

Appendix 6: Feedback given relating to Cheadle car parks

	Cheadle Town Council Comments	Team Cheadle Comments	Meeting Summary / Notes taken by Member Services	Action Taken	Outcome in Strategy
1	Period of free parking on Tape Street	30 mins free of charge - designated spaces. Residents only by way of a permit OR free parking after 3pm	Period of free parking 30 mins - 1 hr	Review impact of 30 min free stay and 1 hr free stay.	Accepted 30 minutes free parking within new zoned area is affordable. Consistent with public consultation responses.
2	No extension to 3:30 pm cut off for charging.	See above	8-6 was debated. No clear consensus on this.	Review impact of 9-3.30 and 8-6 charging day. Review impact of over night charging.	8am-6pm charging is required to ensure free stays at any time are affordable. Overnight charging modelled to have very little impact.
3	1 hr free or school drop off zone on Tape St.		Zone Tape St to include drop off area behind NFU. Include area for long stay (near Iceland)	Review options for zoning.	30 mins in new area can be managed by displaying ticket, issued free for half an hour. Customers can choose when to use it, so can facilitate school drop offs. Areas of long stay to be included at Tape Street as part of proposals.
4	Increase first hour to £1 from 90p	Reduce hourly charge from 90 - 60p hr	Increase the charges to 1 hour for the second hour. Also - make parking cheaper and people will stay in town	Conflicting ideas received on this. Run scenario of costs	Cost scenarios run across tariffs across the district to ensure consistency in rationale. Impossible to deliver conflicting viewpoints.
5	Max stay increase to 4 hours	Increase max stay from 3 to 4 hours		Investigate options for increasing stays.	Area around Iceland to be zoned for long stays - up to 10 hours.
6	Retain free Sunday		retain Sundays all day free	Run cost scenario	Accepted following financial modelling of the whole.
7	Drop off one on NFU Car Park		Drop off behind NFU	Investigate options.	Accepted new zone to be developed facilitating half hour stays to "drop off".

	Cheadle Town Council Comments	Team Cheadle Comments	Meeting Summary / Notes taken by Member Services	Action Taken	Outcome in Strategy
8	Area behind B&M should be long stay			Long stay zones around B&M.	Accepted new zone to be developed.
9	Introduce parent and child spaces		Parent and Child spaces behind B&M	Investigate.	Parent & Child are not possible for council to enforce and can therefore cause conflict and complaints.
10	Environmental improvements / resurface	Clearer spaces		Resurfacing currently being undertaken.	Work already being undertaken as part of capital programme.
11	EVCP	EVCP		To be included	EV strategy to be developed.
12	Overnight parking made legal to stimulate night time economy			Investigate.	10 hour tariffs available. Overnight parking would not generate the revenue it would cost to enforce. Car parks are NOT closed at night.
13	Free event car parking all day			Need to determine "free days" for events across the whole strategy	Free days to be agreed on a case by case basis. Consideration to be given to the commercial terms and wider impact of the event.
14	Retain free parking on High Street			SCC - Influence	No direct actions as SCC Highways in control. Influencing actions only.
15	Ensure provision for deliveries on High St		Ensure deliveries and drop off on high street	SCC - Influence	No direct actions as SCC Highways in control. Influencing actions only.

	Cheadle Town Council Comments	Team Cheadle Comments	Meeting Summary / Notes taken by Member Services	Action Taken	Outcome in Strategy
16	Move High Street bus stops to Tape Street - Bus stops and tourist coach parking area next to B&M.		Remove bus stops from High Street and relocate	Investigate.	Engage with SCC to see if this is possible. Significant costs and business case will need to be investigated. Implications for Masterplanning / Regeneration.
17	Concessionary parking linked to town centre purchases	Concessionary 1 hr refunds linked to town centre purchases		Investigate.	Discounted on the basis that it is difficult and costly to manage a scheme like this.
18		Introduce cashless payment system	Contactless and cashless system	Noted and agreed as part of the wider strategy	Pay by Phone recommendations contained within the report.
19		Number plate recognition system to be introduced.		Investigate	Not allowable under the statute on council car parks as well as significant cost implications of equipment installs.
20			Chargeable motor home bays - boost evening economy and increase tourism	Investigate	Review with Regeneration as part of the Tourism strategy. Business case will be required for the investment.
21			More enforcement on High Street	Investigate	Within the control of SCC. Influencing action.
22			Improve car park signage	Investigate	Signage will be updated as part of the zoning work. Improvement in signage accepted within the strategy.

	Cheadle Town Council Comments	Team Cheadle Comments	Meeting Summary / Notes taken by Member Services	Action Taken	Outcome in Strategy
23			Lack of investment in Cheadle	Wider issue	No specific actions for the Strategy although the wider regeneration and master-planning issues are noted.
24			More market days and events to encourage visitors	Wider issue	As above