

Executive Member	Councillor James Friend
Strategic Management Team Lead Officer	Richard Burrows, Corporate Head
Author	Paul Anderson, Policy and Performance Manager
Telephone	01306 870613
Email	Paul.anderson@molevalley.gov.uk
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Ward (s) affected	All	Key Decision	No
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Subject	Car Parking Strategy 2013 – 2018
RECOMMENDATION	
The Executive is asked to agree that the Car Parking Strategy 2013 – 2018 be approved.	
The Executive has the authority to determine the recommendation	

Background

1. The Car Parking Scrutiny Panel, whose work is within the remit of the Scrutiny Committee, was established by Council at its meeting on 19 July 2011. The terms of reference of the Panel were to:
 - a. Review and contribute to the development of Mole Valley District Council's Car Parking Strategy.
 - b. Feed into the Surrey County Council's consultation on the possibility of on-street parking in Mole Valley.
 - c. Make recommendations to the Scrutiny Committee and Council on how to proceed with either of the above.
2. The Panel was chaired by Councillor Chris Hunt, who worked with Councillors Richard Brooke, Margaret Cooksey, Dave Howarth, Paul Newman, Paul Potter and David Sharland.
3. The Panel undertook its initial work between November 2011 and June 2012 and following the appointment of the current Executive, has undertaken further work with the Portfolio Holder to develop this proposed strategy.
4. Scrutiny Committee will review the Strategy at its meeting on 29 January. Executive will be advised of any recommended changes to the strategy.

Developing the Strategy

5. The Panel recognised that the strategy would be a key document for the organisation in a number of ways. It would help to shape and support our town and village centres (through linking with the Mole Valley Local Plan), enabling people to access services and ensuring

safer town centre communities. It would be able to address issues around community safety and congestion through working with Surrey County Council to better manage on street parking. In recognising that car parks are a key income source, the Panel wanted to ensure that charging was fair and proportionate for all users, including pay and display buyers, season ticket holders and businesses.

6. The Panel recognised that it needed to take an evidence based approach to developing the strategy. It reviewed a car parking study that had been undertaken in 2009/10 and also requested specific information to inform the strategy's development. This included information on:
 - Existing organisational knowledge from customers and businesses about car parking
 - Alternative payment methods (pay by phone and pay online)
 - Electric Vehicle Charge Points
 - The relationship with planning policies
 - Key issues in towns and larger villages with car parks
 - Trends in car park usage, income and ticket buying behaviour
 - The local demography and car ownership
 - Charges from competitors in Mole Valley and other local authorities
 - Details of planning permissions granted without car parking provision
 - Costs of providing additional car parking
 - The potential yield from the car parks
7. The Strategy is supported by an Action Plan which is based around our three priority themes of Access to Services, Environment and Value for Money. The key theme of 'Listening to our Communities' has been a key factor in developing the Strategy and threads throughout the whole document.

OPTIONS

8. The Executive has the following options.
 - 1: Review the comments from Scrutiny Committee and approve the Strategy.
 - 2: Through the Scrutiny Committee, ask the Panel to undertake further work on the Strategy.
 - 3: Ask the Portfolio Holder to undertake further work on the Strategy.
9. Option 1 is preferred.

CORPORATE IMPLICATIONS

Legal Implications

There are no legal implications as a direct consequence of this report.

Financial Implications

A key focus of the strategy is to increase the overall yield that the Council achieves from its car parking assets. The Strategy also sets out that the pricing structure for car parking charges will be set in line with the Council's charging principles.

Risk Implications

The Strategy has been developed to set a framework for the delivery of the car parking function for the next five years. In developing the strategy, consideration has been given to the risks that may affect the service and the opportunities that may arise. However, there are no direct risks associated with the strategy at this stage. Risks will continue to be identified and managed as actions within the action plan are taken forward.

Equalities Implications

One action within the action plan is to review the profile of car parking spaces offered, which includes car parking for disabled people and parents and children.

Sustainability Implications

The Strategy recognises the need to support sustainable transport methods and the action plan includes work around encouraging businesses to develop sustainable travel plans and providing cycle parking in some car parks, where this can be done without reducing car parking capacity.

Reputation Implications

Our car parks are one of our most visible services, used by many, if not most of our residents. Delivering improvements to our car parks in terms of their maintenance and lighting, as well as improving signing to and in the car parks and using them as a method of promoting our District should have a positive impact on the Council's reputation.

Background Papers

Car Parking Panel papers

Mole Valley District Council Car Parking Strategy 2013 – 2018

INTRODUCTION

This strategy sets out the Council's approach to the provision and development of car parking in the District. The Strategy is supported by an Action Plan which sets out improvements that will be delivered in the short to medium term, and aspirations and principles for the longer term.

