



Supplement for

OVERVIEW AND SCRUTINY COMMITTEE - TUESDAY, 31 OCTOBER 2023

Agenda No	Item
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11.	Car Parking Strategy 3 - 46
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Purpose

To outline the approach to review and update the parking strategy to ensure best use of Council assets.

Recommendations

That the Overview and Scrutiny Committee scrutinises the report and agrees any recommendations it wishes to submit to the Cabinet meeting on 2 November 2023.

Invited

Councillor Tony Dale, Cabinet Member for Economy and Council Transformation
Susan Hughes, Business Manager for Support and Advice

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Council name	COTSWOLD DISTRICT COUNCIL
Name and date of Committee	CABINET – 2 NOVEMBER 2023
Subject	PARKING STRATEGY
Wards affected	All
Accountable member	Cllr Tony Dale – Cabinet Member for the Economy and Council Transformation Email: Tony.Dale@Cotswold.gov.uk
Accountable officer	Jon Dearing – Assistant Director for Resident Services Email: Jon.Dearing@Cotswold.gov.uk
Report author	Susan Hughes – Business Manager Support and Advice Email: Democratic@cotswold.gov.uk
Summary/Purpose	To consider proposals to undertake a full review of the Council's parking provision to ensure the efficient utilisation of the Council's off-street car parks and support access to the District's Town Centres including the gathering of further data on carpark usage ensure best use of Council assets.
Annexes	Annex A – List of current car parks, Annex B – List of current stay times, fees and charges. Annex C – Cotswold District Council Car park Strategy action plan 2023 Annex D – Cotswold District Council Benchmarking report 2023 Annex E – Equality and Rurality Impact Assessment Form
Recommendation(s)	That Cabinet resolves to: <ol style="list-style-type: none"> 1. Agrees to review and update the Parking strategy to better reflect the changing needs of service users. 2. Agrees to undertake a full review to understand the requirements of the Councils future parking provision as detailed in Annex C. 3. Endorse the proposal at paragraph 7.1 to employ the services of a professional customer insight gathering company.
Corporate priorities	<ul style="list-style-type: none"> • Deliver the highest standard of service. • Enable a vibrant economy



Key Decision	NO
Exempt	NO
Consultees/ Consultation	The strategy will require engagement from relevant communities, elected members and other stakeholders.

1. EXECUTIVE SUMMARY

- 1.1** This report sets out the high-level approach to review and update the Cotswold District Council Parking Strategy to address the needs of the district, our customers and prepare for future demand through working with communities and stakeholders to effectively preserve the areas of outstanding natural beauty and to support the environment, economy and ensure social well-being.

2. BACKGROUND

- 2.1** Cotswold District Council's current strategy is dated 2010, it was further updated in 2016 to recognise the need for increased parking to cope with future demand.
- 2.2** Cotswold District Council owns 15 car parks and manages/leases a further 5 car parks across the district. Please see Annex A for a comprehensive list.
- 2.3** On street parking remains the responsibility of Gloucestershire County Council.
- 2.4** Parking charging fees apply in most the Council's car parks. Please see Annex B.

3. MAIN POINTS

- 3.1** Since the creation of the 2010 parking strategy, many factors have influenced transport and parking behaviours, such as climate agendas, Covid pandemic and the economy etc. yet the demand for parking remains.
- 3.2** The Council does provide electric vehicle charging in some of its car parks (Annex A), The proposed approach to the strategy review, looks to establish customer needs and future demand, in light of the declaration of climate emergency and customers choosing greener modes of transport.
- 3.3** The Council provides 20 car parks which span across the Cotswolds, yet some settlements do not have Council car parking and have insufficient alternative off street car parking provision. The proposed strategy review seeks to identify the impact of this and how this can be best provided in conjunction with partners.
- 3.4** This report outlines the approach to undertake a full review of our parking provision, led by the towns, to meet the needs at a local level through:
- Understanding our current position through data analysis and benchmarking
 - Undertaking a review of district needs.
 - Understanding the needs of our customers, both immediate and longer term.
 - Understanding and preparing for future demand.

4. METHODOLOGY

- 4.1** The approach to the refreshed Strategy for the Council's car parking, is set out in the action plan in Annex C of the report.
- 4.2** Extensive benchmarking has been conducted, on the Council's current parking services against 17 other neighbouring Local Authority Councils, as detailed in Annex D of the report, to enable us to understand our current position, ensure that we are competitive, innovative, providing value for money and thus making the best use of the Council's assets.
- 4.3** The report recommends that we undertake a review of District needs through engaging with Customers, Councillors, Town and Parish Councils, the Chambers of commerce to capture parking issues at a local level by gathering insight and data through professional data gathering services to understand who our customers are, their purpose for journey, frequency of travel and distance, helping to inform the Council on customers parking behaviours and anticipated future demand.(recommendation 2)
- 4.4** The need to review of our car parks, including our parking bay allocation, will ensure that we continue to make best use of Council assets and meet the needs of our customers and towns.

5. ALTERNATIVE OPTIONS

- 5.1** The Council could choose not to undertake a review of the current strategy and continue with the Strategy dated 2010 this could leave the Council with insufficient insight on parking activity and capacity levels.
- 5.2** The Council could choose not to approve the budget to employ insight gathering professionals to capture data and gather insight into customer parking behaviours, this could leave the Council with insufficient insight on customer needs and parking activity.

