EXECUTIVE SUMMARY

The shortage of available parking spaces (both on-street and off-street) in Weybridge is well known and not in doubt. Notwithstanding recognition shown by Councillors and key Stakeholders there has been an absence of hard data and any quantification of the root causes, needs and potential practicable and tangible solutions to the problem. This has severely limited development of solutions.

Over time, the parking problem has worsened, and as a direct consequence it now constrains the development of Weybridge as a vibrant and viable community providing employment, shopping and essential services for residents and their families. Conflicts of interest over the use of limited parking space now exist between retailers and workers, residents and workers, and employers and retailers, and is even limiting the ability of businesses to attract and retain staff.

The provision of car parking is both an essential community service, and a revenue-generating opportunity. There is a strong perception in the business community that both councils involved with parking in the Town could have, and should have, invested in a holistic solution long before now.

The magnitude of the problem in the two central areas of Weybridge has now been estimated using hard data obtained direct from Weybridge businesses and residents themselves by a Partnership between the Weybridge Society and the Weybridge Town Group jointly facilitating a structured door-to-door interview and data analysis Survey designed to quantify the size and causes of the parking shortfall, specifically to assist Elmbridge Borough Council in the formulation and implementation of a practical solution.

It is now established that:

- At this time there is a demand for between 700 and 1,100 additional off-street car parking spaces in the area defined by Church Street, Baker Street, Thames Street and Queens Road Village.
- The study identified 2,456 workers from the 302 (66%) of total businesses interviewed in the defined area, of whom 1,620 (66%) drive to work daily, with 866 (54%) of them working at locations with no available car parking space. This has resulted in 724 (84%) parking in residential roads all day, severely limiting parking availability for short-term use and generating conflict between residents, retailers, professional businesses and delivery drivers/couriers, and in some cases restricting traffic flow.
- Public transport is not a viable option for the 1,127 (46%) of those interviewed who commute from outside Elmbridge.
- By better use of existing areas used for car parking, there should not be an immediate requirement to acquire additional land in any solution.
- There are several user-contribution options using technology and differential pricing options sufficient to alleviate immediate needs.
- There are potential opportunities for private finance and partnerships to contribute to providing practical solutions using existing land allocated to off-street car parking.
- Workers in essential but lower paid jobs, and/or jobs in Weybridge which require vehicles to come and go during the day, (e.g. Estate Agents) are unable to pay for, or rely upon, parking at current prices, and/or being available when needed.

Although it will be unlikely to change the principal conclusions, the Partnership recognises that more work could be undertaken to enhance the accuracy of the data obtained, and invites both councils to formally adopt these advisory findings, contribute to this further work, and now participate in the development of viable plans to provide additional off-street car parking facilities for the benefit of the community as a whole.

The following Proposal comprises two Sections; Section 1 summarises concerns, Survey approach and conclusions, and Section 2 provides the detailed findings.

Any questions relating to this document should be addressed to: transport@weybridgesociety.org.uk
1 Background

Parking in Weybridge reached saturation point several years ago. Residents continue to suffer an unacceptable level of inconvenience in their daily lives, and shoppers are being increasingly deterred from providing the very lifeblood necessary to attract and retain a thriving business community in the Town.

Both Elmbridge Borough (“EBC”) and Surrey County (“SCC”) Councils have long-acknowledged that a problem exists and are keen to react, but have had no accurate, factual data on which to base any solution.

This Proposal provides that conclusive evidence, and a greater empirical understanding of the size and scope of parking demand and supply in Weybridge. It calls upon both authorities to work together, and with this Partnership find and implement adequate, financially-viable parking facilities for the Town.

With irrefutable data now at hand, there is a real opportunity to take a holistic and commercially-viable approach to remove “Parking in Weybridge” from council agendas, and create a positive and innovative model for other towns to base their own solution.

There is no shortage of commitment, enthusiasm and support from the Weybridge community to achieve this objective, and this Partnership now seeks active engagement with both authorities to find a workable solution for the benefit of all stakeholders in the Town.

The present inadequacy of off-street parking space is having an increasingly severe impact on all three stakeholder groups in Weybridge, i.e. local residents, shoppers and shops/businesses/schools (“businesses”), and is a major and chronic constraint on the Town’s potential as a truly vibrant residential, retail and commercial place in which to live, shop and work.

The lack of progress in finding a workable solution is reflecting adversely upon the reputation of the local authorities responsible for finding a solution, and continues to damage the credibility and perceived commitment of both. A palpable and undesirable tension has also been created between stakeholders.

It is the parking requirements of the business community that is at the heart of the problem. Businesses obviously require staff, but it is those workers’ vehicles that clog almost all of the residential road network around the two main business centres of the Town itself, and along Queens Road, for long periods during every trading day at no cost to the staff themselves (and no revenue to either council). This in turn restricts easy access for shoppers, commercial visitors and delivery vehicles, thereby restricting trade whilst simultaneously causing severe inconvenience to local residents.

The practical options to be found in this Proposal are presented only after careful holistic evaluation of each, based on Survey data personally gathered by this Partnership from all three stakeholder groups themselves. All therefore possess a foundation of hard data and quantified need, rather than a reliance upon supposition, conjecture, anecdote and/or untested assumption.

PRINCIPLE SURVEY RESULTS:

- Shops and businesses themselves complain at the difficulty of attracting and retaining staff due to the unavailability of sufficient and affordable off-street parking space.
- Local bus services continue to reduce, and are little used for getting to work in the Town.
- Based on extrapolation of the 66% Survey sample of 2,456, there are approximately 3,700 workers in Weybridge, and using the extrapolated figure with the percentages identified form the sample: 66% (approx. 2,450) travel by car. [79% (1,930) of these from outside the Town], 54% (approx. 1,300) of drivers have no office parking space, so 84% (approx. 1,100) of them park in a residential road.
- Six existing off-street car parks in the two main business centres provide just 579 spaces.
- Within 600m of the centres of these two main business areas, on-street parking capacity is in the region of 1,300 (net of restrictions and crossovers).
- In exchange for no-cost parking, the average distance that people interviewed would be prepared to walk from their vehicle to work is 800m.
PRINCIPLES OF APPROACH:

- Data used in preparation of this Proposal relates to the present need for parking.
- Suggested options recognise commercial reality and lifetime requirements for any building project, but take no account of:
  - the probability of self-driving vehicles
  - the phasing-out of cars powered solely by internal combustion engines
  - changes to future transport needs and lifestyles brought about by the continual growth of the internet and connectivity in general
  - any necessary amendment to traffic management at selected key intersections as a consequence of changes to both volume and concentration of vehicles.