CURRENT PROVISION

The Council provides over 2,000 car parking spaces across 21 car parks in Ashted, Bookham, Dorking and Leatherhead. The provision, as at February 2013, is set out in appendix one, which presents the provision of short stay, long stay and disabled spaces.

The Council also provides 44 free car parking spaces around Ashted Recreation Ground and around 25 spaces at Beare Green Village Hall. Some other organisations also provide parking on land leased from the Council, such as the Surrey Wildlife Trust car parks at Bury Hill, Westcott and Young Street, Leatherhead.

Appendices two and three outline charges and income from car parks since 2008/09.

The Council also enforces the on-street parking on behalf of Surrey County Council.

STRATEGIC OBJECTIVES

The strategic objectives for the council's provision of car parking flow from the council's priorities:

- Listening to residents and our communities to understand their views on council car park provision
- Helping residents to access the car parking services they need
- Protecting the environment and character of Mole Valley through the appropriate provision and design of car parks
- Delivering value for money to all local tax payers from the council's car park assets

Listening to Residents

Feedback received so far from residents and businesses shows that people want to see:

- Fair charging
- Car parks which support local businesses
- A fair and transparent approach to enforcement
- Parking which doesn't unduly impact on residential streets
- Information about car parking provision

This strategy sets a framework to address these points based around our Corporate Priorities. The principle of continuing to engage with and listen to our communities threads through all of these objectives.

The Action Plan, which is attached to the strategy, provides more detail about how these will be achieved.

Access to Services

The primary purposes of our car parks are to provide access to town and village centres, to provide a good service for commuters and to enable access to the many retail, leisure and recreational facilities and sites in the District.

- A1 Ensure that car parking provision is in line with the requirements of our community and encourages sustainable transport choices.
- A2 Provide a range of options for people to pay their car parking fees.
- A3 Improve access to our towns and villages for people to shop, travel from or enjoy other leisure activities.

Environment

By providing car parks that are safe and accessible we will support local businesses and residents by reducing on street parking, which can cause congestion and safety issues.

- E1 Work with our communities, particularly in our Town Centres, and Surrey County Council to ensure that the needs of residents are addressed regarding on street parking.
- E2 Work with rural communities to understand the needs and requirements for car parking throughout the District and to work with communities to address these.
- E3 Provide an enforcement function that is fair, consistent and in line with an open and transparent enforcement policy.
- E4 Reduce the town centre congestion that currently exists in evenings and on Sundays.
- E5 Protect current levels of car parking provision. Any town or village centre development that reduces capacity in a particular car park will be reprovided elsewhere in that town or village if demand dictates.
- E6 Promote sustainable transport.

Value for Money

Our car parks are fundamental to people accessing our town and village centres to work, shop and enjoy other leisure activities. Through taking a proactive approach to managing the overall yield from our car parks, we will maintain a competitive pricing structure that support our towns and villages.

- V1 Provide additional car parks where there is a demand and a clear Return on Investment
- V2 Improve marketing and promotion of our car parks.
- V3 Optimise yield from parking in line with the corporate charging principles.
- V4 Introduce differential charging to encourage maximum use of car parks in a way that supports the needs of businesses, workers, shoppers and commuters.
- V5 Proportionate discounts for permits/season tickets.

REVIEW

Progress with the implementation of the Action Plan will be regularly reviewed and the outcomes of delivering the strategy will be communicated through the monthly performance and finance reports. The Action Plan will be reviewed and updated on an annual basis to ensure that it continues to provide a framework for delivery which is fully in line with the principles of the strategy.

MEDIUM TERM FINANCIAL PLAN

This strategy has been produced in line with the assumptions of the Council's Medium Term Financial Strategy and the Council's corporate charging principles.

A key aim of this strategy is to set a framework that provides more income to the Council through increased asset utilisation, in a way that encourages more people to visit our towns and villages and thereby support the local economy.

