

Malhamdale Visitor Traffic Management Plan

Final report

January 2019



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Executive summary

There are around 170 inhabitants in Malham and around 750 residents in Malhamdale. Businesses located in the area are mainly linked to farming and the visitor economy and include cafés and pubs, shops and accommodation providers. Accommodation providers can cater for up to 270 visitors in Malham, with additional capacity provided in the wider Malhamdale area and on campsites.

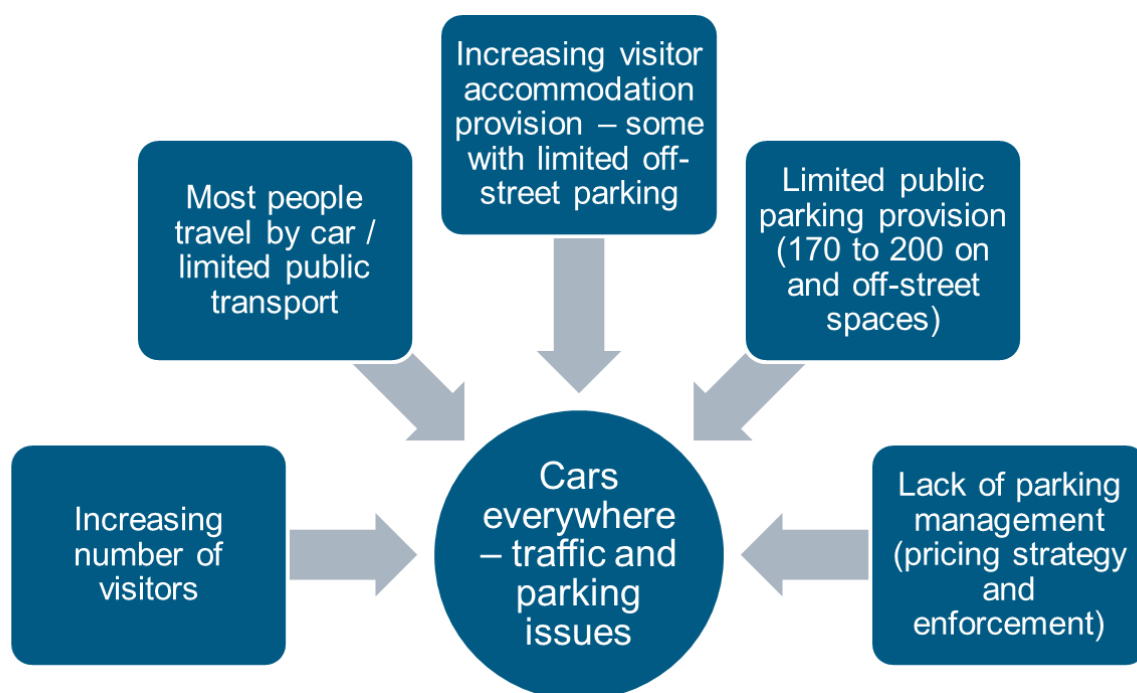
Visits to Malham have increased in recent years and are estimated to represent between 750,000 and 1 million visitor days annually. This results in significant traffic and parking issues, as well as wider pressures on the Dale's environment and services.

Access to Malham is mainly by car, via minor roads off the A65, through Kirkby Malham and gaining access the Malham village from the south. There are limited public transport services to the village. The nearest towns are Settle (6 miles from Malham) and Skipton (12 miles from Malham).

On busy days, car parking becomes a major issue, impacting on wider access to the village for residents, businesses, buses, service vehicles and emergency services. Designated parking areas in the village, both on and off road, can accommodate between 170 and 200 vehicles, but parking counts show that demand for car parking spaces can exceed 600 vehicles per day during busy weekends.

The key drivers behind these traffic and parking issues are summarised in Figure A.

Figure A **Key drivers for traffic and parking issues in Malham**



This study has considered a wide range of options to address current traffic and parking issues in Malham, discussing their key advantages and drawbacks and feasibility with the Parish Council, key stakeholders and the community through three online surveys (residents, businesses & staff, and visitors) and two public meetings in October 2018.

The assessment of options was organised against the “Avoid Shift Improve framework”, a widely used framework to develop and assess transport options and sustainable transport strategies. The framework encourages communities and stakeholders to consider interventions and investments which are likely to:

- **Avoid** travel – considering whether the need to travel, the number of motorised trips, their frequency and their length can be reduced;
- **Shift** trips – considering options which can switch travel from cars/vans to more efficient modes of transport such as walking, cycling, and public transport; and
- **Improve** travel efficiency – considering how to make the remaining motorised trips as efficient as possible in terms of energy use and distances travelled, for example by reducing distances driven looking for a parking space, and by encouraging the use of more fuel efficient/lower emission vehicles.

As presented in Figure B, the recommended action plan to address traffic and parking issues proposes an integrated approach to make sure that interventions are coordinated and reinforce each other by discouraging vehicular traffic through the village and enabling visitors (as well as residents and businesses) to adopt more sustainable travel patterns.

Figure B Malham visitor access - an integrated approach



The following actions have been identified as high priority or quick wins:

- Data and information:
 - Conduct additional parking counts to improve data availability and quality – high priority;
 - Improve pre-travel visitor information – quick win;
 - Set up a Facebook group (or similar) for people living and working in Malham/Malhamdale to share lifts – quick win;
- Walking and cycling:
 - Provision of improved cycle parking facilities in the village – quick win;
- Car parking:
 - Work with North Yorkshire County Council to develop and implement a coherent parking strategy in the village – high priority;
 - Provision of additional car parking facility in Malham – high priority;

-
- Raising funds to support proposed programme of investment:
 - Consider the development of a Business Improvement District (BID); and
 - Consider the development of a Voluntary Giving Scheme.

Additionally, further consideration should be given to:

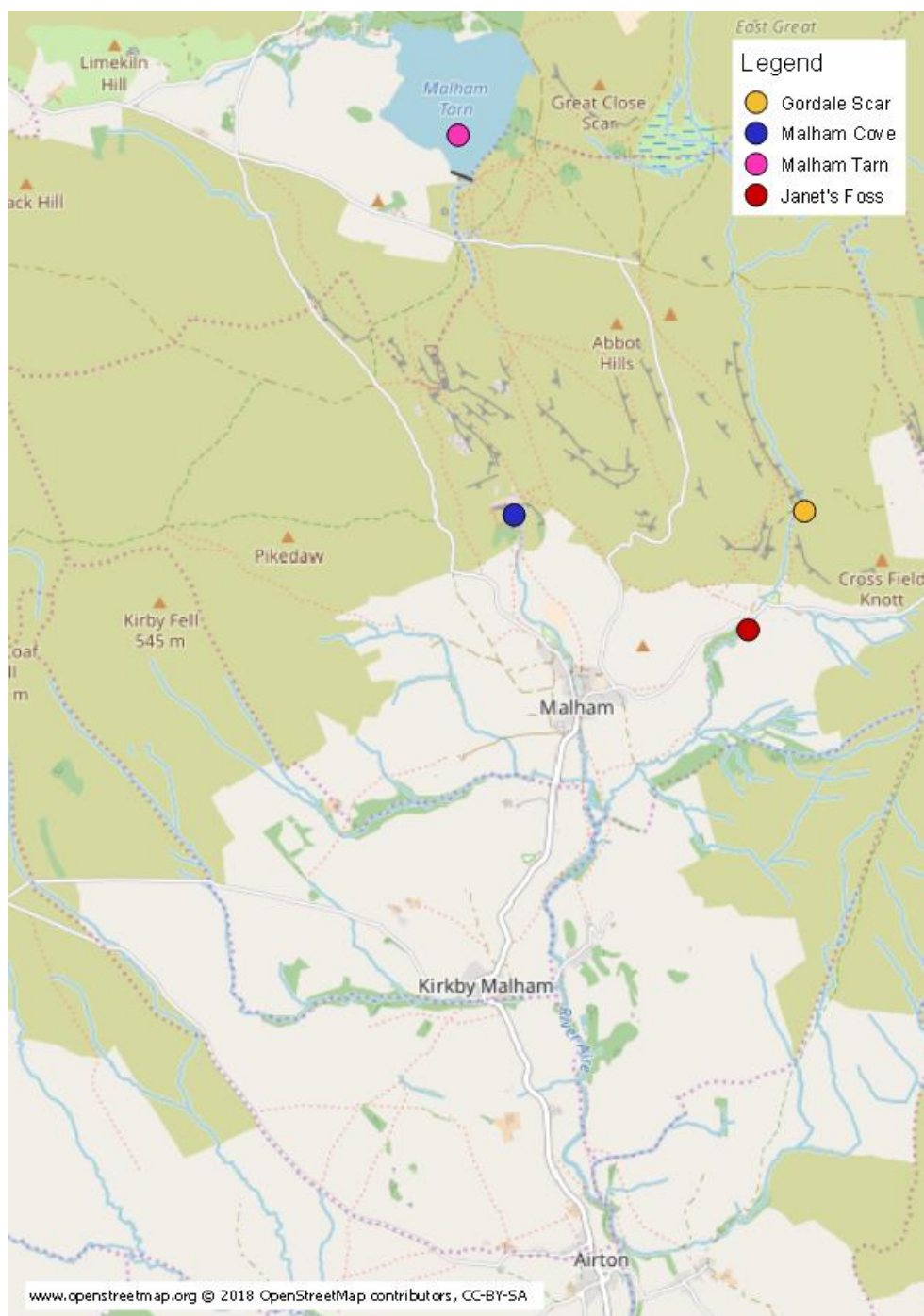
- Improving visitor information on the approach to Malham;
- Setting up a trial park & ride scheme between Skipton and Malham for Summer 2019, working with the dales and Bowland Community Interest Company;
- Initiating the process to develop Quiet Lanes and cycle routes through and around Malham, through discussions with Sustrans, Yorkshire Dales National Park, and North Yorkshire County Council;
- Developing a walking route between Malham village and the primary school (issue related to school transport provision needs to be addressed first);
- Changing the road layout in the village to provide additional space for pedestrians, reduce vehicles speeds and traffic through the village;
- Available funding streams including the reintroduction of the Parish precept and a review of the eligibility of proposed investments against existing funding streams such as the Yorkshire Dales National Park Sustainable Development Fund.

1. Traffic challenges in Malhamdale

1.1. Introduction

Malhamdale is located in the North Yorkshire District of Craven in the Yorkshire Dales National Park. Its spectacular scenery attracts a significant number of visitors every year to the village of Malham and its surrounding features, including Malham Cove, Gordale Scar, Janet's Foss, and Malham Tarn.

Figure 1-1 Malham location map



There are 170 residents in Malham and around 750 residents in Malhamdale but Malham and its scenery attracts many visitors, with visitor days estimated between 750,000 and 1 million per year¹, resulting in

¹ There is no up to date data available on the number of visitor days spent in Malham so this estimate is based on older data (556,000 visitor days in 1991, 750,000 in 2006 – see www.yorkshiredales.org.uk/_data/assets/pdf_file/0005/528575/educationfile11-malham.pdf) and discussions with local businesses and residents.

significant traffic and parking issues, as well as wider pressures on the Dale's environment and services. The key drivers for these issues are summarised in Figure A.

Although the National Park and the Parish Council have been working together to address these issues, traffic related challenges remain one of the main complaints for residents, businesses, and visitors. Kirkby Malhamdale Parish Council has therefore decided to develop a Visitor Traffic Management Plan for Malhamdale.

This report includes a review of the current situation in Malham and presents recommendations to address traffic and parking issues faced by both visitors and residents in Malham, taking account of the needs of residents and businesses, while also supporting the desire to welcome visitors to the area.

1.2. Malhamdale users

This section presents an overview of the data available on the people who access Malham, including residents, businesses and visitors.

1.2.1. Residents

Table 1-1 provides an overview of the parishes located in Malhamdale, population estimates, and key facilities available in each parish.

Table 1-1 Malhamdale parishes and population estimates

Parish	Population			Main facilities
	2011	2015	Change	
Malham	160	170	10	National Park Centre, shops, inns/pubs, tearooms and cafes, visitor accommodation (YHA, B&B, hotels, self-catering, campsite)
Kirkby Malham	100	100	0	Only primary school in Malhamdale, inn
Malham Moor	70	70	0	Malham Tarn Field Centre and High Trenhouse Management Centre
Airton	190	200	10	Newfield House
Scosthop	80	70	-10	Farm shop, tearoom and visitor accommodation
Calton	60	60	0	
Otterburn	50	40	-10	
Hanlith	20	40	20	
Malhamdale total	730	750	20	
Craven District	55,500	55,800	300	
Yorkshire Dales National Park	19,800	19,700	-100	

Most of Malhamdale is privately owned. The National Trust owns several farms rented out to tenant farmers as well as Tarn House and Estate (Malham Tarn Field Centre), which is leased to the Field Studies Council².

Feedback collated for the Malhamdale Plan shows that residents value *“the rural environment and friendly community”*. They identify the main drawbacks of living in Malham as the *“lack of recreational facilities”* (children playground and sports facilities were identified as desirable), *“excessive traffic through villages and poor public transport”*².

² Source: The Malhamdale Plan (www.malhamdale.com/Malhamdale%20Forward/The%20Malhamdale%20Plan.pdf)

1.2.2. Businesses

Businesses and employers located in Malhamdale include:

- Farms (declining sector);
- Inns, pubs, cafes and tearooms;
- Shops and activity providers (often linked to the visitor economy – souvenirs, outdoor gear, farm shop, outdoor pursuits);
- National Park (including the visitor centre, open seven days per week between April and October, and during weekends and school holidays only during the winter months);
- Visitor accommodation (YHA, hotels, B&Bs, self-catering and camping, Tarn House and Estate, a National Trust property leased to the Field Studies Council, and High Trenhouse Management Centre).

The tourism sector is key to the local economy (estimated to provide 30% of the local jobs³) and this is reflected in the type of businesses located in Malhamdale.

Accommodation providers

Table 1-2 provides an overview of visitor accommodation provision in Malham⁴. Based on this information, maximum visitor capacity is estimated at around 270 bed spaces across hotels, inns, B&Bs and self-catered accommodation (excluding campsite facilities).

The table clearly shows that there is not enough off-street parking capacity to accommodate all visitors, with some smaller accommodation providers advising customers to park on street in the village or at the National Park car park. There is also a significant shortage of car parking provision at some of the larger sites, especially when the need for staff parking is considered.

³ Source: The Malhamdale Plan (www.malhamdale.com/Malhamdale%20Forward/The%20Malhamdale%20Plan.pdf)

⁴ Based on internet searches undertaken in October 2018. This matches the estimated 13 holiday lets quoted by the National Trust in 2013 (www.malhamdale.com/Malhamdale%20Forward/20130605%20Malham%20Village%20Meeting%201%20EB.pdf)

Table 1-2 Malham visitor accommodation summary

Accommodation provider	Max. capacity (Number of bed spaces)	Number of parking spaces provided	Notes
Hotels, inns and B&Bs			
Beck Hall	Approx. 36	Car park at rear with space for 22 cars	Car parking likely to be insufficient as Beck Hall is a hotel and restaurant.
Ghyllstones B&B	6	Off street	
Malham YHA	87	12 to 14 car parking spaces	Caters for groups but no coach parking. Very limited car parking facilities on site.
Miresfield Farm Guest House	20	Private car park for 12 cars	Also offering a few camping pitches
River House Bed and Breakfast	16	Off street parking for 5 cars	Car parking likely to be insufficient when accommodation fully occupied.
The Buck Inn	20	Car park to the side for 15 to 20 cars	
The Lister Arms	Approx. 40	Car park at rear for 25 cars + 30 spaces at the Listers Barn	Including Listers Barn (ex-Cove Centre)
Self-catered accommodation and holiday lets			
Cove View Cottage	2	Private parking for one car	
Hill Top Cottage	5	Parking for 2 cars	
Hill Top Bunk Barn	32	Parking for 8 to 10 cars	Car parking likely to be insufficient when accommodation fully occupied.
Old Barn Flat	4	On street	
Pikedaw Barn Holiday Cottage	6	Parking for 1 car off the lane, 2 cars on the lane	
Prior Hall Cottage	15	Off road parking for up to five cars	
Rose Cottage	4	On street	
Tennant Cottage	4	Off road parking for two cars On private road.	
The Hayloft at Tennant Barn	2	On street (private road)	
The Threshing Floor at Tennant Barn	2	On street (private road)	
Town Head Farm	8	Off road parking for four cars	
Woodside Cottage	4	Off road parking for two cars	
Campsites			
Riverside Campsite, Town Head Farm, Cove Road	Camping pitches	20/25 car parking spaces	Many campers arrive on foot as part of an expedition etc.

1.2.3. Visitors

Annual visits

There is no up to date data available on the total number of visitors coming to Malham, but visitor days are estimated between 750,000 and 1 million per year⁵.

