



**CPR.42 15/16**

**Corporate Policy and  
Resources Committee**

**Date 17 December 2015**

**Subject: Car Parking Strategy 2015-20**

Report by:

Strategic Lead – Housing and Regeneration

Contact Officer:

Sarah Troman  
Strategic Lead – Regeneration and Housing  
01427 675190  
sarah.troman@west-lindsey.gov.uk

Purpose / Summary:

The purpose of this report is to secure the necessary funds to deliver the new Car Parking Strategy for the Council.

**RECOMMENDATION(S): To approve the WLDC Car Parking Strategy 2015-20 funding requirements of £65,000 from the current year (2015-16) Capital Programme to support implementation of pay and display parking in Market Rasen, (in addition to the £35,000 already in the Capital Programme to upgrade the existing ticket machines in Gainsborough), plus an ongoing £31,000 revenue funding to cover enforcement, operating and maintenance costs at Market Rasen.**

## IMPLICATIONS

### **Legal:**

The implementation of the Car Parking Strategy 2015-20 will require a Parking Order to be created in order to introduce charging in Market Rasen. This requires consultation with statutory consultees and the general public in line with current legislation, and will take a minimum of 12 weeks.

### **Financial: FIN/72/16**

The introduction of parking charges at Market Rasen and the annual review of all parking charges will have an impact on revenue generation across the implementation of the Strategy, and will be considered annually as part of the Fees and Charges process already in place.

The currently proposed fees and charges for 2016-17 are forecast to produce an additional £84,917 gross revenue following the implementation of charging in Market Rasen (combined revenue from both Gainsborough and Market Rasen). It is anticipated that this will cost a total of £100,000 in capital to implement (purchase and installation of parking machines, necessary lining and re-surfacing/upgrading work), and an additional £31,000 annually in revenue costs, (bringing the annual increase in revenue to £53,917). The capital requirement would be a one-off set-up cost within 2015-16, to include the £35,000 already set aside for replacement ticket machines in Gainsborough to improve reliability and the level of data collected to inform KPIs. The ongoing revenue requirement is to cover operating, maintenance and enforcement costs relating to the paid parking arrangements at Market Rasen. All of these figures are estimates at this stage, however are based on cost estimates obtained at the feasibility stage of this process and will be subject to the usual procurement regulations.

The implementation of free parking from 3pm will have an impact on both revenue in Gainsborough, which is as yet unknown as no current usage data exists, and also reduce costs slightly as the enforcement period will be shorter and require less patrols, (7 hours per day rather than 10 hours).

### **Staffing:**

Car Parking delivery is within the existing remit of the Property and Assets Team, with Revenues and Benefits responsible for collection of any relevant fines and charges. This will not change as a result of the strategy and will continue to be implemented in the same way.

### **Equality and Diversity including Human Rights :**

The Car Parking Strategy seeks to implement a more equitable parking offer, by introducing charges across all WLDC owned town centre car parks, with the prices varied according to the relative offer in each location.

The potential to consider charging on Sundays and for disabled spaces is included in the Strategy, however would require considerable consultation and impact assessment work to be carried out before any changes could be made.

**Risk Assessment:**

The key risk associated with car parking is the impact on footfall in the town centres, and the potential impact on local businesses. Having taken this on board the car parking strategy seeks to offer free parking outside current peak times to encourage trade during quieter periods, while managing the supply of car parking during peak times, by reviewing the length of stay and turnover of spaces in the most central car parking areas.

**Climate Related Risks and Opportunities:**

The implementation of the Strategy does not in itself have any climate implications, however the effective use of car parking provision can be complimentary to a range of alternative public transport options, which can be incorporated into the development of sustainable and vibrant town centres.

**Title and Location of any Background Papers used in the preparation of this report:**

Challenge and Improvement Committee 13<sup>th</sup> October 2015 Paper E (Restricted Pink Paper CAI.21 15/16)

**Call in and Urgency:****Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

**Yes****No****X****Key Decision:**

A matter which affects two or more wards, or has significant financial implications

**Yes****X****No**

## **1 Background**

- 1.1 The challenging financial climate of recent years has resulted in the need to radically realign local public services and finances. Maximising the use and effective management of assets has become even more central to the way local authorities are seeking to deliver services and provide value for money.
- 1.2 The Council recognises that the effective and prudent management of its car parking plays a vital role in supporting the delivery of wider corporate objectives through supporting local businesses and the visitor economy.
- 1.3 In mid-2015, Car Parking Matters reviewed the council's approach to parking and identified a number of issues to be addressed to get best use from WLDC parking provisions, which have been incorporated into the Car Parking Strategy 2015-20 as a specific document to guide implementing change.

## **2 The Car Parking Strategy**

- 2.1 This Strategy aims to set out a comprehensive approach to car parking in order to improve transparency of decisions and to ensure that the provision in the district is operated equitably and to best effect.
- 2.2 The plan is structured in two parts – the first part setting out an overview of the offer and providing the high-level policy framework to guide the Council's approach to car parking. The second part of the plan includes an Implementation Plan and proposes a number of specific Key Performance Indicators.

## **3 The Council's Car Parks**

- 3.1 West Lindsey District Council owns and operates several car parks in Gainsborough and Market Rasen, (none in Caistor), to add to the offer of various privately owned facilities, and on-street parking which is part of Lincolnshire County Council's portfolio. The level of parking which is available has been evaluated and deemed to be sufficient, however as town centre developments are brought forward changes in both the number of spaces available and the demand for spaces changes it is essential to consider car parking provision in its own right. The Car parking Strategy provides more information on the parking spaces available in both Gainsborough and Market Rasen.
- 3.2 If the provision of spaces becomes insufficient in future the Strategy outlines potential solutions including exploring the re-provision of additional spaces on alternative sites, or as part of development proposals, as well as re-designating some central car parks as 'short-stay' to improve turnover of spaces and ensure that shoppers and visitors are able to park conveniently to access town centre businesses.
- 3.3 The WLDC car parks are also subject to the Property and Land Management Strategy with regard to acquiring and disposing of WLDC

assets, and are a part of the routine condition survey work, which contributes towards developing the planned maintenance programme to ensure our assets are well maintained and fit for purpose.