None of the options presented in this Proposal should be dismissed because of arguments based on the above, nor similar, futurist theories.

POTENTIAL OPTIONS FOR CONSIDERATION:

The importance of preserving and enhancing the character and appearance of Weybridge in keeping with its long history and position as a highly desirable location to live, shop, work and enjoy is recognised. Car parks need not be angular, unattractive carbuncles that blot the landscape and often become attractive for antisocial behaviour after hours; cheap is not always cheerful. Neither do they need to be wholly above ground.

Facts gathered by the Survey, together with existing car park usage data provided by EBC, indicate that additional off-street space representing 125% of that generally available is required urgently. The eventual solution is therefore likely to be a combination of more than one of the following schemes, and will need to provide options for all users. However, with good management, all will provide varying sources of revenue:

ADDITIONAL PAID-FOR PARKING

1. Construct a second level to the existing Churchfields Car Park (199 spaces).
   A combination of a reduction in ground level, and the incorporation of a façade design sympathetic to the surroundings, will minimise conflict with the area and sight of the Church. It is believed that this option will relieve pressure in the Queens Road area, whilst also providing easy access to Baker Street environs. The expanded facility could include technology to enable variable and contract pricing, and the segregation of areas for short and long stays.
2. Add a second level to the existing car park in Baker Street (55 spaces).
3. Add two levels to the South Weybridge Station car park (272 spaces).
   The above will meet some 75% of the deficit of some 721 off-street spaces (total requirement of 1,100, less a net 379 from the existing 579 after taking account of the 200 already being used by business workers). To provide the necessary additional space:
4. Include car parking beyond the immediate needs of the building itself during any redevelopment of the Weybridge Hospital site.

The fire on 12 July 2017 presented an unforeseen and unexpected, yet real and exciting, opportunity to consider the adoption of part of that large central site as a contributor to additional off-street parking capacity, while at the same time preserving the site for its original and future purposes through innovative design and space allocation.

The Survey confirmed that when operational, the Hospital site itself generated a significant demand from both staff and patients for car parking in the very centre of the Town. It is vital therefore that any replacement facility incorporates car parking in any design. Failure to do so would significantly exacerbate an already unacceptable situation.

As a new development, this option presents the opportunity for the provision of additional features such as the design for its easy conversion into other facilities at a later date if indeed there are major changes in vehicle use, and/or requirements for electric charging points. The potential to have under cover vehicle access to entrances to offices, surgeries and treatment facilities on multiple levels in such a facility could be particularly advantageous. An opportunity also exists for cost and revenue sharing arrangements between EBC and the CCG.
ADDITIONAL FREE PARKING:
5. Use, and add a second level to, the existing car park off Weystone Road in partnership with the landowner (approx. 20 spaces).
6. Add two storeys to the existing, but underutilised, car park adjacent to the Elmbridge Canoe & Kayak Club in Walton Lane (approx. 70 spaces).

PARK & RIDE:
The intended Brooklands to Weybridge STP Scheme is acknowledged.
As the suggestions above are unlikely to solve the problem completely, the park and ride scheme presently being investigated will be a welcome addition in conjunction with the STP. It is understood that adequate land is already available in the Brooklands area for such use.

NEW FACILITIES/CONTROLLED PARKING ZONES (CPZ):
• The recent purchase by EBC of 79 High Street, Thames Ditton indicates the Council’s desire to use funds in search of a return in excess of those alternatively available in non-commercial markets. Depending on permitted use of funds, and given the healthy return presently achieved from Weybridge car parks, it is not unreasonable to suggest that this model could plough the Town’s parking revenue back into the provision of totally new car parks to provide the commercial return sought.
• Widespread agreement exists between residents of the former North Weybridge Ward for the creation of a CPZ covering not only the areas presently existing from parking blight around the two main business areas, but also those roads likely to be detrimentally affected by any resultant displacement from those main areas following any additional restriction.

Therefore, key to any combination of the suggested long-stay options above, will be the simultaneous implementation of two CPZs to operate between 09.00 and 17.00hrs on weekdays only, with constituent roads being given the option not to participate in their particular CPZ.
  i. Inner CPZ to provide all-day parking for holders of a resident permit, or up to an hour of free parking for non-residents (targeted at short-stay shoppers who are the life blood of Weybridge retailers).
  ii. Outer CPZ to prevent roads not in the inner scheme from suffering any resultant displacement, permitting all-day parking for holders of a resident permit, or up to 3 hours of free parking (to cater for non-resident visits of a longer nature such as church services, school visits, lunches, hairdressing appointments, design consultations and longer meetings in general).

See CPZ map at Appendix E.

Whilst not the primary purpose of the Proposal, some financing options are included in Paragraph E of Section 2 – Detailed Proposal that follows.
SECTION 2 - DETAILED PROPOSAL

A. The Background

The worsening parking congestion in Weybridge has been acknowledged by both Surrey County Council (“SCC”) and Elmbridge Borough Council (“EBC”) to have existed for many years, yet so far there seems to have been very little joined-up thinking between the two authorities in finding and implementing the solution that is becoming increasingly necessary.

The Borough naturally wishes to continue to attract businesses and residents alike, but in so doing, and coupled with what is widely considered to be totally inadequate parking requirements deemed appropriate by current planning guidelines, the case for more off-street space in Weybridge has never been clearer.

As the primary highways authority, but with responsibility for on-street matters only, SCC had, until 2014, implemented improvements intended to ease the situation through annual, Elmbridge-wide reviews that selected for implementation only a small minority from the hundreds of applications received from residents and organisations during the previous 12 months. As it then stood, this piecemeal approach had too wide an objective and could only tinker around the edges of the problem, frequently resulting in individual issues simply being transferred to another area and displacing parked vehicles literally down the road.

In 2013/14 the Elmbridge Local Committee agreed that a more holistic approach was required whereby a different town would be reviewed in isolation each year, with subsequent reviews taking place every three years thereafter. In 2015, Cobham was the first town to receive such a review, with the results broadly in line with requirements that had already been identified in advance by the local business community and passed on to SCC Parking Team.

