



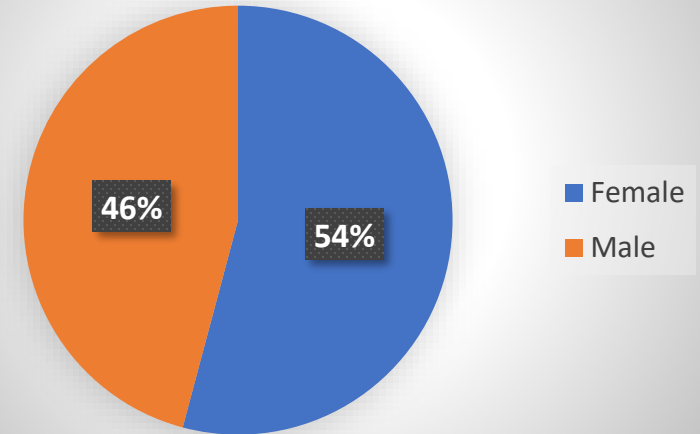
Parking Charges Consultation Results

Participation

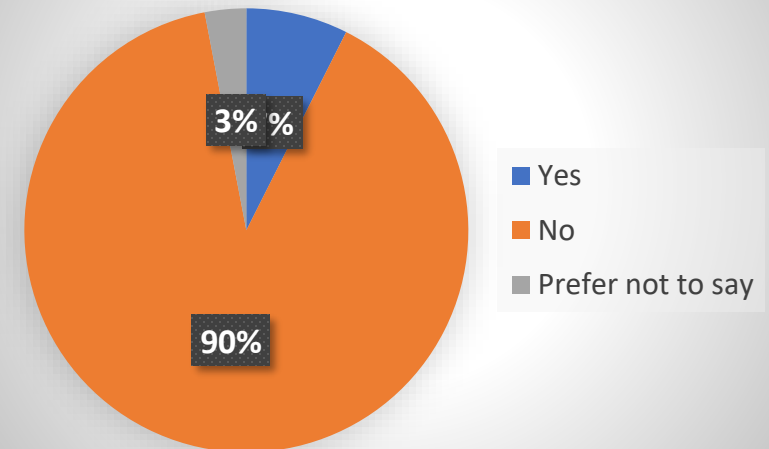
Consultation ran for 6 weeks from
25 July – 5 Sept

921 responses were received
57% of participants chose to
answer optional questions about
gender, disability, age range,
ethnicity and their home postcode

