



The Oakwood Centre, Headley Road, Woodley, Berkshire, RG5 4JZ
www.woodley.gov.uk

To: **Members of the Planning and Community Committee**
Councillors B. Soane (Chairman); K. Baker; D. Bragg; R. Horskins; L. Guttridge;
C. Jewell; V. Lewis; J. Sartorel; P. Singh; J. Taylor

NOTICE IS HEREBY GIVEN that a meeting of the Planning and Community Committee will be held at the Oakwood Centre at 7:45 pm on Tuesday 23 July 2024, at which your attendance is requested.

The Town Council reserves the right to record and broadcast this meeting. Anybody attending the meeting will, by virtue, consent to having their image and audio recorded for this purpose.

Kevin Murray
Town Clerk

A G E N D A

1. **APOLOGIES**
2. **DECLARATIONS OF INTEREST**
To receive any declarations of interest from Members on agenda items.
3. **MINUTES OF THE PLANNING AND COMMUNITY COMMITTEE MEETING HELD ON 18 JUNE 2024**
To approve the minutes of the Planning and Community Committee meeting held on 18 June 2024 and for the Chairman to sign them as a true record.
(These minutes were provided in the Full Council agenda of 25 June 2024)
4. **ACTIONS / FOLLOW UPS** Page 5
To review the actions / follow ups arising from previous meetings of the committee. ***(Appendix 4)***
5. **CURRENT PLANNING APPLICATIONS** Page 9
To consider current planning applications and agree comments to be forwarded to the planning authority. ***(Appendix 5)***

6. **PLANNING DECISIONS**

To note information on decision notices received from the planning authority since the last meeting. (*Appendix 6*)

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7. **PRIOR APPROVAL SUBMISSION**

This type of application only requires consultation with adjoining neighbours of the site.

To note application 241685:

Location: 20 Beaver Way, Woodley, Wokingham, RG5 4UD
Proposal: Application for the prior approval of the erection of a single storey rear extension, which would extend beyond the rear wall of the original house by 4.92m, for which the maximum height would be 3.50m and the height of the eaves 2.50m.

To note application 241799:

Location: 96 Antrim Road, Woodley, Wokingham, RG5 3 NY
Proposal: Application for the prior approval of the erection of a single storey rear extension, which would extend beyond the rear wall of the original house by 3.7m, for which the maximum height would be 3.95m and the height of the eaves 2.5m.

8. **ADVERTISEMENT CONSENT APPLICATION**

This type of application requires consultation with adjoining neighbours of the site.

To note application 241740:

Location: Bus Shelter Adjacent To Garage, London Road, Woodley, Wokingham
Proposal: Application for advertisement consent for 1 no. internally illuminated double-sided digital panel to replace existing panel forming part of bus shelter.

To note application 241760:

Location: Bus Shelter outside 3, Reading Road, Woodley, Wokingham
Proposal: Application for advertisement consent for 1 no. internally illuminated double-sided digital panel to replace existing panel forming part of bus shelter.

To note application 241757:

Location: Bus Shelter, Headley Road East, Woodley, Wokingham
Proposal: Application for advertisement consent for 1 no. internally illuminated double-sided digital panel to replace existing panel forming part of bus shelter.

9. **TREE PRESERVATION ORDERS**

Applications for works to trees

This type of application does not require consultation.

To note application 241530:

Location: TPO 3/1951 (W3): 46 Highgate Road, Woodley, Wokingham, RG5 3QR.
Proposal: T1 (Laurel) - reduce to approximately 2.25m

To note application 241774:

Location: TPO 1246/2008, Area 1: Land to the rear of 3 Ryecroft Close, Woodley, Wokingham, RG5 3BP.

Proposal: T1, Beech – Reduce branches overhanging the rear garden of no. 3 Ryecroft Close back to the boundary by approx. 4m

10. **WBC PARKING CHARGES**

At the committee meeting held on 25 July 2023 (minute 44) Members determined to seek an update on the impact of increased car park charges a year after their introduction by Wokingham Borough Council.

Increased charges were introduced in July 2023. Wokingham Borough Council created a report 6 months after the introduction to assess the impact. This report is provided at **Appendix 10**.

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Members are asked to note the report.

