



**Prosperous Communities  
Committee**

**Tuesday 19<sup>th</sup> July 2022**

**Subject: Parking Strategy 2022**

Report by:

Director Corporate Services

Contact Officer:

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Purpose / Summary:

To present the draft Parking Strategy and Action Plan for approval.

**RECOMMENDATION(S):**

1. That the draft Parking Strategy and Action Plan are approved.
2. That members of Prosperous Communities Committee delegate operational oversight and delivery of the action plan to the Director of Planning, Regeneration and Communities.
3. That car parking tariffs and free parking periods are considered as part of fees and charges during the next budget setting process.
4. Members approve that a joint working approach with neighbouring authorities to the roll-out of electric vehicle charge points will be adopted by officers, with oversight by the Land, Property & Growth board.
5. That the Strategy is refreshed within 3 years.

## IMPLICATIONS

### **Legal:**

No legal implications arising from this report.

**(N.B.) Where there are legal implications the report MUST be seen by the MO**

### **Financial : FIN/VAC/41/23/SJB**

Any financial requirements arising from work on the Action Plan will be subject to separate business case development and approval.

Any financial implications regarding car parking tariffs are considered as part of the 2023 / 2024 budget setting process.

**(N.B.) All committee reports MUST have a Fin Ref**

### **Staffing :**

The delivery of the Action Plan will be undertaken from within existing staff resources. Where specialist advice is required, this will be sought from industry specialists such as Parking Matters who developed this strategy with officers.

**(N.B.) Where there are staffing implications the report MUST have a HR Ref**

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

The policy does not propose any measures which would introduce inequality of treatment to anyone.

### **Data Protection Implications :**

There are no changes which would have any data protection implications. There is already a data protection impact assessment in place for the service.

### **Climate Related Risks and Opportunities :**

The roll-out of electric vehicle charge points will be matched to demand, as part of a joint approach with neighbouring authorities. Increased use of public transport is desirable from a climate related aspect. Bus operators have requested that car parking charges are increased to encourage this particular modal shift and this will be considered through a future review of fees and charges.

### **Section 17 Crime and Disorder Considerations :**

Ongoing review and improvements to CCTV provision around Car Parks will improve feeling of safety in town centres.

**Health Implications:**

Well managed, safe and affordable car parking supports the health and well being of our residents and visitors by enabling access to town centre facilities, employment and leisure opportunities.

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

Wherever possible please provide a hyperlink to the background paper/s  
If a document is confidential and not for public viewing it should not be listed.

**Risk Assessment :**

Not applicable to this report.

**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

**Key Decision:**

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

Yes

No

## **Executive Summary**

The Council commissioned Parking Matters to provide an updated review of Council owned and managed car parking provision across Gainsborough and Market Rasen.

The review concluded that:

- The WLDC controlled parking estate is generally well managed, with healthy usage levels
- There is no requirement to invest in additional provision and there is good availability of spaces across the Town Centres of Gainsborough and Market Rasen
- Service quality should be assessed by developing a set of Key Performance Indicators
- Tariffs are low compared to other areas and further work is needed to assess the impact and benefit of the current tariffs
- There is an opportunity to simplify and reduce administration costs by moving to a cash less payment system
- Wider issues such as residents parking and parking should have further consideration working with partners such as the County Council.

There are a number of actions for further development that have been worked up into an Action Plan and it is suggested that this will be delivered with oversight from the Director of Planning, Regeneration and Communities via reporting of progress to the Land Property and Growth Board.

Where these actions require investment a business case will be developed for further discussion. It is suggested that car parking tariffs are considered through the annual fees and charges budget setting process.

The Car Parking Strategy will be reviewed in three years time taking into account ongoing regeneration and growth across the towns of Gainsborough and Market Rasen.

## **1. Introduction**

- 1.1 The council operates a total of 10 pay and display car parks across Gainsborough and Market Rasen. In support of this service it recently commissioned an updated Parking Strategy. This was originally due to be carried out in 2020, five years since a Parking Strategy was first developed in the District. However, it was postponed due to the coronavirus pandemic.
- 1.2 The Parking Strategy update was prepared by specialist consultants Parking Matters Ltd and the full draft strategy is attached at Appendix 1. The WLDC branded revised draft strategy for approval is attached at Appendix 3.
- 1.3 The Parking Strategy sets out the updated baseline levels of provision, considers condition of the assets, how they are operated, usage levels and capacity, value for money, tariffs and benchmarking, electric vehicle charging provisions together with wider strategic consideration of key matters including residents permits, coach parking, motor home parking and the role of Gainsborough Market Place.

## **2. Key Findings**

- 2.1 A review of the current baseline provision has shown:
  - Accessible parking provision is adequate throughout all car parks. Provision of accessible parking spaces is maintained at the recommended level of 6% of overall parking spaces.
  - Spare capacity in car parks is broadly in line with demand. This was established by surveys of the car parks that found that generally capacity peaked around 60%, with the 80% generally accepted recommended maximum being approached in the busier car parks.
  - Free parking periods and tariffs have been benchmarked against neighbouring authorities and this shows that there could be a case for reintroducing shorter stay tariffs in car parks across the District.
  - A joint approach with neighbouring authorities should be considered to support the roll out of Electric Vehicle Charging. across the District Electric vehicle charge points to be rolled out as part of joint approach with neighbouring authorities.
- 2.2 The assessment and review provided by Parking Matters has concluded that:
  - The WLDC controlled parking estate is generally well managed, with healthy usage levels

- There is no requirement to invest in additional provision and there is good availability of spaces across the Town Centres of Gainsborough and Market Rasen
- Service quality should be assessed by developing a set of Key Performance Indicators
- Tariffs are low compared to other areas and further work is needed to assess the impact and benefit of the current tariffs
- There is an opportunity to simplify and reduce administration costs by moving to a cash less payment system
- Wider issues such as residents parking and parking should have further consideration working with partners such as the County Council.

### **3. Further action**

3.1 In addition to the overall conclusion the strategy sets out a suite of recommendations aimed at improving the service which have been set out in the draft Action Plan at Appendix 2. The recommended actions cover the following themes:

- Condition, Signage and Wayfinding
- Payment Methods and Tariffs
- Security
- Enforcement
- Electric vehicle charging

3.2 Work has commenced on researching the information needed to inform progress with these actions. It is suggested that monitoring of progress on delivery of the Action Plan be carried out by the Land, Property & Growth board under delegated authority of this committee, with update reports on progress fed back to the chairman at a frequency of every 6 months

### **4. Future review of the Parking Strategy**

4.1 Previously the Parking Strategy has been reviewed at 5 yearly intervals, but given the major changes proposed for both towns it is suggested that the next review is carried out within 3 years.