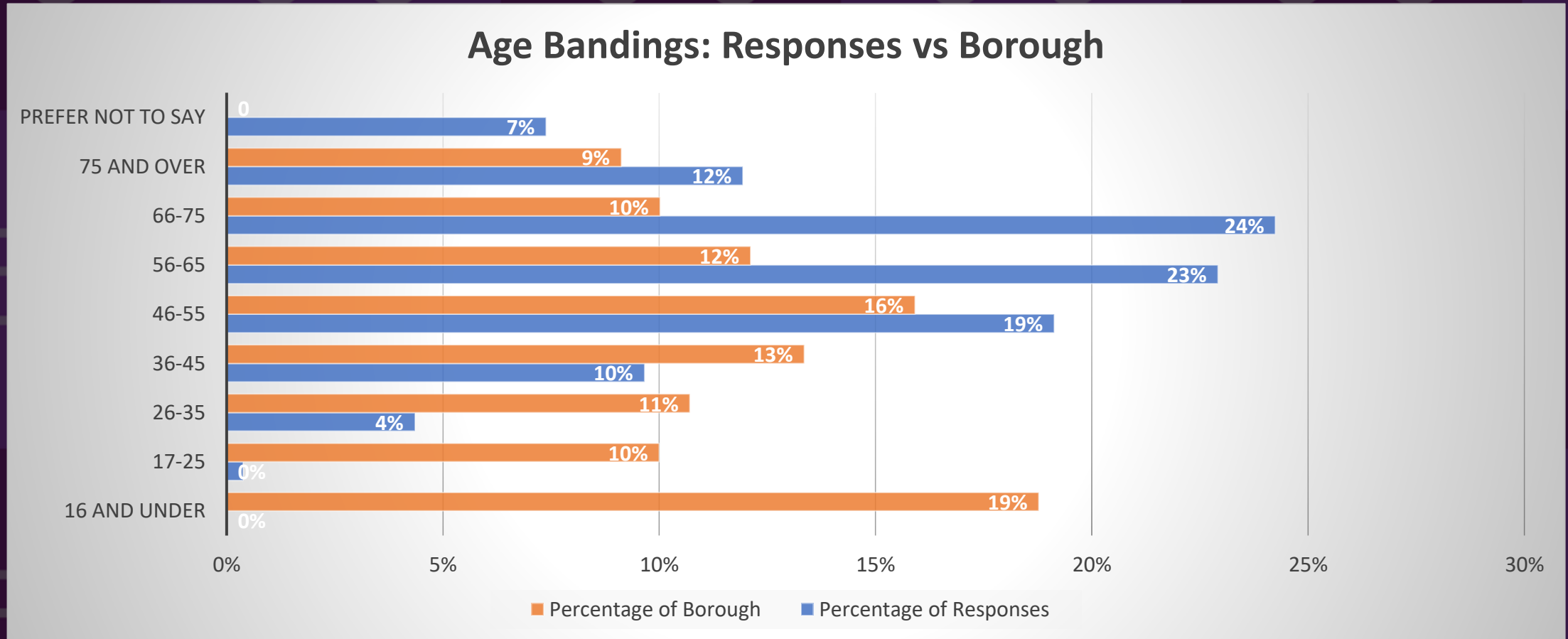
Gender



Disability

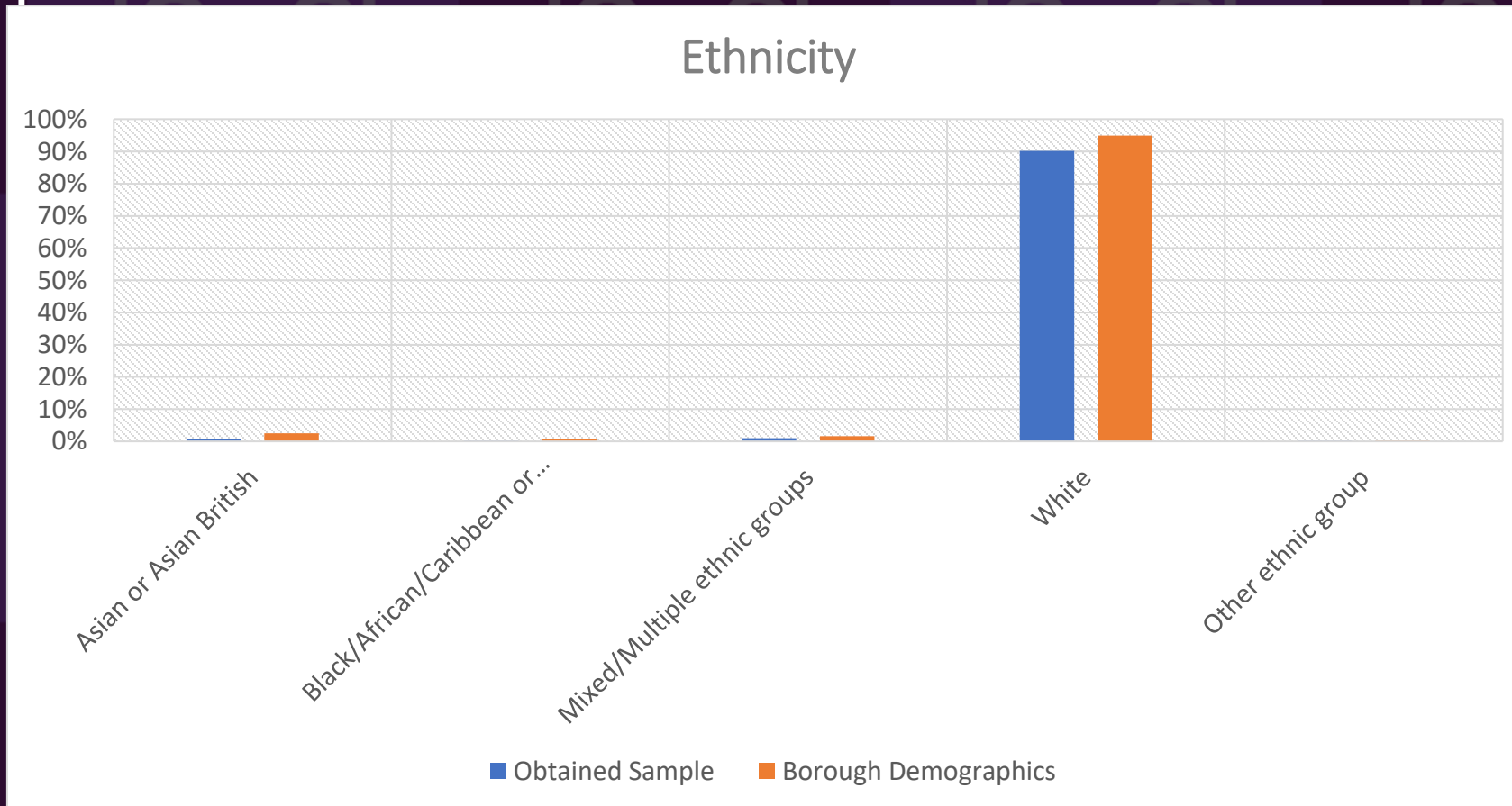


Participation



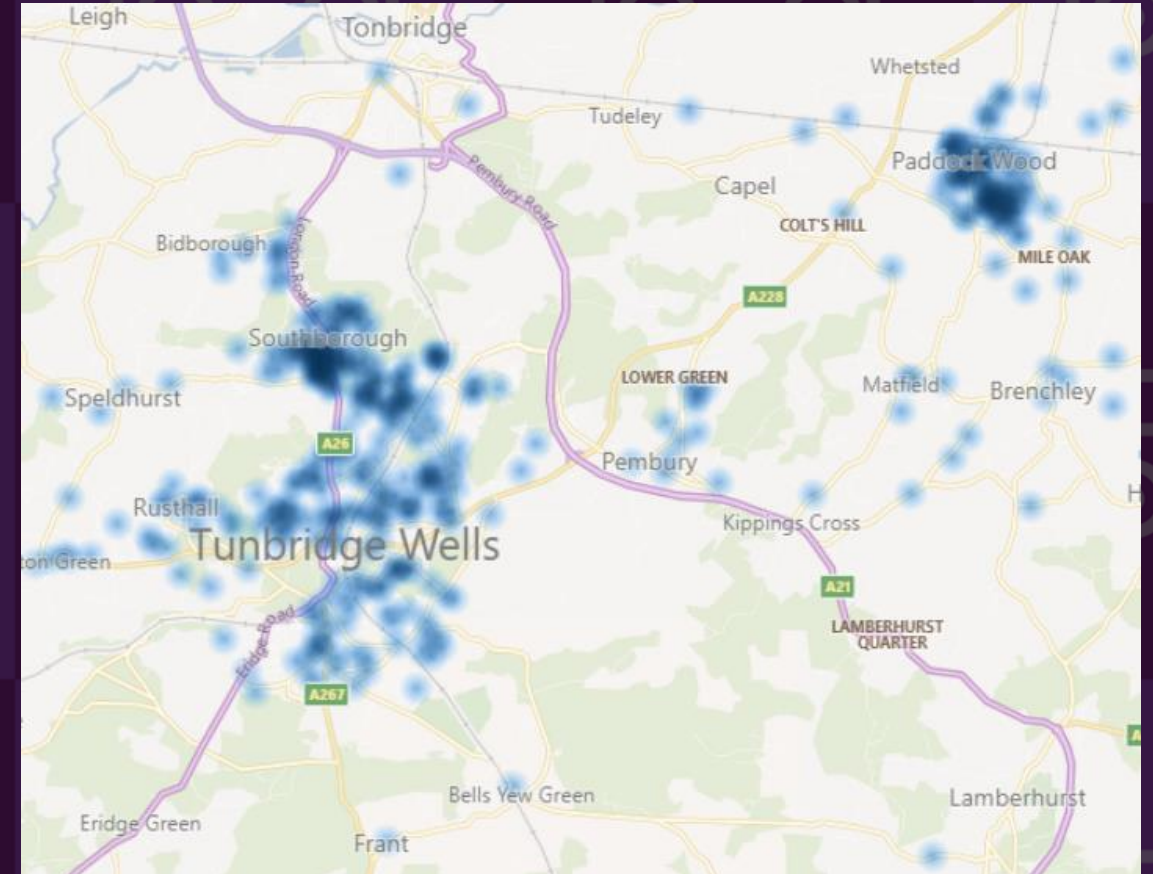
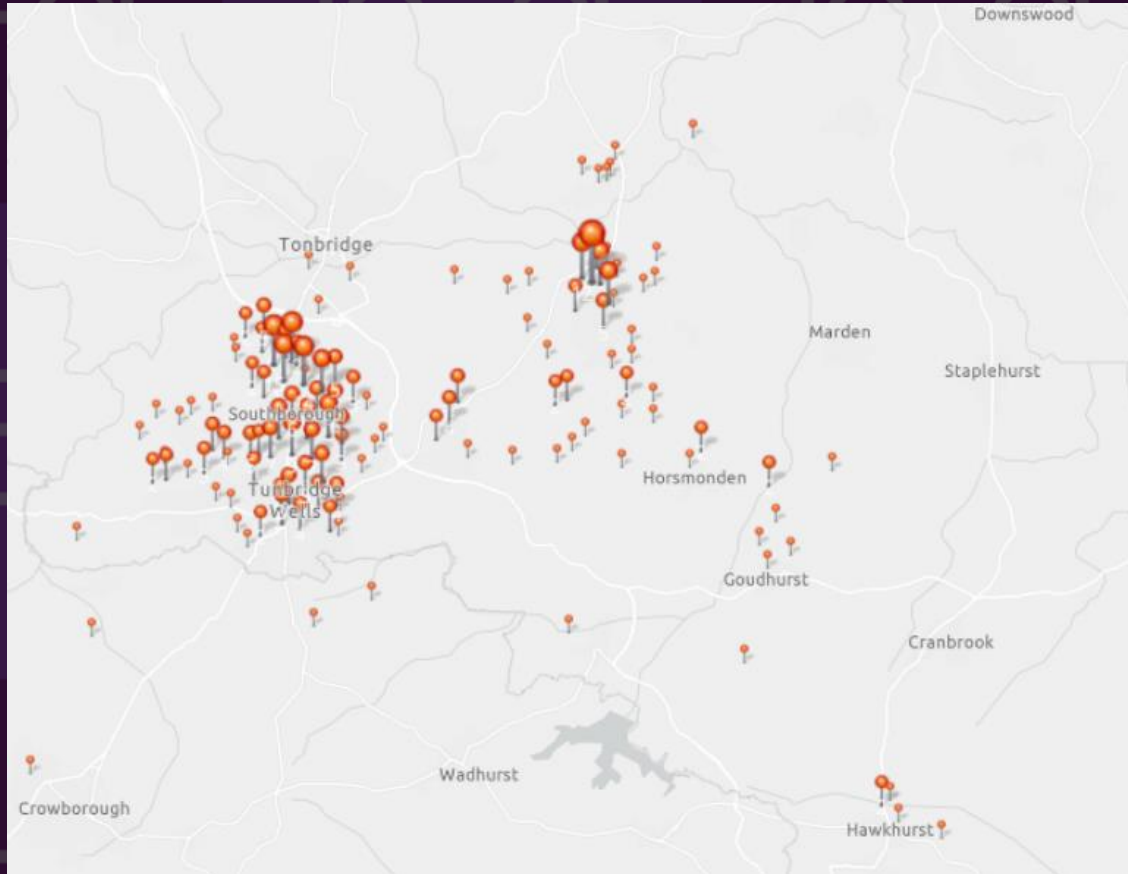
The chart shows the proportions of respondents in each age group, compared to the borough's population. Age data obtained from [Population projections for local authorities: Table 2 - Office for National Statistics](#)

