

Parking Strategy Update

2026 - 2031



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1: Introduction

West Lindsey District Council ('the Council' or WLDC) have commissioned Parking Matters Ltd (PML) to develop a new Parking Strategy 2026-31 in light of changes to motorists parking habits due to changes in working arrangements, shopping habits, and leisure activities in the two towns of Gainsborough and Market Rasen.

PML have previously carried out the following parking studies:-

- 2015 Parking Strategy Review – Focussed on the loss of the Beaumont Street MSCP for redevelopment and the need to balance demand across the remainder of the estate.
- 2017 Market Rasen Review – considered how parking charges and supported Market Rasen by encouraging churn and space availability to visitors of the town.
- 2017 Parking Strategy Update - supported Bridge Street car park extension and tariff review resulting in a Council Committee report in July 2017 and parking agreement with the Travelodge Hotel at the Roseway car park in Gainsborough.
- 2022 comprehensive Parking Strategy (2022 Report) – considered wider aspects of parking provision in the two towns and concluded / recommended:
 - Better technology, wayfinding and some investment in surfaces and sites including more payment options.
 - That the case for free periods was not supported by evidence and that tariffs were low compared to similar towns.
 - Parking policy options for electric vehicles, camper vans and coaches.
- 2024 Parking Value for Money Review (the 2024 Report) summarised the findings of a desktop review of the Council's parking enforcement arrangements.

The key conclusions from the 2022 and 2024 Reports were that the Council's parking estate is generally well managed with no justification for material changes in service delivery and that the Council should maintain control of its parking to influence town centre management.

This report considers the current situation and recommends an updated

strategy to address some specific questions provided by the Council aligned with the wider aims and objectives of the council, balancing policy objectives and financial sustainability whilst supporting the vitality of the district's centres.



2.1 Corporate Plan 2026 - 2030

The West Lindsey District Council's Corporate Plan 2026–2030 outlines a core vision for the authority “To be a trusted provider of good quality services that strive to improve the lives of people and communities across the district and enhance our places and spaces.”

The plan set out value and behaviours which are central to WLDC's ethos to foster a positive, collaborative culture that is focusing on delivery. This includes a corporate culture that is collaborative, supportive, positive and open.

The Plan is structured around three key themes:

- **Thriving People**, championing health and wellbeing, supporting communities and vulnerable residents, improving housing conditions, and boosting skills and routes into employment.
- **Thriving Places** enabling inclusive local growth and regeneration, delivering homes that meet local needs, and supporting clean, green and safe communities), and,
- **Thriving Council** delivering good quality services, being well managed and financially resilient, and modernising through continuous improvement.

The plan also explains how delivery will be coordinated and how progress will be monitored.

With reference to parking, the implications are that parking should be fair and inclusive, support regeneration efforts and be well-managed and financially sustainable.

2.2 Local Plan

The 2017 Central Lincolnshire Local Plan has been formally replaced by the Central Lincolnshire Local Plan (2018–2040) which was adopted on 13 April 2023.

The 2023 Central Lincolnshire Local Plan:

- Introduces strong climate-change and net-zero policies.
- Updates housing numbers and site allocations to 2040
- It refreshes policies on:
 - town centres (including Gainsborough),
 - transport and infrastructure,
 - tourism and visitor economy,
 - employment land,
 - biodiversity net gain and energy efficiency,
 - new parking, EV charging and design policies.

This update was explicitly required to ensure the plan remained sound, up-to-date, and NPPF-compliant.

There are no specific site allocations that impact any of the car parks in Gainsborough or Market Rasen.

The Central Lincolnshire Local Plan (adopted 2023) treats parking as part of a wider sustainable transport and place-making agenda rather than as a standalone issue. Policy S49 (Parking Provision) requires development to provide an appropriate level of parking that reflects the type and location of development, local car ownership levels, accessibility by non-car modes, and impacts on highway safety and amenity. The Plan seeks to avoid both under-provision, which can lead to overspill and on-street parking problems, and over-provision, which can create car-dominated environments and harm townscape quality.

Appendix 2 (Car Parking Standards) provides guidance on parking levels, but these are not intended to be applied rigidly and may be adjusted where justified by site-specific circumstances, particularly in town centres and accessible locations. Parking layouts are expected to be well designed, integrated with development, and balanced with provision for walking, cycling and disabled users. The Plan also requires parking to be future-proofed through the inclusion of electric vehicle charging infrastructure, in line with Policy NS18.

2.3 Regeneration and growth

Enabling sustainable and inclusive economic growth in the district's towns and rural communities is a strategic priority for WLDC (Corporate Plan 2026 – 2030 Thriving Places), Gainsborough is a focus for growth and in addition to development within the existing built up area, two large scale Sustainable Urban Extensions (SUEs) are now in delivery, this growth (up to 5,000 new homes) could impact on parking demand in the town centre.

The Thriving Gainsborough initiative has now actively delivered:

- A new multiscreen cinema development including new F&B/retail units to support leisure footfall and an evening economy offer.
- Town centre public realm upgrades, especially along the riverfront and within the historic Market Place.
- Heritage led regeneration through a Townscape Heritage Initiative including restoring historic buildings, reinstating traditional shopfronts and bringing vacant floorspace back into use.
- New and improved green spaces along the riverside - Whitton Gardens and Baltic Mill.
- Improved pedestrian, cycling and riverside connectivity, linking the town centre to the river and surrounding areas.

In Market Rasen allocated sites and planning led development under the Central Lincolnshire Local Plan are being delivered alongside smaller scale commercial investment.

Appropriate growth and development will support Market Rasen to remain a thriving, sustainable centre and key service point for the local and surrounding communities. New housing is in delivery along with commercial development (such as the new Aldi Superstore on Gallamore lane) and investment in the visitor economy sector.

2.4 STEP Proposal

The STEP (Spherical Tokamak for Energy Production) project is a UK

Government led programme to build the world's first prototype fusion power station capable of producing net electricity. It will be located at the former West Burton coal-fired power station, immediately south of Gainsborough. Construction is expected to take place in the early 2030s with a target for operation around 2040.

As the nearest settlement Gainsborough will likely be central to the workforce, housing and infrastructure planning associated with the scheme. Government and local authority reporting identifies STEP as a major long-term economic driver for the area, with significant employment during construction and operation and wider supply-chain effects across Lincolnshire and the East Midlands. As a nationally significant infrastructure project, it will be subject to a Development Consent Order.

Given the size of the development, it will be subject to its own transport and planning assessment (as Hinkley Point C has been) and it is not possible to judge the scale of the impact in this round of the Parking Strategy.

2.5 Local Transport Plan

The 2010 Lincolnshire Local Transport Plan has now been superseded by the 2025 Local Transport Plan (LTP5).

LTP5 sets out priorities including:

- decarbonisation and climate change,
- active travel (walking and cycling),
- public transport and rural mobility,
- electric vehicles and alternative fuels,
- rail and freight,
- and support for planned housing and economic growth.

This is supported by modal strategies which seek to reduce reliance on the private car by encouraging sustainable travel choices, and supporting walking, cycling and public transport for shorter trips to reduce emissions

and congestion growth.

There is no specific policy for off-street parking although the LTP5 promotes EV charging and sets guidance for off-street provision in new developments.

2.6 Implications for future parking strategy

The policies outlined above will have implications for future parking strategy which will require the following actions across the district:

- Align parking policy with climate and low carbon objectives: treat parking as part of a wider sustainable transport and place-making approach rather than a standalone service.
- Set parking supply expectations using the Local Plan approach (Policy S49): provide an appropriate level of parking based on land use, location, local car ownership, non-car accessibility, and impacts on highway safety and amenity—avoiding both under-provision (overspill, congestion) and over-provision (car-dominated streets, poorer townscape quality).
- Support regeneration outcomes: where public realm schemes remove on-street spaces, ensure alternative short-stay capacity and clear wayfinding to off-street car parks, prioritising high-turnover bays to underpin retail and the evening economy.
- Future-proof parking assets: expand EV charging provision in line with the Local Plan's EV requirements (Policy NS18) and ensure layouts/pricing support uptake without unduly displacing general parking.
- Design and inclusivity: ensure car parks are well designed and integrated with surrounding places, with adequate provision for disabled users and safe pedestrian routes that connect to town-centre destinations.
- Integrate parking with active travel and public transport (LTP5): position parking policy to complement walking, cycling and public transport for shorter trips, including prioritising convenient cycle parking and safe links from car parks into the centre.
- Adopt an “operate-and-review” approach: implement changes through Parking Orders/signage as required, then monitor occupancy, turnover,

enforcement, footfall and complaints so tariffs, time limits and allocation (short/long stay, permits) can be adjusted over time.

2.6.1 Strategic Implications for Gainsborough and Market Rasen

Wider policy will impact Gainsborough and Market Rasen differently, as identified below.

- **Gainsborough:** regeneration (cinema/leisure, public realm, riverside connectivity) is likely to change the pattern of demand more than the absolute volume, so prioritise short-stay availability, clear signage to under-used off-street capacity, and evening/weekend management linked to the leisure offer.
- **Gainsborough growth:** planned housing delivery (up to ~5000 new homes) could add background demand; plan for incremental interventions (pricing/time limits, reallocation between long/short stay, resident permits where appropriate) before considering any major capacity expansion.
- **Market Rasen:** with planning-led growth and smaller-scale commercial investment, keep the approach proportionate, focus on preventing overspill, maintaining convenient short-stay parking for the centre, and ensuring EV/accessible provision keeps pace with gradual change.
- **Both towns:** use policy-compliant, evidence-led justifications for any changes (especially where parking is reduced or repurposed) and ensure parking measures support, rather than undermine, walking/cycling improvements promoted through LTP5.

3: Current Parking

The current public, council operated car parks in Gainsborough and Market Rasen are outlined in the table below together with privately managed facilities which serve the respective town centres:

Gainsborough	Spaces	Blue B.	EVCP's
Bridge Street (Long Stay)	101	7	0
Roseway (Short Stay)	76	3	2
Ship Court (Long Stay)	52	6	0
Lord Street (Long Stay)	50	3	0
Whitton Gardens (Long Stay)	12	1	0
North Street (Long Stay)	81	3	0
Riverside (Long Stay)	123	4	0
Marshall's Yard (Short Stay) *	330	18	2
Lidl (Short Stay) *	138	6	0
Savoy Cinema (Short Stay) *	64	4	3
Tesco (Council Staff) *	400	17	6
Market Rasen	Spaces	Blue B.	EVCP's
Festival Hall (Long Stay)	72	5	0
John Street (Long Stay)	99	8	0
Mill Road (Long Stay)	23	2	0

* not council controlled / ** estimated from aerial photography

In total available Council controlled publicly available P&D supply sums to around:

- 495 spaces in Gainsborough;
- 194 spaces in Market Rasen.

The locations of the car parks are shown in Figures 1 and 2.

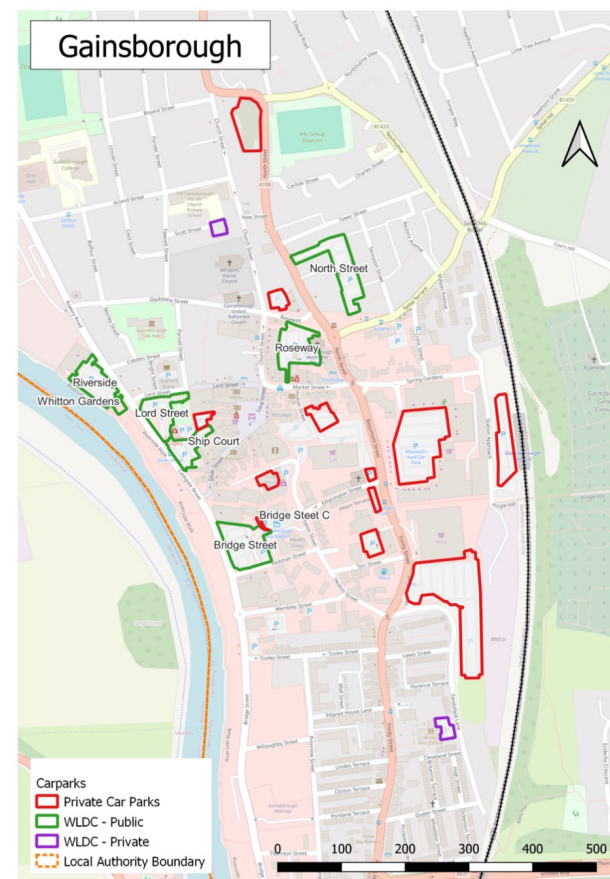


Figure 1 – Map Showing Gainsborough Car Parks in Scope.

The Council car parks in Gainsborough primarily cater for short and long stays visits. The exception is the Roseway car park which has a maximum stay of 4 hours, except for guests of the adjacent Travelodge Hotel who can stay for up to 24 hours.

The Council controls only around one third of the off street public parking spaces serving the Gainsborough town centre. Marshall's Yard, offering c330 privately operated spaces, is both the largest and most frequented car park subject to parking charges in the area, and caters to visitors of the Marshall's Yard shopping and leisure complex within the town. The busy A159 Trinity Street and the Lidl store and car park provide a barrier to pedestrian access from Marshall's Yard to the Market Place and the adjoining town centre, although pedestrian linkages have been improved by the completion of the Savoy cinema leisure development. The Tesco and Lidl store car parks are free to use but have strictly limited maximum stay periods to ensure spaces are always available for store customers.

North Street is current predominately utilised for Council staff parking.

In Market Rasen, in addition to the car parks operated by the Council, free parking is provided in the market square on non-market days, managed by the Town Council. Visitors may also park in the car parks serving a Lincolnshire Co-op supermarket in the town centre (75 spaces) and a Tesco supermarket on the edge of town (210 spaces), subject to maximum stays of 90 minutes and 2 hours respectively. The Council controls around two thirds of the public available off-street parking supply in Market Rasen.