6. CONCLUSIONS

- 6.1** The current parking strategy 2010 has many aspects which are still relevant, however given the many external impacts that have affected customers travel and parking behaviours a full review is recommended to develop a delivery plan which meets the needs of our customers and towns at a local level.
- 6.2** The outcome of the strategy review will result in a revised strategy meeting the needs of our customers and ensuring the best use of Council assets.

7. FINANCIAL IMPLICATIONS

- 7.1** Costs associated with this review are approximately £5050 plus VAT to employ the services of an external customer insight gathering company which will be met from existing revenue budget.

7.2 The Council's car parks generate around £3m of revenue income annually. After accounting for relevant costs, the net surplus of £1.6m is used to fund Council services such as Street Cleaning, Public Conveniences, Community Safety, Climate Change, Environmental Strategy, and Pollution Control.

7.3 There are no additional resources currently set aside to support the Car Parking Strategy. Following the strategy review, the Council will need to consider the financial implications of any investment needed in the car parking service and the assets. With the prospect of constrained revenue and capital resources, any investment will have to be supported by business cases setting out both the financial and non-financial return.

8. LEGAL IMPLICATIONS

8.1 The provision of car parking is not the subject of a statutory duty and there are no obvious legal implications to this proposal.

9. RISK ASSESSMENT

9.1 There is a posed risk to the Councils if a review is not undertaken, as parking strategy is outdated and will not meet the needs of the Council and customers.

10. EQUALITIES IMPACT

10.1 (Under equality legislation, the Council has a legal duty to pay 'due regard' to the need to eliminate discrimination and promote equality in relation to:

- Race
- Disability
- Gender, including gender reassignment.
- Age
- Sexual Orientation
- Pregnancy and maternity
- Religion or belief

10.2 There are no unacceptable adverse effects on the protected characteristics covered by the Equalities Act 2010. There are no changes proposed to the provision of disabled parking bays in the car parks.

10.3 An Equalities Impact Assessment has been completed as detailed in Annex E of the report.

11. CLIMATE AND ECOLOGICAL EMERGENCIES IMPLICATIONS

11.1 There have been no climate and ecological implications identified in association with the recommendations of this report.

12. BACKGROUND PAPERS

12.1 None for consideration with this report.
(END)



Annex A – List of current car parks

	Number of Spaces					Free spaces	Max Stay	Typical use	Owned/Managed/Leased	Other available parking	Top PCN Reason		
	Standard	Disabled	Parent & Child	Motorcycle/ Cycle rack	EVCP						2023-2024	2022-2023	2021-2022
Abbey Grounds, Ciren	93	2	0	0	0	No	10 Hr	Commuters	Owned	On street parking within the Town. NCP car park by Council Offices	73 - Parked without payment	73 - Parked without payment	73 - Parked without payment
Leisure Ct, Ciren	102	4	2	Yes	0	No	3 Hr	Leisure	Owned		73 - Parked without payment	73 - Parked without payment	73 - Parked without payment
Old Station, Ciren	148	2	0	Yes	0	No	10 Hr	Commuters	Owned		73 - Parked without payment	73 - Parked without payment	73 - Parked without payment



Number of spaces										Other available parking On street parking within the Town. NCP car park by Council Offices	Top PCN Reason		
	Standard	Disabled	Parent & Child	Motorcycle/ Cycle rack	EVCP	Free spaces	Max Stay	Typical use	Owned/Managed/Leased		2023-2024	2022-2023	2021-2022
Sheep St, Ciren	102	6	0	0	0	No	10 Hr	Commuters	Owned		73 - Parked without payment	73 - Parked without payment	73 - Parked without payment
The Brewery Page 10	289	6	0	Yes	0	Yes - 4	3 Hr	Shoppers	Owned		73 - Parked without payment	73 - Parked without payment	73 - Parked without payment
The Forum	175	12	0	Yes	0	Yes - 4	3 Hr	Shoppers	Owned		73 - Parked without payment	73 - Parked without payment	73 - Parked without payment
Beeches Rd, Ciren	144	3	0	Yes	2	No	6 Days	Commuters/Leisure	Owned		73 - Parked without payment	73 - Parked without payment	73 - Parked without payment



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Number of spaces										Other available parking On street parking within the Town. NCP car park by Council Offices	Top PCN Reason		
	Standard	Disabled	Parent & Child	Motorcycle/ Cycle rack	EVCP	Free spaces	Max Stay	Typical use	Owned/Managed/Leased		2023-2024	2022-2023	2021-2022
Whiteway, Ciren	151	3	0	No	4	N/A	5 Days	Commuters	10 year lease on land		85 - Parked in a permit bay	86 - Parked beyond bay markings	85 - Parked in a permit bay 86 - Parked beyond bay markings
Waterloo, Ciren	234	2	0	0	0	No	10 Hr	Commuters	Owned		73 - Parked without payment	73 - Parked without payment	73 - Parked without payment
Queen Street, Ciren	16	0	0	0	0	N/A	Yes	Residents	Owned		N/A	N/A	N/A
Trinity Road, Ciren	288	2	0	0	0	N/A	2 days	Residents	Owned		N/A	N/A	N/A