Table 1-3 shows a total of 117,000 visits to the Malham National Park centre in 2017/18⁶. This shows a significant growth in visitor numbers in Malham in the last five years, against an overall trend of decrease in visits to the centres.

Malham was the most visited National Park centre in the Yorkshire Dales in 2016/17 and 2017/18, representing 30% of visits to Yorkshire Dales National Park centres.

Table 1-3 Yorkshire Dales National Park centres - visitors numbers

Yorkshire Dales National Park centres	Number of visits to the centres per year							
	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Aysgarth Falls	122,351	121,311	112,714	106,685	110,819	112,270	106,524	106,393
Grassington	110,707	99,887	97,252	98,085	103,066	106,043	91,184	88,194
Hawes	117,657	98,759	99,357	82,882	66,025	61,837	59,140	61,562
Malham	113,510	113,788	98,126	88,855	101,193	103,465	117,123	116,744
Malham share	23%	24%	22%	22%	26%	26%	31%	30%
Reeth	35,798	33,039	29,720	19,950	13,742	11,808	10,038	9,884
Total	500,023	466,784	437,169	396,457	394,845	395,423	384,009	382,777

Table 1-4 shows data from the people counter located on the Pennine Way, on the path towards Malham Cove. The data provided by the National Park Authority shows the number of pedestrians going out towards the Cove and coming back on the path (in and out numbers do not match as some people chose a circular route instead). This data shows similar visitor numbers to Table 1-3 and a similar trend of increasing visitor numbers.

Table 1-4 Pennine Way people counter on the path to Malham Cove

Count direction	Number of pedestrians counted			
	2014-15	2015-16	2016-17	2017-18
Malham Cove in	59,930	98,910	110,314	110,724
Malham Cove out	49,692	85,783	86,533	64,414

A 2012 National Trust survey⁷ noted that visitors include:

- Mainly couples (not family groups);
- Some family groups for peak times/events (Easter, Malham Safari); and
- Some school groups.

⁵ This estimate is based on older data (556,000 visitor days in 1991, 750,000 in 2006 – see www.yorkshiredales.org.uk/_data/assets/pdf_file/0005/528575/educationfile11-malham.pdf) and discussions with local businesses and residents. Another source quotes a 2012 survey estimating a total of 250,000 visitors. This seems to be a significant underestimate. (see: www.countryside-jobs.com/Focus/Articles/question-of-balance-in-malham-yorkshire-dales-npa-0613_5.html)

⁶ This is the number of people entering the visitor centre building, representing only a fraction of the total number of visitors. Data provided by the National Park Authority in September 2018, gathered through an automatic counter at the main entrance door.

⁷ National Trust Malham Community Development, Minutes from meeting held on 5th June 2013 (www.malhamdale.com/Malhamdale%20Forward/20130605%20Malham%20Village%20Meeting%201%20EB.pdf)

The main activities are:

- General sightseeing and leisure shopping;
- Walking;
- Cycling;
- Rock climbing, abseiling, caving;
- Bird/wildlife watching (including the Malham Peregrine Project run by the YDNPA and the RSPB); and
- Stargazing.

Length/type of visits

Data on visitors' length of stay is only available for the Yorkshire Dales National Park as a whole. In 2017, the National Park received 3.85 million visitors, made up of 3.3 million day-trippers and 0.52 million overnight visitors. These visitors brought in £263 million to the region's economy and provided employment for 3,623 full time equivalent (FTE) posts.

Between 2016 and 2017, there was an increase of 1.7% in tourist days, 2.4% in tourist numbers, and 4.5% in tourism revenue. This builds on increases in both 2013 and 2014 followed by a slight dip in 2015⁸.

Between them, these visits added up to 5.06 million tourist days in the Yorkshire Dales National Park, with Malham estimated to cater for between 15% and 20% of tourist days in the National Park.

Peak times

Visitor numbers to Malham are highest during Bank Holiday weekends (especially Easter), school holidays, and in the summer. The number of visitors is generally much higher when the weather is nice as most visits involve some outdoor activities.

This means that peak days are difficult to predict and ad-hoc traffic management such as cones, marshals, and the opening of an overflow parking field often need to be put in place at short notice (e.g. first nice weekend of the year).

Annual events also attract a significant number of visitors, including:

- Malhamdale Show – late August, between 2,500 and 3,000 visitors in 2018 (parking is managed with overflow car parks and marshals);
- Malham Safari Trail – late May (parking is managed with overflow car parks and marshals);
- Malham Trail Challenge – in May, starts in Kirkby Malham, limited to 300 runners (parking is in a field in Kirkby, used as temporary car parking for the event).

These events are planned, and volunteers are usually available to marshal traffic to park into permanent and overflow parking facilities as required.

⁸ Source: Trends in tourism in the Yorkshire Dales 2010 to 2017
(www.yorkshiredales.org.uk/_data/assets/pdf_file/0005/764708/Trends-in-tourism-in-the-Yorkshire-Dales_2010-17.pdf)

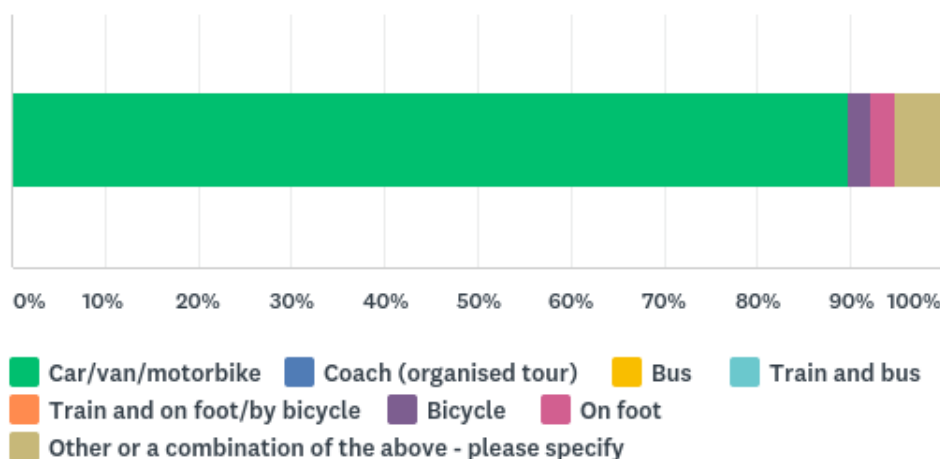
1.3. Accessing Malham

The vast majority of travel to and from Malham is by private car.

The 2017 visitor survey for the Yorkshire Dales National Park shows that the majority of respondents (87%) travel by private car or van. 4% had travelled on foot, 3% by motorbike, 3% by public bus or coach, 1% by private bus or coach, 1% by train, 1% by bicycle and less than 1% by another method⁹.

As shown in Figure 1-2, 90% of visitors who responded to the survey undertaken for this study travelled to Malham by private car.

Figure 1-2 Visitor survey - On your last visit, how did you travel to Malham?



⁹ Source: Yorkshire Dales National Park Visitor Survey 2017

(http://www.yorkshiredales.org.uk/_data/assets/pdf_file/0011/1155773/IBYDP1100-YDNPA-Customer-Survey-2017-Report-Final-Draft-22_03_18-Protected-PDF.pdf)

1.3.1. By road

The main road access to Malham is from the south via minor roads off the A65 (between Skipton and Settle). These roads take users through Kirkby Malham and enter the village of Malham from the south, via Kirkby Brow and Chapel Gate. It is also possible to access Malham from the north, through two minor moorland roads via Stainforth/ Langcliffe or Arncliffe although this route is not as popular due to additional distances and the narrow roads.

The nearest towns are Settle (6 miles from Malham) and Skipton (12 miles from Malham).

Traffic flows

There is a traffic counter installed on the main road into Malham. This is managed by North Yorkshire County Council (NYCC) and ceased to function in 2013. The last two full years of available data are summarised in Table 1-5.

Annual average daily traffic in 2011/12 is estimated at around 1,100 vehicles/day, with approximately 9.5% of vehicles identified as HGVs (some agricultural vehicles are likely to be included in the HGV category).

Table 1-5 Malham traffic count data provided by NYCC

Traffic counter data	2012	2011
Annual average daily traffic (AADT) ¹⁰	1,054	1,145
Average vehicle speed	29.8 mph	29.5 mph
85 th percentile vehicle speed ¹¹	37.8	37.2
Percentage of HGVs	9.7%	9.3%
Coverage ¹²	90.8%	96.4%

This data is averaged over the year so doesn't show the variations between average weekdays and busy weekends where traffic flows are much higher. It is likely that these traffic flows have increased since 2012 as tourism data for the National Park and parking counts for Malham both show increased visitor numbers in recent years.

To set this data in perspective, it is useful to refer to Sustrans' design principles for the National Cycle Network¹³, where the priority is given to the creation of traffic-free routes where possible but changing the character of a road to create a quiet-way is considered a suitable alternative to encourage cycling where a traffic-free option isn't available.

The design principles describe a quiet-way in rural areas as a road section where:

- There is a speed limit of 40mph or less (and vehicles travel at 40 mph or less);
- The traffic flow (AADT) is below 1,000 vehicles – as shown in Table 1-5, annual average daily traffic was already above 1,000 vehicles in 2011;
- Traffic signs and road markings highlight the speed limit and inform drivers that they should expect to encounter people walking, cycling or riding a horse in the road; and
- Provide good visibility to enable all users to see each other.

¹⁰ Total volume of vehicle traffic on a road for a year divided by 365 days.

¹¹ 85% of all vehicles travel at or under that speed at the monitoring point.

¹² Estimated percentage of annual traffic/days covered by the data provided.

¹³ See for example Paths for everyone, National Cycle Network physical review and action plan, North of England, Nov 2018 (www.sustrans.org.uk/sites/default/files/file_content_type/ncn_review_action_plan_north_england_web.pdf)

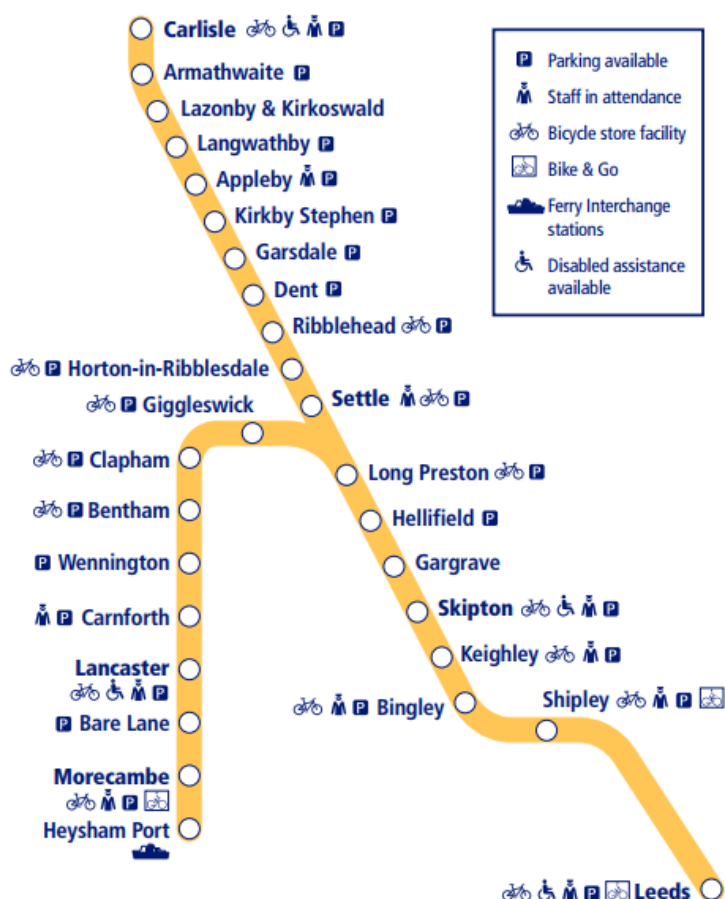
1.3.2. Public transport

Trains

As shown in Figure 1-3, the main route serving stations near Malham is the Leeds to Carlisle/Morecambe line, which is operated by Northern. Services stop at Skipton and Settle and stations in between. Gargrave is the closest stations to Malham (about 7 miles away). Skipton is also on the Skipton to Leeds/Bradford Forster Square (Airedale) line.

Services to Skipton and Settle are relatively frequent (hourly or more frequent during the day). Services to and from Gargrave are more limited (less than hourly).

Figure 1-3 Leeds to Carlisle/Morecambe route (Source: Northern)



Bus services

Bus services to and from Malham are limited, as summarised in Table 1-6¹⁴.

The 210/211 and 75 bus services operate in both summer and winter months. The 873/ 884 and 881 services only operate between Easter and October¹⁵. There are no buses to Malham on Sundays or public holidays during the winter months.

Table 1-6 Malham Bus Services

Service and operator	Main route	Frequency	First bus arrives	Last bus leaves
210/ 211 – North Yorkshire County Council	Skipton – Malham	Monday – Friday: Twice a day	10:25	13:25
	Malham – Skipton		10:35	13:35
75 – Kirkby Lonsdale Coach Hire	Skipton – Malham	Saturdays: Twice a day	10:25	16:25
	Malham – Skipton		10:30	16:30
873/ 884 – Dales & Bowland CIC	Ilkley – Malham	Summer Sundays and Bank Holidays: Three times a day	11:15	16:00
	Malham – Ilkley		11:40	16:30
881 – Dales & Bowland CIC	Malham – Ingleton	Summer Sundays and Bank Holidays: Three times a day	11:25	16:00
	Ingleton – Malham		10:50	16:30

Bus services are used by a small minority of residents and visitors only. Amongst residents who responded to the survey undertaken for this study, 74% said that they never use the bus, with the remaining 26% of respondents mainly using the services on an occasional basis. Residents identified the following key issues with the current services:

- Current timetable doesn't cater for commuting as earlier and later services would be required;
- Current timetable doesn't allow enough time at the destination (Skipton and Malham), which means that residents might use the bus one way but rely on lifts the other way;
- No regular service to Settle.

¹⁴ Source: www.dalesbus.org/malham.html and <http://getdown.org.uk/bus/bus/210.shtml>

¹⁵ Ending 21st October in 2018

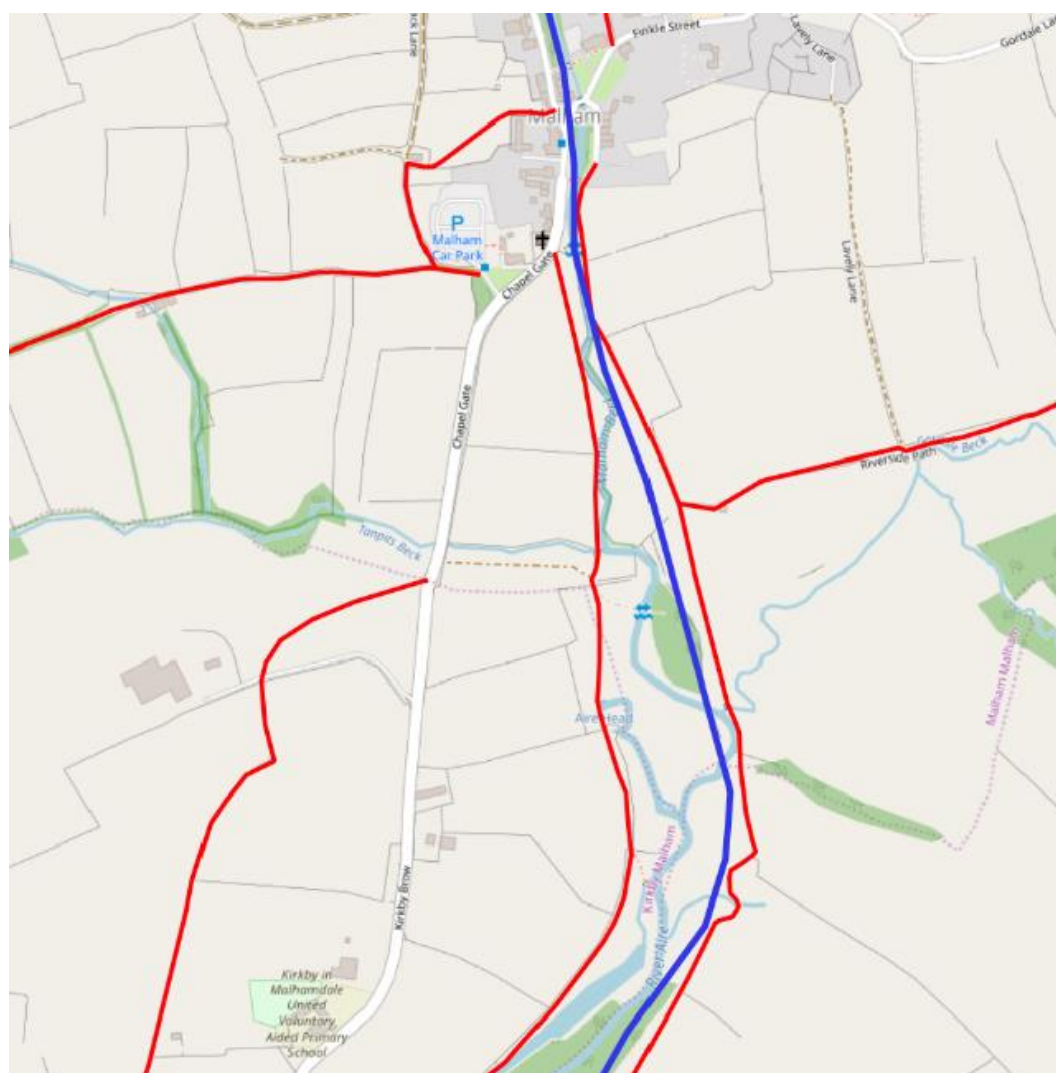
1.3.3. Walking and cycling

Malham is on the following main walking and cycling routes:

- The Pennine Way – a national walking route, joining Gargrave to Malham (approx. 7 miles), through Airton and Hanlith, and continuing northwards to Malham Tarn and further on to Horton in Ribblesdale;
- The Pennine Bridleway – a route suitable for horse riders, cyclists and walkers, the bridleway links Settle to Malham, approaching the village from the north-west; and
- The Yorkshire Dales Cycleway – a circular cycle route using existing roads around the National Park, taking cyclists through the village of Malham (Kirkby Brow, Chapel Gate, Finkle Street and Malham Raikes).