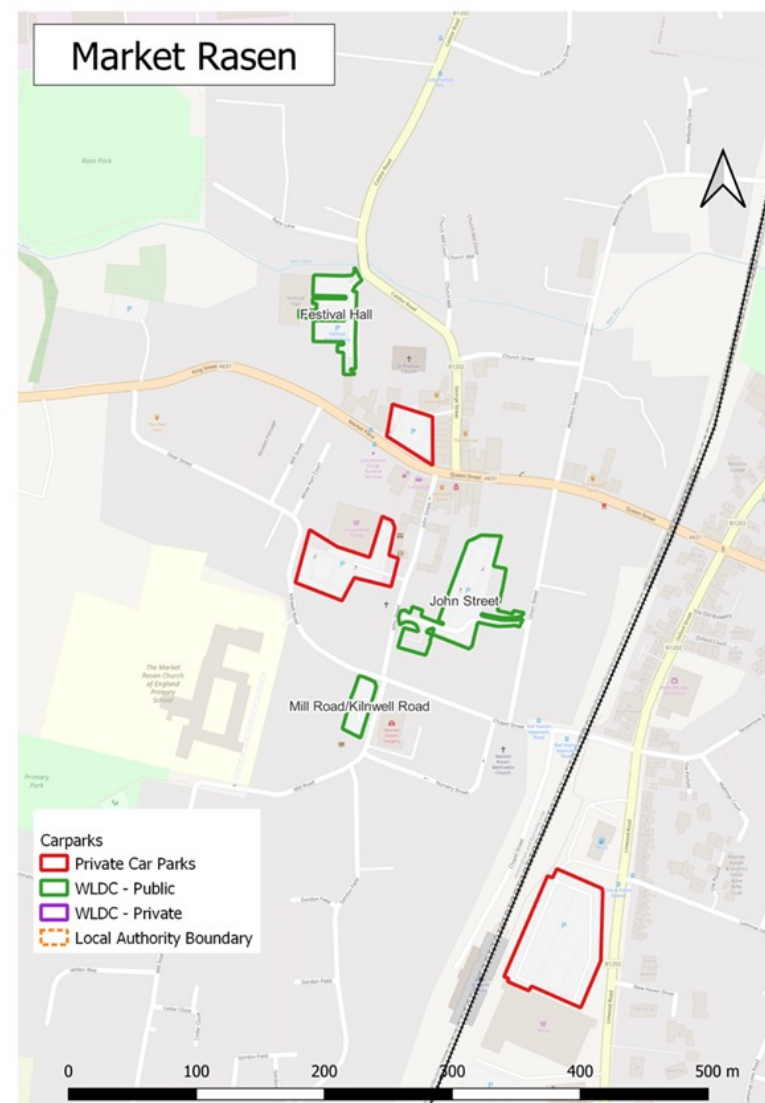


Figure 2 - Map Showing Market Rasen Car Parks in Scope

3.1 General Condition and Progress since 2022:

The condition of the estate whilst predominantly clean and satisfactory remains variable ranging from very good at Roseway to requiring some attention on the temporary concrete parking area and drainage/ponding issues at the Bridge Street car park.

Bay Sizes

Standard bay sizes at the Council's car parks are predominantly 2.4m wide by 4.8m long which has been the most common parking bay size in the UK for more than 60 years.

The Institution of Structural Engineers (IStructE) updated its car park design guidance document in 2023. The new guide highlighted that the 'standard design vehicle' (SDV) which encompasses 95% of the most commonly used vehicles is 200mm wider with doors that have become progressively thicker, reducing the space needed for vehicle occupants to enter and leave the vehicle comfortably, and without risking damage to adjacently parked vehicles. It also stated that 'whilst still suitable for small cars, the current bay width is now considered too small to accommodate today's SDV'. The new guide recommends increasing the bay width to 2.70m for short-stay car parks and 2.60m for medium and long stay facilities.

Increasing bay widths on existing car parks will of-course result in a reduction in the number of parking bays that can be accommodated on a site, however this trend will need to be considered for the parking strategy particularly with regard to the design of future car parks.

The table below repeated from the 2022 Report highlights the main comments arising from our inspections.

Point of Interest	Comments
Directional signage to car parks	Highway signage could be improved upon with a lack of highway 'P' signs directing visitors to the car park entrances from the main arterial roads. Whilst in-car navigation systems will mitigate some impact, poor signage can increase congestion. Car park names lack meaning for casual visitors. For example, Market Street Shoppers would be more informative than Roseway and Market Place Shoppers an improvement on Ship Court.
Road signage and information from car parks	Road signage to car parks is very good in Market Rasen. There have also been improvements in Gainsborough following the previous car parking strategy. There is no sense of destination when walking out of most car parks, although there are maps on some car parks. Maps on all car parks would help together with signposts directing pedestrians to key landmarks.
Bay Sizes	The increasing size of cars should be considered when specifying future car parks in the district.
Lining and bay marking	Generally good.
Pay and Display Machines	Consideration should be given to accepting contactless payment to extend the range of payment options
Accessible Parking Bays	There are bays available on all car parks with vacant bays available throughout our visit suggesting that there is adequate provision.
Security	All surface car parks in Gainsborough and Festival Hall and John Street car parks in Market Rasen are covered by monitored CCTV cameras.

4: Current Parking Charges and Car Park Utilisation

4.1 Parking Charges

The current parking charges at Council operated public car parks within the district are set out below.

Time	Gainsborough	Gainsborough – Roseway	Market Rasen
0 - 1 hrs	Free	Free	Free
1 - 2 hrs	Free	Free	Free
2 - 3 hrs	£1.60	£2.00	£0.80
3 - 4 hrs	£2.00	£2.50	£1.00
4 - 6 hrs	£3.30	-	£1.70
6+ hrs	£3.90	-	£2.00
Travelodge	-	£6.50	-

The major parking change since the 2022 Report has been the extension of the free parking period in the Gainsborough car parks. Before August 2025 one hour free parking was available. Since August the free parking period has been increased to two hours on a trial basis for one year.

Whilst car parks are open 24 hours a day, 7 days a week, parking charges only apply between 0800 and 1800 Monday to Saturday. Blue badge users are entitled to park for free providing a valid blue badge is displayed.

Parking payment can either be made using cash at payment machines situated at each car park, or via the RingGo parking app, subject to the payment of a 20p convenience fee for any all stays including the free period.

The electric vehicle charging points in the Roseway car park in Gainsborough charge £0.55 per kilowatt hour free parking while charging, vehicle to be removed within 20 minutes of finished charging.

Parking Permits are available for regular users of the car parks at the following prices:-

Gainsborough

Permit Type	Quarterly non-Direct Debit (including VAT)	Monthly Direct Debit (including VAT)
5 day	£129.00	£35.00
6 day	£153.00	£66.00

Market Rasen

Permit Type	Quarterly non-Direct Debit (including VAT)	Monthly Direct Debit (including VAT)
5 day	£52.50	£17.50
6 day	£66.00	£22.00

These are paper permits to be windscreen displayed and can be applied for via the Council's website and are personal to the user rather than a vehicle. Compared with the over 6 hours tariff, the 5 day Monthly Direct Debit permit prices represent a discount of almost 60% assuming parking takes place 5 days a week over 52 weeks.

Council Staff Parking

Council staff currently have to purchase permits (excluding a limited number of essential users (c.47)) and predominantly park at the North Street car park.

4.1.1 Benchmarking of WLDC Parking Charges

Comparison of town and individual car parks can be used as a tool in considering the appropriateness of tariff levels however direct comparisons are difficult to make because of a range of factors, primarily the supply of parking and the attractiveness of the areas they serve.

We have benchmarked the existing charges against a range of authorities. Charging periods vary with some of the councils (including South Holland, Bassetlaw and North Lincolnshire) in common with WLDC not charging after 6pm and on Sundays. Many of the councils (West Bridgford, North Kesteven, North East Lincolnshire, North Kesteven) charge 7 days a week and some including Boston, East Lindsey and Newark and Sherwood charge in the evening.

Figure 3 compares tariffs for shorter stay parking periods of up to 3 hours and shows:-

- Free periods are generally not offered by many comparator authorities, with the exception of East Lindsey (up to 30 minutes in Horncastle only), Newark & Sherwood (up to 30 minutes) and North Lincolnshire (Scunthorpe up to 2 hours free).
- For 3 and 4 hour stays, the Council's charges are of the lowest.

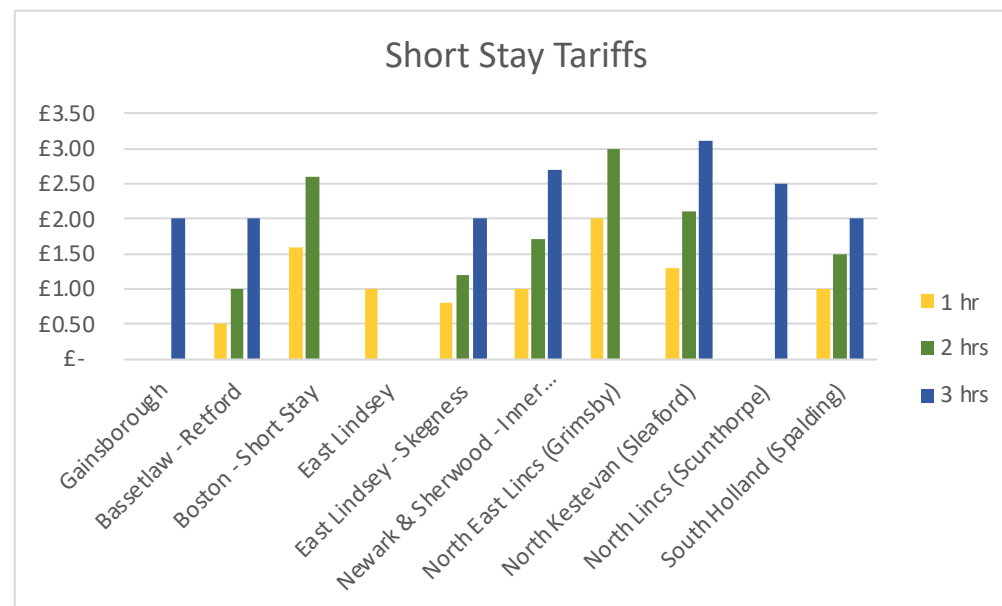


Figure 3

With regard to privately operated car parks in the District, only Marshall's Yard and The Savoy car park in Gainsborough charge for parking.

Time	Marshall's Yard	Savoy
0 - 1 hrs	N/A	£1.00
0-1.5 hrs	£0.50	N/A
1 - 2 hrs	N/A	£2.00
1-2.5 hrs	£1.00	N/A
2.5- 4 hrs	£2.00	N/A
2-4 hrs	N/A	£4.00

Parking at the Savoy car park is more expensive than at the Council's car parks in the town, albeit use of the car park is predominantly by Savoy Cinema visitors who enjoy free parking for 4 hours. Charges also apply at all times at this car park. Parking at Marshall's yard where charges apply between 0830 and 1700 each day, is more expensive for stays up to 2 hours as charges are not applied on Council car parks.

A comparison of long stay charges is provided in Figure 4. For 4 hour stays, the charges in Market Rasen and Gainsborough are comparatively low, with only charges in Horncastle (east Lindsey) being lower. The all day rates in Market Rasen are the lowest, whilst in Gainsborough the £3.90 charge falls within the middle of the range.

Permits are also compared in Figure 5 with 5 day monthly permits (paid by direct debit) in Market Rasen and Gainsborough being the cheapest. In respect of quarterly permits, permits in Market Rasen are again the lowest, with only permits in East Lindsey being lower, reflecting the lower all day charges in that district.

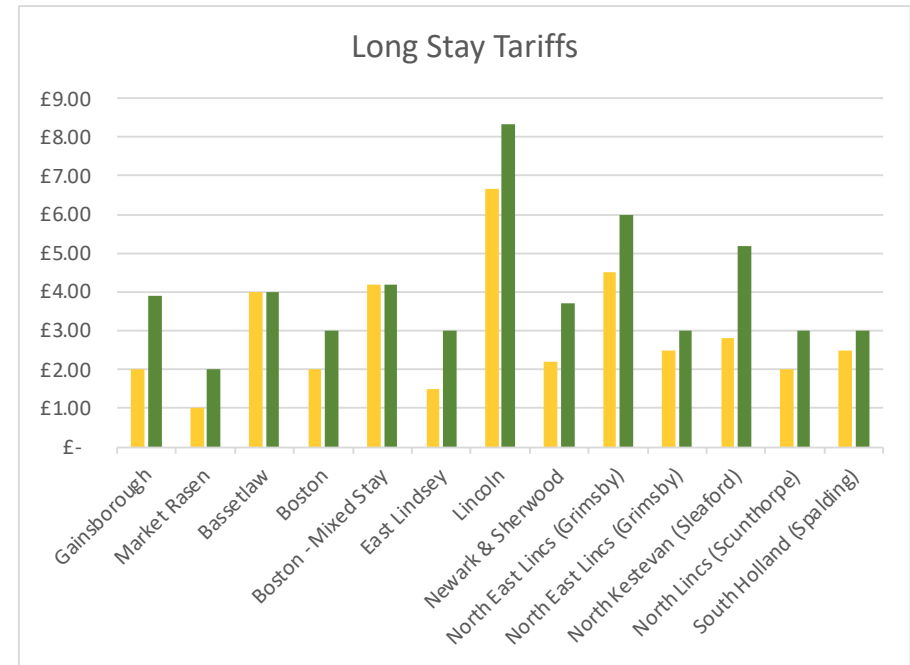


Figure 4

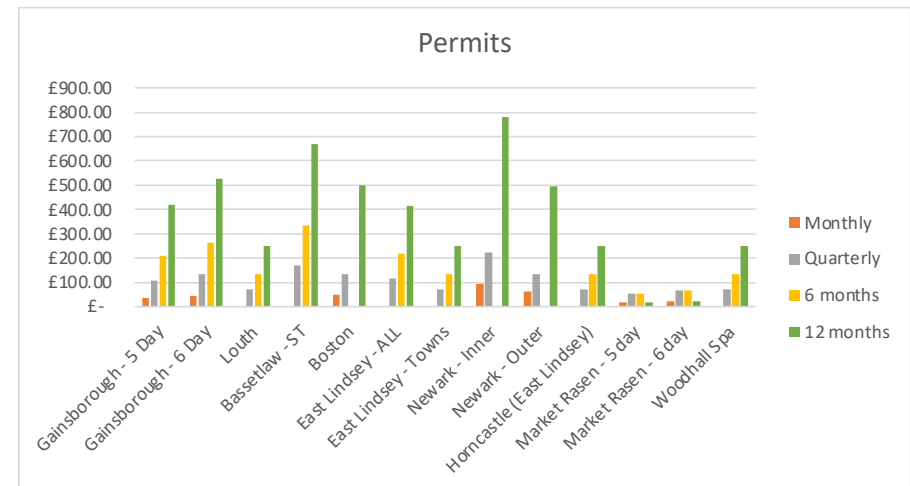


Figure 5

Council Staff Parking

Many UK councils do charge their staff for parking, although the practice varies significantly depending upon the local authority, the location of the office and the job role and seniority of the staff member. Urban and city councils are more likely to charge to manage high demand and to reflect the quality of public transport alternatives. Whilst more rural councils, where reliable public transport options may be more limited often provide free parking.