#### **4. Performance Management and Governance**

- 4.1 The Car Parking Strategy proposes a number of Key Performance Indicators (KPIs) that will be used to monitor and inform the effective management of car parks. The existing parking machines in use in Gainsborough do not provide detailed usage information beyond the number of hours sold on each day, however capital funds have already been agreed to upgrade these, which will capture more detailed information around arrival times. This information will allow baselines to be established by March 2017 to allow targets to be set for 2017/18, and initial data to be utilised to inform the Fees and Charges review in Autumn 2016.
- 4.2 The Strategy recommends that the Council adopt a more uniform approach across the district, ensuring consistency in the implementation of charges. This means that all WLDC car parking provision will be chargeable, with the aim of supporting local retailers by freeing up space for shorter term parking to be used by shoppers and visitors to encourage footfall and spend in the local economy. Anecdotally there has been a problem with a lack of spaces available for shoppers in Market Rasen, through the perceived blocking of spaces by commuters travelling to Lincoln for the day by train. As outlined in the Strategy the Market Rasen car parks will be monitored closely in the first weeks following implementation to ensure any negative impacts can be considered and mitigating action taken as required. The charges themselves will be included within the annual Fees and Charges review process.
- 4.3 Another key objective for the Strategy is to ensure that each car park covers its own revenue costs, which include enforcement, tickets, power to machines etc. This falls broadly in line with the rest of the Property and Land Management Strategy which seeks to ensure that all property and land assets are at least covering their own running costs.
- 4.4 All car parking decisions will be undertaken in line with the Council's constitution and the existing Property and Land Management Strategy.

#### **5 Conclusions**

- 5.1 The new Car Parking Strategy provides a policy framework to guide the effective management of the Council's car parks.
- 5.2 It is recommended that members approve the Strategy.



**West Lindsey District Council**

**Car Parking Strategy**

**2015-2020**

WLDC Car Parking Strategy  
Version: 1.0  
Dated: 12<sup>th</sup> November 2015  
Report Author: S.Troman and D.Kirkup

## **Forward**

*Brief introduction to WLDC's aims and objectives in the wider strategic context, signed by a director*

## **Contents**

### **Strategy**

#### **1. Executive Summary**

Overview of the main document highlighting the key messages

#### **2. Introduction**

Why the Council has developed this document and its significance for change

#### **3. Where are we now?**

Appraisal of the current situation and performance

#### **4. Where do we want to be?**

Summary of relevant national and local strategies and plans, with targets

#### **5. How do we get there?**

Plan to improve performance and implement change

#### **6. Governance**

Arrangements for overseeing and managing the delivery

### **Implementation**

#### **7. Implementation Plan**

Outline of management arrangements to deliver the Strategy

#### **8. Performance Monitoring**

Evaluating the effectiveness of the strategy against identified targets

### **Appendices**

Appendix 1: Car Parking Plan of Gainsborough

Appendix 2: Car Parking Plan of Market Rasen

Appendix 3: Gainsborough On-Street Free Parking Spaces (Managed by Lincolnshire County Council)



## **1. Executive Summary**

1.1 This strategy seeks to outline the key considerations and actions to ensure that car parking in West Lindsey meets user demand and is fit for purpose, in line with national, regional and local policy.

1.2 West Lindsey owns and operates a number of car parks in Gainsborough and Market Rasen, and is seeking to improve the effectiveness of these facilities by introducing policies to ensure spaces are available to meet the needs of local business users and contribute towards improved footfall and visitor numbers to both towns, and to ensure that all costs are recovered through revenues generated by the car parks themselves.

1.3 In order to achieve this several changes need to take place:

- Introduction of pay and display car parking in Market Rasen
- Upgrade of existing ticket machines to collect more useful data and to establish a uniform facility across the district
- Collection and review of detailed usage and satisfaction information across all car parks
- Re-designation of some Gainsborough car parks to 'short stay' only, to improve turnover
- Incorporation of future tariff setting into the existing WLDC Fees and Charges review process
- Implementation of planned maintenance and improvement works to the car parks as outlined in the wider Property and Land Management Strategy

1.4 This strategy identifies a number of Key Performance Indicators (KPIs) for monitoring the performance of the Council's car parks. Due to the timescales for the upgraded and new machines being installed baseline data will be collected from Spring 2016, with a view to introducing targets for each indicator from April 2017. Performance will be reported regularly through the Council's Progress and Delivery process and targets will be subject to annual review.

## 2. Introduction

2.1 Parking strategy can play a major role in supporting the development of a sustainable and integrated transport system. The availability of a parking space is a key factor in determining people's choice of mode for a particular journey, and their destination for leisure trips including shopping.

2.2 However the strategy must acknowledge that car travel is the most important form of transport in rural districts such as West Lindsey where public transport options are more limited than for urban areas.

2.3 A parking strategy should:-

- Be consistent and respond to national and regional guidance and objectives including wider transportation strategies
- Connect with related strategies for example for the Local Plan, Economic Development, Property and Assets, Community Safety, Tourism etc.
- Maintain an adequate parking supply for long and short stay users to enable and encourage economic growth.
- Achieve value for money through the effective management of existing car parks, ensuring a high quality service for its customers.
- Support the long term growth proposals of the area
- Maintain a revenue stream which will fund the ongoing provision of parking services
- Include a framework to monitor performance and review accordingly.