Participation



The chart shows the proportions of respondents in each ethnic group, compared to the borough's population. Ethnicity data obtained from [Population profiles for local authorities in England - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk/population/profiles-for-local-authorities-in-england)

Participation

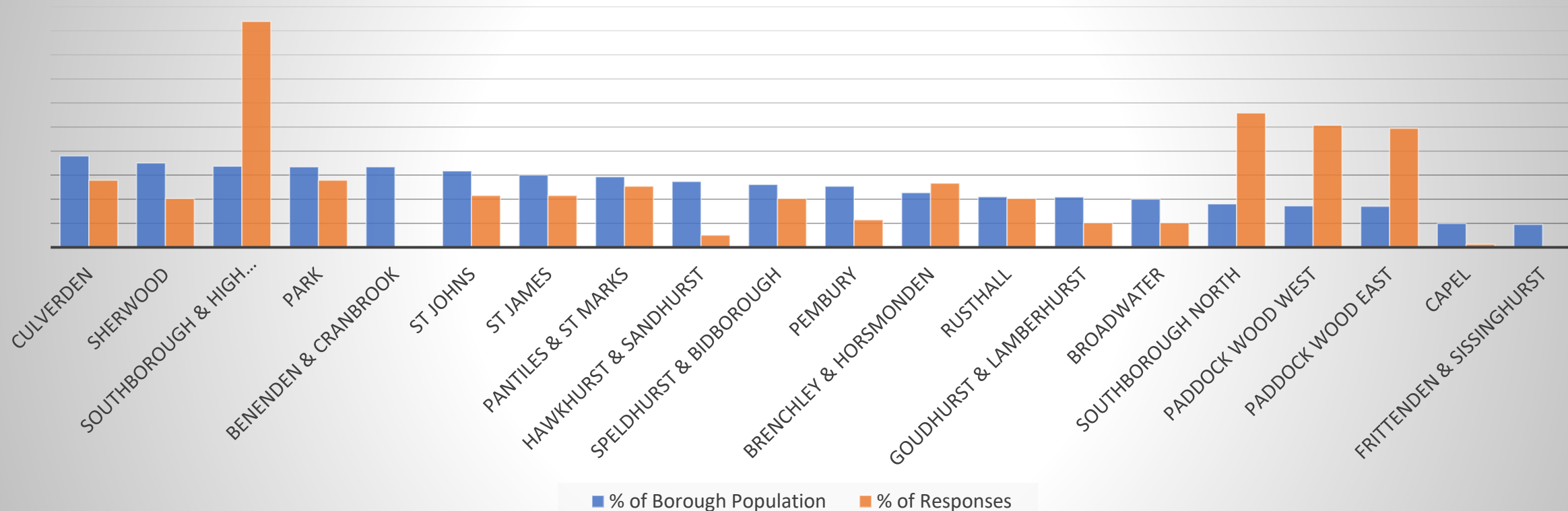


The maps show the geographic distribution of respondents* as:
(left) pin drops, where the larger the pin the greater the number of participants
(right) heat map of the main urban areas, where the darker the colour, the greater the density of participants

*of those participants that gave their postcode

Participation

Responses from Wards vs Proportion of Population



Bar chart showing the percentage of respondents in each ward, against the percentage of population in each ward. Ward population information from [Ward-level population estimates \(Experimental Statistics\) - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)

Participation

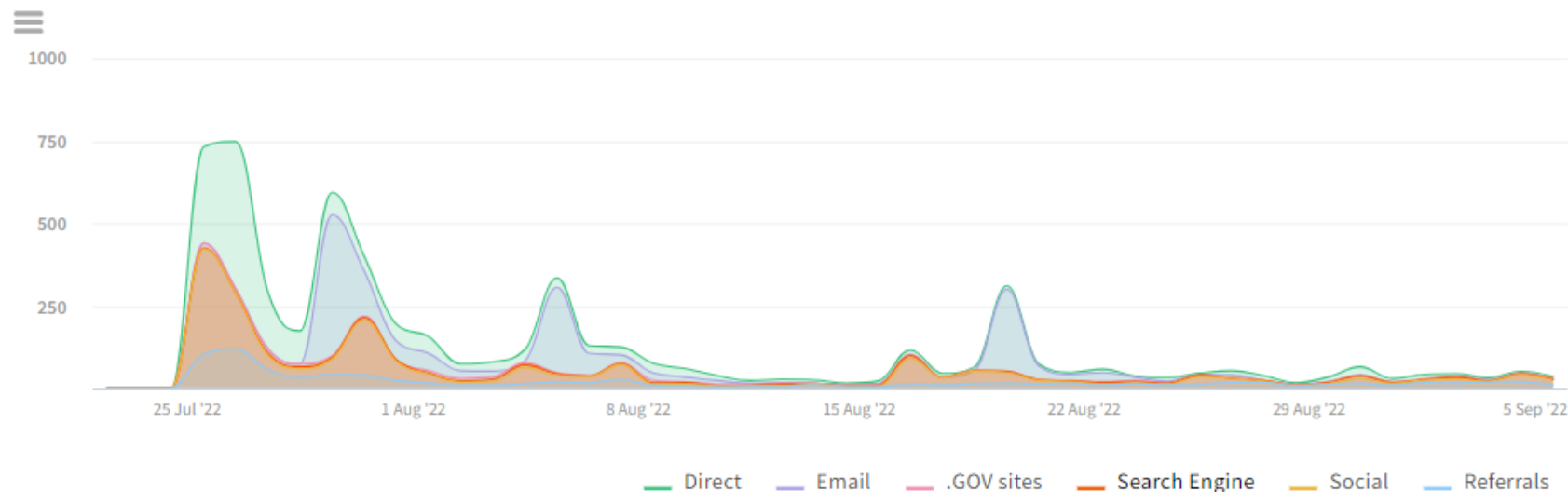
Highlights

TOTAL VISITS	MAX VISITORS PER DAY	NEW REGISTRATIONS
5.7 k	693	1 k
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
920	2.8 k	4.6 k

Visits by Channel

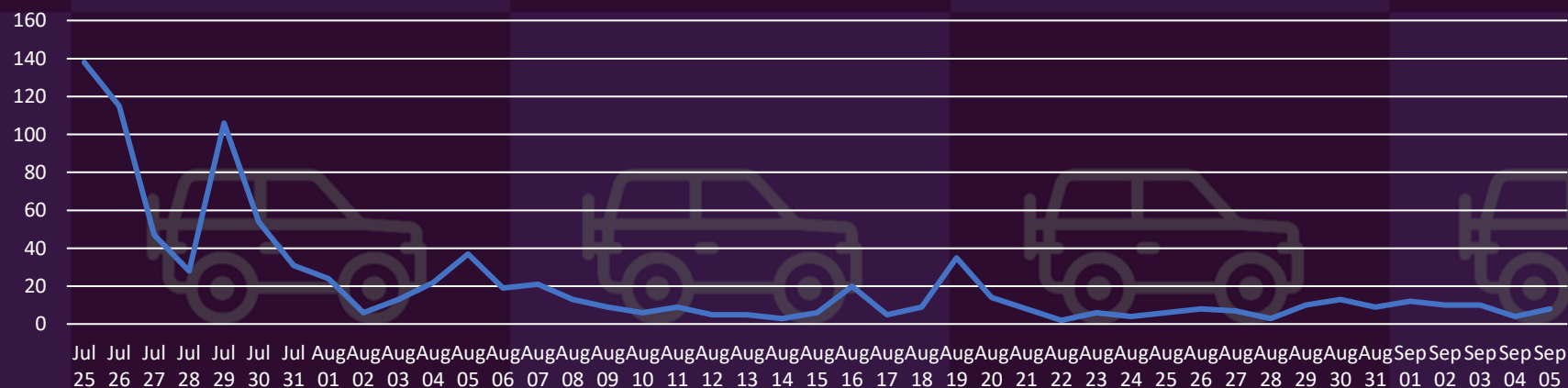
Talking Point Tunbridge Wells from 20 Sep'21 to 05 Sep'22

[DAILY](#) [MONTHLY](#)



Graphics show the number of visits to the consultation pages on the website and sources of referral.