Weybridge had its review in 2016, but the Town was generally disappointed with an outcome that, devoid of the benefit of any fact-based information with which to work, SCC simply appeared to revert to the piecemeal approach of former annual reviews (but at the time not reviewable again for 3 years) and it took a groundswell of objection to prevent its implementation without first having a repeat of the displacement effect removed. However, with SCC always being the only authority involved in the process, the critical matter of inadequate off-street space was not, nor has it ever been, tackled.

Recent information suggests that the former annual basis is to be reinstated, with Weybridge benefitting from a further review in the 2018/19 financial year; very convenient for this Proposal.

It is also understood that a Sustainable Transport Package covering improvements between the Brooklands area and Weybridge town centre is presently in the feasibility stage, and that consideration is being given to the provision of park & ride facilities to the Town from Brooklands.

B. The Initiative:

With parking congestion increasing to the detriment of shoppers and residents alike, and with no apparent plan to alleviate the problem, the Weybridge Society decided to take the initiative and provide EBC & SCC with the necessary raw data required to quantify the present situation, and thereby enable the more holistic solution promised by the Elmbridge Local Committee to be identified and implemented.

The Society identified three key stakeholders in the issue; local residents, shoppers and shops/businesses/schools (“business”) commuters, and it has now been confirmed that inadequate parking space is a significant factor in the underachievement of the Town’s business community.

Prior to any data to substantiate anecdotal evidence, the Society has long-believed that all three key stakeholders have been in a vicious circle whereby the long-stay commuters whose businesses require custom to maintain viability were the primary cause of the on-street parking congestion in residential roads. The resultant lack of easy, and at no-cost, parking convenience has literally been driving away to alternative centres, the very clients and customers that the businesses themselves need to survive. Compounding this inconvenience is the longer-term nature of commuter parking, which has resulted in local residents finding it increasingly difficult to park close to their homes during business hours on any weekday.
Having recognised that the primary cause of the parking congestion in residential roads was the lack of affordable, off-street parking facilities to accommodate long-stay business commuters, the Weybridge Society formed a Partnership (The Weybridge Parking Project 2017/18) with the Weybridge Town Business Group. Its dual objectives were to quantify the issues in conjunction with the relevant stakeholder groups, and then use the gathered data to prepare a workable, affordable and holistic parking strategy/Proposal for submission to the two relevant authorities.

C. The Process:

The Partnership established a Steering Group from volunteers from both partners, and agreed the staged Project timeline shown in Appendix A. The Project commenced in December 2016 with an intended Proposal submission date of 31 December 2017.

The parking requirements of shoppers were already clear to the Steering Group via the Town’s Business Group, but more information was required from the remaining two key stakeholders:

a) Residents: An online search was used to identify 13 active and influential residents’ associations in the KT13 postcode.

b) Shops/Businesses/Schools (“Business”): The most recent (February 2017) EBC Business Rates register was interrogated, and all entities within the KT13 postcode extracted. From these, a number of the more remote addresses not considered relevant to the areas most affected by the parking problems were eliminated, leaving a total of 457 addresses in the Town centre and Queen’s Road village to be contacted.

A tailor-made questionnaire for each of the two stakeholder groups (see Appendices B & C) was devised and emailed to all 13 residents’ associations and some 200 businesses (44%). Whilst the former achieved a response rate of some 70%, only a disappointing total of 22 replies was received from businesses, and it became clear that an alternative approach was required for those particular stakeholders.

The Steering Group reacted by enlisting additional voluntary help, and created 5 routes of business addresses on a geographical basis. Teams visited each address, with a target of gathering information from at least 50% of them. An excellent response rate of 66% was achieved, which percentage rises to approximately 70% when closed and unavailable businesses are taken into account.

Extrapolation can be considered as reliable from such a high percentage of response.

D. The Findings:

The table of Survey results in Appendix D highlights the following important points from the stakeholders contacted:

a) Residents:
   - Recognise the need for an holistic solution that meets the needs of all stakeholders.
   - Believe that something major is necessary to address the shortage of off-street space.
   - Would not be averse to local controlled parking zones that would benefit residents and shoppers, on the proviso that the residents of each individually-selected road would be given the opportunity to opt out.

b) Business:
   - 66% (302) of a total of 457 businesses visited and interviewed, from these:
     o 1,620 workers (66%) drive to work, of whom:
       ▪ 866 (54%) have no space to park at their place of work, and so:
         ➢ 724 (84%) park in a residential road.
         An extrapolation of these results suggests that an actual total of 1,100 vehicles park in residential roads every weekday.
     - The average time that people would be prepared to walk/cycle from a vehicle to work in exchange for no-cost parking is 9½ minutes. Using the Office for National Statistics’ standard walking pace of 5kph (3.1mph) this equated to 800m. That distance will clearly increase should a cycle be used for the remaining distance.
E. The Conclusions & Proposal:

a) Conclusions:

<table>
<thead>
<tr>
<th>The Survey shows that between 700 and 1,100 commuter vehicles park for long periods in nearby residential roads, which, together with the inadequate provision of affordable, off-street, public parking in and around the two distinct areas of the Town centre and the Queen’s Road village, are the two primary factors contributing to the reluctance of shoppers to visit Weybridge, and the constant cause of inconvenience to local residents when trying to park close to their homes at any time during much of the normal working day.</th>
</tr>
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</table>

- Work undertaken by SCC over the years in this matter is acknowledged, and the limitations of having only a finite amount of highway with which to work is recognised. However, fine-tuning in isolation can never be more than part of an overall solution, and Survey results confirm local opinion for the provision of adequate off-street parking to help alleviate the existing congestion in residential roads, in conjunction with Controlled Parking Zones.
- No plan exists within the authorities to gather the vital information necessary to enable them to provide the holistic solution promised for the Town through the provision of additional off-street parking to supplement existing on-street space, and thereby reduce the existing problems being experienced in residential roads.
- The 2016 Weybridge Parking Review had no factual data on which to devise the holistic solution promised.

