

Report to: Overview Committee



Date of Meeting 14th September 2023

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A

Car Parking Strategy – Draft principles and objectives

Report summary:

Proposed Car Park Strategy Principles & Objectives

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

- That the Overview committee consider and agree the proposed principles and objectives that will form the basis for EDDC's Car Parking Strategy.
- That Overview committee agree the dates of 2024 – 2031 for the time period in which the strategy will cover

Reason for recommendation:

The draft principles and objectives will set the basis for the production the EDDC parking strategy, which will in-turn act as the published approach to managing our car parks over the coming years.

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Portfolio(s) (check which apply):

- Climate Action and Emergency Response
- Coast, Country and Environment
- Council and Corporate Co-ordination
- Communications and Democracy
- Economy
- Finance and Assets
- Strategic Planning
- Sustainable Homes and Communities
- Culture, Leisure, Sport and Tourism

Equalities impact Low Impact

Climate change Low Impact

Risk: Low Risk

Links to background information

Link to [Council Plan](#)

Priorities (check which apply)

- Better homes and communities for all
 - A greener East Devon
 - A resilient economy
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Report in full

1 - Context:

Car parking provision is fundamental to reducing road network congestion, facilitating economic prosperity and supporting the delivery of Council services through income generated by car parking charges. EDDC offer nearly 5,000 spaces across 53 car parks, including 40 EV charging and 147 disabled bays. Car parking land is in consistently high demand, whether that be for its primary purpose, or for alternative proposed uses, including development, commercial or to meet other Council priorities.

The introduction of an EDDC Parking Strategy would represent a commitment to defining and delivering the right balance between financial and non-fiscal priorities, and set a framework that guides future policy and decision making as well as the underpinning the day-to-day operational work of the Parking team. An agreed parking strategy would also reduce the frequency at which ad-hoc decisions needed to be made on parking matters, on the basis that they would routinely be made in accordance with the strategic direction set for the service. A recent example of this would be a motion put forward to Full Council for EDDC to set a commitment to “offer cash as a parking payment method until 2027”, if the strategy defined that we would offer “as many payment methods as possible”, then a decision would only need to be made at the point of a payment method becoming unviable/phased out.

A published strategy document would imply a financial commitment to delivering an agreed service standard, as well as expectations in relation to the progression of the service over an agreed time period.

2 – Draft principles and objectives

The draft principles and objectives below, set out what the parking service aspires to deliver, and the broad methodology that supports it. These were produced in internal consultation with the existing parking team. These are the bare-bone commitments, and a final Parking Strategy would be much more comprehensive, and set out the strategy direction of the service in more detail.

As a decision making template, there may be times at which the strategy is contradictory or at odds with itself, this could be avoided if the guiding principles were prioritised in terms of their relevance/importance to EDDC. There is also an opportunity to set new commitments now that will remain relevant throughout the lifetime of the strategy period.

The strategy period has been set through two political terms for consistency and continuity, with the expectation that the ban on the sale of petrol and diesel vehicles in 2030 may be a catalyst for widespread change in the parking industry.

The draft Parking Strategy principles are service specific and broadly align with the current East Devon District Council Plan. It should be assumed that the Principles and Objectives below are ultimately intended to meet and deliver the overarching strategic plan for the Council as a whole.

East Devon District Council – Car Parking Strategy – 2024-2031

East Devon District Council - Car Parking Strategy - 2024 - 2031			
Guiding principle		Objectives	
1	To provide safe, suitable and accessible parking spaces for East Devon residents and visitors.	1.1	Ensure our car parks and perimeters are well maintained
		1.2	Provide clear signage and easy to operate machines
		1.3	Offer multiple car park payment options that consider the needs of all users
		1.4	Offer sufficient dedicated disabled spaces where they are needed most
		1.5	Ensure car park markings and directional arrows are clear and consistent
		1.6	Be vigilant and responsive to unauthorised use of Council car parks
2	To set parking charges that are cohesive and reflective of the location and use of our car parks.	2.1	Regularly review car park usage and capacity to ensure the suitability of tariffs
		2.2	Consider local need and actively consult when considering tariff amendments
		2.3	Adapt to changes in car park usage over time to ensure they continue to best meet local need
		2.4	Ensure parking charges support third party/concessionary arrangements in achieving their intended purpose
3	To embrace new technology and changes in legislation to the benefit of all car park users	3.1	Openly explore new payment and management technologies, whilst considering the rural nature of parts of East Devon
		3.2	Work closely with nearby local authorities to maintain a level of consistency across Devon and facilitate the sharing of best practice
		3.3	Seek to trial new products and services as opportunities arise
4	To actively encourage tourism and ensure the long-term economic sustainability of our towns, coastline and shopping areas	4.1	Operate a clear events pricing structure, that encourages car park use to support local events
		4.2	Explore seasonal and car park specific discounts and concessions to boost local shopping trips
		4.3	Facilitate overnight stop-overs where appropriate, providing the necessary facilities to protect our natural environment
		4.4	Ensure the availability of car parking spaces through an appropriate pricing and permit offer
5	To play our part in encouraging and supporting the transition to Electric Vehicles, whilst considering the non-fiscal potential of our car parks in achieving Net-Zero by 2040	5.1	Use available space within our car parks to help meet local and visitor electric charging needs
		5.2	Consider proposals for shared mobility and sustainable travel where car parks are the best option to deliver this
		5.3	Fully transition the Civil Enforcement Officer fleet to Electric Vehicles
		5.4	Consider emissions based charging and permits to encourage EV use
		5.5	Replace car parking lighting with low energy alternatives
		5.6	Consider alternative usage for "dead" spaces and verges within our car parks
6	Proactively explore commercial ventures and opportunities that will provide additional value to our car parking offer	6.1	Encourage proposals for alternative use of Council car parks that will provide local & public benefit
		6.2	Identify available EDDC land that could be used for additional car parking
		6.3	Offer EDDC car parking enforcement and management services to third-parties when introducing new car parks/enforcement schemes
		6.4	Actively engage in wider projects that will impact on car park usage and demand
7	Provide an efficient, responsive and flexible car parking service that actively enhances the reputation of the Council as a whole	7.1	Meet all statutory deadlines for returns, requests for information and parking correspondence
		7.2	Provide an excellent level of customer service to all customers, regardless of how they choose to contact us
		7.3	Ensure our Civil Enforcement Officers act as Council ambassadors and are helpful and approachable at all times
		7.4	Proactively provide regular updates to interested parties on car parking matters
		7.5	Use management information to identify trends and inform future policy and decision making
		7.6	Work with other services and partners to holistically resolve issues that occur within our car parks, including ASB and environmental crime.
		7.7	Form and maintain excellent relationships with 3rd party suppliers and the industry network
		7.8	Offer online information and systems that are accessible and intuitive
		7.9	Be a point of support and referral for those seeking debt or other assistance from Council services

3 – Next steps

If agreed, or where amended, a Parking Strategy document will be produced and publicised, detailing the priorities and objectives for the Parking Service over the agreed timeframe. This will include more detail on all of the objective points, including supplementary facts and figures that explain our current parking offer, and the rationale for the strategy objectives.

This document will become publically available, and a point of reference for future decision making.

Financial implications:

No direct comment to be made

Legal implications:

There is no direct comment to be made in relation to this initial strategy report, each and any individual issue will need to be considered as it arises at a later date.