

BID Clifton Village

RESIDENTS PARKING SCHEME - CLIFTON VILLAGE - SURVEY FEEDBACK

APRIL/MAY 2015

Approximately 30% of businesses completed the survey which was prepared in order to identify key issues and monitor change moving forward

Thoughts regarding final parking plans in Clifton Village

- 1 **67% of traders /retailers, excluding 3 hot spot areas, are happy with the ability for customers to park, this reduces considerably to 41% when 3 hot spot areas are included:**

**The Mall (top)
Boyces Av/King St/Clifton Arcade
Regent St**

There is little or no parking for customers in 3 'hot spot' roads, this is of major concern to the local business who have noticed a significant drop in footfall, and turnover as a result

- 2 **The majority (54%) of traders/retailers responding are happy with the number of business permits received**

- 3 **All (100%) of commercial businesses responding have concerns about the number of parking permits available to them**

Commercial businesses believe the lack of business permits means they are unable to trade effectively. They are already noticing difficulty recruiting staff and any expansion plans for the future will be impossible with current permit restrictions

- 4 **94% of businesses are unhappy with 9pm finish**

Why is this later than other parking zones in Bristol, 6pm would be a better option?

- 5 **90% of all businesses are concerned about the poor bus links into the village and 89% are concerned about the length of time it takes their staff to get to work when travelling by bus**

Issues with the current bus service:

- no lateral bus services (East/West) into Clifton
- unreliable for staff and visitors
- high costs particularly for staff travelling to work

Travel from the East/West requires a journey including 2 or 3 buses - generally to the centre, then north to Clifton Village, this makes the journey a long one
The 901 bus has too few stops e.g. people/staff enroute are forced to drive out of Bristol to come all the way back in again

- 6 **Concern still remains about the cost of business permits in Clifton Village**

Businesses feel permit costs require review

Why is the cost of a business permit disproportionate to the cost of a residents permit (up to 5 times as much)?

Why are business permits more expensive in Clifton Village compared to other areas of Bristol, should they not be less given the lack of alternatives transport links to the area?

Experience during the RPS implementation period in Clifton Village – January to March 2015

- 1 **The majority of businesses (55%) were happy with the notice period by Bristol City Council in which to plan ahead of RPS being implemented**

- 2 **41% of businesses feel the final signage is okay**

This % would have been higher if Bristol City Council had made it clear about the 30 minutes free parking and fully removed old signage

- 3 **82% of businesses felt information from Bristol City Council was confusing for visitors and clients during implementation**

There were major concerns about the signage commissioned by Bristol City Council
Have customers been put off returning to Clifton Village by this signage?

Signs with large writing saying 'Clifton Village Towaway Zone' at key entry points to the Village during implementation were considered vulgar and hugely damaging to footfall during the long implementation process

- 4 **Many traders and retailers felt the implementation process, commissioned by Bristol City Council, had a detrimental impact on trade during this period**

Traders/Retailers across the Village considered footfall was down on average by 19% as a result of the implementation process
Traders/Retailers across the Village considered turnover was down on average by 20% during this period

- 5 **Many businesses are concerned about the lack of information for the general public from Bristol City Council moving forward**

Bristol City Council are not making details of improvements known to businesses in order that businesses can promote these to staff and visitors.

Bristol City Council should assist in promoting to businesses and the general public all improvements, e.g. (a) 30 free minutes of parking in Pay&Display bays and (b) improvements to the 901 bus service with 2 additional stops to Clifton Village

continued...

General feedback

There are some easy 'wins' for Bristol City Council which will make a residents parking scheme in Clifton Village more viable for businesses

1 Retailers & Traders

3 HOT SPOT AREAS

Retailers & Traders are generally happy with their permit numbers and the ability for customers/clients to park except in 3 'Hot Spot' areas where it is clear there is insufficient Pay&Display parking: (1) The Mall (top), (2) Boyces Avenue/King St/Clifton Arcade, and (3) Regent St. With footfall significantly reduced in these areas the surrounding businesses are seeing a hugely detrimental impact on their turnover, some are not in a position to continue trading for long without a decision to close or move.