General Comment 1: Advance information had already been supplied to SCC by the Cobham business community in advance of that Town’s Review in 2015. As no data collection was necessary for that Town, the opportunity could have been taken whilst the details of that particular review were being finalised, for the necessary data in respect of the next town scheduled for review (Weybridge) to be gathered. That information could then have been ready for use when devising a plan for our Town, whilst data was being gathered contemporaneously from the next town, and so on.
- It is now important that the effort, data and Proposal now provided by this Partnership are given the serious consideration warranted and formally adopted, and active engagement between the community and both authorities is established to provide the holistic solution promised.
- General Comment 2: It was interesting to note the decrease of long-term use in nearby roads between the time of the Weybridge Hospital fire and the start of the State school summer break.

b) Proposal:

This Proposal is intended to address the above issues by encouraging within the two separate business centres:

1. The provision of adequate off-street parking space near to the centres at an affordable cost to users.
2. The provision of adequate, off-street, free-parking space further away from those areas, as an alternative option to charged parking.
3. The implementation of an inner controlled parking zone (CPZ) to provide all-day parking for holders of a resident permit, or up to an hour of free parking for non-residents on short shopping visits. (See Notes 1 & 4)
4. The implementation of an outer CPZ to provide all-day parking for holders of a resident permit, or up to 3 hours of free parking to cater for longer, non-resident visits such as church services, school visits, lunches, hairdressing appointments, design consultations and extended gatherings in general. (see Notes 2, 3 & 4)

Note 1: Restrictions of only an hour each morning and/or afternoon would deter a certain percentage of long-stay parking, but it would not prevent shift workers from staying for much of the day, and would also seriously impede normal shoppers and business visitors during their most convenient times.

Note 2: Implemented to prevent the displacement into other nearby roads, recently acknowledged as unfair/undesirable by the Local Committee, of vehicles no longer permitted to park in the inner CPZ.

Note 3: A time-limited restriction that only operated after a set time would allow a vehicle to remain parked for a large proportion of a whole day, and defeat the object of the CPZ.

Note 4: It is recommended that the CPZ operates between 09.00 and 17.00hrs on weekdays only.
For the above off- and on-street elements to succeed as intended, it is key that they are implemented simultaneously as a single package. No matter how low the cost of a Town centre car park may be set, human nature is such that long-stay parkers will choose to use a residential road at no cost when that road is no further from their place of work than a public car park.

EBC has confirmed on several public occasions that money was not the “stumbling block” in this provision, but more the difficulty of finding appropriate locations for additional off-street space.

Additional Facilities:
The recent purchase by EBC of 79 High Street, Thames Ditton indicates the Council’s desire to use funds in search of a return in excess of those alternatively available in non-commercial markets. Depending on permitted use of funds, and given the healthy return presently achieved from Weybridge car parks, it is not unreasonable to suggest that this model could plough the Town’s parking revenue back into the provision of totally new car parks to provide the commercial return sought whilst simultaneously meeting the identified needs.

Off-street parking space near to the centres:

1. Construct a second level to the existing Churchfields Car Park (199 spaces).
   A combination of a reduction in ground level, and the incorporation of a façade design sympathetic to the surroundings, will minimise conflict with the area and sight of the Church. It is believed that this option will relieve pressure in the Queens Road area, whilst also providing easy access to Baker Street environs. The expanded facility could include technology to enable variable and contract pricing, and the segregation of areas for short and long stays.

2. Add a second level to the existing car park in Baker Street (55 spaces).

3. Add two levels to the South Weybridge Station car park (272 spaces).
   These first 3 options will meet up to only half of the large deficit of some 1,100 off-street spaces, indicating the necessity of additional space with the hospital site redevelopment.

4. Include car parking beyond the immediate needs of the building itself during any redevelopment of the Weybridge Hospital site.
   The fire on 12 July 2017 presents an unforeseen and unexpected, yet real and exciting, opportunity to consider the adoption of part of that large central site as a contributor to additional off-street parking capacity, while at the same time preserving the site for its original and future purposes through innovative design and space allocation.

Our Survey confirmed that when operational, the Hospital site itself generated a significant demand from both staff and patients for car parking in the very centre of the High/Church Street area. It is vital therefore that any replacement facility incorporates car parking in any design. Failure to do so would significantly exacerbate an already unacceptable situation.

As a new development, this option presents the opportunity for the provision of additional features such as the design for its easy conversion into other facilities at a later date if indeed there are major changes in vehicle use, and/or requirements for electric charging points. The potential to have under cover vehicle access to entrances to offices, surgeries and treatment facilities on multiple levels in such a facility could be particularly advantageous.
Off-street parking space further away from the centres at no charge:

5. Use, and add a second level to, the existing car park off Weystone Road in partnership with Runnymede Borough Council for free parking (approx. 30 spaces).

6. Add two storeys to the existing, but significantly underused, car park adjacent to the Elmbridge Canoe & Kayak Club in Walton Lane (approx. 70 spaces).

On-street Controlled Parking Zones:

Widespread agreement exists between residents of the former North Weybridge Ward for the creation of Controlled Parking Zones (“CPZs”) covering not only the area presently existing from parking blight around the two identified main business areas, but also those likely to be detrimentally affected by any resultant displacement from those areas as a result of them becoming restricted.

Therefore, key to any combination of the above options, will be the simultaneous implementation of two CPZs to operate between 09.00 and 17.00hrs on weekdays only, with constituent roads being given the option to choose not to participate in their particular CPZ.

B) Inner CPZ to provide all-day parking for holders of a resident permit, or up to an hour of free parking for non-residents (targeted at short-stay shoppers who are the life blood of Weybridge retailers).

C) Outer CPZ to provide all-day parking for holders of a resident permit, or up to 3 hours of free parking to cater for longer, non-resident visits such as church services, school visits, lunches, hairdressing appointments, design consultations and extended gatherings in general. (Targeted at preventing the displacement into other nearby roads, recently acknowledged as unfair/undesirable by the Local Committee, of vehicles no longer permitted to park in the inner CPZ).

The map at Appendix E shows each of the two CPZs in each of the two proposed areas.

Note:

The two Inner CPZs are denoted by the smaller (and very faint) pink circles centred on the High Street/Baker Street and Queens Road/York Road junctions respectively.

Using the same centre points, the Outer CPZ circles and constituent roads are coloured purple.

Appendix F lists the names of the roads in each CPZ, whose residents should be given advance opportunity to opt out of either restriction should a certain percentage of them (to be determined by SCC/EBC) prefer to remain unrestricted. However, some roads may already be privately-owned and would therefore not fall under either CPZ.