11. **TRANSPORTATION & HIGHWAYS**

a) **Community Speedwatch**

To receive an update on the Council's Community Speedwatch activities.

b) **Highways Issues**

To highlight and discuss any highways issues noted by Members.

12. **COMMUNITY ISSUES**

To highlight and discuss any recent community issues noted by Members.

13. **PUBLICATIONS/INFORMATION**

To note receipt of the following:

- Promise Inclusion Newsletter – June 2024
- Me2 Newsletter – June 2024

14. **FUTURE AGENDA ITEMS**

To consider suggestions for future agenda items.

15. **PUBLICITY/WEBSITE**

To consider suggestions for items to be publicised.

16. **ENFORCEMENT ISSUES**

a) To note the enforcement notifications listed in **Appendix 16a**.

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b) To note the enforcement case closures listed in **Appendix 16b**.

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ACTIONS & FOLLOW UPS FROM PREVIOUS MEETINGS

Meeting Date: 25 July 2023			
Minute	Action	Progress Update	Last Updated
44	Write to WBC in July 2024, requesting data on the last 2 years' car park usage in Woodley to compare usage pre- and post car park charge increases.	COMPLETE Item included on agenda	18/07/24

Meeting Date: 17 October 2023			
Minute	Action	Progress Update	Last Updated
94.2	Speedwatch page / form to nominate sites to be published when Speedwatch group 'go live'.	Awaiting 'go live' of group – (mtg – 19 Jun) Cllr Bragg advised camera faulty – request for funding for new equipment to be put to S&R.	19/06/24
94.3	Councillor Soane to raise issue of parents of children at Rivermead Primary School parking on double yellow lines in Addington Gardens at Wokingham Borough Council meeting.	(mtg - 19 June) Chairman confirmed he is still chasing up WBC Councillor Shahid Younis to raise the issue with WBC Highways, and would provide a response once available.	19/06/24

Meeting Date: 14 November 2023			
Minute	Action	Progress Update	Last Updated
115	When WBC's Local Plan is implemented, consider whether to update the Woodley Design Statement, including evaluating the benefit of such a document.	Awaiting approval of WBC's new Local Plan.	07/12/23

Meeting Date: 30 January 2024			
Minute	Action	Progress Update	Last Updated
165	Invite Town Council representatives on outside bodies to meetings where grants are discussed, should their applicable body apply for a grant.	Not due to take place until grants next considered – January 2025	22/02/24
172	Members to consider potential locations for new Town Council noticeboards.	Will be picked up at a future meeting when ready to replace noticeboards	22/02/24

Meeting Date: 27 February 2024			
Minute	Action	Progress Update	Last Updated
188	Cycling & Walking working group to discuss school parking with WBC's My Journey team.	Cllr Taylor advised (P&C mtg - 21 May) matter was not brought up at C&W meeting - MyJourney advised of initiatives promoting walking & cycling to school. Will be discussed future working group meeting. Working group have yet to meet again.	18/07/24

Meeting Date: 26 March 2024			
Minute	Action	Progress Update	Last Updated
208	Include Speedwatch update in next issue of the Herald.	Not due until Autumn 2024	18/04/24

Meeting Date: 21 May 2024			
Minute	Action	Progress Update	Last Updated
7	Include advice on planning in next issue of Herald – to include engaging with Borough Councillors where there are concerns.	Not due until Autumn 2024	13/06/24
10	Include information on ASB in next issue of Herald	Not due until Autumn 2024	13/06/24
11.1	Write to WBC to seek information on the criteria / rationale behind selecting EV charging space locations.	10 June - Information circulated to Members with guidance from WBC on the rationale / criteria behind selecting EV charge point locations. Specific information on the rationale behind selecting the location on Wheble Drive is being sought by the Town Clerk.	13/06/24
11.3	Cllr Guttridge to provide Deputy Town Clerk with experience of issues with disabled parking bays in Headley Road Car Park – DTC to then write to WBC to advise them of these.	Deputy Town Clerk wrote to WBC (27 June). WBC stated sizing of bays was in line with industry standard, but they would check the steepness of the ramp to the pavement which may need adjusting.	18/07/24

Meeting Date: 18 June 2024			
Minute	Action	Progress Update	Last Updated
25.1	To recommend to the Strategy & Resources Committee that funds be made available to purchase appropriate Community Speedwatch equipment to replace the faulty Sentinel Speedwatch camera	NOT REQUIRED Funds for fixing / replacing faulty speedwatch camera available out of existing budgets, so no requirement to seek funds from S&R.	18/07/24

Once reported as complete, actions / follow ups will be removed from future reports.

