

Stockbridge Parish Council

MINUTES OF THE TRAFFIC PARKING WORKING GROUP
MEETING HELD ON FRIDAY 14TH JANUARY 2022
AT 6.00PM AT KINGS HEAD HOUSE,
STOCKBRIDGE HIGH STREET, STOCKBRIDGE



Present: Cllrs Guy Boney (Chair), Derek Halle, Iain Bell
Member of Public Mr Roger Tym
Apologies: None
Clerk: Belinda Baker

- TP/21/001** Cllr Boney addressed the group to explain the background. He said that the Council had informed the community in the newsletter that it would be consulting on people's views and he felt that it was important that this should be done.
- TP/21/002** Cllr Boney said he felt there were 2 main questions to be addressed by the WP.
1 Whether the consultation should be limited to local traders and residents or whether it should be spread further afield.
2 How the survey should be undertaken
- TP/21/003** Cllr Boney expressed the view that if HCC wanted to introduce paid parking the only thing likely to stop the implementation was if there was demonstrated to be widespread and significant community opposition. He said that it was important to show that paid for parking would have a serious detrimental effect to the economy and ambience of Stockbridge. There was no disagreement to this opinion.
- TP/21/004** Cllr Boney said he recognised that there was a possibility that the survey would come up with results that residents didn't want but he opined that a worse scenario was that residents felt they were not consulted.
- TP/21/005** Cllr Halle suggested that it was possible to undertake a street survey as suggested by Mr Tym and a survey of residents and business separately. He said that for these categories, respondents can be approached in a separate way.
- TP/21/006** Cllr Bell cautioned that the issue of "parking on the High Street" should not get muddled up with "paid parking". He said it was important to recognise that they were different and any survey would need to address the paid parking issue only and not any general solution to Stockbridge's perceived parking problem. He said that HCC would exploit any confusion on this issue. This was agreed. Cllr Bell put forward a proposal to re-name the WP the Paid Parking WP but this was rejected.

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TP/21/007 Mr Tym put forward his proposal for the questions to be asked in a survey. He said it was important that the questions were neutral and unbiased. This was in order to ensure that the findings of the survey could be taken seriously by HCC. The questions are below.

TP/21/008

- 1 Where have you come from today
- 2 Is that where you live? If not where?
- 3 Is this your first visit to Stockbridge
- 4 If not, how often do you visit Stockbridge
- 5 What is the purpose of your visit
- 6 Have you been shopping/eating/drinking (incl coffee)/or visiting other businesses eg solicitor/surgery/chemist/estate agent.
- 7 If shopping – which shops (list)
- 8 How much did you spend, roughly
- 9 Have you come by car
- 10 Where have you parked
- 11 Was finding a space easy/quite difficult/difficult
- 12 When did you arrive in Stockbridge
- 13 How much longer do you intend to stay
- 14 Will you come again

TP/21/009 Mr Tym said that these questions were to be presented as “fact finding”. He said that once a survey had been carried out and the data analysed, then the Council should hold a public meeting to present the data to the community.

TP/21/010 Mr Tym said they would need to have a rota of 3-4 interviewers available at different parts of the High Street asking whoever came past to take part in the survey. Each session for each interviewer should be for 2hrs and the interviewer would have rest and another interviewer would take over. The interviewing should be done towards the end of the week and at the weekend.

TP/21/011 Mr Tym said it was very important that a survey should be undertaken on a randomized basis. He said this was vital for credibility. He said they should be looking for replies from 500-750 people.

TP/21/012 Mr Tym pointed out that the survey that HCC proposed to hold was only for collecting information on the length of a cars stay. It did not distinguish why the parking space was being used, or where the owner of the parking space had come from. So would be unable to provide information on how valuable the parking space was to the economy of Stockbridge.

TP/21/013 The WP considered whether it was appropriate to survey the residents and the traders separately. The WP agreed that if it was considered that it was appropriate to do so, after the randomized street survey had been undertaken, then it could be done so through the Clerk as a mailing with an online or postal

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response mechanism. However, the necessity of doing so was not accepted at this stage nor was it agreed that they should be asked the same questions.

- TP/21/014** The Clerk confirmed that she had contacted TVBC who were available to help with developing and holding a suitable survey to this group.
- TP/21/015** Cllr Boney queried who could be asked to undertake a survey. It was suggested employing PR people, or asking the Venture Scouts, Test Valley School children (if it was proposed as a civic project) or local volunteers. Mr Tym suggested that there would be no problem recruiting volunteers.
- TP/21/016** Cllr Halle expressed the view that some members of the public might prefer to answer these questions at a later time and online and they should be enabled to do so.
- TP/21/017** Concern was expressed that allowing a member of the public to input their information online because it could enable persons who weren't there to input data unscrupulously, thus endangering the integrity of the data. This argument was accepted.
- TP/21/018** Mr Tym raised the issue of data analysis. Cllr Halle opined that if the data was collected on a tablet then the information could easily be retrieved and put into an excel spreadsheet. He said that clipboards were not a good look and people tended to avoid someone coming up to you with a clipboard.
- TP/21/019** Mr Tym said he felt that doing a survey would enable information to be gathered on how much each visit was worth ie: roughly how much has been spent by the respondent. He said that this should be fed back to the Business association. Cllr Bell agreed that this was useful marketing information.
- TP/21/020** Mr Tym felt it was important that there should be a member of the traders on the WP. It was suggested that the members of the trading community should be invited to join the WP. Cllr Boney agreed to approach appropriate traders.
- TP/21/021** **Actions agreed by the Working Party**
1. There should be a randomised survey held on the High Street
 2. 3-4 volunteers working on 2 hr shifts should hold the survey covering from 9.30am – 5.30pm.
 3. The volunteers will ask each person who comes past them if they want to answer the questions. If the first person does not, they will ask the next person.
 4. As far as possible the data will be input on a tablet.
 5. The questions to be asked are the ones proposed in TP/21/008.
 6. The aim is to take 500-750 responses.

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7. The survey should be held towards the end of the week and at the weekend.
8. Any survey of the residents and traders will be held after the randomised survey. It will be held through the Clerk via a mailing or leaflet drop with a variety of response mechanisms.
9. The Clerk will liaise with TVBC for advice and assistance.
10. No confidential data or personal data will be asked for or held.
11. The data will be collected via a database or spreadsheet and analysed by the WP and Clerk.
12. Data collected from the randomised survey will be made available to be fed back to the traders through the Business Assoc. for marketing purposes.
13. There may be a public meeting held to present the information to the community once the results are known.
14. The data may be presented to HCC as part of the High Street Re-Design project or as part of the survey of the High Street.
15. Cllr Boney agreed to ask a trader from the High Street to join the WP.

Meeting closed at 7.15pm. Cllr Boney thanked the attendees.