2.4 In 2006, WLDC commissioned RTA Associates to prepare a parking strategy which recommended a number of actions for Gainsborough, Market Rasen and Caistor. This strategy was prepared in anticipation of the Marshall's Yard development, a significant retail development which has shifted retail demand in the town from the traditional retail core. Other than this there has been little material change in the parking stock, however shopping habits have changed significantly since the previous strategy was commissioned, with more people shopping online and many retailers offering home delivery providing further challenges to traditional town centre usage. In addition, there is an urgent need to review the strategy as the council's car park estate comprises a number of potential development sites which will significantly impact the number of available parking spaces in Gainsborough moving forwards.

2.5 In June 2015 WLDC commissioned Parking Matters to carry out a car parking strategy review, which highlighted areas for consideration and elements for inclusion in a revised Car Parking Strategy. This Review has been used to develop this document, along with WLDC's own usage information and wider background knowledge.

### 3. Where are we now?

3.1 West Lindsey District Council owns and operates nine public car parks across the district; six in Gainsborough and three in Market Rasen. Currently Market Rasen's car parks are free to use, with no restrictions on length of stay, whereas payment is required to use Gainsborough's car parks. Payment is by one of three methods;

- Purchase of "pay and display" ticket at a machine in the car park
- Payment made by mobile phone using a smartphone application
- Purchase of 5 or 6 day weekly permits, either by direct debit or individual quarterly payments, i.e. by cheque at Guildhall Customer Services

3.2 The car parks are all located within the immediate vicinity or close to the centre of the two towns, (See Appendix 1 and 2 for plans). All car parks have disabled parking provision and CCTV coverage is available in the majority of the Gainsborough car parks.

3.3 Payment to use the Gainsborough car parks is currently required Mon–Sat between the hours of 08:00–18:00. Bank holidays and disabled parking spaces (with a valid blue badge) are free of charge.

3.4 Enforcement of the car parks is carried out by a private contractor which is procured via a larger contract tendered by Lincolnshire County Council (LCC). Processing of parking penalty charge notices and any subsequent recovery action is undertaken by Nottinghamshire County Council under an operating agreement with LCC.

3.5 The following table lists the car parks and their capacities;

Car Park	Standard Bays	Disabled Bays	Total
<b>Gainsborough</b>			
North St	75	8	83
Roseway	57	4	61
Whitton Gardens	11	1	12
Lord St	50	3	53
Ship Court	47	6	53
Bridge Street	76	7	83
Gainsborough Total	316	29	345
<b>Market Rasen</b>			
Festival Hall	73	4	77
John St	95	6	101
Kilnwell Road	17	1	18
Market Rasen Total	185	11	196
<b>WLDC Total</b>	<b>501</b>	<b>40</b>	<b>541</b>

3.6 In addition to the WLDC and private car parks there are also 235 on-street car parking in Gainsborough, which is offered free of charge for various lengths of time and criteria, (details can be found in Appendix 3). Enforcement of on-street parking contraventions is the responsibility of Lincolnshire County Council.

#### 4. Where do we want to be?

4.1 There is a range of national, regional and local policy that is relevant to parking, promoting the vitality and viability of town centres, assisting residents and businesses and seeking to minimise the impact on Climate Change.

4.2 The national transport strategy is set out in the white paper, 'The Future of Transport: a Network for 2030' (July 2014) which sets out a long term strategy for a modern, efficient and sustainable transport system backed up by sustained high levels of investment over 15 years. It states that local authorities should have a clear idea of what its parking policy is and what it intends to achieve by it. It states that when setting and appraising policy, an authority should have regard to:-

- Existing and projected levels of parking demand;
- Availability and pricing of on and off street parking
- Justification for and accuracy of existing Traffic Regulation Orders; and
- Accuracy and quality of traffic signs and road markings that restrict or permit parking

4.3 The Traffic Management Act 2004 imposes a duty on local authorities to manage their networks in a way that reduces congestion and disruption. It also provides local authorities with additional powers relating parking. The Department for Transport's Full Guidance on Local Transport Plans (December 2004) states that local authorities should have policies aimed at tackling congestion and changing travel behaviour, including possibly restricting and/or charging for parking.

4.4 In 2012 the Government published its new National Planning Policy Framework. Section 3 of the Framework entitled Supporting a Prosperous Rural Economy which refers to parking provision for both new building developments and town centre parking as follows:

*'If setting local parking standards for residential and non-residential development, local planning authorities should take into account:*

- the accessibility of the development;
- the type, mix and use of development;
- the availability of and opportunities for public transport;
- local car ownership levels; and
- an overall need to reduce the use of high-emission vehicles.'

*'Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.'*

4.5 Further to the National Planning Policy Framework new planning guidance was published in August 2013 which provides further detail in terms of town centre parking provision stating that councils should understand the important role appropriate parking facilities can play in rejuvenating shops, high streets and town centres:

*'The quality of parking in town centres is important; it should be convenient, safe and secure. Parking charges should be appropriate and not undermine the vitality of town centres and local shops, and parking enforcement should be proportionate.'*

*'This positive approach should include seeking to improve the quality of parking in town centres (in line with the National Planning Policy Framework) and, where it is necessary to ensure the vitality of town centres, the quantity too. Local authorities should set*

*appropriate parking charges that do not undermine the vitality of town centres and parking enforcement should be proportionate, avoiding unfairly penalising drivers.'*

4.6 In a regional context the 4th Lincolnshire Local Transport Plan sets out the long term vision for Lincolnshire aimed at providing a balanced package of measures to achieve the following:

- To assist the sustainable economic growth of Lincolnshire, and the wider region, through improvements to the transport network.
- To improve access to employment and key services by widening travel choices, especially for those without access to the car.
- To make travel for all modes safer and, in particular, reduce the number and severity of road casualties.
- To maintain the transport system to standards which allow safe and efficient movement of people and goods.
- To protect and enhance the built and natural environment of the county by reducing the adverse impact of traffic, including HGVs.
- To improve the quality of public spaces for residents, workers and visitors by creating a safe, attractive and accessible environment.
- To improve the quality of life and health of residents and visitors by encouraging active travel and tackling air quality and noise problems.
- To minimize carbon emissions from transport across the county.