Number of spaces										Other available parking	Top PCN Reason		
	Standard	Disabled	Parent & Child	Motorcycle/ Cycle rack	EVCP	Free spaces	Max Stay	Typical use	Owned/Managed/Leased		2023-2024	2022-2023	2021-2022
Rissington Rd, Bourton	185	10	0	No	14	No	10 Hr	Tourist	Owned	Yes, Station Rd Car Park. Cricket club also opens its land adjacent to rissington Rd in the summer for parking	73 - Parked without payment	86 - Parked beyond bay markings	73 - Parked without payment
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Maugersbury Rd, Stow	68	2	0	Yes	0	No	10 Hr	Tourist	Owned		86 - Parked beyond bay markings	73 - Parked without payment	73 - Parked without payment
Fosseway, Stow	96	3	0	Yes	0	N/A	72 Hr	Shoppers / Tourist	Leased from Tesco		N/A	87 - Disabled person parking	87 - Disabled person parking



Number of spaces										Other available parking	Top PCN Reason		
	Standard	Disabled	Parent & Child	Motorcycle/ Cycle rack	EVCP	Free spaces	Max Stay	Typical use	Owned/Managed/Leased		2023-2024	2022-2023	2021-2022
Old Market Way, Moreton	44	3	0	No	2	Yes - 2	10 Hr	Shoppers/ Tourists	Owned	On Street Parking & Station	73 - Parked without payment	73 - Parked without payment	73 - Parked without payment
Market Square, Campden	30	0	0	0	0	No	2 Hr	Tourists	Managed on behalf of Campden Trust	On Street parking	73 - Parked without payment	73 - Parked without payment	83 - No Ticket
West Street, Tetbury	46	2	0	No	0	No	10 Hr	Residents	Owned	On Street parking	73 - Parked without payment	73 - Parked without payment	73 - Parked without payment
Church St, Tetbury	29	2	0	Yes	0	Yes - 2	3 Hr	Tourists	Owned	On street parking within Town centre	73 - Parked without payment	73 - Parked without payment	73 - Parked without payment



Number of spaces										Other available parking	Top PCN Reason		
	Standard	Disabled	Parent & Child	Motorcycle/ Cycle rack	EVCP	Free spaces	Max Stay	Typical use	Owned/Managed/Leased		2023-2024	2022-2023	2021-2022
The Railyard, Tetbury	75	6	0	No	0	N/A	12 Hr	Leisure	Leased from Tetbury Town Council		80- Parked for longer than permitted		87 - Disabled person parking
The Chippings, Tetbury	59	2	0	No	0	No	3 Hr	Tourist/residents/shoppers	Managed on behalf of Feoffees		73 - Parked without payment 86 - Parked beyond bay markings	73 - Parked without payment	73 - Parked without payment



Annex B – List of current fees and charges

	Free spaces	Max Stay	Charges	No of pay & display machines	Total Transaction 22-23	Season Ticket	
						Sold	Comments
Abbey Grounds, Ciren	No	10 Hr	1/2 hr - 80p 1 hr - £1.70 2 hr - £3.00 3 hr - £3.90 5 hr - £5.30 10 hr - £7.90	2	55493	Yes - 45 sold	school permit / Off Peak & + allowed
Leisure Ct, Ciren	No	3 Hr	1/2 hr - 80p 1 hr - £1.70 2 hr - £3.00 3 hr - £3.90	1	25656	Yes - 1662	free 3hr permit with membership / Off Peak & + Allowed
Old Station, Ciren	No	10 Hr	1/2 hr - 80p 1 hr - £1.70 2 hr - £3.00 3 hr - £3.90 5 hr - £5.30	4	65899	Yes - 57 sold	Off Peak & + permits allowed



			10 hr - £7.90				
Sheep St, Ciren	No	10 Hr	1/2 hr - 80p 1 hr - £1.70 2 hr - £3.00 3 hr - £3.90 5 hr - £5.30 10 hr - £7.90	1	51932	Yes - 45 sold	Off Peak & + permits allowed
The Brewery	Yes - 4	3 Hr	1/2 hr - 80p 1 hr - £1.70 2 hr - £3.00 3 hr - £3.90	6	318306	No	Off Peak & + permits allowed
The Forum	Yes - 4	3 Hr	1/2 hr - 80p 1 hr - £1.70 2 hr - £3.00 3 hr - £3.90	4	194190	No	Off Peak & + permits allowed



Beeches Rd, Ciren	No	6 Days	1/2 hr - 80p 1 hr - £1.70 10 hr - £2.70	1	45828	No	Off Peak & + permits allowed
Whiteway, Ciren	N/A	5 Days	Permits only	N/A		Yes - 9	Mon - Fri only
Waterloo, Ciren	No	10 Hr	1/2 hr - 80p 1 hr - £1.70 2 hr - £3.00 3 hr - £3.90 5 hr - £5.30 10 hr - £7.90	3	99658	Yes - 88 sold	school permit
Trinity Road, Ciren	Yes	Yes	Free	N/A	N/A	No	
Queen Street, Ciren	N/A	Yes	Free	N/A	N/A	No	



Rissington Rd, Bourton	No	10 Hr	2 hr - £3.50 3 hr - £4.40 5 hr - £5.80 10 hr - £8.40	2	80049	No	Off Peak & + permits allowed
Maugersbury Rd, Stow	No	10 Hr	1/2 hr - 80p 1 hr - £1.70 2 hr - £3.00 3 hr - £3.90 5 hr - £5.30 10 hr - £7.90	1	40760	Yes - 1	Off Peak & + permits allowed
Fosseway, Stow	N/A	72 Hr	Free	N/A		No	
Old Market Way, Moreton	Yes - 2	10 Hr	1/2 hr - 70p 1 hr - £1.00 2 hr - £1.90	1	22794	Yes - 5 sold	Off Peak & + permits allowed