The radius of both Inner CPZs is 325m, logically to include all roads within easy walking distance of either business centre for general shopping purposes. The average acceptable walking distance to work was identified as 800m, but the radius of the Outer CPZs has been restricted to 600m to allow for the use of more direct public footpaths and the natural curvature of roads.

The regularity of the four CPZs is designed to make signage easier, and whilst it is anticipated that few roads will decline inclusion within them, it is acknowledged that complexities would increase in proportion to the number that do so.

Whilst the CPZs do not cover certain roads within the Riverside Ward, the assumption has been made that those not covered are compensated for by roads from the Oatlands and St George’s Wards that have been included in either CPZ.

Recent evidence concerning the ongoing full use of the York Road car park during trading hours suggests that car parks will be used where the cost is reasonable and nearby free alternatives are minimal.

Park & Ride:

The intended Brooklands to Weybridge STP Scheme is acknowledged.

As the suggestion above are unlikely to solve the problem completely, it is suggested that the park and ride scheme also being investigated at present is implemented in conjunction with the STP; it is understood that adequate land may already be available in the Brooklands area.
Financing:

a) Capital cost:
Many of the suggestions made herein involve additions to existing facilities; it is therefore difficult to estimate the cost of providing the extra 600 spaces required accurately. However, typical costs per space for new development range from £5,000 - £10,000 depending on design, with each underground space costing some £15,000.

It has been recently reported that the EBC £6 million Car Park Repair & Maintenance Reserve will be allocated over a 3-year period with the 2017/2020 Capital Programme. It follows that this Reserve, together with ringfenced Weybridge CIL funds, could provide the necessary capital, which investment would be returned in an acceptable timeframe from current and additional surpluses.

Furthermore, statute requires that surpluses from car parking are applied to, inter alia, “meeting all or any part of the cost of the provision and maintenance by the local authority of parking accommodation for vehicles other than on highways, and whether in the open or under cover.”

It is understood that scope may exist for partnerships with other councils in any such project as a way of funding capital costs.

b) Revenue Surplus:
Survey results provide unequivocal data and evidence that utilisation of car parking has price as a key determinant, particularly for long-stayers such as employees, as distinct from short-stay shoppers, and is therefore recognised as a key factor in achieving a viable, practical outcome.

Technological developments will facilitate more flexible and variable pricing for car parks and more efficient revenue collection, but the prime purpose of this Proposal is simply to prove the need for facilities upon which all parties agree already exists, and to make certain suggestions based on factual data.

With the cost of parking enforcement broadly met by penalty revenue, thereby making the charges themselves pure “profit”, and with the Town having the most expensive parking charges in the Borough, Weybridge contributes significantly (almost 50%) towards these surpluses, yet has always been the poor relation in terms of facilities when compared with others.

In 2016/17 a surplus of £674,000 was generated from charges alone (an enforcement surplus of £33,000 also resulted) and an extrapolation of the £264,000 for the 5 months to August 2017 suggests little change during the current financial year.

Each of the above proposals on its own would not only make a positive contribution to resolution of the off-street parking shortfall, some more than others, and would further increase the annual surplus.

Furthermore, local resident response indicates the purchase of CPZ permits would be acceptable as their contribution towards the much-improved convenience that would result.

Presently, a resident permit in existing CPZs cost £50pa for the first permit, and £75 for each subsequent one, applicable only to vehicles registered to the household. The number of household permits requested is reduced by the number of available off-street spaces at the property.

Appendix G uses data from the latest (2016) SCC analysis of the Riverside Ward, and provides a static copy of a “what-if” table, showing the revenue to be expected at various levels of off-street space and permit discount. For example, the mid-point of the table shows that where 50% of households would not qualify for a permit (due either to adequate off-street space at the property, or an election not to participate in a CPZ) the remaining 50% would contribute some £68,000 each year if a 50% discount was given against the cost of a permit. Clearly, that revenue would double to £136,000 should no discount be given.

It would be for EBC to decide on the use of these additional funds, but perhaps consideration should be given to them being allocated towards some form of subsidy towards a discounted season ticket for business users. In addition, an annual issue to all resident permit holders of a number of either free, or heavily-discounted, visitor permits will be at zero cost to EBC as it would not have received any revenue from this source anyway had there been no CPZ.
Appendix A
Process & Timetable:
(1 December 2016 to 30 June 2017):

On or before:

31 December 2016:
- Identify and confirm all individual stakeholders on a best-effort basis.

31 January 2017:
- Commence data gathering from all business and resident stakeholder groups.
- Identify individual representatives for each stakeholder group.
- Meet with Elmbridge councillors to learn of and discuss the Council’s current intentions, options and progress with regards the provision of off-street facilities.

28 February 2017:
- Meet with business and resident stakeholder group representatives to identify and resolve any initial data gathering issue/problem at an early date.
- Meet with Elmbridge councillors for off-street parking/funding update and discussion.

31 March 2017:
- Meet with business and resident stakeholder representatives to assess data gathering progress.
- Meet with Elmbridge councillors for off-street parking/funding update and discussion.

30 April 2017:
- Meet with Elmbridge councillors for off-street parking/funding update and discussion.
- Meet with business and resident stakeholder representatives to review data gathered, and agree broad principles of parking requirements for Weybridge.

31 May 2017:
- Meet with Elmbridge councillors for off-street parking/funding update and discussion based on the analysis of Stage 2 data gathering.

30 June 2017:
- Prepare a draft “Parking Proposal for Weybridge (2017)” based on agreed requirements.
- Meet with Elmbridge councillors and Surrey Parking Team to discuss the draft Proposal.

31 July 2017:
- Produce final draft Proposal based on local authority stakeholder feedback.
- Meet with business and resident stakeholder representatives to approve final draft Proposal.

31 August 2017:
- Present final draft Proposal to local authority stakeholders for final comment.

30 September 2017:
- Produce final Proposal based on local authority stakeholder feedback.
- Agree final Proposal with business and resident stakeholders.

31 October 2017:
- Present agreed final Proposal to local authority stakeholders.

31 December 2017:
- Local authority stakeholders present final “Parking Proposal for Weybridge (2017)” to Elmbridge Local Committee for consideration.

