

## Parking Strategy Action Plan

Outcome	Actions	Lead	Timescale	Governance
<b>Condition, Signage and Wayfinding</b>				
1. Ensure live data is accessible to confirm location and number of car parking spaces available	1.1 Review capability of Ringo as primary provider	Car Parking Officer	September 2022	LP+G
	1.2 Carry out a social media refreshed promotion of RingGo to promote the app and the map at the same time			
	1.3 Ensure car parks are clearly listed on Google maps			
	1.4 Check capability of 'Maybe' town centres app	Economic Growth Team Leader	September 2022	
2. Improved visibility and availability of highways 'P' directional signs	2.1 Identify specific areas that could be improved 2.2 Revisit issue with LCC Highways	Car Parking Officer	September 2022	LP+G Issue to be raised at Gainsborough Transport Strategy Board (highlighting Market Rasen too if necessary)
3. Improved wayfinding to and from car parks	3.1 Delivery Gainsborough Levelling Up Wayfinding project	Levelling Up Project Officer	December 2022	Levelling Up Programme Board
	3.1 Develop wayfinding / signage strategy with Market Rasen Town Council	Car Parking Officer	March 2023	LP+G
4. Improve look and feel of car parks with ongoing maintenance	4.1 Repair worn bay markings (Bridge Street and Whitton's Gardens)	Car Parking Officer	August 2022	LP+G

Outcome	Actions	Lead	Timescale	Governance
<b>Payment Methods and Tariffs</b>				
1. Increase range of payment options to customers by adding contactless payment options at P&D machines	1.1 Establish cost of adding hardware to machines and ongoing costs arising from card charges and operation of the card readers.	Car Parking Officer	September 2022	LP+G
2. Flexible season ticket options to accommodate part time working.	2.1 Research feasibility with potential suppliers 2.2 Establish costs of each provider 2.3 Review financial implications of discounted season tickets	Car Parking Officer	September 2022	LP+G
3. Free parking offer meets current needs of local economy and visitors, whilst remaining affordable to the council	3.1 Review provision of free parking in both towns as part of fees & charges 3.2 Review tariffs in both towns, and appropriateness of a hybrid offer of free and paid parking in Market Rasen, as part of fees and charges	LUF Contract Manager	June – Sep 2022	LP+G

Outcome	Actions	Lead	Timescale	Governance
<b>Security</b>				
1. All car parks to be monitored by CCTV	1.1 Work with Communities Manager to improve coverage at Mill Road car park	Car Parking Officer	December 2023	LP+G
<b>Enforcement</b>				
1. Effective management of enforcement contract to optimise service delivery and appropriate resource levels are deployed	1.1 Use of KPIs to monitor contract performance 1.2 Review number of deployed hours at point of contract renewal	Car Parking Officer LUF Contract Manager	Ongoing from August 2022 Jan 2026	LP+G
<b>Electric vehicle charging</b>				
1. Appropriate measures to implement EV charging in the District	1.1 Work with partner authorities to develop and EV charge point approach which achieves economies of scale 1.2 Employ a measured roll-out of charge points that keeps pace with demand 1.3 Review the demand for overnight EV charging	Car Parking Officer LUF Contract Manager LUF Contract Manager	April 2023 Ongoing Annually from May 2023	LP+G LP+G LP+G