management. Have a look at the footfall in other towns around the country where parking is free, if only for an hour, at least this gives motorists the opportunity to support local businesses without being penalised for doing so. No, West Berks prefer to drive the motorist away (many people living in local villages have no choice but to use a car - unless you want to waste a whole day catching the infrequent bus service), the very motorist who is already contributing hard earned cash to your wasteful organisation.</p>
<p>Are you actually trying to kill the town evening life? Worst idea ever, all you think about is money.</p>
<p>I am concerned that this proposal has nothing to do with parking but everything to do with extracting more money from the residents. At the present time budgets need to be balanced by cutting services not increasing charges</p>
<p>The changes will drive footfall from our high street. Disabled drivers should not be restricted to three hours. Hospitality trade will suffer significantly from evening and weekend charges</p>

Question 4 - Are there any other comments you would like to make?

Answered **394**
Skipped **728**

Comments:

<p>no</p>
<p>Think Again!!!!</p>
<p>If anything you should be removing parking charges completely! That would certainly help encourage businesses and their customers . Surely you want to retain a happy, vibrant, individual and successful town. Don't kill it!!</p>
<p>Not at this time. However, rest assured I will do so at the public consultation whilst wearing a giant bin for a head.</p>

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Hungerford is known internationally as a wonderful inviting town to visit. Why on Earth would you want to damage that??? The mind boggles!!! Encourage not discourage is what you should aim to do! Businesses need help not hindering.
This has caused a great deal of worry and upset for the businesses in Hungerford and needs some careful consideration.
No
I think I've said it all...
Any other comments would be even more extreme. These proposals are crass stupidity.
Yes. Don't do it.
I understand the difficulties of "balancing books" being faced by WBC, like everyone else. Please consider forms of mitigation (such as a short free period of parking) so that the unintended effect of the proposed radical restructuring isn't to wither footfall in our little town. It would be helpful, in understanding your proposals, to have sight of the costs of implementation (e.g. if a parking warden is to patrol to ensure compliance, what is that cost set against project new revenue?).
Overall I feel that parking provision in Hungerford is adequate. Any further limits/ will likely push shoppers away from Hungerford.
Hungerford cannot prosper without welcoming and encouraging visitors.
Stop penalising the locals
No
No. Just dont start charging for parking in the evenings and weekends
Measures should be put in place to encourage more in person shopping, not to deter it.
No
This is revenue-gathering disguised as a policy change. It is short term rather than concerned with the longer term business health of Hungerford. AND it is anti-democratic in the way it sought to be approved.
To support our local businesses, the council should be making parking easier and cheaper, not making it more expensive. It does not pose a very welcoming face to visitors to our towns nor does it say that residents are important and cared about. Increasing charges and adding charges to Sunday and evenings could lead to an increase in people parking on residential streets, making life difficult for those that live there and causing traffic problems which could impact on blue light services.
No
Unfortunately those on the council seem to have no concept of how to make a town centre thrive. Newbury itself is a disaster but they take no notice of the ideas of locals and business owners.
Again 0 look at https://www.tandridge.gov.uk/Parking-streets-and-transport/Parking/Ticketless-parking-in-Ellice-Road-car-park-Oxted If they can do it - you can do it.
see no. 3
Please consider those businesses who depends on parking!!!
Please make sure that parking ticket machines are fully operational at all times and that the public has choice of cash, app and bank card, and good signage.
I'm sure that the additional income that this may result in for West Berkshire could more than be saved by looking at your own personnel structure and reorganising departments and teams to better effect. Please remember that your role is to provide services to the local population not deprive them, and not to be a cash generator for its own sake.
See above.
Improved disabled parking
Please don't spoil Hungerford, it is a small friendly town with shopkeepers who know their customers and offer an excellent service to the community. Parking restrictions will encourage