2018/19 (ASAP):
- Elmbridge Borough Council provides agreed off-street parking element, and Surrey County Council implements agreed on-street parking restrictions.
Appendix B
Invitation to Participate - Residents:

To whom it may concern: January 2017

PARKING IN WEYBRIDGE – an Invitation to Shape the Future

You are receiving this Invitation as one of a number of prominent residents’ associations in Weybridge.

This partnership is likely to be disappointed that the 2016 Weybridge Parking Review did little to improve upon the already inadequate and/or expensive parking facilities in our Town; both on-street (the responsibility of Surrey County) and off-street i.e. public car parks (an Elmbridge Borough responsibility).

You will probably know that a couple of years ago, the Elmbridge Local Committee (a Surrey County Council-administered group of elected councillors from both County and Borough, designed to bring both authorities together over matters of mutual interest) decided to move away from the hitherto unsatisfactory process whereby amendments to parking restrictions were considered annually in a piecemeal manner, predominantly selected from hundreds of individual requests, which often resulted in a particular problem simply being shifted literally “down the road”. In its place, a 3-year rolling programme of so-called “holistic” reviews for each individual town in the Borough was introduced, and the 2016 Weybridge Parking Review was the second of these to be conducted, following that for Cobham, where it is understood that a good deal of relevant information already existed upon which the County Parking Team could base its review.

For whatever reason, be it a lack of understanding by the Parking Team, insufficient data, a failure to make any preliminary enquiries, or a combination of all three, what Weybridge will probably end up with for 2016 is yet another review carried out in the same, piecemeal way as in previous years, including the displacement of certain problems to other areas of the Town – something that the Local Committee vowed would not happen. Weybridge certainly did not get the holistic approach covering the whole Town that was promised, and what it did get is not intended to be reviewed again for another 3 years!

At this point however, County should perhaps be (lightly) applauded. Being responsible for on-street parking only, and thereby having only a finite amount of highway to play around with, it is a pity that it has been the only one of the two authorities involved in the overall problem that has actually tried to do something about the issues over the years; albeit unsatisfactorily in the opinion of this partnership.

The key to a truly holistic solution is the combination of on-street space with the provision of adequate and affordable off-street parking to accommodate long-stay users in particular, and thereby free up presently clogged residential roads, especially around the High Street and Queens Road. Unfortunately, the Borough has only recently acknowledged its responsibilities with regards off-street parking, despite the Town being the largest individual contributor of parking fees and fines for the Borough coffers; the delayed support of our councillors is now welcome.

Weybridge could at last be particularly well-placed for this much-needed provision, with one of its local councillors (Cllr. Andrew Davis, Weybridge Riverside Ward) having been appointed to the Council’s Cabinet as Portfolio Holder for Highways & Transport, which post includes ultimate responsibility for off-street parking.

We believe that something needs to be done to ensure that the inadequacies of the 2016 Review are not repeated in 2019, and that the Town gets adequate parking for the benefit of all users at minimum cost and inconvenience. We are therefore leading this challenge by co-ordinating a Project that will culminate in the submission of a formal Proposal to the Local Committee, based on factual data to determine the requirements and the majority views of businesses and residents, for approval and implementation in due course. The primary objective is that the Proposal will provide authorities with a strong base case with which to work leading up to 2019, broadly leaving only statutory and/or health & safety requirements to be met. It is difficult to see how the Local Committee could ignore a local consensus of fact-based opinion from such a large proportion of stakeholders without appearing undemocratic; votes may very well be at stake for goodness sake!

Please read on: This is where your vital input is required.
Our plan is to involve all stakeholders throughout the process, namely:

**Local Authorities**
- Surrey County Council (Portfolio Holder and Parking Team)
- Elmbridge Borough Council (Portfolio Holder and the other 8 Weybridge Councillors)

**Business-related**
- Retail shops
- Office-based businesses
- Shoppers (indirectly, through other responses)

**Residents**
- From all three Weybridge Wards

The primary stages and timings of this ambitious project are: [omitted – for details see Appendix A]:

A Steering Group, gathered by invitation from members of both the business community and residents’ associations, will meet on a regular basis throughout Stage 2 to review progress, decide how and what to present to the authority stakeholders by way of information in May, and agree the format of the draft Proposal.

It is recognised that a number of differing opinions will arise throughout the process from the various groups involved, and that compromise will probably be necessary at some point. However, the overriding principle of creating a better Weybridge will be at the universal heart of the group, and on that basis, our routes may differ, but the destination will always be the same.

*Please do respond*, as this will be your only opportunity to have a say in the eventual Proposal:

“no response” can only be interpreted as “no interest”.

Attached to this letter is a questionnaire for completion and return as soon as possible please, but no later than 31 March 2017, direct to Mike O’Sullivan at: WeySoc@mickey.me.uk.

Thank you in advance of your cooperation in this important Project, and for helping improve our Town.

Yours faithfully

**Paul Povey**
Chairman, Weybridge Town Business Group

**Mike O’Sullivan**
Weybridge Society Transport Panel

**Residents’ Association Questionnaire**

1. Name of your Association:
2. Correspondence address of your Association:
   a. Name of an appropriate contact:
   b. Email address:
   c. Can the contact be considered for membership of the Steering Group? :
3. Area(s) covered by your Association (if not obvious from its title):
4. Approximate total number of households covered by your Association:
5. Number of paid-up member households to your Association:
6. Approximate percentage of total households in 4 above with no off-street parking:
7. We will welcome below your Association’s broadly-based opinion as to how a successful holistic solution might work for the individual needs of businesses and residents alike – including possible sites for additional public car parks. Any specific suggestion concerning your own area will be equally well-received, and will be considered in conjunction with others as the overall Proposal is developed.
Appendix C
Invitation to Participate - Businesses:

Dear Business Owner/Manager

January 2017,

WEYBRIDGE PARKING PROJECT 2017/18 – an Invitation to Shape the Future

You are receiving this Invitation as one of some 600 relevant enterprises included in the October 2016 Elmbridge database for Business Rates paid for premises in Weybridge (KT13). Kindly disregard what follows, and accept our apology for any inconvenience, should the position have since changed.

Please read on however if, like the above partnership, you are unhappy that the 2016 Weybridge Parking Review did little to improve upon the already inadequate and/or expensive parking facilities in our Town; both on-street (the responsibility of Surrey County) and off-street i.e. public car parks (an Elmbridge Borough responsibility).

