

APPENDIX A

Parking Strategy Review Brief

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1. Introduction

Parking forms an integral part of Canterbury City Council's Transport Strategy and it is important that the Council monitors parking usage, overall travel demand and economic results to check that our parking strategy is both appropriate and balanced, taking into account the environmental, economic and social needs of the whole community.

We are looking to work with an external organisation to help review our parking strategy and to consider the effectiveness of the current parking provision across the district.

The Canterbury District contains the historic city of Canterbury with its world heritage sites, the coastal towns of Whitstable and Herne Bay and numerous rural village communities. Each of these distinct areas has different parking needs and challenges and the Council aims to provide a balanced approach to meet these and provide the most appropriate solutions for the District as a whole.

Canterbury adopted a new Local Plan for 2011 - 2031 which sets out the future direction for the District and it is clear that the focus will be on providing new housing, creating jobs, and building on the international reputation of the city in terms of its historical importance and cultural offer. These ambitions will inevitably lead to an increase in people coming into the city centre and this will be a key success criteria.

The future demand for parking will be dependent on many factors, including the amount and location of new developments, the economic climate both nationally and locally, the cost and availability of sustainable modes of transport compared with the cost of driving and parking, and the attractiveness of the city centre compared with other competing centres and the on-line retail alternative.

2. Background

2.1 Transport Strategy

The Council's new Transport Strategy 2014-31 was adopted in 2017 and put a strong emphasis on reducing vehicle traffic and future travel demand by promoting walking and cycling and increasing the number of journeys made by public transport and Park and Ride.

The current infrastructure will be affected by major transport initiatives such as the proposed improvements to the A2/M2 which is required to support the growth of Canterbury as well as other areas, but also improvements to the A28 corridor stretching across East Kent from Margate to Ashford via the City of Canterbury which includes either separate but connected transport infrastructure projects to improve road links, address bottlenecks and ease congestion.

Parking is a vital strand of the transport strategy since the availability, cost and location of parking all influence whether someone uses the car. There is little point promoting alternative forms of transport unless the demand for car parking is carefully managed and controlled.

The parking strategy looks to balance the need for parking with the need to manage the use of the private car. This will be achieved by increasing car parking spaces at Park and Ride sites, setting parking charges to influence travel choice and a gradual reduction in the number of city centre parking spaces, provided that there is clear evidence of an adequate overall supply. The Council aims to manage the availability and cost of parking to balance the impact of car use with the need to provide access to services and opportunities and meet business users needs. In an ideal world, it would be preferable for all journeys into the city to be made by walking, cycling or public transport. However, for many people, particularly those living in rural areas, the car will be their primary form of transport for the foreseeable future.

2.2 Parking

2.2.1 Off-street parking

	Canterbury City	Herne Bay	Whitstable
Number of public car parking spaces	4,261	524	616
Total no. of users 2017/18	2,175,213	430,061	536,064
Total income 2017/18 (excl. Coach parks)	£5,738,562	£401,833	£886,254

The income from off-street parking is currently used to deliver other important Council services. It is essential that we maintain the income generated from parking so that we can continue to reinvest the funding into the regeneration of the district.

The Council's Parking Strategy cites the use of car parking tariffs to encourage more sustainable modes of travel. For those people who need, or prefer to drive, then parking charges will be used to influence where they park in order to reduce the impact of traffic on the historic core of the city. We will also consider using differential parking tariffs to encourage the use of car parks outside of the peak periods in order to reduce traffic congestion.

2.2.2 On-street parking

The city council is responsible for on-street parking through a Parking Agreement with Kent County Council. There is a range of on-street parking within the district which includes free bays, timed parking bays, residential parking and pay and display.

It is important to consider parking issues holistically, as changes in respect of parking supply for tariffs on-street have direct implications off-street, and vice-versa. The general policy is to encourage longer stay parking in car parks and at Park and Ride sites, and allow greater turn-over of on-street bays which are usually located closer to shops and businesses or in residential areas. This is achieved by limiting the maximum length of stay or having a higher hourly tariff.