Councils implement staff parking charges as a revenue raising measure to protect core services or as part of environmental strategies to reduce car use. Some Council such as Swansea, have used a sliding scale where higher earning staff pay more for permits whilst other authorities charge flat monthly rates. Some councils offer parking as a tax-efficient benefit via salary sacrifice, allowing staff to pay for parking before tax and National Insurance are deducted. Where charges are implemented, exceptions may apply for essential users who are required to use their vehicles for daily duties (e.g. social workers or health visitors). Employees with disabilities who hold a Blue Badge are also typically exempt from parking charges.

Publicly available information regarding the exact cost of council staff parking is not generally available, however the Council recently canvassed a range of nearby authorities on this issue. From feedback provided, the majority of Councils provided free parking for their staff. Of those approached, only the City of Lincoln charged, albeit at a discounted rate, whilst East Lindsey offers either free or discounted parking.

Residents' Parking Schemes

No Residents' Parking Schemes (RPS) are currently place in the District at present, however a scheme is proposed on Tooley Street in Gainsborough town centre to bring in restrictions to keep one side of the street clear. In two tier authority set-ups responsibility for on-street restrictions usually sits with the County Council as the Traffic Authority. Lincolnshire County Council will be responsible for bringing in the Tooley Street restriction.

Residents' Parking Schemes can be costly and time consuming to implement, requiring Traffic Regulation Orders (TROs) in order to be enforceable. TROs can take months to implement and are subject to strict processes which can be challenged if not followed correctly.

The County Council's policy is that RPS may be justified where kerbside parking is 85% of capacity during the day, and the majority of residents want the scheme and the associated costs, and that the location should be part of a large urban area. Further criteria are stated on the Lincolnshire County Council website.

Given that the County has the function as Traffic Authority under the Traffic Management Act and specialisation in on-street parking and TROs, which a district council cannot be expected to have, the Traffic Authority is usually the appropriate place for this function. Lincolnshire County Council's Policy Overview for residents parking suggests a fully considered policy with a clear process in place so any requests for RPS and consideration of them would be managed more efficiently and easily by the County.

4.2 Car Park Utilisation

For the 2022 Report, occupancy surveys were carried out during December 2021 resulting in the following observations:

Site	Gainsborough
Roseway	<ul style="list-style-type: none">Reasonably busy and close to the 80% threshold on Tuesdays and still well used on Saturday.Visitors to the Travelodge account for the majority of longer stays.
Riverside,	<ul style="list-style-type: none">Riverside is about half full for much of the day, this pattern suggests use related to the nearby retail store, particularly as the vast majority of transactions are for 1 hour or less.

Whitton Gardens	<ul style="list-style-type: none"> Whitton Gardens is generally very quiet on both weekdays and Saturday with users predominantly parking for less than one hour.
North Street	<ul style="list-style-type: none"> Reasonably full on Tuesday with utilisation patterns suggesting a majority of commuter use. This is supported by the Saturday being quieter
Bridge Street	<ul style="list-style-type: none"> Reasonable busy both days with predominantly short stay usage given the car park is adjacent to Sports Direct, Argos and other retail uses.
Lord Street and Ship Court	<ul style="list-style-type: none"> Reasonably busy on both dates especially in the mid-morning which suggests use primarily by retail users
Marshall's Yard, Lidl and Tesco	<ul style="list-style-type: none"> Marshall's Yard is busy, especially on Saturdays reflecting the variety of comparative shopping. Tesco was only just above half full on Saturday morning, with Lidl fuller, reflecting in smaller size

Site	Market Rasen
Festival Hall	<ul style="list-style-type: none"> Busy and close to the 80% threshold on Thursdays but quiet on Saturdays Remains half full in the evenings as a result of evening activity in Festival Hall itself About 50% of stays exceed an hour

John Street	<ul style="list-style-type: none"> Busy and close to the 80% threshold on Thursdays and in the middle of the day on Saturdays About 50% of stays exceed an hour Usage patterns seem to reflect retail usage in our experience
Mill Road	<ul style="list-style-type: none"> Very full in the morning and afternoon, with utilisation reducing over lunchtime. The site is close to the Library and Health Clinic which most likely explains this usage pattern.

Beat surveys were again carried out on a Thursday, Friday and Saturday in both Gainsborough and Market Rasen at the end of January 2026, and also in Gainsborough on Tuesday market day in February. They went well without significant technical issues and no major external issues reported. The results of the surveys are summarised below in Figures 6 and 7. For information:

- All counts were manual beat counts to give a general overview of the capacity throughout the day.
- As a rule of thumb, a car park is considered full when it reaches 80% to account for circulation and turnover traffic.
- Percentages are used to illustrate utilisation as this gives a good overview of the usage patterns.
- From available data, the car parks were at their busiest in October 2024 in the district due to autumn national hunt fixtures and Halloween events. Ticket sales during this month exceed January and February numbers that year by c30% in both Gainsborough and Market Rasen, therefore peak occupancy is likely to exceed the observed numbers by a similar proportion.

In Gainsborough the survey results reinforce the 2022 report findings, however:

- At 10 a.m. the public car parks are starting to fill. Whitton Gardens and Lord Street/Ship Court car parks benefit from proximity to café/food and beverage units nearby.
- By the noon peak Marshall's Yard, Lord Street and Ship Court are effectively full, as is North Street on a Tuesday when more Council staff are in the office. On Saturday the Roseway car park was also over 80% occupied, probably due to increased leisure visit utilisation at the Travelodge, rather than business users who tend to vacate their rooms earlier.
- The public car parks begin to empty out after lunch and by 4 pm there is plenty of space.
- The Savoy cinema car park is almost empty until mid-afternoon when the film screenings begin.
- Overall there were always spaces available throughout the town centre parking estate, with Marshall's Yard car park being the most utilised despite there being spaces available on Council car parks with 2 hour free parking. This would suggest that location is more important for many users than price when choosing where to park.
- The Riverside car park is poorly utilised with observed occupancy never more than 25% of capacity.
- Occupancy at the Whitton Gardens has increased due to the opening of the café at the old toilet block.
- Based on the observed peak occupancy levels total car park occupancy in the town never exceeds 63% suggesting that throughout the year there are enough parking spaces to accommodate peak parking demand, although some sites may still be full.



Gainsborough Occupation Survey Results (Tuesday):

Figure 6 - Observed occupancy at Gainsborough Car Parks (Jan/Feb 2026)

	Bridge St 107	Lidl 138	Lord St 53	Marshalls Yd. 330	North St. 85	Riverside 123	Roseway 83	Cinema 64	Ship Ct. 52	Tesco	WhittonGdn. 11	Total 1046
10am	63%	52%	62%	73%	76%	15%	59%	2%	85%		64%	41%
11am	82%	72%	68%	80%	80%	15%	61%	8%	90%		27%	47%
12pm	73%	51%	70%	85%	80%	22%	67%	22%	92%		55%	47%
1pm	71%	52%	66%	75%	80%	10%	61%	22%	75%		64%	43%
2pm	61%	41%	64%	67%	73%	13%	48%	27%	56%		45%	38%
3pm	51%	48%	57%	53%	59%	11%	34%	13%	63%		55%	32%

Gainsborough Occupation Survey Results (Friday):

	Bridge St 107	Lidl 138	Lord St 53	Marshalls Yd. 330	North St. 85	Riverside 123	Roseway 83	Cinema 64	Ship Ct. 52	Tesco 400	WhittonGdn. 11	Total 1446
10am	77%	61%	91%	74%	60%	15%	76%	0%	73%	54%	82%	59%
11am	80%	65%	94%	78%	56%	17%	77%	0%	81%	56%	91%	62%
12pm	77%	78%	87%	81%	55%	13%	69%	0%	81%	61%	73%	63%
1pm	77%	78%	87%	72%	55%	11%	66%	0%	73%	61%	64%	61%
2pm	78%	69%	81%	61%	54%	15%	65%	3%	69%	59%	36%	57%
3pm	63%	62%	68%	59%	55%	13%	63%	14%	48%	53%	45%	52%
4pm	50%	49%	58%	45%	53%	25%	60%	17%	60%	42%	18%	44%

Gainsborough Occupation Survey Results (Saturday's):

	Bridge St 107	Lidl 138	Lord St 53	Marshalls Yd. 330	North St. 85	Riverside 123	Roseway 83	Cinema 64	Ship Ct. 52	Tesco 400	WhittonGdn. 11	Total 1446
10am	38%	64%	51%	55%	21%	14%	66%	6%	54%	61%	45%	49%
11am	49%	78%	70%	74%	27%	15%	78%	14%	71%	62%	27%	58%
12pm	51%	91%	66%	83%	21%	22%	78%	20%	65%	63%	55%	62%
1pm	37%	90%	62%	82%	21%	24%	83%	22%	60%	65%	64%	62%

In Market Rasen the latest survey results (summarised in Figure 8) again reinforce the findings of the 2022 report (although the weekday surveys were carried out on a Friday rather than a Thursday). Observed peak occupancy was 67% which again would suggest that there are an adequate number of parking spaces throughout the year.

Market Rasen Occupation Survey Results (Friday):

	Festival Hall 77	Mill Rd 24	John St. LS 105	Co-op 72
10am	58%	67%	75%	56%
11am	40%	83%	90%	69%
12pm	73%	29%	71%	46%
3pm	53%	54%	72%	79%

Market Rasen Occupation Survey Results (Saturday):

	Festival Hall 77	Mill Rd 24	John St. LS 105	Co-op 72
11am	32%	29%	83%	67%
12pm	23%	17%	66%	60%
1pm	26%	25%	67%	58%

Figure 7



5: Service Delivery and Performance

5.1 Financial Performance

Figure 8 shows the sources of parking revenue use towards funding the park service. In 2024/25 there was a surplus of over £25k and in 2025/26 £96k. The surplus in 2025/26 was enhanced by grant funding of £21k from the UK Shared Prosperity Fund.

In 2025/26 income from parking charges fell by almost £26k, essentially due to the 2 hour free parking concession in Gainsborough. Income from parking permits increased by c£6k reflecting national trends of flexible workers visiting the office more frequently. As shown by Figure 9, Roseway was the highest producing car park at 15.4% of revenue and Mill Road and Whitton Gardens the lowest at less than 1%. Gainsborough car parks generated 81.5% of the total parking revenue from parking charges and permits.

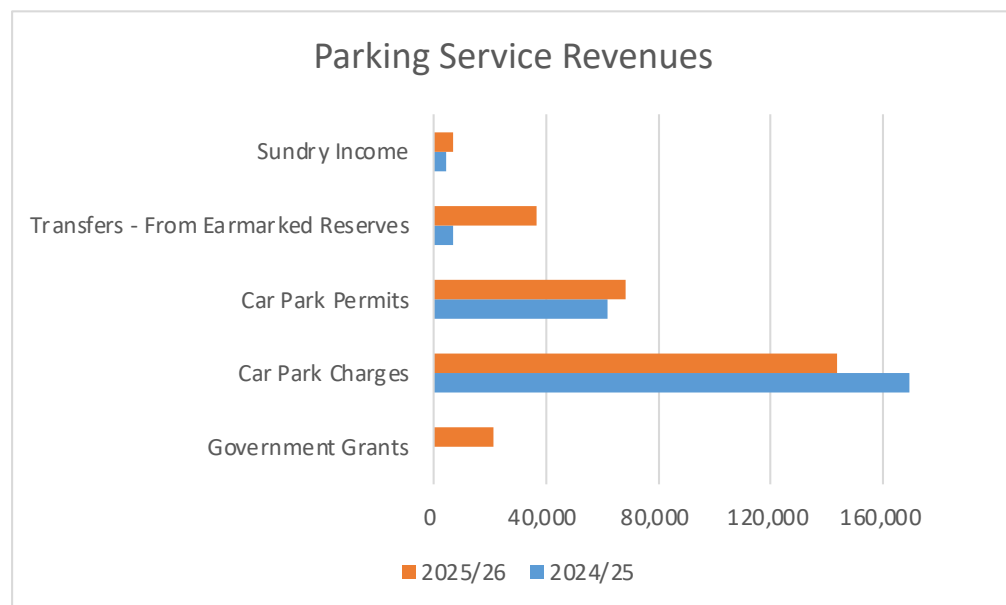


Figure 8

Gainsborough (81.5%)	Distribution Percentage	Revenue
Roseway	15.4%	32,104
Bridge Street	13.4%	27,988
Lord Street	8.8%	18,303
Ship Court	7.8%	16,273
North Street	8.8%	18,426
Whitton Gardens	0.3%	675
Riverside	3.4%	6,989
Permits	23.6%	49,150

Market rasen (18.5%)	Distribution Percentage	Revenue
Festival Hall	3.7%	7,678
John Street	6.2%	12,932
Mill Road	0.9%	1,943
Permits	7.6%	15,889

Figure 9 - WLDC Parking Revenue Distribution 2025/26

As previously stated, revenue reduced significantly in 2025/26 as a consequence of the 2 hour free trial in Gainsborough. Figure 9 illustrates the revenue generated by the Council's car parks in Gainsborough from each tariff band since August 2024 and it can be seen that revenue from the 2 hour band was significant. Since the concession was introduced, like for like revenue (net of VAT) from the Gainsborough car parks has fallen by an average of £4,000 per month (August 2025 to April 2026). Whilstin

the short term, there is continued funding available from the UK Shared Prosperity Fund to mitigate this shortfall, the continuation of the free parking concession will materially impact the service's budget.