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Woodley Town Council

PLANNING APPLICATIONS

Application No. & Address	Proposal
240522 100 Colemans Moor Road, Woodley, RG5 4DN	Householder application for the proposed erection of a first floor side extension and a single storey side/rear extension with canopy and raised deck, plus changes to fenestration.
241323 130-132, Antrim Road, Woodley, RG5 3NZ	Householder Joint Planning Application for the proposed single storey front two storey side and single storey rear extension, along with works to the roof and changes to fenestration.
241390 303 Loddon Bridge Road, Woodley, RG5 4BE	Full application for proposed installation of new extractor flue to the rear.
241441 27 Fairwater Drive, Woodley, RG5 3JG	Householder application for proposed erection of a single storey front extension including creation of a porch, a single storey rear extension, an outbuilding to the rear plus creation of a parking space to the rear.
241458 12 Monitor Way, Woodley, RG5 4BF	Householder application for proposed erection of a timber cladding outbuilding to the rear of the dwelling to facilitate a home office (Retrospective).
241468 Library Parade, Crockhamwell Road, Woodley, RG5 3LX	Application to vary/removal of condition [2 and 22] of planning consent [230743] dated 28/09/2023 for the proposed creation of a mixed use building consisting of the retention of the existing 3 no. retail stores at ground floor level and the addition of 14 no. apartments on new first, second and third floor levels, including the erection of three and four storey rear extensions. Condition [2 and 22] refers to 2) Approved details, and 22) Obscure glazing – The bathroom window of unit 1 on the south elevation is no longer proposed.
241504 51 Walmer Road, Woodley, RG5 4PN	Householder application for proposed two storey front extension with a garage conversion to create habitable accommodation, first floor rear extension with changes to the fenestration
241528 10 Brecon Road, Woodley, RG5 4PR	Householder application for proposed garage conversion to create habitable accommodation , single storey front extension to create a porch with changes to the fenestration (retrospective)
241577 79 Bruce Road, Woodley, RG5 3DY	Householder application for proposed erection of a single storey front extension to create porch plus a single storey rear flat roof (retrospective).
241632 86 - 88 Headley Road, Woodley, RG5 4JE	Full application for the proposed change of use of unit 4 to Sui Generis (Doggy Day Care) plus replacement of an existing canopy roof.
241638 Garage Block Next To 45, Ravensbourne Drive, Woodley, Wokingham	Full application for proposed erection of a 2no bedroom dwelling following demolition of the existing redundant garages on the site.
241673 62 Beechwood Avenue, Woodley, RG5 3DG	Householder application for proposed erection of a two storey side/rear extension following demolition of the existing detached garage along with changes to fenestration plus removal of the chimney.

241722 47 Hazel Drive, Woodley, RG5 3SA	Householder application for the proposed erection of a single storey rear extension plus modification of existing single storey roof and addition of 1 no. lantern rooflight, changes to fenestration and part demolition of the existing detached garage
241729 17 Wyndham Crescent, Woodley, RG5 3AY	Householder application for proposed first floor infill rear extension, plus 1no. rooflight and formation of new side window.
241733 321 Headley Road East, Woodley, RG5 4SE	Householder application for proposed single storey front extension, two storey side extension, and single storey rear extension along with changes to fenestration.
241739 65 Lunds Farm Road, Woodley, RG5 4PZ	Householder application for the proposed single storey front extension.
241773 271 Headley Road East, Woodley, RG5 4SE	Householder application for proposed single storey side extension with changes to fenestration.