Appendices:

Appendix 1: Car Park Provision

Appendix 2: Pay and Display Charges

Appendix 3: Income from pay and display ticket sales 2008/09 – 2011/12

Followed by the Car Parking Strategy Action Plan – February 2013

Appendix 1

Car Park Provision

	Status	No. of spaces	Short Stay	Long Stay	Long & Short Stay	Disabled bays
Ashtead						
Ashtead Peace Memorial Hall	short & long stay	163	0	75	82	6
Grove Road	short & long stay	46	0	0	45	1
Ashtead Car Parks		209	0	75	127	7
Bookham						
Lower Road	short stay	54	50	0	0	4
Lower Shott	short & long stay	45	0	0	42	3
Bookham Car Parks		99	50	0	42	7
Dorking						
Dene Street	short stay	25	25	0	0	0
Wathen Road	short stay	104	101	0	0	3
High Street Southside	short stay	183	178	0	0	5
South Street	short stay	31	30	0	0	1
West Street	short stay	35	34	0	0	1
North Street	short stay	17	16	0	0	1
Church Street	long stay	31	0	31	0	0
Junction Road	long stay	32	0	31	0	1
Pippbrook (Saturday only)	short stay	143	140	0	0	3
Reigate Road	short & long stay	254	0	0	244	8
St Martins Walk	short & long stay	372	0	0	361	11
Dorking Car Parks		1227	524	62	605	33
Leatherhead						
Bridge Street	short stay	24	24	0	0	1
Church Road	short & long stay	48	0	0	47	1
Church Street	short stay	54	51	0	0	3
Randalls Road	short & long stay	235	0	0	226	9
Station Road	short stay & permit	99			96	3
Upper Fairfield Road	short stay & permit	34			32	2
Leatherhead Car Parks		494	75	0	401	19
Total Mole Valley provided spaces		2029	649	137	1175	66
Swan Centre Leatherhead (not MV)	short stay	339	319	0	0	20
Total Public parking spaces		2368	968	137	1175	86

Appendix 2

Pay and Display Charges

Town Centres

Time Period	2008/09	2009/10 – 2012/13	Proposed 2013/14
1 Hour	50p	60p	60p for the first 60 minutes and then 1p per minute after that.
2 Hours	70p	£1.00	
3 Hours	£1.20	£1.80	
4 Hours	£2.00	£2.40	
5 Hours	£2.80	£3.00	
6 Hours	£3.60	£4.00	
7 Hours	£4.40	£5.00	
8 Hours	£5.20	£6.00	
9 Hours	£6.00	£7.00	
10 Hours	£6.80	£8.00	

Villages

Time Period	2008/09	2009/10 – 2012/13	Proposed 2013/14
30 mins	20p	30p	30p
1 Hour	40p	50p	60p and then 1p per minute after that.
2 Hours	60p	90p	
3 Hours	£1.10	£1.70	

Long Stay Parking at Ashted Peace Memorial Hall Car Park

2008/09 £3.00
2009/10 – 12/13 £5.00

Proposed 2013/14 £6.00

Long Stay Parking at Grove Road, Ashted

2008/09 £3.00
2009/10 – 12/13 £6.00

Proposed 2013/14 £6.00

Appendix 3

Income from pay and display ticket sales 2008/09 – 2011/12

Table 1: Total Annual Ticket Sales

	1 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	9 hr	10 hr	total
2008/09	591,027	367,453	117,268	36,035	7,609	46,023	2,249	962	1,208	486	1,170,320
2009/10	539,900	439,157	89,211	19,819	10,772	4,299	31,648	1,201	691	184	1,136,882
2010/11	540,961	436,417	91,795	23,533	15,138	6,597	27,027	2,163	847	219	1,144,697
2011/12	487,013	403,457	80,538	24,484	15,693	7,228	15,285	8,864	1,116	247	1,043,925

NB: This table relates to Pay and Display ticket sales only. Rising season ticket trends are excluded and information quality is subject to improvement through the action plan. Income trends below demonstrate the growing totals during the period.

Table 2: Total Income – 2008/09 – 2011/12

	Pay and Display	Season Ticket	Penalty Charge Notices	Total
2008/09	£1,032,118	£139,370	£244,787	£1,416,275
2009/10	£1,213,652	£156,682	£203,289	£1,573,623
2010/11	£1,159,873	£198,945	£209,948	£1,568,767
2011/12	£1,149,646	£208,049	£202,935	£1,560,627

Car Parking Strategy Action Plan. Developed February 2013

ACCESS TO SERVICES

Policy A1 - Ensure that car parking provision is in line with the requirements of our community and encourages sustainable transport choices.