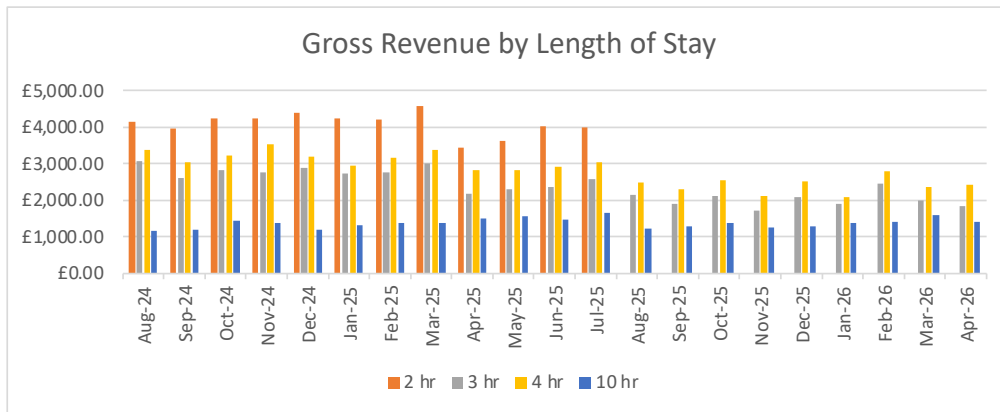


Figure 10

5.2 Impact of Free Parking Concession in the District

The total number of vehicles visiting the Council's car parks in Gainsborough and Market Rasen is summarised in Figure 11. One-hour free parking was introduced in April 2018 in Gainsborough and two hours free in Market Rasen in December 2017. The graphs show that parking transactions increased following the introduction of both concessions, and have followed an upward trend since, save for a temporary fall during the Covid outbreak and associated movement restrictions. Whilst it has only been a few months since the two hour free concession was introduced in August 2025, it would appear that transaction numbers have increased further, but still consistent with previously trending growth.

Figures 12 and 13 illustrate changes in parking behaviour by length of stay. Figure 12 shows that, aside from a temporary dip in November 2025,

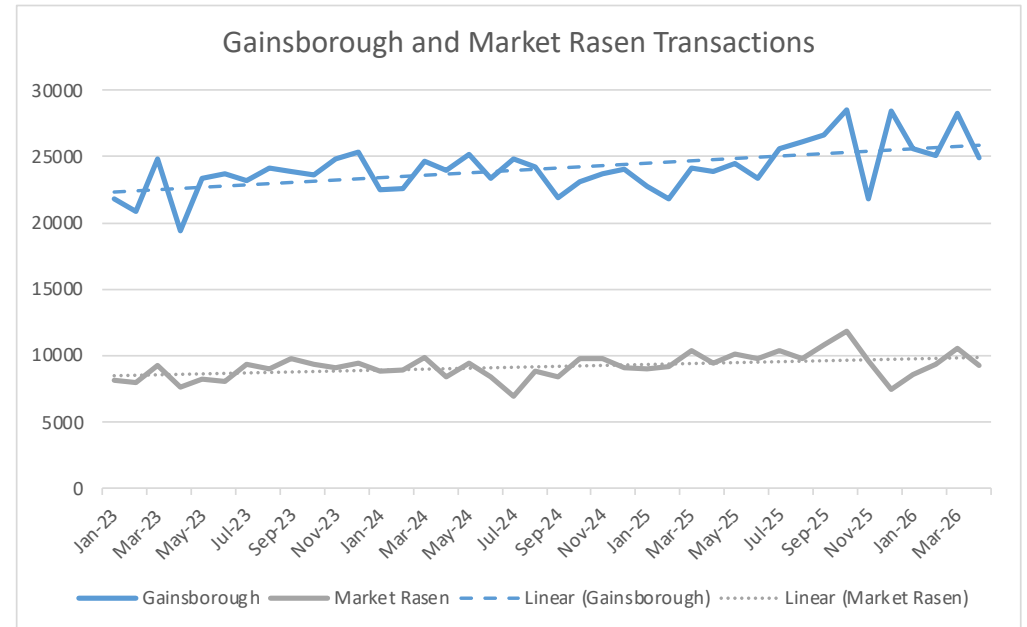


Figure 11

transactions for stays of up to two hours have increased (stays of up to 2 hours have increased an average of 15% since August 2025). Importantly, this upward trend was already evident prior to the introduction of the two-hour free parking concession.

In contrast, Figure 13 indicates that demand for longer stays (up to four hours) declined between February and October 2025, while demand for shorter stays increased over the same period. This pattern suggests that some longer-stay users may have reduced the duration of their visits to avoid incurring parking charges. Since the introduction of the two-hour free offer, the decline in longer stays appears to have stabilised, although there is limited evidence at this stage of a sustained recovery.

This analysis indicates that growth in short-stay parking was already occurring prior to the introduction of the two-hour free parking concession,

while reductions in longer-stay demand suggest some users shortened visits to avoid charges rather than making additional trips. To date, there is limited evidence that the concession has generated a sustained increase in overall dwell time or town-centre activity, reinforcing the need for the free parking offer to be kept under review against clear economic and financial outcomes.

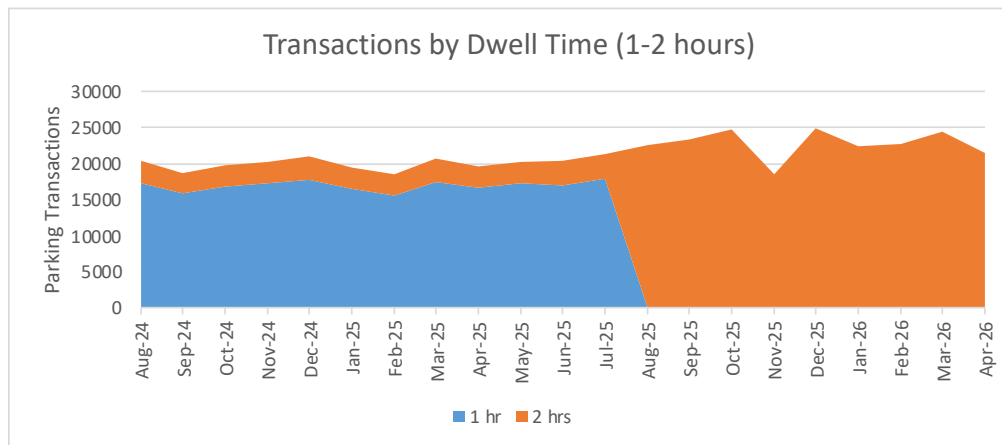


Figure 12

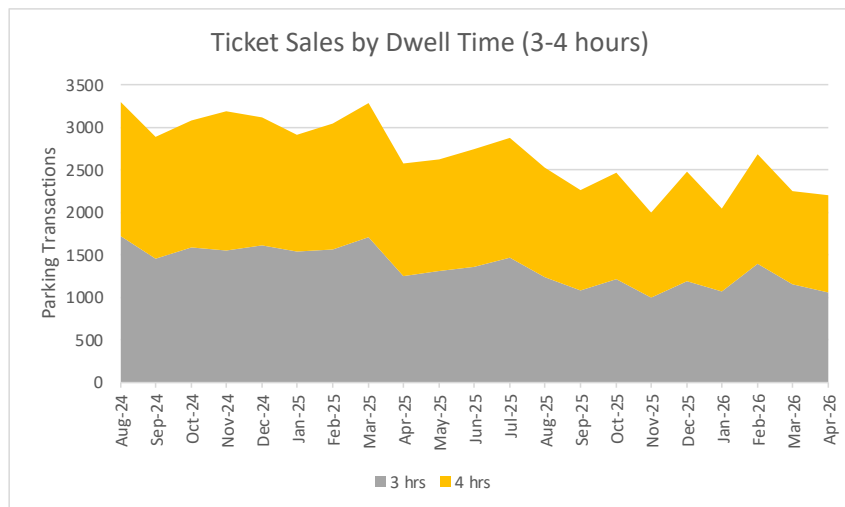


Figure 13

There are a number of potential reasons for increases in car park utilisation following the introduction of free parking concessions. These include:-

- New visitors to a town that were previously discouraged by parking charges. This would be the preferred outcome as town centre footfall would increase, improving the number of visits to local businesses.
- Displacement from other car parks within a town where there is no free parking.
- Modal changes – for example local residents who would normally walk or cycle, use their cars as parking is free, or other residents who may normally would use public transport. Both of these would be negative impacts to the Council’s net zero aspirations.

The last two reasons do not significantly contribute to the vibrancy of the town centre and typically would not warrant the reduction in income that comes with offering free parking.

A comparison has also been made between transaction trends at the Council’s car parks and other private operators in Gainsborough. Since the introduction of the free parking concession, The patterns suggests that a proportion of the observed growth at Council operated sites may reflect displacement rather than a net increase in visits to the town centre.

However, this analysis is based on a limited nine month sample period and more data would be required to confirm whether this represents a sustained trend or to draw firmer conclusions about behavioural change

5.3 Service Delivery and Compliance Management

The Council’s car parks are subject to parking charges or length of stay restrictions as set out in the Councils Off-Street Parking Places Orders and are managed by the Councils exercising their powers under the Traffic Management Act 2004.

The parking function is managed by the Property & Assets (P&A) team with enforcement contracted to NSL Ltd and notice processing carried out by Nottinghamshire County Council (NCC) under an agreement. Management

of the service / supply agreements for ticket machines, ticket stocks, cash collection, pay by phone service and EV charging is by the P&A team, sales and admin of the permit function is in-house jointly across the relevant services.

The 2024 report (attached in Appendix D) provided a review of service delivery from the Council’s existing parking enforcement arrangements to assess whether it represented good value for money.

This review concluded that:

- The parking service benchmarks well with other authorities both financially and in terms of service delivery.
- Due to the size and nature of the operation, continuing with the agreement with NCC for notice processing is the best way forward. If the Council were to bring the operation in-house there would be little resilience within the service and the initial costs would be high.
- The same considerations apply to the enforcement service. Whilst NSL appear to be performing well and at an acceptable cost, the important aspect is that the Call-Off Agreement allows the Council to benefit from this good standard of service without the need to directly tender and manage the service contract.
- Most Councils like to retain permit functions in-house via their customer contact centre/portals to retain control over the interaction with residents. In any event any savings would be minimal given the relatively small number of transactions, that the customer portal infrastructure would continue to be required for other purposes, and that printing and postage costs relating to physical permits would continue.

In our opinion there is no reason to depart from these conclusions at this time.

However, we have used data provided to update our analysis of CEO productivity (PCNs issued per hour deployed) over time as follows:

West Lindsey	Deployed Hours	CEO Productivity (PCNs/hour)
2019	1,452	0.82
2022	1,539	1.65
2023	1,610	1.66
2025	1,547	1.64

The average CEO productivity per hour gives an indication of the effectiveness of current CEO deployment. For example, productivity can be higher than average if there is an insufficient number of deployed hours, or lower if patrols are too frequent, poorly focused, or due to CEOs patrolling a wider than average geographical area increasing unproductive travelling time.

Our 2024 Report found that productivity doubled from 0.8 PCNs/hr in 2019/20 pre-Covid to 1.6 PCNs/hr in 2023/4. The table above shows that this performance has been maintained through to calendar year 2025 (no data was provided for 2024). It is worth noting that productivity in Gainsborough in 2025 was 1.71 PCNs/hr compared to 1.27 PCNs/hr in Market Rasen. In any event, some of the increase is due to a crackdown on fraudulent users obtaining second free 1 & 2 hour tickets where genuine cases appeals are accepted.

As previously reported, this level of CEO productivity is twice the benchmark level (0.8 PCNs/hr). This may indicate that the level of CEO deployment may be insufficient and that compliance levels, and hence revenues from paid for parking, are lower than they could be. Additional patrols may be desirable as they encourage payment rather than relying on the uncertain issue of a PCN with associated processing costs.

5.4 Service User Feedback

In 2025 the Council conducted a public consultation exercise via

questionnaire to help inform the next parking strategy. The report attached at Appendix C summarises the responses.