Woodley Town Council

PLANNING DECISIONS

WITHDRAWN – NO DETERMINATION MADE BY WOKINGHAM BOROUGH COUNCIL

Reference / Address	Proposal
NONE	

REFUSED – CONTRARY TO TOWN COUNCIL RECOMMENDATION

Reference / Address	Proposal
NONE	

REFUSED – ENDORSING TOWN COUNCIL RECOMMENDATION

Reference / Address	Proposal
NONE	

APPROVED – CONTRARY TO TOWN COUNCIL RECOMMENDATION

Reference / Address	Proposal
NONE	

APPROVED – ENDORSING TOWN COUNCIL RECOMMENDATION

Reference / Address	Proposal
241071 74 Malone Road, Woodley, RG5 3NJ	Householder application for the proposed erection of a single storey front extension to create porch, two storey side, single storey rear extension along with changes to fenestration following demolition of the existing detached garage plus removal of the chimney.
241108 14 Malone Road, Woodley, RG5 3NJ	Householder application for proposed single storey front extension to create a porch , two storey side extension , first floor rear extension with changes to the fenestration following the demolition of the existing shed
241176 57 Malone Road, Woodley, RG5 3NL	Householder application for proposed garage conversion to create habitable accommodation, along with changes to fenestration.
241184 124 Nightingale Road, Woodley, RG5 3LZ	Application to vary condition 2 of planning consent 230531 for the proposed erection of a single storey rear extension and first floor side extension. Condition 2 refers to the approved details and the variation is to change the flat roof of the rear extension into a pitched roof. (Retrospective)
241185 17 Selcourt Close, Woodley, RG5 3AS	Householder application for proposed erection of a single storey side/rear extension.
241188 46 Wyndham Crescent, Woodley, RG5 3AZ	Householder application for proposed erection of a single storey rear extension with changes to fenestration plus removal of the chimney.

APPROVED – ENDORSING TOWN COUNCIL RECOMMENDATION cont...

241189 79 Woodlands Avenue, Woodley, RG5 3HG	Application to vary conditions {2,3} of planning consent {240234} for the enlargement of existing bungalow through the erection of 1 no. additional storey to a maximum height of 8.10m. Conditions 2 and 3 refers to Approved details and External Materials and the variation is to allow a rendering finish to the whole dwelling as opposed to part brick part rendered elevations.
241191 22 Haddon Drive, Woodley, RG5 4LU	Householder application for proposed erection of a single storey rear extension to include 1no roof window.
241198 38 Wilmington Close, Woodley, RG5 4LR	Householder application of proposed demolition of existing conservatory, and the erection of a part single part 2 storey side and rear extension, front porch along with part garage conversion.
241215 18 Messenger Road, Woodley, RG5 4TR	Householder application for proposed single storey front extension, garage conversion to create habitable space and changes to fenestration.
241251 91 Reading Road, Woodley, RG5 3AE	Householder application for proposed erection of a first floor rear extension plus installation of a porch canopy roof.
241252 37 Fitzroy Crescent, Woodley, RG5 4EX	Householder application for proposed erection of a new porch to replace existing.
241263 37b Crockhamwell Road, Woodley, RG5 3LE	Householder application for proposed single storey rear extension and part garage conversion, along with changes to fenestration.
241399 1 Mulberry Close, Woodley, RG5 3LR	Householder application for the proposed erection of a part single part two-storey side/front/rear extension with changes to fenestration, following demolition of the existing garage.

OFF STREET CAR PARK CHARGES – 6-MONTH REVIEW POST IMPLEMENTATION OF INCREASED PARKING CHARGES.

Purpose of Report

In July 2023 the Council increased its parking charges and introduced charges for the evening period 6pm to 10pm and charges for parking on Sundays 6am to 10pm in all the off street, car parks where charges applied. Past charging hours were between 8am to 6pm.

This report is the first review, looking at car parking data for the first six months after introducing the changes. The report considers what has been the impact on car park usage following the introduction of the increased parking charges and charging for evening and Sundays.

Charging for car parking is a complex issue, it is only one aspect of a number of factors which influence willingness to travel by car, time and money spent, and business activity in town centres. It is difficult to separate the influence of car parking charges from other factors. Car park charges is often perceived, particularly amongst businesses as being a key determinant for changes in footfall.

