A meeting of the **CABINET** will be held in the **CIVIC SUITE (LANCASTER/STIRLING ROOMS), PATHFINDER HOUSE, ST MARY'S STREET, HUNTINGDON, PE29 3TN** on **TUESDAY, 15 SEPTEMBER 2026** at **7:00 PM** and you are requested to attend for the transaction of the following business:-

AGENDA

APOLOGIES

1. MEMBERS' INTERESTS

To receive from Members declarations as to disclosable pecuniary, other registerable and non-registerable interests in relation to any Agenda item. See Notes below.

Contact Officer: Democratic Services - (01480) 388169

2. MINUTES (Pages 7 - 12)

To approve as a correct record the Minutes of the meetings held on 14th July 2026 and 9th September 2026.

Contact Officer: Democratic Services - (01480) 388169

3. CAR PARKING STRATEGY (Pages 13 - 334)

To receive a report seeking endorsement for the Parking Strategy.

4. CORPORATE PERFORMANCE REPORT - QUARTER 1 (Pages 335 - 440)

To receive a report presenting the Council's progress against the Corporate Plan Actions and Corporate Performance Indicators during Quarter 1 (April to June) 2026/27.

Contact Officer: G Moore

5. FINANCE PERFORMANCE REPORT QUARTER 1 (Pages 441 - 494)

To receive a report presenting the forecast outturn for the financial year 2026/27 for both revenue and capital as forecast at the end of quarter 1.

Contact Officer: S Beard

6. APPOINTMENT(S) TO THE TREASURY AND CAPITAL MANAGEMENT GROUP

To appoint a further Member(s) to the Treasury and Capital Management Group.

Contact Officer: Democratic Services

7. HINCHINGBROOKE COUNTRY PARK MINUTES / APPOINTMENT OF 4TH MEMBER (Pages 495 - 498)

To receive the Minutes of the Hinchingbrooke Country Park Joint Group meeting held on 16th July 2025, and to appoint a 4th Member to serve on the Group.

Contact Officer: Democratic Services

7 day of September 2026

Michelle Sacks

Chief Executive and Head of Paid Service

Disclosable Pecuniary Interests and other Registerable and Non-Registerable Interests.

Further information on Disclosable Pecuniary Interests and other Registerable and Non-Registerable Interests is available in the Council's Constitution

Filming, Photography and Recording (including Live Streaming) at Council Meetings

This meeting will be filmed for live and/or subsequent broadcast on the Council's YouTube site. The whole of the meeting will be filmed, except where there are confidential or exempt items. If you make a representation to the meeting you will be deemed to have consented to being filmed. By entering the meeting you are also consenting to being filmed and to the possible use of those images and sound recordings for webcasting and/or training purposes. If you have any queries regarding the streaming of Council meetings, please contact Democratic Services on 01480 388169.

The District Council also permits filming, recording and the taking of photographs at its meetings that are open to the public. Arrangements for these activities should operate in accordance with guidelines agreed by the Council.

Please contact Democratic Services, Tel No: (01480) 388169 / e-mail: Democratic.Services@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.

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.

Attending Council and Committee Meetings

Huntingdonshire District Council welcomes members of the public to attend meetings that are open to the public.

Members of the public may attend, film, photograph, and report on meetings that are open to the public. *

In some circumstances, a meeting may resolve to exclude the public and press to consider confidential or exempt information. Where this occurs, members of the public and press will be asked to leave the meeting room for that part of the meeting.

Most public meetings are webcast live, and recordings are available afterwards. This means you do not need to attend in person to follow proceedings.

The council permits public speaking at the Development Management Committee (planning) meetings.

View further information about **public speaking at Development Management Committees [PDF, 0.5MB]**

The council permits public questions at full council meetings. View further information about **submitting a question [PDF, 0.1MB]**.

Public access and seating

Meetings that are open to the public can be attended by anyone.
Seating in public areas is limited. Where demand exceeds the number of seats available, admission will be managed on a first-come, first-served basis, with priority given in the following order:

1. People who live, work or own property within the Huntingdonshire District
2. Other interested members of the public.

This means that attendees within each priority group will be admitted in the order they arrive, subject to the number of seats available.

Reserved seating

Council Meetings - If you have registered in advance to ask a public question at a meeting of Full Council in accordance with the Council's **Constitution [PDF, 1.5MB]**, a seat will be reserved for you.

Development Management, Licensing and Other Regulatory Hearings - If you have registered to speak or make representations in relation to an application or matter being considered by the Committee, a seat will be reserved for you.

You do not need to arrive early to secure your place.

When seating is full

Once all public seats are occupied, no further admission will be possible.
Standing is not permitted in meeting rooms. Additional seating cannot normally be provided, except where required as a reasonable adjustment for accessibility needs, including carers or support workers.
For meetings of the Development Management Committee, Licensing Committee and other regulatory hearings, priority will be given to applicants, objectors, registered speakers and other parties directly involved in agenda items.

Arrival, sign-in and security

All visitors must sign in on arrival.

If attendance is expected to exceed capacity, you may be asked to provide evidence that you live, work or own property within the Huntingdonshire District so that seating priority can be allocated fairly. In these circumstances, we would request a photographic ID and evidence of your address or work premises
We recommend bringing only essential items.

Bags and personal belongings may be subject to security checks. Where necessary, security staff may also conduct further searches.

These arrangements apply equally to all public attending and are intended to help ensure meetings can take place safely and without disruption.

Any personal information collected as part of the sign-in process will be used only for meeting management and safety purposes in accordance with the **Council's Privacy Notice**. Information will be retained no longer than is necessary.

Items not permitted

- Placards, banners, flags or similar items
- Knives, scissors or other sharp objects
- Whistles, air horns, loudhailers or other noise-making devices
- Bottles or other containers containing liquids, except drinking water intended for personal use during the meeting

- Any item that security staff reasonably believe could compromise safety or disrupt the meeting.

If you wish to bring large or specialist equipment into the meeting, such as recording equipment, please contact **Democratic Services** in advance via email to help avoid delays when entering the meeting.

Behaviour at meetings

Everyone attending a meeting is expected to treat others with courtesy and respect. Any form of verbal or physical abuse will not be tolerated. Anyone presenting such behaviour will be asked to leave immediately.

Accessibility

If you have any accessibility requirements, it would be helpful to contact **Democratic Services** before the meeting so we can fully support you.

Speaking at a meeting or asking a question

Members of the public may ask questions at meetings of Full Council.

Members of the public may also speak or make representations at meetings of the Development Management Committee, Licensing Committee, and other regulatory hearings where public participation arrangements apply.

Please note that this must be arranged in advance in accordance with the Council's Constitution.

Feedback

If you have concerns about how these arrangements were applied at a meeting, please contact **Democratic Services**.

Legal framework

*Public access to meetings, and the right to film, photograph, record and report proceedings, are governed by legislation including the Local Government Act 1972, Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, Local Audit and Accountability Act 2014 and Openness of Local Government Bodies Regulations 2014.

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HUNTINGDONSHIRE DISTRICT COUNCIL

MINUTES of the meeting of the CABINET held in the CIVIC SUITE (LANCASTER/STIRLING ROOMS), PATHFINDER HOUSE, ST MARY'S STREET, HUNTINGDON, PE29 3TN on Tuesday, 14 July 2026.

PRESENT: Councillor S J Conboy – Chair.

Councillors L Davenport-Ray, L Dewey-Beckett, J E Harvey, N J Hunt, J E Kerr, B A Mickelburgh, D L Mickelburgh and T D Sanderson.

13. MINUTES

The Minutes of the meeting held on 16 June 2026 were approved as a correct record and signed by the Chair.

14. MEMBERS' INTERESTS

No declarations were received.

15. MAYORAL CAR PARKING OFFER

A report by the Head of Economy, Regeneration & Housing Delivery was submitted (a copy of which is appended to the Minute Book) providing details of the grant proposal made to the Council by the Mayor of Cambridgeshire & Peterborough Combined Authority (CPCA).

The Executive Councillor for Parks and Countryside, Waste & Street Scene, Councillor Kerr introduced the report and made reference to the comments of the Overview & Scrutiny (Performance and Growth) Panel, who had put forward 2 recommendations in relation to the report.

In response to questions from the Cabinet regarding the recommendation from the Overview & Scrutiny (Performance and Growth) Panel that the Council should wait for the Car Parking Strategy before making a decision, the Executive Councillor for Parks and Countryside, Waste & Street Scene, Councillor Kerr advised that a consequence of doing so could lead to the Mayor withdrawing the offer.

In discussing the report, the Cabinet made the following comments;

- that there was no such thing as ‘free parking’, and the bill would not be paid by those taking advantage of the free 2 hours. It was a universal subsidy paid for by all residents to benefit the few who happened to use cark parks;
- from a financial perspective it would be prudent to support the proposal. Any opportunity to help invest and put money into the Council’s market towns should not be declined;
- it was a difficult decision as there were better ways of

spending the money, however it was offered to the Council packaged in a certain way, and if refused residents might question why the Council had not given them access to free parking;

- the Mayor had made the political decision to prioritise subsidising car parking over sustainable transport. There was scepticism whether free parking would result in high street regeneration. However, the grant proposal was a beneficial option for residents;
- reference was made to the CPCA reducing bus services across the region and the impact that would have on residents, and the money might have been better spent on such services. However, there was reluctant support for the proposal;
- although the proposal may help some residents, shops and the Council, it was important to note that the money would come from the taxpayer and was being used in a specific way to support a political choice of the Mayor. Furthermore, evidence showed that free parking did not clearly bring more footfall into the town and did not help shops financially.
- the proposal was being labelled as a trial, which was not the case as the Council would cease to exist at the end of the period proposed, and it was not for the Council or the Mayor to decide the Parking arrangements after May 2028;
- the recommendation from the Overview & Scrutiny (Performance and Growth) Panel requesting the Business Case was welcomed;
- there were other services the Mayor could preferably have used the money on, such as buses, bus shelters, train stations, light rail or road improvements;
- there was concern whether this was the right use of public money and whether it genuinely served the residents who needed help the most. The report acknowledged there was no evidence base to suggest a direct causal link between free parking and increased local retail spend or growth in the night-time economy;
- concern was also raised around the threat to bus routes which would impact those who did not own a car and who would not benefit from free parking; the residents that most needed the Council's help were not those driving in to town centres after 4pm;
- the Cabinet was keen that the Mayor listened to the discussion of the meeting and of the Overview & Scrutiny (Performance and Growth) Panel meeting; and
- the Mayor had reached out earlier in the day regarding an ongoing conversation about the proposal, but there were no details around what that may include.

In response to a question from the Cabinet, the Deputy Chief Executive and Corporate Director – Place advised that in respect of any clawback arrangements, this had not been expressed to date, however the Council regularly entered grant agreements and Officers would approach such matters cautiously and would not put a grant agreement in place if it was going to put the Council at undue risk from those clawback arrangements. He also clarified that in terms of recommendations 1, 2 and 3 which related to agreeing the receipt of the funding, those delegations to Officers already existed, and what

was being sought was the agreement of Cabinet to use that funding to implement the scheme and to secure the practical powers needed to implement it.

Whereupon, it was

RESOLVED

that

(1) the proposal for grant funding, which has been made by the Mayor of Cambridgeshire & Peterborough Combined Authority (CPCA), be noted;

(2) it be noted that sufficient powers exist for Officers to accept said grant funding in consultation with the relevant Portfolio Holder;

(3) Officers, on behalf of the Council, undertaking steps to formally accept the funding – including formalising necessary grant agreements and payment profiles etc, be endorsed;

(4) the use of the grant funding to implement a 'free after 4pm parking Monday to Friday' scheme based on the recommended option (at section 3) as set out within the report, be agreed; and

(5) authority be delegated, for the implementation of the aforementioned scheme, to the Corporate Director (Place) in consultation with the Executive Councillor for Parks and Countryside, Waste and Street Scene as necessary including:

    (a) to make and confirm necessary changes to the Parking Places Orders where required and to make and confirm the Notice of Variation required to implement the agreed charges;

    (b) to make and confirm necessary changes to the Parking Places Orders where required and to make and confirm the Notice of Variation to reinstate the current (until 1800 Monday to Friday) chargeable hours from 1st April 2028 or sooner if the operation of the scheme results in unintended or unforeseen detrimental impacts including but not limited to financially impacting the Council (e.g. where loss of income exceeds the grant contribution), or other detrimental impact occurs to people, place or the Council as a consequence of operation; and

    (c) to undertake any other activities necessary to implement, vary or cease the scheme including any necessary changes and reinstatement works.

At 7:30 pm the meeting was adjourned.

At 7:35 pm the meeting resumed.

16. CORPORATE PLAN REFRESH 2026/27

A report by the Project Manager and Data Analyst was submitted (a copy of which is appended to the Minute Book) providing an update on the refresh of the Corporate Plan for 2023-28, and presenting the actions and performance indicators for 2026/27 recommended for submission to Council for approval.

The Executive Councillor for Resident Services and Corporate Performance, Councillor Hunt introduced the report, making particular reference to the extensive investment in One Leisure Huntingdon, better protection for care leavers and homelessness prevention work. Reference was also made to the comments of the Overview & Scrutiny (Performance & Growth) Panel, around metrics and the KPI Working Group which he was happy to support as Portfolio Holder.

The Cabinet commended the addition of enhanced support for care leavers to the list of Corporate Plan Actions, particularly as a member of the public had previously addressed the Council on this topic.

Whereupon, it was

RESOLVED

that

(1) the refreshed Corporate Plan (Appendix A), be endorsed and recommended to Council; and

(2) the Key Performance Indicators (Appendix D), be endorsed, and recommended to Council.

17. TREASURY MANAGEMENT OUTTURN REPORT 2025/26

A report by the Head of Finance was submitted (a copy of which is appended to the Minute Book) providing an update on the Council's treasury management activity during 2025/26, including investment and borrowing activity and treasury performance.

The Executive Councillor for Finance and Resources, Councillor Harvey advised that the report was a retrospective assurance report which was positive overall, and that the Council had complied with all the relevant legislative and regulatory requirements. As it was a retrospective report, the Executive Councillor for Economy, Regeneration and Housing, Councillor B Mickelburgh, who had been the previous Portfolio Holder for Finance and Resources, introduced the report. Particular reference was made to the comments of the Overview & Scrutiny (Performance and Growth) Panel around the Council's position on internal and external borrowing, as well as interest around the Commercial Investment Strategy, a report on which would be presented to the Panel in the autumn.

Whereupon it was

RESOLVED

that the Cabinet commented on the treasury management

performance for 2025/26, and recommended the report to Council for considerationto Council for consideration.

18. 2025/26 FINANCE PERFORMANCE REPORT - PROVISIONAL OUTTURN

A report by the Head of Finance was submitted (a copy of which is appended to the Minute Book) presenting details of the Council's financial performance for 2025/2026.

The Executive Councillor for Finance and Resources, Councillor Harvey advised that the report was a retrospective report, setting out the provisional financial outturn for 2025/26 across both revenue and capital. As it was a retrospective report, the Executive Councillor for Economy, Regeneration and Housing, Councillor B Mickelburgh, who had been the previous Portfolio Holder for Finance and Resources, introduced the report. Particular reference was made to the underspend which had resulted primarily from higher-than-expected income. The bottom line was healthy but included additional income that could not be relied upon on to be repeated in future. Reference was also made to the cost of Local Government Reorganisation, which was expected to be significant.

Whereupon, it was

RESOLVED

that the Cabinet

(1) considered and commented on the revenue financial performance for the financial year 2025/26, as detailed in Appendix 1 and Appendix 2;

(2) considered and commented on the capital financial performance for 2025/26, as detailed in Appendix 3; and

(3) considered and commented on the requested rephasing of capital budgets from 2025/26 to 2026/27 as detailed in Appendix 3.

Chair

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Huntingdonshire DISTRICT COUNCIL

Date:
O&S (P&G) - 2nd September 2026
Cabinet -15th September 2026

Report by:
Head of Economy, Regeneration & Housing Delivery
Operations Manager, Parking & Markets Services

Lead Cllrs:
Cllr J Kerr - Executive Councillor for Parks and Countryside, Waste & Street Scene
Cllr B Mickelburgh - Executive Councillor for Economy, Regeneration & Housing Delivery

Parking Strategy

Executive Summary:

Recommendations
Cabinet is recommended in respect of the funding proposal to: 1. To consider and adopt the Parking Strategy

	Key Corporate Plan Priorities
1	*Objective 33 - Progress the development of a parking strategy that informs our approach to the management of our car parks; and move to implement the adopted strategy and associated actions*
2	

	Place Strategy Priorities
1	*Supporting economic growth*
2	*Boosting town centre vitality and Improving accessibility*

Report Author(s)

Author 1, Head of Economy, Regeneration & Housing Delivery
Author 2, Operations Manager, Parking & Markets Services

1. PURPOSE OF THE REPORT

1.1 The purpose of this report is to seek endorsement for the 'Parking Strategy'. The Parking Strategy includes objectives and sets an ambition for how we will operate our car parks. The strategy sets a *Vision, Themes, Objectives* and includes *Principles of parking charges*. The strategy does not set charges, however the elements that form it will inform how we establish our tariff structures.

2. BACKGROUND & CONTEXT

2.1 The Councils previous Parking Strategy was adopted in 2018 and applied until 2023. During this time, it was agreed that the Council would deviate from this strategy enabling the pursuit of Civil Enforcement in Huntingdonshire.

2.2 Key principles included *implementing technology that positively assists our car park users* which led to the installation of equipment that facilitated card and contactless payment, along with *promoting environmental sustainability by supporting alternative fuel and travel methods* that supported our installation of cycle shelters and our early works implementing EV charge points.

2.3 The Joint Administration committed to refreshing the strategy following significant local change with the introduction of Civil Parking Enforcement in 2025. The development of the Parking Strategy is an objective within the Councils Corporate Plan.

2.4 That strategy review commenced in early October 2025 following a procurement exercise. There was also a clear desire for the evidence/data collection to take place during the pre-Christmas peak period. Rowley Arts Centre car park has not been included within the scope of this strategy as this forms part of the Councils commercial Estate.

2.5 Activities that have been undertaken to inform the strategy includes a review of the current car parks (e.g. features) and multiple occupancy studies to provide a robust evidence base to underpin any future considerations.

2.6 The strategy sets out a Vision

> *The Huntingdonshire Car Park Strategy will enable a well-managed, balanced and future-focused parking service that supports vibrant town centres and sustainable economic growth, ensuring parking is appropriately located, efficiently operated and integrated with active and sustainable travel, whilst providing a safe, accessible and positive parking experience for residents, businesses and visitors.*

2.7 Underpinning the Vision are our Themes to:

- Support Thriving town centres and economic activity
- Deliver a modern, efficient, and customer focussed parking service
- Integrate parking with active travel and sustainable transport
- Manage parking assets responsibly and plan for the future

2.8 The proposed strategy the reflects the current position and aims to provide clear direction for the service and guide future courses of action. Similarity in the proposed and previous parking strategy can be seen as both recognise the importance of our car parks as a way in which we can support our towns; previously through 4 core priorities, and now through 4 themes.

3. RECOMMENDATION

3.1 The works undertaken as part of the development of the Parking Strategy included an assessment of our car park to understand in detail the features and standards at each location. The user surveys sought to understand what is important to respondents, which in turn informed the Vision, Themes and Objectives that include activities to explore and support improvement of our sites.

3.2 Data gathering has taken place including an extensive review of occupancy through studies undertaken to understand the levels of usage within our car parks to provide a robust evidence base for any future decision making. These were conducted:

- October 2025 (neutral week)
- October 2025 (half-term)
- December 2025
- June 2026

3.3 The 'Parking Strategy' that has been developed provides clarity and direction that will inform service activity and future delivery.

3.4 For the reasons set out above, it is recommended that Cabinet considers and adopts the Parking Strategy.

4. COMMENTS OF OVERVIEW & SCRUTINY

4.1 The Overview & Scrutiny (Performance & Growth) Panel discussed the report at its meeting on 2nd September 2026.

4.2 Councillor Blackwell sought clarification regarding parking provision in Godmanchester, specifically querying why Bridge Place had been included within the Godmanchester section of the report rather than being referenced under Huntingdon.

4.3 The Panel was advised that all car parks had been included within the survey to provide a comprehensive evidence base. Members were informed that Bridge Place had been identified as an underutilised car park. It was also confirmed that development work commenced in March 2026. Officers explained that Bridge Place had been included within the Godmanchester section of the report because it falls within the relevant town boundary.

4.4 Councillor Ascroft raised a query about EV charging stations, wondering what specific metric was being used to determine and justify transforming a standard public bay into a dedicated EV bay.

4.5 The Panel was advised that the Council has a separate Electric Vehicle (EV) Charging Strategy which sets out its approach to investing in EV infrastructure across Council-owned car parks. Members heard that the Strategy is based on maximising the use of grant funding as and when it becomes available, with decisions on deployment informed by the most effective use of available resources. Officers explained that decisions on the location of new charging points would be informed by data from existing EV charging infrastructure, including usage levels, site locations and electricity grid capacity at individual sites.

4.6 Councillor Ascroft referred to Objective 4.5 concerning the repurposing or leasing of underutilised parking assets. She sought clarification on the threshold at which a car park would be considered persistently underutilised and what criteria would trigger the Council to undertake a feasibility assessment for its partial or full disposal.

4.7 The Panel was advised that it was difficult to provide a definitive threshold for determining when a car park would be considered suitable for disposal, as circumstances can change over time. Members were informed that underutilised car parks may still have strategic value, for example where future development proposals, such as the expansion of a nearby supermarket, could increase demand for parking. Therefore, each site would need to be considered on its individual merits.

4.8 Councillor Seeff commented that the Strategy did not appear to fully take account of wider external developments that could influence parking demand, including the Cambridgeshire and Peterborough Combined Authority's emerging bus strategy. He also referred to major external factors, such as the proposed Universal Studios development, and queried how the Council intended to respond to any resulting increase in traffic levels and associated pressures on parking provision.

4.9 In response, the Panel was advised that the previous strategy had been considered overly prescriptive. The new strategy was intended to provide greater flexibility by allowing car parks to be assessed on an individual basis rather than applying a single approach across all sites. Members were informed that this flexible approach would enable the Council to respond more effectively to external factors and future developments that may affect traffic and parking demand. Officers explained that the strategy had been designed to avoid pre-determining outcomes and to allow decisions to be taken in light of changing circumstances and emerging evidence.

4.10 Councillor Tomlinson sought confirmation that any assessment relating to the repurposing or redevelopment of a car park would be undertaken before the Council reached a formal commitment to proceed with development.

4.11 The Panel was advised that none of the car parks identified in the data were currently considered suitable for repurposing, as all were experiencing high levels of usage, with some operating beyond capacity. Members heard that consideration should instead be given to how the Council could secure the capital funding by making data driven decisions to expand certain car parks in order to accommodate future demand and prevent town centres from becoming overwhelmed.

4.12 Councillor Tomlinson acknowledged the current position regarding car park usage but questioned how the Strategy might be applied in future circumstances. He reiterated his earlier point and sought clarification on when elected Members would be involved in considering any proposals to repurpose or redevelop car parks should such proposals come forward in the future.

4.13 In response to a discussion on what recommendation could be made to Cabinet to provide sufficient assurance to Members, the Panel indicated that, in light of the issues arising from the Capital & Centric proposals, any future site-specific proposals should be brought to Panel's attention before any commitment was made. Members emphasised the importance of ensuring that the wider Council had an opportunity to contribute to and scrutinise such proposals at an early stage.

4.14 The Panel was reminded of the distinction between the roles of Members and Officers. Members are responsible for setting the Council's strategic direction and policy framework, while Officers are responsible for implementation and delivery. It was emphasised that Member involvement should be proportionate to the nature and significance of proposals as they emerge, with Members becoming involved at the appropriate stage in the decision-making process.

4.15 Councillor Gardener requested clarification on the projected increase in car parking demand over the Local Plan period.

4.16 The Panel was advised that the appendix to the report contained forward planning assumptions based on modest population growth.

4.17 Councillor Gardener queried whether regular reports would be provided to the Panel on car park performance and how any emerging issues would be addressed going forward.

4.18 It was explained that the aim is to direct parking demand towards underutilised car parks, with available capacity being maximised before further investment is considered elsewhere.

4.19 Councillor Cawley expressed the view that the report constituted a policy document rather than a strategy and suggested that it should include clear actions and timescales.

4.20 The Panel was advised that the Strategy establishes the criteria and framework that will guide future decision-making, with specific actions and delivery measures to be developed from it.

4.21 Councillor Smith welcomed the flexibility within the Strategy and sought clarification on how potential conflicts would be managed, such as balancing town centre regeneration objectives with higher parking charges in the most heavily used areas.

4.22 The Panel was advised that work was underway to ensure parking charges were applied more fairly. It was noted that town centres generally seek to discourage long-stay parking, and it was reiterated that the Strategy provides greater flexibility in determining the duration and use of individual car parks.

4.23 Councillor McIlwain sought assurance that the presence of two Park and Ride facilities in the area would not result in the development of, or reduction in, existing in-town parking spaces.

4.24 In response, the Panel was advised that such an assurance could not be given. However, it was noted that the matter could be considered further by Combined Authority Members through the appropriate forum.

4.25 In response to a question from Councillor Hassall, the Panel was advised that the Action Plan includes occupancy studies to assess parking capacity. It was noted that measures to improve utilisation could include initiatives such as the installation of Amazon lockers. The Panel was further advised that, once evidence on capacity and demand has been gathered, proposals could be developed and presented with associated budget bids.

4.26 Councillor Seeff expressed the view that car parking appeared to be treated as a service rather than a commercial operation and queried why pricing had not been included, noting that he did not see how the two could be considered separately.

4.27 The Panel was advised that pricing had been considered separately to ensure discussions on the Strategy remained focused on broader objectives rather than financial matters. It was also noted that dynamic pricing had been considered but was not supported due to concerns regarding fairness.

4.28 In response to a question from Councillor Tomlinson, the Panel was advised that matters relating to free parking fall within the remit of the CPCA. However, it was noted that the Strategy includes consideration of concessions and opportunities to reflect the Council's priorities while encouraging greater use of underutilised car parks.

4.29 Following a question from Councillor Ascroft, it was noted that matters relating to the CPCA fall within its remit. It was suggested that, as part of the wider strategy, consideration could be given to concessions or other measures to encourage use of underutilised car parks and help redistribute demand from busier sites. The CPCA will review the Council's data and assess outcomes; however, as the funding body, it may amend grant arrangements as it considers appropriate based on its analysis. Councillor Ashcroft was thanked for the question.

4.30 A Member referred to an earlier discussion regarding the distinction between the strategy and the detailed implementation plan. Clarification was sought on whether the findings of the implementation plan review, scheduled approximately 24 months after approval of the strategy, would be reported back to the Committee.

4.31 In response, it was acknowledged that local government reorganisation creates uncertainty regarding longer term implementation. It was noted that some short term improvements should be considered, particularly in relation to fairness of car park allocation and pricing structures. However, by the time longer term measures are due for review, responsibility is likely to rest with a successor authority.

4.32 Councillor Gammons raised concerns regarding parking provision in Ramsey, noting that the Ramsey Mews car park is understood to have been donated subject to a covenant preventing parking charges. He highlighted significant

parking pressures within the town, with demand frequently exceeding available spaces, and expressed concern about proposals that could result in the loss of additional parking spaces. Councillor Gammons emphasised the importance of protecting existing parking capacity and ensuring local residents' views are taken into account.

4.33 In response, it was noted that data shows the Ramsey car park to be the busiest in the district, with utilisation levels significantly higher than other sites, confirming the scale of the challenge. Reference was made to ongoing consultation regarding proposals affecting parking provision, and it was confirmed that discussions had taken place with local representatives and officers on the matter. It was acknowledged that any solution must carefully consider existing covenants and local concerns, with the aim of identifying the most appropriate way to address demand pressures. It was further observed that high parking demand reflects the town's success as a destination and the desire of people to visit the area.

4.34 It was further noted that a number of issues had been raised which extended beyond the scope of the Parking Strategy and related more broadly to market town regeneration. It was explained that the Great Whyte scheme in Ramsey had been under development for a considerable period and, as understood, had the support of the Town Council. Members were advised that further information on the scheme and its progress could be obtained separately through the Market Towns Programme. It was emphasised that these matters should be considered independently from the Committee's discussion of the Parking Strategy.

4.35 Councillor Kerr responded to an earlier point raised by a Member. She explained that cross-party discussions had sought to ensure that car parks such as the Cattle Market in St Ives, Tibb's Row and Princess Street, which had been considered as part of the Huntingdonshire Futures (Centric) programme, were appropriately protected from redevelopment or alternative uses. She noted that the wording had been carefully drafted to balance flexibility with the need to safeguard key parking assets. Councillor Kerr added that, should Members consider the wording could be strengthened, she would welcome recommendations and further discussion to refine the proposal.

4.36 Councillor Tomlinson suggested strengthening the Strategy's wording on the significant reduction, repurposing or redevelopment of car parks. He proposed that an assessment be completed and published, or made available to Members, before any decision is taken. He noted that the definition of "significant" would need careful consideration and invited officer views on the proposal.

4.37 Members discussed whether additional safeguards relating to the redevelopment or repurposing of car parks should be included within the Strategy. Officer advice noted that the Strategy forms only one part of the Council's wider decision-making framework and should be considered alongside other policies. Concerns were raised that additional requirements could duplicate existing governance and constitutional processes.

4.38 It was suggested that matters relating to the disposal or redevelopment of car parks may be more appropriately addressed through the Council's Disposal and Acquisition of Land and Buildings Policy. Councillor Tomlinson indicated that her

primary concern was ensuring that an appropriate evidence base is available to Members before any decision is taken, regardless of the mechanism used.

4.39 It was further noted that Members may make recommendations to Cabinet, although Cabinet is not bound by them, and existing constitutional processes are available to scrutinise future decisions.

4.40 It was suggested that regular parking performance reports be presented to the Committee and that town-specific action plans be developed to support implementation of the Strategy.

4.41 In response, it was confirmed that town-wide considerations would form part of future work on individual car parks. Officers also noted that performance monitoring could be considered through the Committee's KPI review arrangements.

4.42 Following the discussion, the Panel were informed that their comments would be added to the Cabinet report in order for an informed decision to be made on the report recommendations.

5. POST ADOPTION / IMPLEMENTATION

5.1 The strategy sets objectives which inform its actions. Following adoption, works will commence to deliver the quick wins identified with priority being given to those that can be achieved and delivered within in-year available resource

5.2 Other actions will inform future service plans. Any financial implications being considered through established governance and budget-setting arrangements.

6. IMPLICATIONS OF THE DECISION

6.1 Council Key Priorities and Performance

6.1.1 Corporate Plan 2023 - 2028

The development of the Parking Strategy is in accordance with the **Council's Corporate Plan** objective 33:

- Priority - Creating a better Huntingdonshire for future generations
- Outcome - Forward-thinking economic growth
- Objective - *Progress the development of a parking strategy that informs our approach to the management of our car parks; and move to implement the adopted strategy and associated actions.*

Endorsement of the Parking Strategy would achieve this Corporate Plan Objective.

6.1.2 Huntingdonshire Futures Place Strategy

The **Huntingdonshire Futures Place Strategy** aims to make town centres more attractive and accessible.

The Parking Strategy recognises the importance that car parks play in supporting town centres through objectives that focus on providing the right parking in the right place, and others that consider wayfinding and pedestrian connections along with the overall appearance of our car parks.

6.2 Financial Implications

6.2.1 The adoption of the Parking Strategy does not introduce any new financial commitments or implications.

6.2.2 The Parking Strategy includes objectives and sets an ambition for how we will operate our car parks. These objectives will inform service actions, with future financial implications being considered through established governance and budget-setting arrangements.

6.2.3 The Parking Strategy sets a Vision, Themes, Objectives and includes 'Principles of parking charges'. The strategy does not set charges, however the elements that form it will inform how we establish our tariff structures.

6.3 Policy Implications

6.3.1 The proposal is considered to be in alignment with the Councils agreed policy framework with the development of the Parking Strategy being in accordance with the Council's Corporate Plan objective 33 (6.1.1).

6.4 Legal & Constitutional Implications

6.4.1 The Parking Strategy includes objectives and sets an ambition for how we will operate our car parks. These objectives will inform actions, with future financial implications being considered through established governance and budget-setting arrangements.

6.4.2 Endorsement of the Parking Strategy is an Executive function as confirmed by the DMO who had no adverse comments to make, there are therefore no legal or constitutional implications which should prevent this matter from proceeding.

6.5 Community Engagement

6.5.1 A Phase 1 user survey was conducted from 12th November 2025 and remained live until 21st December 2025. The survey received a total of 1,546 responses. A summary of the findings is in Appendix 3. The finding of this informed the early development of a Vision, Themes and Objectives.

6.5.2 A Phase 2 engagement was conducted from 16th July 2026 and remained live util 16th August 2026. The survey received a total of 1,472 responses. A summary of the findings is in Appendix 4. This survey aimed to test the Vision, Themes and Objectives to understand what was important to respondents. This has informed the ordering within the developed strategy, therefore leading to a difference when compared to the ordering in the other appended documents.

6.6 Environment & Climate Change Implications

6.6.1 The strategy considers through its themes how we integrate parking with active and suitable travel. The strategy reflects that the Council previously adopted its EV Strategy and looks at how active travel may be supported within our car parks by improving facilities for people walking and cycling, along with exploring other opportunities for wider active travel support.

6.7 Equality & Diversity Implications

6.7.1 Accessibility is fundamental to good parking management. Car parks should be safe and convenient for everyone, including disabled users, older people and those with temporary mobility impairments. The strategy looks at how we can deliver a customer focussed parking service, with an objective to undertake an accessibility review of council-operated car parks, including disabled parking provision and pedestrian accessibility.

6.8 Implications on Resources

6.8.1 The Parking Strategy includes objectives and sets an ambition for how we will operate our car parks. These objectives will inform actions undertaken by the service with initial focus on *quick wins* where possible to be delivered within in-year available resource. Other actions will inform future service plans with any financial implications being considered through established governance and budget-setting arrangements.

6.9 Health & Wellbeing Implications

6.9.1 The occupancy works undertaken included sites near our open spaces along with facilities at our One Leisure sites. The strategy sets out that we will provide the right parking in the right places, such as short-stay parking near shops and long-stay parking further away.

6.9.2 Two of our principles of parking charges are

> '*Tariff structures are not just models of pricing; they determine the available durations of stay and can be used as a mechanism to promote access and turnover of space'*

and

> '*Car parks will be assessed on an induvial basis considering location and desired usage which will inform the tariff structure'.*

6.9.3 The strategy recognises and supports the need to make decisions based on the individual requirements of a location.

6.10 Local Government Reorganisation (LGR) Implications

6.10.1 The parking strategy sets out how the Council operates its car parks with a focus on delivering the priorities for its users. As reorganisation progresses, the parking strategy may require review by the new authority.

6.10.2 The strategy will be less than 2 years old at the point currently envisaged for vesting day. The strategy is supported by evidence which can act as a baseline position; it therefore provides a document which the new authority can use in its own decision making and can act as an interim guide whilst it develops its own plans and strategies.

7. RISK MANAGEMENT

7.1 The ability to deliver all identified actions within available resources and timescales may be impacted by competing priorities, capacity constraints, or external factors. This risk will be managed through robust prioritisation, performance monitoring, and regular review of actions.

8. LIST OF APPENDICES

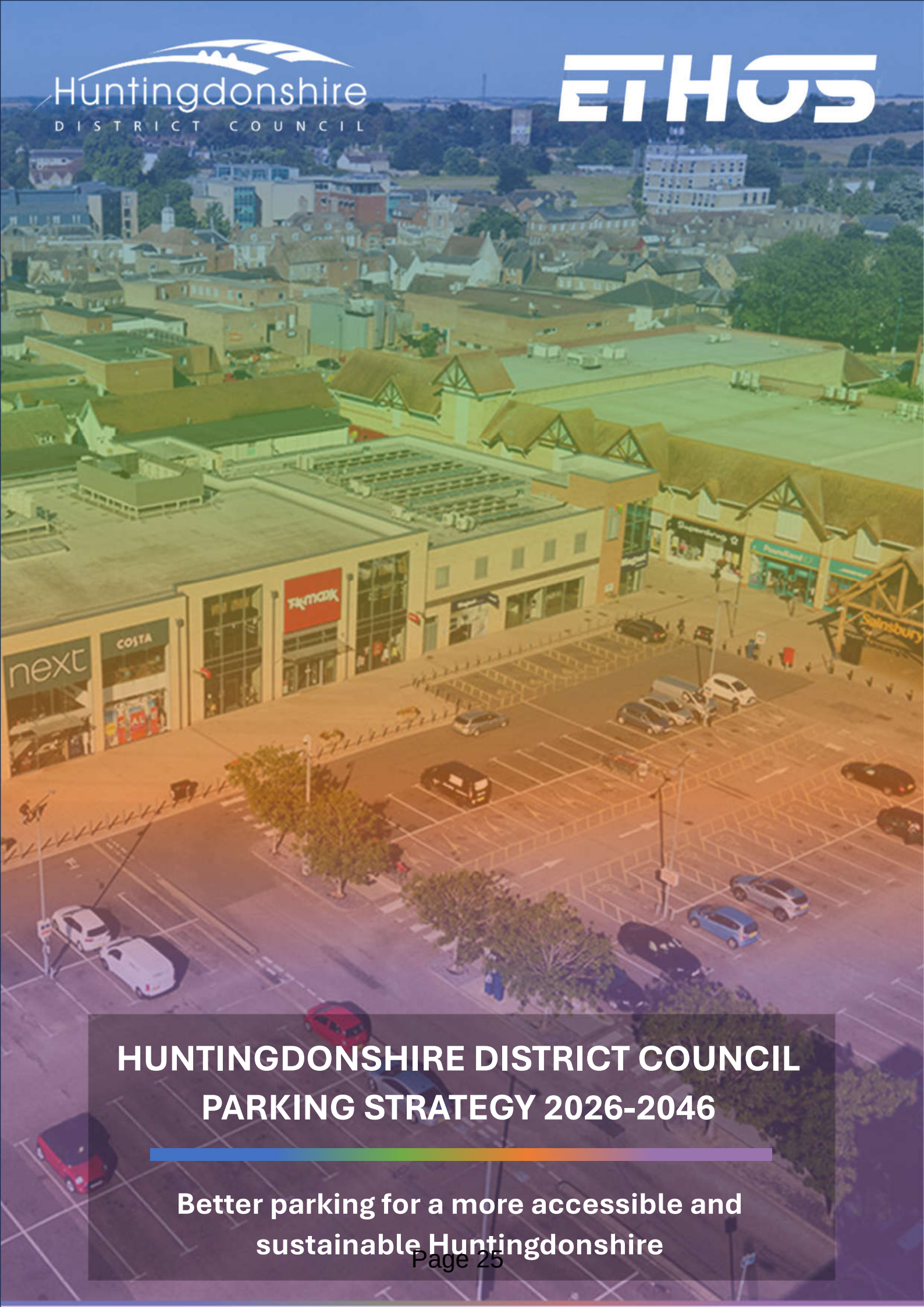
- Appendix 1 - Huntingdonshire District Council Car Park Strategy - 2026 08 20
- Appendix 2 - Parking Strategy - Evidence Report
- Appendix 3 - Parking Strategy - Phase 1 User Engagement Feedback Report
- Appendix 4 - Parking Strategy - Phase 2 User Engagement Feedback Report

9. BACKGROUND PAPERS– LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

9.1 Cabinet (18/10/2018) - Item 33 - Strategic Review of Parking

https://democracy.huntingdonshire.gov.uk/moderngov/ieDecisionDetails.aspx?AIId=50418

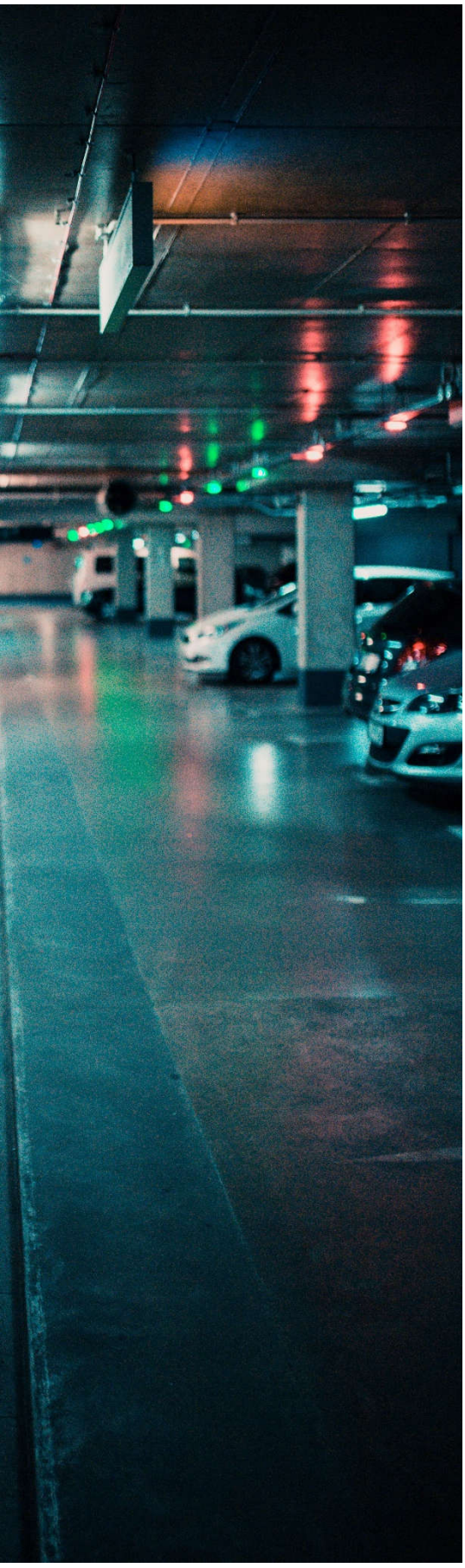
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HUNTINGDONSHIRE DISTRICT COUNCIL PARKING STRATEGY 2026-2046

Better parking for a more accessible and sustainable Huntingdonshire





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INTRODUCTION

Ethos Consultants have been commissioned by Huntingdonshire District Council to prepare a new Parking Strategy for its off-street car parks. The strategy establishes a long-term framework for managing, maintaining and investing in the Council's parking assets, ensuring they continue to support residents, businesses and visitors while responding to future growth, evolving travel patterns and changing customer expectations.

The Parking Strategy has been developed to support the Council's wider priorities and ambitions for Huntingdonshire. Parking is an essential part of the transport network, providing access to employment, retail, leisure, community facilities and services across the district. The way parking is planned and managed can also influence travel choices, support the local economy, improve the customer experience and ensure valuable public assets are used effectively.

The Council has previously adopted a Parking Strategy, however, the parking landscape has continued to evolve in response to changing travel patterns, customer expectations, technological innovation and wider Council priorities. This refreshed strategy builds upon previous work to provide an updated strategic framework that will guide future decision making, ensuring parking is managed consistently and continues to support the Council's ambitions over the lifetime of the strategy.

The strategy has been informed by a comprehensive evidence base, including parking surveys, utilisation data, stakeholder engagement and user surveys. Rather than repeating this evidence, the Parking Strategy builds upon the accompanying Evidence Base Report and translates its findings into a clear vision, four strategic themes and 20 objectives that will guide the future management of the Council's parking service.

While Huntingdonshire District Council owns and manages a significant off-street parking portfolio, the wider parking network also includes on-street parking managed by Cambridgeshire County Council, together with privately operated car parks. This strategy therefore focuses on those areas where the District Council has direct responsibility and influence, whilst recognising that successful parking management will continue to rely on partnership working with the County Council, neighbouring authorities, transport operators, businesses and other stakeholders.

Over recent decades, increasing reliance on private car travel has contributed to higher levels of traffic congestion, carbon emissions and poorer air quality, particularly within busy town centres and at peak times. While travel patterns have evolved since the Covid-19 pandemic, private vehicles continue to play a vital role for many residents, businesses and visitors, particularly in a predominantly rural district such as Huntingdonshire where travel choices can vary significantly between communities.

This strategy recognises that the private car will remain an important mode of transport for many journeys. However, it also acknowledges that parking should be planned as part of a wider, integrated transport system. As travel behaviour, technology and customer expectations continue to evolve,

parking must adapt to support greater travel choice whilst continuing to provide convenient and accessible parking where it is needed.

A key principle of the strategy is to integrate parking with active and sustainable transport, along with the existing EV Strategy previously developed. This does not mean discouraging people from driving where the car remains the most appropriate option. Instead, the strategy seeks to ensure that the right parking is provided in the right locations, managed in a way that supports local economic activity whilst encouraging walking, cycling and public transport wherever practical.

Measures such as improved active travel connections, enhanced public transport integration, electric vehicle infrastructure and, in the longer term, integrated transport hubs will all contribute towards a more balanced, resilient and sustainable transport network.

There are many benefits in Huntingdonshire District Council taking the proactive approach to deliver a sustainable parking strategy. Some of these benefits include:





DELIVERING CHANGE

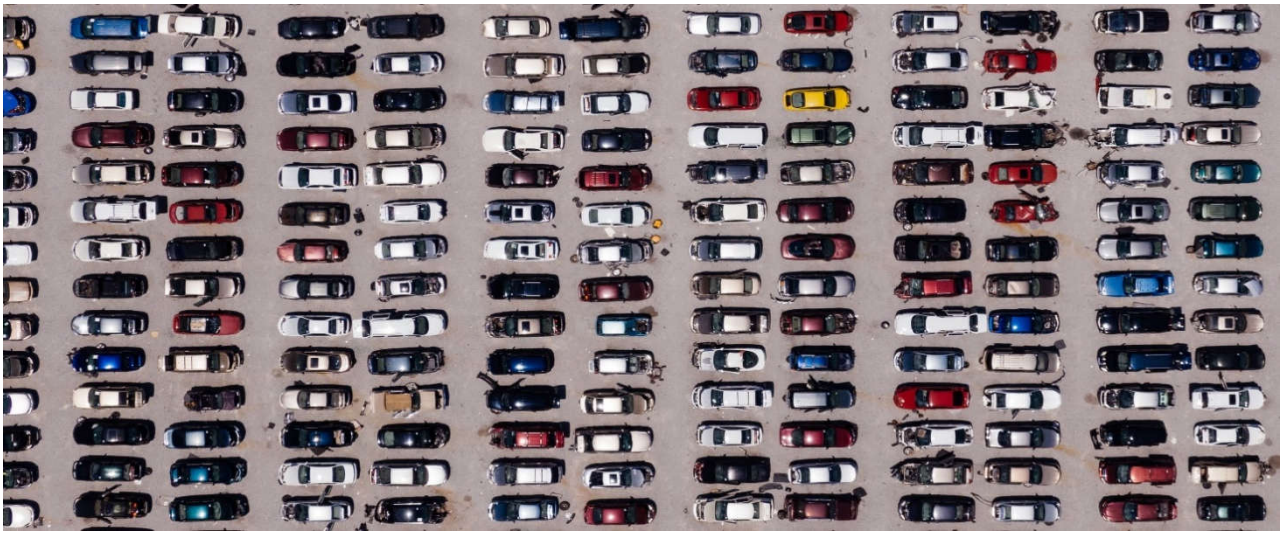
The Parking Strategy sets out a long-term vision for the future management of Huntingdonshire District Council's off-street parking provision. The vision is supported by four strategic themes, each containing a series of objectives that together establish the direction for how parking will be managed, maintained and developed over the lifetime of the strategy.

The themes and objectives should not be viewed in isolation. They have been developed as a complementary framework, with each supporting the delivery of the Council's wider priorities. Collectively, they provide an approach that recognises the important role parking plays in supporting residents, businesses and visitors, whilst responding to changing travel patterns, customer expectations and future opportunities.

Supporting the strategy is an Implementation Plan that translates the strategic objectives into a programme of actions and initiatives. The Implementation Plan identifies the measures required to deliver the vision, together with indicative timescales, priorities and responsibilities. Actions are grouped into short, medium and longer-term priorities, recognising that some improvements can be delivered quickly whilst others require further planning, investment or partnership working.

The Parking Strategy provides the framework for future decision making rather than detailed solutions for every location. As individual projects come forward, further feasibility work, technical assessments and stakeholder engagement may be required to ensure proposals are appropriate, deliverable and represent value for money.

Successful delivery of the strategy will also depend upon continued collaboration with a range of partners. While the Council has direct responsibility for its off-street parking assets, achieving the wider vision will require ongoing partnership working with the County Council, transport operators, businesses, developers and communities to ensure parking supports wider transport, and economic objectives within Huntingdonshire.



WHY DO WE NEED A STRATEGY?

Parking is one of the Council's most important public assets. Well-managed parking supports thriving town centres, enables access to employment, retail, leisure and community facilities, and contributes to the overall attractiveness of Huntingdonshire as a place to live, work and visit.

At the same time, parking is a finite resource that must be managed carefully to balance the needs of residents, businesses, visitors and the wider community.

The way people travel is continually evolving. Changes with technology, customer expectations, vehicle ownership, patterns of development and environmental priorities are influencing how parking is used across the district. A long-term strategy provides a clear framework for responding to these changes, ensuring decisions are made consistently, supported by evidence and aligned with the Council's wider priorities.

The Parking Strategy recognises that parking is about much more than providing spaces for vehicles. It is an important tool that can support economic growth, improve accessibility, encourage sustainable travel, enhance the customer experience and ensure the Council's parking assets continue to meet the needs of future generations.

SUPPORTING A THRIVING ECONOMY

Parking plays a vital role in supporting the vitality and viability of Huntingdonshire's market towns, local centres and visitor destinations. Convenient, well-managed parking helps people access shops, services, employment, leisure facilities and community venues, supporting both local businesses and the wider economy.

The strategy promotes an approach that balances the availability of parking with effective management of demand, helping ensure that parking continues to support regeneration, investment and economic growth while responding to the differing needs of individual towns and locations across the district.

SUPPORTING ACTIVE & SUSTAINABLE TRAVEL

For many journeys, particularly within Huntingdonshire's rural communities, the private car will continue to be an essential mode of transport. However, parking also has an important role in supporting wider

transport objectives by integrating with walking, cycling, public transport and emerging travel options.

The strategy promotes a balanced approach that seeks to provide convenient parking where it is needed while encouraging greater travel choice where practical. This includes supporting infrastructure such as electric vehicle charging, improved cycling facilities and, where appropriate, opportunities to better integrate parking with sustainable transport networks.

INVESTING IN HIGH QUALITY PARKING

The Council's car parks represent valuable public assets that require ongoing investment to remain safe, attractive and fit for purpose. Maintaining these assets protects their long-term value, improves the customer experience and ensures parking continues to meet the needs of residents, businesses and visitors.

The strategy promotes a planned approach to maintenance, renewal and investment, recognising that improvements should be prioritised using evidence, customer feedback, asset condition and future demand to maximise the value delivered by the parking service.

PLANNING FOR THE FUTURE

Huntingdonshire will continue to change over the lifetime of this strategy. Population growth, new development, advances in technology, changing travel behaviour and environmental commitments will all influence future parking requirements.

This strategy provides a flexible framework that enables the Council to respond positively to these changes, ensuring parking remains an integral part of a connected, accessible and sustainable transport network. Through regular monitoring and periodic review, the strategy will continue to evolve alongside the district and the communities it serves.




Shell Recharge
Parking restrictions apply. Please see the sign near the store entrance for full details.

OUR VISION

The Huntingdonshire Car Park Strategy will enable a well-managed, balanced and future-focused parking service that supports vibrant town centres and sustainable economic growth, ensuring parking is appropriately located, efficiently operated and integrated with active and sustainable travel, whilst providing a safe, accessible and positive parking experience for residents, businesses and visitors.





We have developed a clear and ambitious vision that establishes the long-term direction for the management of Huntingdonshire District Council's off-street parking assets.

The vision recognises the important role that parking plays in supporting residents, businesses and visitors, whilst responding to changing travel patterns, evolving customer expectations, technological innovation and future growth across the district.

Alongside this, the strategy promotes greater integration between parking and the wider transport network. By considering parking alongside walking, cycling, public transport and emerging technologies, the Council will seek to provide greater travel choice, improve accessibility and support more sustainable travel where practical.

The aim is not to discourage the use of the private car where it remains the most appropriate option, but to ensure that parking contributes positively to creating attractive, well connected and prosperous communities that support economic growth and enhance quality of life.

The vision is supported by four strategic themes that reflect the Council's priorities for the future of parking in Huntingdonshire. Each theme is underpinned by a series of objectives that establish the strategic direction for the parking service and provide a consistent framework for future decision making in both the short and longer term.

Delivering these themes and objectives will be the focus of the strategy over its lifetime. Together with the supporting Implementation Plan, they provide a clear programme for investment, management and continuous improvement, ensuring the Council's parking assets continue to support the district's economic, environmental and community ambitions for many years to come.



OUR STRATEGIC PARKING THEMES



SUPPORT THRIVING TOWN CENTRES AND ECONOMIC ACTIVITY

Vibrant town centres rely on convenient, accessible and well managed parking. Whether people are travelling to shop, work, access services, visit attractions or spend time with family and friends, the availability and quality of parking plays an important role in shaping their experience.

Parking therefore makes a significant contribution to the vitality and long-term viability of Huntingdonshire's market towns and local centres.

Managing parking effectively is about more than simply providing enough spaces. The Council must ensure parking is available in the right locations, is easy to find and is managed in a way that supports an appropriate turnover of spaces.

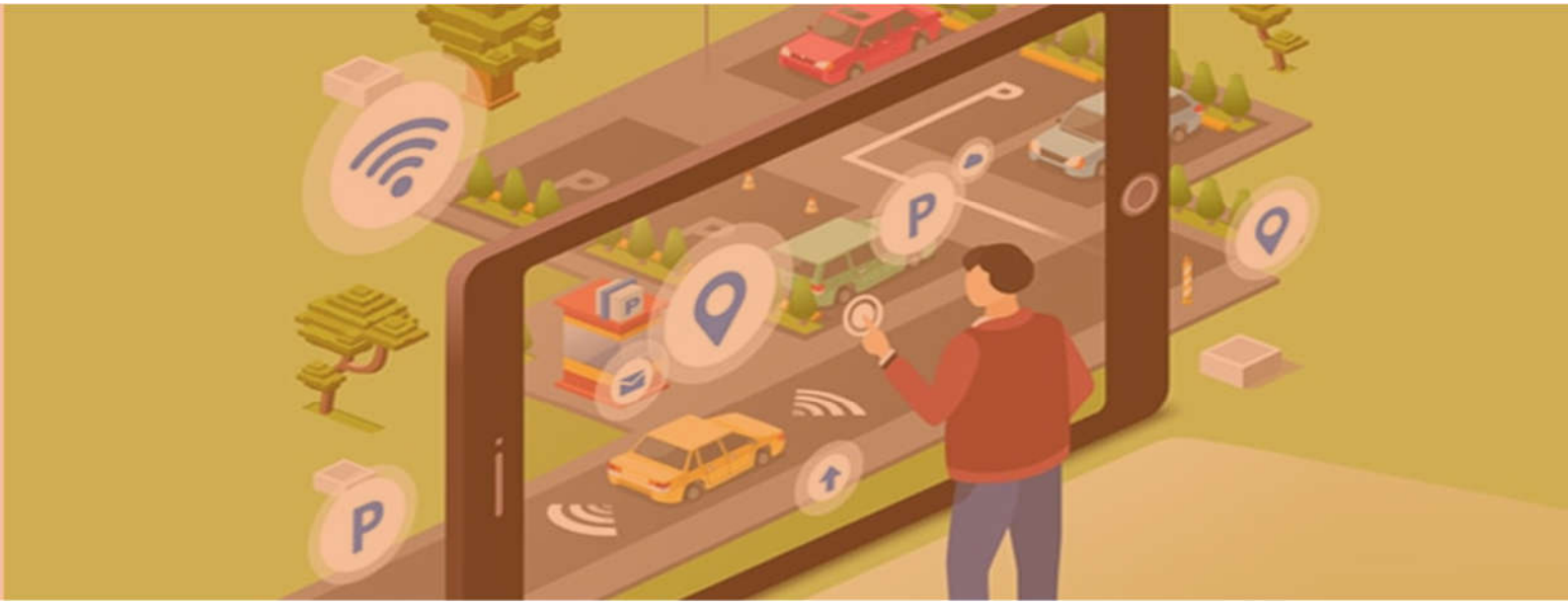
Clear information, effective wayfinding, appropriate tariffs and consistent management help maximise the efficient use of existing parking assets while supporting local businesses and encouraging repeat visits. As customer expectations continue to evolve, parking facilities must also adapt.

This includes maintaining safe, attractive and accessible car parks that meet the needs of a wide range of users, whilst embracing technology that makes parking simpler and more convenient. Investment in the customer experience will help ensure the Council's parking assets continue to meet future needs.

Parking is also a valuable public asset. Decisions about investment, management and future provision should balance economic prosperity with the efficient use of land, ensuring parking continues to support regeneration, town centre vitality and changing patterns of demand.

While opportunities will continue to emerge to encourage more sustainable travel, the private car will remain an important mode of transport for many journeys across Huntingdonshire.

The Council will therefore seek to ensure parking continues to support residents, businesses and visitors, helping create attractive, prosperous and successful town centres for current and future generations.



DELIVER A MODERN, EFFICIENT, AND CUSTOMER FOCUSED PARKING SERVICE

Customer expectations continue to evolve, and the Council's parking service must evolve with them. Delivering a modern parking service means providing facilities that are easy to use, well maintained and supported by technology that improves convenience, efficiency and overall customer experience.

At the same time, the Council must ensure that investment in new technology delivers genuine value, improves the visitor experience, operational performance and supports informed decision making.

Digital technology is becoming increasingly important in the operation and management of parking services. Modern payment systems now offer customers greater flexibility through contactless payments, mobile applications and cashless transactions, making parking quicker and more convenient.

These technologies can also reduce operational costs, improve reliability and minimise the need for cash handling and maintenance of ageing equipment.

Technology also provides opportunities to improve the management of parking assets. Real time information, digital permit systems, occupancy monitoring and data driven management can help make more efficient use of available parking, improve customer information and support evidence-based decisions.

As technology continues to develop, the Council will remain open to innovations that enhance both the customer experience and operational efficiency.

Alongside technological change, the transition to electric vehicles and other emerging forms of mobility will continue throughout the lifetime of this strategy.

The Council will ensure that its parking service remains adaptable, responsive and capable of supporting changing travel behaviour, whilst maintaining a high quality service that meets the needs of residents, businesses and visitors.



INTEGRATE PARKING WITH ACTIVE AND SUSTAINABLE TRANSPORT

Parking should not be considered in isolation but as part of Huntingdonshire's wider transport network. While the private car will continue to play an important role for many journeys, particularly within the district's rural communities, parking also supports walking, cycling, public transport and other sustainable travel options.

By integrating parking with these modes, the Council can improve accessibility, increase travel choice and create a more connected and resilient transport network.

Encouraging sustainable travel requires a coordinated approach across transport planning, infrastructure and parking management. Continued collaboration with Cambridgeshire County Council, the Combined Authority, developers and neighbouring authorities will ensure parking complements wider transport investment and supports local and regional objectives.

Car parks can also help enable more sustainable journeys, providing opportunities for improved cycle parking, better public transport connections and infrastructure that makes sustainable travel more convenient.

In the longer term, there may be opportunities to develop integrated transport hubs where parking, active travel and public transport come together to improve connectivity and support seamless end-to-end journeys. These locations could incorporate facilities such as EV charging, secure cycle parking, mobility hubs and high-quality passenger facilities, making it easier for people to switch between different modes of transport.

The transition to electric vehicles will continue throughout the lifetime of this strategy. Huntingdonshire District Council has already established an Electric Vehicle Strategy, and this Parking Strategy supports its continued delivery by recognising that appropriately located charging infrastructure within Council car parks will be an important part of meeting future demand.

By integrating parking with active and sustainable transport, the Council can improve accessibility, support cleaner journeys and ensure the parking service continues to evolve alongside changing travel behaviour, technological innovation and the wider ambitions for Huntingdonshire.



MANAGE PARKING ASSETS RESPONSIBLY AND PLAN FOR THE FUTURE

The Council's off-street car parks are valuable public assets that support residents, businesses and visitors whilst making an important contribution to the local economy.

Managing these assets responsibly means ensuring they continue to meet the needs of communities today while remaining adaptable to changing travel behaviour, technological innovation, population growth and future development across the district.

Providing the right amount of parking in the right locations is essential. Too little parking can reduce accessibility, constrain economic activity and discourage investment, whilst an oversupply can result in underused land, unnecessary maintenance costs and missed opportunities to support wider regeneration objectives.

The Council must therefore take a balanced, evidence-led approach that considers current demand alongside future needs, enabling informed and appropriate decisions that support long-term economic, environmental and community objectives.

Parking assets should also be viewed within the wider context of place making and sustainable growth. As travel patterns evolve, some locations may require additional investment, whilst others may present opportunities for alternative uses, redevelopment or more efficient operation.

Decisions should be informed by robust evidence and aligned with the Council's ambitions for housing, regeneration, economic growth, sustainability and creating successful places that meet the needs of current and future generations.

The supply, management and pricing of parking must continue to support the long-term success of Huntingdonshire's market towns whilst complementing wider transport and planning objectives.

Through regular monitoring, ongoing review and proportionate investment, the Council will ensure its parking assets remain financially sustainable, resilient and capable of meeting the changing needs of future generations.



OUR OBJECTIVES:

The four strategic Themes are supported by a series of Objectives that establish the long-term direction for the Council's parking service. Together, these Objectives provide a clear framework for future decision making, setting out the Council's priorities, the rationale behind them and the outcomes they are intended to achieve.



The 20 Objectives within this strategy are grouped under the four strategic Themes that together support the Council's long-term vision for parking. Whilst each Objective has a distinct focus, many contribute to more than one Theme, reflecting the interconnected nature of the parking service. It is important to recognise that no Objective should be considered in isolation. Delivering the vision will require the Themes and Objectives to be implemented collectively, ensuring the greatest benefits for residents, businesses, visitors and the wider district.		Support Thriving Town Centres & Economic Activity	Deliver a Modern, Efficient, & Customer Focused Parking Service	Integrate Parking with Active & Sustainable Transport	Manage Parking Assets Responsibly & Plan for the Future
Objective 01-1	**Support Town Centres:** We will manage parking to support thriving town centres, local businesses and visitors.	✓	✓		✓
Objective 01-2	**Fair Parking Charges:** We will review parking charges regularly to ensure they remain fair, appropriate and based on local needs.	✓			✓
Objective 01-3	**The Right Parking in the Right Places:** We will provide the right type of parking in the right locations, such as short-stay parking near shops and long-stay parking further away.	✓	✓		✓
Objective 01-4	**Parking for Events and Visitors:** We will ensure parking can respond to busy periods, events and increased visitor demand.	✓	✓		✓
Objective 01-5	**Better Signs and Car Parks:** We will improve car park signs, directions and the overall appearance of council car parks.	✓	✓	✓	✓
Objective 02-1	**Easy and Accessible Parking:** Provide a safe, accessible and easy-to-use parking service for everyone.	✓	✓		✓
Objective 02-2	**Looking After Our Car Parks:** Maintain council car parks so they remain safe, reliable and in good condition.	✓	✓		✓
Objective 02-3	**Fair Parking Enforcement:** Ensure parking rules are applied fairly and consistently.	✓	✓		✓
Objective 02-4	**Using Parking Data:** Use parking data to help improve how council car parks are managed.	✓	✓		
Objective 02-5	**Using Technology:** Use technology to make parking easier and improve the parking service.	✓	✓		✓
Objective 03-1	**Support Sustainable Travel:** Support walking, cycling, buses and other sustainable ways to travel.	✓		✓	✓
Objective 03-2	**Walking and Cycling Facilities:** Improve facilities for people walking and cycling to and from council car parks.	✓	✓	✓	✓
Objective 03-3	**Future Transport Hubs:** Identify locations for future transport hubs with parking, cycling, walking and public transport connections.	✓	✓	✓	✓
Objective 03-4	**Electric Vehicle Charging:** Provide electric vehicle charging where there is demand.		✓	✓	
Objective 03-5	**Working with Partners:** Work with partners to encourage more sustainable travel and reduce parking demand.	✓		✓	✓
Objective 04-1	**Planning for the Future:** Plan ahead for future parking needs as towns and communities grow.	✓		✓	✓
Objective 04-2	**Monitoring Parking Demand:** Monitor parking demand to ensure enough parking is available as the district grows.	✓			✓
Objective 04-3	**Supporting Future Growth:** Ensure parking supports new development and future growth across the district.	✓	✓		✓
Objective 04-4	**Making Better Use of Car Parks:** Review underused car parks to see how they could be used more effectively.	✓	✓	✓	✓
Objective 04-5	**Considering Alternative Uses:** Consider alternative uses whilst ensuring that the required car parking capacity required as demonstrated by data is maintained or replaced within close proximity or in situ.	✓	✓	✓	✓

SUPPORT THRIVING TOWN CENTRES AND ECONOMIC ACTIVITY

O1-1: Support Town Centres: We will manage parking to support thriving town centres, local businesses and visitors.

WHY THIS OBJECTIVE?

Convenient, accessible and well managed parking is fundamental to the continued success of Huntingdonshire's market towns. Council car parks provide access to retail, employment, leisure, healthcare and community facilities, making them an important contributor to the local economy and the attractiveness of town centres.

Different towns and locations perform different roles and experience varying levels of parking demand. A consistent approach across every location would not recognise these differences or support the diverse needs of residents, businesses and visitors.

Instead, parking provision, duration of stay and tariffs should reflect the function of each town centre, encouraging an appropriate turnover of spaces whilst maintaining convenient access for those who need it.

As travel behaviour, economic conditions and town centres continue to evolve, parking policies must remain responsive.

Decisions should be informed by evidence, customer demand and wider regeneration ambitions, ensuring the parking service continues to support prosperous, vibrant and accessible town centres throughout the lifetime of this strategy.

HOW WILL IT BE DELIVERED?

The Council will regularly review parking demand, utilisation, duration of stay and customer behaviour to ensure parking arrangements remain appropriate for each location.

Future decisions relating to tariffs, charging periods, time limits and parking management will be informed by evidence and considered alongside the role each car park plays in supporting local economic activity.

The Council will continue to monitor the performance of its parking assets throughout the lifetime of the strategy, allowing policies to evolve in response to changing travel patterns, customer expectations, technological innovation and future growth.

This will ensure the parking service continues to provide a positive customer experience whilst supporting thriving town centres across Huntingdonshire.

O1-2: Fair Parking Charges: We will review parking charges regularly to ensure they remain fair, appropriate and based on local needs.

WHY THIS OBJECTIVE?

Parking tariffs are one of the Council's most effective tools for managing demand and ensuring parking is used efficiently. Appropriately set tariffs help encourage an appropriate turnover of spaces, improve parking availability in the busiest locations and support access to town centres for shoppers, visitors and those accessing local services, amenities, and open spaces.

Tariffs should therefore be viewed as an important part of the overall management of the parking service, helping to balance the needs of different users whilst supporting the continued vitality and viability of Huntingdonshire's market towns.

Parking tariffs should not remain static over the lifetime of this strategy. Changes in travel behaviour, customer expectations, inflation, operating costs and wider economic conditions mean that charging arrangements must be reviewed periodically to ensure they remain appropriate.

Equally, different car parks perform different roles within the parking network, and tariff structures should continue to reflect these differences rather than adopting a one-size-fits-all approach.

Evidence must remain at the heart of future tariff decisions. Parking occupancy surveys, duration of stay information, benchmarking against comparable authorities, customer feedback and an understanding of local economic conditions all provide valuable insight into how parking is being used and whether existing tariffs continue to achieve their intended purpose. This evidence-led approach will enable the Council to make informed, transparent and appropriate decisions that reflect local circumstances rather than applying changes uniformly across the district.

Income generated through the parking service also plays an important role in maintaining and improving the Council's parking assets. Revenue supports the ongoing operation of the parking service and enables investment in maintenance, technology, accessibility improvements and customer facilities.

By balancing demand management, economic vitality and financial sustainability, the Council can ensure that parking continues to provide value for residents, businesses and visitors while supporting the long-term management of its parking assets.



HOW WILL IT BE DELIVERED?

The Council will undertake regular reviews of parking tariffs using a robust evidence base that includes parking occupancy and duration of stay surveys, benchmarking against comparable authorities, customer feedback, operational costs and local economic conditions. This information will help ensure tariffs remain proportionate, reflect local circumstances and continue to support the role of each car park within the wider parking network.

Future tariff reviews will consider a range of factors, including the location and function of each car park, parking demand, the availability of alternative parking, the needs of residents, businesses and visitors, and the potential impact on town centre vitality.

Where changes are proposed, the Council will seek to ensure they are justified by evidence and aligned with wider transport, regeneration and economic objectives rather than being considered in isolation.

The Council will also continue to review the consistency and simplicity of its charging structure, recognising that clear and understandable tariffs improve the customer experience and make the parking service easier to use.

Opportunities to simplify tariff structures, introduce greater consistency across similar car parks and respond to changing customer expectations will be considered where these support the wider objectives of the strategy.

Tariffs will continue to be monitored throughout the lifetime of the strategy, allowing the Council to respond to changing travel patterns, economic conditions and future growth.

This will ensure the parking service remains financially sustainable whilst continuing to support thriving town centres, positive customer experiences and the long-term management of the Council's parking assets.



O1-3: The Right Parking in the Right Places: We will provide the right type of parking in the right locations, such as short-stay parking near shops and long-stay parking further away

WHY THIS OBJECTIVE?

Not all car parks serve the same purpose. Some primarily support short visits to shops and services, whilst others accommodate employees, commuters, leisure users or longer-stay visitors.

Managing every car park in the same way can reduce the overall effectiveness of the parking network and limit the availability of spaces where demand is greatest.

Car parks located closest to town centre destinations are often the most convenient and therefore the most valuable for supporting retail, hospitality and other businesses that rely on regular customer turnover.

Ensuring these locations remain available for short-stay parking, where appropriate, can improve accessibility, increase parking availability and support the continued vitality of Huntingdonshire's market towns.

At the same time, longer-stay parking remains an important part of the overall parking offer. Providing appropriate long-stay parking in suitable locations can help meet the needs of employees, commuters and visitors while reducing pressure on the most centrally located car parks.

Managing the parking network in this way enables different car parks to perform complementary roles that maximise the efficient use of available capacity.

HOW WILL IT BE DELIVERED?

The Council will continue to review the role and performance of each car park using occupancy data, duration of stay information, customer demand and local knowledge.

This evidence will inform decisions on parking duration, tariffs, charging periods and other management measures, ensuring each car park operates in a way that best supports its intended function.

Future changes will be considered alongside wider town centre strategies, regeneration projects, transport initiatives and local circumstances, recognising that parking requirements may differ between Huntingdonshire's market towns.

The Council will also work with businesses, local communities and key stakeholders to ensure that parking management reflects the needs of each location.

Regular monitoring and periodic reviews will enable the Council to respond to changing travel patterns, customer expectations and future growth, ensuring the parking network remains balanced, flexible and capable of supporting both economic activity and wider transport objectives throughout the lifetime of the strategy.

O1-4: Parking for Events and Visitors: We will ensure parking can respond to busy periods, events and increased visitor demand.

WHY THIS OBJECTIVE?

Huntingdonshire's towns host a wide range of events throughout the year, including markets, festivals, cultural activities, seasonal celebrations and sporting events, all of which generate temporary increases in parking demand. The evidence base demonstrates that while the Council's overall parking portfolio has sufficient capacity to accommodate typical levels of demand, some car parks can experience significantly higher occupancy during busy periods, creating localised pressure and reducing the availability of convenient parking.

Supporting the visitor economy is an important role of the Council's parking service. Well managed parking helps ensure that residents and visitors can access town centres easily, supporting local businesses, markets, hospitality venues and community events. Equally, poor parking management during busy periods can lead to unnecessary congestion, inefficient use of available capacity and a poorer visitor experience.

Rather than providing additional permanent parking to accommodate occasional peaks in demand, the Council should seek to make better use of its existing parking assets through effective management, clear communication and flexible operational arrangements.

This will enable the parking network to respond to changing patterns of demand whilst continuing to support the economic vitality and attractiveness of the towns across the Huntingdonshire district.

HOW WILL IT BE DELIVERED?

The Council will continue to monitor parking demand associated with major events, seasonal trading periods and markets, using occupancy surveys, transaction data and operational experience to understand how demand varies throughout the year.

This evidence will be used to identify locations where temporary management measures may improve the operation of the parking network.

Where appropriate, the Council will consider a range of measures to manage peak demand, including temporary signage, customer information, revised parking arrangements, enhanced wayfinding and improved communication directing motorists towards available parking. Opportunities to utilise spare capacity within nearby car parks, where available, will also be explored to reduce pressure on the busiest locations.

The Council will work closely with stakeholders to ensure parking arrangements are considered as part of the planning process for major events.

This collaborative approach will help maintain accessibility, support the visitor economy and provide a positive experience for residents and visitors whilst making the most effective use of the existing parking portfolio.

O1-5: Better Signs and Car Parks: We will improve car park signs, directions and the overall appearance of council car parks.

WHY THIS OBJECTIVE?

A well-designed parking experience begins before a vehicle enters a car park. Clear directional signage, intuitive wayfinding and an attractive public realm help visitors find parking quickly and confidently, reducing unnecessary circulation, congestion and driver frustration. Once parked, safe and welcoming pedestrian routes encourage people to continue their journey on foot and create a positive first impression of the town.

For many visitors, a Council operated car park represents their first interaction with a town. The quality, appearance and ease of use of the car park can therefore influence perceptions of the wider area. Well maintained parking facilities, high-quality signage and attractive pedestrian environments contribute to a more welcoming experience, encouraging repeat visits and supporting local businesses and the visitor economy.

Improving legibility and the public realm also benefits residents, businesses and those with accessibility needs. Providing clear information, safe walking routes and inclusive design principles helps create facilities that are easier to use, more accessible and better connected to surrounding destinations.



HOW WILL IT BE DELIVERED?

The Council will review existing signage, wayfinding and pedestrian connections across its parking estate to identify opportunities for improvement.

Future investment will seek to provide clear and consistent directional signage, intuitive information for users and high-quality pedestrian links between car parks and nearby destinations, making it easier and more enjoyable to access key destinations.

Opportunities to improve digital parking information and online mapping will also be considered where these enhance the customer experience.

Improvements to the public realm will be considered alongside wider town centre regeneration projects, public realm enhancements and transport initiatives, ensuring parking facilities complement the character and function of each location.

Where appropriate, the Council will also consider opportunities to improve landscaping, lighting, accessibility and the overall appearance of its car parks as part of planned maintenance and investment programmes.

The Council will continue to monitor customer feedback, condition assessments and evolving best practice to ensure parking facilities remain safe, welcoming and easy to use, supporting a positive customer experience and reinforcing Huntingdonshire's reputation as an attractive place to live, work and visit.

DELIVER A MODERN, EFFICIENT, AND CUSTOMER-FOCUSED PARKING SERVICE

Objective O2-1: Easy and Accessible Parking: Provide a safe, accessible and easy-to-use parking service for everyone.

WHY THIS OBJECTIVE?

For many people, the car park provides their first and last impression of a town centre. A well-managed, welcoming and easy-to-use parking environment encourages repeat visits, supports local businesses and creates confidence in the Council's parking service.

Huntingdonshire's parking portfolio has developed over many years and reflects different periods of investment. As a result, there are variations in signage, facilities, accessibility and customer information. Whilst individual car parks will continue to perform different roles, there is value in providing a more consistent customer experience across the parking estate.

Accessibility is fundamental to good parking management. Car parks should be safe and convenient for everyone, including disabled users, older people, families with young children and those with temporary mobility impairments. This includes parking provision, safe pedestrian routes, good lighting, high-quality surfaces and clear signage.

Customers also expect parking to be simple and convenient. Straightforward payment options, clear information and easy-to-understand parking arrangements all contribute to a positive experience. By delivering a consistent and customer focused approach, HDC can improve satisfaction and ensure its parking service continues to support residents, businesses and visitors.

HOW WILL IT BE DELIVERED?

The Council will seek to establish consistent standards across its parking estate, covering signage, customer information, accessibility, lighting, maintenance and the overall quality of the parking environment.

Whilst individual car parks will continue to reflect their specific role and location, customers should experience a recognisable standard of service wherever they park.

Investment programmes will continue to improve accessibility where opportunities arise, including reviewing accessible parking provision, upgrading pedestrian routes, enhancing lighting and improving surfaces as part of planned maintenance programmes.

The Council will continue to modernise the customer experience through clear information and flexible, reliable payment options, whilst ensuring that inclusive payment methods remain available for those who do not wish to use digital services.

Customer feedback, parking data and emerging best practice will inform future improvements, ensuring Huntingdonshire's parking service remains safe, accessible, efficient and responsive to changing customer expectations.

Objective O2-2: Looking After Our Car Parks: Maintain council car parks so they remain safe, reliable and in good condition.

WHY THIS OBJECTIVE?

The Council's car parks represent valuable public assets that require ongoing investment to remain safe, accessible and fit for purpose. Surfaces, drainage, lighting, signage, payment equipment and other infrastructure will deteriorate over time, and without planned maintenance relatively minor defects can develop into significant and costly problems.

A structured approach to asset management provides an opportunity to move away from predominantly reactive maintenance towards planned intervention based on condition, risk and expected asset life. This enables investment to be anticipated and prioritised, helping the Council make more efficient use of available resources and reduce the potential for unexpected expenditure.

The condition of car parks also directly influences customer experience. Well-maintained surfaces, reliable equipment, lighting and quality infrastructure contribute to facilities that feel safe, welcoming and professionally managed. Maintaining these standards is therefore important both operationally and in supporting the attractiveness of towns and key destinations.

Lifecycle planning is particularly important given the long-term horizon of this strategy. Understanding when significant components are likely to require repair, renewal or replacement will enable the Council to plan future budgets and coordinate improvements rather than considering individual assets in isolation.

HOW WILL IT BE DELIVERED?

The Council will develop a maintenance and lifecycle programme for its parking estate, supported by periodic condition assessments and an up-to-date inventory of key assets.

This will identify maintenance requirements, anticipated replacement periods and indicative costs, allowing investment to be prioritised according to condition, safety, operational importance and funding.

Where possible, maintenance will be coordinated with wider car park improvements so that resurfacing, lighting, accessibility, signage, technology and other works can be delivered efficiently as part of planned investment programmes.

Priority will be given to interventions necessary to maintain safety, accessibility and compliance, while preventative maintenance will be used where appropriate to extend asset life and reduce longer-term costs.

The programme will be reviewed periodically to reflect changing asset condition, costs and operational requirements.

This lifecycle approach will provide the Council with greater certainty over future investment requirements, helping maintain the quality of its parking estate while ensuring expenditure remains planned, proportionate and financially sustainable over the lifetime of the strategy.

Objective O2-3: Fair Parking Enforcement: Ensure parking rules are applied fairly and consistently.

WHY THIS OBJECTIVE?

Effective enforcement is an important part of a well-managed parking service. Parking restrictions and conditions are introduced for specific reasons, including maintaining availability, encouraging turnover, protecting accessible bays and ensuring car parks operate safely and efficiently.

Without appropriate enforcement, these objectives can be undermined, and responsible users may be disadvantaged.

Enforcement should be fair, consistent and appropriate. Customers should be able to understand where they can park, how long they can stay, what they are required to pay and any restrictions that apply. Clear signage, straightforward terms and reliable payment systems are therefore as important to achieving compliance as enforcement itself.

The purpose of enforcement should primarily be to encourage compliance rather than generate revenue. A successful parking service is one where customers understand and follow the requirements, allowing available capacity to be used effectively and ensuring spaces intended for particular users or purposes remain available.

Enforcement also needs to respond to changing parking behaviour. Different car parks experience different levels and types of non-compliance, meaning resources should be applied according to evidence and operational need rather than applying the same level of enforcement across every location. Providing a reactive service to customers can often improve relationships.

HOW WILL IT BE DELIVERED?

The Council will continue to operate a consistent approach to enforcement across its parking estate, ensuring restrictions and parking conditions are clearly communicated and appropriately enforced.

Enforcement activity will be informed by compliance data, customer feedback and operational experience, enabling resources to be focused on locations and times where non-compliance has the greatest impact.

Particular consideration will be given to behaviours that affect accessibility, safety, turnover or the availability of spaces for legitimate users.

The Council will periodically review signage, parking conditions and customer information to identify opportunities to make requirements clearer and reduce inadvertent non-compliance.

Where recurring issues are identified, consideration will be given to whether changes to management arrangements could address the underlying problem before increased enforcement is considered.

Technology and parking data will also be used where appropriate to improve the efficiency and targeting of enforcement activity.

This balanced approach will help maintain public confidence in the parking service while ensuring enforcement remains fair, transparent and focused on supporting the effective operation of Huntingdonshire's car parks.

Objective O2-4: Using Parking Data: Use parking data to help improve how council car parks are managed.

WHY THIS OBJECTIVE?

Effective parking management requires a clear understanding of how car parks are being used and how demand changes over time. Occupancy, duration of stay, turnover, payment and compliance data can provide valuable insight into where pressure exists, where capacity is underutilised and how individual car parks are performing.

The evidence gathered to support this strategy demonstrates that parking demand varies considerably between locations, times of day and different periods of the year.

Town wide averages can also mask significant differences between individual car parks. Regular monitoring is therefore important to ensure future decisions respond to actual patterns of use rather than assumptions about parking demand.

Improved data can support decisions relating to tariffs, investment, maintenance and the function of individual car parks. It can also help the Council identify emerging trends and evaluate whether changes to parking management are achieving their intended outcomes.

A data-led approach does not mean that decisions will be determined by parking data alone. Customer feedback, economic conditions, accessibility, town centre priorities and wider transport objectives will continue to be considered alongside quantitative evidence to provide a balanced basis for decision making.

HOW WILL IT BE DELIVERED?

The Council will establish an appropriate and effective approach to monitoring its parking portfolio, using available information such as occupancy surveys, duration of stay, parking transactions, payment data and compliance information. The frequency and level of monitoring will reflect the role of individual car parks and the decisions that need to be informed.

Where appropriate, existing and future digital systems will be used to improve the quality and accessibility of parking data, enabling trends to be identified more efficiently and reducing reliance on periodic manual surveys.

Parking data will be reviewed periodically to inform tariff reviews, investment priorities, operational changes and the future role of individual car parks.

Particular attention will be given to identifying locations experiencing sustained capacity pressure or underutilisation rather than responding to isolated peaks.

The Council will also use monitoring to evaluate the impact of interventions delivered through this strategy, creating an ongoing evidence base that allows parking management to adapt as demand, travel behaviour and customer expectations change. It is recommended to review the Implementation Plan approximately 24 months post strategy approval to determine how much progress has been made.

Objective O2-5: Using Technology: Use technology to make parking easier and improve the parking service.

WHY THIS OBJECTIVE?

Technology is transforming the way parking services are managed, providing opportunities to improve the customer experience whilst making the parking service more efficient and responsive.

Digital payment systems, real-time information, remote monitoring and improved data collection can all help simplify parking for users whilst supporting more effective management of the Council's parking portfolio.

However, technology should be introduced where it provides a clear benefit rather than being adopted for its own sake. Huntingdonshire's car parks perform a variety of functions and operate at very different levels of demand. As a result, the level of technological intervention required will vary between locations. In many cases, simpler and lower-cost solutions may provide better value than more complex systems.

A proportionate approach allows investment to be targeted where it delivers the greatest operational, financial and customer benefits. It also provides flexibility to respond to future technological advances and changing customer expectations without committing to unnecessary infrastructure or expenditure.

HOW WILL IT BE DELIVERED?

The Council will continue to review emerging technologies and assess opportunities to improve customer experience, operational efficiency and the quality of parking data.

Decisions on future investment will be based on evidence of need, operational benefits, affordability and value for money.

Where appropriate, the Council will consider technologies such as improved payment systems, digital customer information, remote monitoring, occupancy data collection and other smart parking solutions that simplify parking and support more efficient management.

The type of technology adopted will reflect the role and function of each car park rather than applying a single solution across the entire parking estate.

The performance of new technologies will be monitored throughout the lifetime of the strategy, ensuring investment continues to deliver measurable benefits for customers and the Council whilst remaining flexible to future innovation and changing service requirements.



INTEGRATE PARKING WITH ACTIVE & SUSTAINABLE TRANSPORT

Objective O3-1: Support Sustainable Travel: Support walking, cycling, buses and other sustainable ways to travel.

WHY THIS OBJECTIVE?

Parking should not be considered in isolation. Every journey begins and ends with parking, whether travelling by car, public transport, walking or cycling. The way car parks are planned, managed and connected to surrounding destinations can therefore have a significant influence on how people choose to travel, particularly for shorter journeys and trips within Huntingdonshire's market towns.

Historically, parking has often been viewed simply as a destination in its own right. Increasingly, however, there is recognition that car parks form an integral part of the wider transport system.

Well located, well connected and accessible parking can encourage people to complete part of their journey on foot, by cycle or by public transport, whilst poorly integrated parking can reinforce unnecessary car dependency and reduce the attractiveness of more sustainable travel options.

The evidence base demonstrates that Huntingdonshire generally benefits from sufficient off-street parking provision across its principal towns. Rather than continually increasing parking supply, there is an opportunity to maximise the value of existing car parks by improving how they connect with surrounding streets, public spaces, public transport facilities and active travel routes.

Better integration can improve accessibility without requiring significant increases in parking capacity.

This approach also supports the Council's wider ambitions around sustainable growth, healthier communities and reducing transport related carbon emissions. Whilst the private car will remain an essential mode of transport for many residents, particularly within a predominantly rural district, many shorter journeys have the potential to be undertaken, either wholly or in part, by walking, cycling or public transport where attractive alternatives are available.

Importantly, this objective is not intended to discourage car use. Instead, it seeks to ensure that parking complements the wider transport network, enabling people to choose the most appropriate mode of travel for each journey.

By improving connectivity between car parks and other transport modes, the Council can create a more resilient, efficient and accessible transport system that supports residents, businesses and visitors alike.



HOW WILL IT BE DELIVERED?

The Council will consider parking as an integral component of the wider transport network when planning future investment and improvements across its parking portfolio. This will include ensuring that car parks provide safe, direct and attractive walking connections to town centres, public transport interchanges, employment areas, visitor attractions and key community facilities wherever practicable.

Future investment programmes will seek opportunities to improve links between parking facilities and active travel infrastructure, including walking routes, cycle networks and secure cycle parking. Where appropriate, car parks may also provide locations for supporting infrastructure such as cycle parking, mobility hubs, electric vehicle charging and facilities that encourage multi-modal journeys.

The Council will continue to work closely with Cambridgeshire County Council, the Cambridgeshire and Peterborough Combined Authority, neighbouring authorities, public transport operators, developers and other partners to ensure parking is considered alongside wider transport and development proposals.

Integrating parking with the Local Cycling and Walking Infrastructure Plan (LCWIP), public transport improvements, town centre regeneration and new development will help ensure that future investment delivers multiple benefits rather than treating parking as a standalone asset.

As travel patterns and technology continue to evolve, the Council will also remain responsive to emerging opportunities that improve integration between different modes of transport.

This may include the future development of mobility hubs, enhanced interchange facilities, shared mobility services and smarter parking management technologies that make it easier for users to combine different modes within a single journey.

The Council will use parking occupancy surveys, customer feedback and wider transport evidence to monitor how parking supports access to town centres and key destinations.

This evidence-led approach will enable future investment to be targeted where it delivers the greatest benefit, ensuring parking continues to support sustainable travel whilst maintaining convenient access for those journeys where the private car remains the most appropriate choice.



Objective O3-2: Walking and Cycling Facilities: Improve facilities for people walking and cycling to and from council car parks.

WHY THIS OBJECTIVE?

Car parks provide more than simply a place to leave a vehicle. They are often the starting point for onward journeys on foot or by cycle and should provide safe, convenient and attractive facilities that encourage active travel where appropriate. Improving these facilities can make it easier for residents and visitors to complete part of their journey without relying solely on the private car.

Many Council operated car parks are well positioned to support access to town centres, employment areas, visitor attractions and community facilities.

However, the availability and quality of supporting infrastructure varies between locations. Opportunities exist to improve pedestrian routes, provide secure cycle parking and strengthen links with existing and proposed walking and cycling networks.

Providing active travel infrastructure can deliver multiple benefits. Secure cycle parking encourages more people to cycle, whilst high-quality pedestrian routes improve accessibility for all users, including those with mobility impairments, parents with pushchairs and visitors unfamiliar with the area. These improvements also contribute to a safer, more welcoming environment and a better customer experience.

Not every car park will be suitable for every type of intervention. Improvements should therefore be based on the role, location and function of each site, ensuring investment is targeted where it delivers the greatest benefit.

HOW WILL IT BE DELIVERED?

The Council will review its parking estate to identify locations where active travel facilities would provide the greatest benefit.

Priority will be given to car parks serving town centres, transport interchanges, visitor destinations and locations that connect directly with existing or proposed walking and cycling routes.

Future investment will consider facilities such as secure cycle parking, improved pedestrian routes, dropped kerbs, wayfinding, seating and lighting, alongside other measures that improve access to and from car parks.

Where appropriate, complementary facilities such as cycle repair stations or lockers will also be considered.

These improvements will be coordinated with wider transport, public realm and regeneration projects wherever possible, whilst external funding opportunities will be pursued to support delivery.

As the parking estate evolves, significant refurbishment projects and new parking provision should also consider how active travel facilities can be incorporated from the outset, creating more accessible, attractive and inclusive parking facilities that support a wider range of travel choices.

Objective O3-3: Future Transport Hubs: Identify locations for future transport hubs with parking, cycling, walking and public transport connections.

WHY THIS OBJECTIVE?

Travel patterns are expected to continue evolving over the next 20 years. Advances in vehicle technology, customer expectations, improvements to public transport and active travel infrastructure, and the continued growth of low emission vehicles all have the potential to reshape how Huntingdonshire's towns and key destinations are accessed.

Whilst HDC's existing parking portfolio provides sufficient capacity to meet current demand, there is an opportunity to consider how parking provision may evolve over the longer term. Rather than accommodating all parking demand within town centres, future investment may encourage a more balanced distribution by providing alternatives on the edge of towns, well connected to walking, cycling and public transport.

Integrated Transport Hubs can play a key role in supporting this transition. These facilities would combine convenient parking with a range of sustainable travel options, allowing users to complete their journey by alternative modes where appropriate.

Depending on local circumstances, they could incorporate EV charging, secure cycle parking, cycle hire, shared mobility services and convenient public transport connections, providing greater travel choice while helping reduce pressure on central parking facilities.

The concept is not intended to replace town centre parking or discourage car use where it remains the most appropriate option. Instead, it recognises that some journeys may be better served by parking on the edge of town where onward travel by sustainable modes is attractive, convenient and reliable. Over time, this could improve accessibility, reduce congestion and create greater flexibility in how parking assets are managed.

Given the long-term nature of this opportunity, the priority is not to deliver Integrated Transport Hubs immediately, but to identify and safeguard suitable opportunities where appropriate. This will allow the Council to respond to future changes in travel behaviour, funding opportunities and technological development without limiting future choices.

HOW WILL IT BE DELIVERED?

The Council will work with stakeholders to identify locations that could support future Integrated Transport Hubs. These should provide convenient access to town centres while connecting effectively with existing or proposed transport networks.

As part of future transport planning, regeneration projects and development proposals, the Council will consider opportunities to safeguard land capable of accommodating these facilities. Potential sites will be assessed against accessibility, surrounding land uses, transport connectivity, parking demand, environment and delivery.

Where opportunities arise, Integrated Transport Hubs could be introduced incrementally, allowing facilities to evolve alongside demand. Initial phases may focus on enhanced walking and cycling links, secure cycle parking and EV charging, with facilities such as cycle hire, and shared mobility added over time.

Objective O3-4: Electric Vehicle Charging: Provide electric vehicle charging where there is demand.

WHY THIS OBJECTIVE?

The transition towards low emission vehicles represents one of the most significant changes affecting the parking sector over the lifetime of this strategy. As electric vehicle ownership continues to increase, the availability of convenient and reliable charging infrastructure will become an increasingly important consideration for residents, businesses and visitors when choosing where to travel and park.

Huntingdonshire District Council has already adopted an Electric Vehicle Strategy, which provides the strategic framework for the rollout of charging infrastructure across the district. This Parking Strategy supports that wider strategy by recognising the important role that council operated car parks will play in accommodating future charging demand.

Rather than duplicating the objectives of the EV Strategy, this objective focuses on ensuring that parking infrastructure evolves alongside changing vehicle technology and customer expectations.

Council operated car parks provide many of the characteristics required for public charging infrastructure. They are located close to town centres, employment areas, community facilities and visitor destinations, often with dwell times that are well suited to destination charging.

They also provide opportunities to support residents without access to private driveways, enabling equitable access to charging infrastructure across the district.

The transition to electric vehicles must, however, be carefully managed. Installing charging infrastructure requires significant investment, electrical capacity and ongoing maintenance, whilst excessive provision risks underutilising valuable parking spaces during the earlier stages of market growth.

Equally, insufficient infrastructure may discourage electric vehicle adoption and reduce the attractiveness of town centres and visitor destinations.

For these reasons, investment should be evidence-led and appropriate, responding to changes in vehicle ownership, charging behaviour and technological development.

This will ensure that infrastructure is delivered where it is needed most, whilst maintaining an appropriate balance between charging provision and general parking capacity.

HOW WILL IT BE DELIVERED?

The Council will continue to deliver charging infrastructure in accordance with its adopted Electric Vehicle Strategy, ensuring that investment within council operated car parks complements the wider rollout of charging facilities across Huntingdonshire.

Future provision will be informed by parking demand, utilisation of existing charge points, local patterns of electric vehicle ownership, available electrical capacity and emerging technologies.

Objective O3-5: Working with Partners: Work with partners to encourage more sustainable travel and reduce parking demand.

WHY THIS OBJECTIVE?

Many of the factors that influence parking demand sit beyond the direct control of HDC. The availability of public transport, the quality of walking and cycling infrastructure, the location of new development, and wider travel patterns are shaped by a range of organisations. Delivering a successful parking strategy therefore requires close partnership working.

The evidence demonstrates that parking demand varies a lot between locations and time of year. Whilst effective management can optimise the use of existing capacity, longer-term reductions in unnecessary parking demand are most likely to be achieved by improving the attractiveness and availability of alternative travel options, particularly for shorter journeys where sustainable travel choices are realistic.

Partnership working also provides opportunities to coordinate investment, secure external funding and ensure parking is considered alongside wider transport, regeneration and development proposals. By aligning priorities and sharing evidence, organisations can deliver more integrated solutions that improve accessibility whilst supporting economic growth, environmental objectives and healthier communities.

Importantly, this objective recognises that the private car will continue to play a vital role for many journeys across Huntingdonshire, particularly in rural areas where travel choices are more limited. The aim is therefore not to discourage car use, but to provide greater travel choice and reduce unnecessary parking demand where practical alternatives exist.

HOW WILL IT BE DELIVERED?

The Council will continue to work closely with stakeholders to ensure parking is considered as part of wider transport planning and investment decisions. This collaborative approach will help align parking with improvements to active travel, public transport and connectivity across the district.

Opportunities will be sought to coordinate parking management with new transport infrastructure, regeneration projects and major developments, ensuring future growth is supported by a balanced and integrated approach to access. The Council will also seek external funding opportunities to support projects that deliver wider transport and parking benefits.

Where appropriate, HDC will support initiatives that encourage sustainable travel choices, including workplace travel planning, public transport improvements and active travel programmes. Although many of these measures are led by partner organisations, the Council's parking service can play a supporting role by ensuring parking policies complement wider transport initiatives.

The Council will share evidence, monitor travel patterns and review parking demand alongside its partners, ensuring future parking decisions respond to changing travel behaviour and informed by an understanding of the districts transport needs.

MANAGE PARKING ASSETS RESPONSIBLY AND PLAN FOR THE FUTURE

Objective O4-1: Planning for the Future: Plan ahead for future parking needs as towns and communities grow.

WHY THIS OBJECTIVE?

Huntingdonshire is expected to continue to grow over the lifetime of this strategy, with new housing, employment and regeneration potentially changing the scale and distribution of parking demand. Although current evidence indicates generally sufficient capacity across the Council's portfolio, this may not remain the case in every location over the next 20 years.

Future demand will be influenced by development, population growth, changes in town centre activity and evolving travel behaviour. Some locations may experience increasing pressure, particularly where existing parking is already well utilised or opportunities to expand provision are constrained.

Planning for these changes does not necessarily mean providing additional car parks. Better management of existing capacity, changes to the function of individual sites or improved sustainable transport connections may provide more appropriate solutions.

However, where evidence indicates that additional provision could be required, potentially suitable opportunities should not be unnecessarily lost through development or changes in land use.

Considering future parking requirements alongside the planning process will therefore help retain flexibility as Huntingdonshire's towns continue to grow and evolve.

HOW WILL IT BE DELIVERED?

The Council will use parking demand data, development forecasts and other available evidence to identify locations where future growth could place additional pressure on parking provision. This will be considered alongside the Local Plan and relevant regeneration and development proposals.

Where future capacity constraints are identified, the Council will work with, stakeholders and partners to consider appropriate responses. These may include better management of existing capacity, changes to parking controls, shared parking options, sustainable transport measures or, where justified, additional provision.

Where there is a clear strategic case, opportunities to safeguard suitable land or retain flexibility within existing Council assets will be considered. This would not represent a commitment to additional parking, but would ensure that viable options remain available should future evidence demonstrate a need.

Requirements will be reviewed as development comes forward and travel patterns change, ensuring future decisions remain evidence-led, proportionate and aligned with wider planning, economic and transport objectives.

Objective O4-2: Monitoring Parking Demand: Monitor parking demand to ensure enough parking is available as the district grows.

WHY THIS OBJECTIVE?

Parking demand is not static. Over the 20-year lifetime of this strategy, Huntingdonshire will continue to experience population and housing growth, regeneration, changes in town centre activity and evolving travel behaviour. New development may create additional demand in some locations, while improvements to public transport, walking and cycling, changes in working patterns and new mobility technologies may reduce or redistribute demand elsewhere.

The evidence gathered through the parking surveys demonstrates that Huntingdonshire currently has sufficient parking capacity when considered at a district wide level. However, this overall position masks significant variation between towns and individual car parks. Some facilities experience sustained periods of high occupancy, while others retain considerable spare capacity. Demand also varies between weekdays and weekends and across different periods of the year.

The location and function of parking are therefore as important as the overall number of spaces provided. A town may have sufficient capacity in aggregate while experiencing pressure in the car parks closest to shops, services and other key destinations. Equally, apparently underutilised facilities may perform an important strategic, seasonal or leisure function that is not fully reflected by average occupancy.

A balanced approach will enable the Council to maintain sufficient parking capacity to support accessibility and economic activity, while avoiding unnecessary over provision. It will also provide the flexibility to respond to future growth, development and changing travel patterns over the lifetime of the strategy. Importantly, decisions on future parking provision will consider the wider function and strategic value of each asset, rather than being based solely on current levels of utilisation.

HOW WILL IT BE DELIVERED?

The Council will maintain an evidence-led understanding of parking supply and demand across its portfolio. Occupancy, duration of stay, turnover and other available parking data will be monitored periodically to identify locations experiencing sustained pressure, as well as car parks where significant spare capacity exists.

Assessment will consider more than average occupancy. Peak demand, seasonal variation, the function and location of individual car parks, surrounding land uses and the availability of alternative parking will all be considered before changes to provision are proposed. This will help distinguish between genuinely surplus capacity and parking that performs an important function at particular times or for particular users.

Where sustained capacity pressure is identified, the Council will initially consider whether existing provision can be used more efficiently. This could include improved wayfinding, changes to the function of individual car parks, tariff or duration controls, better utilisation of nearby capacity or measures to encourage alternative travel choices.

Additional parking provision should generally be considered where there is clear evidence that existing capacity and management measures cannot accommodate demand.

Conversely, where car parks demonstrate persistent and substantial spare capacity, the Council may consider opportunities for consolidation, reconfiguration or alternative uses. This could include public realm, active travel infrastructure, electric vehicle charging, mobility facilities or other uses that support wider Council objectives. Any proposal would be subject to appropriate assessment of future parking requirements, displacement effects and the strategic value of retaining the site.

The Council will also seek to protect flexibility within its estate. Where uncertainty exists about longer-term demand, temporary or reversible uses may provide an opportunity to make better use of underutilised land without permanently removing strategically important parking capacity.