4.7 As part of its role as Transport Authority the County Council is responsible for coordinating the strategic parking policy for Lincolnshire, which is incorporated into the Gainsborough Transport Strategy – October 2010. The development of this strategy involved a review of the existing transport conditions within the town to establish a baseline position under which transportation problems and options for improvement could be identified. The baseline demonstrated that there are no material congestion issues, however the anticipated population growth would result in some issues moving forward. The strategy envisages that by 2037 and 2051 the full strategy would be implemented and a modal change of 18% would be achievable for people travelling within Gainsborough. The strategy will help to control the growth of traffic volume and minimize the level of congestion in the future, by providing a range of quality travel options for the town.

4.8 At this point in time the West Lindsey District Local Plan is still in force, however is due to be replaced by the Central Lincolnshire Local Plan which is currently at consultation stage. In relation to public car parking the existing Local Plan has a number of specific policies:

*Policy Core - Vehicle and Cycle Parking Standards*

*Planning permission will be granted for development proposals which are in accordance with the locational policies set out in this Local Plan; and which indicate that the appropriate vehicle and cycle parking spaces will be provided in accordance with the standards outlined in Appendix 9 to this plan for operational and non-operational uses unless;*

- i. such provision would be detrimental to the character or amenity of the location; or*
- ii. a suitable alternative site/provision is available or will become available within an agreed time period.*

*Policy Core 4 – Public Parking*

*Planning permission for the use of land for general public car parking will be granted provided the following criteria can be met:*

- *The land is located in an area where there is a demonstrable need for off-street car parking;*
- *The economic viability of the locality is likely to suffer without additional car parking*
- *The use of the land would not be detrimental to the character of the surrounding area;*
- *The use would not detract from the amenity of existing neighbourhood uses;*
- *The use of the land would not generate or aggravate highway or traffic problems and;*
- *The proposal incorporates adequate provision for cycle parking or storage in the form of stands and/or lockers.*

*Policy Core 5 – Retention of Existing Car Parks*

*Planning permission will not be granted for development which would result in the loss of existing parking unless:*

- *there is a lack of demand for car parking and the parking area is underused; or*
- *the parking area is no longer required as equivalent or better provision has been made in the locality; or*
- *an alternative nearby site can be provided to cater for the demand for car parking before the development commences*

4.9 The Central Lincolnshire Local Plan (October 2015) is a new Local Plan to replace the current Local Plans of Lincoln, North Kesteven and West Lindsey. It is an ‘emerging’ plan and in accordance with the National Planning Policy Framework (NPPF), the policies contained with it will be used (alongside the current development plans and other material considerations) in determining planning applications, especially where it contains ‘new’ policy not currently found in either the current local plans or the NPPF. Whilst the weight attached to the emerging plan is limited at the current early stage its importance will continue to strengthen until adoption. Policy LP11 deals with transport and states:

*All new developments should demonstrate, where appropriate, that they have had regard to the following criteria:*

- j. Located where travel can be minimized and the use of sustainable transport modes maximized;*
- k. Minimize additional travel demand through the use of measures such as travel planning, safe and convenient public transport, walking and cycling links and integration with existing infrastructure;*
- l. Should provide well designed, safe and convenient access for all, giving priority to the needs of pedestrians, cyclists, people with impaired mobility and users of public transport by providing a network of pedestrian and cycle routes and green corridors including habitat connectivity...*
- m. Support the enhancement of existing or proposed transport interchanges;*
- n. Provide well designed car and cycle parking appropriate to the amount of development proposed, ensuring that all new development meets the defined parking standards...*

*Any development that has adverse transport implications will not be granted planning permission unless deliverable mitigation measures have been identified, and*

*arrangements secured for their implementation, which will make the development acceptable in transport terms.*

4.10 The aspiration of this 5-year strategy is to provide safe and well maintained car parks in suitable locations and with adequate space provision. In order to do this a number of specific objectives have been identified, as follows;

- Seek to optimize parking supply in the right locations in the District and regularly audit the supply of parking to ensure adequate supply exists or is planned to satisfy future needs.
- Ensure that visitors have good information available to inform their choice of car park and provide good quality signage to make more efficient use of parking supply.
- Ensure that car parking decisions are made on the basis of good information on car park usage and customer needs including effective communication with customers and key stakeholders
- Set tariff policy to ensure the right balance between optimizing usage, covering costs and complying with environmental and traffic management objectives on the basis that charges will apply unless there is a clearly defined economic reason for providing free parking.
- Ensure that the car parks adequately provide for specific users including disabled drivers and/or passengers, to access services and amenities.
- Ensure that car parks feel safe and secure.
- Ensure that residents in the town centre have the ability to park close to their homes

## **5. How do we get there?**

5.1 In order to achieve the objectives outlined in section 4, a number of changes need to be introduced.

5.2 The aim of ensuring sufficient spaces are available for short term use by visitors and shoppers requires regular turnover of spaces in the town centres, which is to be managed by introducing pay and display parking in Market Rasen to discourage the predominance of long stay usage which is the current perception. The aim is that paid parking would cover the costs of the car parks themselves in terms of operational, enforcement and maintenance costs, as well as providing churn within the current parking provision to cater for those using local businesses. There is a similar problem regarding turnover in Gainsborough, which is currently most challenging on Tuesday when the market creates significant additional footfall. This is to be managed by the provision of additional spaces in the Bridge Street car park and by the designation of some town centre car parks as 'short stay only' to reduce the number of vehicles parking in these popular spaces all day. In addition to this work consideration will be given to adjusting existing layouts and circulation space to ensure that the space provision in each car park is maximised.

5.3 The existing signage both on highways directing traffic to the car parks, and pedestrian signage leading out of the car parks needs to be improved, and will be reviewed and upgrading work planned as required. The parking information on WLDC and partner websites will also be updated with the current prices and free periods. The existing tourist information on display boards within and adjacent to car parks will also be reviewed alongside the wider way-finding signage to ensure it is up to date and fit for purpose.