It is worth noting that nationally the last few years have been challenging for high streets across the UK and have seen towns struggle to bounce back from Covid lockdowns, factors including:

High Inflation – prices of consumer goods and services have increased, rising by 9.6% in the year October 2022, the fastest in four decades

(<https://www.ons.gov.uk/economy/inflationandpriceindices/articles/costofliving/latestinsights>),

Cost-of-living crisis – with rising energy costs seeing 41% of energy bill payers struggling to afford payments (<https://www.ons.gov.uk/economy/inflationandpriceindices/articles/costofliving/latestinsights>)

consumers have less disposable income to spend. A recent study by Grant Thornton found that one in three consumers were switching to cheaper brands and 88% of shoppers plan to cut back their spending ([https://www2.grantthornton.co.uk/rs/445-UIT-144/images/The Cut Back Economy 2023.pdf](https://www2.grantthornton.co.uk/rs/445-UIT-144/images/The%20Cut%20Back%20Economy%202023.pdf))
([https://www2.grantthornton.co.uk/rs/445-UIT-144/images/The Cut Back Economy 2023.pdf](https://www2.grantthornton.co.uk/rs/445-UIT-144/images/The%20Cut%20Back%20Economy%202023.pdf))

Looking closer to home in Wokingham borough there have been a number of changes that could have an impact on car park usage which has replaced or contributed to the pattern changes and influenced behaviour changes within our towns. Changes include:

- Changes to retail shopping habits (online shopping/closures of popular stores M&S/New Look/M & Co, Wallis)
- Changes to our high streets – bank closures, post office move, increase in cafes and restaurants.
- Change in working patterns/commutes/move towards more office workers working from home. We recently undertook a study into homeworking in the borough and 67% of respondents reported they work more from home since covid, and 21% said they shop more online since working from home.

- Weather /climate effects (extreme weather has been known to reduce town centre visitors by up to 10%)
- Town Centre regeneration and expansion of shopping locations /Elms Field & Peach Place; redistribution of where people park – new car parks open, old ones closed.
- Wokingham town centre Library relocation
- Carnival Hub opening
- Parking control measures and enforcement.
- Rail strikes with 19 days strike action impacting Wokingham trainlines between July and September many people chose not to travel
- Park and Rides delayed open with slow recovery nationally since Covid
- Reduction in Public Transport usage and recovery

Background

The council currently manages a total of fourteen chargeable and eight non chargeable off street car parks.

In July 2023, the council increased the off street car parking charges and made some alterations to charging periods, including the introduction of evening (6pm to 10pm) and Sunday charges.

Changes had not been implemented to increase car parking charging since 2018 and they were also not subject to annual inflationary increases, which misaligned with the rest of the Council's fees and charges. Essentially there had been a freeze on all car parking charges since 2018.

Changes to the parking charges were made to ensure the car parks and their maintenance and operational costs were not only covered by the revenue received, but that the increased revenue produced from these charges could further support the council funding of the highways service, help to improve our highways and footpaths and in turn free up the councils general budget to be used elsewhere; helping to contribute to the overall challenging financial pressures of the council and support wider council services for our most in need residents.

This report presents the findings of our first six months off-street car park review looking at the fourteen council owned off street car parks where there are charges for parking.

Tickets can be purchase from two sources, Ticket purchased at the machines and tickets from the use of the RingGo application. Data from these two sources is collected monthly and has been analysed using a PowerBI dashboard.

Analysis

Table 1.1 below compares quarter 3 pre (2019) and post (2023) covid activity for car parks ticket sales 8-6pm Monday to Saturday. Quarter 3 has been chosen as a neutral period following the introduction of the parking charge increases in July 2023 as it is the first full quarter since the increases were introduced and has allowed for a settling in period. The total highlights a 99.36% comparison between the two quarter 3 totals which is a minimal change. The data does not include evenings or Sunday usage.

Table 1.1. Comparison of ticket sales for pre and post covid.

Quarter	Q3 2019	Q3 2023*	Q3 2023 % of Q3 2019
Total number of ticket sales per quarter	282,615	280,802	99.36%

*During Q3 2023 FREE bus travel on all Reading and Thames Valley buses was offered on the 8 Saturdays on the run up to Christmas during November and December.

Table 1.2. Overview of all ticket sales for the last 9 months (Monday to Saturday, 8am to 6pm). It excludes Sunday sales, free vend and evening sales data.

