

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

POLICY DEVELOPMENT GROUP – 28 SEPTEMBER 2016

Title of report	PARKING STRATEGY UPDATE
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Purpose of report	To update Policy Development Group on the draft report from White Young Green appointed as Parking Strategy consultants
Reason for Decision	To provide Policy Development Group with an opportunity to make comment on the draft report prior to Cabinet's consideration
Council Priorities	Homes and Communities Business and Jobs Value for Money Building Confidence in Coalville
Implications:	
Financial/Staff	Potential changes to income levels
Link to relevant CAT	N/A
Risk Management	N/A
Equalities Impact Screening	An impact screening assessment will be undertaken for any agreed measures
Human Rights	N/A
Transformational Government	N/A
Comments of Head of Paid Service	The report is satisfactory.

Comments of Deputy Section 151 Officer	The report is satisfactory.
Comments of Deputy Monitoring Officer	The report is satisfactory.
Consultees	Corporate Leadership Team
Background papers	None.
Recommendations	<p>THAT POLICY DEVELOPMENT GROUP:</p> <p>1) NOTE THE DRAFT REPORT AND MAKE COMMENT FOR CONSIDERATION BY CABINET</p>

1.0 BACKGROUND

- 1.1 The Council tendered for the delivery of a Parking Strategy in January 2016. White, Young Green were the successful bidders at a cost of £39,769. The work was split into two phases with Phase 1 focussing on a high level assessment of potential car park strategies aimed at promoting growth in the two main town centres of Ashby and Coalville. Phase 2 was the development of the Parking Strategy and an Action Plan with short, medium and long term actions.
- 1.2 Phase 1 was completed in March 2016 and Phase 2 is due for completion in September 2016. As part of Phase 2 stakeholder meetings have been undertaken with representatives from various agencies and organisations in Ashby and Coalville (see Appendix 1 for presentation discussed with stakeholders) meetings were also held with Parish Councils. A community questionnaire has been undertaken on the Council's website which has received over 400 responses.
- 1.3 In order to ensure that Policy Development Group (PDG) have an opportunity to make comment the consultants were requested to prepare a draft strategy by early September 2016 (to fit in with PDG meeting dates). It should be noted this will be a draft and not final Strategy which will be considered.
- 1.4 The draft Strategy has not been received at the time of producing this report but it will be circulated at least 7 days in advance of the meeting and presented on the night.

2.0 HIGH LEVEL ASSUMPTIONS FROM PHASE 1

2.1 The following table lists the high level assumptions which are being used to shape Phase 2 and the draft Strategy

	Coalville	Ashby
Reduce number of off street parking spaces	Viable option to be assessed in more detail	Not a viable option
Increase number of off street parking spaces	Not a viable option	Viable option to be assessed in more detail
Increase cost of short stay parking	Not a viable option	Viable option to be assessed in more detail
Decrease cost of short stay parking	Viable option to be assessed in more detail	Viable if supported by other measures
Increase cost of long stay parking	Not a viable option	Viable option to be assessed in more detail
Decrease cost of long stay parking	Unlikely to be a viable option	Unlikely to be a viable option
Convert long stay spaces to short stay	Viable option to be assessed in more detail	Viable option to be assessed in more detail
Introduce new technology	Viable option to be assessed in more detail	Viable option to be assessed in more detail
Use Car Park Land for Regeneration	Viable option to be assessed in more detail	Unlikely to be a viable option unless better replacement option can be found
Increased investment in car parks and equipment	Viable if supported by other measures	Viable if supported by other measures
Adjust the level of enforcement	Minor impact	Minor impact
Reduce / increase hours of charging	Viable option to be assessed in more detail	Viable option to be assessed in more detail
Park and Ride	Unlikely to be a viable option	Unlikely to be a viable option
More flexible tariffs	Viable option to be assessed in more detail	Viable option to be assessed in more detail
Private Non-Residential Parking and On-Street Parking	Viable if supported by other measures	Viable if supported by other measures
Balanced Sustainable Transport Strategy	Viable if supported by other measures	Viable if supported by other measures
New Development and Parking Policy / Standards	Viable if supported by other measures	Viable if supported by other measures
Tailored package of strategy tools for Coalville, Ashby and the rest of NWLDC	Recommended approach	Recommended approach

3.0 PARKING IN THE PARISHES

- 3.1 The parking issues in the Parishes vary from parish to parish and include a lack of on-street parking, a lack of perceived enforcement, pavement parking, a lack of village centre traffic regulation orders and poor parking behaviours by residents and visitors.
- 3.2 These issues will all be referenced by parish area and mini action plans developed in conjunction with each parish.

4.0 NEXT STEPS

- 4.1 All comments received from PDG will be included in the 15 November Cabinet report which will consider the draft Parking Strategy and any proposed short term actions.