

A meeting of the **CABINET** will be held in **CIVIC SUITE 0.1A, PATHFINDER HOUSE, ST MARY'S STREET, HUNTINGDON, PE29 3TN** on **THURSDAY, 18 OCTOBER 2018** at **7:00 PM** and you are requested to attend for the transaction of the following business:-

**Contact
(01480)**

APOLOGIES

1. MINUTES (Pages 5 - 10)

To approve as a correct record the Minutes of the meeting held on 20th September 2018.

**M Stimpson
388169**

2. MEMBERS' INTERESTS

To receive from Members declarations as to disclosable pecuniary and other interests in relation to any Agenda item.

3. STRATEGIC REVIEW OF PARKING - OFF STREET PARK PARKING STRATEGY: 2018 - 2023 (Pages 11 - 42)

To endorse the Off-Street Car Parking Strategy: 2018-2023 developed by the Strategic Review of Parking Task and Finish Group.

**G McDowell
388386**

(Executive Councillor: Councillor Mrs M Beuttell)

Dated this 10 day of October
2018



Head of Paid Service

Notes

1. Disclosable Pecuniary Interests

(1) *Members are required to declare any disclosable pecuniary interests and unless you have obtained dispensation, cannot discuss or vote on the matter at the meeting and must also leave the room whilst the matter is being debated or voted on.*

(2) *A Member has a disclosable pecuniary interest if it -*

(a) relates to you, or

(b) is an interest of -

(i) your spouse or civil partner; or

(ii) a person with whom you are living as husband and wife; or

(iii) a person with whom you are living as if you were civil partners

and you are aware that the other person has the interest.

(3) *Disclosable pecuniary interests includes -*

- (a) any employment or profession carried out for profit or gain;
- (b) any financial benefit received by the Member in respect of expenses incurred carrying out his or her duties as a Member (except from the Council);
- (c) any current contracts with the Council;
- (d) any beneficial interest in land/property within the Council's area;
- (e) any licence for a month or longer to occupy land in the Council's area;
- (f) any tenancy where the Council is landlord and the Member (or person in (2)(b) above) has a beneficial interest; or
- (g) a beneficial interest (above the specified level) in the shares of any body which has a place of business or land in the Council's area.

Non-Statutory Disclosable Interests

- (4) If a Member has a non-statutory disclosable interest then you are required to declare that interest, but may remain to discuss and vote providing you do not breach the overall Nolan principles.
- (5) A Member has a non-statutory disclosable interest where -
 - (a) a decision in relation to the business being considered might reasonably be regarded as affecting the well-being or financial standing of you or a member of your family or a person with whom you have a close association to a greater extent than it would affect the majority of the council tax payers, rate payers or inhabitants of the ward or electoral area for which you have been elected or otherwise of the authority's administrative area, or
 - (b) it relates to or is likely to affect a disclosable pecuniary interest, but in respect of a member of your family (other than specified in (2)(b) above) or a person with whom you have a close association, or
 - (c) it relates to or is likely to affect any body –
 - (i) exercising functions of a public nature; or
 - (ii) directed to charitable purposes; or
 - (iii) one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union) of which you are a Member or in a position of control or management.

and that interest is not a disclosable pecuniary interest.

2. Filming, Photography and Recording at Council Meetings

The District Council supports the principles of openness and transparency in its decision making and permits filming, recording and the taking of photographs at its meetings that are open to the public. It also welcomes the use of social networking and micro-blogging websites (such as Twitter and Facebook) to communicate with people about what is happening at meetings. Arrangements for these activities should operate in accordance with guidelines agreed by the Council and available via the following link [filming, photography and recording at council meetings.pdf](#) or on request from the Democratic Services Team. The Council understands that some members of the public attending its meetings may not wish to be filmed. The Chairman of the meeting will facilitate this preference by ensuring that any such request not to be recorded is respected.

Please contact Ms Melanie Stimpson, Democratic Services Team, Tel No. 01480 388169/e-mail melanie.stimpson@huntingdonshire.gov.uk if you have a general query on any Agenda Item, wish to tender your apologies for absence from the meeting, or would like information on any decision taken by the Committee/Panel.

Specific enquiries with regard to items on the Agenda should be directed towards the Contact Officer.

Members of the public are welcome to attend this meeting as observers except during consideration of confidential or exempt items of business.

Agenda and enclosures can be viewed on the District Council's website – www.huntingdonshire.gov.uk (*under Councils and Democracy*).

If you would like a translation of Agenda/Minutes/Reports or would like a large text version or an audio version please contact the Elections & Democratic Services Manager and we will try to accommodate your needs.

Emergency Procedure

In the event of the fire alarm being sounded and on the instruction of the Meeting Administrator, all attendees are requested to vacate the building via the closest emergency exit.

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HUNTINGDONSHIRE DISTRICT COUNCIL

MINUTES of the meeting of the CABINET held in the Civic Suite 0.1B, Pathfinder House, St Mary's Street, Huntingdon, PE29 3TN on Thursday, 20 September 2018.

PRESENT: Councillor G J Bull – Chairman.
Councillors J M Palmer, J A Gray, D M Tysoe and Mrs M L Beuttell.

APOLOGY(IES): Apologies for absence from the meeting were submitted on behalf of Councillors R Fuller.

24. MINUTES

The Minutes of the meeting of the Cabinet held on 19th July 2018 were approved as a correct record and signed by the Chairman.

25. MEMBERS' INTERESTS

There were no declarations of disclosable pecuniary or other interests received at the meeting.

26. CORPORATE PLAN 2018 - 2022

The Cabinet received a report (a copy of which is appended in the Minute Book) on the development of the Corporate Plan 2018/2022 for any final comment prior to submission to Council for approval.

The Council required a clear vision with strategic priorities that established its objectives and how these would be achieved. The Council's previous Corporate Plan was for the period 2016 – 2018 and it had been agreed that a new Plan would be prepared for a four year period to coincide with the new electoral cycle.

In considering the comments of the Overview and Scrutiny Panel (Performance and Growth) it was explained that the key actions and performance indicators were realistic given the current financial pressures and were able to be amended if necessary in the future. Regarding staff sickness this was within the remit of the Employment Committee who were fully aware of the situation. Whereupon the Cabinet,

RESOLVED

- i. that the Cabinet provides final comment on the Corporate Plan 2018 – 2022; and

RECOMMENDS TO COUNCIL

- ii. that the Corporate Plan 2018 - 2022 be adopted.

27. INTEGRATED PERFORMANCE REPORT 2018/19 QUARTER 1

The Cabinet considered a report (a copy of which is appended in the Minute Book) on progress against the draft Key Activities and Corporate Indicators listed in the Council's Corporate Plan for 2018/2022 for the period 1 April to 30 June 2018. The report also incorporated progress on the current projects being undertaken at the Council and financial performance information as at the end of June.

It was noted that the report being presented was the Quarter 1 report and therefore early in the reporting period.

One particular 'red' indicator referred to 'grounds maintenance works inspected'. It was explained that the target of 82% was the inspection standard set by the Council and the trends indicated that this standard was higher than customer expectation.

The Cabinet concurred that the Appendices relating to the Financial Performance Monitoring were excellent for providing service specific details and in considering the comments of the Overview and Scrutiny Panel (Performance and Growth) it was suggested that the Panel should contact the Executive Councillors for Regulation and Operations and for Partnerships and Well-Being to discuss the concerns within these specific service areas.

In referring to the Overview and Scrutiny Panel (Performance and Growth) comments made within the context of the Commercial Investment Strategy, it was noted that there were virtually no vacant High Street units and in relation to recycling the Executive Councillor for Resources had suggested that further education of the public was required as to the materials that were able to be recycled.

Whereupon the Cabinet,

RESOLVED

- i. To note the progress made against draft Key Actions and Corporate Indicators in the Corporate Plan and current projects, as summarised in Appendix A and detailed in Appendices B and C of the submitted report; and
- ii. To note the Council's financial performance at the end of June, as detailed in the Financial Performance Monitoring Suite in Appendix D and the register of reviews of Commercial Investment Strategy propositions as detailed in Appendix E of the submitted report.

28. CHANGE TO CONSTITUTION - HDC VENTURES LIMITED - SHAREHOLDER REPRESENTATIVE AND REFERENCE GROUP

The Council had established a Local Authority Trading Company, HDC Ventures Limited. Its purpose was to enable the Council to participate in commercial trading activities.