Figure 1-4 shows the Pennine Way through Malham as well as other footpaths around the village.

Figure 1-4 Main footpaths in Malham



Legend

- Pennine Way
- Footpaths

www.openstreetmap.org © 2018 OpenStreetMap contributors, CC-BY-SA

Residents who responded to the survey undertaken for this study noted the following issues with walking and cycling in and around Malham:

- There is not enough safe space for pedestrians to walk in the village, which is compounded by cars regularly parking on the limited space there is;
- Some would welcome lowering the speed limit to 20 mph in the village; and
- Cyclists would welcome more cycle paths/routes and secure cycle parking.

1.3.4. Parking in Malham

There are five main areas for public parking in Malham. As described in Table 1-7, the permanent facilities can cater for 170 to 200 vehicles, and include:

- Off road parking facilities at the National park car park (located at the main village entrance); and
- On street parking on the side of the main access road into Malham (Chapel Gate after Kirkby Brow and to the National Park car park entrance) and on the side of the road in the village's main two streets (between Chapel Gate and Cove Road and on the side of the Village Green outside the Listers Arm).

Some of the fields at the entrance to the village are used as overflow parking facilities on busy days, with access dependent on ground conditions as well as the willingness of the field owners to open their fields and the availability of the owner or volunteers to manage access and collect payment.

Table 1-7 Malham public parking facilities

Parking facility	Capacity	Notes
Off road parking		
National Park car park	112 car parking spaces (including 4 disabled spaces) + 8 spaces for coaches + additional spaces on the grass areas. Max recorded: 164 vehicles ¹⁶ .	Charges apply (see Table 1-9).
Field (overflow facility)	Capacity depends on field(s) in use	A number of fields can be used as overflow parking facilities on busy days. The main fields in use are located off Chapel Gate, before or at the entrance to the village. Vehicular access is dependent on ground conditions, the land owner/volunteers opening the field(s) and being in attendance.
On road/street		
Chapel gate (after Kirkby Brow and up to the National Park car park)	Regularly accommodates between 20 and 40 cars during busy weekends. Max recorded: 130 vehicles ¹⁶ .	A voluntary contribution of £2 per vehicle is encouraged by the Parish Council.
Chapel Gate and Cove Road	Regularly accommodates 10 to 20 cars. Max recorded: 30 vehicles ¹⁶ .	
Village Green outside the Listers Arm	Regularly accommodates between 5 and 10 vehicles. Max recorded: 15 vehicles ¹⁶ .	



Yorkshire Dales National park rangers and volunteers collect vehicle data in Malham, counting cars parked in the five areas listed in Table 1-7 throughout the year, usually at weekends. This quality of this data varies, and counts do not cover all days of interest (for example, counts might be undertaken on one day during a Bank Holiday weekend but the busiest day might be on a different day, often linked to weather conditions).

Table 1-8 shows the maximum number of vehicles counted by volunteers during the afternoon during Easter and Bank Holiday weekends as well as on the busiest weekends in spring/summer and autumn/winter for the last three years.

Although this data needs to be considered as indicative only, it clearly shows that even in autumn/winter, there are more cars than designated parking spaces, leading to drivers parking in prohibited and/or dangerous places (as documented in Figure 1-5 and Figure 1-6¹⁷).

¹⁶ Based on National Park parking counts undertaken by the Park's rangers and volunteers in 2015/16, 2016/17 and 2017/18.

¹⁷ Photographs provided by Malhamdale Parish Council.

Table 1-8 Parking counts - maximum vehicles, all areas (afternoon count)

Event/period	Maximum number of vehicles counted		
	2015/16	2016/17	2017/18
Easter weekend	419	659	206 ¹⁸
Early May Bank Holiday	435	300	375
Malham Safari (usually second May Bank Holiday)	542	990	585
Malham Show	208	298	422
Busiest weekend in spring/summer (April to October)	353	595	607
Busiest weekend in autumn/winter (November to March)	273	289	236
Total capacity without overflow car park	170 to 200 vehicles		

Figure 1-5 Examples of parking issues in Malham – Chapel Gate/Kirby Brow



Kirby Brow parking – some parking allowed but cars on the grass verge cause erosion and some cars parked dangerously where the road narrows



Kirby Brow – prohibited parking on grass verge

Figure 1-6 Examples of parking issues in Malham – Finkle Street



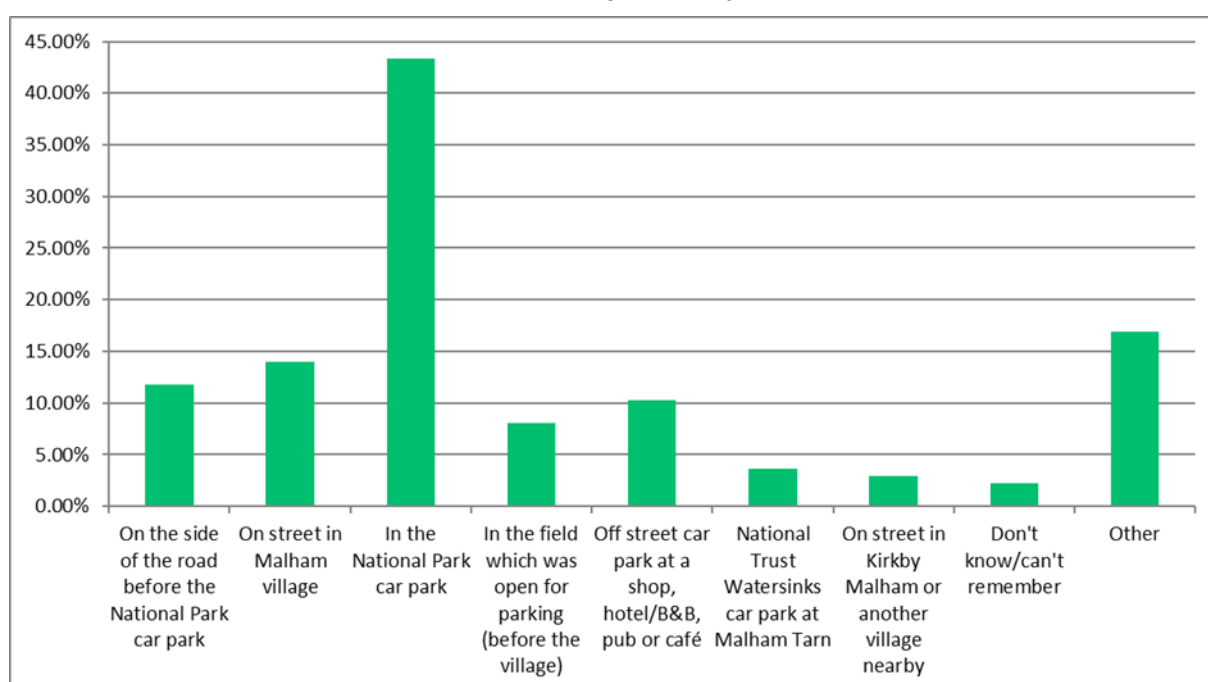
Although public parking facilities are mainly used by visitors to Malham, some residents and businesses (including staff and overnight visitors) also make regular use of on street parking and the National Park car park, as they do not have sufficient space to park their vehicles off road.

¹⁸ This is an example of the vehicle count being undertaken on a less busy day during the Easter weekend and therefore not representing parking pressures in Malham during the period.

The surveys undertaken for this study show:

- For residents:
 - 11% of residents who responded to the survey do not have off street car parking spaces available;
 - 11% of residents regularly park in the National Park car park, and 13% use the car park on occasions (mainly during the day and for short stops to access shops and services in the village);
 - 20% of residents regularly park on street in the village and 47% do so occasionally;
- For businesses, the demand for car parking varies with periods and times of day and businesses which are not able to offer sufficient off-road parking spaces at their site usually recommend parking on street in the village to staff and customers; and
- For visitors, the National Park car park is the most used parking location (43% of respondents), followed by on street on the approach to the village or in Malham (26%).

Figure 1-7 Visitors - On your last visit, where did you park in Malham? (percentage of respondents)



National Park car park

The main public car parking facility is the National Park car park, offering a total of 112 car parking spaces, 8 spaces for coaches and additional parking on the grass areas at peak time. The car park accommodates many more vehicles at peak times with people using any space available (on the grass). There are currently no plans to extend or improve the National Park car park (apart from ongoing maintenance).

Applicable charges are shown in Table 1-9. Annual permits are available for Malham residents (only two residents were recorded to have bought a pass in 2017/18 but some residents have bought an annual pass without the purchase being linked to their location in Malham¹⁹). Accommodation providers also have the ability to purchase an annual pass for their customers although no provider has taken advantage of this offer in Malham.

The car park is managed by National Park Authority Rangers who can issue Penalty Charge Notices. As shown in Figure 1-8, the National Park's policy is to ask users who have failed to pay and display to purchase a daily ticket and present it to one of the National Park information centres within seven days, rather than issue a fine.

¹⁹ For the survey undertaken for this study, 15 residents indicated that they had purchased an annual pass.

Table 1-9 National Park - Malham Car Park Charges

Type of Stay	Charge
10 minutes in marked bay	Free
Daily Ticket – Up to 2 hours	£2.50
Daily Ticket – Over 2 hours	£4.50
Long Stay Ticket – 24 hours	£5.00
Long Stay Ticket – 48 hours	£7.50
7 Day Ticket	£15.00
Annual Pass (resident / visitor)	£40.00
Annual pass for accommodation providers	£70.00
Coaches	Free

Figure 1-8 Example of a “pink ticket” in use in the National Park car park

16613

SITE _____

YORKSHIRE DALES
National Park Authority

WE NOTE THAT YOU HAVE FAILED TO
DISPLAY A VALID CAR PARKING TICKET

THIS IS AN OFFENCE UNDER THE BY-LAWS
RELATING TO NATIONAL PARK CAR PARKS

The National Park prefers not to prosecute people who have not complied with the by-laws. No further action will be taken against you provided you purchase a ticket for the daily rate as stated on the Ticket Machine and present it with this notice at any National Park Information Centre within 7 Days.

Centres: Aysgarth, Grassington, Hawes, Malham & Reeth.

Pay online:
yorkshiredales.org.uk/parking

Or Post To: Yorkshire Dales National Park, Colvend,
Hebden Road, Grassington, Skipton, North Yorkshire BD23 5LB

Date Time

Registration Number

PLEASE NOTE THAT THERE ARE NO CONCESSIONS FOR
BLUE BADGE HOLDERS.

Thank you, your car park fee goes towards looking after your
national park.

On road/street parking

As described above, there are three main locations where on road/street parking is allowed and a voluntary contribution of £2 per vehicle is encouraged by the Parish Council.

At peak times, some drivers end up parking in locations where parking is prohibited (such as Kirkby Brow on the side of the road with the double yellow lines or on the grass verge) or where roads are unsuitable for parking (for example on Finkle Street, a narrow road with passing places), as illustrated in Figure 1-5 and Figure 1-6. On busy days, Parish Council volunteers and the Parish's lengthsman place temporary cones to dissuade drivers from parking in inappropriate locations, with mixed results.

Overflow parking fields

Some fields are used as overflow car parks on occasion. The charge tends to be £5 per day and per vehicle (free for some events), collected by the owner or volunteers as the cars enter the field(s). This includes:

- To the right-hand side of the main road into Malham (off Chapel Gate when travelling towards the village):
 - The “Hudson field” belongs to a local owner who regularly opens his field to provide overflow car parking capacity at busy times. The entrance to the field is located opposite Malham Chapel (within the village, after the National Car Park entrance) and a gravel road provides access at the entrance to the field, where parking is then provided on grass (as shown in Figure 1-9);
 - The smaller “Showfield” belongs to the Malham Show and is also regularly used to provide overflow parking at busy times. Parking on the field is managed by volunteers. The entrance to the field is off Chapel Gate before the National Park car park and the entrance to the village. There is a short gravel road at the entrance to the field where parking is then provided on grass. Some second-hand parking mats are sometimes used to provide access when the ground is wet (although not suitable for all weather access);
 - Another field (Newhouse field) has been used on occasion, further away from the village, with an access at the bottom of Kirkby Brow, where a gravel road leads to the water works; and
- To the left-hand side of the main road into Malham (off Chapel Gate when travelling towards the village):
The main Showfield belongs to the Malham Show and is also used for overflow car parking on occasions. Parking on the field is managed by volunteers. The field has two access points off Chapel Gate and a gravel road takes vehicles around the field. Parking is then provided on grass.

Figure 1-9 Hudson and smaller Showfield overflow fields



Entrance to the Hudson field



Gravel road leading into the Hudson field



Smaller Showfield entrance



Accessing the smaller Showfield off Chapel Gate

Figure 1-10 Main access to the Newhouse field



These fields can only be used when the ground is not too wet, and owners currently try to rotate use to avoid overuse as the fields are also used for agricultural purposes. The Showfields are also used for the annual agricultural show and occasional events plus regular outdoor activities such as cricket or rounders.

The use of each field is currently limited to a maximum of 28 days per calendar year under planning regulations for temporary use of land²⁰ as none of the site have planning permission to operate as a permanent car park.

²⁰ Part 4 of Town & Country Planning General Permitted Development Order

1.4. Governance and legislative framework

This section identifies the governance arrangements and legislative framework applicable to Malham and relevant to the issues of traffic and parking identified above. Table 1-10 provides an overview of the key issues identified above and identifies key organisations with responsibilities in these areas and relevant legislative frameworks.

Table 1-10 Key issues - corresponding responsibilities and legislative frameworks

Key drivers	Key responsibilities	Legislative framework
Increase in visitor numbers	<p>National Park – statutory purpose to promote the National Park to the public.</p> <p>Local businesses – local economy dependent on the visitor economy.</p>	The National Park Authority has two primary purposes (Environment Act 1995) to conserve and enhance the natural beauty (...) of the National Park; and to promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.
Majority of people travelling by car / limited public transport services	<p>Bus operators – limited opportunities for operators running commercial services to/from Malham.</p> <p>North Yorkshire County Council - Local authorities have a statutory duty to consider what, if any, local bus services should be provided. They can then secure these services by providing subsidies (supported bus services) but they have no statutory duty to support bus services and limited budgets to do so.</p> <p>National Park / Parish Council / other organisations – can also support public transport services (depending on budget availability)</p>	<p>Under Section 63 of the Transport Act 1985, local authorities should ‘<i>secure the provision of such public passenger transport services as the council consider it appropriate to secure to meet any public transport requirements (...) which would not in their view be met apart from any action taken by them for that purpose</i>’, having regard ‘<i>to the transport needs of members of the public who are elderly or disabled</i>’.</p> <p>Although local authorities have a duty to identify socially necessary services, any subsidy that they provide is discretionary – dependent on funding available.</p>
Increase in visitor accommodation provided with limited off-street parking in some cases	<p>National Park – planning authority.</p> <p>Parish Council – involvement in planning process and possible development of a Neighbourhood Plan²¹.</p> <p>Local businesses – existing accommodation providers and new conversions/extensions.</p>	<p>The National Park Authority is the planning authority and adopted the Yorkshire Dales National Park Local Plan and supporting policies in 2016.</p> <p>Localism Act 2011: Neighbourhood Planning²¹ and other community rights (right to Build, Right to Challenge, etc).</p>
Limited public parking provision (on and off street) Lack of parking management (pricing strategy and enforcement)	<p>NYCC – On street parking provision and management (enforcement delegated to Harrogate District Council).</p> <p>National Park – Provision and management of National Park car park & planning authority.</p> <p>Parish Council – Managing on-street parking donation scheme, involved in management of overflow fields. Potential to take a more active role.</p> <p>Local businesses – provision of parking facilities for customers and staff & potential to provide private car park facilities (overflow or permanent).</p>	<p>Traffic Management Act 2004</p> <p>Road Traffic Regulation Act 1984</p> <p>Localism Act 2011</p>

²¹ Neighbourhood Development Plans set out planning policies for the neighbourhood area, which are then used to decide whether to approve planning applications. A similar process can also result in the area adopting a Neighbourhood Development Order (or a Community Right to Build Order), which grants planning permission for the development the community wants to see in the area. The permission can be for a new building on a specific site (e.g. community facilities), or for alterations across the area.