5.4 A key element of future decision making is the importance of meaningful data on current usage patterns and customer feedback, which are not available currently. A requirement for replacement parking machines in Gainsborough has been identified in order to collect this information and has been allocated funds from the Capital programme for delivery, however now that charging is to be introduced in Market Rasen it makes sense to combine both requirements into a single procurement process. This will ensure both locations provide the same data on use and that the machines themselves are compatible for tickets, maintenance works and spare parts. The machines themselves will only provide data on tickets which are provided by the machines, so will not give any information on disabled spaces, or usage during free times, (after 3pm or on a Sunday). In order to maximise the data recorded it is proposed to require customers to take a ticket between 3-6pm to record usage information. Usage after 6pm and on Sundays will need to be monitored through regular occupancy counts and through customer survey information which will need to be incorporated into the WLDC routine data collection process.

5.5 Future parking tariffs will be proposed and agreed through the existing annual WLDC Fees and Charges process for endorsement by elected members and to create a transparent and uniform approach to any changes. Once the more detailed usage information is available this process will become more straight-forward, and can be combined with market competitor information to provide a realistic proposal for change on an annual basis. Given the current supply of car parking in Gainsborough and the relative charges, it seems likely that in the short term hourly parking charges will not increase dramatically, however there is evidence to support the need to increase season ticket parking more substantially, once the impact of altered car park designations (short stay and long stay) is understood.



5.6 Any development which affects the supply of car parking spaces needs to be considered in detail for its impact on overall provision. Currently Gainsborough has been identified as having a slight over-supply of car parking spaces in relation to its town centre offer, however the loss of spaces or improvement in offer to impact on demand, would both have an impact. Any future development would therefore need to carefully consider the inclusion of car parking spaces within the development itself, or support the re-provision of lost spaces on an alternative site in the relevant town centre.

5.7 As part of the stock condition survey, which has just been completed across all land and property assets owned by WLDC, there is a record of the current condition of the car parks and up to date information on maintenance works which are required over the next 5 years. This will inform a planned maintenance programme to reduce the level of reactive repairs, and to improve the general standard of WLDC car parks. In addition to this replacement CCTV equipment is currently being procured, which will allow more flexibility on locations and will provide a wider area for coverage. This will include the coverage of car parks and any other issues around access arrangements and lighting can be reviewed in conjunction with Community Safety and their case records, to ensure that parking areas are fit for purpose.

5.8 All areas which implement parking charges will encounter a small amount of car users who choose not to pay, and instead will park on-street somewhere beyond the restricted areas, which is usually in a residential street close to the town centre. This can become a problem if significant numbers of drivers choose to take this option, and needs to be carefully monitored. As parking charges are implemented in Market Rasen there is the potential for drivers to seek out alternative free parking, including spaces offered by other providers in the area. Prior to the charges being introduced WLDC will meet with the other providers in the town to ensure all are aware of the proposal and to ensure suitable enforcement arrangements are in place to avoid private car parks being abused. There will also need to be close monitoring of local residential streets to be aware of any impact on them through displaced cars, and any subsequent effect on adjacent properties, and emergency service access.

## 6. Governance

6.1 Successful delivery of the strategy will require an implementation plan followed by monitoring of its effect on parking behaviour; and analysis of the data from the new pay and display machines.

6.2 The following is the proposed timeline for installation of new machines; (\* denotes Mkt Rasen)

- |  |                |
|--|----------------|
| • Site surveys (for machines and repairs to surfaces etc.) | Nov 2015       |
| • Prepare contract specification (machines)                | Nov/Dec 2015   |
| • Contract action for repairs *                            | Dec 2015       |
| • Set up cash collection contract*                         | Dec 2015       |
| • Set up pay by phone*                                     | Dec 2015       |
| • Issue tender documents (machines)                        | Jan 2016       |
| • Legal work for new parking order *                       | Jan - Mar 2016 |
| • Public notices*  | Feb - Mar 2016 |
| • Set up enforcement contract*                             | Feb/Mar 2016   |
| • Arrange notice processing*                               | Feb 2016       |
| • Surfacing repairs*                                       | Feb 2016       |
| • Line marking*  | Feb 2016       |
| • Create new permits*                                      | Mar 2016       |
| • Publicity*   | Apr 2016       |
| • New signage & machine installation                       | Apr/May 2016   |

6.3 Post-installation of the new machines it will be necessary to monitor the effect upon parking behaviour that the changes in charges are having. The new machines will enable regular data collection in terms of tickets purchased. Take-up of free parking periods will be monitored by requiring users to obtain a ticket from a machine until 6pm Monday-Saturday, and by customer surveys and manual counts on Sundays. The incidences of people staying into the free period after buying a ticket will be monitored by sample counts to fill a potential gap in free parking data.

6.4 Data analysis will include;

- Spread of usage across tariff bands
- Variances in parking across times of day
- Variances in parking on days of the week
- Analysis of free parking after 3pm, on Sundays, and in disabled bays (based on manual counts)
- Comparison between permits and pay and display parking

6.5 This will take place on a weekly basis for the first 6 weeks, to ensure any problems are identified and rectified promptly, then on a monthly basis. By Autumn 2016 when the next Fees and Charges review will be considered, there should be a full 6 months of detailed data to inform decision making, and the following year will be able to utilise a full 12 months baseline data to then build up a more complete picture of usage.