Through regular monitoring and periodic review, the Council will ensure that parking provision evolves alongside the districts towns rather than remaining fixed throughout the 20-year strategy period. This will support a parking estate that remains appropriately sized, efficiently used and capable of responding to future economic, development and transport needs.



Objective O4-3: Supporting Future Growth: Ensure parking supports new development and future growth across the district.

WHY THIS OBJECTIVE?

Huntingdonshire is expected to experience continued housing and employment growth over the lifetime of this strategy. New development can influence the level and distribution of parking demand, particularly where growth occurs close to existing town centres or Council operated car parks.

Parking provision therefore needs to be considered alongside the Local Plan and development process. Insufficient provision can result in displacement onto surrounding streets, public car parks or neighbouring communities, while excessive provision can encourage unnecessary car use and occupy land that could support more productive uses.

New development also provides an opportunity to influence travel behaviour from the outset. Locating development where people have realistic access to walking, cycling and public transport can reduce dependence on the private car, while appropriate parking ensures that remaining demand is effectively accommodated.

Aligning parking management with spatial planning will allow the Council to anticipate where future pressure may emerge and ensure decisions about existing parking assets take account of planned growth. This is particularly important over the strategy's 20-year horizon, during which parking requirements may change considerably.

HOW WILL IT BE DELIVERED?

The Council will consider emerging Local Plan allocations, major development proposals and regeneration opportunities when reviewing parking demand and future investment requirements. Existing parking evidence will help inform understanding of available capacity and the potential implications of growth.

The Council will work with developers and other partners to ensure new development achieves an appropriate balance between parking and sustainable transport provision. Consideration will be given to development scale and location, accessibility by different modes, existing capacity and potential displacement onto surrounding streets or public car parks.

Where significant growth occurs, parking demand will be monitored as development progresses, to allow arrangements to respond to actual patterns of demand and identifying whether further intervention is required.

Opportunities will be sought to coordinate development with improvements to walking, cycling and public transport, reducing additional parking demand where possible.

Aligning the Parking Strategy, Local Plan and development management process, parking provision can evolve alongside district growth while supporting development, protecting existing communities and promoting sustainable travel.

Objective O4-4: Making Better Use of Car Parks: Review underused car parks to see how they could be used more effectively.

WHY THIS OBJECTIVE?

The Council's car parks are valuable assets that support town centres, businesses, leisure facilities and local services. However, utilisation varies considerably across the estate, creating opportunities to make better use of available capacity.

Low utilisation does not necessarily mean that a car park is surplus to requirements. Location, signage, tariffs, accessibility, condition or customer awareness may influence demand, while some sites perform important seasonal, leisure or strategic roles that are not reflected by average occupancy alone.

Understanding reasons for underutilisation is therefore important. Relatively modest interventions may increase use and help redistribute demand from more heavily used town centre car parks, making better use of capacity across the parking network as a whole. Spare capacity could also support markets, events or other temporary uses where evidence demonstrates this can be accommodated without adversely affecting parking availability.

Where significant spare capacity persists and there is no strategic requirement to retain the existing level of provision, alternative uses may also be appropriate.

This could support regeneration, development, public realm, sustainable transport or other Council priorities while making more productive use of Council assets.

HOW WILL IT BE DELIVERED?

The Council will periodically review its parking assets using occupancy, duration of stay, financial performance, condition and other relevant evidence, alongside consideration of accessibility, seasonal demand and the wider strategic role of each site.

Where underutilisation is identified, the Council will first consider how available capacity could be used more effectively. This could include improved signage and wayfinding, tariff or duration changes, revised parking designations, physical improvements or better promotion of available capacity.

Opportunities to direct demand from more heavily utilised car parks or use spare capacity to support temporary events and town centre activities will also be considered.

Where underutilisation persists, consideration may be given to changing the function or configuration of part of a site. This could include EV charging, active travel or mobility facilities, public realm or other complementary uses including those which produce income while retaining sufficient parking capacity.

Development or disposal would only be considered where evidence demonstrates that parking capacity is no longer required and the wider implications have been assessed.

Detailed modelling would be undertaken to understand potential displacement and wider town centre capacity, ensuring decisions reflect the long-term strategic value of the asset rather than short-term utilisation alone.

Objective O4-5: Considering Alternative Uses: Consider alternative uses whilst ensuring that the required car parking capacity required as demonstrated by data is maintained or replaced within close proximity or in situ.

WHY THIS OBJECTIVE?

Car parks are important transport assets, but they also occupy significant areas of land, often in accessible and commercially valuable town centre locations.

The parking evidence demonstrates that utilisation varies considerably across the Council's estate. While some car parks experience sustained periods of high demand, others have significant spare capacity.

The objective was posed in the survey as *"Considering Alternative Uses - Consider alternative uses for suitable car parks where parking needs can still be met"*. Support was shown as was a similar level of disagreement, therefore this has been amended to offer assurance to its meaning.

Where this underutilisation is persistent, there may be opportunities to reconsider how part or all of a site is used, particularly where alternative uses could contribute to wider place-making or regeneration objectives.

Repurposing does not necessarily mean removing an entire car park. In many locations, partial redevelopment may allow parking to be retained while releasing surplus land for another use.

Opportunities could range from relatively small interventions, such as public realm, landscaping or community facilities, through to more significant mixed-use, commercial or residential development where the location and evidence support this.

However, parking occupancy alone should not determine whether a site is suitable for repurposing. Consideration must also be given to seasonal and peak demand, the function of the car park, future development, accessibility, alternative parking provision and the potential for displacement onto surrounding streets or other facilities.

A car park that appears underutilised during typical periods may still perform an important strategic or seasonal function.

The objective is therefore not to reduce parking provision for its own sake, but to ensure that Council owned land is used effectively.

Where parking capacity is genuinely surplus to current and foreseeable requirements, retaining all of that capacity may represent a missed opportunity to support other priorities and improve the contribution that the Council's assets make to Huntingdonshire's towns.

HOW WILL IT BE DELIVERED?

The Council will use the evidence gathered through this strategy, together with ongoing monitoring, to identify car parks that may have potential for partial or full repurposing.

Initial consideration will focus on sites demonstrating sustained spare capacity, alongside their location, condition, financial performance, strategic role and relationship with surrounding land uses.

Before any parking capacity is removed, the Council will assess the implications for the wider parking network. This will include consideration of peak and seasonal occupancy, future demand, displacement, accessibility and whether nearby car parks have sufficient capacity to accommodate any redistributed demand.

Where appropriate, opportunities to improve the use of existing alternative parking provision will form part of this assessment.

Potential alternative uses will be considered in the context of wider Council priorities and local needs. Partial repurposing will be considered where this provides an appropriate balance between retaining necessary parking and making better use of surplus capacity.

This could allow sites to evolve incrementally and retain flexibility should parking requirements change over the longer term.

Any significant proposals will be subject to appropriate feasibility assessment, business case development, planning considerations and stakeholder engagement.

Repurposing will only be progressed where there is a robust evidence base demonstrating that change can be accommodated without creating unacceptable parking displacement. This will enable the Council to make more effective use of its land and assets while maintaining sufficient parking to support accessibility, economic activity and the continued vitality of Huntingdonshire's towns.




THOMAS MORRIS
ST IVES PHARMACY

PRINCIPLES OF PARKING CHARGES

Parking charges are an important tool for managing the Council's parking assets and influencing how available capacity is used. The approach to charging should recognise the role that tariffs can play in supporting access, encouraging turnover, managing demand and responding to the different functions of individual car parks.

This chapter establishes a set of Principles of Parking Charges that will guide the Council's approach to setting and reviewing parking charges across Huntingdonshire. The principles provide a consistent framework for future decision making while retaining sufficient flexibility to respond to the different characteristics, demand patterns and roles of individual car parks.

The principles are intentionally strategic and holistic. They do not prescribe specific tariffs or determine what should be charged at individual locations. Instead, they establish the considerations that will inform future tariff reviews and charging decisions, supported by evidence on occupancy, duration of stay, demand, location and the intended function of each car park.

This approach recognises that a single charging structure will not necessarily be appropriate across Huntingdonshire. Different towns, car parks and even different areas within the same car park may perform different functions and require different approaches. The following principles will therefore govern how parking charges are considered and developed throughout the lifetime of this strategy.

Our principles of parking charges are that:

- Car parks will be assessed on an induvial basis considering location and desired usage which will inform the tariff structure.
- Tariff structures are not just models of pricing; they determine the available durations of stay and can be used as a mechanism to promote access and turnover of space.
- Where we look to implement incentives and schemes to promote use, these should be driven by evidence and data.
- Differential pricing by site is acceptable as is mixed use within an induvial site.
- Demand and convenience will be considered and may inform available tariff structures.
- We will continue to offer "Pay for what you use" where appropriate to enable customers pay for a duration that closely matches how long they wish to stay.

These principles should be considered as part of the overall strategy, its vision, themes and objectives.

IMPLEMENTATION PLAN

The Parking Strategy establishes a long-term direction for the management and development of Huntingdonshire's off-street parking estate.

Delivering this vision will require a combination of immediate actions, ongoing management, further investigation and longer-term investment. The Implementation Plan translates the objectives of the strategy into a programme of practical actions that can be progressed over its lifetime.

The initial Implementation Plan is structured around the four strategic themes and identifies specific actions associated with each objective.

These range from relatively straightforward reviews of existing parking arrangements, signage, accessibility, tariffs and data, through to more significant interventions such as infrastructure improvements, Integrated Transport Hubs and the potential repurposing of parking assets.

Actions have been assigned an indicative delivery timescale reflecting their complexity, dependencies and likely priority:

Quick Wins - within 12-18 months: Actions that can be progressed relatively quickly, typically using existing resources or evidence. These include initial reviews, audits, monitoring programmes and the establishment of management frameworks.

Short Term - 1 to 2 years: Actions requiring further development, coordination or investment following completion of the initial quick wins.

Medium Term - 2 to 5 years: More substantial interventions that may require feasibility work, funding, partnership working, procurement or phased physical delivery.

Long Term - 5 years or more: Strategic interventions that are likely to depend on future demand, development, funding or the outcome of earlier actions. Their inclusion safeguards future opportunities rather than representing a commitment to delivery.

Ongoing: Activities that will require periodic review or continued delivery throughout the strategy period, including monitoring parking demand and engagement with the planning and development process.

The sequencing of actions is important. In many cases, early reviews and evidence gathering will directly inform whether subsequent investment is required and the form that it should take.

For example, occupancy monitoring will inform future decisions on capacity, while condition assessments will help prioritise maintenance and renewal.

Similarly, feasibility work will be required before significant proposals such as repurposing car parks or developing Integrated Transport Hubs are progressed.

The Implementation Plan also recognises that delivery will take different forms. Some actions will primarily involve Council-led reviews, monitoring or policy development, while others will require further feasibility or technical studies, partnership working, or physical works and investment.

Several actions will require collaboration with Cambridgeshire County Council, the Cambridgeshire and Peterborough Combined Authority transport operators, developers, town and parish councils and other stakeholders.

The Plan should therefore be regarded as a live delivery framework rather than a fixed programme. Priorities will need to respond to changes in parking demand, development and regeneration proposals, available funding, emerging technology and wider Council priorities.

Actions identified for later phases should be reviewed in light of the outcomes achieved through earlier interventions.

Progress against the Implementation Plan should be reviewed periodically, allowing completed actions to be recorded, priorities to be updated and new interventions to be introduced where evidence demonstrates a need.

This will ensure that implementation remains proportionate, affordable and responsive throughout the 20-year strategy period, while maintaining a clear link between individual actions, the four strategic themes and the overall vision for parking in Huntingdonshire.



Ref	Objective	Implementation Actions	Delivery Timescale
THEME 1 - SUPPORT THRIVING TOWN CENTRES & ECONOMIC ACTIVITY			
O1-1	Support Town Centres	Review parking demand, turnover, and duration of stay across town centre car parks to ensure parking supports economic activity and visitor turnover.	Quick Win
		Develop town specific parking management principles reflecting the role and function of each location.	Short Term
O1-2	Fair Parking Charges	Establish a regular parking tariff review process informed by occupancy data, benchmarking, and local economic conditions.	Quick Win
		Undertake periodic benchmarking against neighbouring authorities and comparable market towns.	Ongoing / Short Term
		Review opportunities for seasonal, location based tariff structures where appropriate.	Medium Term
O1-3	The Right Parking in the Right Places	Review the balance of short-stay and long-stay parking provision across council car parks.	Quick Win
		Introduce revised time restrictions or operational arrangements where evidence demonstrates a need for change.	Short Term
O1-4	Parking for Events and Visitors	Review parking demand associated with key events, markets, and seasonal visitor activity.	Quick Win
		Develop temporary parking management arrangements and communication plans for major events where required.	Short / Medium Term
O1-5	Better Signs and Car Parks	Undertake a district-wide review of parking signage, gateway signage, and pedestrian wayfinding.	Quick Win
		Deliver phased signage and wayfinding improvements across the district, including the introduction of VMS at strategic locations where appropriate to improve parking visibility, circulation, and driver information.	Short / Medium Term
		Identify priority car parks requiring public realm enhancements, resurfacing, landscaping, or lighting improvements.	Short / Medium Term
		Deliver phased environmental and public realm improvements across priority sites.	Medium Term

Ref	Objective	Implementation Actions	Delivery Timescale
THEME 2 - DELIVER A MODERN EFFICIENT & CUSTOMER FOCUSED PARKING SERVICE			
O3-1	Easy and Accessible Parking	Undertake an accessibility review of council-operated car parks, including disabled parking provision and pedestrian accessibility.	Quick Win
		Review consistency of parking information, signage, payment systems, and customer communications.	Short Term
O3-2	Looking After Our Car Parks	Undertake condition assessments of car park infrastructure, equipment, lighting, and surfaces.	Short Term
		Develop a long-term planned maintenance programme for council parking assets.	Short / Medium Term
		Deliver phased maintenance and renewal works based on asset condition and risk.	Medium Term
O3-3	Fair Parking Enforcement	Review enforcement operations and compliance trends across the district.	Short Term
		Identify opportunities to improve operational efficiency and consistency of enforcement activity.	Short Term
O3-4	Using Parking Data	Establish a structured programme of parking occupancy and usage monitoring.	Quick Win
		Develop a centralised parking data management approach.	Short Term
O3-5	Using Technology	Review existing parking technology and digital systems across the parking estate.	Quick Win
		Identify opportunities for improved cashless payments, virtual permits, and back-office integration.	Short Term
		Investigate feasibility of smart parking technologies and real-time parking information systems.	Medium Term

Ref	Objective	Implementation Actions	Delivery Timescale
THEME 3 - INTEGRATE PARKING WITH ACTIVE & SUSTAINABLE TRANSPORT			
O2-1	Support Sustainable Travel	Embed parking considerations within wider transport, regeneration, and active travel planning processes.	Short Term
		Work with transport partners to identify opportunities for improved integration between parking and sustainable transport modes.	Short / Medium Term
O2-2	Walking and Cycling Facilities	Audit existing cycle parking and pedestrian facilities within council car parks.	Short Term
		Identify priority sites for upgraded cycle parking and improved pedestrian connectivity.	Medium Term
		Deliver phased active travel improvements across suitable locations.	Medium Term
02-3	Future Transport Hubs	Identify and assess potential edge-of-centre locations suitable for future Integrated Transport Hubs.	Long Term
		Safeguard suitable sites through planning and asset management processes where appropriate.	Long Term
		Explore opportunities for pilot mobility hub facilities including EV charging, cycle hire, and enhanced public transport integration.	Long Term
O2-4	Electric Vehicle Charging	Identify priority sites for additional EV charging provision based on demand and grid capacity.	Short Term
		Deliver additional EV charging infrastructure across priority sites in accordance with the Councils EV strategy.	Medium Term
O2-5	Working with Partners	Work with local transport operators and stakeholders to improve awareness of sustainable travel alternatives.	Short Term
		Explore opportunities for integrated ticketing, mobility hubs, or joint initiatives with transport partners.	Long Term

Ref	Objective	Implementation Actions	Delivery Timescale
THEME 4 - MANAGE PARKING ASSETS RESPONSIBLY & PLAN FOR THE FUTURE			
O4-1	Planning for the Future	Review future parking demand associated with planned growth and Local Plan allocations.	Short Term
		Identify locations where additional parking provision or management interventions may be required in future.	Medium Term
O4-2	Monitoring Parking Demand	Continue periodic parking occupancy and utilisation surveys across the district.	Ongoing / Short Term
		Identify locations where parking pressures or underutilisation may justify operational changes or future investment.	Medium Term
O4-3	Supporting Future Growth	Embed parking strategy principles within Local Plan and development management processes.	Short Term
		Develop parking guidance or expectations for major developments where appropriate.	Medium Term
		Continue engagement with planning officers and developers regarding parking impacts and sustainable transport integration.	Ongoing / Short Term
O4-4	Making Better Use of Car Parks	Develop a framework for assessing car park performance and utilisation.	Short Term
		Review underperforming sites to identify opportunities for operational improvements, alternative uses, or rationalisation.	Medium Term
O4-5	Considering Alternative Uses	Asses car parks against performance and utilisation framework to understand how they can be used to support wider outcomes.	Medium Term
		Bring forward redevelopment or repurposing proposals where supported by evidence and business case assessment.	Long Term

DELIVERING THE IMPLEMENTATION PLAN

The Implementation Plan demonstrates that delivery of the Parking Strategy will involve considerably more than investment in individual car parks. Across the four themes, the actions establish a coordinated programme of monitoring, operational review, infrastructure improvement, partnership working and longer-term asset planning.

Collectively, these actions are intended to ensure that Huntingdonshire's parking estate continues to support its towns while responding to changing demand, customer expectations, transport priorities and future growth.

A consistent feature in the Implementation Plan is the importance of establishing a stronger evidence base before significant changes are made. Several of the early actions involve reviewing occupancy, turnover and duration of stay, establishing structured monitoring arrangements and assessing the performance of individual car parks. This evidence will directly support decisions relating to tariffs, short and long-stay provision, enforcement, investment and the future role of individual sites.

Continued occupancy and utilisation surveys will also allow the Council to identify whether parking pressure or underutilisation is persistent rather than responding to isolated periods of high or low demand.

Within ***Theme 1 – Support Thriving Town Centres and Economic Activity***, the emphasis is initially on making better use of the existing parking offer. Actions include reviewing demand, turnover and duration of stay, developing town specific parking management principles and considering whether the balance between short and long-stay parking remains appropriate.

This recognises that the role of parking differs between towns and that a single management approach will not necessarily produce the best outcome in every location.

Tariff management forms an important part of this approach. The Implementation Plan establishes both regular tariff reviews and periodic benchmarking, supported by consideration of occupancy, inflation, operating and maintenance costs, local economic conditions and wider market trends. The intention is therefore not simply to increase or decrease charges, but to establish a repeatable mechanism through which tariffs can remain appropriate to the role and performance of individual locations.

Over the medium term, this may extend to consideration of seasonal, location based approaches where evidence demonstrates that these would improve parking management.

Theme 1 also identifies a significant programme of improvements to the physical relationship between car parks and the places they serve. A district wide signage and wayfinding review is proposed, followed by phased implementation, potentially including Variable Message Signs at strategic locations.

This is complemented by identifying car parks requiring public realm, resurfacing, landscaping or lighting improvements. Together, these actions recognise that available capacity is only useful if customers can find it easily and move conveniently between the car park and their destination. Specific reviews of event, market and seasonal demand will also enable temporary arrangements and communication plans to be developed where exceptional activity places additional pressure on the network.



Example of improving the appearance of a HDC car park to make it more attractive

Within ***Theme 2 – Deliver a Modern, Efficient and Customer-Focused Parking Service***, the actions concentrate on the quality and efficiency of the existing service.

Accessibility is an immediate priority, with a review of Council operated car parks covering disabled parking and pedestrian accessibility. This is accompanied by a review of the consistency of information, signage, payment systems and customer communications.

Technology is approached proportionately. The first requirement is to understand the systems already operating across the estate before considering improvements to cashless payments, virtual permits and back-office integration.

More advanced smart parking technologies and real time information are identified for subsequent feasibility investigation rather than automatic implementation. This ensures investment is driven by an identifiable customer or operational benefit. Data management and enforcement follow a similar approach.

A structured occupancy and usage monitoring programme will be complemented by a centralised approach to parking data and reporting, creating a stronger basis for future management decisions.

Enforcement operations and compliance trends will also be reviewed, with subsequent actions focused on improving efficiency and consistency. These measures reinforce the principle that enforcement should support effective parking management and compliance rather than operate independently from wider parking objectives.

Maintaining the physical estate is another significant delivery requirement. Condition assessments of infrastructure, equipment, lighting and surfaces will inform a long-term planned maintenance programme, followed by phased renewal according to condition and risk. This establishes a clearer lifecycle approach to investment and provides an opportunity to coordinate maintenance with accessibility, public realm, technology and other improvements rather than delivering works independently.



Example of how HDC car parks could benefit from technology and a more efficient service

The actions within ***Theme 3 – Integrate Parking with Active and Sustainable Transport*** progressively reposition car parks as part of the wider transport system.

An early requirement is to embed parking considerations within transport, regeneration and active travel planning rather than treating the parking estate as a standalone service. This will be supported by partnership working to identify opportunities to connect parking more effectively with sustainable modes.

There is also a clear infrastructure component. Existing cycle parking and pedestrian facilities will be audited, priority locations identified and improvements delivered on a phased basis. Additional electric vehicle charging will similarly be targeted towards priority sites according to demand and grid capacity, building on the Council's existing approach to EV infrastructure.

These actions allow investment to be concentrated where there is a demonstrated requirement rather than applying uniform provision across the estate.

The more transformational elements of Theme 3 sit towards the medium and long term. Opportunities for integrated ticketing, mobility hubs and joint initiatives with transport operators will be explored, alongside identifying potential edge of centre locations for future Integrated Transport Hubs.

Suitable sites could subsequently be safeguarded and, where justified, pilot facilities developed incorporating elements such as EV charging, cycle hire and improved public transport integration. These actions deliberately retain flexibility, allowing the Council to respond to future changes in travel behaviour and funding rather than committing prematurely to a particular model.



Example of utilising existing car park assets to integrate parking with active travel & sustainable transport

Finally, ***Theme 4 – Manage Parking Assets Responsibly and Plan for the Future*** takes the longest-term view of the parking estate. Continued utilisation surveys will identify locations experiencing pressure or persistent underuse, providing the evidence for operational changes or future investment.

A formal framework for assessing car park performance will further support this process and enable poorly performing assets to be considered consistently.

The Implementation Plan also explicitly connects parking with Huntingdonshire's future growth. Parking demand associated with Local Plan allocations will be reviewed, potential future capacity requirements identified and parking strategy principles embedded within the Local Plan and development management process.

Continued engagement with planning officers and developers will be particularly important in ensuring that new development does not create unmanaged pressure on existing Council car parks or surrounding streets.

Where existing sites are consistently underutilised, the programme allows the Council to consider a broader range of outcomes. This begins with assessing whether operational changes could improve performance but can ultimately extend to rationalisation, partial repurposing or redevelopment.

Potential sites would be subject to feasibility work considering parking displacement, regeneration benefits, housing need and financial implications before any long-term proposals are brought forward.

This creates a clear progression from identifying underperformance to understanding alternatives and, only where justified by evidence and a business case, implementing a change of use.

Taken together, the actions establish a clear direction for the parking estate. In the near term, the emphasis is on understanding, reviewing and optimising what the Council already has. The short to medium term moves increasingly towards targeted physical investment, improved integration and modernisation.

Longer-term actions provide the flexibility to reconsider where and how parking is provided as Huntingdonshire grows and travel patterns evolve.

This ensures that investment is not undertaken in isolation, but forms part of a coordinated programme in which evidence gathered through earlier actions directly informs the scale, location and nature of subsequent interventions.



CONCLUSION

This strategy establishes a clear and ambitious direction for the future of parking across Huntingdonshire. It recognises that parking is an important part of the district's transport system, supporting access to town centres, businesses, services, leisure opportunities and communities, while also influencing how people choose to travel.

Through the four strategic themes and associated objectives, the strategy provides a framework for creating a parking service that is responsive to changing demand, supports thriving town centres, integrates more effectively with active and sustainable transport, provides a modern and accessible customer experience, and ensures that parking assets are managed responsibly over the long term.

The evidence gathered through the development of the strategy demonstrates that parking demand and the role of individual car parks vary considerably across Huntingdonshire. The strategy therefore avoids a one-size-fits-all approach.

Instead, future decisions will be informed by local demand, duration of stay, the function of individual car parks and the wider needs of each town. This will allow the Council to respond appropriately to areas of parking pressure while also considering opportunities presented by underutilised assets.

Importantly, the strategy looks beyond the immediate operation of the existing parking estate. Over its lifetime, changes in development, technology, travel behaviour and sustainable transport provision will influence how parking is used. The strategy provides the flexibility to respond to these changes, including opportunities for improved active travel facilities, EV charging, integrated transport hubs, better use of technology and, where appropriate, the repurposing or redevelopment of parking land to support wider regeneration, housing and community objectives.

The objectives and actions within the strategy are also intended to complement wider Council and partner priorities. Successful delivery will therefore require collaboration across Huntingdonshire District Council and with Cambridgeshire County Council, the Combined Authority, town and parish councils, transport operators, businesses, developers and other stakeholders.

The Implementation Plan provides the mechanism for translating the strategy into action, with measures identified across quick-win, short, medium and longer-term timescales. This phased approach allows immediate improvements to be progressed while providing sufficient flexibility for more significant interventions to be developed as evidence, funding and opportunities emerge.

Ultimately, the strategy is about ensuring that Huntingdonshire has the right parking, in the right places, managed in the right way.

By balancing the continuing need for convenient access by car with opportunities to support sustainable travel, improve town centres and make better use of Council assets, the strategy provides a framework for a parking network that can continue to meet the needs of residents, businesses and visitors while supporting a more accessible and sustainable Huntingdonshire.



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DISTRICT COUNCIL

ETHOS

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HUNTINGDONSHIRE DISTRICT CAR PARK STRATEGY EVIDENCE REPORT

FOR HUNTINGDONSHIRE DISTRICT COUNCIL

AUGUST 2026







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1.0 INTRODUCTION

Ethos Consultants (hereafter referred to as Ethos) have been commissioned by Huntingdonshire District Council to prepare a comprehensive car park strategy covering the Council's off-street car parks across the district. As a key action aligned with the Council's strategic priorities, the strategy will be evidence-led and focused on embracing modern parking technologies, responding to climate and sustainability ambitions, identifying opportunities to enhance assets, and supporting the generation of resilient income streams to underpin wider service delivery.

To support this work, the Council has established an agreed scope that includes optimising charges and payment systems, evaluating car park usage and capacity, supporting active travel and climate objectives, and understanding the role of parking in sustaining local employment, town centre vitality, and economic growth.

Off-street car parks form a critical part of the district's transport and place making infrastructure, supporting access for residents, workers, and visitors while influencing wider economic, environmental, and community outcomes. Their effective management therefore requires a considered balance between accessibility, sustainability, and financial stewardship.

Parking provision delivers several important public functions. It enables convenient access to services, retail centres, workplaces, and leisure destinations, while supporting the operational needs of businesses and contributing to local economic resilience. Parking policy also plays a significant role in shaping travel behaviour, supporting the shift towards more sustainable transport, and contributing to improvements in air quality and the public realm.

Any operating surplus generated from off-street parking represents a valuable resource for local authorities. These funds can be reinvested in maintaining and upgrading parking assets or allocated to support broader community priorities, infrastructure improvements, and essential frontline services, reinforcing the wider value of the parking service.

Huntingdonshire District Council serves a large and diverse area within Cambridgeshire, combining historic market towns, rural villages, and rapidly growing communities. The district is home to approximately 180,000 residents (Census 2021), with major settlements such as Huntingdon, St Neots, St Ives, and Ramsey acting as key centres for employment, retail, and services. Its strategic transport links to Cambridge, Peterborough, London, and the wider region, along with its rich heritage and natural assets, contribute to a strong local economy and a distinctive pattern of travel and parking demand.

Figure 1 below illustrates the location of Huntingdonshire within the East of England and its relationship to neighbouring authorities and strategic transport corridors.

As town centres and local communities continue to adapt to evolving retail patterns, working practices, and travel behaviours, it is essential that the Council's parking approach remains responsive to changing needs. Ensuring that car parks are accessible, appropriately priced, and aligned with economic and community priorities will help support thriving and resilient towns.

Although this strategy focuses on the Council's off-street car parks, it is important to acknowledge the relationship with on-street provision and the wider transport network. Combined, these assets contribute to the district's environmental and sustainability ambitions. The strategy must therefore support the transition to cleaner travel through enabling electric vehicle uptake, integration with public transport, and promoting walking and cycling for shorter journeys.

1.1 PLANNING CONTEXT

Huntingdonshire is strategically located within the East of England, benefiting from excellent regional and national transport connections. The district is served by a series of major road corridors, including the A1, A14, and A428, which provide vital north–south and east–west linkages and connect communities to Cambridge, Peterborough, Bedford, and the wider motorway network. The recent upgrade of the A14 between Cambridge and Huntingdon has further improved journey reliability and reinforced the district's position as a key transport hub.

Rail connectivity is similarly strong, with stations at Huntingdon, St Neots, and St Ives (via the Cambridgeshire Guided Busway interchange) offering direct services to London, Peterborough, Cambridge, and other destinations across the region. Fast rail services to London Kings Cross (typically 40–50 minutes from St Neots or Huntingdon) enhance the district's attractiveness for commuters and businesses, while the Guided Busway provides a high-quality public transport corridor linking key settlements to Cambridge and major employment sites.

The district also benefits from proximity to key international gateways. London Stansted Airport, located less than an hour away, provides extensive global connectivity, while Luton Airport and East Midlands Airport are also within reasonable travel distance. These connections strengthen Huntingdonshire's economic offer and support the movement of both people and goods.

Huntingdonshire comprises a diverse mix of historic market towns, including Huntingdon, St Neots, St Ives, and Ramsey, together with a wide range of rural villages and growing residential communities. This variation in settlement size and function creates distinct travel and parking patterns across the district. While the urban areas act as focal points for employment, retail, services, and leisure, rural communities often rely heavily on access by car due to more limited public transport availability.

Travel behaviour in the district is characterised by a high reliance on car use, reflecting both the rural geography and the strategic road network that serves the area. The majority of journeys, particularly for work, shopping, and leisure, are made by car, while active

travel and public transport currently play a more modest role in day-to-day movement. Although some commercial bus routes provide links between towns and into neighbouring areas, services are less frequent in many rural locations, reducing the practicality of alternatives to the private car.

This reliance on car travel contributes to localised congestion, particularly around town centres, key junctions, and during peak commuter periods. Growth in housing and employment, particularly around St Neots, Alconbury Weald, and the wider A14 corridor, is likely to place additional pressure on the transport network and parking assets in the coming years. A robust and future-focused parking strategy is therefore essential to support sustainable travel, manage demand effectively, and improve access to key destinations.

The district contains 86 Town and Parish Councils, each playing a role in shaping local priorities and influencing how residents travel and interact with nearby services. They form an important stakeholder group for the parking strategy, reflecting the wide variation in needs between different communities.



Huntingdonshire is bordered by several local authority areas that influence its connectivity and economic relationships. To the east, the district adjoins South Cambridgeshire District Council, with strong employment and commuter flows into the Cambridge area. To the north lies Peterborough City Council, a major sub-regional centre with extensive transport links and economic activity. East Cambridgeshire borders the district to the northeast, while Bedford Borough and Central Bedfordshire lie to the west and southwest, providing important transport connections along the A1 and A421 corridors. These neighbouring relationships shape patterns of travel demand and influence the strategic role of Huntingdonshire's parking infrastructure.

In 2023, Huntingdonshire District Council adopted its Corporate Plan 2023–2028, which sets out a clear long-term direction for the district and defines three overarching priorities:

- **Improving quality of life for local people** – focusing on community wellbeing, access to services, housing quality, and creating opportunities for residents to thrive.

- **Creating a better Huntingdonshire for future generations** – emphasising environmental sustainability, climate resilience, high-quality places, and the infrastructure needed to support planned growth.
- **Doing our core work well** – ensuring high-quality, value-for-money services, strong governance, and effective management of the Council's assets and statutory responsibilities.

While the Corporate Plan does not reference parking explicitly, the management of the district's off-street parking assets plays an important role in supporting these priorities. A modern, evidence-led parking strategy can help enhance access to town centres and key services, support local businesses, shape sustainable travel behaviour, and ensure the parking service contributes positively to environmental and economic objectives. By aligning parking policy with the Corporate Plan, the Council can deliver a balanced approach that meets current needs while planning proactively for future growth, accessibility, and sustainability.

1.2 HUNTINGDONSHIRE DISTRICT PARKING CAPACITY

Huntingdonshire District Council operates a network of off-street car parks located across the district's market towns and key service centres. In total, the Council provides 3149 publicly available off-street parking spaces across 25 car parks. These facilities support access to town centres, employment areas, leisure destinations, and community services. In addition, there are small village hall car parks in villages that include Earith and Warboys, providing an additional 46 public parking spaces.

The location of all Council operated car parks are illustrated in figure 1. More detailed plans showing the car parks in each town is shown in figures 2-6.



Figure 1 – Location of HDC car parks across the Huntingdonshire district



Figure 2 - Location of car parks in Godmanchester

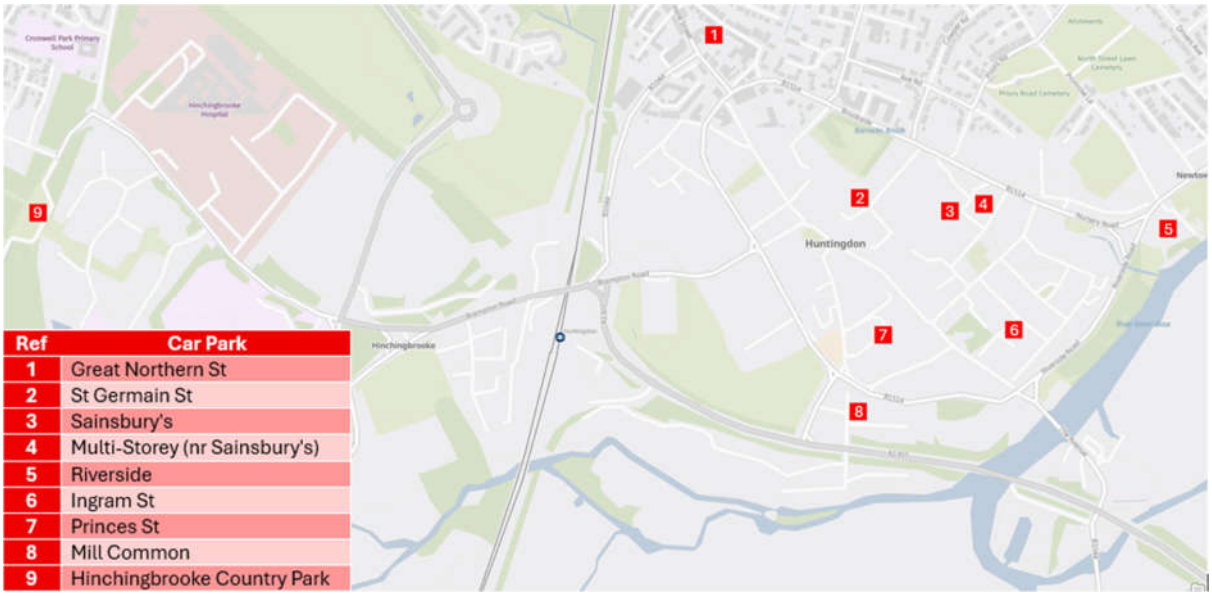


Figure 3 - Location of car parks in Huntingdon

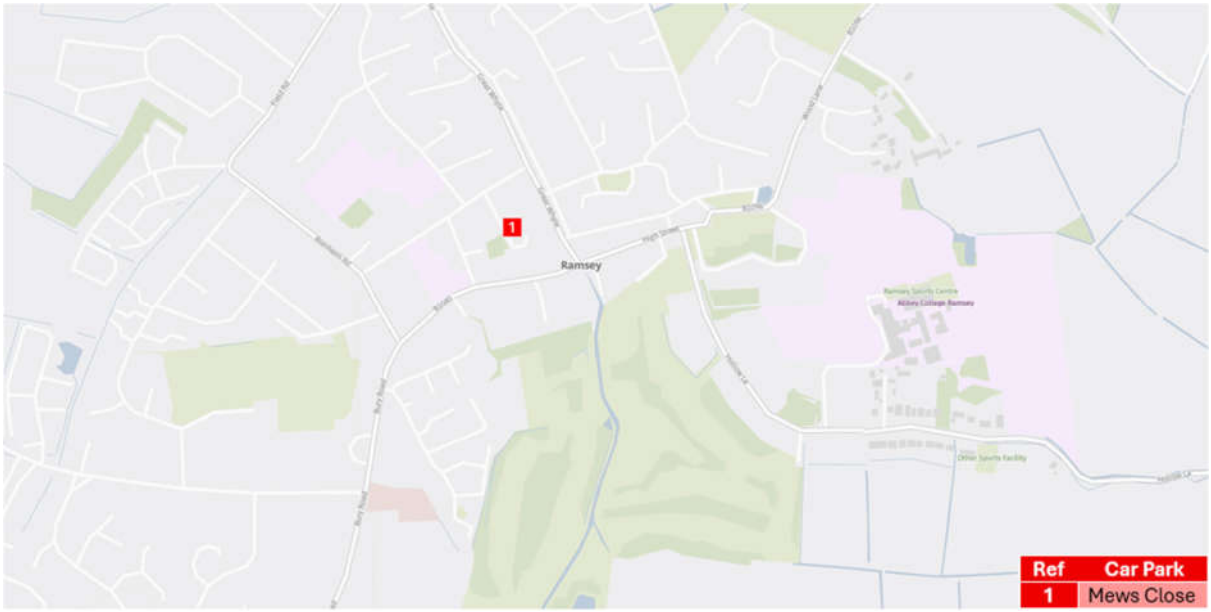


Figure 4 - Location of car park in Ramsey

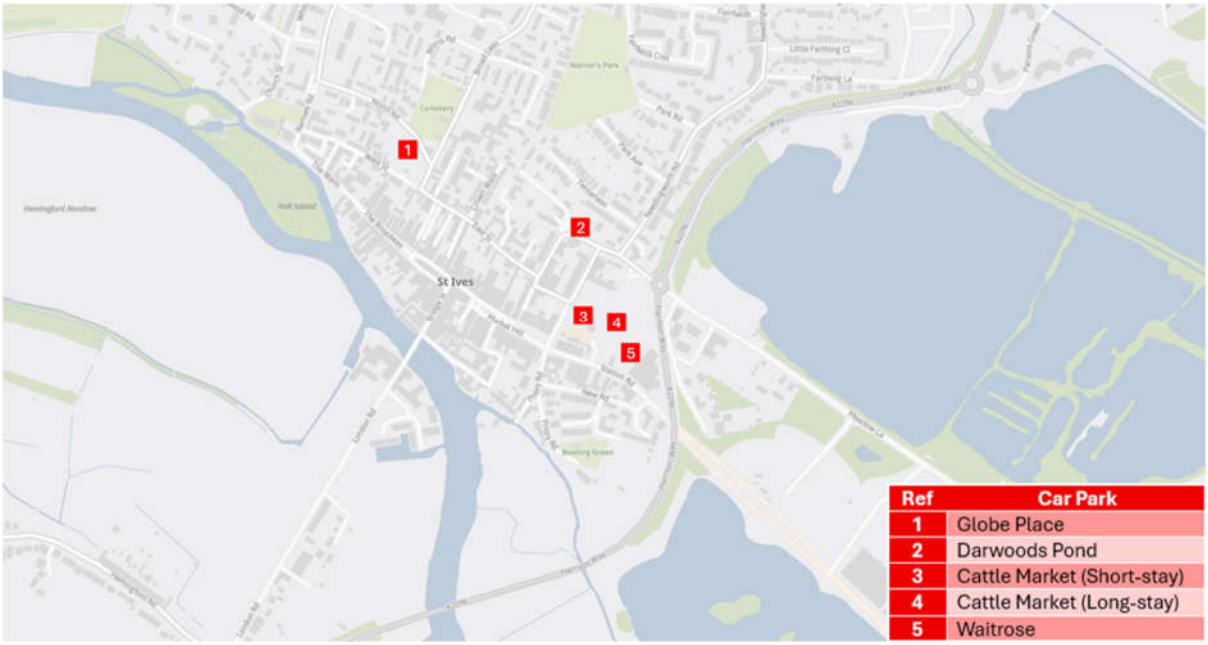


Figure 5 - Location of car parks in St Ives



Figure 6 - Location of car parks in St Neots

This strategy focuses specifically on the Council's off-street parking estate. It does not include privately operated car parks, parking provision associated with commercial or residential developments, or on-street parking, which is the responsibility of Cambridgeshire County Council as the Highway Authority.

Table 1 presents a summary of Huntingdonshire District Council's off-street car parks, including their locations and individual parking capacities.

Location	Car Park Name	Capacity	Duration
Godmanchester	Bridge Place	257	Long
	Park Lane	25	Free
	Post Street	31	Free
Huntingdon	Great Northern St	71	Long
	Hinchingbrooke Country Park	60	Short
	Ingram St	44	Long
	Mill Common	52	Long
	Multi-Storey (nr Sainsbury's)	404	Short
	Princes St	77	Short
	Riverside	190	Long
	Sainsbury's	290	Short
	St Germain St	36	Short

Ramsey	Mews Close	60	Both
St Ives	Cattle Market (Long-stay)	196	Long
	Cattle Market (Short-stay)	197	Long
	Darwoods Pond	83	Long
	Globe Place	162	Long
	Waitrose	75	Short
St Neots	Brook St	13	Short
	Priory Centre	49	Long
	Priory Lane	35	Short
	Riverside Park	276	Long
	Tan Yard	37	Short
	Tebbutts Rd	241	Long
	Waitrose	188	Short

Table 1 – HDC town car parks across Huntingdonshire

As part of this assessment, the Council's One Leisure car parks have also been reviewed to ensure a comprehensive understanding of parking provision across the district. While these sites form part of the wider off-street parking estate, they play a distinct and important role in supporting the operational and financial performance of the One Leisure centres by providing convenient, dedicated access for members, staff, and visitors. Any future changes to tariff structures, management arrangements, or capacity at these locations must therefore carefully consider the potential impacts on leisure centre usage, customer experience, income generation, and wider community health and wellbeing objectives.

The One Leisure estate comprises several key leisure centres located in Huntingdon, St Ives, St Neots, and Ramsey, that enable users to access the facilities conveniently throughout the day. Collectively, these sites provide approximately 523 parking spaces, with individual car parks ranging from 34 spaces at the smaller community sites to 171-210 spaces at the district's flagship centres such as One Leisure Huntingdon and St Neots. These car parks typically offer a mix of standard bays, disabled parking, and provision for coaches or larger vehicles where required. Their locations, adjacent to or integrated within the leisure centre footprints supports the operational viability of the centres and accommodating peaks in demand associated with classes, school use, clubs, and seasonal sports programming.

1.3 GODMANCHESTER CAR PARKS

Godmanchester contains three council operated car parks, providing 313 off-street parking spaces that support a range of local access needs for residents, businesses, leisure users, and visitors. Together, these facilities form an important part of the town's parking offer, helping to manage demand within a predominantly residential setting.

Post Street Car Park (31 spaces) serves as a key access point for those visiting the town and the surrounding riverside environment. It is particularly well used by walkers accessing Queen's Walk and the adjoining open spaces, offering convenient short-stay parking close to popular recreational routes. Its location within a residential area, combined with free parking, means it is also likely to be used informally by local residents for daytime and overnight parking.

Park Lane Car Park (25 spaces) similarly provides free parking within a residential area and plays an important role in supporting nearby community facilities. It primarily serves the primary school, swimming pool, and surrounding neighbourhood, offering convenient access for parents, leisure users, and staff. As with Post Street, the availability of free parking and its residential context suggest that some local residents may rely on this car park for longer-stay or overnight parking, particularly where on-street capacity is constrained.

The largest facility, Bridge Place Car Park (257 spaces), is situated slightly further from the town and does not have a clearly defined functional focus. Its scale and location indicate that it may operate as a general purpose long-stay car park, likely accommodating a mix of visitors, leisure users, and workers. Its proximity to the A1198 corridor suggests that some users may also utilise it as a convenient parking option for accessing both Godmanchester and Huntingdon, reflecting its role as a strategic asset within the local network.

1.4 HUNTINGDON CAR PARKS

Huntingdon contains a diverse portfolio of off-street car parks that together provide 1,224 spaces across a mix of long-stay and short-stay facilities. This means 39% of the total parking spaces in the district are located in Huntingdon. These car parks play a vital role in supporting access to the town centre, retail destinations, employment areas, and key transport corridors, while also accommodating leisure activity associated with the riverside and wider green spaces. The overall distribution reflects the town's position as one of the district's principal commercial centres, with parking provision structured to meet both local and visitor needs.

Great Northern Street (71 spaces) and Ingram Street (44 spaces) function as centrally located long-stay car parks, providing convenient access to the town centre and key employment sites. Their positioning and tariff structure suggest that they predominantly serve workers, longer-duration visitors, and those seeking reliable all day parking close to retail and business areas.

Mill Common (52 spaces), situated close to Huntingdon bus interchange and the historic core, also operates primarily as a long-stay car park. Its location adjacent to green space and walking routes makes it well placed for leisure trips and dog walking, in addition to general town centre access.

The Multi-Storey Car Park near Sainsbury's (404 spaces) represents the town's largest parking asset and forms a major gateway to the retail area. As a short-stay facility, it supports high-turnover visits to shops, services, and hospitality venues, contributing significantly to Huntingdon's economic vitality. Its scale allows it to absorb peak period demand, including seasonal and event related activity.

A number of smaller short-stay car parks provide additional access points to the town centre. Princes Street (77 spaces), St Germain Street (36 spaces), and the Sainsbury's Car Park (290 spaces) all serve local retail and service functions, with their proximity to key destinations driving high turnover and supporting convenience shopping and short visits.

Riverside Car Park (190 spaces) provides longer-stay parking close to the river, open spaces, and leisure walking routes. Its role extends beyond town centre access, catering to recreational users, visitors to the riverside parkland, and those seeking a more relaxed access point into Huntingdon via walking connections.

Hinchingbrooke Country Park Car Park (60 spaces), while serving a specific leisure function rather than the town centre directly, forms an important component of the wider parking network. As a short-stay site adjacent to one of the district's most significant green spaces, it experiences high use from families, dog walkers, and visitors to the Country Park's recreational facilities.

Together, Huntingdon's car parks serve a broad cross-section of transport and access needs, balancing high-turnover retail parking with strategic long-stay capacity and important leisure related provision. Their varied roles and geographic spread reflect the complexity of demand within the district's principal town, highlighting the need for a coordinated approach to management, pricing, and future investment to ensure continued accessibility, economic resilience, and alignment with sustainable travel objectives.

1.5 RAMSEY CAR PARKS

Ramsey contains a single council operated off-street car park, Mews Close, providing 60 parking spaces, which plays an important role in supporting access to the town centre, local services, and the surrounding residential areas. Although smaller in scale than the parking provision in Huntingdonshire's larger market towns, Mews Close fulfils a multifunctional purpose that reflects the town's compact urban form and mixed land-use structure.

Located close to the high street and key community facilities, Mews Close serves both short-stay and long-stay users, offering flexibility for shoppers, local workers, and

visitors. Its dual duration designation enables the car park to accommodate a variety of trip purposes, supporting quick turnover visits to shops and services while also providing reliable all-day parking for those working in or visiting the town centre.

Given its central location and proximity to residential streets, the car park also provides an important alternative to on-street parking for residents, particularly during busier periods or in areas where kerbside capacity is limited. This helps alleviate local parking pressures and ensures that the town centre remains accessible and functional throughout the week.

1.6 ST IVES CAR PARKS

St Ives contains a well distributed network of council operated off-street car parks that together provide 713 parking spaces across five sites This equals 23% of the districts total parking spaces. These facilities play a critical role in supporting the town's busy commercial centre, its riverside attractions, and its strong commuter links via the nearby Guided Busway. The overall provision reflects St Ives' function as one of the district's most vibrant market towns, where a combination of retail activity, employment, tourism, and community services drives varied and sustained parking demand.

The Cattle Market Long-Stay (196 spaces) and Cattle Market Short-Stay (197 spaces) car parks form the core of the town's central parking offer. Their location adjacent to the town centre ensures convenient access for shoppers, workers, and visitors, with the long-stay section catering to all-day users, including commuters and those travelling into Cambridge via the Guided Busway. The short-stay provision plays an essential role in supporting high-turnover visits linked to the retail and service economy, helping to maintain the health of the high street.

Darwoods Pond Car Park (83 spaces) provides an important long-stay option slightly further from the central shopping area. This location supports local employment as well as day visitors, offering good access to the surrounding residential neighbourhoods and green spaces. Its long-stay designation helps to relieve pressure on the more intensively used town centre car parks.

Globe Place Car Park (162 spaces) is one of the larger long-stay facilities in St Ives and serves a mix of commuters, employees, and visitors. Its scale and proximity to key walking routes into the town centre make it a strategic asset within the wider network, supporting both everyday activity and seasonal demand associated with local events.

Waitrose Car Park (75 spaces) provides short-stay parking that primarily supports the supermarket and nearby retailers. Its location near the edge of the town centre ensures that it also accommodates a portion of general retail trips, helping to distribute short-stay demand more evenly across the area.

Together, the car parks in St Ives deliver a balanced mix of short and long-stay provision, supporting the town's significant economic role and its strong connectivity to the rest of the district and the Cambridge sub-region. Ensuring that these facilities are effectively

managed and able to accommodate future growth, in both visitor numbers and commuting activity, will be central to maintaining St Ives' vitality and accessibility.

1.7 ST NEOTS CAR PARKS

St Neots contains a diverse portfolio of council operated off-street car parks, providing a total of 839 spaces across seven sites (27% of the districts total). As the largest town in Huntingdonshire and a major growth area, St Neots experiences sustained and varied parking demand linked to its expanding residential communities, vibrant town centre, riverside attractions, and strong commuter flows to Cambridge, London, and the wider region. The distribution of parking provision across the town reflects this multifaceted demand, supporting both everyday activity and longer-term strategic growth.

Riverside Park Car Park (276 spaces) is the town's largest facility, serving visitors to the extensive riverside open space, leisure activities, and the adjacent walking and cycling routes. Its long-stay designation allows it to accommodate a mix of recreational users and day visitors, particularly during weekends and summer months when the park experiences peak demand.

Tebbutts Road Car Park (241 spaces) provides a significant long-stay offer close to key employment and community facilities. Its size and location make it particularly attractive for workers, visitors staying for extended periods, and those accessing the riverside area and nearby residential neighbourhoods.

Waitrose Car Park (188 spaces) offers short-stay parking that serves both the supermarket and surrounding retail and service uses. Its position near the edge of the town centre helps accommodate convenience shopping trips while contributing to the overall distribution of short-stay demand.

Priory Centre (49 spaces) and Priory Lane (35 spaces) provide additional parking capacity adjacent to the town's key commercial and community destinations. The mix of long-stay (Priory Centre) and short-stay (Priory Lane) options helps support both workers and high-turnover visitors to St Neots' retail core.

Tan Yard Car Park (37 spaces) and the small Brook Street Car Park (13 spaces) function as short-stay facilities, offering convenient access to local shops, services, and residential areas. Their smaller scale and central locations support quick-turnover trips and help reduce pressure on main routes through the town centre.

The combination of high capacity long-stay provision, strategically located short-stay options, and substantial leisure related parking creates a flexible network capable of serving the town's growing population and increasingly diverse visitor base.

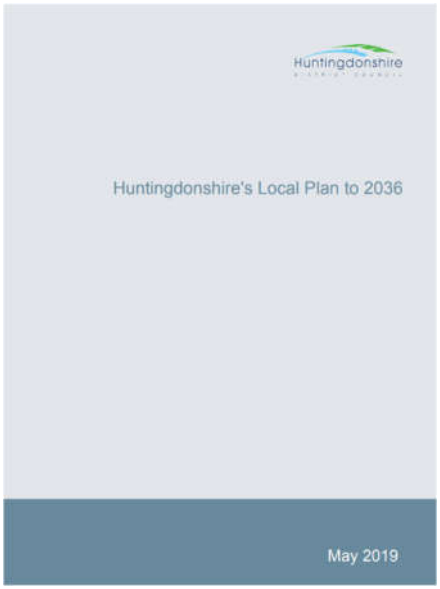
2.0 PARKING POLICY BACKGROUND

2.1 OVERVIEW

Parking plays a critical role in supporting the economic, social, and service functions of towns and villages across Huntingdonshire. As a largely rural district characterised by dispersed settlements, extensive residential areas, and several major market towns, Huntingdon, St Ives, St Neots, and Ramsey, the ability to access key destinations by car remains an essential component of daily life for many residents. Public transport provision varies across the district, and in many rural communities services are limited. As a result, parking infrastructure is fundamental to ensuring that people can reach employment, education, healthcare, retail centres, and leisure facilities.

However, the balance of parking provision is crucial. Insufficient parking can constrain economic vitality, reduce the attractiveness of town centres, and displace demand into neighbouring residential streets. Conversely, excessive parking supply can consume valuable land that may be needed for housing, commercial development, green space, or public realm improvements. Overprovision can also entrench car dependency, increase traffic volumes, and reduce opportunities to encourage active travel or public transport use. In some locations, large surface car parks may create barriers for pedestrians and cyclists, fragmenting movement networks and detracting from place quality.

In Huntingdonshire, these issues are particularly relevant given the district's rapid housing and employment growth, especially in areas such as St Neots and Alconbury Weald, and the need to manage increasing travel demand sustainably. Higher levels of car access associated with additional parking can contribute to congestion and environmental impacts along key corridors including the A14, A1, and A428, as well as within town centres.



Local and national policy therefore play a vital role in shaping how parking should be planned, managed, and delivered. Huntingdonshire District Council's Local Plan 2019 establishes the framework for development management, including parking standards for new developments and expectations for designing accessible, sustainable places. Complementary strategies, such as the Huntingdonshire Futures Place Strategy, Cambridgeshire and Peterborough Local Transport Plan, the Local Cycling and Walking Infrastructure Plan, and the new Huntingdonshire Approach to Active Travel Plan, seek to improve walking and cycling conditions, enhance public transport, and reduce reliance on private car travel where alternatives are viable.

The integration of parking policy with these wider transport and planning objectives is essential. Where parking supply, pricing, or location does not align with ambitions for sustainable mobility, town centre vitality, or climate objectives, unintended consequences can occur. For example, reducing parking charges might make a town more immediately accessible by car, but could also increase traffic, congestion, and pollution, undermining the overall attractiveness of the town centre and conflicting with active travel and environmental priorities.

A coherent, district-wide parking strategy is therefore required to bring these considerations together. It must ensure that parking provision supports rather than conflicts with Huntingdonshire's economic, environmental, and spatial ambitions; complements the role of sustainable and active travel; and responds effectively to the district's unique geography and growth pressures.

This strategy will be prepared with reference to relevant national, regional, and local policy, including planning frameworks, transport strategies, and growth-related documents that shape the future development of Huntingdonshire.

2.2 NATIONAL POLICY

2.2.1 NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

The NPPF sets out the Government's expectations and requirements from the planning system. It is meant as high-level guidance for local councils to use when defining their own personal local and neighbourhood plans. This approach allows the planning system to be tailored to reflect the needs and priorities of individual communities.

The NPPF sets out the criteria for setting local parking standards. It states that local planning authorities should take into account:

- The accessibility of the development;
- The type, mix and use of development;
- The availability of and opportunities for public transport;
- Local car ownership levels;
- An overall need to reduce the use of high emission vehicles.

This Parking Strategy will be undertaken in accordance with paragraph 112 of the NPPF (2023) which states: *"In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists"*. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.

2.2.2 PARKING STRATEGIES & MANAGEMENT (IHT)

A document was prepared by the Institution of Highways and Transportation (IHT) in 2005 to provide guidance on parking policy context; objectives and measures; and implementation for the preparation of parking strategies. Whilst this is document that

has been available for 20 years, the guidance is still very relevant. The guidance will be used to inform preparation of the Parking Strategy.

One of the key elements of this guidance is the recommended level of demand and supply of parking spaces. The guidance suggests that an appropriate target would be that peak demand should not exceed 85% of the supply of parking spaces. The aim of this is to limit the amount of searching for a space by drivers and the consequential environmental damage, congestion and frustration. Where demand exceeds this threshold then steps should be taken to either reduce demand (by increasing parking charges or improving non-car modes of travel, for instance) or by increasing the amount of available parking space.

2.3 REGIONAL POLICY

2.3.1 CAMBRIDGESHIRE & PETERBOROUGH LOCAL TRANSPORT PLAN



Transport policy across Huntingdonshire is shaped by the Cambridgeshire & Peterborough Local Transport Plan (LTP), produced by the Cambridgeshire & Peterborough Combined Authority (CPCA). The LTP provides the overarching vision, objectives, and investment framework for transport across the region, including Huntingdonshire's market towns and rural communities.

The LTP aims to create a safe, accessible, sustainable and integrated transport network, supporting the area's significant housing and employment growth while addressing wider challenges such as climate change, congestion and public health. It builds upon local transport evidence, national policy direction, and emerging initiatives including LCWIPs and the Combined Authority's Bus Strategy.

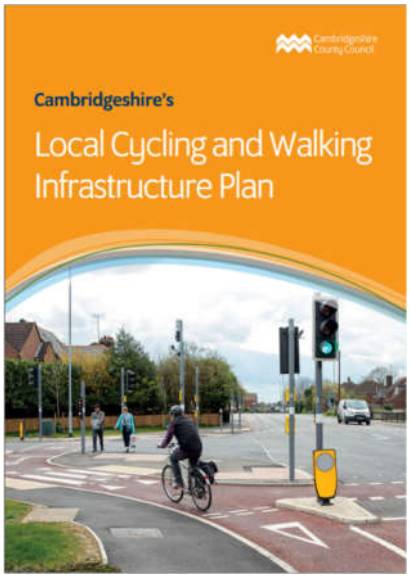
The LTP sets out several strategic objectives that are directly relevant to parking policy:

1. Reducing carbon emissions and improving air quality through measures that shift travel towards public transport and active modes.
2. Supporting thriving, well-connected places, ensuring town centres remain accessible while reducing the dominance of private car trips.
3. Improving network reliability and resilience, particularly along major corridors such as the A14, A1 and A428, which influence parking demand in Huntingdon, St Neots and St Ives.
4. Enhancing inclusion and accessibility, ensuring that rural residents, older adults, and those without access to a car can reach services and opportunities.

These principles reinforce the need for a balanced approach to parking provision, one that supports local economic vitality while encouraging modal shift. The LTP also highlights the importance of coordinated land-use planning, reducing reliance on private cars where alternatives are viable, and integrating parking management with wider town centre strategies.

As the CPCA continues to refresh its transport policies, including updated proposals for active travel, bus service improvement, and demand management, the LTP framework will remain central to aligning Huntingdonshire's parking strategy with regional objectives.

2.3.2 LOCAL CYCLING & WALKING INFRASTRUCTURE PLANS (LCWIPS)



Cambridgeshire County Council, supported by the CPCA, has developed LCWIPs for market towns and strategic corridors across the county. LCWIP work has already been undertaken for Huntingdon, St Neots and St Ives, with the plans being used to guide investment in active travel networks.

LCWIPs aim to:

- Identify priority walking and cycling routes;
- Improve safety and accessibility of local networks;
- Strengthen connections to public transport;
- Support modal shift and reduce car dependency.

Parking policy and LCWIP objectives are interrelated. Inappropriate parking provision, such as over provision or poorly located parking, can undermine walking and cycling connectivity, create barriers for pedestrians, and reduce the quality of public spaces. Conversely, well-managed parking can complement LCWIP aspirations by encouraging shifts to active travel for shorter journeys and relieving pressure on congested town centre streets.

Ensuring these strategies are aligned is essential for delivering safer streets, healthier travel patterns and sustainable growth across Huntingdonshire.

2.3.3 CAMBRIDGESHIRE & PETERBOROUGH JOINT STRATEGIC NEEDS ASSESSMENT

The Cambridgeshire & Peterborough Joint Strategic Needs Assessment (JSNA) provides a comprehensive assessment of population health, wellbeing and demographic trends across the region, including Huntingdonshire. Its findings have direct implications for transport and parking policy.

Key themes within the JSNA include:

- The importance of active travel in improving physical health and reducing long-term conditions;

- The need to address transport accessibility challenges, particularly in rural areas where public transport options are limited;
- The growing proportion of older residents, many of whom require accessible parking close to key services;
- The role of transport in tackling inequalities and ensuring equitable access to healthcare, employment, education and leisure.

The JSNA supports a transport and parking system that enables independence, reduces isolation, and promotes healthier lifestyles. This includes:

- Accessible parking provision for users with limited mobility;
- Integration of parking with walking, cycling and bus networks;
- Consideration of rural transport barriers in policy design;
- Measures that encourage physical activity and reduce reliance on the private car for short trips.

Embedding JSNA considerations into the parking strategy will ensure Huntingdonshire's parking offer supports wider health and wellbeing outcomes for its residents.

2.4 LOCAL POLICY

2.4.1 HUNTINGDONSHIRE LOCAL PLAN TO 2036

The Huntingdonshire Local Plan to 2036, adopted in 2019, provides the strategic framework guiding growth, development, and land use planning across the district. The plan identifies Huntingdonshire as a dynamic and growing area, shaped by its network of market towns, alongside extensive rural settlements. It sets out policies supporting housing delivery, economic development, and infrastructure provision, while ensuring that growth is delivered in a manner that is sustainable, resilient, and sensitive to the district's natural and historic environment.

Key elements of the Local Plan relevant to parking include:

1. **Housing and Development:** The plan allocates significant new housing at locations including Alconbury Weald, St Neots East, and key market towns. Each development must provide appropriate transport infrastructure, including well designed parking that reflects local needs and mitigates overspill.

2. **Sustainable Transport and Climate Objectives:** The Local Plan emphasises reducing carbon emissions and improving air quality by encouraging walking, cycling, and public transport. Parking provision must therefore be coordinated with active travel infrastructure and public transport access to support modal shift.

3. **Town Centres and Economic Vitality:** Policies seek to maintain and enhance the vibrancy of Huntingdonshire's market towns. Well-managed parking is essential to ensuring town centres remain accessible to residents, visitors, and businesses, while avoiding congestion and maintaining high-quality public realm.

4. **Environmental and Heritage Constraints:** The district includes important landscapes along the Great Ouse Valley and significant heritage assets. Parking design must therefore respect sensitive settings, manage visual impact, support sustainable drainage, and promote EV charging.

A review of the Local Plan is underway, reflecting shifts in national planning policy and the district's ongoing need to support sustainable growth. Future updates are expected to further emphasise climate action, accessibility, and integrated transport networks.

Parking provision intersects directly with these Local Plan objectives, ensuring access for new and existing communities, supporting economic activity, and aligning with Huntingdonshire's commitments to sustainable travel and high-quality place-making.

2.4.2 PARKING AND DESIGN STANDARDS

Unlike some authorities, Huntingdonshire District Council does not currently have a standalone Parking Standards Supplementary Planning Document. Instead, parking requirements for new developments are informed by:

- Huntingdonshire Local Plan policies on design and transport impacts;
- Cambridgeshire County Council's parking guidance, including residential and non-residential parking standards;
- The Huntingdonshire Design Guide SPD, which provides expectations for street design, layout, cycle parking, accessibility, and integration with active travel routes.

Historically, national guidance encouraged maximum parking standards as a means of managing car use. However, rural settlement patterns across Huntingdonshire, combined with limited public transport options in many areas, mean that residents continue to rely heavily on private vehicles. As a result, insufficient parking in new developments has often resulted in overspill parking on local streets and verges.

Current guidance therefore takes a more pragmatic approach, recognising that:

- Adequate parking must be provided to meet local needs, particularly in rural villages;
- Parking layouts must support highway safety, avoid obstructive parking, and protect high-quality street environments;
- Provision must incorporate cycle parking, mobility-impaired spaces, increasingly, electric vehicle charging infrastructure to reflect national policy;
- Car parking should not dominate development layouts or undermine opportunities for walking and cycling.

This approach balances the realities of local travel behaviour with long-term sustainability and placemaking objectives.

2.4.3 INFRASTRUCTURE DELIVERY AND DEVELOPER CONTRIBUTIONS

Infrastructure planning across Huntingdonshire is supported by the Infrastructure Delivery Framework, comprising:

- The Infrastructure Funding Statement (IFS);
- The Developer Contributions SPD (which outlines expectations for Section 106 contributions);
- Evidence supporting the Local Plan and area-based development frameworks.

These documents identify the transport, community, green infrastructure, and utilities investments required to support sustainable growth across the district.

Implications for parking provision include:

Supporting Development Growth

New housing, employment, and mixed-use developments must incorporate sufficient and well-designed parking to meet identified needs, in line with Local Plan policy and county level standards. This includes appropriate provision for cycles, EV charging, and visitor parking to minimise overspill and maintain safe, accessible neighbourhoods.

Enhancing Transport Connectivity

Infrastructure planning emphasises strengthening connections between modes, walking, cycling, bus services, and rail. Parking provision at key hubs, including railway stations, leisure centres, and town centres, must complement sustainable transport objectives rather than undermine modal shift.

Town Centre Regeneration and Investment

Parking is integral to ensuring the continued vitality of Huntingdon, St Neots, St Ives and Ramsey. Infrastructure plans recognise the need to balance accessibility with high-quality public realm, digital parking solutions, and measures that reduce congestion.

Environmental and Climate Considerations

Parking infrastructure must reflect Huntingdonshire's climate commitments, including:

- Expanding EV charging;
- Supporting active travel;
- Incorporating permeable surfacing and sustainable drainage where appropriate;
- Designing parking layouts that reduce emissions, minimise vehicle circulation, and avoid harm to sensitive landscapes such as the Great Ouse Valley.

Visitor and Leisure Demand

The district attracts visitors to its riverside parks, nature reserves, market towns, and cultural attractions. Infrastructure planning acknowledges the need for seasonal and event-responsive parking management to minimise congestion and protect town centre environments.

3.0 BENCHMARKING WITH OTHER LOCAL AUTHORITIES

3.1 INTRODUCTION

As part of the development of this parking strategy, a benchmarking exercise has been undertaken to understand how parking provision, pricing, and management in Huntingdonshire compares with other local authorities. Benchmarking provides valuable insight into how neighbouring areas and similar districts across the UK structure their parking services, set tariffs, manage demand, and adapt to strategic challenges such as climate commitments, town centre vitality, and evolving travel behaviour.

To ensure the analysis is robust and meaningful, two categories of comparator authorities have been used:

1. Neighbouring authorities that share geographic proximity, economic linkages, similar market town functions, and comparable transport networks.
2. Statistical neighbours, authorities elsewhere in England that resemble Huntingdonshire in terms of population size, rural–urban balance, settlement pattern, and demand on car parking assets.

These comparators provide an appropriate basis for evaluating Huntingdonshire's current parking provision, identifying best practice, and informing options for policy refinement.

Neighbouring Authorities

The following neighbouring authorities have been identified as suitable comparators given their proximity, similar settlement structures, market-town characteristics, and transport corridors:

- **South Cambridgeshire District Council** – shares boundaries with Huntingdonshire, contains similar rural settlements, and faces comparable pressures from growth and commuter travel to Cambridge.
- **Fenland District Council** – predominantly rural with market towns and similar challenges relating to accessibility, transport choice, and car dependency.
- **East Cambridgeshire District Council** – comparable population scale, a mixture of rural villages and market towns, and similar patterns of car use and off-street parking provision.
- **Peterborough City Council (non-metropolitan area functions)** – while larger, Peterborough provides a useful contrast in tariff structure and town centre parking strategy, particularly given cross-boundary travel for employment and services.
- **West Northamptonshire Council (St Neots catchment influence)** – shares economic and commuting linkages and offers comparable market-town parking arrangements.

These authorities provide a relevant geographical context and reflect similar travel patterns, economic dependencies, and pressures on town-centre parking.

Statistical Neighbours (Similar Characteristics)

To supplement local benchmarking, statistical comparators have been identified using factors including population (150,000–220,000), number and scale of market towns, rurality, parking estate size, and reliance on private car travel. These authorities provide a broader reference point for service provision and policy alignment.

Suitable statistical neighbours for Huntingdonshire include:

- **South Kesteven District Council** – similar population size, a network of market towns (Grantham, Stamford, Bourne), comparable rural/urban profile, and similar parking demands.
- **North West Leicestershire District Council** – mixture of towns and rural communities, similar population scale, and strong commuter patterns.
- **Wychavon District Council** – market town economy (Evesham, Pershore, Droitwich), rural hinterland, and similar approach to car park management and tariff setting.
- **Breckland District Council** – dispersed rural district with key service centres, similar demographic structure, and comparable dependence on car travel.
- **Mendip (Somerset) / now part of Somerset Council** – historically similar settlement pattern of rural villages and large market towns, offering comparable parking challenges before unitary transition.
- **East Lindsey District Council** – predominantly rural with several medium-sized towns, similar car ownership levels, and significant leisure based parking demand.

These authorities provide meaningful benchmarking comparators for understanding how similar UK districts manage off-street parking, structure tariffs, invest in EV charging, and integrate parking with wider transport and regeneration strategies.

3.2 CAR PARK SPACE PROVISION PER 1,000 POPULATION

One of the most valuable comparative measures when assessing parking provision across local authorities is the ratio of publicly available parking spaces to the resident population. This provides a high-level indication of whether an area may be under or over-supplied with parking relative to its size, settlement pattern, and the needs of residents, businesses, and visitors.

An insufficient supply of parking can place significant strain on town centres and service centres. When users are unable to reliably find a parking space, particularly during busy periods, frustration increases, visitor numbers decline, and economic performance can suffer as people choose to shop, work, or access leisure opportunities elsewhere. Evidence from previous parking strategies indicates that the ability to easily and

predictably find a space is frequently one of the most important factors influencing where people choose to visit.

Conversely, an excessive supply of parking may indicate an inefficient use of valuable land, particularly in town centres where land could be repurposed for housing, commercial development, public realm enhancements, or active travel infrastructure. Under-utilisation may also reflect issues with the attractiveness of the parking offer, such as tariff structure, stay restrictions, or the wider appeal of the location.

To provide a meaningful comparison of Huntingdonshire's parking provision, a benchmarking assessment has been undertaken comparing:

- Total number of council managed car parking spaces;
- Total off-street parking spaces;
- Resident population;
- Number of spaces per 1,000 population.

This approach enables the district to be assessed against both neighbouring authorities and relevant statistical comparators, offering insight into how Huntingdonshire's parking supply aligns with districts of similar size, settlement character, and economic function.

The results of this analysis are presented in table 2.

Location	Comparison Type	Population	Number of Car Park Spaces	% of Car Parks to Population per 1,000
Huntingdonshire District		186,000	3149	16.9
Central Bedfordshire	Neighbouring authorities	294,000	2080	7.1
Fenland District		103,000	1802	17.5
East Cambridgeshire District		88,000	1114	12.7
Peterborough City (unitary)		216,000	2552	11.8
West Northamptonshire District		426,000	5728	13.4
South Kesteven District	Statistical neighbours	146,000	1771	12.1
Telford & Wrekin District		186,000	3302	17.8
Wychavon District		138,000	4133	29.9
Breckland District		142,000	2273	16.0
Warwick District		149,000	2550	17.1
East Hertfordshire District		156,000	3295	21.1

Table 2– Benchmarking site information

The benchmarking analysis provides a valuable perspective on how Huntingdonshire's parking provision compares with both neighbouring authorities and statistical counterparts. This comparison helps identify areas of strength, potential gaps, and opportunities for strategic adjustments to ensure the district's parking infrastructure remains fit for purpose and aligned with future needs.

Comparison with Neighbouring Authorities

The Huntingdonshire District has 3,149 council managed off-street parking spaces, equating to 16.9 spaces per 1,000 residents. This places it above several neighbouring authorities in terms of relative provision.

Fenland District and West Northamptonshire District offer broadly similar or slightly lower ratios, with 17.5 and 13.4 spaces per 1,000 population respectively. Fenland's relatively high ratio reflects its dispersed rural settlement pattern and reliance on off-street parking in market towns, while West Northamptonshire's position reflects a much larger population spread across a diverse geography.

East Cambridgeshire District and Peterborough City show lower ratios of 12.7 and 11.8 respectively. These areas tend to have a mix of private and public parking, with larger town centre retail and commercial developments offering private parking capacity that supplements council supply.

By contrast, Central Bedfordshire shows the lowest provision among neighbouring authorities, with just 7.1 spaces per 1,000 residents, likely reflecting stronger reliance on private parking provision, different town centre layouts, and extensive residential growth areas where parking is absorbed within developments rather than in council owned car parks.

Overall, Huntingdonshire performs strongly within its regional context, offering a comparatively generous supply of public off-street parking relative to population.

Comparison with Statistical Neighbours

When compared against districts with similar demographic, economic, and geographic profiles, Huntingdonshire again performs competitively.

Huntingdonshire's 16.9 spaces per 1,000 residents sits within the mid-to-upper range of statistical neighbours. Telford & Wrekin (17.8), Warwick District (17.1), Breckland (16.0), and South Kesteven (12.1) show broadly comparable ratios, illustrating that Huntingdonshire's parking estate is consistent with areas characterised by a mix of rural communities and larger service towns.

However, two authorities stand out. East Hertfordshire provides 21.1 spaces per 1,000 residents, reflecting its high parking demand driven by strong commuter flows and vibrant market towns. Wychavon District shows a markedly high ratio of 29.9, the highest among all comparators. This exceptionally high figure likely relates to Wychavon's combination of strong tourism appeal, extensive leisure demand, and generous town centre surface parking across its three main settlements (Evesham, Droitwich Spa, and Pershore).

These outliers demonstrate the upper bounds of provision rather than typical benchmarks.

Across the group as a whole, Huntingdonshire's position indicates a balanced and well-proportioned level of parking provision, aligned with the patterns seen in comparable rural and market town districts.

Key Insights

Huntingdonshire's parking provision is comparatively strong, exceeding most neighbouring authorities and sitting comfortably above the median of its statistical comparator group, indicating that current supply meets population-based demand without evident overprovision. The notably higher ratios observed in areas such as Wychavon and East Hertfordshire illustrate how factors like tourism, commuter demand, and retail intensity can significantly elevate parking requirements beyond population alone. This reinforces the need for Huntingdonshire to continue aligning its parking supply with local economic activity, visitor behaviour, and future growth to ensure capacity remains both appropriate and responsive.

Figure 7 illustrates the breakdown percentage of car parks to the population per 1,000 for the neighbouring authorities, whereas figure 8 provides the same breakdown for the statistical neighbours to identify how Huntingdonshire compares.

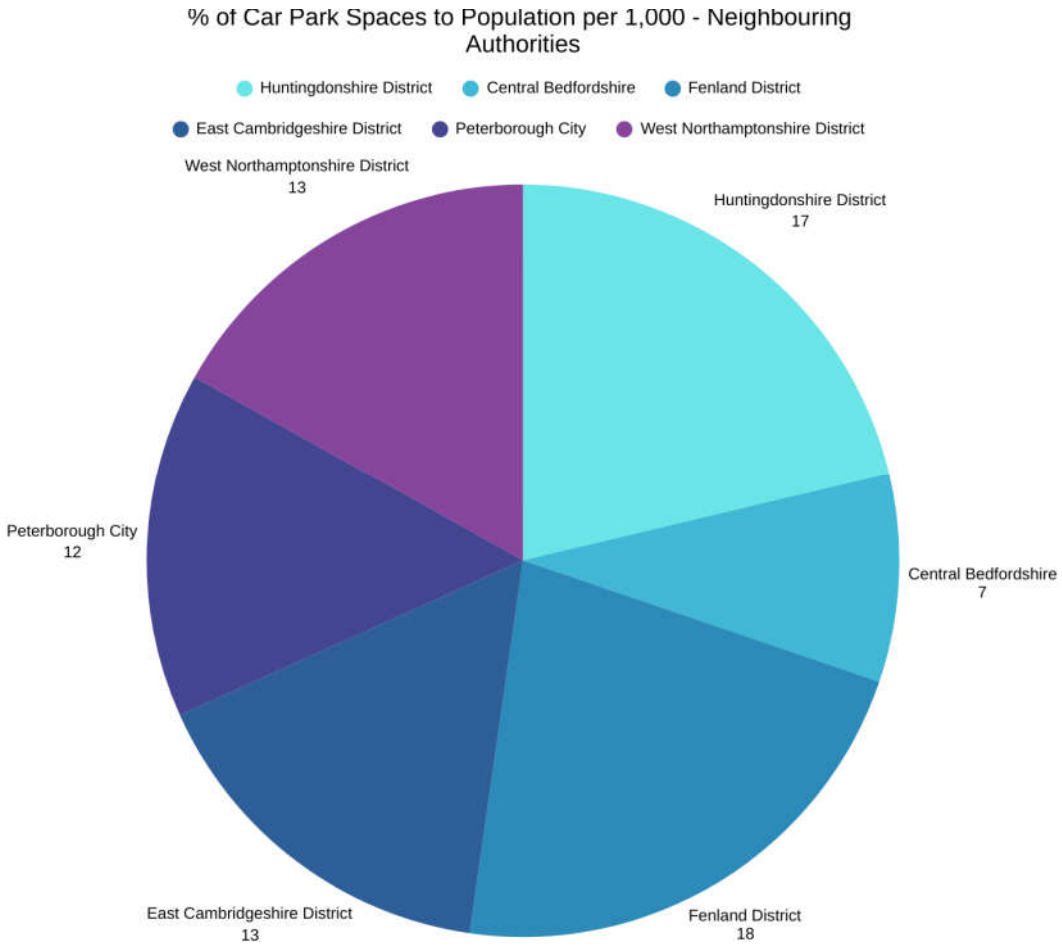


Figure 7 – Percentage of car park spaces to population per 1,000 – neighbouring authorities

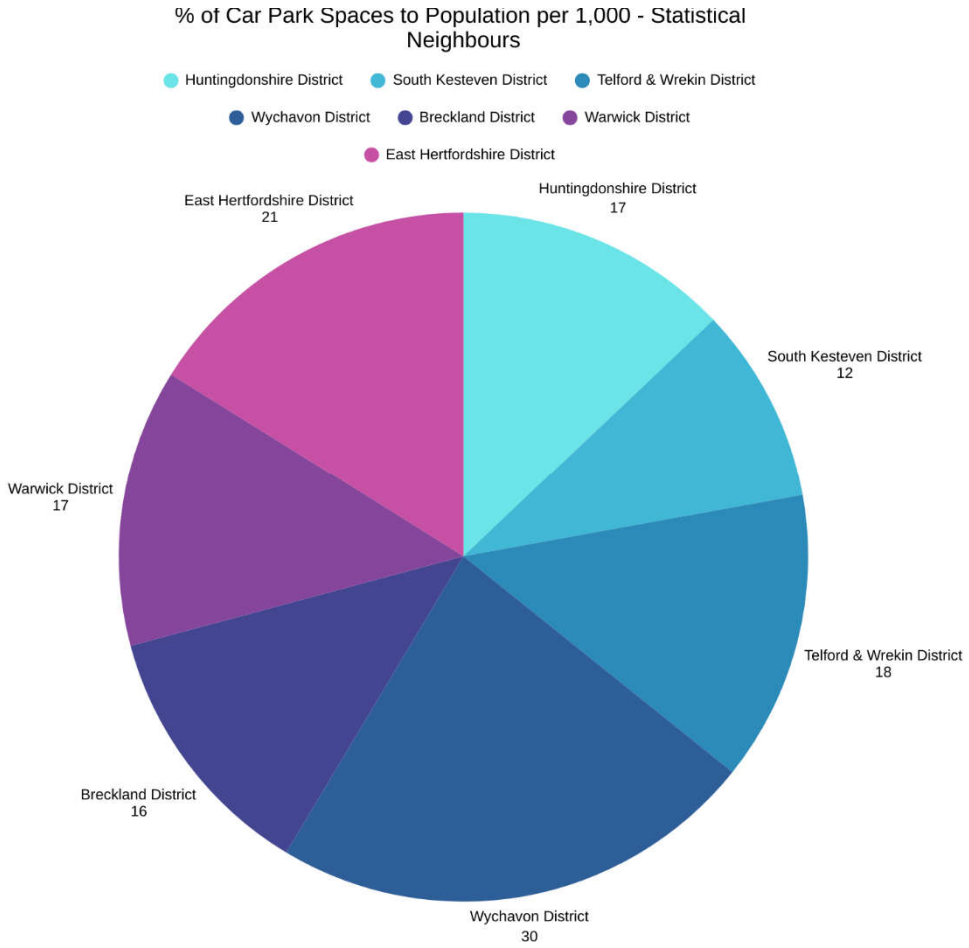


Figure 8 – Percentage of car park spaces to population per 1,000 – statistical neighbours

3.3 SHORT-STAY PARKING TARIFF COMPARISON

A comparison of short-stay parking tariffs between Huntingdonshire and a range of neighbouring and statistical comparator authorities reveals distinct differences in charging approaches, reflecting local economic priorities, commercial pressures, and policy philosophies around parking management.

Table 3 presents the short-stay parking tariffs for both neighbouring authorities and identified statistical comparator areas. In some cases, local authorities apply multiple tariff structures across their car park portfolio, making direct like-for-like comparison more complex. Where this occurs, either the most widely applied tariff or an appropriate average has been used to ensure a consistent and meaningful basis for comparison.

Location	Comparison Type	1 Hour	2 Hours	3 Hours	4 Hours
Huntingdonshire District		£1.00	£1.80	£2.60	£3.40
Central Bedfordshire	Neighbouring authorities	£1.00	£1.80	£2.60	£4.10
Fenland District		Free			
East Cambridgeshire District		Free			
Peterborough City (unitary)		£2.00	£3.00	£4.00	£5.00
West Northamptonshire District		£1.10	£2.20	£3.30	£4.40
South Kesteven District		Free	£2.00	£2.50	£2.50

Telford & Wrekin District	Statistical neighbours	Free			N/A
Wychavon District		£1.00	£2.00	£3.00	N/A
Breckland District		Free			
Warwick District		£1.50	£2.70	£4.00	£5.20
East Hertfordshire District		£1.20	£2.40	£3.60	£4.80

Table 3 – Short-stay car park tariff benchmarking

Huntingdonshire's tariff structure, £1.00 for one hour, £1.80 for two hours, £2.60 for three hours, and £3.40 for four hours, positions the district within the lower to mid-range of the benchmarking group. This suggests that the Council's charges remain modest, aiming to balance the need for revenue generation with maintaining affordability for residents, visitors, and businesses.

Among neighbouring authorities, there is significant variation. Fenland and East Cambridgeshire operate entirely free short-stay parking models, which are typically used to stimulate footfall in smaller or more economically sensitive market towns. In comparison, Huntingdonshire's charges will appear higher to users travelling across district boundaries, although free models are becoming increasingly uncommon due to financial pressures on councils. Central Bedfordshire presents a contrasting picture: its tariffs closely mirror Huntingdonshire's for stays up to three hours, indicating a shared regional norm for short-stay pricing. The divergence occurs at the four-hour mark, where Central Bedfordshire's tariff rises to £4.10, higher than Huntingdonshire's £3.40, offering Huntingdonshire a small competitive advantage for longer short-stay visits.

Higher charging urban authorities such as Peterborough charge substantially more across all durations. These areas typically experience greater parking demand linked to larger retail centres, higher turnover expectations, and greater private sector competition for parking capacity. Against this backdrop, Huntingdonshire's comparatively lower tariffs position its town centres as more affordable destinations, potentially enhancing their appeal to visitors who may otherwise travel to nearby regional centres.

A similar pattern emerges when examining statistical neighbours. Districts such as South Kesteven, Telford & Wrekin, and Breckland adopt free parking for at least the first hour, and in some cases for all short-stay durations. These approaches commonly reflect an economic development priority to encourage visiting and shopping, particularly in rural and market town settings. In contrast, Wychavon, Warwick, and East Hertfordshire adopt mid-to-upper tariff levels, with charges exceeding those in Huntingdonshire. Warwick and East Hertfordshire, in particular, operate some of the highest tariffs among the comparator group, likely influenced by strong local economies, higher property values, and sustained demand for town-centre parking.

Taken together, the benchmarking demonstrates that Huntingdonshire's tariff structure sits firmly in the affordable and competitive segment of the market. While not as low as districts offering free parking, the Council's charges remain well below those of higher-

value or more urbanised areas. This positioning supports accessibility while helping to maintain a sustainable income base.

Importantly, the analysis highlights that tariff setting is not simply a matter of relative price, but of broader strategic intent. Councils offering free parking often do so to address specific local challenges or to stimulate economic activity, whereas those with higher tariffs may rely on price mechanisms to manage demand in constrained town centres. Huntingdonshire's current charges strike a middle ground, supporting economic vitality while avoiding the extremes at either end of the pricing spectrum.

3.4 LONG-STAY PARKING TARIFF COMPARISON

Table 4 presents the long-stay parking tariffs for Huntingdonshire and the selected neighbouring and statistical comparator authorities. As with the short-stay benchmarking, some councils operate differing tariff structures across their car parks, which can make direct comparison challenging. Where necessary, the most commonly applied tariff or a representative value has been used to ensure a consistent and meaningful assessment of long-stay pricing.

Location	Comparison Type	2 Hours	3 Hours	4 Hours	All Day
Huntingdonshire District		£1.60	£2.00	£2.40	£4.00
Central Bedfordshire	Neighbouring authorities	£1.80	£2.60	£4.10	£8.20
Fenland District		Free			
East Cambridgeshire District		Free			£4.00
Peterborough City (unitary)		£3.50	£6.50	£6.50	£7.50
West Northamptonshire District		£2.20	£3.30	£4.40	£6.60
South Kesteven District	Statistical neighbours	£2.00	£2.50	£2.50	£7.00
Telford & Wrekin District		Free			
Wychavon District		£1.00	£2.00	£3.00	£4.00
Breckland District		Free			
Warwick District		£2.70	£4.00	£5.20	£8.00
East Hertfordshire District		£2.40	£3.60	£4.80	£7.20

Table 4 – Long-stay car park tariff benchmarking

Huntingdonshire's long-stay tariff structure, £1.60 for two hours, £2.00 for three hours, £2.40 for four hours, and £4.00 for all-day parking, places the district at the lower end of the pricing spectrum within the comparator group. This indicates a deliberate positioning aimed at ensuring affordability for longer-duration stays, which is likely to support commuter use, leisure visits, and sustained activity within town centres.

A clear divide emerges among Huntingdonshire's neighbouring authorities. Fenland and East Cambridgeshire continue their free parking model for significant durations, offering free stays up to at least four hours and, in East Cambridgeshire's case, a £4.00 all-day tariff. These approaches reflect long-standing economic strategies to enhance the attractiveness of smaller market towns and encourage footfall. Compared to these

authorities, Huntingdonshire is more expensive for shorter long-stay periods, but broadly comparable for all-day parking when considering East Cambridgeshire's £4.00 charge.

Central Bedfordshire, Peterborough, and West Northamptonshire adopt considerably higher tariffs across all durations. Central Bedfordshire's all-day rate of £8.20 is more than double Huntingdonshire's, while Peterborough and West Northamptonshire charge £7.50 and £6.60 respectively. These higher rates are typical of areas with stronger commercial centres, elevated demand for commuter parking, and pressures on town centre capacity. In this context, Huntingdonshire's pricing remains notably more affordable, offering competitive advantages for workers, visitors, and longer-stay users.

Among statistical comparator authorities, there is again a mixture of free-parking, mid-range, and premium pricing models. South Kesteven's tariffs (£2.00 for two hours, £2.50 for three and four hours, £7.00 all day) show a modest premium over Huntingdonshire's short-duration pricing, but a significantly higher all day rate. Wychavon District similarly adopts a mid-range structure for 2-4 hour stays, but matches Huntingdonshire with a £4.00 all day tariff, positioning it as a near direct comparator in overall long-stay pricing.

At the other end of the scale, Breckland and Telford & Wrekin provide substantial free-parking offers, reducing or eliminating charges for long-stay durations. These models are generally deployed in districts with lower parking pressure and a desire to stimulate economic activity in dispersed rural centres.

Warwick and East Hertfordshire, authorities with stronger economic profiles and higher parking demand, operate significantly higher long-stay charges. Warwick's all day rate (£8.00) and East Hertfordshire's (£7.20) illustrate a premium pricing model linked to vibrant town centres and high-value service economies. Against these comparators, Huntingdonshire's £4.00 all day tariff is markedly lower, further reinforcing its competitive positioning.

3.5 SUNDAY PARKING TARIFF COMPARISON

A comparison of Sunday parking arrangements between Huntingdonshire and the selected neighbouring and statistical comparator authorities shows that Huntingdonshire's offer of free Sunday parking is strongly aligned with the majority practice in similar districts. Most comparator authorities operate free parking on Sundays, particularly those with market town functions or more rural economic profiles, reflecting a common approach to supporting weekend visitation and local retail activity.

Among neighbouring authorities, Fenland and East Cambridgeshire also offer free Sunday parking, while West Northamptonshire provides a partial concession of the first two hours free. In contrast, Peterborough City provides no Sunday concession, which is consistent with its status as a larger urban centre with higher weekend demand. Central Bedfordshire applies a Sunday charge of £2.10, representing a more revenue focused model.

The pattern among statistical neighbours mirrors this divide. South Kesteven, Telford & Wrekin, Wychavon, and Breckland all offer free Sunday parking, supporting the view that Huntingdonshire's approach is typical of comparable districts. Conversely, Warwick District applies no concession, and East Hertfordshire District charges £2.00, again reflecting characteristics of higher-demand, higher-value town centres.

3.6 DISABLED PARKING COMPARISON

Across the benchmarking authorities, disabled parking provision varies widely, reflecting local priorities and differing approaches to accessibility, equity, and parking management. Many of the more rural or market town districts, such as Fenland, East Cambridgeshire, South Kesteven, Wychavon, Breckland, and Telford & Wrekin, offer free parking for Blue Badge holders in most or all council operated car parks. In these areas, demand levels and turnover pressures are generally lower, and free concessions are seen as an important means of supporting access for disabled residents and visitors who may have few realistic alternatives to car travel.

Other authorities operate hybrid models that provide some level of concession without making disabled parking entirely free. In places such as West Northamptonshire, Blue Badge holders may benefit from extended stay allowances, the first two hours free, or exemptions from certain time limits. This approach seeks to balance inclusivity with the need to maintain revenue and manage car park turnover, recognising that disabled motorists may require longer or more flexible parking arrangements.

By contrast, larger and more economically active centres such as Peterborough, Warwick, and East Hertfordshire tend to charge disabled motorists the standard tariff. In these towns, high parking demand, limited capacity, and greater commercial pressures mean that differential charging could undermine turnover or reduce the availability of spaces. Instead, support for disabled users is typically delivered through the provision of well located, high quality accessible bays, sometimes accompanied by extended stay allowances.

Huntingdonshire's approach sits comfortably within the spectrum of practices adopted by similar district authorities. The benchmarking highlights that there is no uniform national model. Some councils prioritise free access, while others emphasise consistency or demand management. What is consistent, however, is a growing focus on the quality of disabled parking infrastructure. Many authorities are upgrading bay layouts, improving gradients and footpath connections, and enhancing the accessibility of digital payment systems. As electric vehicle charging infrastructure expands, several councils are also beginning to introduce accessible EV bays to ensure equal access for Blue Badge holders.

4.0 ASSESSMENT OF HUNTINGDONSHIRE CAR PARKS

4.1 OVERVIEW

As part of the development of Huntingdonshire District Council's car park strategy, a comprehensive condition and quality assessment has been undertaken across the towns included within the survey programme. The purpose of this assessment is to establish a clear and consistent understanding of the current state of the district's off-street parking assets, providing a robust evidence base to inform future investment priorities and strategic recommendations. Site visits were conducted in October 2025 alongside the occupancy and duration of stay surveys.

The evaluation covered all council owned off-street car parks included within the survey scope. Each site was reviewed using a predefined assessment framework, ensuring a consistent and objective approach to scoring and enabling the development of a prioritisation matrix to identify locations requiring maintenance, enhancement, or further investigation.

The assessment considered a range of quality, accessibility, and operational criteria, including:

- Proximity to key destinations and local attractions;
- Safety, lighting provision, and availability of CCTV;
- Condition of boundaries and perimeters;
- Quality and visibility of road markings;
- Lighting coverage and reliability;
- Pedestrian routes and accessibility within the car park;
- Vehicular access arrangements and circulation;
- Directional signage on approaches;
- Wayfinding to town centres and nearby destinations;
- Overall condition and presentation of the site;
- Availability and quality of electric vehicle charging infrastructure;
- 24-hour access arrangements;
- Presence and condition of ancillary facilities, such as toilets.

Each of the criteria listed above has been defined with detailed descriptions to enable consistent scoring for each car park. Most criteria allow for a score ranging from 0 to 2, while some are assessed on a binary scale of 0 or 1, depending on the specific evaluation. The maximum achievable score for a car park, based on the established criteria, is 21.

Table 5 provides an overview of the assessment criteria and associated scoring methodology.

Criteria	Description	Result and Score		
Location to nearby attractions;	How close is the car park to nearby attractions that would generate car park demand?	It's less than a 2 minute walk	It's between a 2-5 minute walk	Its more than a 5 minute walk
		2	1	0
Safety, CCTV and boundaries	How safe will customers feel, including leaving their vehicles in the car park, and how well protected is the car park?	Car park covered with CCTV with good lighting and near urban areas	Car park has CCTV but remote	Car park has no CCTV and is remote
		2	1	0
Road markings	Are there road markings in the car park, and what is the condition of these?	Yes - very good condition	Yes - fair condition	Yes - poor condition, or no markings
		2	1	0
Lighting	Is there street lighting within the car park?	Yes	No	
		1	0	
Pedestrian access	Are there safe pedestrian facilities such as footways, crossing points, and routes into and out of the car park segregated from vehicles?	Yes - high quality provision	Yes - adequate provision	Yes - poor provision, or no facilities
		2	1	0
Vehicular access	How easy is the car park to access, and are there any constraints that may impact use?	Car park easy is access, close to key routes	Some minor constraints with access	Major constraints with access
		2	1	0
Directional signage on approach to the car park	Is the car park well signed from the highway network?	Yes - good provision	Yes - adequate provision	No signage
		2	1	0
Wayfinding to key destinations in or near the car park	Are the key attractions signposted within or near the car park pedestrian entrances?	Yes - good provision	Yes - adequate provision	No wayfinding
		2	1	0
Overall condition	What is the overall standard of the car park? Is there a paved surface? If so what is the condition like?	High quality	Adequate quality	Below expected standard
		2	1	0
Electric vehicle facilities	Does the car park have EV charging facilities?	Yes - good provision	Yes - some provision	No EV charging
		2	1	0
24hr Facility	Can you use the car park at all times?	Yes	No	
		1	0	
Toilets	Does the car park have toilet facilities?	Yes	No	
		1	0	

Table 5 - Car park assessment scoring table

4.2 GODMANCHESTER CAR PARKS

Godmanchester contains three council operated car parks. Overall scores range from 8 to 10, reflecting a generally good standard of provision, with two of the three sites performing strongly in the assessment.



Bridge Place and Post Street achieve the joint highest scores in Godmanchester, each receiving 10 points. Although they serve different functions within the town, both benefit from strong overall condition, good road markings, and reasonable levels of pedestrian access and vehicular circulation. Post Street car park performs particularly well due to its proximity to local walking routes, including the popular Queen's Walk, and its location within a residential setting. Its scoring reflects good safety, strong road-marking quality, and adequate lighting, making it an important facility for both residents and visitors accessing the riverside and leisure areas.

Bridge Place, despite being situated slightly further from the town centre and lacking a clearly defined role, also performs adequately. The car park benefits from high-capacity provision, good road markings, and effective vehicular access. Its location, between Godmanchester and Huntingdon, suggests a mixed user base.

Park Lane ranks lowest among the three car parks with a score of 8, driven largely by limitations in lighting provision and overall pedestrian access. Nevertheless, Park Lane benefits from strong safety characteristics, reflecting its close association with the nearby school and swimming pool, which provide good natural surveillance during peak activity periods. Located within a residential area and offering free parking, Park Lane is likely to experience higher levels of local day and overnight use.

Collectively, the Godmanchester car parks provide a solid foundation for local parking needs. With Bridge Place and Post Street performing well and Park Lane serving important community functions, these sites represent valuable assets within Huntingdonshire's wider parking portfolio. A targeted programme of small-scale improvements, particularly around lighting, signage, and EV readiness, could strengthen their long-term resilience and user experience.

Table 6 below provides a breakdown of scores for the Godmanchester car parks.

Car Park	Location	Safety, CCTV & Boundaries	Road Markings	Lighting	Pedestrian Access	Vehicular Access	Signage (Car Park)	Signage (To further destinations)	EV Charging	Overall Condition	24hr Facility	Toilets	Total Score
Bridge Place	0	2	2	1	2	1	0	0	0	1	1	0	10
Park Lane	2	1	1	0	1	1	0	0	0	1	1	0	8
Post Street	2	2	1	1	1	1	0	0	0	1	1	0	10

Table 6 – Assessment of car parks in Godmanchester

4.3 HUNTINGDON CAR PARKS

Huntingdon contains nine council operated car parks, ranging from small short-stay sites supporting the town centre to larger long-stay facilities serving commuters, visitors, and town centre businesses. The assessment scores reveal a wide variation in performance, reflecting differences in location, infrastructure, and overall quality. Total scores range from 5 to 16, with several high-performing car parks and a small number offering more limited facilities.



The Multi-Storey (near Sainsbury's) and Sainsbury's surface car park jointly achieve the highest score of 16, reflecting their strong overall condition, excellent road marking quality, and good access for both vehicles and pedestrians. Their proximity to key retail destinations and the town centre significantly enhances their performance. Both locations also benefit from multiple EV charging bays, which is uncommon elsewhere in the district and an important feature as charging demand grows. Good lighting levels, clear internal circulation, and strong overall presentation make these two car parks standouts within Huntingdon's parking estate.

Mill Common ranks next with a score of 14, performing well across most categories. Its strong vehicular access, defined pedestrian routes, and well maintained condition contribute positively to its rating. While the car park does not offer EV charging facilities and has limited signage directing users to onward destinations, these factors do not significantly detract from its overall performance due to the site's inherent accessibility and favourable location. Mill Common remains a well-used, high-quality long-stay facility.

St Germain Street also performs strongly with a total score of 11, driven by excellent location, good safety conditions, strong road markings, and convenient pedestrian and vehicular access. Although it lacks EV charging and sanitary facilities, its position near key destinations and its compact, easy-to-navigate layout make it a valuable short-stay asset.

Ingram Street, Princes Street, and Riverside each score 9, forming a cluster of mid-performing car parks that provide reliable but unexceptional facilities.

- Ingram Street scores consistently across safety, road markings, pedestrian access, and general condition, making it a well-balanced long-stay car park.

- Princes Street is well located for central Huntingdon and offers good baseline facilities, though the absence of EV charging and toilets limits its potential future resilience.
- Riverside benefits from strong pedestrian access, good markings and lighting, and a scenic riverside location, though lack of EV charging and limited signage to further destinations constrain its score.

These car parks have solid fundamentals but present opportunities for targeted enhancements, particularly in signage, EV readiness, and boundary/security upgrades.

Great Northern Street receives a total score of 8, reflecting generally adequate but unremarkable facilities. Although located reasonably close to key areas and offering acceptable access and markings, the car park is limited by a lack of EV charging, basic lighting, and no dedicated toilet facilities. Improvements to signage and lighting could help raise its performance.

The lowest scoring site is Hinchingbrooke Country Park, with a score of 5. Its rural nature, limited infrastructure, basic lighting, lack of CCTV, and absence of EV charging contribute to its low rating. However, this car park serves a fundamentally different purpose from town centre locations. Its primary function is to support leisure and parkland use rather than providing a high specification urban parking environment. As such, its low score must be interpreted in context. Substantial upgrades may not align with the character of the site or typical user expectations.

Table 7 below provides a breakdown of scores for the Huntingdon car parks.