A couple of years ago, the Elmbridge Local Committee (a Surrey County Council-administered group of elected councillors from both County and Borough, designed to bring both authorities together over matters of mutual interest) decided to move away from the hitherto unsatisfactory process whereby amendments to parking restrictions were considered annually in a piecemeal manner, predominantly selected from hundreds of individual requests, but which often resulted in a particular problem simply being shifted literally “down the road”. In its place, a 3-year rolling programme of so-called detailed and “holistic” reviews for each individual town in the Borough was introduced. The 2016 Weybridge Parking Review was the second of these “new” reviews to be conducted, following that for Cobham, where it is understood that a good deal of relevant information already existed upon which the County Parking Team could base its review for that Town.

For whatever reason, be it a lack of understanding by the Parking Team, insufficient existing data, a failure to make any preliminary enquiries (apart from whatever individual requests it may have received) or a combination of all three, Weybridge will likely end up in 2017 with yet another review carried out in the same, piecemeal way as in previous years, including the displacement of certain problems to other areas of the Town – something that the Local Committee vowed to avoid. Weybridge certainly did not get the holistic approach covering the whole Town that was promised, and what it did get is not intended to be reviewed again for another 3 years!

At this point, County should perhaps be (lightly) applauded however. Being responsible for on-street parking only, and thereby having only a finite amount of highway to play around with, it is a pity that it has been the only one of the two authorities involved in the overall process that has actually tried to do something about the issues over the years; albeit unsatisfactorily in the opinion of this partnership. However, the key to a truly holistic solution is the combination of on-street space with adequate and affordable off-street parking. Unfortunately, the Borough is only now taking its own responsibility to provide adequate and affordable off-street space to accommodate long-stay users seriously, despite Weybridge’s increasing need of it, and the Town being the largest individual contributor of parking fees and fines into the Borough coffers. Weybridge would at last appear to be particularly well-placed for this much-needed provision, with one of its local councillors (Cllr. Andrew Davis, Weybridge Riverside Ward) having been appointed to the Council’s Cabinet as its Portfolio Holder for Highways & Transport, which post includes ultimate responsibility for off-street parking in the Borough.

Something needs to be done to ensure that the inadequacies of the 2016 Review are not repeated in 2019, and that the Town gets what parking it requires for the benefit of all users at minimum cost and inconvenience. This partnership has stepped up to lead this challenge by co-ordinating businesses and residents’ associations in the submission of a formal proposal to the authorities, based on factual data to determine requirements and the majority views of the contributors, for approval and implementation in due course. To identify potential pitfalls as early as possible, and maintain the pressure on both to perform, County and Borough will also be consulted regularly during the process. The intention is that the Proposal will provide authorities with a strong base case with which to work, broadly leaving only statutory and/or health & safety requirements to be met. It is difficult to see how the Local Committee could ignore a local consensus of fact-based opinion from such a large proportion of stakeholders without appearing undemocratic; votes may very well be at stake for goodness sake!

Please read on: This is where your vital input is required.
Our plan is to involve all stakeholders throughout the process, namely:

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- Surrey County Council (Portfolio Holder and Parking Team)
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- Office-based businesses
- Shoppers (indirectly, through other responses)

**Residents**
- From all three Weybridge Wards

The primary stages and timings of this ambitious project are: [omitted – for details see Appendix A]:

A Steering Group, gathered by invitation from members of both the business community and residents’ associations, will meet on a regular basis to review progress, decide how and what to present to the authority stakeholders by way of information in May, and agree the format of the draft Proposal.

It is recognised that a number of differing opinions will arise throughout the process from the various groups involved, and that compromise will probably be necessary at some point. However, the overriding principle of creating a better Weybridge will be at the universal heart of the group, and on that basis, our routes may differ, but the destination will always be the same.

**Please do respond**, as this will be your only opportunity to have a say in the eventual Proposal: “no response” can only be interpreted as “no interest”.

Attached is a questionnaire for completion and return as soon as possible please, but no later than 31 March 2017, direct to Paul Povey at: deb-povey28@hotmail.co.uk or by post to PO Box 89, Weybridge KT13 8HY.

Thank you in advance of your cooperation in this important Project, and for helping improve our Town.

Yours faithfully

**Paul Povey**  
Chairman, Weybridge Town Business Group

**Mike O’Sullivan**  
Weybridge Society Transport Panel

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**Business/Retail Questionnaire**

If necessary for a prompt turnaround, best estimates may be provided

1. Name of Business/Retail Unit:
2. Address of Business/Retail Unit:
   a. Name of an appropriate contact:
   b. Email address:
3. Current number of staff normally using your premises for at least 4 hours every weekday:
4. Of those in Question 3, how many live in: a) Weybridge: b) Another Elmbridge town:
5. To get to work, how many of those in Question 3:
   a. Drive:
   b. Use public transport:
   c. Walk:
6. Number of parking spaces available to your staff at your office/shop premises:
7. Where the number of spaces in Question 6 is less than those required by staff included in Question 5a, how many of the remainder:
   a. Pay to use a car park:
   b. Park in a residential road:
8. On average, how far would those in Question 7b likely be prepared to walk to work if they could continue to park in a residential road or a car park all day for free, if car parks closer to your business carried a charge?
9. Please feel free to add any comment or suggestion that you may wish to make below:
### Appendix D

#### Numerical Summary of Business Survey:

<table>
<thead>
<tr>
<th>Route</th>
<th>No in Route</th>
<th>Staff No.</th>
<th>Weybridge</th>
<th>Elmbridge</th>
<th>Other Borough</th>
<th>Drivers</th>
<th>Public Tr</th>
<th>Walk/cycle</th>
<th>No. Spaces</th>
<th>Park Elsewhere</th>
<th>Car Park</th>
<th>Resident Road</th>
<th>For Free Parking</th>
<th>No. Complete</th>
<th>% Complete</th>
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<td>398</td>
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<td>152</td>
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<td>198</td>
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<td>345</td>
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<td>334</td>
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<td>31</td>
<td>34</td>
<td>92</td>
<td>177</td>
<td>26</td>
<td>151</td>
<td>510</td>
<td>60</td>
<td>60.61</td>
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<tr>
<td>TOTALS</td>
<td>457</td>
<td>2456</td>
<td>519</td>
<td>810</td>
<td>1,127</td>
<td>1,620</td>
<td>524</td>
<td>312</td>
<td>785</td>
<td>866</td>
<td>141</td>
<td>724</td>
<td>2,906</td>
<td>302</td>
<td>60.96</td>
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</table>