1.4.1. Kirkby Malhamdale Parish Council

Kirkby Malhamdale Parish Council (KMPC) has taken the initiative on a range of issues in Malham, including:

- Requesting support from North Yorkshire County Council for a range of road maintenance and improvements tasks (repainting existing yellow lines and implementing additional Traffic Regulation Orders);
- Employing a lengthsman to carry out maintenance work and small improvements, including setting “no parking” cones in some locations on busy days;
- Coordinating volunteers to help with parking management, for example, working with the local farmers, owners and the Malham Show to open overflow fields for cars to park on busy days, as well as other tasks such as litter management including emptying dog waste bins; and
- Developing and implementing a Visitor Traffic Management Plan.

The remit of parish councils in England is relatively wide ranging²² but their budgets tend to be limited. The following sections provide a summary of KMPC’s potential powers and funding sources, focussing on the areas of most relevance to the traffic and parking issues considered here.

What can the Parish Council do?

Parish councils have powers to provide some facilities themselves, or they can contribute towards their provision by others. There are large variations in the services provided by parishes, and areas of relevance to this plan include:

- Powers to provide facilities:
 - Provision and maintenance of community centres, halls and public buildings;
 - Provision and maintenance of recreation grounds, public walkways, pleasure grounds, open spaces, village greens, gymnasiums, playing fields;
 - Creation and maintenance of footpaths and bridleways, acquisition and maintenance of rights of way;
 - Encouragement of tourism;
- Powers subject to the consent of Craven District Council and/or North Yorkshire County Council:
 - Provision and maintenance of bus shelters;
 - Signposting and lighting of footpaths;
 - Provision and maintenance of off-street car parks;
 - Provision, maintenance and protection of roadside verges;
- Planning – parish councils must be notified of any planning applications for the area and comments submitted to the planning authority by parish councils must be taken into account;

Parish councils can also buy and sell land, hold the guardianship of common land, and develop a Neighbourhood Plan²¹.

The changing role of parish councils

In recent years, some parish councils in England have taken charge of areas which were previously managed by higher tier authorities. This is linked to financial pressures for higher tier authorities (with capped council tax increases and rising costs for the statutory services they deliver) and, in some cases, to a view that some services are better delivered at the lowest, most local level. Parishes which have been part of this change are often not just looking to take over services but also to raise standards.

Some parish councils have taken on areas such as recreation and community facilities (including playgroups, community cafes and library). In some areas, parish councils have also decided to enhance an existing service provided by the higher tier authority, by funding work that exceeds the base level. This can include the purchase of additional parking enforcement services from the council’s enforcement contractors.

²² Local Government Act 1972 provides the legal foundation for parish and town councils.

Neighbourhood planning

The Localism Act 2011 allows parish councils (and other local groups) to formulate Neighbourhood Development Plans and Orders, which can guide and shape development in an area²³.

The draft plans and orders must pass an independent check. If they pass they must then be put to a local referendum. If the majority of those who vote are in favour the local planning authority must adopt the plan, subject to its legal compatibility.

There are no adopted Neighbourhood Plans within the Yorkshire Dales National Park, however, one has been proposed in Gargrave Parish²⁴.

In areas where there is a Neighbourhood Development Plan in place, the parish council can receive 25% of the revenues from the Community Infrastructure Levy arising from the development that they have chosen to accept. However, in the Yorkshire Dales, the National Park Authority has decided not to implement a Community Infrastructure Levy and to continue to use Section 106 agreements to support the funding of required infrastructure linked to proposed developments²⁵.

Under the Localism Act 2011, parish councils can also take advantage of the General Power of Competence (GPC), which gives councils the power to do anything an individual can do provided it is not prohibited by other legislation. Parish councils need to be eligible²⁶ to use this wide-ranging power.

How can the Parish Council raise money?

Parish councils can raise a precept on the council tax bills produced by their local billing authority (Craven District Council for KMPC). It is the only source of tax revenue available to parish councils. KMPC does not currently raise a precept but has done so in the past.

There is a view that visitor facilities should not be financially supported by a precept paid by local residents but by charges paid by the visitors (or businesses benefitting from the visitor economy) instead.

Parish councils may also raise money from other sources²⁷ including:

- From grant-making bodies or government initiative;
- Setting up lotteries to raise funds locally²⁸;
- Setting up a public subscription for a specific purpose, to be subscribed to by electors in the parish; and
- Gifts from parishioners.

²³ For a summary, see: <https://researchbriefings.parliament.uk/ResearchBriefing/Summary/SN05838>.

The Act also provides for:

- The Community Right to Build, which empowers local people, including parish councils, to propose a development in their area and to obtain permission for it without having to go through the usual planning process. The process is however quite cumbersome and local groups have only tended to use it alongside the Neighbourhood Development Plan process as both require a referendum to be held; and
- The Community Right to Challenge, which allows local communities the right to challenge how local authorities provide and run services, potentially take over those services themselves.

²⁴ See www.yorkshiredales.org.uk/living-and-working/planning-policy-section/planning-policy/neighbourhood-plans

²⁵ Yorkshire Dales National Park Local Plan 2015-2030

²⁶ An eligible council is one which has resolved to adopt the GPC, with at least two thirds of its members being declared elected, and the Clerk must hold an appropriate qualification.

²⁷ Source: <http://researchbriefings.files.parliament.uk/documents/SN04827/SN04827.pdf>

²⁸ A licence from the Gambling Commission under section 98 of the Gambling Act 2005 is required (see: www.gamblingcommission.gov.uk/for-licensing-authorities/LA-lotteries.aspx)

1.4.2. Parking and traffic management

Car parking provision

NYCC is responsible for on-street car parking on the local highway network²⁹. This includes:

- Controlled parking zones, with different combinations of charges, operational days, hours and maximum stay times, and restrictions to stop users from returning to a zone within a specified time after leaving. There are no controlled parking zones in Malham; and
- Traffic Regulation Orders (TROs)³⁰ to prohibit or restrict traffic or parking on specific streets. TROs can be temporary, experimental or permanent restrictions.

The District Councils (Craven District for Malham) and the National Parks are responsible for most public off-street car parks in North Yorkshire. As noted above, the Yorkshire Dales National Park Authority provides and manages the main permanent off-street car park in Malham. The car park site also includes the visitor centre, toilets and the picnic/sensory garden area³¹.

Several fields are used as private temporary overflow parking facilities in Malham. Two fields which are currently used as overflow are owned by local farmers. The other two fields which are in regular use belong to the Malham Show.

Parking enforcement

Civil parking enforcement (CPE) is in operation throughout North Yorkshire. This means that the local highway authority (NYCC) can enforce on-street parking restrictions, such as yellow lines and parking bays.

In North Yorkshire, these restrictions are enforced on behalf of NYCC by Harrogate and Scarborough Borough Councils. Harrogate Borough Council enforces parking in the Craven (including Malham), Harrogate and Selby areas³².

Under CPE, the Police (North Yorkshire Police) retains sole responsibility for dangerous parking, obstruction, and vehicles where security or other traffic policing issues are involved.

In the National Park car park, Parking charges are subject to byelaws³³ and the rangers use “pink tickets” to enforce the charges (see Figure 1-8).

The fields used as overflow facilities are managed as private parking places. Drivers are asked to pay the advertised parking charge up front, usually by the farmer/owner or a volunteer.

²⁹ Under the Traffic Management Act 2004. See: North Yorkshire County Council Parking Strategy, October 2011 (www.northyorks.gov.uk/sites/default/files/fileroot/About%20the%20council/Strategies,%20plans%20and%20policies/Parking_strategy_Oct2011.pdf)

³⁰ Under the Road Traffic Regulation Act 1984 (as amended). See <http://researchbriefings.files.parliament.uk/documents/SN06013/SN06013.pdf>

³¹ The National Park Authority operated car parks generate approx. £500,000 per annum. This revenue supports the additional facilities provided (toilets, visitor information) as well as helping the Authority to conserve and enhance the natural beauty, wildlife and cultural heritage of the Park.

³² See <https://www.northyorks.gov.uk/parking-fines-and-enforcement>

³³ Stating: “No person shall cause or permit a mechanically propelled vehicle, caravan, caravanette, trailer or cart whether towed or not to be parked or to remain on the land unless the appropriate parking fee has been paid in accordance with the Council’s conditions for the time being in force and displayed on a notice to that effect on the land and in the case of pay and display car parks a ticket to the effect that parking charges have been paid is displayed in a prominent position on the said vehicle, caravan, caravanette, trailer or cart provided always that this Bye-law shall not apply to any person holding a Resident’s Pass issued by the Council exempting him from parking charges”.

1.4.3. Land use planning

The National Park Authority is the planning authority, and access and relevant authority, under the Countryside and Rights of Way Act, for the open access land in the National Park. In addition, it is the delegated highway authority for rights of way (on behalf of NYCC).

Under statute³⁴, the National Park Authority has two primary purposes³⁵ to:

- Conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park; and
- Promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

The Yorkshire Dales National Park Local Plan³⁶ was adopted in 2016 and sets the strategy for new development in the National Park to 2030. A key role of the Local Plan is to help to deliver the ambitions set out in the Yorkshire Dales National Park Management Plan 2013-18³⁷. Ambitions of relevance to visitor traffic in Malham listed in the current National Park Management Plan include:

- B1 - Promote the Yorkshire Dales National Park as a leading sustainable tourism destination in the UK, renowned for its local distinctiveness;
- E1 - Promote the National Park as a high-quality place to live and work, so as to attract new 'low impact' businesses with high quality jobs, and increase the proportion of young adults and people of working age living in the National Park;
- E3 - Maintain and develop strong business networks covering farming, tourism, creative industries and knowledge-based businesses;
- F7 - Maintain public and community transport services to meet the needs of local communities and visitors to the National Park, so that the:
 - a) main visitor destinations in the National Park are accessible from their main catchments at Christmas and between Easter and October on Saturdays, Sundays and Bank Holidays, and
 - b) key transport corridors linking to Harrogate, Ilkley, Ingleton, Kendal, Leyburn, Richmond, Settle and Skipton have Monday to Sunday access all year;
- F9 - Empower and support communities to retain, take on and deliver their own local services, including supporting the development of 'Community-led Plans' and the identification of buildings or land that are 'Assets of Community Value';
- F10 - By 2020, deliver a co-ordinated programme of community-led support for local regeneration activity and for projects that improve access to services, through new Yorkshire Dales and Cumbria Fells & Dales LEADER programmes³⁸.

The Management Plan³⁷ is currently being revised to cover the period 2019-2023 –The new draft Management Plan presents revised ambitions, including (of most relevance to traffic and parking):

- E2 - Improve the quality, variety and marketing of the tourism 'offer' to encourage more overnight stays and more visitors in the quieter months, so that the value of tourism grows by at least 5% in real terms by 2024;
- E3 - Promote the Yorkshire Dales National Park as a leading sustainable tourism destination, including enhancing the locations of 4 National Park Centres to create 'visitor hubs' that promote local distinctiveness and assist destination promotion for local activities, accommodation, food and itineraries;
- E6 - Develop and promote new events, festivals and attractions based on the National Park's special qualities and local distinctiveness so that at least 10% of visitors each year are coming for the first time;
- F2 - Undertake a 5-year programme of measures to promote the National Park as a place to live for younger, working age households (18-44 years) to help halt the decline in their numbers;

³⁴ Section 61 of the Environment Act 1995

³⁵ The purposes are underpinned in law by the 'Sandford Principle'. This makes it clear that the first purpose should take precedence over the second in cases of irreconcilable conflict.

³⁶ www.yorkshiredales.org.uk/_data/assets/pdf_file/0011/857558/Yorkshire-Dales-National-Park-Local-Plan-2015-30.pdf

³⁷ see: www.yorkshiredalesmanagementplan.org.uk/see-the-national-park-management-plan/Yorkshire-Dales-National-Park-Management-Plan-2013-2018.pdf

³⁸ A European Union programme to support rural development projects.

- F6 - Use the Sustainable Development Fund and other funding sources, to support 20 new local projects each year that bring economic, social and environmental benefits to the National Park;
- F7 - Determine the demand from local communities and visitors for bus services to and within the National Park, and use that information to work with operators and community transport providers to provide services that meet the needs of local communities (with Grassington, Hawes, Reeth, and Sedbergh linked throughout the year to their nearest main service centre and railway station), and link the main visitor destinations to the main visitor catchments.

There is no specific policy related to car parking provision in the Local Plan³⁶, but many policies refer to the need for any new development to include adequate parking provision³⁹.

The main policy on visitor facilities is⁴⁰: T4 Visitor facilities - *Development that provides facilities or services that directly help visitors to enjoy the special qualities of the National Park will be permitted subject to conformity with other Local Plan policies. Development of facilities or services that utilise the area's natural resources in a sustainable way and which will offer visitors wider enjoyment of the National Park without any harm to its special qualities, will also be permitted subject to conformity with other policies in the Local Plan.*

The policy recognises that this requires *"infrastructure such as footpaths, trails, bridges, access areas, car and coach parking, public transport, toilets, education, wildlife hides and interpretation. This infrastructure needs to be maintained and improved. Such development will be permitted as long as it can be undertaken sympathetically and has regard to the National Park visitor management strategy"*.

The National Park visitor management strategy notes: *"We have a long-standing policy of not providing car parking to accommodate peak demands, because in many areas this would be contrary to good visitor management, and would lead to increased erosion of the rights of way network and other environmental issues. However, there may be circumstances where we will provide additional parking facilities, through a partnership approach, to improve existing facilities and achieve visitor management or meet climate change objectives. Any new formal car parking proposals would require planning permission, so any need would be judged against our planning policies in the Local Development Framework or emerging Core Strategy"*.

³⁹ See for example SP4 Development quality or C4 on sub-division of existing dwellings which identifies the need for sufficient parking provision.

⁴⁰ See also T1 on Camping and T5 on Indoor visitor facilities

2. What are the options?

This section presents an overview of a wide range of options which have been considered to address current traffic and parking issues in Malham, discussing their key advantages and drawbacks and feasibility. Recommendations on the next steps are presented in the following section.

Possible options are presented against the Avoid Shift Improve framework, a widely used framework to develop and assess transport options and sustainable transport strategies. The framework encourages communities and project developers to consider interventions and investments which are likely to:

- **Avoid** travel – considering whether the need to travel, the number of motorised trips, their frequency and their length can be reduced;
- **Shift** trips – considering options which can switch travel from cars/vans to more efficient modes of transport such as walking, cycling, and public transport; and
- **Improve** travel efficiency – considering how to make the remaining motorised trips as efficient as possible in terms of energy use and distances travelled, for example by reducing distances driven looking for a parking space, and by encouraging the use of more fuel efficient/lower emission vehicles.

For each of the three categories, options which have been considered for Malham are listed in the following sections, including a brief description of the intervention and an initial assessment of its feasibility for Malham and Malhamdale. Likely timescales for implementation are also identified as:

- Short term – within a year;
- Medium term – more than a year but less than five years; and
- Long term – more than five years.

2.1. Avoid

Avoid options would aim to reduce the number of visitors to Malham, at least at peak times, or reduce the number of car trips by encouraging car/ride sharing. Options which have been considered are listed in Table 2-1, which provides a brief description of the intervention considered and its feasibility for Malham.

Table 2-1 Avoid options considered

Proposal	Description	Feasibility for Malham
Discourage visitors to the site	Encourage visitors to travel to other destinations within the National Park (although this might simply displace the issues). Possible to discourage further visitors by limiting the provision available in the village (accommodation, etc.). Some sites have implemented quotas to limit the number of visitors allowed to visit at the busiest times.	Not feasible at this stage Objectives for both the National Park Authority and the Parish Council include the promotion of tourism and economic development (to be balanced with sustainability objectives). Tourism represents approx. 30% of jobs in Malham.
Discourage visitors from using their car once in Malhamdale (overnight visitors)	Encouraging visitors to spend longer time in Malham and Malhamdale without using their car to visit the area. Can be encouraged through car park pricing strategy, holiday package approach, and the provision of good quality alternatives to the car (cycle routes, bike rental, information on cycling and walking routes, etc.)	Feasible – medium term Medium term objective (as change will take time to embed) and implementation through National Park strategy to encourage longer stays and lower impact visits. Short term actions could include car parking pricing review, provision of alternatives to the car and inclusion in holiday packages.