Car Park	Location	Safety, CCTV & Boundaries	Road Markings	Lighting	Pedestrian Access	Vehicular Access	Signage (Car Park)	Signage (To further destinations)	EV Charging	Overall Condition	24hr Facility	Toilets	Total Score
Great Northern St	1	1	1	1	1	1	0	0	1	0	1	0	8
Hinchingbrooke Country Park	2	0	0	0	1	1	0	0	0	0	0	1	5
Ingram St	1	1	1	1	1	1	0	0	1	1	1	0	9
Mill Common	1	1	1	1	2	2	2	0	1	2	1	0	14
Multi-Storey (nr Sainsbury's)	2	2	2	1	2	1	2	0	2	2	0	0	16
Princes St	1	1	1	1	1	1	1	0	1	1	0	0	9
Riverside	1	1	1	1	1	1	1	0	0	1	1	0	9
Sainsbury's	2	2	2	1	2	1	2	1	1	2	0	0	16
St Germain St	2	2	1	1	1	1	1	0	0	1	0	1	11

Table 7 – Assessment of car parks in Huntingdon

4.4 RAMSEY CAR PARKS

Ramsey has one council operated car park, Mews Close, which provides a total of 60 spaces and accommodates both short-stay and long-stay users. With an overall score of 9, Mews Close performs at a solid mid-level standard, offering a reasonable balance of accessibility, safety, and functionality for a market town setting.



Mews Close benefits from a good central location within Ramsey, scoring well for proximity to key destinations and offering convenient access for visitors and residents. The car park also performs consistently across categories such as road markings, lighting, pedestrian access, and vehicular circulation, indicating that the fundamental layout and operational characteristics of the site are sound.

Safety features, while adequate, are limited by the absence of CCTV and more robust boundary treatments. Although lighting and natural surveillance help mitigate these issues, improvements to security infrastructure could strengthen user confidence and reduce the risk of antisocial behaviour.

The lack of EV charging provision represents a notable gap, particularly as charging demand is expected to increase across the district. Introducing even a small number of charging points would significantly improve the car park's future readiness and overall performance.

Despite these limitations, Mews Close remains a functional and valuable asset for Ramsey, providing reliable access to the town centre and supporting local businesses and services. With targeted enhancements, particularly in signage, security, and EV infrastructure, the car park could achieve a stronger performance and further contribute to the town's vitality.

Table 8 below provides a breakdown of scores for the Mews Close car park.

Car Park	Location	Safety, CCTV & Boundaries	Road Markings	Lighting	Pedestrian Access	Vehicular Access	Signage (Car Park)	Signage (To further destinations)	EV Charging	Overall Condition	24hr Facility	**Toilets**	Total Score
Mews Close	1	1	1	1	1	1	1	0	0	1	1	0	**9**

Table 8 – Assessment of car parks in Ramsey

4.5 ST IVES CAR PARKS

St Ives contains five council operated car parks that collectively provide a mix of short-stay and long-stay options serving the town centre, local businesses, leisure destinations, and residential catchments. Overall scores range from 11 to 13, indicating that St Ives has a generally strong and well-performing parking estate with no low-scoring outliers.



Darwoods Pond and Waitrose achieve the highest score of 13, although they serve quite different user groups. Darwoods Pond stands out due to its strong road marking quality, good overall condition, and well managed vehicular and pedestrian access. The car park is supported by clear internal circulation and adequate safety provisions, including reasonable natural surveillance. Its location also contributes positively to the score, offering convenient access to nearby residential and commercial areas. The presence of EV charging further enhances the car park's long-term resilience, distinguishing it from several others in St Ives.

Waitrose also scores 13, benefiting from its high quality condition, excellent markings, and strong lighting provision. The car park offers good connectivity to the supermarket and nearby town centre destinations, with consistent signage and a well maintained layout. However, as a short-stay facility with no EV charging and no toilet provision, its role is more limited compared to larger, multi-purpose car parks. Even so, its strong baseline quality makes it one of the most user friendly sites in the town.

Both Cattle Market (Long-Stay) and Cattle Market (Short-Stay) score 12, reflecting their well-rounded provision and strategic location near the centre of St Ives. These adjacent car parks benefit from:

- Good road marking condition;
- Strong access arrangements;
- Adequate lighting and pedestrian facilities;
- Consistent internal signage.

The key difference between the two is the availability of EV charging, which is only present in the short-stay section. Neither car park offers toilets, and directional signage beyond the car park is limited, but overall they remain reliable and well used assets serving a wide range of users.

Globe Place, with a score of 11, is the lowest rated among St Ives' car parks, though still performing at a respectable level. Its slightly reduced score reflects minor limitations in

several categories, including a poor exit arrangement that will be difficult to manoeuvre for larger vehicles, car park level signage, and onward pedestrian wayfinding. Nonetheless, Globe Place benefits from good overall condition, adequate lighting, and strong natural surveillance, making it a functional and convenient long-stay option. These factors ensure that, despite its position at the lower end of the St Ives scoring range, Globe Place remains a valuable facility.

St Ives has one of the strongest overall car-park portfolios in Huntingdonshire, with all facilities achieving scores of 11 or higher. The car parks collectively demonstrate good levels of maintenance, accessibility, and safety, with several offering EV charging, a feature not yet consistently available across the district. While opportunities exist to enhance signage, expand EV provision, and improve user facilities, the general condition of St Ives' car parks is strong, supporting the town's economic and visitor appeal.

Table 9 below provides a breakdown of scores for the St Ives car parks.

Car Park	Location	Safety, CCTV & Boundaries	Road Markings	Lighting	Pedestrian Access	Vehicular Access	Signage (Car Park)	Signage (To further destinations)	EV Charging	Overall Condition	24hr Facility	Toilets	Total Score
Cattle Market (Long-stay)	2	2	1	1	1	1	1	1	0	1	1	0	**12**
Cattle Market (Short-stay)	2	2	1	1	1	1	1	1	0	1	0	1	**12**
Darwoods Pond	1	2	2	1	1	1	1	0	1	2	1	0	**13**
Globe Place	1	1	1	1	2	0	1	0	1	1	1	1	**11**
Waitrose	2	2	2	1	1	1	1	**1**	0	2	0	0	**13**

Table 9 – Assessment of car parks in St Ives

4.6 ST NEOTS CAR PARKS

St Neots contains seven council operated car parks, offering a mix of short-stay and long-stay provision that supports the town centre, Riverside Park, surrounding neighbourhoods, and local retail destinations. The scores range from 9 to 14, indicating a generally strong parking estate with several high-performing sites and no car parks falling into the lowest scoring categories.

Two car parks achieve the highest score of 14, Riverside Park and Tebbutts Road. These sites stand out for their strong overall condition, good safety features, high-quality markings, and well-designed pedestrian routes.

Riverside Park benefits from its attractive riverside setting and strong infrastructure, including excellent pedestrian access, clear circulation routes, and good overall maintenance. Its EV charging provision enhances its long-term resilience and positions it as a future ready asset in St Neots. As a large capacity car park serving both leisure and town centre trips, its strong performance reflects its importance within the wider parking

network. However, the entrance arrangement could be improved with limited visibility entering the car park due to a ramp with vehicles exiting the car park only becoming visible almost upon impact, which increases the likelihood of collisions.

Tebbutts Road similarly performs well across all assessment categories. It offers strong vehicle access, good lighting, well-maintained surfacing, and clear signage. It also benefits from EV charging bays and 24-hour use, making it a versatile and reliable choice for longer stays. Its central location and robust infrastructure highlight its strategic value to the town.



Four car parks fall within the 10–12 point range, reflecting solid functionality and generally good standards:

- Tan Yard scores 12, offering a well-rounded provision with strong lighting, clear signage, and good pedestrian access. Its compact layout and location near key town centre amenities contribute to its strong performance.
- Priory Lane, with a score of 11, performs well across most categories, particularly in road markings and vehicular access. It offers reliable short-stay provision with good proximity to shops and services.
- Waitrose also scores 11, benefiting from strong lighting, a good standard of maintenance, and convenient links to both the supermarket and wider town centre. As with other supermarket-adjacent car parks in the district, it does not provide EV charging or toilet facilities, which affects its potential to perform at the highest level.
- Brook Street, with a score of 10, is a small but functional short-stay facility offering strong pedestrian connections, good EV charging provision, and a well-maintained environment. Its overall performance is primarily constrained by limited signage and its small capacity, which reduces its ability to accommodate higher levels of demand.

Priory Centre is the lowest scoring car park in St Neots, though still achieving a respectable 9, indicating no fundamental performance issues. The score reflects limitations in lighting, pedestrian access, and the absence of EV charging. Despite these weaknesses, the car park retains good strategic value due to its proximity to the town centre and its role in supporting both leisure and retail activities.

St Neots benefits from a varied and generally high-performing car park portfolio, with multiple strong sites achieving high scores and no locations scoring poorly. Car parks such as Riverside Park and Tebbutts Road set a high standard for infrastructure,

maintenance, and accessibility. Across the estate, opportunities for improvement primarily relate to increasing EV charging provision, enhancing wayfinding, and improving lighting in select locations.

Table 10 below provides a breakdown of scores for the St Neots car parks.

Car Park	Location	Safety, CCTV & Boundaries	Road Markings	Lighting	Pedestrian Access	Vehicular Access	Signage (Car Park)	Signage (To further destinations)	EV Charging	Overall Condition	24hr Facility	Toilets	Total Score
Brook St	1	1	1	1	2	0	0	1	2	1	0	0	**10**
Priory Centre	2	1	1	1	1	1	0	0	0	1	1	0	**9**
Priory Lane	1	1	2	1	2	1	0	0	1	2	0	0	**11**
Riverside Park	2	2	1	1	2	0	1	1	1	1	1	1	**14**
Tan Yard	1	1	1	1	1	1	1	1	2	1	1	0	**12**
Tebbutts Rd	1	2	2	1	1	1	1	1	1	1	1	1	**14**
Waitrose	2	2	1	1	1	1	1	1	0	1	0	0	**11**

Table 10 – Assessment of car parks in St Neots

4.7 ONE LEISURE CAR PARKS

In addition to the wider portfolio of council operated off-street car parks, a number of car parks associated with One Leisure facilities have been reviewed as part of this assessment. Although these sites have not been formally scored using the same assessment framework, they play an important and distinct role in supporting the operational and commercial performance of the leisure centres and therefore warrant specific consideration.

Across the district, the One Leisure car parks are generally in good overall condition and are directly adjacent to their respective leisure centres, ensuring convenient and legible access for customers. This proximity significantly reduces walking distances and enhances accessibility for a wide range of users, including families, older people, and those with mobility impairments. Several sites, most notably St Ives One Leisure Indoor, benefit from high-quality pedestrian routes and clearly defined walkways, contributing to a safer environment for users moving between vehicles and the leisure facilities.



A particularly positive intervention has been delivered at St Ives One Leisure Indoor, where solar panels have been installed within the car park. This represents a strong and visible commitment by Huntingdonshire District Council to sustainability and carbon reduction, generating renewable energy on

site while also future proofing the asset. This approach aligns well with the Council's wider climate ambitions and demonstrates how parking infrastructure can contribute to environmental objectives alongside its operational role.

In general, vehicular access to the One Leisure car parks is straightforward, with sites well connected to the local highway network. The primary exception is Ramsey One Leisure, where access requires vehicles to travel through the Abbey College site. While this does not prevent access, it introduces additional complexity and may be less intuitive for first-time visitors. St Neots One Leisure similarly operates within a shared environment, with parking provision jointly used with Ernulf Academy. This shared arrangement is functional but may introduce peak-time pressures and competing demands between school and leisure centre users.

Wayfinding and directional signage to the One Leisure car parks is generally limited, both on the highway approach and within the sites themselves. This is not unexpected, as these car parks are intended primarily for leisure centre customers rather than general public parking. However, site observations suggest that this intended use is not always adhered to. In particular, Huntingdon One Leisure and St Ives One Leisure Indoor show evidence of wider non-leisure use, likely due to their convenient locations and unrestricted access. This has potential implications for customer availability and operational efficiency, especially during peak leisure periods.

5.0 PARKING SURVEYS

5.1 INTRODUCTION

To support the development of the car park strategy, Ethos undertook a programme of car park occupancy and demand surveys across a representative range of council owned car parks. These surveys are a key component of the evidence base, providing an understanding of how car parks are used throughout the day and enabling assessment of space turnover, duration of stay, and the balance between short-stay and long-stay parking. Observations were undertaken at regular intervals during weekdays and Saturdays, typically at 10:00, 12:00, 14:00 and 16:00, allowing consistent comparison across locations and time periods. The findings help determine whether existing car park designations align with observed demand and whether adjustments, such as rebalancing short- and long-stay provision or exploring alternative uses, may be appropriate.

The surveys were carried out over a four-week period to ensure that the results reflected a range of demand conditions rather than a single snapshot in time. This included a neutral term-time week in October, the October half-term week, the week immediately preceding Christmas, which was used to represent a higher-demand, peak trading period, and a neutral week in June. Capturing data across these contrasting periods provides a more robust and representative picture of parking behaviour, ensuring that the analysis accounts for both typical usage patterns and seasonal fluctuations in demand.

In line with the defined scope of the parking strategy, private, and workplace parking provision were excluded from the surveys. While these facilities influence wider traffic patterns, congestion, and air quality, they fall outside the direct control of the Council and therefore outside the remit of this assessment. The surveys focused on council operated car parks, where the Council has the ability to directly manage supply, designation, and charging structures. A small sample of on-street roads that have existing permit parking controls were also included to understand parking behaviours.

A key objective of the survey programme was to confirm that short-stay car parks located close to town centres, leisure facilities, and other major trip generators demonstrate higher levels of turnover, supporting economic activity. Huntingdonshire benefits from a clear distinction between short-stay and long-stay parking, either through separate car parks or defined areas within larger facilities. This is a notable strength of the current parking offer and, where supply is well aligned to demand, supports efficient operation.

5.2 CAR PARK OCCUPANCY SURVEYS

Occupancy surveys were undertaken across 30 council operated car parks in Huntingdonshire, as identified in Chapter 4 of this report. The surveys were carried out over a four-week programme designed to capture a representative range of demand conditions. This approach ensured that the results reflected both typical parking

behaviour and seasonal peaks, providing a robust and balanced evidence base. No significant anomalies were identified across the survey periods, and as a result no additional surveys were required.

Surveys were undertaken at four consistent points during the day, 10:00, 12:00, 14:00 and 16:00, to capture changes in demand and patterns of use throughout the day. This enabled an assessment of likely parking purpose, distinguishing between longer-stay users, such as commuters or town centre workers, and short-stay visitors. For example, vehicles recorded across all survey intervals are likely to represent long-stay demand, whereas vehicles present at only one time period are more indicative of short-stay or retail based visits.

The resulting occupancy data for each car park is presented in Tables 11–22, with weekday results averaged across each week to provide a consistent and representative position. The full data is provided in Appendix A. For the purposes of analysis, car park demand has been categorised into four occupancy bands:

- **60–74% occupancy:** These car parks have sufficient capacity, allowing visitors to find parking spaces quickly and easily.
- **75–84% occupancy:** While spaces are generally still available, these car parks appear busy, and visitors may take slightly longer to find a space.
- **85–94% occupancy:** These car parks are near full capacity, making it challenging to locate spaces. Available spaces may include priority bays, limiting options for standard parking, which can cause frustration for drivers.
- **94%+ occupancy:** At this level, finding a space is extremely difficult, particularly in larger car parks, and often impossible in smaller ones. Drivers may need to thoroughly search all running lanes to identify any available spaces.

Car parks frequently reaching or exceeding 85% occupancy may require intervention, such as expanding parking provision or adjusting parking charges to manage demand and reduce long-term parking. Conversely, car parks consistently operating below 60% occupancy can be considered underutilised, suggesting potential for alternative land use or the need for increased promotion to encourage greater usage.

5.3 NEUTRAL WEEK CAR PARK OCCUPANCY DATA

Table 11 provides the average car park occupancy data from the week 1 weekday survey, which was a neutral week in October 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	14	5	16	6	17	7	12	5	6
	Park Lane	25	25	100	19	76	15	60	11	44	70
	Post Street	31	24	77	21	68	19	61	14	45	63
Huntingdon	Great Northern St	71	68	96	61	86	63	89	55	77	87
	Hinchingbrooke Country Park	60	40	67	20	33	22	37	12	20	39
	Ingram St	44	38	86	38	86	37	84	34	77	84
	Mill Common	52	45	87	46	88	46	88	34	65	82
	Multi-Storey (nr Sainsbury's)	404	94	23	117	29	57	14	52	13	20
	One Leisure	171	71	42	59	35	56	33	31	18	32
	Princes St	77	76	99	63	82	62	81	29	38	75
	Riverside	190	31	16	27	14	25	13	16	8	13
	Sainsbury's	290	189	65	227	78	174	60	126	43	62
	St Germain St	36	32	89	23	64	13	36	8	22	53
Ramsey	Mews Close	60	41	68	43	72	37	62	45	75	69
	One Leisure	34	17	50	12	35	13	38	25	74	49
St Ives	Cattle Market (Long-stay)	196	78	40	94	48	89	45	35	18	38
	Cattle Market (Short-stay)	197	92	47	108	55	89	45	64	32	45
	Darwoods Pond	83	45	54	52	63	47	57	43	52	56
	Globe Place	162	67	41	94	58	83	51	70	43	48
	One Leisure Indoor	210	71	34	68	32	63	30	60	29	31
	One Leisure Outdoor	108	8	7	9	8	8	7	12	11	9
	Waitrose	75	29	39	35	47	28	37	25	33	39
St Neots	Brook St	13	9	69	10	77	10	77	5	38	65
	Priory Centre	31	20	65	23	74	24	77	14	45	65
	Priory Lane	35	25	71	19	54	18	51	14	40	54
	Priory Park	43	34	79	29	67	27	63	16	37	62
	Riverside Park	276	47	17	73	26	53	19	43	16	20
	Tan Yard	37	23	62	18	49	22	59	19	51	55
	Tebbutts Rd	241	149	62	177	73	137	57	126	52	61
	Waitrose	188	112	60	101	54	81	43	67	36	48
TOTAL		3697	1614	43	1702	46	1435	39	1117	30	39

Table 11 – Car park occupancy data for neutral weekday survey

Table 12 provides the car park occupancy data from the week 1 Saturday survey, which was a neutral week in October 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	9	4	14	5	8	3	6	2	4
	Park Lane	25	16	64	20	80	15	60	10	40	61
	Post Street	31	23	74	25	81	27	87	17	55	74
Huntingdon	Great Northern St	71	49	69	44	62	37	52	41	58	60
	Hinchingbrooke Country Park	60	60	100	61	102	65	108	45	75	96
	Ingram St	44	37	84	36	82	33	75	30	68	77
	Mill Common	52	27	52	21	40	18	35	22	42	42
	Multi-Storey (nr Sainsbury's)	404	119	29	152	38	127	31	118	29	32
	One Leisure	171	76	44	73	43	59	35	41	24	36
	Princes St	77	72	94	70	91	67	87	57	74	86
	Riverside	190	25	13	14	7	22	12	22	12	11
	Sainsbury's	290	111	38	101	35	102	35	93	32	35
	St Germain St	36	20	56	23	64	29	81	24	67	67
Ramsey	Mews Close	60	45	75	57	95	52	87	48	80	84
	One Leisure	34	28	82	23	68	19	56	11	32	60
St Ives	Cattle Market (Long-stay)	196	101	52	128	65	111	57	76	39	53
	Cattle Market (Short-stay)	197	150	76	169	86	148	75	101	51	72
	Darwoods Pond	83	47	57	56	67	49	59	31	37	55
	Globe Place	162	105	65	146	90	134	83	90	56	73
	One Leisure Indoor	210	121	58	114	54	119	57	75	36	51
	One Leisure Outdoor	108	64	59	72	67	58	54	33	31	53
	Waitrose	75	47	63	61	81	53	71	34	45	65
St Neots	Brook St	13	11	85	10	77	12	92	7	54	77
	Priory Centre	31	30	97	29	94	25	81	19	61	83
	Priory Lane	35	18	51	22	63	16	46	10	29	47
	Priory Park	43	42	98	37	86	34	79	18	42	76
	Riverside Park	276	61	22	119	43	82	30	71	26	30
	Tan Yard	37	21	57	24	65	14	38	8	22	45
	Tebbutts Rd	241	131	54	156	65	161	67	138	57	61
	Waitrose	188	121	64	157	84	108	57	83	44	62
TOTAL		3697	1787	48	2034	55	1804	49	1379	37	47

Table 12 – Car park occupancy data for neutral Saturday survey

Table 13 provides the car park occupancy data from the week 1 Sunday survey, which was a neutral week in October 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	26	10	28	11	28	11	26	10	11
	Park Lane	25	23	92	21	84	22	88	11	44	77
	Post Street	31	20	65	25	81	17	55	26	84	71
Huntingdon	Great Northern St	71	51	72	46	65	43	61	53	75	68
	Hinchingbrooke Country Park	60	59	98	70	117	69	115	27	45	94
	Ingram St	44	35	80	33	75	39	89	40	91	84
	Mill Common	52	24	46	27	52	22	42	16	31	43
	Multi-Storey (nr Sainsbury's)	404	89	22	203	50	188	47	31	8	32
	One Leisure	171	48	28	57	33	60	35	49	29	31
	Princes St	77	75	97	75	97	65	84	29	38	79
	Riverside	190	37	19	23	12	16	8	26	14	13
	Sainsbury's	290	102	35	107	37	96	33	42	14	30
	St Germain St	36	25	69	26	72	25	69	20	56	67
Ramsey	Mews Close	60	39	65	42	70	37	62	23	38	59
	One Leisure	34	24	71	21	62	20	59	14	41	58
St Ives	Cattle Market (Long-stay)	196	75	38	68	35	52	27	31	16	29
	Cattle Market (Short-stay)	197	87	44	76	39	81	41	42	21	36
	Darwoods Pond	83	63	76	52	63	61	73	44	53	66
	Globe Place	162	120	74	127	78	106	65	91	56	69
	One Leisure Indoor	210	87	41	83	40	21	10	28	13	41
	One Leisure Outdoor	108	61	56	25	23	17	16	11	10	21
	Waitrose	75	50	67	43	57	36	48	27	36	52
St Neots	Brook St	13	10	77	12	92	9	69	4	31	67
	Priory Centre	31	21	68	27	87	20	65	10	32	63
	Priory Lane	35	14	40	24	69	25	71	8	23	51
	Priory Park	43	38	88	33	77	27	63	15	35	66
	Riverside Park	276	43	16	71	26	86	31	74	27	25
	Tan Yard	37	11	30	16	43	17	46	10	27	36
	Tebbutts Rd	241	87	36	148	61	163	68	140	58	56
	Waitrose	188	106	56	160	85	172	91	153	81	79
TOTAL		3697	1550	42	1769	48	1640	44	1121	30	41

Table 13 – Car park occupancy data for neutral Sunday survey

The occupancy surveys undertaken across Huntingdonshire provide a comprehensive picture of how parking demand varies by location, time of day, and car park designation. When the weekday, Saturday, and Sunday datasets are considered together, a consistent pattern emerges. Parking pressure is concentrated in a small number of town centre car parks during peak daytime periods, while several larger or more peripheral sites operate with substantial spare capacity. The removal of parking charges on Sundays introduces a distinct shift in behaviour, particularly in long-stay and leisure oriented locations.

On weekdays, demand is closely aligned with retail, employment, and service-based activity, with peak pressures typically occurring between 10:00 and 12:00.

In Huntingdon, multiple car parks repeatedly reach high levels of occupancy during core daytime periods. Great Northern Street, Ingram Street, Mill Common, and Princes Street all record occupancies approaching or exceeding 85–90% at peak times, indicating sustained pressure rather than isolated spikes. These locations experience demand across successive survey points, particularly at 12:00, reinforcing their role as primary town centre destinations.

By contrast, the Multi-Storey (near Sainsbury's), despite its large capacity, operates with significantly lower occupancy during the same periods, highlighting a clear imbalance between where demand occurs and where capacity exists.

In St Neots, weekday pressure is most evident at Brook Street, Priory Centre, Priory Park, and Tebbutts Road, all of which show strong mid-day demand. Tebbutts Road, in particular, demonstrates sustained occupancy across multiple time periods, consistent with its role as the town's principal long-stay facility. Riverside Park, however, remains lightly used throughout the day, despite its size due to its location to the town centre, with demand likely focused on the adjacent play park, on-site café, and river walks.

In St Ives, demand is more distributed. Cattle Market Short-Stay, Globe Place, and Darwoods Pond all experience clear midday pressure, while the long-stay and leisure related car parks operate with greater headroom.

Godmanchester shows a more localised pattern, with Park Lane and Post Street reaching high occupancy during peak periods, while Bridge Place remains significantly underutilised. There appears to be no natural trip generators that will result in demand for the car park, and as the only car park in the town with charges in place, it's highly unlikely visitors will use the car park to then travel into Godmanchester centre.

Figure 9 presents the weekday peak occupancy across each of five towns with council owned car parks. For the purpose of this, the 12pm survey has been taken as the peak. This excludes car parks that are not town centre focused i.e. Hinchingbrooke Country Park, Riverside, and Bridge Place car parks.

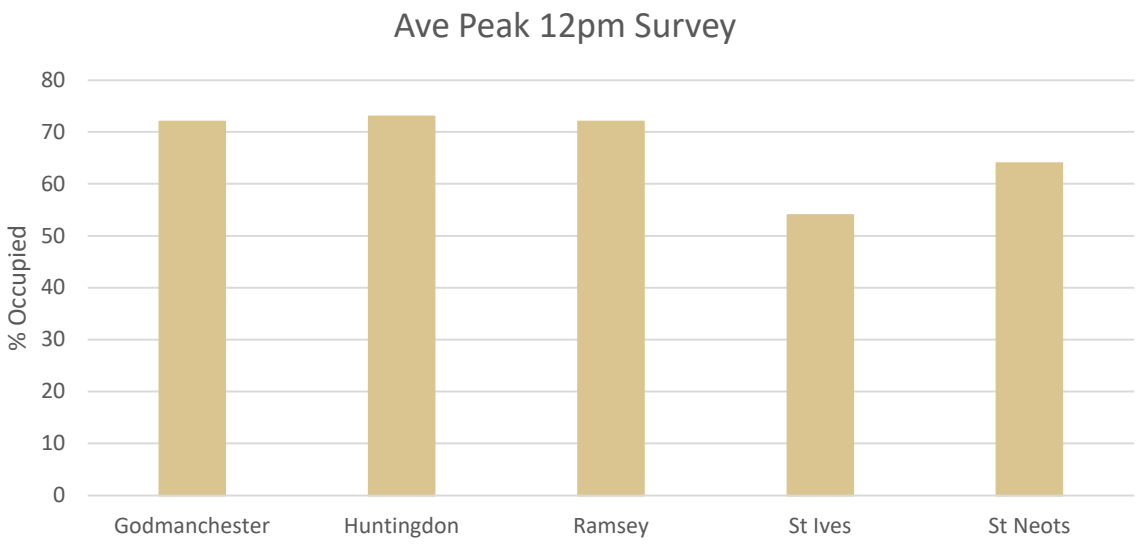


Figure 9 - Weekday peak occupancy by town (12:00 survey)

Saturday surveys show a broader spread of demand across towns, reflecting shopping, leisure, and visitor activity. Peak pressure again occurs around midday, but is generally more pronounced and more widespread than on weekdays.

In Huntingdon, Princes Street, Great Northern Street, St Germain Street, and Sainsbury's all reach very high occupancy during the middle of the day, with several car parks exceeding 90% occupancy. Unlike weekdays, demand is less clearly split between short-stay and long-stay locations, suggesting longer dwell times and reduced turnover.

In St Ives, Globe Place, Cattle Market Short-Stay, and Waitrose experience strong and sustained demand across multiple survey points, particularly at 12:00 and 14:00. The leisure related car parks also show a notable increase compared to weekdays, indicating a stronger recreational influence.

In St Neots, Priory Centre, Priory Park, Brook Street, and Waitrose all demonstrate high levels of demand during peak shopping hours, while Riverside Park again remains comparatively underused despite increased overall town activity.

Ramsey's Mews Close records consistently high occupancy across the day, indicating limited spare capacity on Saturdays and reinforcing its role as the town's primary parking asset. With no parking charges in place, this is likely to increase demand compared to other town centre car parks that have charges in place.

Figure 10 illustrates the car park profile across each of the five towns from the four Saturday surveys. Similarly to the above, this excludes the peripheral car parks and focuses more on the town centre car parks.

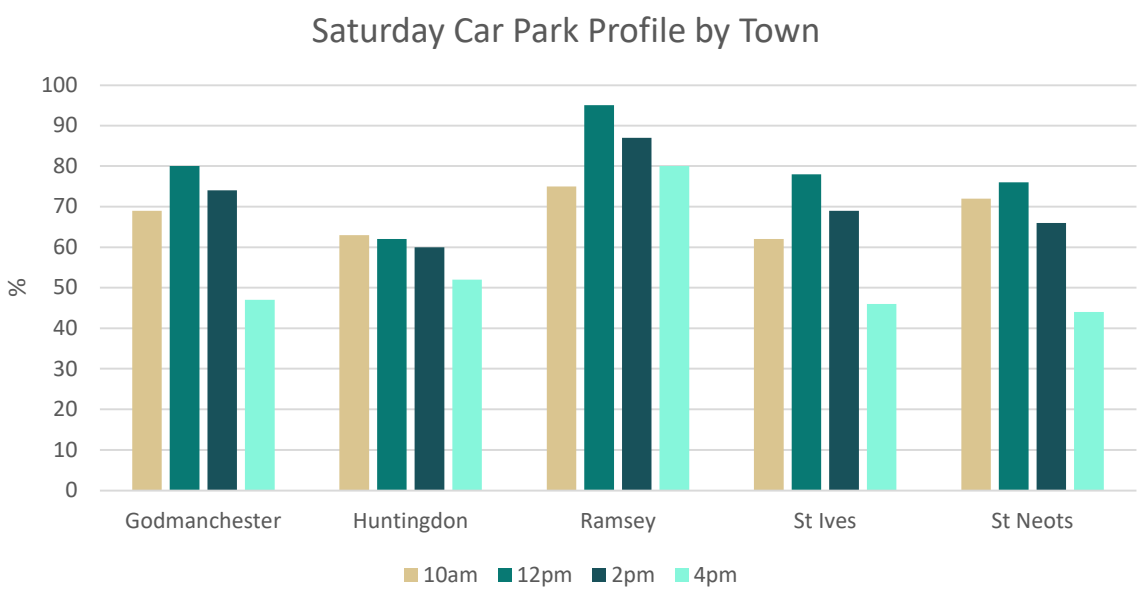


Figure 10 - Saturday occupancy profile by town

Figure 10 shows that parking demand is relatively consistent across the main towns, with broadly similar occupancy levels observed at key times of day, particularly during the late morning and early afternoon peak around 12:00. Ramsey stands out as having notably higher demand across all survey periods, which reflects the fact that the town is served by a single council operated car park that is free to use, concentrating demand into one location. In contrast, Huntingdon exhibits comparatively lower overall occupancy levels despite being a larger town, which can be attributed to the significantly greater supply of parking spaces spread across multiple car parks, diluting demand at any single site.

Godmanchester, St Ives, and St Neots sit between these two extremes, showing clear midday peaks followed by a gradual decline into the afternoon, indicating healthy but manageable levels of demand. Overall, the data suggests that differences in parking supply, rather than underlying town activity levels alone, play a key role in shaping observed demand patterns on Saturdays.

Sunday parking behaviour differs markedly due to the absence of parking charges and the removal of short-stay and long-stay distinctions. As a result, demand is driven primarily by leisure, recreation, and longer-duration visits, rather than turnover. Across the district, occupancy increases in several long-stay and peripheral car parks, while some prime short-stay locations remain busy but with less evidence of rapid turnover. For example:

- Hinchingbrooke Country Park, Riverside Park (St Neots), and other leisure oriented sites show significantly higher Sunday occupancy than on weekdays.
- In St Neots, Waitrose, Priory Park, and Tebbutts Road experience sustained high occupancy across the day, with less drop-off between survey periods.
- In St Ives, Globe Place and Darwoods Pond maintain strong demand throughout the day, while the outdoor One Leisure car park remains lightly used, indicating destination specific behaviour.

The absence of charging results in longer dwell times, meaning that even where overall occupancy is similar to Saturday levels, space turnover is reduced, which would have operational implications if such patterns occurred on charged days.

Figure 11 illustrates the comparison between occupancy demand at 12pm (peak) across the five towns between the weekday, Saturday, and Sunday surveys.

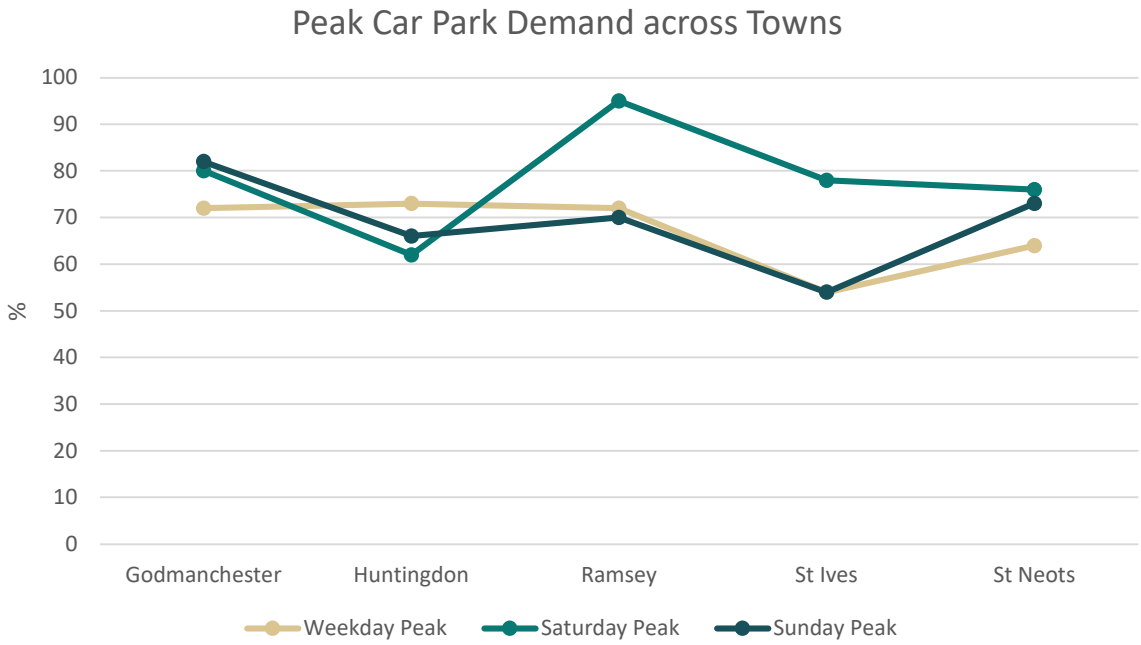


Figure 11 – Peak demand (12pm) across the three survey periods during a neutral week

At the 12:00 peak, the comparison across the three survey days indicates that there is no location where Sunday demand is clearly higher than Saturday demand, despite the absence of parking charges on Sundays. In Godmanchester, Huntingdon, and St Neots, peak occupancy levels on Saturdays and Sundays are broadly similar, suggesting that the removal of charges does not translate into a material uplift in peak parking demand. This reinforces the view that peak usage at the busiest time of day is driven more by the strength of local trip generators and parking supply than by pricing alone.

St Ives provides the clearest counterpoint to the assumption that free parking increases demand, with Saturday peak occupancy notably higher than Sunday peak occupancy, even though parking is free on Sundays. This pattern indicates that Saturday demand in St Ives is strongly linked to retail activity, markets, and leisure trips that are inherently higher on Saturdays, rather than being suppressed by parking charges. The lower Sunday peak suggests a different travel and activity profile, with fewer short, high-turnover trips into the town centre.

Ramsey again stands out, showing a much higher Saturday peak compared to both weekday and Sunday demand. While this could partially reflect charging arrangements elsewhere, it is more convincingly explained by the town's constrained parking supply, with demand concentrated into a single free car park. Importantly, this pattern is not replicated in Godmanchester, where the car parks included in the analysis are also free

but do not experience the same level of Saturday peak pressure, further indicating that parking charges are not the primary determinant.

5.4 OCTOBER HALF-TERM CAR PARK OCCUPANCY DATA

Table 14 provides the average car park occupancy data from the week 2 weekday survey, which was undertaken during the October half-term holidays in 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Huntingdon	Great Northern St	71	63	89	59	83	60	85	57	80	84
	Hinchingbrooke Country Park	60	50	83	48	80	34	57	13	22	60
	Ingram St	44	44	100	41	93	35	80	35	80	88
	Mill Common	52	49	94	50	96	36	69	27	52	78
	Multi-Storey (nr Sainsbury's)	404	112	28	127	31	96	24	44	11	23
	One Leisure	171	69	40	46	27	38	22	43	25	29
	Princes St	77	58	75	55	71	41	53	29	38	59
	Riverside	190	16	8	17	9	14	7	6	3	7
	Sainsbury's	290	213	73	227	78	196	68	155	53	68
	St Germain St	36	22	61	24	67	17	47	14	39	53
Ramsey	Mews Close	60	52	87	56	93	49	82	44	73	84
	One Leisure	34	28	82	25	74	22	65	18	53	68
St Ives	Cattle Market (Long-stay)	196	64	32	86	44	60	31	40	20	32
	Cattle Market (Short-stay)	197	90	45	116	59	93	47	69	35	47
	Darwoods Pond	83	44	53	52	62	47	56	39	47	55
	Globe Place	162	69	42	104	64	89	55	61	37	50
	One Leisure Indoor	210	76	36	84	40	68	33	58	27	34
	One Leisure Outdoor	108	10	9	9	8	6	6	8	7	8
	Waitrose	75	26	34	35	46	31	41	35	46	42
St Neots	Brook St	13	8	62	7	54	7	54	8	62	58
	Priory Centre	31	23	74	24	77	26	84	19	61	74
	Priory Lane	35	18	51	19	54	17	49	13	37	48
	Priory Park	43	37	86	31	72	27	63	15	35	64
	Riverside Park	276	57	21	95	34	74	27	49	18	25
	Tan Yard	37	19	51	20	54	18	49	16	43	49
	Tebbutts Rd	241	159	66	196	81	158	66	134	56	67
	Waitrose	188	90	48	116	62	93	49	75	40	50
TOTAL		3697	1629	44	1825	49	1508	41	1170	32	41

Table 14 – Car park occupancy data for October half-term weekday survey

Table 15 provides the average car park occupancy data from the week 2 Saturday survey, which was undertaken during the October half-term holidays in 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	4	2	11	4	8	3	3	1	3
	Park Lane	25	13	52	11	44	14	56	6	24	44
	Post Street	31	17	55	26	84	23	74	15	48	65
Huntingdon	Great Northern St	71	47	66	53	75	49	69	33	46	64
	Hinchingbrooke Country Park	60	33	55	62	103	40	67	23	38	66
	Ingram St	44	29	66	37	84	32	73	19	43	66
	Mill Common	52	43	83	40	77	37	71	25	48	70
	Multi-Storey (nr Sainsbury's)	404	195	48	222	55	195	48	101	25	44
	One Leisure	171	50	29	47	27	52	30	39	23	27
	Princes St	77	32	42	37	48	28	36	18	23	37
	Riverside	190	15	8	22	12	19	10	11	6	9
	Sainsbury's	290	232	80	251	87	239	82	180	62	78
	St Germain St	36	22	61	21	58	22	61	17	47	57
Ramsey	Mews Close	60	55	92	54	90	50	83	41	68	83
	One Leisure	34	25	74	26	76	22	65	18	53	67
St Ives	Cattle Market (Long-stay)	196	86	44	110	56	109	56	52	27	46
	Cattle Market (Short-stay)	197	134	68	163	83	132	67	85	43	65
	Darwoods Pond	83	45	54	60	72	54	65	35	42	58
	Globe Place	162	108	67	149	92	118	73	93	57	72
	One Leisure Indoor	210	111	53	116	55	97	46	66	31	46
	One Leisure Outdoor	108	77	71	52	48	69	64	27	25	52
	Waitrose	75	44	59	58	77	39	52	24	32	55
St Neots	Brook St	13	10	77	11	85	8	62	8	62	71
	Priory Centre	31	28	90	27	87	26	84	22	71	83
	Priory Lane	35	22	63	21	60	19	54	15	43	55
	Priory Park	43	39	91	39	91	36	84	23	53	80
	Riverside Park	276	70	25	127	46	80	29	66	24	31
	Tan Yard	37	19	51	26	70	17	46	10	27	49
	Tebbutts Rd	241	125	52	163	68	151	63	122	51	58
	Waitrose	188	109	58	162	86	126	67	94	50	65
TOTAL		3697	1839	50	2204	60	1911	52	1291	35	49

Table 15 – Car park occupancy data for October half-term Saturday survey

Table 16 provides the average car park occupancy data from the week 2 Sunday survey, which was undertaken during the October half-term holidays in 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	9	4	17	7	20	8	6	2	5
	Park Lane	25	10	40	19	76	20	80	9	36	58
	Post Street	31	24	77	28	90	24	77	19	61	77
Huntingdon	Great Northern St	71	42	59	48	68	46	65	34	48	60
	Hinchingbrooke Country Park	60	36	60	44	73	42	70	30	50	63
	Ingram St	44	26	59	31	70	30	68	21	48	61
	Mill Common	52	41	79	39	75	36	69	28	54	69
	Multi-Storey (nr Sainsbury's)	404	165	41	188	47	175	43	125	31	40
	One Leisure	171	48	28	52	30	55	32	44	26	29
	Princes St	77	29	38	33	43	31	40	22	29	37
	Riverside	190	22	12	34	18	38	20	26	14	16
	Sainsbury's	290	210	72	228	79	220	76	135	47	68
	St Germain St	36	20	56	22	61	23	64	18	50	58
Ramsey	Mews Close	60	42	70	48	80	39	65	30	50	66
	One Leisure	34	21	62	20	59	23	68	19	56	61
St Ives	Cattle Market (Long-stay)	196	68	35	61	31	55	28	32	16	28
	Cattle Market (Short-stay)	197	72	37	75	38	78	40	37	19	33
	Darwoods Pond	83	30	36	41	49	43	52	27	33	42
	Globe Place	162	85	52	96	59	90	56	64	40	52
	One Leisure Indoor	210	104	50	121	58	96	46	57	27	45
	One Leisure Outdoor	108	49	45	52	48	30	28	5	5	31
	Waitrose	75	38	51	45	60	32	43	23	31	46
St Neots	Brook St	13	13	100	11	85	9	69	8	62	79
	Priory Centre	31	22	71	16	52	12	39	9	29	48
	Priory Lane	35	10	29	11	31	20	57	9	26	36
	Priory Park	43	21	49	12	28	17	40	10	23	35
	Riverside Park	276	70	25	122	44	93	34	56	20	31
	Tan Yard	37	9	24	18	49	21	57	12	32	41
	Tebbutts Rd	241	133	55	157	65	148	61	95	39	55
	Waitrose	188	150	80	176	94	135	72	103	55	75
TOTAL		3697	1619	44	1865	50	1701	46	1113	30	43

Table 16 – Car park occupancy data for October half-term Sunday survey

The October half-term occupancy surveys provide a useful contrast to the neutral week, capturing parking behaviour during a period of elevated leisure activity, school holidays, and more discretionary travel. When weekday, Saturday, and Sunday data are considered together, the overall spatial pattern of demand remains broadly consistent with the neutral week, but with notable intensification at leisure oriented and destination car parks, and greater persistence of demand across the day, particularly at weekends.

Rather than relying on average occupancy alone, this analysis focuses on peak occupancy levels, the consistency of demand across multiple survey periods, and the concentration of pressure at key times of day, which together provide a more accurate reflection of operational performance and user experience.

Weekday demand during the October half-term remains strongly aligned with retail, service, and town centre activity, but with less pronounced commuter dominance than during a neutral week. Peak pressure continues to occur between 10:00 and 12:00, although several car parks retain relatively high occupancy into the early afternoon.

In Huntingdon, town centre car parks again show sustained pressure. Great Northern Street, Ingram Street, Mill Common, and Sainsbury's all record high occupancy at 12:00, with Ingram Street and Mill Common again approaching or exceeding practical capacity thresholds. The persistence of demand across multiple survey points suggests these are structurally constrained locations rather than experiencing isolated peaks.

By contrast, the Multi-Storey (near Sainsbury's) continues to operate with significant spare capacity despite increased overall town activity, reinforcing the imbalance between where parking demand is concentrated and where capacity is available. Riverside and One Leisure remain lightly used, indicating limited change in weekday destination choice despite the school holiday period.

In St Neots, weekday half-term pressure is most evident at Tebbutts Road, Priory Centre, and Priory Park, all of which show strong midday occupancy. Tebbutts Road again stands out for its consistently high demand across the day, reflecting its role as the town's primary long-stay facility. Riverside Park remains lightly used relative to its size, despite increased leisure activity elsewhere in the town.

In St Ives, weekday half-term demand is more evenly distributed than in Huntingdon and St Neots. Globe Place and Cattle Market Short-Stay record clear midday pressure, while longer-stay sites such as Darwoods Pond show higher weekday occupancy than during the neutral week, reflecting school holiday activity.

In Godmanchester, Park Lane and Post Street again experience peak pressure at midday, while Bridge Place remains significantly underutilised. As in the neutral week, there is no evidence that Bridge Place benefits from increased half-term activity, reinforcing the view that location and trip generators, rather than seasonality alone, drive demand.

Figure 12 presents the weekday peak occupancy across each of five towns with council owned car parks. Again, this excludes car parks that are not town centre focused.

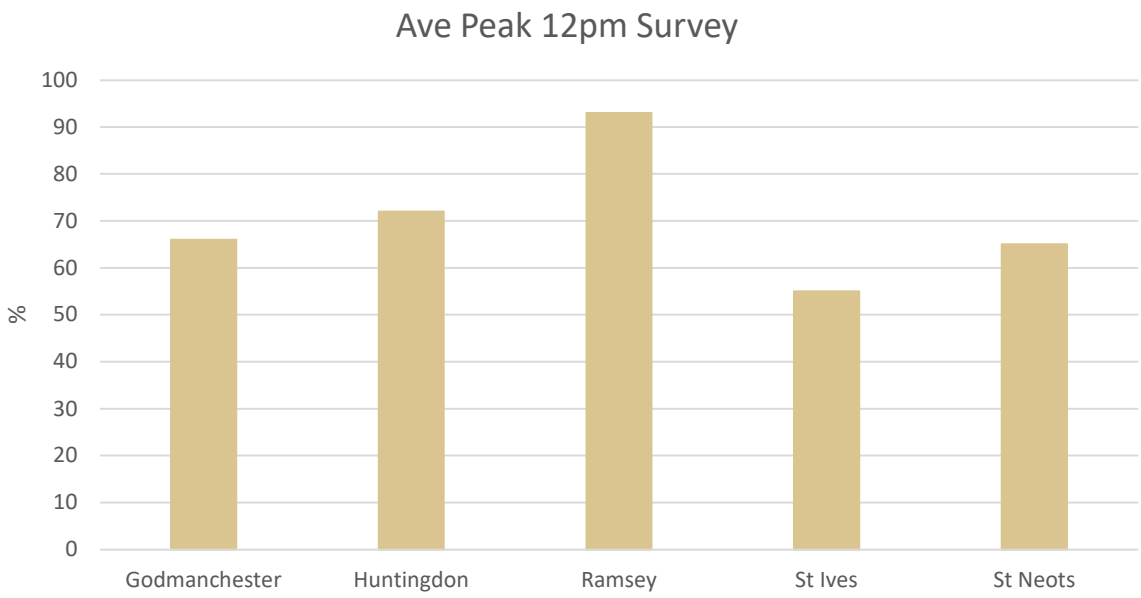


Figure 12 - Weekday peak occupancy by town (12:00 survey) Oct half-term

Saturday demand during the half-term week is more intense and more widespread than during the neutral week, with higher and more persistent peak occupancy across most towns. The late morning to early afternoon period (12:00–14:00) again represents the principal pressure point.

In Huntingdon, Sainsbury's, Great Northern Street, Mill Common, and Ingram Street all record very high midday occupancy, with several sites exceeding levels observed during the neutral week. Unlike weekdays, demand is less clearly differentiated between short-stay and long-stay designations, indicating longer dwell times and reduced turnover during peak shopping and leisure periods.

In St Ives, Saturday pressure is particularly pronounced. Globe Place and Cattle Market Short-Stay show sustained high occupancy across multiple time periods, with Darwoods Pond also experiencing stronger demand than during the neutral week. This pattern reflects the town's strong Saturday retail and leisure offer during school holidays.

In St Neots, Priory Centre, Priory Park, Tebbutts Road, and Waitrose again form the core pressure points, all recording high midday occupancy. While overall demand is higher than on weekdays, Riverside Park continues to absorb only a modest share of this activity, despite increased leisure trips across the town.

Ramsey again stands out. Mews Close records consistently high occupancy across the day, with limited spare capacity at peak times. As with the neutral week, this reflects the concentration of demand into a single council operated car park, rather than unusually high town wide activity, along with the car park not having parking charges in place.

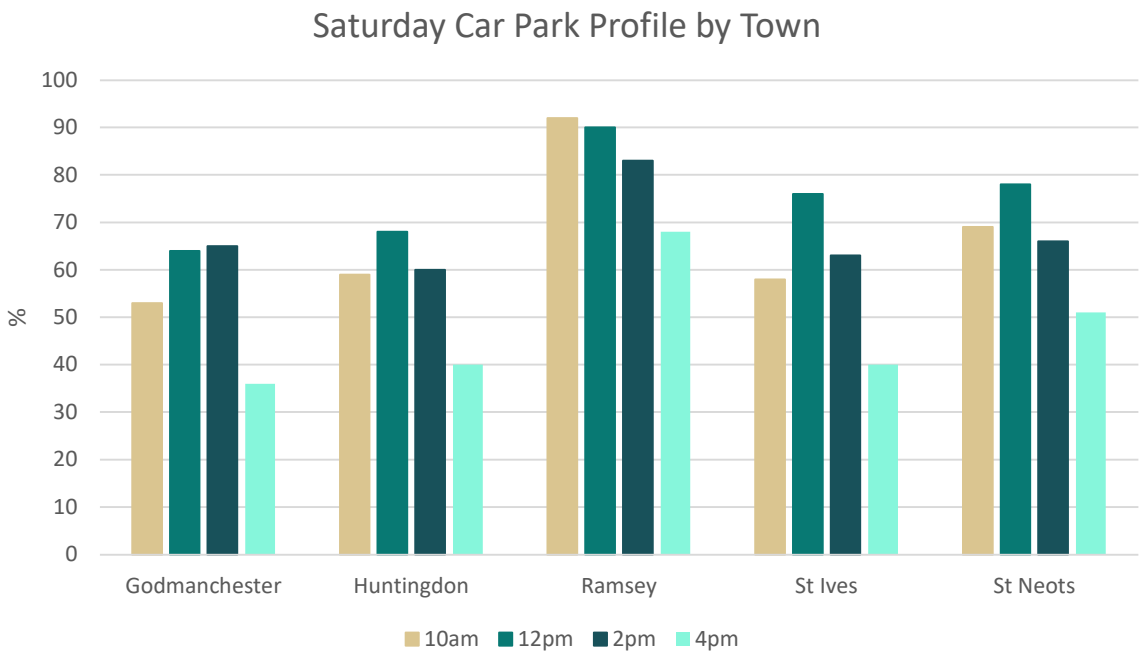


Figure 13 - Saturday occupancy profile by town Oct half-term

Figure 13 highlights clear differences in the relative intensity of parking demand between towns, rather than variations driven by time of day alone. Ramsey records the highest occupancy across all survey points, setting it apart from the other towns. Demand in Ramsey is notably higher throughout the day, reflecting the concentration of parking activity into a single council operated car park, which results in sustained pressure even outside the peak midday period.

St Neots and St Ives form a second tier of demand, with broadly similar profiles but distinct characteristics. St Neots generally operates at higher occupancy than St Ives, particularly in the late morning and at midday, indicating stronger overall demand across the town. St Ives, while still experiencing clear peaks, shows comparatively lower occupancy levels, suggesting greater spare capacity across its parking portfolio.

Huntingdon and Godmanchester sit at the lower end of the demand spectrum. Huntingdon consistently records lower occupancy than St Neots and Ramsey, which is reflective of its substantially larger supply of parking spaces spread across multiple car parks, diluting demand at any single location. Godmanchester exhibits a similar pattern, with occupancy levels closely aligned to Huntingdon despite its smaller scale, indicating more localised and less intensive parking demand.

Sunday parking behaviour during the half-term week continues to differ fundamentally from both weekdays and Saturdays due to the absence of parking charges and the removal of short-stay / long-stay distinctions. Demand is driven primarily by leisure, recreation, and longer-duration visits.

Across the district, occupancy increases in several leisure oriented and long-stay car parks, while prime short-stay town centre locations remain active but with less evidence of rapid turnover.

Key observations include:

- Hinchingbrooke Country Park, Riverside Park (St Neots), and other destination led sites show higher and more sustained Sunday occupancy than on weekdays.
- In St Neots, Waitrose and Tebbutts Road maintain high occupancy across the day, with less drop-off between survey periods, indicating longer dwell times.
- In St Ives, Globe Place and Darwoods Pond continue to attract steady demand, while the outdoor One Leisure car park remains lightly used, highlighting destination specific behaviour rather than a uniform uplift from free parking.

Importantly, while Sunday occupancy is often comparable to Saturday levels, there is no consistent evidence of Sunday peak demand exceeding Saturday peak demand across the towns, despite parking being free on Sundays.

Figure 14 illustrates the peak demand across the three surveys during the October half-term week.

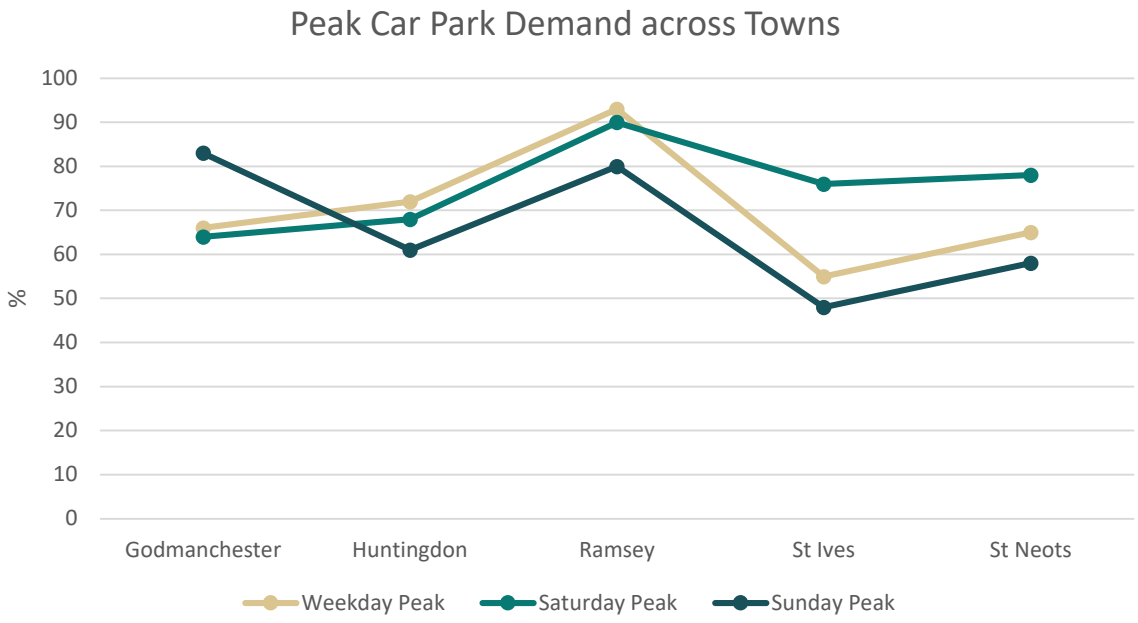


Figure 14 – Peak demand (12pm) across the three survey periods during Oct half-term

At the 12:00 peak during the October half-term survey period, the comparison across weekday, Saturday, and Sunday data again demonstrates that Sunday demand is not consistently higher than Saturday demand, despite the absence of parking charges on Sundays, with the exception of Godmanchester, although this only includes the free car parks. In Huntingdon, peak occupancy on Saturdays and Sundays remains broadly comparable, with only modest variation between the two days. This indicates that the removal of parking charges does not generate a material uplift in peak-time parking

demand and that usage at the busiest point of the day is more closely related to the availability of parking and the strength of local trip generators than to pricing alone.

St Neots, and St Ives once again, continues to provide a clear counter-example to the assumption that free parking drives higher demand. During the October half-term period, Saturday peak occupancy in both St Neots and St Ives is notably higher than Sunday peak occupancy. This reinforces the conclusion that Saturday demand is driven by retail, market, and leisure activity that is inherently stronger on Saturdays, rather than being constrained by parking charges. The lower Sunday peak reflects a different pattern of activity, characterised by fewer short, high-turnover trips into the town centre.

Ramsey again records a higher peak on Saturdays, as well as weekdays in comparison to Sundays. While this could be partially attributed to differences in charging regimes elsewhere, the more persuasive explanation remains the town's constrained parking supply, with demand concentrated into a single council operated car park. Importantly, this pattern is not replicated in Godmanchester, where the car parks included in the analysis are also free to use but do not experience the same level of Saturday peak pressure. This further supports the conclusion that parking supply and the concentration of demand, rather than charging policy alone, are the primary drivers of peak parking pressure across the district.

5.5 DECEMBER CAR PARK OCCUPANCY DATA

Table 17 provides the average car park occupancy data from the week 3 weekday survey, which was undertaken the week prior to Christmas in December 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	25	10	28	11	21	8	15	6	9
	Park Lane	25	23	92	25	100	21	84	18	72	87
	Post Street	31	23	74	29	94	26	84	22	71	81
Huntingdon	Great Northern St	71	65	92	63	89	60	85	59	83	87
	Hinchingbrooke Country Park	60	19	32	42	70	30	50	11	18	43
	Ingram St	44	41	93	39	89	41	93	40	91	91
	Mill Common	52	48	92	51	98	47	90	32	62	86
	Multi-Storey (nr Sainsbury's)	404	228	56	298	74	264	65	187	46	60
	One Leisure	171	107	63	97	57	81	47	48	28	49
	Princes St	77	77	100	77	100	66	86	51	66	88
	Riverside	190	36	19	43	23	41	22	27	14	19
	Sainsbury's	290	269	93	277	96	257	89	226	78	89
	St Germain St	36	27	75	32	89	28	78	24	67	77
Ramsey	Mews Close	60	57	95	60	100	56	93	59	98	97
	One Leisure	34	10	29	25	74	20	59	28	82	61
St Ives	Cattle Market (Long-stay)	196	75	38	119	61	106	54	75	38	48
	Cattle Market (Short-stay)	197	105	53	157	80	129	65	82	42	60
	Darwoods Pond	83	51	61	61	73	57	69	47	57	65
	Globe Place	162	96	59	127	78	125	77	84	52	67
	One Leisure Indoor	210	96	46	123	59	99	47	79	38	47
	One Leisure Outdoor	108	12	11	8	7	5	5	10	9	8
	Waitrose	75	47	63	68	91	55	73	55	73	75
St Neots	Brook St	13	11	85	9	69	11	85	8	62	75
	Priory Centre	31	26	84	29	94	26	84	22	71	83
	Priory Lane	35	28	80	23	66	21	60	14	40	61
	Priory Park	43	40	93	35	81	26	60	8	19	63
	Riverside Park	276	59	21	66	24	53	19	41	15	20
	Tan Yard	37	26	70	28	76	24	65	21	57	67
	Tebbutts Rd	241	175	73	218	90	196	81	160	66	78
	Waitrose	188	114	61	127	68	106	56	82	44	57
TOTAL		3697	2016	55	2384	64	2098	57	1635	44	55

Table 17 – Car park occupancy data for pre-Christmas December weekday survey

Table 18 provides the average car park occupancy data from the week 3 Saturday survey, which was undertaken the week prior to Christmas in December 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	8	3	15	6	14	5	7	3	4
	Park Lane	25	17	68	21	84	17	68	12	48	67
	Post Street	31	24	77	29	94	27	87	20	65	81
Huntingdon	Great Northern St	71	64	90	60	85	65	92	62	87	88
	Hinchingbrooke Country Park	60	42	70	49	82	53	88	23	38	70
	Ingram St	44	41	93	43	98	44	100	34	77	92
	Mill Common	52	25	48	46	88	47	90	39	75	75
	Multi-Storey (nr Sainsbury's)	404	298	74	358	89	349	86	306	76	81
	One Leisure	171	78	46	76	44	56	33	38	22	36
	Princes St	77	77	100	77	100	72	94	63	82	94
	Riverside	190	32	17	35	18	34	18	29	15	17
	Sainsbury's	290	268	92	283	98	267	92	241	83	91
	St Germain St	36	34	94	35	97	32	89	27	75	89
Ramsey	Mews Close	60	60	100	60	100	57	95	49	82	94
	One Leisure	34	22	65	19	56	21	62	17	50	58
St Ives	Cattle Market (Long-stay)	196	104	53	147	75	140	71	86	44	61
	Cattle Market (Short-stay)	197	155	79	194	98	171	87	133	68	83
	Darwoods Pond	83	49	59	68	82	69	83	34	41	66
	Globe Place	162	108	67	159	98	136	84	91	56	76
	One Leisure Indoor	210	120	57	129	61	105	50	73	35	51
	One Leisure Outdoor	108	58	54	41	38	38	35	23	21	37
	Waitrose	75	62	83	74	99	68	91	53	71	86
St Neots	Brook St	13	12	92	11	85	12	92	7	54	81
	Priory Centre	31	27	87	29	94	27	87	23	74	85
	Priory Lane	35	21	60	34	97	32	91	20	57	76
	Priory Park	43	42	98	27	63	36	84	22	51	74
	Riverside Park	276	58	21	109	39	102	37	46	17	29
	Tan Yard	37	31	84	37	100	27	73	18	49	76
	Tebbutts Rd	241	163	68	221	92	202	84	164	68	78
	Waitrose	188	156	83	180	96	142	76	101	54	77
TOTAL		3697	2256	61	2666	72	2462	67	1861	50	63

Table 18 – Car park occupancy data for pre-Christmas December Saturday survey

Table 19 provides the average car park occupancy data from the week 3 Sunday survey, which was undertaken the week prior to Christmas in December 2025.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	6	2	11	4	9	4	3	1	3
	Park Lane	25	18	72	13	52	15	60	6	24	52
	Post Street	31	24	77	22	71	25	81	15	48	69
Huntingdon	Great Northern St	71	67	94	69	97	60	85	50	70	87
	Hinchingbrooke Country Park	60	42	70	58	97	53	88	25	42	74
	Ingram St	44	40	91	43	98	41	93	40	91	93
	Mill Common	52	43	83	49	94	45	87	29	56	80
	Multi-Storey (nr Sainsbury's)	404	140	35	340	84	273	68	63	16	50
	One Leisure	171	47	27	46	27	43	25	38	22	25
	Princes St	77	75	97	77	100	64	83	35	45	81
	Riverside	190	26	14	53	28	32	17	11	6	16
	Sainsbury's	290	258	89	278	96	275	95	131	45	81
	St Germain St	36	28	78	33	92	30	83	22	61	78
Ramsey	Mews Close	60	49	82	55	92	56	93	44	73	85
	One Leisure	34	20	59	18	53	17	50	9	26	47
St Ives	Cattle Market (Long-stay)	196	56	29	85	43	67	34	50	26	33
	Cattle Market (Short-stay)	197	81	41	165	84	149	76	85	43	61
	Darwoods Pond	83	39	47	42	51	46	55	31	37	48
	Globe Place	162	76	47	97	60	82	51	63	39	49
	One Leisure Indoor	210	124	59	184	88	224	107	136	65	80
	One Leisure Outdoor	108	33	31	25	23	55	51	0	0	26
	Waitrose	75	41	55	71	95	56	75	36	48	68
St Neots	Brook St	13	12	92	13	100	11	85	9	69	87
	Priory Centre	31	26	84	23	74	24	77	14	45	70
	Priory Lane	35	23	66	27	77	25	71	14	40	64
	Priory Park	43	38	88	37	86	29	67	8	19	65
	Riverside Park	276	76	28	139	50	124	45	63	23	36
	Tan Yard	37	25	68	36	97	33	89	15	41	74
	Tebbutts Rd	241	161	67	212	88	227	94	133	55	76
	Waitrose	188	151	80	182	97	173	92	117	62	83
TOTAL		3697	1845	50	2503	68	2363	64	1295	35	54

Table 19 – Car park occupancy data for pre-Christmas December Sunday survey

The pre-Christmas occupancy surveys capture parking behaviour during one of the most commercially intensive periods of the year, when town centre activity is driven by seasonal retail, leisure, and social trips rather than routine commuting. When compared

with both the neutral week and October half-term surveys, the pre-Christmas data shows a clear intensification of demand across town centre car parks, with higher peak occupancies, broader pressure across the day, and reduced availability at several key locations.

This analysis emphasises peak saturation, breadth of demand across time periods, and the extent to which high occupancy persists beyond the midday peak, all of which are more relevant to understanding operational stress and user experience during the Christmas trading period.

On weekdays, parking demand shows a marked uplift relative to earlier survey periods, particularly between 10:00 and 14:00, reflecting increased shopping, service use, and discretionary travel associated with Christmas activity. Unlike a neutral week, demand is less clearly segmented between short-stay and long-stay car parks, with several locations operating close to practical capacity across multiple survey points.

In Huntingdon, the pre-Christmas weekday surveys show sustained pressure across the core town centre car parks. Great Northern Street, Ingram Street, Mill Common, Princes Street and Sainsbury's all record very high occupancies at 12:00, with several exceeding 90% and remaining heavily occupied at 14:00. Notably, the Multi-Storey (near Sainsbury's) shows a significant increase in weekday usage compared to earlier surveys, indicating that overflow demand is beginning to utilise secondary capacity as prime locations fill earlier in the day. Riverside and One Leisure remain comparatively lightly used, suggesting that leisure activities do not see the same increase in usage as seen in more retail driven town centre car parks.

In St Neots, weekday demand intensifies most strongly at Tebbutts Road, Priory Centre, Priory Park and Brook Street, all of which show near-capacity conditions at midday. Tebbutts Road again demonstrates sustained high occupancy across the day, reinforcing its role as the town's primary long-stay facility during peak retail periods. Riverside Park continues to absorb a relatively small share of weekday demand despite increased overall activity, reflecting its leisure led function rather than town centre shopping use.

In St Ives, weekday pre-Christmas pressure is more pronounced than during half-term. Cattle Market Short-Stay, Globe Place and Waitrose all show strong midday saturation, while Darwoods Pond and One Leisure Indoor also experience noticeably higher weekday demand, reflecting an increase in leisure and family based trips associated with the festive period.

Godmanchester continues to display a polarised pattern. Park Lane and Post Street operate at or near capacity at midday, while Bridge Place remains consistently underutilised, even during the peak Christmas trading period. This reinforces the conclusion that seasonal uplift alone is insufficient to overcome locational disadvantage.

Figure 15 presents the weekday peak occupancy across each of five towns with council owned car parks. Again, this excludes car parks that are not town centre focused.

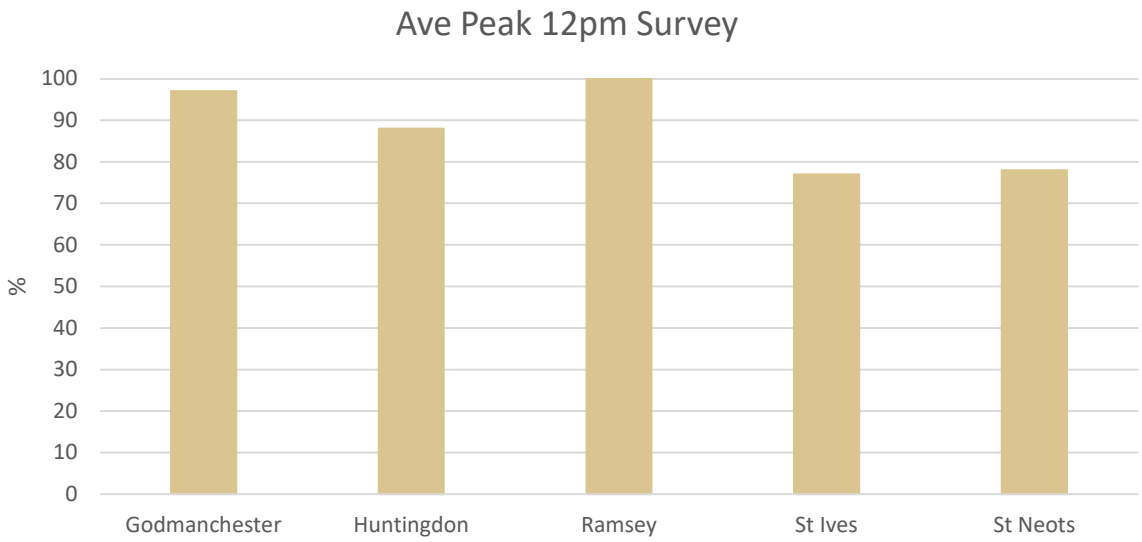


Figure 15 - Weekday peak occupancy by town (12:00 survey) pre-Christmas

The average peak occupancy profile highlights clear differences in how parking demand manifests across the towns. Huntingdon, despite having by far the largest overall parking supply, still operates at a very high level of occupancy at the weekday peak, indicating that demand at the busiest time of day is sufficient to place pressure on even a dispersed and extensive car park network. Godmanchester and Ramsey, by contrast, both reach near-full occupancy, indicating that demand quickly saturates available supply. While this may be influenced by the absence of parking charges, it also reflects the lack of alternative parking options within each town, meaning that even moderate levels of activity translate into high apparent pressure.

St Ives and St Neots display lower peak occupancy levels, with clear headroom remaining at midday, indicating that their parking portfolios are better able to accommodate weekday demand without routinely approaching capacity.

Saturday surveys during the pre-Christmas period represent the point of maximum system stress across the parking network. Demand is both higher and more persistent than in previous surveys, with limited availability even by mid-afternoon in several towns.

In Huntingdon, Sainsbury's, Princes Street, Ingram Street, Mill Common and Great Northern Street all operate at or close to capacity from 10:00 through to 14:00. The Multi-Storey again records significantly higher occupancy than in earlier survey periods. Unlike neutral weeks, the distinction between short-stay and long-stay function is less evident, suggesting longer dwell times and reduced turnover during Christmas shopping trips.

In St Neots, Saturday demand is particularly intense. Tebbutts Road, Priory Centre, Priory Park, Brook Street and Waitrose all reach very high midday occupancy, with several remaining heavily used at 14:00. This pattern reflects both strong retail draw and the concentration of parking demand into a relatively limited number of central car parks.

In St Ives, Saturday pressure is widespread and sustained. Globe Place and Cattle Market Short-Stay approach full capacity at midday, with Darwoods Pond and One Leisure Indoor also showing higher occupancy than in previous surveys. This reflects the town's strong Saturday retail and leisure offer during the Christmas period.

Ramsey again stands out. Mews Close operates at or near full capacity throughout the day, with virtually no spare capacity at peak times. The persistence of this pattern reinforces that demand pressure is driven primarily by constrained supply rather than seasonal uplift alone.

Figure 16 illustrates the car park profile across each of the five towns from the four Saturday surveys, again excluding the peripheral car parks.

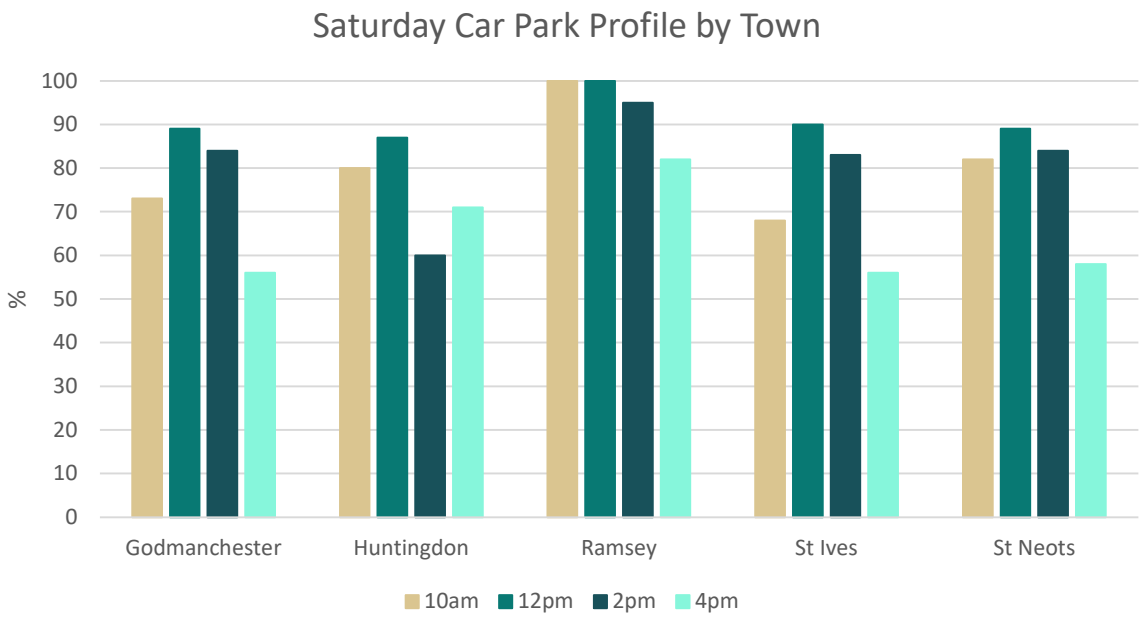


Figure 16 - Saturday occupancy profile by town pre-Christmas

Figure 16 reinforces the clear hierarchy in parking demand between towns, while also illustrating the intensification associated with peak seasonal activity. Ramsey again stands out as the most pressured location, reaching or approaching full occupancy across all survey periods and maintaining very high demand well beyond the midday peak. This reflects the structural constraint of having a single council-operated car park, meaning that increased Christmas trading activity translates directly into sustained saturation rather than being dispersed across multiple sites.

St Neots and St Ives continue to occupy an intermediate position, but with clearer divergence during the pre-Christmas period. St Neots consistently records higher occupancy than St Ives at all times of day, particularly at 12:00 and 14:00, indicating a stronger draw from Christmas shopping and town centre activity. St Ives also experiences a pronounced uplift compared to non-seasonal periods, but retains more spare capacity into the afternoon, suggesting that demand is spread across a wider range of car parks and destinations.

Huntingdon and Godmanchester again sit at the lower end of the spectrum in comparative terms, despite both showing elevated pre-Christmas demand. In Huntingdon, occupancy rises sharply at midday but drops more noticeably by late afternoon, reflecting the town's larger and more dispersed parking supply, which continues to absorb peak activity without creating uniform pressure across all sites. Godmanchester follows a similar pattern, with clear midday peaks but a faster fall-off later in the day, indicating more localised and time-limited demand rather than sustained saturation.

Sunday parking behaviour during the pre-Christmas period continues to differ fundamentally from both weekdays and Saturdays. Although parking is free, Sunday demand does not exceed Saturday peak levels in any town.

Across the district, virtually all car parks experience higher demand during this peak period survey compared to the Sunday surveys carried out during the neutral week and half-term week. This suggests that there is a heavy retail focus even on Sundays.

Key observations include:

- Hinchingbrooke Country Park, Riverside Park (St Neots) and other leisure oriented sites show strong and sustained Sunday use.
- In St Neots, Waitrose and Tebbutts Road maintain high occupancy across the day, with relatively limited drop-off between survey points, indicating longer dwell times.
- In St Ives, Globe Place and Darwoods Pond continue to attract steady demand, but Saturday peak occupancy remains materially higher than Sunday, despite Sunday being free.

Figure 17 illustrates the peak demand across the three surveys during the pre-Christmas December week.

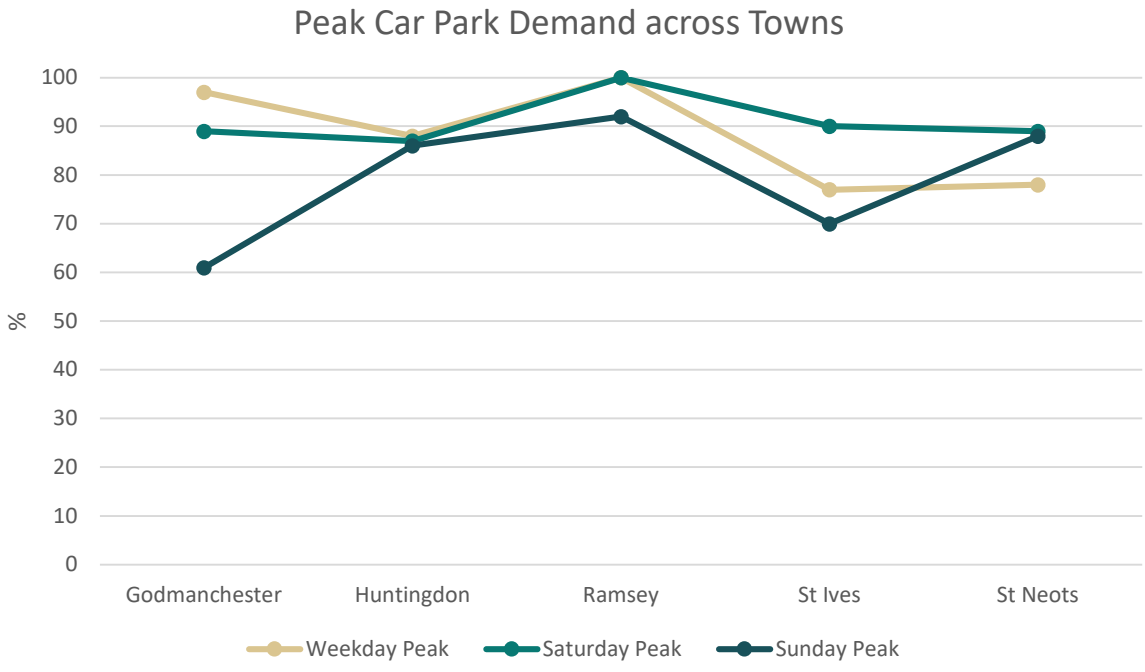


Figure 17 – Peak demand (12pm) across the three survey periods during the pre-Christmas week

Figure 17 shows that Sunday peak occupancy does not exceed Saturday levels in any of the towns, despite parking being free on Sundays. This reinforces the consistent finding that the presence or absence of parking charges is not, in itself, the primary driver of peak-time demand during the busiest part of the day.

Across Godmanchester, Huntingdon, Ramsey, and St Ives, Saturday remains the clear peak period, reflecting the dominance of Christmas shopping, leisure, and visitor activity. In these locations, Sunday demand either falls below or broadly aligns with weekday levels, indicating a shift toward longer-stay, leisure-led trips rather than the high-turnover town centre activity seen on Saturdays. In Huntingdon in particular, weekday, Saturday, and Sunday peaks are relatively tightly clustered, suggesting that overall capacity and the distribution of parking supply play a greater role in shaping peak occupancy than pricing policy.

St Neots is the only town where Sunday peak demand exceeds weekday demand, although it still remains below the Saturday peak. This pattern suggests that free parking may support a modest uplift in leisure led Sunday visits in St Neots, but it does not generate demand beyond that already created by Saturday trading and activity. Importantly, this reinforces the conclusion that parking charges are a secondary influence when compared with the underlying strength and diversity of a town's offer.

5.5 JUNE CAR PARK OCCUPANCY DATA

Table 20 provides the average car park occupancy data from the week 4 weekday survey, which was undertaken in a term time week in June 2026.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	17	7	17	7	16	6	19	7	7
	Park Lane	25	22	88	19	76	21	84	21	84	83
	Post Street	31	25	81	24	77	25	81	23	74	78
Huntingdon	Great Northern St	71	63	89	65	92	61	86	57	80	87
	Hinchingbrooke Country Park	60	32	53	35	58	31	52	22	37	50
	Ingram St	44	33	75	34	77	33	75	34	77	76
	Mill Common	52	42	81	45	87	42	81	35	67	79
	Multi-Storey (nr Sainsbury's)	404	102	25	115	28	94	23	69	17	24
	One Leisure	171	101	59	94	55	91	53	72	42	52
	Princes St	77	72	94	65	84	55	71	47	61	78
	Riverside	190	35	18	38	20	36	19	33	17	19
	Sainsbury's	290	225	78	232	80	212	73	193	67	74
	St Germain St	36	15	42	21	58	18	50	16	44	49
Ramsey	Mews Close	60	56	93	57	95	55	92	53	88	92
	One Leisure	34	16	47	19	56	19	56	21	62	55
St Ives	Cattle Market (Long-stay)	196	76	39	93	47	79	40	64	33	40
	Cattle Market (Short-stay)	197	99	50	117	59	90	46	63	32	47
	Darwoods Pond	83	49	59	54	65	50	60	43	52	59
	Globe Place	162	86	53	98	60	91	56	74	46	54
	One Leisure Indoor	210	106	50	96	46	80	38	78	37	43
	One Leisure Outdoor	108	11	10	11	10	8	7	12	11	10
	Waitrose	75	40	53	42	56	29	39	39	52	50
St Neots	Brook St	13	8	62	8	62	9	69	6	46	60
	Priory Centre	32	29	94	29	94	26	84	20	65	84
	Priory Lane	35	19	54	22	63	17	49	14	40	51
	Priory Park	43	19	44	14	33	12	28	15	35	35
	Riverside Park	276	48	17	55	20	49	18	46	17	18
	Tan Yard	37	23	62	22	59	19	51	16	43	54
	Tebbutts Rd	241	164	68	173	72	153	63	136	56	65
	Waitrose	188	78	41	97	52	80	43	66	35	43
TOTAL		**3698**	**1711**	**46**	**1811**	**49**	**1601**	**43**	**1407**	**38**	**44**

Table 20 – Car park occupancy data the June 2026 weekday survey

Table 21 provides the car park occupancy data from the week 4 Saturday survey, which was undertaken in a term time week in June 2026.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	8	3	15	6	15	6	10	4	5
	Park Lane	25	15	60	11	44	22	88	19	76	67
	Post Street	31	30	97	29	94	25	81	27	87	90
Huntingdon	Great Northern St	71	43	61	49	69	47	66	50	70	67
	Hinchingbrooke Country Park	60	33	55	51	85	42	70	44	73	71
	Ingram St	44	40	91	39	89	40	91	40	91	90
	Mill Common	52	39	75	48	92	39	75	23	44	72
	Multi-Storey (nr Sainsbury's)	404	223	55	270	67	230	57	155	38	54
	One Leisure	171	67	39	32	19	47	27	22	13	25
	Princes St	77	82	106	80	104	63	82	53	69	90
	Riverside	190	190	100	190	100	190	100	177	93	98
	Sainsbury's	290	254	88	267	92	251	87	174	60	82
	St Germain St	36	33	92	29	81	25	69	24	67	77
Ramsey	Mews Close	60	55	92	58	97	52	87	50	83	90
	One Leisure	34	18	53	17	50	19	56	25	74	58
St Ives	Cattle Market (Long-stay)	196	85	43	101	52	113	58	80	41	48
	Cattle Market (Short-stay)	197	128	65	146	74	125	63	88	45	62
	Darwoods Pond	83	42	51	50	60	41	49	37	45	51
	Globe Place	162	119	73	111	69	104	64	92	57	66
	One Leisure Indoor	210	132	63	105	50	82	39	77	37	47
	One Leisure Outdoor	108	72	67	49	45	53	49	35	32	48
	Waitrose	75	50	67	46	61	56	75	39	52	64
St Neots	Brook St	13	5	38	10	77	9	69	7	54	60
	Priory Centre	32	28	88	32	100	20	63	15	47	74
	Priory Lane	35	16	46	21	60	15	43	19	54	51
	Priory Park	43	23	53	29	67	35	81	16	37	60
	Riverside Park	276	77	28	108	39	131	47	72	26	35
	Tan Yard	37	13	35	22	59	15	41	8	22	39
	Tebbutts Rd	241	161	67	218	90	155	64	127	53	69
	Waitrose	188	135	72	149	79	78	41	81	43	59
TOTAL		**3698**	**2216**	**60**	**2382**	**64**	**2139**	**58**	**1686**	**46**	**57**

Table 21 – Car park occupancy data the June 2026 Saturday survey

Table 22 provides the car park occupancy data from the week 4 Sunday survey, which was undertaken in a term time week in June 2026.

Town	Car Park	Spaces	10am		12pm		2pm		4pm		Ave %
		Total	Occ	% Occ	Occ	% Occ	Occ	% Occ	Occ	% Occ	
Godmanchester	Bridge Place	257	7	3	10	4	8	3	7	3	3
	Park Lane	25	23	92	16	64	18	72	9	36	66
	Post Street	31	25	81	30	97	28	90	23	74	85
Huntingdon	Great Northern St	71	48	68	50	70	46	65	47	66	67
	Hinchingbrooke Country Park	60	44	73	42	70	45	75	52	87	76
	Ingram St	44	35	80	37	84	34	77	29	66	77
	Mill Common	52	19	37	18	35	19	37	17	33	35
	Multi-Storey (nr Sainsbury's)	404	205	51	228	56	227	56	166	41	51
	One Leisure	171	107	63	78	46	42	25	39	23	39
	Princes St	77	76	99	75	97	70	91	63	82	92
	Riverside	190	39	21	48	25	48	25	83	44	29
	Sainsbury's	290	254	88	266	92	250	86	179	62	82
	St Germain St	36	32	89	35	97	29	81	25	69	84
Ramsey	Mews Close	60	52	87	55	92	56	93	56	93	91
	One Leisure	34	22	65	17	50	18	53	14	41	52
St Ives	Cattle Market (Long-stay)	196	39	20	54	28	47	24	72	37	27
	Cattle Market (Short-stay)	197	54	27	122	62	105	53	63	32	44
	Darwoods Pond	83	28	34	30	36	37	45	47	57	43
	Globe Place	162	73	45	113	70	103	64	73	45	56
	One Leisure Indoor	210	81	39	74	35	168	80	62	30	46
	One Leisure Outdoor	108	Car park used for football tournament								
	Waitrose	75	28	37	35	47	34	45	45	60	47
St Neots	Brook St	13	10	77	8	62	11	85	8	62	71
	Priory Centre	31	25	78	28	88	27	84	12	38	72
	Priory Lane	35	15	43	15	43	19	54	10	29	42
	Priory Park	43	39	91	28	65	25	58	21	49	66
	Riverside Park	276	62	22	51	18	49	18	36	13	18
	Tan Yard	37	20	54	19	51	20	54	14	38	49
	Tebbutts Rd	241	153	63	165	68	161	67	109	45	61
	Waitrose	188	166	88	178	95	153	81	107	57	80
TOTAL		**3698**	**1781**	**48**	**1925**	**52**	**1897**	**51**	**1488**	**40**	**57**

Table 22 – Car park occupancy data the June 2026 Sunday survey

Across the district, average weekday occupancy increases from 46% at 10:00 to a peak of 49% at 12:00, before falling to 43% at 14:00 and 38% at 16:00. This pattern reflects the

influence of employment, shopping, appointments and other town centre activity, with the greatest pressure generally occurring during the late morning and lunchtime period.

In Huntingdon, demand is strongly concentrated within the most conveniently located town centre car parks. Great Northern Street records occupancy of between 80% and 92% throughout the day, while Princes Street reaches 94% at 10:00 and remains above 80% at 12:00. Mill Common also operates at between 81% and 87% until the early afternoon, and Sainsbury's reaches 80% at 12:00. These results demonstrate sustained pressure across several central facilities rather than isolated short-duration peaks.

Ingram Street records a consistent occupancy of between 75% and 77% throughout the day. Although this remains below the practical capacity threshold, the limited variation between survey periods indicates that spaces are occupied for relatively long periods and that spare capacity is consistently restricted.

By contrast, the Multi-Storey near Sainsbury's has substantial spare capacity, with occupancy ranging from 17% to 28%. Riverside is similarly underused, operating at only 17% to 20%. This demonstrates a pronounced imbalance between demand at the most popular surface car parks and the capacity available elsewhere within Huntingdon. One Leisure is moderately used earlier in the day but falls from 59% at 10:00 to 42% at 16:00.

In St Neots, the highest weekday pressure occurs at Priory Centre, which reaches 94% at both 10:00 and 12:00 and remains at 84% at 14:00. Tebbutts Road also experiences sustained demand, reaching 72% at midday and remaining above 55% throughout the day. As the principal long-stay facility serving the town centre, its occupancy pattern is consistent with employee and longer duration parking.

Other St Neots car parks retain more capacity. Riverside Park averages only 18% across the day despite providing 276 spaces, while Priory Park averages 35%. Priory Lane and Tan Yard experience moderate demand but generally remain below practical capacity. The evidence therefore indicates that pressure in St Neots is concentrated at Priory Centre and Tebbutts Road rather than reflecting an overall shortage of parking across the town.

In St Ives, weekday demand is more evenly distributed. Darwoods Pond records occupancy of between 52% and 65%, while Globe Place reaches 60% at midday. Cattle Market Short-Stay peaks at 59% and Cattle Market Long-Stay at 47%, indicating that both retain usable capacity during the neutral weekday period. One Leisure Outdoor is particularly underused, averaging approximately 10%, while the indoor facility records a higher but declining profile across the day.

In Godmanchester, Park Lane and Post Street operate under significant pressure. Park Lane reaches between 76% and 88%, while Post Street records between 74% and 81%. Bridge Place, despite providing 257 spaces, averages only 7% occupancy. The contrast demonstrates that proximity to destinations and customer preference have a substantially greater influence on usage than the overall quantity of parking available.

In Ramsey, Mews Close is consistently heavily occupied, ranging from 88% to 95% and averaging 92% across the day. This indicates that the car park is operating at or close to practical capacity for much of the weekday. One Leisure experiences substantially lower demand, averaging 55%.

Figure 18 presents the weekday peak occupancy across each of five towns with council owned car parks. Again, this excludes car parks that are not town centre focused.

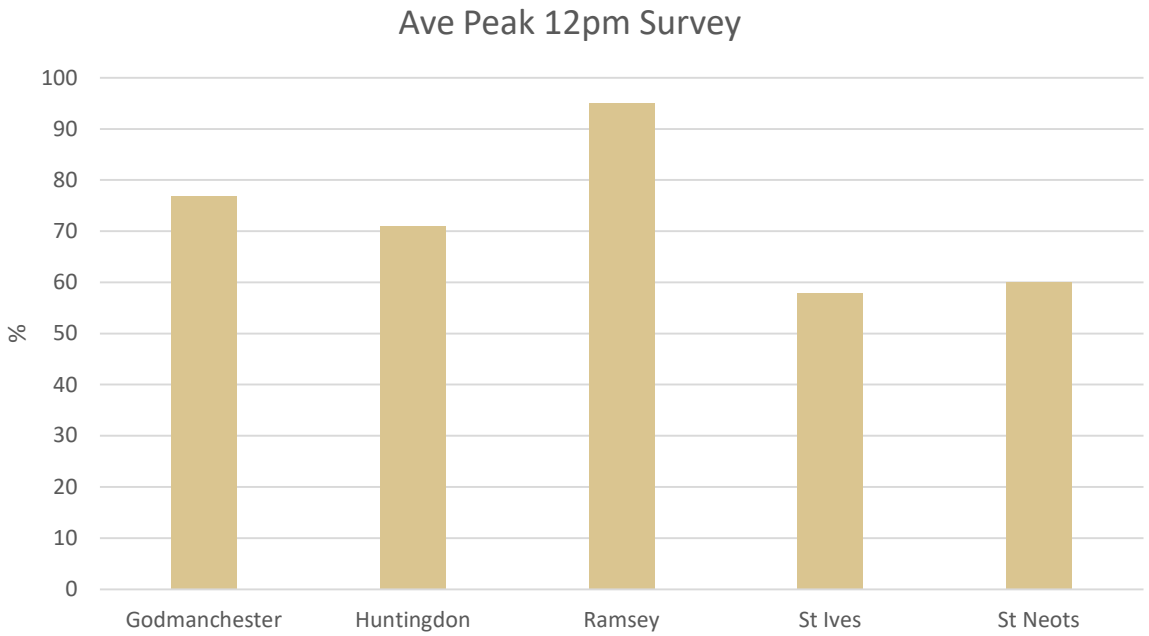


Figure 18 - Weekday peak occupancy by town (12:00 survey) June 2026

The June 2026 surveys highlight clear differences in parking demand across Huntingdonshire. At the average weekday 12:00 peak, Ramsey records the highest occupancy at around 95%, followed by Godmanchester at approximately 77% and Huntingdon at around 71%. St Neots and St Ives record lower peak levels of around 60% and 58% respectively, indicating greater overall headroom.

Ramsey is the most constrained location, with Mews Close operating at or close to practical capacity throughout much of the day. In Godmanchester, Park Lane and Post Street experience high occupancy, while Bridge Place remains significantly underused. This indicates that pressure is driven more by location and convenience than by an overall shortage of spaces.

Huntingdon shows a similar imbalance. Great Northern Street, Mill Common, Princes Street and Sainsbury's all experience strong weekday demand, while the Multi-Storey and Riverside retain substantial spare capacity. This suggests that the principal issue is the distribution of demand across the town rather than insufficient overall provision.

St Ives and St Neots generally have greater capacity to absorb weekday demand, although individual sites such as Priory Centre and Tebbutts Road in St Neots experience localised pressure.

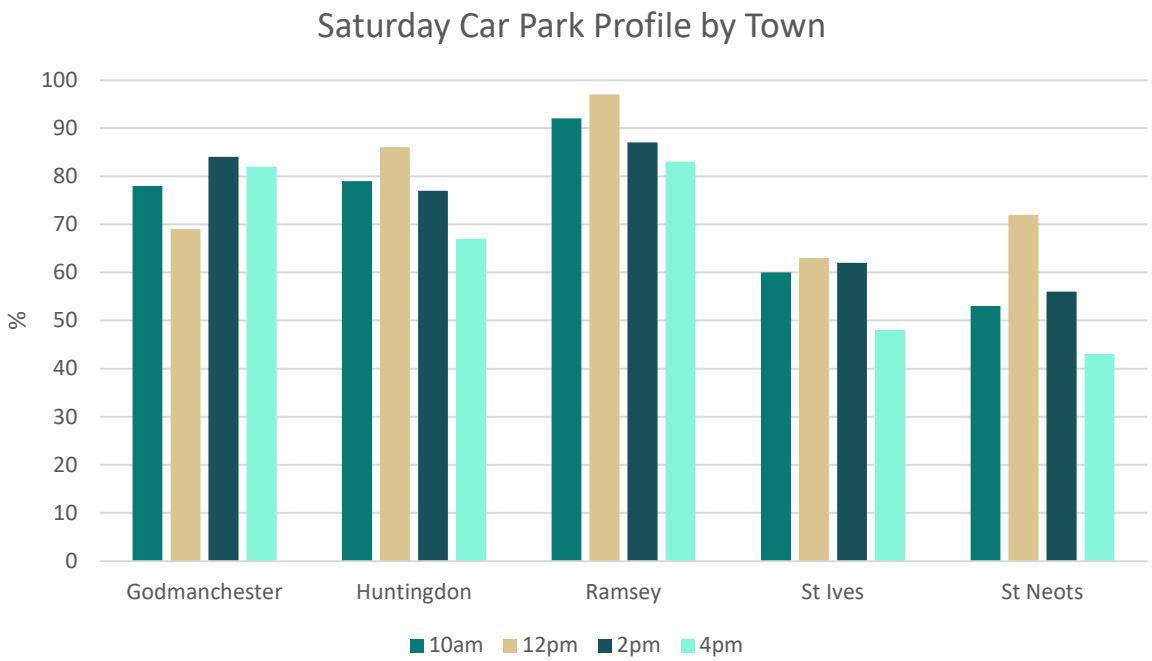


Figure 19 - Saturday occupancy profile by town June 2026

Figure 19 highlights the differences in Saturday parking demand across Huntingdonshire's towns and demonstrates how leisure, retail and visitor activity influence occupancy throughout the day. Ramsey again records the highest overall demand, remaining close to practical capacity across all four survey periods and peaking at approximately 97% at midday. This reflects the limited parking provision available within the town, where increased weekend activity cannot be readily absorbed by alternative facilities.

Huntingdon records the second highest level of Saturday demand, with occupancy rising from around 80% at 10:00 to approximately 87% at midday before gradually declining during the afternoon. Despite this relatively high overall occupancy, the town's larger parking portfolio continues to accommodate demand, although pressure remains concentrated within the most centrally located car parks rather than being evenly distributed across the network.

Godmanchester experiences a similar pattern, with occupancy increasing steadily to around 84% during the early afternoon before easing later in the day. The results again demonstrate that demand is focused on the town's smaller centrally located car parks.

St Neots and St Ives record lower overall Saturday occupancy, peaking at around 72% and 63% respectively. Both towns retain capacity across much of the day, although individual car parks experience considerably higher demand than the town wide averages suggest. This reinforces the conclusion that parking pressure across Huntingdonshire is generally driven by the popularity of specific locations rather than an overall shortage of parking provision.

Sunday parking demand presents a different pattern to both weekdays and Saturdays. Although overall occupancy is lower than the Saturday peak, several town centre and retail car parks continue to experience relatively high levels of use, reflecting the importance of shopping, leisure and visitor trips at weekends. Ramsey again records the highest overall demand, with Mews Close remaining close to practical capacity throughout the day, reinforcing that parking pressure is driven by constrained supply rather than weekday commuter activity.

Elsewhere, Huntingdon continues to experience strong demand at Princes Street, Sainsbury's and St Germain Street, while the Multi-Storey records substantially higher occupancy than on a typical weekday, demonstrating greater utilisation of available capacity during the weekend.

In St Neots, Waitrose and Priory Centre remain the busiest facilities, whereas Riverside Park continues to operate with considerable spare capacity. St Ives experiences a more balanced demand profile, with Globe Place attracting the highest occupancy but sufficient capacity remaining across the wider parking network. Overall, the Sunday surveys reinforce the wider findings that parking demand is concentrated within a relatively small number of popular, centrally located car parks, while several larger or more peripheral facilities continue to provide significant unused capacity.

Figure 20 illustrates the peak demand across the weekday, Saturday, and Sunday surveys during the June 2026 week.

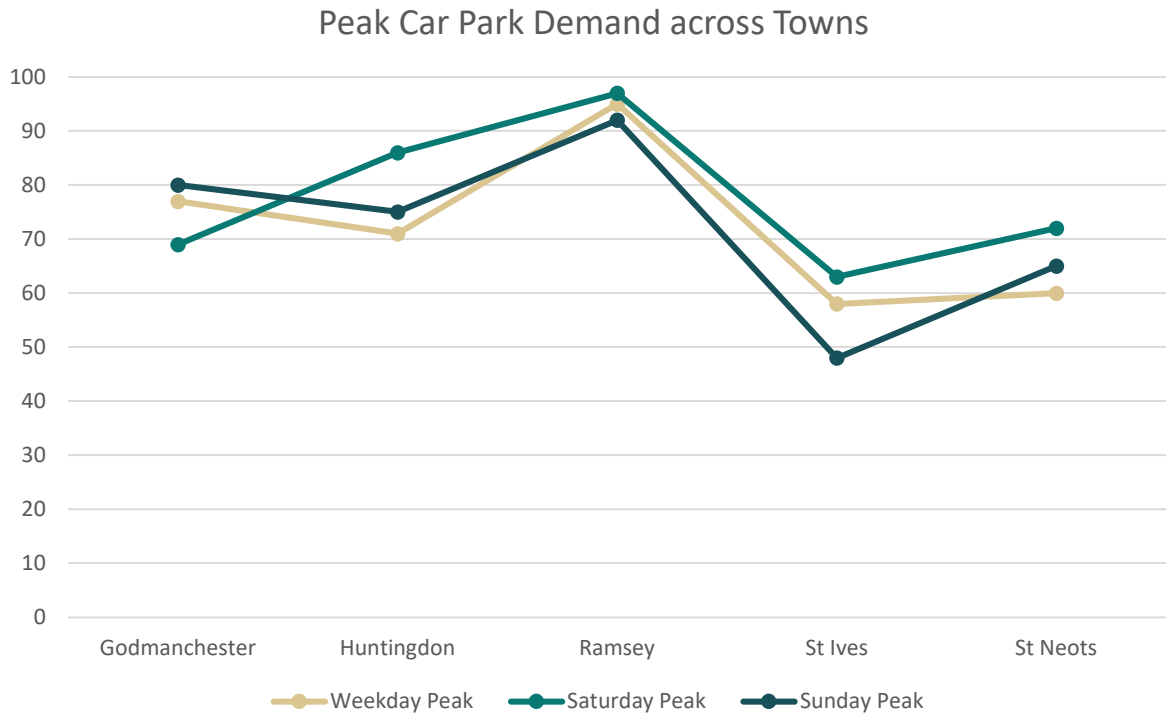


Figure 20 – Peak demand across the three survey periods during the June 2026 week

Figure 20 demonstrates that Saturday represents the peak period of parking demand across all five towns, with Sunday occupancy generally falling below Saturday levels

despite parking being free. This indicates that the intensity of retail, leisure and visitor activity has a greater influence on parking demand than pricing alone, with the busiest periods continuing to coincide with Saturday trading.

