

Appendix 4 – Proposed introduction of charges at Victoria Common

– summary of informal consultation

The informal public consultation on the proposed parking charges at Victoria Common ran for 4 weeks - from 22nd July to 18th August.

During the consultation period, two face-to-face clipboard exercises were completed with users in the park/visitors to the car park. 70 responses were collected from these exercises. In addition, a BeHeard survey took place and 124 individuals registered their views.

Two drop-in sessions (one afternoon, one evening) were held for residents and park users. Letters were hand delivered to 460 households on roads surrounding the park inviting residents to the drop-in sessions and posters were displayed around the park pedestrian and vehicular entrances. 31 attendees met with members of the project team to discuss the proposals and register their preferences for on-street traffic restrictions.

A total of 194 views were collected as part of the informal consultation.

Findings Summary

Of the 194 views received, 98% were residents of Birmingham and 101 lived within a B31 postcode.

Of the 194 views received, 51 individuals (26%) answered the question that asked “what do you think a reasonable level of charging would be?” Of these 51 respondents, 90% agreed with the proposed rates i.e. 50p first hour, £2 for up to 4 hours, £3 for 4 hours plus.

74 individuals of the 194 respondents (38%) opted to provide alternatives to the proposed charging rates. Of the 74 recorded views:

- 17 suggested a rate of 50p per hour (which is the equivalent of the proposed rates above)
- 11 suggested a rate of up to 50p per hour
- 10 suggested parking for the first hour (at any time) should be free
- 10 suggested a maximum stay period should be introduced
- 7 suggested an additional rate to be added to the proposed rates, for the benefit of library visitors e.g. 50p for 2 hours

In total, 125 individuals (64%) responded with a preference or suggestion for a chargeable rate. 71 individuals (36%) expressed their preference for parking to remain free.

We asked for respondents' views around the investment wish list for the park as suggested by the District Parks Manager for Victoria Common:

- Of the 184 respondents to the suggestion to invest in the future upgrade and refurbishment of the car park and site infrastructure, 79% agreed or strongly agreed
- 181 respondents recorded a view regarding the suggestion to enhance the horticultural features at the park (including replacement tree planting). Of these 181 respondents, 73% agreed or strongly agreed
- 58% of the 178 respondents to the suggestion to safeguard heritage features (such as Sons or Rest) agreed or strongly agreed
- Of the 167 respondents to the suggestion to improve interpretation and information for park users, 54% agreed or strongly agreed.