

**HUNTINGDONSHIRE DISTRICT COUNCIL**

**Title/Subject Matter:** Strategic Review of Parking – Parking Vision  
**Meeting/Date:** Cabinet – 12<sup>th</sup> October 2017  
**Executive Portfolio:** Cllr Jim White, Executive Cllr for Operations  
**Report by:** Neil Sloper, Head of Operations  
**Wards affected:** All

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**Executive Summary:**

It was agreed at Overview & Scrutiny: Economy & Growth Panel (O&S:E&G) on the 6<sup>th</sup> April 2017 under the agenda item “Strategic Review of Parking - Project Overview” that a Member Task & Finish group should be established to deliver an agreed vision and strategic priorities for car park management and operation. The Task and Finish group membership and outline plan was agreed by the panel recognising the requirements to develop a vision for the parking service that would inform and provide clear direction for the development of a strategy to guide future courses of action.

The accompanying report presents a record of the work undertaken so far and the parking the parking vision for endorsement.

**Huntingdonshire District Council - Parking Vision:**

Huntingdonshire District Council will support the sustainability and growth of its towns and villages through the provision of convenient, easily accessible car park locations that focus on achieving our core priorities of:

- Providing and delivering security and safety for our users
- Providing and delivering clean and well maintained parking places
- Implementing technology that positively assists our car park users
- Promoting environmental sustainability by supporting alternative fuel and travel methods

**Recommendation:**

It is recommended that Cabinet endorse the Parking Vision developed by the members of the “Strategic Review of Parking” Task & Finish Group (T&F) to enable the group to progress to the development of a parking strategy.

## **1. PURPOSE OF THE REPORT**

- 1.1. To seek endorsement of the parking vision developed by the “Strategic Review of Parking” Task & Finish group (T&F).
- 1.2. To highlight the work undertaken so far to develop the car park strategy.

## **2. BACKGROUND**

- 2.1. The Overview & Scrutiny: Economy & Growth (O&S:E&G) agenda item “Strategic Review of Parking - Project Overview” discussed 6<sup>th</sup> April 2017 by O&S recognised that Huntingdonshire District Council has:
- No agreed vision for the role of car park management and operation.
  - No agreed strategic priorities for car park management or operation.
  - No clear evidence base of user requirements or preference
  - Future investment and enhancements to car parks and their operation must be based on an evidence based vision and strategy.

## **3. KEY ACTIONS**

### **6<sup>th</sup> April 2017**

- The O&S:E&G panel agreed the purpose and membership of the T&F group for the agenda item “Strategic Review of Parking - Project Overview”.

### **30<sup>th</sup> May 2017**

- The 1<sup>st</sup> T&F group meeting took place which saw:
  - The appointment of a Chairman (Cllr White)
  - The appointment of a Vice Chairman (Cllr Dickinson)
  - Discussion around the “Strategic Review of Parking” scoping document to ensure that a comprehensive approach is being taken
  - A review of the Parking Service “Service Profile Park” which provided an overview of all service resources and functions
  - Analysis of Stakeholders to identify who and when they need to be engaged with as part of the “Strategic Review of Parking”
  - A review of the proposed online “parking user survey” to ensure it captured all that was required

### **30<sup>th</sup> June 2017**

- Finalisation of the Parking User Online Survey

### **3<sup>rd</sup> July 2017**

- Parking User Online Survey “Go Live” date.

### **18<sup>th</sup> July 2017**

- Civil Parking Enforcement (CPE) feasibility study scope finalisation with RTA Associates
- HDC request RTAA to undertake additional “compliance” & “signs and lines” surveys

### **24<sup>th</sup> July 2017**

- Parking Service initial discussion with “Inner Circle Consulting” undertaking the “Growth Masterplan for St Neots”

### **25<sup>th</sup> July 2017**

- CPE feasibility study schedule for onsite surveys agreed (13<sup>th</sup> to 16<sup>th</sup> September 2017 - aim to capture “normal” term time behaviours)

### **26<sup>th</sup> July 2017**

- T&F group brief of parking service financial information which sought to understand and separate:
  - Statutory costs
  - Operational costs (fixed)
  - Operational costs (income related)