Most of Canterbury is within a Controlled Parking Zone (CPZ) which consists of resident only bays and two or four hour maximum stay bays, except for resident permit holders. Smaller CPZ areas exist in Whitstable and Herne Bay. There are several zones in Canterbury which contain on-street pay and display bays as well as some at Beach Walk in Whitstable and Central Parade in Herne Bay.

The CPZ areas, on-street pay and display charges and resident permit charges are reviewed annually to ensure they are reasonable, meet the needs of the majority of residents and are compatible with the requirements set out in the Parking Agreement and Traffic Management Act. We do not envisage any significant changes to this current arrangement.

2.2.3 Future initiatives

General

- Following the successful pilot trialling ANPR in a selection of car parks across the District, ANPR will be rolled out across more public car parks during 2018-19.
- The new technology used for ANPR and new financial regulations do not support our prepayment discount cards. Whilst we have not withdrawn the discount available, we are no longer issuing any new cards.
- Following recent public consultation, the Council has undertaken to reserve a number of parking bays at locations across the district for the charging of electric vehicles.

Canterbury

- The significant expansion of car parking capacity at Station Road West car park in Canterbury with the construction of a new 380 space multi-storey car park.
- Redevelopment of Rosemary Lane car park which will result in the loss of 96 spaces
- Redevelopment on the Ivy lane frontage to Longport car park which will result in the loss of 9 spaces

Herne Bay

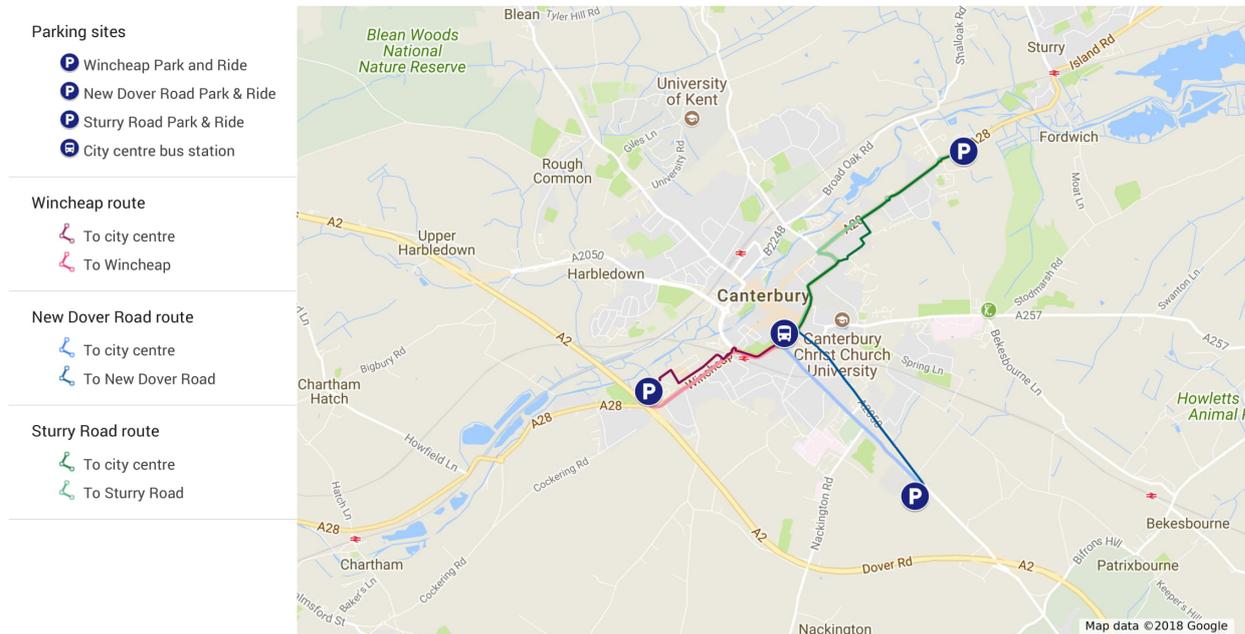
- Redevelopment of Beach Street car park is planned as part of a regeneration project and this will result in the loss of 67 spaces.