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users to go elsewhere, use online shopping and probably cause the demise of local independent shops.
There are not enough parking places in the town centre/station area. These are needed because the council has allowed the construction of houses on the outskirts, too far to walk to the shops.
The loss of shops on the High Street would negatively affect the identity of the town and mean the loss of revenue from business rates for the Council. It would be a great shame and a real practical problem for residents and visitors.
Hungerford is a small town and needs to encourage families, young and old to enjoy what Hungerford had to offer. These new charges will stop people supporting the businesses and social organisations whereas there should be policies that support building a community
Ref REF0034IM
Shops are struggling enough as it is.
I feel Hungerford is unique in its variety of one-off shops, restaurants and antique emporia. New parking charges would in my opinion cause less money to be spent in the town and so reduce any extra income raised from such new parking charges.
Please listen to what the people and businesses in this area want. We want free parking in the evening and no charge on Sundays .
It is well documented the pressure that all high streets are under at the moment. I cannot see how the introduction of additional parking charges in a small town with few shops is going to help this or raise particularly large amounts of revenue. It all seems quite counterproductive.
Given the cost of living crisis, people need to be encouraged as it is to shop in person rather than online, and to enjoy hospitality from pubs, restaurants and hotels and entertainment from theatres, cinemas and any other event organisers. Do not further discourage them with additional parking restrictions.
None
Wantage is free Sun & evenings Didcot is free for 2 hours a day Wallingford is free for a couple of hours, as is Abingdon.
I'll drive past Hungerford now and won't support local evening events or Sunday trading.
It would kill the town, as it has done elsewhere.
I feel strongly for the shopkeepers in Hungerford High Street.
Basically greed kills the (golden) goose.
It will drive people away from the town, as has happened in Newbury.
Please leave parking rules as they are but give the option of card payments not just the app at the machines.
charging for parking at a time when public transport is either very infrequent or not present at all is an unfair way of taxing those who live in rural areas
Leave it as it is.
See 3 (previously).
By not openly sharing WBC's budget proposals, and advising businesses at the time of your parking charges proposals WBC has underhandedly pushed through these changes. How many objections will it take to reverse this decision?
Terrible idea
The current parking arrangements are fit for purpose and do not need changing.
In difficult trading conditions, it is all the more important to support independent shops and businesses
Who will monitor vehicles? CCTV? Yet another invasion of personal privacy.
There are other ways you can manage the council's budget without damaging one of the ways in which you actually make an income. This proposal is counterproductive and shortsighted, over 30% of our country's population has a disability and many of them use a Motability vehicle.

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Disabled parking is vital for customers, and the more time they spend shopping the more money is spent - it's common sense.
Already made in previous note
Please think about the High Street and the effect this has on business owners there. What will the revenue from the extended parking hours charges be used for?
Please reconsider
You are going to impact the quality of life in Hungerford without any discernible benefit to the people of the town. Think again.
Yes please don't do it.
Yes - please be a bit more business friendly
Do not do it. WBC will regret it.
We need to make it easier to visit central Hungerford
Do the people wanting to increase the charging actually use town parking in Newbury or Hungerford I doubt it. They probably have free parking
Really unfair to those with out access to a phone or unable to pay by phone,
Repair roads
No
This is quite obviously a policy designed solely on profiteering rather than attempting to attract business visitors and will result in a reduction in high street footfall. This will also likely result in visitors increasingly choosing to park in nearby residential streets with predictable contentious results.
DON'T DO IT!
Please leave Hungerford as it is. It works perfectly well.
This is a plea for West Berks Council to reconsider the changes with the success of our vibrant Town Centre and the residents front-of-mind. There are so many High Streets failing right now and Hungerford does not want to become another Town in decline.
It would be good to attract people to the town with reduced or free parking. It is very difficult to run a viable business in the town and I would not want to put people off visiting through parking charges.
I have no option but to drive into Newbury as there is little to no public transport available to me. I believe that you should be encouraging people to come into Newbury & charging high parking prices will not encourage this. Maybe even if there was a refund policy if you spend a specified (realistic) amount this could also bring more people in and they would actually purchase from high street stores.
none
Yes, this just another restriction on the residents of Hungerfords civil liberties. You say you are raising parking charges in order to pay the people who are employed to enforce them. If the council cannot exist without the income from enforced parking penalties, then there is something seriously wrong somewhere. Just another case of local council officials sitting back and waiting for their non contributory pension to come in!
Money should be spent on ensuring residents can actually park their own cars outside their own mortgaged properties as we pay a lot of council tax .We have problems everyday .
No smart phone only payment parking Many paid parking zones are unoccupied during the day
There appears to be have too little earlier publicity regarding consultation on this proposal. I have only recently become aware of it through social media.
No
No thank you.

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<p>If the choice to add parking charges is pushed through I hope at the very least the council will enforce these with human parking attendants so at least it provides more jobs in the local area. There are frequent problems with parking ticket machines and enpr cameras, these need to be resolved</p>
<p>Increased parking charges are having a very detrimental effect on Hungerford High Street shops. There should be a 30 minute free parking for those that wish to pop into a shop and buy something. There should also be free parking on Sundays.</p>
<p>As an older person who does not often use a mobile and doesn't know how to use it, 'pay by phone' is not helpful.</p>
<p>As previous. You want to finish off business and close Hungerford down! How you sleep at night I have no idea!!!</p>
<p>Please rethink as the High Street is struggling to keep going with people that have cars choosing free parking of retail parks, to support our High Street and encourage a local local economy parking charges need reducing and removing rather than increasing. Additionally, using apps requires a phone and that excludes and is difficult for some people. Please rethink.</p>
<p>Dont do it</p>
<p>see above</p>
<p>Hungereford is a lovely town and needs to keep on attracting visitors and also working for the local community. The local businesses need us to keep shopping locally. There are not many local buses up and down the hill, so often have to take car to carry things back. It puts me off if I have to pay each time I want to pop to the shops an would end up shopping out of town, where there is free parking</p>
<p>There aren't enough bus services in Hungerford and very few bus stops outside the town.</p>
<p>Listen to local people, particularly the owners of local business. As a general point payment by phone only should not be widely adopted. Many people, particularly the elderly, do not have, need or can afford smart phones. Payment by phone only is discrimination against these people.</p>
<p>Will the money raised go to WBDC or be ring fenced for Hungerford which may be beneficial but i doubt the figures would be great. Will the council now be paying overtime for people to monitor the parking thus negating any income.</p>
<p>I already visit Newbury far less than in the past because of the high charges. Where possible I use the retail park, shop online or eat in country pubs even though I enjoy visiting shops and restaurants in a high street setting.</p>
<p>Parking already difficult</p>
<p>Introducing parking charges on evenings and Sundays could have unintended consequences for nearby residential areas. Many visitors, rather than paying the new fees, may opt to park in the Tesco car park or adjacent residential streets, leading to increased congestion in Tesco and the high street and competition for parking spaces in those residential streets many of which are already busy even now. This shift would create a significant inconvenience for local residents, who may struggle to find parking near their homes, especially during weekends when more people visit the town. Additionally, increased congestion in residential areas could result in higher traffic levels, greater noise pollution, and even a potential rise in parking violations. This not only degrades the quality of life for residents but also shifts the parking problem rather than solving it. It is essential that the council consider how parking charges might simply push the issue into surrounding neighborhoods, creating new problems rather than offering a balanced solution. A full assessment of these impacts should be conducted before moving forward with this proposal.</p>
<p>Please reconsider.</p>
<p>The council should be doing more to support local businesses instead of making it harder to attract customers</p>
<p>Don't do it! So counter productive.</p>