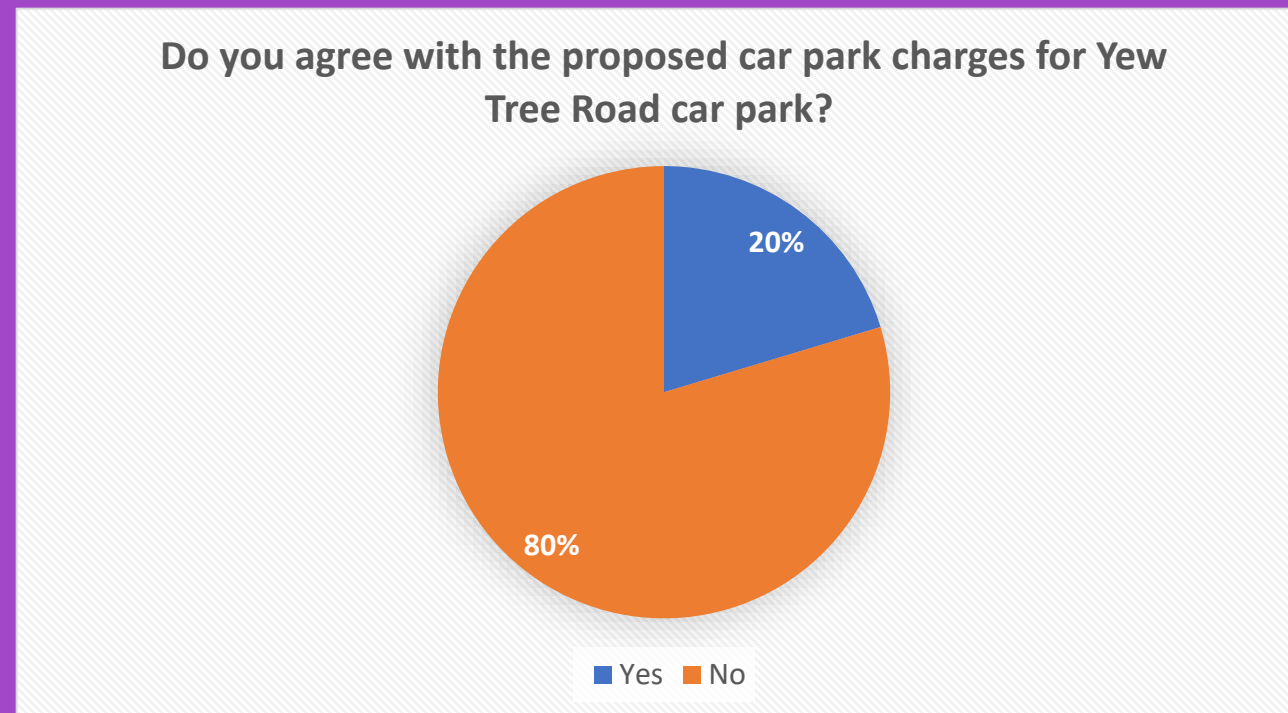
Responses Over Time



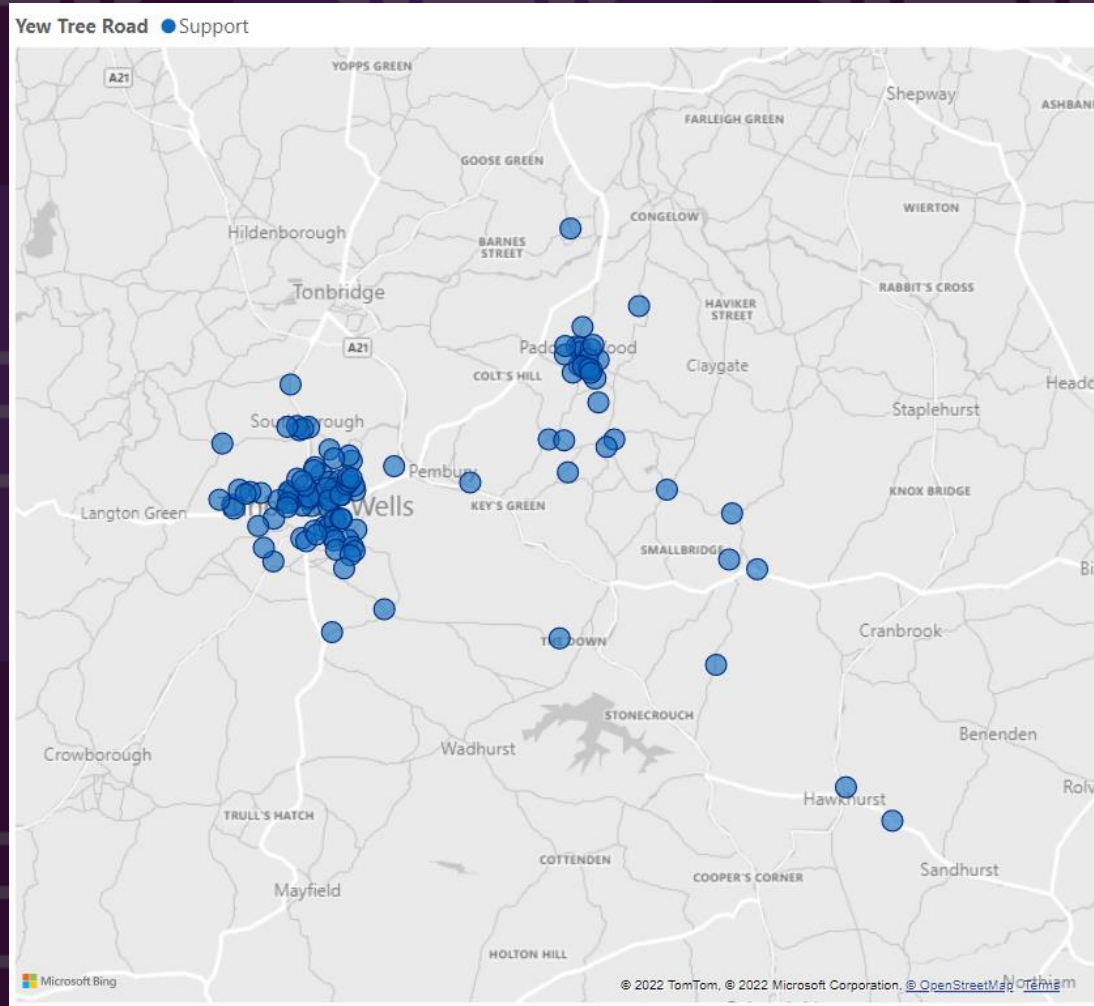


Do you agree with the proposed car park charges for Yew Tree Road car park?