2.3 Park and Ride

2.3.1 Usage

Park and Ride has an important role to play in the provision of sustainable transport solutions. The service was launched in 1991 and operates out of three sites in the Canterbury district. The Council currently contracts Stagecoach to deliver the service until October 2020.

Park and Ride Sites and Routemap



The key route into the city currently not accommodated by a suitable Park and Ride site is the A2 north-western approach and this will be resolved when the new A2 off-slip road is constructed with a programmed completion date of 2021. The construction will require the reconfiguration of the existing Wincheap Park and Ride site and at the same time it will be expanded to 850 spaces (currently 600 spaces).

	New Dover Road	Sturry	Wincheap
Total no. of vehicles 2017/18	209,489	109,404	173,484
Total income 2017/18	£516,637	£284,702	£433,070
No. of journey miles saved into and out of the city centre	754,160	459,407	381,665

Key features include:

- All sites have electric charge points
- A new park and pedal scheme at Wincheap park and ride offering free parking for people who then cycle into the city rather than take the bus.
- New Dover Road site has designated areas for motorhome parking.
- There is no Sunday service at Wincheap as the site is used to hold a weekly market
- New Dover Road runs a special service for events held at the Kent Cricket Ground.

The parking strategy outlines that the price differential between parking at Park and Ride sites compared to city centre car parks should be as large as possible to account for the following factors:

- the objective for the Park and Ride service to break even financially
- the need to ensure that the cost of city centre parking does not undermine economic competitiveness.

The park and ride service is currently subsidised by income generated from the city centre car parks.

2.3.2 Park and ride future initiatives

- There are plans to increase capacity at all three park and ride sites with an additional 300 spaces to be provided at New Dover Road, 300 spaces at Wincheap and a further 100 spaces at Sturry Road. The expansion of New Dover Road will take place when the current site is relocated to a new location near to a new A2 interchange at Bridge.
- There is potential identified for additional park and ride sites, possibly north of the City serving the University of Kent and a Park at Ride serving Whitstable. The Transport Strategy and East Kent Growth Framework proposes a £2 million project to deliver a park and ride service in Whitstable to help manage traffic volumes to support its ongoing and future growth. This proposal has not yet been developed.
- The draft Air Quality Plan identifies the need to research the opportunity of Park and Ride bus to train stations in a new contract for 2020, this would be demand led.

2.4 Key documents

[Canterbury District Local Plan Adopted July 2017](#)

[Transport Strategy 2014-2031](#)

[Draft Air Quality Plan](#)

[East Kent Growth Framework](#)

[Corporate Plan 2016 to 2020](#)

3. The Brief

The brief is to advise Canterbury City Council and provide options on how best we can deliver parking provision within the District whilst:

- sustaining or increasing the Council's parking income and ability to reinvest profit into the regeneration of the District,
- reducing town/city centre congestion and improving air quality and
- retaining economic activity within the urban centres particularly in relation to the retail and tourism sectors.

The study should take into account the parking facilities available throughout the district i.e. off street parking, park and ride and private parking provision. Solutions should be considered for all three urban areas of the district (Canterbury, Herne Bay, and Whitstable) and focus particularly on developing the off street provision and the park and ride service.

The four key areas for consideration are as follows:

(i) Parking Income

- What levels should parking tariffs be set at to maximise the performance of both on/off street parking and the park and ride service? An impact assessment of different tariff models should be provided. This work should be informed through sensitivity testing and feedback from the public as well as benchmarking data.
- What levels of parking income can be realistically achieved over the next 15 years, in line with projected footfall?
- Are there other potential income streams that could be accessed to fund the delivery of parking services?