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer
1	Improve the quality of car parks	<p>Introduce improved signage within the car park.</p> <p>Improve lighting and security at car parks to help reduce anti-social behaviour</p> <p>Develop a detailed planned maintenance programme (with forecasting for 3 years) for all of the Council's car parks</p>	<p>September 2013</p> <p>September 2013</p> <p>October 2013</p>	<p>March 2013: Source signs and design</p> <p>February 2013: Develop programme (prioritising St Martin's Walk)</p>	Environment/ Communities & Assets	<p>Parking Manager</p> <p>Senior Building Services Surveyor</p> <p>Facilities and Engineering Manager</p>
2	Review the range of options of parking bays	<p>Review existing provision and adjust supply where appropriate, to meet requirements of users. To include –</p> <ul style="list-style-type: none"> • Larger bays for 4x4s • Premium bays • Disabled bays (having regard to on-street parking provision) • Parent and child bays • Cyclists • Motorcyclists • Developing a strategic approach to unloading on and off street 	<p>From April 2013</p> <p>October 2013</p>	<p>April 2014 – implement changes for premium bays and 4x4s</p> <p>For other changes: March 2013: Comms Plan</p> <p>April – June: Consult with communities</p> <p>July: Develop proposals</p> <p>September: Commence communications</p>	Environment/ Customer Services & Wellbeing	<p>Parking Manager/ Corporate Head (RB)</p>

Policy A2 - Provide a range of options for people to pay their car parking fees.

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer
1	Extend options for paying for car parking	Introduce Pay by Phone for P&D tickets Introduce online payments for season tickets	January 2014	April 2013 – Discuss through SCC with County wide provider Upgrade CEO Equipment – September 2013 Pilot – October 2013	Environment	Parking Manager

Policy A3 - Improve access to our towns and villages for people to shop, travel from or enjoy other leisure activities.

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer
1	Optimise use of short stay and long stay parking provision	Review the current status of car parks (long stay/short stay), how they are used and what would best support town centres and meet the needs of residents Engage with businesses and residents about this	From April 2013	Quarter 1 13/14: Implement Changes to identified car parks (Junction Road & Church Street) June 2013: Analyse usage of car parks – numbers and demand September 2013: Engage with businesses and users January 2014: Begin communication of changes	Environment	Parking Manager

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer
2	Promotion of Car Parks	Improved signage to help visitors locate car parks	July 2013	March 2013: Identify signage requirements April – May 2013: Discuss with key groups and agree approach	Environment/ Customer Services & Wellbeing	Parking Manager/ Customer Services and Communication s Manager
3	Use car parks to promote the town and village centres	Provide new/improved maps that show visitors places to visit in towns and villages and how to get there (e.g. similar to 'Walking in Dorking')	July 2013	March 2013: Identify requirements and funding sources April – July 2013: Develop Maps	Environment/ Planning	Parking Manager/ Principal Conservation Officer
4	Developing the vitality of our towns and villages	Work with Town Centre Managers and businesses to ensure that car parks can fully support events and encourage both shoppers and businesses into the District	May 2013	February 2013: Map out programme of events, consider marketing and impact on car parks	Environment/ Planning	Parking Manager/ Economic Development Manager

ENVIRONMENT

Policy E1 – Work with Surrey County Council and other partners to ensure that the best use of car parking (on street and off street) is made throughout the District, in a way which meets the needs of our communities

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	Ensure synchronicity between the SCC On Street Parking Strategy and MVDC Car Parking Strategy	Ensuring that both authorities' approaches to car parking complement one another and meet the requirements of local residents and businesses	September 2013	This specifically relates to points 2 below and Action V1 – 1 under Value for Money. Milestones will be developed through those	Environment	Corporate Head (RB)
2	Working with SCC, consulting with communities and residents about options and opportunities for parking (in car parks and on street).	<p>Discussion with Councillors and residents</p> <p>Depending on the outcomes of this we would:</p> <ul style="list-style-type: none"> work with SCC regarding Residents Parking Schemes work with SCC/Local Committee to establish appropriate on street parking requirements <p>In conjunction with SCC identify and review 'hot spot' areas.</p>	March 2013 – May 2015	<p>March 2013: Initial officer discussion with SCC to develop a way forward.</p> <p>Further milestones to be identified following that meeting</p>	Environment	Parking Manager/ Corporate Head (RB)

Policy E2 – Work with rural communities to understand the needs and requirements for car parking throughout the District and to work with communities to address these

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	Engage with Parish Councils about rural car parking needs / demands / issues	Initial discussion with Parish Clerks Develop individual plans	February 2013 As required	Will be identified according to local needs	Environment	Corporate Head (RB)

Policy E3 – Provide an enforcement function that is fair, consistent and in line with an open and transparent enforcement policy

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	Ensure enforcement resources are adequate for on & off street parking in the district.	Monitor usage and abuse, and act appropriately Ensure staff have appropriate tools and training to maximise effectiveness Introduce a rota system to maximise on street enforcement	February 2013 March 2013 and ongoing April 2013	February – March 2013: Work with CEOs to implement this	Environment	Parking Manager
2	Ensure enforcement is fair and consistent and that procedures are publicised	Develop & review the parking enforcement policy utilising feedback from users, businesses & PCN and parking machine data. Publish the Enforcement Policy online	April 2013 April 2013	February – March: Review the policy and publish.	Environment	Parking Manager/ Corporate Head (RB)

Policy E4 – Reduce the town centre congestion that currently exists in evenings and on Sundays.