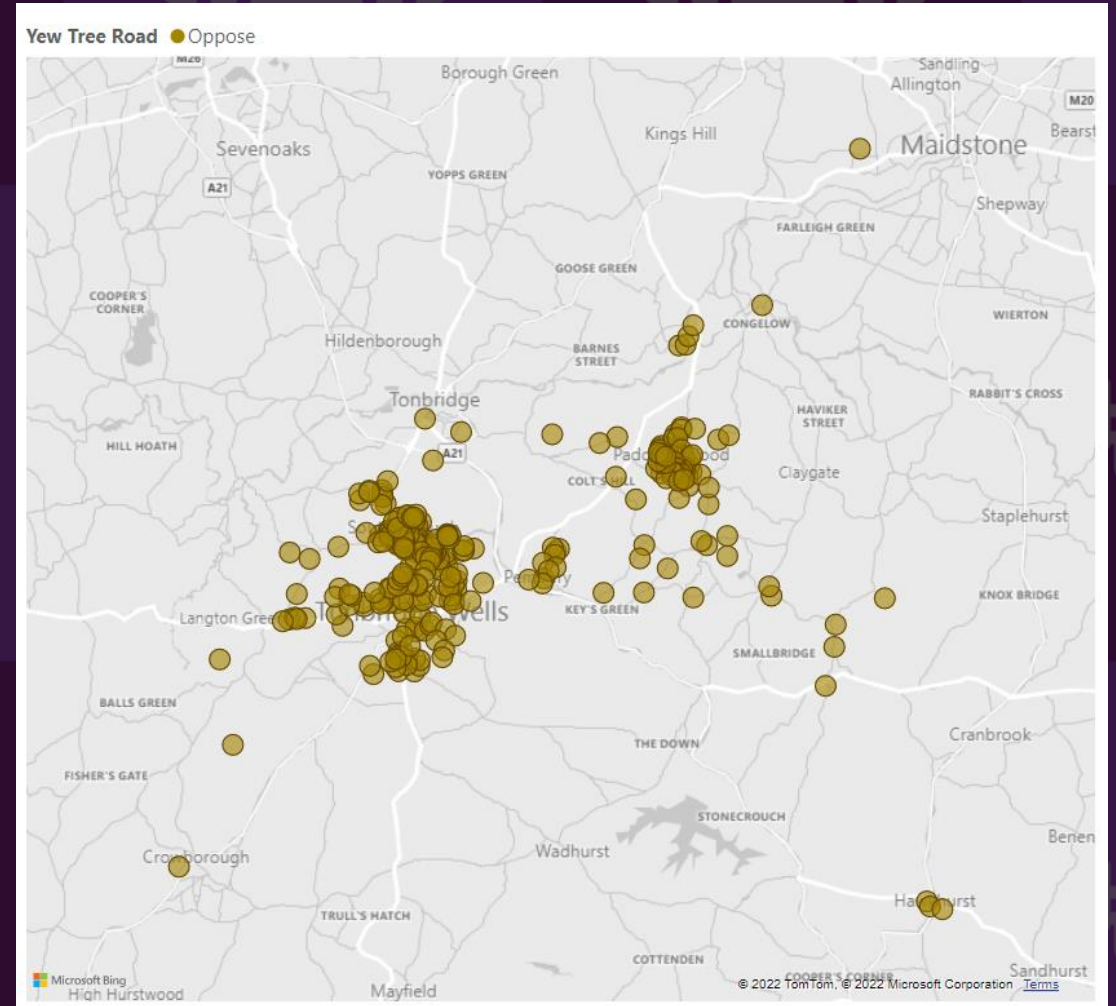
- Responses are largely opposed to the proposed charges (80%)



Distribution of respondents* – Yew Tree Road



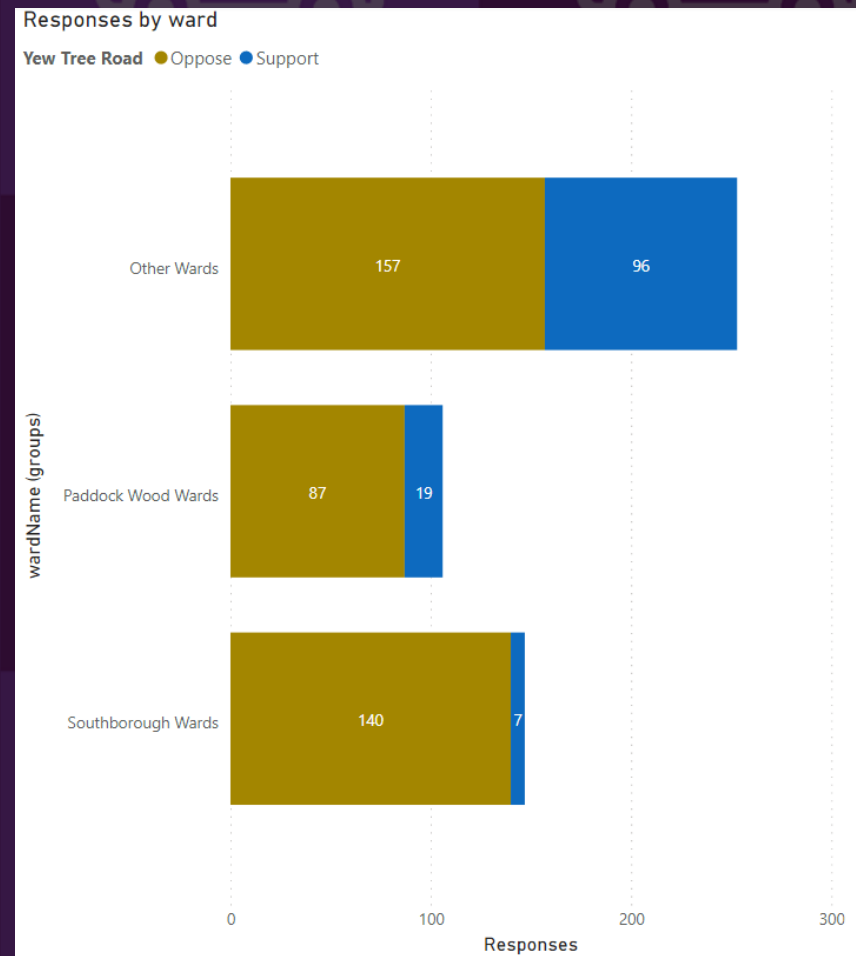
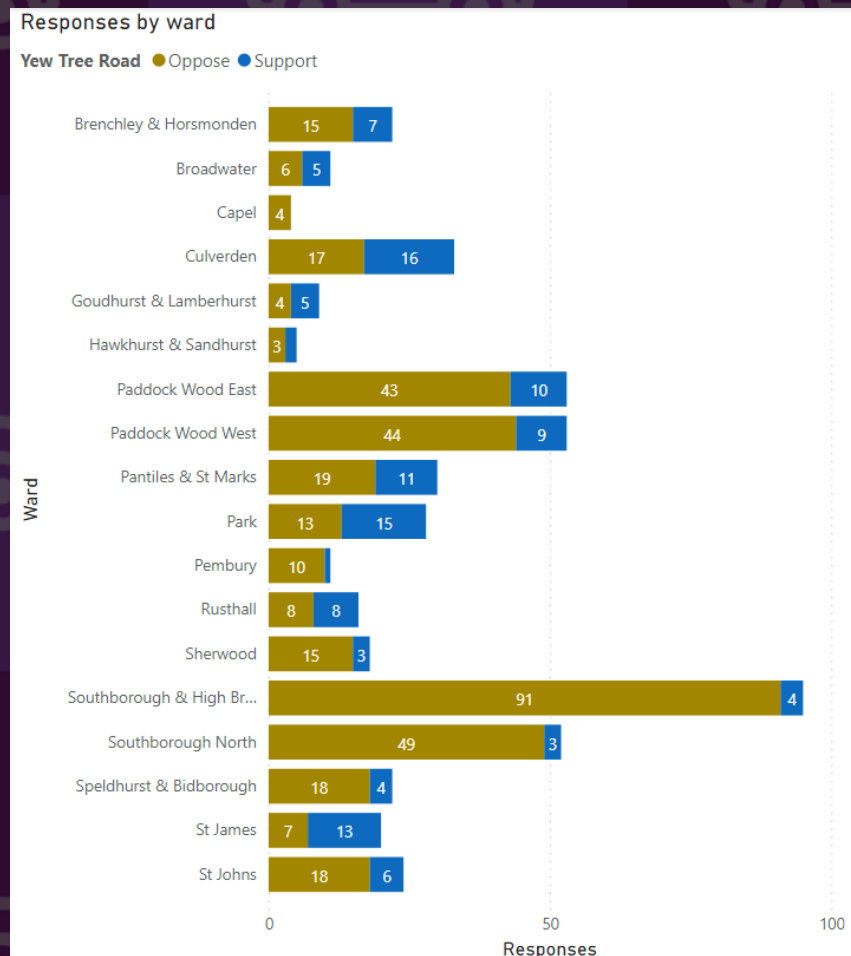
Support