The Cabinet and Council had previously endorsed the appointment of a Shareholder Representative and Reference Group, and the

Corporate Governance Committee at its meeting on 26 July 2018 (Minute No. 21 refers) had considered the necessary amendments to the Constitution.

The Corporate Governance Committee had proposed a small number of amendments to the Shareholder Representative Arrangements and Terms of Reference which were presented to the Cabinet in a report (a copy of which is appended in the Minute Book) specifically:

- The reporting arrangements for the Shareholder Representative and the Shareholder Reference Group - to report and be accountable to the Council; and
- Rather than a named individual, Point 6 of the section on the Operation of the Shareholder Reference Group should read: 'The Secretary appointed to HDC Ventures Ltd will also act as Secretary to the Shareholder Reference Group'.

Whereupon the Cabinet resolved to,

RECOMMEND COUNCIL

approve the insertion of the Arrangements for the Shareholder Representative and Shareholder Reference Group into Part 3 Responsibility for Functions of the Constitution, as detailed in the Appendix to the submitted report.

29. APPOINTMENT TO THE A141 HUNTINGDON AND ST IVES AREA TRANSPORT STUDY STEERING GROUP

Cambridgeshire County Council, at its Economy and Environment Committee meeting on 13 September 2018, had resolved to establish the A141 Huntingdon and St Ives Area Transport Study Steering Group. The Steering Group had been established to assist in the review and development of schemes identified by the A141 Huntingdon Transport Study and the St Ives Area Transport Study.

As a result the District Council had been requested to appoint four District Councillors (two from Huntingdon and two from St Ives) to the Steering Group.

The report and Terms of Reference presented to the Cambridgeshire County Council Economy and Environment Committee had been attached via a link to the agenda.

The Cabinet,

RESOLVED

that Councillors Ms A Dickinson, J Neish, M Humphrey and S Wakeford be appointed to the Cambridgeshire County Council A141 Huntingdon and St Ives Area Transport Study Steering Group for the remainder of the Municipal Year.

30. ITEM OF SPECIAL URGENCY - BUSINESS RATE PILOT

Prior to consideration of the matter it was announced that in accordance with Section 100B (4)(b) of the Local Government Act

1972, the report was being considered as an urgent item of business, on the basis the Cabinet was required to take an urgent decision on the matter as all constituent authorities of the Cambridgeshire and Peterborough Combined Authority (CPCA) had been consulted on a proposed bid to the Government relating to a pilot scheme for the retention of Business Rates, which was to be considered by the CPCA on 26 September 2018. As a result the matter would not be subject to call-in.

Following which the Cabinet gave consideration to a report by the Head of Resources (a copy of which is appended in the Minute Book) which had been circulated separate to the agenda.

It was explained that the Council, together with the other constituent authorities of the CPCA were considering the submission of a joint bid to the Ministry of Housing, Communities and Local Government to participate in a one year business rates retention pilot for 2019/20. The bid had to be submitted on the 25 September 2018. The lead authority would be Cambridgeshire County Council who would also be responsible for administering the scheme.

In response to questions it was explained that:

- the CPCA proposed to underwrite the bid and that any Council who participated in the pilot would not suffer detriment as a result of participating.
- the Council would receive a per capita share of any Non Domestic Rate (NDR) growth, the current modelling indicated this would be in the region of £1.6m.
- Pilot Councils would not receive Revenue Support Grant (RSG). The current estimate for RSG in 2019/20 for the Council was nil. However, the Council had not budgeted for any RSG. After adjustments to NDR tariffs and top-ups as a consequence of the pilot the £1.6m would reduce. The amount of reduction was not known but it was expected that any reduction would not be significant enough to not support the bid.
- Any additional funds would be apportioned as follows: 80% split between the constituent authorities based on population; 10% to Cambridgeshire County Council; and 10% to the CPCA to create a Business Growth Fund.
- There was no stipulation of how the Council had to use these funds.

One of the conditions when submitting the bid was that all authorities had to agree to the Pilot. However, there was no guarantee that the bid would be successful.

As other authorities were also in the process of considering whether to participate in the Pilot, the Leader proposed the following additional recommendation, which was agreed, to allow the Council to react if necessary:

'Subject to other considerations or changes, that the Head of Resources be delegated authority to amend the District Council's response as necessary, in consultation with the Executive Leader'.

Whereupon the Cabinet,

RESOLVED

- i. To agree the Council's participation in the 2019/20 Business Rate Pilot for the Peterborough and Cambridgeshire area on the proviso that the Cambridgeshire and Peterborough Combined Authority confirms that it will underwrite 'no detriment' for the Council: and that
- ii. Subject to other considerations or changes, that the Head of Resources be delegated authority to amend the District Council's response as necessary, in consultation with the Executive Leader.

Chairman

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Public
Key Decision - Yes

HUNTINGDONSHIRE DISTRICT COUNCIL

Title/Subject Matter:	Strategic Review of Parking - Off-street Car Parking Strategy: 2018-2023
Meeting/Date:	Overview & Scrutiny (P&G) - 2 nd October 2018 Cabinet - 18 th October 2018
Executive Portfolio:	Cllr Beuttell, Executive Cllr for Operations & Regulation
Report by:	Parking Services Manager (GM)
Ward(s) affected:	All

Executive Summary:

At Overview & Scrutiny: Economy & Growth Panel (O&S:E&G) on the

- 6th April 2017 it was agreed under the agenda item “Strategic Review of Parking - Project Overview” that a Member Task & Finish group should be established to deliver an agreed vision and strategic priorities for car park management and operation. The Task and Finish group membership and outline plan was agreed by the panel recognising the requirements to develop a vision for the parking service that would inform and provide clear direction for the development of a strategy to guide future courses of action.
- 5th October 2017 the Parking Vision developed by the Strategic Review of Parking Task & Finish Group was presented for comment and later endorsed by Cabinet on the 12th October 2017. Following this, the groups focus became the development and delivery of an “Off-Street Car Parking Strategy” for Huntingdonshire District Council.

In its delivery of the “Off-Street Car Parking Strategy: 2018 - 2023”, the Strategic Review of Parking task & Finish group has:

- Collected and considered occupancy information for current and future anticipated usage trends.
- Consulted with Parish & Town Councils on the customer feedback and priorities information collected through our online survey.
- Considered issues surrounding parking within the District.

Developed a Strategy document which will provide direction to Huntingdonshire District Councils Parking Service in the delivery of a service that will promote town centre viability

Recommendation:

It is recommended that the Cabinet endorse the “Off-street Car Parking Strategy: 2018-2023” developed by the members of the “Strategic Review of Parking” Task & Finish Group (T&F) to enable Huntingdonshire District Councils Parking Service to work on the delivery of the short-term goals and long-term objectives.

1. PURPOSE OF THE REPORT

- 1.1. To seek endorsement for the “Off-street Car Parking Strategy: 2018-2023” developed by the members of the “Strategic Review of Parking” Task & Finish Group.

2. BACKGROUND

- 2.1. The Overview & Scrutiny: Economy & Growth (O&S:E&G) agenda item “Strategic Review of Parking - Project Overview” discussed 6th April 2017 by O&S recognised that Huntingdonshire District Council has:

- No agreed vision for the role of car park management and operation.
- No agreed strategic priorities for car park management or operation
- No clear evidence base of user requirements or preference
- Future investment and enhancements to car parks and their operation must be based on an evidence based vision and strategy

3. KEY ACTIONS

6th April 2017

The O&S:E&G panel agreed the purpose and membership of the T&F group for the agenda item “Strategic Review of Parking - Project Overview”.

30th May 2017

The 1st T&F group meeting took place which saw:

- The appointment of a Chairman (Cllr White)
- The appointment of a Vice Chairman (Cllr Dickinson)
- Discussion around the “Strategic Review of Parking” scoping document to ensure that a comprehensive approach is being taken
- A review of the Parking Service “Service Profile Pack” which provided an overview of all service resources and functions
- Analysis of Stakeholders to identify who and when they need to be engaged with as part of the “Strategic Review of Parking”
- A review of the proposed online “parking user survey” to ensure it captured all that was required

30th June 2017

Finalisation of the Parking User Online Survey

3rd July 2017

Parking User Online Survey “Go Live” date.