Carpark	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Shute end	303	249	283	429	267	428	340	329	387
Carnival	6,314	5,399	4,556	7,428	7,752	6,311	6,488	6,155	6,902
Easthampstead Road West	3,900	4,072	4,120	4,362	4,045	4,454	4,095	4,240	4,158
Denmark Street	15,550	16,173	15,816	17,852	17,511	16,546	16,451	15,771	16,124
Rose Street	5,019	5,939	5,863	6,209	5,809	6,310	6,531	6,607	6,260
Cockpit Path	5,446	5,789	5,796	6,169	5,640	5,696	5,665	5,817	6,069
Easthampstead Road East	4,070	4,205	4,210	3,828	3,373	3,711	3,450	3,409	3,512
Sub Total per month (Wokingham)	40,602	41,826	40,644	46,277	44,397	43,456	43,020	42,328	43,412
Headley Road	17,748	19,325	19,661	19,611	17,716	18,944	18,712	18,535	18,146
Lytham Road East	6,013	6,571	6,721	7,206	6,680	6,968	6,694	6,722	6,347
Lytham Road West	3,056	3,504	3,351	3,421	3,139	3,409	3,026	2,982	3,347
Crockhamwell Road	17,264	18,976	17,594	19,975	16,457	19,715	19,357	20,537	21,543
Sub Total per month (Woodley)	44,081	48,376	47,327	50,213	43,992	49,036	47,789	48,776	49,383
School Lane Wargrave	846	885	879	849	832	827	891	926	773
Polehampton	842	824	883	1,059	1,076	913	871	801	998
Station Road Earley	315	292	324	302	276	291	271	296	267
Sub Total per month (Other)	2,003	2,001	2,086	2,210	2,184	2,031	2,033	2,023	2,038
Grand totals per month	86,686	92,203	90,057	98,700	90,573	94,523	92,842	93,127	94,833
Grand Total per Quarter			268,946			283,796			280,802

The data above indicates there is no evidence that the changes implemented in July have had any significant or detrimental impact on ticket sales across all the council's chargeable car parks. Ticket sales across all our car parks fluctuate across the months. New car park charges were introduced in quarter 2 2023 (July 2023).

The analysis shows an increase in total ticket sales in quarter 2 2023 from quarter 1 2023 by 5.52 % indicating that the introduction of the new charges did not have a negative impact on car park usage. Quarter 3 2023 shows a slight decline compared to quarter 2 2023 of -1.06%, but quarter 3 2023 is 4.41% higher than quarter 1 2023.

Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn't require to be sent via secure methods.

Wokingham Town Centre Footfall

The ticket sales data in Table 1.2 shows that ticket sales saw an increase following the introduction of new charges. If footfall was directly related to car park sales this would suggest footfall in our towns increased after the parking changes.

The council have some footfall counts within Wokingham town centre only. This data reveals an overall increase in usage of the town centre and appears to indicate no detrimental effects to our town centre since the off-street parking changes were introduced.

Table 1.3 Wokingham Town Centre Footfall data

Location	Period	2022 footfall	2023 footfall	Difference %
Denmark Street	Quarter 1	16,710	17,530	4.79
	Quarter 2	12,350	15,216	20.79
Rose Street	Quarter 1	472,850	434,052	-8.56
	Quarter 2	461,332	452,742	-1.67
Broad Street	Quarter 1	383,975	415,329	7.85
	Quarter 2	399,396	402,489	1.02
Wellington Road	Quarter 1	222,923	246,866	10.19
	Quarter 2	240,643	233,810	-2.88
Totals		2,210,179	2,218,034	0.35

Bus Patronage

Wokingham Borough experienced the greatest impact on bus passengers' journey because of Covid in the Southeast region. Our bus passenger journeys dropped 73% comparing 2019 with 2020 (-73%).

To date (2023) Wokingham Borough have recovered to 78% of pre-covid levels, which is in line with both the national average and the average recovery rate for the Southeast region.

The recovery rate comparing 2022 with 2023 was 30%, which was one of the highest in the Southeast region. Only Surrey (39%) and Oxfordshire (32%) were higher. Whilst Slough and West Berkshire experienced the same level of recovery as us.

Cycle trips

There are a number of survey cameras located at selected sites around Wokingham town centre, but analysis has found that some had data capture issues so have not been included within the evidence. However, data for 2022 and 2023 can be compared at the following sites as indicated in Table 1.4.

