



## Dorset Shoppers Permit Consultation

### What are asking for views about?

The survey asks for views on the future of the Shoppers Permit.

### Background

Residents in the West Dorset District Council area have been able to purchase a Shoppers Permit. **Shoppers Permits allow 2 hours parking (limited to one use per day) or 3 hours parking if a disabled badge is also displayed. At extra cost to the purchaser, it can be used in in a second vehicle but not on the same day.**

With the new Dorset Council covering the whole Dorset area, having the Shoppers Permit available in just part of the area is not fair. Therefore, the future of the shoppers permit is under review. We would like your views on whether it should be made available to the whole Dorset Council area or should be withdrawn.

The current Shoppers Permit is a cardboard disk which is displayed in vehicle windscreens. The new permit may be virtual where the registration number allows access for a set period in short stay car parks.

The current cost for the permit (which has not been increased for 15 years) is:

**6-month permit £16** (plus £2.50 for a second vehicle)

**12-month permit £32** (plus £5 for a second vehicle)

It is estimated that Dorset Council sustains a loss of around £50,000 in reduced parking revenue/administration for Shoppers Permits in the area that it is currently available.

### The Consultation

The consultation period runs from 30 October to midnight on the 6 December 2020. Your views are important to help us decide the future of the Shoppers Permit. The survey will take approximately 5 minutes to complete.

**Are you responding as...?**

- A local resident
- A representative of a business/organisation/community group
- Parish/Town Council
- Other (e.g. Councillor)

**If other please specify**

**Name of your parish/town council (if applicable)**

**Name of the business/organisation/community group(if applicable)**

**Your name (if giving an official organisational response)**

Your details will only be used for the purposes of this survey and will be held in accordance with our Data Protection Policy. This can be found at [www.dorsetcouncil.gov.uk/data-protection](http://www.dorsetcouncil.gov.uk/data-protection)

**What is your postcode?**

## Parking Patterns

**Before Coronavirus, what was the MAIN town/area you regularly used for shopping? Tick ONE only**

- |                                  |  |  |
|----------------------------------|--|--|
| <input type="radio"/> Beaminster | <input type="radio"/> Gillingham         | <input type="radio"/> Verwood          |
| <input type="radio"/> Blandford  | <input type="radio"/> Lyme Regis         | <input type="radio"/> Wareham          |
| <input type="radio"/> Bridport   | <input type="radio"/> Portland           | <input type="radio"/> West Bay         |
| <input type="radio"/> Charmouth  | <input type="radio"/> Shaftesbury        | <input type="radio"/> Weymouth         |
| <input type="radio"/> Dorchester | <input type="radio"/> Sherborne          | <input type="radio"/> Wimborne Minster |
| <input type="radio"/> Ferndown   | <input type="radio"/> Sturminster Newton |  |
| <input type="radio"/> Gillingham | <input type="radio"/> Swanage            |  |
- Other locations in the Dorset Council area (please specify below)
- I shop outside the Dorset Council area e.g. Poole, Bournemouth, Yeovil etc.(please specify below)



## Before Coronavirus where else in Dorset did you shop?

Tick all that are relevant

- |                                     |   |   |
|-------------------------------------|---|---|
| <input type="checkbox"/> Beaminster | <input type="checkbox"/> Gillingham         | <input type="checkbox"/> Verwood          |
| <input type="checkbox"/> Blandford  | <input type="checkbox"/> Lyme Regis         | <input type="checkbox"/> Wareham          |
| <input type="checkbox"/> Bridport   | <input type="checkbox"/> Portland           | <input type="checkbox"/> West Bay         |
| <input type="checkbox"/> Charmouth  | <input type="checkbox"/> Shaftesbury        | <input type="checkbox"/> Weymouth         |
| <input type="checkbox"/> Dorchester | <input type="checkbox"/> Sherborne          | <input type="checkbox"/> Wimborne Minster |
| <input type="checkbox"/> Ferndown   | <input type="checkbox"/> Sturminster Newton |   |
| <input type="checkbox"/> Gillingham | <input type="checkbox"/> Swanage            |   |

Other locations in the Dorset Council area (please specify below)

I shop outside the Dorset Council area e.g. Poole, Bournemouth, Yeovil etc.(please specify below)

We think the pros and cons of a Shoppers Permit are:

## For residents:

### PROS

- Save money - If you use a council car park for 2 hours more than once a week you will save money
- Less fiddly – no need for any cash/change
- Quicker – no need to queue/buy a ticket
- Safer – in COVID19 times no need to touch the parking machine
- Flexible – can use in many car parks around the Dorset area/ and by more than one car
- Easier - Makes it easier to access the High Street at a time when it really needs it
- The new permit could be virtual - i.e no physical cardboard permit.