Oppose

*of those participants that gave their postcode

Responses by ward* – Yew Tree Road



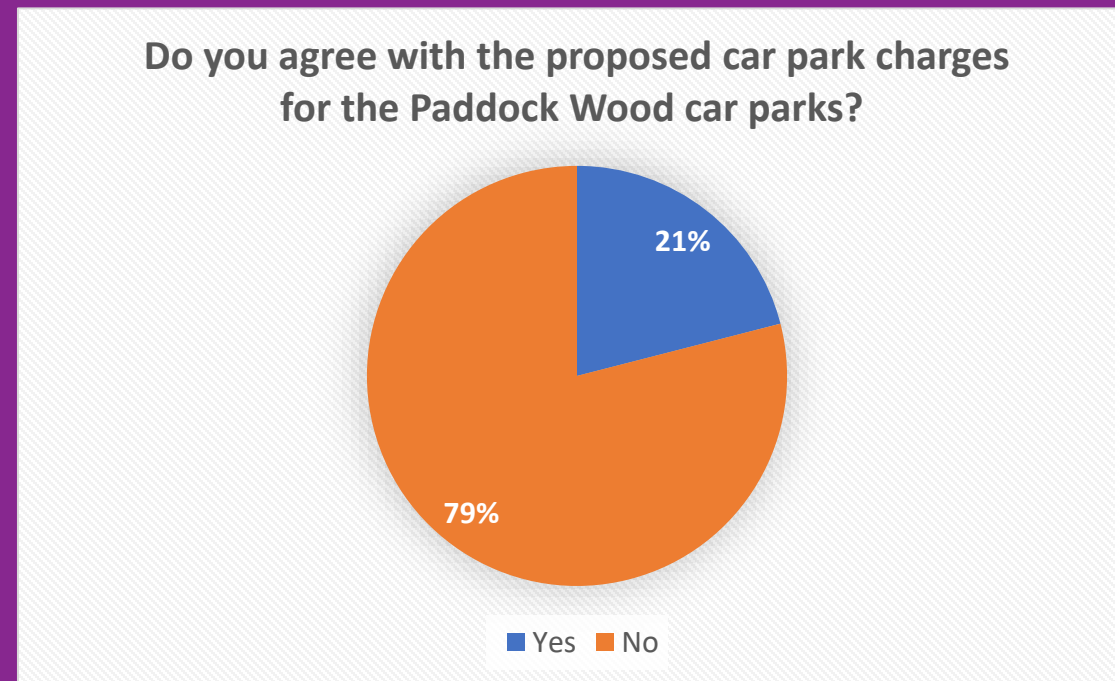
Charts show the volume and proportions of those opposing or supporting the parking charges in Yew Tree Road by ward.

*of those participants that gave their postcode

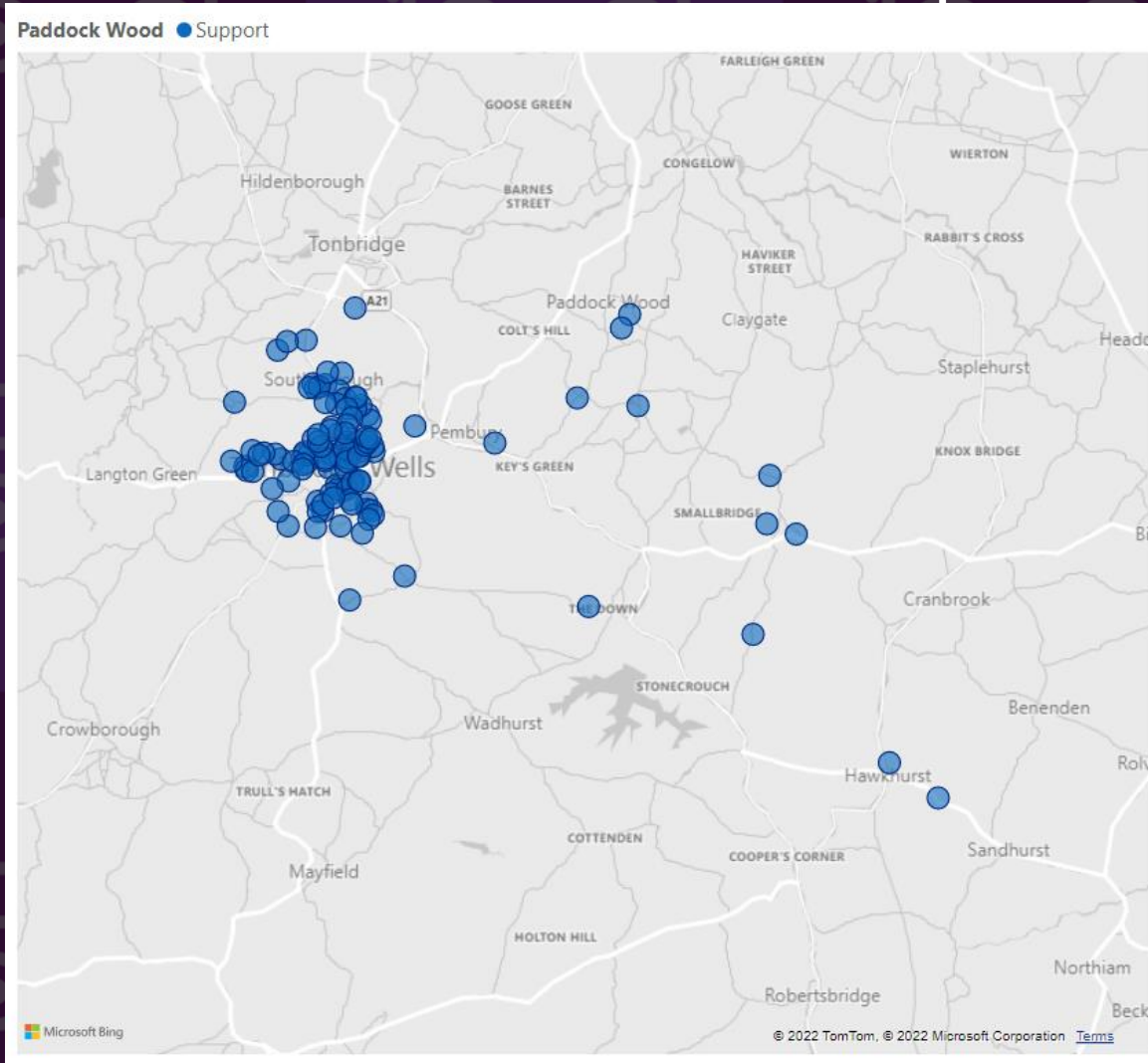


Do you agree with the proposed car park charges for the Paddock Wood car parks?