18th July 2017

- Civil Parking Enforcement (CPE) feasibility study scope finalisation with RTA Associates
- HDC requested RTAA to undertake additional “compliance” & “signs and lines” surveys

24th July 2017

Parking Service initial discussion with “Inner Circle Consulting” undertaking the “Growth Masterplan for St Neots”

25th July 2017

CPE feasibility study schedule for onsite surveys agreed (13th to 16th September 2017 - aim to capture “normal” term time behaviours)

26th July 2017

T&F group brief of parking service financial information which sought to understand and separate:

- Statutory costs
- Operational costs (fixed)
- Operational costs (income related)

28th July 2017

Parking Service inception meeting with Steer Davies Gleave (SDG) to undertake the "Development vs Capacity" which saw:

- Discussion into the aims for the study
- An SGD brief on the tasks and approach to be taken
- Agreement on a reporting deadline (end Oct 2017)

8th August 2017

A meeting of the T&F group which saw:

- A brief on HDC parking service discussion with consultants undertaking the "Growth Masterplan for St Neots"
- An update on the ongoing works (CPE Feasibility study & SDG)
- A visioning session comprising of 3 visioning exercises (see appendix 1)

29th August 2017

Agreement for the T&F group to work smarter by developing a parking vision electronically

4th September 2017

A meeting of the T&F group which saw:

- A presentation by SDG on the Development versus Capacity Study.
- Discussion around the presentation to ensure the study addresses all aspects the members of the group feel are required to develop an informed parking strategy

5th September 2017

Parking Service debrief on the Parking User Survey (online)

11th September 2017

Development of previous works by members of the T&F group towards the achievement of a parking vision

27th September 2017

A meeting of the T&F group which saw:

- A presentation of the Parking User Survey results.
- Discussion of the survey results, including how well car park user's views are reflected in the parking vision. The group confirmed they were happy with the parking vision developed.

5th October 2017

The O&S:E&G panel commented on the agreed purpose and membership of the T&F group for the agenda item "Strategic Review of Parking - Project Overview

25th October 2017

A meeting of the T&F group which saw

- A review of the stakeholder (Parish & Town Council) feedback received on the user survey results which showed consistency with results of the survey
- Discussion and agreement on the style of framework to be used for the strategy
- Brainstorming of short-term and long-term goals

29th November 2017

A meeting of the T&F group which saw:

- A review of the areas of the vision to assess its fit with the brainstormed short-term and long-term goals

16th January 2018

A presentation to members of O&S (E&G) by RTA Associates on “Civil Parking Enforcement: What is it and what does it entail?”

24th January 2018

A meeting of the T&F group which saw:

- A presentation by RTA Associates on “Civil Parking Enforcement: Feasibility Study”

7th February 2018

A meeting of the T&F group which saw:

- A discussion around the report “Huntingdonshire Parking Analysis Report” summarised within appendix 1 of the Strategy presented
- Agreement from members on the position of CPE as summarised within appendix 3 of the Strategy presented

24th - 30th April 2018

Members of the T&F group were requested to provide comments on the draft strategy document prepared by Officers of HDC’s Parking Service

11th - 18th May 2018

Members of the T&F group were requested to provide comments on the revised draft strategy document prepared by Officers of HDC’s Parking Service so that the final document could be prepared.

21st - 23rd May 2018

Officers of HDC’s Parking Service prepared the version of the strategy document presented with this report.

4. COMMENTS OF OVERVIEW & SCRUTINY

- 4.1 The Panel received the Strategic Review of Parking – Off-street Car Parking Strategy 2018-2023 at its meeting on 2nd October 2018. Members were informed that the strategy will last for a five year cycle at which point there will be an opportunity to refresh and renew the strategy.
- 4.2 A comment was raised as to whether the strategy will aim to increase parking spaces for commuters however, it was explained that that capacity study had established that there is enough capacity until 2030 having considered the increase in housing within the district.
- 4.3 Following comment on had the reduction in size of Bridge Place Car Park been considered, it was stated that the proposal was factored in when the capacity study was carried out.
- 4.4 In response to a question on increasing bay sizes, Members were informed that Officers are to review the design of all car parks and will look at opportunities to

expand bay sizes where possible through more efficient spatial planning.

- 4.5 Various comments were made in relation to fees and charging however, it was explained that the strategy covers the operation of off-street car parking, which the Council has responsibility for. The strategy includes principles which will be referred to in the future should fees and charges be considered. Although it was noted that the Panel agreed with the principle that car park users pay for what they use.
- 4.6 A Member was disappointed that the strategy does not say more to promote sustainable travel. It was explained that support for sustainable travel is in the strategy although it is not explicitly stated.
- 4.7 Civil Parking Enforcement (CPE) was mentioned at various stages of the meeting, with questions regarding on-street enforcement. It was explained that the Council considered CPE three years ago through an independent study and that the Task and Finish Group considered it again as a part of its work on the strategy. At both stages it was concluded that it was for the highways authority, Cambridgeshire County Council, to apply to adopt CPE and this could not and should not be done by the District Council alone. The District Council would be limited in its involvement as an agent for enforcement if approached by the County Council to act on their behalf.
- 4.8 Park and ride was suggested as a possible option however, the Panel was informed that the level of investment for a park and ride was considerable and that the size of the District's market towns wouldn't sustain a park and ride.
- 4.9 The Panel recommends that Cabinet endorses the Off-street Car Parking Strategy 2018-2023.

5. KEY RISKS

- 5.1. Failure to endorse the evidence based parking strategy presented will impact the direction and development of the parking service in its support of economic growth and development of our towns.

6. LINK TO THE CORPORATE PLAN

- 6.1. Corporate Plan 2017-2018

Delivering Sustainable Growth KA 24: Deliver a Car Parking Strategy that is supportive of residents, visitors and local businesses.

7. CONSULTATION

- 7.1. Car park users have been consulted as part of the development of the strategy. A "Parking User Survey" was undertaken from 3rd July 2017 for a period of 6 weeks. This includes the opinions of businesses and stakeholder organisations.
- 7.2. Additional Stakeholder feedback was sought from all Parish & Town Councils within the District to check that the views expressed within the survey match the issues previously presented by Parish & Town Councils.

8. RESOURCE IMPLICATIONS

- 8.1. The proposed strategy does not have any resource implications. In the next stage of the project (Delivery), Officers will develop proposals to deliver the short-term goals & long-term objectives. The solutions presented for consideration by members may have resource implications which will be stated.

9. REASON(S) FOR THE RECOMMENDED DECISIONS

9.1. In the development of the “Off-street Car Parking Strategy: 2018- 2023”, members of the “Strategic Review of Parking” Task & Finish Group have:

- Collected and considered occupancy information for current and future anticipated usage trends.
- Consulted with Parish & Town Councils on the customer feedback and priorities information collected through our online survey.
- Considered issues surrounding parking within the District.

9.2. It is felt by the members of the group that the Strategy presented fulfils the requirements of the Corporate Plan Action KA24 (2017/18) and will enable Huntingdonshire District Council’s Parking Service to deliver a service that will promote town centre viability.

10. LIST OF APPENDICES INCLUDED

10.1. Appendix 1 - Off-street Car Parking Strategy: 2018-2023

11. BACKGROUND PAPERS

11.1. Overview & Scrutiny: Economy & Growth Panel - Thursday 6th April 2017:
Strategic Review of Car Parking: Project Overview and T&F Scoping Document

<http://moderngov.huntsdc.gov.uk:8070/documents/s85153/Strategic%20Review%20of%20Car%20Parking%20Project%20Overview.pdf>

11.2. Cabinet - Thursday 12th October 2017:
Strategic Review of Car Parking - Parking Vision

<http://moderngov.huntsdc.gov.uk/documents/s88617/Item%205%20-%20Strategic%20Review%20of%20Parking%20Report.pdf>

12. CONTACT OFFICER

George McDowell, Parking Services Manager (Operations)
george.mcdowell@huntingdonshire.gov.uk

**Off-Street Car Parking Strategy
2018 - 2023**

Introduction

We have ambitious plans for Huntingdonshire – ***We want to support a safe and healthy environment, deliver economic growth and provide value for money services for the people of Huntingdonshire.*** Making sure that it works for our people and continues to develop as an attractive and successful place. Huntingdonshire is set to continue to grow, and it is essential that in planning for this growth we have the infrastructure in place to meet the needs of our residents, economy and visitors. Our parking arrangements are a key element of this.

This Strategy in front of you sets out clear guidance to ensure that Huntingdonshire District Council delivers efficient and effective off-street car parking services between now and 2036 and meets these challenges. This strategy has emerged from a lot of work, engagement and the review of a lot of hard evidence. We now have a clearer view than ever before on the expectations of our customers, and the future needs of our district, and it is this evidence mixed with best practice from elsewhere under the guidance of your elected representatives that has informed this strategy. A summary of the key evidence we relied upon can be found in the appendices to this strategy.