## 7. Implementation Plan

7.1 In order to deliver the objectives outlined in this Strategy a series of actions need to be completed, with further actions identified as more information is received and decisions are made. The table below identifies initial actions required to facilitate delivery of the Car Parking Strategy:

Action	Timescale	Resources	Outcome	Further Action
Discussion with partners (Town Councils and Private Car Park Owners)	By Spring 2016	Property Team	To update on charging agreement and to ensure uniform enforcement	Continue dialogue while new charges are bedded in (Market Rasen especially)
Procurement of new ticket machines and associated signage	By Spring 2016	David Kirkup and Procurement Lincs	To upgrade existing facility to provide more detailed usage information to inform future decisions	None
Procurement of revised enforcement arrangements to reflect charging in Market Rasen and reduced operating hours in Gainsborough	By Spring 2016	Property Team and Procurement Lincs	To ensure an appropriate enforcement service is available from implementation of the new system	Contract monitoring and ongoing review of performance
Review existing car park layouts to ensure maximum number of spaces are provided	By Spring 2016	Property Team and Highways	To maximise the parking provision without the need for additional land	None
Installation of new ticket machines and associated signage, plus any associated repairs and upgrades to the surface, boundaries, lining etc.	By Summer 2016	David Kirkup, Procurement Lincs and Property Team	New charges come into force in 'fit-for-purpose' car parks and usage data can be collected	Ongoing maintenance and regular monitoring of usage data
Marketing campaign around 'Free after Three'	By Summer 2016	Comms and Property Teams	To raise awareness of the new free hours, and to provide a 'good news' story	May require further media subject to usage levels

<b>Action</b>	<b>Timescale</b>	<b>Resources</b>	<b>Outcome</b>	<b>Further Action</b>
Review and update website with up to date parking information	By Summer 2016	Property and Comms Teams	To keep information up to date and support visits to the area	Ongoing monitoring and updating, along with other WLDC web pages
Monitoring of usage data (weekly for the first 12 weeks after installation, then monthly)	Ongoing	Property Team	To provide up to date information on car park and neighbouring on-street usage to ensure issues are addressed quickly (conversion to 'short stay only', work with enforcement, additional spaces needed, residents only etc.)	Ongoing monitoring to feed into C&I, future expansion plans, Fees and Charges process and potential for 'Residents Parking' zones
Works to extend Bridge Street Car Park	By Summer 2016	Property Team and Procurement Lincs	To provide an additional number of parking spaces in the heart of the town centre	Ongoing maintenance
Works to improve lighting and security in all car parks (particularly in light of the new CCTV arrangements)	By Autumn 2016	Property and Community Safety Teams	To improve the image of the car parks to promote usage and reduce potential safety issues	Ongoing maintenance and partnership working to address issues
Review signage to and from car parks, and on-site tourist information	By Autumn 2016	Property Team and Highways	To support visitor economy and to encourage longer visits	Upgrade/update existing provision as required (including pedestrian signage)
Review potential to offer season tickets with different payment periods (i.e. Monthly, 6-monthly, annually etc)	By Autumn 2016	Property and Finance Teams	To offer more flexible payment plans, and to vary discounts for those committing to longer term payments.	Implementation of revised payment options through Fees and Charges Review 2016
Continuous overview and involvement in regeneration/development	Ongoing	Property and Economic Growth Teams	To ensure any proposals which will reduce car parking spaces, or increase	Ongoing

<b>Action</b>	<b>Timescale</b>	<b>Resources</b>	<b>Outcome</b>	<b>Further Action</b>
proposals affecting car parks			demand for spaces are fully discussed and implications on provision understood to prompt mitigating action	
Explore the potential to achieve Parkmark accreditation in some or all car parks	By December 2016	Property and Community Safety Teams	To improve the quality and perception of WLDC car parks	Board approval process for any associated costs for works and implementation
Review of existing cycle and motorcycle parking provision in the district	December 2016	Property Team and Highways	Identify potential improvements in location and capacity for cycle and motorcycle parking	Board approval process for any associated costs for works and implementation
Review of existing taxi rank/queuing provision in the district	December 2016	Property Team and Highways	Identify potential improvements in location and capacity for taxi rank/queuing	Negotiation with Highways to implement necessary changes and/or works
Review of customer satisfaction	By December 2016, then ongoing	Property and Comms Teams	To understand customer requirements, address any issues and understand data from ticket machines	Annual customer satisfaction survey to inform future decision making

## 8. Performance Management

8.1 The following KPIs are proposed for inclusion within the annual performance reporting system already in place at WLDC, (currently there are no car parking specific KPIs).

### Customer

Measure Name	Measure Definition	Reporting Frequency	Target	Where do you get this performance information from?
<b>Customer satisfaction (customers)</b>	Customer satisfaction of customers utilising WLDC car parks	Annual	90%	Survey/questionnaire

### Financial

Measure Name	Measure Definition	Reporting Frequency	Target	Where do you get this performance information from?
<b>Income Generation</b>	The amount of income received by Property & Assets from car parking;	Monthly	5% increase on previous year (Gainsborough only until completion of a baseline year for Market Rasen)	Information provided each month by Financial Services

