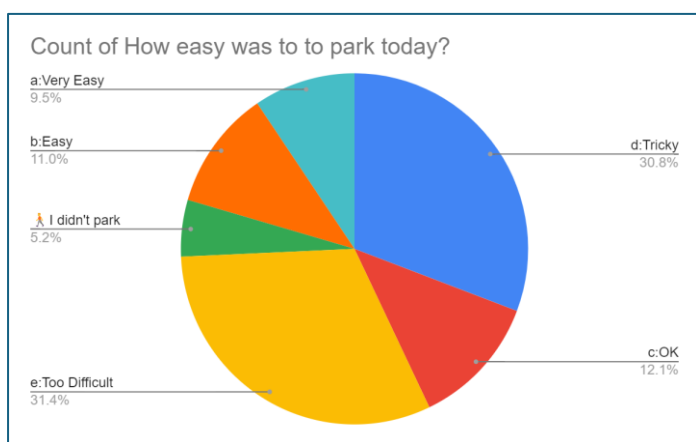


# Parking in Eccleshall

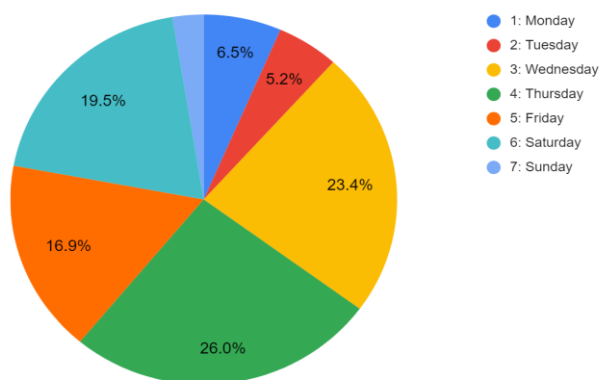
In late 2023, Eccleshall Parish Council ran a parking survey, focused on ‘destination’ retailers who depend on visitors as much as they do local residents. In this letter we would like to share with you the overall results of this survey, together with some advice on how you and your staff might be able to help improve the parking situation in Eccleshall town centre. We are looking for ideas on how to increase footfall for all traders, and parking is sure to be a factor, and also encourage you to share your ideas and proposals on what we can do.

## Survey results

62% of respondents said that parking was a problem. 31% said it was ‘tricky’, and a further 31% said it was ‘too difficult’. Only 20% said it was easy.



But this varied depending on the day, and also the time of day. Overall, Wednesdays and Thursdays are the most difficult for customers, with Thursday between 9am-3pm consistently proving difficult.



In addition, there was more difficulty in parking at the eastern end of the High Street than the western end (towards the Church).

## Parish Council Suggestions

We have some suggestions that you may wish to consider implementing or supporting. We would like your views on this and, if enough of you wish, we could arrange a meeting for businesses in the town centre to discuss the parking situation.

1. Where practical, encourage staff who live in town to walk to work.
2. Particularly on Wednesdays and Thursdays, avoid having staff park in the High Street, especially the eastern end. A short walk for you would free up space for a customer on our trickiest days.
3. Promote car sharing, especially with the staff working for other businesses in the town centre.

## Other ideas we are pursuing

We have looked into extra parking on the grass on Church St but have been advised this is not practical due to the road layout. We have also enquired about Cherry Tree Close but this is not possible.

We have looked for suitable alternative locations for an extra car park but this is not possible to progress unless and until landowners release land for this. The parish Council is continuing to talk to relevant landowners and look for opportunities.

The Crown Surgery and the library car parks are little used at weekends. We would be willing to pursue this possibility for traders' staff if some of the traders would be willing to be involved in a formal key holder arrangement not dependent on volunteers from the parish. We would be happy to coordinate a meeting.

Adopt-a-trader scheme? Some High Street traders have car parks with spare capacity, especially during the times of peak need (Wed/Thu, for example). Would those traders be willing to help form an 'adopt a trader' scheme where a specific other trader's vehicle can use your parking just for certain times/days to help everyone's customers to find space on the High Street?

## Next Steps

The Parish Council has formed a working group to pursue these ideas and others. It will take several different approaches to improve the parking situation, and will take significant time and effort and engagement from other local authorities.