As a Cabinet we recognised that we needed to review how we manage our car parks, to meet existing and future requirements. Our car parks need to be sustainable and able to support business growth in our District, they must meet residents' expectations and encourage visitors to our Towns – supporting our ambitions for our market Towns, and they must do all of this whilst providing good value for money.

When my predecessor presented a project overview for a 'Strategic Review of Car Parking' to the Huntingdonshire District Council Overview and Scrutiny Panel (Economy and Growth), it was agreed that the initial problem faced was a lack of a clear vision and strategic priorities for the operation and management of our car parks. The solution to this was fairly simple; to undertake a strategic review of off-street car parking that gathered evidence, created a vision and developed a strategy.

I'm pleased to say that the Overview and Scrutiny Panel approved the creation of a "Strategic Review of Car Parking Task and Finish Group", who have, in partnership with Officers, delivered this evidence based Off-Street Car Parking Strategy. I would like to place on record my thanks to all the people who have helped create this Off Street Parking Strategy, and for the hard work and effort that has now achieved what I believe to be a sustainable approach for parking into the future.

This strategy has reviewed how we currently deliver off-street car parking services, reviewed options for change and sets the parameters for Officers to develop and deliver future car parking services. It describes how we approached the project; how we arrived at our conclusions and the next steps we will take.

We have listened, we have taken expert advice and we will continually review our work. The conclusions drawn in this Strategy are forward thinking, realistic and achievable. We believe they meet the tests we have set out for supporting the growth of our district and ensuring we meet the needs and desires of our communities and visitors. If you have any comments you would like to make, I would be delighted to hear from you.

Executive Councillor for Operations

Contents

From Vision to Implementation	5
Our Parking Vision	6
Implementing technology that positively assists our car park users	7
Promoting environmental sustainability by supporting alternative fuel and travel methods	8
Providing and delivering safety and security to our users	9
Providing and delivering clean and well maintained parking places	10
Financial Principles of Parking	11
List of Appendices:	
Huntingdonshire Parking Analysis Report Overview	13
Parking User Survey Overview	21
On-street Parking	22
Comparator Parking Charges	23

From Vision to Implementation

Members of Huntingdonshire District Council's Strategic Review of Car Parking Task and Finish Group agreed that the strategy we develop should be structured with 4 clear stages to deliver our Vision, and operate on a cycle across 5 years.

Stage 1 - Concept

As we had agreed with Overview and Scrutiny to deliver an 'evidence based strategy', we needed to ensure that we were in possession of sufficient evidence to begin with. Whilst we are gathering and reviewing the evidence, a Vision was created that Overview and Scrutiny agreed would meet the expectations of our car park users.

Stage 2 - Development

Based on the evidence collected over the past 9 months (*presented within appendices 1 – 2*), members of Huntingdonshire District Council's Strategic Review of Car Parking Task and Finish Group developed short-term goals and longer term objectives to deliver the Core Priorities of the Vision.

Stage 3 - Delivery

This strategy document is now the starting point for Huntingdonshire District Council's Parking Service. Officers are able to progress with delivering our short & medium term goals and longer term objectives. Whilst we have adopted a single set of strategic priorities, the short-term goals may require the council to consider the implementation of a variety of town and location based solutions. The Council will support enhancements to car parks where the costs are borne by the users in line with our agreed financial principles of parking.

Stage 4 - Operate

Huntingdonshire District Council's Parking Service can monitor the success of changes made to ensure they have been successfully delivered. The information gathered at this stage will be the basis for our next strategy, with any long-term objectives still ongoing and relevant being carried over, as the service continues to drive towards positive change.

Within the agreed stages of the Strategy's structure, Huntingdonshire District Council Officers will work to monitor and address emergent risks as part of the effective management and delivery of the service and its service plan objectives. Improvements will be measured from a user's perspective through the use of regular customer surveys and satisfaction monitoring.

Our Parking Vision

Recognising the role that parking plays in contributing to our Corporate Plan objectives and our twin priorities of serving Huntingdonshire as a vibrant place and supporting its people to enjoy a fulfilling life. The parking task and finish group worked to develop a Vision aimed to provide the high quality services local people want and deserve and as with our corporate plan this strategy shows how we intend to meet these objectives.

In the development of the strategy, we have worked with and given consideration to:

- Huntingdonshire District Council: Local Plan to 2036
- Huntingdonshire District Council: Car Park user survey
- Huntingdonshire District Council corporate plan
- Cambridgeshire & Peterborough Combined Authority: St Neots Masterplan for Growth
- House of Commons Library: Electric Vehicles and Infrastructure

From the core priorities set out in our Parking Vision for Huntingdonshire, both short-term goals and longer term objectives have been developed that work towards a common end state: the promotion & futureproofing of our town centre's viability. With this in mind the O&S task and finish panel agreed a clear vision for parking:

Our Parking Vision

Huntingdonshire District Council will support the sustainability and growth of its towns and villages through the provision of convenient, easily accessible car park locations that focus on achieving our core priorities of

- Providing and delivering safety and security for our users
- Providing and delivering clean and well maintained parking places
- Implementing technology that positively assists our car park users
- Promoting environmental sustainability by supporting alternative fuel and travel methods

Implementing technology that positively assists our car park users

In our ambition to ***Become more efficient and effective in the way we deliver services***, and our commitment to ***Becoming a more Customer Focused Organisation***. We have a clear ambition to make ever greater use of technology to aid our car parks users, meet their expectations and provide us with information that will enable us to become more effective in the delivery of services.

Increasingly customer expectations are set by their interactions in their personal lives. Customers want to have the convenience they have come to expect from the high street and digital providers. Customer feedback from our user survey shows that there is a clear demand for greater convenience within our car parks, including the opportunity for more cashless payment options.

This new technology will enable us to ensure a smoother parking process for customers, and enable us to use the information we gather to better understand and meet customer needs. It will also enable us to move toward a pay for what you use approach to parking, rather than the traditional pay upfront model. With this in mind our strategic goals are:

Short & medium term goals [Years 1 & 2]

- To undertake a feasibility study to assess suitable payment, access and space monitoring technology to enable clear identification and assessment of the benefits, challenges and user feedback.
- To deploy alternative payment technology where there is a business case to do so.
- To deploy suitable access and space monitoring technology where it is technically feasible and there is a business case to do so.

Long-term objectives [Years 3 & 4]

- To ease congestion and town centre traffic by working with partners in the implementation and operation of traffic management solutions.

Promoting environmental sustainability by supporting alternative fuel and travel methods

With our Corporate Plan objectives around ensuring we **Support people to improve their health and well-being** and to **Create, protect and enhance our safe and clean built and green environment** parking has a part to play in both. Air quality is a key health issue across the country, and the decisions we make with regard to parking will impact directly on this.

Our working group recognised the importance of delivering as environmentally sustainable a parking service as possible. Ensuring we support the use of new clean technologies that emerge on the market and infrastructure that supports people to walk and cycle facilitating those that wish to make sustainable transport choices, and making use of our car parks as transport hubs.

Keeping abreast of new opportunities will help us to meet our corporate plan objectives, and ensure Huntingdonshire remains a pleasant and dynamic place to live ensuring that our service remains fit for the future. Our goals are:

Short & medium term goals [Years 1 & 2]

- To survey all our car parks to establish technical feasibility for electric vehicle charging.
- To undertake user surveys to assess local demand and best fit options for the operation of electric charging bays.
- To assess demand and incorporate support for alternative sustainable travel methods within our car parks.
- To assess the feasibility of our car parks as sites for the generation of renewable energy for their operation and potential income generation.

Long-term objectives [Years 3 & 4]

- To deliver feasible changes which reduce the environmental impact of our car parks.

Providing and delivering safety and security to our users

Ensuring we ***Support people to improve their health and well-being is a key ambition for us***. This is as true in our public spaces, as anywhere else, and we are committed to ensuring our car parks are as safe and secure as they possibly can be.

In our engagement with users, car park security was not rated as highly by our users as we would want. This is an area for focus to raise overall user satisfaction, and meet expectations of our customers.