Proposal	Description	Feasibility for Malham
Reducing the number of car trips to and from Malham by encouraging car/ride sharing	General ridesharing websites are already available (e.g. Liftshare). Creation of a Facebook group or similar for Malham staff/residents to share lifts to/from the village.	Feasible – short term Impact likely to be relatively low but easy to set up and low cost.

2.2. Shift

Shift options are listed in Table 2-2, aiming to encourage visitors and residents to reduce car use and switch to more sustainable modes of transport including public transport, walk or cycle (where possible).

Table 2-2 Shift options considered

Proposal	Description	Feasibility for Malham
Public transport – promoting the use of existing bus services	Promotion of existing bus services through information on website and in leaflets, promotions and marketing.	Already in place. Limited potential to promote services through information and marketing as services are limited and not always meeting the needs of residents and visitors.
Public transport – improved bus services	Main issues identified by residents who responded to the survey undertaken for this study were: <ul style="list-style-type: none"> • Current timetable doesn't allow use for work, need to add an early and late service; • Not enough time at destination (having to use the bus one way and rely on lifts the other way); and • Need a weekday/regular service to Settle. 	Unlikely to be feasible in short/medium term. Potential for improvements is likely to be limited due to: <ul style="list-style-type: none"> • Existing demand during morning peak resulting in additional services requiring significant investment (additional vehicles and drivers); • Services unlikely to run commercially; • Very limited financial support available from NYCC due to wider County Council budget constraints.
Public transport – visitor park & ride / bus service	Supplementing existing Saturday services and Summer Sunday and Bank Holiday services with a Park & Ride type service designed to cater for visitors (although residents would also be able to use it). Proposal from the Dales and Bowland CIC (currently managing services 873, 881 and 884) to trial a Park & Ride service between Skipton (location to be confirmed – Craven Cattle Mart suggested) and Malham. The success of such a service also depends on parking controls and charges in place in Malham (see below).	Feasible – short term for a trial (tight timescales) Financial support from NYCC or the National Park Authority likely to be required to set up a trial aiming to assess whether such a service could run commercially (or with limited financial support). Gross operating cost per bus per day estimated at approx. £400. Income from fares to be determined through trial ⁴¹ . Registration process and budget/service planning require a decision in early 2019 for a regular service to operate from Easter 2019.

⁴¹ Initial estimates provided by the Dales & Bowland Community Interest Company in October 2018.

Proposal	Description	Feasibility for Malham
Cycling – encouraging cycling to/from and around Malham	Infrastructure – Quiet lanes and cycle routes Development of cycle friendly routes to and around Malham. Some routes already exist but the main route into Malham would be considered too dangerous by many cyclists. Consider the option of developing Quiet Lanes (or similar) around Malham.	Feasible in medium term Requires collaboration between NYCC, YDNP, KMPC and specialist organisations which might be able to support (such as Sustrans ⁴²).
	Infrastructure – Cycle parking Secure cycle parking was identified as one of the berries to cycling by those who responded to the surveys undertaken for this study. A review of current facilities and additional provision within the village should be considered.	Feasible in short term Limited investment, review of current provision and improvements could be coordinated by KMPC, potentially with funding from KMPC, YDNP/NYCC and local businesses. Information on facilities to be included in leaflets and on website.
	Equipment & repairs – Cycle hire provision and inclusion in holiday packages & bike repairs (see above), including e-bikes and family friendly options. Likely to be provided commercially as part of the visitor offer.	Feasible in short term Reliant on commercial initiatives. Initial support might be available through YDNP, NYCC, or specialist organisations such as Sustrans.
	Park and cycle scheme The option of providing car parking facilities outside Malham and encouraging visitors to cycle for the last few miles was considered.	Rejected as likely to transfer traffic and parking issues to neighbouring villages where parking provision is already limited.

⁴² Sustrans recently concluded a review of the National Cycle Network. Although the list of prioritised projects for the North of England doesn't include improvements in Malhamdale, Sustrans have established a long list of possible improvements which should be reviewed to consider options to improve cycle access to Malhamdale and Malham. (See: www.sustrans.org.uk/sites/default/files/file_content_type/ncn_review_action_plan_north_england_web.pdf)

Proposal	Description	Feasibility for Malham
Walking – park and stride	<p>Infrastructure – Walking routes to/from Malham</p> <p>There are many footpaths to/from and around Malham (see Figure 1-4).</p> <p>The main missing link identified by residents is a safe walking (and cycling) route between Malham and Kirkby in Malhamdale primary school.</p> <p>As shown in Figure 1-4, there is an existing path (through a field) passing at the back of the school and re-joining the main road at the bottom of Kirkby Brow.</p> <p>Additional sections are required to join the existing path to the school and to Malham and the standard of the path might need to be improved to provide all weather access⁴³.</p> <p>If the path was created, the school car park could potentially serve as a small additional car parking facility for visitors to Malham on weekends and during the school holidays.</p>	<p>Feasible – medium term</p> <p>YDNP is responsible for creating new public rights of way (PoW). YDNP has specific budgets dedicated to PoW and the creation and maintenance of footpaths.</p> <p>Main issue to be addressed is the potential conflict with NYCC's criteria for school transport provision, as the opening of the path could potentially lead to the withdrawal of the school bus service between Malham and the primary school.</p>
	<p>Infrastructure – Pedestrian space in Malham village</p> <p>Feedback from residents obtained through the survey undertaken for this study highlight the following key issues with walking in the village:</p> <ul style="list-style-type: none"> • Cars parked illegally on the pavement/side of the road result in pedestrians having to walk in the road; • Lack of space for pedestrians who have to walk on the roads in several places; and • Vehicle speeds should be limited to 20mph. 	<p>Feasible – medium to long term</p> <p>See Gateway treatment in Table 2-3.</p>
	<p>Park and stride scheme</p> <p>The option of providing car parking facilities outside Malham and encouraging visitors to walk for the last few miles was considered.</p>	<p>Rejected as likely to transfer traffic and parking issues to neighbouring villages where parking provision is already limited.</p>

⁴³ An off-road shared use walking/cycling route, between the school and Malham was proposed in the 2008 Settle Service Centre Transportation Strategy, with the cost estimated at £40,500. (see: www.northyorks.gov.uk/sites/default/files/fileroot/About%20the%20council/Strategies,%20plans%20and%20policies/settle_final_strategy_report_for_web_26_01_09.pdf)

The Malhamdale Plan also notes the need for safe walk and cycle to school routes.

2.3. Improve

This section considers options to improve traffic flows and parking provision in Malham to address current issues and deliver an improved user experience for both residents and visitors. Options are reviewed in Table 2-3.

Table 2-3 Improve options considered

Proposal	Description	Feasibility for Malham
Additional car parking provision⁴⁴	<p>Review of National Park car park layout to provide additional car parking spaces⁴⁵.</p> <p>A feasibility study was undertaken by the National Park Authority but only a small number of additional spaces would be accommodated without changing the character of the car park (trees and grassed areas).</p> <p>Option to provide electric car charging points has been considered and although none are provided at present, the current infrastructure and layout could be adapted to offer charging points as demand grows.</p>	<p>Rejected as only a limited number of additional spaces would be provided.</p>
	<p>Additional car parking provision for Malham businesses (for staff and customers)⁴⁶</p> <p>At present, businesses with limited on-site car parking provision tend to advise staff and customers to either park on street in the village or in the National Park car park. This increases the pressure on these parking locations.</p> <p>Accommodation providers (including the YHA, large accommodation providers and other local businesses) could work together to invest in an additional all-weather car park to be used by their staff and customers (controlled access, charging policy to be determined).</p> <p>Investment could be supported through the creation of a tourism or destination Business Improvement District (BID).</p>	<p>Feasible – short to medium term</p> <p>Possible sites have been identified by KMPC in previous discussions and would need to be reviewed to understand their availability, assess their suitability and the level of investment required.</p> <p>Trials could take place in the short term (from Easter 2019, weather allowing) to test potential sites and assess the impact on parking availability in the village and at the National Park car park.</p> <p>All weather permanent facility – medium term</p> <p>Planning permission from the YDNP Authority will be required if the selected site is to become a permanent car park⁴⁷. A feasibility study, design work, and construction works are required to provide an access road, install a reinforced grass paving system, access control and other equipment (and drainage if required).</p>

⁴⁴ 88% of residents, 88% of businesses and staff and 92% of visitors who responded to the surveys undertaken for this study were in favour of an additional off-street car parking facility being provided at the entrance to the village on busy days and weekends only. 70% of residents, 65% of businesses and staff and 71% of visitors were in favour of an additional off-street car parking facility being available at all times at the entrance to the village (permanent, all weather car park).

⁴⁵ Feedback collected through the surveys undertaken for this study shows 88% of residents who responded to the questionnaire in support of this option as well as 85% of businesses and staff and 81% of visitors.

⁴⁶ 63% of residents, 65% of businesses and staff and 77% of visitors who responded to the surveys undertaken for this study were in favour of local businesses being encouraged/supported to provide additional off-street parking spaces for their customers.

⁴⁷ Change of use from a grazing field into a temporary car park is permitted for 28 days per calendar year under the change of use regime. If local businesses were to invest in a site to make it an all-weather facility, this site would probably need to be in use for more than 28 days per year to justify the investment, requiring planning permission.

Proposal	Description	Feasibility for Malham
	<p>Provision of additional overflow car park for Malham (all users)</p> <p>Provision of an additional all-weather car parking facility at the entrance to the village to supplement the National Park car park.</p> <p>Fields currently used as overflow facilities include the Hudson field, the two Showfields and the Newhouse field (see Section 1.3.4). Other possible locations include the field between the main Showfield and the National Park car park (Town End Meadow, owned by Mr and Mrs Briggs) and the field at the back of the National park car park (Airton Croft, owned by Mr Dugdale).</p> <p>Facility will be required especially if other car parking provision on Chapel Gate and in the village is to be controlled and/or reduced (see below).</p> <p>Car parking management and enforcement could potentially be shared with the National Park team.</p> <p>Investment could be supported through the creation of a tourism or destination Business Improvement District (BID).</p>	<p>Feasible – short to medium term</p> <p>Possible sites have been identified by KMPC in previous discussions and would need to be reviewed to understand their availability, assess their suitability and the level of investment required.</p> <p>Business model to be developed to understand initial investment, as well as operational and maintenance costs (including business rate costs unless the site can be exempt) and potential revenues (parking count data would ideally need to be improved in 2019 to support this analysis).</p> <p>The change of use planning rule will still allow other fields to be used as car parks for up to 28 days per calendar year, potentially competing with the new facility and reducing revenues.</p> <p>Planning permission from the YDNP Authority will be required if the selected site is to become a permanent car park.</p> <p>A feasibility study, design work, and construction works are required to provide an access road, install a reinforced grass paving system, access control and other equipment (and drainage if required).</p>
	<p>Monitoring the application of existing planning policy to secure adequate parking provision for new developments / change to applicable policy if necessary.</p> <p>A first step would be to closely monitor the application of YDNP's Local Plan 2015-2030, Policy SP4 Development Quality which states that <i>"all development proposals should (...) have appropriate access and parking provision"</i>.</p> <p>If required, the policy change would aim to ensure that planning permission is only granted where suitable parking provision is provided within the proposed site or where a financial contribution can be secured to provide the required car parking facilities at a suitable location within the village (potentially contributing to the provision of the additional overflow car park).</p>	<p>Monitoring – Feasible in the short to medium term (as applications are processed)</p> <p>Policy change – Feasible in the medium to long term</p> <p>This could be achieved either through:</p> <ul style="list-style-type: none"> • A review of YDNP planning policy with regard to development and car parking provision; or • The development of a Neighbourhood Development Plan for Malham/Malhamdale⁴⁸.

⁴⁸ See for example the draft Gargrave Neighbourhood Development Plan (<http://mbgarpctest.apps-1and1.net/wp-content/uploads/2017/03/GargraveDraftNeighbourhoodDevelopmentPlanv5October2015.pdf>):

- Policy G1 New Housing within the Settlement Boundary, requiring that proposed sites "have suitable provision for vehicular access and do not impact adversely on existing highway networks and particularly narrow lanes in the village centre";
- Policy G5 Tourism and Rural Business Development, requiring that "adequate car parking is provided for employees and visitors";
- Policy G8 Protecting and Enhancing Local Recreational Facilities, stating that "the change of use of existing facilities to other uses will not be permitted unless (...) the proposal includes alternative provision, on a site within the locality, of equivalent or enhanced facilities. Such sites should be accessible by public transport, walking and cycling and have adequate car parking."

Proposal	Description	Feasibility for Malham
Review of existing parking provision to improve coherence and space allocation	<p>Reinforce parking restrictions on narrow roads and in unsuitable locations.</p> <p>Implementation of traffic regulation orders (TROs)⁴⁹, with appropriate yellow lines and associated signage on:</p> <ul style="list-style-type: none"> • Kirkby Brow; • Chapel Gate (selected locations where on street parking is not suitable); and • Finkle Street⁵⁰. <p>Review of existing restrictions on Cove Road⁵¹.</p> <p>The introduction of new TROs will result in the transfer of enforcement from the Police to NYCC and its enforcement agent (Harrogate Borough Council).</p>	<p>Feasible – short to medium term</p> <p>NYCC is already considering this and some preparatory work has been conducted.</p> <p>The process could potentially be accelerated if KMPC can help prepare for the TRO process (identify potential objections and discuss possible mitigation measures with the local community).</p> <p>Required to direct people towards off road car parking facilities, especially if additional car park is made available.</p>
	<p>Time-limited waiting with no return within a specified number of hours (potentially with disc parking) on Chapel Gate in the village⁵² (free or in conjunction with Pay & Display – see below)</p> <p>Spaces on this stretch of road would then be primarily used by residents and local traffic accessing amenities and visitors arriving/departing for loading.</p> <p>Residents could be granted an exemption (permit scheme required).</p>	<p>Feasible – short to medium term</p> <p>NYCC is the responsible authority.</p> <p>Experimental orders could be used to try the selected options (simpler to implement and can be converted into permanent orders at later stage).</p>
	<p>Manage on street parking in the village through a Controlled Parking Zone (CPZ)⁵³, also known as a Resident Parking Zone⁵⁴.</p> <p>Where in place, parking would only be allowed on the road for a limited time unless the user has a resident (or visitor) permit.</p> <p>Residents usually pay for their permit (between £50 and £100/year).</p>	<p>Unlikely to be feasible</p> <p>NYCC have expressed the view that such schemes tend to be implemented in more urban areas only, where residents are less likely to have access to off-street parking.</p>

⁴⁹ Highway authorities (NYCC in this case) can place temporary, experimental or permanent restrictions on traffic within their areas through Traffic Regulation Orders (TRO - Under Parts I, II and IV of the Road Traffic Regulation Act 1984). TROs can be used to implement parking restrictions (on specific streets) and to restrict traffic for specific events. Making an Order can often be expensive, and a local authority is unlikely to make a TRO unless it has a significant problem and substantial local support.

⁵⁰ 68% of residents and 73% of businesses and staff who responded to the surveys undertaken for this study were in favour of prohibiting on street parking on Finkle Street (double yellow lines).

⁵¹ 82% of residents and 77% of businesses and staff who responded to the surveys undertaken for this study were in favour of prohibiting on street parking on cove Road at all times (double yellow lines).

⁵² Feedback collected through the surveys undertaken for this study shows 44% of residents who responded to the questionnaire in support of this option, 50% of businesses and staff and 57% of visitors.

⁵³ A Controlled Parking Zone (CPZ) is an area where parking is only allowed on certain parts of the road for a limited time unless the user has a permit.

⁵⁴ Responses to the surveys undertaken for this study show that 37% of residents and 46% of businesses and staff who responded to the survey support a resident parking scheme.

Proposal	Description	Feasibility for Malham
	Removal of on street parking spaces at selected locations , potentially including: <ul style="list-style-type: none"> Village Green, opposite the Listers⁵⁵; Chapel Gate (from the end of Kirkby Brow to the entrance to the village)⁵⁶; and Chapel Gate in the centre of the village⁵⁷. 	Feasible – medium term NYCC is the responsible authority. New TROs will be required, and some opposition is likely resulting in delays. Experimental orders could be used to try the selected scheme. Would be required to support a wider road space reallocation and gateway scheme (see below) and useful to direct people towards off road car parking facilities, especially if additional car park is made available.
	Promoting the use of the National Trust car park (Watersinks)⁵⁸ Potential to direct visitors to the Watersinks car park to relieve pressure on car parking facilities in Malham village.	Not feasible The car park is currently well used and there is no possibility to expand as the area is protected. Due to the protected status, it is also important to avoid drivers parking on verges.
Encourage visitors to shift their visit to less busy times/days	Advance information to be made available online (Malhamdale/National Park websites), identifying the busiest days and quiet periods. Can be incentivised through discounted services or higher prices on busiest day (already the case with accommodation prices but could also include car parking charges, etc.). Needs to be carefully worded/managed to encourage a shift in the time of visit rather than discourage visits overall.	Feasible – short term Information could be shared on relevant websites (based on data from previous years) although some variability will be hard to predict much in advance (good weather days). Medium term – possible to improve predictions through better data collection and analysis (also linked to improved mobile phone coverage). This could potentially be a National Park (research) project including several key locations.
Reviewing car parking charges and improving enforcement	Introduce compulsory parking charges for all on-street parking (Pay & Display)⁵⁹. Residents could be granted an exemption (permit type scheme required).	Feasible – short to medium term NYCC is the responsible authority. Experimental orders could be used to try the selected option (simpler to implement and can be converted into permanent orders at later stage). Main issue for KMPC: Revenue from the Pay and Display scheme will go to NYCC, with KMPC losing the revenue from the voluntary donation scheme currently in place (unless an alternative arrangement can be agreed). Required to direct people towards off road car parking facilities, especially if additional car park is made available.