			3 hr - £2.70				
Market Square, Campden	No	2 Hr	20 min - free 1 hr - £1.00 2 hr - £2.00	1	41792	No	Off Peak & + permits allowed
West Street, Tetbury	No	10 Hr	1/2 hr - 70p 1 hr - £1.10 2 hr - £2.10 3 hr - £2.90 10 hr - £3.50	1	15115	Yes - 21 sold	Off Peak & + permits allowed
Church St, Tetbury	Yes - 2	3 Hr	1/2 hr - 70p 1 hr - £1.10 2 hr - £2.10 3 hr - £2.90	1	30786	No	
The Railyard, Tetbury	N/A	12 Hr	Free	N/A		No	



The Chippings, Tetbury	No	3 Hr	1 hr - 60p 2 hr - £1.50 3 hr - £2.00	2	43625	No
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District led Car Parking Strategy Action Plan

Annex C

Stage 1

- Understand District needs

Stage 2

- Understand Customer needs

Stage 3

- Understand Future Demand

Stage 4

- Options and Actions

Stage 1**Understanding District need**

- Meet with Councillors
- Meet with town and parish
- Chambers of commerce
- Capture of local parking issues by town

Stage 2**Understanding Customer Needs**

- Analyse customer user data, occupancy, peak times
- Undertake online surveys to establish customer behaviours and patterns, reason for journey and future demands
- Review of bays and usage
- Identify themes and issues

Stage 3**Preparing for Future Demand**

- Market insight and intel (best practice, BPA)
- Future plans - Master plan
- Housing developments
- External factors affecting demand (EVCP demand, Climate change, active travel, bay usage, and VRU (vulnerable road users) trikes and alternative modes of transport)
- Liaison with key stakeholders e.g. Gloucestershire County Council, Highways etc.)

Stage 4**Options and Actions**

- Collate findings by town and discuss & implement strategic approach in consultation with local communities.

Stage 1 Capture of local parking issues and concerns by town

Cirencester

Councillors Joe Harris, Mark Harris, Roly Hughes, Nigel Robins, Gary Selwyn, Claire Bloomer & Ray Brassington
Chambers of Commerce
Town Council

Moreton

Councillors Angus Jenkinson & Daryl Corps
Town Council

Lechlade,(Kempsford to Fairford South)

Councillors Helena Mansilla, Clare Muir
Town Council

Stow on the Wold

Councillor Dilys Neil
Town Council

Chipping Campden

Councillors Gina Blomefield & Tom Stowe
Town Council

Fairford North

Councillor Michael Vann
Town Council

Tetbury

Councillors Nikki Ind, Ian Watson & Chris Twells
Town Council

Bourton on the Water

Councillors, Len Wilkinson & Jon Wareing
Parish Council
Visitor information Centre

Northleach

Councillor Tony Dale
Town Council

Liaising with all interested Councillors and stakeholders.

Analyse Customer user data

Analysing data from payment mechanisms to understand our peak occupancy times, occupancy rates, stay time lengths, PCN income reasons and Income projection.

Undertake surveys

Undertake online customer surveys to establish customer behaviours and patterns, purpose of journey and future demands e.g. capacity, EVCP access, link these questions to the masterplan survey to gain a full and comprehensive picture of Cotswold.

This can be gathered through professional insight gathering via face to face and online survey at the cost of Approx £5050 plus VAT 1 month of data capture

Identify themes and issues

Collate all information and present a report of findings which is town specific addressing needs at a local level.

Market insight and intel

Exploring options of new technology and initiatives to enhance the parking services.

Understanding impacting factors

Impacts of Cirencester Master plan on income generation, customer accessibility and capacity

Identify future developments both housing and business that could increase demand

Undertake a review of EVCP/greener options.

Future revenue streams

Service costs v's projected income

Reviewing our position through extensive benchmarking will enable us to compare our services with other Local Authority Councils and help to identify areas for development and improvement.

Benchmarking against 17 other Local Authority Councils on:

- Average parking fees within the district.
- Total count of car parks operating within the district.
- Aggregate number of available parking bays within the district.
- Quantity of designated blue badge bays within the district.
- Number of Electric Vehicle Charging Point (EVCP) bays available within the district.
- Count of parent and child bays within the district

(See separate report)

- Collating information by town to tailor our strategic approaches at a local level will enable us to adopt an agile parking strategy that is at the heart of dealing with issues locally.
- This will ensure that direct actions and initiatives are right for our customers on every level.

Stage 4 Options and Actions

Performance based decision making.

- Peak occupancy times
- Occupancy rates
- Stay time lengths
- PCN income by reason
- Income projection.

Customer needs survey

- Either external insight gathering company or internal survey using support service staff?

Town and Parish

- Gathering insight and intel, promotion of online surveys to constituents

Chambers of Commerce

- Working with local business on any initiatives that could affect them

Gathering wider information -

- Create a team of internal people to look at external and internal factors that could impact our services e.g. development, regen, businesses, climate, assets finance
- Liaising with key Stakeholders and partners to resolve wider issues.