Work in this area will deliver a safer environment for our customers and their property. Building on the feedback from our users around what they want to see, we aim to:

Short & medium term goals [Years 1 & 2]

- To assess all our car park sites to deliver improvements in security in our car parks where possible. This includes cameras, lighting and barriers with a proposal developed to deliver these changes.
- To undertake a review of the layout of parking sites to understand what pedestrian focussed improvements can be made with regard to the use of pedestrian walkways, drop kerbs and trolley bays with a proposal developed to deliver these changes.

Long-term objectives [Years 3 & 4]

- To have delivered changes for improved security & safety that meet local needs.
- To work in partnership with other local authorities and emergency services to address crime and fear of crime in our car parks.

Providing and delivering clean and well maintained parking places

Our car parks play a significant role in our market towns and we are committed to making sure we **support the development of infrastructure to enable growth**. Car parks are a key element of the infrastructure for growth, and we see them as such. In addition they set the visual tone for the experience of our regular users and those visitors from out of the area. It is therefore important that they are clean, well laid out and convenient.

One of the key requirements highlighted by our users was for “wider bays” to meet the requirements of modern cars, families and lifestyles; this is something we are committed to bringing forward proposals on.

The delivery of the goals beneath will ensure that our car parks remain responsive to customer needs, and support the needs of our communities.

Short & medium term goals [Years 1 & 2]

- To develop design solutions that maximise the available car parking spaces for our users. This includes a review of the surface condition of a site and the furniture & features.
- To implement a customer ratings system on the satisfaction with our car parks and re-evaluate our cleansing schedules.
- To develop town based proposals that delivers the required parking space capacity to meet the anticipated increasing demands.
- To undertake a review the current size of our parking bays with a view to understanding the cost implications associated with increasing bay size.

Long-term objectives [Years 3 &4]

- To have developed a programme of works that delivers the proposed, endorsed changes for site condition, size & cleanliness.
- To work with local partners & stakeholders to reduce littering.

Financial Principles of Parking

We have a duty to ensure we are continuously striving to ***Become more efficient and effective in the way we deliver services***, delivering the best possible value for public money. Whilst at the same time constantly striving to be a ***more Customer Focused Organisation***. As such we recognise the value in providing some clear financial principles that govern the way we charge for parking, whilst seeking to deliver the improvements our users have asked for in this consultation exercise, and which our growth aspirations require.

The financial principles below have been proposed to ensure we are fair, transparent and consistent in our approach to car park charges.

The principles are:

- We will seek to introduce a “pay for what you use” system to ensure that customers only pay for the time they spend in our car parks.
- We will seek to offer customers a choice of standard and premium parking options.
- We will ensure that our car parking fees are lower than the average index of car parking charges of our comparator authorities
- We will continue to offer our regular car park users value for money with the option of discount permit schemes.

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Appendix 1

Huntingdonshire Parking Analysis Report Overview

Extract from the “Huntingdonshire Parking Analysis” report by SDG

Background

Steer Davies Gleave (SDG) was commissioned by **Huntingdonshire District Council (HDC)** to undertake analysis of current off-street car park occupancy of HDC-operated car parks and to estimate how the additional housing plans set out in the Local Plan might affect future occupancy patterns.

The work was commissioned by the **HDC Parking Task and Finish Group** which is developing an evidence-based parking strategy for Huntingdonshire.

The **key objectives** were to consider:

- The effect of the proposed residential developments within the district on the current off-street parking provision provided by HDC as outlined in the **Local Housing Plan**:
 - + 6,500 homes by 2022
 - + 5,500 additional homes by 2027
 - + 5,800 additional homes by 2036 Total 17,800 (Cumulative)
- The effect and impact of proposed and ongoing **Highways developments** in and around the towns
- Any **additional off-street car parking** provision required to accommodate any forecast increase in vehicle trips to the town centres

Occupancy surveys were conducted:

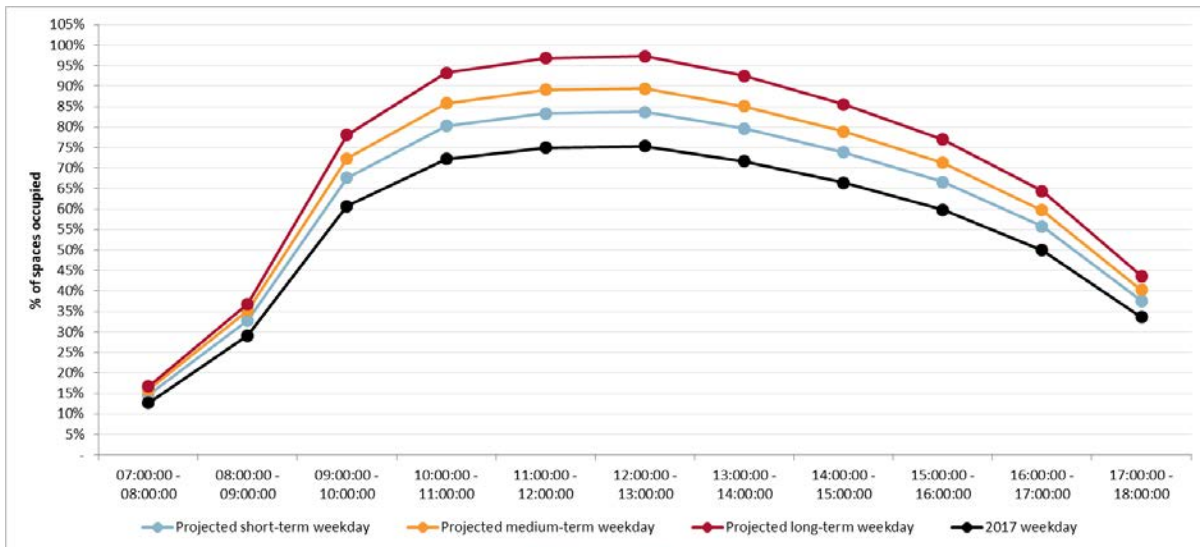
- Weekday - 19th & 20th October 2017
- Saturday - 21st October 2017
- Using Automatic Number Plate recognition (ANPR) cameras at entry and exit points
- At 15 minute intervals between 07:00 and 1800

Huntingdon

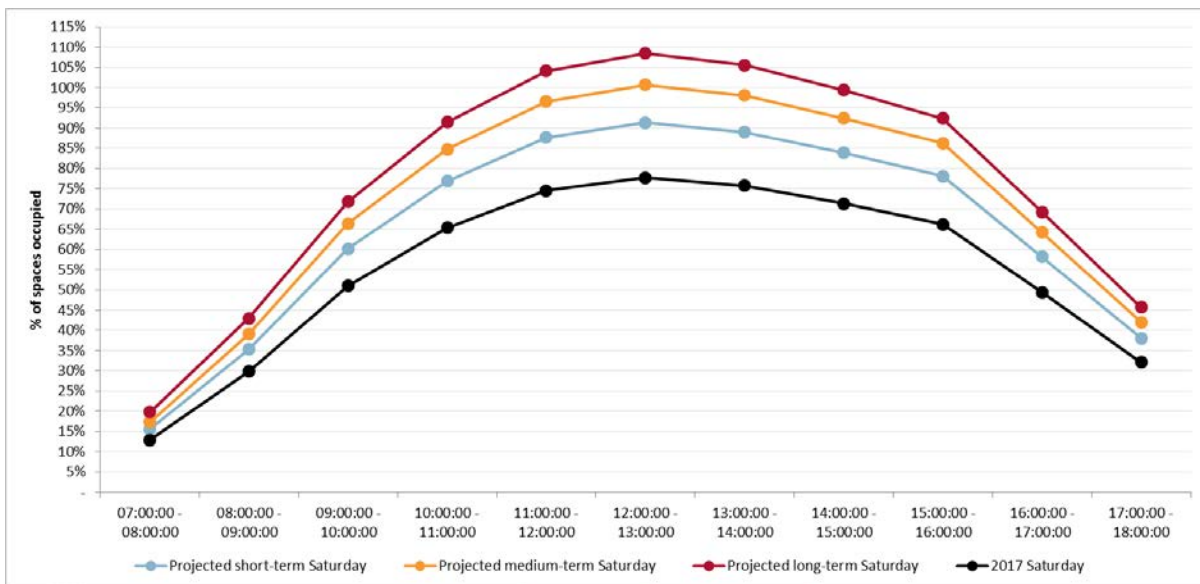
Key findings

- **Weekday** occupancy for the council operated car park network as a whole in Huntingdon peaked at **75%** of the overall capacity of **1,295 spaces** in Council-operated car parks between **11:00 & 13:00**. Due to its placement, Bridge Place car park is not included within the town centre occupancy calculations.
- **Future** weekday occupancy projections are:
 - **84% in 2022** (representing **324 available spaces** in the peak occupancy period)
 - **89% in 2027** (representing **207 available spaces** in the peak occupancy period)
 - **97% in 2036** (representing **142 available spaces** in the peak occupancy period)
- **Saturday** occupancy for the council operated car park network as a whole peaked at **78%** between **12:00 & 13:00**
- **Future** Saturday occupancy projections are:
 - **91% in 2022** (representing **117 available spaces** in the peak occupancy period)
 - **101% in 2027** (representing a **shortage of 13 spaces** in the peak occupancy period)
 - **108% in 2036** (representing a **shortage of 104 spaces** in the peak occupancy period)
- **High** proportion of vehicle staying **less than 10 minutes**:
 - Sainsbury's & MSCP: 17 - 21% vehicles
 - Bridge Place: 31 – 33 % vehicles
- **High** car park occupancy by **Season Tickets**:
 - Great Northern Street: **47%**
 - St Germain Street: 6%
 - Riverside: **25%**
 - Ingram Street: **32%**
 - Mill Common: 2%
 - Bridge Place: 14%