Table 1.4 – Cycle trip numbers

Site location	2022	2023	% change
Broad Street	61099	64782	6.03%
Wellington Road nr Finchampstead Road	26653	30007	12.50%
Earls Court	9254	12476	34.81%

Summary

Car parking charges have been increased across all car parks in line with the decision made by the executive on the 21 March 2023. All sales data from the start of this financial year 2023/24 has been analysed using PowerBI. This data includes sales from ticket machines and RingGo during the time period 8am to 6 pm as a direct comparison of data before and after changes.

To establish if there have been any notable changes in parking usage since the new parking charges, data has been analysed with evening and Sunday data excluded. Table 1.2 indicates there is no evidence that the changes implemented in July have had any significant or detrimental impact on ticket sales. The data shows that ticket sales fluctuate. The data shows that total sales in 2023/24 dropped slightly from May to June (prior to the increase) but then saw a rise in July, when the new charges were introduced. Sales started to drop slightly after, through the month of August and then increase again during September. When comparing these months in 2022 a similar pattern is observed which would indicate seasonal variation. However, when comparing Q1 and Q2 in 2023/24, Q2 has seen a rise of 5.52% across all car parks. Quarter 3 2023 shows a slight decline compared to quarter 2 2023 of -1.06%, but quarter 3 2023 is 4.41% higher than quarter 1 2023.

Ticket sales data, excluding evenings and Sundays, does not indicate a reduction in car park usage following the changes to our car parks, and therefore is assumed that any perceived decline in footfall isn't related to these changes.

The footfall in Wokingham Town Centre also confirms that the changes have had no detrimental impact on the Wokingham Town Centre. Bus patronage is also recovering which enable alternative modes of transport to our town centres.

Bus patronage data shows a continued recovery following covid and it should also be noted that FREE bus travel across the Wokingham Borough area on Reading and Thames valley buses was available on the 8 Saturdays on the run up to Christmas 2023. It is likely that some previous journeys taken by car would have transferred to bus as indications show a modest increase in patronage on those Saturdays.

Cycle trips have also increased from data collected on the 3 survey counters in Wokingham town centre when compared to 2022 figures. These additional journeys may have transferred from the car.

It is concluded that the changes made in July have had no discernible impact on car park usage and therefore there is at this time no reason not to continue. However, it is clear that usage of our car parks fluctuates across the year and therefore it is recommended the ongoing monitoring of our car parks should continue via the PowerBI reporting built which will be shared with our economic development team to inform and support our town centres. We will continue to monitor car park usage.

The council is currently in the process of developing an Economic Development Strategy to help us understand our current economic performance, strengths and challenges, as well as a Town Centre Strategy. Understanding our towns and the unique challenges they have will form part of this process. Working closely with our Town Councils and Parishes we have funded a range of support to businesses including free parking for Christmas events, free bus travel in the run up to Christmas and providing a range of business support programmes. It is our intention to work closely with our business community over the coming months to identify further ways we can strengthen our local economy.

ENFORCEMENT NOTIFICATIONS - 23rd July 2024

9 Fosters Lane, Woodley RG5 4HH

Running a car business from the property without permission.

182 Reading Road, Woodley, Wokingham, RG5 3AA

Building work has started at this property without displaying the nece

ENFORCEMENT CLOSURES - 23rd July 2024

37 Crockhamwell Road, Woodley RG5 3LE

Outbuilding being used as separate accommodation without PP

Voluntary compliance

12 Monitor Way, Woodley RG5 4BF

Timber frame building being built right up against our fence

Application submitted

7 Mannock Way, Woodley RG5 4XW

Planting not in accordance with PP

Voluntary compliance

47 Western Avenue, Woodley RG5 3BJ

Operating hours of martial arts studio

No breach

Land at Sandford Mill, Sandform Farm, Woodley RG5 4AN

Hard surfacing and roadways not delivered in accordance with the ap

No breach

92 and 94 Loddon Bridge Road, Woodley RG5 4AN

Hard and soft landscaping, dropped kerb to front drive unfinished

No breach

22 Lindberg Way, Woodley RG5 4XE

Extension work (windows) not in accordance with approved plans

No breach