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This amendment needs a urgent review this is a small town that needs all the encouragement to get visitors to come
Why not think about raising funds from big business rather than the smaller retailer?
stop attaching motorists and spend the funds on tackling crime
I think I have been concise in my objection
At a time when trade is already struggling this would be an entirely retrograde move.
Do not do this
Why is this being considered when the 'Community use' element of Tesco Car Park is being eroded as well. For those who are unaware of the history : - the controversial retail development which is now 'Tesco' was granted conditional Planning permission on the basis that the car park element would be available for free parking by anybody as a 'Community benefit' for initially 3 hours (subsequently reduced years later to 2 by negotiation). I now hear that this is being re-thought presumably to limit the community benefit in some way or tie it to the opening hours of the Supermarket. This was never the deal and I am unaware of proper consultation happening but - yet again - that would be in keeping with the normal way that HTC gets trampled on. Just why does it happen this way??
No
Everyone I have spoken to about the proposed parking amendments, in particular ALL the traders in Hungerford, are horrified at West Berkshire Council's proposals. In particular they would cause great hardship for those without a smart phone.
The 30 mins free parking is a great and fair policy and I would suggest that it should apply to all areas to allow safe and unrushed drop offs, pick ups etc
Just leave it as it is. Or give All Hungerford residents a parking permit so they can park free of charge during these times still
Do not do it!
No
Do parking charges ever change in a downward direction?
There is no evidence presented regarding justification on other matters such as highways, resident parking etc. This is a financial decision which has not properly considered wider implications for the Town.
Feels like this is purely for money making for WBC rather than for the good of Hungerford town . It will deter shoppers and tourists.
To increase revenue, why not allow parking attendants to be able to issue instant fines to the motorists whom continuously park on double yellow lines, on a junction, blocking pedestrian access opposite Hungerford primary school. Of which is a huge safeguarding issue to all children, residents and the general population in that area.
Car parking should be available to all and setting up carparks that only use APPs discriminate against those who don't have smart phones or don't want them cluttered with APPs, particularly the elderly, why when our high streets are struggling are you making things more difficult. All carparks should have a cash option or card at the very least
Don't change it !
It seems to be driven by simple greed.
The increase of charges in Newbury will not encourage people to come into town. I always try to choose street parking as I find the car parks too expensive. Sadly, the price increases mean that I will be coming into town even less from now on.
While I'm at it, I might as well ask what the hell your intentions were when you decided to limit the opening hours of the Newtown Road recycling centre?? The queues there now are regularly horrific and I have twice had to leave without disposing of my recycling because the delay meant I would miss an appointment.