- **Completion Rate**: 66.08%
- **Average Walk**: 9.62 mins
- **Average Distance**: 801.88 metres @ 5kph (3.1 mph)

<table>
<thead>
<tr>
<th>Completion Rate</th>
<th>%</th>
<th>Average Walk</th>
<th>mins</th>
<th>Average Distance</th>
<th>metres @ 5kph (3.1 mph)</th>
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</thead>
<tbody>
<tr>
<td>% of Staff</td>
<td>65.90</td>
<td>% of Drivers</td>
<td>53.46</td>
<td>% of Park Elsewhere</td>
<td>83.60</td>
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Appendix E Map of Controlled Parking Zones
## Appendix F

### Roads included in Proposed CPZs

#### WEYBRIDGE ROADS (Subject to existing and other highways restrictions)

<table>
<thead>
<tr>
<th>Short-Term Boundary (if any)</th>
<th>Short-Term Boundary to</th>
<th>Short-Term Boundary (additional)</th>
<th>Longer-Term Boundary (if any)</th>
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<tbody>
<tr>
<td>Church Road</td>
<td>Templemarket</td>
<td></td>
<td>Quadrant Way</td>
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<tr>
<td>Church Lane</td>
<td>Holstein Avenue</td>
<td></td>
<td>Old Wharf Way</td>
</tr>
<tr>
<td>Minenca Road</td>
<td>Cedar Road</td>
<td></td>
<td>Portmore Quays, Private</td>
</tr>
<tr>
<td>High Street</td>
<td>Oakdale Road</td>
<td></td>
<td>Portmore Park Road</td>
</tr>
<tr>
<td>Baker Street</td>
<td>Portmore Way</td>
<td></td>
<td>Wey Road</td>
</tr>
<tr>
<td>Parkside Court</td>
<td>The Crescent</td>
<td></td>
<td>Round Oak Road</td>
</tr>
<tr>
<td>Springfield Lane</td>
<td>Springfield Meadows</td>
<td></td>
<td>The Willows</td>
</tr>
<tr>
<td>Churchfield Road</td>
<td>Queens Road</td>
<td>Iron Bridge</td>
<td>St Albans Avenue</td>
</tr>
<tr>
<td>Monument Green</td>
<td>Mount Pleasant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ship Yard</td>
<td>Dorchester Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>St James Mews</td>
<td>Glencoe Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thames Street</td>
<td>Beales Lane Jct</td>
<td></td>
<td>Radnor Road</td>
</tr>
<tr>
<td>Bridge Road</td>
<td>Queens Road</td>
<td>Old Wharf Way Jct</td>
<td>Darley Park</td>
</tr>
<tr>
<td>Heath Road</td>
<td>Limes Road</td>
<td>Brooklands Lane Jct</td>
<td>Montrose Walk</td>
</tr>
<tr>
<td>Limes Road</td>
<td>Half way</td>
<td>None (rest of road)</td>
<td>Farnell Mews</td>
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<tr>
<td>Balfour Road</td>
<td>Devonshire Road</td>
<td>Bridge (Runnymede)</td>
<td>Dorchester Road</td>
</tr>
<tr>
<td>Devonshire Road</td>
<td>Utkle King House</td>
<td>None (rest of road)</td>
<td>Gascogne Road</td>
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<tr>
<td>Springfield Meadows</td>
<td>30m</td>
<td>None (rest of road)</td>
<td>Old Palace Road, Grotto Road Jct</td>
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<tr>
<td>Egmore Road</td>
<td>Post Office entrance</td>
<td>None (rest of road)</td>
<td>Greenside Road, Grotto Road Jct</td>
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<td>Monument Hill</td>
<td>Baker Street Jct</td>
<td>None (rest of road)</td>
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#### QUEENS ROAD VILLAGE (Subject to existing and other highways restrictions)

<table>
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<tr>
<th>Short-Term Boundary (if any)</th>
<th>Longer-Term Boundary (if any)</th>
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<tbody>
<tr>
<td>North Common</td>
<td>Pyrcroft Lane</td>
</tr>
<tr>
<td>Oakfield Glade</td>
<td>Cricket View</td>
</tr>
<tr>
<td>Oakfield Close</td>
<td>Wentworth Drive</td>
</tr>
<tr>
<td>York Road</td>
<td>Windsor Walk</td>
</tr>
<tr>
<td>South Road</td>
<td>Fir Grange Avenue</td>
</tr>
<tr>
<td>High Pine Close</td>
<td>Heathside</td>
</tr>
<tr>
<td>The Square</td>
<td>Danwood Close</td>
</tr>
<tr>
<td>Princes Road</td>
<td>Woodland Way</td>
</tr>
<tr>
<td>Pine Grove</td>
<td>Oaklands Chase</td>
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<td>Dresden Way</td>
<td>Barham Close</td>
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<td>Sutherland Close</td>
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<td>Oatlands Avenue</td>
<td>Churchill Drive</td>
</tr>
<tr>
<td>Hanger Hill</td>
<td>Heathside Jct</td>
</tr>
<tr>
<td>Oatlands Drive</td>
<td>St Mary's Road Jct</td>
</tr>
</tbody>
</table>

---

WEYBRIDGE – “Live, Shop, Enjoy”  Page 18 of 19  December 2017

in partnership with the

WEYBRIDGE TOWN BUSINESS GROUP
## Appendix G

### Table of Revenue from Resident Permits

(Source: Elmbridge BC)

<table>
<thead>
<tr>
<th>Vehicles (2016 data)</th>
<th>% with off-street</th>
<th>% with no off-street</th>
<th>% with 1 car</th>
<th>% with 2 cars</th>
<th>1st permits</th>
<th>2nd permits</th>
<th>£ 1st permits</th>
<th>£ 2nd permits</th>
<th>£ Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverside Ward</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£ Revenue</td>
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</table>

<table>
<thead>
<tr>
<th>Vehicles (2016 data)</th>
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<th>% with no off-street</th>
<th>% with 1 car</th>
<th>% with 2 cars</th>
<th>1st permits</th>
<th>2nd permits</th>
<th>£ 1st permits</th>
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<td>39.2</td>
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