### Process

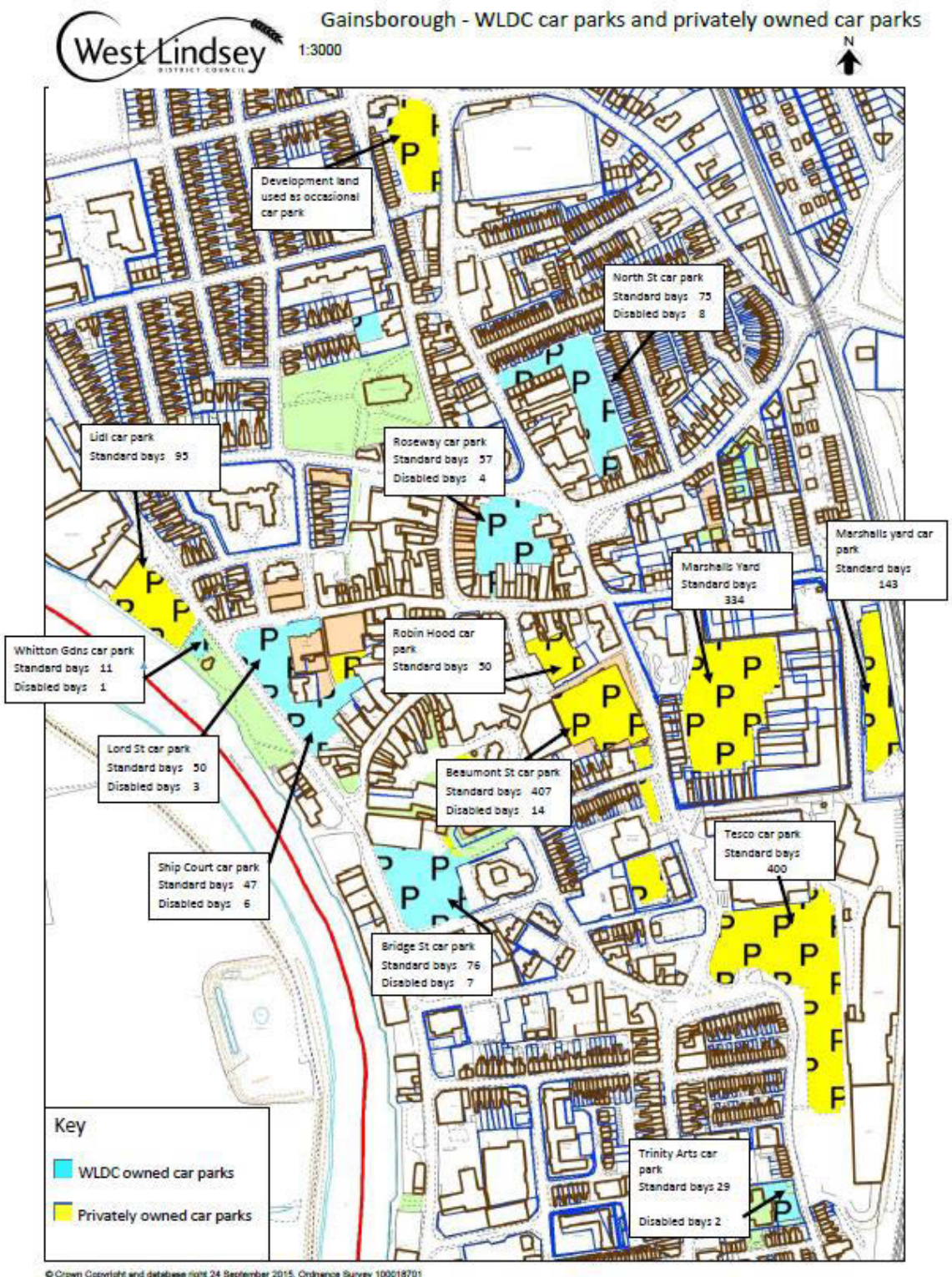
Measure Name	Measure Definition	Reporting Frequency	Target	Where do you get this performance information from?
<b>Fit for purpose enforcement service</b>	Patrolling in accordance with the rota	Annual	100% (as per contract terms)	Deployment plan provided each month by APCOA

### Quality

Measure Name	Measure Definition	Reporting Frequency	Target	Where do you get this performance information from?
--------------	--------------------	---------------------	--------	---

<b>5yr Condition and Required Maintenance.</b>	% of car park surfacing in condition categories A -B	Annual	75% of car park area	Data extracted from measured and condition surveys stored on asset management system.
--	--	--------	----------------------	---

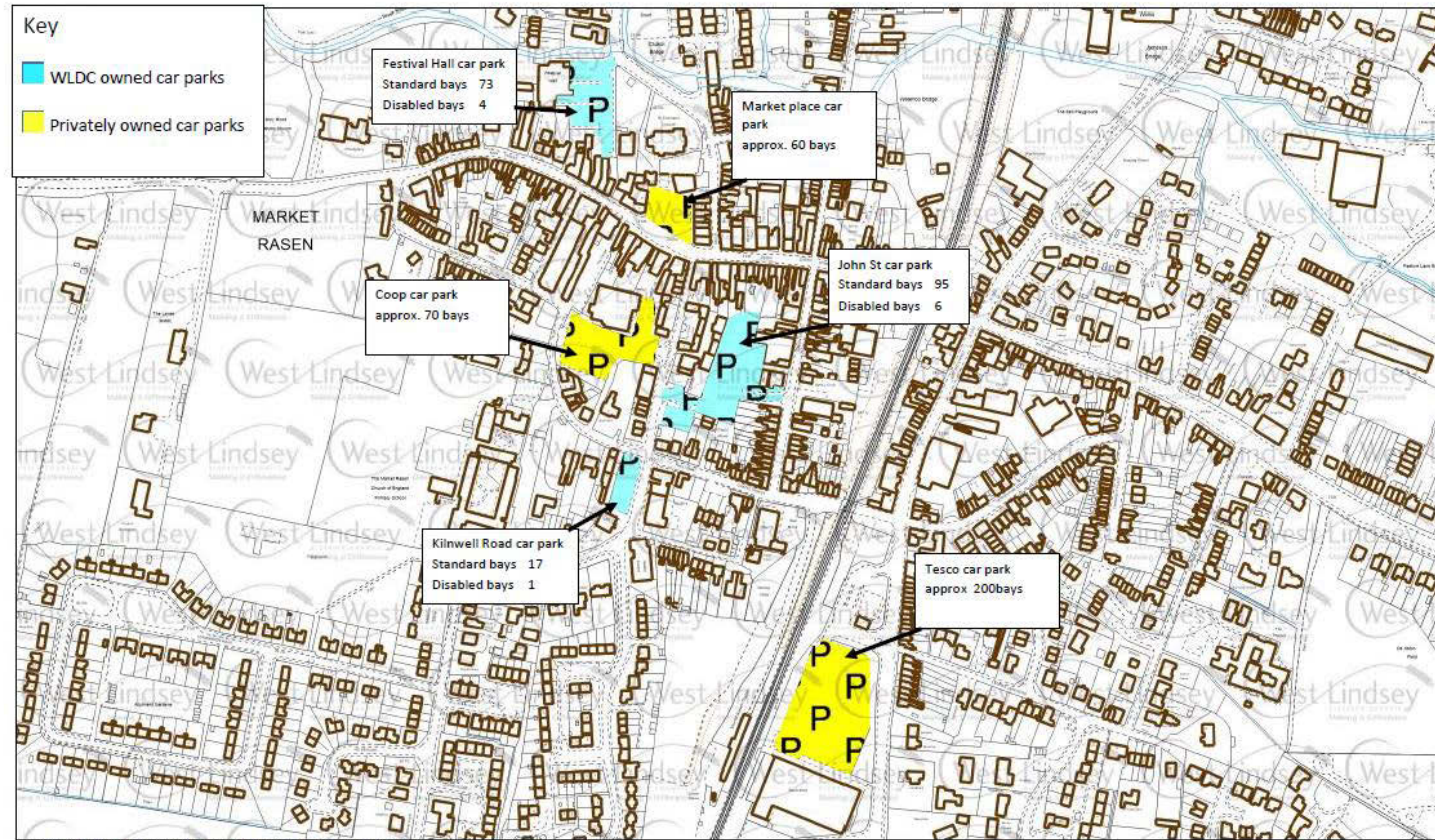
# Appendix 1: Car Parking Plan of Gainsborough