Key headline findings from the consultation are:-

- Usage of Council-Owned Car Parks: 91% of respondents use car parks owned and run by West Lindsey District Council, primarily for shopping and retail (77%), leisure (28%), and medical purposes (19%).
- Effectiveness of Car Parks: 77% of respondents agree or highly agree that the car parks are run effectively, while 6% disagree or highly disagree.
- Safety and Maintenance: 81% of respondents agree or highly agree that the car parks are safe to use, and 76% agree or highly agree that they are well-maintained.
- Parking Space Concerns: Common complaints include narrow parking spaces, underutilized disabled parking, poor maintenance, unclear signage, and insufficient EV charging stations.
- Payment Preferences and Satisfaction: 82% of respondents prefer paying for parking with cash, and 66% are satisfied with the payment options available.
- Permit System Feedback: 67% of respondents purchased their permits online, and 67% are very satisfied with the process. 41% support introducing a 3-day flexible permit.
- Enforcement and Appeals Process: 57% of respondents found the enforcement and appeals process fair, but some suggested improvements, such as accommodating minor errors and providing more flexibility.
- Barrier/Pay-on-Exit Systems: 75% of respondents do not support introducing barrier/pay-on-exit systems for council car parks.
- EV Charger Usage: Only 4% of respondents use the council's EV chargers, with mixed feedback on their ease of use, functionality, and availability.

In addition a recent Levelling Up Fund survey has the feedback summarised below in Figure 13 demonstrating that the vast majority of respondents found it easy to park in Gainsborough town centre.

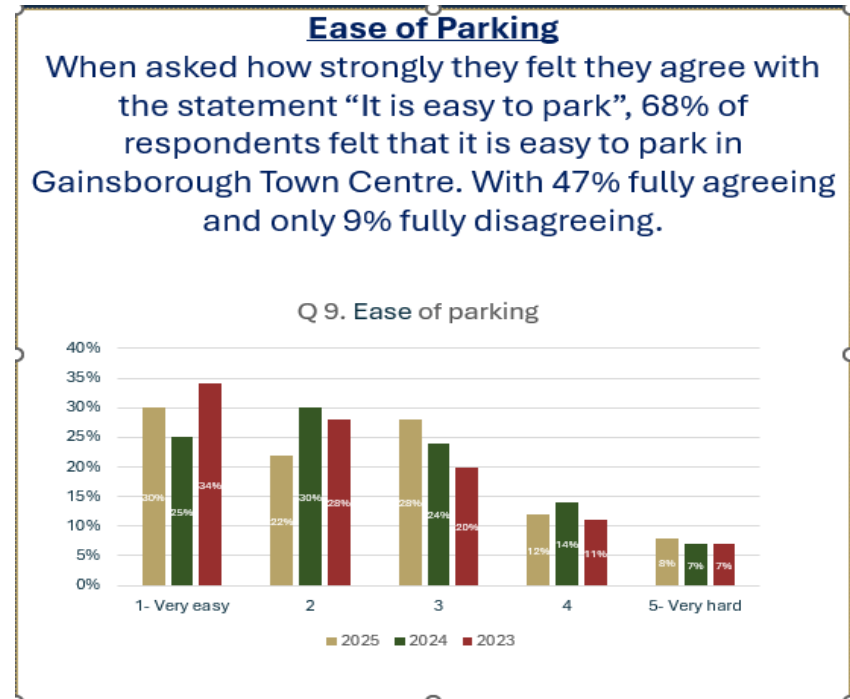


Figure 14

6: Baseline Review – Key Findings

The baseline conditions summarised in the earlier sections of this report can be summarised as follows to help inform the Council’s future strategy.

Parking supply and availability –

Strength: surveys show overall capacity is generally available across both towns at peak times.

Challenge: demand is uneven, with some key sites close to full while others are under-used (e.g., Riverside in Gainsborough).

Town-centre access and signage

Strength: Market Rasen and Gainsborough highway signage has improved and works well.

Challenge: clearer ‘P’ signage from main arterial roads to the car parks, simpler car park naming, and consistent maps/links to key destinations would help visitors find and use available spaces.

Customer experience, safety and maintenance

Strength: consultation indicates high satisfaction, with most users reporting car parks are effective, safe and well maintained; CCTV coverage is strong on key sites.

Challenge: condition varies across the estate and some sites need targeted investment (e.g., surfacing/drainage), alongside usability issues such as narrow bays.

Pricing and free parking

Strength: Council tariffs and permits are generally low compared with similar areas, and the 2-hour free trial in Gainsborough appears to have increased short-stay transactions.

Challenge: evidence so far suggests limited footfall uplift and some

displacement from other car parks; any free-parking offer should be kept under review and tested against clear outcomes.

Financial sustainability

Strength: parking income broadly funds the service.

Challenge: whilst the service recorded a surplus in 2024/25 the 2-hour free trial introduced since, is linked to a material reduction in revenue (average c£4,000 per month), creating an affordability risk should the scheme be continued without funding from other sources or the removal of the concession upon completion of the trial.

Operations and compliance

Strength: previous reviews (2022 and 2024) concluded the service is well managed and the current delivery model offers good value for money.

Challenge: very high CEO productivity suggests deployed enforcement hours may be low, which can reduce compliance and income.

Payment, technology and data

Strength: payment options include machines and app, and most permit users are satisfied with online purchasing.

Challenge: many users prefer cash; improving ease of payment (e.g., contactless at machines) and strengthening monitoring data would support an “operate-and-review” approach.

Accessibility and low-carbon transition

Strength: accessible bays are available on all sites and some EV charging is in place (notably Roseway).

Challenge: bay size guidance is changing (wider bays), and EV charger use is currently low, so the strategy needs to focus on the right locations, reliability and future-proofing.

7: Strategy Recommendations

Our recommendations for the parking strategy take account of current policies and strategies across the remit of WLDC, our analysis of current conditions, service user feedback, and the incorporation of national and international research and practices.

Rooted in the Corporate Plan's vision, the parking strategy is structured around four primary focus areas: Technology & Data, Fair & Well Managed, Safety & Quality, and Balancing Supply & Demand. Together, these pillars inform the development of policies and recommendations that are integrated into a comprehensive Action Plan.

The overall aim is to create a parking system that supports accessibility, environmental goals, and a positive experience for residents, workers, and visitors based on the Corporate Plan.

Parking Strategy Vision:

“A sustainable parking service that delivers a trusted, collaborative, and well-managed service that helps people, business and communities thrive”.

7.1 Technology and Data

The main trend in parking technology in the public sector is towards cashless and digitalisation – the ability of systems to record and share data whilst removing the need for manual processes. The resulting digital systems have a number of benefits to customers and operators:

- a. Detailed records of all on and/or off-street parking locations, parking space information, restrictions and tariffs is held digitally, enabling accurate information on parking to be shared online with the customer.
- b. Customers can interact with the parking service via websites and smartphone apps, reducing the time taken to apply for or renew permits and other permissions as well as reducing the administration burden for operators.
- c. The details of all parking sessions, permits etc are recorded centrally and linked to vehicles' licence plates. This will enable:

- an accurate picture of parking availability to be compiled and shared with customers.
- a single source of information for enforcement purposes that can be used with a range of monitoring devices (handheld units, fixed and mobile ANPR). Enforcement can be mobilised more easily, covering a wider area with fewer resources.
- Data to be collected to inform parking strategy and to monitor the impact of tariff changes in the district.

The current payment machines align with the digital agenda as they require registration number input. Cash and card payments are accepted along with RingGo mobile payments.

Further progress could be achieved through joining the National Parking Platform (NPP), a major publicly-owned initiative which facilitates multi-vendor payment i.e. allowing the customer to use their choice of payment app (service provider) to pay for parking without the need for the Council to have a contract with each one. Lincolnshire County Council will join the Platform in spring 2026.

The NPP makes parking data available to the customer via third-party service provider apps. Car parks and on-street parking areas that supply data to the NPP have enhanced “digital visibility” which gives them an important commercial and competitive advantage.

7.2 Cashless Parking and Payment Options

Our base case analysis showed that:

- Around 20% of payments are already made via the RingGo app, with the remainder by cash at the payment machines.
- Paper permits are still in use linked to the user rather than the vehicle, which reduces compliance management efficiency and the quality of data collection including how often permits are used.

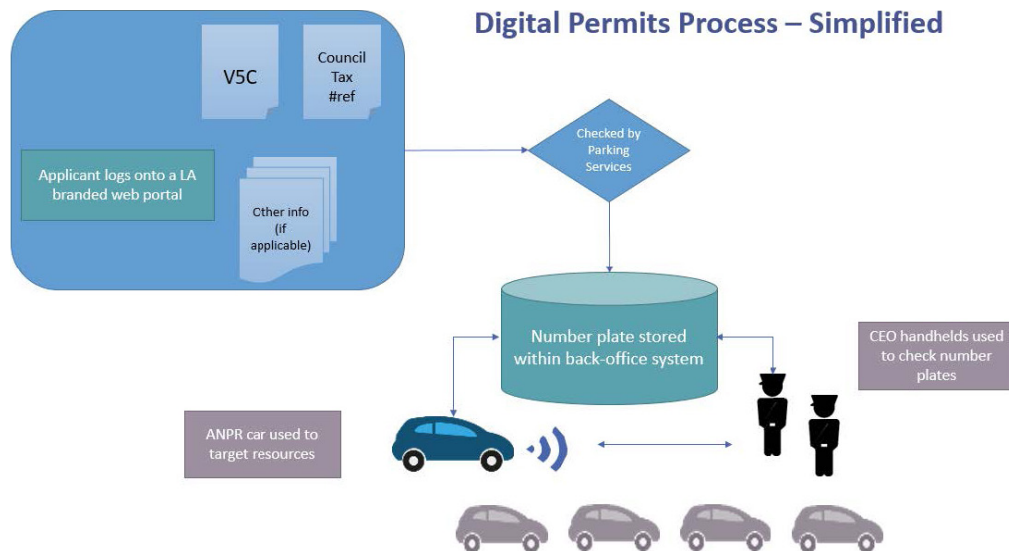
Technological innovation, is changing the way people work, spend their leisure time, travel and shop. These forces will transform car ownership

and car usage. 'Cashless' parking, through digitisation, is part of the response to this change, especially as automated and shared mobility comes to the market.

The benefits of digitisation of parking services are now well understood and customers now expect services to be easy to access online and through mobile and web enabled devices; rich data provides information for more agile and quicker response times and; digitisation allows for the more efficient and delivery of services, often with financial benefits for both customer and operator.

The advantages of digital permitting for parking include surprisingly large savings in specialist stationary, such as scratch cards, better deployment of CEO resources and better options for customers (for example extending parking without having to return to their vehicles). WLDC already has payment by app and this could be extended to allow paperless permits and visitor tickets.

At the most basic level, an example of digital permits operates as below:



The case for digitisation of permits for Local Authorities (LAs) can be summarised within four broad categories:

1. Customer Expectation and Service

- Customers expect to be able to manage products online themselves 24/7. Digitisation allows for online self-service, and quicker (even automated) response times.

2. Future Proofing

- Increasingly choices are data driven. People use apps and online services to decide where and when they travel. If West Lindsey's parking is 'invisible' to third party systems, it risks being ignored.

3. Better data and information

- Managing Parking is about traffic management and the duties of LAs in the TMA 2004 and compliance rates give knowledge of problems and where they are letting you know how well you are performing. Digitisation effectively manages compliance monitoring automatically.
- More and better focussed CEO patrols though richer data.

4. More efficient service

- At the practical level digitisation removes the need for printing, posting, filing, laminating etc. reducing costs and freeing up staff time to focus on customers.
- Digitisation brings flexibility, for example easily enabling LAs to respond to customer needs or make changes quickly to the regime (e.g., allowing concessions).

We understand that whilst the Council would like to make this change, it is currently dependent on Service Providers being able to support a direct debt/recurring payment solution which will ensure a smooth customer experience and protect revenue on renewals. We understand that the Council existing cashless payment provider is unlikely to be able to support

this type of solution, however other providers including Zatpark, a [Unity 5 company](https://unity5.com/product/permits/) (https://unity5.com/product/permits/), offer permit functionality allowing for recurring payments and scratchcard-like 'hybrid' digital permits.

The way that the public expects to pay for parking is also changing. In most instances parking is a relatively small spend and, the use of contactless payment in society has been growing quickly, spurred on by banks looking to optimise operational efficiencies and growing customer confidence in and familiarity with this technology. This, and the increasing popularity of apps such as Apple Pay, Android Pay, PayPal, etc. mean that drivers increasingly expect cashless solutions to pay for their parking. For the operator cashless payment enhances operational efficiency, provides valuable data opportunities, and removes the potential for theft.

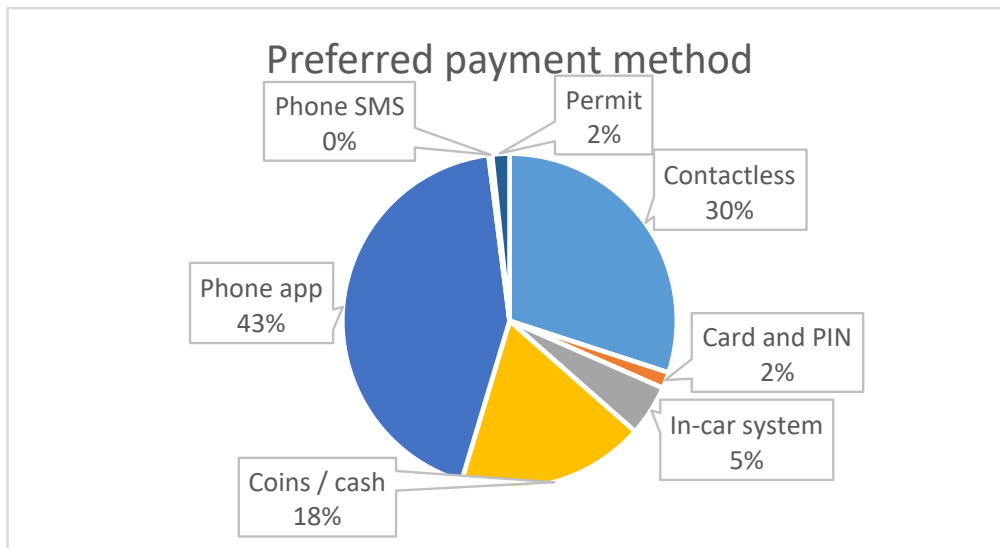


Figure 15 - Survey carried out by PML in the West Midlands (2024 r=937).