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Please see 3 above. Retail business in the high street is hard enough without your destructive money grabbing plans.
Not polite ones.
No
Mo
I would like to know how much revenue you anticipate raising from this proposal? What / where do you anticipate spending the money on raised from this proposal? What is the economic impact to businesses on the High Street and to the residence of Hungerford? REDACTED [name and email address]
There is no mention of Disabled people with Blue Badges & their drivers - are these people being considered? I hope West Berks won't go the way of Marlborough & change all machines to "Pay by phone". What happens to elderly people who may not be able to pay by phone & who still wish to pay cash?
Free parking in the evenings to assist the hospitality trade likewise other services consider the library and encouraging young people to read / take an interest
I think the way WBC conducted in this matter is a disgrace and an insult to the community of Hungerford. This should always been an open and transparent debate and consult with the locals in Hungerford. Another example of local authority toxic culture and show nothing but contempt towards the people they serve.
I regard the change to Pay by Phone as retrograde, and another disincentive for the car driver to visit Hungerford. It is also disgraceful (and possibly illegal?) to quote parking charges which do not include the handling charge which is taken by PayByPhone, as we have no choice but to use the system in the Station Car Park.
Potentially people will go elsewhere where they don't have to pay for parking e.g. out of town businesses.
Yes.. stop upping charges where wages don't rise! You are fleecing your own residents!!
No
Parking Apps should never be the sole means of payment
See previous comment
This is an unnecessary charge and I hope that it is not approved.
The current system works fine. There is no need to keep taking money out of peoples pockets.
We think that the residents of West Berkshire pay enough money for their council tax and shouldn't have to pay anymore. It's a disgrace and WBC should be ashamed to even think to impose another fee for us to pay. And our visitors too! Our independent businesses need help not more loss of revenue because of WBC greed.
THINK AGAIN
That should be enough
Its been said already but to reiterate.... I strongly disprove of your proposals and urge WBC to LISTEN TO BUSINESSES and RESIDENTS etc. and not go ahead with the proposed changes
Sunday and overnight parking should always be free. This benefits traders and locals.
I do not keep my ear permanently "glued to the ground", but I am by-no-means unaware of what goes on locally. West Berkshire Council may think that it has "consulted", but if someone like me is totally unaware of the Council's parking "proposals" until a little over a week before the period for comment expires, then that is disgraceful. If I were inclined to believe in conspiracy theories, then I would assume that the Council hoped to "sneak this in" before anybody noticed.
Please can you get a better Consultation tool, such as Citizen Space as OPINION Surveying is very important rather than yes/no or total free comment. Getting Shades of Opinion is vital for

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<p>topics like this as strength of feeling can make the ultimate decision making much clearer. . I don't know how you are going to publish the results of this consultation and the decision will be based on subjectivity. And once again I have no copy of my contribution sent to me.</p>
<p>Our residents & businesses really care & love this town. Please do not make life more difficult for us.</p>
<p>Make sure the town will not die, through too few parking places.</p>
<p>Parking charges will kill the high St</p>
<p>Reconsider please</p>
<p>The slow death of a town centre continues. Many people do not have a smart phone. Elderly do not have eyesight to use smartphone. Why not get rid of half the spaces too...like at newbury station??</p>
<p>Totally not surprising this ridiculous proposal coming from a lib dem run council</p>
<p>Strongly against the proposal. Have WBC researched what other councils and authorities are doing? Continually punishing motorists visiting towns ain't a great plan in my book and I'm sure retailers will be less than impressed.</p>
<p>Provide Traffic Enforcement Officers in Thatcham ie around Church Gate, The Moors Road, Green Lane not just in the Broadway and the High Street. Traffic Enforcement Officers seen 4 times within Church Gate in the last 5 years. Parking rules as indicated on sign post, as well as the existence of double yellow lines, are seldom respected, therefore causing safety hazards to other drivers and pedestrian alike. Numerous requests by residents affected for Traffic Enforcement Officers to patrol area in order to enforce the rules have been ignored.</p>
<p>Surrounding towns have much more accommodating regimes, notably Marlborough and Wantage, both of which have the good fortune to be outside of West Berkshire.</p>
<p>I am not sure where the original consultation was carried out but I was totally unaware of it taking place and would have expected some form of notification from the council which was not received. I am sure there would have been greater feedback from more people if a proper consultation had taken place. It has been presented as a done deal and was not at all democratic.</p>
<p>Greed and incompetence</p>
<p>NO</p>
<p>Hungerford has limited parking as it is and paying for it at all hours makes people stay away.</p>
<p>Please do not implement these changes. Consider implementing a charge for Tesco car park with this refunded if purchased are made in the store. This system works in many other car parks. I already shop in Wantage & will go there more frequently if these charges are implented.</p>
<p>Hungerford parking seems to function well at the moment.....seems a shame to upset things which work. No problem with charging more - perhaps incrementally the longer one stays?</p>
<p>No</p>
<p>Strong objection</p>
<p>Please reconsider for the sake of our town and those who need to drive and park.</p>
<p>Please refer to comments in section 3</p>
<p>It is important for the short and long term consequences of this decision are evaluated objectively</p>
<p>Think on...</p>
<p>No</p>
<p>For each business that fails,another rental and rates income goes. For each job that is lost another family struggles in challenging times. Please don't be the catalyst by making it costly to use the local facilities every sociable hour if the day. People will go elsewhere to out of town</p>