Huntingdon - Future Occupancy Projection (Weekday)



Huntingdon - Future Occupancy Projection (Saturday)

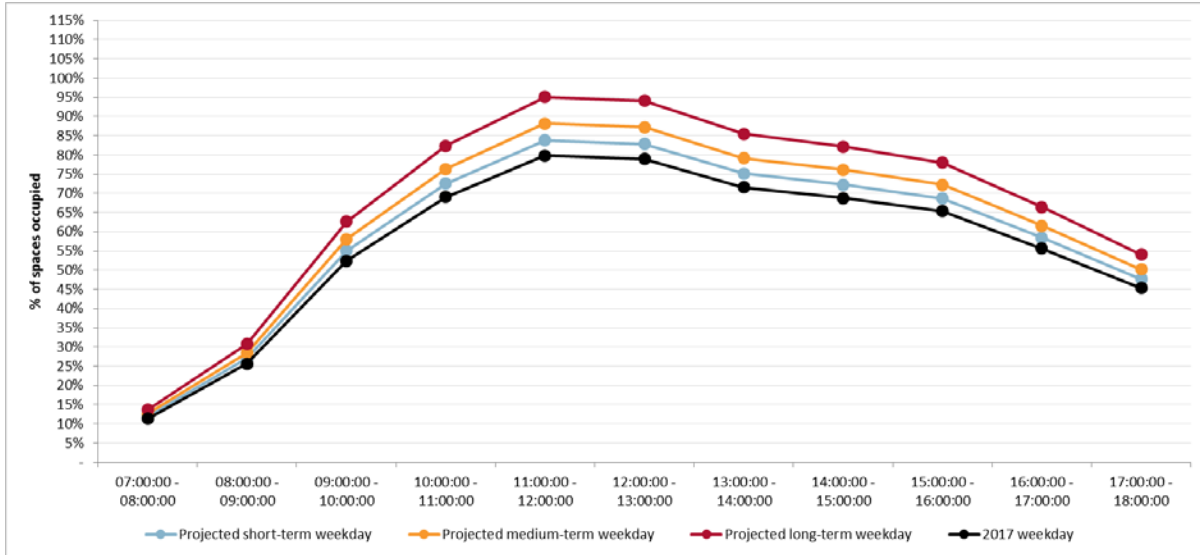


St Ives

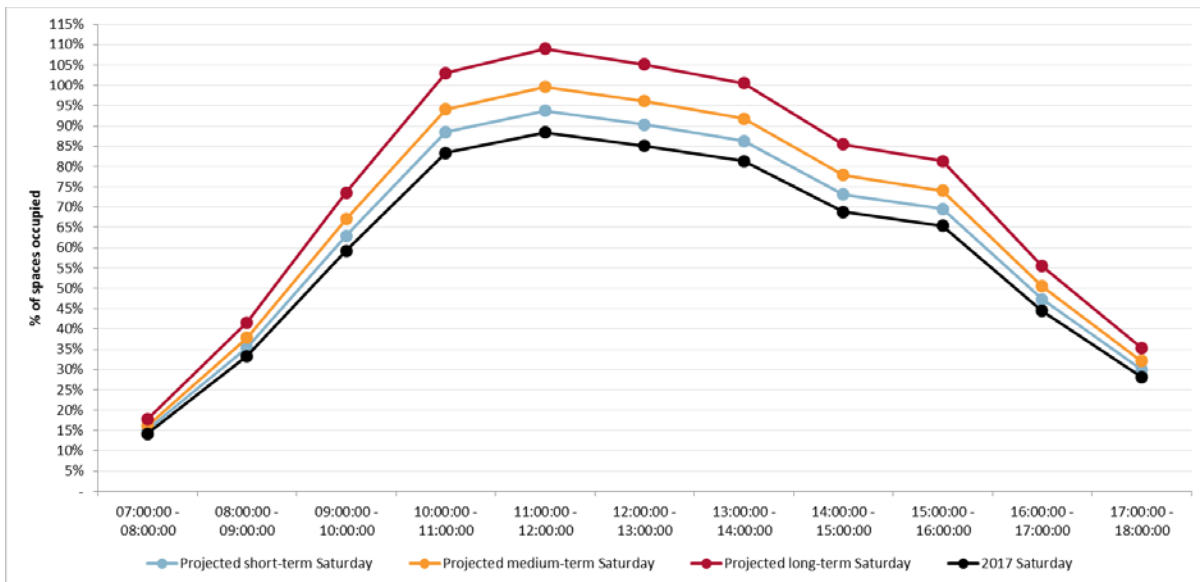
Key findings:

- **Weekday** occupancy for the council operated car park network as a whole peaked at **80%** of the overall capacity of **592 spaces** in Council-operated car parks between **11:00 & 12:00**
- **Future** weekday occupancy projections are:
 - **84%** in **2022** (representing **95 available spaces** in the peak occupancy period)
 - **88%** in **2027** (representing **71 available spaces** in the peak occupancy period)
 - **95%** in **2036** (representing **33 available spaces** in the peak occupancy period)
- **Saturday** occupancy for the council operated car park network as a whole peaked at **88%** between **11:00 & 12:00**
- **Future** Saturday occupancy projections are:
 - **94%** in **2022** (representing **36 available spaces** in the peak occupancy period)
 - **100%** in **2027**
 - **109%** in **2036** (representing a **shortage of 53 spaces** in the peak occupancy period)
- **High** proportion of vehicle staying **less than 5 minutes**:
 - Waitrose: 22 - 24% vehicles
 - Globe Place: 35 % vehicles
- **High** car park occupancy by **Season Tickets**:
 - Globe Place: **19%**
 - Darwoods Pond: 8%

St Ives - Future Occupancy Projection (Weekday)



St Ives - Future Occupancy Projection (Saturday)