Creating convenient alternatives to cash is an essential pre-requisite for any parking operator that aims to reduce or remove cash payments.

For the customer, the need to carry change for cash payments can be increasingly inconvenient. Where coins are accepted, car park operators need to securely collect and process the income at a cost to the operation. There is also the risk of break-ins to payment machines with a potential loss of income. Reducing the number of coins collected will decrease the cost of processing this income and reduce the potential for theft. However, while reducing the number of parking payment machines could lead to revenue savings on maintenance, saving on the collection and processing costs will only be achieved if the actual proportion of coins coming through the system is reduced.

At a national level, the most common parking payment method is still using cash to pay and display and research from 2016 suggests that nationally, the general public would not support a wholesale shift to cashless parking. However, it is clear that contactless cards and mobile wallets are changing the way customers pay for other products and services and it may be time to use this as a way of slowly removing cash from parking. Customers expect to be able to pay for services as seamlessly as possible, using new technologies where appropriate, and want a quick and effortless service.

Item	Aims / Objectives
Upgrades to terminals	Explore upgrading terminals to allow for contactless payments to help reduce the use of cash further. If future terminals are ticketless than car park users will not need to return to their vehicles to display a ticket. As a result on larger car parks the number of machines may be reduced and focused on key pedestrian routes
Digitalisation	Explore moving to digital permits via service providers like Zatpark and avoid paper-based systems such as very expensive 'scratchcard' parking.

Artificial intelligence and ANPR enforcement	Monitor emerging AI business intelligence products, ANPR and sensor technology and procure where there is a business case for doing so.
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This will allow:

- More efficient service delivery
- Changes to policy, such as permits types if required.
- More efficient permit processing and quick response to requirements – such as for events.

7.3 Carbon Reduction

The Council's Environment and Sustainable Strategy Development has been developed in line with the strategic target for West Lindsey to become a net zero council by 2050 and will:

- Take action to reduce carbon emissions across all aspects of the Council's operations to achieve a net zero council by 2050.
- Enable and support residents, businesses and local communities to reduce carbon emissions across the West Lindsey district.
- Deliver positive communications and sign posting, including our 'small steps, big impact' campaign. The programme includes practical steps such as improving energy efficiency in homes and public buildings, promoting sustainable travel, enhancing biodiversity, and working jointly with neighbouring boroughs such as Stratford.

The response of the parking service should be to develop a future-proofed service such that it can respond seamlessly to digital and other new technologies as they emerge.

General Principle supporting carbon reduction.

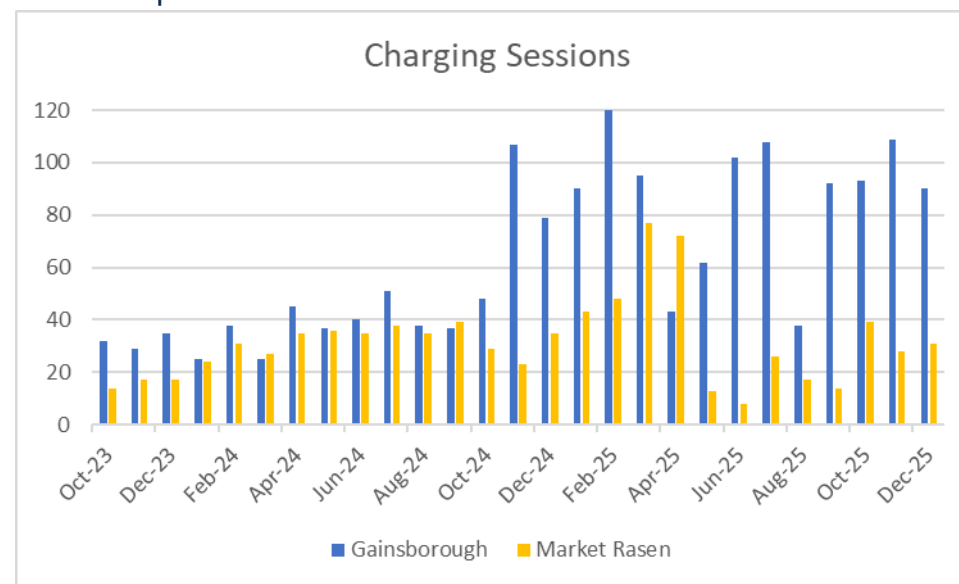
A parking policy which balances supporting economic vitality and access to the towns whilst discouraging frequent single occupancy car journeys through tariffs and other parking policies.

7.3.1 Electric Vehicle Charging

Approximately 7% of cars on the road in the UK were plug-in in 2025 Q3. The proportion is however rising as plug-in cars comprised 34% of all new UK registrations in February 2025 (New Automotive Monthly Bulletin). Across 2024 28% of new car registrations were plug-ins.

In West Lindsey, although numbers of plug-in cars are rising in the district, the total number on the road was only 2,735 in 2025 Q3 out of around 56,900 vehicles in total or about 4.8% (increased from c.1% in our 2022 Report), lower that for the UK as a whole.

There are two chargepoints in each of Roseway and Market Rasen Leisure Centre car parks. Data provided is shown below which demonstrates an increase in charging sessions since 2023/4 reflecting the increase in the general population of plug-in vehicles. However, utilisation remains low (an average of £700 revenue per month at Roseway in 2025) from which, at a tariff of £0.55 per kWh, we estimate an occupancy of around 5% over a 24-hour day. Our Tuesday market day survey did not record any usage between 10am and 3pm. In our experience, low usage levels in town centre car parks are not unusual.



Whilst chargepoints may be used by residents (particularly those without driveway charging at home) it is likely that visitors are the main users, particularly overnight guests at the Travelodge hotel adjacent to the charge points in Roseway car park. However, clear patterns of charging behaviour have not yet been firmly established in the UK.

When developing a charging strategy, it is important to consider not only local authority provision but those provided by other chargepoint providers in an area. There are chargepoints in the town centre at the Savoy Cinema car park or Marshall's Yard (in both cases unused during our Tuesday survey) and at MacDonalDs and Tesco.

A recent press report explained that many chargepoint companies have installed chargers in anticipation of future demand meaning that they do not earn enough to cover costs as yet. A wave of merger and acquisition activity is expected. The Council should consider the role of the local authority in the provision of chargepoint infrastructure; how this could support the Environment, Sustainability and Climate Change Strategy; and also the risks around future levels of demand and equipment obsolescence.

In our 2022 report we suggested that the lack of usage data, together with the continuing development of charging technology, suggests that modest investment in car park charging stations is the best course of action.

We also suggested that the Council should consider a separate EV charging strategy and work with other authorities to produce this. There is a recent (November 2025) guide (Powering Local EV Infrastructure: A Guide for Councils) produced as a collaboration by industry players UK100, UK Power Networks DSO, and Cenex which explains the role of local authorities in EV infrastructure and key considerations for an authority in developing and delivering an EV strategy.

Item	Aims / Objectives - Carbon Reduction
Electric Vehicle Parking Charges	<ul style="list-style-type: none"> • Electric vehicles should pay for parking in the normal way as they use up space. Charging a tariff will also encourage turnover and improve utilisation. • The Council should consider a separate EV charging strategy and work with other authorities to produce this. • Off-street EV chargepoints should be focused on areas with limited opportunity for people to charge at home in conjunction with overnight permits.
Green Infrastructure	Seek opportunities for pocket parks and tree planting. Consider permeable surfaces with caution given increased capital and revenue costs.
Emission Based Charges	Review in the future in conjunction with the County Council and their wider transport policy.

7.4 Fair and Well Managed

7.4.1 The Parking Service

The technical work carried out by Parking Matters concluded that the parking service appears to be efficient and well managed.

There is no obvious argument for relinquishing control of the car parks or passing them to a third party. The council is concerned not simply with income but with the management of the town centres; including supporting the retail and services within them, encouraging visitors and to support its residents in accessing retail and services in what is a rural district where private vehicles will remain the most practical travel choice for most

for the foreseeable future.

By retaining the car parks currently under their control, the district has some influence over travel policy and the urban environment. Also key, they provide an income which can be used for environmental improvements under the Act.

However internal KPIs are required to ensure continuous improvements including:

Objective: Adopt Key Performance Indicators for service monitoring

- % Overall Recovery Rate (aim for 70% or higher)
- % of PCNs challenged (aim for 25% or lower)
- % Appeal cases lost (aim for 50% or lower).

7.4.2 Financial Management

Objective: Adopt Key Performance Indicators for service monitoring

- Financial performance should continue to be monitored to ensure that the service meets its budgetary requirements and to help understand parking demand trends in the district.
- KPIs should be monitored monthly on a like for like, year on year basis, by car park.
- Where car parks are operating a deficit, consideration should be given to options for increasing revenue/reducing costs or if deemed surplus to service requirements, other uses or disposal should be considered.
- Publish an annual parking report to ensure transparency.
- Internal staff resource must be allocated to ensure that this objective is met.

7.4.3 Asset Management

The Base Case found that the estate is generally well maintained with planned preventative maintenance requirements identified.

Cars are getting bigger and heavier and car parks will need to adapt, however flexibility within WLDC's estate is limited by high existing utilisation levels.

Objectives: Efficient Asset Management

- Car parks should be regularly surveyed to identify defects and ensure that the car park estate continues to meet quality standards.
- Ensure that new car parks meet modern design standards by developing appropriate minimum design standards to inform developers

7.4.4 Specific User groups

Advancements in technology and data analytics have the potential to enable the development of more sophisticated products. The cost efficiency of these offerings is contingent upon the successful commissioning of the NPP.

Digitalisation will simplify managing flexible permits, which allow part-week or pay-as-you-go parking.

Most private operators and many councils charge Blue Badge (disabled) users for parking. However, WLDC currently offers free parking throughout its estate to Blue Badge holders. Blue Badges are granted based on mobility criteria and are not means tested. The provision of free parking to certain groups has been viewed by some as potentially inequitable, and the number of Blue Badge holders is rising nationally each year. As Blue Badge holders can already park on-street for free for up to three hours, there may be grounds to reconsider this concession in the future.

Many workers now work flexibly from home and only visit offices for a few days a week. Permit products ideally should also need to be flexible to adjust to these changing habits as the cost effectiveness of businesses and employees purchasing 5 or 6 day permits may be an issue.

With the exception of essential car users, providing free parking for Council

staff is not something we would normally recommend, as it discourages modal shift by incentivising car use. Staff without access to a car may also be upset that their journey to work is not being subsidised by the Council too. Instead we would recommend that car share incentives are offered with concessions for staff who sign up to drive a colleague or colleagues to work. On this basis there are at least demonstrable sustainability benefits. Whilst this policy may be difficult to enforce in practice warnings can be given to staff that the benefit would be removed if the permits were abused.

We would also recommend that the Council carries out a staff Travel Survey to help understand any specific travel issues and potential mitigation options.

Item	Aims/Objectives
Concessions including Blue Badge Parking	Consider the fairness of current concessions.
Permits for Flexible Working	<p>Subject to reaching an agreement with a service provider for digital permits introduce new flexible permit products< for example:-</p> <ul style="list-style-type: none"> • 3 day season ticket – to be paid in advance for a minimum of 4 weeks. This would allow a maximum of 12 day visits to a car park per 28 day period to be utilised flexibly. Suggested pricing would at a 25% discount on usual daily rate • 3 day part time season ticket – to be paid in advance for a minimum of 4 weeks. This would allow up to 5 hours use for a maximum of 12 days in a 28 day period. This would be suitable for part-time employees. Suggested pricing would be at a 25%

	discount on 4-6 hour rate
Council Staff Permits	<ul style="list-style-type: none"> • Conduct a staff travel survey to inform decision making. • Offer free 'car-share' permits to essential car users and also Council staff who sign up to drive colleagues to and from the office. As North Street is currently well occupied on some days, the Riverside car park could be utilised as an alternative for any overflow demand.

7.4.5 Residents Parking Schemes

The County Councils' policy is that residents parking schemes may be justified where kerbside parking is 85% of capacity during the day, and the majority of residents want the scheme and the associated costs, and that the location should be part of a large urban area. Further criteria are stated on the Lincolnshire County Council website.

The Council should keep a file of requests for residents parking interventions and if there is a case for investigation, beat surveys can be carried out to try and ascertain how the demand would best be managed. The potential displacement effect of such schemes should be carefully considered as a scheme may simply create a demand for a residents' parking zone to be extended to neighbouring streets or areas.

Item	Residents Parking Schemes
Policy	Any roll out of residents parking schemes needs to be based upon strong evidence.
Roll-out	The responsibility for on-street residents parking schemes general sits better in Highways Authorities, in this case the County Council.

7.4.6 Motorhome Parking

The 2022 Report evaluated options for motorhome parking provision. At that time, Whitton Gardens was underutilised; its proximity to the river, alongside public toilets and open space, indicated potential for future development. In 2024, planning permission was granted to convert the existing toilets into a café, significantly increasing the car park’s usage.

Scotland’s “Stay the Night” scheme offers legal, low-cost overnight stopping places for campervans and motorhomes. The majority of sites do not include public toilet facilities. Parking is strictly designated as parking rather than camping, with vehicles required to remain in marked bays.

Fees for the Stay the Night scheme are typically around £10 per night, rising to £13 if chemical toilet disposal is available. Campervan drivers are directed to nearby camping sites that provide such disposal services.

The Riverside car park may be suitable for overnight parking due to its currently low occupancy rates and proximity to cafés and retail outlets, providing opportunities to support local businesses through increased visitor footfall. Its layout and distance from residential areas minimise potential conflicts with residents, and existing access and surveillance features allow for managed adaptation without compromising primary parking functions.