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facilities and more towns will decline impacting the social health of the population of West Berkshire!
N/A
Less places where parking is restricted and has to be paid for Try it !
Parking is becoming more and more difficult for people especially residents in certain areas of the district.
A major waste of time and money already to plan and consult this - money that could have been spent on lowering rates to encourage town centre businesses to flourish and attract more shoppers and then more businesses
What is the value of putting restrictions in place that impact trade in our local communities?
No
More needs to be done to support businesses in Hungerford not making things harder for them stop cars parking on the pavement
None printable!
I feel the whole parking charge issue, with the limited knowledge I have, has been done in a muddle; it has been split into segments on street and off street with poor advertising and consultation designed to be sufficiently unappealing that most residents will not bother and WBC get their desired increase and changes by default.
To be able to park for a short time in Thatcham high street & Broadway without charge is very useful, sometimes it's just to post a letter or pick up one item like paper or loaf of bread, by the time you have paid 80p to park, at today's rate, then made your purchase it's not cost effective, think of the elderly who find it difficult to walk but are not so bad they require a disabled badge
Free parking after 18.00 & Sundays should be continued.
If the Council were to look at other towns the parking charges are low and therefore encourage people to visit and stay longer. Look at Boston in Lincolnshire for example.
No
Who's going to want to pay to park to collect a takeaway or nip to a shop. It needs to stay free on evenings and Sundays.
I understand that the council is strapped for cash, but so are residents, so maybe taxing greedy landlords and big chains to help funds is a better way forward
no
I think there has been a lack of consultation regarding this, with Hungerford Town Council
You will do what you like regardless of public views
Why does there have to be an overnight charge? My mother in law lives in West Mills and it's difficult enough to find a space to park and then move the car etc and now there are more fees expected just for visiting!
What a bizarre question to ask?! Your survey just requested this in the previous question 3). The whole consultation survey has not been properly thought through nor set out simply enough. Eg "Do you agree with the proposals?" at the beginning should have followed a simple summary of what these are on a 1, 2, 3 basis.
Let the free parking stay
No
No
Made them
Pricing in all areas should be consistent and the use of multiple providers restricted. Too many areas have differing management companies applying differing rules that make it difficult for all members of the community to understand.
I am repeating myself but please look at the long term effect on local businesses!

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<p>I observe that there is no provision made for stopping at the station to pick up arriving passengers. I think this will lead to people stopping in drop off space or ordinary parking spaces or bus stop and just sitting in the car waiting. Or simply "driving round the block" until the person they are meeting emerges from the station. Also there is no pay & display facility - I don't have mobile phone to pay. If there were pay & display with 30 mins free - or even 15mins should be adequate - then this would remove the need for drivers to find workround measures. I request that you consider the sort of reasons that people want to park at the station, it is different to reasons for wanting to park in shopping streets.</p>
<p>No thank you.</p>
<p>Get a proper police force in hungerford, leave the parking alone, sort out the app only parking at the station as that is also harming the town and actually ask people and businesses what they want not what suits you</p>
<p>NO.</p>
<p>Nothing to add</p>
<p>See previous comment. I think 30 mins free at all locations would be more logical & consistent.</p>
<p>Encourage people to come into town!</p>
<p>There's probably no point a resident making comments as the council will have already made its mind up..</p>
<p>No</p>
<p>No</p>
<p>Please consider the parking needs and problems on the nearby streets to your proposed changes. Nobody wants to pay for parking and those already paying for a residents' permit (the cost of which has just increased by 60%) should be able to park near to their properties and within the area covered by that permit.</p>
<p>It seems like a sensible rationalisation</p>
<p>no</p>
<p>Yes - can someone call me to discuss REDACTED [telephone number]</p>
<p>You really should be encouraging people to use our local towns, it's cheaper for me to get a return train to reading and have a night out there than get a taxi home. I already drive if I'm going into Newbury of an evening as taxis are too expensive if you're travelling alone and now you're adding bigger parking costs onto a night out so I'll probably go out of town like the Swan or something with parking outside</p>
<p>No</p>
<p>No thank you</p>
<p>Hungerford needs an out of town car park. Ideally on the empty space in charnham business park. It would really help us as a town grow tourism and help the whole high street as people parking would wander up the whole high street rather than nipping out from middle of the town. It would also help ease traffic congestion for residents.</p>
<p>If there is free parking on the High Street for say 30 minutes to 45 minutes charges should then be enforced more stringently</p>
<p>Encouraging people to cycle and walk more is a good idea for leisure activities but makes it harder for workers/ volunteers.</p>
<p>More online shopping. Eating Out - more of a Rarity Daytime socialising - Coffee shop, free Parking Barrs Yard. Dobbies Swindon - previous work colleagues. Evenings - dance clubs with free car parking - Wilts, Berks, Oxon, Hants, or weekends of Dance at distant venues with hotel & free car parks.</p>
<p>Widen the high street make it a 20 zone and put in a speed camera before we have a fatality</p>
<p>No</p>

