



**COTSWOLD**  
DISTRICT COUNCIL

# District led Car Parking Strategy Action Plan

## Annex C

Stage 1

- Understand District needs

Stage 2

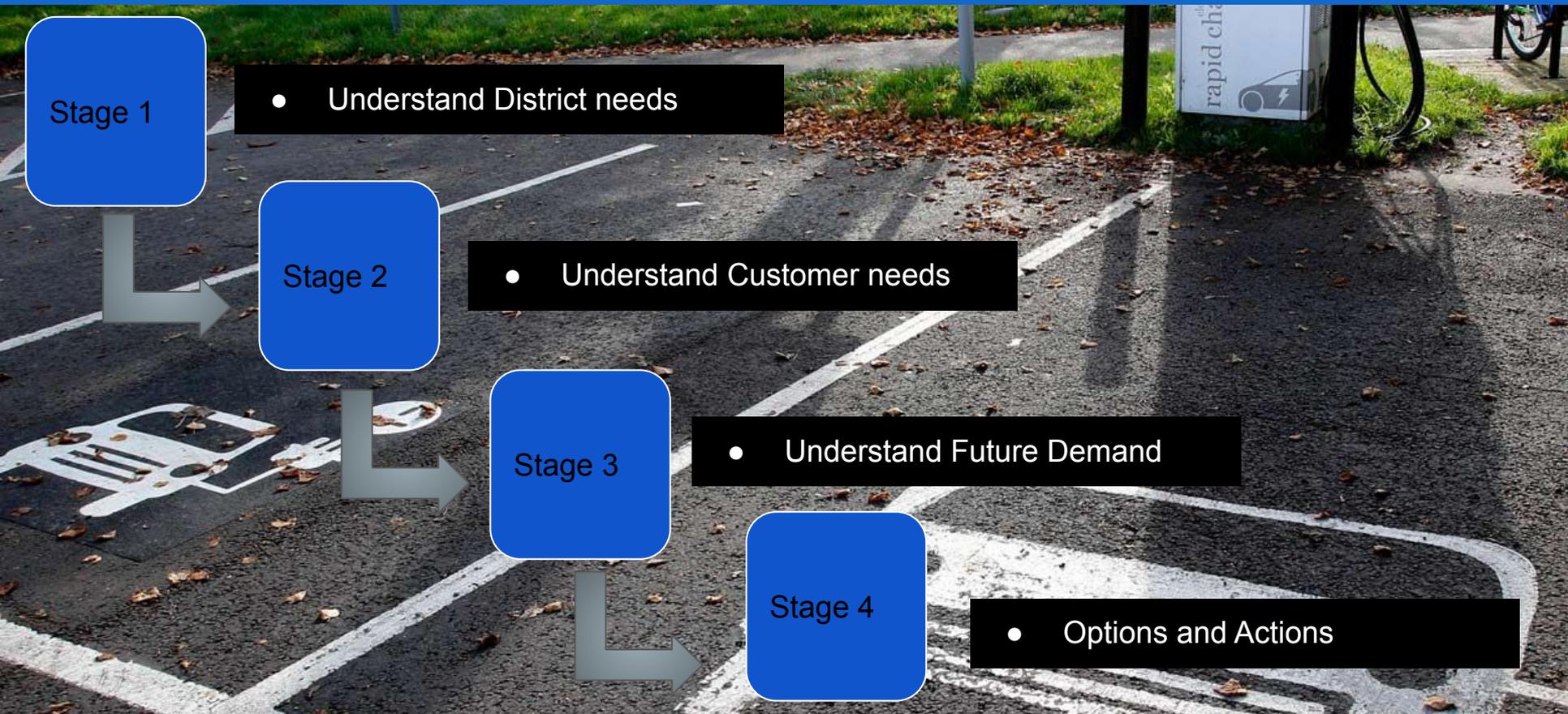
- Understand Customer needs

Stage 3

- Understand Future Demand

Stage 4

- Options and Actions



<b>Stage 1</b>	<b>Understanding District need</b>	 <ul style="list-style-type: none"><li>●Meet with Councillors</li><li>●Meet with town and parish</li><li>●Chambers of commerce</li><li>●Capture of local parking issues by town</li></ul>
<b>Stage 2</b>	<b>Understanding Customer Needs</b>	 <ul style="list-style-type: none"><li>●Analyse customer user data, occupancy, peak times</li><li>●Undertake online surveys to establish customer behaviours and patterns, reason for journey and future demands</li><li>●Review of bays and usage</li><li>●Identify themes and issues</li></ul>
<b>Stage 3</b>	<b>Preparing for Future Demand</b>	 <ul style="list-style-type: none"><li>●Market insight and intel (best practice, BPA)</li><li>●Future plans - Master plan</li><li>●Housing developments</li><li>●External factors affecting demand (EVCP demand, Climate change, active travel, bay usage, and VRU (vulnerable road users) trikes and alternative modes of transport)</li><li>●Liaison with key stakeholders e.g. Gloucestershire County Council, Highways etc.)</li></ul>
<b>Stage 4</b>	<b>Options and Actions</b>	 <ul style="list-style-type: none"><li>●Collate findings by town and discuss &amp; implement strategic approach in consultation with local communities.</li></ul>

## 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)

## Stage 4 Options and Actions

- 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.