Proposed modifications would be relatively straightforward and cost-effective, including updated signage, amendments to the parking order to permit vehicles up to 3.5 tonnes, and re-marking bays to dimensions of 3 metres by 7.5 metres. Although Scottish fees are generally about £10 per night for sites without chemical toilets and away from coastal areas, data from www.park4night.com suggests that a fee of approximately £6 may be more appropriate for this location.

Item	Motor Home Parking
Policy	The Riverside car park in Gainsborough presents a logical site for overnight parking. Without toilet disposal a rate of c£10 seems reasonable.

Feasibility	If chemical toilet disposal and or electrical hook-ups are provided, feasibility should be undertaken to consider the business case. This should also consider the risk of encouraging unauthorised encampments and the additional costs setting up and maintaining the facility. Planning consent and changes to the Off Street Parking Places order would also be required.
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7.4.7 Coach Parking

The 2022 Parking Strategy Update considered coach parking and recognised that whilst the value of coach visits is well documented provision of longer-term coach parking can be a challenging in towns across the country.

As the situation does not appear to have changed the recommendation remains the same; working with the county to increase the length of the bay on Gladstone St and/or consider longer stay parking in Riverside or another brownfield site or council owned land outside of the town centre.

Item	Coach Parking
Policy	Work with the County Council to increase the length of the existing coach bay on Gladstone St and/or consider longer stay parking in Riverside, or another brownfield site or council owned land outside of the town centre.

7.5 Tariff Setting

The Baseline Review (Section 4) analysed tariffs throughout the estate by comparing them to car parks in similar locations, considering factors such as population, retail offerings, and economic context. It found that the tariffs are generally comparable to or lower than those in other areas.

It is recommended that tariffs are reviewed on a regular basis to ensure that charges are set at a fair market rate and to ensure that parking demand at highly utilised car parks is managed effectively to ensure that spaces are always available.

Item	Tariff Reviews
Policy	<ul style="list-style-type: none"> Tariffs should continue to be reviewed (not necessarily increased) at least annually to ensure that prices are fair and effectively manage the distribution of parking demand across the town. Consider extending charging periods to Sundays in common with many other authorities.

7.6 Safety and Quality – Town Specific Considerations

7.6.1 Town Strategy - Gainsborough

Item	Aims/Objectives: Gainsborough
Town	<ul style="list-style-type: none"> As surveys suggest that existing car parks are well utilised but with spare capacity for much of the day, there is no clear case for either disposal of existing sites nor major investment in new sites or increasing capacity. Car park naming should be reviewed to better reflect the destinations or attractions they serve, improving legibility for visitors. Ensure that there is consistent on-site wayfinding across all car parks, including pedestrian signage and maps showing key town centre destinations to create a clearer sense of

	orientation upon arrival.
Future Demand Growth	<ul style="list-style-type: none"> Monitor impact of the planned housing delivery (~3,000 homes) on future parking demand. Plan for incremental parking policy interventions (pricing/time limits, reallocation between long/short stay, resident permits where appropriate) before considering any major capacity expansion.
Free parking concession	<ul style="list-style-type: none"> Continue to monitor the impact of the 2 hour free parking. If there continues to be no tangible benefits to the town centre, consider removing the concession to reduce the existing impact on service budgets.

7.6.2 Town Strategy – Market Rasen

Item	Aims/Objectives: Market Rasen
Town Centre	<ul style="list-style-type: none"> As surveys suggest that existing car parks are well utilised but with spare capacity for much of the day, there is no clear case for either disposal of existing sites nor major investment in new sites or increasing capacity. Maintaining convenient short-stay parking for the town centre and ensuring EV/accessible provision keeps pace with gradual changes in demand.

The Council's brief included 12 questions to be addressed in the strategy.

These are listed below along with a reference to the relevant section of the report.

1. Current provision of car parks in all the towns in the district – is it appropriate as current? If not, what changes need to be made?

Response in Section 4.2

2. Charges – charging strategy considerations – i.e. supporting high street v encouraging co2 reductions. Is the current tariff for daily and permit charges in line with the market? Free parking period?

Response in Section 4.1.1

3. Is the current permit system fit for purpose? Consider cost and benefits of outsourcing permit provision.

Response in Section 5.3

4. Cashless daily charging – consider cost and suitability.

Response in Section 7.2

5. Consider other payment methods to allow multi day permitting i.e. Mon, weds, Fri one week & alternate days the following week. scratch cards? Digital option?

Response in Section 7.2 and 7.4.4

6. Review free parking offer in both towns, review the data on increased usage and compare with footfall. Consider the longer term offer of free parking periods, and alternatives such as a reduced period or different timing.

Response in Section 5.2

7. EV charging – is current supply & demand sufficient? How & should we plan to increase numbers over the next 5 years?

Response in Section 7.3.1

8. Residents parking zones – comment on the current arrangement. This has now been taken over by LCC as of 2023 however no formal agreement in place.

Response in Section 7.3.1

9. Advise on future ticket machine replacement – links to 4 and 5.

Response in Section 7.2

10. Retention of car parks – VFM - should the council continue to own / operate them?

Response in Section 7.3

11. Enforcement – review the contract and comment on the value for money provided. This was done 2024 so short narrative needs to be included.

Response in Section 7.3

12. The council has received a number of requests for motorhome parking in West Lindsey across Caistor, Gainsborough and Market Rasen. Advise upon suitable car park location and suggested daily tariff.

Response in Section 7.4.6

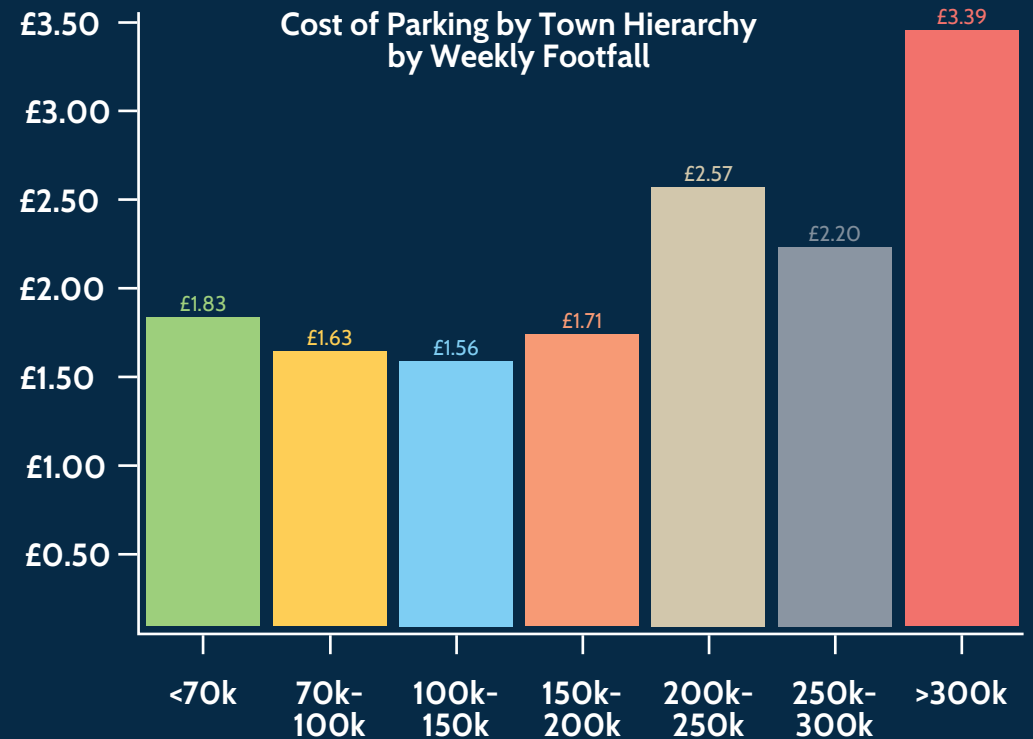
Appendix B: The link between Pricing and Town Centres

Car park charging is often perceived, particularly amongst businesses, as being a key determinant for changes in footfall levels in town and city centres. Over three-quarters of the business owners/workers interviewed for research in 2015, ('Assessing the impact of car parking charges on town centre footfall, (Welsh Government Report), Welsh Government, 2015', suggested that car parking options have an impact on the number of people coming into the town centre and therefore on their custom.

Beyond the anecdotal, there is very little published evidence which links changes in car park charges to changes in town centre footfall. Most research generally concludes that visitors feel the general availability of spaces to be more important than cost in their overall decision about visiting. This is understandable as parking provision is only useful if customers can utilise appropriate parking at the right locations to suit their needs. Primarily, customers value the certainty of being able to park when and where they want to, and convenience is a quality for which most people are willing to pay.

A report by the Association of Town & City Management, British Parking Association, Parking Data & Research International and Springboard Research Ltd, Re-Think! outlines research into the impact of the number of spaces and the cost of parking for the first two hours on the prosperity of town centres. A two-hour duration was chosen to separate shopping trips from commuter trips. The study did not consider any other factors relating to car parking that could have an impact on the performance of town centres, such as location of parking and the quality of the space.

The Re-Think! report found that whilst there is a link between the quantity of parking and footfall, this suggested that the level of provision in town centres is generally where it should be rather than that increasing available parking would increase footfall. It also concluded that the relationship between the cost of parking and footfall is less clear. Business owners believe that as cost increases, footfall decreases, but as shown below, the towns/cities, with the highest footfall generally have higher than average parking charges.



Source, Springboard Research Ltd and Parking Data & Research International

Whilst towns with lower footfall generally charge less for parking this does not suggest that raising parking charges will increase or decrease footfall but implies that the cost of parking in the town centre is a lower priority when deciding on a destination than other factors. This is further evidenced when comparing the quality of the offer with footfall; simply, as the quality of the offer improves footfall increases.

The study does appear to find a link between a reduction in footfall in towns that charge more than the national average for the quality of their

offer, however there are so many other variables, including the priorities of authorities in setting their charging regime, that it is difficult to draw any conclusions from this aspect of the research.

In-depth research at the Department of Urban Transport Economics, Erasmus University of Rotterdam shows no statistical correlation between footfall and parking charges:

“Visitors to town centres suggested that car park charges do impact behaviour, but the general availability of spaces is felt to be more important than cost in their overall decision about visiting. Traffic flow and parking signage have as much, if not greater, an effect on their decision to visit the town centre, how long they spend there, and how much money they spend.” - Association of Town & City Management

This view is further supported by a 2012 London Council’s Report on the relevance of parking to the success of urban centres . Whilst London specific, the report supports the view that whilst research is scant, most of the evidence suggests the link between pricing and vitality of high streets generally correlated towards higher value destinations having higher tariffs and that if anything, traffic levels are frequently cited by shoppers as detrimental to the experience of town centre shopping.

The relationship between parking and local economies is complex, as provided by research conducted for the Renaissance Market Towns Programme. The report concluded that:

“People are drawn to towns, or away from them by other factors, such as place of work and the quality of the shopping facilities and public spaces. Therefore, a town with good shopping facilities and some parking problems will continue to attract shoppers, despite the poor parking, whilst a town with ample,

good parking but a limited shopping facilities will not attract shoppers” - Renaissance Market Towns Programme, 2007

Other than in private car parks (e.g., NCP), Councils control the availability, duration and cost of car parking. In two-tier systems, Districts generally have more control over off-street parking than any other aspect of transport policy and management.

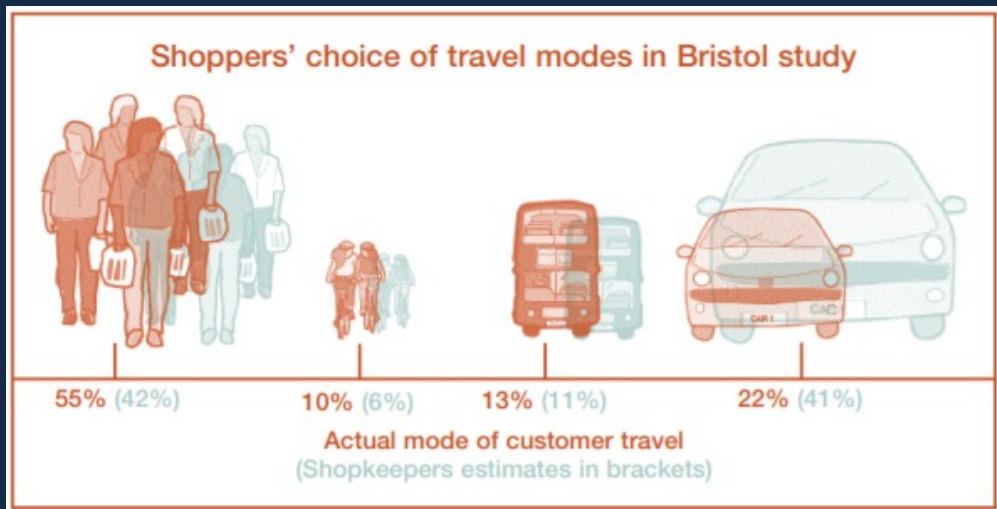
Crucially Councils are rarely in control of the charging rates set at out-of-town developments. These are often free, and shopping centres are often designed to make shopping as easy as possible for people travelling by car. These discrepancies between in-town and out-of-town retail offerings are often blamed, particularly by the business community, for decreasing footfall and revenue in town centres.

Re-Think! discusses the need to look at the ‘value’ of a space as opposed to simply the ‘cost’. Drivers expect to pay more in the centre of a town than in an out-of-town location with the diverse range of services and cultural attractions available in town centres as opposed to purely shopping and eating offer in most retail parks.