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I don't think the charges should be increased or evening and sunday charges. I feel this is detrimental in an already difficult climate.
The car parks are not over crowded. More charges will mean drivers park in the streets, where there are no charges. This would be more dangerous for road users and pedestrians.
As a Conservative Council you should support the elderly and freedom of choice. I have no objection to your imposition of charges, my objection is to you joining with the discrimination against local the elderly residents and incomers. Local shops and services will suffer as a result of your left wing actions.
We need to encourage visitors to our town not make it harder to come and visit. If eventually people don't visit businesses will close down and sadly the town will become just like any other. In the long run that will effect the council financially not increasing revenue but reducing funds which will then have to be found elsewhere.
No
In general if I have to pay to park I would rather avoid the activity completely. Money is tight if I don't have to pay I won't. Some people say it is not a huge amount and goes towards fixing other things but does it though?? Roads near my mums house in West berks aren't exactly well kept. I'm not really getting much in return for my money. I can still park somewhere else and then you won't get a penny from me. I'd rather use it for other things my kids need.
No
Who ever thought of this hasn't given any thoughts on the impact it will have on the town and the problem with traffic parking in Tesco and then making it inaccessible for people who do want to shop for food
The consultation should have been much more transparent & widely advertised to residents. The amount of distress this has caused small businesses in Hungerford is shocking. Combined with proposals to remove parking spaces in the High St for a 'town centre strategy' and at some point electric car charging spaces it feels like our High St is under attack with scant regard for those making their living, being residents, or visiting the area.
NDC should be encouraging footfall in Hungerford not putting people off with this price increase, Hungerford will die out , Shame on NDC
You need to keep costs reasonable to avoid turning people away. Not silly prices like £3.00 per hour as this is not London. You need to attract people into the area for the local economy.
Think about the community and the visitors to Hungerford and local businesses
Don't do it you will ruin the town for ever
Yes, an idea that would make you more popular make the first 1/2 hr free
No
Parking is free with time restrictions at the park gate and the lower end of the high street. Why not standardise?
Being able to make a short stay of free on street parking is helpful for picking up & dropping off, if this is no longer possible people will make other choices around supporting/doing business locally.
No
This needs to advertised on the streets and clearly state when this is coming into play.
Please consider the local business and the amount of revenue that is generated by customers from outside the area, who will spend time , in Newbury to support local businesses.
No
Only that I wish parking on pavements was banned everywhere
No
A free half hour window in all car parks would encourage a quick turnover and help local businesses who are struggling as car parking is the main obstacle. I live in a rural village with no public transport so using the car is my only option
No

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This is just another money making scheme that penalises the motorist especially those who live out of town / are reliant on their cars.
No point really as no one will take any notice
I think you should concentrate on trying to get people into town to support local businesses instead of making it harder to go into town.
No
Not much point as will go ahead
A smaller charge or free 1hr would get more people to go into town . Other town offer free parking or smaller short stay charge.
Free parking entices both locals and those from further afield to visit Newbury and spend money in the town.
Make it much more attractive for visitors to shop in the town by permitting free parking, at least for a couple of hours.
Instead of rising prices to support private businesses why not reduce prices to assist your council tax paying residents.
I hope the car parks improve maintenance as there are many pot holes and no markings to show spacing in some.
The current administration seems bent n driving custom away from local independent business by restricting customers access locally
Hard to believe that the cost of provision of equipment and an effective number of enforcement staff will be outweighed by the additional income.
No
No
No
Parking is too expensive
I would like to strongly object to the concept of 'pay by phone' parking, As an elderly couple, we have a common phone and it's not always available. I no longer park in the street in Newbury for this very reason, which rules out my use of many small independent shops.
I believe it's been stated that west berks makes quite a profit from parking already. Which again reinforces my point that this is another revenue earner.
Think about how this would affect the disabled, elderly, poor and businesses in the town, otherwise people will go elsewhere.
No
Yes. These weekend and evening charges will encourage people to park further afield where there are no charges e.g. residential areas. We already have enough dangerously parked vehicles in my surrounding area, e.g. cars parked on corners reducing visibility and also half-on/half-off curbs, making it impossible for people with children in buggies and people in wheelchairs to pass safely.
no
Why is Newbury such a hostile town to motorists
I feel drivers are hit enough with many schemes that makes money which does not go in to all the right areas, services or repairs in the West Berkshire areas.
No
Nope.
no
I was actually very proud we don't charge a fortune to park in Hungerford and also have Sunday and evening parking available. Parking is already a challenge in Tesco when you want to go shopping. This will increase the amount of people wanting to park for free to visit the town and people won't be able to do their grocery shopping. I will go out of town now so I can do my grocery shopping as I would rather pay for fuel so I can

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walk easily to and from my car with my groceries. Very sad the council are doing this.
Review the proposal to gauge the impact on residential areas adjacent to the proposed paid parking areas
No
Not everybody has or smart phone or enjoys modern digital technology, so please keep cash and card payment options
Give people 30 min free parking so they can get to a bank or to collect a parcel
My objection to this proposal is also within the wider context of Tesco reducing its hours, the app only parking at the station which is deterring people to stay as they can't work it out, and the proposals to create a town square that could involve the removal of parking spaces on the high street.
Free 30 minutes is inadequate to encourage people to the town
no
none
Tesco car park in Hungerford is used by a lot of visitors to the town who are not shopping there, but taking advantage of the free two hour parking. This causes congestion in the car park and queuing onto the road. Tesco could be asked to change this so free parking is conditional on a Tesco purchase.
See previous
When are ticket machines going to be working in Station Road car park Hungerford!
Increasing the amount of parking for people shopping or eating in thatcham.
Any additional funds you extract from businesses trying to make a living in Newbury should be used exclusively to maintain and improve the parking facilities
no
End the war against the car
Parking in town centre should be at a special rate for businesses in the town - purchased as an annual permit and available for each parked car the business needs to have.
Please rethink!!!
Present arrangements are OK as long as they are made clear as outside health centre Thatcham and next to CO-OP Thatcham. This is regarding half hour free parking.
no
As Hungerford charges are a lot higher than Thatcham and Newbury's plus Hungerford doesn't get first 30 mins free like they do in several streets.
Having to pay to park Sunday's is going to ruin the Sunday trade for Hungerford
Just leave us alone you fools.
There should be a regular bus service into Hungerford from close villages. I have to drive and will now need to pay for parking Sundays, evenings and weekends.
Shocking decision
lack of consultation is appalling
Please employ a decent communications person - the set up of this consultation is archaic and it's a barrier to true democracy
The explanation for what is being dealt with in this consultation is lacking.
Stricter enforcement of parking on double yellow lines would be an improvement. Especially in the evenings.
no
These proposals are unnecessary and potentially damaging to Hungerford.
All these extra charges & the roads are full of potholes
Be clear where parking starts and ends. Note where free parking is possible to encourage business use and bus travel even.