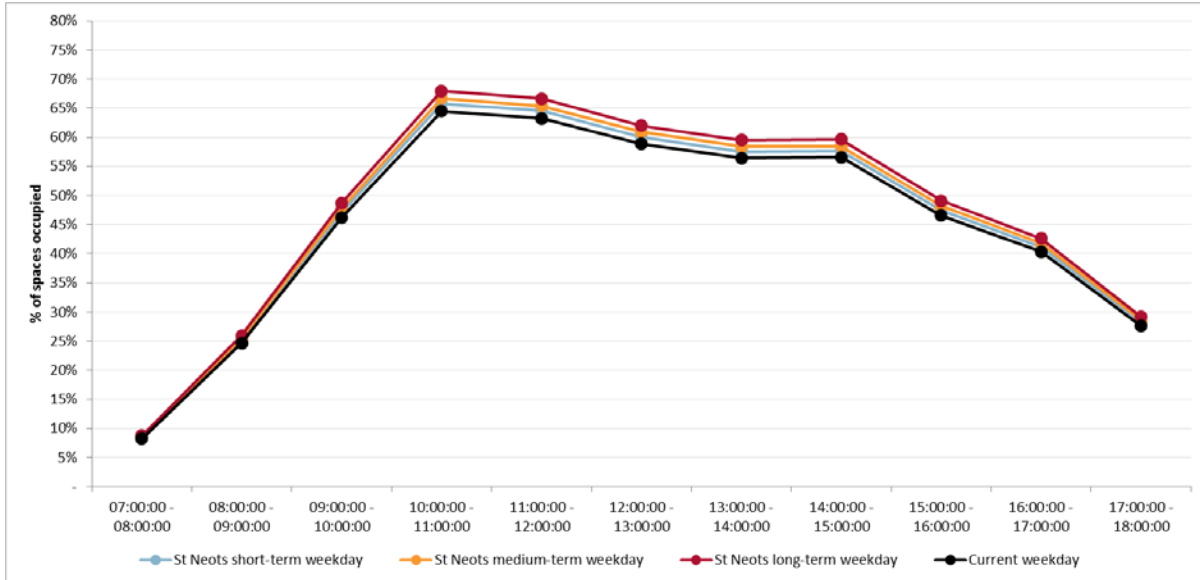


St Neots

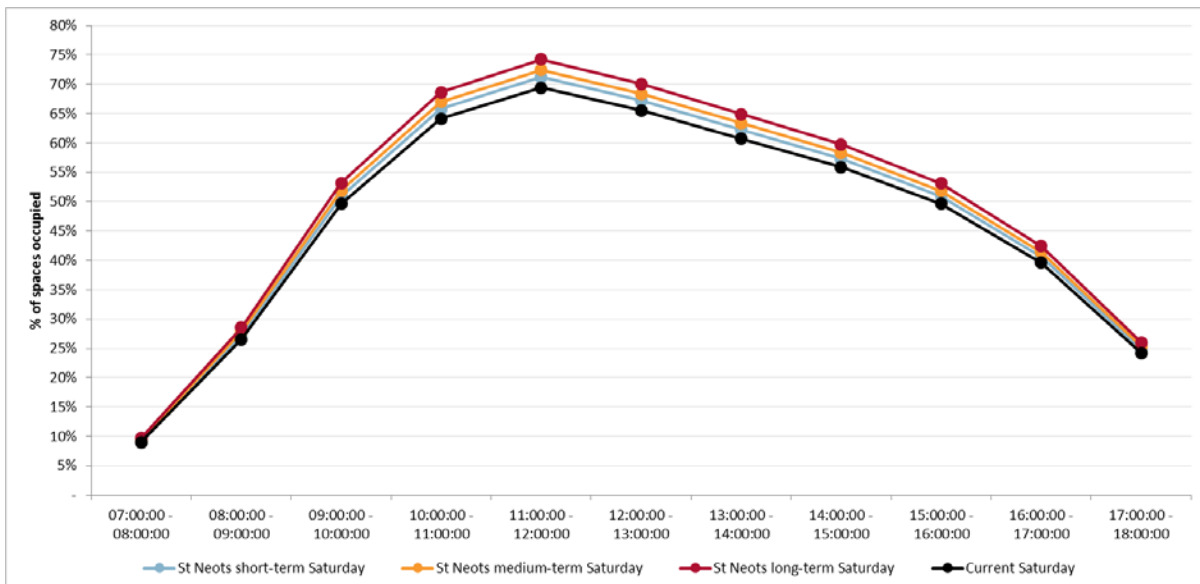
Key findings:

- **Weekday** occupancy for the council operated car park network as a whole peaked at **69%** of the overall capacity of **909 spaces** in Council-operated car parks between **11:00 & 13:00**
- **Future** weekday occupancy projections are:
 - **67%** in **2022** (representing **300 available spaces** in the peak occupancy period)
 - **68%** in **2027** (representing **291 available spaces** in the peak occupancy period)
 - **68%** in **2036** (representing **291 available spaces** in the peak occupancy period)
- **Saturday** occupancy for the council operated car park network as a whole peaked at **69%** between **12:00 & 13:00**
- **Future** Saturday occupancy projections are:
 - **71%** in **2022** (representing **282 available spaces** in the peak occupancy period)
 - **72%** in **2027** (representing **264 available spaces** in the peak occupancy period)
 - **74%** in **2036** (representing **255 available spaces** in the peak occupancy period)
- **High** proportion of vehicle staying **less than 5 minutes**:
 - Waitrose: 20% vehicles
 - Priory Lane: 58 % vehicles
 - Tebbutts Road: 17% vehicles

St Neots - Future Occupancy Projection (Weekday)



St Neots - Future Occupancy Projection (Saturday)



Summary

- **Car ownership** in Huntingdonshire is significantly **higher** than the national average with fewer than 14% of homes **not having access to a car**
 - Promotion and support of alternate means of travel to reduce traffic to maintain occupancy for those travelling further
- Town Centre **footfall** currently **relates to retail offering**, not car park capacity
 - At the time of this study, **Huntingdon** had **high occupancy** following M&S and Next stores opening at the **Chequers Court** development (more stores are now open)
 - The **St Neots Masterplan for Growth** notes a greater **decline in retail footfall** than Huntingdon or St Ives however this is more likely linked to **lack of retail diversity**
- **Maintain and maximize** available parking **capacity** through car park layout & designation reviews:
 - Relocate/remove non-essential car park furniture (e.g. bottle banks, planters etc.)
 - Reduce congestion zones (e.g. drop off points)
 - Review high permit holders user impacts on availability to retail visitors
 - Distributions of car park users across all sites during peak times
 - Bridge Place weekday occupancy under 25%, with only 5% occupancy on weekends - potential to accommodate projected increased users or town centre workers through subsidized permit schemes
 - Potential to incentivize users through variable charging (e.g. lower priced outer car parks, reduced parking cost at non-peak time)
 - Opportunity to introduce/review parking bay designations (e.g. super short stay due to high volume of “less than 10 minute stays”)

Appendix 2

Parking User Survey Overview

The Huntingdonshire District Council Car Parking User Survey ran between July 2017 and August 2017. A total of 1177 participated in the survey resulting in 4368 individual car park completions. The survey was used by the Members of the Strategic Review of Car Parking Task and Finish Group to assist in the development of the Car Parking Vision and the Car Parking Strategy.

The findings, of which there is a summary below, helped Members understand the Council's car parking users and identify issues experienced by them. It highlighted what was good about the car parks and what needed improving on.

Usage Trends

The survey identified the following:

- There was a clear distinction between car parks used for retail purposes and those used for leisure.
- Current usage of mobile payment systems, where available, is low.
- Car parks are generally used at least monthly with a high proportion used on a weekly basis.
- The average length of stay is low with most car parks used for two hours or less.
- A total of 75% of users are from a PE postal code, with other users from CB, NN, MK or SG post codes.

Satisfaction Trends

Overall satisfaction with the car parks was generally high across the District. When choosing where to park, respondents selected convenience of location (37%) as the most important factor, followed by value for money (19%), accessibility (14%) and purpose of visit (14%).

Potential Improvements

The survey identified that a significant percentage of respondents (37%) expressed no opinion on potential car parking improvements. Of those who did express an opinion, 50.8% stated that wider bays for all vehicles should be prioritised. Also, 31.7% of remain respondents expressed some form of cheaper parking charges could be a potential improvement.

In addition, respondents stated that more cashless payment options would be welcomed. However, use of the mobile payment system (where available) is currently low indicating a potential awareness issue. Finally, car park security was not highly rated across Huntingdonshire and respondents have requested improvements in this area.

Value for Money

Value for money was identified by the survey as an area where there was a significant amount of dissatisfaction. Despite this the vast majority of respondents rated Huntingdon's and St Ives' car parks as being satisfactory or above for value for money. There was also a majority of respondents rating St Neots' car parks as being satisfactory or above however, 41% of respondents rated St Neots' car parks as poor or very poor for value for money which was the highest in the District.

Full Survey Results

You can view the full survey results at <https://www.huntingdonshire.gov.uk/media/2782/car-park-survey-results.pdf>.

Appendix 3

On-street Parking

On-street parking offences are currently a criminal offence with enforcement falling within the remit of the Police.

Decriminalisation is a process which is overseen and instigated by the County Council with an application submitted to the Department for Transport (DfT). If this process is successful, the end result is Civil Parking Enforcement (CPE) where the County Council assumes enforcement responsibility.

This process usually takes 2 years to complete. 1 Local Authority currently in this process is expecting the overall timescale to be between 36 & 48 months

The estimated costs associated with CPE are setup costs of approximately £250k, with early operational losses of £40k - £60k per annum.