Ramsey again records the highest overall occupancy on Sunday, remaining close to practical capacity throughout the day and highlighting the limited flexibility within its parking provision. Huntingdon also maintains relatively high Sunday demand, although occupancy remains below Saturday levels, reflecting the town's diverse mix of retail, leisure and visitor destinations.

Godmanchester follows a similar pattern, with Sunday demand broadly comparable with the weekday peak but lower than Saturday, whilst St Ives records the lowest overall Sunday occupancy, demonstrating that sufficient capacity remains available across much of the town.

St Neots is the only town where average Sunday peak occupancy slightly exceeds the average weekday peak, although it remains below Saturday demand. This suggests that Sunday shopping and leisure activity generates additional demand compared with a typical weekday but does not exceed the levels experienced during the busiest weekend trading period.

5.6 COMPARISON ACROSS THE THREE SURVEY PERIODS

Alongside the district wide assessment, a town level analysis has been undertaken to examine how parking demand varies within each settlement across the survey programme. This approach provides a clearer understanding of local demand patterns and how they change between the neutral week surveys undertaken in June, the October half-term period, and the pre-Christmas period.

The figures below present a comparative overview of parking demand across all Council operated car parks within each town, drawing on averaged data from the weekday, Saturday and Sunday surveys for each survey period. This provides a balanced representation of typical parking demand while smoothing short-term fluctuations associated with individual days and enabling meaningful comparisons between survey periods.

For transparency and completeness, separate graphs showing the weekday, Saturday and Sunday demand profiles for each town are provided in Appendix B. These allow more detailed interrogation of day-specific parking behaviour where required, whilst the main report focuses on the wider trends, seasonal variation and comparative performance across Huntingdonshire.

Godmanchester car parks

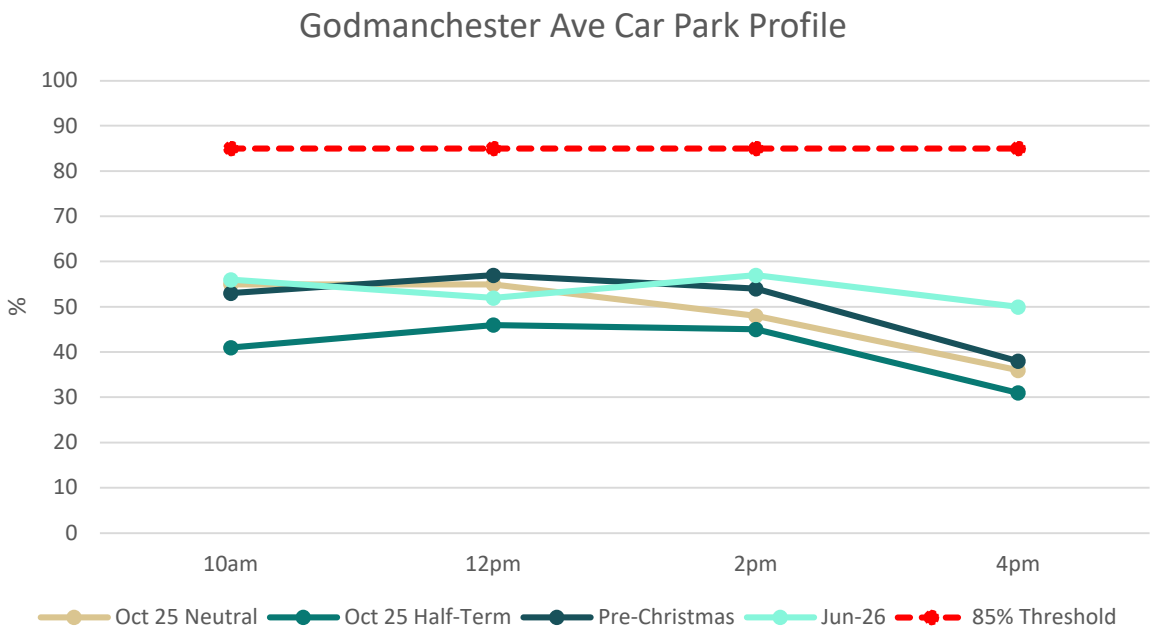


Figure 21 – Godmanchester average car park profile across the four survey periods

The averaged car park profile for Godmanchester demonstrates consistently low levels of parking pressure across all four survey periods, with demand at no point approaching the 85% occupancy threshold at which drivers typically begin to experience difficulty in finding a space. Across the June 2026 neutral week, October neutral week, October half-term and pre-Christmas surveys, demand remains relatively stable throughout the day, generally peaking between 12:00 and 14:00 before declining during the afternoon.

The overall averages are, however, heavily influenced by Bridge Place, which accounts for approximately 82% of the total parking supply in Godmanchester and consistently operates at very low occupancy, typically recording single-digit utilisation throughout the day. This significantly suppresses the town wide averages and masks the much higher levels of demand observed at the smaller town centre car parks, particularly Park Lane and Post Street. It should be noted that Bridge Place car park is now closed.

Comparison of the four survey periods demonstrates a remarkably consistent pattern of parking demand. The June 2026 surveys record marginally higher occupancy during the early afternoon than the October neutral week, whilst the pre-Christmas surveys show the greatest uplift around midday, reflecting increased seasonal activity. Despite these variations, the overall profile changes very little throughout the year, with the town continuing to operate comfortably within its overall parking capacity.

This reinforces the conclusion that the principal issue in Godmanchester is not the overall quantity of parking available, but the uneven distribution of demand between the centrally located free car parks and the underutilised Bridge Place car park.

Huntingdon car parks

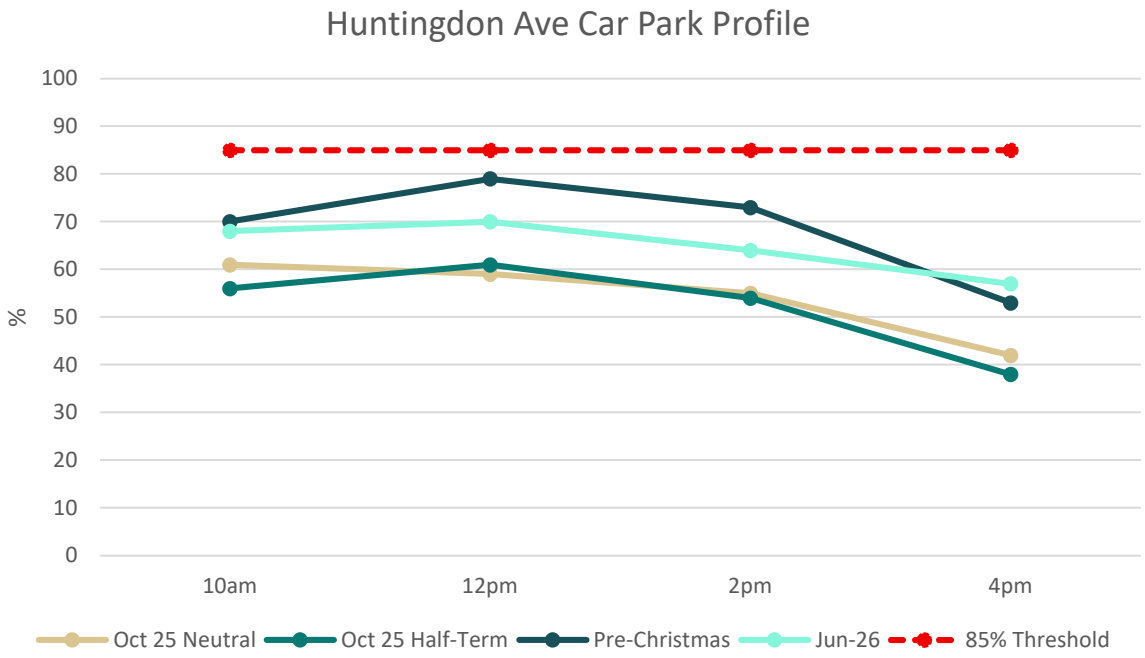


Figure 22 – Huntingdon average car park profile across the four survey periods

The averaged car park profile for Huntingdon shows a more varied demand pattern than Godmanchester, reflecting the town's role as the district's principal centre and its substantially larger parking supply. Across the June 2026 neutral week, October neutral week and October half-term surveys, average occupancy remains comfortably below the 85% threshold throughout the day, with demand generally peaking around midday before declining during the afternoon. The pre-Christmas surveys continue to record the highest levels of demand, particularly at 12:00, reflecting the additional pressures associated with seasonal shopping and visitor activity.

Huntingdon accommodates approximately 38% of the total Council operated parking spaces across the district, and this extensive supply plays a key role in moderating overall occupancy levels. Demand is spread across a large number of car parks, which reduces average town wide occupancy, even though several centrally located car parks regularly experience much higher utilisation than the overall profile suggests.

The inclusion of car parks that do not primarily serve the town centre, most notably Riverside and Hinchingbrooke Country Park, also suppresses the average profile. These sites typically operate at relatively low occupancy during the survey periods considered, yet are known to experience significantly higher demand during the summer months and periods of good weather, particularly Riverside, which functions primarily as a leisure and visitor destination rather than a traditional town centre car park.

Comparison of the four survey periods demonstrates a consistent pattern of demand, with occupancy increasing towards midday before reducing during the afternoon. The June 2026 surveys record stronger average demand than both the October neutral week

and October half-term throughout much of the day, although they remain below the pre-Christmas profile.

Despite the seasonal uplift observed before Christmas, the town wide average never reaches the 85% occupancy threshold, indicating that Huntingdon retains overall capacity to accommodate demand. This reinforces the conclusion that the principal challenge is not the overall quantity of parking available, but the uneven distribution of demand between the most popular town centre car parks and those with substantial spare capacity elsewhere in the parking network.

Ramsey car parks

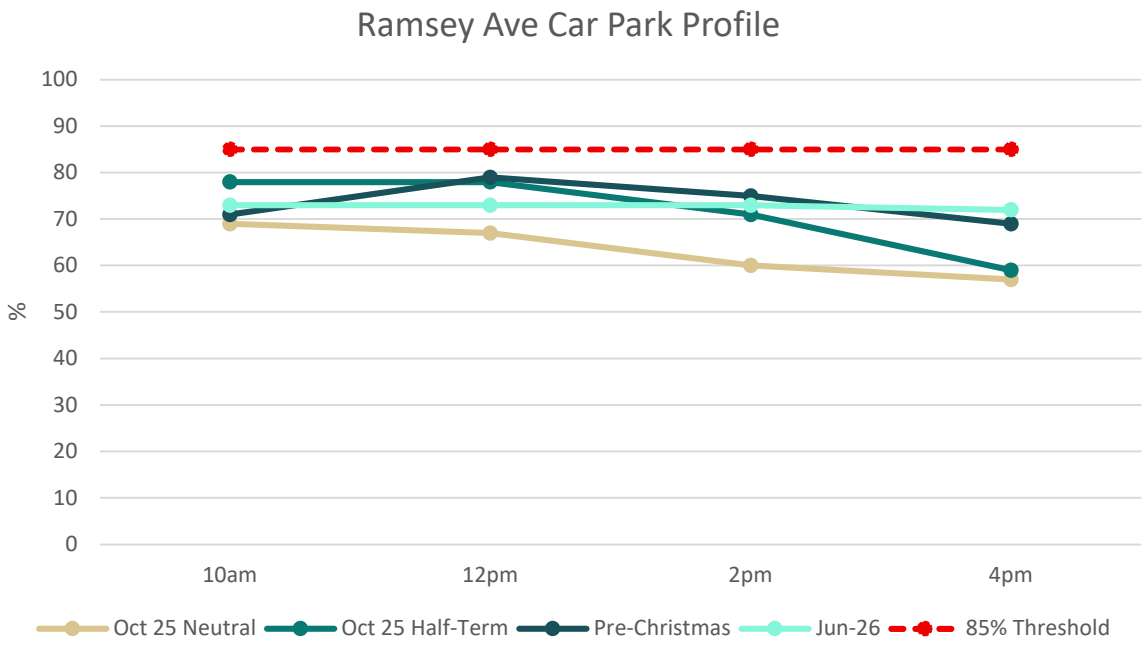


Figure 23 – Ramsey average car park profile across the four survey periods

The averaged car park profile for Ramsey highlights a fundamentally different demand pattern to the larger towns within Huntingdonshire, driven primarily by the very limited supply of off-street parking serving the town centre. Across all four survey periods, demand remains consistently high throughout the day, with average occupancy typically ranging between 70% and 80%. Although the June 2026 surveys record the highest neutral week profile, the half-term and pre-Christmas surveys continue to demonstrate that relatively modest increases in town centre activity quickly translate into higher levels of parking demand.

The presence of the One Leisure car park plays a critical role in moderating the overall average profile. Its inclusion provides additional capacity that keeps the town wide average below the 85% operational threshold. However, this masks the much higher levels of utilisation experienced at Mews Close, the town's principal parking facility. When considered in isolation, Mews Close regularly operates at or above the practical capacity threshold throughout the survey programme, indicating that parking demand is

constrained by the limited supply of centrally located spaces rather than short-term peaks in activity.

Comparison of the four survey periods demonstrates relatively little variation compared with the other towns across the district. Whilst the pre-Christmas surveys record the strongest midday demand and the October neutral week the lowest, the overall profile remains remarkably consistent throughout the year. This suggests that parking demand in Ramsey is less influenced by seasonality than by the limited availability of off-street parking serving the town centre.

Taken together, the surveys indicate that Ramsey operates with very limited resilience within its town centre parking offer. Although the inclusion of One Leisure provides some additional capacity, the continued pressure experienced at Mews Close suggests that any future growth in demand is likely to increase parking pressure unless opportunities are identified to improve the distribution of parking or expand provision closer to the town centre.

St Ives car parks

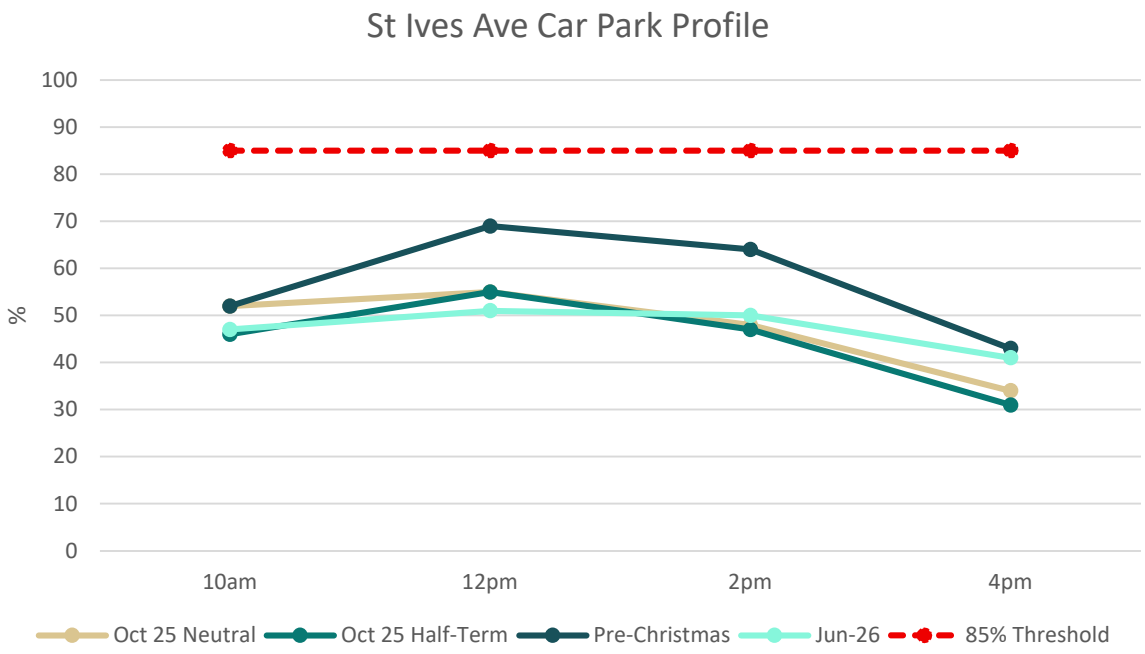


Figure 24 – St Ives average car park profile across the four survey periods

The averaged car park profile for St Ives indicates a comparatively balanced parking position, with sufficient capacity across the town when all Council operated car parks are considered together. The June 2026 neutral week, October neutral week and October half-term surveys all display a very similar demand profile, with occupancy increasing towards midday before declining steadily through the afternoon. This consistency suggests that both typical weekday activity and school holiday periods place comparable levels of pressure on the town's parking provision.

The pre-Christmas surveys record a noticeable uplift in demand, particularly between 12:00 and 14:00, reflecting increased retail and visitor activity associated with the festive period. Even so, the town wide average remains comfortably below the 85% occupancy threshold throughout the day, indicating that St Ives retains sufficient overall capacity to accommodate seasonal demand.

It is important to recognise that these averages are influenced by the presence of the two One Leisure car parks, particularly One Leisure Outdoor, which records consistently low levels of occupancy and therefore suppresses the overall town profile. As a result, the averaged figures understate the pressure experienced at the principal town centre car parks. During the pre-Christmas surveys, and particularly on Saturdays, Globe Place, Cattle Market Short-Stay and Waitrose all experience considerably higher levels of demand than the town wide average would suggest.

Overall, the surveys demonstrate that St Ives benefits from a well distributed parking portfolio with sufficient overall capacity throughout the year. However, seasonal increases in demand continue to be focused on a relatively small number of centrally located car parks, reinforcing the need to manage demand at an individual site level through appropriate parking management, signage and customer information rather than increasing parking provision across the town as a whole.

St Neots car parks

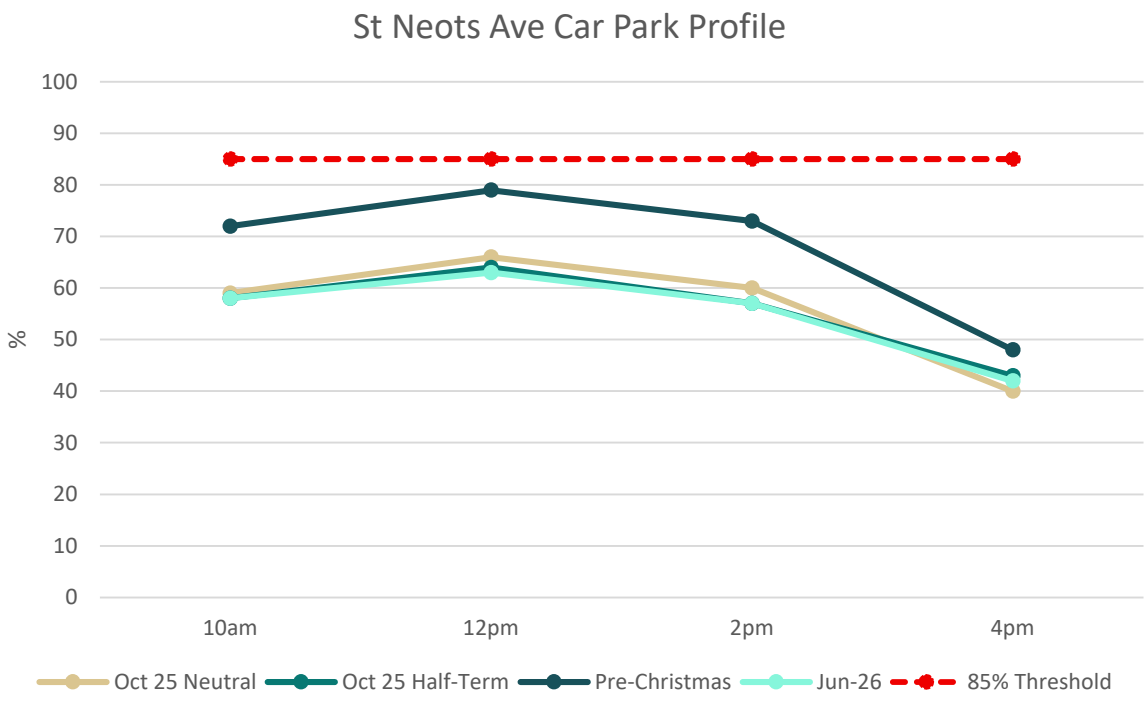


Figure 25 – St Neots average car park profile across the four survey periods

The averaged car park profile for St Neots indicates a generally well-balanced parking position throughout much of the year, with sufficient capacity when the full portfolio of Council operated car parks is considered together. The June 2026 neutral week, October neutral week and October half-term surveys all exhibit a very similar profile, with demand

increasing towards a midday peak before declining steadily during the afternoon. This consistency suggests that parking demand in St Neots is driven primarily by regular town centre activity, with relatively little variation outside the peak Christmas trading period.

The pre-Christmas surveys show a more pronounced uplift in demand, particularly at 12:00, where average occupancy approaches 80%. Although this remains below the 85% practical capacity threshold, it demonstrates the additional pressure generated by seasonal shopping and visitor activity. The overall profile nevertheless indicates that the town retains sufficient capacity to accommodate this increase in demand.

These averaged figures are, however, influenced by the presence of Riverside Park, which provides approximately one-third of St Neots' Council operated parking spaces. Owing to its location on the edge of the town centre, Riverside Park consistently records lower occupancy than the more centrally located car parks, reducing the overall town wide average. If Riverside Park were excluded from the analysis, average occupancy at the busiest central car parks would be considerably higher, with facilities such as Priory Centre and Tebbutts Road regularly operating close to practical capacity during peak periods.

It is also important to recognise that Riverside Park serves a different function to the principal town centre car parks. As a riverside leisure destination, its demand is likely to increase significantly during the summer months and periods of good weather, meaning that its lower occupancy during the autumn and winter surveys should not be interpreted as structural underuse.

Overall, the surveys demonstrate that St Neots has sufficient parking capacity at a town wide level, but that demand remains concentrated within a relatively small number of centrally located car parks.

5.7 DURATION OF STAY SURVEYS

An assessment of parking duration has been undertaken to provide insight into how effectively council operated car parks in Huntingdonshire support turnover and, by extension, town centre activity. Understanding how long vehicles remain parked is critical in assessing whether parking provision is functioning as intended, particularly in balancing access for short-stay visitors with the needs of longer-stay users.

Where turnover is low, this can indicate that parking controls or pricing structures allow vehicles to remain parked for extended periods, limiting space availability for other users and reducing the number of visitors able to access nearby shops, services, and facilities. Conversely, very high turnover may suggest that parking charges or time restrictions are discouraging longer visits, which can suppress dwell time and associated economic activity. The objective is therefore not to maximise turnover in isolation, but to achieve a balanced pattern of use that supports the local economy.

Duration of stay was assessed using vehicle registration data collected at the same time intervals as the occupancy surveys (10:00, 12:00, 14:00, and 16:00). Vehicles observed

across three or four survey periods are likely to be associated with longer-stay activity, such as employees, business owners, or commuters. In contrast, vehicles present for one or two survey periods are more indicative of short-stay trips, including shopping, leisure, or service visits.

To quantify turnover, the concept of a "parking act" has been applied. A parking act represents a single instance of a parking space being used by a vehicle during the survey day. Where a different vehicle occupies the same bay at successive survey points, each instance is counted as a separate parking act. Higher numbers of parking acts per space therefore indicate greater turnover, while lower figures suggest more static use.

Car parks with consistently low parking acts relative to their capacity are likely to be underperforming in terms of supporting town centre vitality, particularly where they are intended to serve short-stay demand. Conversely, car parks showing a strong concentration of parking acts within shorter durations (typically up to two hours) demonstrate healthier operational performance. It is recognised, however, that some car parks are intentionally long-stay in nature, including those serving employment areas or rail stations, where extended parking durations are both expected and appropriate.

Neutral October week

Table 23 presents the average weekday parking act analysis derived from the neutral week surveys, with Appendix C providing a disaggregated daily breakdown to enable more detailed consideration of individual weekdays. Table 24 sets out the corresponding Saturday analysis, while Table 25 presents the Sunday results for the same period. Together, these tables provide a robust, evidence base for understanding how different car parks operate in practice, the extent to which turnover supports town centre activity, and where changes to parking management or tariff structures may be warranted.

Town	Car Park	Acts (A)	Spaces (S)	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	25	257	0.1	9	36	5	20	4	16	7	28
	Park Lane	42	25	1.7	27	64	6	14	5	12	4	10
	Post Street	41	31	1.3	24	59	5	12	4	10	8	20
Huntingdon	Great Northern St	131	71	1.8	44	34	44	34	20	15	23	18
	Hinchingbrooke Country Park	72	60	1.2	57	79	7	10	8	11	0	0
	Ingram St	64	44	1.5	23	36	10	16	13	20	18	28
	Mill Common	61	52	1.2	24	39	10	16	12	20	15	25
	Multi-Storey (nr Sainsbury's)	293	404	0.7	255	87	27	9	9	3	2	1
	One Leisure	128	171	0.7	82	64	33	26	8	6	5	4
	Princes St	190	77	2.5	163	86	18	9	6	3	3	2
	Riverside	56	190	0.3	37	66	8	14	6	11	5	9
	Sainsbury's	644	290	2.2	597	93	44	7	3	0	0	0
	St Germain St	54	36	1.5	45	83	7	13	2	4	0	0
Ramsey	Mews Close	156	60	2.6	86	55	43	28	11	7	16	10
	One Leisure	82	34	2.4	65	79	12	15	4	5	1	1
St Ives	Cattle Market (Long-stay)	143	196	0.7	80	56	27	19	22	15	14	10
	Cattle Market (Short-stay)	329	197	1.7	299	91	30	9	0	0	0	0
	Darwoods Pond	92	83	1.1	42	46	21	23	12	13	17	18
	Globe Place	180	162	1.1	122	68	24	13	15	8	19	11
	One Leisure Indoor	269	210	1.3	251	93	13	5	2	1	3	1
	One Leisure Outdoor	22	108	0.2	16	73	3	14	2	9	1	5
	Waitrose	121	75	1.6	121	100	0	0	0	0	0	0
St Neots	Brook St	27	13	2.1	20	74	7	26	0	0	0	0
	Priory Centre	34	49	0.7	10	29	10	29	5	15	9	26
	Priory Lane	70	35	2.0	65	93	4	6	1	1	0	0
	Priory Park	109	43	2.5	88	81	17	16	2	2	2	2
	Riverside Park	150	276	0.5	109	73	24	16	9	6	8	5
	Tan Yard	46	37	1.2	28	61	8	17	2	4	8	17
	Tebbutts Rd	343	241	1.4	198	58	73	21	43	13	29	8
	Waitrose	361	188	1.9	348	96	13	4	0	0	0	0

Table 23 – Duration of stay data, weekday average from neutral week survey

Town	Car Park	Acts (A)	Spaces	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	22	257	0.1	17	77	3	14	2	9	0	0
	Park Lane	32	25	1.3	23	72	6	19	3	9	0	0
	Post Street	55	31	1.8	35	64	9	16	5	9	6	11
Huntingdon	Great Northern St	108	71	1.5	49	45	23	21	17	16	19	18
	Hinchingbrooke Country Park	166	60	2.8	161	97	5	3	0	0	0	0
	Ingram St	59	44	1.3	32	54	10	17	9	15	8	14
	Mill Common	75	52	1.4	41	55	19	25	10	13	5	7
	Multi-Storey (nr Sainsbury's)	409	404	1.0	362	89	47	11	0	0	0	0
	One Leisure	178	171	1.0	112	63	41	23	16	9	9	5
	Princes St	184	77	2.4	154	84	29	16	1	1	0	0
	Riverside	49	190	0.3	28	57	9	18	4	8	8	16
	Sainsbury's	647	290	2.2	572	88	75	12	0	0	0	0
	St Germain St	80	36	2.2	57	71	23	29	0	0	0	0
Ramsey	Mews Close	150	60	2.5	81	54	50	33	9	6	10	7
	One Leisure	79	34	2.3	72	91	5	6	2	3	0	0
St Ives	Cattle Market (Long-stay)	166	196	0.8	85	51	33	20	27	16	21	13
	Cattle Market (Short-stay)	429	197	2.2	374	87	55	13	0	0	0	0
	Darwoods Pond	95	83	1.1	46	48	21	22	17	18	11	12
	Globe Place	238	162	1.5	136	57	43	18	20	8	39	16
	One Leisure Indoor	337	210	1.6	294	87	34	10	7	2	2	1
	One Leisure Outdoor	137	108	1.3	92	67	26	19	15	11	4	3
	Waitrose	171	75	2.3	170	99	1	1	0	0	0	0
St Neots	Brook St	35	13	2.7	30	86	5	14	0	0	0	0
	Priory Centre	41	49	0.8	12	29	9	22	7	17	13	32
	Priory Lane	61	35	1.7	57	93	3	5	1	2	0	0
	Priory Park	100	43	2.3	85	85	9	9	4	4	2	2
	Riverside Park	263	276	1.0	230	87	11	4	7	3	15	6
	Tan Yard	36	37	1.0	20	56	5	14	7	19	4	11
	Tebbutts Rd	369	241	1.5	251	68	56	15	25	7	37	10
	Waitrose	463	188	2.5	457	99	6	1	0	0	0	0

Table 24 – Duration of stay data, Saturday neutral week survey

Town	Car Park	Acts (A)	Spaces	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	33	257	0.1	8	24	1	3	1	3	23	70
	Park Lane	54	25	2.2	43	80	3	6	4	7	4	7
	Post Street	52	31	1.7	35	67	6	12	3	6	8	15
Huntingdon	Great Northern St	72	71	1.0	21	29	23	32	8	11	20	28
	Hinchingbrooke Country Park	190	60	3.2	156	82	30	16	4	2	0	0
	Ingram St	54	44	1.2	43	80	10	19	1	2	0	0
	Mill Common	71	52	1.4	35	49	16	23	10	14	10	14
	Multi-Storey (nr Sainsbury's)	320	404	0.8	284	89	34	11	2	1	0	0
	One Leisure	116	171	0.7	99	85	16	14	1	1	0	0
	Princes St	195	77	2.5	138	71	41	21	12	6	4	2
	Riverside	87	190	0.5	72	83	13	15	2	2	0	0
	Sainsbury's	459	290	1.6	404	88	33	7	17	4	5	1
	St Germain St	81	36	2.3	51	63	19	23	8	10	3	4
Ramsey	Mews Close	120	60	2.0	68	57	43	36	5	4	4	3
	One Leisure	44	34	1.3	35	80	8	18	1	2	0	0
St Ives	Cattle Market (Long-stay)	122	196	0.6	63	52	27	22	19	16	13	11
	Cattle Market (Short-stay)	250	197	1.3	223	89	20	8	5	2	2	1
	Darwoods Pond	161	83	1.9	129	80	15	9	7	4	10	6
	Globe Place	255	162	1.6	152	60	48	19	24	9	31	12
	One Leisure Indoor	139	210	0.7	41	29	54	39	26	19	18	13
	One Leisure Outdoor	68	108	0.6	24	35	28	41	10	15	6	9
	Waitrose	143	75	1.9	130	91	8	6	5	3	0	0
St Neots	Brook St	25	13	1.9	17	68	5	20	2	8	1	4
	Priory Centre	43	49	0.9	25	58	10	23	5	12	3	7
	Priory Lane	49	35	1.4	33	67	11	22	2	4	3	6
	Priory Park	74	43	1.7	50	68	16	22	5	7	3	4
	Riverside Park	149	276	0.5	74	50	38	26	17	11	20	13
	Tan Yard	42	37	1.1	30	71	8	19	3	7	1	2
	Tebbutts Rd	359	241	1.5	251	70	67	19	20	6	21	6
	Waitrose	377	188	2.0	219	58	90	24	38	10	30	8

Table 25 – Duration of stay data, Sunday neutral week survey

Across the district, a consistent relationship is observed between day type and turnover. Saturdays generate the highest number of parking acts in almost all town centre locations, reflecting the combination of strong retail and leisure demand with the continued presence of parking charges and stay controls. Weekday parking acts are generally lower than Saturdays but remain relatively strong in central locations,

indicating a mix of short-stay visitor activity alongside some longer-stay commuter or employee parking. Sundays, by contrast, consistently record fewer parking acts, even where occupancy levels remain high. This reduction in parking acts strongly suggests longer dwell times associated with the removal of parking charges and time limits, rather than a reduction in overall demand.

This effect is particularly evident in the district's principal town centres. In Huntingdon, high activity car parks such as Princes Street, Sainsbury's, and Great Northern Street continue to record strong turnover on weekdays and Saturdays, with a clear dominance of 0–2 hour stays supporting retail and service uses. On Sundays, these same locations show a marked reduction in parking acts, accompanied by a greater proportion of longer stays. This indicates a shift away from short, high-turnover visits towards more leisure oriented, longer duration parking, reinforcing the conclusion that free parking suppresses turnover rather than stimulating additional peak demand.

A similar pattern is observed in St Ives and St Neots. Core town centre car parks such as Cattle Market (Short-Stay), Priory Lane, Waitrose (St Neots), and Brook Street show high acts per space during weekdays and Saturdays, confirming their role in supporting town centre vitality. On Sundays, turnover reduces noticeably, with longer dwell times becoming more prevalent across both towns. While these locations remain well used, the lower number of parking acts demonstrates that fewer individual visitors are accessing each space over the course of the day.

The relationship between car park size and turnover is a critical factor in interpreting the results. Larger car parks, particularly those with a leisure or destination focus, consistently record lower acts per space. Examples include Riverside Park in St Neots, Riverside (Huntingdon), and the Priory Centre (St Neots), which show relatively low turnover across all survey days. These facilities are designed to accommodate longer stays and, as such, contribute less to short-stay economic activity. When included in town wide averages, they significantly dilute overall turnover metrics and can mask the intensity of demand and turnover within core town-centre locations.

This effect is most pronounced in Godmanchester, where Bridge Place accounts for the majority of off-street supply but records extremely low acts per space across all survey days. As a result, overall turnover in the town appears weak, despite Park Lane and Post Street performing strongly as short-stay facilities. A similar, though less extreme, pattern is evident in St Neots, where Riverside Park represents a substantial proportion of supply but exhibits much lower turnover than the town's central car parks.

Ramsey presents a contrasting picture. The town centre car park at Mews Close consistently records high acts per space across weekdays, Saturdays, and Sundays, reflecting a constrained supply and concentrated demand rather than unusually high overall activity. The presence of the One Leisure car park reduces the town wide average slightly, but even with this included, Ramsey exhibits some of the strongest turnover characteristics in the district. This reinforces the conclusion that supply concentration,

rather than charging policy, is the dominant driver of parking pressure and turnover in the town.

Across all towns, Saturdays consistently show the strongest alignment between high parking acts and a dominant 0–2 hour stay profile, particularly in short-stay and retail adjacent car parks. Weekdays show a more mixed pattern, with evidence of longer stays in some locations reflecting commuter and employee use. Sundays diverge most clearly, with lower parking acts and a broader distribution of stay durations, confirming that free parking encourages longer dwell times rather than increased access to parking spaces.

Figures 23 to 25 present visual summaries of the duration of stay patterns recorded during the neutral week surveys, with separate figures provided for the weekday, Saturday, and Sunday datasets. Together, these figures illustrate how parking behaviour and turnover vary by town and by day type, providing a clear comparison of short-stay and long-stay usage across the district's towns with council operated car parks. The visual analysis highlights differences in how car parks function under typical operating conditions, and provides a robust evidence base to inform the car park strategy, particularly when considering opportunities to optimise space utilisation, manage turnover, and support town centre and local economic activity.

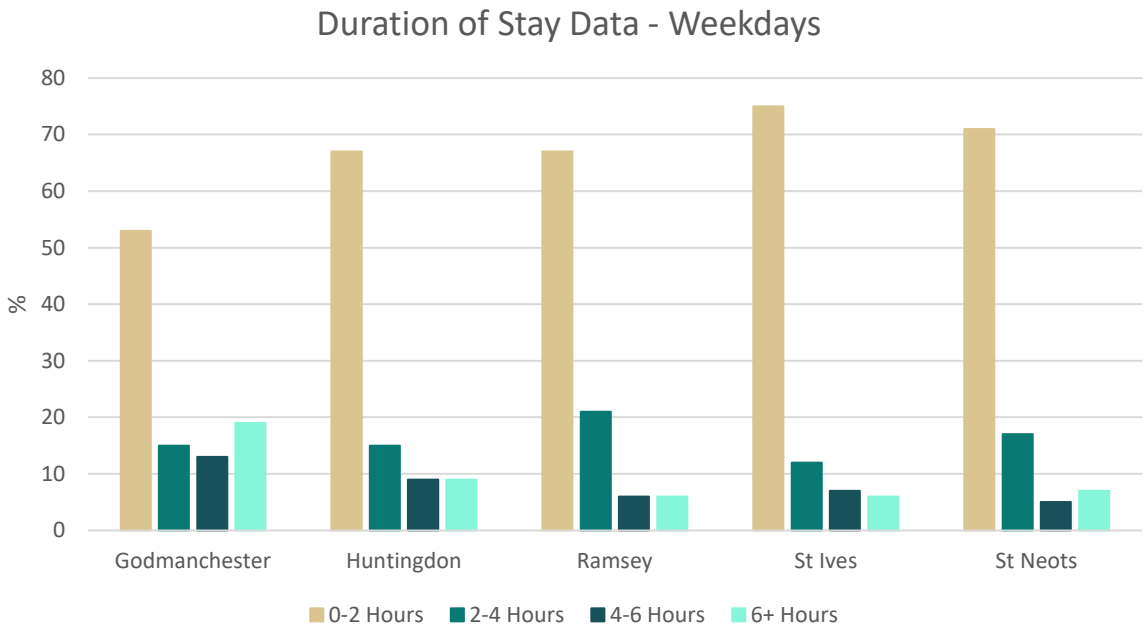


Figure 26 – Breakdown of parking acts across town car parks from neutral weekday surveys (ave)

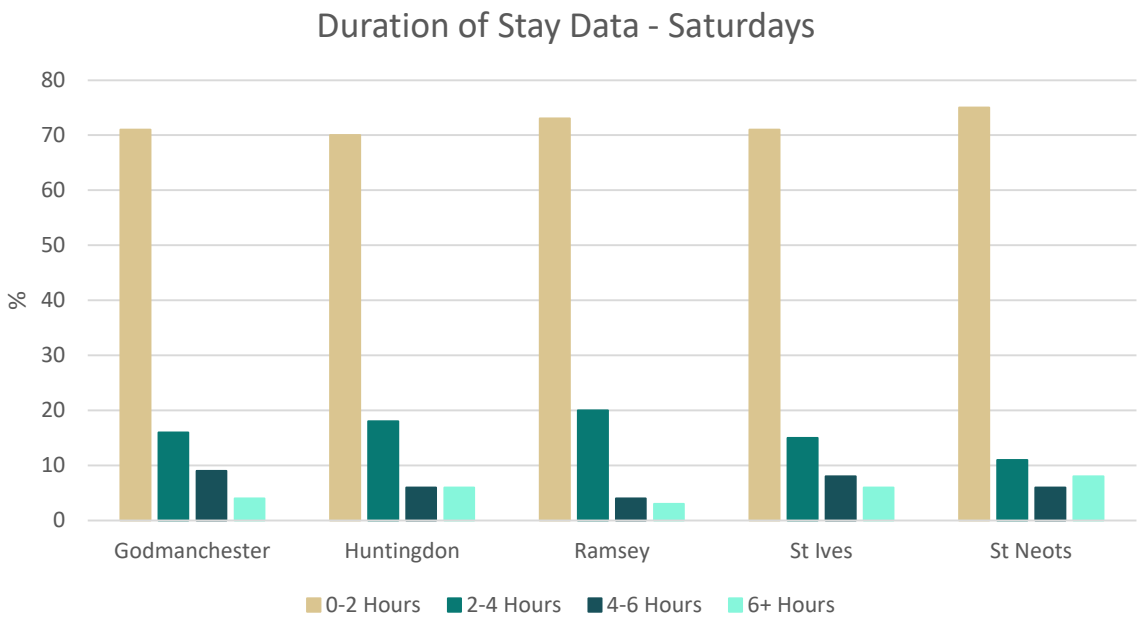


Figure 27 – Breakdown of parking acts across town car parks from neutral Saturday survey

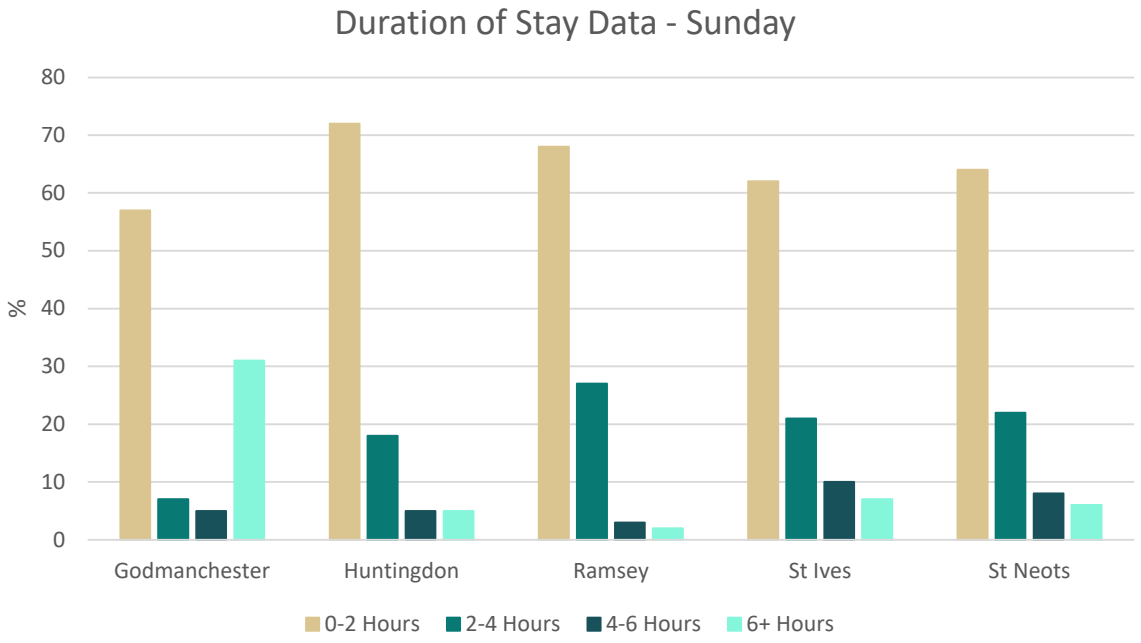


Figure 28 – Breakdown of parking acts across town car parks from neutral Sunday survey

Taken collectively, Figures 26 to 28 illustrate a broadly consistent behavioural profile across the district, with short-stay parking forming the dominant mode of use regardless of day type, while longer stays are more spatially and temporally concentrated.

Across all towns, the 0–2 hour category accounts for the majority of parking acts on weekdays and Saturdays, reinforcing the role of town centre car parks in supporting short shopping, service, and leisure trips rather than long-duration parking. This pattern is most pronounced on Saturdays, when short-stay demand increases further, reflecting stronger retail and discretionary activity. The consistency between towns suggests that,

despite differences in scale and supply, parking behaviour is shaped more by the function of town centres than by localised variations in management or layout.

Sunday patterns differ more clearly from weekdays and Saturdays. While short stays remain the largest single category, there is an increase in longer duration parking in several towns. This reflects the absence of charging and time restrictions on Sundays, which enables visitors to remain parked for longer periods and reduces turnover. The effect is most visible in towns with leisure destinations or larger peripheral car parks, where vehicles are more likely to remain parked across multiple survey periods.

Differences between towns are also evident in how evenly parking acts are distributed across stay lengths. Larger towns with a wider mix of car park types, such as Huntingdon and St Neots, show a more balanced spread between short and medium-stay parking, indicating a combination of retail, service, and longer-duration activity. In contrast, smaller towns or those with a more concentrated supply, such as Ramsey, display a stronger skew towards short stays.

October half-term week

Tables 26 to 28 present the duration of stay and parking act analysis for the October half-term survey period, covering weekday, Saturday, and Sunday conditions. This set of tables captures parking behaviour during a period of increased leisure activity and non-routine travel associated with the school holidays, providing a useful contrast to the neutral week baseline.

Town	Car Park	Acts (A)	Spaces (S)	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	37	257	0.1	11	30	3	8	6	16	17	46
	Park Lane	27	25	1.1	14	52	5	19	4	15	4	15
	Post Street	35	31	1.1	18	51	5	14	3	9	9	26
Huntingdon	Great Northern St	146	71	2.1	72	49	44	30	23	16	7	5
	Hinchingbrooke Country Park	95	60	1.6	57	60	29	31	9	9	0	0
	Ingram St	121	44	2.8	78	64	31	26	9	7	3	2
	Mill Common	135	52	2.6	54	40	41	30	27	20	13	10
	Multi-Storey (nr Sainsbury's)	449	404	1.1	233	52	160	36	56	12	0	0
	One Leisure	202	171	1.2	83	41	74	37	24	12	21	10
	Princes St	182	77	2.4	127	70	33	18	14	8	8	4
	Riverside	69	190	0.4	14	20	21	30	19	28	15	22
	Sainsbury's	620	290	2.1	464	75	144	23	12	2	0	0
	St Germain St	85	36	2.4	47	55	26	31	9	11	3	4
Ramsey	Mews Close	170	60	2.8	101	59	49	29	8	5	12	7
	One Leisure	77	34	2.3	60	78	15	19	2	3	0	0
St Ives	Cattle Market (Long-stay)	136	196	0.7	72	53	29	21	19	14	16	12
	Cattle Market (Short-stay)	340	197	1.7	312	92	26	8	2	1	0	0
	Darwoods Pond	85	83	1.0	37	44	18	21	9	11	21	25
	Globe Place	185	162	1.1	115	62	27	15	18	10	25	14
	One Leisure Indoor	260	210	1.2	236	91	16	6	4	2	4	2
	One Leisure Outdoor	18	108	0.2	12	67	2	11	1	6	3	17
	Waitrose	121	75	1.6	121	100		0	0	0	0	0
St Neots	Brook St	20	13	1.5	13	65	3	15	3	15	1	5
	Priory Centre	41	49	0.8	17	41	10	24	5	12	9	22
	Priory Lane	62	35	1.8	53	85	8	13	1	2	0	0
	Priory Park	81	43	1.9	61	75	12	15	3	4	5	6
	Riverside Park	188	276	0.7	126	67	27	14	17	9	18	10
	Tan Yard	36	37	1.0	15	42	6	17	6	17	9	25
	Tebbutts Rd	379	241	1.6	233	61	51	13	36	9	59	16
	Waitrose	345	188	1.8	340	99	5	1	0	0	0	0

Table 26 – Duration of stay data, weekday average from October half-term week survey

Town	Car Park	Acts (A)	Spaces	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	18	257	0.1	14	78	2	11	0	0	2	11
	Park Lane	25	25	1.0	15	60	3	12	5	20	2	8
	Post Street	46	31	1.5	30	65	5	11	3	7	8	17
Huntingdon	Great Northern St	123	71	1.7	56	46	30	24	18	15	19	15
	Hinchingbrooke Country Park	193	60	3.2	148	77	36	19	8	4	1	1
	Ingram St	90	44	2.0	49	54	22	24	11	12	8	9
	Mill Common	105	52	2.0	54	51	28	27	13	12	10	10
	Multi-Storey (nr Sainsbury's)	437	404	1.1	355	81	72	16	10	2	0	0
	One Leisure	198	171	1.2	96	48	65	33	28	14	9	5
	Princes St	165	77	2.1	127	77	38	23	0	0	0	0
	Riverside	184	190	1.0	102	55	47	26	25	14	10	5
	Sainsbury's	700	290	2.4	613	88	87	12	0	0	0	0
	St Germain St	111	36	3.1	72	65	39	35	0	0	0	0
Ramsey	Mews Close	158	60	2.6	96	61	45	28	11	7	6	4
	One Leisure	70	34	2.1	62	89	6	9	2	3	0	0
St Ives	Cattle Market (Long-stay)	173	196	0.9	79	46	30	17	38	22	26	15
	Cattle Market (Short-stay)	430	197	2.2	356	83	67	16	4	1	3	1
	Darwoods Pond	96	83	1.2	43	45	24	25	13	14	16	17
	Globe Place	231	162	1.4	122	53	38	16	14	6	57	25
	One Leisure Indoor	314	210	1.5	268	85	25	8	12	4	9	3
	One Leisure Outdoor	154	108	1.4	106	69	30	19	13	8	5	3
	Waitrose	162	75	2.2	159	98	3	2	0	0	0	0
St Neots	Brook St	33	13	2.5	24	73	7	21	2	6	0	0
	Priory Centre	63	49	1.3	9	14	22	35	14	22	18	29
	Priory Lane	56	35	1.6	33	59	18	32	5	9	0	0
	Priory Park	97	43	2.3	59	61	22	23	10	10	6	6
	Riverside Park	207	276	0.8	41	20	82	40	36	17	48	23
	Tan Yard	54	37	1.5	27	50	18	33	6	11	3	6
	Tebbutts Rd	349	241	1.4	113	32	110	32	54	15	72	21
	Waitrose	485	188	2.6	479	99	6	1	0	0	0	0

Table 27 – Duration of stay data, Saturday from October half-term week survey

Town	Car Park	Acts (A)	Spaces	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	43	257	0.2	34	79	6	14	1	2	2	5
	Park Lane	50	25	2.0	39	78	8	16	2	4	1	2
	Post Street	70	31	2.3	51	73	13	19	2	3	4	6
Huntingdon	Great Northern St	93	71	1.3	28	30	35	38	12	13	18	19
	Hinchingbrooke Country Park	201	60	3.4	162	81	36	18	3	1	0	0
	Ingram St	70	44	1.6	46	66	14	20	6	9	4	6
	Mill Common	108	52	2.1	48	44	28	26	18	17	14	13
	Multi-Storey (nr Sainsbury's)	438	404	1.1	343	78	62	14	26	6	7	2
	One Leisure	121	171	0.7	108	89	13	11	0	0	0	0
	Princes St	211	77	2.7	118	56	56	27	22	10	15	7
	Riverside	119	190	0.6	61	51	28	24	18	15	12	10
	Sainsbury's	548	290	1.9	436	80	61	11	34	6	17	3
	St Germain St	108	36	3.0	53	49	31	29	15	14	9	8
Ramsey	Mews Close	128	60	2.1	75	59	50	39	2	2	1	1
	One Leisure	45	34	1.3	31	69	11	24	2	4	1	2
St Ives	Cattle Market (Long-stay)	140	196	0.7	46	33	52	37	24	17	18	13
	Cattle Market (Short-stay)	174	197	0.9	60	34	73	42	27	16	14	8
	Darwoods Pond	112	83	1.3	69	62	28	25	6	5	9	8
	Globe Place	251	162	1.5	131	52	68	27	32	13	20	8
	One Leisure Indoor	232	210	1.1	96	41	80	34	34	15	22	9
	One Leisure Outdoor	116	108	1.1	71	61	29	25	10	9	6	5
	Waitrose	126	75	1.7	114	90	12	10	0	0	0	0
St Neots	Brook St	24	13	1.8	13	54	7	29	2	8	2	8
	Priory Centre	36	49	0.7	22	61	6	17	7	19	1	3
	Priory Lane	33	35	0.9	21	64	8	24	3	9	1	3
	Priory Park	42	43	1.0	29	69	9	21	3	7	1	2
	Riverside Park	244	276	0.9	182	75	35	14	19	8	8	3
	Tan Yard	42	37	1.1	29	69	8	19	5	12	0	0
	Tebbutts Rd	296	241	1.2	158	53	67	23	43	15	28	9
	Waitrose	387	188	2.1	266	69	75	19	36	9	10	3

Table 28 – Duration of stay data, Sunday from October half-term week survey

The October half-term duration of stay data captures parking behaviour during a period of elevated leisure activity, school holidays, and more discretionary travel, providing a useful contrast to the neutral trading week. While the underlying structure of parking demand remains consistent, half-term introduces a clear uplift in turnover across

several town centre and leisure related car parks, particularly on weekdays and Saturdays.

Across the district, Saturdays continue to generate the highest number of parking acts in most town centre locations, reflecting the combination of strong retail activity and the continued presence of charging and stay controls. However, weekday turnover during half-term is noticeably stronger than in the neutral week, particularly in car parks serving shopping, leisure, and family-oriented destinations. Sundays again record fewer parking acts overall, with the reduction in turnover more pronounced during half-term, reinforcing the influence of free parking on dwell time rather than on the frequency of parking visits.

Figures 29 to 31 present a visual breakdown of duration of stay patterns recorded during the October half-term surveys, with separate figures provided for weekday, Saturday, and Sunday datasets. Together, these figures illustrate how parking turnover and dwell time respond to seasonal changes in activity levels and charging conditions across the district's towns.

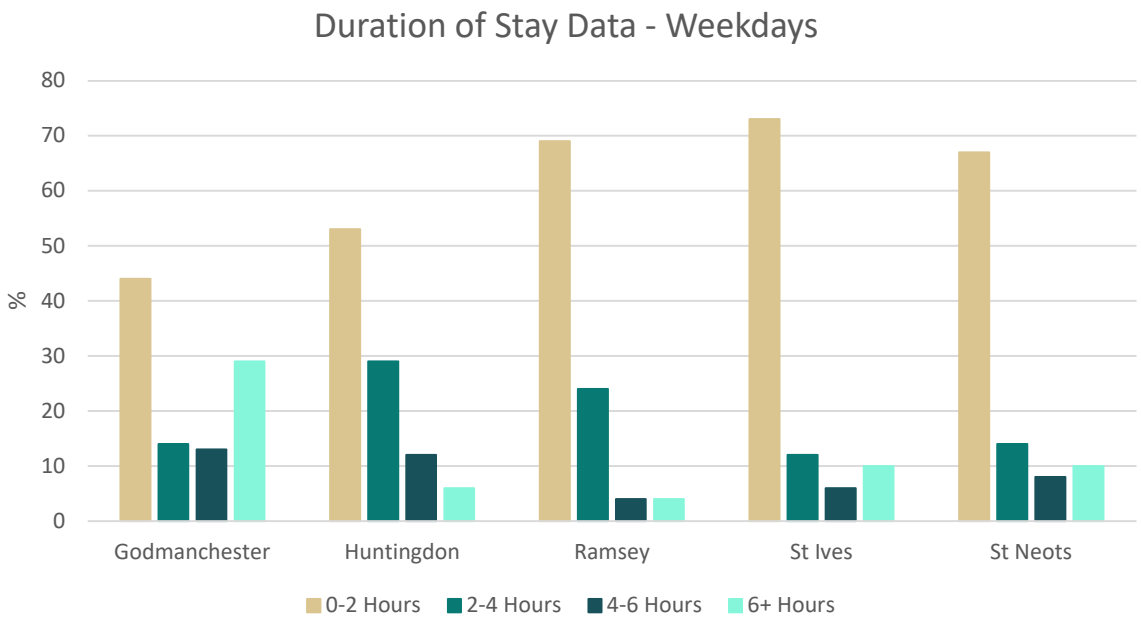


Figure 29 – Breakdown of parking acts across town car parks from Oct half-term weekday surveys (ave)

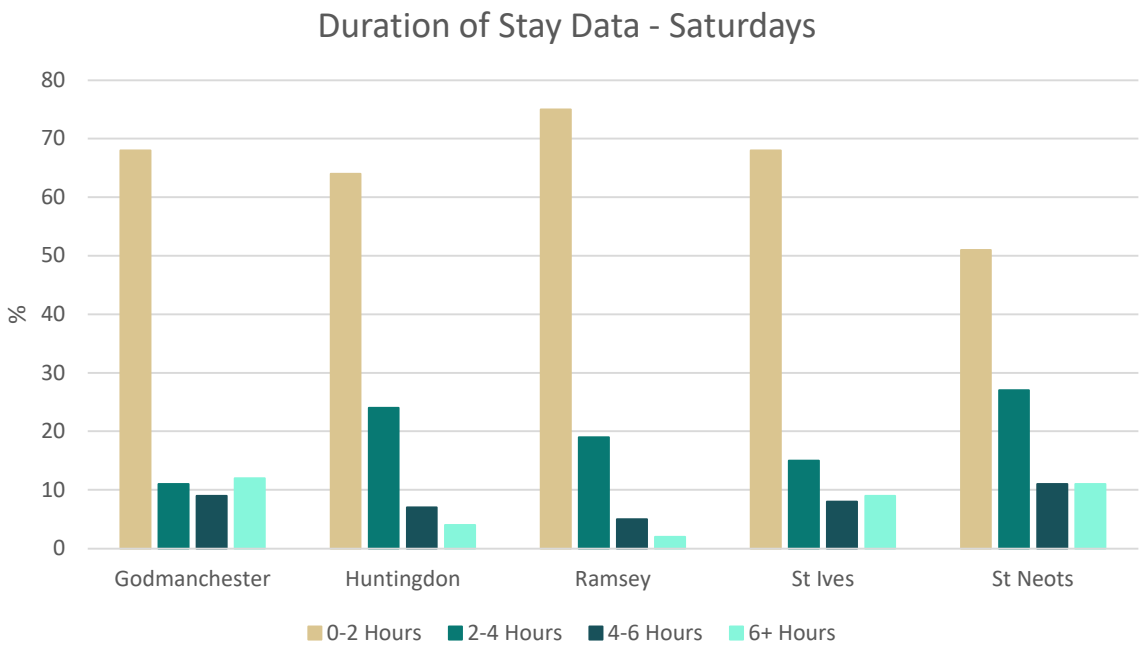


Figure 30 – Breakdown of parking acts across town car parks from Oct half-term Saturday survey

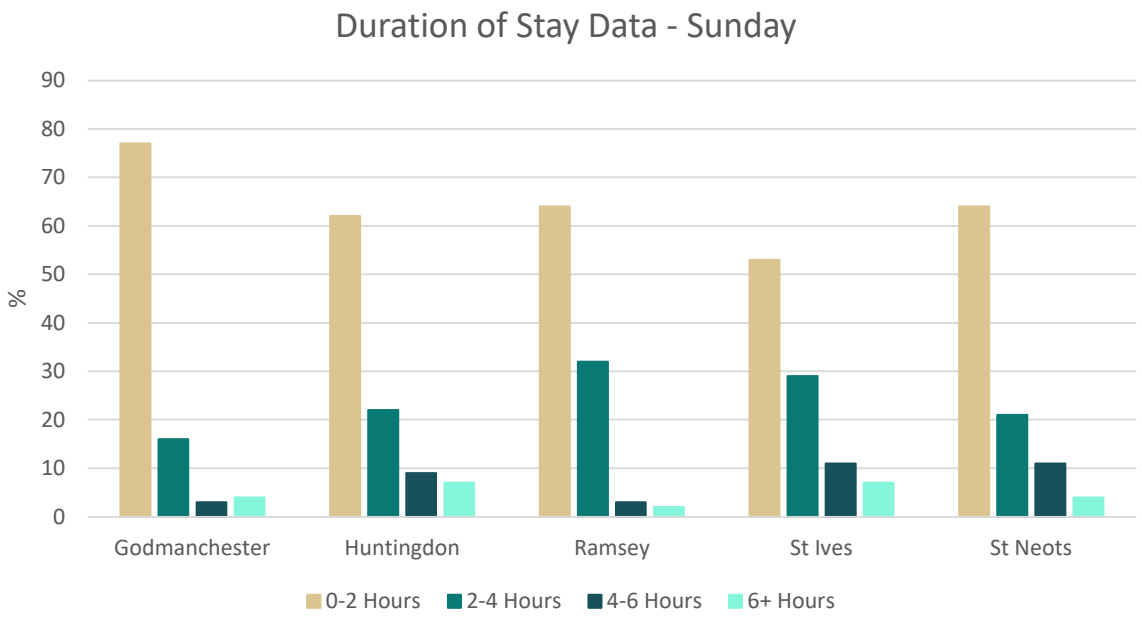


Figure 31 – Breakdown of parking acts across town car parks from Oct half-term Sunday survey

Taken collectively, the October half-term figures reinforce the dominance of short-stay parking across Huntingdonshire, while also demonstrating how school holidays subtly reshape parking behaviour rather than fundamentally altering it. Across all towns and day types, the 0–2 hour category remains the largest single component of parking acts, underlining the continued role of town centre car parks in supporting shopping, services, and leisure trips during the holiday period.

On weekdays, half-term demand shows a modest broadening of stay durations compared with the neutral week, with a greater share of 2–4 hour parking evident in several towns. This reflects a shift away from purely commuter-led activity towards more flexible, discretionary trips associated with families and leisure uses. Importantly, this effect is observed across both larger centres and smaller towns, indicating that half-term activity is distributed across the network rather than concentrated in a small number of locations.

Saturday patterns show the clearest intensification of short-stay behaviour. In all towns, the proportion of 0–2 hour stays increases further, confirming high turnover linked to peak retail and leisure activity. While medium-stay parking remains present, particularly in larger towns with a broader mix of facilities, the overall Saturday profile is strongly weighted towards shorter visits and rapid turnover.

Sunday behaviour diverges most clearly from the rest of the week. Although short stays continue to account for the largest share of parking acts, there is a noticeable increase in longer duration parking across several towns. This reflects the combined influence of free parking and leisure led travel during the school holidays, with visitors more likely to remain parked across multiple survey periods. The effect is most visible in towns with larger or more peripheral car parks, where longer stays can be accommodated without constraining access to core retail areas.

At a town-by-town level, differences remain evident in how parking acts are distributed across stay lengths. Larger centres with a wider mix of car park types show a more balanced spread between short and medium stays, reflecting a combination of retail, service, and leisure activity. More supply constrained towns continue to exhibit a stronger skew towards short-stay parking, indicating higher turnover within a limited stock of spaces. Overall, the half-term data confirms that seasonal increases in activity primarily intensify existing patterns of use, rather than generating new or atypical parking behaviours.

Pre-Christmas week

Tables 29 to 31 present the duration of stay and parking act analysis for the pre-Christmas survey period, covering weekday, Saturday, and Sunday conditions. These tables reflect parking behaviour during a peak seasonal trading period, characterised by heightened retail activity, increased town centre visits, and more discretionary travel in the lead-up to Christmas, providing a clear comparison with both the neutral week baseline and the October half-term surveys.

Town	Car Park	Acts (A)	Spaces (S)	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	146	71	2.1	72	49	44	30	23	16	7	5
	Park Lane	95	60	1.6	57	60	29	31	9	9	0	0
	Post Street	121	44	2.8	78	64	31	26	9	7	3	2
Huntingdon	Great Northern St	135	52	2.6	54	40	41	30	27	20	13	10
	Hinchingbrooke Country Park	449	404	1.1	233	52	160	36	56	12	0	0
	Ingram St	202	171	1.2	83	41	74	37	24	12	21	10
	Mill Common	182	77	2.4	127	70	33	18	14	8	8	4
	Multi-Storey (nr Sainsbury's)	69	190	0.4	14	20	21	30	19	28	15	22
	One Leisure	620	290	2.1	464	75	144	23	12	2	0	0
	Princes St	85	36	2.4	47	55	26	31	9	11	3	4
	Riverside	170	60	2.8	101	59	49	29	8	5	12	7
	Sainsbury's	77	34	2.3	60	78	15	19	2	3	0	0
	St Germain St	136	196	0.7	72	53	29	21	19	14	16	12
Ramsey	Mews Close	340	197	1.7	312	92	26	8	2	1	0	0
	One Leisure	85	83	1.0	37	44	18	21	9	11	21	25
St Ives	Cattle Market (Long-stay)	185	162	1.1	115	62	27	15	18	10	25	14
	Cattle Market (Short-stay)	260	210	1.2	236	91	16	6	4	2	4	2
	Darwoods Pond	18	108	0.2	12	67	2	11	1	6	3	17
	Globe Place	121	75	1.6	121	100		0	0	0	0	0
	One Leisure Indoor	20	13	1.5	13	65	3	15	3	15	1	5
	One Leisure Outdoor	41	49	0.8	17	41	10	24	5	12	9	22
	Waitrose	62	35	1.8	53	85	8	13	1	2	0	0
St Neots	Brook St	81	43	1.9	61	75	12	15	3	4	5	6
	Priory Centre	188	276	0.7	126	67	27	14	17	9	18	10
	Priory Lane	36	37	1.0	15	42	6	17	6	17	9	25
	Priory Park	379	241	1.6	233	61	51	13	36	9	59	16
	Riverside Park	345	188	1.8	340	99	5	1	0	0	0	0
	Tan Yard	146	71	2.1	72	49	44	30	23	16	7	5
	Tebbutts Rd	95	60	1.6	57	60	29	31	9	9	0	0
	Waitrose	121	44	2.8	78	64	31	26	9	7	3	2

Table 29 – Duration of stay data, weekday average from pre-Christmas week survey

Town	Car Park	Acts (A)	Spaces	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	33	257	0.1	25	76	6	18	1	3	1	3
	Park Lane	51	25	2.0	39	76	9	18	2	4	1	2
	Post Street	69	31	2.2	49	71	13	19	3	4	4	6
Huntingdon	Great Northern St	220	71	3.1	115	52	65	30	28	13	12	5
	Hinchingbrooke Country Park	136	60	2.3	81	60	44	32	11	8	0	0
	Ingram St	155	44	3.5	98	63	32	21	18	12	7	5
	Mill Common	169	52	3.3	65	38	59	35	27	16	18	11
	Multi-Storey (nr Sainsbury's)	707	404	1.8	460	65	242	34	5	1	0	0
	One Leisure	280	171	1.6	105	38	108	39	55	20	12	4
	Princes St	266	77	3.5	185	70	52	20	19	7	10	4
	Riverside	120	190	0.6	30	25	45	38	34	28	11	9
	Sainsbury's	988	290	3.4	818	83	164	17	6	1	0	0
	St Germain St	135	36	3.8	84	62	43	32	7	5	1	1
Ramsey	Mews Close	159	60	2.7	87	55	56	35	12	8	4	3
	One Leisure	80	34	2.4	75	94	5	6	0	0	0	0
St Ives	Cattle Market (Long-stay)	257	196	1.3	151	59	42	16	30	12	34	13
	Cattle Market (Short-stay)	577	197	2.9	541	94	36	6	0	0	0	0
	Darwoods Pond	113	83	1.4	76	67	19	17	12	11	6	5
	Globe Place	318	162	2.0	231	73	36	11	19	6	32	10
	One Leisure Indoor	331	210	1.6	264	80	45	14	15	5	7	2
	One Leisure Outdoor	136	108	1.3	121	89	9	7	3	2	3	2
	Waitrose	237	75	3.2	237	100	0	0	0	0	0	0
St Neots	Brook St	38	13	2.9	34	89	4	11	0	0	0	0
	Priory Centre	44	49	0.9	15	34	8	18	11	25	10	23
	Priory Lane	75	35	2.1	62	83	11	15	2	3	0	0
	Priory Park	85	43	2.0	63	74	10	12	4	5	8	9
	Riverside Park	167	276	0.6	106	63	29	17	17	10	15	9
	Tan Yard	55	37	1.5	29	53	12	22	10	18	4	7
	Tebbutts Rd	337	241	1.4	117	35	116	34	55	16	49	15
	Waitrose	541	188	2.9	538	99	3	1	0	0	0	0

Table 30 – Duration of stay data, Saturday from pre-Christmas week survey

Town	Car Park	Acts (A)	Spaces	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	17	257	0.1	8	47	7	41	1	6	1	6
	Park Lane	37	25	1.5	26	70	8	22	2	5	1	3
	Post Street	54	31	1.7	35	65	11	20	3	6	5	9
Huntingdon	Great Northern St	194	71	2.7	95	49	61	31	24	12	14	7
	Hinchingbrooke Country Park	126	60	2.1	74	59	39	31	12	10	1	1
	Ingram St	163	44	3.7	105	64	37	23	15	9	6	4
	Mill Common	168	52	3.2	65	39	54	32	28	17	21	13
	Multi-Storey (nr Sainsbury's)	604	404	1.5	253	42	218	36	105	17	28	5
	One Leisure	187	171	1.1	82	44	76	41	21	11	8	4
	Princes St	230	77	3.0	145	63	54	23	20	9	11	5
	Riverside	105	190	0.6	28	27	33	31	26	25	18	17
	Sainsbury's	809	290	2.8	560	69	196	24	44	5	9	1
	St Germain St	121	36	3.4	65	54	34	28	15	12	7	6
Ramsey	Mews Close	130	60	2.2	64	49	57	44	6	5	3	2
	One Leisure	57	34	1.7	37	65	15	26	4	7	1	2
St Ives	Cattle Market (Long-stay)	126	196	0.6	78	62	20	16	12	10	16	13
	Cattle Market (Short-stay)	325	197	1.6	253	78	32	10	27	8	13	4
	Darwoods Pond	90	83	1.1	67	74	12	13	7	8	4	4
	Globe Place	172	162	1.1	117	68	19	11	11	6	25	15
	One Leisure Indoor	558	210	2.7	483	87	49	9	17	3	9	2
	One Leisure Outdoor	86	108	0.8	71	83	7	8	4	5	4	5
	Waitrose	168	75	2.2	148	88	15	9	4	2	1	1
St Neots	Brook St	33	13	2.5	22	67	6	18	3	9	2	6
	Priory Centre	57	49	1.2	35	61	12	21	6	11	4	7
	Priory Lane	61	35	1.7	39	64	14	23	5	8	3	5
	Priory Park	72	43	1.7	44	61	18	25	6	8	4	6
	Riverside Park	274	276	1.0	166	61	60	22	28	10	20	7
	Tan Yard	78	37	2.1	62	79	10	13	2	3	4	5
	Tebbutts Rd	517	241	2.1	377	73	88	17	22	4	30	6
	Waitrose	403	188	2.1	231	57	95	24	42	10	35	9

Table 31 – Duration of stay data, Sunday from pre-Christmas week survey

The pre-Christmas duration of stay data reflects parking behaviour during the district's peak retail trading period, when town centre activity is intensified by festive shopping, seasonal events, and higher volumes of discretionary trips. While the underlying structure of demand remains consistent with earlier survey periods, the pre-Christmas

surveys capture a clear uplift in activity levels, particularly within core retail car parks and during Saturday trading conditions.

Across the district, the data highlights a strong emphasis on short-stay parking during this period, driven by time limited shopping and service trips rather than extended leisure use. Weekday activity is notably stronger than in both the neutral and half-term periods, indicating that pre-Christmas demand is distributed across the working week as well as weekends. Sundays continue to show a different behavioural profile, with fewer parking acts despite sustained occupancy in some locations, reflecting longer dwell times associated with free parking.

Figures 32 to 34 present a visual breakdown of duration of stay patterns recorded during the pre-Christmas surveys, with separate figures provided for weekday, Saturday, and Sunday datasets.

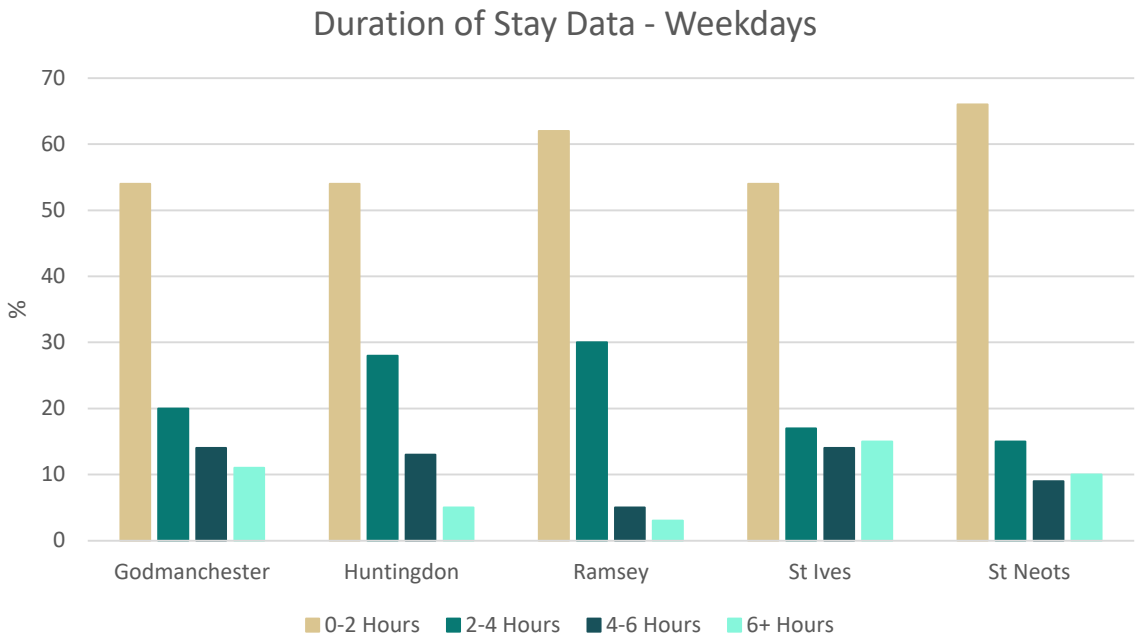


Figure 32 – Breakdown of parking acts across town car parks from pre-Christmas weekday surveys (ave)

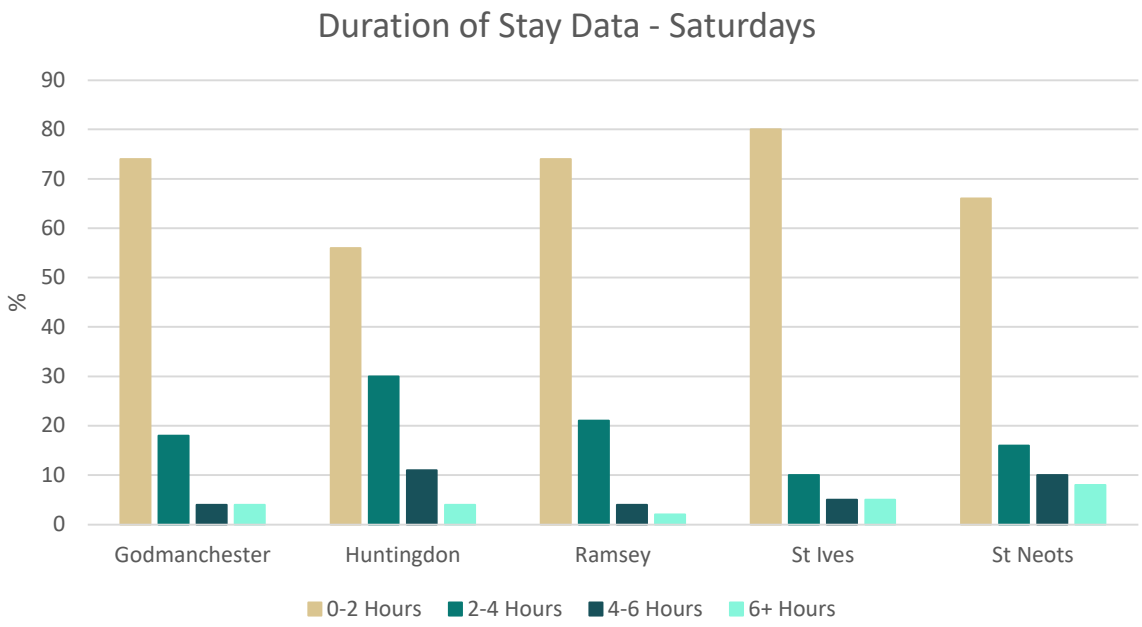


Figure 33 – Breakdown of parking acts across town car parks from pre-Christmas Saturday survey

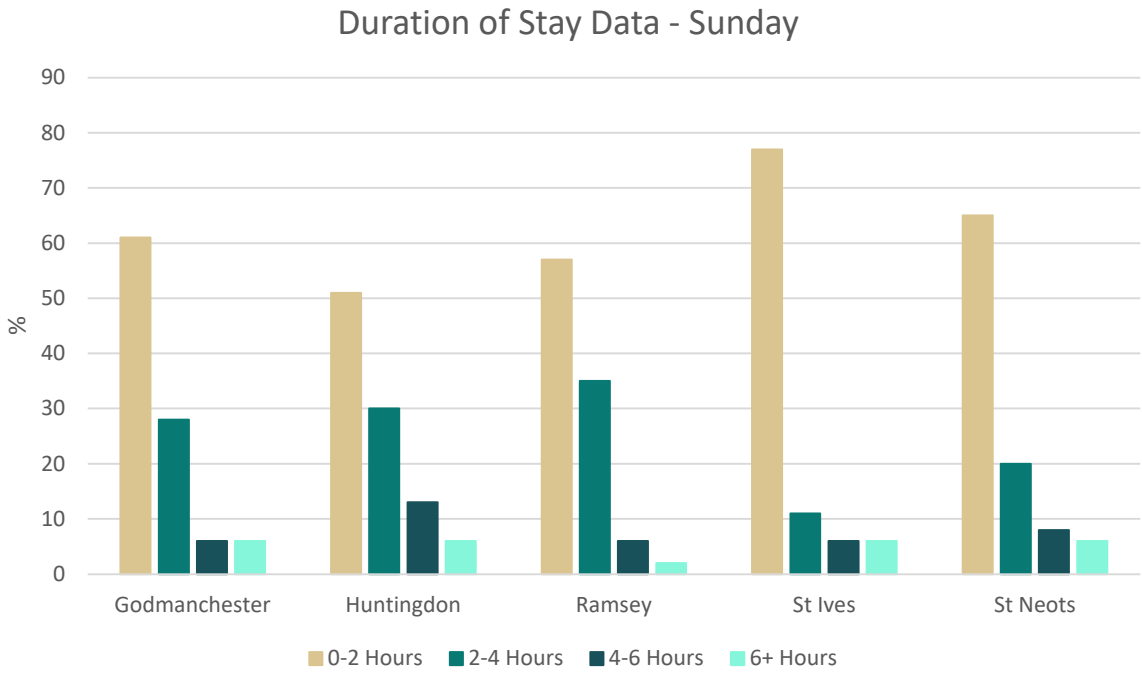


Figure 34 – Breakdown of parking acts across town car parks from pre-Christmas Sunday survey

Taken together, the figures illustrate a pronounced intensification of short-stay parking across Huntingdonshire during the pre-Christmas period, particularly on Saturdays and within retail focused town centre car parks. Across all towns and day types, the 0–2 hour category remains the dominant component of parking acts, reinforcing the role of off-street parking in supporting rapid turnover during peak trading conditions rather than accommodating longer stays.

Weekday data shows that this uplift is not confined to weekends. In the run-up to Christmas, weekday parking behaviour becomes more strongly aligned with Saturday profiles, with high levels of short-stay turnover evident across the district's main shopping locations. This reflects task-oriented trips such as gift purchasing, errands, and service visits, with limited evidence of a shift towards longer dwell times.

Saturday patterns are the most distinctive feature of the pre-Christmas period. In all towns, Saturdays exhibit the strongest concentration of short-stay parking observed across the survey programme, indicating very high turnover under peak retail conditions. Even in larger centres with a mix of car park types, medium and long-stay parking plays a clearly secondary role, confirming the dominance of short, time limited visits during festive trading.

Sunday behaviour remains more mixed. While short stays continue to account for the largest share of parking acts, there is a more visible presence of longer duration parking than on weekdays or Saturdays. This reflects the combined effect of free parking and leisure-led trips, particularly in towns with larger or more peripheral car parks where extended stays do not constrain access to core retail areas.

Differences between towns remain evident in how pre-Christmas demand is distributed across stay lengths. Larger centres with a broader range of car park sizes and functions display a more even spread between short- and medium-stay parking, reflecting a wider mix of trip purposes. More supply constrained towns continue to show a stronger skew towards short-stay use, indicating sustained pressure on limited town centre capacity even outside peak weekend conditions.

Overall, the pre-Christmas data confirms that festive trading amplifies existing parking behaviours rather than reshaping them. The period is characterised by higher intensity use, stronger weekday turnover, and very pronounced short-stay dominance on Saturdays, reinforcing the importance of effective short-stay capacity management during peak retail periods.

June 2026 Week

Tables 32 to 34 present the duration of stay and parking act analysis for the neutral June 2026 survey period, covering weekday, Saturday, and Sunday conditions. This set of tables captures parking behaviour during a warmer of weather, although it should be noted that four of the seven days had prolonged periods of rain at times.

Town	Car Park	Acts (A)	Spaces (S)	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	42	257	0.2	12	29	6	14	8	19	16	38
	Park Lane	31	25	1.2	18	58	5	16	4	13	4	13
	Post Street	39	31	1.3	22	56	7	18	4	10	6	16
Huntingdon	Great Northern St	158	71	2.2	74	47	50	32	24	15	10	6
	Hinchingbrooke Country Park	108	60	1.8	59	55	33	31	16	15	0	0
	Ingram St	134	44	3.1	82	61	36	27	12	9	4	3
	Mill Common	149	52	2.9	63	42	47	32	28	19	11	7
	Multi-Storey (nr Sainsbury's)	512	404	1.3	248	48	182	36	82	16	0	0
	One Leisure	224	171	1.3	90	40	82	37	30	13	22	10
	Princes St	201	77	2.6	139	69	39	19	15	7	8	4
	Riverside	81	190	0.4	19	23	25	31	22	27	15	19
	Sainsbury's	684	290	2.4	506	74	159	23	19	3	0	0
	St Germain St	93	36	2.6	54	58	26	28	10	11	3	3
Ramsey	Mews Close	186	60	3.1	106	57	55	30	12	6	13	7
	One Leisure	84	34	2.5	63	75	18	21	3	4	0	0
St Ives	Cattle Market (Long-stay)	152	196	0.8	74	49	36	24	23	15	19	12
	Cattle Market (Short-stay)	381	197	1.9	345	91	30	8	6	1	0	0
	Darwoods Pond	96	83	1.2	43	45	23	24	11	11	19	20
	Globe Place	208	162	1.3	126	61	36	17	19	9	27	13
	One Leisure Indoor	286	210	1.4	252	88	22	8	7	2	5	2
	One Leisure Outdoor	24	108	0.2	15	63	4	17	2	8	3	13
	Waitrose	136	75	1.8	132	97	4	3	0	0	0	0
St Neots	Brook St	24	13	1.9	15	63	5	21	3	13	1	4
	Priory Centre	47	49	1.5	22	47	12	26	6	13	7	15
	Priory Lane	73	35	2.1	60	82	10	14	3	4	0	0
	Priory Park	94	43	2.2	67	71	17	18	5	5	5	5
	Riverside Park	214	276	0.8	136	64	34	16	22	10	22	10
	Tan Yard	44	37	1.2	18	41	10	23	7	16	9	20
	Tebbutts Rd	421	241	1.8	247	59	67	16	44	10	63	15
	Waitrose	387	188	2.1	376	97	11	3	0	0	0	0

Table 32 – Duration of stay data, weekday average from neutral June 2026 week survey

Town	Car Park	Acts (A)	Spaces	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	22	257	0.1	15	68	3	14	1	5	3	14
	Park Lane	29	25	1.2	16	55	5	17	5	17	3	10
	Post Street	52	31	1.7	32	62	8	15	4	8	8	15
Huntingdon	Great Northern St	136	71	1.9	60	44	36	26	20	15	20	15
	Hinchingbrooke Country Park	208	60	3.5	150	72	42	20	13	6	3	2
	Ingram St	98	44	2.2	52	53	26	27	12	12	8	8
	Mill Common	117	52	2.3	58	50	34	29	15	13	10	9
	Multi-Storey (nr Sainsbury's)	481	404	1.2	366	76	96	20	19	4	0	0
	One Leisure	215	171	1.3	95	44	73	34	33	15	14	7
	Princes St	184	77	2.4	140	76	34	18	10	5	0	0
	Riverside	215	190	1.1	54	25	52	24	61	28	48	23
	Sainsbury's	748	290	2.6	646	86	90	12	12	2	0	0
	St Germain St	118	36	3.3	70	59	37	31	11	9	0	0
Ramsey	Mews Close	172	60	2.9	101	59	48	28	13	8	10	6
	One Leisure	82	34	2.4	70	85	8	10	4	5	0	0
St Ives	Cattle Market (Long-stay)	188	196	1.0	80	43	39	21	42	22	27	14
	Cattle Market (Short-stay)	462	197	2.4	379	82	73	16	7	2	3	1
	Darwoods Pond	108	83	1.3	46	43	29	27	15	14	18	17
	Globe Place	248	162	1.5	132	53	45	18	20	8	51	21
	One Leisure Indoor	332	210	1.6	274	83	34	10	15	5	9	3
	One Leisure Outdoor	171	108	1.6	112	65	37	22	16	9	6	4
	Waitrose	181	75	2.4	176	97	5	3	0	0	0	0
St Neots	Brook St	39	13	3.0	27	69	8	21	4	10	0	0
	Priory Centre	71	32	2.2	14	20	24	34	17	24	16	22
	Priory Lane	63	35	1.8	35	56	21	33	7	11	0	0
	Priory Park	111	43	2.6	65	59	26	23	12	11	8	7
	Riverside Park	232	276	0.8	48	21	89	38	43	19	52	22
	Tan Yard	61	37	1.7	29	48	20	33	8	13	4	7
	Tebbutts Rd	381	241	1.6	116	30	124	33	63	17	78	20
	Waitrose	523	188	2.8	514	98	9	2	0	0	0	0

Table 33 – Duration of stay data, Saturday from neutral June 2026 week survey

Town	Car Park	Acts (A)	Spaces	A/S	0-2 Hours	%	2-4 Hours	%	4-6 Hours	%	6+ Hours	%
Godmanchester	Bridge Place	29	257	0.2	23	77	4	13	2	5	2	5
	Park Lane	46	25	1.8	34	74	8	17	3	7	1	2
	Post Street	66	31	2.1	46	70	14	21	3	5	3	5
Huntingdon	Great Northern St	104	71	1.5	33	32	38	37	17	16	16	15
	Hinchingbrooke Country Park	226	60	3.8	174	77	44	19	7	3	1	1
	Ingram St	82	44	1.9	52	63	18	22	8	10	4	5
	Mill Common	84	52	1.6	37	44	23	27	15	18	9	11
	Multi-Storey (nr Sainsbury's)	472	404	1.2	358	76	76	16	30	6	8	2
	One Leisure	146	171	0.9	124	85	18	12	4	3	0	0
	Princes St	228	77	3.0	125	55	63	28	24	11	16	7
	Riverside	132	190	0.7	62	47	35	27	22	17	13	10
	Sainsbury's	596	290	2.1	470	79	82	14	30	5	14	2
	St Germain St	119	36	3.3	61	51	36	30	14	12	8	7
Ramsey	Mews Close	144	60	2.4	82	57	54	38	5	3	3	2
	One Leisure	53	34	1.6	35	66	14	26	3	6	1	2
St Ives	Cattle Market (Long-stay)	158	196	0.8	49	31	60	38	29	18	20	13
	Cattle Market (Short-stay)	201	197	1.0	71	35	82	41	31	15	17	9
	Darwoods Pond	126	83	1.5	76	60	31	25	8	6	11	9
	Globe Place	274	162	1.7	142	52	78	28	34	12	20	7
	One Leisure Indoor	258	210	1.2	103	40	90	35	40	16	25	10
	One Leisure Outdoor	139	75	1.9	124	89	15	11	0	0	0	0
	Waitrose	28	13	2.2	15	54	8	29	3	11	2	7
St Neots	Brook St	42	32	1.3	24	57	8	19	8	19	2	5
	Priory Centre	40	35	1.1	24	60	11	28	4	10	1	2
	Priory Lane	51	43	1.2	33	65	12	24	4	8	2	4
	Priory Park	268	276	1.0	194	72	42	16	21	8	11	4
	Riverside Park	48	37	1.3	31	65	10	21	7	15	0	0
	Tan Yard	334	241	1.4	171	51	82	25	50	15	31	9
	Tebbutts Rd	425	188	2.3	289	68	91	21	35	8	10	3
	Waitrose	39	257	0.2	30	77	5	13	2	5	2	5

Table 34 – Duration of stay data, Sunday from October half-term week survey

The June 2026 duration of stay surveys provide the baseline understanding of how council operated car parks are used during a typical period outside the influence of major seasonal events or school holidays. The surveys demonstrate that parking behaviour is generally well aligned with the intended function of individual car parks, with clear

distinctions between short-stay town centre facilities, longer-stay commuter and employee parking, and leisure orientated destinations.

Across the district, Saturdays generate the highest levels of parking activity in many town centre car parks, reflecting increased retail and leisure trips at weekends. Car parks serving shopping destinations continue to be dominated by short-stay visits of up to two hours, whilst facilities such as Tebbutts Road, Mews Close and Cattle Market Long-Stay accommodate a much greater proportion of longer duration parking. The surveys also highlight the differing role of leisure destinations, with Riverside in Huntingdon recording a significantly higher proportion of long-stay visits on the Saturday survey due to a major event taking place during the survey period.

Sunday parking activity generally records fewer parking acts than Saturdays, although the proportion of longer-stay visits increases across many locations as leisure and recreational trips become more prevalent. Figures 35 to 37 present a visual summary of the weekday, Saturday and Sunday duration of stay surveys, illustrating how parking turnover varies between different types of car park and providing an important baseline against which the subsequent seasonal surveys can be compared.

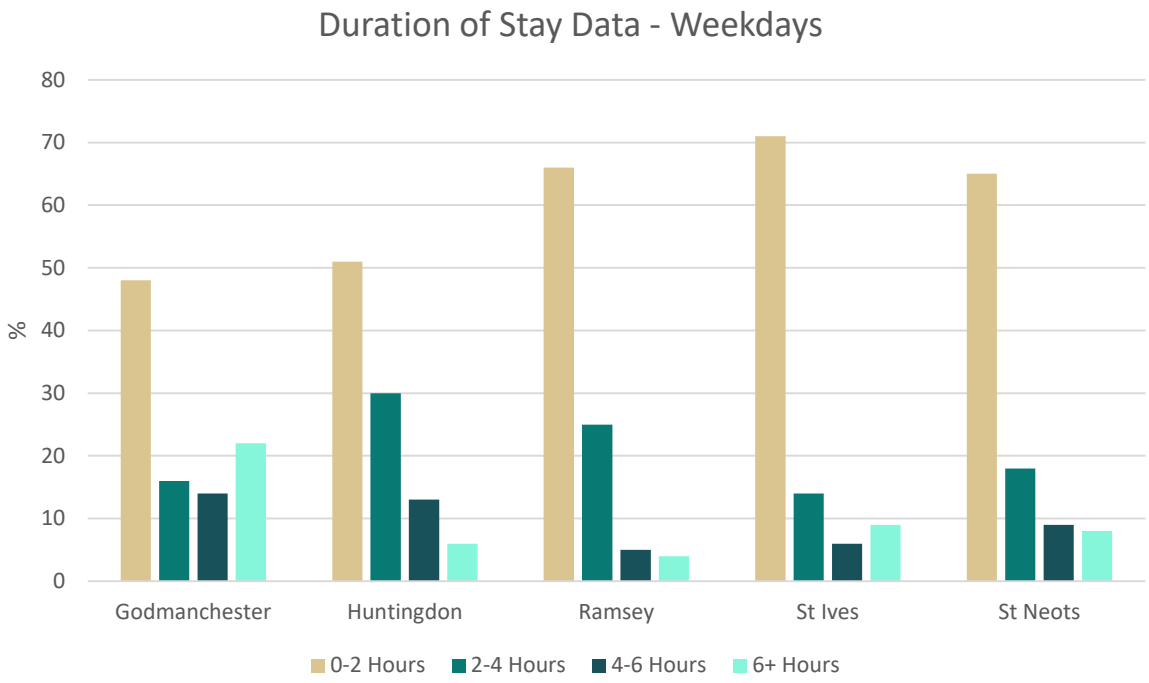


Figure 35 – Breakdown of parking acts across town car parks from June 2026 weekday surveys (ave)

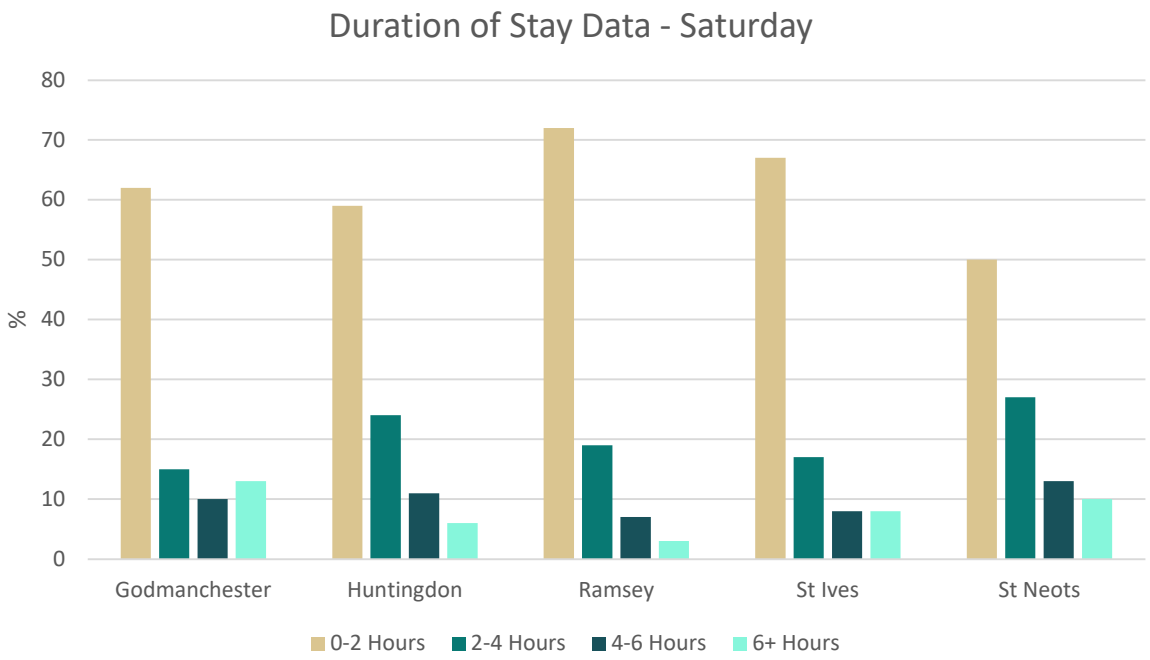


Figure 36 – Breakdown of parking acts across town car parks from June 2026 Saturday survey

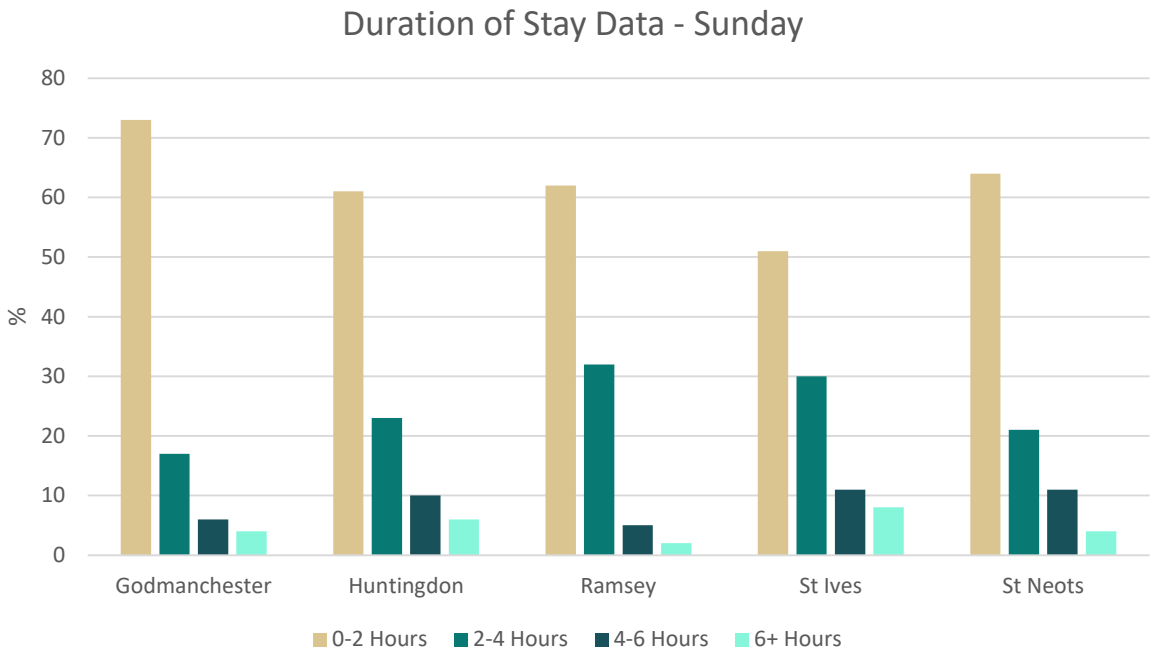


Figure 37 – Breakdown of parking acts across town car parks from June 2026 Sunday survey

The June 2026 duration of stay surveys confirm the dominance of short-stay parking across Huntingdonshire and demonstrate that the Council's parking portfolio is generally functioning in accordance with the intended role of each car park. Across all towns and all survey days, stays of up to two hours represent the largest proportion of parking acts, reflecting the important role that council-operated car parks play in supporting access to town centres, shopping, services and leisure activities.

Weekday parking behaviour shows a relatively consistent pattern across the district. Short-stay visits account for approximately half to two-thirds of all parking acts in every town, with Huntingdon exhibiting the highest proportion of medium-stay (2–4 hour) visits, reflecting its broader mix of employment, retail and service destinations. Ramsey and St Neots display a greater emphasis on short-stay parking, while Godmanchester and St Ives show a slightly more balanced distribution of stay durations. Longer stays of over four hours remain concentrated within specific long-stay and commuter facilities, rather than being widespread across the parking network.

Saturday surveys demonstrate the strongest emphasis on short-stay parking, with the proportion of visits lasting less than two hours increasing across almost every town. This reflects the higher turnover associated with weekend shopping and leisure activity. The principal exception is St Neots, where a greater proportion of medium and longer duration stays is evident, influenced by the mix of retail, leisure and recreational destinations. Riverside Car Park in Huntingdon also records a notably higher proportion of long-stay parking during the Saturday survey, reflecting the major event taking place on the survey day rather than typical weekend parking behaviour.

Sunday parking exhibits a different profile, with a modest reduction in short-stay visits and a corresponding increase in stays between two and six hours across most towns. This reflects the greater influence of leisure and recreational trips, with visitors tending to remain parked for longer than on weekdays or Saturdays. Even so, short-stay parking continues to account for the largest share of parking activity in every town, demonstrating that many Sunday trips remain destination focused rather than all-day visits.

The June surveys indicate that parking behaviour across Huntingdonshire is well aligned with the function of individual car parks. Larger centres, such as Huntingdon, St Ives and St Neots, exhibit a broader spread of stay durations, reflecting their more diverse mix of retail, employment and leisure uses, while smaller towns remain more heavily weighted towards shorter stays. The results provide a robust baseline against which future changes in parking demand and user behaviour can be monitored over the lifetime of the strategy.

5.8 DURATION OF STAY COMPARISON

To complement the district wide analysis, a town-by-town review of average duration of stay has been undertaken to understand how parking behaviour varies spatially and throughout the survey programme across Huntingdonshire. The following charts present average duration of stay profiles for each town, comparing the June 2026 baseline surveys, the October neutral week, October half-term and pre-Christmas survey periods.

By expressing each survey period as a proportion of total parking acts, the analysis focuses on the balance between short-stay and longer-stay parking rather than absolute demand. This approach enables meaningful comparison between towns of different

scale and parking supply, whilst illustrating how parking behaviour responds to changing levels of retail, leisure and seasonal activity over the course of the year.

Across all towns, short-stay parking (0–2 hours) remains the dominant form of use during every survey period, reinforcing the primary role of Huntingdonshire's town centre car parks in supporting shopping, services and short leisure trips. Although seasonal variation is evident, the June baseline demonstrates that the underlying parking characteristics of each town are already well established, with subsequent surveys generally intensifying or moderating these existing patterns rather than creating fundamentally different behaviours.

In Godmanchester, the June profile is broadly consistent with the October surveys, confirming that parking behaviour remains relatively stable throughout the year. The duration profile continues to be influenced by the presence of Bridge Place, which suppresses the proportion of shorter stays across the town-wide average. Whilst Park Lane and Post Street operate as high-turnover town centre facilities, Bridge Place fulfils a different role, resulting in a comparatively higher proportion of longer-stay parking throughout the survey programme.