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Car Park Comparison

Annex D

Overview

To assess the cost-effectiveness of parking facilities within the Cotswold district, a comprehensive evaluation has been conducted. This involved the collection and analysis of pertinent data from adjacent local authorities' (LA) websites, pertaining to their respective car parks.

The essential data encompassed the following metrics:

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- Average parking fees within the district.
- Total count of car parks operating within the district.
- Aggregate number of available parking bays within the district.
- Quantity of designated blue badge bays within the district.
- Number of Electric Vehicle Charging Point (EVCP) bays available within the district.
- Count of parent and child bays within the district.

Furthermore, the study also encompassed details concerning cashless parking methods, availability of cost-free parking sessions, and the provision of season tickets.

It is imperative to acknowledge the distinctive characteristics of each local authority, as these differences are crucial in the interpretation of the analysis. Additionally, when the information was not available, it has not been included.

Summary

Authority Name	Authority Type	Size of District in km²	Population Density per km² (2021 Census Estimates)	Total Number of Car Parks (with over 10 Spaces)	Total Spaces Listed	Total Blue Badge Spaces Listed	Total EVCP Spaces Listed	Total Parent & Child Spaces Listed	Avg Price to Park for 30 mins (for those that offer it)	Avg Price to Park for 1 Hour (for those that offer it)	Avg Price to Park for 2 Hours (for those that offer it)	Avg Price to Park for 3 Hours (for those that offer it)	Avg Price to Park for 10 Hours (for those that offer it)
Bath and North East Somerset	District	351	559.2	27	3018	115	15	0		£1.47	£2.06	£3.35	£9.04
Bromsgrove	Non-Met District	217	457.1	9	1275	83	0	0	£0.42	£0.84	£1.69	£2.48	£5.14
Cheltenham	Borough	47	2549.3	15	2333	81	0	14		£1.73	£2.76	£3.93	£9.87
Cherwell	District	589	273.5	22	1610	74	74	0	£1.10	£1.78	£2.71	£3.45	£5.00
Cotswold	District	1164	78	20	2374	72	22	2	£0.78	£1.44	£2.65	£3.62	£6.11
Gloucester	City	41	3266.6	14	1973	87	0	44	£0.50	£1.43	£2.78	£3.73	£7.00
South Glos	Unitary	497	584.3	34	2243	158	62	7					£4.00
South Oxfordshire	Non-Met District	679	219.7	14	1257	66	72	0			£1.80	£2.48	£4.26
Stratford upon Avon	District	979	137.8	23	3891	74	28	19	£1.47	£1.47	£2.54	£3.72	£9.95
Stroud	District	461	263	31	2028	39	0	0		£1.10	£2.77	£2.58	£3.00
Swindon	Unitary	230	1014.4	17	3673	95	2	63	£0.45	£1.24	£2.28	£3.62	£31.05
Tewkesbury	Borough	414	229	12	1024	27	0	0		£1.00		£2.13	£3.67
Vale of White Horse	District	579	240.5	13	1302	58	28	0			£1.53	£2.17	£5.53
West Berkshire	Unitary	704	229.3	21	2327	112	13	0		£1.14	£1.83	£3.58	£6.82
Wiltshire	Unitary	3485	156.8	88	8916	303	20	0		£0.87	£1.73	£2.97	£7.05
Worcester	City	33	3121.4	13	2215	81	12	6		£1.17	£2.08	£2.92	£6.15
Wychavon	District	664	199.7	25	2892	126	10	0	£0.50	£1.00	£1.84	£2.55	£3.87
Wyre Forest	District	195	520	19	1832	6	0	0	£0.70	£1.10	£2.20	£3.96	£6.16

Note that this data only refers to the information that is listed. If information not listed on the website then return is Nil. Please see Annex A for breakdown of information not listed.



Summary

The Cotswold District offers value for money in terms of parking rates and facilities compared to several other neighbouring districts. Here are some key points based on the data provided:

- **Affordable Parking Prices:** The average prices for parking in Cotswold are quite reasonable compared to some of the other districts but are higher than others. For example, the average price to park for 1 hour is £1.44, which is lower than the average prices in some other districts like Bath and North East Somerset (£1.47), Cheltenham (£1.73), and Cherwell (£1.78).
- **Extended Parking Hours:** Cotswold offers good value in comparison to neighbouring similar districts by providing extended parking hours for the money spent. The average price to park for 10 hours is £6.11, which is competitive compared to neighboring districts like Cheltenham (£9.87) and Stratford upon Avon (£9.95).
- **Blue Badge and EV Charging Facilities:** Cotswold provides accessible and environmentally friendly parking options. It has a number of Blue Badge spaces (72) and EV charging spaces (22), catering to the needs of disabled individuals and electric vehicle users, however Cotswold does not rank the highest in either of these categories.
- **Parent & Child Spaces:** Cotswold offers 2 designated Parent & Child parking spaces with further spaces being marked at the Brewery Car Park in Cirencester. If Cotswold were to offer more well-located Parent & Child spaces, this would create a more welcoming and accommodating environment for families, ultimately enhancing the overall value for money for visitors and residents.
- **Moderate District Size:** Despite being a relatively large district (1164 km²), Cotswold has 2.6 spaces per 1000 of the district population whereas the other authorities on average had 1.54 spaces per 1000 of the population.
- **Competitive District Comparison:** When compared to other neighbouring districts with similar facilities (total spaces, number of car parks, Blue Badge spaces, EVCP spaces etc.), Cotswold stands out with its lower parking rates and satisfactory amenities.
- **Balanced Offering:** Cotswold strikes a balance between pricing and services by providing a range of parking durations at affordable rates. This is evident from the pricing for various time periods (e.g., £1.44 for 1 hour, £2.65 for 2 hours, and £3.62 for 3 hours).
- **Car parking pricing fees** are reviewed and set to ensure the effective movement of customers/tourists, manage traffic flows and aid the availability of car parking spaces.