- i. **ACTION:** Bristol City Council are urged to consider increasing Pay&Display bays in these areas e.g. The Mall, Victoria Sq, Boyces Av, Goldney Av

LOADING BAYS

There is a lack of loading bays in suitable places to enable businesses to work effectively e.g. Portland St, Boyces Av, The Mall

- ii. **ACTION:** Bristol City Council to listen to requests for moving/increasing loading bays for business purposes

LATE 9PM FINISH

The 9pm finish is not effective for restaurants, bars and cafes, nor are residents happy with the inability for friends and family to park until late in the evening without paying

- iii. **ACTION:** Bristol City Council to reduce finishing hours from 9pm to 6pm as in other RPS areas

MORE INFORMATION FOR BUSINESSES AND THE GENERAL PUBLIC

Apart from signage erected by BID Clifton Village it is not clear that there is 30 minutes free parking in Pay&Display bays improvements being made by Bristol City Council are not being made known to the businesses nor the general public

- iv. **ACTION:** Bristol City Council to post signs on all Pay&Display machines re 30minutes free as in other RPS areas, and Bristol City Council to promote other improvements to 'the world at large'. More positive promotion from Bristol City Council required.

FREE FLOWING TRAFFIC

One of the key entrances to Clifton Village is the top of the Mall which is becoming congested and preventing a free flow in and out of the Village, which does not help traffic congestion and may dissuade people from visiting the Village moving forward

- v. **ACTION:** Bristol City Council to consider changing parking arrangements at the top of The Mall to ensure free flowing traffic in/out of the Village

2 Commercial Businesses

LOW PERMIT NUMBERS

Low permit numbers are causing issues for office based commercial businesses both with recruitment issues and, the ability to complete their business in an effective manner. It is this group that is contributing most to the reduction of congestion and O2 emissions and it is this group that bring considerable trade to Clifton Village and the City of Bristol both at a national and international level as well as providing high employment opportunities.

There is a reciprocal relationship in Clifton Village between the Commercial businesses and the Retailers/Traders with employees of the commercial businesses providing regular daily income to many of the retailers and traders. Should a number of these larger employing organisations move away without replacement, there will be a detrimental knock on effect to cash flow in the Village and ultimately the turnover of its traders and retailers.

- vi. **ACTION:** Bristol City Council to listen to the request for small increases to permit numbers for the commercial businesses

3 Staff and Visitors

POOR AND EXPENSIVE TRANSPORT LINKS

Current transport links into Clifton Village are not adequate in terms of (a) reliability and timeliness, (b) cost, (c) service provision (no East/West service) and (d) a poor number of suitable stops

Cost - an annual bus ticket is between £700-£900 which is too high for staff on a minimum wage and working for the large number of small independent outlets in Clifton Village

Lack of service - The service could be improved in 2 ways (i) more appropriate stops on current services e.g. Staff in Stoke Bishop currently need to drive out to Shirehampton to come back in again on the bus due to the lack of stops on the 901 service... this is adding to traffic congestion and O2 emissions, and (ii) the lack of bus services East and West needs to be addressed (see below)

Timeliness - in many cases Staff are required to catch 2 or 3 buses to get to Clifton Village due to the lack of a direct service... a 20 minute car journey is being replaced by an 80 minute bus journey...which is far from encouraging

Reliability - the current bus services are not reliable, particularly the 8 and 9 bus service

- vii. **ACTION:** Bristol City Council is asked to monitor and review service contracts with the bus companies in order to drive improvements and efficiencies, to lower pricing for regular users (e.g schools/staff) . Bristol City Council to implement an East West service into the area

4 6 month review with implementation of change at 12 months

MORE TIMELY RESPONSE BY BRISTOL CITY COUNCIL IS REQUIRED

This is not a viable option for businesses whose staff and turnover are detrimentally affected by RPS.

Retailers and traders are not in a position to make a loss month after month in the hope that change may occur in 12 months time...or possibly not at all. Commercial businesses are not in a position to work with an unstable work force due to higher turnover of staff, following an inability for staff to get to work in a timely and cost effective fashion. Obvious changes require fast tracking where possible in order to prevent businesses closing down and moving away.

- viii. **ACTION:** Bristol City Council to fast track change where there is an obvious detrimental impact through current RPS plans on businesses and where it is possible to do so...

- ix. **ACTION:** Bristol City Council to liaise and consult further with businesses in finding an amicable solution which enables businesses to trade effectively whilst also maintaining low traffic congestion and O2 emissions across the City