### CONS

- The users have to pay in advance for their parking
- Possibly limited to 2 hours per day
- May exclude all long stay car parks
- To cover the cost of the Dorset wide Shoppers Permits, the price would probably need to go up.

## For the council

### PROS

- This would help support our local high streets
- Income is upfront which is good for the council.

### CONS

- It may only appeal to a certain demographic
- The Shoppers Permit needs to pay its way including administration costs.
- The Shoppers Permit may encourage people to drive when they could cycle or walk instead.

Looking at the list of identified pros and cons above do you see any others that you would add to the list?

**Do you currently have (or have previously had) a Shoppers Permit?**

- Yes       No       I don't know

**If not, is that because:**

- You weren't aware it existed  
 You live outside West Dorset  
 You felt it wouldn't benefit you/ don't think its value for money  
 You don't have a car  
 You are new to the area

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If you have/previously had a Shoppers Permit continue here. If not move on to page 6

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**Before Coronavirus did you use the Shoppers Permit just for shopping?**

- Yes, I only use it when I am shopping  
 No, I use it for shopping and for other purposes (e.g. dentist/doctors)  
 No, I only use it for other purposes  
 I don't know

**Please give details for what other purposes (as well as shopping) you use it for**

**If you don't use it for shopping please give details for what other purposes you use it for**

**Before Coronavirus how many days a week did you use your permit?**

- Less than 1 day a week       5-7 days a week  
 1-2 days a week       Don't know  
 3-5 days a week

**Before Coronavirus roughly what times of day did you usually use your permit? (select all that apply)**

- 8am - 10am       2pm - 4pm  
 10am - 12       4pm-6pm  
 midday 12       Totally varied  
 midday - 2pm

**Would the withdrawal of Shoppers Permits put you off visiting the locations that you are currently able to use them in?**

- I would not visit those locations anymore
- I would still visit those locations

**If you would still visit those locations would you?**

- visit those locations and continue to use the car parks as you do now
- not visit those locations as much as I do now
- travel to those locations by another means e.g. walk, cycle, use public transport, car share
- visit those locations, but look for free/cheaper parking
- visit those locations, but use the car parks for a reduced time
- I don't know



Questions for all respondents

**We are thinking about whether we should make the Shoppers Permits available across the full Dorset Council area** (Not including Bournemouth, Poole and Christchurch). The current West Dorset permit costs 62p a week. The new permit would allow you to park across the Dorset Council area.

**What do you think would be a fair price to pay per week for a new Dorset Council Shoppers Permit (based on 2 hours parking a day)?** (Permits would be available on a 6 and 12 month basis)

- 75p
- £1.25
- £1.75
- £2.25

**Would you purchase a Shoppers Permit if the time of day you could use it was restricted?**

- Yes
- No
- Don't know

**If the Shoppers Permit was restricted, what time of day do you think you should be able to use it?**

- Any time in the morning
- Any time in the afternoon
- Other time (please specify)

**Other (please specify)**

Currently, you can use the Shoppers Permit for 2 hours a day.

**Would you be more likely to purchase a shoppers' permit if you could use it for longer?**

- Yes, for 3 hours
- Yes, for 4 hours
- No
- Don't know

**Do you think the Shoppers Permit should:**

- Be discontinued
- Be brought in for the whole Dorset Council area

**Would you be likely to purchase a Dorset Council Shoppers Permit in the future?**

- Yes
- No

**If you were interested in a shoppers Permit what would be your preferred way of paying for it?**

- Direct Debit
- Single payment (6 months)
- Single payment (12 months)

**Any other comments regarding Shoppers Permits**

**Thank you for your time completing this survey.**

**Please return your completed form to** your local Dorset Council Library (or Tourist information Centre) by the closing date of the 6 December 2020.