Figure 38 illustrates the comparison between the four survey periods in Godmanchester.

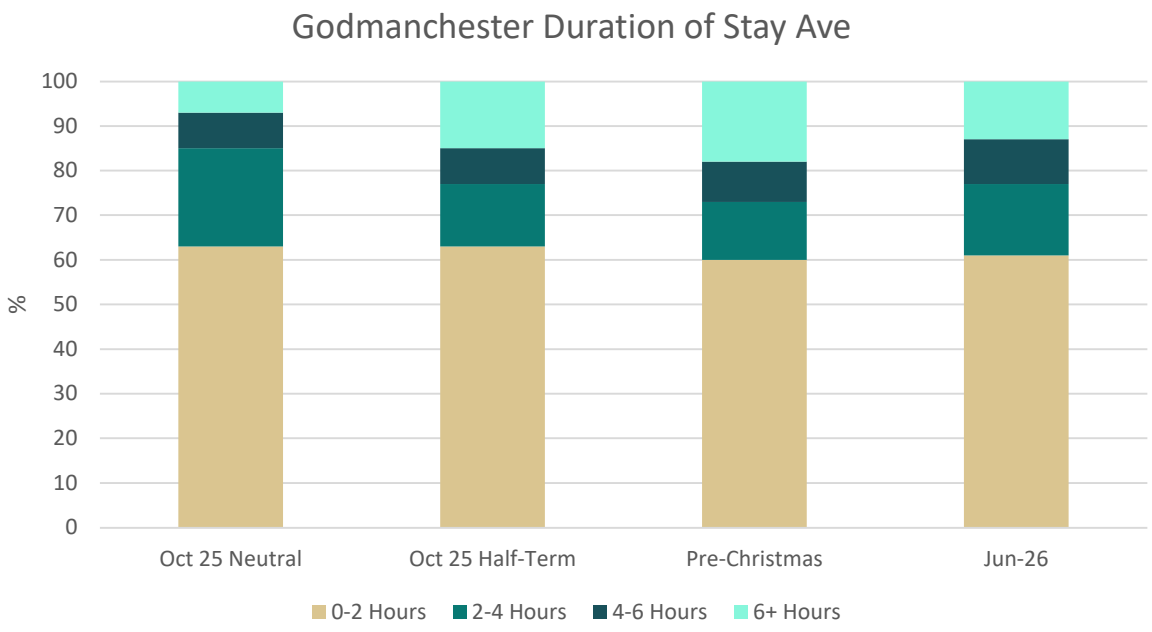


Figure 38 – Duration of stay comparison in Godmanchester

In Huntingdon, the June surveys provide a useful baseline, with approximately half of all parking acts lasting less than two hours and a relatively broad spread across the remaining stay durations, reflecting the town's diverse parking portfolio. October neutral week results are similar, while half-term introduces a modest increase in medium-stay parking associated with more discretionary trips. The pre-Christmas period shows the strongest emphasis on short-stay visits, indicating increased turnover linked to festive shopping and town centre activity.

Figure 39 illustrates the comparison between the four survey periods in Huntingdon.

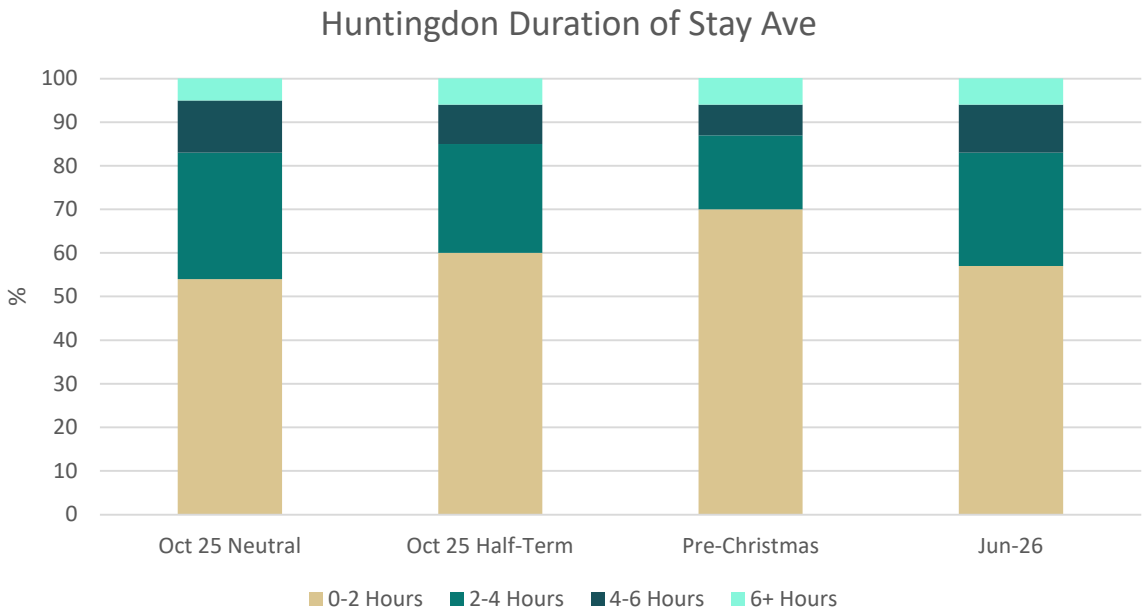


Figure 39 – Duration of stay comparison in Huntingdon

In Ramsey, the duration profile remains remarkably consistent across all four survey periods. The June baseline closely mirrors the October results, with short-stay parking accounting for around two-thirds of all parking acts and relatively little seasonal variation thereafter. This consistency reinforces that parking behaviour in Ramsey is driven primarily by the town's constrained parking supply and concentrated demand, rather than fluctuations in seasonal activity.

Figure 40 illustrates the comparison between the four survey periods in Ramsey.

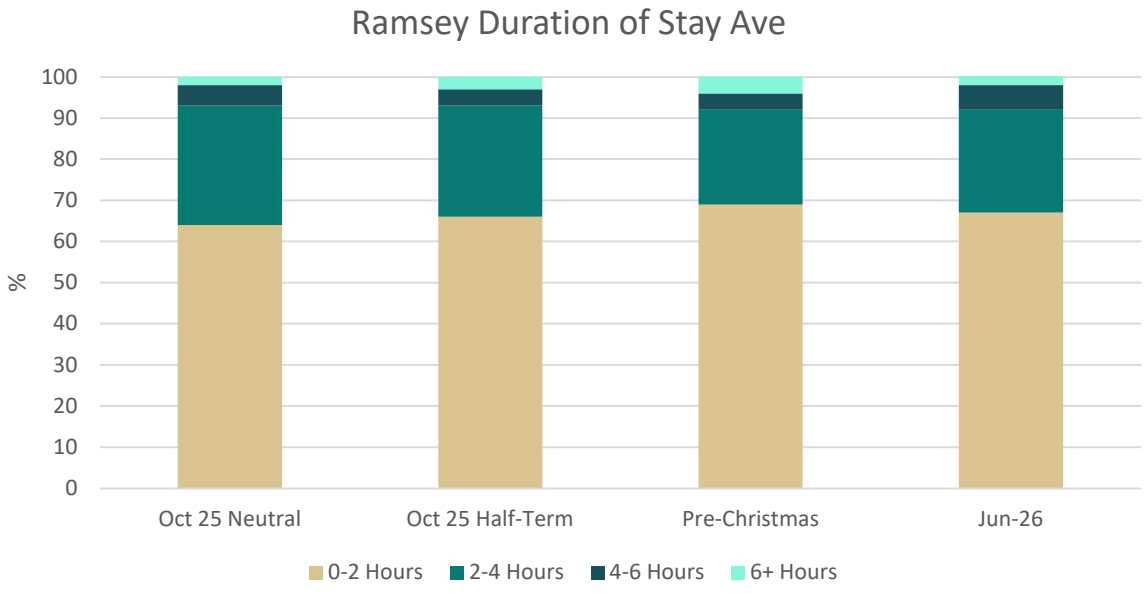


Figure 40 – Duration of stay comparison in Ramsey

In St Ives, the June surveys indicate a balanced parking profile with a broader mix of stay durations than some of the smaller towns. The October neutral and half-term surveys remain broadly consistent with this baseline, whilst the pre-Christmas period shifts the balance towards shorter stays as retail activity intensifies. Despite these changes, the overall duration profile remains relatively stable, reflecting the diverse range of town centre, leisure and longer-stay parking opportunities available within the town.

Figure 41 illustrates the comparison between the four survey periods in St Ives.

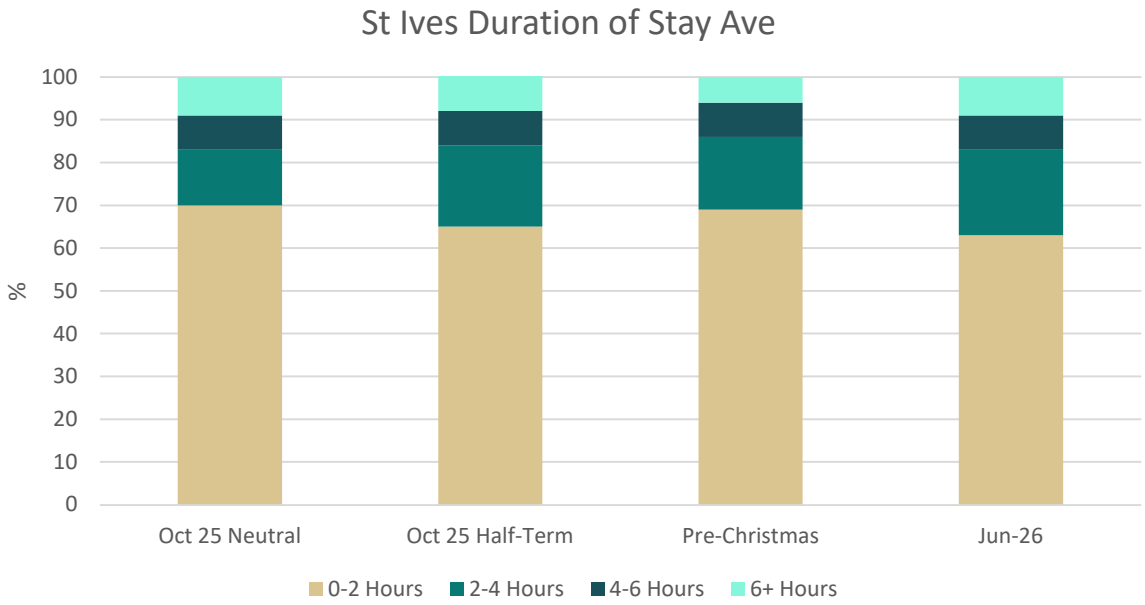


Figure 41 – Duration of stay comparison in St Ives

In St Neots, the June baseline demonstrates a strong predominance of short-stay parking, although with a greater proportion of longer-duration visits than Huntingdon and Ramsey due to the influence of larger peripheral car parks. The October neutral and half-term surveys remain broadly similar, while the pre-Christmas period shows a clear shift towards shorter stays associated with increased retail demand. Overall, the duration profile confirms that central car parks continue to operate as high-turnover facilities throughout the year, with seasonal changes primarily affecting the balance between short and medium-length visits.

Figure 42 illustrates the comparison between the four survey periods in St Neots.

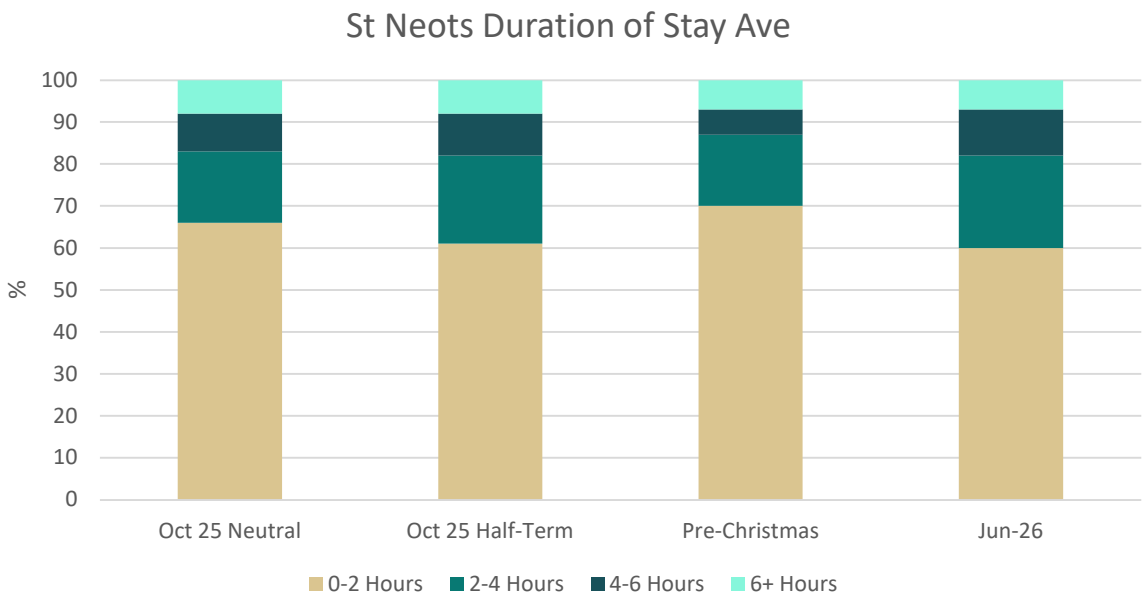


Figure 42 – Duration of stay comparison in St Neots

Taken together, the town specific charts demonstrate that the June baseline provides a robust representation of typical parking behaviour across Huntingdonshire. The subsequent October surveys show that seasonal pressures primarily influence the balance between short and longer stays rather than changing the fundamental role of individual car parks. Pre-Christmas activity strengthens the dominance of short-stay parking in the principal town centres, whilst the October half-term period introduces a modest increase in discretionary, medium-length visits.

Overall, the consistency between the four survey periods reinforces that Huntingdonshire's parking network is well aligned with the differing functions of its towns and that seasonal demand generally amplifies existing parking behaviours rather than creating new patterns of use.

5.9 ON-STREET PERMIT PARKING ASSESSMENT

Alongside the off-street car park surveys, a series of on-street spot occupancy surveys were undertaken within selected Resident Parking Scheme (RPS) streets in Huntingdon and St Neots. These surveys were carried out for information only, to provide contextual insight into on-street parking conditions within permit controlled areas and to support interpretation of wider parking demand patterns.

It is important to note that responsibility for resident parking schemes within Huntingdonshire sits with Cambridgeshire County Council, as the Highway Authority. Huntingdonshire District Council administers the schemes on the County Council's behalf, in line with the published permit terms and conditions. The surveys do not seek to review the operation, eligibility, or enforcement of the schemes themselves.

Spot counts were undertaken at 9am, 1pm, 5pm and 8pm across each of the three survey weeks. In Huntingdon, four streets were surveyed within Zone A and three streets within

Zone B. In St Neots, one street was surveyed in Zone A and one street in Zone B. The selected streets reflect a range of residential locations with differing proximity to town centres and off-street parking provision.

The surveys were undertaken in accordance with standard on-street parking survey methodology. The length recorded for each street relates specifically to the section of highway covered by the resident permit scheme, rather than the full street length. Parking capacity has been estimated by dividing the available permit eligible length by 5 metres, which is assumed to represent the typical space required per vehicle.

Where recorded demand exceeds the calculated capacity, this indicates that vehicles are parking beyond the designated permit bays, including on restrictions such as single or double yellow lines, or in areas not formally marked for parking.

Table 35 provides the results of the surveys carried out during the neutral week in October, table 36 provides the October half-term survey results, and table 37 provides the pre-Christmas survey results.

Town	Street	Length	Capacity	9am	1pm	5pm	8pm
Huntingdon (Zone A)	Ingram Street	68	13	9	10	12	16
	Euston Street	82	16	12	11	16	17
	Montague Road	94	17	13	10	15	25
	Hartford Road	90	21	15	17	20	27
Huntingdon (Zone B)	St John's Street	35	4	4	4	3	6
	Roscrea Terrace	10	2	1	1	2	2
	Ferrars Road	20	4	2	3	3	4
St Neots (Zone A)	Bedford Street	120	24	9	12	17	23
St Neots (Zone B)	New Street	33	6	4	4	5	6

Table 35 – On-street permit parking surveys from neutral week

Town	Street	Length	Capacity	9am	1pm	5pm	8pm
Huntingdon (Zone A)	Ingram Street	68	13	11	11	13	17
	Euston Street	82	16	15	10	12	18
	Montague Road	94	17	12	12	16	23
	Hartford Road	90	21	15	16	18	25
Huntingdon (Zone B)	St John's Street	35	4	3	4	4	7
	Roscrea Terrace	10	2	2	2	2	2
	Ferrars Road	20	4	3	2	3	4
St Neots (Zone A)	Bedford Street	120	24	15	14	16	24
St Neots (Zone B)	New Street	33	6	3	5	5	6

Table 36 – On-street permit parking surveys from October half-term week

Town	Street	Length	Capacity	9am	1pm	5pm	8pm
Huntingdon (Zone A)	Ingram Street	68	13	9	9	13	18
	Euston Street	82	16	13	13	15	19
	Montague Road	94	17	15	14	17	20
	Hartford Road	90	21	16	17	18	28
Huntingdon (Zone B)	St John's Street	35	4	2	3	4	6
	Roscrea Terrace	10	2	2	0	2	2
	Ferrars Road	20	4	4	3	4	4
St Neots (Zone A)	Bedford Street	120	24	13	10	16	20
St Neots (Zone B)	New Street	33	6	3	5	6	6

Table 37 – On-street permit parking surveys from pre-Christmas week

Across all three survey periods, on-street occupancy within resident permit areas is generally moderate during the daytime and increases into the evening, particularly after 5pm and most noticeably at 8pm when the scheme isn't in operation. This pattern is consistent with the primary function of these streets as residential parking, with demand increasing as residents return home, along with the opportunity for those that do not have permits to parking within the streets without receiving Penalty Charge Notices.

Huntingdon RPS

Huntingdon Zone A streets show relatively high daytime occupancy across all survey weeks, with typical utilisation at 9am and 1pm ranging between 60% and 80% of available capacity on streets such as Ingram Street, Euston Street, Montague Road and Hartford Road. Evening demand is consistently higher, with 8pm occupancy often reaching or exceeding theoretical capacity. For example:

- Hartford Road records between 25 and 28 vehicles at 8pm against a nominal capacity of 21 spaces across all three survey weeks.
- Montague Road regularly exceeds capacity at 8pm, rising from 23 vehicles during half-term to 25 pre-Christmas, compared to a capacity of 17.

Zone B streets operate at a smaller scale but display similar trends. Daytime occupancy is typically modest, often 50-75% of capacity, but evening demand increases materially. St John's Street, for example, rises from 2-4 vehicles during the day to 6-7 vehicles at 8pm, against a nominal capacity of 4 spaces. Roscrea Terrace and Ferrars Road show consistently lower absolute numbers but still reach or marginally exceed capacity in the evening across all survey weeks.

St Neots RPS

Bedford Street shows a clear and consistent pattern across all three survey periods. Daytime occupancy typically ranges from 40-65%, increasing steadily through the day and peaking at 8pm, where recorded demand reaches:

- 24 vehicles (neutral week)

- 20 vehicles (half-term)
- 23 vehicles (pre-Christmas)

Against a capacity of 24 spaces, this indicates that the street regularly operates at or near full occupancy in the evening, particularly outside of the half-term period.

New Street exhibits lower overall demand but follows the same daily profile. Daytime occupancy is generally 50-80%, rising to full or near-full occupancy at 8pm, with 6 vehicles recorded against a capacity of 6 spaces in both the half-term and pre-Christmas surveys.

Comparison Across Survey Periods

Differences between the three survey weeks are relatively subtle. The neutral and half-term weeks show broadly similar occupancy profiles, while the pre-Christmas surveys display slightly higher evening demand, particularly on streets closest to town centres such as Hartford Road and Montague Road. However, the dominant influence on on-street demand appears to be time of day rather than season, with evening residential parking demand consistently exceeding daytime levels regardless of survey period.

6.0 STAKEHOLDER ENGAGEMENT

6.1 PURPOSE AND OVERVIEW

A Stage 1 stakeholder engagement exercise was undertaken to inform the development of the Car Park Strategy. The engagement focused on understanding how council owned off-street car parks are currently used and perceived by residents, visitors, and businesses, and to identify priorities for improvement. This stage provides a baseline evidence position, ensuring that the emerging strategy responds to real-world user experience and local needs.

This engagement formed part of a structured two-stage engagement approach. Stage 1 captured views on the existing parking offer, while Stage 2 will seek feedback on the draft strategy, vision, and policy direction, directly informed by the findings summarised below. A separate more comprehensive engagement feedback report has been produced to provide more detailed analysis, with a high-level summary included below.

6.2 ENGAGEMENT REACH AND REPRESENTATION

The Stage 1 user survey generated a strong level of engagement, with 1,546 completed responses received over a six-week period. The vast majority of responses (1,522) were from residents and visitors, alongside 24 responses from businesses, providing an additional perspective on parking impacts on trading and staff access.

Responses were geographically well distributed across the district. Over 90% of responses originated from the district's main towns, reflecting where parking demand and usage is most concentrated. St Neots generated the highest proportion of responses (38%), followed by Huntingdon (27%) and St Ives (17%). Responses were also received from surrounding villages, demonstrating that parking is an issue of district-wide relevance rather than one confined solely to urban centres.

This breadth of participation provides confidence that the findings represent a robust and representative evidence base to inform the strategy.

6.3 WHY PEOPLE USE COUNCIL CAR PARKS

Across Huntingdonshire, shopping is the dominant reason for using council owned car parks, cited by approximately 75% of respondents. Leisure trips account for a further 12%, with smaller proportions visiting for work or other purposes such as medical appointments, volunteering, or visiting friends and family. These results underline the importance of off-street parking in supporting town centre vitality and everyday services.

The prominence of shopping and short-duration activities aligns closely with the survey based duration of stay and parking act data, reinforcing the importance of maintaining effective short-stay provision within town centres.

6.4 OVERALL PERFORMANCE AND EXPERIENCE

At a district-wide level, 53% of respondents stated that they had not experienced parking problems within council owned car parks in the last 12 months. This is a positive finding and broadly consistent with benchmarks from comparable local authority parking surveys, indicating that the current parking system generally functions effectively for many users.

However, some respondents reported experiencing issues, and these responses provide valuable insight into where targeted improvements could deliver the greatest benefit.

6.5 KEY ISSUES IDENTIFIED

Among respondents who reported issues, the most commonly cited problem was difficulty finding a parking space, particularly during peak periods such as Saturdays or midday weekdays. This issue was most frequently associated with high-demand town centre car parks, notably Tebbutts Road (St Neots) and Sainsbury's (Huntingdon), both of which are known from survey data to experience sustained high occupancy.

This finding reinforces the importance of managing turnover and ensuring that short-stay parking is prioritised in locations that support retail and service activity.

Parking charges were the single most frequently raised issue in open text responses. Many respondents expressed concern that charges, particularly for short stays, are high relative to nearby towns or out of town locations offering free parking. Importantly, feedback shows that acceptance of charges improves where users can see a clear link between pricing and service quality, maintenance, or investment in facilities.

This highlights the importance of transparency and communication in any future pricing or tariff changes.

A large number of respondents reported frustration with payment systems, particularly where machines were unreliable, unclear, or affected by poor mobile signal for app-based payments. While many users are supportive of digital payment methods, there is a strong expectation that systems should be robust, intuitive, and supported by clear instructions and contingency options.

Around 16% of respondents identified as having a disability or limited mobility, providing a meaningful evidence base on accessibility issues. Over half of these respondents reported difficulty locating an available Blue Badge space at least some of the time, particularly in higher-demand car parks. This suggests that, while provision may be adequate in some locations, there are localised pressures that warrant review as part of the strategy.

6.6 BUSINESS PERSPECTIVES

Although the business survey generated a smaller sample, the findings are consistent and highly indicative. Over 75% of businesses reported having no private parking, and

78% stated that their customers rely on council owned car parks. This underlines the critical role that off-street parking plays in supporting the local economy.

Over 50% of businesses reported that they or their customers had experienced parking problems, most commonly related to space availability at busy times. These findings reinforce the importance of aligning parking management with economic and town centre objectives.

6.7 LOCALISED VARIATION

While district wide themes are clear, the engagement highlights that parking issues are often highly localised. Differences in car park layout, demand intensity, and surrounding land uses mean that user experience varies between towns and even between individual car parks. Larger towns such as Huntingdon and St Neots tend to show greater pressure and a higher incidence of reported issues, whereas smaller centres experience more intermittent or location specific challenges.

This finding supports the need for a strategy that combines district-wide principles with locally responsive policies and interventions.

6.8 STRATEGIC IMPLICATIONS FOR THE CAR PARK STRATEGY

Taken together, the Stage 1 engagement confirms that Huntingdonshire's off-street parking system broadly meets user needs but faces pressures at peak times and in key town centre locations. The evidence highlights strong demand for short-stay parking, sensitivity to cost and value for money, and the importance of reliable payment systems and accessibility.

Crucially, the feedback suggests that future changes are more likely to be supported where they are clearly communicated, proportionate, and demonstrably reinvested into improving the parking offer. These insights provide a robust foundation for the development of the draft Car Park Strategy and will directly inform the options and policy direction tested through Stage 2 consultation.

7.0 FORECASTING FUTURE GROWTH

7.1 INTRODUCTION

The baseline analysis presented in Chapter 5 demonstrates that, at a district wide level, the current supply of council owned off-street parking in Huntingdonshire is broadly sufficient to meet existing demand. However, this overall position masks important localised variations. Given the district's mix of larger market towns, smaller settlements, and destination-based facilities, it is essential that future parking provision is assessed on a town-by-town basis to ensure that areas experiencing pressure at particular times or locations are clearly identified and appropriately addressed.

The survey data highlights that parking pressure within Huntingdonshire is not uniform. In the larger town centres, most notably Huntingdon, St Neots, and St Ives, demand can be more intense and persistent, particularly within core retail and short-stay car parks and during peak trading periods such as Saturdays and the pre-Christmas period. In contrast, other locations experience pressure only intermittently, often linked to specific trip generators, events, or seasonal activity. This reinforces the need for a targeted and proportionate approach to future planning, rather than a single district wide solution.

Where capacity constraints are identified, the expansion or reconfiguration of existing car parks typically represents a more cost-effective and deliverable option than the provision of entirely new facilities. New car park development carries significant capital costs and requires careful consideration of location to ensure proximity to key destinations and demand generators. Without this, new provision risks underutilisation and poor value for money. Exceptions may include facilities designed to serve a specific strategic purpose, such as park and ride facilities, which would require strong alignment with the primary road network and effective onward travel options.

Opportunities to significantly increase off-street parking capacity within Huntingdonshire are constrained by the existing urban form, the availability of suitable land, and wider planning considerations, particularly within established town centres where competing uses for land are prevalent. While multi-level parking can provide a potential means of increasing capacity on some constrained sites, such solutions require careful consideration of deliverability, cost, operational impact, and townscape implications, especially in historic or tightly developed areas. As a result, substantial increases in parking capacity are unlikely to be achievable across the district and would need to be considered selectively on a site-by-site basis.

In this context, the provision of additional parking supply should be regarded as a measure of last resort. A range of demand management and optimisation measures can be employed to respond to forecast growth, including tariff and stay controls, improved turnover management, better utilisation of underused assets, and the promotion of alternative modes for longer-stay trips. These approaches can often deliver more immediate and cost-effective benefits than new build solutions, while also supporting wider transport, environmental, and town centre objectives.

Sustainability therefore remains a central consideration in forecasting future parking demand within Huntingdonshire. The emerging car park strategy will consider how anticipated growth, both within the district and across the wider sub-region, can be accommodated through a balanced approach that prioritises efficient use of existing assets, supports economic vitality, and aligns with longer-term transport and carbon reduction ambitions.

7.2 FORECASTING GROWTH METHODOLGY

To support the development of car park strategies and transport planning initiatives that consider the long-term impacts of traffic growth, the Department for Transport (DfT) has developed a forecasting tool known as TEMPro (Version 8.1). This software is specifically designed to estimate traffic growth by incorporating projections for housing, population, car ownership, trip rates, and employment within a specified area. It also accounts for origin and destination data, allowing it to incorporate general growth from surrounding areas and predict its effects on the targeted region. By generating growth factors for both baseline and future years, TEMPro provides valuable insights into anticipated changes in traffic patterns.

While forecasts of future travel behaviour are inherently subject to uncertainty due to numerous influencing factors and unforeseen circumstances, TEMPro is considered the most reliable tool for making these predictions. To mitigate the risks associated with deviations in forecasted traffic growth, it is advisable to have contingencies in place and to conduct regular reviews of parking in towns. This proactive approach will ensure that strategies, plans, and schemes remain aligned with evolving trends and demands.

Factors Influencing Future Parking Demand

Estimating future parking demand is a complex process, influenced by various factors:

1. **Availability of Parking:** The accessibility of parking significantly affects driving behaviour. An ample supply of parking increases the attractiveness of driving to a location. Conversely, a shortage of parking can deter drivers, either by encouraging alternative travel modes or discouraging visits altogether. Additionally, an abundant parking supply often correlates with lower parking charges, which can further stimulate demand. Determining latent demand in such scenarios is challenging.

2. **Sustainable Travel Options:** The availability of attractive alternatives to private car use, such as public transport, cycling, or walking, can reduce reliance on cars and consequently lower parking demand. However, sustainable travel may not meet the needs of all individuals, especially for trips involving the transport of goods or those made under specific circumstances.

3. **Parking Charges:** The cost of parking plays a critical role in influencing demand. High parking charges can deter car use, prompting people to use alternative modes of transport, visit different destinations, or forgo trips altogether. Conversely, low or

non-existent parking charges can encourage excessive car use, leading to potential environmental and social impacts.

4. **The Growth of the Internet:** Advances in digital technology have transformed how people conduct everyday activities. Online shopping, remote working, and access to real-time information about parking availability and pricing have all influenced travel patterns and parking demand. Additionally, the internet has facilitated innovations such as driveway rentals, car sharing, and bike hire, which further impact parking needs.

5. **Population Growth and Relocation:** As populations grow and relocate, the demand for goods, services, and parking evolves. People are not confined to traveling to their nearest destination, which can lead to shifts in regional parking demand patterns.

Factors Influencing Parking Supply

In addition to demand-related factors, several issues influence the supply of parking spaces. Development proposals often affect the availability and location of public parking. Car parks, particularly those identified as underutilised, are frequently considered for redevelopment. In Huntingdonshire, only one car park has been flagged as underutilised (Bridge Place, Godmanchester). While this site presents an opportunity for alternative land use or redevelopment, efforts such as regeneration or local area improvements may also increase the usage.

Applying TEMPro to Forecast Parking Demand

TEMPro growth data has been applied to current survey data to project parking demand across the Huntingdonshire district over the next 20 years, extending to 2045. Instead of using trip end growth data, growth in car ownership has been applied, as it represents a higher projected increase. The resulting figures, presented in Tables 38 and 39, reflect base-level projections that assume growth within the current framework. Future regeneration projects and other improvements within the district are likely to lead to further increases in parking demand beyond these baseline figures.

This predictive modelling provides a valuable foundation for developing strategies that align parking provision with anticipated growth, ensuring that the district's parking infrastructure supports economic vitality, environmental sustainability, and the needs of its residents and visitors.

From...	To...	Origin Trip Growth	Destination Trip Growth	Average Trip Growth
2025	2030	1.0155	1.0207	1.0181
2025	2035	1.0173	1.0263	1.0218
2025	2040	1.0219	1.0350	1.0285
2025	2045	1.0288	1.0460	1.0374

Table 38 - Predicted growth TEMPRO Version 8.1

From...	To...	Don't own a Car	own 1 Car	Owns 2 Cars	Owns 3+ cars	All Cars
2025	2030	0.9813	1.0173	1.0238	1.0891	1.0599
2025	2035	0.9671	1.0454	1.0504	1.1772	1.0838
2025	2040	0.9476	1.0506	1.0614	1.2329	1.1254
2025	2045	0.9422	1.0679	1.0908	1.2816	1.1669

Table 39 - Car Ownership TEMPRO Version 8.1

7.3 IMPACT ON PARKING ACROSS HUNTINGDONSHIRE

It is acknowledged that whilst TEMPro provides a good basis for estimating background growth across the district in overall terms, it may not necessarily be reflective of the specific locations of growth and consequently parking demand within specific car parks in the towns.

It is important that the parking strategy fits as one element of the coherent overarching transport plan that covers parking across the district, which is the driving force behind the parking strategy. Care should be taken to ensure that the proposed level of parking is not set too high as to inadvertently encourage car use to access towns to the detriment of more sustainable modes, particularly if doing so would be likely to undermine the viability of such services and supporting infrastructure (e.g. congestion increasing delay for public transport vehicles or severance of key links for pedestrians and cyclists by major traffic corridors). This said, the future prosperity and economic success of towns will be reliant upon reasonable access by car.

The TEMPro figures are broken down into five-year periods. As this car park strategy Is being developed in 2025, the 20-year period covers the years 2030, 2035, 2040, and 2045. Tables 40-43 provide the forecasted growth in car park towns for each of the five-year periods. As previously discussed, this is based on many variables and should be taken as a guide only.

The parking surveys undertaken as part of this study provide a robust baseline against which future demand has been assessed. Rather than relying on isolated peak observations, the baseline has been derived by averaging peak occupancy levels across weekdays, Saturdays, and Sundays for each of the three survey periods. This approach intentionally smooths short-term anomalies and seasonal spikes, producing a representative measure of *typical high demand* that car parks are likely to experience on a regular basis. As such, the baseline does not reflect absolute worst-case conditions, but instead provides a realistic and repeatable benchmark of operational pressure.

This is particularly appropriate for forward forecasting, as it allows growth to be applied to a stable demand profile that reflects everyday user behaviour rather than exceptional trading days or one-off events. Using this averaged high-demand baseline ensures that future demand scenarios are both prudent and proportionate, supporting forecasts that are resilient to short-term variability while still sensitive to sustained growth in population, employment, retail activity, and travel demand across the district.

Town	Car Park	Spaces	Ave Peak Occupancy	2030	% Occupied
Godmanchester	Bridge Place	257	19	21	8
	Park Lane	25	20	22	88
	Post Street	31	27	29	94
Huntingdon	Great Northern St	71	59	63	89
	Hinchingbrooke Country Park	60	53	56	93
	Ingram St	44	39	42	95
	Mill Common	52	42	44	85
	Multi-Storey (nr Sainsbury's)	404	223	238	59
	One Leisure	171	68	76	44
	Princes St	77	65	71	92
	Riverside	190	34	38	20
	Sainsbury's	290	237	252	87
	St Germain St	36	29	31	86
Ramsey	Mews Close	60	53	56	93
	One Leisure	34	25	27	79
St Ives	Cattle Market (Long-stay)	196	105	115	59
	Cattle Market (Short-stay)	197	141	153	78
	Darwoods Pond	83	57	62	75
	Globe Place	162	127	138	85
	One Leisure Indoor	210	122	134	64
	One Leisure Outdoor	108	45	51	47
	Waitrose	75	56	62	83
St Neots	Brook St	13	11	12	92
	Priory Centre	31	27	29	94
	Priory Lane	35	26	29	83
	Priory Park	43	37	40	93
	Riverside Park	276	104	112	41
	Tan Yard	37	26	30	81
	Tebbutts Rd	241	189	203	84
	Waitrose	188	154	166	88
TOTAL		3697	2220	2402	65

Table 40 – TEMPro forecasting across Huntingdonshire car parks for 2030

Town	Car Park	Spaces	Ave Peak Occupancy	2035	% Occupied
Godmanchester	Bridge Place	257	19	22	9
	Park Lane	25	20	23	92
	Post Street	31	27	30	97
Huntingdon	Great Northern St	71	59	66	93
	Hinchingbrooke Country Park	60	53	59	98
	Ingram St	44	39	43	98
	Mill Common	52	42	48	92
	Multi-Storey (nr Sainsbury's)	404	223	252	62
	One Leisure	171	68	78	46
	Princes St	77	65	72	94
	Riverside	190	34	40	21
	Sainsbury's	290	237	265	91
	St Germain St	36	29	32	89
Ramsey	Mews Close	60	53	59	98
	One Leisure	34	25	29	85
St Ives	Cattle Market (Long-stay)	196	105	121	62
	Cattle Market (Short-stay)	197	141	160	81
	Darwoods Pond	83	57	66	80
	Globe Place	162	127	144	89
	One Leisure Indoor	210	122	139	66
	One Leisure Outdoor	108	45	52	48
	Waitrose	75	56	64	85
St Neots	Brook St	13	11	13	100
	Priory Centre	31	27	30	97
	Priory Lane	35	26	30	86
	Priory Park	43	37	41	95
	Riverside Park	276	104	119	43
	Tan Yard	37	26	30	81
	Tebbutts Rd	241	189	213	88
	Waitrose	188	154	173	92
TOTAL		3697	2220	2513	68

Table 41 – TEMPro forecasting across Huntingdonshire car parks for 2035

Town	Car Park	Spaces	Ave Peak Occupancy	2040	% Occupied
Godmanchester	Bridge Place	257	19	22	9
	Park Lane	25	20	23	93
	Post Street	31	27	32	102
Huntingdon	Great Northern St	71	59	69	97
	Hinchingbrooke Country Park	60	53	62	103
	Ingram St	44	39	46	103
	Mill Common	52	42	49	94
	Multi-Storey (nr Sainsbury's)	404	223	260	64
	One Leisure	171	68	79	46
	Princes St	77	65	76	99
	Riverside	190	34	40	21
	Sainsbury's	290	237	277	95
	St Germain St	36	29	34	94
Ramsey	Mews Close	60	53	62	103
	One Leisure	34	25	29	86
St Ives	Cattle Market (Long-stay)	196	105	123	63
	Cattle Market (Short-stay)	197	141	165	84
	Darwoods Pond	83	57	67	80
	Globe Place	162	127	150	91
	One Leisure Indoor	210	122	144	68
	One Leisure Outdoor	108	45	53	49
	Waitrose	75	56	65	87
St Neots	Brook St	13	11	13	99
	Priory Centre	31	27	32	102
	Priory Lane	35	26	30	87
	Priory Park	43	37	43	100
	Riverside Park	276	104	121	44
	Tan Yard	37	26	30	82
	Tebbutts Rd	241	189	223	92
	Waitrose	188	154	181	96
TOTAL		3697	2220	2598	70

Table 42 – TEMPro forecasting across Huntingdonshire car parks for 2040

Town	Car Park	Spaces	Ave Peak Occupancy	2045	% Occupied
Godmanchester	Bridge Place	257	19	23	9
	Park Lane	25	20	25	100
	Post Street	31	27	33	106
Huntingdon	Great Northern St	71	59	71	100
	Hinchingbrooke Country Park	60	53	64	107
	Ingram St	44	39	48	109
	Mill Common	52	42	51	98
	Multi-Storey (nr Sainsbury's)	404	223	266	66
	One Leisure	171	68	82	48
	Princes St	77	65	79	103
	Riverside	190	34	44	23
	Sainsbury's	290	237	283	98
	St Germain St	36	29	36	100
Ramsey	Mews Close	60	53	65	108
	One Leisure	34	25	31	91
St Ives	Cattle Market (Long-stay)	196	105	130	66
	Cattle Market (Short-stay)	197	141	171	87
	Darwoods Pond	83	57	71	86
	Globe Place	162	127	156	96
	One Leisure Indoor	210	122	148	70
	One Leisure Outdoor	108	45	56	52
	Waitrose	75	56	69	92
St Neots	Brook St	13	11	14	108
	Priory Centre	31	27	34	110
	Priory Lane	35	26	33	94
	Priory Park	43	37	45	105
	Riverside Park	276	104	126	46
	Tan Yard	37	26	33	89
	Tebbutts Rd	241	189	231	96
	Waitrose	188	154	190	101
TOTAL		3697	2220	2708	73

Table 43 – TEMPro forecasting across Huntingdonshire car parks for 2045

Across the district as a whole, the modelling indicates a steady but manageable increase in parking demand over time, with total peak occupancy rising from approximately 2,220 vehicles in the baseline to around 2,402 by 2030 (65% occupancy), 2,513 by 2035 (68%), 2,598 by 2040 (70%), and 2,708 by 2045 (73%). While this represents a gradual increase in overall utilisation, the forecasts highlight that pressure will not be evenly distributed and that capacity challenges will be concentrated in specific town centre locations.

In Godmanchester, growth remains modest in absolute terms, but the forecasts reinforce the existing contrast between car parks. Post Street is projected to exceed capacity by 2040 (102%) and rise further to 106% by 2045, indicating persistent pressure in this small, centrally located facility. Park Lane also approaches full capacity, reaching 100% by 2045. In contrast, Bridge Place continues to operate well below capacity throughout the forecast period, remaining below 10% occupancy even in 2045, confirming that location and function, rather than overall supply, remain the dominant factors shaping demand in the town.

Huntingdon experiences the most significant absolute growth in demand due to the scale and function of its town centre car parks. Several key sites are forecast to approach or exceed practical capacity within the forecast period. Ingram Street and Hinchingbrooke Country Park exceed 100% occupancy by 2040, rising to approximately 109% and 107% respectively by 2045. Great Northern Street and Princes Street both reach or exceed full capacity by 2045, while St Germain Street reaches 100% occupancy in the same period.

Larger facilities provide some moderation to town wide pressures. The multi-storey car park near Sainsbury's, despite absorbing significant growth, remains below capacity, reaching around 66% occupancy by 2045, while Riverside continues to operate with substantial spare capacity, remaining below 25% occupancy throughout the forecast horizon. Sainsbury's car park itself approaches full utilisation by 2045 at 98%, reinforcing its critical role in supporting town centre activity, although it's noted this car park regularly reaches capacity during noticeable peak periods.

Ramsey remains supply constrained throughout the forecast period. Mews Close, already operating at high utilisation, exceeds capacity by 2040 (103%) and rises further to 108% by 2045, indicating sustained pressure in the town's primary car park. One Leisure absorbs some demand growth but remains below capacity, reaching approximately 91% by 2045. The forecasts suggest that Ramsey's limited supply will continue to drive high turnover and pressure regardless of wider district trends.

In St Ives, demand growth is distributed across a broader range of car parks, reflecting the town's more diverse parking offer. Cattle Market (Short-stay) rises steadily to around 87% occupancy by 2045, while Globe Place reaches approximately 96% in the same year. One Leisure Indoor increases to around 70% occupancy by 2045, indicating moderate but manageable pressure. Longer-stay and peripheral sites, including Cattle Market (Long-stay) and One Leisure Outdoor, remain below capacity throughout the forecast period, providing some resilience within the town's overall parking network.

St Neots shows a clear concentration of future pressure within its core town centre car parks. Brook Street, Priory Centre, and Priory Park all exceed 100% occupancy by 2045, with Brook Street reaching approximately 108%. Tebbutts Road, the town's principal car park, remains heavily utilised, rising from 84% in 2030 to around 96% by 2045, while Waitrose also approaches full capacity at 101%. In contrast, Riverside Park continues to operate with substantial spare capacity, remaining below 50% occupancy even in 2045, reinforcing its role as a longer-stay, destination-led facility that offsets pressure elsewhere in the town.

Strategic Observations and Implications

Several clear themes emerge from the forecasts. First, district-wide capacity remains broadly sufficient, but pressures become increasingly concentrated in central, short-stay and retail-focused car parks. Second, larger and peripheral sites continue to play a critical balancing role, absorbing growth and preventing more widespread capacity exceedance. Third, by 2040–2045, a number of smaller town centre car parks are forecast to exceed practical capacity, indicating a growing need for active management rather than additional supply.

It is important to note that the figures presented reflect average peak demand levels, rather than the absolute highest demand observed across all survey periods. As a result, there will be specific days, seasons, or event-driven periods where parking demand exceeds the levels illustrated in this analysis, leading to short-term pressures that are higher than those captured in the forecasts. This means that while the modelling provides a reliable indication of typical high-demand conditions, it does not represent the upper limit of potential parking stress across the district.

Figure 43 provides an overview of the projected parking growth in Huntingdonshire car parks over five-year intervals, extending to 2045. The analysis compares these projections against the 85% occupancy threshold, a critical benchmark where the need for additional parking capacity may warrant further investigation, particularly if sustainable transport initiatives have already been implemented.

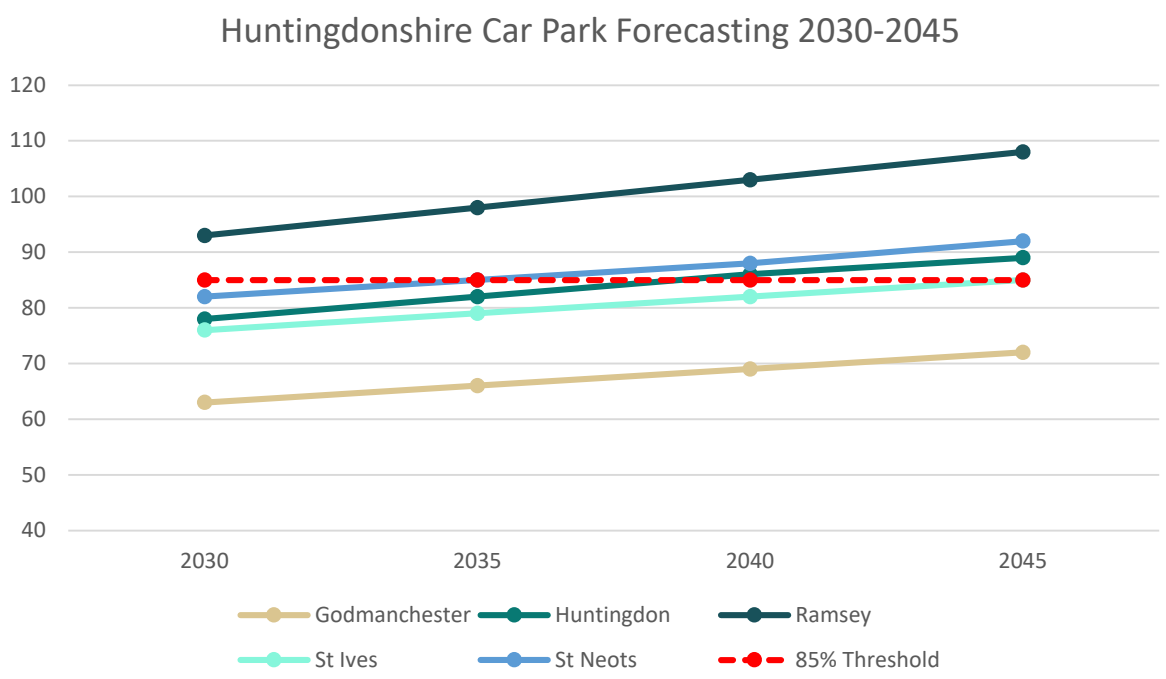


Figure 43 – Forecasting car park growth in Huntingdonshire car parks up to 2045

The town level forecasting illustrates a clear divergence in how parking demand is expected to evolve across Huntingdonshire between 2030 and 2045. By the end of the forecast period, Ramsey emerges as the most constrained town, with average peak demand projected to exceed the 85% occupancy threshold from 2035 onwards and to rise to around 108% by 2045. This indicates sustained and growing capacity pressure, reflecting Ramsey's relatively limited parking supply and concentrated town centre demand. Without intervention, this level of occupancy is likely to translate into regular difficulty in locating parking spaces during typical busy periods.

St Neots is also forecast to exceed the 85% threshold, with average peak demand reaching approximately 92% by 2045. While not as acute as Ramsey, this trend signals increasing pressure in the town's parking system, particularly within core short-stay and mixed-use car parks. Proactive management measures will therefore be important to ensure that town centre accessibility and turnover can be maintained as demand continues to rise.

Huntingdon is forecast to approach, but not materially exceed, the 85% threshold over the forecast period. By 2045, average peak demand is projected to be just under 90%, suggesting that while capacity pressures will increase, they are likely to remain manageable at an overall town level. That said, this masks variation between individual car parks, with some key retail focused sites expected to experience significantly higher localised pressure.

In contrast, St Ives remains below the 85% threshold throughout the forecast period, with demand rising steadily but remaining at around the low-to-mid 80% range by 2045. This indicates a comparatively resilient parking supply at a town wide level, although

continued monitoring will be important to manage pressures in the most popular central locations.

Godmanchester continues to exhibit the lowest overall level of forecast demand at a town wide scale, remaining well below the 85% occupancy threshold across all forecast years. However, this position is heavily influenced by the inclusion of Bridge Place car park, which accounts for a substantial proportion of the town's total parking supply and consistently records low utilisation. If Bridge Place were excluded from the assessment, average peak demand within the remaining car parks would increase markedly, reaching approximately 91% by 2030 and rising to around 103% by 2045.

This indicates that, while Bridge Place may not be essential to meeting day-to-day parking demand in its current form, its removal without mitigation would result in capacity shortfalls elsewhere in the town. Any future decisions regarding Bridge Place would therefore need to be accompanied by alternative provision or demand management measures to ensure that overall parking capacity remains sufficient.

Table 44 summarises the forecasting of future parking demand across all off-street car parks within the Huntingdonshire district over five-year periods up to 2045.

Town	Car Park	2025 % Occupied	2030 % Occupied	2035 % Occupied	2040 % Occupied	2045 % Occupied
Godmanchester	Bridge Place	7	8	9	9	9
	Park Lane	80	88	92	93	100
	Post Street	87	94	97	102	106
Huntingdon	Great Northern St	83	89	93	97	100
	Hinchingbrooke Country Park	88	93	98	103	107
	Ingram St	89	95	98	103	109
	Mill Common	81	85	92	94	98
	Multi-Storey (nr Sainsbury's)	55	59	62	64	66
	One Leisure	40	44	46	46	48
	Princes St	84	92	94	99	103
	Riverside	18	20	21	21	23
	Sainsbury's	82	87	91	95	98
	St Germain St	81	86	89	94	100
Ramsey	Mews Close	88	93	98	103	108
	One Leisure	74	79	85	86	91
St Ives	Cattle Market (Long-stay)	54	59	62	63	66
	Cattle Market (Short-stay)	72	78	81	84	87
	Darwoods Pond	69	75	80	80	86
	Globe Place	78	85	89	91	96
	One Leisure Indoor	58	64	66	68	70
	One Leisure Outdoor	42	47	48	49	52
	Waitrose	75	83	85	87	92
St Neots	Brook St	85	92	100	99	108
	Priory Centre	87	94	97	102	110
	Priory Lane	74	83	86	87	94
	Priory Park	86	93	95	100	105
	Riverside Park	38	41	43	44	46
	Tan Yard	70	81	81	82	89
	Tebbutts Rd	78	84	88	92	96
	Waitrose	82	88	92	96	101
TOTAL		61	65	68	70	73

Table 44 – Summary of future forecasting in car parks across Huntingdonshire 2025-2045

8.0 HUNTINGDONSHIRE PARKING SERVICE

8.1 OVERVIEW

Huntingdonshire District Council operates a substantial portfolio of council owned off-street car parks across the district, serving a wide range of functions including town centre parking, leisure and retail access, commuter parking, and support for key community facilities. Given the role these assets play in supporting local economies, access to services, and visitor activity, it is essential that the Council delivers a high-quality, consistent, and customer focused parking service.

While this strategy is focused on off-street parking provision, it is recognised that users experience parking as part of a wider system that also includes on-street parking and the broader transport network. Ensuring coherence between off-street and on-street arrangements, particularly in town centres such as Huntingdon, St Neots, St Ives, Ramsey, and Godmanchester, is therefore important in delivering a seamless and legible experience for users.

Clear and effective signage and wayfinding are a critical component of this service, particularly for visitors and infrequent users who may be unfamiliar with local parking arrangements. Well-designed signage can reduce unnecessary circulation, improve access to appropriate car parks, and enhance first impressions of town centres, supporting repeat visits and sustained economic activity.

To deliver a modern, efficient, and user friendly parking service, the Council must consider the full range of service elements that influence the customer experience. Key areas include:

- **Car park signage and wayfinding** – ensuring signage is clear, consistent, and visible on approach and within car parks.
- **Payment options** – providing flexible, accessible payment methods, including cashless and app-based solutions, and clear information on charging periods.
- **Electric vehicle charging infrastructure** – expanding and upgrading EV charging provision to support the transition to low-emission vehicles.
- **Accessible and priority spaces** – ensuring sufficient provision for disabled users, families, and other priority groups.
- **Enforcement** – applying proportionate and effective enforcement to maintain availability, fairness, and compliance.
- **Information availability** – providing accurate, up-to-date parking information through the Council's website and digital platforms.
- **Short-stay parking provision** – supporting local businesses by enabling convenient parking for quick visits and high turnover.

- **Micro-mobility integration** – accommodating bicycles and other emerging modes where appropriate.
- **Parking technology** – making use of modern systems such as real-time occupancy data, improved payment technology, and enhanced back-office systems.

Each of these elements is explored in more detail in the sections that follow, drawing on evidence from car park assessments, benchmarking, and user behaviour analysis undertaken as part of the parking strategy. By addressing these service components in a coordinated and evidence-led manner, Huntingdonshire District Council can improve the overall parking experience, support economic vitality, and contribute to its wider environmental and sustainability objectives.

8.2 CAR PARK SIGNAGE AND WAYFINDING

As part of the development of the Huntingdonshire Parking Strategy, Ethos has undertaken a high-level review of car park signage and wayfinding across the district to identify opportunities for improvement. This review has considered both vehicular directional signage and pedestrian wayfinding, as well as the potential future role of Variable Message Signs (VMS) in managing parking demand more effectively.

There is a clear relationship between the vitality of town and local centres and the ease with which they can be accessed. For many visitors, particularly those unfamiliar with the area, the parking experience forms the first point of contact with a town. Ideally, town centres should be easily accessible from transport hubs such as off-street car parks, bus stops, rail stations, and locations offering secure cycle parking. Clear, early, and consistent signage is therefore essential in supporting accessibility and encouraging repeat visits.

Huntingdonshire District Council operates a substantial number of off-street car parks distributed across Huntingdon, St Neots, St Ives, Ramsey, and Godmanchester. This range of provision gives visitors choice and flexibility, allowing them to select the most appropriate car park for their destination. However, without effective signage on the highway network, this choice is not always clear or intuitive. Directional signage remains the primary means by which drivers can identify suitable parking locations and make informed decisions before entering town centres.

The review identified that, across much of the district, car park signage is limited in both coverage and visibility. In many locations, signage is small, inconsistently designed, or positioned too close to car park entrances to be effective. As a result, drivers often encounter parking information only after they have already navigated into the town centre, reducing the opportunity to manage demand efficiently and increasing unnecessary circulation. This can lead to certain car parks being disproportionately used while others remain underutilised.

Where signage does exist, it is often located immediately adjacent to the car park itself, or quite inconspicuous through vegetation or street furniture. While this has some value

in confirming arrival, it does little to assist drivers approaching from the wider road network. To be effective, parking signage needs to be positioned on key approach routes, and where possible on strategic corridors, providing early direction and allowing drivers to make decisions before reaching more constrained parts of town centres.

Figure 44 provides examples of the car park directional signage in place across the district including Huntingdon, St Ives, and St Neots.









Figure 44 – Examples of car park directional signage across Huntingdonshire

Wayfinding is equally important in shaping the overall parking experience. The effectiveness of vehicular signage can be undermined if onward pedestrian routes from the car park to town centre destinations are unclear. For visitors unfamiliar with Huntingdonshire's towns, poor wayfinding can create confusion, lengthen walking journeys, and detract from the overall experience.

Common wayfinding solutions include fingerpost signage directing pedestrians to key destinations such as town centres, toilets, leisure facilities, bus and rail stations, and riverside or cultural attractions. These can be supplemented by map-based monolith signs that provide orientation, key walking routes, and local information. Car parks are a particularly important location for such signage, as they represent the starting point for many visitor journeys.

Whilst there is wayfinding in place across the district, there appears to be a stronger provision in St Neots in particular. Although there are improvements that can be made, several car parks either have wayfinding in place within the car park, or within close proximity to the car park, as show in Figure 45.



Figure 45 – Examples of wayfinding in St Neots car parks

The assessment indicates that improvements to both vehicular signage and pedestrian wayfinding could significantly enhance the efficiency of town centre parking, reduce unnecessary vehicle movements, and support higher turnover of spaces. Enabling visitors to reach their destination quickly and confidently not only improves the parking experience but also maximises the economic benefit to town centres.

As part of this high-level assessment, four broad types of car parking signage have been considered:

- Strategic parking signage, providing directional information to multiple car parks or parking zones within a town.
- Advanced directional signage, guiding drivers to specific clusters of car parks from key approach routes.
- Variable Message Signs (VMS), offering real-time information on parking availability within larger town centres.
- Individual car park signage, either static or variable, identifying specific sites and their availability or restrictions.

Together, these measures provide a framework for improving parking legibility across Huntingdonshire and form an important component of delivering a more efficient, visitor friendly, and economically supportive parking service.

Figure 46 provides examples of these types of signs that can be installed in the towns.

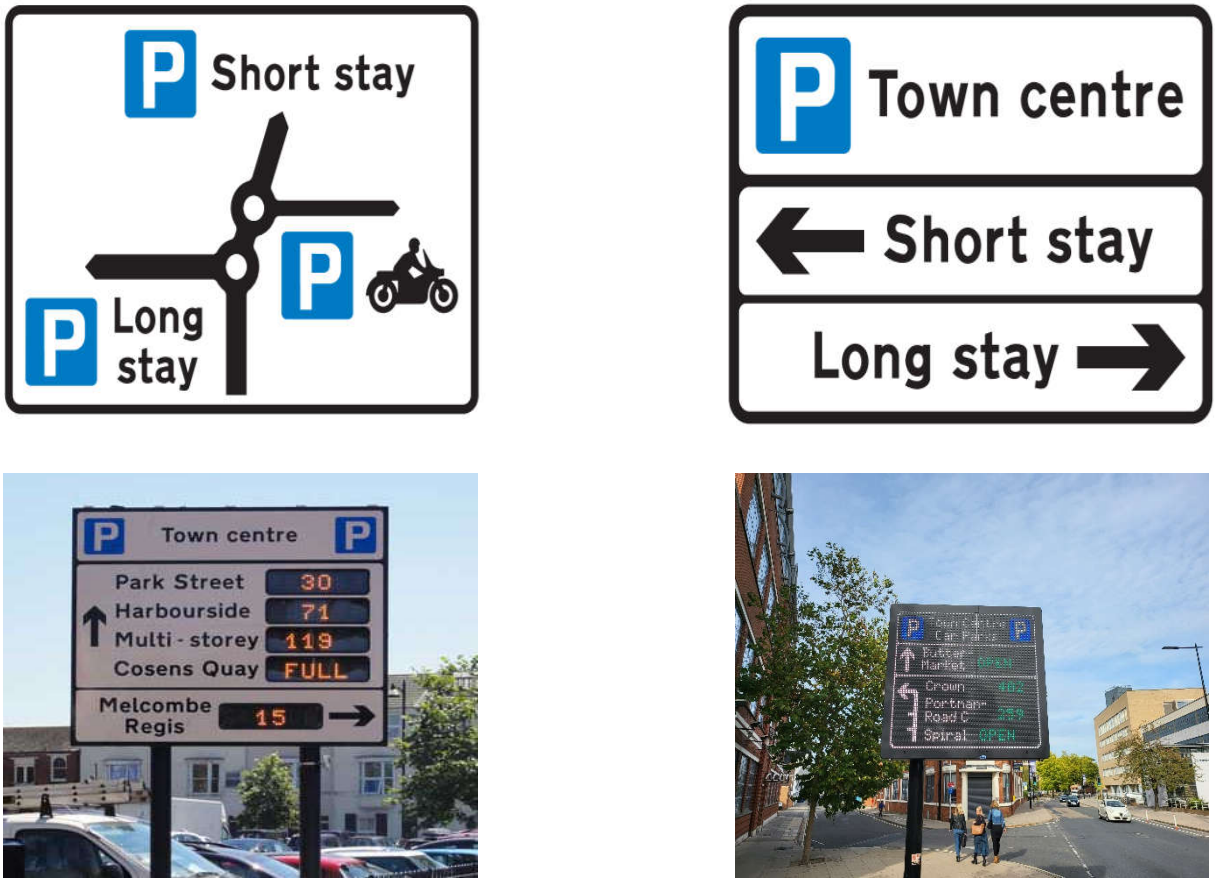


Figure 46 – Examples of car park signage

8.2.1 STRATEGIC CAR PARK SIGNAGE

Strategic car park signage is intended to provide early direction to parking areas before drivers enter constrained town centre environments. These signs should be positioned on key approach routes and use clear, generic terminology such as *Town Centre Parking*, *Short Stay*, or *Long Stay*, rather than listing individual car parks.

This form of signage is particularly relevant in Huntingdonshire's larger towns, where multiple entry routes converge and where early guidance can significantly influence driver behaviour. Strategic signage allows demand to be distributed more evenly across the parking network, improving efficiency and reducing pressure on central streets.

8.2.2 ADVANCED DIRECTIONAL CAR PARK SIGNAGE

Advanced directional signs provide more specific guidance, directing drivers to a limited number of named car parks or parking clusters. These signs are most effective when located on primary distributor roads or at key junctions on approach to town centres. Where appropriate, they can also reference major trip generators such as town centres, leisure facilities, rail stations, or retail areas.

In Huntingdonshire, advanced directional signage could play an important role in guiding drivers towards underutilised or peripheral car parks, helping to manage demand in areas prone to congestion or capacity constraints.

8.2.3 CAR PARK VARIABLE MESSAGE SIGNS (VMS)

VMS are one of the most effective tools for providing real time, concise information to drivers. These signs can display changing messages, including parking availability, car park status (e.g. *Spaces*, *Full*, *Closed*), or alternative parking options when sites reach capacity.



A positive example already exists in Huntingdon, where a car park guidance VMS has been installed near the entrance to Sainsbury's. This installation is a valuable asset, helping to direct drivers efficiently within a town that is constrained by a one-way system. Given the complexity of Huntingdon's road layout, there is strong justification for replicating this approach at one or two additional locations, capturing traffic from other key entry points and further reducing unnecessary circulation.

There is also a clear case for introducing VMS in St Ives and St Neots, where targeted installations could improve the visibility and utilisation of larger car parks:

St Ives

- Along Harrison Way, close to the roundabout with Meadow Lane, capturing traffic approaching from the south.
- Along Houghton Road (A1123) near the crossroads with Ramsey Road, intercepting traffic entering the town from the north and west.

St Neots

- Near the roundabout junction of St Neots Road and The Paddock, promoting Riverside Park car park, which is large but currently underused. This would help divert traffic away from the bridge and High Street, areas that are frequently subject to congestion.
- Along Cambridge Street, on the approach to the signalised junction with Huntingdon Street, providing early guidance before vehicles enter the town centre.

The effectiveness of VMS is highly dependent on their location. Signs must be positioned where drivers have sufficient time to read and respond to the information, without creating visibility or safety issues. Given their cost, it is essential that locations are selected to maximise exposure to the greatest number of vehicles, typically where routes converge. Accurate and reliable data is also critical; if displayed information does not reflect real conditions, driver confidence in the system will quickly erode.

Where car park infrastructure does not support accurate space counting, simpler messages such as *Spaces Available* or *Car Park Full* may be more appropriate than numerical counts.

8.2.4 SPECIFIC CAR PARK SIGNAGE (STATIC OR VMS)

Once drivers have been guided into a town, specific car park signage is required to direct them to individual sites. These signs should be clearly visible, unobstructed, and positioned at decision points where drivers need to choose a route.

Most council operated car parks should have at least one dedicated directional sign to support balanced occupancy across the network. Smaller car parks, or those closely associated with other uses (such as supermarkets), may require less prominent signage. Where infrastructure allows, VMS can be used to indicate availability, however, in many cases static signage will provide better value for money.

8.2.5 WAYFINDING SIGNAGE

Wayfinding signage for pedestrians is currently limited across Huntingdonshire and is often concentrated within town centres rather than at car parks, where many visitor journeys begin. This can create confusion for visitors unfamiliar with local layouts and reduce the overall quality of the parking experience.

It is recommended that consistent wayfinding signage be introduced at all council operated car parks, guiding users to key destinations such as town centres, leisure facilities, toilets, rail and bus stations, riverside routes, and cycle networks. Monolith-

style signs offer particular value, providing maps, walking times, and points of interest in a clear and accessible format.

To support long-term regeneration and growth, the Council should consider preparing a district-wide signage and wayfinding strategy. This would establish consistent design principles, placement standards, and maintenance requirements across Huntingdonshire's towns, ensuring clarity, coherence, and value for money both now and in the future.

8.3 CAR PARK REVENUE

Car park revenue represents a critical income stream for Huntingdonshire District Council, supporting the ongoing maintenance of parking assets, contributing to wider service delivery, and enabling reinvestment in infrastructure and technology. The Council operates a diverse portfolio of off-street car parks across its main market towns, leisure destinations, and recreational sites. This diversity creates differing demand profiles, influenced by town-centre activity, leisure use, and seasonal variation. An analysis of parking revenue generated during the most recent reporting period provides valuable insight into financial performance, usage patterns, and payment behaviour across the district.

Overview of Revenue Performance

Across Huntingdonshire, council operated car parks generated a total income of approximately £2.4 million between 1st April 2024 and 31st March 2025. This income is generated from the district's three principal towns, Huntingdon, St Neots, and St Ives.

- Huntingdon is the highest-performing location, generating £1.08 million, equivalent to 47% of total district-wide income.
- St Neots follows with £651,000 (28% of total income).
- St Ives generates £591,000 (25% of total income).
- Hinchingbrooke Country Park contributes a comparatively modest £69,000, reflecting its recreational function and lower charging intensity.

These figures demonstrate the central role that Huntingdonshire's main town centres play in supporting parking income and underline the importance of maintaining high-quality, accessible parking provision in these locations.

Figure 47 illustrates the breakdown of revenue generated across each of the three towns that has car park charges in place in Huntingdonshire.

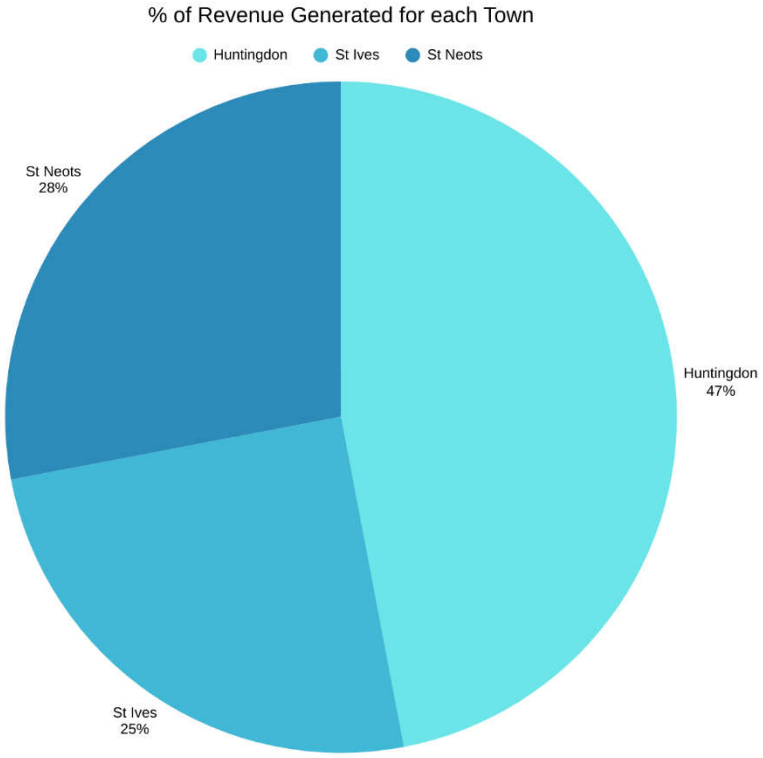


Figure 47 – Breakdown of income generated across HDC chargeable car parks

Analysis of the parking income identifies a small number of car parks that make a disproportionate contribution to the overall financial performance of the parking service. These sites are typically well located, offer high turnover, and are closely associated with major retail, employment, and town centre destinations.

The Sainsbury's car park in Huntingdon is the single highest-performing site in the district, generating £549,124.96 in income over the year. Its strong performance reflects consistent short-stay demand, high levels of activity throughout the day, and its strategic role in supporting town centre retail. Within Huntington, the other high-performing site is the Huntingdon Multi-Storey car park (£227,375.46), which provides a critical function within the town and supports a wide range of retail and employment trips.

In St Neots, Tebbutts Road car park (£263,037.49), is a key long-stay facility that benefits from its proximity to the town centre and strong commuter and visitor demand. Waitrose car park (£226,900.92) also performs strongly, driven by high short-stay turnover and its close relationship with the town's retail offer. Similarly, in St Ives, the Cattle Market Short-Stay car park (£217,084.04) is a significant income generator, reflecting its central location and role in supporting town centre activity.

Collectively, these high-performing car parks account for a substantial proportion of the Council's total parking income and represent the core financial assets within the parking portfolio. Their performance underlines the importance of protecting capacity at these locations, maintaining high standards of operation and customer experience, and prioritising them for investment in areas such as signage, payment technology, and electric vehicle infrastructure.

At the other end of the spectrum, the income analysis also identifies a group of car parks that generate comparatively low levels of revenue over the 2024/25 financial year. In most cases, this reflects the intended function and context of these sites, rather than underperformance in operational terms.

Lower-performing car parks are typically smaller in scale, located away from primary retail frontages, or designed to support specific uses such as residential access, leisure, or countryside destinations.

Examples include short-stay and local car parks such as Brook Street in St Neots, Ingram Street in Huntingdon, and Bridge Place in Godmanchester, all of which generate modest annual income relative to their capacity. These sites tend to serve localised demand, short visits, or overflow parking rather than acting as primary town centre destinations. Their role is therefore more closely aligned with supporting accessibility and managing on-street pressure than maximising revenue.

Leisure focused sites such as Hinchingbrooke Country Park also sit within the lower income range. While these car parks attract significant user numbers, income levels are constrained by lower tariffs and the recreational nature of trips. In such cases, financial performance should be considered alongside wider outcomes, including public health, wellbeing, and access to green space.

The analysis highlights that low income does not necessarily indicate poor performance. Instead, it reinforces the importance of assessing these car parks through a place based and function-led lens, recognising their contribution to local communities, visitor access, and the wider transport network. Future decisions relating to these sites should therefore focus on proportional management, cost control, and targeted improvements, rather than income maximisation, while ensuring they continue to meet local needs.

Payment Method Trends

Analysis of payment methods highlights a well-balanced mix of transaction types, reinforcing the need to maintain a range of payment options to meet user preferences. This is illustrated in figure 42 below.

Across the district:

- Card payments generate the highest share of income, contributing approximately £1.01 million;
- Coin payments remain significant, generating around £721,000;
- Phone-based payments account for approximately £660,000, demonstrating strong uptake of cashless and digital solutions.

In Huntingdon specifically, card payments account for the largest share of income (£448,000), followed by coin (£331,000) and phone payments (£305,000). Similar patterns are evident in St Neots and St Ives, indicating consistent user behaviour across the district. While digital payments continue to grow in importance, the continued use of coin payments highlights the need for inclusive systems that cater to all users.

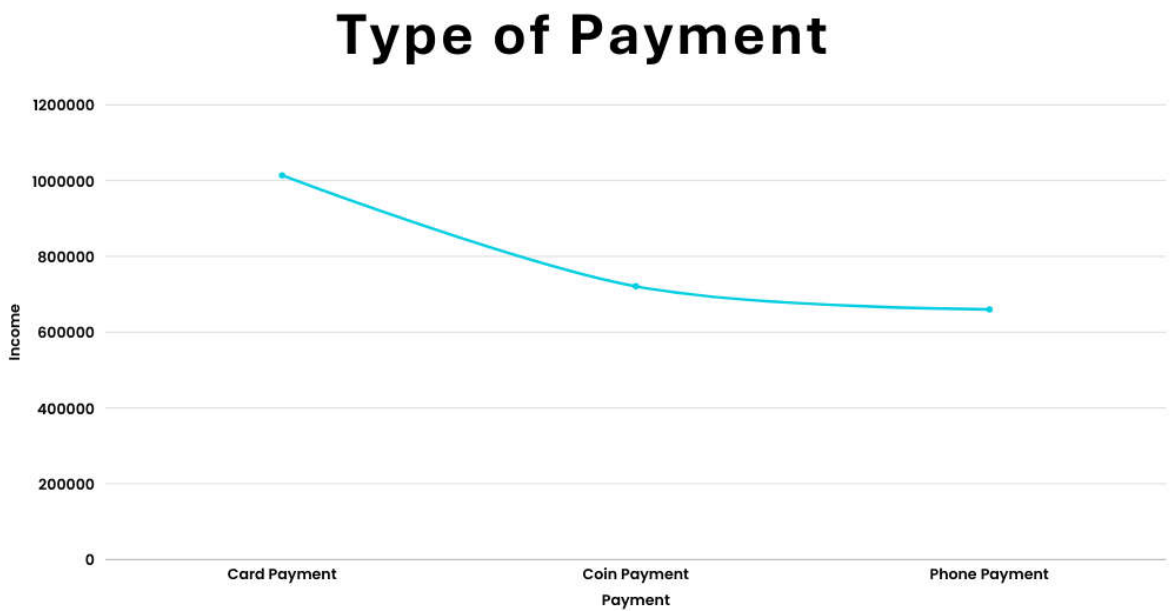


Figure 48 – Breakdown of payment options used in HDC car parks

User Activity and Demand

The data also highlights high levels of parking activity across the district, with approximately 1.86 million individual parking transactions recorded during the period under review. Of these, around 868,000 transactions occurred in Huntingdon, approximately 487,000 in St Neots, and around 440,000 in St Ives. This distribution closely mirrors the income profile and reflects the relative scale and intensity of retail, employment, and leisure activity within each town.

Hinchingbrooke Country Park recorded approximately 61,000 users, reinforcing its role as a leisure focused destination rather than a core revenue generator.

Key Observations

The revenue analysis highlights several important considerations for the parking strategy:

- Income is highly concentrated in the district's main towns, making these locations critical to the financial sustainability of the parking service.
- A balanced mix of payment methods remains essential, with no single payment channel dominating to the exclusion of others.
- Digital and phone-based payments are now a substantial contributor to revenue and should continue to be supported and expanded.
- Leisure and recreational car parks, such as Hinchingbrooke Country Park, serve an important social and wellbeing function but contribute relatively little to overall income.

Implications for the Parking Strategy

Given the strong performance of Huntingdon, St Neots, and St Ives, continued investment in these locations should be prioritised. This includes maintaining asset quality, improving signage and wayfinding, expanding EV charging provision, and ensuring payment systems remain modern and reliable.

Lower-revenue sites should be considered within the context of their wider social and environmental value rather than purely financial performance. For locations such as Hinchingbrooke Country Park, the emphasis should remain on accessibility, visitor experience, and sustainability rather than income maximisation.

Overall, the revenue data reinforces the importance of an evidence-led approach to parking management in Huntingdonshire, one that balances financial resilience with accessibility, economic vitality, and wider policy objectives.

8.4 UNDERUTILISATION OF CAR PARKS

An important element of the strategy is the identification and management of underperforming car parks, recognising that not all sites contribute equally to meeting demand or supporting town centre activity. Where car parks demonstrate consistently low levels of utilisation, there is an opportunity to consider alternative or complementary uses that better reflect local needs, land values, and future growth pressures. Any such consideration must be evidence-led and balanced against the role that these sites may play in the wider parking network over the medium to long term.

Underutilised car parks can present several strategic options. In some cases, sites may be suitable for partial or full repurposing, including redevelopment for housing, commercial, community, or mixed-use schemes, particularly where they are well located and aligned with wider regeneration objectives. Where redevelopment is pursued, this may need to be accompanied by mitigation measures, such as the retention of some parking capacity, revised tariff structures, or priority permit arrangements, to ensure that local parking needs continue to be met. In other cases, lower utilisation may indicate the need for improved promotion, clearer signage and wayfinding, or revised pricing and permit concessions to encourage greater use and rebalance demand across the parking stock.

Across Huntingdonshire, Bridge Place in Godmanchester is the only car park that exhibits a consistent and sustained pattern of underutilisation across survey periods and forecast years. Demand at this site remains low relative to its capacity, and its inclusion materially suppresses town wide utilisation figures. On this basis, Bridge Place represents the clearest opportunity for potential redevelopment within the district. However, forecast modelling indicates that overall parking demand in Godmanchester is expected to exceed supply in the future if Bridge Place were removed without replacement. Any redevelopment proposals would therefore need to incorporate alternative parking provision, demand management measures, or both, to ensure that the loss of capacity does not result in pressure elsewhere in the town.



Other car parks that show lower levels of utilisation, such as Riverside in Huntingdon and Riverside Park in St Neots, require a more cautious interpretation. These sites serve a specific functional role within the parking network, supporting leisure, riverside, and seasonal activity. While they may appear underutilised during neutral or off-peak survey periods, demand is likely to increase significantly during the summer months and during periods of good weather or events. As a result, these car parks are not considered underperforming in strategic terms, and there is limited scope for repurposing without undermining their ability to accommodate seasonal demand and protect more central car parks from overspill pressure.

More generally, the presence of underutilised capacity within the district does not automatically indicate surplus parking. Instead, it highlights the importance of understanding when, why, and how different car parks are used. Targeted interventions, such as differential pricing, time limited concessions, permit incentives, or improved communication and wayfinding, can often be effective in redistributing demand and improving overall network efficiency, reducing the need for new provision elsewhere.

This strategy therefore should adopt a measured approach to underutilisation. Only those sites that demonstrate consistently low demand, limited strategic function, and strong alignment with wider planning objectives should be considered for repurposing. Where such opportunities arise, they should be progressed in a way that supports future growth, maintains resilience in the parking network, and complements broader town centre and regeneration ambitions.

8.5 PARKING TARIFFS

Huntingdonshire District Council operates a uniform parking tariff structure across the district, applying the same short-stay and long-stay charges in all council owned car parks regardless of town or location. This approach offers clear advantages from both a management and customer perspective. For the Council, it simplifies administration, reduces complexity in enforcement and communications, and ensures consistency in

income forecasting. For users, it provides clarity and predictability, making parking easier to understand and reducing the risk of inadvertent non-compliance.

Short-stay charges are set at £1.00 for one hour, £1.80 for two hours, £2.60 for three hours, and £3.40 for four hours, while long-stay tariffs are £1.60 for two hours, £2.00 for three hours, £2.40 for four hours, and £4.00 for all-day parking. When benchmarked against neighbouring authorities and statistical comparators, these charges are not considered excessive. In most cases, they sit firmly within the lower to mid-range of the comparator group and are materially lower than those applied in larger urban centres such as Peterborough, Warwick, and East Hertfordshire.

The benchmarking demonstrates that Huntingdonshire's tariffs remain competitive and affordable, particularly for longer stays. While some neighbouring districts continue to offer free parking for short or long durations, these models are becoming increasingly uncommon due to financial pressures on local authorities. Against this backdrop, Huntingdonshire's approach strikes a balanced position, supporting town centre accessibility and economic activity while generating a sustainable income stream.

Importantly, the evidence suggests there is scope to consider modest increases to both short-stay and long-stay tariffs without materially impacting demand. Given the district's relatively low position in the pricing hierarchy, small, incremental uplifts would still leave Huntingdonshire competitive when compared with many similar authorities. Such changes could strengthen income resilience while remaining affordable for users.

Impact of Uniform Pricing on Demand Distribution

While uniform pricing brings operational and customer benefits, it also has implications for how demand is distributed across the parking estate. Car parks located closest to key destinations, such as Sainsbury's in Huntingdon, the Cattle Market Short-Stay car park in St Ives, and the Waitrose car parks in St Neots, experience consistently higher demand due to their proximity to retail and town centre attractions. Conversely, car parks located slightly further from the core destinations, such as Riverside in Huntingdon and Riverside in St Neots, tend to be less intensively used, despite offering good capacity and accessibility. It is acknowledged that these car parks will be subject to higher demand in the summer months due to the proximity to riverside walks, and open spaces.

This pattern is typical in districts with flat pricing structures and indicates that price is not currently being used as a demand-management tool. Introducing targeted concessions, time limited discounts, or differential pricing in selected locations could help rebalance demand across the parking portfolio. For example, modest incentives in peripheral car parks could encourage users to park once and walk, reducing pressure on the most popular sites while improving utilisation elsewhere.

8.6 PAYMENT OPTIONS

Payment options are a fundamental component of Huntingdonshire District Council's parking service, directly influencing accessibility, user confidence, and revenue

generation. Across the district, council operated car parks predominantly operate on a Pay & Display basis, with payment accepted via coin, debit/credit card (contactless and chip & pin), and mobile phone payments. This range of options provides a broadly inclusive offer. However, the condition and age of the payment infrastructure presents a clear challenge for the medium term.



Current Payment Infrastructure

The majority of payment terminals currently in use across Huntingdonshire are older-generation Pay & Display machines. While these machines continue to operate reliably and support multiple payment methods, their age suggests that replacement is likely to be required within the next two to three years. As technology evolves and user expectations continue to shift, maintaining aging equipment presents an increasing risk of obsolescence, reduced functionality, and higher maintenance costs.

Importantly, the existing terminals already support coin, card, and phone payments, ensuring that the parking service remains accessible to a wide range of users. This hybrid approach remains essential in Huntingdonshire, where fully cashless systems could risk excluding certain groups, particularly older residents or infrequent users who may be less comfortable with digital-only payment methods.

Flowbird Check-In / Check-Out Functionality

A notable feature of Huntingdonshire's current Pay & Display infrastructure is the inclusion of the Flowbird "check-in / check-out" functionality. This system represents an innovative hybrid approach, sitting between traditional Pay & Display and full pay-on-exit models. Users "check in" at the terminal on arrival and "check out" when leaving, with payment calculated based on actual length of stay.

From a technical perspective, this is a progressive and customer focused solution that reduces the risk of over or under payment and offers greater flexibility than conventional Pay & Display systems. However, feedback received by the Council indicates that some users find the system confusing, particularly in relation to temporary holding charges retained on bank accounts during the visit. These concerns have led to uncertainty

among users who are unfamiliar with how the system operates, despite no evidence of incorrect final charges being applied.

While these perceptions present a communication challenge, the underlying technology remains sound and offers significant potential benefits. As such, the check-in / check-out functionality should be retained and supported in any future replacement programme, with improved on-street messaging, clearer instructions at terminals, and consistent branding to improve user understanding and confidence.

Emerging Payment Technologies

New payment technologies continue to evolve, including QR code payments, vehicle registration based systems, and app-only models. While these options can improve convenience, they also introduce new risks. Recent national examples of fraudulent QR code scams affixed to parking payment machines highlight a significant and ongoing risk associated with QR-based payment systems. Until these risks can be fully mitigated through secure technology, robust controls, and enforceable safeguards, QR code payments should not be considered a suitable option for inclusion within the Council's parking payment offer.

More advanced solutions, such as ANPR enabled pay on exit systems, offer a highly intuitive user experience by charging only for time spent on site. However, these systems require significant capital investment and are typically only viable in large, high turnover car parks with suitable layouts.

Pay on Exit

None of Huntingdonshire District Council's car parks currently operate a full pay on exit system. While widely regarded as the most user friendly option, particularly for longer or uncertain stays, pay on exit systems require careful consideration of capital cost, operational impacts, and site suitability.

In Huntingdonshire, only a limited number of larger, high-demand car parks would be likely candidates for such systems in the future such as the Multi-Storey car park in Huntingdon, or Tebbutts Road in St Neots. Any move towards pay on exit would need to be supported by detailed feasibility work, including assessment of queuing impacts, layout constraints, enforcement implications, and financial viability.



Recommendations

Modernise Payment Infrastructure

The Council should plan for the phased replacement of existing Pay & Display machines within the next two to three years to mitigate the risks associated with aging infrastructure and to ensure service continuity. Any replacement programme should minimise disruption to users and maintain operational resilience. It is important that a hybrid payment offer is retained, allowing users to pay by coin, card, and mobile phone, to ensure the parking service remains inclusive and accessible to all user groups. All new terminals should also support the Flowbird check-in / check-out functionality, supported by clearer on-site guidance and improved signage, to address current user concerns and increase confidence in how the system operates.

Future-Proof the Payment Offer

Replacement terminals should be specified to allow integration with future technologies, including enhanced app-based payment platforms and the potential for ANPR compatibility, should this be required at a later date. While emerging technologies such as QR-based payments may offer convenience, they should be approached with caution. Given current fraud risks, QR payments should only be reconsidered once robust safeguards are demonstrably in place and supported by clear user communication.

Balance User Experience and Cost

While pay on exit systems can deliver a highly user-friendly parking experience, they involve significant capital and operational costs. As such, they should only be pursued where the scale, layout, and revenue potential of a car park clearly justify the investment. In the short to medium term, the Council should prioritise improving the clarity, reliability, and consistency of the existing payment experience across the estate, rather than pursuing wholesale system change that may not represent best value for money.

8.7 ELECTRIC VEHICLE CHARGNING INFRASTRUCTURE

Huntingdonshire District Council currently provides electric vehicle (EV) charging facilities across a number of its council owned car parks. While the precise number and

specification of charge points varies by location and continues to evolve, the Council has adopted a formal Electric Vehicle Strategy, which provides the primary policy framework for the future rollout, prioritisation, and management of EV charging infrastructure across the district. This strategy should therefore be regarded as the key reference document guiding investment decisions and delivery.

At present, EV charge points within council car parks are predominantly located in town centre and key destination sites, reflecting the Council's focus on supporting accessibility, local services, and the transition to lower-emission travel. The majority of existing installations are understood to be slow chargers, suitable for longer dwell times associated with shopping, leisure, and town centre activity. Provision remains modest when considered against the total number of off-street parking spaces across the district, which is consistent with current levels of EV ownership but is expected to require expansion over time.



Usage Characteristics and Location Considerations

Evidence from wider parking studies indicates that EV charge point usage within local authority car parks is often lower than in workplace or residential locations, reflecting the typically shorter dwell times associated with town centre parking. This pattern is likely to be reflected in Huntingdonshire, particularly where charge points are located in long-stay or mixed-use car parks rather than facilities designed for rapid turnover.

However, there is an emerging opportunity to better align charger type with parking function. In particular, short-stay town centre car parks may benefit from a greater proportion of rapid chargers, allowing users to achieve a meaningful charge during shorter visits. This approach can improve utilisation rates, enhance customer convenience, and support local economic activity without increasing overall parking duration. It may also reduce the need for greater numbers in the shorter term.

Strategic Context and Future Demand

National policy commitments to phase out the sale of new petrol and diesel vehicles by 2035, combined with steadily rising EV ownership, mean that demand for publicly accessible charging infrastructure will continue to grow. Stakeholder feedback from

comparable districts consistently demonstrates increasing public expectation that council car parks will provide EV charging as a standard facility, particularly in town centres and at leisure destinations.

Huntingdonshire's adopted EV Strategy provides the appropriate mechanism for responding to this demand in a coordinated and cost-effective manner. The parking strategy should therefore support, rather than duplicate, this approach by identifying where car parks can play a complementary role within the wider charging network and where parking-specific considerations, such as dwell time, turnover, and revenue impact, should influence charger type and location.

Recommendations

Align Delivery with the Adopted EV Strategy

All future EV charging provision within council owned car parks should be delivered in line with Huntingdonshire District Council's adopted EV Strategy, ensuring consistency with wider energy, transport, and sustainability objectives.

Target Charger Type to Car Park Function

Consider increasing the proportion of rapid chargers in short-stay town centre car parks where dwell times are limited, while retaining slower chargers in long-stay locations where vehicles are parked for extended periods.

Prioritise High-Visibility, High-Demand Locations

Focus investment on car parks that support town centre retail, leisure facilities, and key trip generators, where EV charging can deliver the greatest customer and economic benefit.

Monitor Usage and Adapt Provision

Regularly review utilisation data to ensure that charge points are well used and remain aligned with changing patterns of EV ownership and parking behaviour.

Explore Partnership and Funding Opportunities

Continue to explore opportunities to work with private charging operators, energy providers, and external funding programmes to accelerate delivery while minimising capital and operational risk to the Council.

8.8 DISABLED AND CHILD PRIORITY SPACES

The provision of priority parking spaces for disabled users and for parents or carers travelling with young children is a critical component of an inclusive and accessible parking service. Disabled drivers typically require spaces located close to key destinations, with sufficient width to deploy mobility aids safely. Similarly, parent and carer bays provide essential additional space to allow children to be loaded and unloaded safely, particularly in busy or constrained car parks. Ensuring that these

facilities are appropriately located, well maintained, and sufficient in number is therefore fundamental to meeting user needs across Huntingdonshire.

Disabled Parking

Disabled parking bays are in consistently high demand across Huntingdonshire's car parks, with surveys and operational feedback indicating that occupancy levels are typically high during peak periods. Across the district, disabled bays regularly operate at or near capacity, with average occupancy estimated at 80%, and many sites experiencing full utilisation at certain times of day. This level of demand means that disabled drivers are frequently observed parking in standard bays, which in turn reduces the availability of general parking spaces and has implications for overall car park revenue.



Disabled parking is currently provided free of charge in all Huntingdonshire District Council car parks. While this policy supports accessibility and inclusion, rising numbers of Blue Badge holders nationally suggest that demand for disabled parking is likely to continue increasing. If this trend continues, the impact on standard parking capacity and income will become more pronounced. As such, any future changes to disabled bay provision should be carefully managed to ensure that any reduction or reconfiguration of disabled spaces is fully replaced elsewhere within the estate, avoiding the creation of a deficit in accessible parking.

In the medium to longer term, the Council may need to consider whether its approach to free disabled parking remains sustainable, particularly if growth in Blue Badge ownership continues to outpace overall parking capacity. Evidence from other authorities shows that some councils have introduced charging or partial charging for Blue Badge holders in high demand locations, or have reviewed concession structures to balance accessibility with financial sustainability. While no immediate change is recommended, this is an issue that warrants ongoing monitoring as part of the wider parking strategy.

Parent and Carer Priority Parking

Parent and carer parking bays are currently provided on a limited basis across the district and are predominantly located in car parks that primarily serve large supermarkets and

retail destinations. Notable examples include car parks associated with Sainsbury's in Huntingdon and Waitrose in St Ives and St Neots, where demand from families with young children is highest. These bays provide an important safety and convenience function, particularly in car parks with higher vehicle turnover.



While parent and carer bays are not legally enforceable, and misuse can occur, they nonetheless deliver clear practical benefits and are widely understood and respected by most users. Their presence supports safer movement within car parks and improves the overall customer experience for families. As such, these spaces should be retained and, where space allows, expanded, particularly in larger short-stay or retail focused car parks where family use is most prevalent.

Any expansion of parent and carer bays should be proportionate and carefully balanced against overall capacity requirements, recognising both their value to users and the limitations around enforcement.

8.9 PARKING INFORMATION ON HDC WEBSITE

For many users, particularly visitors and infrequent users, the Council's website is the first point of reference when planning a trip and understanding parking options. It therefore plays an important role in shaping expectations, influencing travel choices, and supporting efficient access to town centres and key destinations across Huntingdonshire. Ensuring that parking information is clear, accurate, and easy to navigate is essential to providing a positive user experience.

The Huntingdonshire District Council website currently provides a good level of parking-related information, including details on parking charges, the number of spaces in each car park, car park designation (short-stay or long-stay), operating hours, and the availability of electric vehicle charging facilities. This level of transparency is a clear strength and provides users with the core information needed to plan their journeys effectively.

However, there is scope to enhance the usability and functionality of the website to better support users, particularly those travelling into town centres during busy periods. At present, the website does not provide real-time or near real-time information on car

park occupancy or availability. Introducing live or indicative status information, such as whether a car park is filling, full, or has good availability, would help users make informed decisions, reduce unnecessary circulation, and support better distribution of demand across the parking estate.

Figure 49 provides an example from the Bath and North East Somerset parking webpage to demonstrate an example of best practice from a local authority.

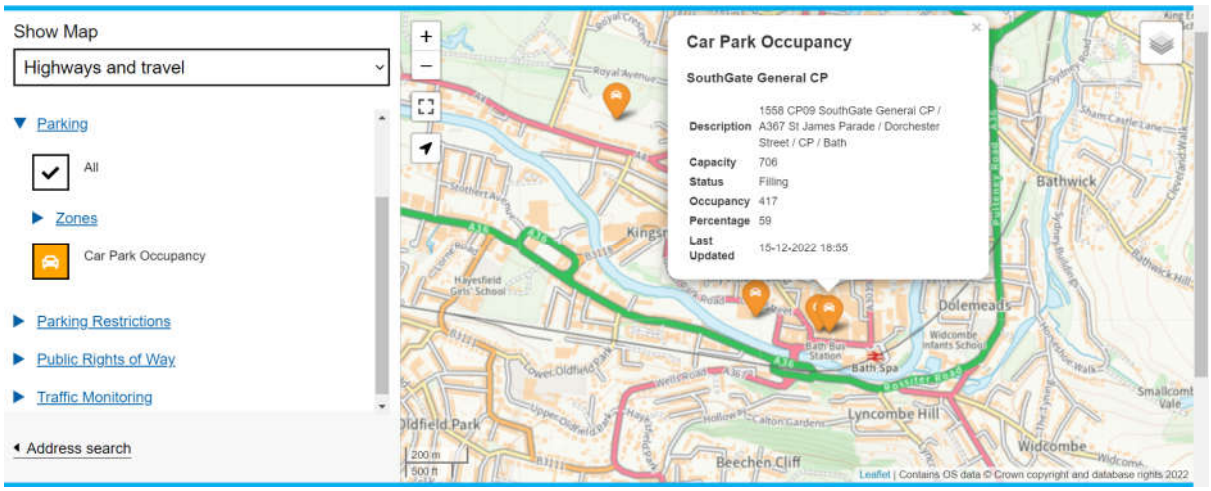


Figure 49 – Example of real-time parking information from a local authority website

Navigation could also be improved by grouping car park information by town (for example Huntingdon, St Neots, St Ives, and Ramsey), rather than presenting a single district-wide list. This would make it easier for users to quickly identify the most appropriate parking options for their destination, particularly on mobile devices where clarity and simplicity are critical.

Enhancements to mapping functionality would further strengthen the user experience. Clear visual identification of car park locations, access routes, and proximity to key destinations would assist visitors unfamiliar with the area. Ensuring that the website is fully optimised for smartphone use is particularly important, as many users will access parking information while already enroute.

Electric Vehicle Charging Information

The website already provides information on the presence of EV charge points within individual car parks, which is a positive feature. This could be strengthened by offering more detailed and accessible information, including the location of all charge points across the district, charger type, and associated charging costs. Linking to established third-party mapping platforms, such as Zapmap, would provide users with up-to-date and trusted information while avoiding duplication of data maintenance by the Council.

8.10 MICRO-MOBILITY INTEGRATION

Supporting micro-mobility, particularly cycling and other low-carbon modes, is an increasingly important component of a modern parking service. Council owned car parks can play a valuable role in facilitating this by acting as multi-modal access hubs, allowing

users to transition easily from private vehicle to active or shared transport for the final part of their journey into town centres and key destinations.

Across Huntingdonshire, the existing provision for cyclists within council car parks is generally good, and in several locations exceeds the standard seen in many comparable districts nationally. Notably, a number of town centre car parks already provide covered cycle shelters, offering protection from the weather and clear visibility, which supports everyday use by residents, commuters, and visitors. This level of provision provides a strong foundation on which to build.



Opportunities to Enhance Security and Functionality

While existing facilities are well used, there is scope to enhance both the security and attractiveness of cycle parking to encourage greater uptake. In particular, access-controlled or lockable cycle storage facilities, such as gated compounds or secure cycle hubs, could be introduced at selected high-demand locations. These facilities are increasingly common in town centres and transport interchanges and are particularly attractive to users of higher-value bicycles and electric bikes, where concerns about theft can be a significant barrier to use.

Figure 50 illustrates an example of a high-quality secure access controlled cycle hub, which should be seen as the target for introduction in council owned car parks in the future. Some authorities require a small membership charge, which can offset the higher cost associated with these facilities. Generally, uptake is good elsewhere in the UK.

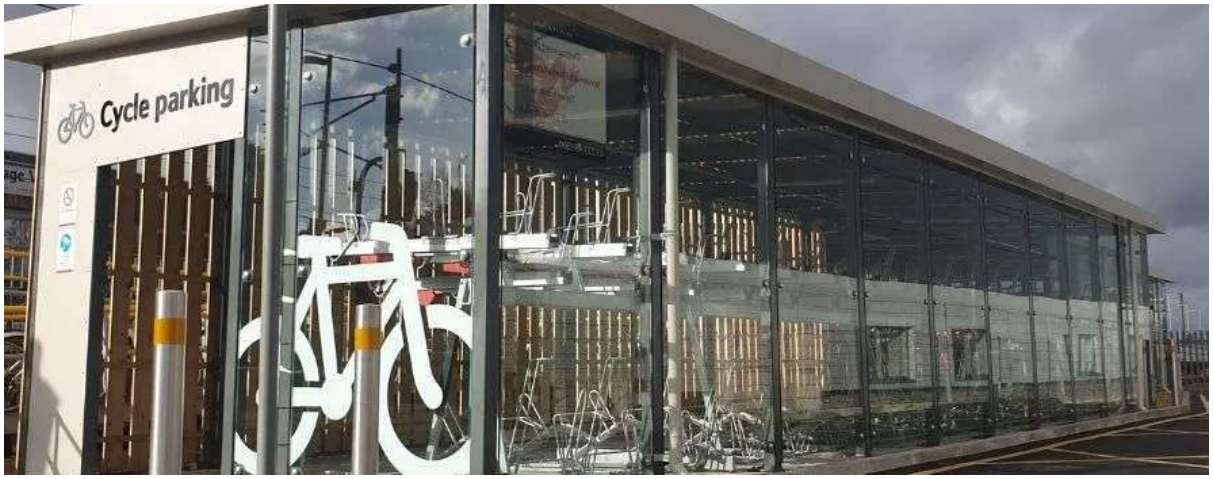


Figure 50 – Example of a high-quality secure cycle hub

The introduction of cycle repair and maintenance stations within or adjacent to car parks would further enhance usability. These low-cost installations typically include basic tools and pumps and can significantly improve the experience for cyclists, supporting both regular users and visitors who may encounter minor mechanical issues during their journey.

Integration with Shared and Electric Mobility

Council car parks also present an opportunity to support emerging forms of shared mobility. The provision of electric bike hire or shared micro-mobility facilities, located at or near key car parks, could enable users to park once and complete their journey into town or between destinations in a more sustainable and flexible way. This approach can help reduce short car trips, alleviate congestion in town centres, and support wider climate and air-quality objectives.

Where introduced, such facilities should be carefully located to avoid conflicts with pedestrians and vehicles and should be supported by clear signage and wayfinding. Partnerships with private operators may offer a cost-effective route to delivery, reducing financial risk to the Council while expanding transport choice.

Design, Visibility, and Safety

The success of micro-mobility facilities is strongly influenced by their visibility, lighting, and proximity to pedestrian routes. Cycle parking that is overlooked, well lit, and clearly integrated into car park layouts is more likely to feel safe and to be used consistently. Opportunities should therefore be taken, particularly during resurfacing or layout changes, to improve natural surveillance and pedestrian connectivity.

Clear signage identifying cycle facilities within car parks and linking them to onward routes and town centre destinations would further support uptake, particularly for visitors unfamiliar with local cycling networks.

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PHASE 1 USER ENGAGEMENT FEEDBACK REPORT

FOR HUNTINGDONSHIRE DISTRICT COUNCIL

JANUARY 2026







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1.0 INTRODUCTION

Ethos Consultants (Ethos) has been commissioned by Huntingdonshire District Council to develop a district-wide car park strategy for the Council's off-street car park estate. The strategy responds to the Council's wider corporate priorities and seeks to provide a robust, future focused framework for managing parking assets. In particular, it aims to modernise the parking offer, respond to changing travel behaviours, support climate and sustainability objectives, identify opportunities for investment and improvement, and ensure that parking continues to contribute positively to the Council's financial resilience and service delivery.