⁵⁵ 45% of residents, 58% of businesses and staff and 61% of visitors who responded to the surveys undertaken for this study were in favour of on street parking being prohibited on the road through the Village Green (near the Lister Arms).

⁵⁶ 54% of residents, 46% of businesses and staff and 44% of visitors who responded to the surveys undertaken for this study were in favour of on street parking being prohibited on the approach to the village (Chapel Gate and Kirkby Brow). The support from residents, staff and businesses might have been influenced by the inclusion of Kirkby Brow which is unsuitable for parking.

⁵⁷ 43% of residents, 65% of businesses and staff and 37% of visitors who responded to the surveys undertaken for this study were in favour of on street parking being prohibited on the main road through the village (between National Park centre and Cove Road).

⁵⁸ 87% of residents, 77% of businesses and staff and 69% of visitors who responded to the surveys undertaken for this study were in favour of promoting the use of Watersinks car park (National Trust) for visitors going to Malham Tarn.

⁵⁹ Feedback collected through the surveys undertaken for this study shows 37% of residents who responded to the questionnaire in support of this option, 46% of businesses and staff and 50% of visitors.

Proposal	Description	Feasibility for Malham
	<p>Development of a coherent parking charging strategy to encourage the right behaviours.</p> <p>To be developed in partnership with NYCC, YDNP, KMPC and the providers of additional facilities (if available).</p> <p>This could include:</p> <ul style="list-style-type: none"> • Pricing designed to discourage on-street parking and encourage the use of car parks available; • Reduced charges for off peak travel; and/or • Discounted multi-day tickets in Malham car parks to encourage visitors to visit the area without using their car. 	<p>Feasible – medium term</p> <p>Requires free on street parking to be phased out first (see above).</p> <p>Required to direct people towards off road car parking facilities, especially if additional car park is made available.</p>
	<p>Improve parking enforcement⁶⁰</p> <p>On street (civil) parking enforcement in Malham is undertaken by Harrogate Borough Council on behalf of NYCC.</p> <p>If additional parking restrictions are put in place (see above), Harrogate Borough Council will be able to enforce parking restrictions on these roads (as well as on the roads with existing TROs).</p> <p>Feedback from residents and businesses identifies a lack of regular enforcement as an issue as drivers might consider the risk of being penalised for illegal parking as very low.</p> <p>KMPC could offer to purchase additional parking enforcement officer time from Harrogate/NYCC.</p> <p>Another option would be for KMPC to use the Community Right to Challenge⁶¹ to manage parking provision and enforcement in Malham.</p> <p>For off street facilities, YDNP officers currently enforce car park charges in the National Park car park. It might be possible to develop a partnership approach with YDNP to carry out enforcement duties for a new overflow car park (if provided).</p>	<p>On street – Feasible in short to medium term (depending on possible agreement with NYCC and Harrogate Borough Council).</p> <p>Off street – YDNP currently enforces charges in National park car park.</p>
Improve user information⁶²	<p>Pre-travel</p> <p>Improve/update parking and travel information on websites, leaflets, etc. (to be reviewed regularly as changes are made).</p>	<p>Feasible – short term and on-going</p>

⁶⁰ 82% of residents, 85% of businesses and staff and 68% of visitors who responded to the surveys undertaken for this study were in favour of a stricter/more regular enforcement of parking restrictions.

⁶¹ The Community Right to Challenge was introduced in the Localism Act 2012. It is the Right for community organisations to submit an expression of interest in running services of local authority and fire and rescue authorities on behalf of that authority. The aim is to give communities more opportunities to shape and run local public services where they believe they can do so differently and better.

⁶² 90% of residents, 85% of businesses and staff and 85% of visitors who responded to the surveys undertaken for this study were in favour of improving visitor information on car parking options and availability before they enter Malham.

Proposal	Description	Feasibility for Malham
	<p>Once approaching Malham</p> <p>The option to provide a variable message sign at the top of Kirkby Brow was considered, directing people to car parks where spaces are available (assuming that several car parks are available).</p> <p>This is likely to be permitted development, so no planning permission would be required. NYCC is the responsible authority.</p>	<p>Feasible – medium term (once additional off-road parking is available)</p>
<p>Gateway treatment at the entrance to the village and provision of additional pedestrian space</p>	<p>A review of the road layout, pedestrian space, and signage at the entrance to the village (around the entrance to the National park car park) to:</p> <ul style="list-style-type: none"> • Encourage visitors to park their vehicles before entering the village (National Park car park and overflow facility if provided); • Reduce vehicle speeds through the village; and • Provide additional space for pedestrians to walk safely in the village. <p>This could take the form of a Gateway treatment and road space reallocation on Chapel Street, Cove Street, and on the Village Green.</p> <p>This could be implemented at the same time as a 20mph zone through the village.</p> <p>See Figure 2-1 for examples of designs in a rural context.</p>	<p>Feasible – long term</p> <p>This requires other measures to be implemented first such as:</p> <ul style="list-style-type: none"> • Additional car parking provision before/at the entrance to the village; • Coherent parking charging strategy; • Reinforcing parking restrictions in the village and on access roads, supported by more regular enforcement; • Removal of on street parking at selected locations; • Improve user information; and • Support through a Neighbourhood Development Plan for Malham/Malhamdale. <p>NYCC is the responsible authority. KMPC would probably need to lead on the development of such a scheme, with the agreement of NYCC and the support of YDNP.</p> <p>Land ownership on Chapel Gate is complex and land owners will need to be consulted and support the scheme.</p> <p>This will require significant funding although a trial scheme could be implemented at a lower cost.</p> <p>Car parking revenue and BID funding could potentially support a scheme.</p>
<p>Temporary traffic/access restrictions⁶³</p>	<p>This option considered whether traffic into the village could be restricted on the busiest days (linked to key events), with all cars required to park before the village entrance (assuming overflow car park is available) unless they are residents or disabled.</p>	<p>Not feasible</p> <p>The roads through the village provide access to other sites and alternative routes are much longer. Enforcement difficult to set up.</p>

⁶³ 37% of residents and 31% of businesses and staff who responded to the surveys undertaken for this study were in favour of traffic through the village being restricted to authorised vehicles only on busiest days. 51% of responses from visitors were against this option.

Figure 2-1 **Examples of designs reallocating space to pedestrians in a rural context**



Example design from Traffic in Villages, a toolkit for communities⁶⁴



Example design from TRL, Psychological traffic calming report⁶⁵

⁶⁴ Produced by the Dorset AONB Partnership in conjunction with Hamilton-Baillie Associates (www.dorsetaonb.org.uk/assets/downloads/Rural_Roads_Protocol/trafficinvillages-web.pdf)

⁶⁵ Psychological traffic calming, prepared for Traffic Management Division, Department for Transport, TRL report TRL641, 2005

3. Malham visitor access action plan

This section presents a prioritised action plan for the Parish Council to progress with the development and implementation of the plan.

Figure 3-1 provides an overview of the key actions included in the plan and highlights how these actions all support an integrated approach to traffic and parking management in Malham, with many actions being interlinked and dependent on each other.

Figure 3-1 Malham visitor access - an integrated approach



Prioritised actions are listed in Table 3-1 based on an assessment of their potential impact on traffic and parking in Malham, their feasibility and their likely impact. The key steps required, responsibilities and likely timescales for implementation are also identified.

Some actions are identified as **Quick Wins (in green)**, where the effort required to implement them is limited and likely to be worthwhile, even if, in some cases, their expected impact on traffic and parking issues is also likely to be limited.

High priority actions are highlighted in red. Their selection is based on the likely high impact on current traffic and parking issues in the village. These include data gathering and funding stream development actions as these will be required to implement the plan.

The key funding sources identified (apart from parking revenues) are listed at the end of the table as they will require further action from KMPC to review and discuss the options, agreed a preferred approach and secure the required funding.

Table 3-1 Proposed action plan

Priority	Action	Category	Key steps required	Responsible	Timescales
Data and information					
High	Conduct additional parking counts to improve data availability and quality.	Improve	<p>Discuss how this can be done with YDNP, share forms and procedure/training for volunteers.</p> <p>Review current form and process against data requirements (understanding use by local residents and businesses/staff would be useful).</p> <p>KMPC to recruit additional volunteers to undertake the counts on a regular basis from March 2019 and for a full year (data collected will support business planning for car parking facilities).</p>	<p>KMPC working with YDNP rangers.</p> <p>KMPC to recruit additional volunteers.</p>	<p>Meeting between KMPC and YDNP organised by January 2019.</p> <p>Volunteers ready by February 2019 to start counts in March 2019.</p>
Quick win	Improve pre-travel visitor information.	Improve	<p>Review and improve visitor information (regular updates required as strategy is implemented).</p> <p>Develop information on busy times in Malham to be provided on the key websites and leaflets as they are updated.</p> <p>Potential for YDNP to develop this into a wider research and open data project.</p>	<p>KMPC working with YDNP to agree content and publish information.</p>	<p>In place by March 2019 – on-going process.</p>
Medium	Improve visitor information on approach to Malham.	Improve	<p>Discuss possible signage at the entrance to Malham to direct visitors to the most suitable parking location (linked to development of parking facilities).</p>	<p>KMPC to discuss with NYCC (and YDNP)</p>	<p>Medium term – linked to additional parking provision.</p>
Quick win	Set up a Facebook group (or similar – closed group probably required) for people living and working in Malham/Malhamdale to share lifts.	Avoid	<p>Identify champions to share information and promote the idea at each employment site.</p> <p>Identify a core group to administer the site (joining requests, moderation).</p> <p>The impact on traffic is likely to be limited but the scheme should be easy to set up and administer.</p>	<p>KMPC and employers in Malham.</p>	<p>In place by March 2019.</p>

Priority	Action	Category	Key steps required	Responsible	Timescales
Public transport					
Low	Discuss the potential for changes to current bus services (frequency, timetables) with NYCC and the relevant operators - Unlikely to lead to much change.	Shift	KMPC to organise meeting with NYCC Officer and follow up with meetings/calls with relevant operators (if useful).	KMPC	Meeting organised in short term (by March 2019).
Medium	Set up a trial park & ride scheme between Skipton and Malham for Summer 2019.	Shift	Contact the Dales and Bowland CIC to help develop their proposal and support them in securing required funding (potentially from YDNP Sustainable Development Fund). The impact of a park & Ride scheme on traffic into Malham is likely to be limited but the offer of a trial from the Dales and Bowland CIC should be considered to test the option.	KMPC to support the Dales and Bowland CIC.	Meeting organised by January 2019. Trial running from June/July 2019 (if possible).
Walking and cycling					
Medium	Quiet Lanes and cycle routes – initiate process through discussions with Sustrans, YDNP and NYCC – Long term process.	Shift	KMPC to organise an initial meeting with Sustrans, linked to their recent review of the National Cycle Network (include discussion of cycle parking facility– see below). Follow up meeting involving KMPC, Sustrans, YDNP and NYCC if useful.	KMPC to initiate discussions. Sustrans and NYCC to lead if taken forward.	Discussions held in short term (by March 2019). Quiet Lanes and cycle routes developed over the next 5 years (if possible).
Quick win	Provision of improved cycle parking facilities in the village.	Shift	KMPC to identify a suitable location for the provision of additional cycle parking facilities in the village and obtain a cost estimate from potential suppliers (discuss with Sustrans – see above) ⁶⁶ . Check proposals with NYCC (NYCC might need to be involved depending on proposed location). Limited investment could be supported by NYCC (unlikely), YDNP, KMPC or local businesses. Update visitor information on cycle parking.	KMPC, working with businesses in Malham.	New facility could be in place by March 2019.

⁶⁶ Refer to Cycle Parking design guidance, for example from Sustrans (www.sustrans.org.uk/our-services/what-we-do/route-design-and-construction/route-design-resources/best-practice-cycle)

Priority	Action	Category	Key steps required	Responsible	Timescales
Medium	Develop a walking route between Malham village and the primary school – Issue related to school transport provision needs to be addressed first.	Shift	<p>Organise a call/meeting with NYCC school transport team to understand how the provision of a safe walking route would impact school transport provision.</p> <p>Based on NYCC's response, consult with the local community to decide on next steps.</p> <p>If a path is to be created, KMPC to request support from YDNP to establish a new Right of Way and improve/build the path for year-round use.</p>	<p>KMPC to check with NYCC and consult community.</p> <p>YDNP to deliver the path (if option is retained).</p>	<p>Check the impact on school transport – by March 2019.</p> <p>Medium term – depends on impact on school transport and community support.</p>
Car parking					
High	Work with NYCC to develop and implement a coherent parking strategy in the village.	Improve	<p>KMPC to keep chasing NYCC (responsible authority) for a refresh of existing yellow lines and additional TROs on Kirkby Brow, Chapel Gate, Finkle Street and Cove Road.</p> <p>KMPC to engage the local community on possible additional TROs to understand likely objections and how they could be addressed in advance of the TRO process being initiated.</p> <p>This can include wider discussions on how parking should be managed in the village to provide a preferred scheme proposal to NYCC including elements such as:</p> <ul style="list-style-type: none"> • Removal of on street parking in village (selected locations); • On street charges (pay & display); • Other restrictions (time limited waiting); and • Resident exemptions. <p>KMPC, YDNP and NYCC to develop and agree a coherent parking strategy, including pricing, user information, management and revenue allocation and enforcement (purchase of additional enforcement officer time / delegation / Community Right to Challenge).</p>	<p>KMPC to chase and organise community engagement.</p> <p>Strategy to be developed by KMPC, NYCC and YDNP.</p> <p>NYCC is the responsible authority for most of these changes (if agreed).</p>	<p>Chasing: short term and on-going.</p> <p>Community engagement: short term.</p> <p>Delivery depends on NYCC.</p> <p>Use of temporary orders could be helpful (shorter timescales, trial).</p>

Priority	Action	Category	Key steps required	Responsible	Timescales
High	Provision of additional car parking facility in Malham	Improve	<p>KMPC to organise a meeting with local businesses to understand whether local businesses would be willing to develop/fund additional parking facilities for their staff and customers (additional car parking at specific locations e.g. YHA or shared facility).</p> <p>Depending on feedback from this meeting, KMPC to:</p> <ul style="list-style-type: none"> Support the development of business led project(s) to reduce pressure on existing car parking and monitor the situation once in place (might reduce the need for additional all-weather facility); or Develop a proposal for a new all-weather public car park at the entrance to the village (call for interest from land owners, stakeholder and community engagement, site assessment, feasibility study & design, cost estimates & business plan, fund raising, planning application, procurement of contractors and project management, structure for resource management once in place including enforcement). <p>This is a significant project and KMPC might need to recruit an experienced volunteer dedicated to this project or recruit professional support to deliver this investment.</p>	<p>KMPC to lead initial process.</p> <p>Specific project team to be set up if a new car park is to be developed.</p>	<p>Short term for trials</p> <p>Medium term (within 5 years) for permanent facility (subject to securing planning permission and required funding).</p>
Low	Monitoring the implementation of existing planning policies on parking provision.		<p>Monitoring the application of existing planning policy to secure adequate parking provision or financial contributions through the planning process under existing YDNP policies. Gather evidence of application of relevant policies by the planning authority.</p> <p>Request a change to YDNP policies or consider the production of a Neighbourhood Plan if monitoring shows that car parking provision is not considered sufficiently (resource intensive process).</p>	<p>KMPC to lead as statutory consultee.</p>	<p>Monitoring to start in 2019 – on going process.</p> <p>Policy change or Neighbourhood Plan – medium to long term.</p>

Priority	Action	Category	Key steps required	Responsible	Timescales
Village traffic and public realm improvement					
Medium	Change village road layout to provide additional space for pedestrians, reduce vehicles speeds and traffic through the village.	Shift Improve	<p>KMPC to develop a proposal through community engagement.</p> <p>KMPC to secure professional support to develop a suitable design and cost estimate for a preferred scheme.</p> <p>KMPC to hold discussions with NYCC and YDNP to gauge level of support and identify delivery mechanisms.</p> <p>KMPC to explore funding options (BID, precept, parking revenues, etc.).</p>	KMPC to initiate process. NYCC is the responsible authority.	Long term – depends on other measures being implemented first and significant funding secured. Use of temporary orders/infrastructure could be helpful.
Raising funds to support proposed programme of investment					
High	Consider the development of a Business Improvement District (BID).	Funding	KMPC to work with local businesses to investigate the option to create a tourism or destination Business Improvement District (BID) for Malham/Malhamdale ⁶⁷ .	KMPC and local businesses.	During 2019.
High	Consider the development of a Voluntary Giving Scheme.	Funding	KMPC to work with local businesses to investigate the option to create a Voluntary Visitor Payback Scheme/Visitor Giving for Malham/Malhamdale ⁶⁸ .	KMPC and local businesses.	During 2019.
Medium	Consider the reintroduction of the Parish precept.	Funding	KMPC to consider reintroducing a Parish precept to fund on-going professional support to develop the proposals and implement selected interventions.	KMPC	During 2019.
Medium	Review eligibility of proposed investment against existing funding streams.	Funding	<p>KMPC to review existing funding streams and eligibility of emerging proposals for funding from:</p> <ul style="list-style-type: none"> • Yorkshire Dales Millennium Trust (limited potential)⁶⁹; • Two Ridings Community Foundation (limited potential)⁷⁰; • YDNP Sustainable Development Fund (£30k max)⁷¹; • Fundraising events (limited potential). 	KMPC with YDNP, local businesses and community.	On-going as proposals develop.