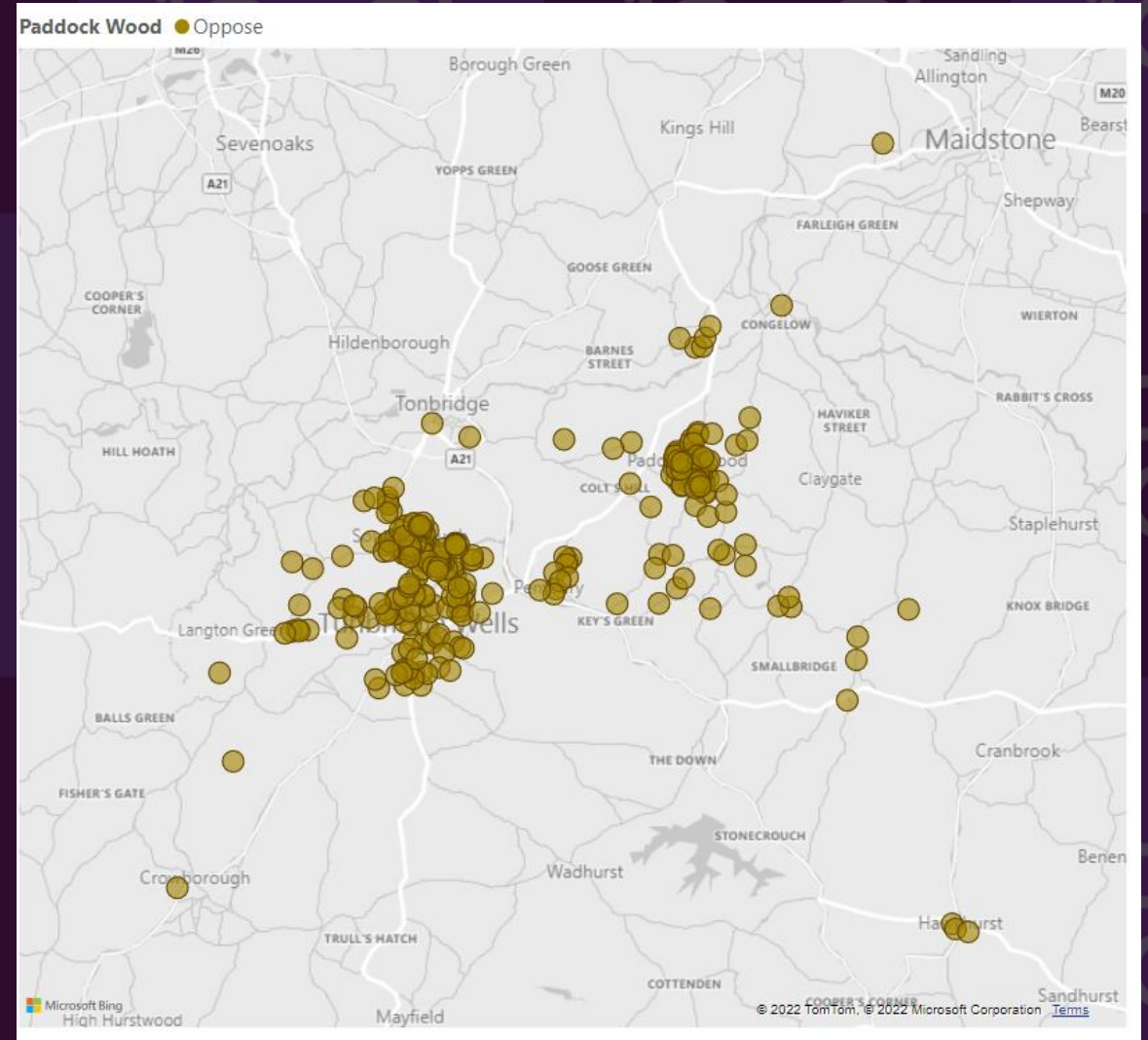
- Responses are largely opposed to the proposed charges (79%)



Distribution of respondents* – Paddock Wood



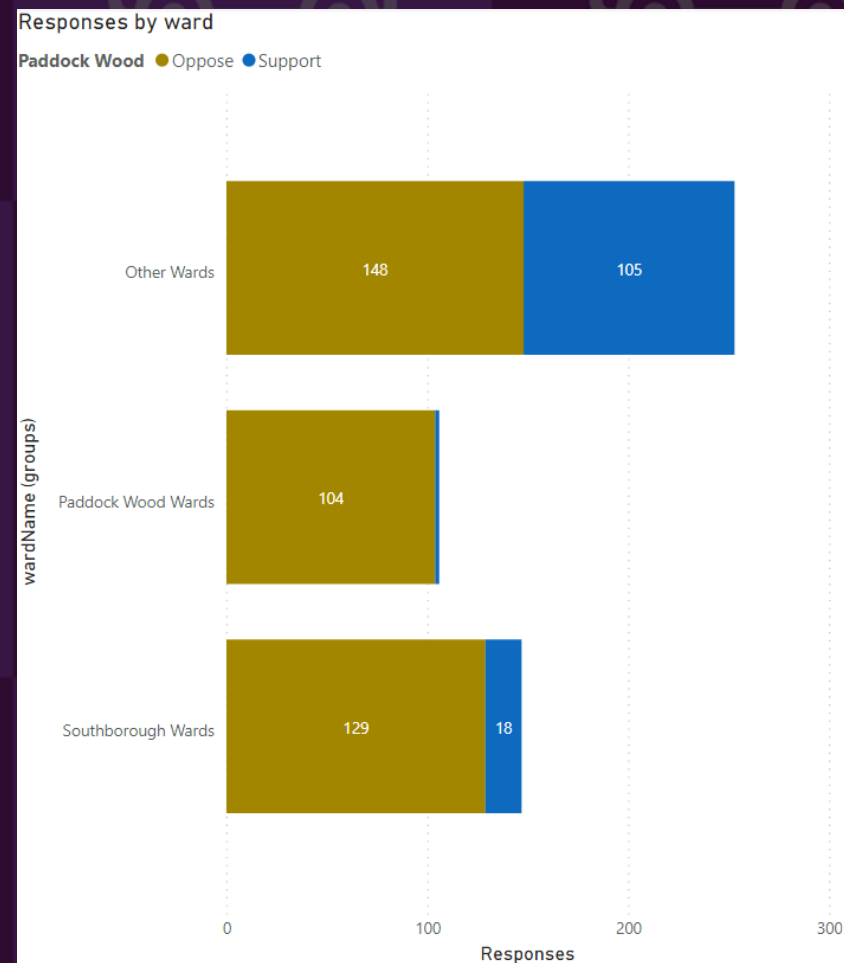
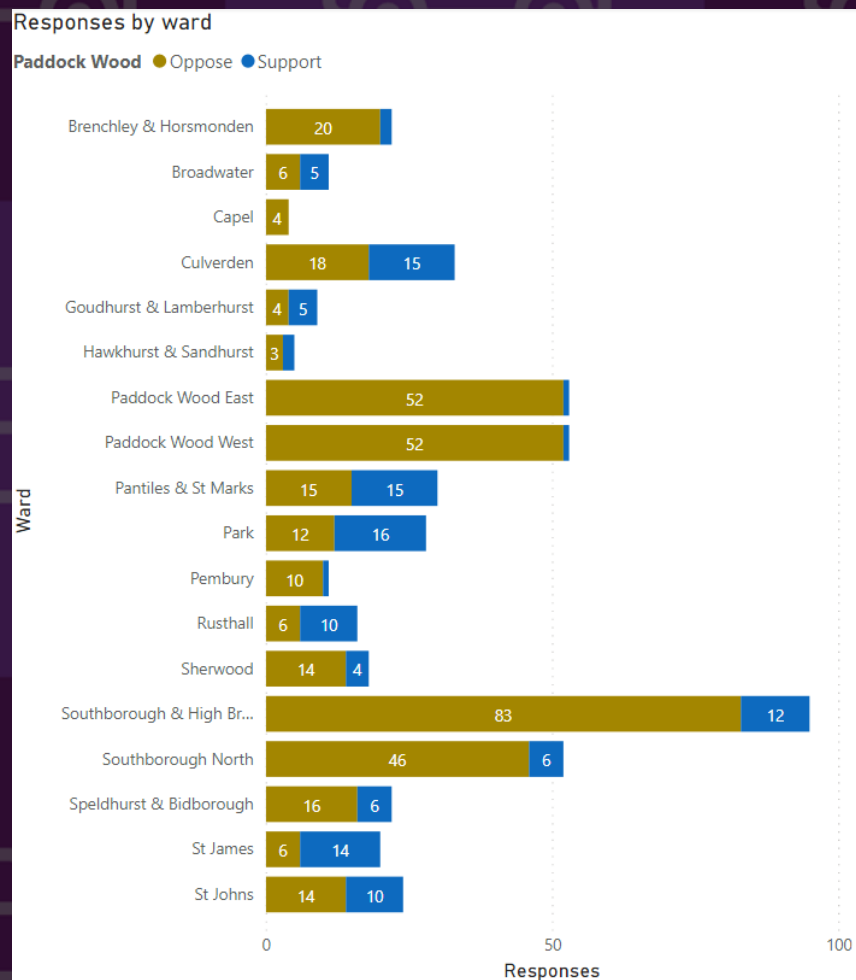
Support



Oppose

*of those participants that gave their postcode

Responses by ward* – Paddock Wood



Charts show the volume and proportions of those opposing or supporting the parking charges in Paddock Wood by ward.