Stakeholder engagement is a fundamental component of the Huntingdonshire Car Park Strategy, recognising that parking plays a critical role in the daily lives of residents, the vitality of local businesses, and the experience of visitors across the district's towns and service centres. To ensure the strategy is evidence-led, proportionate, and reflective of local needs, a structured two stage engagement process has been adopted to capture views from a broad range of users and stakeholders.

This feedback report summarises the findings from the stage 1 user survey, which focused on understanding how Huntingdonshire's off-street car parks are currently used and perceived. The survey sought views on what is working well, where there are challenges or frustrations, and where improvements could be made to the existing parking offer. The outputs from this stage provide a critical baseline, helping to identify key issues, priorities, and themes that will inform the development of the draft strategy.

Stage 2 of the engagement, planned for a later phase of the project, will build on this evidence by seeking feedback on the emerging vision, objectives, and policy direction for parking in Huntingdonshire. Insights from the Stage 1 user survey will directly shape this next stage, ensuring that the proposed strategy is developed in real world experience and aligned with stakeholder expectations.



2.0 ENGAGEMENT ARRANGEMENTS

2.1 REQUIREMENT FOR ENGAGEMENT

A structured, two stage stakeholder engagement approach has been adopted to inform the development of the Huntingdonshire Car Park Strategy and to ensure it reflects both current user experience and longer-term needs across the district's off-street car park portfolio. This approach is intended to provide a robust evidence base to support decision making over the next 20 years.

Stage 1 focuses on capturing user perspectives on the existing parking offer across Huntingdonshire, including how car parks are used, perceived strengths and weaknesses, and priorities for improvement. This stage has been delivered through a district wide user survey targeting residents, businesses, and visitors, ensuring that a broad range of views and experiences are represented.

In parallel with the Stage 1 user survey, Ethos Consultants has undertaken a detailed technical and operational assessment of individual car parks within the ownership of Huntingdonshire District Council. Each site has been reviewed against a defined set of criteria to assess performance, utilisation, accessibility, operational efficiency, and alignment with wider policy objectives.

The outputs from the car park assessments, when considered alongside the findings from the Stage 1 user survey, provide a comprehensive understanding of how the current parking system is performing and where change may be required. This combined evidence base will directly inform the development of the draft strategy, including its overarching vision, supporting policies, and prioritised recommendations for future investment and management.

2.2 ENGAGEMENT MATERIAL

To support the Stage 1 user survey and wider engagement activity, Ethos worked closely with key officers from Huntingdonshire District Council to establish a dedicated section of the Council's website to promote the survey and explain its purpose within the wider car park strategy. This ensured that clear, consistent information was available to residents, businesses, and visitors across the district.

Ethos also developed a dedicated engagement hub hosted on its digital engagement platform, Go Vocal. The hub provided background information on the car park strategy, set out why user feedback was being sought, and hosted the Stage 1 user survey. Separate survey routes were provided to reflect the differing perspectives of residents and businesses, ensuring that responses could be analysed meaningfully by user group.

The user survey was actively promoted through the Council's and Ethos' communication channels, including targeted social media activity such as Facebook posts, to maximise reach and encourage participation from a wide cross section of car park users across Huntingdonshire.

For Stage 1 engagement, a focused online questionnaire was identified as the most effective method for gathering consistent and comparable feedback on the existing parking offer. The survey was made available online to maximise accessibility and ease of completion, with alternative arrangements in place to provide paper copies where required for those unable to access the survey digitally.

To support understanding and transparency, a Frequently Asked Questions (FAQ) document was produced and made available via the engagement hub. This document provided additional context on the car park strategy, the purpose of the Stage 1 user survey, and how feedback would be used to inform the next stages of the project.

Appendix A provides a copy of the FAQ document prepared to support the Stage 1 user survey.

2.3 USER SURVEY QUESTIONNAIRE

The engagement process comprised a district wide user survey designed to capture feedback from residents, businesses, and visitors who use off-street car parks across Huntingdonshire. A structured questionnaire was developed to enable respondents to provide views on a range of relevant topics, including reasons for parking in the district's towns and villages, any issues experienced within Council owned car parks, and overall perceptions of the quality and ease of the parking experience.

The user survey was made available online to maximise accessibility and consistency of responses, supporting a comprehensive understanding of parking behaviour and user priorities across the district. The survey opened on 12 November and remained live until 21 December, providing sufficient time for participation and ensuring a broad cross section of views could be captured to inform the emerging car park strategy.

A copy of the user survey questionnaire can be found in Appendix B of this feedback report.

3.0 QUESTIONNAIRE ANALYSIS

3.1 INTRODUCTION

As part of the Stage 1 user survey, two tailored questionnaires were developed to reflect the differing perspectives of car park users. One questionnaire was aimed at residents and visitors, capturing views on the use and performance of off-street car parks across Huntingdonshire. A second questionnaire was designed specifically for businesses, focusing on parking related issues that may affect trading conditions, staff parking, customer access, and the wider local economy, and which could be addressed through the car park strategy.

During the survey period, a total of 1,546 completed responses were received. Of these, 1,522 responses were submitted by residents and visitors, with a further 24 responses received from businesses operating within the district.

This section provides a district wide summary of the feedback gathered through the user survey. A more detailed breakdown of responses by individual towns is provided in Section 4, allowing localised issues and priorities to be identified and considered alongside the wider strategic findings.

3.2 DISTRICT WIDE ANALYSIS

3.2.1 LOCATION

The user survey asked respondents to provide their postcode, allowing responses to be mapped and analysed at a local level across Huntingdonshire. This enabled an assessment of how engagement and feedback varied between the district's towns and villages. Figure 1 presents a heatmap of completed responses, illustrating the geographic distribution of survey participation.

The heatmap shows that responses were received from across the district, demonstrating that the survey successfully reached a broad and representative audience. As expected, the highest concentration of responses originated from the district's main towns, reflecting their larger populations, higher levels of parking activity, and greater reliance on off-street car parks.

In addition to the towns, there was notable participation from a number of villages, including Earith and Fenstanton, indicating that parking is also an important issue within smaller settlements and not solely an urban concern. This spread of responses provides confidence that the findings reflect district wide experiences and priorities, and that the emerging car park strategy will be informed by views from both urban and rural communities across Huntingdonshire.

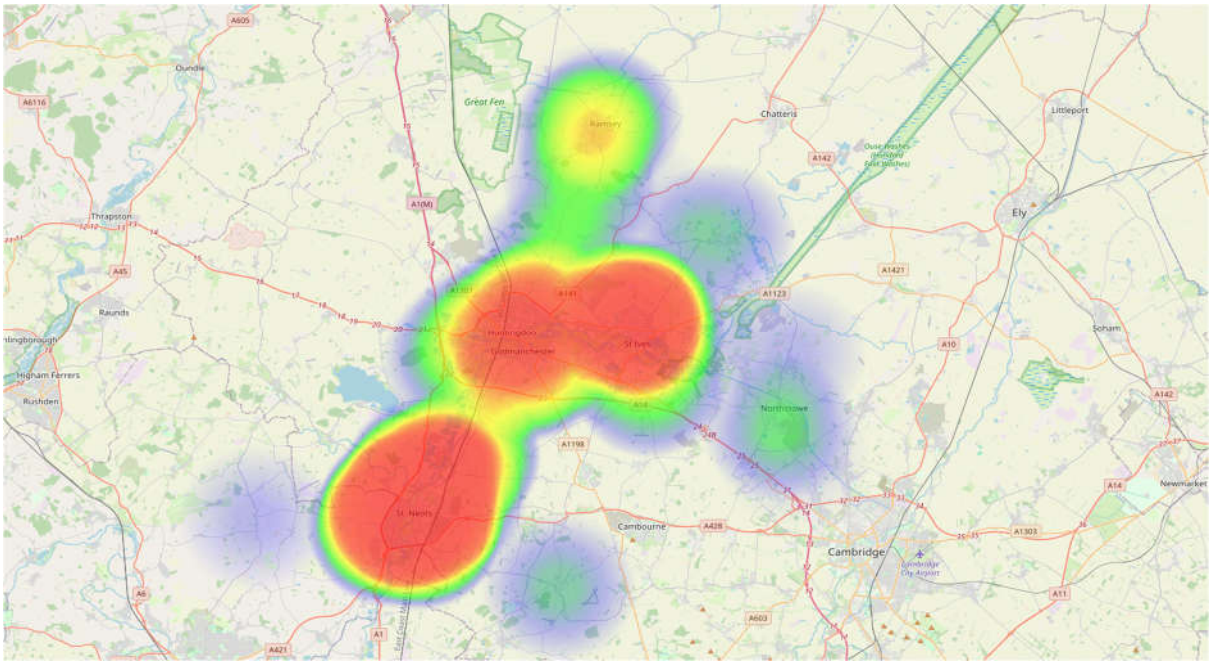


Figure 1 – Heatmap showing location of responses

The questionnaire contained a further 26 questions of both open and closed format and the data processed to access the responses and is summarised on the following pages. The following is a selection of questions from the questionnaire and an indication of the key responses that were provided.

3.2.2 QUESTION 2 ASKED ARE YOU RESPONDING AS ...

This question allowed respondents to select a single option, making it easy to analyse the results. It received 1,513 responses, meaning 33 respondents skipped the question.

This question aimed to identify who completed the questionnaire, allowing us to interpret the data based on respondents' location, which may impact the priority of potential policies recommended. The most common response was "resident in or near St Neots" (38%), followed by "Huntingdon" (27%) and "St Ives" (17%). Overall, 93% of responses came from the district's towns. Among the villages, Fenstanton had the highest response rate at 3%, followed by Earith with 2%. Visitors to the district accounted for 2% of the total responses.

3.2.3 QUESTION 3 ASKED WHAT IS THE MAIN REASON FOR USING A HDC CAR PARK WHEN VISITING A TOWN / VILLAGE CENTRE?

This question allowed respondents to select a single option. This question wasn't included in the business survey. It received 1,524 responses, meaning 22 respondents skipped the question.

Figure 2 below shows the breakdown of responses based on the criteria provided.



Figure 2 – Reason for visiting a town / village

The results shows that the primary reason for visiting towns and villages across Huntingdonshire is shopping, with 75% of respondents selecting this option. Visiting for leisure purposes was the second most common reason, identified by 12% of respondents. A smaller proportion of respondents (3.3%) stated that they visit towns and villages primarily for work related reasons. This figure is likely to be lower than would otherwise be expected due to work related parking issues being captured separately through the business focused survey.

A further 6.7% of respondents selected the option “other” and were invited to expand on their response. In total, 105 respondents provided additional detail. Common themes included dog walking, attending doctors’ or dentist appointments, visiting friends or family, and volunteering activities. Many of these responses could also reasonably be associated with the predefined categories, particularly shopping and leisure, indicating some overlap in how respondents interpret their trip purpose.

A follow-up question asked respondents to identify any additional reasons for using Council owned car parks, with the option to select multiple answers. This highlighted the multifunctional role of off-street car parks across the district. Nearly 60% of respondents selected leisure as a reason for use, followed by shopping (35%) and accessing local amenities (31%). Only 8% of respondents indicated that they use Council owned car parks for a single purpose only. This is a positive finding, as it demonstrates that car parks support a wide range of activities and trip purposes, reinforcing their importance to the vitality and accessibility of Huntingdonshire’s towns and villages.

3.2.4 QUESTION 5 ASKED IF YOU PARK ON-STREET NEAR TOWN / VILLAGE CENTRES, WHAT IS THE MAIN REASON?

This question enabled respondents to choose all options that apply. The question received 1,309 answers meaning 237 respondents did not answer this question.

Figure 3 below shows the breakdown of responses based on the criteria provided.

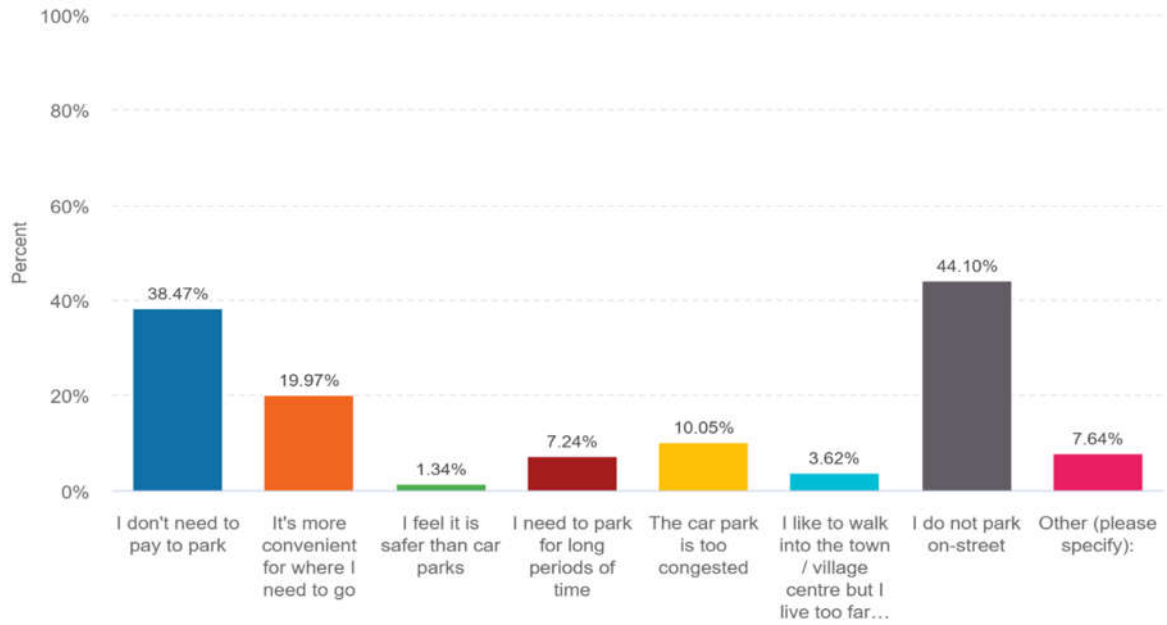


Figure 3 – Reason for parking on-street

Of the respondents who answered this question, 38% stated that they choose to park on-street because it provides free parking. This suggests that on-street parking is particularly attractive in locations where charging applies within nearby off-street car parks, or where free on-street provision remains available within or close to town and village centres across Huntingdonshire.

A further 20% of respondents indicated that they park on-street because it is more convenient than using an off-street car park. While the overall location of Council owned car parks across the district is generally viewed positively, this response suggests that, in some locations, on-street parking is perceived to offer better proximity or ease of access to key destinations. This may indicate gaps in off-street provision, layout constraints, or localised accessibility issues that make on-street parking the preferred option for some users.

Encouragingly, 44% of respondents stated that they do not park on-street at all, indicating a substantial proportion of users already rely solely on off-street parking and supporting the continued role of Council owned car parks in meeting demand.

In addition, 10% of respondents reported parking on-street because nearby car parks are perceived to be too congested. This highlights the importance of addressing capacity management, utilisation, and user confidence in space availability. Tracking this response in future user surveys will provide a useful indicator of whether changes introduced through the car park strategy are effective. It is anticipated that, through

targeted improvements to the off-street parking offer and the implementation of the strategy, the proportion of users citing congestion as a reason for on-street parking should reduce over time.

3.2.5 QUESTION 6 ASKED IF YOU USE COUNCIL OWNED CAR PARKS WITHIN THE DISTRICT, WHICH LOCATIONS DO YOU VISIT?

This question enabled respondents to choose all options that apply. The question received 1,518 answers meaning 28 respondents did not answer this question.

Table 1 below shows the breakdown of responses based on the criteria provided.

Answer Choice	Use Frequently (at least once a week)	Use Sometimes (at least once a month)	Use Occasionally (no more than a few times a year)	Didn't know there was a car park there	Do Not Use
Diddington	0.2%	0.2%	1.8%	13.9%	84.0%
Earith	0.3%	0.2%	2.8%	12.6%	84.3%
Fenstanton	0.4%	0.9%	3.7%	12.2%	82.9%
Godmanchester	5.6%	10.0%	28.2%	3.8%	53.5%
Huntingdon	34.2%	35.6%	25.4%	0.1%	4.7%
Ramsey	4.4%	3.0%	10.3%	4.6%	77.8%
St Ives	20.1%	26.9%	32.4%	0.4%	20.2%
St Neots	27.4%	23.3%	25.9%	0.6%	22.8%
Warboys	0.4%	1.1%	3.0%	14.9%	80.7%

Table 1 – How frequently council owned car parks are visited

While a high proportion of respondents selected "Do Not Use" for several locations listed in Table 1, this outcome is expected given the district wide scope of the user survey. Many residents will primarily use car parks within or close to their local town or village and may have little reason to visit other parts of Huntingdonshire on a regular basis. For example, respondents living in more rural settlements such as Diddington, Warboys, or Earith are unlikely to routinely use car parks in larger towns such as St Neots, and vice versa.

The results in Table 1 broadly align with earlier findings on respondent location, with higher levels of car park use recorded in the district's main towns where a greater proportion of respondents are based and where trip demand is naturally higher. Huntingdon shows the highest levels of regular use, with almost 70% of respondents indicating that they use car parks either frequently (34.2%) or sometimes (35.6%). Similarly, St Ives and St Neots demonstrate strong levels of use, with frequent or sometimes use reported by 47.0% and 50.7% of respondents respectively, and a further substantial proportion using car parks occasionally. These figures reflect the role of these towns as key service centres with retail, employment, leisure, and community facilities that generate regular parking demand.

Godmanchester also records notable levels of use, with 15.6% of respondents using car parks frequently or sometimes and a further 28.2% using them occasionally. This

indicates a pattern of more periodic use, likely linked to specific trip purposes rather than daily activity. Ramsey shows a lower level of regular use overall, with just over 7% of respondents using car parks frequently or sometimes, and the majority (77.8%) indicating that they do not use car parks in the town. This suggests that car parks in Ramsey serve a more limited or localised function.

Responses for smaller villages such as Earith and Fenstanton show very low levels of frequent or regular use, with over 80% of respondents selecting "Do Not Use" in each case. However, these locations still record a degree of occasional use, particularly in Fenstanton, where 3.7% of respondents indicated occasional use. This suggests that village car parks tend to support infrequent or purpose specific trips rather than regular parking demand. The relatively high proportion of respondents who were unaware that a car park existed in places such as Diddington, Warboys, Earith, and Fenstanton further reflects the limited scale and visibility of parking provision in these settlements.

3.2.6 QUESTION 7 ASKED HAVE YOU EXPERIENCED ANY PARKING PROBLEMS WITHIN THE LAST 12 MONTHS AT ANY HDC CAR PARK?

This question allowed respondents to select a single option. It received 1,531 responses, meaning 15 respondents skipped the question.

Figure 4 below shows the breakdown of responses based on the criteria provided.



Figure 4 – Respondents that have experienced issued at HDC car parks in the last 12 months

Figure 5 indicates that a slight majority of respondents (53%) reported that they had not experienced any issues with Council owned car parks in the last 12 months. This is a positive finding and suggests that, for many users, off-street car parks across Huntingdonshire are operating effectively and meeting day-to-day needs. Based on Ethos' experience of similar user surveys undertaken for local authorities across the UK, a positive response rate of around 50% is typically considered strong. Exceeding this

benchmark albeit by a small margin provides confidence in the overall performance and resilience of Huntingdonshire District Council's current car park operations.

Question 8 acted as a follow up for respondents who indicated that they had experienced an issue, asking them to identify the nature and location of those issues. In total, 519 respondents provided further detail. While issues were reported across a range of sites, responses tended to be concentrated in a small number of car parks, including:

- Sainsbury's Car Park, Huntingdon (25%);
- Multi-Storey Car Park, Huntingdon (18%);
- Tebbutts Road Car Park, St Neots (11%);
- Cattle Market (Short Stay) Car Park, St Ives (6%).

3.2.7 QUESTION 9 ASKED PLEASE SELECT THE ISSUES THAT ARE RELATED TO YOUR VISIT?

This question enabled respondents to choose all options that apply. The question received 1,058 answers meaning 488 respondents did not answer this question. This also demonstrates that some respondents who stated they haven't experienced issues in council owned car parks provided a response to this question.

Figure 5 below shows the breakdown of responses based on the criteria provided.

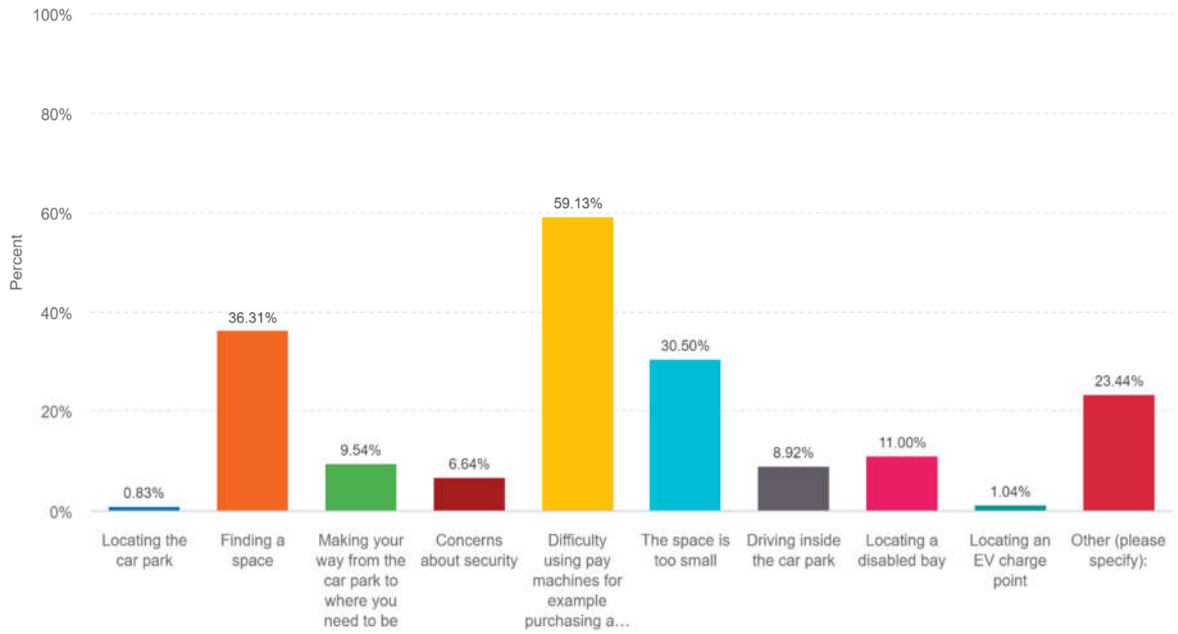


Figure 5 – Issues experienced in HDC car parks

As shown in Figure 6, the most frequently reported issue relating to Council owned car parks across Huntingdonshire is difficulty using pay machines, cited by 59% of respondents who indicated that they had experienced an issue. This clearly identifies payment as the single most significant pain point for users and highlights the importance of reliable, intuitive, and accessible payment systems as a priority area for the car park strategy.

The second most commonly reported issue is difficulty finding a parking space, selected by 36% of respondents. This suggests that, in certain locations and at peak times, demand can exceed perceived available capacity, leading to frustration for users. While this does not necessarily indicate a district wide shortage of spaces, it does point to localised pressure in busier car parks and reinforces the need for better demand management, wayfinding, and user confidence in space availability.

A further 30% of respondents stated that parking spaces are too small, reflecting an ongoing and widely recognised issue associated with historic bay dimensions that no longer align well with the size of modern vehicles. This issue is consistent with feedback seen in parking studies nationally and is an important consideration when assessing future refurbishment, reconfiguration, or redevelopment opportunities within the estate.

Other issues were reported at lower but still notable levels, including locating a disabled bay (11%), driving within car parks (9%), and making their way from the car park to their destination (10%). These responses point to opportunities to improve internal layouts, pedestrian routes, signage, and accessibility, particularly for users with mobility impairments.

A smaller proportion of respondents highlighted issues such as concerns about security (7%), locating an EV charging point (1%), and locating the car park itself (1%), indicating that while these are not widespread problems, they remain relevant considerations for specific sites.

Finally, 23% of respondents selected “Other” and provided further detail. Many of the comments aligned with the issues already captured above, particularly payment difficulties and capacity concerns. However, recurring additional themes included the cost of parking, mobile phone signal reliability for pay by phone, the number of different parking apps required, and the availability of specialist bays such as parent and child or disabled spaces. These qualitative insights add important context to the quantitative results and will help inform more targeted and user focused recommendations within the emerging car park strategy.

3.2.8 QUESTION 10 ASKED DO YOU CONSIDER THERE TO BE ENOUGH PARKING IN TOWN, AND VILLAGE CAR PARKS?

This question allowed respondents to select a single option. It received 1,499 responses, meaning 47 respondents skipped the question.

Table 2 below shows the breakdown of responses based on the criteria provided.

Answer Choice	Yes, at all times	Yes, expect for peak periods	No, there is not enough parking	Do Not Use
Diddington	1.7%	0.7%	0.7%	97.0%
Earith	0.7%	1.0%	1.6%	96.7%
Fenstanton	1.4%	1.7%	2.1%	94.8%
Godmanchester	8.1%	16.5%	14.3%	61.2%

Huntingdon	20.2%	51.2%	19.2%	9.4%
Ramsey	2.8%	5.5%	6.4%	85.4%
St Ives	32.4%	31.9%	7.9%	27.8%
St Neots	26.8%	31.5%	11.5%	30.3%
Warboys	2.1%	1.6%	2.8%	93.5%

Table 2 – Amount of available parking across HDC car parks

The results presented in Table 2 indicate that, based on user feedback, perceptions of parking availability across Huntingdonshire are generally positive, particularly outside of peak periods. In most locations, only a relatively small proportion of respondents believe that there is insufficient parking, with the exception of the district's larger towns where demand is naturally higher.

Huntingdon records the highest level of perceived pressure, with 19.2% of respondents stating that there is not enough parking. However, this is offset by the fact that a clear majority of respondents (51.2%) consider parking to be sufficient except during peak periods, and a further 20.2% believe that parking is sufficient at all times. This suggests that concerns in Huntingdon are largely linked to peak demand rather than a persistent shortfall in supply.

A similar pattern is evident in St Neots, where 11.5% of respondents feel there is insufficient parking, compared with 31.5% who believe parking is sufficient outside peak periods and 26.8% who consider it sufficient at all times. St Ives demonstrates the strongest perception of parking availability among the main towns, with 32.4% of respondents stating that parking is always sufficient and a further 31.9% reporting that it is sufficient except at peak times. Only 7.9% of respondents in St Ives indicated that there is not enough parking.

In Godmanchester, views are more mixed, with 14.3% of respondents reporting insufficient parking and 16.5% stating that availability becomes constrained during peak periods. However, the relatively high proportion of respondents who do not use car parks in the town (61.2%) suggests that these perceptions are drawn from a smaller user base and may reflect more localised issues rather than a town wide capacity problem.

Across the smaller towns and villages, including Ramsey, Earith, Fenstanton, Diddington, and Warboys, the majority of respondents selected "Do Not Use," which is consistent with earlier findings on travel patterns and localised car park use. Among those who do use car parks in these locations, only a small minority reported that parking is insufficient, indicating that supply generally meets local demand.

Overall, the feedback in Table 2 suggests that there is no clear evidence of a district wide shortage of parking provision. Instead, pressure on parking availability appears to be concentrated in the larger towns and primarily during peak periods. This supports an approach focused on managing demand, improving utilisation, and enhancing the user experience, rather than pursuing a broad increase in parking supply across Huntingdonshire.

3.2.9 QUESTION 11 ASKED HOW WOULD YOU RATE THE OVERALL QUALITY OF HDC CAR PARKS IN THE FOLLOWING LOCATIONS?

This question allowed respondents to select an option for each row (location). It received 1,496 responses, meaning 50 respondents skipped the question.

Table 3 below shows the breakdown of responses based on the criteria provided.

Answer Choice	Excellent	Good	Adequate	Below Standard	Poor	N/A
Diddington	0.0%	0.4%	1.6%	0.2%	0.5%	97.4%
Earith	0.0%	0.2%	1.9%	0.5%	0.9%	96.5%
Fenstanton	0.4%	0.4%	3.2%	0.9%	0.7%	94.5%
Godmanchester	2.2%	10.9%	18.1%	4.2%	2.7%	61.9%
Huntingdon	3.8%	27.4%	40.3%	10.9%	6.8%	10.8%
Ramsey	0.4%	2.5%	6.7%	2.5%	2.8%	85.3%
St Ives	4.7%	22.0%	30.7%	7.4%	4.7%	30.5%
St Neots	3.7%	20.2%	31.0%	8.0%	4.6%	32.6%
Warboys	0.0%	0.5%	2.9%	1.1%	1.1%	94.4%

Table 3 – Overall quality of HDC car parks

Overall, the feedback indicates that the quality of Council owned car parks across Huntingdonshire is generally viewed positively by those who use them, with the strongest and most reliable responses coming from the district's main towns.

In Huntingdon, St Ives, and St Neots, the majority of respondents rated car park quality as Adequate, Good, or Excellent, with "Adequate" being the most common response. Huntingdon in particular shows a high level of engagement, with over 70% of respondents providing a quality rating, reflecting its role as a primary service centre with frequent car park use. While a minority of respondents in these towns rated provision as Below Standard or Poor, these responses remain relatively limited and point to targeted improvement opportunities rather than systemic issues.

Godmanchester also demonstrates broadly acceptable perceptions of quality among users, although a higher proportion of respondents selected N/A, reflecting lower overall usage compared to the main towns.

In contrast, the very high N/A responses in smaller settlements such as Diddington, Earith, Fenstanton, Ramsey, and Warboys indicate limited use of Council owned car parks in these locations rather than dissatisfaction with quality. Among those who do use car parks in these areas, ratings are generally Adequate or Good, with very low levels of negative feedback.

Taken together, the results suggest that car park quality across Huntingdonshire is broadly acceptable and performing well in the locations where demand is highest. The

data supports a strategy focused on targeted enhancements in busier town centre car parks, rather than widespread quality interventions across the entire district.

3.2.10 QUESTION 12 ASKED DO YOU FEEL THE SIZE OF STANDARD PARKING BAYS IN OUR CAR PARKS IS SUITABLE?

This question allowed respondents to select a single option. It received 1,501 responses, meaning 45 respondents skipped the question.

Figure 6 below shows the breakdown of responses based on the criteria provided.

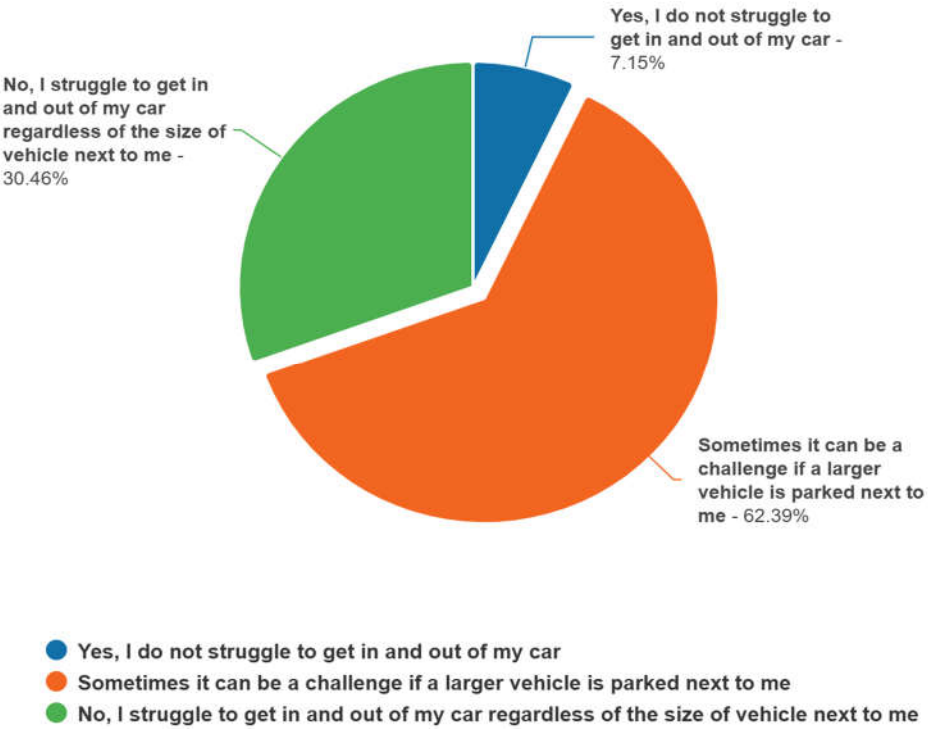


Figure 6 – Parking bay size issues due to larger vehicles

The results shown in Figure 6 indicate that a significant proportion of users experience difficulty getting in and out of their vehicles within Council owned car parks, highlighting the impact of parking bay size and layout on the overall user experience.

Only 7% of respondents stated that they do not struggle to get in and out of their car, suggesting that current parking provision works well for a very limited minority of users. The majority of respondents (62%) reported that accessing their vehicle can be challenging when a larger vehicle is parked in an adjacent space. This indicates that bay widths and spacing are often insufficient to comfortably accommodate modern vehicles side by side, particularly SUVs and vans.

In addition, 30% of respondents stated that they struggle to get in and out of their car regardless of the size of the vehicle parked next to them. This points to a more systemic issue with parking bay dimensions, circulation space, or the condition and marking of bays, rather than an isolated problem caused solely by neighbouring vehicle size.

Taken together, the findings demonstrate that difficulties associated with parking bay size are widespread and affect the majority of users to some degree. This reinforces the need for the car park strategy to consider bay dimensions, layout standards, and reconfiguration opportunities, particularly in higher use car parks, to improve accessibility, comfort, and inclusivity for all users.

3.2.11 QUESTION 13 ASKED WHAT DO YOU LIKE MOST ABOUT HDC PARKING FACILITIES YOU HAVE USED?

This question allowed respondents to select a single option. It received 1,512 responses, meaning 34 respondents skipped the question.

Figure 7 below shows the breakdown of responses based on the criteria provided.

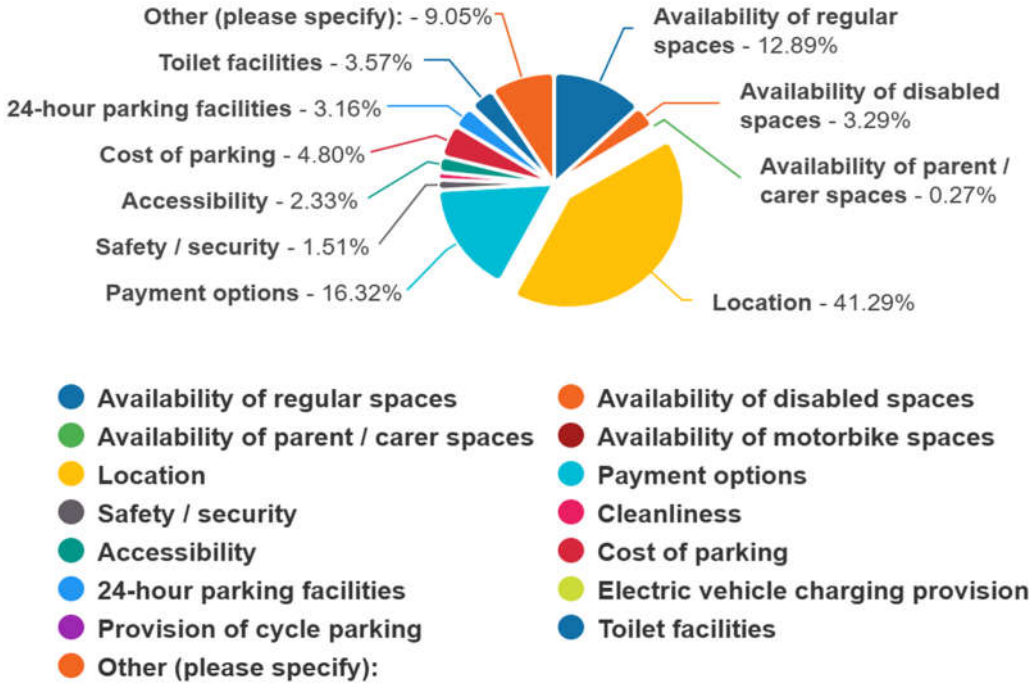


Figure 7 – Most liked aspect when using HDC car parks

The results shown in Figure 7 indicate that the location of car parks is the most highly valued aspect of Council owned car parks across Huntingdonshire, selected by 41% of respondents. This significantly outweighs all other factors and underlines the importance of having car parks that are well positioned in relation to town centres, shops, services, and community facilities. The prominence of location reflects the critical role that parking plays in supporting accessibility, town centre vitality, and the local economy.

The second most valued aspect is payment options, chosen by 16% of respondents. This highlights the importance users place on having flexible, reliable, and easy to use ways to pay for parking, and reinforces findings elsewhere in the survey which identify payment as a key driver of user satisfaction and dissatisfaction.

The availability of regular parking spaces ranks third, selected by 13% of respondents, indicating that while capacity is important, it is generally secondary to location and ease

of payment for most users. This aligns with earlier findings that parking supply is perceived to be broadly sufficient outside peak periods in most locations.

Other factors were selected by smaller proportions of respondents, including cost of parking (5%), toilet facilities (4%), and 24-hour parking availability (3%). Elements such as accessibility, safety and security, and the availability of disabled, parent/carer, and motorcycle spaces were each identified by a relatively small percentage of respondents, suggesting these are either performing adequately for most users or are relevant to more specific user groups.

A further 9% of respondents selected "Other" and provided additional comments. While a wide range of individual points were raised, no single dominant theme emerged. The majority of comments could be broadly aligned with the predefined response categories, providing additional context rather than identifying wholly new areas of priority.

3.2.12 QUESTION 14 ASKED WHAT WOULD YOU LIKE TO SEE IMPROVED WITHIN THE COUNCIL OWNED CAR PARKS?

This question allowed respondents to select a single option. It received 1,517 responses, meaning 29 respondents skipped the question.

Figure 8 below shows the breakdown of responses based on the criteria provided.

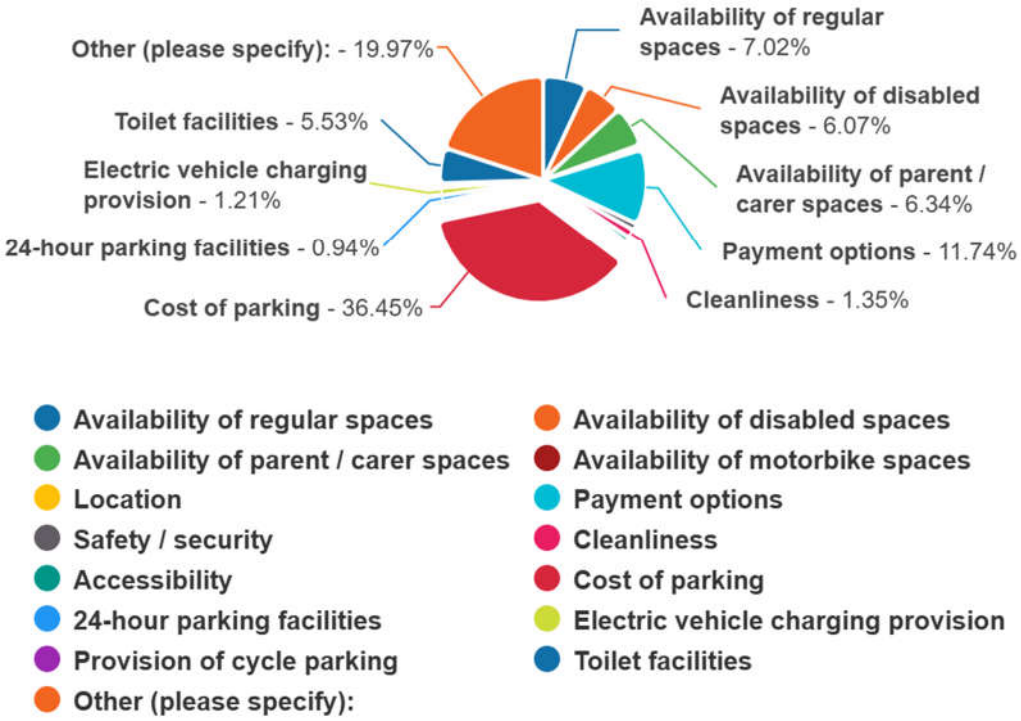


Figure 8 – Aspects that require improvement within HDC car parks

The results shown in Figure 8 indicate that the cost of parking is the most frequently identified area for improvement, selected by 36% of respondents. This is consistent with findings from parking user surveys nationally, where there is often a strong perception that parking charges are too high or that parking should be provided free of charge, particularly for shorter stays or local trips.

The second most commonly selected area for improvement relates to payment options, highlighted by 12% of respondents. This reinforces earlier survey findings that payment remains a key aspect of the parking experience and that users value flexibility, simplicity, and reliability in how they pay for parking.

Several other aspects attracted a similar level of response, including the availability of parent/carer spaces (6%), availability of disabled spaces (6%), and availability of regular parking spaces (7%). This suggests that while capacity is not viewed as a district wide issue, there are localised concerns around the mix and allocation of space types, particularly for users with specific accessibility needs.

Other factors, such as toilet facilities (6%), cleanliness (1%), electric vehicle charging provision (1%), and 24-hour parking facilities (1%), were identified by smaller proportions of respondents, indicating that these are either lower priorities overall or relevant to more specific user groups.

A notable 20% of respondents selected the "Other" option and provided additional comments. While many of these comments could be aligned with the predefined categories above, several recurring themes emerged. These included concerns about the size of parking bays, requests for motorhome or larger vehicle parking provision, calls for increased Civil Enforcement Officer presence, and site specific issues relating to entrance and exit arrangements at individual car parks. These qualitative responses provide valuable context and help to highlight more nuanced, location specific issues that may not be fully captured through fixed survey options.

3.2.13 QUESTION 15 ASKED WHETHER THERE HAS BEEN A DIFFERENCE IN CAR PARKS SINCE HDC INTRODUCED CIVIL PARKING ENFORCEMENT ON-STREET

This question allowed respondents to select a single option. It received 1,484 responses, meaning 62 respondents skipped the question.

The results highlight that the majority of respondents have not observed a noticeable change in how busy Council owned car parks feel over time. A substantial 78% of respondents stated that they have not noticed any difference, suggesting that, for most users, overall levels of parking activity are perceived as relatively stable.

A smaller proportion of respondents (11%) reported that car parks now seem busier, which may reflect localised pressures at specific sites, changes in travel behaviour, or increased demand due to vehicles not being able to park on-street due to concerns with enforcement. This perception is not widespread but demonstrates the positive impact more noticeable and frequent enforcement can have within local communities.

Only 1.5% of respondents felt that car parks have become quieter, indicating that there is very limited perception of declining demand across the estate. A further 10% of respondents were unsure, which may reflect more infrequent users or those who do not visit car parks often enough to identify longer-term trends.

3.2.14 QUESTION 16 ASKED WHEN WOULD YOU PREFER TO PAY FOR YOUR PARKING?

This question allowed respondents to select a single option. It received 1,500 responses, meaning 46 respondents skipped the question.

Figure 9 below shows the breakdown of responses based on the criteria provided.

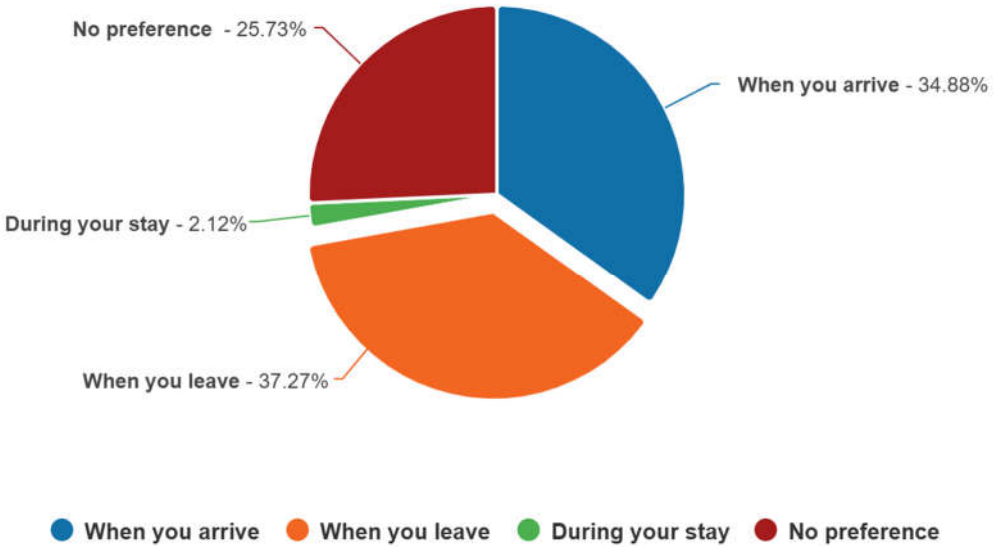


Figure 9 – Preference for parking payment

Figure 9 shows a clear preference among respondents for more flexible payment timing, with the strongest support for paying when leaving the car park. Just over 37% of respondents indicated that they would prefer to pay on exit, suggesting that post stay payment models are attractive to a significant proportion of users. This preference is likely influenced by familiarity with pay on exit systems used in other retail and leisure destinations, where payment is based on the actual duration of stay and removes the need to estimate parking time in advance.

A similar proportion of respondents (35%) stated that they prefer to pay on arrival, indicating continued support for more traditional pay and display arrangements. This may reflect familiarity, certainty over payment at the start of a visit, or a desire to use cash at the point of arrival.

A further 26% of respondents expressed no preference, suggesting that for a number of users the timing of payment is less important than other factors, such as ease of use, reliability of machines, or the availability of multiple payment options.

Only a very small proportion of respondents (2%) indicated a preference for paying during their stay, demonstrating limited appetite for mid-stay payment interactions.

3.2.15 QUESTION 17 ASKED RESPONDENTS WHETHER THEY USE THE CHECK-IN CHECK-OUT SYSTEM IN PLACE ACROSS HDC CAR PARKS

This question allowed respondents to select a single option. It received 1,483 responses, meaning 63 respondents skipped the question.

The results indicate limited awareness and mixed experience of check-in / check-out parking systems among respondents, with awareness being the most significant issue rather than user acceptance.

Almost 47% of respondents stated that they do not know what a check-in / check-out system is, highlighting a clear knowledge gap. This is a critical finding, as it suggests that a large proportion of users are currently unable to form an informed view on this payment model. Before any wider consideration of introducing such systems, this lack of awareness would need to be addressed.

Among respondents who were familiar with the concept, 33% stated that they do not use check-in / check-out systems, while 13% use them occasionally and only 7% use them regularly. This indicates that, even where awareness exists, usage is not yet widespread.

The data suggests that user unfamiliarity rather than resistance is the primary barrier. As such, if the Council wishes to explore check-in / check-out systems as part of the car park strategy, there is a clear case for proactive communication and user education. This could include simple explanations of how the system works, its benefits (such as paying only for the time used), and reassurance around enforcement and ease of use.

3.2.16 QUESTION 18 ASKED RESPONDENTS HOW THEY WOULD PREFER TO PAY FOR PARKING

This question enabled respondents to choose all options that apply. The question received 1,511 answers meaning 35 respondents did not answer this question.

Figure 10 below shows the breakdown of responses based on the criteria provided.

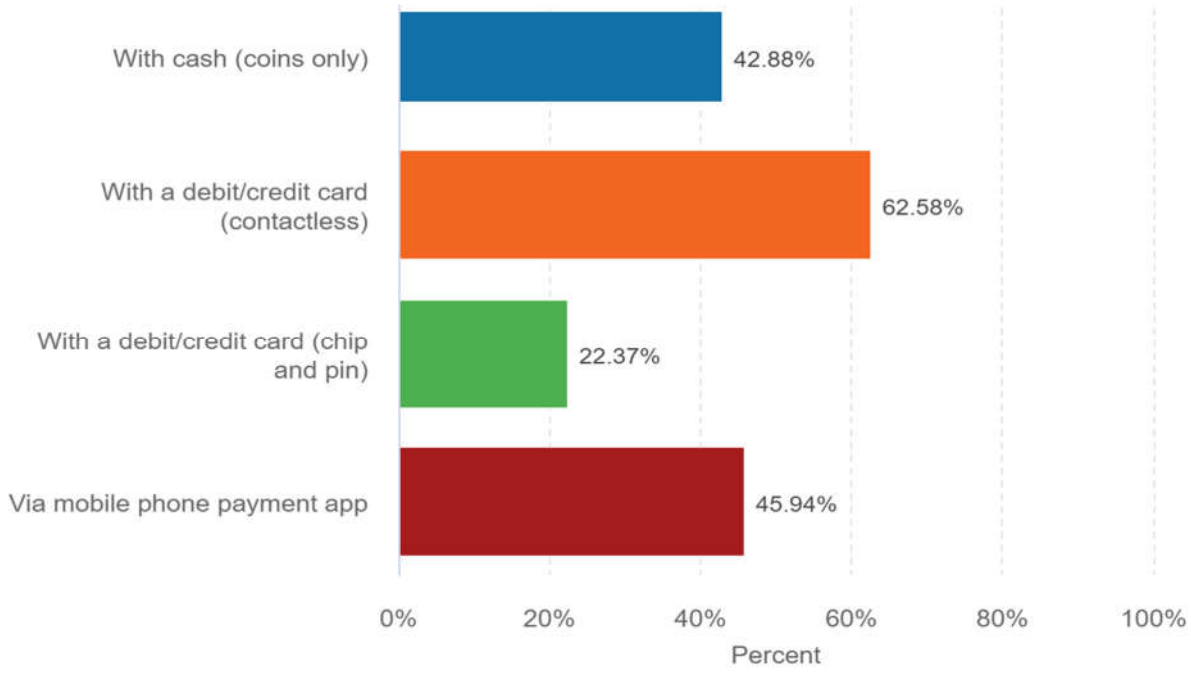


Figure 10 – Preference for parking payment

The results demonstrate a clear preference for flexible and modern payment methods, while also highlighting the continued importance of traditional options.

The most widely used payment method is contactless debit or credit card, selected by 63% of respondents. This reflects broader societal trends toward cashless payments and indicates strong user expectation that contactless card payment should be available as a standard feature across Council owned car parks.

Mobile phone payment apps are also well used, with 46% of respondents indicating that they pay via an app. This shows a significant level of acceptance of digital payment platforms and supports the case for maintaining and enhancing app based payment options, provided they are reliable, intuitive, and supported by good mobile signal coverage.

Despite the shift toward digital payments, cash remains important, with 43% of respondents stating that they pay using coins. This is a significant proportion and reinforces the need to retain some level of cash payment provision to ensure inclusivity, particularly for older users, those without access to digital payment methods, or visitors who prefer cash.

Traditional chip and pin card payments are used by a smaller proportion of respondents (22%), suggesting that while still relevant, this method is less critical than contactless and app based payments.

3.2.17 QUESTION 19 ASKED RESPONDENTS WHAT THEY THOUGHT ON LONG-STAY PARKING CHARGES ACROSS HUNTINGDONSHIRE

This question allowed respondents to select a single option. It received 1,512 responses, meaning 34 respondents skipped the question.

Figure 11 below shows the breakdown of responses based on the criteria provided.

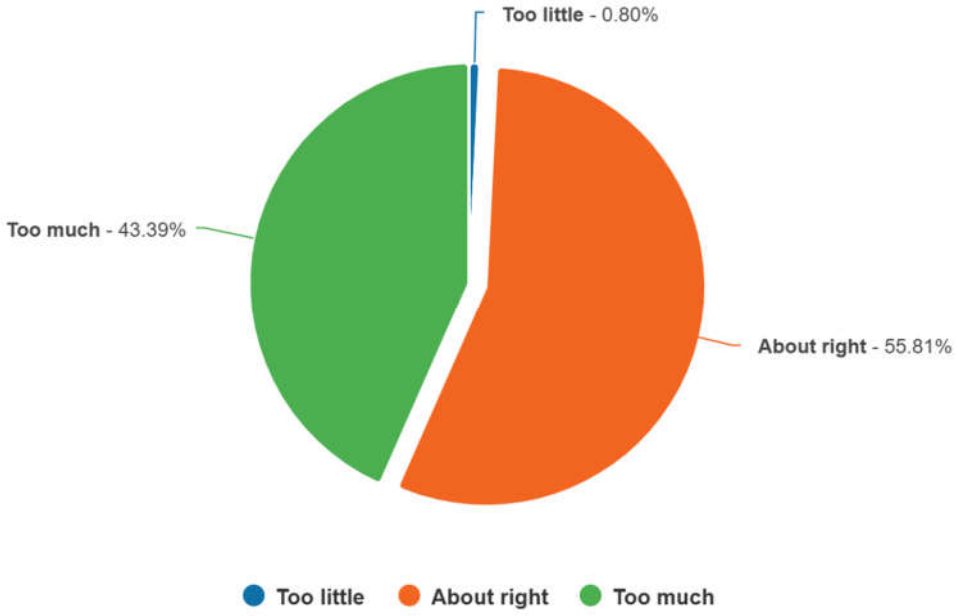


Figure 11 – Thoughts on long-stay parking charges in HDC car parks

The results indicate that perceptions of long-stay parking charges are broadly positive, with a clear majority of respondents viewing current pricing levels as appropriate.

56% of respondents stated that long-stay parking charges are “about right”, which is a strong and reassuring outcome. This level of agreement provides clear evidence that charges are not widely perceived as too high and suggests that current tariffs are broadly acceptable to users. From a strategic perspective, this also indicates there may be limited headroom to consider modest increases to long-stay charges, should this be required to support service sustainability or wider policy objectives, without a significant risk of adversely affecting demand.

A further 43% of respondents felt that long-stay charges are too high. While this is a sizeable minority and should not be dismissed, it is important to note that perceptions of cost sensitivity are common in parking surveys and often reflect a general preference for lower or no charges rather than evidence of pricing being prohibitive. The absence of a strong link elsewhere in the survey between charges and reduced usage suggests that these views may be attitudinal rather than behavioural.

Only 1% of respondents considered long-stay charges to be too low, reinforcing the view that there is no expectation for charges to increase significantly or rapidly.

3.2.18 QUESTION 20 ASKED RESPONDENTS WHAT THEY THOUGHT ON SHORT-STAY PARKING CHARGES ACROSS HUNTINGDONSHIRE

This question allowed respondents to select a single option. It received 1,510 responses, meaning 36 respondents skipped the question.

Figure 12 below shows the breakdown of responses based on the criteria provided.

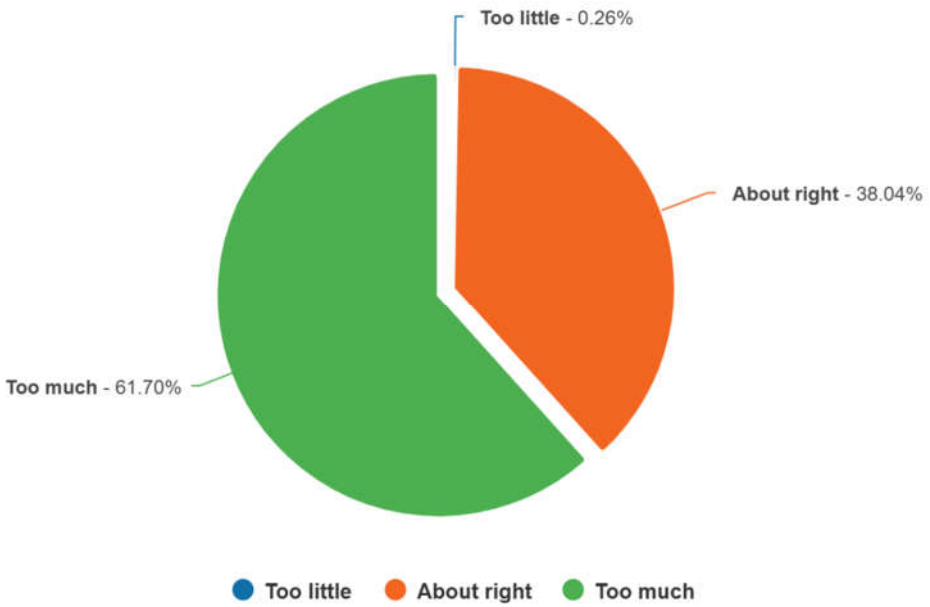


Figure 12 – Thoughts on short-stay parking charges in HDC car parks

The results highlight a significantly lower level of acceptance of short-stay parking charges compared to long-stay tariffs, indicating a clear divergence in how users perceive value for money across different lengths of stay.

A clear majority of respondents (62%) consider short-stay parking charges to be too high, while only 38% feel that charges are about right. Fewer than 1% believe charges are too low. This contrasts sharply with perceptions of long-stay parking, where the majority of respondents felt charges were appropriate, and suggests that short-stay tariffs are viewed as less equitable or less aligned with user expectations.

This disparity creates a strong impression that long-stay parking is perceived as fairer than short-stay parking. Short-stay users are more likely to be making quick, convenience based trips, such as shopping, or accessing services, and the findings suggest that higher short-stay tariffs may be seen as disproportionate to the duration and purpose of these visits.

3.2.19 QUESTION 21 ASKED HOW HDC CAR PARKING CHARGES COMPARE TO COUNCIL OWNED CAR PARKS IN OTHER AREAS?

This question allowed respondents to select a single option. It received 1,499 responses, meaning 47 respondents skipped the question.

Figure 13 below shows the breakdown of responses based on the criteria provided.

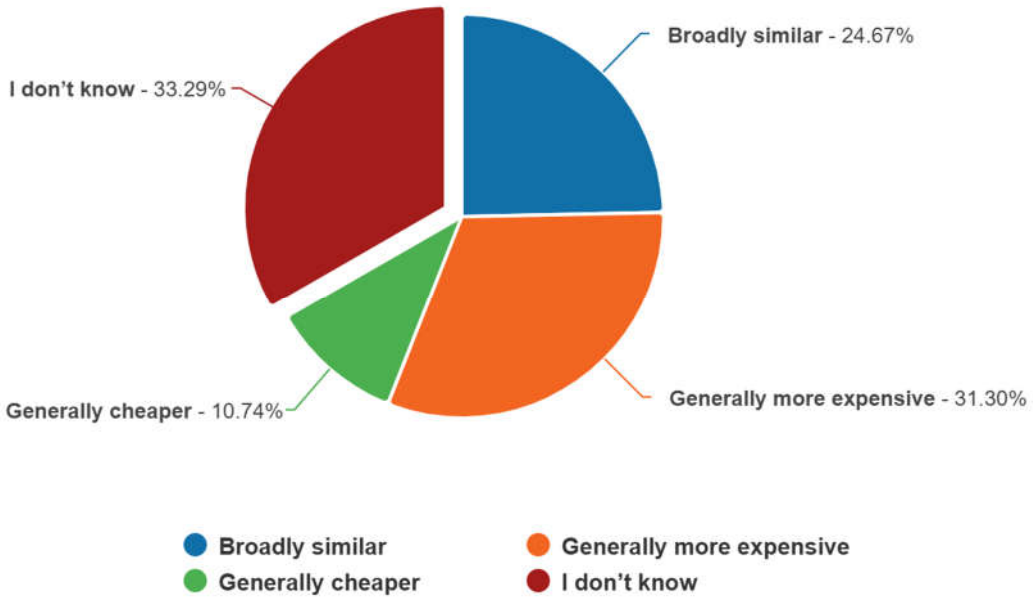


Figure 13 – Comparison between local authorities and parking charges

The results show mixed but generally balanced perceptions of how parking charges in Huntingdonshire District Council car parks compare with those in other local authority areas.

Around 25% of respondents consider parking charges to be broadly similar to those elsewhere, which is a positive finding and suggests that, for a significant proportion of users, charges are seen as broadly in line with expectations and comparable locations.

This is important, as a strong perception of higher than average charges could discourage residents and visitors from using local town centres.

However, 31% of respondents believe that parking charges in Huntingdonshire are generally more expensive than in other areas. While this perception should be acknowledged, it does not necessarily reflect actual pricing when benchmarked against comparable local authorities. Such views may be influenced by selective comparisons with locations that offer free or heavily subsidised parking, or with smaller settlements that provide fewer facilities and services.

Only 11% of respondents felt that parking in Huntingdonshire is generally cheaper than elsewhere. This suggests that there is limited perception of Huntingdonshire offering a cost advantage over neighbouring authorities, reinforcing the importance of clearly communicating value for money and the benefits provided through Council managed parking.

Notably, a substantial 33% of respondents stated that they do not know how parking charges compare with other areas. This indicates that a large proportion of users either do not regularly park outside the district or do not actively compare tariffs between locations. It also suggests that pricing decisions are often judged in isolation rather than through direct comparison with other authorities.

3.2.20 QUESTION 22 ASKED WHETHER RESPONDENTS WOULD SUPPORT EMISSIONS BASED CHARGING

This question allowed respondents to select a single option. It received 1,478 responses, meaning 68 respondents skipped the question.

The results indicate limited current support for emissions based parking charges, but also highlight a substantial proportion of respondents who are open to the concept subject to further information.

Just 16% of respondents stated that they would support emissions based charging, while almost 50% indicated that they would not support such an approach. This suggests that, at present, emissions based charging would be challenging to introduce without significant risk of public resistance.

However, a notable 30% of respondents stated that they would want to find out more before making a decision. This is an important finding, as it indicates that opposition is not fixed for a large section of users and that views may be influenced by clearer explanations of how emissions based charging would work in practice, what vehicles would be affected, and how any additional revenue would be used.

Only 4% of respondents were unsure, suggesting that most respondents felt able to express an initial view, even if that view was conditional on receiving more information.

3.2.21 QUESTION 23 ASKED WHETHER RESPONDENTS OWNED A HDC CAR PARK PERMIT

This question allowed respondents to select a single option. It received 1,494 responses, meaning 52 respondents skipped the question.

Only 4% of respondents stated they currently own a permit for council owned car parks across the district. Question 24 was a follow-up to this question asking respondents to state whether they would consider purchasing a permit in the future. 1,501 respondents answered this question, meaning that 45 respondents skipped the question.

Figure 14 below shows the breakdown of responses based on the criteria provided.

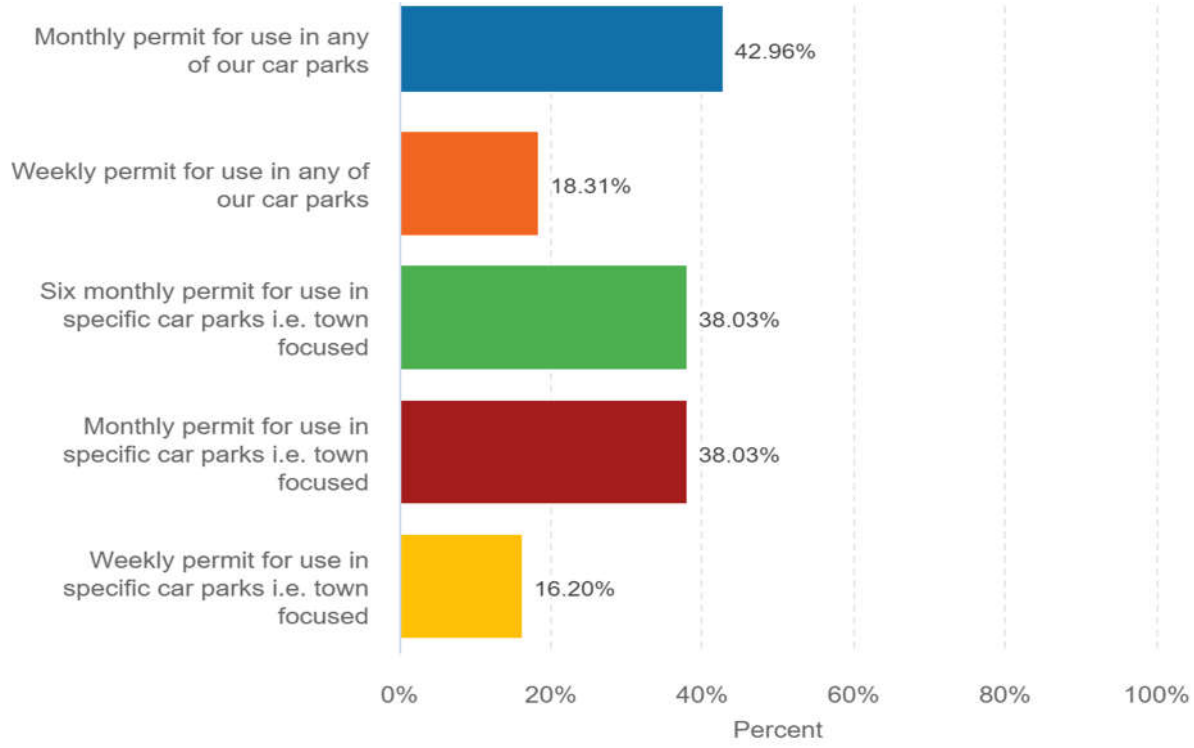


Figure 14 – Interest in potential HDC car parking permits

The results provide a clear indication of strong interest in flexible permit options, particularly those that balance convenience with affordability and reflect different user needs across Huntingdonshire.

The most popular option is a monthly permit valid across any Council owned car park, selected by 43% of respondents. This highlights a strong appetite for a simple, district wide permit offering flexibility of location, which is likely to appeal to regular users such as commuters, town centre workers, and residents who travel between different towns.

There is also significant support for town focused permits, with both monthly and six-monthly permits for use in specific car parks selected by 38% of respondents. This suggests that many users would value a lower cost option tied to a single town or location, providing a more targeted alternative for those with predictable parking patterns.

By contrast, weekly permits attract lower levels of interest. A weekly permit valid across all car parks was selected by 18% of respondents, while a weekly town specific permit was supported by 16%. This indicates that shorter duration permits may be more relevant to occasional users, visitors, or those with temporary parking needs, rather than forming the core of a permit offer.

3.2.22 QUESTION 25 ASKED WHETHER RESPONDENTS HAD A DISABILITY OR LIMITED MOVEMENT

This question received 1,433 responses, with 113 respondents choosing not to provide an answer. 16% of respondents indicated that they have a disability or limited mobility. This represents a sufficiently robust sample to support meaningful analysis of how inclusive and accessible Council owned car parks are across Huntingdonshire, and to inform considerations around provision, from an accessibility perspective.

A follow-up question for those that chose yes was to answer how easy it is to locate a blue badge space across council owned car parks. 654 respondents answered this question. Figure 15 illustrates the responses to the follow up question.

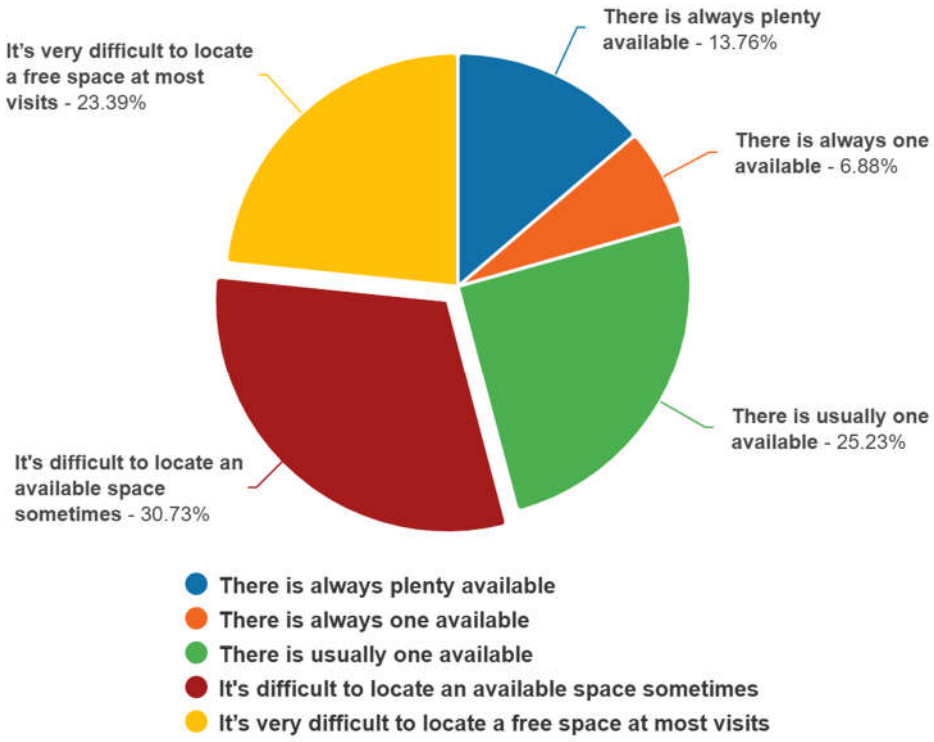


Figure 15 – How easy is it to locate a blue badge bay in HDC car parks

The results illustrate a mixed experience for users who rely on disabled parking bays, with availability varying notably by location and time of visit.

Just over 20% of respondents reported consistently positive availability, with 14% stating that there are always plenty of disabled spaces available and a further 7% indicating that there is always at least one space available. This suggests that, in some car parks, current provision is adequate and meeting user needs.

However, a larger proportion of respondents reported challenges. Around 25% stated that there is usually only one disabled space available, indicating limited resilience in provision and a higher risk of bays being fully occupied during busier periods. More significantly, 31% of respondents reported that it is difficult to locate an available disabled space at times, while 23% indicated that it is very difficult to find a free disabled space on most visits.

Taken together, these findings suggest that over half of respondents experience difficulty locating a disabled parking space either regularly or frequently. This points to localised shortfalls in provision, particularly in higher demand car parks or at peak times, and highlights the importance of reviewing the number, location, and visibility of disabled bays as part of the car park strategy. Improving provision in the most pressured locations would be likely to deliver a tangible improvement in accessibility and user experience for disabled users across Huntingdonshire.

3.2.23 OTHER COMMENTS REGARDING HDC CAR PARKS

The final question enabled respondents to provide any other comments regarding Council owned car parks across the district. In total, 816 comments were provided. These have been reviewed and grouped into key themes to identify recurring issues, sentiments, and priorities. A summary of the findings is set out below.

Cost of Parking

Indicative frequency of comments: 175

- Cost was the most commonly raised issue, with many respondents expressing the view that parking charges, particularly for short stays, are too high.
- A recurring sentiment was that parking should be cheaper or free for short visits, especially for quick trips such as shopping, medical appointments, or collections.
- Some respondents suggested that high charges discourage repeat visits to town centres and reduce dwell time.

Comparisons and value perception:

- Several comments compared Huntingdonshire unfavourably with nearby towns or out of town retail locations that offer free parking, reinforcing earlier survey findings on perceptions of relative cost.

Payment Systems and Reliability

Indicative frequency of comments: 158

- A significant number of comments related to payment machines not working reliably, particularly contactless and app based systems.
- Respondents frequently cited frustration when machines were out of order, slow, or unclear to use.
- Mobile phone signal issues affecting app payments were also raised, especially in certain locations.

Expectations:

- Many respondents accepted digital payments but stressed the importance of simple, robust, and well maintained systems, with clear instructions and fallbacks where technology fails.

Availability and Capacity of Spaces

Indicative frequency of comments: 107

- Respondents reported difficulty finding spaces at busy times, particularly in town centre car parks and during peak periods.
- Comments suggested that perceived capacity issues are often localised rather than district wide.
- Some respondents highlighted tensions between long-stay and short-stay parking, with long-stay vehicles occupying convenient spaces.

Electric Vehicle Charging and Future Provision

Indicative frequency of comments: 75

- Many respondents called for greater provision of EV charging, particularly in larger town car parks.
- Some comments highlighted inconsistency between climate objectives and the current limited availability of charging infrastructure.
- Others stressed the importance of future proofing car parks to support the transition to electric vehicles.

Enforcement and Compliance

Indicative frequency of comments: 52

- Views on enforcement were mixed. Some respondents felt enforcement was too strict or unfair, while others felt it was insufficient.
- A number of comments raised concerns about misuse of bays (e.g. overstaying, misuse of disabled bays) and called for more consistent enforcement presence.

Accessibility and Disabled Parking

Indicative frequency of comments: 46

- Respondents highlighted challenges around the availability, location, and enforcement of disabled bays.
- Some comments linked accessibility issues to wider concerns about bay size, gradients, and walking distances to destinations.

Parking Bay Size and Layout

Indicative frequency of comments: 38

- A recurring theme was that parking bays are too small for modern vehicles, making it difficult to enter and exit cars safely.

- This issue was often linked to accessibility, particularly for older users or those with limited mobility.

Signage and Wayfinding

Indicative frequency of comments: 13

- A small number of respondents raised issues around poor signage, unclear tariffs, or difficulty navigating larger car parks.

Positive Feedback

Indicative frequency of comments: 70

- While the open question naturally attracted more critical feedback, a notable number of respondents commented that parking generally "works well" or is "adequate for most needs."
- Some respondents highlighted convenient locations and generally good availability outside peak times.

Key Observations Across All Themes

- **Consistency with structured survey results:** The free text responses strongly reinforce earlier findings, particularly around cost sensitivity, payment reliability, and short-stay fairness.
- **Localised issues dominate:** Many comments relate to specific car parks or towns rather than systemic district wide problems.
- **Value for money narrative:** Respondents frequently linked charges to expectations of quality, reliability, and investment, suggesting that acceptance improves when users can see tangible benefits.
- **Importance of communication:** Several comments point to confusion or frustration that could be reduced through clearer signage, better explanation of payment systems, and proactive communication about changes or improvements.

4.0 LOCAL PREFERENCE

4.1 INTRODUCTION

Section 3 presented a summary of responses received across Huntingdonshire as a whole. However, the district comprises a diverse range of towns and villages, each with differing patterns of car park use, levels of demand, and local context. As a result, user feedback is likely to vary by location. Understanding these local differences is important in ensuring that the car park strategy responds appropriately to the distinct needs and priorities of individual communities, rather than applying a single, uniform approach across the district.

This section therefore focuses on the findings from the Stage 1 user survey at a more local level within Huntingdonshire. It is not practical or proportionate to provide a detailed breakdown for every town and village, as this would result in very small sample sizes in some locations and would add limited analytical value. Instead, the location based analysis has been undertaken for the district's principal towns, (Huntingdon, St Ives, and St Neots) with responses from surrounding villages considered alongside these town level findings to ensure that the views of smaller settlements are appropriately reflected.

Similarly, it is not necessary to provide a local breakdown for every survey question, as this would lead to an overly lengthy report without materially improving the insight gained. The local analysis therefore focuses on a selected set of key questions that are most relevant to understanding differences in user experience and priorities between locations.

The questions included in the local level analysis include the following:

- Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks?
- Please select the issues that are related to your visit
- What do you like most about Huntingdonshire District Council parking facilities you have used?
- What would you most like to see improved within Council owned car parks?
- When would you prefer to pay for your parking?
- Do you ever use the check-in check-out system when paying for parking in our car parks
- How would you like to pay for your parking
- How do you think current Huntingdonshire District Council car parking charges compare to Council owned car parks in other areas?
- Do you have a disability or limited movement?
- How easy do you find it to locate a Blue Badge parking space in Council owned car parks?

4.2 HUNTINGDON LOCAL ANALYSIS

Reviewing the completed responses, 386 can be attributed to the Huntingdon region. This includes within the town and the surrounding villages. The first question for the local analysis was “Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks?” 64% of these respondents answered yes to the question, which is 11% higher than the district wide response. This suggests that there are greater issues with parking in Huntingdon car parks compared to other car park locations.

Figure 16 illustrates the issues that were highlighted by Huntingdon respondents.

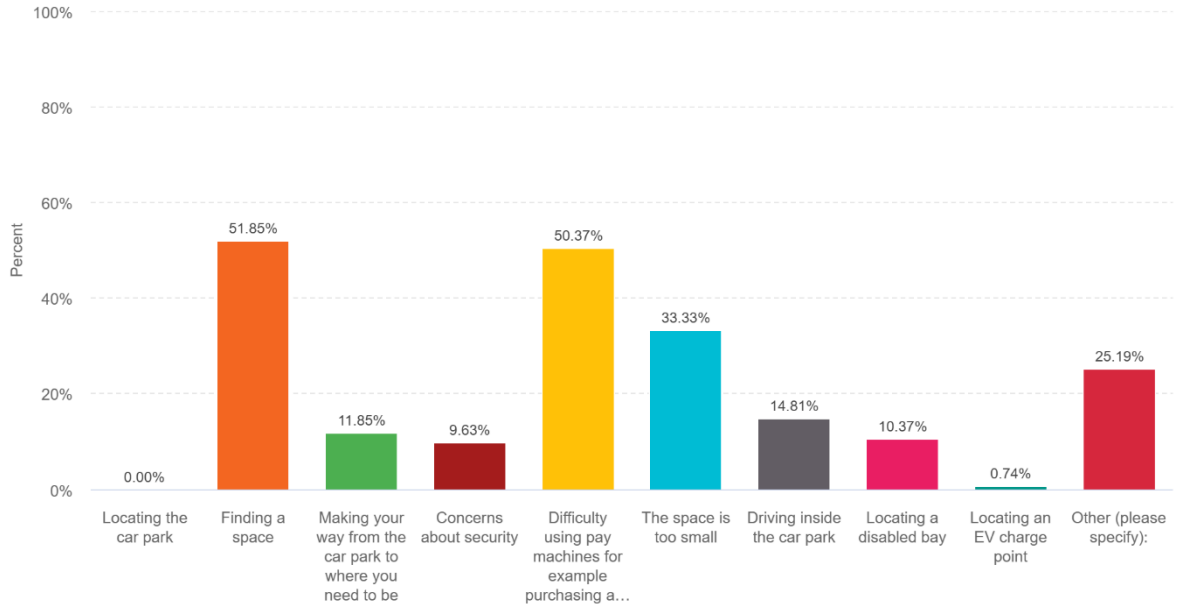


Figure 16 – Issues experienced in Huntingdon specific car parks

Across both the district wide and Huntingdon specific results, the same core issues emerge as the most prominent. At a district wide level, difficulty using pay machines is the most frequently cited issue, reinforcing that payment reliability and usability is a systemic concern rather than a location specific anomaly.

In Huntingdon specifically, however, finding a parking space is marginally more frequently identified than difficulty using payment machines, indicating that capacity pressures are felt more acutely in this location. Parking spaces being too small also features strongly in both datasets, confirming that bay dimensions and layout constraints are consistent challenges across the estate, but are particularly noticeable in busier town centre car parks such as those in Huntingdon.

Taken together, the comparative results indicate that Huntingdon experiences a more intense set of parking pressures than the district average, particularly in relation to capacity and operational performance at peak times. The significantly higher proportion of respondents reporting difficulty finding a space (around 52% in Huntingdon, compared to around 36% district wide), alongside increased issues with driving within

car parks, suggests that Huntingdon's car parks are operating closer to their practical capacity and are more sensitive to layout and circulation constraints. By contrast, issues such as locating disabled bays, security, wayfinding, and EV charging remain broadly consistent with, or slightly less pronounced than, the district wide position, indicating that these are not primary drivers of dissatisfaction in Huntingdon.

Question 13 asked respondents what they liked most about Huntingdonshire District Council car parks.

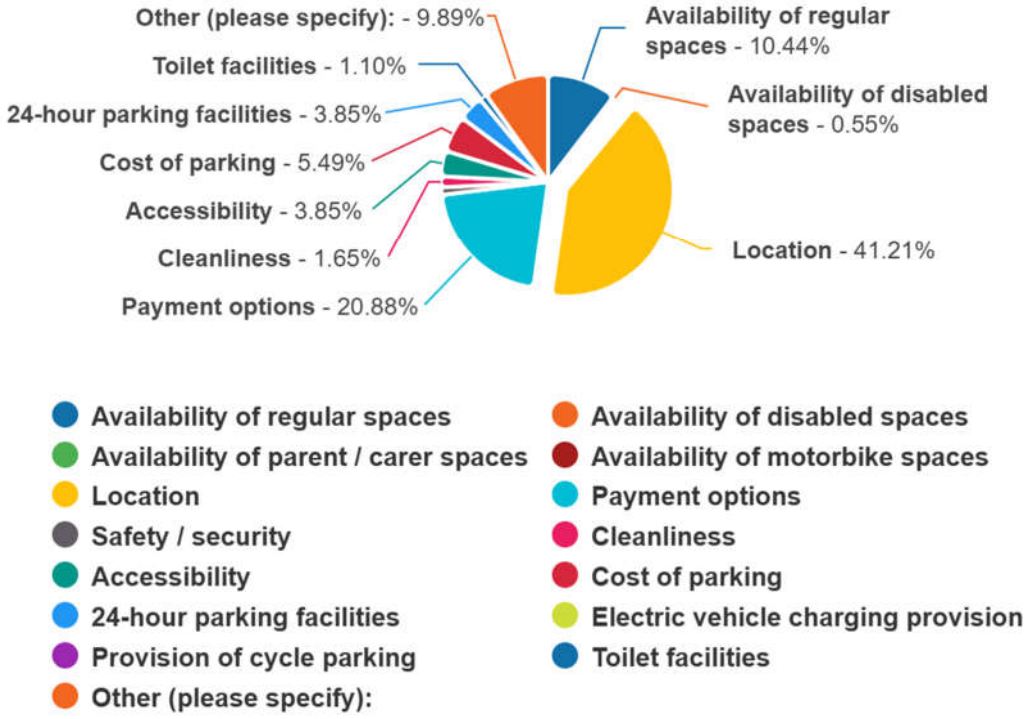


Figure 17 – Most like aspects of car parks in Huntingdon

A comparison of the district wide responses with the Huntingdon specific results shows a strong degree of alignment in what users value most about Council owned car parks, while also highlighting some important local differences in emphasis.

Across both datasets, location is overwhelmingly identified as the most valued aspect of the parking offer, accounting for just over 41% of responses in both the district wide and Huntingdon analyses. This consistency demonstrates that proximity to town centres, shops, services, and key destinations is the single most important factor for users, and that Huntingdon performs as strongly as the wider district in this respect. The stability of this result suggests that location is a fundamental strength of the car park estate rather than a variable influenced by local operating conditions.

The second most valued aspect in both datasets is payment options, although this is notably more prominent in Huntingdon. While payment options account for around 16% of district wide responses, this rises to approximately 21% in Huntingdon. This suggests that ease, flexibility, and reliability of payment are of heightened importance to users in Huntingdon, likely reflecting higher usage levels, greater turnover, and the more intensive day to day demands placed on town centre car parks.

Perceptions around the availability of regular parking spaces are broadly similar but slightly lower in Huntingdon (around 10%) compared to the district wide figure (around 13%). This may reflect the fact that, while availability is still valued, Huntingdon users are more likely to experience constrained capacity at peak times and therefore prioritise other factors such as payment convenience and location over absolute space availability.

Other aspects of the parking offer, such as cost of parking, accessibility, 24-hour parking, cleanliness, and toilet facilities, attract relatively small proportions of responses in both datasets and remain broadly consistent. Notably, the availability of disabled spaces is valued by a much smaller proportion of respondents in Huntingdon than across the district as a whole. This does not necessarily indicate that provision is unimportant, but rather that it may be less visible as a defining feature compared to other aspects of the parking experience in a busy town centre environment.

The following question was focused on areas of improvement within HDC car parks. As with the district wide results, the cost of parking was the highest rated area for improvement within Huntingdon. However, this wasn't deemed as significant, with a 5% lower rate provided for this option. Availability of regular spaces (4% increase), and the availability of parent / carer spaces (4% increase) were both slightly higher in Huntingdon compared to the wider district.

Similarly to the district wide analysis, although payment options was seen as a positive feature, there were also noticeable levels of respondents that believe this requires improvement in car parks, albeit a slightly less amount (2% reduction).

Question 16 asked respondents when they prefer to pay for parking. Figure 18 illustrates the feedback from the Huntingdon region.

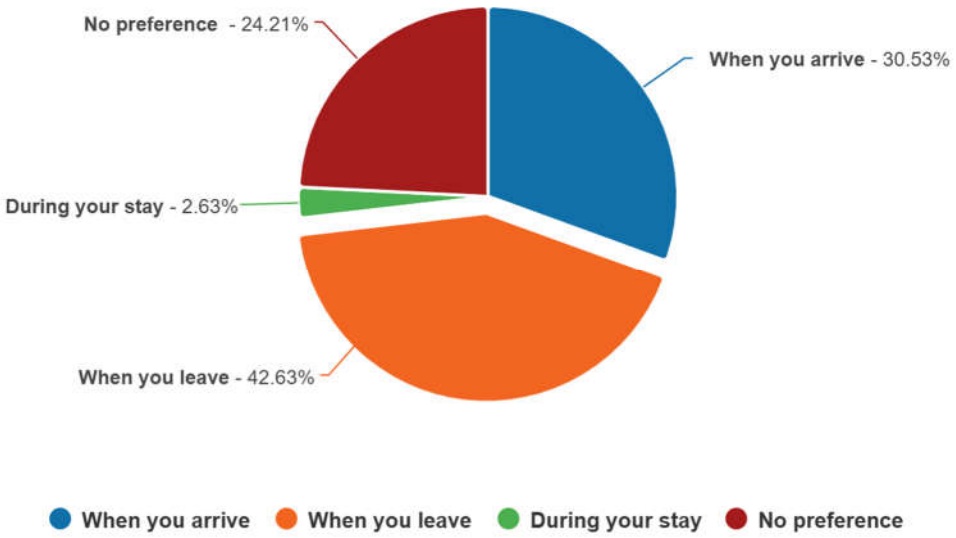


Figure 18 – Preference for parking payment in Huntingdon

A comparison of the district wide and Huntingdon specific results shows a broadly consistent pattern in preferences for when users would like to pay for parking, with some

notable differences in emphasis that reflect the more intensive use of car parks in Huntingdon.

Across the district as a whole, preferences are relatively evenly split between paying on arrival (35%) and on departure (37%), with a sizeable proportion of respondents (26%) indicating no preference. This suggests that, at a district wide level, users are generally comfortable with either approach, provided the payment system is clear, reliable, and easy to use. Very few respondents expressed a preference for paying during their stay, indicating limited appetite for mid-stay payment interactions.

In Huntingdon specifically, there is a clearer preference for paying on departure, with support rising to approximately 43%, compared to 31% who prefer to pay on arrival. This represents a stronger lean towards post stay payment models than is evident across the district as a whole. The proportion of respondents with no preference remains broadly similar (24%), suggesting that flexibility remains important, but that Huntingdon users are more likely to favour payment approaches that reflect actual length of stay rather than estimated duration.

The increased preference for pay on exit in Huntingdon is likely to reflect higher turnover, greater variability in stay duration, and a higher incidence of short, transactional visits in a busy town centre environment, where pay on exit is more common than smaller towns and villages.

Question 17 focused on the check-in / check-out system. When compared with the district wide results, the Huntingdon specific feedback indicates an even lower level of awareness of the system. In Huntingdon, around 55% of respondents stated that they do not know what a check-in / check-out system is, compared to approximately 47% district wide, reinforcing that lack of understanding is an even more pronounced issue locally.

Usage levels among those who are aware of the system are also slightly lower in Huntingdon, with fewer respondents reporting regular (2% reduction) or occasional use (2% reduction) and a similar proportion indicating that they do not use such systems at all. This suggests that, despite Huntingdon being the district's busiest town and a location where pay on exit systems could offer particular benefits, familiarity with this payment model remains limited.

Feedback on how respondents preferred to pay for parking in Huntingdon was very similar to the district wide analysis with no clear differences between the two datasets.

Question 21 asked respondents how they felt parking charges in other areas outside the district compared to Huntingdonshire. Across the district as a whole, views are relatively evenly split between those who consider charges to be broadly similar elsewhere (around 25%) and those who feel they are generally more expensive (around 31%). A notable proportion of respondents (around 33%) indicated that they do not know, suggesting that many users do not regularly compare parking charges between areas or do not feel strongly enough to make a comparison.

In Huntingdon, perceptions follow a similar pattern but with a slightly more balanced spread. The proportion of respondents who consider charges to be broadly similar is marginally higher (around 27%), while the proportion who feel charges are generally more expensive is lower (around 25%) compared to the district wide position. This suggests that relative to the rest of the district, Huntingdon users may be slightly less inclined to view parking charges as uncompetitive.

The proportion of respondents selecting "I don't know" remains high in both datasets and is marginally higher in Huntingdon (around 35%), reinforcing the view that perceptions of comparative cost are often formed without direct benchmarking. A small but consistent minority in both cases consider Huntingdonshire's parking to be generally cheaper, though this remains the least selected option.

Figure 19 illustrates this breakdown in Huntingdon.

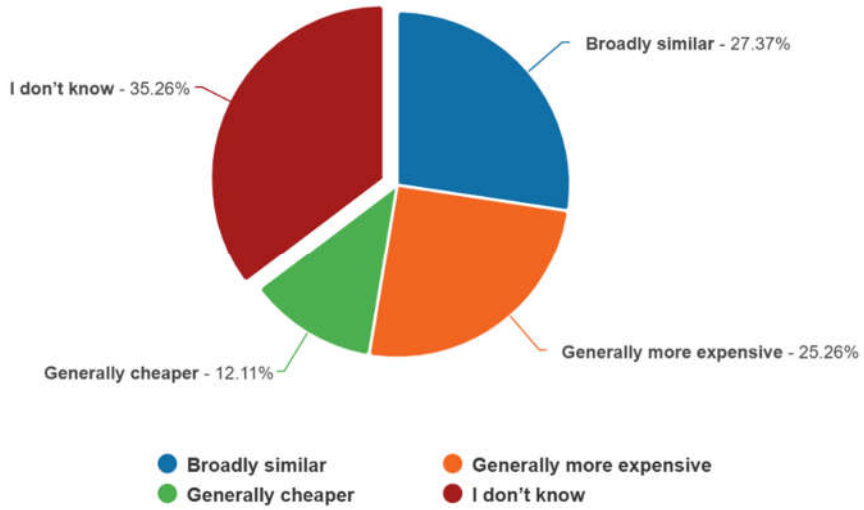


Figure 19 – Comparison between local authorities and parking charges from Huntingdon respondents

The final two questions selected for the local analysis focus on respondents with a disability or limited movement. The district wide analysis highlighted a 16% response rate, which is identical to the response rate within Huntingdon.

The comparison shows that availability of disabled parking spaces is perceived to be more constrained in Huntingdon than across the district as a whole. At a district wide level, around 47% of respondents indicated that an available disabled space is usually or always available, whereas in Huntingdon this falls to approximately 46%, with a notable shift toward more negative responses. In Huntingdon, the proportion of respondents stating that it is very difficult to locate a free disabled space at most visits increases significantly to around 31%, compared to around 23% district wide, while those reporting difficulty only sometimes falls from around 31% to 22%.

4.3 ST IVES LOCAL ANALYSIS

A review of the completed survey responses shows that 284 submissions relate to the St Ives area, encompassing both the town itself and the surrounding villages. The local analysis therefore begins with the question, "Have you experienced any parking

problems within the last 12 months at any Huntingdonshire District Council car parks?" The results show that 57.63% of respondents have experienced problems, while 42.37% have not. This indicates that parking issues are a material feature of the customer experience in St Ives, with a clear majority reporting challenges in the last year.

Figure 20 illustrates the specific issues reported by St Ives respondents.

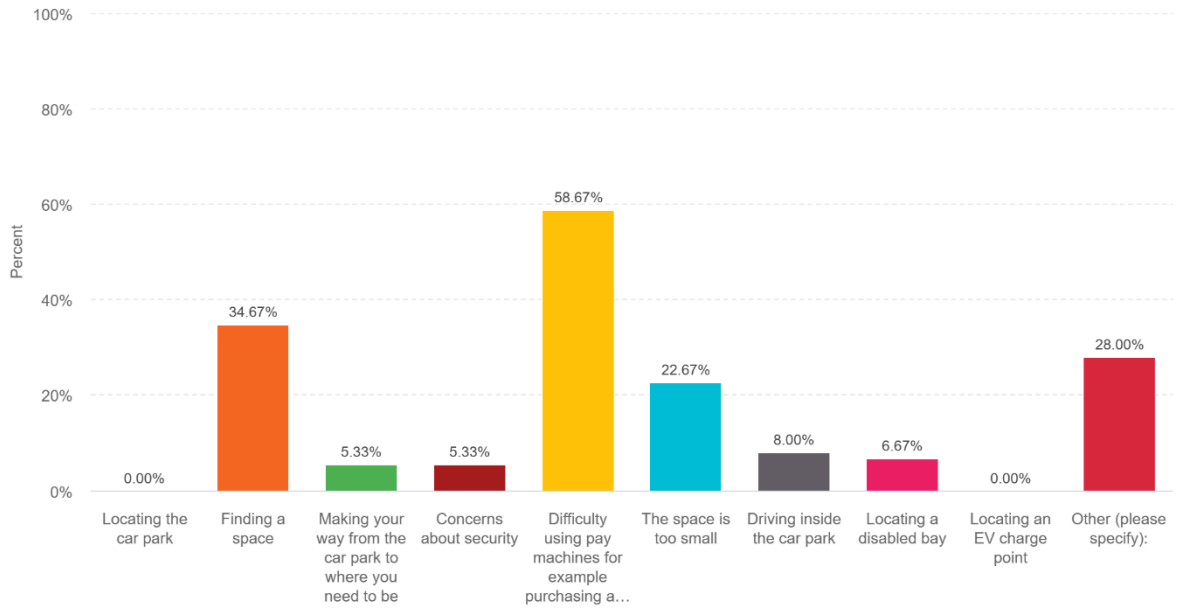


Figure 20 – Issues experienced in St Ives specific car parks

The most frequently cited problem is difficulty using pay machines (59%), reinforcing that payment reliability and usability are the dominant operational concern locally. Finding a parking space is the second most commonly reported issue (34%), indicating notable capacity pressure in St Ives at peak periods. A further 23% highlighted that spaces are too small, suggesting that bay dimensions and layout constraints are also affecting user confidence and convenience. Other issues are less prevalent but still relevant, including driving inside the car park (8%), and locating a disabled bay (7%). Concerns linked to security and walking routes/wayfinding from the car park are comparatively low (both 5%), and locating the car park and locating EV charge points were not identified as issues.

Question 13 asked respondents what they like most about HDC car parks they have used in St Ives. The results show that location is overwhelmingly the most valued feature (43%), confirming that proximity to the town centre and key destinations is the principal strength of the offer. After location, respondents most commonly value the availability of regular spaces (15%) and payment options (14%), suggesting that, when systems work well, convenient payment and the ability to find a space are highly important components of satisfaction. Smaller proportions referenced cost of parking (5%) and 24-hour parking facilities (5%), with low levels of emphasis placed on disabled space availability (2%) and wider supporting facilities such as toilets, EV charging provision, and accessibility (each 1%). Other comments account for 12.61%, indicating a degree of

local nuance that may warrant review of the free text responses for St Ives specific themes.

Figure 21 illustrates the breakdown of this feedback for the St Ives region.

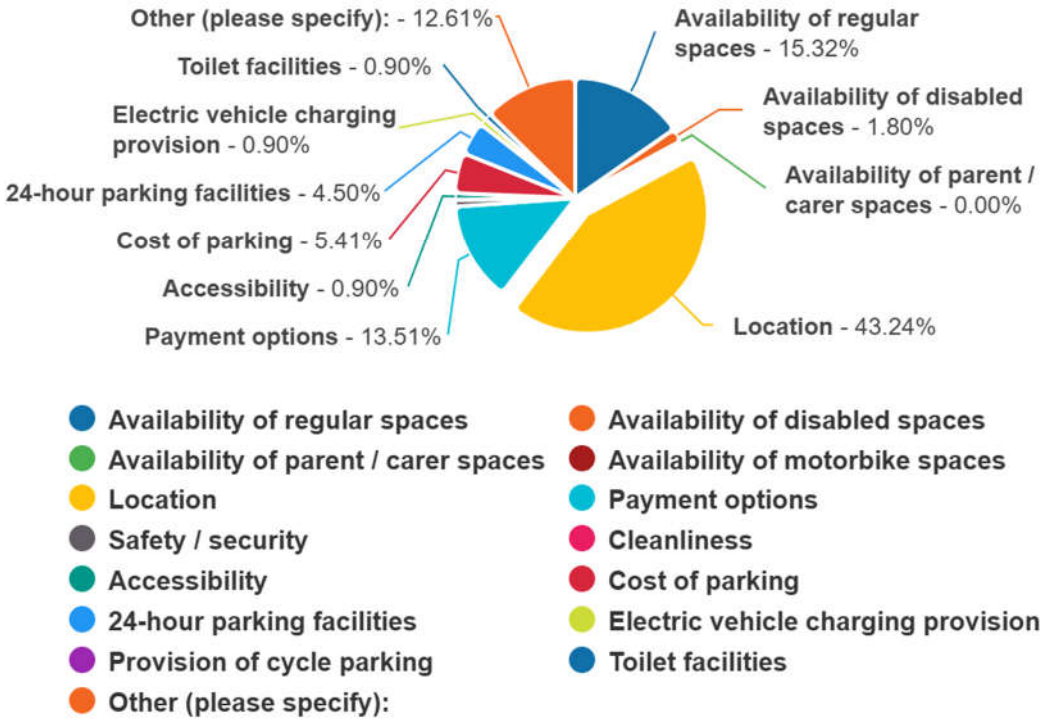


Figure 21 – Most liked aspects of parking in HDC car parks in St Ives

When compared with the district wide results for this question, the St Ives findings show a broadly similar pattern of priorities but with some notable differences in emphasis. Across the district as a whole, cost of parking also emerges as the most frequently cited area for improvement; however, the proportion of respondents highlighting this issue in St Ives (47%) is significantly higher than the district wide figure. This indicates that concerns about affordability are more acute in St Ives than elsewhere, and that pricing is a particularly sensitive issue for users of these car parks.

Conversely, while payment options remain a consistent secondary priority across both datasets, the St Ives figure (12%) is slightly lower than the district wide response. This suggests that, although payment usability is still an important consideration locally, it is relatively less dominant than cost when compared to the wider Huntingdonshire position. Improvements relating to availability of regular spaces, parent / carer spaces, and supporting facilities such as toilets and EV charging attract broadly similar or marginally lower levels of response in St Ives, indicating that these issues are present but not disproportionately problematic compared to the district average.

Question 16 explored when users would prefer to pay for parking. St Ives respondents show a stronger preference for paying on arrival (39%) than paying on departure (32%), with 26% expressing no preference and 3% preferring to pay during their stay. This suggests that, in St Ives, many users favour a more traditional “pay and display on entry”

approach, although the sizeable “no preference” segment indicates that flexibility remains valuable provided the payment process is simple and dependable.

When compared with the district wide analysis, the St Ives results reinforce and slightly amplify the same underlying pattern. Across the district as a whole, a substantial proportion of respondents also indicated that they do not know what a check-in / check-out system is. However, this lack of awareness is even more pronounced in St Ives, where 56% selected this option, compared to a lower but still significant district wide figure. This confirms that awareness, rather than acceptance, remains the principal barrier to meaningful engagement with this payment model, particularly at a local level.

Usage patterns among those who are aware of the system are broadly consistent with the district wide findings. In St Ives, 26% of respondents stated that they do not use check-in / check-out systems, while 15% use them occasionally and only 3% use them all the time. This mirrors the district wide trend of limited regular usage, with St Ives showing slightly lower levels of routine adoption. Overall, the comparison indicates that St Ives does not present a distinct resistance to check-in / check-out systems, instead, it reflects an environment where limited understanding and exposure are suppressing uptake, suggesting that targeted communication and simple user education would be a necessary precursor to any wider rollout.

Question 18 asked how respondents would like to pay for parking. St Ives respondents express a clear preference for contactless card payments (63%), alongside strong demand for a mobile phone payment app (47%). Importantly, cash (coins only) remains significant (43%), indicating that cashless only approaches would risk excluding a substantial minority. Chip and PIN is less preferred (20%), suggesting that where card payments are offered, contactless capability is the critical requirement.