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	Reduce congestion in towns and villages, especially in evenings and Sundays	<p>Work with SCC to make improvements to existing on-street parking to reduce congestion and increase traffic flow</p> <p>Once changes are introduced, ensure appropriate enforcement activity to ensure they are effective</p>	<p>March 2013 – May 2015</p> <p>Medium term</p>	<p>March 2013: Meet SCC Officers to discuss issues, requirements and develop an approach</p> <p>May 2014: Commence work in line with legislative processes</p>	Environment	Corporate Head (RB)

Policy E5 – Protect current levels of car parking provision. Any town or village centre development that reduces capacity in a particular car park will be reprovided elsewhere in that town or village if demand dictates.

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	Provide adequate short-stay parking for town and village centres	<p>Ensure the principle is included in the Land Allocations Policy that any new development replaces existing parking spaces if demand dictates and provides additional parking where the development is known to increase demand</p> <p>In conjunction with an ongoing assessment of demand, consider the provision of further town centre parking as a result of redevelopment or the use of existing sites as well as provision for alternative fuel vehicles where there is demand.</p>	<p>May 2013 – May 2015</p> <p>2013 – 2018</p>	November 2013: First draft Land Allocations Policy	<p>Planning</p> <p>Environment/ Planning/ Communities & Assets</p>	<p>Planning Policy Manager</p> <p>Property Manager</p>

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
2	Make more efficient use of existing car parking supply in the District	<p>Ongoing review of car park layouts to increase numbers of spaces</p> <p>Provide increased motorbike and cycle parking without reducing car parking spaces by making better use of 'smaller' car park bays</p> <p>Review position of recycling sites</p>	September 2013	<p>March - May 2013: Review individual car parks and develop proposals</p> <p>June – August: Redesign and commission work required</p>	Environment/ Communities & Assets	Parking Manager

Policy E6 – Promote Sustainable Transport

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	Encourage local communities and organisations to develop Travel Plans and promote other forms of transport	<p>Direct businesses towards guidance on developing travel plans</p> <p>Promote season tickets to businesses</p> <p>Promote Sustainable Transport through the Land Allocations Policy</p>	<p>July 2013</p> <p>February 2013</p> <p>May 2013 – May 2015</p>	<p>February 2013: Promote season tickets</p> <p>May 2013: Engage with Town Centre Managers about sustainable travel plans</p> <p>November 2013: First draft Land Allocations Policy</p>	Environment/ Planning	<p>Economic Development Manager</p> <p>Planning Policy Manager/ Development Control Manager</p>

VALUE FOR MONEY

Policy V1 – Provide additional car parks where there is a demand and a clear Return on Investment

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	A flexible approach to improving the supply of parking to meet demand	Discuss with other organisations, (e.g. Surrey County Council and private businesses) about the potential to use of their car parks when not in use. (e.g. evenings and weekends)	September 2013	March 2013: Identify potential car parks and develop a plan for engaging with partners	Environment	Corporate Head (RB)
2	Identify potential new car parks	As and when land is identified, which either has a clear demand for use, or where demand can be created, develop proposals for use as a car park	September 2013 & ongoing	April – June 2013: Review draft plans to develop additional parking September 2013: New Long Stay Car Park in Leatherhead/Bookham	Communities & Assets/ Environment	Corporate Head (RB)

Policy V4 - Introduce differential charging to encourage maximum use of car parks in a way that supports the needs of businesses, workers, shoppers and commuters

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	Encourage maximum use of each car park throughout the day	<p>Review charging structure to introduce differential charging</p> <p>Offer incentives to local traders for long term parking</p> <p>Establish clear criteria for discounted permits</p> <p>Consider charges and special promotions to encourage usage throughout the day including Saturday</p>	<p>January 2014</p> <p>September 2013</p> <p>April 2013</p> <p>July 2013</p>	<p>February 2013: Consult with nurseries/schools who have free permits and organisations who have discounted ones</p> <p>March – July 2013: Develop principles of differential charging</p> <p>July – September 2013: Engage with the business community</p>	Environment	Corporate Head (RB)

Policy V5 - Proportionate discounts for permits/season tickets

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder	Lead Officer
1	Ensure season ticket prices are competitive with other suppliers	Review season ticket discount	February 2013	February 2013: Fees and Charges to Council	Environment	Corporate Head (RB)