Overall, Cotswold offers a favourable combination of affordable pricing, diverse parking facilities, and accessible options, making it an attractive choice for both local residents and visitors who are looking for value for money when it comes to parking.

Comparisons

- The average size of the districts is 629 km², whereas Cotswold district covers an area of 1164 km². This indicates potential variations in urbanisation and population density among different authorities, with Cotswold being relatively larger. The lack of public transport networks and the size of the district increases the reliance on car parking spaces in order to enable customers and residents to move between towns and villages easily.
- Overall, the average number of car parks with over 10 spaces is 23, while Cotswold district has 20 such car parks. This suggests differences in parking infrastructure and planning.
- The average number of total parking spaces per 1000 of the population within each district is 1.54 with Cotswold at 2.6 but it is important to note that the reasoning behind provision of parking varies across districts and Cotswold has many visiting tourists.
- On average, each authority provides 92 Blue Badge (disabled parking) spaces, compared to 72 such spaces in Cotswold district. This points to potentially better accessibility provisions.
- The average number of Electric Vehicle Charging Point (EVCP) spaces listed in the first set of authorities is 20, slightly less than the 22 spaces in Cotswold district. This suggests a comparable effort in promoting electric vehicle adoption.
- Across various parking durations, neighbouring authorities generally maintain lower average prices compared to Cotswold district. For instance, the average prices for parking durations of 1-3 hours are all higher at Cotswold. Whereas 30 minute stays are similar and 10 hour stays are better value at Cotswold.
- Across all of the authorities analysed, there are 107 car parks that are free of charge at ten of the authorities. South Glos offering the highest number of free car parks at 33 and Wyre Forest offering one. The median number of free car parks offered at these 10 districts is 4, with Cotswold having three.

These insights provide an overview of the differences between the average characteristics of the neighbouring authorities and Cotswold district. It's important to note that these averages might be influenced by various factors, including local policies, economic conditions, and parking demand within each authority or district.

	AVERAGE ACROSS ALL AUTHORITIES	CDC	DIFFERENCE
Size of District in km²	629	1164	535
Total Number of Car Parks with over 10 Spaces	23	20	-3
Total Spaces Listed	2566	2374	-192
Percentage of Blue Badge Spaces Listed	3.72%	3.03%	-0.69%
Total EVCP Spaces Listed	20	22	2
Avg Price to Park for 30 mins (for those that offer it, not inc FOC)	£0.80	£0.78	£0.02
Avg Price to Park for 1 Hour (for those that offer it, not inc FOC)	£1.19	£1.44	£0.25
Avg Price to Park for 2 Hours (for those that offer it, not inc FOC)	£2.09	£2.65	£0.56
Avg Price to Park for 3 Hours (for those that offer it, not inc FOC)	£3.16	£3.62	£0.46
Avg Price to Park for 10 Hours (for those that offer it, not inc FOC)	£8.10	£6.11	-£1.99

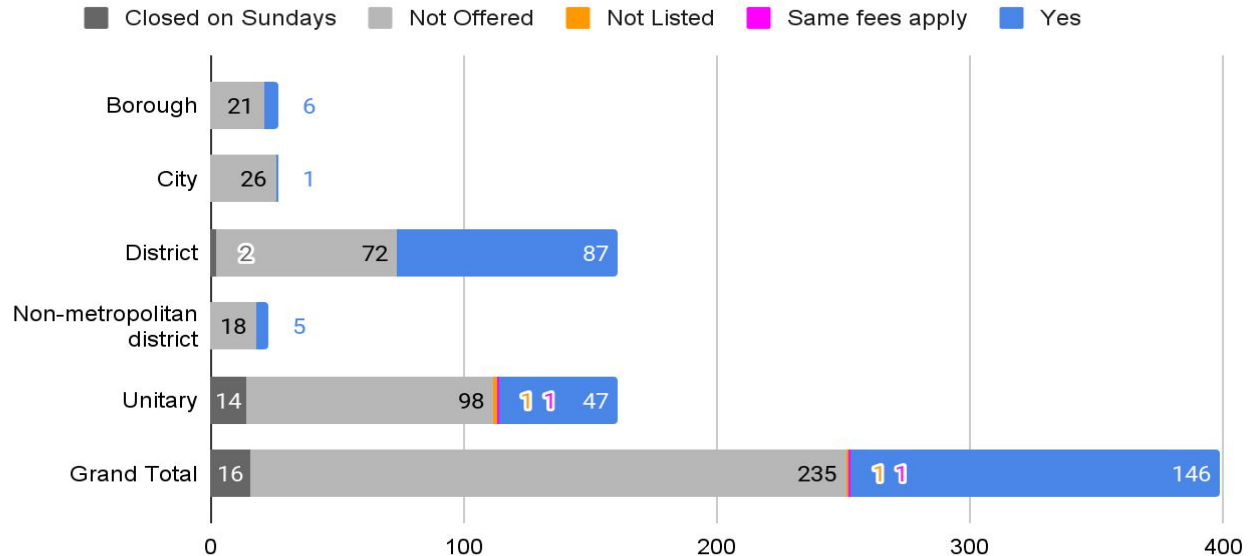


Parking on Sundays

Cotswold offers free parking on Sundays at 16 of the 20 car parks.