(ii) Behaviour change

- What are the trends in parking behaviour, by location and what factors influence why people are making these choices? How is the introduction of ANPR likely to influence people's parking behaviour? Are the existing on-street parking zones in the district effective and are there any areas for improvement?
- What levels of park and ride usage at each site can be realistically achieved over the next 15 years, in line with projected footfall? Usage has not varied significantly over the last five years, however the current Canterbury District Transport Strategy Target 5 is to increase the number of journeys on Park and Ride to 1.45 million per year by 2031 (number of Park and Ride passenger return trips). Current site capacity would not support this level of increase in usage and additional provision would be required.
- What incentives and types of discounts influence longer term behaviour change in relation to parking? For example, does the provision of one free initial park and ride convert in to x% frequent users? Are the incentives cost neutral to deliver or would they lead to additional or lost income in the longer term? What marketing and communications techniques have an impact in changing parking behaviour? How can signage be best used to influence parking decisions? This should include ANPR signage in the centre. How can the Council's website best promote the park and ride service?
- How can differential tariffs be implemented and what impact would you expect the tariffs to have? Differentiation could be by emissions, mode, location or time.

(iii) Air Quality

- What is the most cost-effective way to deliver the park and ride service over the lifetime of the contract to minimise pollution? What financially viable requirements should be included in the new park and ride specification from October 2020 to enable the Council to best achieve the measures outlined in its Air Quality Plan? What length of contract would provide the most economical and financially viable options for the Council?
- What parking infrastructure needs to be in place to achieve maximum impact for improving air quality in line with national standards and to meet projected local demand (e.g. for electric charging points) over the next 15 years?
- Does the use of electric/fuel efficient buses for park and ride and the provision of EV charging points in car parks influence where people decide to park? Is this likely to change in the next 15 years?

(iv) Parking infrastructure

- How will the demand for parking in the district change over the next 15 years? This should involve analysis of data and key intelligence such as consideration of visitor numbers and the impact of housing and commercial developments.
- What are the best future delivery models that are financially viable to deliver for addressing the overall parking needs of the District?
Proposed models should:
 - reflect options identified in the consideration of parking tariffs, behaviour change and air quality
 - identify the best use of current car parks. This should reflect user experience and consider whether the current business or residential use only car parks remain appropriate.
 - take into account national policies and drivers for change, the impact of introducing ANPR, competition, changes to customer profile, demand led initiatives, intermodal routing, strategic sites for development within the district, optimisation of the parking provision, decommissioning and expansion (including new park and ride sites) where necessary.
 - outline how priorities and targets in the Council's corporate plan, Transport Strategy 2014-31 and Draft Air Quality Plan will be achieved or propose revised targets for those that are not achievable.
 - include details of any variations that need to be made to the current park and ride specification to ensure it is relevant and effective in delivering the bus service in the future.

All options should identify best practice across the sector where possible. Data from park and ride surveys and ANPR surveys will be available, but further public consultation may need to be carried out where gaps are identified.

4. Outputs and Project Management

Options report identifying:

- A range of options and the associated risks and opportunities
- Impact analysis for each option (e.g. variation from existing on and off street parking volumes and operating specification for park and ride, impact on traffic congestion, air quality)
- Commercial opportunities
- How each option would contribute to:
 - current corporate objectives and KPIs
 - targets outlined in the Transport Strategy 2014-31
 - actions identified in the Draft Air Quality Plan
- Outline costs for investment to ensure that options proposed are viable
- Tariff options and scenario based income projections.

5. Consultation

This piece of work will be used to inform future consultation on potential options for delivering the Council's parking services.

6. Additional Information

The following data sources will be made available to the successful applicant. The list is not exclusive and the brief includes sourcing fresh data where gaps are identified.

- Park and Ride current contractual deliverables
- Park & Ride vehicle report data from site control software
- Park & Ride passenger information from bus service providers
- Park & Ride surveys and responses
- Financial information from the Council's finance system
- Parking data from pay and display/ ANPR software
- Data from park and ride customer surveys (August and November 2018)