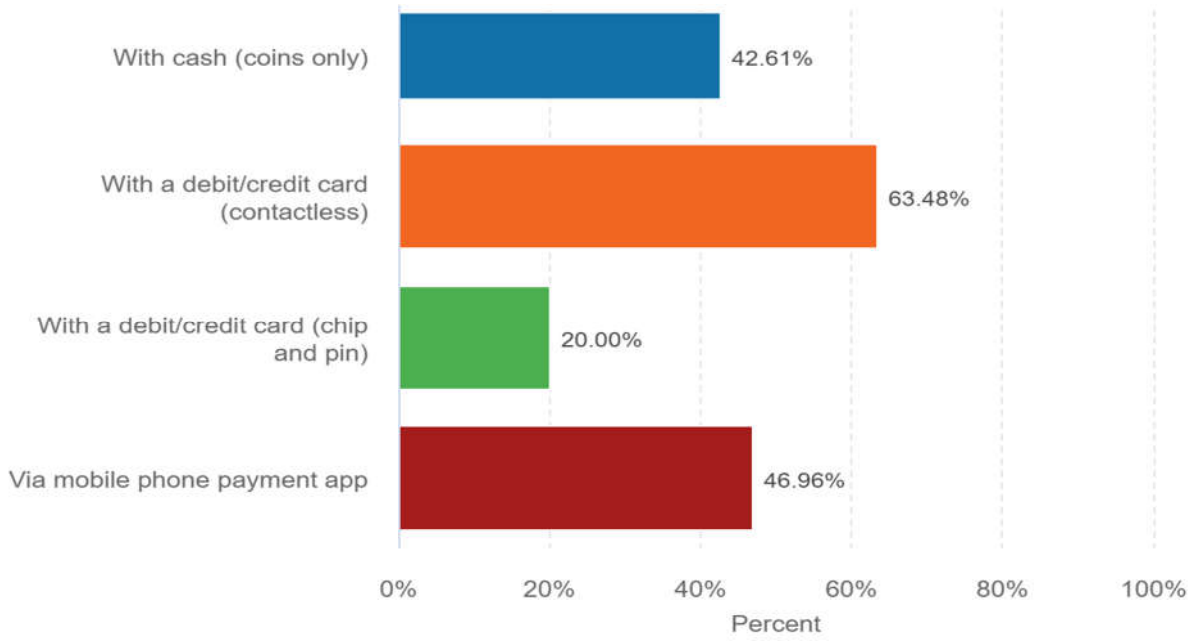


Figure 22 – Preference for car park payment in St Ives

Question 21 asked how respondents think HDC charges compare to car parks in other locations outside Huntingdonshire. When set against the district wide analysis, the St Ives findings follow a very similar overall pattern, but with some subtle differences in emphasis. As across the district as a whole, the most common response in St Ives is "I don't know" (37%), reinforcing the conclusion that a significant proportion of users do not actively compare parking charges between areas or do not feel sufficiently informed to do so. This proportion is slightly higher than the district wide figure, suggesting that uncertainty around comparative pricing is marginally more pronounced in St Ives.

Among respondents who do hold a view, perceptions in St Ives are broadly aligned with the district wide position but show a slightly stronger tilt towards negative comparisons. In St Ives, 30% consider charges to be generally more expensive, which is comparable to, though marginally lower than, the district wide level, while 21% feel charges are broadly similar, slightly below the district wide share. The proportion who believe charges are generally cheaper (12%) remains a small minority and is broadly consistent with the district wide response. Figure 23 illustrates this summary for the St Ives region.

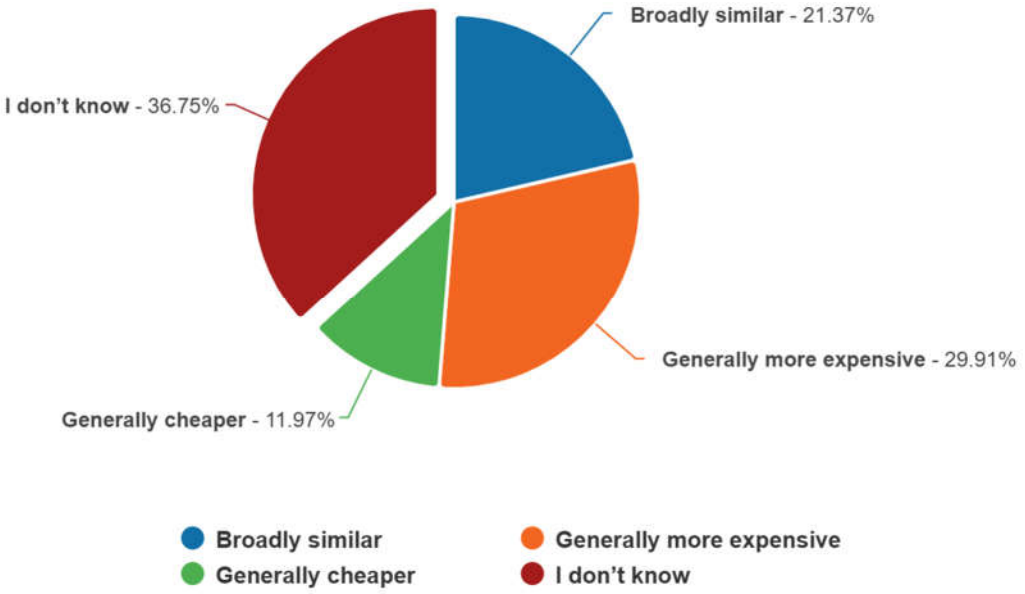


Figure 23 – St Ives respondents thoughts on how parking charges compare outside of HDC

Finally, in relation to accessibility, 14% of St Ives respondents stated they have a disability or limited movement, 2% lower than the district wide average. When compared with the district wide findings, the St Ives results point to a more constrained experience for blue badge holders. District wide, a slightly higher proportion of respondents report that disabled bays are always or usually available, indicating a more balanced level of provision across the wider estate.

However, only 17% of respondents state that a blue badge space is always available, with a further 31% indicating a space is usually available. By contrast, a clear majority of St Ives respondents experience some degree of difficulty, with 34% reporting that it is difficult to find a space sometimes and 17% stating that it is very difficult at most visits. This represents a stronger shift towards negative responses than is evident at a district wide level.

4.4 ST NEOTS LOCAL ANALYSIS

Reviewing the completed responses, 583 responses can be attributed to the St Neots area, including the town and surrounding settlements. The first question in the local analysis asked respondents: "Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks?"

In St Neots, 44% of respondents answered yes, compared to the 53% district wide response rate, representing a reduction of 9%. This indicates that, while parking problems can remain an issue locally, the overall level of dissatisfaction in St Neots is notably lower than the district average.

Figure 24 illustrates the specific issues identified by respondents using St Neots car parks.

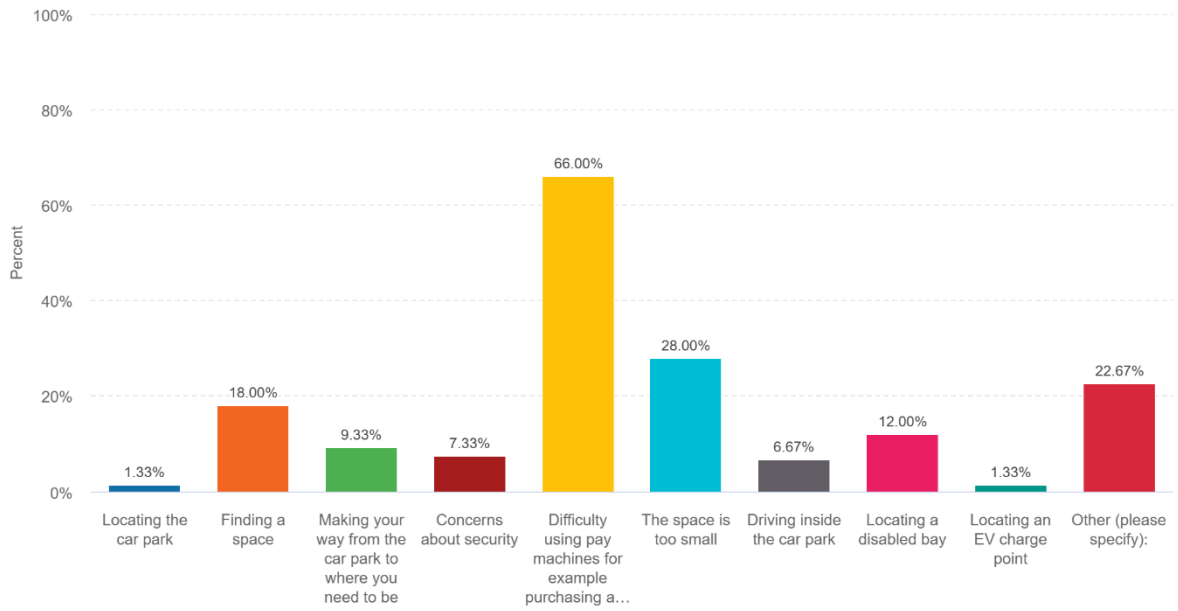


Figure 24 – Issues experienced in St Neots specific car parks

Across both the district wide and St Neots results, the same core issues emerge, although their relative prominence differs. At a district wide level, difficulty using pay machines is the most frequently cited issue (59%). In St Neots, this concern is even more pronounced, rising to 66%, an increase of 7%, reinforcing that payment usability and reliability are a particularly acute issue locally.

By contrast, finding a parking space is reported by 18% of St Neots respondents, which is significantly lower than the district wide figure of approximately 36% (a reduction of 18%). This suggests that relative to other parts of the district, St Neots experiences less intense capacity pressure overall. However, space size remains a notable issue locally, with 28% identifying bays as too small, which is broadly consistent with the district wide response (approximately 23%, a 5% increase).

Other issues, including concerns about security (7%), driving within the car park (7%), and locating disabled bays (12%), remain secondary in St Neots and are generally

comparable to or slightly below district wide levels. Taken together, the evidence suggests that while St Neots car parks are not under the same degree of capacity stress as larger centres, operational factors, particularly payment infrastructure, play a disproportionately important role in shaping user experience.

Question 13 asked respondents what they liked most about Huntingdonshire District Council car parks. Figure 25 presents the St Neots responses.

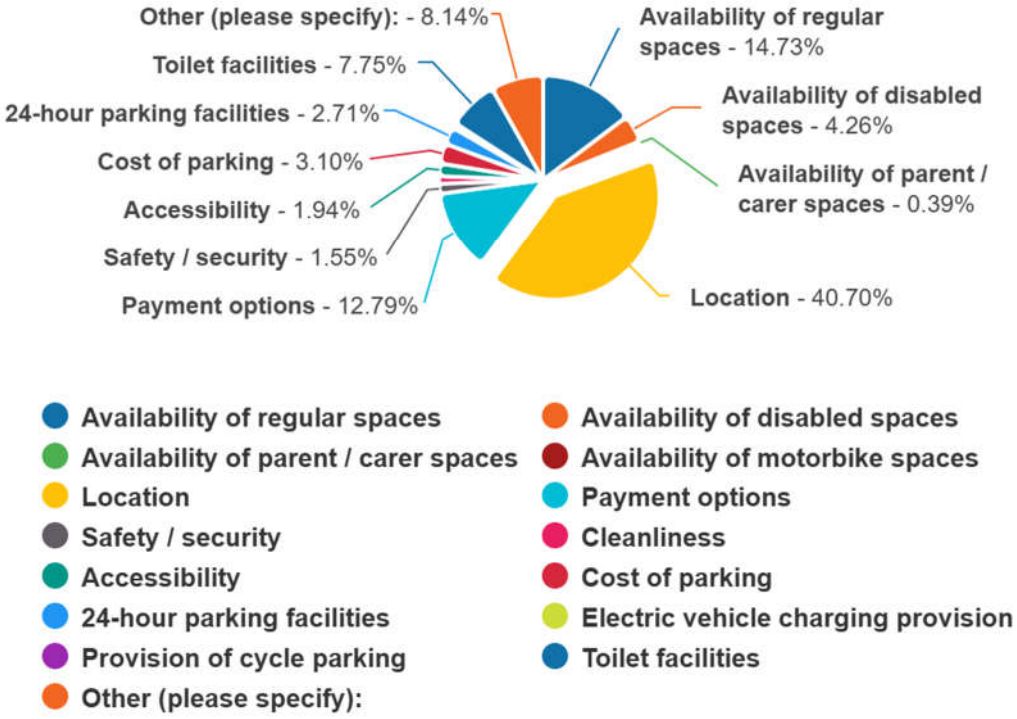


Figure 25 – Most liked aspects of parking in HDC car parks in St Neots

As with the district wide analysis, location is the most valued aspect of parking provision in St Neots, accounting for 41% of responses. This is closely aligned with the district wide figure of approximately 43%, indicating that proximity to town centre destinations remains a consistent strength across the estate.

The availability of regular parking spaces is the second most liked aspect of parking within St Neots, with 15% of respondents choosing this option, reinforcing earlier findings that capacity constraints are less severe locally. That being said, this figure is in line with the district wide response rate. Payment options are valued by 13% of St Neots respondents, which is marginally lower than the district wide figure (around 14%), suggesting that while payment is important, it is less likely to be viewed positively where reliability issues persist.

Other aspects, such as toilet facilities, accessibility, safety/security, and 24-hour parking, attract modest response levels and broadly mirror district wide patterns, indicating no major local divergence in what users value beyond location and basic availability.

When asked what they would most like to see improved, cost of parking remains the dominant concern in St Neots, selected by 39% of respondents. This is around 8% than the district wide figure (47%), indicating that while cost remains important, it is less acute locally than elsewhere in the district.

By contrast, availability of disabled spaces (7%) and parent/carer spaces (6%) are both higher than district wide responses (approximately 4–5%), suggesting greater sensitivity to inclusive provision in St Neots. Payment options are identified by 13%, which is broadly consistent with the district wide figure, reinforcing the dual perception of payment as both a valued feature and a priority for improvement.

Question 16 explored when respondents prefer to pay for parking. In St Neots, preferences are relatively balanced, with 36% favouring payment on departure and 32% preferring payment on arrival. This closely mirrors the district wide pattern (37% on departure and 35% on arrival), indicating no material local deviation. The proportion expressing no preference (29%) is slightly higher than district wide (around 26%), suggesting a degree of flexibility among St Neots users.

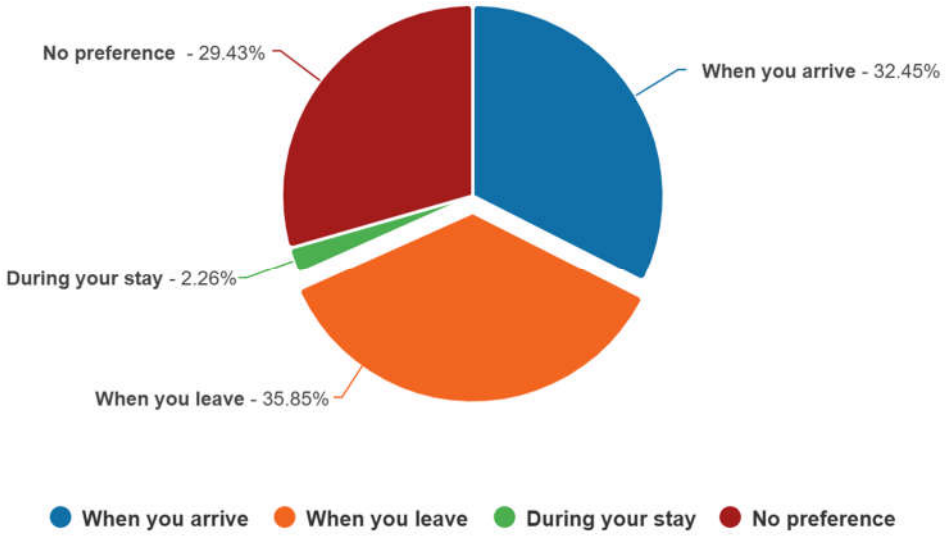


Figure 26 – Preference for parking payment in St Neots

Question 17 focused on awareness and use of check-in / check-out systems. In St Neots, 36% stated that they do not know what the system is, which is 11% lower than the district wide figure (approximately 47%). This indicates relatively higher awareness locally. However, actual usage remains limited. Only 11% report using the system all the time and 17% occasionally, while 36.84% state that they do not use it. Compared to district wide results, St Neots shows slightly higher regular usage (8%), suggesting that where awareness exists, uptake improves, though the system is still far from mainstream.

Preferences for how to pay for parking in St Neots closely mirror the district wide findings. Contactless card payments (62%) and mobile payment apps (47%) are the most popular options, with cash still used by a substantial minority (41%). Differences from district wide figures are marginal (within 2%), indicating consistent expectations across the district.

Question 21 asked how respondents felt St Neots parking charges compare with those elsewhere. The most common response is “generally more expensive” (39%), which is approximately 8% higher than the district wide figure (31%). The proportion stating “broadly similar” (18%) is lower than district wide (25%), a reduction of 7%).

Meanwhile, 35% selected “I don’t know”, broadly consistent with the district wide response. This suggests that St Neots users are more likely than the average respondent to perceive local parking charges as uncompetitive, even though a substantial minority remain uncertain.

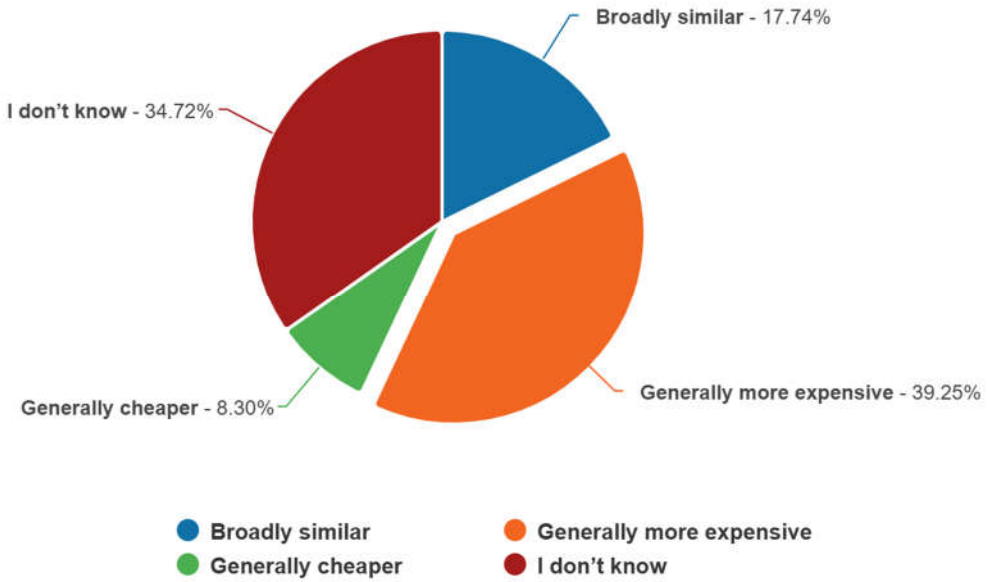


Figure 27 – St Neots respondents thoughts on how parking charges compare outside of HDC

The proportion of respondents identifying as having a disability or limited movement in St Neots (17%) is broadly consistent with the district wide figure (16%), providing a comparable evidence base.

However, perceptions of blue badge availability indicate slightly less pressure locally. In St Neots, 49% report that a disabled space is usually or always available, compared to approximately 47% district wide. At the same time, 22% report that it is very difficult to find a space at most visits, which is around 1% lower than the district wide figure, suggesting marginally better performance at peak times.

5.0 BUSINESS QUESTIONNAIRE

To support the Car Park Strategy development, a separate business questionnaire was conducted to support the resident and visitor user survey to gather insights from business owners and employees across the district. This questionnaire received 24 responses and included 25 questions, most of which were identical to those in the resident and visitor survey. This section focuses on the questions that differed to analyse the unique feedback provided by businesses.

Question 3 of the business questionnaire asked respondents whether their place of work had private off-street parking available. A significant 77% of respondents stated they did not, indicating that the vast majority of business owners, and employees are dependent on public parking facilities, including those managed by Huntingdonshire District Council. This finding underscores the critical importance of ensuring adequate public parking provisions to support local economies and facilitate business growth.

Among those with private parking, 8% reported availability for only one vehicle, while 10% stated they have provision for up to 10 vehicles. A detailed breakdown of these responses is presented in figure 28.

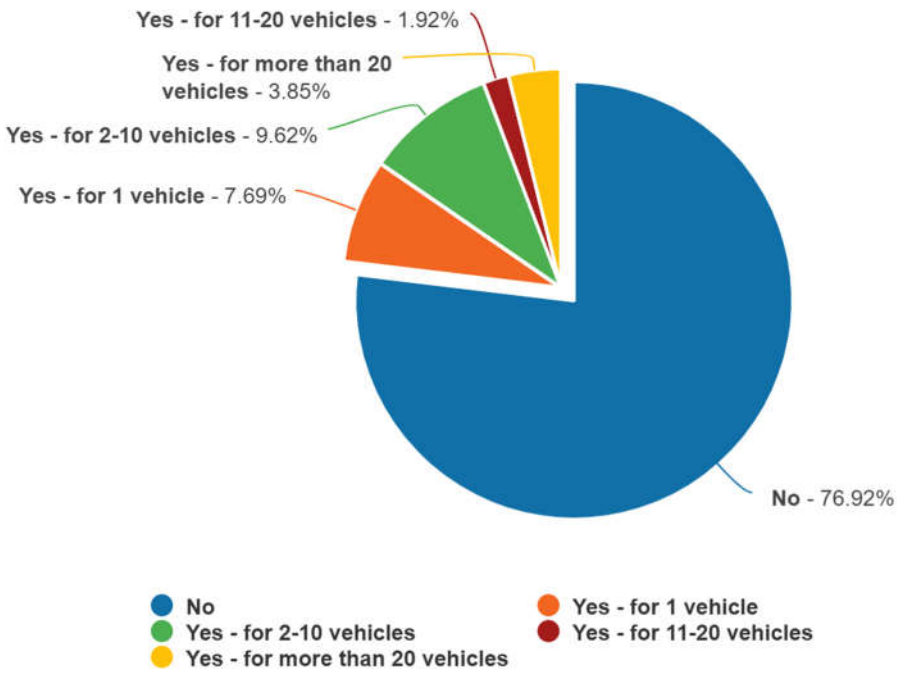


Figure 28 – Feedback to question 3 from the business questionnaire

Question 4 asked respondents where their customers typically park when visiting local businesses. The results reinforce the findings from Question 3, which highlighted a significant reliance on council owned car parks. A substantial 78% of respondents indicated that their customers primarily use council owned car parks, demonstrating their importance to local businesses.

In comparison, 37% of respondents stated that their customers park on-street. While this may be suitable in certain areas, it is not a viable option for all businesses. Additionally, only 20% of respondents reported that their customers have access to private or designated parking areas, underscoring the reliance on public parking.

Figure 29 provides a full breakdown of responses for this question.

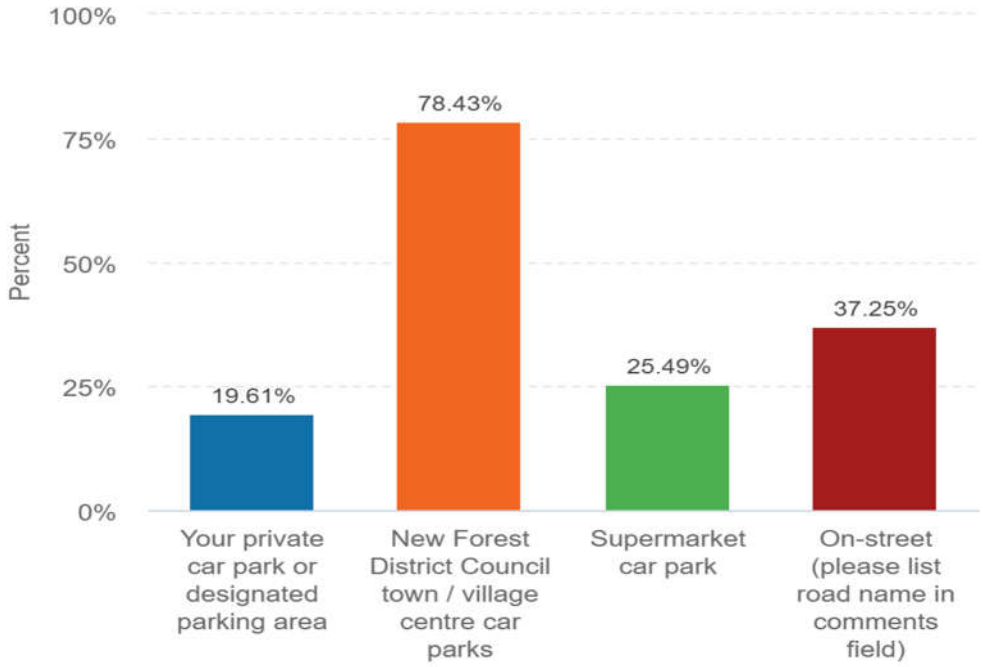


Figure 29 – Feedback to question 5 from the business questionnaire

Question 5 asked respondents whether they or their customers had experienced parking problems in Huntingdonshire District Council car parks within the past 12 months. A total of 51% of respondents reported experiencing issues, while 40% stated they had not. This is broadly in line with the resident and visitor survey, where 53% of respondents stated they had experienced issues with parking.

Question 6 asked respondents to specify the nature of the parking issues. Over 70% cited difficulties in finding a parking space, suggesting that customers visiting local businesses are likely doing so during peak times, such as Saturdays or midday on weekdays, when demand for parking is highest. This aligns with feedback from businesses that their customers often struggle to secure parking during busy periods.

Respondents were also asked to identify the specific car parks where issues occurred. Tebbutts Road Car Park, St Neots was the most frequently mentioned, selected by 26% of respondents. Car park surveys conducted during the development of the car park strategy confirm that this car park experiences frequent high demand, often nearing capacity despite its size. Sainsbury's Car Park, Huntingdon was the second most commonly mentioned, cited by 14% of respondents. Although this car park can also experience high demand, there is an alternative car park nearby Multi-Storey Car Park that typically has available spaces, potentially alleviating some of these challenges.

The remaining questions align with the resident and visitor survey, and the analysis has been grouped together and summarised in section 3 and 4 above.

APPENDIX A - FAQS

CAR PARKING USER SURVEY FAQ'S

The first question asks for my postcode. Why do I need to give this?

As part of the analysis carried out after the survey closes, it is important to understand the views of stakeholders in different locations. This information will allow a breakdown of stakeholders into specific towns and villages to understand what are the most important priorities for the locations.

Why has there been so few participates during the user survey?

The number of participants shown on the engagement hub represents those that have signed up to the platform to receive updates as the project progresses. The survey is an external provider, for which responses are not shown. The total responses to the survey will be reported on as part of an engagement feedback report produced after the survey is complete, and the feedback provided has been analysed.

Will the car parking strategy be designed to generate more income for the council?

No. The parking strategy is designed to improve the parking experience across the district and encourage active and sustainable travel where possible.

What is the difference between a Penalty Charge Notice and a Parking Charge Notice?

A Penalty Charge Notice can only be issued by an Enforcement Officer representing a local authority. This includes a local authority car park or parking on the public highway. For private parking operators such as privately owned car parks or privately owned land, any issuing of a contravention is a Parking Charge Notice. This means they are required to contact the DVLA to gain access to the registered keeper of the vehicle.

There isn't a car park in my local town / village. Can I still complete the survey?

Absolutely. It's likely that you will visit locations across the Huntingdonshire district that has car parks and will use car parks. Even if you are not a driver, you may be a passenger visiting the car parks, and we still want to hear your experiences using the car parks.

What is the difference between a Long Stay Car Park and a Short Stay Car Park?

The difference between a long stay car park and a short stay car park is that short stay car parks are used for short trips, and this means there is a higher turnover of spaces. Long stay car parks are for longer trips and therefore have a decrease in the turnover of spaces. Many Huntingdonshire District Council car parks have both in operation.

Why should I complete the questionnaire as I don't often park in the car parks?

It is important to get as much feedback as possible so that data can be interpreted, and progression can be made to find the best solutions to fit the broadest number of people.

How will my feedback be used by the council?

The feedback from this engagement will inform the final parking strategy, and proposals that the council may decide to implement to improve the parking service across the district.

Why are there no public meetings during the engagement period?

At this stage in the project, the information gained from answering the survey will provide sufficient data for Ethos to develop the car parking strategy. Once the draft policies that will inform the strategy are complete, there will be a second engagement exercise, which will include an in person drop-in roadshow, visiting multiple venues across the Huntingdonshire district.

Will the results of the survey influence parking changes in my street?

Not directly. This is a car park strategy that focuses on Huntingdonshire District Council car parks only. On-street parking falls within the remit of Cambridgeshire County Council as the highway authority. However, improving car parks may have an indirect impact on parking along roads across the district.

Can I use my phone to complete the survey?

If you have access to a smartphone, you will be able to complete the survey online. The software used for the survey will automatically adjust the questions based on the device to make them easy to read and answer.

When will changes start being made to the car parks?

Ethos Consultants have only just begun working on the car parking strategy, with the initial work focused on gaining robust data and analysing the data to support the development of the strategy. Draft parking strategy policies will be produced, which will be subject to a second public engagement early in 2026. Following conclusion of the second survey, Huntingdonshire District Council officers involved in the project will go through the relevant process to get the strategy approved. Implementing policies from the strategy cannot begin until the strategy document has been approved by full council.

Someone I know does not have access to a computer. Are there paper copies of the survey available to complete?

If you know someone who doesn't have access to a computer, a paper copy of the survey can be requested by emailing info@ethosconsultants.co.uk with an address to post a copy of the survey to, or phoning: 0203 912 1852. These contact details can be used if you have any issues completing the survey online.

APPENDIX B – PHASE 1 USER SURVEY QUESTIONNAIRE

Huntingdonshire
DISTRICT COUNCIL

Huntingdonshire Car Parking Strategy - Stage 1 User Engagement Survey

0%

About You

1. Please provide your full home postcode below so we have an idea of where you are responding from.

By providing us with your postcode, you are consenting for us to use this information to understand where respondents live. If you do not consent to us using this information in this way, please do not provide your postcode.

2. Are you responding as?

There are council operated car parks in 9 locations across the Huntingdonshire district. If you are a resident, please select the closest of the 9 towns / villages to where you live. Please note, the purpose of this question is to understand demand to council owned car parks and is not intended to capture a comprehensive list of settlements.

If you are responding as a Local Member, Town or Parish Councillor, please select the appropriate answer.

If you are a visitor to Huntingdonshire, please select this option at the bottom of the list.

If you are a business owner or employee within the district, please complete the business survey that can be accessed by clicking the following link: Business Survey

Parking in a town / village

3. What is the main reason for you using a Huntingdonshire District Council car park when visiting a town / village centre?

- ○ Work
- ○ Shopping
- ○ Leisure
- ○ Amenities i.e. leisure centres and places of worship
- ○ Visitor exploring the area
- ○ Other (please specify):

4. In addition to your main reason do you ever park for other reasons? If so, please select as many as apply

- ☐ Work
- ☐ Shopping
- ☐ Leisure
- ☐ Amenities i.e. leisure centres and places of worship
- ☐ Visitor exploring the area
- ☐ I don't use the car parks for any other reason
- ☐ Other (please specify):

5. If you park on-street (as opposed to in a car park) near town / village centres, what is the main purpose for doing so?

Please tick all that apply.

- ☐ I don't need to pay to park
- ☐ It's more convenient for where I need to go
- ☐ I feel it is safer than car parks
- ☐ I need to park for long periods of time
- ☐ The car park is too congested
- ☐ I like to walk into the town / village centre but I live too far away
- ☐ I do not park on-street
- ☐ Other (please specify):

6. If you use council owned car parks within the district, which locations do you visit? Please select one answer for each row.

If you are unsure whether the car park you park in is one operated by Huntingdonshire District Council, you can check our list of car parks below:

Town and village parking - Huntingdonshire District Council

	Use frequently (at least once a week)	Use sometimes (at least once a month)	Use occasionally (no more than a few times a year)	Do not use	I didn't know there was a car park here
Diddington	○	○	○	○	○
Earith	○	○	○	○	○
Fenstanton	○	○	○	○	○
Godmanchester	○	○	○	○	○
Huntingdon	○	○	○	○	○
Ramsey	○	○	○	○	○
St Ives	○	○	○	○	○
St Neots	○	○	○	○	○
Warboys	○	○	○	○	○

Finding a space

7. Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks? (If not go to Q10)

- ○ Yes
- ○ No

8. Specifically, in which council car park have you experienced problems? (If you have experienced issues in more than one car park, please add details in the box below)

Additional car park locations:

9. Please select the issues that are related to your visit (tick all that apply)

- ☐ Locating the car park
- ☐ Finding a space
- ☐ Making your way from the car park to where you need to be
- ☐ Concerns about security
- ☐ Difficulty using pay machines for example purchasing a ticket, understanding the instructions, or locating the payment machines
- ☐ The space is too small
- ☐ Driving inside the car park
- ☐ Locating a disabled bay
- ☐ Locating an EV charge point
- ☐ Other (please specify):

10. Do you consider there to be enough overall parking in town, and village car parks at the following locations? Please select one answer for each row.

	Yes, at all times	Yes except for peak periods	No, there is not enough parking	Do not use
Diddington	○	○	○	○
Earith	○	○	○	○
Fenstanton	○	○	○	○
Godmanchester	○	○	○	○
Huntingdon	○	○	○	○
Ramsey	○	○	○	○
St Ives	○	○	○	○
St Neots	○	○	○	○
Warboys	○	○	○	○

Quality of parking experience

11. How would you rate the overall quality of our off-street car parks in the following locations? Overall quality will include the appearance, safety, accessibility, location, shelter, and payment options of the car park. Please select one answer for each row.

	Excellent	Good	Adequate	Below standard	Poor	N/A
Diddington	○	○	○	○	○	○
Earith	○	○	○	○	○	○
Fenstanton	○	○	○	○	○	○
Godmanchester	○	○	○	○	○	○
Huntingdon	○	○	○	○	○	○
Ramsey	○	○	○	○	○	○
St Ives	○	○	○	○	○	○
St Neots	○	○	○	○	○	○
Warboys	○	○	○	○	○	○

12. Do you feel the size of standard parking bays in our car parks is suitable?

- ○ Yes, I do not struggle to get in and out of my car
- ○ Sometimes it can be a challenge if a larger vehicle is parked next to me
- ○ No, I struggle to get in and out of my car regardless of the size of vehicle next to me

13. What do you like most about Huntingdonshire District Council parking facilities you have used?

- ○ Availability of regular spaces
- ○ Availability of disabled spaces
- ○ Availability of parent / carer spaces
- ○ Availability of motorbike spaces
- ○ Location
- ○ Payment options
- ○ Safety / security
- ○ Cleanliness
- ○ Accessibility
- ○ Cost of parking
- ○ 24-hour parking facilities
- ○ Electric vehicle charging provision
- ○ Provision of cycle parking
- ○ Toilet facilities
- ○ Other (please specify):

14. What would you most like to see improved within the council owned car parks?

- ○ Availability of regular spaces
- ○ Availability of disabled spaces
- ○ Availability of parent / carer spaces
- ○ Availability of motorbike spaces
- ○ Location
- ○ Payment options
- ○ Safety / security
- ○ Cleanliness
- ○ Accessibility
- ○ Cost of parking
- ○ 24-hour parking facilities
- ○ Electric vehicle charging provision
- ○ Provision of cycle parking
- ○ Toilet facilities
- ○ Other (please specify):

15. Since the introduction of Civil Parking Enforcement by Huntingdonshire District Council on-street, have you noticed a difference when using our car parks?

- ○ Yes, the car parks seem busier
- ○ Yes, the car parks seem quieter
- ○ No, I haven't noticed a difference
- ○ Unsure

Parking charges

16. When would you prefer to pay for your parking?

- ○ When you arrive
- ○ When you leave
- ○ During your stay
- ○ No preference

17. Do you ever use the check-in check-out system when paying for parking in our car parks?

- ○ Yes, all the time
- ○ Yes, occasionally
- ○ No
- ○ I don't know what the check-in check-out system is

If you chose no, are there any specific reasons why you do not use it?

18. How would you like to pay for your parking (tick all that apply)

- ☐ With cash (coins only)
- ☐ With a debit/credit card (contactless)
- ☐ With a debit/credit card (chip and pin)
- ☐ Via mobile phone payment app

19. How do you feel about the amount currently charged for long stay parking (in excess of four hours) in car parks that charge?

Please click here to see details on parking charges

- ○ Too little
- ○ About right
- ○ Too much

20. How do you feel about the amount currently charged for short stay parking (up to four hours) in car parks that charge?

Please click here to see details on parking charges

- ○ Too little
- ○ About right
- ○ Too much

21. How do you think the current Huntingdonshire District Council car parking charges compare to car parks in other locations outside Huntingdonshire?

- ○ Broadly similar
- ○ Generally more expensive
- ○ Generally cheaper
- ○ I don't know

Comments:

22. Would you support emissions based charging, meaning larger, or more polluting vehicles would pay a higher charge than small, low emission or zero emission vehicles?

- ○ Yes
- ○ No
- ○ I would want to find out more before making a decision
- ○ Unsure

23. Do you own a parking permit for use in our car parks?

- ○ Yes
- ○ No

24. Would you consider purchasing any of the following parking permits if they were made available (tick all that apply)?

- ☐ Monthly permit for use in any of our car parks
- ☐ Weekly permit for use in any of our car parks
- ☐ Six monthly permit for use in specific car parks i.e. town focused
- ☐ Monthly permit for use in specific car parks i.e. town focused
- ☐ Weekly permit for use in specific car parks i.e. town focused

Disabled parking

25. Do you have a disability or limited movement?

- ○ Yes
- ○ No

26. How easy do you find it to locate a blue badge parking space in any Huntingdonshire District Council car parks?

- ○ There is always plenty available
- ○ There is always one available
- ○ There is usually one available
- ○ It's difficult to locate an available space sometimes
- ○ It's very difficult to locate a free space at most visits

If you have any specific comments on disabled parking, please use the box below

Supplementary comments

27. If you have any other comments regarding car parking across the Huntingdonshire district, please use the box below.

Ethos Consultants Limited

Basepoint Business Centre
Andersons Road
Southampton
Hampshire

Ethos Consultants Limited

Tenacity House
11 Osborne Place
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PHASE 2 USER ENGAGEMENT FEEDBACK REPORT

FOR HUNTINGDONSHIRE DISTRICT COUNCIL

AUGUST 2026







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1.0 INTRODUCTION

Ethos Consultants (Ethos) has been commissioned by Huntingdonshire District Council to develop a district wide car park strategy for the Council's off-street car park estate. The strategy will provide a clear, future-focused framework for the management and development of parking across Huntingdonshire, supporting town centre vitality, accessibility, sustainable travel, improved customer experience and the responsible management of Council assets.

Stakeholder engagement has formed an important part of the strategy development process. A structured two-stage approach has been undertaken to ensure that the strategy is informed both by how people currently use and experience the Council's car parks and by their views on the future direction of parking provision across the district.

Phase 1 engagement focused on understanding existing parking behaviour and user experience. The survey explored how and why people use the Council's car parks, what works well, the issues and challenges experienced, and priorities for improvement. These findings, alongside the wider evidence base and parking surveys, helped inform the development of the draft Car Park Strategy and its emerging vision, themes and objectives.

Phase 2 engagement represented the next stage of this process and sought feedback on the emerging strategic direction for parking in Huntingdonshire. Rather than repeating the assessment of existing conditions undertaken during Phase 1, the Phase 2 survey presented respondents with the emerging proposals and provided an opportunity to indicate levels of support, identify priorities and comment on how the strategy should be developed.

This report presents the findings of the Phase 2 User Survey and provides an assessment of the level of support for the emerging strategy, together with the key themes arising from qualitative feedback. The findings have been used alongside the technical evidence and Phase 1 engagement results to refine the final Car Park Strategy and ensure that its objectives and proposed actions respond appropriately to the priorities of residents, businesses, visitors and other users of Huntingdonshire's car parks.

The Themes, and the Objectives within each Theme, have been presented in order of the level of support received through the Phase 2 consultation, with those receiving the strongest support shown first. This does not necessarily determine the order in which individual objectives or actions will be delivered, as implementation will also depend on factors such as need, funding, feasibility, dependencies and available resources.

However, structuring the Strategy in this way provides a clear "you spoke, we listened" response to the consultation, ensuring that the priorities expressed by respondents are visible within the final document and have directly influenced how the Strategy is presented.

2.0 ENGAGEMENT ARRANGEMENTS

2.1 REQUIREMENT FOR ENGAGEMENT

A two-stage engagement approach has been adopted to inform the development of the Huntingdonshire Car Park Strategy and ensure that both existing user experience and views on the future direction of parking are reflected within the final strategy. This approach provides an important complement to the technical evidence gathered through the wider study and supports transparent, evidence-led decision making.

Phase 1 focused on understanding how Huntingdonshire's off-street car parks are currently used and perceived. Through a district wide user survey, residents, businesses and visitors were invited to provide feedback on existing parking provision, including its strengths and weaknesses, issues experienced when using car parks and priorities for future improvement.

The findings from Phase 1 were considered alongside the detailed technical and operational assessment of the Council's car park portfolio, including parking occupancy and duration of stay surveys and individual site assessments. Together, this evidence informed the development of the emerging Car Park Strategy, including its vision, strategic themes, objectives and potential areas for intervention.

Phase 2 engagement was undertaken once this emerging strategic framework had been developed. Its purpose was to move the conversation from how the existing parking service performs to how parking should be managed and developed in the future. The Phase 2 User Survey therefore sought views on the proposed direction of the Strategy, including levels of support for its Themes and Objectives and the relative importance placed on different areas of future parking policy and investment.

The Phase 2 engagement provides an important opportunity to test whether the emerging Strategy responds appropriately to the priorities identified by users during Phase 1 and whether its proposed direction commands wider public support. The results have subsequently been used to refine the Strategy and help determine how its priorities are presented, ensuring a clear link between the evidence gathered through consultation and the final strategic framework.

While consultation support does not determine implementation priorities in isolation, it provides an important consideration alongside technical need, deliverability, funding, dependencies and available resources. In this way, Phase 2 completes the feedback loop established through the engagement process, demonstrating how stakeholder views have influenced the development of the final Huntingdonshire Car Park Strategy.

2.2 ENGAGEMENT MATERIAL

To support the Phase 2 User Survey and wider engagement activity, Ethos worked closely with key officers from Huntingdonshire District Council to develop clear and accessible consultation material explaining the emerging Car Park Strategy and the purpose of the second phase of engagement. Information was provided through the Council's website

and associated communication channels to encourage participation from residents, businesses and visitors across the district.

The dedicated engagement hub hosted on Ethos' digital engagement platform, Go Vocal, was updated for Phase 2. The hub provided background information on the development of the Strategy and presented the emerging strategic direction, enabling respondents to consider the proposals before providing feedback. The Phase 2 survey focused particularly on levels of support for the proposed Themes and Objectives, alongside opportunities for respondents to provide additional comments and identify priorities.

The digital consultation was promoted through Council and Ethos communication channels, including social media, helping to provide district wide access to the survey. However, recognising the importance of reaching people directly within the town centres and providing opportunities for face-to-face discussion, the online engagement was supplemented by in-person engagement activity in Huntingdon, St Ives and St Neots.

Ethos staff attended each of these town centres during the consultation period, distributing promotional leaflets to raise awareness of the Phase 2 survey and encourage participation. The sessions also provided an opportunity for members of the public to speak directly with the project team, ask questions about the emerging Strategy and discuss issues relating to parking within their town. These conversations provided useful qualitative context alongside the formal survey responses and helped ensure that engagement was not reliant solely on digital communication.



Promotional material used during the in-person engagement directed people towards the online consultation, allowing those approached within the town centres to subsequently review the proposals and complete the survey at a convenient time. This blended approach helped broaden awareness of the consultation while maintaining a consistent survey process through which responses could be captured and analysed.

The combination of digital consultation, targeted promotion and direct town centre engagement provided a proportionate approach to Phase 2, enabling the Council to test the emerging strategic direction with a broad range of parking users while also providing opportunities for direct interaction with the project team.

2.3 USER SURVEY QUESTIONNAIRE

The Phase 2 engagement comprised a district wide user survey designed to seek feedback from residents, businesses and visitors on the emerging direction of the Huntingdonshire Car Park Strategy. Building on the findings from Phase 1, the questionnaire moved the focus from existing parking experiences towards the future management and development of parking across the district.

A structured questionnaire was developed to test levels of support for the emerging Themes and Objectives of the Strategy and to understand the relative importance respondents placed on different areas of future parking policy. Respondents were also provided with opportunities to give additional comments, enabling the quantitative findings to be supported by more detailed qualitative feedback.

The survey was made available online through the dedicated engagement hub, supported by wider digital promotion and the in-person engagement activity undertaken in Huntingdon, St Ives and St Neots. This approach enabled people to consider the emerging proposals and provide structured feedback while also offering opportunities to discuss the Strategy directly with the project team.

The Phase 2 User Survey opened on 16 July 2026 and remained live until 16 August 2026, providing a four week consultation period in which residents, businesses, visitors and other interested parties could participate. The findings have been used to understand overall levels of support, identify areas of particular importance or concern and inform refinement of the final Car Park Strategy.

A copy of the Phase 2 User Survey questionnaire can be found in Appendix B of this feedback report.

3.0 QUESTIONNAIRE ANALYSIS

3.1 INTRODUCTION

As part of the Phase 2 engagement, a single district wide questionnaire was developed to capture feedback from all stakeholders, including residents, visitors, businesses and other users of Huntingdonshire's car parks. This provided a consistent approach to assessing views on the emerging Car Park Strategy and enabled direct comparison of responses across the district.

Unlike Phase 1, which focused principally on existing parking behaviour and user experience, the Phase 2 questionnaire sought to understand levels of support for the proposed strategic direction. Respondents were asked to consider the emerging Themes and Objectives, identify the areas they considered most important and provide additional comments on how parking should be managed and developed in the future.

During the consultation period, a total of 1,472 completed questionnaires were received. This represents a strong level of participation and provides a strong evidence base for understanding stakeholder views on the emerging Strategy.

This section provides a district wide analysis of the feedback received, including levels of support for the proposed Themes and Objectives and the principal priorities emerging from the consultation. Where appropriate, the quantitative findings are supplemented by analysis of the qualitative comments received, providing further insight into the reasons behind respondents' views and identifying issues for consideration in finalising the Car Park Strategy.

3.2 DISTRICT WIDE ANALYSIS

3.2.1 LOCATION

The Phase 2 User Survey asked respondents to provide their postcode, enabling the geographic distribution of responses to be mapped and providing an indication of where participation was strongest. Figure 1 presents a heatmap of completed responses across Huntingdonshire and the surrounding area.

The heatmap demonstrates a broad geographic spread of participation, with responses received from communities throughout the district. The strongest concentrations are associated with the principal population centres and areas served by the Council's off-street parking provision. Particularly prominent clusters can be seen around Huntingdon, St Ives and St Neots, with further concentrations around Ramsey and the wider settlements surrounding these towns.

Importantly, responses were not confined to the main urban centres. The heatmap shows participation extending across the district's rural areas and smaller settlements, including communities located between and around the principal towns. This is significant given that residents of these areas may regularly travel into Huntingdonshire's towns for employment, shopping, services and leisure and therefore have an important interest in how town centre parking is managed.

The geographic pattern also demonstrates some participation from locations beyond the district boundary, reflecting the wider catchments served by Huntingdonshire's town centres and their parking facilities. This is particularly relevant to a parking strategy, as the Council's car parks are used not only by residents of the immediate towns but also by people travelling from surrounding communities.

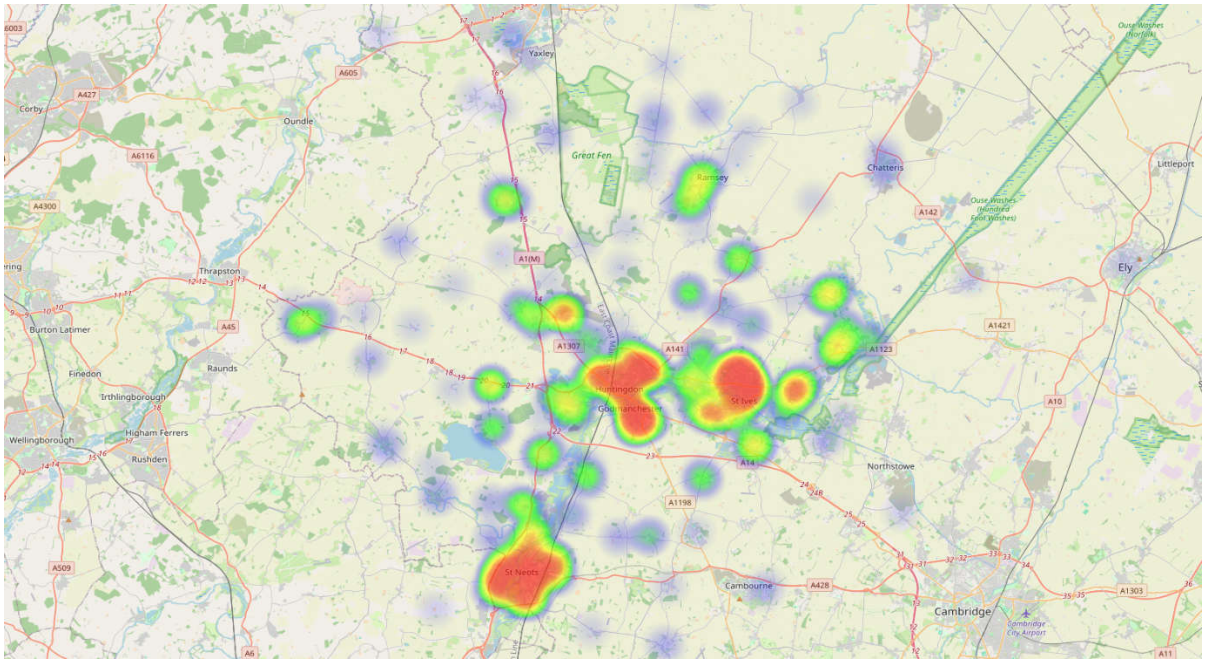


Figure 1 – Heatmap showing location of responses

The questionnaire contained a further 24 questions of both open and closed format and the data processed to access the responses and is summarised on the following pages. The following is a selection of questions from the questionnaire and an indication of the key responses that were provided.

3.2.2 RESPONDENT LOCATION AND TYPE

Question 2 asked respondents to identify the town or settlement with which they were most closely associated, or alternatively whether they were responding as a visitor or elected representative. The purpose of the question was not to establish a comprehensive picture of where respondents lived, but to understand the broad geographic distribution of responses in relation to the locations containing Council operated car parks.

Responses were strongly represented across the district's three largest towns. Huntingdon accounted for the highest proportion of responses at 27.65%, followed closely by St Neots at 25.19% and St Ives at 25.08%. Collectively, these three areas represented approximately 78% of all responses, reflecting their larger populations, greater concentration of Council-operated parking and the important role that parking plays in accessing their town centres.

The remaining towns and settlements generated smaller but still valuable levels of participation. Godmanchester accounted for 6.97% of responses and Ramsey for 4.07%,

while Fenstanton (1.82%), Warboys (1.50%), Earith (1.39%) and Diddington (0.54%) provided representation from smaller communities. This is important in ensuring that the consultation was not focused exclusively on the district's principal town centres and captured views from people who may travel into them from surrounding settlements.

A further 2.57% of respondents identified themselves as visitors to Huntingdonshire, demonstrating that the consultation also captured the perspective of people travelling into the district. Elected representatives were separately represented, including Parish Councillors (2.14%), Huntingdonshire District Councillors (0.64%) and Town Councillors (0.43%). No respondents identified themselves as Cambridgeshire County Councillors.

3.2.3 AGE PROFILE

Question 3 asked respondents to identify their age range to provide an understanding of the demographic profile of participants and assess whether feedback had been received from a broad range of age groups.

Responses were received across most adult age categories, although participation was weighted towards older age groups. The largest proportion of respondents were aged 65–74, accounting for 24.09%, followed by those aged 50–59 at 20.65%. Respondents aged 60–64 represented a further 13.97%, meaning that almost 59% of respondents were aged 50 or above.

There was nevertheless meaningful representation from younger and middle aged adults. Those aged 25–39 accounted for 15.64% of responses, while 12.93% were aged 40–49. Respondents aged 75 and over represented 9.70%, demonstrating that the survey also successfully captured the views of older users for whom issues such as accessibility, proximity and ease of payment may be particularly relevant.

Participation among younger people was substantially lower. Only 1.04% of respondents were aged 18–24, while no responses were recorded from people under 18. A further 1.98% preferred not to provide their age. This is not unexpected for a consultation focused specifically on off-street car parking, where younger age groups, particularly those under driving age, are likely to have less direct interaction with the service.

3.2.4 USUAL MODE OF TRANSPORT

Question 4 asked respondents to identify the mode of transport they most frequently use when visiting Huntingdonshire's town and village centres.

The results demonstrate a clear reliance on private vehicles, with 83.92% travelling as a car or van driver and a further 6.16% as a passenger. Combined, this means approximately 90% of respondents usually access town and village centres by car or van, reinforcing the importance of parking provision to accessibility and town centre activity.

Use of other modes was comparatively limited. Walking accounted for 5.32% of responses and bus travel for 2.09%, while cycling represented 1.46%. All other modes individually accounted for less than 1% of responses.

3.2.5 PARKING PERMITS

Question 5 asked respondents whether they currently hold a parking permit issued by Huntingdonshire District Council and, where they did not, whether they were aware that permits are available.

Permit ownership amongst respondents was relatively low, with 1.99% holding an off-street parking permit and a further 0.42% holding both an off-street and on-street permit. No respondents reported holding an on-street permit only.

More notably, awareness of the permit offer was relatively limited. While 38.53% did not hold a permit but were aware of those available, 59.06% were unaware that parking permits are available.

The results therefore indicate an opportunity to improve the visibility and communication of the Council's parking permit offer. While permits will only be relevant to a proportion of users, greater awareness could help ensure that regular users understand the options available and can select the most appropriate and cost-effective parking arrangement for their needs.

3.2.6 SUPPORT FOR THE STRATEGY VISION

Respondents were asked whether they supported the proposed vision for the Huntingdonshire Car Park Strategy. The results demonstrate a strong overall level of support, with 72% of respondents supporting the proposed vision.

A further 16% were unsure, while 12% indicated that they did not support the vision. This means that almost three-quarters of respondents positively endorsed the proposed direction, with only around one in eight expressing opposition.

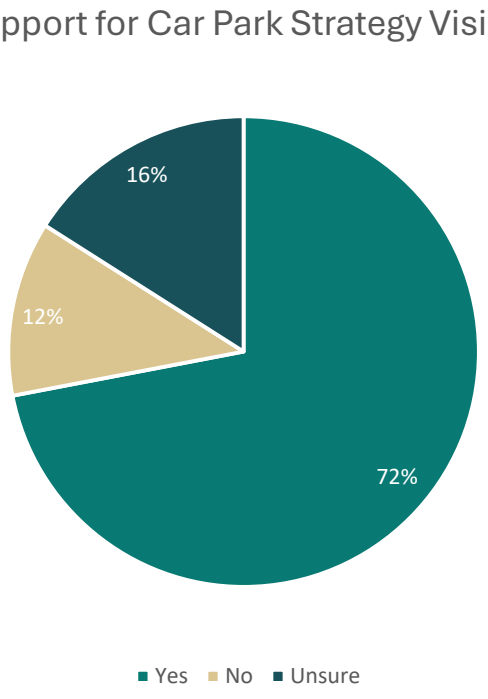


Figure 2 – Level of support for the proposed Car Park Strategy Vision

Summary of Comments on the Proposed Vision

The qualitative comments provide further context to the strong quantitative support for the proposed vision. A number of respondents welcomed the overall direction of the Strategy and supported the ambition to improve and modernise parking, strengthen town centres and ensure that parking remains accessible and responsive to future needs. One respondent specifically noted that improvements were required and welcomed positive changes, while others agreed with the principle that adequate parking is important to supporting town centres and the local economy.

There was also support for the vision's emphasis on considering parking as part of a wider transport system. Comments identified opportunities to improve walking, cycling and public transport alongside parking provision, with Huntingdon cited as an example where pedestrianisation, central bus access and car parking can perform complementary roles.

Accessibility and ease of use emerged as particularly important considerations. Respondents supported the principle of convenient parking close to shops, services and healthcare facilities, with calls for appropriate provision for disabled users and families. These comments reinforce the vision's emphasis on providing a safe, accessible and positive parking experience.

The comments also highlighted an important relationship between parking and town centre vitality. Respondents frequently recognised the role that accessible parking plays in supporting local businesses, enabling people from surrounding villages to visit the district's towns and maintaining access to shops and services. This broadly aligns with the Strategy's intention to support vibrant town centres and sustainable economic growth.

While the overall direction received substantial support, some respondents considered the wording of the vision to be too broad or difficult to translate into practical outcomes. There were requests for clearer explanation of terms such as "future focused" and greater detail on how the vision would translate into decisions on parking capacity, tariffs, accessibility and investment. Even some comments describing the vision positively sought greater clarity about how it would be delivered.

A significant recurring concern related to the potential loss or redevelopment of existing town centre parking, particularly in St Neots and St Ives. These comments were often framed not as opposition to the principles of the vision itself, but as a concern that sufficient, conveniently located parking must be retained if the Strategy is to achieve its objectives for accessibility, economic vitality and positive user experience.

Overall, the findings provide a clear mandate for the overarching direction of the Strategy. The level of support indicates broad agreement with the proposed approach of balancing effective parking provision with town centre vitality, economic growth, accessibility, operational efficiency and increased opportunities for active and sustainable travel.

3.2.7 PRIORITISING STRATEGY THEMES

Respondents were asked to rank the four proposed Strategy themes in order of importance, providing a clear indication of the relative priorities that stakeholders believe should guide the Council over the next 5–10 years.

Support Thriving Town Centres and Economic Activity was ranked as the clear highest priority, achieving a score of 3,537. This demonstrates a strong expectation that parking should continue to support access to Huntingdonshire's town centres, contribute to their vitality and help sustain local businesses and economic activity. This finding is consistent with earlier feedback emphasising the importance of convenient parking in supporting visits to shops, services and other town centre destinations.

Deliver a Modern, Efficient and Customer-Focused Parking Service was ranked second, with a score of 2,532. This indicates strong support for improving the quality and operation of the parking service, including making parking convenient, accessible and straightforward for users.

Integrate Parking with Active and Sustainable Transport ranked third, scoring 2,252. While respondents therefore recognised the importance of considering parking alongside wider travel choices, it was considered a lower priority than supporting town centres and improving the existing parking service.

Manage Parking Assets Responsibly and Plan for the Future was ranked fourth, with a score of 2,069. Although still an important component of the Strategy, respondents placed comparatively greater emphasis on the more immediate role of parking in supporting town centres and meeting customer needs.

Theme	Score	Rank
Support Thriving Town Centres and Economic Activity	3537	1
Deliver a Modern, Efficient, and Customer-Focused Parking Service	2532	2
Integrate Parking with Active and Sustainable Transport	2252	3
Manage Parking Assets Responsibly and Plan for the Future	2069	4

Table 1 – Ranking of Car Park Strategy Themes

3.2.8 SUPPORT FOR THEME 1 - SUPPORT THRIVING TOWN CENTRES AND ECONOMIC ACTIVITY

Theme 1 received an exceptionally high level of support, with 95% of respondents indicating that they supported the proposed theme. Only 1% did not support it, while a further 4% were unsure.

The results demonstrate a clear consensus that the Council's car parks should play an important role in supporting Huntingdonshire's town centres, local businesses, visitors and future growth. The very limited level of opposition indicates widespread recognition

of the relationship between accessible and appropriately located parking and the continued vitality of the district's town centres.

This finding is also consistent with the earlier ranking exercise, where Support Thriving Town Centres and Economic Activity was identified as the highest priority of the four Strategy themes. Taken together, the results provide particularly strong support for positioning town centre vitality and economic activity at the forefront of the Car Park Strategy.

Figure 3 illustrates the breakdown of support for Theme 1.

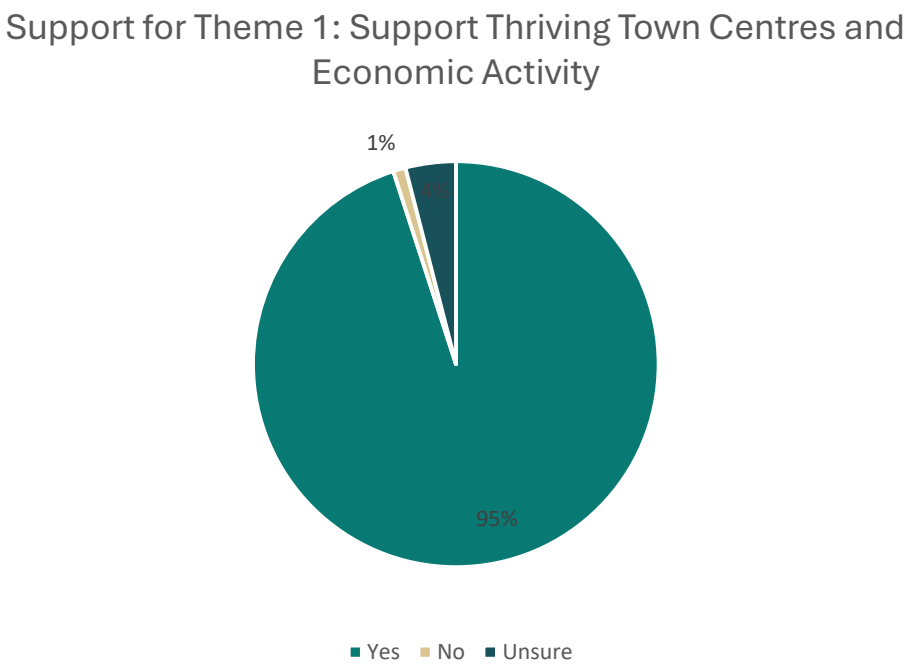


Figure 3 – Level of support for Theme 1: Support Thriving Town Centres and Economic Activity

3.2.9 SUPPORT FOR THEME 1 OBJECTIVES

Respondents were asked to indicate the importance they placed on each of the five objectives within Theme 1. The results demonstrate strong support across all five objectives, although there are clear differences in the relative priority attached to each.

Support Town Centres received the strongest endorsement, with 80% rating the objective as very important and a further 18% as important. With 98% combined support, this was the highest-rated objective within Theme 1 and reinforces the wider consultation finding that parking should principally support thriving town centres, local businesses and visitors.

Fair Parking Charges was the second-highest priority, with 74% considering the objective very important and 22% important, providing combined support of 96%. This demonstrates the importance respondents place on parking charges remaining fair, appropriate and responsive to local circumstances.

The Right Parking in the Right Places also received strong support, with 58% identifying it as very important and 34% as important, equivalent to 92% combined support. This indicates broad recognition that different locations and types of trip require different forms of parking provision.

Parking for Events and Visitors achieved 89% combined support, comprising 43% very important and 46% important. This demonstrates support for retaining sufficient flexibility within the parking estate to respond to seasonal demand, events and periods of increased visitor activity.

Better Signs and Car Parks received the lowest level of support within the theme, although 76% still considered it either very important or important. Some 23% considered this objective not important, suggesting that improvements to signage, directions and car park appearance are generally supported but are regarded as a lower priority than town centre support, fair charges and appropriate parking provision.

Table 2 below provides a breakdown for each of the five objectives for Theme 1.

Objective	Very important	Important	Not important	Don't know
Support Town Centres - We will manage parking to support thriving town centres, local businesses and visitors.	80%	18%	1%	1%
The Right Parking in the Right Places - We will provide the right type of parking in the right locations, such as short-stay parking near shops and long-stay parking further away.	58%	34%	6%	2%
Better Signs and Car Parks - We will improve car park signs, directions and the overall appearance of council car parks.	29%	47%	23%	1%
Fair Parking Charges - We will review parking charges regularly to ensure they remain fair, appropriate and based on local needs.	74%	22%	3%	1%
Parking for Events and Visitors - We will ensure parking can respond to busy periods, events and increased visitor demand.	43%	46%	8%	3%

Table 2 – Support for Theme 1 Objectives

Summary of Comments – Theme 1 Objectives

The feedback broadly reinforces the high levels of support recorded for the Theme 1 objectives. A recurring message was that accessible and appropriately located parking is regarded as an important component of supporting successful town centres, particularly for local shops, services, hospitality businesses and other town centre activities. Respondents frequently emphasised the importance of retaining convenient parking close to town centres rather than viewing parking solely as a transport-management issue.

There was particularly strong interest in fair and affordable parking charges. Many respondents advocated free or low cost short-stay parking, including suggestions for the first 30 minutes or hour to be free, to encourage people to make shorter visits and support local businesses. Others supported a more flexible approach to tariffs, with charges varying according to location, demand and time of day rather than applying a uniform model.

The principle of providing the right parking in the right places was also generally supported, although respondents stressed this should not automatically mean locating all long-stay parking further from town centres. Accessibility was a consideration for older people, people with mobility difficulties, families and those travelling from rural areas where public transport alternatives may be limited. Respondents favoured a flexible mix of short and longer-stay provision in accessible locations.

Comments also identified practical opportunities to improve the quality of the parking experience, including clearer signage and wayfinding, more reliable and easier-to-use payment machines, better lighting, CCTV, cleanliness and maintenance. These comments suggest that although this objective received a comparatively lower importance rating, there remains clear support for targeted improvements where existing facilities are deficient.

There was also recognition of the need for sufficient capacity during events and periods of peak demand, with respondents highlighting the importance of parking in supporting markets, leisure activities, the evening economy and other town centre events.

A significant strand of the feedback related to concerns about the potential loss or redevelopment of existing town centre parking, particularly Tebbutts Road in St Neots and car parks in St Ives. While these comments extend beyond the objectives themselves, they demonstrate the importance respondents attach to ensuring that future decisions about individual parking assets are evidence-led and consider accessibility, displacement, town centre vitality and periods of peak demand.

Overall, the results establish a clear hierarchy within Theme 1, with respondents placing the greatest emphasis on supporting town centres and ensuring fair parking charges. Importantly, however, every objective received majority support, providing a strong basis for retaining all five within the Strategy while using the results to help reflect stakeholder priorities in how they are presented and ultimately taken forward.

3.2.10 SUPPORT FOR THEME 2 - INTEGRATE PARKING WITH ACTIVE AND SUSTAINABLE TRANSPORT

Theme 2 received a clear level of support, with 66% of respondents indicating that they supported the proposed theme. A further 22% were unsure, while 12% did not support it.

The results demonstrate broad support for the principle that the Council's car parks should form part of the wider transport network and, where appropriate, provide opportunities to encourage active and sustainable travel. The relatively high proportion of respondents who were unsure suggests that there may be some uncertainty around how this would work in practice and the types of measures that could be introduced within individual car parks.

This finding is also consistent with the earlier ranking exercise, where Integrate Parking with Active and Sustainable Transport was ranked third of the four Strategy themes. Taken together, the results demonstrate that sustainable transport integration is supported by a clear majority of respondents, although it is considered a lower priority than supporting thriving town centres and delivering a modern, efficient and customer-focused parking service.

Figure 4 illustrates the breakdown of support for Theme 2.

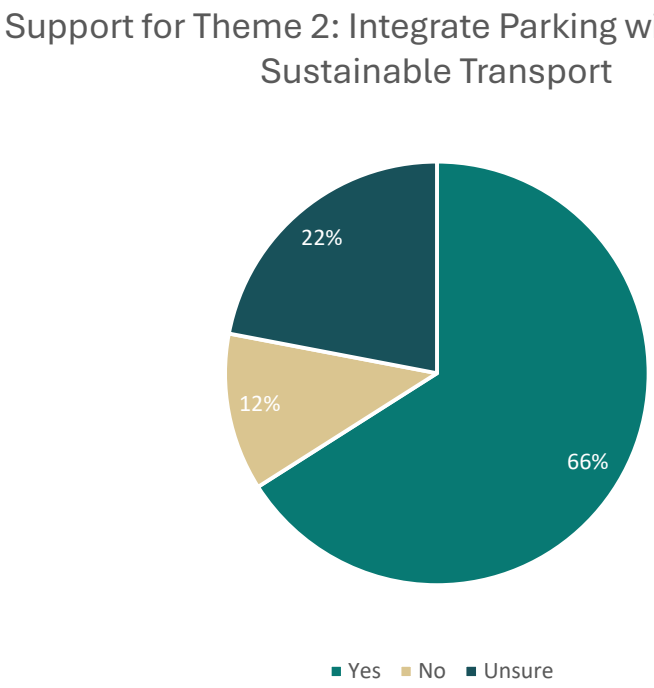


Figure 4 – Level of support for Theme 2: Integrate Parking with Active and Sustainable Transport

3.2.11 SUPPORT FOR THEME 2 OBJECTIVES

Respondents were asked to indicate the importance they placed on each of the five objectives within Theme 2. The results show majority support for all five objectives, although levels of support are more varied than those recorded for Theme 1.

Support Sustainable Travel received the strongest overall endorsement, with 30% rating the objective as very important and 43% as important, giving 73% combined support. This indicates broad recognition that car parks can play a role in supporting walking, cycling, public transport and other sustainable travel choices.

Walking and Cycling Facilities received 65% combined support, comprising 27% very important and 38% important. While almost one-third (32%) considered the objective not important, the majority supported improving facilities for people walking and cycling to and from Council car parks.

Future Transport Hubs achieved 63% combined support, with 23% considering the objective very important and 40% important. This provides a positive basis for exploring the longer-term potential for locations combining parking with cycling, walking and public transport connections, although the 10% who were unsure suggests the concept may require further explanation as proposals develop.

Electric Vehicle Charging received 59% combined support, comprising 16% very important and 43% important. However, 34% considered this objective not important, demonstrating a more mixed view on the role of Council car parks in supporting EV infrastructure.

Working with Partners received the lowest level of support within the theme, although a small majority (52%) still considered it very important or important. Some 38% considered the objective not important and 10% were unsure, suggesting that respondents place greater priority on tangible improvements within car parks than wider partnership activity intended to influence travel behaviour.

Table 3 below provides a breakdown for each of the five objectives for Theme 2.

Objective	Very important	Important	Not important	Don't know
Support Sustainable Travel - Support walking, cycling, buses and other sustainable ways to travel.	30%	43%	24%	4%
Walking and Cycling Facilities - Improve facilities for people walking and cycling to and from council car parks.	27%	38%	32%	4%
Electric Vehicle Charging - Provide electric vehicle charging where there is demand.	16%	43%	34%	6%
Working with Partners - Work with partners to encourage more sustainable travel and reduce parking demand.	18%	34%	38%	10%

Future Transport Hubs - Identify locations for future transport hubs with parking, cycling, walking and public transport connections.	23%	40%	27%	10%

Table 3 – Support for Theme 2 Objectives

Summary of Comments – Theme 2 Objectives

The qualitative feedback provides useful context to the more mixed results for Theme 2. While a number of respondents supported the principle of integrating parking with active and sustainable transport, comments frequently stressed that measures need to reflect the rural character of Huntingdonshire and the practical travel choices available to residents. In particular, respondents highlighted that many villages have limited or infrequent public transport and that walking or cycling is not a realistic alternative for every journey, particularly for older people, those with mobility difficulties, families and people carrying shopping.

There was nevertheless positive support for better walking and cycling infrastructure, particularly safe pedestrian routes and secure cycle parking. Several respondents identified cycle security as a barrier to cycling into town centres, suggesting that better quality secure facilities could make cycling more attractive.

Comments on electric vehicle charging were also broadly supportive of appropriate additional provision, with suggestions that charging should be targeted towards locations where evidence demonstrates demand. Some respondents specifically supported installing charging infrastructure within existing car parks, although there was concern that this should not unnecessarily reduce general or accessible parking capacity.

Views on future transport hubs and partnership working were more cautious. Some respondents recognised the potential for transport hubs to support sustainable travel and local businesses, but others questioned their suitability for smaller market towns or felt that existing public transport services should be improved before significant investment is made in new facilities. Partnership working was also seen as requiring clearer definition and alignment between the organisations involved.

A particularly strong recurring message was that sustainable transport measures should complement rather than replace accessible town centre parking. There was concern that support for these objectives could be interpreted as support for removing parking spaces or relocating parking away from town centres. Respondents therefore emphasised retaining appropriate parking while improving realistic alternatives to car travel.

The findings demonstrate support for retaining all five objectives within Theme 2, while establishing a clear hierarchy of priorities. Respondents placed greatest importance on supporting sustainable travel and improving walking and cycling facilities, with more measured support for future transport hubs, EV charging and partnership working.

3.2.12 SUPPORT FOR THEME 3 - DELIVER A MODERN, EFFICIENT, AND CUSTOMER-FOCUSED PARKING SERVICE

Theme 3 received a very high level of support, with 91% of respondents indicating that they supported the proposed theme. Only 2% did not support it, while a further 7% were unsure.

The results demonstrate a strong consensus that the Council should continue to modernise and improve the operation of its parking service, with an emphasis on making parking simple, safe and convenient for customers. The very limited level of opposition suggests widespread support for improvements to car parks, customer experience and the way in which parking services are managed.

This finding is also consistent with the earlier ranking exercise, where Deliver a Modern, Efficient, and Customer-Focused Parking Service was identified as the second highest priority of the four Strategy themes. Taken together, the results provide strong support for prioritising service modernisation, operational efficiency and customer experience within the Car Park Strategy.

Figure 5 illustrates the breakdown of support for Theme 3.

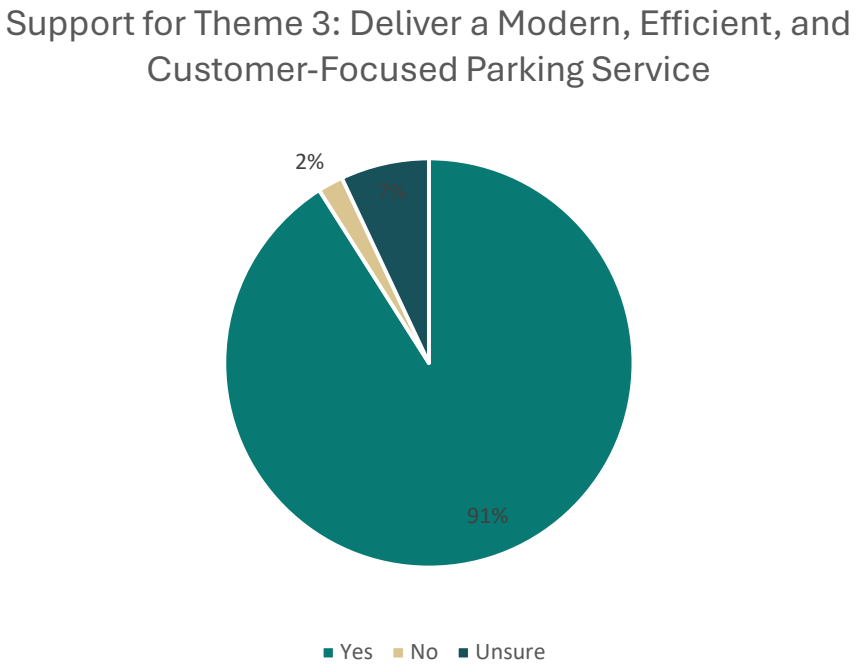


Figure 5 – Support for Theme 3: Deliver a Modern, Efficient, and Customer-Focused Parking Service

3.2.13 SUPPORT FOR THEME 3 OBJECTIVES

The results demonstrate strong support for the majority of objectives, particularly those directly associated with customer experience, car park condition and fair enforcement.

Easy and Accessible Parking received the strongest endorsement, with 75% rating the objective as very important and 23% as important, providing 98% combined support. This demonstrates a particularly strong expectation that the parking service should be safe, accessible and straightforward for all users.

Looking After Our Car Parks also received exceptionally strong support, with 61% considering the objective very important and 36% important, equivalent to 97% combined support. This highlights the importance respondents place on maintaining existing parking assets so that they remain safe, reliable and in good condition.

Fair Parking Enforcement achieved 89% combined support, comprising 44% very important and 45% important. The results demonstrate widespread support for parking rules being applied fairly and consistently, with only 8% considering this objective not important.

Views were more mixed regarding Using Parking Data, although a majority (61%) still considered the objective very important or important. Some 28% considered it not important and 10% were unsure, suggesting that respondents place greater importance on the outcomes delivered by the parking service than the underlying data used to inform management decisions.

Similarly, Using Technology received 60% combined support, comprising 24% very important and 36% important. However, 33% considered it not important and 7% were unsure. This suggests support for technology where it delivers clear customer or operational benefits, but comparatively less appetite for technology being introduced for its own sake. Table 4 below provides a breakdown for Theme 3 Objectives.

Objective	Very important	Important	Not important	Don't know
Easy and Accessible Parking - Provide a safe, accessible and easy-to-use parking service for everyone.	75%	23%	1%	1%
Using Technology - Use technology to make parking easier and improve the parking service.	24%	36%	33%	7%
Using Parking Data - Use parking data to help improve how council car parks are managed.	18%	43%	28%	10%
Fair Parking Enforcement - Ensure parking rules are applied fairly and consistently.	44%	45%	8%	3%
Looking After Our Car Parks - Maintain council car parks so they remain safe, reliable and in good condition.	61%	36%	2%	1%

Table 4 – Support for Theme 3 Objectives

Summary of Comments – Theme 3 Objectives

The feedback broadly reinforces the quantitative results, with respondents placing particular emphasis on accessible, straightforward and well-maintained parking. Safety, lighting, surface condition, clearly marked spaces, functioning lifts and appropriate provision for disabled users were frequently identified as important components of a customer focused parking service. A number of respondents specifically highlighted potholes and maintenance issues within existing car parks as areas requiring attention.

The most prominent issue concerned the use of technology. While respondents recognised that technology can make parking easier and more convenient, there was a strong view that it should supplement rather than replace conventional payment methods. Many respondents stressed the importance of retaining cash and/or card payment, particularly for older people, those without smartphones and users experiencing poor mobile connectivity. Reliability and simplicity were recurring themes, with concern about malfunctioning machines, difficult-to-read screens and the proliferation of different parking apps.

There was nevertheless support for technology where it provides a clear customer benefit, including contactless payment, pay-on-exit arrangements, ANPR and simpler payment systems. The underlying message was that technology should make parking quicker and easier rather than introduce additional complexity.

Comments on parking data were less prominent, although some respondents supported its use where it leads to better-informed decisions, while others wanted greater transparency about how data would be used. Similarly, fair enforcement was generally regarded as important, particularly to prevent inappropriate use of disabled and restricted spaces, although respondents emphasised that enforcement should be proportionate, consistent and genuinely fair.

3.2.14 SUPPORT FOR THEME 4 - MANAGE PARKING ASSETS RESPONSIBLY AND PLAN FOR THE FUTURE

Theme 4 received a strong level of support, with 80% of respondents indicating that they supported the proposed theme. Only 5% did not support it, while a further 15% were unsure.

The results demonstrate broad recognition of the need for the Council to manage its parking assets strategically and plan for future requirements, rather than considering current parking provision in isolation. The high level of support suggests respondents recognise the importance of ensuring the parking estate remains appropriate as the district grows and travel patterns and town centre needs evolve.

The comparatively higher level of uncertainty may reflect the broad nature of the theme and the potential implications of reviewing individual sites or changing how parking assets are used. This reinforces the importance of ensuring that any future changes are evidence-led, reflect local parking demand and capacity, and continue to provide appropriate parking to support communities and town centres.

While Theme 4 was ranked fourth in the earlier priority exercise, the 80% support demonstrates that respondents nevertheless consider responsible asset management and long-term planning to be an important component of the Car Park Strategy.

Figure 6 illustrates the breakdown of support for Theme 4.

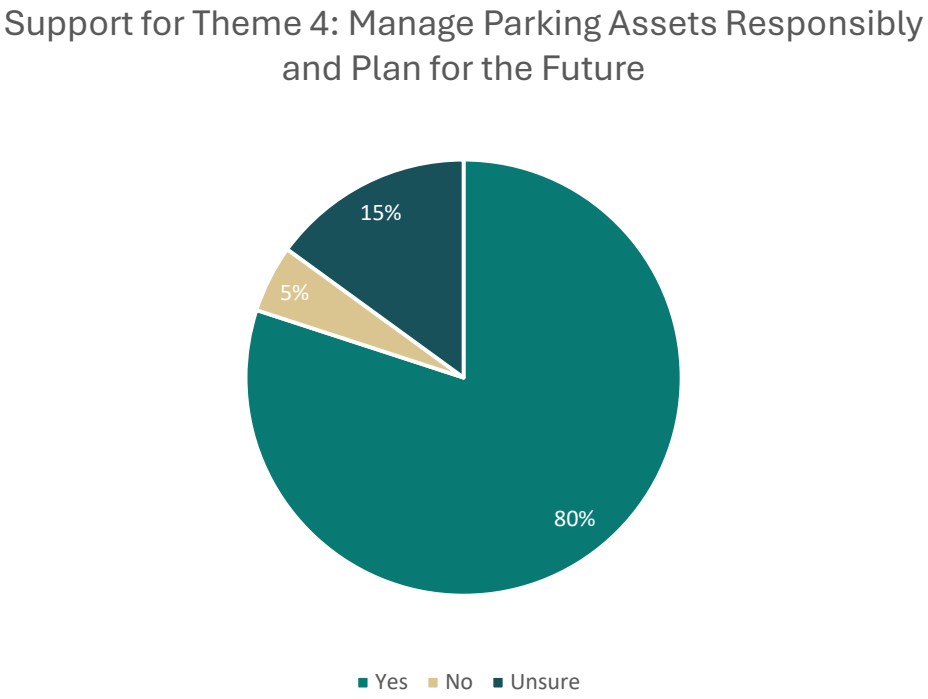


Figure 6 – Support for Theme 4: Manage Parking Assets Responsibly and Plan for the Future

3.2.15 SUPPORT FOR THEME 4 OBJECTIVES

The results demonstrate strong support for the objectives focused on ensuring sufficient parking provision and planning for future growth, with more mixed views on the potential reuse of underutilised parking assets.

Monitoring Parking Demand received the strongest overall endorsement, with 55% rating the objective as very important and 40% as important, giving 95% combined support. This demonstrates a clear expectation that future parking decisions should be based on evidence of demand and that the Council should continue to monitor whether sufficient parking is available as the district develops.

Planning for the Future also received very strong support, with 56% considering the objective very important and 39% important, equivalent to 95% combined support. Together with the monitoring objective, this indicates that respondents place considerable importance on ensuring the parking estate evolves in response to growth and changing needs rather than reacting to issues as they arise.

Supporting Future Growth achieved 88% combined support, comprising 47% very important and 41% important. This reinforces the view that parking should continue to play a role in supporting new development, growing communities and the district's economy.

Making Better Use of Car Parks received 73% combined support, with 30% rating it very important and 43% important. Although this represents a positive majority, 20% considered the objective not important, indicating some caution about changes to existing car parks and the importance of retaining parking where it continues to meet a local need.

The most mixed response related to Considering Alternative Uses. Only 47% considered the objective very important or important, while 41% considered it not important and 12% were unsure. This is a notably different response to the other objectives within Theme 4 and suggests that some respondents interpreted the objective as indicating a potential loss of parking spaces rather than a review of whether underused assets could serve wider community or regeneration purposes where sufficient parking capacity remains available.

In response to this feedback, the objective will be refined in the final Strategy to provide greater clarity about its intended purpose. The revised wording will make clear that alternative uses would only be considered where robust evidence demonstrates that parking demand can continue to be met, that any potential displacement has been assessed, and that decisions would be based on the wider strategic role of the car park rather than current utilisation alone. This clarification is intended to reflect the concerns raised through the consultation while retaining the principle of making the best use of Council owned assets where appropriate.

Objective	Very important	Important	Not important	Don't know
Monitoring Parking Demand - Monitor parking demand to ensure enough parking is available as the district grows.	55%	40%	2%	3%
Planning for the Future - Plan ahead for future parking needs as towns and communities grow.	56%	39%	3%	2%
Making Better Use of Car Parks - Review underused car parks to see how they could be used more effectively.	30%	43%	20%	7%
Considering Alternative Uses - Consider alternative uses for suitable car parks where parking needs can still be met.	15%	32%	41%	12%
Supporting Future Growth - Ensure parking supports new development and future growth across the district.	47%	41%	6%	6%

Table 5 – Support for Theme 4 Objectives

Summary of Comments – Theme 4 Objectives

The feedback broadly reinforced the strong support for monitoring parking demand, planning for future needs and ensuring that parking provision responds to growth. Respondents frequently highlighted the continuing expansion of Huntingdonshire's towns and the importance of ensuring that sufficient parking capacity is retained to support residents, visitors, businesses and access to services. Several comments specifically emphasised that monitoring should consider variations across the week, seasonal demand and busy periods rather than relying on a snapshot of utilisation.

There was also support in principle for making better use of underutilised car parks, although respondents stressed that the reasons for lower utilisation should first be understood. Suggestions included reviewing tariffs, improving how existing capacity is used and considering complementary activities or community uses during quieter periods. Some respondents recognised that alternative uses could be appropriate where a site is genuinely underutilised and parking requirements can continue to be accommodated.

The strongest concern related to the objectives concerning Making Better Use of Car Parks and Considering Alternative Uses. A significant theme within the comments was concern that these objectives could result in the redevelopment or permanent loss of existing town centre parking. Respondents frequently referred to the importance of considering the wider function of individual car parks, including their contribution to accessibility, town centre businesses, events and future parking capacity.

There was also evidence that the wording of Considering Alternative Uses was open to different interpretations. Some respondents indicated that they might support alternative uses such as community facilities or public space but interpreted the objective primarily as referring to redevelopment.

3.2.16 SHORT-STAY AND LONG-STAY PARKING DURATIONS

The next three questions explored respondents' views on how short-stay and long-stay parking should be defined within the Strategy. The results indicate a preference for flexibility rather than highly restrictive duration controls, particularly within long-stay car parks.

For short-stay parking, the most common response was a maximum stay of up to 2 hours, selected by 43% of respondents. A further 24% favoured up to 3 hours and 21% up to 4 hours, while only 8% considered one hour sufficient. Overall, the results suggest that a 2–3 hour maximum duration would most closely reflect user expectations, providing sufficient time to visit shops, services, appointments or hospitality venues while still supporting turnover of centrally located spaces.

When asked about the shortest stay that should be available within a long-stay car park, responses were weighted towards shorter durations. 38% favoured an option of up to 1 hour, with a further 27% selecting up to 2 hours. This indicates that respondents value

the ability to use long-stay car parks flexibly, rather than requiring users to commit to a longer minimum stay simply because a facility is designated as long stay.

The strongest consensus was recorded for the maximum duration within long-stay car parks. More than half of respondents (55%) supported parking for up to 23 hours, while a further 15% favoured up to 12 hours. Only small proportions selected limits below eight hours. This demonstrates clear support for long-stay car parks accommodating genuinely extended visits, including employment, longer leisure visits and other all-day activity.

Taken together, the findings support a parking structure in which short-stay car parks prioritise turnover but still provide sufficient time for meaningful town-centre visits, while long-stay car parks offer much greater flexibility in both minimum and maximum duration. This reinforces the Strategy's wider principle that tariff and duration structures should respond to the function and desired use of individual car parks rather than applying a single uniform model across the district.

3.2.17 CAR PARK TYPE BY ACTIVITY

Respondents were asked whether they would typically use a short-stay car park, long-stay car park or either type of car park for a range of common activities. The results demonstrate a clear relationship between the expected duration and purpose of a visit and the type of parking respondents consider most appropriate.

Short-stay parking was strongly preferred for activities involving relatively brief and convenient access to services. This was particularly evident for supermarkets and convenience stores, where 68% selected short stay, and doctor and dental appointments, where 65% selected short stay. Access to town centres and shopping areas also showed a preference for short-stay parking at 49%, although a substantial 43% considered either type of car park appropriate.

In contrast, long-stay parking was clearly preferred for activities involving extended periods away from the vehicle. This included parking for work (63%), accessing the train station (60%), longer healthcare visits (48%) and visiting family and friends (44%). These findings demonstrate the importance of retaining long-stay provision for employment, commuting and other activities where users require parking for several hours.

For a number of activities, respondents demonstrated greater flexibility. All car parks was the most common response for accessing a home or place of residence (57%), visiting family and friends (51%) and accessing green spaces (47%). Leisure and community facilities produced the most evenly distributed response, with 28% selecting short stay, 32% long stay and 40% either type.

Table 6 below provides a breakdown for car park activity.

Activity	Short Stay	Long Stay	All Car Parks
Access town centres and shopping areas	49%	8%	43%
Near supermarkets and convenience stores	68%	5%	27%
Near leisure and community facilities	28%	32%	40%
For doctor and dental appointments	65%	8%	27%
Around longer healthcare	9%	48%	43%
Near to green spaces	11%	42%	47%
Near to the train station	2%	60%	37%
Parking for work	1%	63%	36%
Parking to visit family and friends	5%	44%	51%
Parking to access my home/place of residence	4%	39%	57%

Table 6 – Car park type by activity

3.2.18 AVAILABILITY OF SHORT-STAY TARIFFS

Respondents were asked whether all Council owned car parks should provide a short-stay parking tariff. The results demonstrate a clear preference for flexibility, with 68% stating that all car parks should offer a short-stay tariff.

Only 11% considered that short-stay tariffs should be limited to car parks close to town centres, while 12% preferred a more targeted approach whereby short-stay tariffs would only be provided at selected car parks where there is evidence of demand. A further 9% were unsure.

The results therefore indicate strong support for enabling customers to undertake shorter visits across the Council's parking estate, rather than restricting this option according to the formal designation or location of a car park. This is consistent with the earlier findings showing that respondents value flexibility within long-stay car parks and want parking arrangements to accommodate a range of journey purposes and durations.

The findings support the Strategy's proposed principle of "pay for what you use" where appropriate, allowing customers to select a tariff that more closely reflects the duration of their visit. However, the suitability and structure of short-stay tariffs should continue to be considered on an individual car park basis, taking account of location, demand and the intended function of each site.

3.2.19 INFLUENCE OF PARKING CHARGES ON CAR PARK CHOICE

Respondents were asked whether a lower parking charge would influence which car park they used where two Council owned car parks were within a similar walking distance of their destination.

The results demonstrate that parking price is a significant influence on user choice, with 60% stating that a lower charge would definitely influence which car park they selected. A further 19% indicated that it probably would, meaning that 79% of respondents could potentially be influenced by differences in price.

Only 7% considered that price would probably not influence their decision, while 14% stated that they would choose based on convenience rather than price.

The findings demonstrate the potential for differential tariffs to influence how demand is distributed across the Council's parking estate. Where suitable alternative car parks serve similar destinations, pricing could therefore be used strategically to encourage greater use of available capacity and reduce pressure on more heavily used sites. This supports the Strategy's principle that differential pricing by individual car park can be appropriate, provided tariff decisions are informed by evidence, location, demand and the intended function of each site.

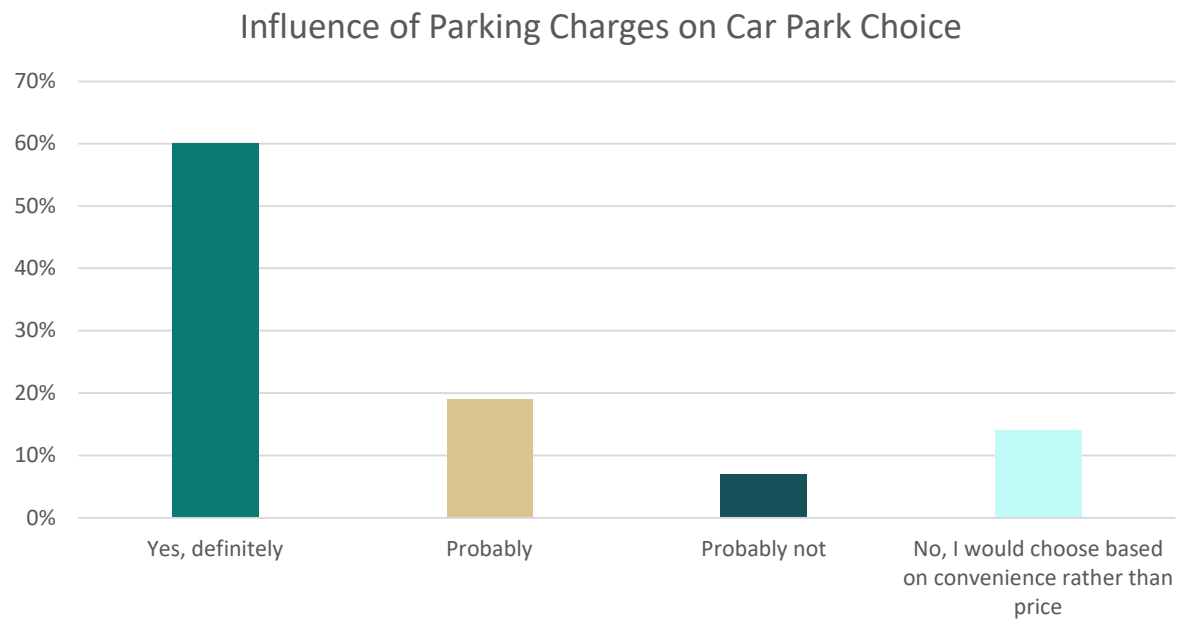


Figure 7 – Influence of parking charges on car park choice

3.2.20 SUPPORT FOR DIFFERENTIAL PARKING CHARGES

Respondents were asked whether they would support different parking charges in less busy car parks where this could encourage greater use and reduce pressure on busier locations.

The results demonstrate clear overall support for this approach, with 25% strongly supporting and 40% supporting differential charges, giving a combined support level of 65%. A further 23% neither supported nor opposed the principle.

Only 12% expressed opposition, split equally between 6% who opposed and 6% who strongly opposed the approach. This indicates that resistance to using tariffs as a mechanism for redistributing parking demand is relatively limited.

The findings are consistent with the previous question, which demonstrated that parking price can significantly influence car park choice. Together, the results provide support for the Strategy's principle that differential pricing between individual car parks can be appropriate, particularly where it can encourage greater use of available capacity and reduce pressure on more heavily used locations. Any such approach should nevertheless be informed by evidence of demand, location and the intended function of individual car parks.

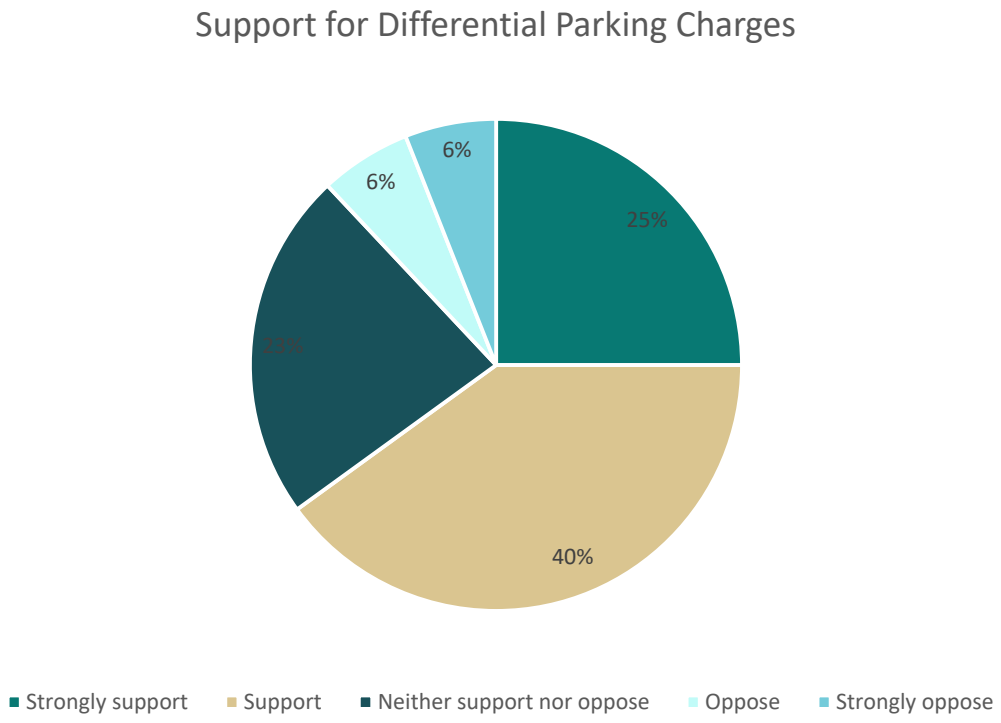


Figure 7 – Support for differential parking charges

3.2.21 INFLUENCE OF PARKING CHARGES ON TRAVEL DECISIONS

Respondents were asked to consider how parking charges influence when they choose to visit and park within Huntingdonshire. The results demonstrate a mixed picture, indicating that charges influence the behaviour of some users more strongly than others.

For the statement that parking charges do not influence when respondents visit, 38% agreed or strongly agreed, while a slightly higher 42% disagreed or strongly disagreed. This suggests that parking charges can influence the timing of visits for a substantial proportion of users, although the effect is not universal.

There was also evidence that some respondents actively adjust their behaviour to take advantage of periods when parking charges do not apply. 38% agreed or strongly agreed that they park after 6pm to avoid charges, compared with 32% who disagreed. The effect

was more pronounced on Sundays, with 47% agreeing or strongly agreeing that they shop on a Sunday to avoid parking charges, compared with 29% who disagreed.

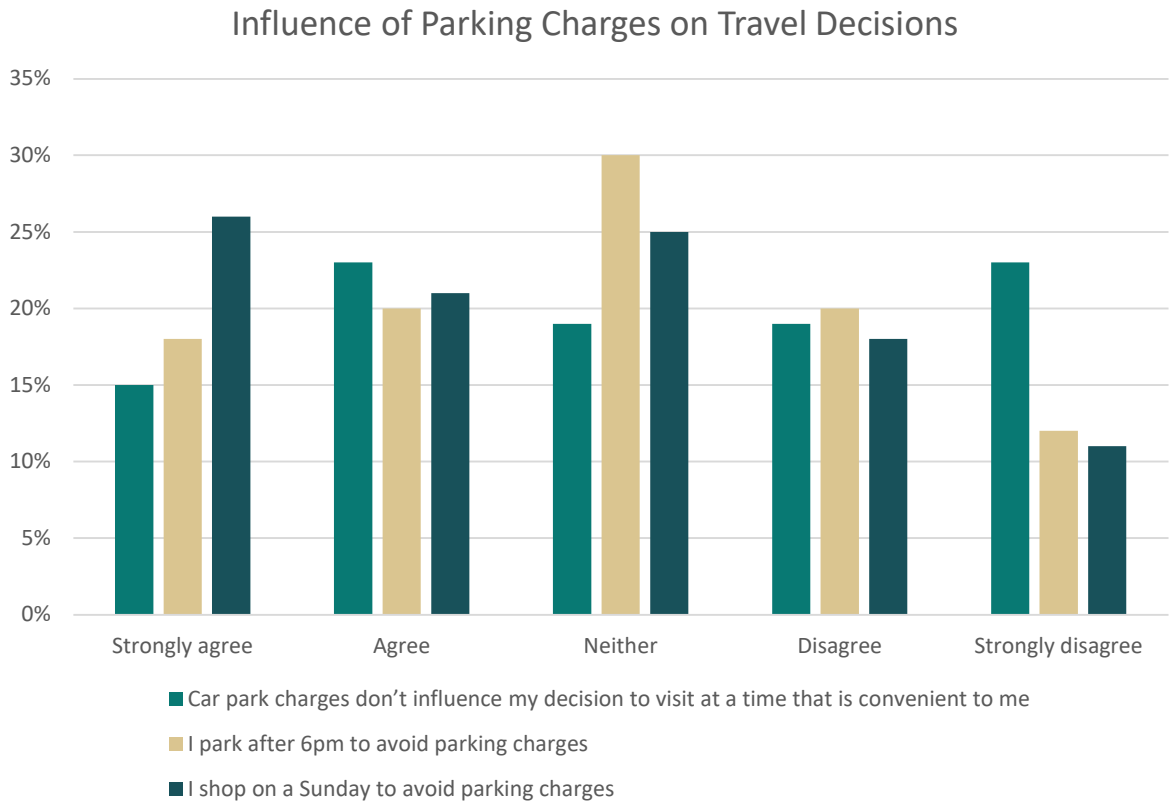


Figure 8 – Influence of Parking Charges on Travel Decisions

3.2.22 ADDITIONAL OBJECTIVES SUGGESTED BY RESPONDENTS

Question 24 provided respondents with an opportunity to identify any additional objectives or issues they felt should be explored further within the Car Park Strategy. The comments covered a wide range of topics, although several clear recurring themes emerged.

The most prominent theme related to parking charges and affordability. Respondents frequently suggested free or reduced-cost short-stay parking, particularly the first 30 minutes or one hour, as a means of supporting local shops and encouraging shorter town-centre visits. Other suggestions included cheaper long-stay parking, evening concessions, pay on exit or pay for what you use arrangements, and ensuring charges remain reasonable.

A second strong theme concerned protecting sufficient parking capacity. A number of respondents opposed the redevelopment of existing town centre car parks and emphasised that future decisions should take account of population growth, town centre activity and the potential displacement of parking. Tebbutts Road and the Cattle Market were specifically referenced within a number of comments.

Accessibility and inclusivity were also frequently raised. Suggestions included additional Blue Badge spaces, provision for people with limited mobility who do not qualify for a

Blue Badge, parent and child spaces, wider bays to accommodate modern vehicles, dropped kerbs and ensuring lifts and other accessibility infrastructure remain operational.

