



COTSWOLD

District Council

Council name	COTSWOLD DISTRICT COUNCIL
Name and date of Committee	OVERVIEW & SCRUTINY – 17 NOVEMBER 2025 CABINET – 20 NOVEMBER 2025
Subject	CAR PARKING STRATEGY 2025 – 2028
Wards affected	All
Accountable member	Paul Hodgkinson, Cabinet Member for Health, Culture and Visitor Experience Email: paul.hodgkinson@cotswold.gov.uk
Accountable officer	Claire Locke – Executive Director Corporate Services Email: Claire.Locke@publicagroup.uk
Report author	Susan Hughes – Business Manager for Support and Advice and Designated Safeguarding Lead Email: Susan.Hughes@publicagroup.uk
Summary/Purpose	To present Cotswold District Council's Parking Strategy for 2025–2028 which outlines the approach to managing and delivering off-street parking services over the next three years. It is designed to meet user needs while supporting the council's strategic objectives through to 2028.
Annexes	Annex A– Cotswold District Council Car Parking Strategy 2025- 2028 Annex B –Equality impact assessment
Recommendation(s)	That Cabinet resolves to: 1. Approve and adopt the Cotswold District Council Car Parking Strategy 2025 -2028 at Annex A. 2. Approve and adopt the Car Parking Action Plan in Annex A of the strategy. 3. Instruct Officers to draft and consult on a variation to the Parking Order and subject to responses make the variation in consultation with the Cabinet Member for Health, Culture and Visitor Experience to change stay time restrictions in



	Rissington Road Car Park to support residents and meet demand. And approve the costs of £2,000 for the necessary changes. 4. Delegate authority to Publica Executive Director of Corporate Services in conjunction with the Cabinet Member for Health, Culture and Visitors to consider consultation feedback on the variations to the Parking Order and decide whether to make the variation to the Order in whole or to abandon the proposal and to agree any further minor amendments to the parking order. 5. Note the additional capital budget (£40,000) identified in this report to upgrade and replace existing parking machines with modern technology. 6. Approve the introduction of a tourism levy in Mangersbury road car park Stow-on-the-Wold to generate funds specifically dedicated to dealing with the impact of tourism on the town subject to the statutory parking order process.
Corporate priorities	• Delivering Good Services • Responding to the Climate Emergency • Supporting Communities • Supporting the Economy
Key Decision	NO
Exempt	NO
Consultees/ Consultation	Consultation with customers, residents, businesses and town and parish Councils has been undertaken. Feedback obtained has contributed to the strategy. Interim Chief Executive, Deputy Chief Executive and S.151 Officer, Monitoring Officer, Head of Legal Services, Finance Business Partner, Executive Director Corporate Services, Director of Finance (Publica), Cabinet Member for Health, Culture and Visitors.



1. EXECUTIVE SUMMARY

- 1.1** The Cotswold District Council (CDC) Parking Strategy 2025–2028 (Annex A) outlines a comprehensive framework for managing off-street parking across the district. It builds on the good service currently provided and aims to enhance customer experience, support economic vitality, promote sustainable transport, and prepare for future governance changes.
- 1.2** Developed through extensive consultation and data analysis, the strategy sets out ten strategic options and a detailed action plan to guide parking provision and policy over the next three years.

2. BACKGROUND

- 2.1** Cotswold District Council (CDC) manages 20 off-street car parks, providing 2279 car parking spaces, and currently has 24 Electric vehicle charging points to support net zero goals.
- 2.2** The strategy excludes on-street parking, which is managed by Gloucestershire County Council.
- 2.3** The Council has no statutory duty to provide parking but is committed to do so to support the vitality of its towns and provide a service for residents, tourists, and businesses.

3. MAIN POINTS

- 3.1** Car parking governance is managed under the Traffic Management Act 2004 and the Road Traffic Regulation Act 1984.
- 3.2** The council's car parking services are income generating, in the budget year of 2024/25 £3.5million in revenue (£2.186m net) was generated.
- 3.3** The Council's income raised from the parking service is used to fund the cost of the car parking service and the cost of other services that also support the vitality and viability of the District's Towns, in line with permitted expenditure set out in the Road Traffic Act 1984.
- 3.4** Parking needs are shaped by National and Local Planning and Transport Policy and local housing and economic growth. The COVID19 pandemic shaped behaviours and parking demands with more home or hybrid working and customers becoming more environmentally conscious.



3.5 The strategy is based on up-to-date data and provides confirmation that some parking services continue to meet needs well, but it also recognises there are some areas where there is room for improvement. Extensive public engagement and consultation has taken place across the district, including surveying the Councils customers and businesses. Engagement with Town and Parish Councils has provided a better understanding of the individual challenges each settlement faces. Thorough analysis of parking data has provided an understanding of the customer experience, occupancy, and usage data to develop a strategic framework for delivering council parking services through to 2028. There is too much data to provide with this report but it will be published on the Councils website.

3.6 The council sets out the strategic aims below to be delivered through the strategy framework.

- Improve customer experience in off-street car parks.
- Balance needs of residents, visitors, and businesses.
- Support community-led parking initiatives.
- Promote active travel and green transport.
- Collaborate with partners to improve traffic flow and relieve or prevent congestion of traffic.
- Invest in inclusive and modern parking technology.

3.7 Research and, engagement with Town and Parish Councils, residents, and local businesses shows that in general the service continues to meet the needs of users well. However, there are some key areas for improvement which can be delivered through the Strategy Action Plan they include:

- Improvements to aging Payment Machines are needed: Connectivity issues and usability challenges are causing frustration and impacting on customer experience. Funding of £125,000 has already been set aside but further funding will need to be identified to meet the full costs of Pay and Display Machine replacement
- Residents in Bourton on the Water struggle to access parking, with some conflict between the needs of residents and the needs of visitors. Changes to the charging periods in Rissington Road car park, currently 8am – 6pm, could provide free parking for residents, 7 days a week, early morning (until 10 am)



and extend the charging period into the evening for visitors (until 8pm). This would balance demands whilst managing impacts on income.

