

1. Place & Provision

Recommendation : 1

Income is generated as a by-product of managing demand. We should continue to explore options for management through charging and dealing with income on a profit share basis where partners are working together to support additional, new events that would increase the use of the parking facilities over and above that which is currently the case

Recommendation : 2

It is not considered favourable in transportation terms to allow any long-term parking within the town centre core or nearby in the 'central zone'; the roads nearby cannot cope with additional commuter traffic at peak times.

It is recommended to keep the current limit of a maximum of 4 hours stay within the central zone and 2 hours within the core area (except for disabled badge holders).

Recommendation : 3

Other improvements in car parks should be considered, perhaps linked to a slightly higher tariff for a gold service: wider bays, redesigned parking bays in the high traffic area of multi-storeys, CCTV, lighting and other secured parking improvements could be linked.

Scrutiny panel recommended that CCTV is extended to all car parks.

Recommendation : 4

To reduce impact on the transport network, car parks furthest from town centres should be cheaper than those prime assets located in close proximity to the centre.

Those in the town centre should be managed by maximum stay. This principle directly links to the discussion under the Place heading where we discuss providing certain provision for particular uses at specific locations.

Recommendation : 5

Reserved parking spaces within off-street car park assets should be considered a premium product / facility, the cost of which should be reflective of the demand held for that particular asset.

A tier charging system should be introduced or considered so that the price of a reserved parking space is also a reflection of what the space is being used to support e.g. resident or business.

Categories of such spaces could include short stay spaces close to the town / city centres, long stay spaces for shoppers / visitors located further away from town / city centres and long stay spaces for residents who cannot be accommodated through on-street parking provision.

Recommendation : 6

Car parks should be ranked according to current and potential usage and value to their town centre. A customer using a gold standard car park should expect a wider range of facilities and standards than the basic minimum. This car park will also be prioritised for maintenance similar to the Highways hierarchy.

Scrutiny panel recommended that CCTV is extended to all car parks.

Recommendation : 7

Enabling **Payment after Parking** enables customers to spend the time they want in the town centre without having to rush back to the car park to avoid penalty. They pay for the time they have used as opposed to having to guess what time they may need at the start of their visit.

The customer doesn't have to worry about having the correct change or understanding tariff bands at the start of their visit. In the example suggested for Colchester, customers could elect to purchase an initial sum, then extend dynamically 'by the minute' after that for as many minutes as they need – and then pay at the end.

Recommendation : 8

Where town centre car park assets allow, the long stay commuter spaces should be consolidated further from the centre. This also has the benefit of managing peak

traffic demand on the town centre road network, providing priority for public transport in the peak hours.

Scrutiny Panel also asked Cabinet to consider ways in which to influence shop opening times to ease congestion at current peak times.

Recommendation : 9

The signage on our network must give clear direction to the driver in terms of long stay/short stay car parks, and the Council should provide VMS where applicable to prevent unnecessary traffic movements in our town centre.

Local directional signage to car parks should also be reviewed to ensure clarity and fitness for purpose. Named car parks should be provided on fixed directional signs

2. Perceptions

Recommendation : 10

As part of the wider Draft Consultation Review, we should look to survey the views of other organisations including Business, Shopping Centres, Access Groups and Disabled Motoring UK. The full draft will be consulted on – possibly with “drop in” sessions at the BID and/or further work with the Research Team.

3. Parking Requirements

Recommendation : 11

We may look to implement: –

- Short stay tariffs in addition, in the long stays
- An offer tariff where there is capacity
- Encouraging the county council to provide Park & Ride at the other side of town, including peak hour tariffs to encourage modal shift

Recommendation : 12

It is recommended, in order to pursue policy objectives to curb travel in peak hours and encourage the use of other modes, to: –

- Ensure sufficient budget exists to cover costs of running,
- Maintaining and refurbishing car parks
- Increasing the amount of Blue Badge Holder parking to cover increased 'non visible disabilities' in the new Blue Badge scheme from 2019.