⁶⁷ For an introduction to Tourism BIDs, see for example www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/intro_to_tbirds.pdf

⁶⁸ For more information on Visitor Giving experience in the Lake District, see for example www.visitengland.com/sites/default/files/downloads/visitor_giving_helpsheets.pdf

⁶⁹ See www.ydmt.org

⁷⁰ See: www.trcf.org.uk

⁷¹ See: www.yorkshiredales.org.uk/living-and-working/sdf

Appendices

Appendix A. Study approach

A.1. Overview of study approach

The study was conducted in 2018, following the following key steps:

- Site visit and inception meeting with members of KMPC on 7th August 2018;
- Review of available data, request for additional information, and phone calls/meetings with key stakeholders in September and October 2018;
- Development of possible options;
- Online surveys for residents, businesses and their staff, and visitors, undertaken in October 2018;
- Two public meetings to present and discuss survey results and proposed options organised on 25th October 2018;
- Development of a draft report including recommendations and an action plan for review by members of KMPC, submitted in November 2018;
- Final report submitted to KMPC in December 2018.

A separate note summarising all communications with key stakeholders has been provided to KMPC to preserve the confidentiality of discussions and protect any personal data.

The datasets from the surveys undertaken for residents, businesses & staff, and visitors has also been provided to KMPC. Again this information is not included in this report as it contains personal data.

A.2. Notes of the public meetings

This section provides a summary of the discussions with local residents and businesses at two public meetings organised in the Village Hall on 25th October 2018.

Project objectives

This project aims to make recommendations to address the current traffic and parking issues faced by both visitors and residents in Malham. These recommendations will be mindful of the needs of residents and businesses, while also supporting the desire to welcome visitors to the area.

Summary of discussions

This summary is presented using the most relevant slides from the presentation and noting the main comments made during the meetings.

Our progress so far

- › Review of existing documents and data
- › Site visit
- › Discussions with key organisations
 - › Parish Council, NYCC, Craven DC, Harrogate BC
 - › National Park Authority, National Trust, Police
 - › Friends of the Dales, Dales and Bowland CIC
- › User surveys (residents, businesses/employees, visitors)



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Next steps?

- › Review
 - › Survey results
 - › Feedback from public meetings
- › Action plan development:
 - › Recommended actions
 - › Quick wins v. longer term options
 - › Possible funding sources

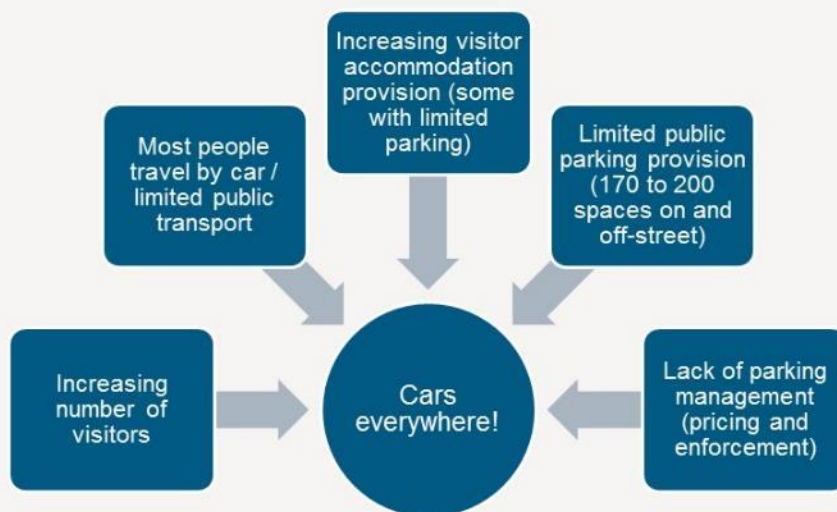


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Cars everywhere – why?



Cars everywhere!

Event/period	Maximum number of vehicles		
	2015/16	2016/17	2017/18
Easter weekend	419	659	206
Early May Bank Holiday	435	300	375
Malham Safari (usually second May Bank Holiday)	542	990	585
Malham Show	208	298	422
Busiest weekend in spring/summer (April to October)	353	595	607
Busiest weekend in autumn/winter (November to March)	273	289	236
Total capacity without overflow car park	170 to 200 vehicles		

Source: Indicative parking counts provided by the National Park Authority.

Wrong day for the count

The table above presents data provided by the National park Authority, based on vehicle counts undertaken by National park volunteers on selected days.

The value of these counts to show the need for additional car parking facility is clear but it was noted that it would be useful for the Parish Council and the local community to work with the National park to improve these counts and ensure that they are undertaken on most busy days. This data will then be very useful to

develop a business case for the development of an additional car parking facility (overflow) as it will help to predict the income which would be generated from these charges.

Cars everywhere!

Total number of visits to Malham:

250,000 to 300,000/year?

Yorkshire Dales National Park centres – number of visitors



Source: Data provided by the National Park Authority.



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Data above based on information provided by the National park. All doubted the 250/300,000 visitors figure, with views that this should be between 500,000 and 900,000 a year. It would be good to work on a better estimate if possible to support the case for investment in visitor facilities.

The chart shows the number of visitors coming into the National park visitor centres for the main YDNP sites. This shows that Malham (in green) is the only visitor centre showing consistent growth over the last 5 years, again supporting the case for investment.

Cars everywhere!

Resident population is stable but many diversify their business to cater for the visitor economy.

Current accommodation capacity estimated at approx. 270 people in Malham.

Parish	2015 population
Malham	170
Kirkby Malham	100
Malham Moor	70
Airton	200
Scosthop	70
Calton	60
Otterburn	40
Hanlith	40
Malhamdale total	750



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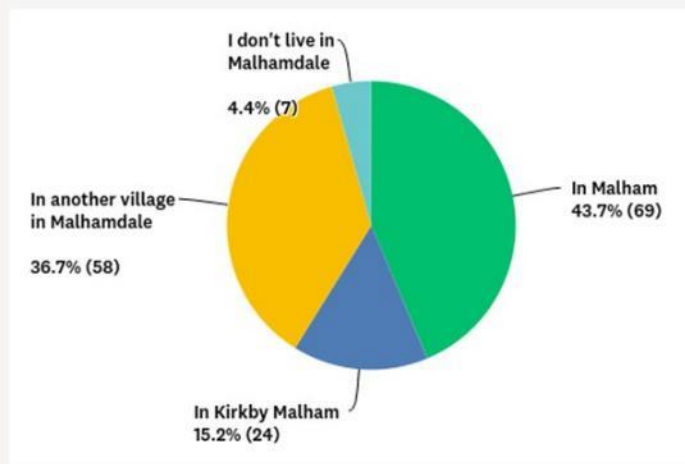


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Summary of survey results

Understanding the situation – Residents' survey

- 151 valid responses (good sample size)



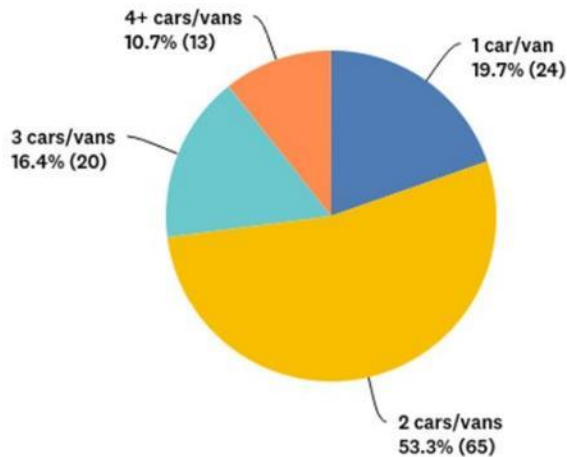
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Understanding the situation – Residents' survey

- Approx. 9% of respondents have a mobility impairment that affects their ability to travel (around 10% nationally)
- 82% of respondents park on street "regularly", 5% "occasionally"



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Understanding the situation – Residents' survey

- 11% have **no off street parking available**
- Most people do not use the **National Park car park** (76%)
 - BUT those who use it do so mostly during the day
- 32% of respondents sometimes use **other off street car parks**, mainly Listers, Buck Inn, Miresfield, Beck Hall
- 67% use **on street parking in the village** (regularly or occasionally), mainly during evenings and for short stops

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Understanding the situation – Residents' survey

- 74% never use the bus
- 25 respondents use it occasionally and 4 use it regularly
- Main issues:
 - timetable doesn't allow use for work, need to add an early and late service
 - not enough time at destination (having to use the bus one way and rely on lifts the other way)
 - need a service to Settle



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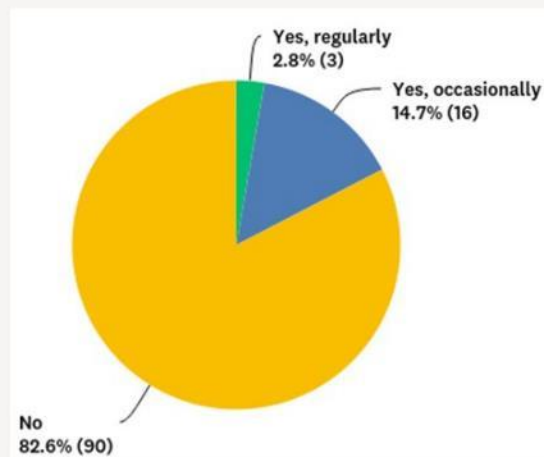
16

Understanding the situation – Residents' survey

Cycling – do you cycle around/to/from Malham?

Main issues:

- need cycle paths
- need secure cycle parking
- electric bike hire



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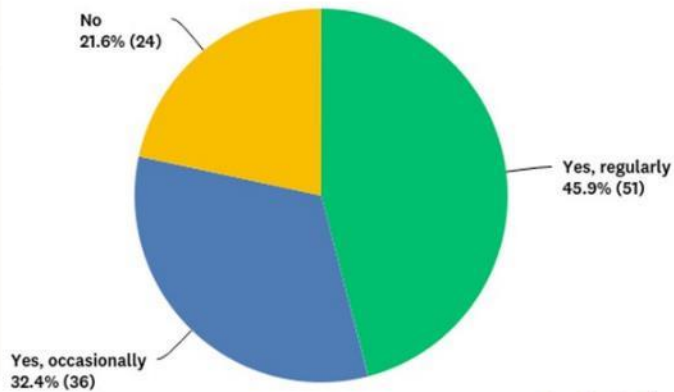
The question excluded leisure cycling.

Understanding the situation – Residents' survey

Walking – do you walk around/to/from Malham?

Main issues:

- need space for pedestrians
- 20 mph limit
- stop illegal parking

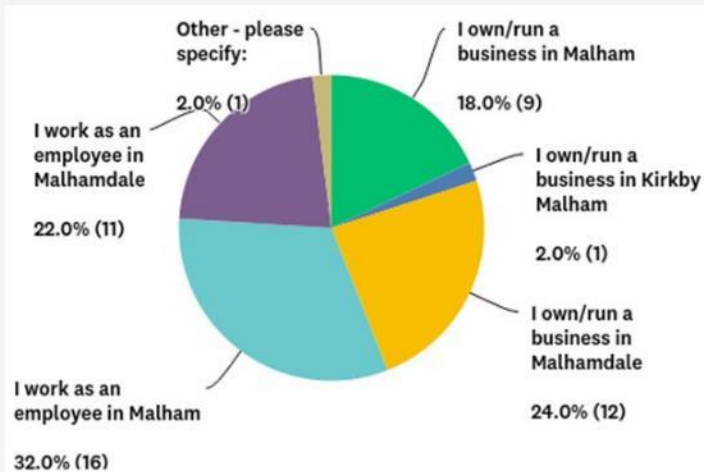


The question excluded leisure walking.

Understanding the situation – Businesses & staff

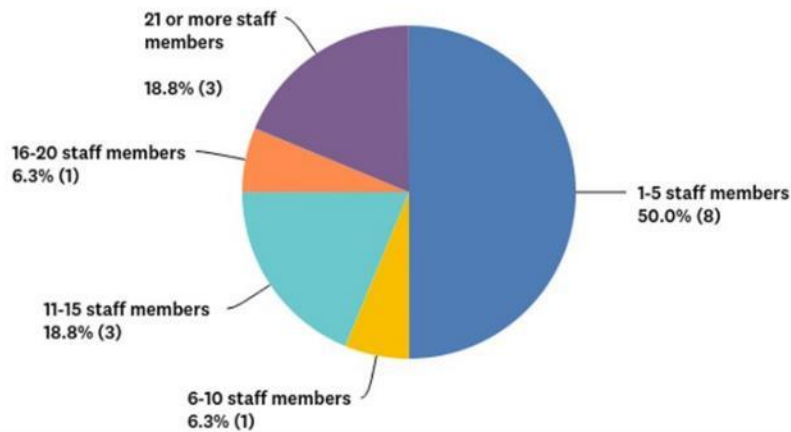
50 responses from local businesses and staff

16 businesses



Understanding the situation – Businesses & staff

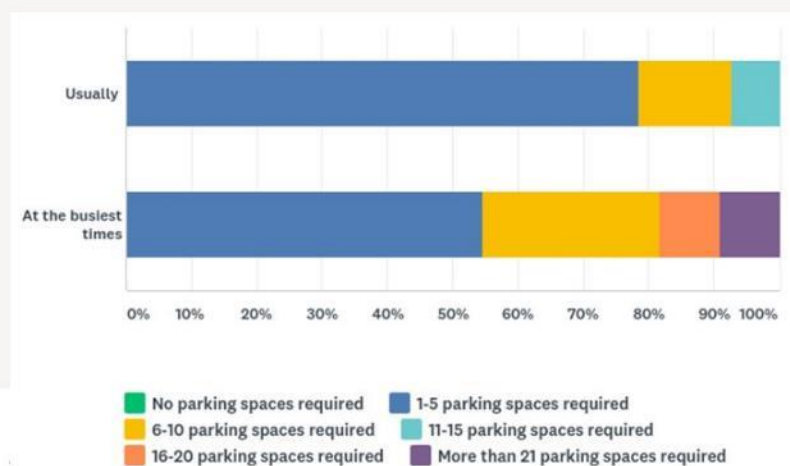
Business size – 9 businesses vary in size by time of year, 8 vary by day of week



Understanding the situation – Businesses & staff

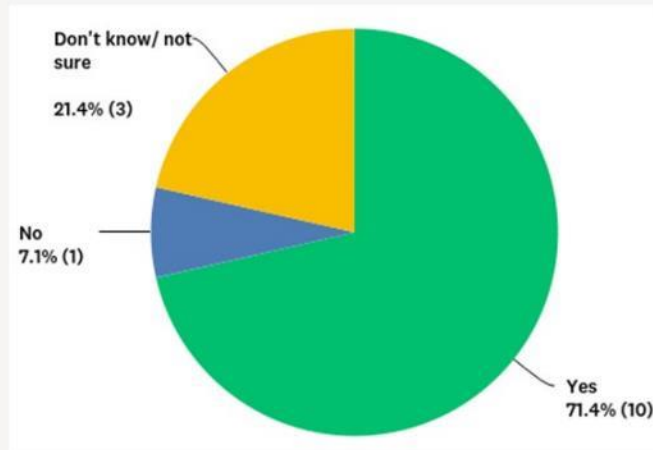
Parking provision – some businesses with no or limited off street parking

Demand for parking varies strongly



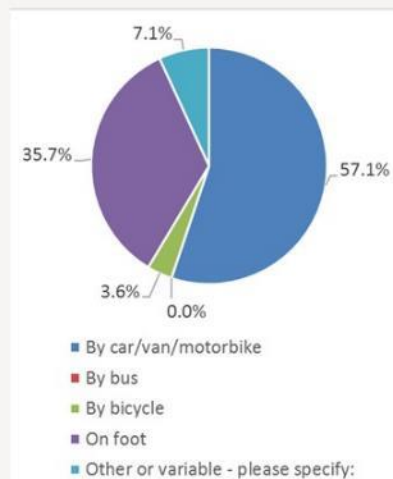
Understanding the situation – Businesses & staff

Transport and parking is an issue for customers

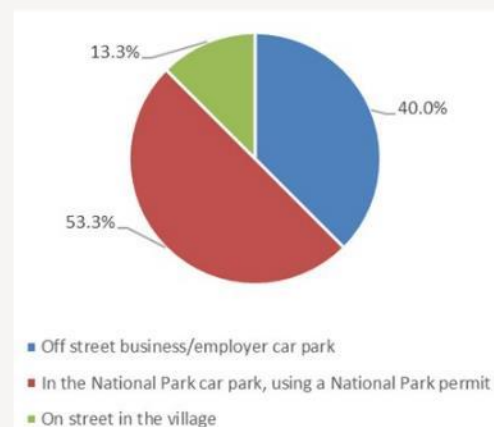


Understanding the situation - Staff

How do you usually get to work?