## Appendix 2: Car Parking Plan of Market Rasen

Market Rasen - WLDC and privately owned car parks



**Appendix 3: Gainsborough On-Street Free Parking Spaces (Managed by Lincolnshire County Council)**

<b>ROAD</b>	<b>DESCRIPTION</b>	<b>LENGTH (M)</b>	<b>CAR SPACES</b>
CHURCH STREET	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	63	10
MARKET STREET	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	43	7
CHURCH STREET	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	37	6
CHURCH STREET	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	44	7
SPITAL TERRACE	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	44	7
SPITAL TERRACE	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	21	3
SPITAL TERRACE	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	11	2
HEATON STREET	MON - SAT 8 AM - 6 PM 2 HOURS NO RETURN WITHIN 2 HOURS	50	8
HEATON STREET	MON - SAT 8 AM - 6 PM 2 HOURS NO RETURN WITHIN 2 HOURS	38	6
SPRING GARDENS	MON - SAT 8 AM - 6 PM 2 HOURS NO RETURN WITHIN 2 HOURS	95	16
BRIDGE STREET LAY-BY	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	48	8
TORR STREET	MON - SAT 8 AM - 6 PM 2 HOURS NO RETURN WITHIN 1 HOUR	22	3
TRINITY STREET - WEST SIDE	MON - SAT 8 AM - 8 PM 30 MINS WAITING NO RETURN WITHIN 30 MINS	40	7
TRINITY STREET - WEST SIDE	MON - SAT 8 AM - 8 PM 30 MINS WAITING NO RETURN WITHIN 30 MINS	28	4
TRINITY STREET - WEST SIDE	MON - SAT 8 AM - 8 PM 30 MINS WAITING NO RETURN WITHIN 30 MINS	27	4
TRINITY STREET - WEST SIDE	MON - SAT 8 AM - 8 PM 30 MINS WAITING NO RETURN WITHIN 30 MINS	17	3
TRINITY STREET - WEST SIDE	MON - SAT 8 AM - 8 PM 30 MINS WAITING NO RETURN WITHIN 30 MINS	23	4
TRINITY STREET - WEST SIDE	MON - SAT 8 AM - 8 PM 30 MINS WAITING NO RETURN WITHIN 30 MINS	23	4
TRINITY STREET - WEST SIDE	MON - SAT 8 AM - 8 PM 30 MINS WAITING NO RETURN WITHIN 30 MINS	80	13
PARNELL STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	20	3
BRIGHT STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	23	3
COBDEN STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	23	4
PARNELL STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	52	8
GLADSTONE STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	34	5
GLADSTONE STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	60	10

<b>ROAD</b>	<b>DESCRIPTION</b>	<b>LENGTH (M)</b>	<b>CAR SPACES</b>
GLADSTONE STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	49	8
CHURCH STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	29	5
CHURCH STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	53	9
CHURCH STREET	MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	24	4
TOOLEY STREET	MON - SAT 8 AM - 10 PM 30 MINS WAITING NO RETURN WITHIN 1 HOUR	19	3
MARKET STREET	DISABLED BADGE HOLDERS ONLY 8 AM - 6 PM 3 HOURS NO RETURN WITHIN 3 HOURS	21	3
CURTIS WALK/HEATON ROAD	DISABLED BADGE HOLDERS ONLY 3 HOURS NO RETURN WITHIN 1 HOUR	32	5
LORD STREET	MON - SAT 8 AM - 6 PM 2 HOURS NO RETURN WITHIN 1 HOUR	14	2
COBDEN STREET	DISABLED BADGE HOLDERS ONLY MON - SAT 8 AM - 6 PM 1 HOUR NO RETURN WITHIN 1 HOUR	6	1
HEATON STREET	MON - SAT 8 AM - 6 PM 2 HOURS NO RETURN WITHIN 2 HOURS	18	3
HEATON STREET	MON - SAT 8 AM - 6 PM 2 HOURS NO RETURN WITHIN 2 HOURS	41	7
CHURCH STREET	MON - SAT 8 AM - 6 PM 30 MINS NO RETURN WITHIN 1 HOUR	80	13
HICKMAN ROAD	BUS PARKING PLACE MON - SAT 8 AM - 6 PM 10 MINUTES LIMITED WAITING NO RETURN WITHIN 1 HOUR	26	4
HICKMAN STREET	MON - SAT 8 AM - 6 PM 2 HOURS NO RETURN WITHIN 1 HOUR	78	13
<b>TOTAL</b>		<b>1456</b>	<b>235</b>