The chart to the right shows a breakdown of neighbouring authorities split by authority type.

Number of car parks offering Free Parking on Sundays in Car Parks with over 10 Spaces (CDC not included)



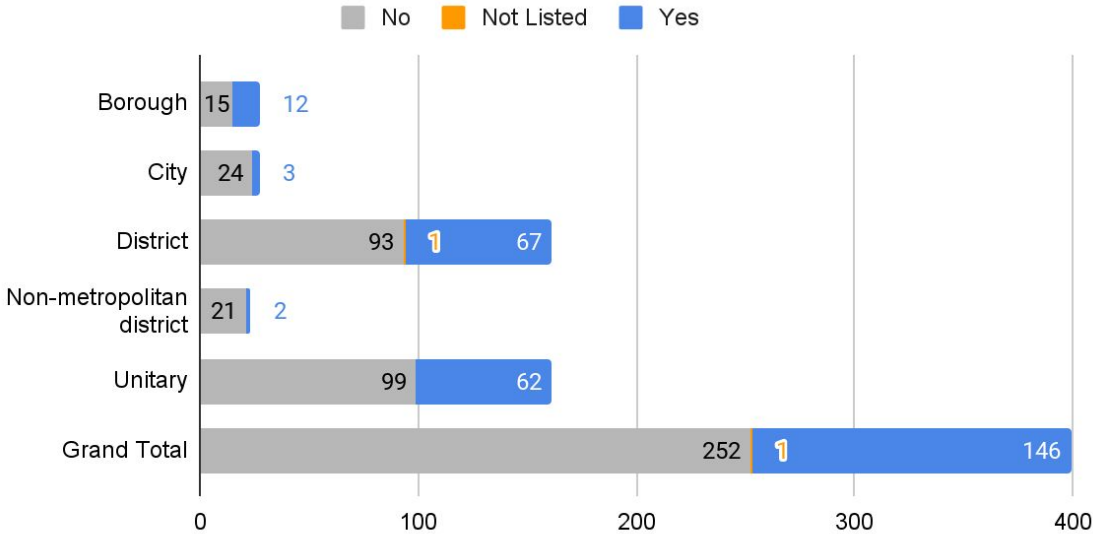
Season Ticket Availability

Cotswold offers season tickets at 14 of the 20 car parks.

The chart to the right shows a breakdown of neighbouring authorities split by authority type.

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Number of Car Parks offering Season Tickets in car parks with over 10 spaces (CDC not included)

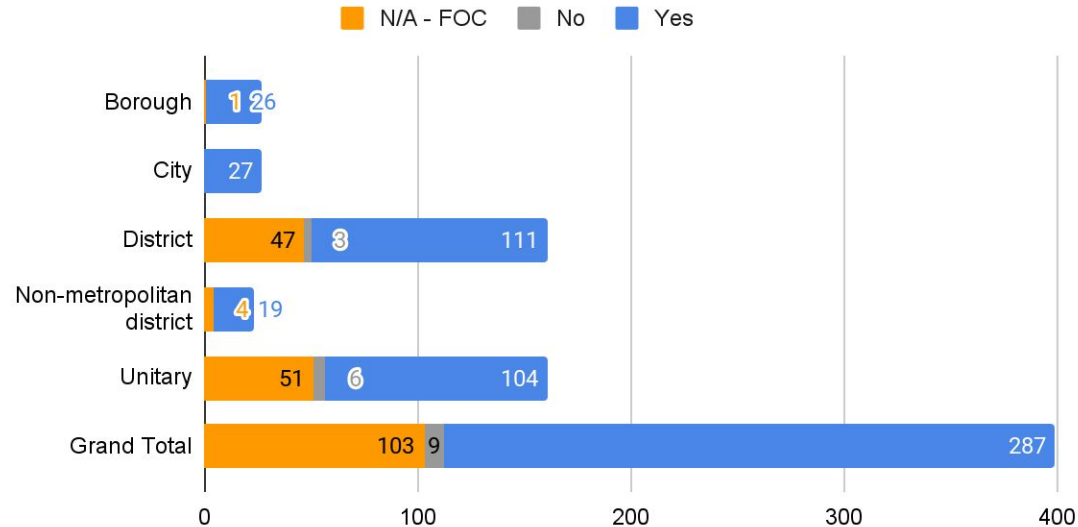


Cashless Parking

Cotswold offers cashless parking at 16 of the 20 car parks. The other 4 car parks are free of charge (FOC)

The chart to the right shows a breakdown of neighbouring authorities split by authority type.