*of those participants that gave their postcode

Comments and suggestions

- Respondents were asked to provide suggestions for alternative ways to bring in the revenue. These were categorised as follows:

Suggestion Category	Description	Number of comments	Example comment
Councillor & staff numbers and salaries, council assets and buildings	Cut staff salaries	148	Chief exec and finance directors pay and expenses.
	Reduce staff numbers	119	Council recruitment and expenses
	Reduce councillor numbers	32	Reduce number of Councillors and associated costs
	Reduce councillor expenses	27	Local Govt Pensions and Councillor expenses.
	Sell council buildings	47	Look at cost of council buildings and energy saving costs- reduce heating by 1 degree
	Use reserves	8	The council has millions, it does not need to take away free parking for people bringing in business to Southborough and using the doctors surgery.

Comments and suggestions

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Suggestion Category	Description	Number of comments	Example comment
Alternative Parking Charge Schemes	Introduce charges after half an hour	20	Allow half an hour free parking, then charge.
	Introduce charges after one hour	65	Again that is a small town and maybe have the first hour free.
	Introduce charges after two hours	27	I don't object to increased charges but I do object to the loss of a free 2 hour period.
	Spread increase over longer period	30	I would not charge for the first two hours of parking but would spread the 50p proposed charge to all other hourly bands for the day.
Find efficiency savings	Reduce street scene management	16	Whilst I love the flowerbeds around town I would reduce these before introducing parking charges on Yew Tree Road
	Reduce paper waste in communications	5	Default to electronic communication in all instances unless paper copy specifically requested.

Comments and suggestions

- Respondents were asked to provide suggestions for alternative ways to bring in the revenue. These were categorised as follows:

Suggestion Category	Description	Number	Example comment
Increase enforcement	Generate more revenue through fines	96	Much more frequent attendance of Parking Wardens to catch illegal parking on the roads and pavements!
Seek alternative sources of funding	Obtain funds from developers	19	Make some charges to the companies who just built all the new appartments
	Sponsorship from local businesses	38	How about getting sponsors for your equipment - e.g a local company's name on the side of your vehicles (being careful not to show endorsement of the company). Crowdfunding some specific projects.
	Funds from KCC / national government	14	Go to your billionaire bosses in Downing St for subsidy, and stop fleecing the working classes!
	Run events	16	Think of what unique things the council has access to that a normal person wouldn't - implement some kind of way for the public to access it and charge a small fee for each time this information/service is used.
	Increase charges for garden waste	12	Increase annual charges for garden waste.
	Charge for EV chargers	4	Fast chargers can be used to make profit if suitable.
	Introduce Low Emission Zone	2	Introduce a low emission zone in the centre of Tunbridge Wells. Those that chose to drive into the town centre can pay for the privilege.

“I have no idea but businesses and community have to be protected.”

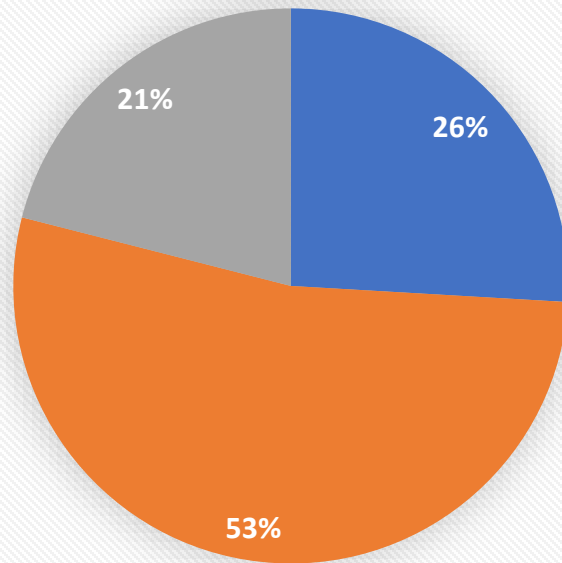
General concerns about community impacts

- With reference to both car parks, residents were concerned by the potential impacts of these charges on **local businesses (79 comments)**.
- There was particular concern for users of the **doctors' surgery and pharmacy (15 comments)** in Yew Tree Road.
- For both car parks, there was concern about increased **on street parking (20)** as a result of increased charges.



Do you believe that the user of a service (in this case, car drivers) should pay towards overall costs rather than all Council Tax payers?

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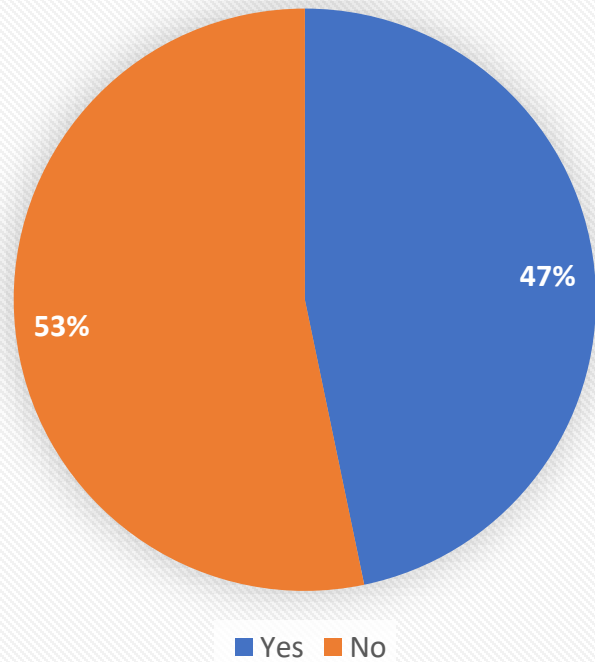
■ Only the users of the service ■ All Council Tax payers ■ Other

26% responded that only the users of the service should contribute towards overall costs rather than all Council Tax payers.



As an alternative, would you support an increase in Council Tax of £10 per annum?

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47% of participants would support an increase in council tax of £10.



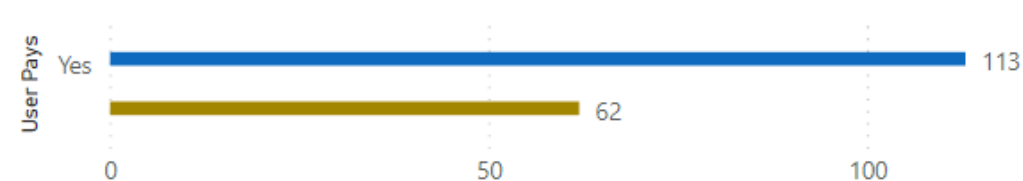
More details

Those who support the charges are generally more accepting of the 'user pays' principle and against increasing council tax by £10. The opposite is the case for those opposing the charges.

Support

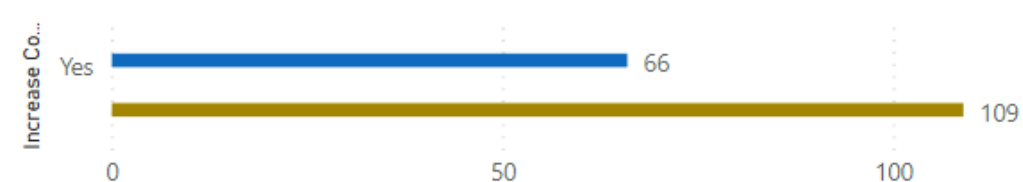
Should the user pay?

User Pays ● Yes ● No



Increase council tax by £10?

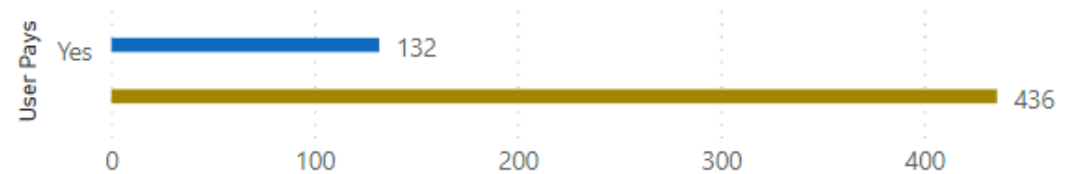
Increase Council Tax ● Yes ● No



Oppose

Should the user pay?

User Pays ● Yes ● No



Increase council tax by £10?

Increase Council Tax ● Yes ● No



End of presentation

