



Council name	<b>COTSWOLD DISTRICT COUNCIL</b>
Name and date of Committee	<b>CABINET – 2 NOVEMBER 2023</b>
Subject	<b>PARKING STRATEGY</b>
Wards affected	All
Accountable member	Cllr Tony Dale – Cabinet Member for the Economy and Council Transformation Email: <a href="mailto:Tony.Dale@Cotswold.gov.uk">Tony.Dale@Cotswold.gov.uk</a>
Accountable officer	Jon Dearing – Assistant Director for Resident Services Email: <a href="mailto:Jon.Dearing@Cotswold.gov.uk">Jon.Dearing@Cotswold.gov.uk</a>
Report author	Susan Hughes – Business Manager Support and Advice Email: <a href="mailto:Democratic@cotswold.gov.uk">Democratic@cotswold.gov.uk</a>
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 carparks 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"><li>1. Agrees to review and update the Parking strategy to better reflect the changing needs of service users.</li><li>2. Agrees to undertake a full review to understand the requirements of the Councils future parking provision as detailed in Annex C.</li><li>3. Endorse the proposal at paragraph 7.1 to employ the services of a professional customer insight gathering company.</li></ol>
Corporate priorities	<ul style="list-style-type: none"><li>• Deliver the highest standard of service.</li><li>• Enable a vibrant economy</li></ul>



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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**



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**12.1** None for consideration with this report.  
(END)