Alternatively you can post it back to Dorset Council Parking Services, Unit A1, Marabout Industrial Estate, Dorchester, Dorset, DT1 1YA

## About You (For individual responses only)

We collect diversity information, not only to ensure any changes do not unfairly impact on specific sectors of the community, but also to try to make sure our consultation response comes from a representative sample of local residents. We would appreciate if you can complete the following details.

### Which age group do you belong to?

- Under 18     25 - 34     45 - 54     65 or over  
 18 - 24     35 - 44     55 - 64     Prefer not to say

### What is your gender?

- Male     Female  
 Prefer to self describe  
  
 Prefer not to say

The Equality Act 2010 describes a person as disabled if they have a longstanding physical or mental condition that has lasted, or is likely to last 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day-to-day activities. People with some conditions (cancer, multiple sclerosis and HIV/AIDS for example) are considered to be disabled from the point that they are diagnosed.

### Do you consider yourself to be disabled as set out in the Equality Act 2010?

- Yes     No     Prefer not to say

If yes, please tell us which type of impairment applies to you. You may have more than one type of impairment, so please select all the impairments that apply to you

- Physical disability     Sensory impairment (hearing, Sight or both)  
 Learning disability / difficulty     Prefer not to say  
 Long-standing illness or health condition     Other (please specify)  
 Mental health condition
- 

### Please specify your ethnic group?

- White British     Black/Black British - Caribbean  
 White Irish     Any other Black background  
 Gypsy/Irish Traveller     Mixed ethnic background - White and Asian  
 Any other White background     Mixed ethnic background - White and Black African  
 Asian/Asian British - Bangladeshi     Mixed ethnic background - White and Black Caribbean  
 Asian/Asian British - Chinese     Any other mixed background  
 Asian/Asian British - Indian     Prefer not to say  
 Asian/Asian British - Pakistani     Any other ethnic group (please specify)  
 Any other Asian background  
 Black/Black British - African
-



**From:** Elizabeth Murray  
**Sent:** 16 October 2020 09:23  
**Subject:** 200785: Dorset Council Car Park Changes

Dear Sir/Madam,

I am writing to inform you of Dorset Council public car park changes that may affect your local area.

A project was started in January 2020 to look at car park charges across the new Dorset Council area. It was considered that car park charges were not consistent or fair and that changes needed to be made. As well as this, some charges had not been reviewed for several years.

It is the intention of Dorset Council to charge from 8am to 8pm, Monday to Sunday in all Dorset Council public car parks. This will mean a longer charging day and charging on Sunday. As per our legal duty, notices of this change will be published two weeks before the change date.

To continue to support local business, Dorset Council intends to update the Parking Policy. The change is as follows:

- Four days each year when the Town Councils can use the Dorset Council public car parks for events which generate valuable footfall for businesses. The four days cannot be used during weekends in December.
- Free parking in all Dorset Council public car parks on Small Business Saturday in December
- Free parking in all Dorset Council public car parks on one weekday in December

Finally, I would like to direct you to a consultation on Shoppers Permits that Parking Services is undertaking, that will be available on the Dorset Council website in the next few weeks.

Shoppers Permits have been running in West Dorset for 23 years. Their original purpose was to entice residents into shopping locally by giving them heavily discounted parking in local short stay car parks; it is felt that this is something that is still very relevant now. The consultation will explore the potential to create a Dorset Council wide Shoppers Permit. Your support in completing this questionnaire would be much appreciated so that a decision on viability can be made.

Should you have any queries or comments regarding any of the notices in this letter then please contact [elizabeth.murray@dorsetcouncil.gov.uk](mailto:elizabeth.murray@dorsetcouncil.gov.uk) Queries/comments would be appreciated within four weeks from receipt of this email.

Yours sincerely,

**Matthew Piles**  
Corporate Director for Economic Growth and Infrastructure  
Email sent by:  
**Elizabeth Murray**  
**Strategic Parking Projects Officer**