Recommendation : 13

We recommend the following changes;

- To increase the Sunday tariff in the Britannia car park from £1 to X.
- To decrease the Sunday tariff in the Butt Road, Middleborough, Napier Road North and South and Sheepen Road car parks, from £2.20 to X.
- To extend the special £3.50 offer in the Middleborough car park to include Saturdays.
- To introduce a special £3.50 offer in Sheepen Road car park from Monday-Saturday.
- To review the tariff structure in the Priory Street, St Marys and St Johns car parks, so tariffs are split between Monday-Friday and Saturday-Sunday – special offers?
- To decrease the evening tariff in the Priory Street, St Marys and St Johns car parks.

4. Online Payment & Technology

Recommendation : 14

New Technology enables a number of new opportunities. It is recommended that the Council investigates

- Granularity of tariffs.
- Increased use of Technology
- Scan to extend by 15 mins

5. Prosperity

Recommendation : 15

One of its recommendations is to look at the fixed tariff (banded payments) and explore:

- Dynamic tariffs, especially around busy times.
- Pay after parking: Pay by the minute after an initial sum
- Cashless parking - MiPermit and contactless only
- Sweden Model
- Visitor permit-like - more to use cash –
- Other incentives and offers

Recommendation : 16

In order to make the parking service appealing to the end users more attractive products and offers need to be established and effectively marketed to target audiences.

- Sale of annual or 3 & 6 monthly season tickets will offer the option of staggered payments to spread the full cost over a set period of time.
- The offer of part-time seasons (e.g. 3 out of ten days, call off/use before, etc) should be investigated.

6. Environment & the Bigger Picture

Recommendation : 17

Principle Air Quality Management Areas to be a consideration in tariff setting – with links to congestion and Climate Emergency.

Location in relation to town centre to be a consideration in tariff setting

Parking demand and underutilised capacity (85%:15% rule) to be a consideration in tariff setting

Recommendation : 18

Peak/Off Peak pricing must be encouraged in order to effect a modal shift, a shift to Park & Ride or at least a shift traffic away from the most congested, peak times which contribute to air quality management issues.

Peak hours are considered to be 7am-9am. If people must continue to drive in to town, this is the time to avoid.

Scrutiny Panel recommended that a wider study and report is commissioned on modal shift, and that devolution of Park & Ride is considered by Essex County Council.

Scrutiny Panel also asked Cabinet to consider ways to manage expectations and provide education on the trade-offs involved between car park pricing, congestion and air quality.

Recommendation : 19

It is recommended to revisit the disabled badge parking offer, signing and bay marking, and links to the Theatre, in St Mary's car park, near the level access to Popes Lane – making use of the improved and widened Balcerne Hill crossing. There are some minor improvements required to the surfacing, lighting and handrail in this area.

Recommendation : 20

A variety of options is available including these measures using MiPermit. It is recommended that the Council introduces appropriate measures using the digital system including: –

- To introduce dynamic pricing with a peak hours surcharge
- To introduce minimum price with by-the-minute charging thereafter
- To introduce pay-as-you-go charging
- To introduce a resident discount – Borough wide, local or hyper-locally.
- To introduce a preferred parking or refund system with retailers via MiPermit
- To spread further the 'trusted customer' collection system to save transaction charges
- To introduce offers, badges and deals to regular trusted customers.
- Maintaining the long stay outer/shorter stay inner car parks but varying the stay type on the outer car parks
- Liaising with the town and parish councils about the outlying car park tariffs.

7. Promotions

Recommendation : 21

Through working with local businesses, a series of discounts, benefits and offers can be established and introduced which ultimately provide a reward to the customer for using the Council's parking service.

Recommendation : 22

Consistent messaging and branding should be provided.

Welcoming, clear signage must be provided for customers including familiar branding and explaining the payment types and facilities available.

Also review the opportunity to explain to customers what the car park charges are used to support.

8. Communications