

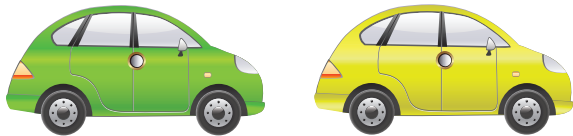


# Summit Successes

Working together for a better town

## Parking and Signage Working Group

The Andover Summit was organised by Test Valley Borough Council (TVBC) and held in November 2012. The Summit brought together a range of interested parties to agree a set of priority actions to improve the town. The actions were then taken forward by a set of working groups. The Parking and Signage Working Group was created to review the current parking arrangements for the town centre and identify options to improve the signage leading to the town from the trunk road network.



The members of the working group are:

- **Andy Ferrier**, Corporate Director, TVBC (Project Lead)
- **Steve Cotney**, The Chantry Centre
- **Nick Cross**, Marks and Spencer
- **County Councillor Tony Hooke**, Andover MOT & Servicing
- **Councillor Katherine Bird**, TVBC Councillor
- **Steve Raw**, Engineering and Transport Manager, TVBC

The following actions have been agreed by the working group and are now being progressed and implemented.



### **FREE** parking incentive schemes

- A 'buy one hour get one hour free' parking incentive will be available this Christmas to encourage visitors to the town centre to stay for a longer period.
- Free parking for targeted events will be introduced. This will be limited to specific car parks which have spare capacity. This incentive could be used to support events and initiatives in the town or during seasonal periods.

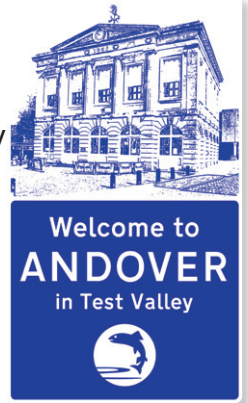


## New ultra-short stay parking

- Ultra-short stay or 'dash and go' parking is to be piloted in the town centre to encourage impulse shopping in the town. This will make it easier for people who wish to pop into the town for a short period, park for free and visit one or two shops. A number of locations have been identified which could provide up to 23 spaces: George Yard Service Road - 7 spaces; Westbrook Close - 3 spaces; Borden Gates - 3 spaces; West Street - 4 spaces (to be progressed once work on the bus station is complete); Chantry Street - 1 space; Newbury Street - 3 spaces and Bridge Street - 2 spaces.
- Hampshire County Council is consulting on highway enhancements at Chantry Street and Newbury Street. Short stay parking is proposed as part of these enhancements.
- It is proposed that an improved loading bay on the south side of Bridge Street be provided between Western Avenue and the taxi rank to better meet the needs of retailers. The existing loading bay on the north side of Bridge Street is to be converted to two 15 minute 'dash and go' parking spaces.

## New signage

- New boundary welcome signs will be placed at entry points to Andover. The new signage will be more visible, marking Andover as a destination and encouraging people who may be visiting for work or to see friends and family to return to Andover and visit the town centre.
- New and additional signage to attract potential visitors passing Andover on the A303. The new signage would need approval from the Highways Agency and include brown tourist and service information to make travellers aware of facilities in the town such as the theatre, museum and dining services.



## Parking payment improvements

- Create a pilot scheme allowing greater provision of long stay parking for workers in the town at a reduced rate. The pilot scheme will be based in Shepherds Spring Lane Car Park and will initially offer 50 reduced rate season ticket holder spaces.
- Investigate pay on foot parking in the Chantry Centre car park.
- Investigate the introduction of new methods of paying for parking such as a debit card chip and pin facility and 'wave 'N' pay' contactless payment systems to be phased in as existing pay machines become obsolete.

For further information on the work of the Andover Summit please visit our website [www.testvalley.gov.uk/andoversummit](http://www.testvalley.gov.uk/andoversummit) or call us on **01264 368000**