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I understand there is a need to raise parking charges but not the extra days or evening charging. It would also be helpful to consider that not everyone is able to use 'Parking Apps' but would have access to cash - so to have the choice and indeed the ability to pay and park when there's an IT failure. The amount of elderly that your making life even more stressful for is increasing.
Parking charges are only to be used for improving road schemes and public transport .Could we see more investment in areas outside of Newbury. Plus more frequent bus services to outline areas of West Berks...
Local businesses are very worried as many people are likely to feel like me and avoid the town
LOOK AT THE BIGGER PICTURE, NOT JUST MAKING MONEY FOR THE COUNCIL. WHAT HAPPENS TO THIS MONEY?
All said in the previous section
You should rethink the whole thing!
I have blue badge. Please don't restrict me to Three hours. This will stop my ability to go on coach trips, or use Reading bus from bus station. I live alone and need to park near bus station
No
This consultation could have been a lot more transparent - the title doesn't explicitly state that it's about increases. And in order to respond you have to open and read other documents to understand the changes fully. That's OK for those with more time/ more education... but how are you considering others' who don't have the capacity to access this??
Businesses are already struggling and councils should be supporting them, not making things worse.
Introduce smaller cleaner more frequent driverless electric busses.
No.
I know this isn't relevant to on-street parking, but I don't know where else to express my distress at being further and further marginalised by compulsory digital payments. I will not buy a smartphone so I can make insecure and scam-vulnerable digital payments. I am aging with multiple health issues and have already given up using Newbury station due to the compulsory phone parking payments in the closest car park, and can see that it won't be long before I and others like me can't park at all. I would prefer to use local shops and services in person, but am being pushed more and more online.
No
No
None
Make parking a car a friendly experience, and not a fearsome penalty driven exercise. After ultimately it is the visitors to the town that make the Newbury vibrant and productive.
No
see previous
Those that use the car park will just park locally.
Are you going to remove the two hour free bays at Goldwell Park?
Please find ways of clarifying that you actively want people to come into Newbury. Some just have to use cars - you can't change that unless you own all the public transport yourselves.
stop this money grubbing madness
Stricter enforcement of illegal parking with suitable deterrents would encourage drivers to obey the laws.
No
No
Try for a period of time
Has been confusing to see where it is permissible to park. Road markings not clear in certain locations - already flagged to council
I would urge WBC to consider the impact of the changes within a small town

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<p>It just does not make sense! Charging is ok but perhaps offer incentive first? 2hrs free maybe then a charge.</p>
<p>It's should not go ahead</p>
<p>I will not pay by phone. I will avoid going to a town that wants to charge me to shop etc. I guess this is all decided already and this consultation was a waste of time anyway. Just going through the motions and not really going to be taken any notice of anyway!</p>
<p>No but please don't enforce this</p>
<p>Where would the money go, NOT LAMBOURN</p>
<p>Please see previous comments Make the first 2 hours free!</p>
<p>Try to encourage people to the town not put them off with increasing and changing parking cost</p>
<p>Do you really need me to object most strongly TWICE?</p>
<p>DO NOT INTRODUCE THIS ON A RESIDENTIAL HIGH STREET!!</p>
<p>The parking costs are putting people off coming to the town</p>
<p>Newbury seems to be becoming a very anti car town with constant un-necessary roadworks and a one way system designed to frustrate drivers. Increased parking fees would seem to be another nail in the coffin and only encourage more people to use out of town retail areas or shop on the Internet.</p>
<p>I think this has not been thought in detail of the affects on the local businesses and residents. It seems it is just a way of making more money to supposedly invest into the local area to support local shops but it will be doing the opposite.</p>
<p>I think parking revenues should go to the Town Council and the people most affected by the cars using the parking</p>
<p>Hopefully you'll be taken into special measures due to poor quality decision making</p>
<p>2 hours free parking should be encouraged in order to provide more footfall and support businesses</p>
<p>The council should be encouraging more people to visit town centre shops by providing more free or lower parking rates.</p>
<p>Lots of people in area have mobility issues (but don't necessarily qualify for blue badge)</p>
<p>No</p>
<p>Don't make things harder for residents with cars. Unless you have a much better public transport infrastructure at cheap cost (trains especially) you will only drive away business. You know this. Stop thinking about the quick fix wins and actually think about long term effects.</p>
<p>No</p>
<p>See previous comment.</p>
<p>Shall not vote Liberal next time</p>
<p>No</p>
<p>Get rid of the Faraday Road planting project</p>
<p>Please issue parking permits to all residents of Newbury as many of households are facing issues because of no parking available with flats.</p>
<p>I understand the council needs to get more revenue, but having a thriving town centre in Hungerford, Thatcham and Newbury would generate more income.</p>
<p>The parking charges should be reduced and all Sunday parking should be free to increase short term visits to in particular retail premises, the introduction of these increased charges in all areas will be detrimental to business and cause more to close and is just a revenue generator to plug council funds and continuing the local war on car users. if people cannot pay with cash or electronic payment at point of exit there are generations that will NEVER use a app based payment system especially as most of these also charge a fee for using them so also becomes a collection problem in most of the proposed areas that will be effected by the change.</p>