Should CPE be adopted within the full extents of the boundaries of the District:

- Huntingdonshire District Council would not automatically assume the powers of enforcement unless approached and contracted to do so by Cambridgeshire County Council provided the Council considers it financially viable and advantageous to do so at the time
- Huntingdonshire District Council must operate its off-street car parks under CPE legislation so would incur costs to make the changes required to continue operation e.g. signs, lines and amendments to current Traffic Regulation Orders

At present, Huntingdonshire District Council has no requirement and does not wish to:

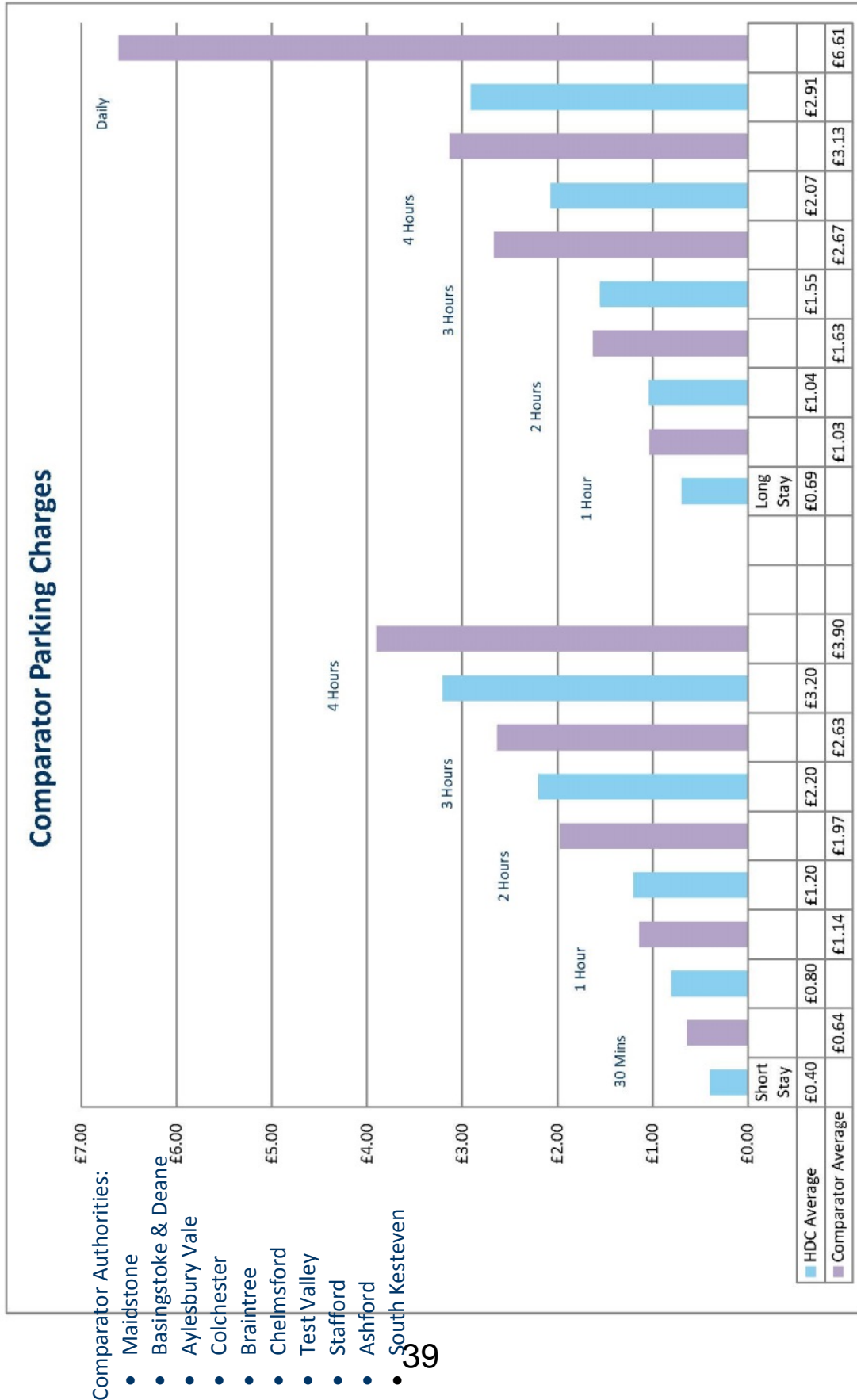
- fund or contribute towards the implementation or setup costs
- fund or contribute towards ongoing costs (e.g. operational)
- take on the responsibility for any enforcement action

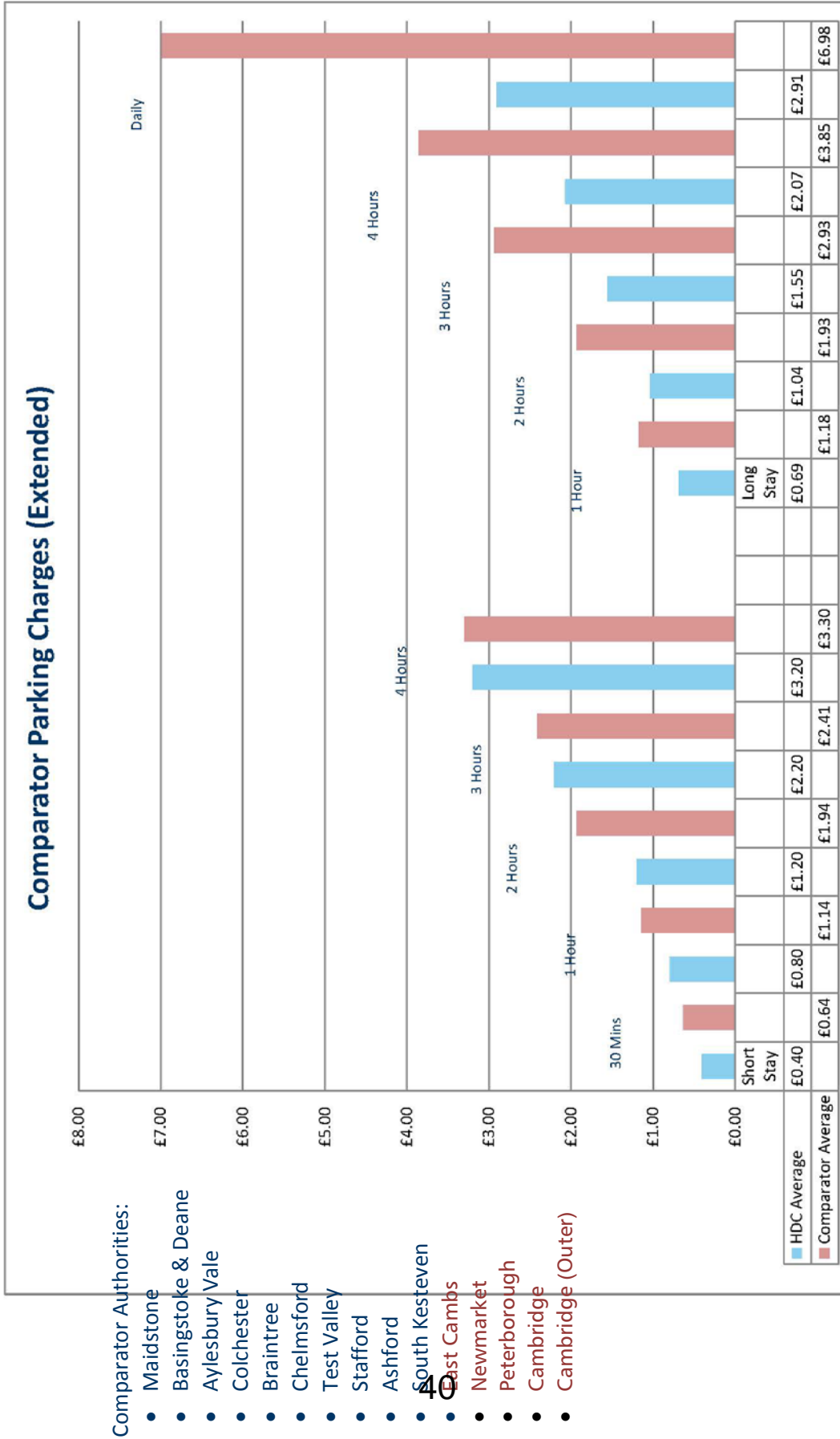
In summary:

- Localised on-street parking issues are present, however the issues are contained and not spread district-wide
- Targeted Police enforcement action is considered an appropriate solution
- On-street parking enforcement and its associated costs are the responsibility of the Police

Appendix 4

Comparator Parking Charges





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