

Annex B Car Parking Service Delivery Action Plan 2024-2029

Objective No.	Objective	Action	Target Date	Owner	Comments	RAG Rating
1.0	Provide sufficient parking capacity that will support the town centre activities					
1.1	Develop the Council's own policy for a "park mark" standard.	Identify best practice to draft own Park Mark	Dec-24	Car Parking Services		
1.2	Ensure our car parks are well maintained	Develop plan linked to Highways Capital Programme	Annually	Highways		
1.3	Ensure our car parks provide a safe/secure environment for drivers and pedestrians	Regular CEO patrols, CCTV and Lighting provision	Annually	Car Parking Services		
1.4	Review potential car parks in the Southern Fringe area for redevelopment.	Work with Regeneration Team as part of Town Centre Masterplan	Mar-25	BU4-BU6		
2.0	Improve accessibility and signage to car parking within the town centre and from key routes to reduce the need for unnecessary traffic movements in the town centre.					
2.1	Implement strategic car parking signing, on key routes into the Town Centre routing and access	Carry out an independent review and implement new signage	Nov-24	Car Parking Services		
2.2	Utilise electronic media (including website and apps) to provide more information for visitors	Commercial and Marketing Team to develop and update	Jul-24	Car Parking Services		
2.3	Ensure that access and exit from the car parks to the Town Centre is well signposted, maintained, and accessible for all and prevent unnecessary traffic movements around the Town Centre	Carry out an independent review and implement new signage	Nov-24	Car Parking Services		
3.0	Rationalise Car Parking Tariffs, whilst supporting the vitality and economic attractiveness of the Town Centre to visitors, investors, and developers					
3.1	Remove the two separate parking zones i.e. Retail & Leisure and Commuter by rationalising parking charges in all car parks to one scheme to encourage and increase use in underutilised car parks	As part of new fees and charges implementation	Jul-24	Car Parking Services		
3.2	Ensure fees suitably reflect the experience and are appropriate with accessing the town centre and its services	Continually review pricing across the County to determine value for money	Annually	Car Parking Services		
3.3	To retain a free 3 hr parking tariff in surface car parks on a weekend	As part of new fees and charges implementation	Jul-24	Car Parking Services		
3.4	Review tariffs on an annual basis and amend if required	Based on HM Gov annual CPI rate of inflation	Oct-24	Car Parking Services/Finance		
3.5	Introduce new smarter payment machines offering contactless debit / credit card payments whilst retaining some pay by cash options.	Tender awarded May 2025 purchase and replacement in progress funding from previous Capital funding	Oct-24	Car Parking Services		

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4.0	Provide sufficient enforcement to support the efficient operation and management of the car parks					
4.1	Ensure the number of Civil Enforcement Officers is appropriate to support the efficient operation and management of our car parks and are sufficient to enforce the hours confirmed in Traffic Regulation Orders (TRO)	Recruit to provide a reasonable presence during the hours of enforcement	Oct-24	Car Parking Services		Amber
4.2	Ensure all car parking payment equipment is regularly checked and maintained so it remains in good working order	Car Parking Management team to carry out regular servicing and daily checks of the machines	Daily	Car Parking Services		Green
4.3	Ensure up to date driver, pedestrian and visitor advice and guidance is provided in our car parks	Commercial and Marketing Team along with Car Parking team to up date and monitor	Monthly	Car Parking Services		Green
4.4	Ensure the Traffic Regulation orders are up to date	Car Parking Management Team to work closely with Traffic Department	Annually	Car Parking Services		Green
4.5	Enhance traffic management and safety of pedestrians within the car parks	Ensure safety lines and signs are fully maintained	Annually	Car Parking Service/Highways		Green
4.6	Explore the use of appropriate software to provide system support and enhance the efficient operation of the payment systems. (ANPR)	R&D equipment and best practice	Annually	Car Parking Services/IT		Amber
5.0	Support carbon reduction and air quality management goals by providing the infrastructure for additional electric vehicle charging.					
5.1	Continue introducing EV charging points in all council car parks when commercially viable to do so	Climate and Sustainability team to work closely with Car Parking Management Team	Annually	Car Parking Services/Climate and Sustainability Team		Green
5.2	Install LED lighting in all car parks	As part of Highways Capital maintenance programme	Mar-25	Highways		Amber
5.3	Reduce the need to print paper copies by introducing virtual permits	Review and deliver digital options	Mar-25	Car Parking Services/IT		Amber
5.4	Explore the promotion of educational / behaviour change campaigns to raise awareness of the impact of idling vehicles on air quality, which is a direct contributor to respiratory diseases and to support motorists in making decisions to use other modes of transport	Climate and Sustainability team to work closely with Car Parking Management Team	Mar-25	Car Parking Services/Climate and Sustainability Team		Amber