- Stow-on-the-Wold market town is a popular tourist destination. The council in partnership with Stow Town Council seek to introduce a tourism levy charge at the Maugersbury Road car park which can be allocated by the Council to alleviate and better manage the impacts of tourism on the town.
- The use and flexibility of Season Tickets can be maximised to better meet the needs of Residents and businesses in certain areas.
- Building on the successful roll out of EV Charging Points in a number of car parks, the Council can seek to expand EVCP provision whilst noting feedback that care is needed regarding the placement and visual impact of future EVCPs.
- Signage: Improvements are needed to help customers better identify long-stay parking options.
- The Council can support and advise Town and Parish Councils who are exploring land options to create or enhance parking provision at a local level.

4. ALTERNATIVE OPTIONS

- 4.1** The Council could choose not to adopt the Car parking strategy 2025-2028 and subsequent action plan. This would primarily be a missed opportunity to make improvements to the service as set out above.
- 4.2** The Council could choose not to make changes to the stay times at Rissington Road car park. This would result in stay times restrictions remaining as they are currently operating and risk an ongoing negative impact on local residents who struggle to park during periods of high tourist demand.
- 4.3** The Council could choose not to delegate authority for further minor amendments to the parking order to the Public Executive Director of Corporate Services in conjunction with the Cabinet member for Health, Culture and Visitors which would result in a further report to cabinet therefore lengthening the period for implementation of any changes.
- 4.4** The Council could choose not to allocate any further resources to support the rollout of new car parking ticket machines and other new technology. This could result in some car parks not being modernised and



inconsistency with system and the customer experience. This may also mean there are two separate companies providing maintenance and back-office services for both old and new machines, which may increase overall revenue cost and workload for the parking service.

- 4.5** The Council could choose not to support the introduction of a tourism levy in its Stow-on-the-Wold car park. This would mean there would not be funding available to help mitigate the negative impacts of tourism in the village.

5. CONCLUSIONS

- 5.1** The Council has no statutory duty to provide parking but is committed to do so to support the vitality of its towns and provide a service for residents, tourists, and businesses. Future enhancements to parking provision may be delivered directly by the Council but may also be provided at the local level by Town or Parish Councils or by developers and other third parties.
- 5.2** The CDC Parking Strategy 2025–2028 is a forward-looking, evidence-based plan that balances infrastructure needs, environmental goals, and community priorities.
- 5.3** It integrates national and local policies, responds to demographic and economic changes, and sets out actionable steps to improve parking services over the next three years.
- 5.4** The strategy positions CDC to manage parking effectively while supporting sustainable development and enhancing the quality of life across the district.

6. FINANCIAL IMPLICATIONS

- 6.1** The report includes actions to support the Strategy including the modernisation of car park ticket machines and other improvements. Council approved a capital budget of £125,000 as part of the wider Capital Programme approved in February 2025.
- 6.2** It is likely that a further budget allocation will be needed to support the modernisation programme which will incorporate wider actions around lighting and other environmental improvements and further reports will be presented for any budget growth associated with these actions.
- 6.3** At the time of writing this report, it is anticipated that a further £40,000 of capital budget will be required to purchase and install the 31 car park ticket machines that are needed.



- 6.4** The capital financing implications will be considered as part of the 2026/27 Budget and Medium-Term Financial Strategy by Council in February 2026. Whilst it is outside the remit of this report, the intention is to finance the replacement of the car park ticket machines and any actions arising from the Strategy from the additional car park fee income forecast for 2025/26. An update on the financial performance of the car parks will be included in the Q2 Financial Performance Report 2025/26 by Cabinet in January 2026.
- 6.5** There are associated costs with changes to the Parking Order to cover the public notices in the press and amendments to signs. The estimated cost will be in the region of £2,000 to be covered by the parking revenue fund.
- 6.6** Actions within the Strategy action plan that have financial implications will need to be considered in the context of the availability of funding. This will ensure any financial risks are fully explored before any changes are implemented.

7. LEGAL IMPLICATIONS

- 7.1** The council has no statutory duty to provide parking. Off-Street parking is provided pursuant to Road Traffic Regulations Act 1984, Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 and the Traffic Management Act 2004 and the Orders made under the same.
- 7.2** The Council may charge for parking and can set unrestricted charges for this service. However, spending of revenue generated from parking is restricted with expenditure limited by the Traffic Management Act to certain prescribed services.
- 7.3** A tourism levy can be introduced where there is a specific impact on a place due to intensive tourism. The council consults with the relevant town or parish council on the use of the funding for specifically tackling negative impacts from that tourism i.e. litter and then decides on how the levy funding should be spent. It is not for general expenditure incurred by that Town or Parish.

8. EQUALITIES IMPACT

- 8.1** 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.



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- 8.2** An Equalities Impact Assessment has been completed and shared with the Council's Director of Governance and Development. (Annex B).

9. CLIMATE AND ECOLOGICAL EMERGENCIES IMPLICATIONS

- 9.1** The strategy supports climate goals by expanding the EV charging infrastructure, ensuring provision of secure cycle racks promoting active and sustainable transport, and reducing emissions through improved traffic flow.
- 9.2** The council will seek to increase the use of solar-powered parking technology where conditions allow. An option for hybrid machines will form part of the procurement process.

10. BACKGROUND PAPERS

None
(END)