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No changes to parking charges, no further restrictions to be introduced. Times are hard enough without the local authority trying to milk us for even more money.
I do not believe the council as a business unit delivers value for money.
See previous comments. If ever there was a guaranteed way of becoming unpopular, this is probably it! Life is challenging enough without making a trip to town a virtual campaign.
No Thankyou
I guess you don't have a lot of choice with budgets so tight, but generally parking charges should be kept as low as possible to encourage use of the town centre, or usage will continue to decline.
No apart from seriously needs a rethink by the Council members.
Introducing evening and Sunday charging will mean I come into town even less and seek custom at alternative locations.
Just DONT do it!!!
I would also like to say that cutting cost on emptying bins is not ok dog poo bins on the canal have not been emptied now for weeks and it's over flowing it's the only bin along this section and easy to access now people ok there holidays with boats parking thinking what a beautiful spot have this to look at Again cutting costs in the wrong place sorry
The proposal is solely for the benefit of the council profits. Business owners and residents will not gain from it! The council is the servant of its community but this council seems only to consider how it may better serve itself.
More free parking for disabled drivers would be a blessing and the amount of time you can park for free should be increased as it takes time for these drivers to get around and do their shop.
No
Please cancel parking and see people using town centre
Keep a short period of on street parking free for example 30 mins
I strongly object to this, increase traffic fines to garner more income, increase fines for littering or dog soilings, fly tipping- not the parking. Parking charges in the UK are extortionate and are one of the finest in the world. Implement green incentives if you do not want cars in the town centres!
What is the point. It will just mean people will travel to other towns in Wiltshire or Hampshire with cheaper parking and far better amenities. # how to ruin a town !
There need to be more 1 hour free spaces locally to encourage people to shop locally
greedy
This is unfairly burdening those with physical disabilities. It would amount to discrimination
I completed your parking charges survey but you ignored my comments so I assume the same will happen.
No
Charging for short-term and low-demand parking is one of the most self-defeating proposals for encouraging economic growth in our local area.
Yes don't do it.
Why? We've already seen an impact on residents in Thatcham around the train station following the station becoming all paid parking. People parking in residential areas all day - have you seen the top of the Moors during the week?
This would ruin the Thatcham town and Independent shops and would ruin the family feel of Thatcham
I think the free parking available would still be free and not chargeable. I agree there could be a time limit but not taken away all togethet
No
Maybe the council should start working for the benefit of West Berkshire residents rather than laying down a series of dictate There are many more important areas to focus on rather than trying to screw motorists

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The new roundabout and junction outside sterling gardens flats is very dangerous. There have already been accidents
Please don't start charging it will kill the local businesses
Please make available the projected revenue from street parking in Thatcham and the cost to install necessary ticket machines
More detail please, especially how much this proposal/consultation is costing ? What benefit/s will it provide to all local residents, businesses, tax-payers, etc and when will the cost/s of such proposals/changes be recuperated ? I need to know why such is deemed necessary, what benefit it will provide, how will it affect me as a local resident, taxpayer and driver, etc.
Yes the council are clueless
You need to lower the prices to make Newbury a thriving town again not push people away
No, save simplicity in all things!
No - you won't listen to these anyway
Worst idea, you are basically killing the evening life all to gain money.

Question 5 - Would you like to be contacted by Parking Services about consultations and other engagement opportunities?

Answer Choices	Responses	
Yes	28.84%	231
No	71.16%	570
Answered		801
Skipped		321

Note

Questions 6 and 7 have been removed from this summary for data protection purposes as they contain location and contact details of respondents.

However, of the 781 who provided the first digits of their postcode:

RG17 – 334

RG14 – 168

RG19 – 79

RG18 – 70

RG20 – 37

SN8 – 23

RG7 – 22

RG31 – 14

RG8 – 6

RG30 - 4

Others - 24