If you drive to work, where do you usually park?

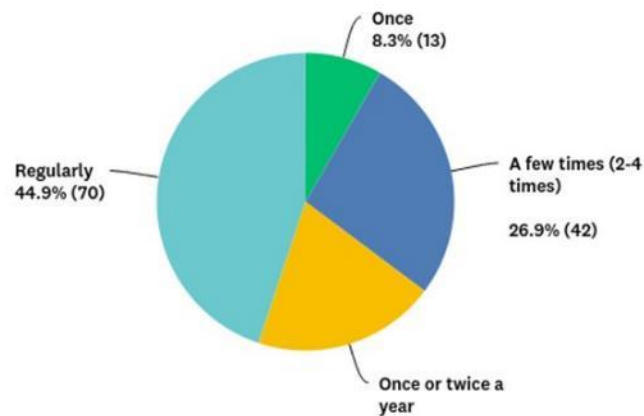


The potential for some staff to share a car to drive to Malham was discussed and it was noted that some staff who responded to the survey said that they already do so and are open to do more. The idea of a Facebook page or similar for Malham employees was briefly discussed to facilitate this.

Understanding the situation – Visitors' survey

163 valid responses (good sample size)

Q2 How many times have you visited Malham in the last five years?

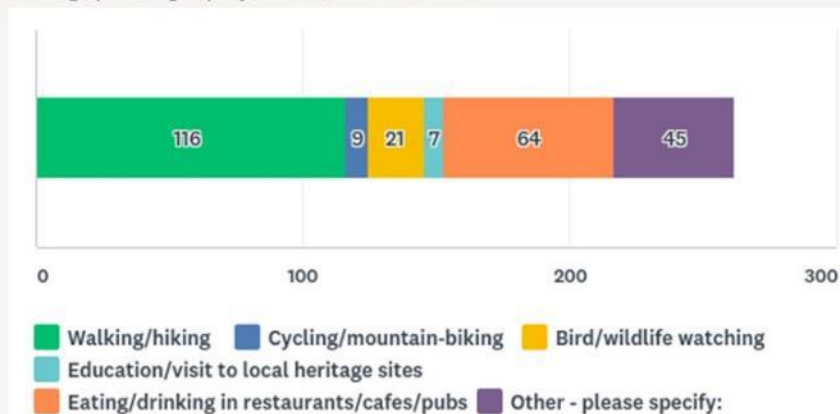


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Understanding the situation – Visitors' survey

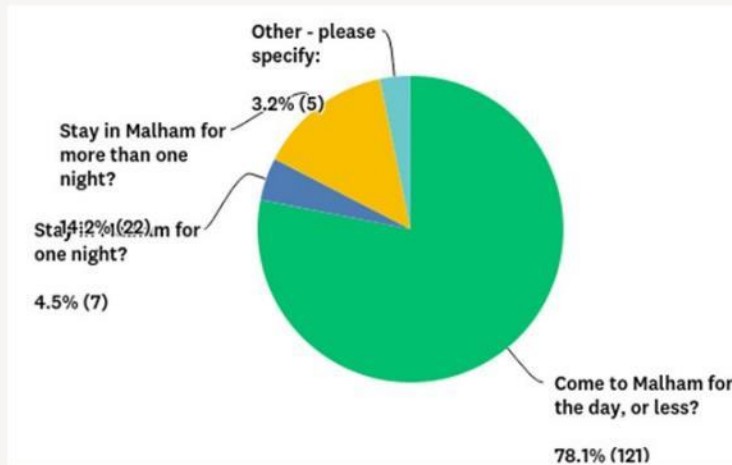
What did you do on your last visit?

› "Other" include: visiting friends/family, just drive, volunteering, climbing, running, photography, work, Malham show



Understanding the situation – Visitors' survey

On your last visit, did you...



Understanding the situation – Visitors' survey

How did you travel to Malham?



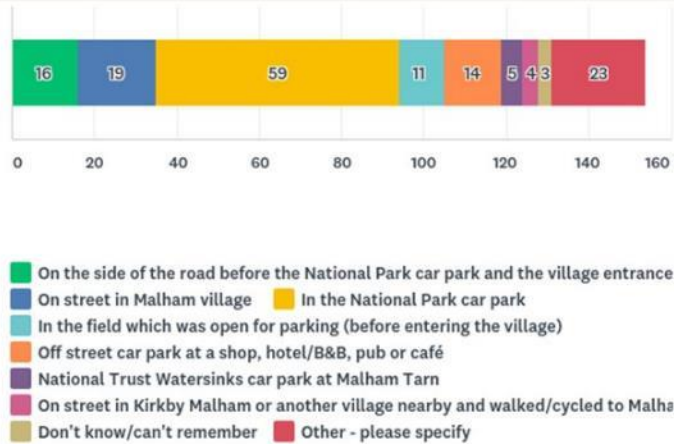
Understanding the situation – Visitors' survey

On your last visit, where did you park?

"Other" includes:

- › Field Studies Centre,
- › Roadside near Janet's Foss
- › Other roadside locations outside the village

85% of respondents did not look for information about car parking before travelling.



Understanding the situation – Visitors' survey

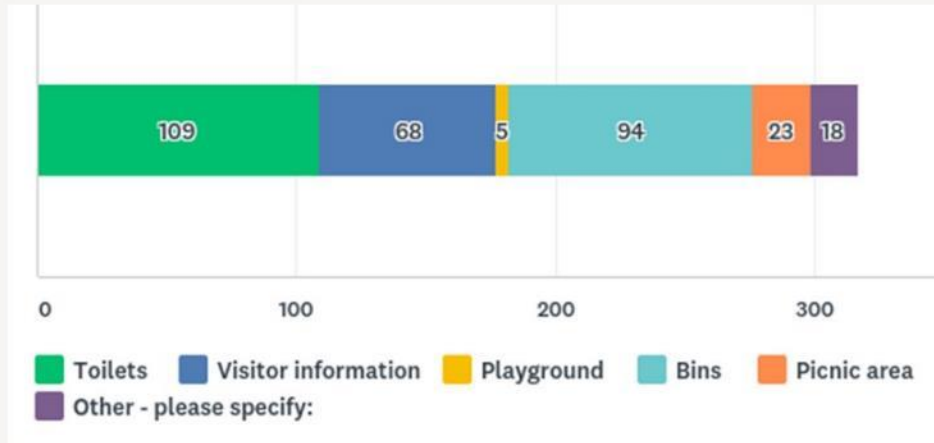
What is your view on paying to park in Malham?



Understanding the situation – Visitors' survey

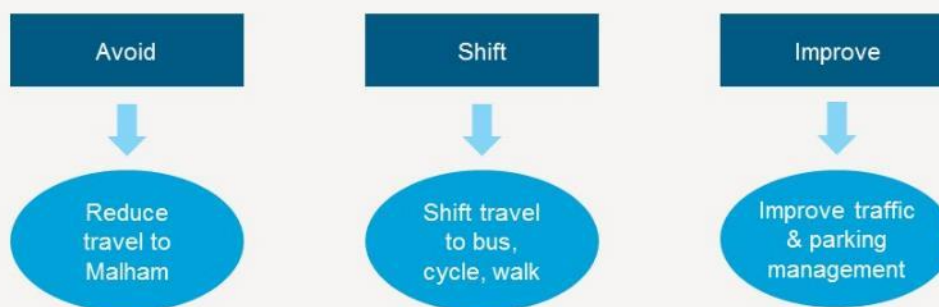
What facilities would you expect to find at a fee-paying car park?

› “Other” includes: electric charging points, ability to pay by card



What can be done?

Avoid – Shift - Improve



Three main approaches. “Avoid” is probably not acceptable for the businesses but was discussed: Is Malham too busy? Are there days when Malham is full?

Residents' views

Managing existing parking facilities - What is your position?

Most support for:

- › Changes to the **National Park car park layout** to maximise the number of parking spaces available – 88% in support (B&S 85% / V 81%)
- › Promoting the **use of Watersinks car park** (National Trust) for visitors going to Malham Tarn – 87% in support (B&S 77% / V 69%)
- › **Improving visitor information** on car parking options and availability before they enter Malham – 90% in support (B&S 85% / V 85%)
- › **Stricter/more regular enforcement** of parking restrictions – 82% in support (B&S 85% / V 68%)



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Note on data presented in the slides: The first percentages presented are the results from the residents' survey. The data in brackets shows the results from the business and staff survey (B&S) and from the visitors' survey (V).

Changes to the National Park car park layout have been considered in the past and could be reconsidered but the number of parking spaces gained will be limited (probably no more than 10 to 20 spaces).

Watersinks has been discussed with the National Trust. Although the option is favoured by survey residents, it is important to note that the area around the car park is protected. The National Trust therefore needs to manage parking carefully as Natural England would challenge any solution which might result in car parking on grass verges, etc.

Visitor information was discussed, both online information before people travel and information as people approach Malham. Using variable message signs to show which car parks are full was discussed.

Options to secure additional parking enforcement time were discussed, including implementing additional parking restrictions (asking North Yorkshire County Council to do so and transferring enforcement duties from the police to civil enforcement, currently undertaken by Harrogate Borough Council in the Craven area, on behalf of North Yorkshire County Council) and trying to secure additional enforcement officer time. Examples of other areas where the County Council has delegated enforcement powers or accepted that Parish Councils can fund additional officer time for their area were discussed. The possibility of submitting a community right to bid focussed on parking management and enforcement was also discussed, where the Parish Council would ask for North Yorkshire for delegated powers.

Residents' views

Managing existing parking facilities - What is your position?

Mixed views on:

- › **On street parking** in the village designated as **limited waiting bays** for short visits only (e.g. 1 or 2 hours maximum) – 44% in support (B&S 50% / V 57%)
- › **Compulsory parking charges for on street parking** - Pay and Display or similar, with residents eligible to a discount – 37% in support (B&S 46% / V 50%)
- › **Resident parking scheme** – 37% in support (B&S 46%)
- › **Review of parking charges to make on street parking more expensive** than using car parks (excluding short visits) - 37% in support (B&S 54% / V 44%)



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Residents' views

Changing where people are allowed to park - What is your position?

Most support for:

- › **On street parking prohibited on Finkle Street** – 68% in support (B&S 73%)
- › **On street parking prohibited on Cove Road** (at all times) – 82% in support (B&S 77%)



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These restrictions have already been requested from North Yorkshire County Council and the Parish Council will keep pushing for the Council to deliver them. One way for the community to make this happen is to prepare for this by understanding any likely objections from residents and addressing their concerns.

Residents' views

Changing where people are allowed to park - What is your position?

Mixed views on:

- › **On street parking prohibited on the road through the Village Green** (near the Lister Arms) – 45% in support (B&S 58% / V 61%)
- › **On street parking prohibited on the main road through the village** (between National Park centre and Cove Road) – 43% in support (B&S 65% / V 37%)
- › **On street parking prohibited on approach to the village** (Chapel Gate and Kirkby Brow) – 54% in support (B&S 46% - V 44%)
- › **Traffic through the village restricted** to authorised vehicles only on busiest days (residents, deliveries only) – 37% in support (B&S 31% / V 51% against)



Residents' views

Providing additional car parking spaces - What is your position?

Most support for:

- › **Additional off-street car parking facility** provided at the entrance to the village **on busy days and weekends only** – 88% in support (B&S 88% / V 92%)
- › **Additional off-street car parking facility available at all times** at the entrance to the village (permanent, all weather car park) – 70% in support (B&S 65% / V 71%)
- › **Local businesses encouraged/supported to provide additional off-street parking spaces for their customers** – 63% in support (B&S 65% / V 77%)



Clear support for additional overflow facility to be provided at the entrance to the village. Various options were discussed including the Show fields and the two privately owned fields currently used as overflow. It is important to consider how this would work in practice:

- Investment required to provide an all-weather facility (grasscrete/grassblock or similar – see picture below, access road, signage and pay& display or ANPR equipment – initial cost estimate is between £50,000 and £150,000 depending on location chosen, number of cars accommodated on the all-

- weather surface, etc.) – need to secure planning permission from the National Park and make sure that the facility is well used to recoup the initial investment
- Additional parking management required to reduce availability of free parking on street – this would end the current parking donations which provide funds to the Parish Council – need to replace this funding stream (various options were discussed including Parish precept, voluntary visitor payback scheme like in The Lakes and Tourism Business Improvement District – like Skipton BID)
 - Need to ensure that this is managed as a community asset to avoid other fields competing with the overflow where the investment has been made (other fields could still open for up to 28 days per year, which might be useful on very busy days but would reduce revenues for the chosen location if open regularly)

Residents' views

Providing additional car parking spaces - What is your position?

Mixed views on:

- › **Parking spaces** (on or off-street) **identified in Kirkby Malham** and visitors encouraged to park and walk/cycle to Malham from there – 50% in support (B&S 50%)
- › **Parking spaces** (on or off-street) **identified in other villages nearby** and visitors encouraged to park and walk/cycle to Malham from there – 50% in support (B&S 54% / V 74%)

Opposition to:

- › **Additional on street parking spaces provided on access roads to the village** – 68% against (B&S 69% / V 47%)



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Discussed the fact that providing park and stride facilities and encouraging people to park in other villages is not actually addressing the problem but rather shifting it to areas which do not have much space for parking anyway.

Shift to other modes - bus

- › Can visitors/residents be encouraged to use the bus more?
- › Can existing bus services be improved?
 - › *Revised timetable for current services?*
 - › *Setting up a trial Park & Ride / shuttle bus from Skipton?*



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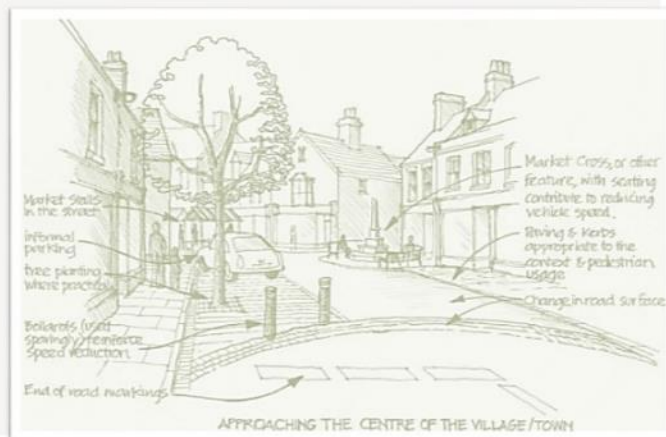
43

Discussed the need to improve current bus services but recognised the limited options available as North Yorkshire County Council is unlikely to have funding available to support additional services.

Noted that the Dales and Bowlands CIC are proposing to run a trial park and ride from Skipton Auction Mart. They are thinking of a weekend only service where visitors could park at the Mart and travel on a small bus to and from Malham on a Park & Ride type service. The groups discussed supporting this proposal as it would be a good way to test the viability of a Park & Ride type service.

Improve – reclaiming the village centre

- › No parking on Village Green
- › Gateway approach
- › Visitor information
 - › *Pre travel*
 - › *On approach*



Source: Traffic in Villages, A toolkit for communities, Dorset AONB Partnership

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Lastly, the discussion focused on using a “gateway” type treatment at the entrance to the village, and maybe in other parts such as the Village Green, to create more of a shared space between pedestrian and vehicles and slow vehicle speeds. This would be similar to Grassington and other villages in the Dales and other places in the UK, maintaining some on street parking spaces (probably limited length of stay or disabled and residents only) and offering a more welcoming setting, in line with the rural character of the village. Land ownership is complicated in the village and might be an issue but a trial scheme was discussed using planters and similar features. This is a longer term aspiration which could only be delivered if supported by the other measures described above.



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