### **28<sup>th</sup> July 2017**

- Parking Service inception meeting with Steer Davies Gleave (SDG) to undertake the “Development vs Capacity” which saw:
  - Discussion into the aims for the study
  - An SGD brief on the tasks and approach to be taken
  - Agreement on a reporting deadline (end Oct 2017)

#### **8<sup>th</sup> August 2017**

- A meeting of the T&F group which saw:
  - A brief on HDC parking service discussion with consultants undertaking the “Growth Masterplan for St Neots”
  - An update on the ongoing works (CPE Feasibility study & SDG)
  - A visioning session comprising of 3 visioning exercises (see appendix 1)

#### **29<sup>th</sup> August 2017**

- Agreement for the T&F group to work smarter by developing a parking vision electronically

#### **4<sup>th</sup> September 2017**

- A meeting of the T&F group which saw:
  - A presentation by SDG on the Development versus Capacity Study.
  - Discussion around the presentation to ensure the study addresses all aspects the members of the group feel is required to develop an informed parking strategy

#### **5<sup>th</sup> September 2017**

- Parking Service debrief on the Parking User Survey (online)

#### **11<sup>th</sup> September 2017**

- Development of previous works by members of the T&F group towards the achievement of a parking vision

#### **15<sup>th</sup> September 2017**

- Delivery by member of the T&F group of a Huntingdonshire District Council Parking Vision.

#### **27<sup>th</sup> September 2017**

- A meeting of the T&F group which saw:
  - A presentation of the Parking User Survey results.
  - Discussion of the survey results, including how well car park user’s views are reflected in the parking vision. The group confirmed they were happy with the parking vision developed.

## **4. HUNTINGDONSHIRE DISTRICT COUNCIL - PARKING VISION**

Huntingdonshire District Council will support the sustainability and growth of its towns and villages through the provision of convenient, easily accessible car park locations that focus on achieving our core priorities of

- Providing and delivering security and safety for our users
- Providing and delivering clean and well maintained parking places
- Implementing technology that positively assists our car park users
- Promoting environmental sustainability by supporting alternative fuel and travel methods

## **5. Next Stages**

5.1. The next stages are:

- Return of CPE feasibility study and accompanying “compliance” & “signs and lines” surveys for the consideration of (possible) endorsement by the T&F group.
- Return of the “Development vs Capacity” study for the consideration of the T&F group.
- Discussion and consideration of the comments stakeholder on the Parking User Survey by the T&F group.
- Development of a parking strategy by the T&F group.

## **6. COMMENTS OF OVERVIEW & SCRUTINY**

6.1. The comments of the Overview and Scrutiny (E&G) Panel will follow.

## **7. KEY RISKS**

7.1. Failure to endorse a parking vision will impact delivery of a parking strategy by the T&F Group.

7.2. Failure to deliver an evidence based parking strategy will impact the direction and development of the parking service in its support of economic growth and development of our towns.

## **8. LINK TO THE CORPORATE PLAN**

8.1. The Corporate Strategic Plan identifies the delivery of a car parking strategy that is supportive of residents, visitors and local businesses as a key action under delivering Sustainable Growth.

## **9. CONSULTATION**

9.1. Car park users have been consulted as part of the development of the strategy. A “Parking User Survey” was undertaken from 3rd July 2017 for a period of 6 weeks. This includes the opinions of businesses and stakeholder organisations.

9.2. Additional Stakeholder consultation is underway to double check that the views expressed within the survey match the issues previously presented to Town & Parish Councils.

## **10. REASONS FOR THE RECOMMENDED DECISIONS**

10.1. An agreed vision is required to inform a parking strategy.

## **11. LIST OF APPENDICES INCLUDED**

Appendix 1 - Car Park Visioning  
Appendix 2 - Parking User Survey Report

## **12. BACKGROUND PAPERS**

Overview & Scrutiny: Economy & Growth Panel - Thursday 6<sup>th</sup> April 2017:  
*Strategic Review of Car Parking: Project Overview and T&F Scoping Document*

<http://moderngov.huntsdc.gov.uk:8070/documents/s85153/Strategic%20Review%20of%20Car%20Parking%20Project%20Overview.pdf>

## **13. CONTACT OFFICER**

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