Nevertheless, parking charges may deter some convenience retail customers if parking costs represent a much larger proportion of retail spend. However, fair charges can help ensure that parking spaces frequently turn over, thereby increasing overall footfall. The successful management and enforcement of car parks come at a financial cost that needs to be funded to be sustainable, usually by charging for parking. No parking provision is actually free as costs have to be funded, even if not by the motorist. For example, at out of town retail parks where free parking is often quoted as a major attraction, the parking management costs are paid for by retail tenants via lease service charges.

To summarise, there is a general consensus that parking is just one of many factors in city and town centre vitality and there is little evidence to suggest that parking charges alone are a significant factor in destination choice.

Research by the British Parking Association identified and ranked the top 10 factors that dictate a driver's choice of car park. Unsurprisingly, their overriding concern is 'location', in other words, proximity of the car park to the amenity or location which represents the very purpose of their trip. Their preference is a car park close to their destination where they can drive in and easily find a space that comfortably accommodates their vehicle. Charging helps to achieve efficient use and turnover if done appropriately.



The Impact of Free Parking Schemes

From available research there is no reliable evidence that providing free

parking to support local businesses and increase footfall will provide a successful outcome. There have been a number of historically recorded trials prior to the Covid outbreak when parking trends were easier to track and compare. Many of these trials only reported retailer feedback with no independent validation of footfall levels, but where footfall was recorded there did not appear to be material impact. Where retailers were consulted feedback on the impact was mixed. We provide a sample of reported case studies below:

In April 2006, for a trial period of 6 months free parking on Saturdays (after 10 a.m.) was introduced by Rotherham Borough Council in an attempt to improve retail footfall in the town centre. The subsequent town centre footfall figures were monitored by Town Centre Management and whilst they did show a small increase from 2005 to 2006, it was significant that midweek footfall had increased by 3.2%, although Saturday footfall has increased by only 2.95%. This data seemed to confirm that although footfall was increasing, the Saturday trial period did not seem to have added to the increase.

In November 2014, in Ireland Mayo County Council abolished morning parking charges in Castlebar's two most central car parks but there was no dramatic change in retail activity.

To balance these examples, in Shrewsbury it was reported that free parking at selected car parks on Tuesdays and Wednesdays helped to increase year on year footfall by 2.2% during August 2019 compared with a 3.5% decrease across the West Midlands, a 2.3% decrease for other market towns and an overall 1.6% decrease across the UK.

A Vale of White Horse District Council report reported the impact of providing 2 hours free parking at locations in Abingdon, Faringdon,

Wantage and Botley on businesses in these towns. 97 businesses responded to a survey undertaken in 2012, one year after the introduction of the scheme. The following responses were reported:

Approximately 70% of businesses reported a positive impact, however only:

- 51% of business believed that the scheme attracted more people to shop in the town centre.
- 35% of business felt that the scheme increased the number of visitors to their premises.
- 45% of business felt the scheme encouraged shoppers to stay longer in the town, increasing customer spend.
- 44% of businesses believed that the scheme attracted shoppers into town centres who would have otherwise shopped in out-of-town retail parks and supermarkets; and
- 32% of businesses believed that the scheme attracted shoppers into town centres who would have otherwise shopped in other towns.

It is evident from these responses that many businesses perceived a benefit, there was no consensus that the scheme attracted more shoppers.

Businesses were also consulted as part of the “Free after 3.00 pm” initiative in Elgin town centre in June 2015. Again many retailers did evidence increases in turnover, although there was no overall consensus with other businesses stating that they did not see any major changes.

Covid had a dramatic impact on town centre footfalls and many Councils have implemented free parking initiatives to try and boost town centre visits and support businesses. For example free parking was introduced after 3 pm on Fridays in Dorking in February 2021 and was reported to

have helped footfall to increase by 1.9% during these periods. However, no comparison was made for other days of the week to help understand the real impact. Whilst, following the relaxation of Covid restrictions, there have been other positive reports of footfall increasing (Hucknell and Ashfield) due to free parking initiatives, there have also been footfall increases in towns where parking charges have been maintained, making it extremely difficult to measure the true impact of the free parking trials.

From 2019 to 2021, Fife Council trialled free parking days, the removal of Sunday charges, “free after three” evening discounts and cut-price season tickets in a bid to improve town centre footfall. However council officers concluded that these measures were not providing enough of a positive impact alone to justify the financial cost taken to enable them. The council’s transport director reported that “the biggest lesson we learned is that car parking is secondary to the wider placemaking and town centre strategy approach. That’s the way for the future, as opposed to looking at car parking as some form of silver bullet.”

The examples given above widely support the research detailed earlier that there would appear to be no statistical correlation between footfall and parking charges. Given that the provision of free parking comes at a cost to council budgets, the lack of clear evidence of a resultant material increase in footfall, represents a considerable risk to the implementation of free parking schemes.

Introduction

This Action Plan translates the strategic recommendations from the West Lindsey Parking Strategy 2026–31 into clear, deliverable actions..

It aligns with WLDC’s strategic objectives, supports financial sustainability, enhances customer experience, and ensures the parking estate remains safe, accessible and future-ready.

Action Plan by Theme

Theme 1 – Technology, Digitalisation and Data

Item	Actions	Lead	Timescale	Dependencies	KPI's
Join the National Parking Platform (NPP)	Complete technical assessment and integration of WLDC car parks into the NPP when available.	Property & Assets (P&A)	2026–2027	<ul style="list-style-type: none"> Coordination with Lincolnshire County Council (joining Spring 2026) Supplier integrations and allowance for WLDC to join 	<ul style="list-style-type: none"> Successful onboarding of WLDC assets to NPP % of transactions undertaken through NPP-enabled applications Reduction in customer queries relating to payment options
Implement Contactless-Enabled Pay and Display Machines Actions	<ul style="list-style-type: none"> Procure and install updated terminals with contactless capability. Reduce reliance on cash where viable. 	Property & Assets (P&A)	May 2026– July 2026	Procurement budget, supplier capabilities	<ul style="list-style-type: none"> % of parking payments made via cashless methods Reduction in cash collection costs Customer satisfaction levels with payment methods
Introduce Digital Permits (Paperless System) if available incorporating 3-day flexible season tickets	<ul style="list-style-type: none"> Explore and procure provider capable of recurring payments and flexible digital permits Implement digital permit management and enforcement integration. 	Property & Assets (P&A)	2026–2027	Availability of a system which is suitable	<ul style="list-style-type: none"> % of permits migrated to digital format Reduction in administrative processing times Improved enforcement accuracy (permit validity checks)

Theme 2 – Carbon Reduction and Future Mobility

Item	Actions	Lead	Timescale	Dependencies	KPI's
Develop a WLDC Electric Vehicle (EV) Charging Strategy	<ul style="list-style-type: none"> • Work with LCC as highways authority to produce formal strategy. • Assess local EV demand and gaps in provision. • Prioritise sites with limited home charging opportunities. 	<ul style="list-style-type: none"> • -LCC • Property & Assets (P&A) 	2027/28	<ul style="list-style-type: none"> • Collaboration with LCC • uptake of EV usage • Identification of sites 	<ul style="list-style-type: none"> • Completion of strategy • Increase in charger utilisation % year-on-year • Successful external funding secured
Rationalise and Expand EV Charging Where Demand Exists	<ul style="list-style-type: none"> • Upgrade underused EV chargers to modern, reliable units where needed. • Introduce parking charges for EVs to ensure turnover. • Explore partnerships with private networks (e.g., BP Pulse, PodPoint). 	Property & Assets (P&A)	2026–2031 phased	<ul style="list-style-type: none"> • Increased utilization • Capital or grant funding availability 	<ul style="list-style-type: none"> • Utilisation rising • Increased revenue from charging infrastructure
Remove free EV parking while charging	<ul style="list-style-type: none"> • Review and agree at CP&R as part of annual fees and charges • Update signage • Release comms 	Property & Assets (P&A)	April 2027	Electric vehicles should pay for parking in the normal way as they use up space.	Charging a tariff will encourage turnover and improve utilisation.

Theme 3 — Fair, Well-Managed and Financially Sustainable Service

Item	Actions	Lead	Timescale	Dependencies	KPI's
Continue as well as establish new internal KPIs.	<ul style="list-style-type: none"> • Adopt formal KPIs: • PCN recovery rate \geq 70% • Appeal cases lost \leq 50% • CEO deployment effectiveness 	Property & Assets (P&A)	2026 onwards	None	As aforementioned
Continue annual tariff review and benchmarking	<ul style="list-style-type: none"> • Conduct annual benchmarking. • Review free parking offers and financial sustainability. • Consider potential additional charging subject to evidence and consultation. 	Property & Assets (P&A)	Every 12 months (budget cycle)	None	<ul style="list-style-type: none"> • Reduction in budget deficit caused by concessions • Balanced utilisation across car parks
Good Asset Management and Modern Design Standards	<ul style="list-style-type: none"> • Continue with routine condition surveys. • Develop WLDC minimum car park design standard (including new bay widths) for any future acquisitions • Prioritise resurfacing and drainage repairs in Bridge Street. 	Property & Assets (P&A)		<ul style="list-style-type: none"> • Capital funding availability • Future car park acquisition 	<ul style="list-style-type: none"> • Condition scores improving • Satisfactory customer feedback • Compliance with updated design standards
Ensure parking service continues to be staffed effectively and appropriately	<ul style="list-style-type: none"> • Maintain existing structure 	Property & Assets (P&A)	September 2026	<ul style="list-style-type: none"> • Team structure remaining the same 	<ul style="list-style-type: none"> • Continued positive public feedback and perception • Continued fair and well managed service • improved KPI monitoring • Successful delivery of strategy action plan • continued excellent car park machine up time and maintenance.

<p>Review Concessions (Including Blue Badge Parking)</p>	<ul style="list-style-type: none"> • Assess fairness of free parking for Blue Badge users vs national norms. • Consider consultation for future changes 	<p>Property & Assets (P&A)</p>	<p>2026–2028</p>	<ul style="list-style-type: none"> • Feedback from vulnerable user groups • Feedback and benchmarking from other authorities. 	<ul style="list-style-type: none"> • Completion of equality impact assessment • - Consultation feedback and options presented to CP&R committee
<p>Council staff free parking review</p>	<ul style="list-style-type: none"> • Conduct staff travel survey. • Findings and costs to be presented and agreed by CP&R • If agreed redirect overflow demand from North street to Riverside if needed 	<p>Property & Assets (P&A)</p>	<ul style="list-style-type: none"> • Survey early 2026, • Policy change late 2026 	<ul style="list-style-type: none"> • Loss of income approval (estimated circa £22k) • -CP&R approval 	<ul style="list-style-type: none"> • Positive staff feedback • Improved residential parking and feedback

Theme 4 — Safety, Quality and Accessibility

Item	Actions	Lead	Timescale	Dependencies	KPI's
Improve highway signage and visitor information	<ul style="list-style-type: none"> • Introduce clearer “P” signage from key highway routes. • Rename car parks and update signage to reflect destinations (e.g., “Market Street Shoppers”). • Add additional on-site pedestrian maps ion car parks where missing 	<ul style="list-style-type: none"> • Property & Assets (P&A) • Highways (LCC) 	2026-2027	LCC input and agreement for additional highway signs. Have been advised previously some areas are too overcrowded with signage.	<ul style="list-style-type: none"> • Visitor navigation satisfaction metrics • Increased usage of underutilised sites
Maintain High Standard of Safety and CCTV Coverage	<ul style="list-style-type: none"> • Maintain CCTV coverage across priority sites. • Improve lighting when required. 	<ul style="list-style-type: none"> • Property & Assets (P&A) • Community Safety 	On-going	None	<ul style="list-style-type: none"> • Reduced incidents reported in car parks • Positive public survey responses

Theme 5 – Town-Specific Interventions

Item	Actions	Lead	Timescale	Dependencies	KPI's
Review Continuation of 2-Hour Free Parking Trial (Gainsborough)	<ul style="list-style-type: none"> Present footfall, financial impact, reduced dwell time and displacement from private car parks. Agree future feasibility at committee Continued monthly review of occupancy trends. 	<ul style="list-style-type: none"> Property & Assets (P&A) 	During strategy agreement	Strategy approval	Financial deficit mitigated or controlled
Motorhome Parking – Riverside Car Park (Gainsborough)	<ul style="list-style-type: none"> Permit overnight stays (no camping activity). Implement bays 3m x 7.5m and appropriate signage. Trial £6–£10 per night fee. Committee approval for fees and charges Review risk of unauthorised encampments. 	<ul style="list-style-type: none"> Property & Assets (P&A) 	Feasibility 2026, pilot 2027	Action plan approval at committee.	<ul style="list-style-type: none"> Number of motorhome stays Revenue generated No increase in unauthorised encampments
Coach Parking Improvements (Gainsborough)	<ul style="list-style-type: none"> Work with LCC to extend Gladstone Street bay length. Consider long-stay coach parking at Riverside or alternative WLDC sites 	<ul style="list-style-type: none"> Property & Assets (P&A) LCC Highways 	2026-27	LCC agreement Capital funding	<ul style="list-style-type: none"> Provision of suitable coach parking location
Maintain sufficient parking availability (Market Rasen)	<ul style="list-style-type: none"> Protect central short-stay availability. Monitor overspill into residential areas. Continually monitor usage 	<ul style="list-style-type: none"> Property & Assets (P&A) 	On-going	None	<ul style="list-style-type: none"> Occupancy within 50–80% at peak
EV and Accessibility Provision (Market Rasen)	<ul style="list-style-type: none"> Expand EV charging at leisure centre if utilisation increases. Increase disabled bays if demand rises. 	<ul style="list-style-type: none"> Property & Assets (P&A) 	2027–2031	<ul style="list-style-type: none"> Increased utilization Capital or grant funding availability 	<ul style="list-style-type: none"> % utilisation of provision

Get In Touch:

www.west-lindsey.gov.uk
parking@west-lindsey.gov.uk
01427 676676