Number of car parks offering Cashless Parking in Car Parks with over 10 Spaces (CDC not included)



Annex A - Not Listed Breakdown by Authority

- Bath & North East Somerset:
 - Number of EVCP spaces for one car park - information is not available on council website
 - Number of Parent & Child spaces for one car park - information is not available on council website
- Wyre Forest:
 - Number of blue badge spaces at 16 car parks - information is not available on council website
- Cheltenham
 - Number of EVCP spaces for two car parks - information is not available on council website
- Gloucester
 - Number of EVCP spaces for two car parks - information is not available on council website
- Vale of White Horse:
 - Number of Parent & Child spaces for one car park - information is not available on council website
- Wiltshire
 - Number of spaces for coach parking - information is not available on council website

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Equality and Ruralty Impact Assessment Form

Annex E

When completing this form you will need to provide evidence that you have considered how the 'protected characteristics' may be impacted upon by this decision. In line with the General Equality Duty the Council must, in the exercise of its functions, have due regard for the need to:

- a) Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- b) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

This form should be completed in conjunction with the guidance document available on the Intranet

Once completed a copy should be emailed to [@publicagroup.uk](mailto:publicagroup@cotswold.gov.uk) to be signed off by an equalities officer before being published.

1. Persons responsible for this assessment:

Names: Maria Wheatley.

Date of assessment: November 2023

Telephone: 01285 623228

Email: maria.wheatley@cotswold.gov.uk

2. Name of the policy, service, strategy, procedure or function:

Parking Strategy- Cabinet report 6th November 2023

3. Briefly describe it aims and objectives

Outline the approach to review and update the parking strategy to ensure best use of Council assets.

4. Are there any external considerations? (e.g. Legislation/government directives)



The Off-street car parks are regulated by the Off-street parking order. To enable enforcement and regulation of the car parks any changes will need to be reflected in the Parking Order. There is a legal requirement when making changes to the order that requires statutory and public consultation.

5. What evidence has helped to inform this assessment?

Source	✓	If ticked please explain what
Demographic data and other statistics, including census findings	<input type="checkbox"/>	
Recent research findings including studies of deprivation	<input type="checkbox"/>	
Results of recent consultations and surveys	<input type="checkbox"/>	
Results of ethnic monitoring data and any equalities data	<input type="checkbox"/>	
Anecdotal information from groups and agencies within Cotswolds	<input type="checkbox"/>	
Comparisons between similar functions / policies elsewhere	<input type="checkbox"/>	
Analysis of audit reports and reviews	<input type="checkbox"/>	
Other:	x	Any changes will require public consultation

6. Please specify how intend to gather evidence to fill any gaps identified above:

All changes to the Parking Order will require statutory and public consultation, this will encourage feedback from a wider audience to add to the survey work gathered.

7. Has any consultation been carried out?



None yet.

If NO please outline any planned activities

The cabinet report seeks to gain approval to carry out surveys.

8. What level of impact either directly or indirectly will the proposal have upon the general public / staff? (Please quantify where possible)

Level of impact	Response
NO IMPACT – The proposal has no impact upon the general public/staff	<input type="checkbox"/>
LOW – Few members of the general public/staff will be affected by this proposal	<input checked="" type="checkbox"/>
MEDIUM – A large group of the general public/staff will be affected by this proposal	<input type="checkbox"/>
HIGH – The proposal will have an impact upon the whole community/all staff	<input type="checkbox"/>
Comments: The survey work will form part of the data required for the review of the Parking Strategy. Consultation with Councillors and local groups will also take place. The results may suggest changes to the way car parks are managed going forward.	

9. Considering the available evidence, what type of impact could this function have on any of the protected characteristics?

Negative – it could disadvantage and therefore potentially not meet the General Equality duty;

Positive – it could benefit and help meet the General Equality duty;

Neutral – neither positive nor negative impact / Not sure

	Potential Negative	Potential Positive	Neutral	Reasons	Options for mitigating adverse impacts
Age – Young People			x	The proposal is inclusive to people of different age groups, but it is not specific to age	
Age – Old People			x	The proposal is inclusive to all ages	



Disability			x	The proposal is inclusive to people with disabilities but is not specific to disability	
Sex – Male			x	The proposal is inclusive to all gender groups, but it is not specific to gender	
Sex – Female			x	The proposal is inclusive to all gender groups, but it is not specific to gender	
Race including Gypsy and Travellers			x	The proposal is inclusive to people of all races, but it is not specific to race	
Religion or Belief			x	The proposal is inclusive to people of all religions, but it is not specific to religion	
Sexual Orientation			x	This proposal is inclusive to all types of sexual orientation, but it is not specific to sexual orientation	
Gender Reassignment			x	The proposal is inclusive to all gender groups, but it is not specific to gender	
Pregnancy and maternity			x	The proposal is inclusive to people who are pregnant and/or on maternity, but it is not specific to this group	
Geographical impacts on one area			x	The proposal is inclusive to the whole of the Cotswold District	
Other Groups			x	This proposal is inclusive to all other groups that are not mentioned	
Rural considerations: ie Access to services; leisure facilities, transport; education; employment; broadband.			x	The proposal is inclusive to the whole of the Cotswold District	

10. Action plan (add additional lines if necessary)

Action(s)	Lead Officer	Resource	Timescale
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Cabinet agree the proposals 6 th November 2023 and agree timescales.			
Officers engage with professional customer insight gathering company			
Communications team to work with the parking team to promote the survey.			

11. Is there is anything else that you wish to add?

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Declaration

I/We are satisfied that an equality impact assessment has been carried out on this policy, service, strategy, procedure or function and where an negative impact has been identified actions have been developed to lessen or negate this impact. We understand that the Equality Impact Assessment is required by the District Council and that we take responsibility for the completion and quality of this assessment.

Completed By:	Maria Wheatley	Date:	
Line Manager:		Date:	
Reviewed by Corporate Equality Officer:	Cheryl Sloan	Date:	11/10/2023

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