Respondents also identified opportunities to improve the quality and operation of existing car parks, including better maintenance of surfaces and markings, reliable payment machines, improved lighting and CCTV, litter bins and public toilets. Payment choice was a recurring issue, with respondents seeking simple arrangements that retain cash and card options alongside digital payment rather than relying exclusively on mobile applications.

Other suggestions related to sustainable transport and environmental improvements, including better public transport connections, cycle parking and cycle routes, EV charging and the potential use of solar canopies, green roofs and other measures to improve environmental performance and provide shade.

Finally, respondents raised issues around enforcement and management, including stronger action against illegal parking and misuse of disabled spaces, improved permit arrangements, reasonable grace periods and ensuring enforcement is proportionate. There were also calls for greater transparency and continued engagement with local communities when significant changes to parking provision are being considered.

3.2.23 OTHER COMMENTS RELATING TO CAR PARK STRATEGY

The final question provided respondents with an opportunity to raise any additional matters they considered relevant to the development of the Car Park Strategy. As might be expected from an open-ended question, the responses covered a broad range of issues and included both supportive suggestions and strongly expressed concerns.

The most prominent issue was the retention of existing town centre parking provision. A substantial number of comments expressed concern about the potential redevelopment or loss of existing car parks, with particular reference to Tebbutts Road in St Neots and the Cattle Market in St Ives. Respondents frequently described these car parks as well used, conveniently located and important to access to shops, services and employment. There was concern that reducing centrally located parking could displace vehicles elsewhere and adversely affect town-centre footfall, particularly as the district continues to grow.

Closely associated with this was the relationship between parking and town centre vitality. Many respondents considered convenient parking to be an important factor in supporting local businesses and felt that parking policy should encourage people to visit and spend time in Huntingdonshire's market towns rather than travel to out of town retail destinations.

Parking charges and affordability were another recurring topic. A significant number of respondents advocated some form of free or reduced cost parking, particularly a free first 30 minutes or one hour, to support short visits and local businesses. Some respondents questioned whether the proposed free parking periods would be sufficiently

useful, while others considered the existing level of charges reasonable or argued that resources would be better directed towards public transport and walking improvements. This demonstrates that views on charging were not uniform, although maintaining affordable parking was a consistent concern.

Respondents also highlighted accessibility and inclusivity, particularly the importance of retaining convenient parking for older people, disabled users, people with limited mobility and those accessing health services. Comments requested sufficient Blue Badge provision, appropriately sized spaces and recognition that moving parking further from destinations can disproportionately affect people who are unable to walk longer distances.

A related theme concerned the availability of realistic alternatives to travelling by car. Respondents from villages and rural areas frequently highlighted limitations in existing public transport and considered the car necessary for accessing the district's towns. At the same time, some comments supported greater investment in public transport, walking, cycling, secure cycle parking and other sustainable travel measures, indicating support for greater travel choice where viable alternatives can be provided.

A smaller but recurring group of comments focused on the day-to-day quality of the parking service, including reliable and straightforward payment arrangements, functioning ticket machines, clear signage, maintenance, lighting and safety. Respondents generally wanted technology to improve convenience while retaining alternatives for people who do not wish or are unable to use smartphone applications.

Finally, there was a notable strand of feedback relating to consultation, transparency and confidence in future decision making. Some respondents were concerned that decisions about the future of particular car parks might already have been taken or that insufficient information about wider regeneration proposals had been available when completing the questionnaire. Calls were made for continued engagement, clearer information and evidence, and greater involvement of residents, businesses and local councils before significant changes are made.

4.0 LOCAL PREFERENCE

4.1 INTRODUCTION
4.2 HUNTINGDON LOCAL ANALYSIS
4.3 ST IVES LOCAL ANALYSIS
4.4 ST NEOTS LOCAL ANALYSIS

APPENDIX A - FAQS

APPENDIX B – PHASE 1 USER SURVEY QUESTIONNAIRE

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Insert:
Overview & Scrutiny – 02/09/2026
Cabinet – 15/09/2026

Report by: Gregory Moore
Head of Service: Katherine Hlalat
Lead Cllr: Cllr Nathan Hunt
Executive Councillor for Resident Services and Corporate Performance

Wards	Open / Exempt	Key Decision?
All	Open	No

Corporate Performance Report, Quarter 1 2026/27

Executive Summary: This report provides Cabinet with an update on the Council's performance against the 2026-27 Corporate Plan at the end of Quarter 1 2026/27 (covering the period April to June 2026), including:

- Progress with Corporate Plan actions and projects
- Corporate Performance Indicators

Recommendations

1.1. The Cabinet is invited to consider and comment on progress and performance during Quarter 1, as summarised in the Corporate Performance Report attached and detailed in Appendices A, B & C

	Key Corporate Plan Priorities
1	Improving quality of life for local people
2	Creating a better Huntingdonshire for future generations
3	Doing our core work Well

	Place Strategy Priorities
1	Pride in Place
2	Inclusive Economy
3	Health Embedded
4	Environmental Innovation
5	Travel Transformed

Report Author(s)

Gregory Moore – Data Analyst (gregory.moore@huntingdonshire.gov.uk)

1. PURPOSE OF THE REPORT

1.1 This report presents the Council's progress against the Corporate Plan Actions and Corporate Performance Indicators during Quarter 1 (April to June) 2026/27.

2. BACKGROUND & CONTEXT

2.1 The Council's Corporate Plan 2023-2028 was refreshed for 2026/27 and approved at Council in July 2026.

2.2 The performance data in the attached Corporate Performance Report and its appendices relate to the performance measures, actions and projects agreed for 2026/27 and has been collated in accordance with standardised procedures.

2.3 The Corporate Performance Report (Appendix A) summarises progress and performance by outcome. Each outcome has a summary followed by tables and pie charts summarising the status of actions and projects, followed by the performance measures. A full list is also provided for each outcome, which shows the status reported for each action/project and performance measure linked to that outcome as at the end of quarter 1. The appendices to the Corporate Performance Report provide more detail.

2.4 Appendix B provides integrated updates on Corporate Plan actions and projects from officers, covering both progress against planned delivery and the impact that has had on the outcome.

2.5 Appendix C provides updates on Corporate Performance Measures, showing this year's performance broken down by month and how this compares to targets, intervention levels and the performance of the previous three years, where possible. This is provided via graphs to make such comparisons simpler and provide a visual indicator of direction of travel.

2.6 Metrics within the Operational Performance Measures have similarities to the Local Outcomes Framework – a new framework which enables outcomes-based performance measurement against key national priorities delivered at the local level. The framework has 127 outcome metrics and outcome metric placeholders across 16 priority outcomes which link directly back to the safety and wellbeing of residents. Councils are responsible for the monitoring and reporting this metrics for the launch of a national digital tool in 2026. Therefore, it is important that Huntingdonshire District Council is cognisant of the emerging reporting requirements and ensures appropriate governance and data quality are in place to support compliance. Doing this will create an opportunity for greater transparency with residents.

3. PERFORMANCE MANAGEMENT

3.1 Robust performance management is a priority at Huntingdonshire District Council, with stretch targets being implemented where relevant and external benchmarking occurring where possible. This was noted as a strength for HDC by our recent Local Government Association Corporate Peer Challenge.

3.2 Cabinet members and the Overview and Scrutiny (Performance and Growth) Panel are central to the Council's Performance Management Framework. This report provides regular performance data, allowing Councillors to review quarterly progress on strategic outcomes.

3.3 The following table summarises overall progress in delivering Corporate Plan actions for 2026/27 at the end of Quarter 1:

Status of Corporate Plan Actions	Number	Percentage
Green (on track)	43	91%
Amber (within acceptable variance)	4	9%
Red (behind schedule)	0	0%

Note: actions being delivered as/through projects/programmes are not included in this table as their status is being reported via project reporting mechanisms instead, and this avoids any double-counting. Percentages may not sum to 100% due to rounding.

3.4 91% of our Corporate Plan actions are reported as on track (green) this quarter. The remaining 9% of projects were reported as being within the acceptable variance (amber), with no actions reported as being behind schedule (red). 39 of the actions reported as green in Quarter 4 were also reported as green in Quarter 4. 2 of the 12 actions reported as amber this Quarter have reduced from reporting as green in Quarter 3, and the remaining 10 continue to report as amber.

3.5 The statuses of Corporate Plan projects at the end of March 2026 are shown in the following table:

Status of Corporate Plan Projects/Programmes	Number	Percentage
Green (on track)	9	90%
Amber (within acceptable variance)	1	10%
Red (behind schedule)	0	0%

Note: this only includes corporate projects which are linked to actions in the current Corporate Plan. Percentages may not sum to 100% due to rounding.

3.6 Quarter 1 saw a total of 9 Corporate Plan projects/programmes reporting as green (90%), with the other project/programme reporting as amber.

3.7 The latest status of operational performance measures at the end of March 2026 are summarised here:

Latest Operational Performance Indicator Results	Number	Percentage
Green (on track)	18	53%
Amber (within acceptable variance)	6	18%
Red (behind schedule)	10	29%

Note: this only includes operational performance measures which are linked to actions in the current Corporate Plan. Percentages may not sum to 100% due to rounding.

3.8 The Corporate Performance Measures that are behind the intervention level through quarter 1 of the 2026/27 year are:

Metric	Result
3. The number of residents enabled to live safely at home and prevented from requiring care or a prolonged stay in hospital due to a DFG	R
7. The number of homelessness preventions achieved	R
11. The number of new affordable homes delivered	R
22. The number of missed bins (excluding Food Waste collections)	R
24. The number of flytips reported (cumulative)	R
25. The number of sanctions against environmental crimes and anti-social behaviour	R
27. The percentage of calls to the Contact Centre answered	R
28. The average wait time for customers calling the Contact centre (seconds)	R
33. Staff long-term sickness days lost per FTE	R
35. The average length of staff service (years)	R

Please note: that other metrics are routinely reported internally to other committees (e.g. HR data goes before the Employment Committee and the Corporate Governance Committee receives an annual report on complaints and compliments), copies of these reports can be requested.

3.9 The number of residents enabled to live safely at home via a DFG (disabled facilities grant) has reported as red through the first quarter. Officers are extremely limited in directly impacting this metric as they rely on cases being passed to them through the Cambs Home Improvement Agency. A backlog of roughly 50 'P3' cases are currently being sorted by the Cambs Home Improvement Agency, some of which will be supported by Huntingdonshire District Council.

3.10 The number of homelessness preventions achieved through June of 2026/27 is 110, just 1 prevention behind being amber. To support this metric in becoming green, officers continue to support the delivery of new social rented homes so that residents can be housed through the Home-Link scheme, hence achieving homelessness preventions.

3.11 The target of 120 affordable homes per quarter is based on the 480 homes needed per annum to meet housing need following the ICENI Housing Needs Assessment. This figure is unlikely to be met every year due to the fluctuation in housing delivery. Slippage from quarter 4 of the previous year, whilst expected in quarter 1 has not yet been delivered due to continuing delays on sites, mainly due to highway improvements, most of these homes are now expected to be delivered throughout the remaining year. It is expected that this metric will still finish behind target this year.

3.12 The number of missed bins in the first quarter of the year was behind target, but still above the national benchmarking average of 0.076%. Agency staff were required to be used in quarter 1 due to multiple staff absences, and this meant less experience and knowledge of the round/areas, causing more missed bins. As agency staff become more experienced and regular staff return from leave, this metric is expected to improve.

3.13 The number of flytips has been significantly behind target this quarter. Processes have been revised to identify and track flytipping, and reviews are being undertaken to identify trends and recurring patterns.

3.14 The number of sanctions against environmental crimes and anti-social behaviour has started 2026/27 behind target. Officers focus on the prevention of these occurrences as well as the sanctioning of instances, and continue to focus on the same action plan as the previous year to ensure accurate and frequent sanctions are passed out when applicable.

3.15 Both customer services metrics are significantly behind target through the first quarter of 2026/27. Multiple factors contributed to this poor performance including higher call volume, longer calls, and vacancies. Resources were used efficiently, including resources from other teams, however performance was still behind target. Vacancies have now been filled and gradual improvement is expected from August onwards.

3.16 Long term sickness has increased in the last 3 months. All 19 cases are being managed actively, and long term cases of 6 months or longer have halved, however officers transitioning from short-term to long-term sickness has negatively impacted this metric. A sickness review group is now in place and working to identify trends and stabilise sickness.

3.17 Quarter 1 2026/27 included extremely positive performance. This includes improving the happiness and wellbeing of our residents by continuing to provide leisure services and Active Lifestyle sessions, with both metrics finishing significantly above target. All 3 planning metrics regarding the percentage of applications completed on time have achieved green compared to their stretched 2026/27 targets, with the backlog not increasing in this time. Additionally the economic development team continue to support businesses throughout the district to ensure Huntingdonshire is a place for businesses to thrive.

4. COMMENTS OF OVERVIEW & SCRUTINY

4.1 The Overview & Scrutiny (Performance & Growth) Panel discussed the report at its meeting on 2nd September 2026.

4.2 Councillor Blackwell sought further clarification behind the new targets which were showing as green, referencing the Empty Homes target.

4.3 The Panel was advised that the update related to the strategy adopted in March 2026. It was reported that eight properties had been brought back into use and that progress was rated Green, reflecting positive progress against the objectives of the newly adopted strategy.

4.4 Councillor Gardener referred to point 3.8 of the report and queried why a number of performance measures were rated Red. He suggested that including details of actual performance achieved alongside targets would assist members in understanding the extent of any variance and how close the Council was to meeting its performance targets.

4.5 The Panel was advised that this was primarily due to quarter one data being based on a smaller sample size and ongoing service pressures. It was noted that the missed bin collection measure was below target; however, the target was a locally set and ambitious measure rather than an industry benchmark. Long-term staff sickness during the first quarter had also contributed to the number of

missed collections. Their attention was drawn to Appendix C which included breakdowns of the data.

4.6 Councillor McIlwain acknowledged his own experience of a missed bin collection and praised the service for resolving the issue promptly once it had been reported. He also raised concerns regarding call waiting times and queried whether these were the result of staffing pressures.

4.7 The Panel was advised that the service had experienced three vacancies within the team; however, these posts had now been filled. Members were informed that service improvements had already been observed since the appointments were made.

4.8 The Chair suggested that introducing a system which advises callers of their position in the telephone queue may help to reduce frustration whilst waiting to speak to an advisor.

4.9 Councillor Cawley thanked officers for their work in delivering the Open Day at Eastfield House and spoke positively about his experience of the event. He queried whether there were wider staffing resource issues across the organisation, noting that a number of the performance measures rated Red appeared to be linked to staffing pressures. He suggested that this was a matter the Employment Committee may wish to consider and sought clarification on the role and purpose of the Sickness Review Group.

4.10 The Panel was advised that the Sickness Review Group was responsible for reviewing the Council's sickness management policies and procedures, including whether appropriate support and early intervention measures were in place for employees. Members were informed that, at present, the Group operated as an internal officer-led control mechanism.

4.11 Councillor Hassall queried whether the Contact Centre Team had become highly efficient to the extent that staffing levels had been reduced, and whether a smaller team may be contributing to current service pressures.

4.12 It was confirmed that the vacancies referred to were longstanding vacant posts and that the associated budget savings did not represent a reduction in existing staff. Officers confirmed they were satisfied that staffing levels within the Contact Centre were appropriate. It was also noted that call volumes had increased during the quarter, but officers remained confident that the service had sufficient resources to meet demand.

4.13 Councillor Tomlinson referred to Action 31 relating to the Capital & Centric programme and queried why the action had been given a Green status.

4.14 The Panel heard that the quarterly report did not reflect the most recent developments relating to Capital & Centric and that these would be reported in Quarter 2. Members were also informed that the performance measure related to regeneration activity more broadly, including the Market Towns Programme, and was not limited to the Capital & Centric project.

4.15 Following the discussion, the Panel were informed that their comments would be added to the Cabinet report in order for an informed decision to be made on the report recommendations

5. BACKGROUND PAPERS– LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

5.1

Document List	Custodian	File Location
Corporate Plan	Huntingdonshire District Council Joint Administration	Corporate Plan Refresh 2026/27

Huntingdonshire
DISTRICT COUNCIL

Performance Report
Quarter 1 - 2026/27

Do - Enable - Influence



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Outcome 1: Improving the happiness and wellbeing of residents

We want the highest possible quality of life for the people of Huntingdonshire. It will be a place which attracts employers and visitors and somewhere residents are proud to call home. We will be evidence based, responsive and support the foundations of a good life. This includes personal independence, prosperity, social connection, community and good health.



Quarter 1 saw the Play Sufficiency Scheme be initiated. Officers have begun to work on gathering information on existing play provision, site condition, accessibility and community need to ensure the correct work is prioritised. Initial project documents have been completed and are currently progressing through the Council's internal gating approval process. The Play Sufficiency Scheme is ensuring resources are directed to areas of greatest need and benefit for children and families across Huntingdonshire.

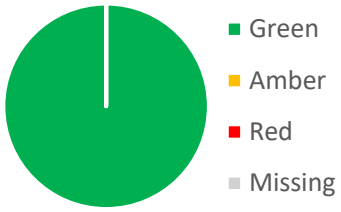
Huntingdonshire District Council is working with partners such as the CPCA to explore the benefits of an Anchor Partnership for Huntingdonshire which will benefit local communities. Anchor organisations maximise the impact of their spend, buildings, budgets, and more, using a coordinated approach. Huntingdonshire District Council is taking the lead on the group currently exploring this in further detail, with a paper being taken to the Cambs & Peterborough Public Sector Board. Working with partners to align impacts on local communities in a coordinated way will help improve health and wealth throughout the district.

Local people were supported in acquiring good jobs by working with partners in quarter 1. Multiple engagement meetings took place with multiple external partners to explore multiple pathways. Additionally, officers delivered the Construction Workshop Hub at Hinchingbrooke Hospital with Constructed Pathways and the NHS supporting 26 residents to explore careers in construction, with two participants already progressing into work experience placements, along with attending the launch of the Get Cambridgeshire and Peterborough Working Plan and a Regional Labour Market Analysis webinar to ensure activity aligns with current evidence and regional priorities.

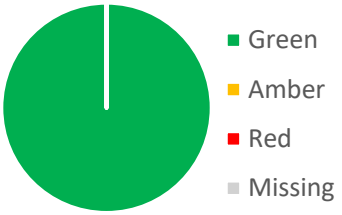
The £30 million investment into One Leisure Huntingdon began pre-phase work, which encompasses legal documents being engrossed. Outstanding planning conditions will be discharged in July, allowing phase 1 to begin. The upgrades will supply better facilities and services for residents, and more activities and options will be available for the local community. This work builds on the positive work already being completed by Active Lifestyles, which is continuing to deliver sessions despite the loss of grant funding by increasing commissioned activity and 'pay as you go' sessions. Attendances at both One Leisure facilities and Active Lifestyles sessions surpassed targets in quarter 1.

Performance Summary:

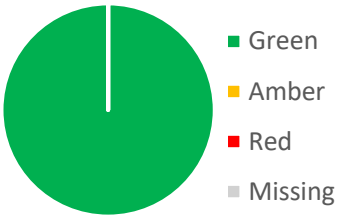
Status of Corporate Plan actions	Number	%
Green (on track)	7	100%
Amber (within acceptable variance)	0	0%
Red (behind schedule)	0	0%
Missing	0	0%



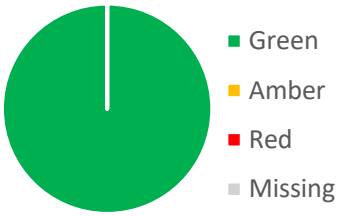
Status of Corporate Plan projects/programmes	Number	%
Green (progress on track)	3	100%
Amber (behind schedule, project may be recoverable)	0	0%
Red (significantly behind schedule, serious risk/issues)	0	0%
Missing	0	0%



Operational PI latest status	Number	%
Green (achieved)	2	100%
Amber (within acceptable variance)	0	0%
Red (below acceptable variance)	0	0%
Missing	0	0%



Operational PI year-end forecast status	Number	%
Green (achieved)	2	100%
Amber (within acceptable variance)	0	0%
Red (below acceptable variance)	0	0%
Missing	0	0%



Corporate Plan Action	Direction of Travel	Latest Status
4. Improve our evaluation of how we make a difference to local people, ensuring we become even better at demonstrating impact.	→	G
5. Embed the priorities of Huntingdonshire Futures across the Council's services, decision-making, and partnership activity, ensuring a coordinated place-based approach that enables communities, partners and stakeholders to contribute to shared outcomes.	New	G
6. Help local people get quality jobs by working with key partners, including ARU, CRC and industries, to join the gap between skills and employment - including establishing programmes that directly address the evolving needs of our key sectors.	↑	G
7. Focus on maximising physical activity in the district, and work to promote this across local partners. Build links and develop actions to embed connections between leisure, health, environment, economy, community and place, including working with health partners to unlock opportunities for co-located health and wellbeing services alongside our leisure services.	→	G
8. Embed the priorities of Huntingdonshire Futures across the work of the Council and Partners whilst influencing and enabling communities to do the same.	→	G
9. Continue to work with statutory partners to secure improvements to transport options for Huntingdonshire, including active travel.	→	G
10. Work with key relevant partners to explore the benefits of an Anchor Partnership for Huntingdonshire which will benefit our local communities.	New	G

Corporate Plan Project/Programme	Direction of Travel	Latest Status
1. Deliver the £30 million investment in One Leisure Huntingdon to create a Sport & Health hub that supports residents to be more active, through access to a high-quality, modern leisure facility that meets the needs of growing communities.	New	G
2. Deliver high-quality, accessible and sustainable green spaces that support health and wellbeing for the whole of Huntingdonshire, delivered through targeted investment and the Parks and Open Spaces Commercial Sustainability Plan.	New	G
3. Develop proposals and deliver the Play Sufficiency Scheme, blending capital investment and external funding to improve and enhance children's play facilities across Huntingdonshire, ensuring they meet the needs of local communities.	New	G

Operational Performance Indicator	Latest Status	Forecast Status
The number of attendances at Active Lifestyles & Sports Development Activities	G	G
The number of One Leisure Facilities admissions (excluding Burgess Hall, Sawtry & school admissions)	G	G

Outcome 2: Keeping people out of crisis



We will identify the root causes that lead people into crises and find ways to prevent them. We will do this through our own actions. We will also work in partnership with residents, businesses, community groups, charities and our public sector partners.

Huntingdonshire has worked with key partners regarding water management and flood prevention throughout quarter 1. All town and parish councils have been contacted regarding their emergency plans and provisions for an emergency weather event, and officers have made face to face meetings to ensure councils are aware of support. Because of this, some councils are renewing existing plans regarding flooding, and some are looking to write them again from scratch. It is too early to have fully established liaison points, but some are in progress. Additionally, a water source management event was planned in partnership with Cambridgeshire County Council; however, this had to be postponed. Additionally, options for events are being actively explored to ensure this event occurs.

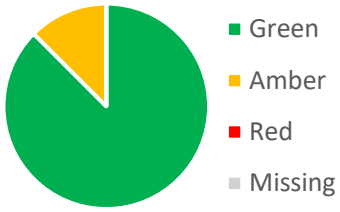
The Council successfully maximised the value from the impact of Voluntary Sector organisations to help drive a preventative impact in quarter 1. Funding agreements were put in place with the Citizens Advice Bureau, which focuses on tackling the 7 key priorities within the Corporate Plan, specifically regarding Keeping People out of Crisis and Helping People in Crisis. Additionally, the delivery of priorities in the Crisis and Resilience Fund will be supported by the Residents Advice & Information team. The focus of this work is on the implementation of a new model that ensures that residents receive the right service at the first point of contact and are supported to navigate what is available from Citizens Advice Bureau or escalation onto the Residents Advice & Information Team.

The Community Health & Wealth Fund had its core components delivered in quarter 1 following the launch in January 2026. A large amount of interest was received throughout the quarter, and 23 organisations have been invited to submit full applications, resulting in 5 grants totalling £100,000. Additionally, social return on investment from the previous round of CHAWS funding is extremely positive, with one project seeing a £6.94 social return on investment per £1.00 spent. This demonstrates the clear social impact within the communities where last year's funding occurred, and this return is also expected for the most recent round of funding.

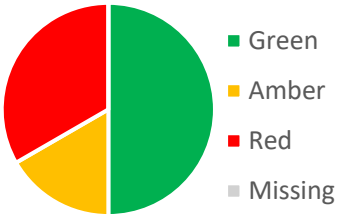
Although the Disabled Facilities Grant was not able to support as many residents as the target, all residents that were supported were supported in a timely manner of less than 24 weeks, allowing them to live at home safely and avoid a hospital visit. Although these metrics are heavily dependent on external organisations such as Places for People and the Cambs Home Improvement Agency, officers continue to process all applications they receive efficiently to ensure residents receive the support they require as quickly as possible.

Performance Summary:

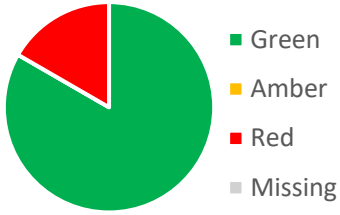
Status of Corporate Plan actions	Number	%
Green (on track)	7	88%
Amber (within acceptable variance)	1	13%
Red (behind schedule)	0	0%
Missing	0	0%



Operational PI latest status	Number	%
Green (achieved)	3	50%
Amber (within acceptable variance)	1	17%
Red (below acceptable variance)	2	33%
Missing	0	0%



Operational PI year-end forecast status	Number	%
Green (achieved)	5	83%
Amber (within acceptable variance)	0	0%
Red (below acceptable variance)	1	17%
Missing	0	0%



Corporate Plan Action	Direction of Travel	Latest Status
10. Work with key relevant partners to explore the benefits of an Anchor Partnership for Huntingdonshire which will benefit our local communities.	New	G
11. Deliver the core components of the Community Health & Wealth Fund, moving from successful pilots to embedded delivery that make a difference for residents and demonstrate a social impact return on investment through the Social Value Engine tool.	New	G
12. Work with town and parish councils and local flood groups to support community preparedness for flooding, enabling local action and building resilience to flood risk across Huntingdonshire.	New	G
13. Enhance support for care leavers by updating council policies and procedures to treat care experience as if it was a protected characteristic.	New	G
14. Explore opportunities with public and private sector partners to secure additional investment in the Community Health and Wealth Fund, supporting the delivery of improved outcomes for Huntingdonshire's communities.	New	G
15. Prevent the causes of homelessness wherever we can by our own efforts, but also by working with other partners to tackle the root causes where we can.	New	G
16. While not the lead flood authority, we will convene and work with key partners to host water management forums and engagement activity, influencing coordinated approaches to flood risk management within the district.	New	A
17. Strengthen partnership working with the Voluntary Sector to maximise collective impact and support a more preventative approach.	↑	G

Operational Performance Indicator	Latest Status	Forecast Status
The number of residents enabled to live safely at home and prevented from requiring care or a prolonged stay in hospital due to a Disabled Facilities Grant (DFG)	R	G
The average number of weeks between referral and completion of jobs funded through the Disabled Facilities Grant (DFG)	G	G
The average number of days to process new claims for Housing Benefit and Council Tax support	A	G
The average number of days to process changes of circumstances for Housing Benefits and Council Tax support	G	G
The number of homelessness preventions achieved	R	G
The number of households housed through the Housing Register and Home-Link scheme	G	R

Outcome 3: Helping people in crisis

Where a crisis has already happened, we will work holistically to understand the issues, the cause of these issues and what opportunities exist to address them. We will seek to prevent multiple personal crises becoming entrenched and unmanageable by addressing root causes



To ensure that the Crisis and Resilience Fund is allocated appropriately among residents, quarter 1 saw Huntingdonshire District Council work with Cambridgeshire County Council to produce a submission paper regarding the distribution of these funds. The Crisis and Resilience Fund supports low-income households who encounter a financial shock and supports activity that builds individual and community financial resilience. The submission identified a need for additional capacity within the Resident Advice and Information Team, support with transporting furniture for identified residents experiencing poverty, a new tenancy support worker, as well as a prevention programme within primary schools. The outcomes and recommendations from the Poverty Commission were taken into account when submitting a funding proposal.

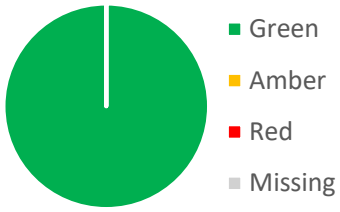
The Crisis and Resilience Fund is also being used to fund the Low income family tracker (LIFT)project and an associated officer for 2 years. The LIFT can be used to identify and engage with vulnerable households to ensure that they are aware of all funding they are eligible for. Whilst the LIFT is waiting to officially go live, the Residents Advice and Information team and the Citizens Advice Bureau continue to identify residents who are eligible for certain benefits.

Huntingdonshire District Council has continued to support refugees arriving from Ukraine under the Homes for Ukraine scheme. The number of new arrivals remains low, and focus has been on supporting and assisting those who are already in Huntingdonshire. There remains a strong support network from the community voluntary sector, and in many cases, these established relationships are enabling this cohort to fully embed in our communities and remain in a resilient position. Additionally, officers continue to support Serco in the procurement of properties for asylum seekers.

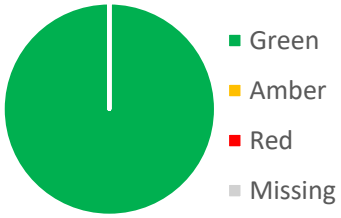
Officers have continued to help residents in crisis by supplying temporary accommodation to those who require it. As those in temporary accommodation are continually supported in finding solutions, this Key Performance Indicator has fallen to a green level at the end of June.

Performance Summary:

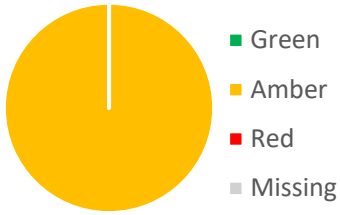
Status of Corporate Plan actions	Number	%
Green (on track)	5	100%
Amber (within acceptable variance)	0	0%
Red (behind schedule)	0	0%
Missing	0	0%



Operational PI latest status	Number	%
Green (achieved)	1	100%
Amber (within acceptable variance)	0	0%
Red (below acceptable variance)	0	0%
Missing	0	0%



Operational PI year-end forecast status	Number	%
Green (achieved)	0	0%
Amber (within acceptable variance)	1	100%
Red (below acceptable variance)	0	0%
Missing	0	0%



Corporate Plan Action	Direction of Travel	Latest Status
18. Continue to support refugees and other guests, seeking to support good community relations and smooth transition into long-term residency or return home.	→	G
19. Work with the County Council and other key partners to embed the LIFT project in Huntingdonshire. The project seeks to identify and ensure that residents are accessing relevant benefits and support to help their overall wellbeing.	**New**	G
20. Be an active partner working with others within health and social care to make sure projects and new initiatives are delivered within Huntingdonshire and maximise the positive impact felt locally.	→	G
21. Work with key partners, particularly Cambridgeshire County Council, to maximise the impact of the Poverty Commission's work and deliver improved outcomes for residents across Huntingdonshire.	**New**	G
22. Work with Cambridgeshire County Council and other key partners to ensure that funding from the Government's Crisis Resilience Fund delivers meaningful support and improved outcomes for residents in Huntingdonshire.	**New**	G

Operational Performance Indicator	Latest Status	Forecast Status
The number of households in temporary accommodation	G	A

Outcome 4: Improving housing



We want everyone to live in a safe, high quality home regardless of health, stage of life, family structure, income and tenure type. Homes should be energy efficient and allow people to live healthy and prosperous lives. New homes should be zero carbon ready and encourage sustainable travel.

After the approval of the Empty Homes Strategy and the end of the previous quarter, work has begun to implement this Strategy across the district. Officers are working with Empty Homes owners to bring these homes back into use. This has resulted in 8 long-term empty properties being brought back into use via direct involvement with Huntingdonshire District Council, and a further 4 properties being sold with support from the Empty Homes officer. New homeowners will also be supported by officers to ensure they are brought back into use. This will increase the supply of homes for residents, which helps to support sustainable growth and reduce the environmental impact of new housing developments, along with enhancing the quality of life within Huntingdonshire's communities.

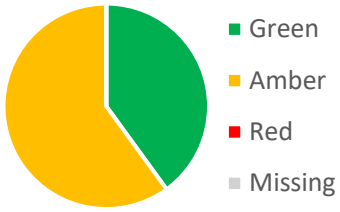
The implementation of the government's new Supported Housing (Regulatory Oversight) Act has been ongoing in quarter 1, with progress made since last quarter which has improved the action to a green status. An internal working group has been formed to support the implementation of this Act, along with officers being involved in a county-wide group. Huntingdonshire has supported Cambridge City Council in commissioning a supported housing strategy across multiple districts.

Delays have occurred in the development of policy to support the use of civil penalties with regard to private sector housing enforcement in quarter 1. However, delays have occurred in adopting the policy, which has been drafted in line with statutory guidance, due to the constitutional requirements of delegating the duties of the Renters' Rights Act 2025 to officers. Further progress in the full adoption of this policy is expected to occur in the next quarter. Existing powers are still being used to ensure private sector housing standards are maintained, and any disrepair issues are dealt with.

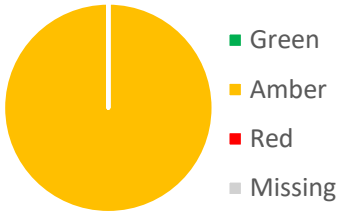
The action regarding maintaining or improving the level of housing delivery in Huntingdonshire remains amber. The Council continued to work with Amplius to bring forward surplus Council-owned sites amd we Inspired Solutions on the delivery of 200 homes on private sites. Affordable housing delivery began the year significantly behind target as only 45 affordable homes were delivered. Officers will continue to work with all housing suppliers to encourage effective and efficient delivery.

Performance Summary:

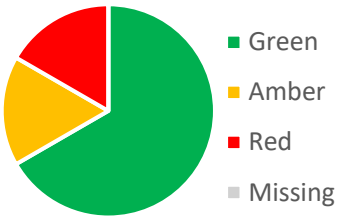
Status of Corporate Plan actions	Number	%
Green (on track)	2	40%
Amber (within acceptable variance)	3	60%
Red (behind schedule)	0	0%
Missing	0	0%



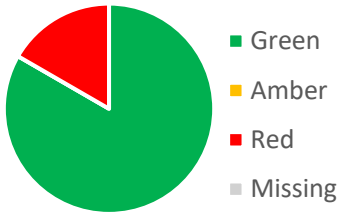
Status of Corporate Plan projects/programmes	Number	%
Green (progress on track)	0	0%
Amber (behind schedule, project may be recoverable)	1	100%
Red (significantly behind schedule, serious risk/issues)	0	0%
Missing	0	0%



Operational PI latest status	Number	%
Green (achieved)	4	67%
Amber (within acceptable variance)	1	17%
Red (below acceptable variance)	1	17%
Missing	0	0%



Operational PI year-end forecast status	Number	%
Green (achieved)	5	83%
Amber (within acceptable variance)	0	0%
Red (below acceptable variance)	1	17%
Missing	0	0%



Corporate Plan Action	Direction of Travel	Latest Status
24. Develop our Empty Homes service provision to help bring private sector empty homes back into use, including the implementation of the Empty Homes strategy.	New	G
25. Develop policy to support the use of civil penalties with regard to private sector housing enforcement to support improvements to private sector housing and ensure good standards of accommodation for residents.	↓	A
26. Implement the government's new Supported Housing (Regulatory Oversight) Act, review of supported exempt accommodation in the area and introduce licensing regulations, improving the quality of housing within the district.	↑	G
27. Maintain or improve the level of new housing delivery in Huntingdonshire through working with all relevant stakeholders, including the type of home and tenure (open market and affordable housing).	→	A
28. Continue to work with our registered providers (including Places for People) to improve conditions in existing accommodation and where appropriate consider regeneration schemes (e.g. the Suffolk House regeneration scheme).	→	A

Corporate Plan Project/Programme	Direction of Travel	Latest Status
23. Continue to work with Amplius and Inspired to bring forward surplus Council-owned sites to deliver affordable housing.	→	A

Operational Performance Indicator	Latest Status	Forecast Status
The net change in the number of homes with a council tax banding	G	G
The number of affordable houses delivered	R	R
The percentage of planning applications processed on target – Major (within 8 weeks or agreed extended period)	G	G
The percentage of planning applications processed on time – Minor (within 8 weeks or agreed extended period)	G	G
The percentage of planning applications processed on target – Household Extension (within 8 weeks or agreed extension period)	G	G
The number of planning applications over 16 weeks old with no current extension in place	A	G

Outcome 5: Forward-thinking economic growth

We want our local economy to attract businesses that prioritise reducing their carbon footprint. A place where businesses choose to start up, grow and invest in high value jobs so they and our residents and high streets, can flourish and thrive. Local people should be able to develop their skills to take advantage of these opportunities, with businesses and education providers working more closely together to deliver an inclusive economy.



Work surrounding the North Huntingdon Growth Cluster was positive in quarter 1. Officers attended the East Regional Defence and Security Cluster event, Technology in the East, and joined the East Regional Defence and Security Cluster Steering Group to help shape regional collaboration across the defence and security sector. Engagement in this sector is establishing new relations with different businesses and strengthening Huntingdonshire's position within the regional defence ecosystem. Additionally, participation in these groups has helped raise the profile of strategic assets, including RAF Wyton, while a cross-Council working group is being established to coordinate defence-related opportunities and social value initiatives.

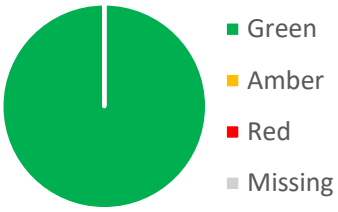
Quarter 1 saw the continuation of promoting Huntingdonshire as a destination for high-value inward investment. Officers attended UKREiiF to actively promote Huntingdonshire to businesses across the country, showcasing opportunities including Alconbury Weald, Project Fairfax and regeneration projects across the district's market towns. Additionally, Huntingdonshire was represented on the Connecting Cambridgeshire Digital Connectivity Steering Group, helping to shape regional digital infrastructure investment, share funding opportunities and address digital connectivity challenges. The constant promotion of Huntingdonshire led to over 350 business engagements in quarter 1, in terms of encouraging new business and engagement with local businesses.

The Council continued to strengthen the role of markets in our market towns as vibrant hubs for residents, visitors and local businesses in quarter 1. The delivery of recurring food markets for both St Neots and St Ives was facilitated, and the continuing establishment of a firm base of traders for the St Neots market occurred. Provision of a local event for the public to attend provides a platform for businesses to trade at and encourages shopping at local businesses. This supported the increase in footfall in the four market towns, in quarter 1, an above-target result of 3.95 million footfall was observed, which significantly supports the local economy.

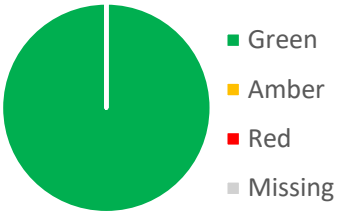
Key infrastructure projects were continued to be influenced to ensure their delivery. This includes working with the DCO regarding the East West Rail project, and outlining a Business Case regarding the A141 project. The continuation and delivery of these Nationally Significant Infrastructure Projects will continue to boost the local economy.

Performance Summary:

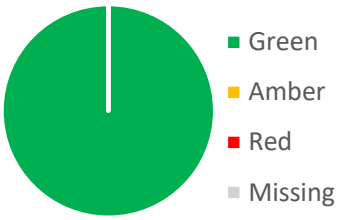
Status of Corporate Plan actions	Number	%
Green (on track)	12	100%
Amber (within acceptable variance)	0	0%
Red (behind schedule)	0	0%
Missing	0	0%



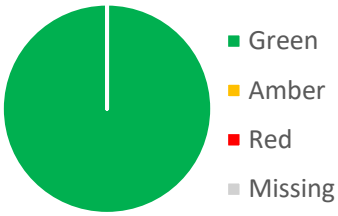
Status of Corporate Plan projects/programmes	Number	%
Green (progress on track)	1	100%
Amber (behind schedule, project may be recoverable)	0	0%
Red (significantly behind schedule, serious risk/issues)	0	0%
Missing	0	0%



Operational PI latest status	Number	%
Green (achieved)	2	100%
Amber (within acceptable variance)	0	0%
Red (below acceptable variance)	0	0%
Missing	0	0%



Operational PI year-end forecast status	Number	%
Green (achieved)	2	100%
Amber (within acceptable variance)	0	0%
Red (below acceptable variance)	0	0%
Missing	0	0%



Corporate Plan Action	Direction of Travel	Latest Status
29. Continue to promote Huntingdonshire as a destination for high-value inward investment; support and advance our key sectors and sub-sectors, including SMEs; and support delivery of the CPCA Local Growth Plan ambitions.	→	G
30. Focus on unlocking the North Huntingdon Growth Cluster and build on the potential defence cluster by working with the MOD, the wider supply chain, partners and residents across the region, to help shape opportunities for innovation, investment and skills development.	New	G
32. Continue the update to the Local Plan, including updating evidence bases in line with National Planning Policy, particularly where it relates to Economy, Environment and Housing, moving towards submission to the Planning Inspectorate.	→	G
33. Progress the development of a parking strategy that informs our approach to the management of our car parks; and move to implement the adopted strategy and associated actions.	New	G
34. Continue to work with our partners, including town councils and retail groups, to create a stronger partnership and to deliver joint initiatives and enhance town centre vitality across all market towns.	→	G
35. Work with partners, including the CPCA, and visitor economy businesses to deliver the Tourism Growth Plan, to support SMEs, Huntingdonshires night time economy and to maximise opportunities linked to major regional attractions such as Universal Studio Bedford.	→	G
36. Continue to strengthen the role of markets in our market towns as vibrant hubs for residents, visitors and local businesses	New	G
37. Continue to support and encourage economic and housing growth, in line with the CPCA Local Growth Plan and the HDC Economic Growth Strategy, to enable access to a range of jobs, homes and supporting infrastructure that underpin the future prosperity of our communities.	New	G
38. Continue to work with commercial developers and agents to build relationships, understand the demand and gaps for investment opportunities, and drive growth in Huntingdonshire.	→	G
39. Continue to promote and raise the profile of Huntingdonshire as a destination for investment, highlighting the district's opportunities within the context of the wider region, including the Ox-Cam Supercluster.	New	G
40. Ensure the delivery of key infrastructure that supports economic growth and housing delivery by influencing major schemes (including East West Rail, A428, A141 Strategic Outline Business Case and Alconbury Weald Railway Station) and working with partners to bring forward coordinated, investable and deliverable solutions.	→	G
41. Engage with and work in partnership with the CPCA on the development of the Spatial Development Strategy for the region, including engagement and input in to its supporting documents and evidence bases.	New	G

Corporate Plan Project/Programme	Direction of Travel	Latest Status

31. Deliver the Regeneration Programme to stimulate economic growth and social activity, while ensuring robust monitoring and evaluation in line with funding requirements. Continue to work with partners, including Capital and Centric, to consider, explore and deliver Regeneration Opportunities.	↑	G

Operational Performance Indicator	Latest Status	Forecast Status
The cumulative footfall in our market towns (Huntingdon, St Ives, St Neots & Ramsey)	G	G
The total number of business engagements by the Economic Development Team	G	G

Outcome 6: Lowering carbon emissions



We will take positive action to reduce carbon emissions and become a net zero carbon Council by 2040. We will enable and encourage local people and businesses to reduce carbon emissions and increase biodiversity across Huntingdonshire.

The delivery of energy efficiency improvements across Council assets and community buildings to reduce energy costs and carbon emissions began in quarter 1. Designs were received for roof-mounted solar panels to be installed at Pathfinder House. Pending financial approval, this project is due to begin in quarter 2. Additionally, a purchase order has been raised to install Endotherm into close hot water systems within qualifying Leisure systems, which will allow water to heat up quicker, hence reducing the amount of gas used. Additionally, early work is being considered for the power upgrade to Eastfield House as per the Fleet Renewal and Infrastructure Improvement Strategy. All these projects will not only reduce the carbon emissions produced by the council, but will also help to reduce energy costs.

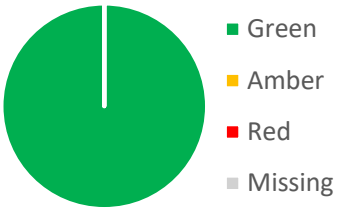
The delivery of the Habitat Banking Programme across Council-owned sites began to be developed in quarter 1. Legal frameworks are currently being laid out for the selling of units for Phase 1 sites whilst also considering Phase 2 sites. Additionally, the Project Support Officer has now been recruited, and a commissioning exercise for delivering the ecological work for the Phase 2 sites has now been completed. This initial work will support the finished product of Habitat Banking, which will improve biodiversity and generate Biodiversity Net Gain units, whilst enhancing accessible open spaces for residents and creating opportunities for education and community engagement.

Huntingdonshire District Council is working with partners to maximise the uptake of the Warm Homes Local Grant scheme, which will run through to 2028. As the scheme is managed through the Cambridgeshire Energy Retrofit Partnership, the Council is partnering with Cambridgeshire Carbon Footprint to loan thermal imaging cameras to residents in Great Paxton and Warboys to identify cold spots where heat escapes in their homes. This allows residents to make informed improvements to their homes, which can lower energy bills, reduce carbon emissions, and improve home comfort.

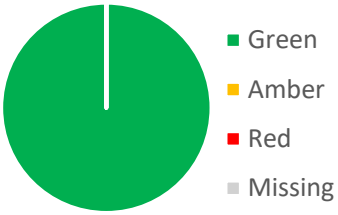
The Council supported businesses to improve their net-zero ambitions in quarter 1, with multiple pieces of work being completed to support local businesses. Similarly to local residents in Great Paxton and Warboys, a thermal imaging camera training session and loan scheme was conducted to help businesses identify heat loss and improve energy efficiency. Additionally, the continued promotion of green business support tools such as the Cambridge Carbon Footprint Calculator and the Green Tourism accreditation scheme occurred. All of these not only reduce carbon emissions for local businesses, helping them strive towards net-zero, but also reduce operating costs.

Performance Summary:

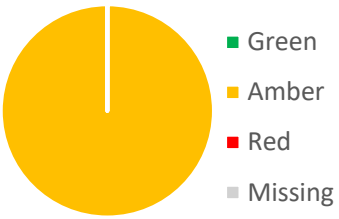
Status of Corporate Plan actions	Number	%
Green (on track)	6	100%
Amber (within acceptable variance)	0	0%
Red (behind schedule)	0	0%
Missing	0	0%



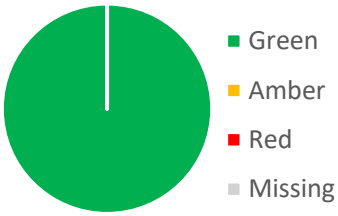
Status of Corporate Plan projects/programmes	Number	%
Green (progress on track)	1	100%
Amber (behind schedule, project may be recoverable)	0	0%
Red (significantly behind schedule, serious risk/issues)	0	0%
Missing	0	0%



Operational PI latest status	Number	%
Green (achieved)	0	0%
Amber (within acceptable variance)	1	100%
Red (below acceptable variance)	0	0%
Missing	0	0%



Operational PI year-end forecast status	Number	%
Green (achieved)	1	100%
Amber (within acceptable variance)	0	0%
Red (below acceptable variance)	0	0%
Missing	0	0%



Corporate Plan Action	Direction of Travel	Latest Status
42. Deliver energy efficiency improvements across Council assets and community buildings to reduce energy costs and carbon emissions - including through the fleet renewal and Infrastructure Improvement Strategy.	**New**	G
43. Work with partners to maximise the uptake of Warm Homes and similar retrofit schemes, improving the energy efficiency of homes across Huntingdonshire and saving residents money.	**New**	G
45. Enhance Huntingdonshire's natural environment and biodiversity by delivering tree planting initiatives across the district, enabling communities, partners and landowners to contribute to greener, more sustainable places.	**New**	G
46. Support businesses to improve their net-zero ambitions through green tools and resources.	**New**	G
47. Work with critical partners, including National Grid and the CPCA, to influence the development of long-term sustainable energy solutions within the district.	**New**	G
48. Expand positive climate action support for local businesses, celebrating best practices and sharing knowledge.	→	G

Corporate Plan Project/Programme	Direction of Travel	Latest Status
44. Deliver the Habitat Banking Programme across Council-owned sites to improve biodiversity and generate Biodiversity Net Gain units, whilst enhancing accessible open spaces for residents and creatinging opportunities for education and community engagement.	**New**	G

Operational Performance Indicator	Latest Status	Forecast Status
The efficiency of vehicle fleet driving – Energy Efficient Driving Index Score for the waste service	A	G

Outcome 7: Delivering good quality, high value-for-money services

Around 80% of our resources are aligned to business as usual (BAU) service delivery and this priority focuses on delivering good quality, high value for money services with good control and compliance with statutory functions. We will continue to provide a wide range of existing statutory and important services and seek to improve their efficiency and effectiveness.



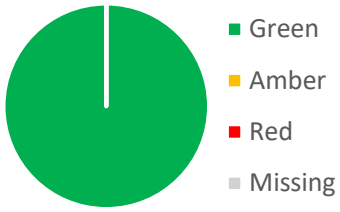
The Customer Experience Programme continued to be developed in the first three months of the year to ensure that our customers are always at the heart of what we do. Parts of the programme moved into BAU, such as the text reminder project. Further work has been implemented, such as the launch of the appointment-based face-to-face provision trial, and changes to card payment software were implemented, as required by law. Overall, 40% of face-to-face meetings were pre- booked, 60% seen as walk-ins, and a 40% reduction in statutory reminders issued where pre-reminder text messages were issued was observed. This supports the efficiency of Council officers and moved the Council further towards being digital first.

The Workforce Strategy Action Plan advanced in quarter 1, as it nears its 2-year completion in 2026. Staff development, wellbeing, and benefits through the successful completion of the Leadership Development Programme and transition into business as usual, as other schemes continue to advance, such as the expansion of health and wellbeing support through the Work Well service. This continual work on the Workforce Strategy Action Plan continues to support staff already at the organisation, as well as promote Huntingdonshire District Council as a place to work for job-seekers. For example, 3 graduates were secured via IMPACT, and the highest number of candidate applications for 5 quarter was seen in quarter 1.

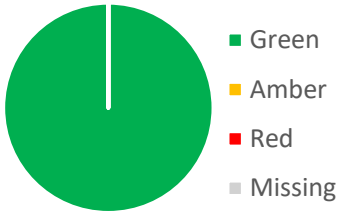
As Local Government Reorganisation approaches, Huntingdonshire District Council has begun work on ensuring the continuity and quality of frontline services throughout Local Government Reorganisation, delivering core services well and minimising disruption for residents and communities. This is despite awaiting a decision in quarter 1. The corporate plan was written, which will progress through Scrutiny and Council, ensuring the business-as-usual elements of the council are prioritised, and services can deliver. Additionally, officers have ensured that Huntingdonshire's good practice and effective service delivery are embedded within the future LGR operating model. This has been achieved by completing taxonomy documents with neighbouring Cambridgeshire Council, outlining which services have high performance rates, and which have room for improvement. This will feed into regional conversations around Target Operating Models and demonstrates clearly where Huntingdonshire's value needs to be retained. This work will inform clear direction when a decision is made regarding Local Government Reorganisation.

Performance Summary:

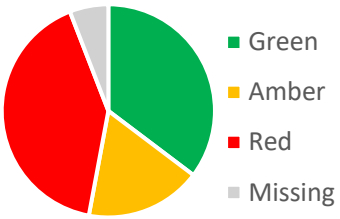
Status of Corporate Plan actions	Number	%
Green (on track)	5	100%
Amber (within acceptable variance)	0	0%
Red (behind schedule)	0	0%
Missing	0	0%



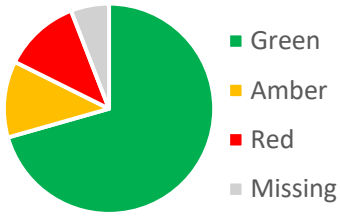
Status of Corporate Plan projects/programmes	Number	%
Green (progress on track)	4	100%
Amber (behind schedule, project may be recoverable)	0	0%
Red (significantly behind schedule, serious risk/issues)	0	0%
Missing	0	0%



Operational PI latest status	Number	%
Green (achieved)	6	35%
Amber (within acceptable variance)	3	18%
Red (below acceptable variance)	7	41%
Missing	1	6%



Operational PI year-end forecast status	Number	%
Green (achieved)	12	71%
Amber (within acceptable variance)	2	12%
Red (below acceptable variance)	2	12%
Missing	1	6%



Corporate Plan Action	Direction of Travel	Latest Status
49. Ensure the continuity and quality of frontline services throughout Local Government Reorganisation, delivering core services well and minimising disruption for residents and communities.	**New**	G
51. Engage with residents, businesses and key stakeholders to deliver clear, consistent and timely communication throughout organisational change, aligning with wider engagement activity across Cambridgeshire and Peterborough.	**New**	G
52. Ensure that Huntingdonshire's good practice and effective service delivery are embedded within the future LGR operating model, while proactively adopting and implementing proven approaches from other councils locally where a clear business case exists.	**New**	G
56. Continue to support and enable our volunteers, along with exploring other volunteering opportunities, that will improve the quality of our environmental assets.	→	G
57. Our well-run Council will act as a model for our peers.	→	G

Corporate Plan Project/Programme	Direction of Travel	Latest Status
50. Maintain the existing work on the Workforce Strategy to ensure that we support and retain the workforce required to deliver frontline services effectively during organisational change.	**New**	G
53. Delivery of the Workforce Strategy Action Plan equipping the workforce with skills for the future whilst attracting, retaining and nurturing talent.	→	G
54. Continue our Customer Experience Programme to ensure that our customers are always at the heart of what we do.	→	G
55. Deliver the enhancements to visitor facilities at Hinchingbrooke Country Park.	→	G

Operational Performance Indicator	Latest Status	Forecast Status
The percentage of household waste reused / recycled / composted	A	G
The collected household waste per person (Kilograms)	G	G
The residual waste collected per household (Kilograms)	G	G
The number of missed bins (excluding Food Waste collections)	R	G
The percentage of sampled areas clean or predominantly clean of litter, detritus, graffiti, flyposting or weed accumulations	G	G
The number of flytips reported	R	G
The number of sanctions against environmental crimes and anti-social behaviour	R	A
The number of programmed food safety inspections undertaken	G	G
The percentage of calls to the Contact Centre answered	R	R
The average wait time for customers calling the Contact Centre (seconds)	R	R
Customer Satisfaction when contacting our Contact Centre	**0**	**0**
Council Tax collection rate	A	G
Business Rate collection rate	G	G
The number of short-term staff sickness days lost per full time equivalent (FTE) (rolling)	G	G
The number of long-term sickness days lost per full time equivalent (FTE) (rolling)	R	A

The percentage of staff Turnover (per month)	A	G
The average length of staff service (years)	R	G

Huntingdonshire DISTRICT COUNCIL

Appendix B: Progress on Corporate Plan Actions

Corporate Plan Actions summary:

The progress of Corporate Plan Actions, which are the key strategies being implemented to strive towards the Council's priorities and desired outcomes

Corporate Plan Priority			
Improving quality of life for local people	18	1	0
Creating a better Huntingdonshire for future generations	20	3	0
Doing our core work well	5	0	0
Total	**43**	**4**	**0**

Corporate Plan Projects summary:

The progress of Corporate Plan Projects, which are the transformational projects being undertaken to strive towards the Council's priorities and desired outcomes

Corporate Plan Priority			
Improving quality of life for local people	3	0	0
Creating a better Huntingdonshire for future generations	2	1	0
Doing our core work well	4	0	0
Total	**9**	**1**	**0**

All Corporate Plan Objectives summary:

The progress of all Corporate Plan Objectives, which are the combination of Corporate Plan Actions and Projects.

Corporate Plan Priority			
Improving quality of life for local people	21	1	0
Creating a better Huntingdonshire for future generations	22	4	0
Doing our core work well	9	0	0
Total	**52**	**5**	**0**



Outcome: Improving the happiness and wellbeing of residents

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder ▲	Progress Update	Latest Status	Direction of Travel	Impact Update
1. Deliver the £30 million investment in One Leisure Huntingdon to create a Sport & Health hub that supports residents to be more active, through access to a high-quality, modern leisure facility that meets the needs of growing communities.	Cllr Debbie Mickelburgh	Legal documents are being engrossed, allowing for phase 1 of the project to commence on 20th July 2026. The construction of the 3G 11-aside football pitch at St Peters Academy is the first phase of the project. Outstanding planning conditions will be discharged by 17th July 2026, enabling work to commence on time and to schedule.	G	New	The upgrades will supply better facilities and services for our residents, and more activities and options will be available for the local community. The project will improve healthy outcomes for residents, ensuring people are more active more often, potentially relieving pressures in the long-term on the local NHS.
2. Deliver high-quality, accessible and sustainable green spaces that support health and wellbeing for the whole of Huntingdonshire, delivered through targeted investment and the Parks and Open Spaces Commercial Sustainability Plan.	Cllr Julie Kerr	Initial project to deliver the Aqua Park at Hinchingbrooke progressing well and on target for opening on 18th July. Capital Investment Programme works are progressing; we have now broken the programme down into phases and have allocated projects for feasibility and ultimately delivery.	G	New	Early programme development is creating an evidence-based approach to prioritising projects to ensure investment is timely and distributed evenly across the district, for maximum return on investment and impact for residents.



Outcome: Improving the happiness and wellbeing of residents

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
3. Develop proposals and deliver the Play Sufficiency Scheme, blending capital investment and external funding to improve and enhance children's play facilities across Huntingdonshire, ensuring they meet the needs of local communities.	Cllr Julie Kerr	Project initiation is underway. Information on existing play provision, site condition, accessibility and community need is being collated to support the prioritisation of future investment. The Business Case and Project Initiation Document have been completed and are progressing through the Council's approval process.	G	New	Early project development work is creating an evidence-based approach to prioritising future investment, helping to ensure resources are directed to areas of greatest need and benefit for children and families across Huntingdonshire.
4. Improve our evaluation of how we make a difference to local people, ensuring we become even better at demonstrating impact.	Cllr Debbie Mickelburgh	Officers are using a tool called the Social Value Engine to evaluate the impact of the investments made in the Community Health and Wealth Fund. The data is showing a clear return on investment that demonstrates the impact of the Council's work.	G	→	The spending of the Council budget on deliverables must show impact; this tool allows this to happen, as well as ensuring that the budget can be spent on the correct deliverables.



Outcome: Improving the happiness and wellbeing of residents

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
5. Embed the priorities of Huntingdonshire Futures across the Council's services, decision-making, and partnership activity, ensuring a coordinated place-based approach that enables communities, partners and stakeholders to contribute to shared outcomes.	Cllr Sarah Conboy	Work to embed Huntingdonshire Futures across HDC has begun and remains at an early stage. Initial activity has focused on strengthening its use within governance and decision-making processes, aligning relevant work programmes and grant activity to the Futures priorities, and raising awareness through internal and external engagement. Further work in Q2 will focus on broadening this approach across services so that the Futures priorities are more consistently reflected in service planning, partnership activity and reporting.	G	New	Early activity has established the foundations for Huntingdonshire Futures to become a more consistent framework for decision-making, partnership working and investment activity. While full organisational embedding will take time, initial work has helped increase awareness of the Futures priorities and supports a more joined-up approach across council services and partners.



Outcome: Improving the happiness and wellbeing of residents

Activity Type: Enable

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
6. Help local people get good jobs by working with key partners, including ARU, CRC and industries, to join the gap between skills and employment - including establishing programmes that directly address the evolving needs of our key sectors.	Cllr Brett Mickelburgh	Employment and Skills continued to strengthen relationships with key partners to support residents into employment and respond to local labour market needs. Engagement included meetings with the DWP Partnership Manager, Reed in Partnership (Restart Scheme), The One Group at a Peterborough Business Breakfast, and POSH Youth to explore pathways for young people and unemployed residents. The team also helped deliver a Construction Workshop Hub at Hinchingbrooke Hospital with Constructed Pathways and the NHS. In addition, officers attended the launch of the Get Cambridgeshire and Peterborough Working Plan and a Regional Labour Market Analysis webinar to ensure activity aligns with current evidence and regional priorities.	G	↑	The Construction Workshop Hub supported 26 residents to explore careers in construction, with two participants already progressing into work experience placements. Partnership working has strengthened local employment pathways and ensured employment and skills activity remains aligned with regional labour market priorities.
7. Focus on maximising physical activity in the district, and work to promote this across local partners. Build links and develop actions to embed connections between leisure, health, environment, economy, community and place, including working with health partners to unlock opportunities for co-located health and wellbeing services alongside our leisure services.	Cllr Debbie Mickelburgh	For Active Lifestyles and Sports Development, sessions for people to be active have been maintained despite the loss of grant funding. Commissioned activity and 'pay as you go' sessions have both increased to compensate. Two cohorts of ESCAPE have been delivered for WorkWell referrals, working in partnership with the Primary Care Networks and Integrated Neighbourhoods with the aim of helping people back into work. Work is progressing on a Transformational IT project that will further embed relationships with health partners locally.	G	→	The first ESCAPE Pain Management Course delivered for the WorkWell programme has helped 18 individuals with back pain, of whom 7 were WorkWell referrals. All 7 from WorkWell completed the course. 82% improved their mental wellbeing score using a validated tool. Working with parish councils has resulted in 77 sessions planned to be delivered over the school summer 6-week holiday period, a 22% increase on 2025 and 30% on 2024, leading to more opportunities for children and young people to be able to take part in sport and physical activity closer to home, reducing travel and supporting local families.



Outcome: Improving the happiness and wellbeing of residents

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
8. Embed the priorities of Huntingdonshire Futures across the work of the Council and Partners whilst influencing and enabling communities to do the same.	Cllr Sarah Conboy	Early work has focused on making Huntingdonshire Futures more visible and usable across council decision-making, grant activity and partnership engagement. This has included reviewing grant activity against the Futures priorities, embedding the five pillars within reporting processes, and promoting Huntingdonshire Futures through internal communications, stakeholder engagement and community events such as St Ives Green Week and Huntingdon Eco Fair.	G	→	The work undertaken in Q1 has increased awareness of Huntingdonshire Futures amongst partners, stakeholders and communities, while helping to establish stronger links between Council activity and the five Futures priorities. This provides a stronger foundation for future decision-making, investment and partnership activity aligned to Huntingdonshire Futures outcomes.
9. Continue to work with statutory partners to secure improvements to transport options for Huntingdonshire, including active travel.	Cllr Tom Sanderson	Engagement with statutory partners has continued through the preparation of the Infrastructure Delivery Study to identify transport and travel improvements associated with potential new developments.	G	→	No specific projects have been secured through CIL or S106 agreements this quarter, but 5 enquiries have been submitted for funding bids.



Outcome: Improving the happiness and wellbeing of residents

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
10. Work with key relevant partners to explore the benefits of an Anchor Partnership for Huntingdonshire which will benefit our local communities.	Cllr Debbie Mickelburgh	Anchor organisations maximise the impact of their spend, buildings, budgets, etc using a coordinated approach. A paper was taken to the Cambs & Peterborough Public Sector Board to look into this topic. HDC is taking the lead on this group, and initial discussions are planned in Q2. In addition, work is underway with Hinchingbrooke Hospital to maximise the impact the new development will have on local communities	G	New	Working with partners to align impacts on local communities in a coordinated way will improve outcomes - with a focus on health and wealth - a key HDC outcome.



Outcome: Keeping people out of crisis

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
11. Deliver the core components of the Community Health & Wealth fund, moving from successful pilots to embedded delivery that make a demonstratable difference for residents.	Cllr Debbie Mickelburgh	Following the launch of the CHAWS Fund in January 2026, the first official round of the fund was opened, and the Panel met again at the beginning of May to consider the applications received. 66 expressions of interest were received, and 23 organisations were invited to submit a full application. Following consideration, the multi-agency panel awarded 5 grants to the value of £100k. Conditions of grant detailing performance monitoring arrangements have now been signed and the funding released. Utilising the Social Value Engine, data provided so far for the pilot round confirms that the Social Return on Investment (SROI) for Creative Crafters (Ramsey) for Q1 is £5.93 per £1 invested, for Ramsey Memory Support Group the SROI for Q1 is £2.94 per £1 invested, and for Centre 33 for Q1 the SROI was £6.94 for £1 invested. This information, along with the performance data relating to the other funders' projects, is available on the dedicated HDC CHAWS web page.	G	New	The SVE SROI data is demonstrating clear impact within the communities where the projects are operating. The SROI will be shared either monthly or quarterly, as agreed with the project leads.
12. Work with town and parish councils and local flood groups to support community preparedness for flooding, enabling local action and building resilience to flood risk across Huntingdonshire.	Cllr Lara Davenport-Ray	Q1 activity has focused on establishing the baseline position across town and parish councils. Surveys have been issued to understand current emergency planning arrangements and officers have attended selected town and parish meetings to discuss local preparedness and the support available from HDC. This has prompted several councils to review or refresh their local plans.	G	New	The work has improved understanding of local preparedness arrangements and identified opportunities to strengthen resilience planning at a community level. Discussions regarding emergency liaison arrangements are underway and will support more effective coordination during future severe weather events.



Outcome: Keeping people out of crisis

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
13. Enhance support for care leavers by updating council policies and procedures to treat care experience as if it was a protected characteristic.	Cllr Nathan Hunt	The Care Leavers Housing Protocol & Pathway between Cambs County Council and the Districts has been reviewed and updated. There is an agreed pathway to help support care leavers with housing options and ultimately access to social rented housing where required. This covers young people leaving care in a planned way, and also where a crisis situation arises, potentially leading to a homelessness situation.	G	New	The revised pathway between CCC and the Districts provides a clear partnership approach to assisting care leavers faced with housing difficulties when leaving the looked-after system. The pathway is reviewed through the Sub-Regional Homelessness group to ensure that blockages or barriers are addressed to ensure the best outcomes for care leavers.



Outcome: Keeping people out of crisis

Activity Type: Enable

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
14. Explore opportunities with public and private sector partners to secure additional investment in the Community Health and Wealth Fund, supporting the delivery of improved outcomes for Huntingdonshire's communities.	Cllr Debbie Mickelburgh	Encouraging conversations held with partner organisations as well as local businesses. Now that performance data is available from the pilot round, we are able to use this to demonstrate clear social return on investment; the results are very encouraging. The CHAWS approach is a funding model that we would like to see adopted as a trusted way of awarding funding out to our communities.	G	New	Knowledge of the fund and the impact that it is having is growing amongst partners and businesses. The hope is that this will result in investment from these sources, which ultimately ensures longevity for the fund and sustained impact within our communities.
15. Prevent the causes of homelessness wherever we can by our own efforts, but also by working with other partners to tackle the root causes where we can.	Cllr Nathan Hunt	A range of pathways exist to highlight where a partnership approach and early warning systems can promote early interventions which aim to prevent a crisis situation developing. As with the care leaver pathway highlighted above, these pathways are regularly reviewed to ensure that barriers or blockages are overcome so that positive outcomes are achieved where possible. The review of the 16 & 17 year old protocol with Children's Services has been completed, and the review of the Criminal Justice pathway has begun.	G	New	A range of pathways exist to highlight where a partnership approach and early warning systems can promote early interventions which aim to prevent a crisis situation developing. As with the care leaver pathway highlighted above, these pathways are regularly reviewed to ensure that barriers or blockages are overcome so that positive outcomes are achieved where possible. The review of the 16 & 17 year old protocol with Children's Services has been completed, and the review of the Criminal Justice pathway has begun.



Outcome: Keeping people out of crisis

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
16. While not the lead flood authority, we will convene and work with key partners to host water management forums and engagement activity, influencing coordinated approaches to flood risk management within the district.	Cllr Lara Davenport-Ray	The planned water management event with Cambridgeshire County Council was postponed due to competing organisational priorities, such as Local Government Reorganisation. Alternative delivery options are now being explored, including incorporating elements of the programme within future climate engagement activity and broader partnership discussions on water management.	A	New	Although the planned event did not proceed in Q1, engagement with partners has continued and the importance of coordinated action on water management remains recognised. Work in future quarters will focus on delivering an alternative approach and maintaining momentum on this agenda.
17. Maximise the value from the impact of Voluntary Sector organisations to help drive a preventative impact from our combined efforts.	Cllr Debbie Mickelburgh	Funding agreements in place with CAB and Support Cambridgeshire until 31st March 2029. The agreement with CAB focuses on tackling the relevant priorities within the Corporate Plan, including Keeping People out of crisis and helping people in crisis. They are also working alongside the RAI Team to deliver against the priorities of the Crisis and Resilience Fund. The focus of this work is on the implementation of a new model that ensures that residents receive the right service at the first point of contact and, if needs be, are supported to navigate what is available from CAB or escalation onto the RAI Team. This approach will help avoid duplication and ensure that all needs are identified and problem solved from the outset, resulting in a wrap approach to reduce the likelihood of residents re-presenting with service needs. Support Cambridgeshire are working directly with the community and voluntary sector to sustain volunteer capacity to help deliver offers that ensure better outcomes for our residents as well as reduce demand on public services. They also continue to support the operating model and CHAWS process in an advisory capacity.	G	↑	The funding agreements and associated performance measures were developed during Q1 and will be reported from Q2.



Outcome: Helping people in crisis

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
18. Continue to support refugees and other guests, seeking to support good community relations and smooth transition into long-term residency or return home.	Cllr Debbie Mickelburgh	The team have continued to support those arriving in the district under the Homes for Ukraine scheme. Arrival numbers continue to be very low, and support / assistance is most needed in relation to move-on arrangements into social housing or rental properties. There remains a strong support network from the community voluntary sector, and in many cases, these established relationships are enabling this cohort to fully embed in our communities and remain in a resilient position. Serco continue to have the responsibility to procure properties for use as HMO accommodation for asylum seekers. The team continue to respond to property notifications as part of the consultation process and objects where concerns are identified. We also discourage saturation of an area and ask that an even spread in suitable areas is applied.	G	→	During this period, we have supported 57 households totalling 79 people via the Homes for Ukraine Scheme. There have been 9 households totalling 11 people arrive via the scheme during this period. 7 families moved on from the scheme into their own tenancy, two into social housing tenancies and 5 into the private rented sector. We have not seen any of this cohort return to Ukraine or move to another country during this quarter. The team have provided support in the form of form filling, Council Tax enquiries, assiting with establishing direct debits and utility contracts ahead of moving into a property, tenancy issues, concerns relating to damp and mould, assisting the 'move on' process, relationship management between hosts and guests as well as linking different refugee cohorts up with each other as well as the community and voluntary sector to enable them to become more resilient.



Outcome: Helping people in crisis

Activity Type: Enable

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
19. Work with the County Council and other key partners to embed the LIFT project in Huntingdonshire. The project seeks to ensure that residents are accessing relevant benefits and support to help their overall wellbeing.	Cllr Debbie Mickelburgh	Grant conditions have been signed with CCC, and the recruitment process will be run throughout July; this is in line with neighbouring authorities. Go-live will be as soon as possible, but in the interim, work to identify residents who are eligible for certain benefits continues through the RAI Team and CAB.	G	New	Impact data will be available once the officer and system are operational.



Outcome: Helping people in crisis

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
20. Be an active partner working with others within health and social care to make sure projects and new initiatives are delivered within Huntingdonshire and maximise the positive impact felt locally.	Cllr Debbie Mickelburgh	In Q1, working with CCC, HDC developed an approach to receive an allocation from the Crisis Resilience Fund (a national budget) to focus on improving health and social outcomes in Huntingdonshire. The paper was due to be taken to CCC Members in July.	G	→	Working with partners to align impacts on local communities in a coordinated way will improve outcomes - with a focus on health and wealth - a key HDC outcome
21. Work with key partners, particularly Cambridgeshire County Council, to maximise the impact of the Poverty Commission's work and deliver improved outcomes for residents across Huntingdonshire.	Cllr Debbie Mickelburgh	The outcomes and recommendations from the Poverty Commission were taken into account when submitting a funding proposal for CRF monies. The projects that are to be funded will report on progress made in relation to Poverty Commission priorities, so this data will be available moving forward.	G	New	Data is to be expected moving forward, so an impact update will be recorded in quarter 2

Outcome: Helping people in crisis

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
22. Work with Cambridgeshire County Council and other key partners to ensure that funding from the Government's Crisis Resilience Fund delivers meaningful support and improved outcomes for residents in Huntingdonshire.	Cllr Debbie Mickelburgh	Districts were asked to submit funding proposals to CCC to identify what initiatives they would like to fund that meet priorities within the Crisis and Resilience Fund. A submission was made that identified a need for additional capacity within the Resident Advice and Information Team, support with transporting furniture for identified residents experiencing poverty, a new tenancy support worker, as well as a prevention programme within primary schools. Requests have been awaiting approval, and this has now been confirmed with HDC being allocated £270k for 26-27. CRF is also being used to fund the LIFT project and an associated officer for 2 years, with recruitment to this post commencing imminently.	G	New	Following confirmation of the funding award, the plans will commence and further updates be available within quarter 2.



Outcome: Improving Housing

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
23. Continue to work with Amplius and Inspired to bring forward surplus Council-owned sites to deliver affordable housing.	Cllr Brett Mickelburgh	The first site in the contract at Station Road, Warboys has received planning. Amplius are currently working through Anglian Water and BNG matters which need to be resolved prior to bing able to deal with the pre-commencement conditions. Regular engagement continues with Amplius to support this activity.	A	→	The development of new affordable housing sites directly supports the Council's Corporate Plan by increasing the supply of affordable homes, meeting identified housing needs, supporting economic growth, helping prevent a housing crisis, improving residents' wellbeing and delivering sustainable communities for future generations.
24. Develop our Empty Homes service provision to help bring private sector empty homes back into use, including the implementation of the Empty Homes strategy.	Cllr Brett Mickelburgh	The Empty Homes Strategy was agreed in March 2026. HDC are working with owners of empty homes to bring them back into use. In the last quarter, 8 long-term empty properties have been brought back into use by direct involvement with the Council, and a further 4 have been sold by existing owners through support by the EHO; these new owners will be supported by the Council to bring these homes back into use.	G	New	Bringing empty homes back into use directly supports the Council's Corporate Plan by improving housing provision, increasing the supply of homes for local residents, supporting sustainable growth, reducing the environmental impact associated with new development, and enhancing the quality of life within Huntingdonshire's communities.

Outcome: Improving Housing

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
25. Develop policy to support the use of civil penalties with regard to private sector housing enforcement to support improvements to private sector housing and ensure good standards of accommodation for residents.	Cllr Nathan Hunt	The policy is drafted in line with statutory guidance documents; however, there have been some delays in adopting it due to the constitutional requirements of delegating the duties of the Renters' Rights Act 2025 to officers. It is expected this will happen in Q2.	A	↓	Whilst the civil penalties policy is not in place, we cannot serve penalties but can still use existing powers to ensure private sector housing standards are maintained and any disrepair issues are dealt with; we still have the option to prosecute for the most serious offences.
26. Implement the government's new Supported Housing (Regulatory Oversight) Act, review of supported exempt accommodation in the area and introduce licensing regulations, improving the quality of housing within the district.	Cllr Nathan Hunt	An internal working group has been formed, as well as a county-wide group. Joint commissioning of a supported housing strategy across multiple districts is moving forward, with Cambridge City Council leading on this. Secondary legislation relating to the licensing element is awaited; it is expected that MHCLG will consult on this in late 2026.	G	↑	There is a positive impact in terms of strategic coordination and preparedness for when the second legislation becomes available.

Outcome: Improving Housing

Activity Type: Enable

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
27. Maintain or improve the level of new housing delivery in Huntingdonshire through working with all relevant stakeholders, including the type of home and tenure (open market and affordable housing).	Cllr Brett Mickelburgh	The Council continues to work in partnership with registered providers, developers, Homes England and other stakeholders to support the delivery of affordable housing across Huntingdonshire. Through collaborative working and ongoing engagement with partners, the Council has helped facilitate the provision of new affordable homes that meet local needs and support the creation of sustainable communities.	A	→	The Council continues to collaborate with housing associations, developers and strategic partners to bring forward affordable housing opportunities across the district. The delivery of new affordable homes supports local residents, helps address identified housing need and contributes to the development of balanced and sustainable communities. This activity directly supports the Corporate Plan priority of Creating a Better Huntingdonshire for Future Generations, particularly the Improving Housing outcome.



Outcome: Improving Housing

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
28. Continue to work with our registered providers (including Places for People) to improve conditions in existing accommodation and where appropriate consider regeneration schemes (e.g. the Suffolk House regeneration scheme).	Cllr Brett Mickelburgh	The Council is working with Places for People to support the delivery of Suffolk House and the surrounding area regeneration scheme. Currently progressing some legal matters, which should be resolved in July 2026; it is expected that P4P would undertake a PPA with the Local Planning Authority to bring the scheme forward in 2026/27.	A	→	Regeneration schemes support delivery of the Corporate Plan by stimulating sustainable economic growth, attracting investment, improving housing provision, enhancing community infrastructure and public spaces, and creating attractive places where people want to live, work and visit. Through the renewal of town centres, neighbourhoods and strategic sites, regeneration contributes to improved wellbeing, increased prosperity and a better Huntingdonshire for future generations.

Outcome: Forward thinking economic growth

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
29. Continue to promote Huntingdonshire as a destination for high-value inward investment; support and advance our key sectors and sub-sectors, including SMEs; and support delivery of the CPCA Local Growth Plan ambitions.	Cllr Brett Mickelburgh	Attended UKREiiF to promote Huntingdonshire as an investment destination, showcasing opportunities including Alconbury Weald, Project Fairfax and regeneration projects across the district's market towns. Continued to represent Huntingdonshire on the Connecting Cambridgeshire Digital Connectivity Steering Group, helping to shape regional digital infrastructure investment, share funding opportunities and address digital connectivity challenges.	G	→	Attendance at UKREiiF generated engagement with more than 50 investors, developers and partners, with follow-up discussions continuing to progress investment opportunities. Representation on the Digital Connectivity Steering Group has ensured Huntingdonshire's priorities continue to influence regional infrastructure investment.
30. Focus on unlocking the North Huntingdon Growth Cluster and build on the potential defence cluster by working with the MOD, the wider supply chain, partners and residents across the regional cluster; to help shape opportunities for innovation, investment and skills development.	Cllr Brett Mickelburgh	Attended the East Regional Defence and Security Cluster (ERDSC) event, Technology in the East, and joined the ERDSC Steering Group to help shape regional collaboration across the defence and security sector. Participated in a Defence Social Value Workshop to explore how the Council can maximise opportunities for local businesses and communities arising from defence investment and procurement.	G	New	Engagement with the defence sector established new relationships with more than 30 businesses and strengthened Huntingdonshire's position within the regional defence ecosystem. Participation in the ERDSC Steering Group has helped raise the profile of strategic assets, including RAF Wyton, while a cross-Council working group is being established to coordinate defence-related opportunities and social value initiatives.



Outcome: Forward thinking economic growth

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
31. Deliver the Regeneration Programme to stimulate economic growth and social activity, while ensuring robust monitoring and evaluation in line with funding requirements. Continue to work with partners, including Capital and Centric, to consider, explore and deliver Regeneration Opportunities.	Cllr Brett Mickelburgh	Capital & Centric (C&C) is working with the Council on a number of sites within our market towns to develop and test potential regeneration proposals through public engagement. Feedback gathered during this process, alongside further assessment and analysis, will help inform the next steps. Following consideration of the engagement outcomes, the Council and C&C will determine whether any of the proposals should be progressed. This could result in some proposals being taken forward to a planning application, while others may be revised or not progressed further.	G	↑	Regeneration schemes support delivery of the Corporate Plan by stimulating sustainable economic growth, attracting investment, improving housing provision, enhancing community infrastructure and public spaces, and creating attractive places where people want to live, work and visit. Through the renewal of town centres, neighbourhoods and strategic sites, regeneration contributes to improved wellbeing, increased prosperity and a better Huntingdonshire for future generations.
32. Continue the update to the Local Plan, including updating evidence bases in line with National Planning Policy, particularly where it relates to Economy, Environment and Housing, moving towards submission to the Planning Inspectorate.	Cllr Tom Sanderson	The Local Plan LDS was revised in May 2026, and remains on track in according with the revised LDC. In Q1 the Planning Inspectorate undertook and Advisory Visit to review the progress of the plan and a copy of that note will be shared with the Examining Inspector - no significant issues raised and advice considered. Evidence bases are put into the public domain on the Local Plan Update website as they are completed, alongside completed Statements of Common Ground with neighbouring councils and infrsatructure providers, demonstrating that the vision and framework is justified, sound and deliverable. In accordance with the LDS, the submission plan is to be presented to Scurtiny and Council in quarter 2	G	→	The Local Plan continues to progress in accordance with the LDS. Once the submission plan has been agreed, more weighting can be given to policies meaning a plan-led apprach to growth gains more weight. This provides certainty to communities, residents and businesses, including inward investment.



Outcome: Forward thinking economic growth

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
33. Progress the development of a parking strategy that informs our approach to the management of our car parks; and move to implement the adopted strategy and associated actions.	Cllr Julie Kerr	Works are continuing on the development of the parking strategy, including the collation of evidence that will inform the final strategy being developed. Works to date have included consideration of other existing documents, data benchmarking, occupancy studies and a user engagement survey.	G	New	Works have contributed to the development and to the final delivery of the strategy, upon which resources for providing parking services are to be focused.



Outcome: Forward thinking economic growth

Activity Type: Enable

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
34. Continue to work with our partners, including town councils and retail groups, to create a stronger partnership and to deliver joint initiatives and enhance town centre vitality across all market towns.	Cllr Brett Mickelburgh	Business Boosters continued to be delivered monthly across Huntingdonshire's market towns and Alconbury Weald, providing businesses with access to advice, networking and support. Digital workshops were delivered for tourism and retail businesses, with one-to-one support from digital specialists. The Shop, Drink and Dine initiative was successfully delivered in St Ives to encourage increased footfall and support the town centre economy.	G	→	Business Boosters improved access to business support, with around five businesses attending each monthly session. Twenty businesses enhanced their digital capability through tailored support. The Shop, Drink and Dine campaign engaged over 45 participants and generated an estimated £2,220 of additional spending for St Ives businesses over a two-month period.
35. Work with partners, including the CPCA, and visitor economy businesses to deliver the Tourism Growth Plan, to support SMEs, Huntingdonshires night time economy and to maximise opportunities linked to major regional attractions such as Universal Bedford.	Cllr Brett Mickelburgh	Attended the destination branding validation workshop to help shape the future visitor proposition for Huntingdonshire. Led the coordination of local venues participating in Heritage Open Days, creating a more joined-up programme to strengthen the district's visitor offer.	G	→	Active participation in Local Visitor Economy Partnership work has ensured Huntingdonshire is well represented within the emerging Destination Management Plan and regional destination branding, helping raise the profile of the district and its visitor economy.

Outcome: Forward thinking economic growth

Activity Type: Enable

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
36. Continue to strengthen the role of markets in our market towns as vibrant hubs for residents, visitors and local businesses	Cllr Brett Mickelburgh	Delivery of monthly evening food markets in St Neots and St Ives occurred in quarter 1. Additionally, we are continuing to establish a firm base of traders for the St Neots weekly Thursday market since the acquisition of the charter.	G	New	Provision of a local event for the public to attend and provides a platform for businesses to trade at and encourages shopping at local businesses
37. Continue to support and encourage economic and housing growth, in line with the CPCA Local Growth Plan and the HDC Economic Growth Strategy, to enable access to a range of jobs, homes and supporting infrastructure that underpin the future prosperity of our communities.	Cllr Brett Mickelburgh	The Economic Development team is actively delivering against the Council's Economic Growth Strategy by supporting business growth, attracting external investment, progressing regeneration opportunities, promoting employment land, working with partners to deliver infrastructure improvements and helping to unlock housing development across the district. Through close collaboration with the CPCA, Homes England, developers and local businesses, the team is helping to create the conditions for sustainable economic and housing growth that will support future prosperity for Huntingdonshire's communities.	G	New	The Economic Development team supports delivery of the Corporate Plan by driving forward the Council's ambitions for economic and housing growth. Through business engagement, inward investment, regeneration projects, funding bids and strategic partnerships, the team helps create jobs, unlock housing development and secure investment in infrastructure, contributing to prosperous, sustainable and resilient communities across Huntingdonshire.

Outcome: Forward thinking economic growth

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
38. Continue to work with commercial developers and agents to build relationships, understand the demand and gaps for investment opportunities, and drive growth in Huntingdonshire.	Cllr Brett Mickelburgh	Supported a joint event with the Planning Service to engage with commercial agents and developers. Continued monthly engagement with commercial agents to discuss market demand, investment opportunities and emerging challenges. Expanded the Council's commercial property search tool to include listings from Varsity Consulting.	G	→	Engagement with commercial agents and developers has strengthened relationships with the development sector and improved understanding of market opportunities and barriers to investment. The expanded property search tool provides prospective investors with a broader range of commercial sites and premises across Huntingdonshire.
39. Continue to promote and raise the profile of Huntingdonshire as a destination for investment, highlighting the district's opportunities within the context of the wider region, including the Ox-Cam Supercluster.	Cllr Brett Mickelburgh	Continued to promote Huntingdonshire as a key investment location through participation in strategic regional partnerships, including the East Regional Defence and Security Cluster Steering Group and the Connecting Cambridgeshire Digital Connectivity Steering Group, ensuring the district's priorities are represented within wider regional growth initiatives, including the Ox-Cam Supercluster.	G	New	Representation within regional partnerships has strengthened Huntingdonshire's influence over investment discussions and helped position key strategic assets, including Alconbury Weald and RAF Wyton, within the wider East of England growth agenda.



Outcome: Forward thinking economic growth

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
40. Ensure the delivery of key infrastructure that supports economic growth and housing delivery by influencing major schemes (including East West Rail, A428, A141 Strategic Outline Business Case and Alconbury Weald Railway Station) and working with partners to bring forward coordinated, investable and deliverable solutions.	Cllr Tom Sanderson	The planning team continues to work collaboratively with partner councils to influence the development of NSIP projects to support the growth agenda, unlocking housing and economic growth. This includes actively collaborating with partners for East West Rail, A428, A141 Strategic Outline Business Case and Alconbury Weald Railway Station. The planning team work closely with the CPCA and other providers to secure infrastructure necessary to support the growth of the district, this includes close working on the Infrastructure Delivery Study in support of the Local Plan, while also looking beyond the Local Plan to take account of the CPCA's Local Growth Plan inc the North Huntingdon Opportunity Zone as part of the emerging CPCA Spatial Development Strategy. Infrastructure work is not limited to roads and rail. Active engagement with Anglian Water continues to unlock future growth opportunities including the Fens Reservoir and South Lincs Reservoirs.	G	→	The East West Rail project is in active discussions with regular updates/meetings with all partners, with the DCO submission scheduled for late Autumn 2027. The A141 Strategic Outline Business Case is moving forward with all relevant partners engaged. Discussions are ongoing in regard to the A428 proposal. The Alconbury Weald Railway Station project is still in early discussions.
41. Engage with and work in partnership with the CPCA on the development of the Spatial Development Strategy for the region, including engagement and input in to its supporting documents and evidence bases.	Cllr Tom Sanderson	The formal preparation of the CPCAs Spatial Development Strategy (SDS) is expected to commence in Autumn 2026 pending secondary legislation rollout in line with the Planning and Infrastructure Act . In the meantime collaborative work has been underway with the CPCA by way of engagement on the preparation of the CPCAs Local Growth Plan and the North Huntingdon Opportunity Zone Growth Prospectus.	G	New	While awaiting secondary legislation for the SDS HDC continues to pur down firm foundations for growth by way of progression of the Local Plan Update, which must have regard to the CPCA LGP and takes account of the NHOZ thus demonstrating committment to secure infrastructure to support growth, support for project Fairfax and wider defence ambitions.

Outcome: Lowering Carbon Emissions

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
42. Deliver energy efficiency improvements across Council assets and community buildings to reduce energy costs and carbon emissions - including through the fleet renewal and Infrastructure Improvement Strategy.	Cllr Lara Davenport-Ray	Officers have received the desk top indicitive designs for roof-mounted solar to be installed at PFH. Money has been allocated for this through capital investment. Paper has been shared with Finance for sign-off to release the funds for the project to start. A PO has been raised to have a substance called Endotherm installed into our closed hot water systems within qualifying leisure centres, which allows water to heat up quicker, reducing the amount of gas used. Early stages of desktop exercises with external contractors to look at upgrades to BMS and decarbonisation feasibility studies. Early work is being considered for the power upgrade to Eastfield House as per the Fleet Renewal and Infrastructure Improvement Strategy.	G	New	These projects would cover a mixture of reducing carbon emissions and producing our own energy through renewable energy sources.
43. Work with partners to maximise the uptake of Warm Homes and similar retrofit schemes, improving the energy efficiency of homes across Huntingdonshire.	Cllr Lara Davenport-Ray	HDC is currently a partner in the Warm Homes Local Grant scheme, which runs through to 2028. This scheme is managed through the Cambridgeshire Energy Retrofit Partnership (CERP). HDC is partnering with Cambridgeshire Carbon Footprint to loan thermal imaging cameras to residents in Great Paxton and Warboys. Independently, residents have expressed an interest in borrowing cameras, so this will look to be trialled in the coming winter months.	G	New	WHLG continues to provide eligible residents with measures to retrofit their homes. The thermal imaging camera project has allowed residents to identify opportunities to prevent heat escaping in their homes. Allowing residents to independently borrow a camera will allow them to identify areas of heat loss and enable them to make informed improvements to their homes. This can lead to lower energy bills, reduced carbon emissions and improved home comfort, while increasing awareness of energy efficiency and supporting the district's wider climate change and net zero objectives.

Outcome: Lowering Carbon Emissions

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
44. Deliver the Habitat Banking Programme across Council-owned sites to improve biodiversity and generate Biodiversity Net Gain units, whilst enhancing accessible open spaces for residents and creatinging opportunities for education and community engagement.	Cllr Julie Kerr	The team are currently working with Brown Jacobsons' legal team to set out the legal frameworks for selling the units for the Phase 1 sites and due diligence of the phase two sites. The recruitment of the Habitat Banking Project Support Officer has been successful, and the officer is now in post. A commissioning exercise for delivering the ecological work for the phase 2 sites has now been completed, with AiDash and MKA Ecology being successful and will begin work on two sites each.	G	New	The progress made this quarter will enable the team to start selling units on the Phase 1 sites and start the process for the Phase 2 sites.
45. Enhance Huntingdonshire's natural environment and biodiversity by delivering tree planting initiatives across the district, enabling communities, partners and landowners to contribute to greener, more sustainable places.	Cllr Julie Kerr	Q1 activity has focused on exploring future opportunities to support tree planting and biodiversity enhancement in partnership with the Arboriculture Team. This includes considering options for future community participation, partnership working and potential tree distribution initiatives.	G	New	Early scoping work will help inform future activity aimed at increasing tree cover, supporting biodiversity and enabling greater community involvement in local environmental improvement initiatives. Further progress will be updated in Quarter 2.

Outcome: Lowering Carbon Emissions

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
46. Support businesses to improve their net-zero ambitions through green tools and resources.	Cllr Lara Davenport-Ray	In collaboration with the Climate Team, organised a thermal imaging camera training session and loan scheme to help businesses identify heat loss and improve energy efficiency. Continued to promote green business support tools, including the Cambridge Carbon Footprint Calculator and the Green Tourism accreditation scheme.	G	New	The thermal imaging camera scheme has provided businesses with practical support to improve energy efficiency and reduce operating costs. Promotion of carbon reduction tools and green business initiatives has increased awareness of sustainability support available to businesses and encouraged progress towards net zero ambitions.
47. Work with critical partners, including National Grid and the CPCA, to influence the development of long-term sustainable energy solutions within the district.	Cllr Lara Davenport-Ray	HDC participated in 2 strategic partnership meetings, one for further work concerning the local area energy plan (LAEP) and one to highlight the importance of the regional strategic energy plans or RESPS.	G	New	The purpose of the RESPS is to use current evidence bases (such as the LAEP) to identify areas where sustainable energy improvements are necessary, which includes community energy considerations. The RESPs are being led by the National Energy Systems Operator (NESO) and have been established to ensure that local areas get the energy infrastructure they need to meet local net zero and growth ambitions. This is currently in its infancy, and a further update will be able to be given in Q2.

Outcome: Lowering Carbon Emissions

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
48. Expand positive climate action support for local businesses, celebrating best practices and sharing knowledge.	Cllr Julie Kerr	There are 4 training events planned for November 2026, offering local businesses a chance to learn how to use and borrow thermal imaging cameras. These are going to take place in Ramsey, St Neots, St Ives and Alconbury Weald. This is in partnership with Cambridgeshire Carbon Footprint, a charity with whom HDC has worked previously to offer this service to residents.	G	→	This will allow businesses to identify areas of heat loss and enable them to make informed decisions on how to improve their properties e.g. through installing insulation, sealing draughts or upgrading windows and doors. Aiming to lower energy bills and reduce carbon emissions, this will have a more positive impact on these businesses and support the district's wider climate change and net zero objectives.

Outcome: Doing our core work well

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
49. Ensure the continuity and quality of frontline services throughout Local Government Reorganisation, delivering core services well and minimising disruption for residents and communities.	Cllr Sarah Conboy	After the elections in May, a new corporate plan was created that focused the Council on its priorities. These are proposed to remain the same and will be put to Council in July. Within the plan are new actions that specifically cover LGR and the need to deliver LGR and business as usual services for Huntingdonshire.	G	New	Delivering LGR is a priority and must be delivered, but until vesting day in April 2028 HDC continues to exist and must deliver services within Huntingdonshire.
50. Maintain the existing work on the Workforce Strategy to ensure that we support and retain the workforce required to deliver frontline services effectively during organisational change.	Cllr Lara Davenport-Ray	This action is being progressed through the Workforce Strategy as staff development has been strengthened with staff development, wellbeing, and benefits through the successful completion of the Leadership Development Programme and transition in to BAU, launch of the Coaching and Mentoring cohort, introduction of enhanced employee benefits including Perkbox and the Tusker hybrid scheme, delivery of staff engagement activities, expansion of health and wellbeing support through the Work Well service, and approval of a new Time Off for Volunteering Policy.	G	New	Attraction rates for recruitment campaigns have been strong, representing HDC as an employer of choice: Number of candidates applied Q1 25/26 - 644 Q2 25/26 - 1032 Q3 25/26 - 712 Q4 25/26 - 915 Q1 26/27 - 1265 Turnover has been decreasing from Q4 24/25 - 19% to Q4 25/26 - 16.95% All managers, aspiring and new managers, will have a Leadership Development Programme to enhance their skills

Outcome: Doing our core work well

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
51. Engage with residents, businesses and key stakeholders to deliver clear, consistent and timely communication throughout organisational change, aligning with wider engagement activity across Cambridgeshire and Peterborough.	Cllr Nathan Hunt	Developed a coordinated communications approach to support Local Government Reorganisation, delivering regular updates, consultation activity and stakeholder engagement while working with partner authorities to maintain consistent messaging across Cambridgeshire and Peterborough.	G	New	Through regular and consistent communication, residents, businesses, and stakeholders have been given the opportunity to find out more about LGR to increase their awareness and understanding. Collaborative communications with partners have helped build understanding and transparency.
52. Ensure that Huntingdonshire's good practice and effective service delivery are embedded within the future LGR operating model, while proactively adopting and implementing proven approaches from other councils locally where a clear business case exists.	Cllr Sarah Conboy	HDC have filled in the regional taxonomy spreadsheet, which outlines where our service provision has high performance rates and where we could improve. This will feed into regional conversations around Target Operating Models (when a decision is known) and demonstrates clearly where Huntingdonshire's value needs to be retained. Members of staff are also engaged in external workstreams where they advocate for Huntingdonshire's delivery models. An example of this is a recent Children's workstream where Huntingdonshire shared the good work it does in the prevention space (Active Lifestyles, Resident Advice, etc.)	G	New	The work completed will contribute to wider regional conversations and will inform direction once an LGR decision is known. Impact on target operating models is currently limited given the uncertainty of direction; however, HDC are internally considering the potential principles and structures for any new future authority.

Outcome: Doing our core work well

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
53. Delivery of the Workforce Strategy Action Plan equipping the workforce with skills for the future whilst attracting, retaining and nurturing talent.	Cllr Lara Davenport-Ray	> Leadership Development Programme moves into BAU phase following delivery of the programme to all managers. > Coaching and Mentoring cohort has launched and will continue to grow through delivery of the Coaching and Mentoring Module. > Secured 3 Graduates via IMPACT (2 going to the Transformation team and one to Customer Services) > Upgraded benefits platform, Perkbox (formerly known as VIVUP), launched with staff savings of nearly £5000 so far in 5 weeks. Able to avoid a £3 per head renewal fee. > Tri Sector Challenge advertised to staff and team formed. > Hybrid vehicle scheme with Tusker launched. > Linked in with the work in Countryside events team to promote events they already run for family-friendly events for staff, such as 'Wildfest' rather than duplicating efforts. > Various engagement activities happened in Q1: Learning at work week - nutrition webinar (run by a staff member). 6th set of roadshows were completed. Wellbeing walk in May for Mental Health Awareness Month. > Work well through RAI Team - staff can be referred for free for any health concern they have had for 3 months or more for coaching. The service also offers Physio to help staff return to work or prevent going off. Time off for volunteering policy approved.	G	→	Attraction rates for recruitment campaigns have been strong, representing HDC as an employer of choice: Number of candidates applied Q1 25/26 - 644 Q2 25/26 - 1032 Q3 25/26 - 712 Q4 25/26 - 915 Q1 26/27 - 1265 Turnover has been decreasing from Q4 24/25 - 19% to Q4 25/26 - 16.95%
54. Continue our Customer Experience Programme to ensure that our customers are always at the heart of what we do.	Cllr Nathan Hunt	> Ebilling take up continues to progress, and project planning for automation of some high volume / low complexity Council Tax transactions has commenced. > Text Reminder project has moved to BAU > Successful launch of appointment-based face-to-face provision trial > Changes to card payment software implemented (required as part of call summarisation project) > Customer Change Programme reviewed with plans developed to relaunch as Customer Experience and Digital Engagement programme	G	→	The programme continues to generate improvements to customer access and digital engagement: - 3,000 accounts opted into electronic billing, resulting in 14% of all Council Tax bills sent in June being issued electronically - 40% reduction in statutory reminders issued where pre-reminder text messages were issued - 40% of face-to-face meetings were pre- booked, 60% seen as walk-ins



Outcome: Doing our core work well

Activity Type: Do

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
55. Deliver the enhancements to visitor facilities at Hinchingbrooke Country Park.	Cllr Julie Kerr	Project progressing well; car parking works are due to complete in early July 2026. Contract being managed, and no issues. Will be sending out the next stakeholder newsletter with updates on the team, cafe and progress on the project.	G	→	Improving the visitor centre at Hinchingbrooke Country Park supports the Council's Corporate Plan by enhancing residents' health and wellbeing, increasing access to high-quality recreational and educational opportunities, strengthening community engagement, supporting sustainable tourism and economic growth, and contributing to the Council's environmental ambitions.

Outcome: Doing our core work well

Activity Type: Enable

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
56. Continue to support and enable our volunteers, along with exploring other volunteering opportunities, that will improve the quality of our environmental assets. Links will also be built between volunteering and unpaid work in supporting health, environment, place and economy objectives.	Cllr Julie Kerr	Following the restructure of the Parks and Open Spaces service into the newly formed Active Environments service, the responsibility for the recruitment, training, delivery and retention of volunteers working on outdoor, practical and conservation works now sits with the Ranger Teams, and the handover process has begun, with the Teams taking on full responsibility by the 3rd August.	G	→	This work will lead to an orderly transition, with processes being embedded in the new teams.



Outcome: Doing our core work well

Activity Type: Influence

2026/27 Actions/Projects	Portfolio Holder	Progress Update	Latest Status	Direction of Travel	Impact Update
57. Our well-run Council will act as a model for our peers.	Cllr Sarah Conboy	The Council continues to look at benchmarking data to assess performance. For example, in Quarter 1, the collection data for Council Tax and Business rates was published nationally. HDC was in the top quartile in both elements In addition, the work on LGR is allowing the good practice of HDC to be captured and, where possible, fed into the new organisational design.	G	→	Managing the reputation of the Council projects confidence and encourages investment into the area.

Huntingdonshire
DISTRICT COUNCIL

Appendix C
Corporate Performance Measures
Quarter 1 2026-27

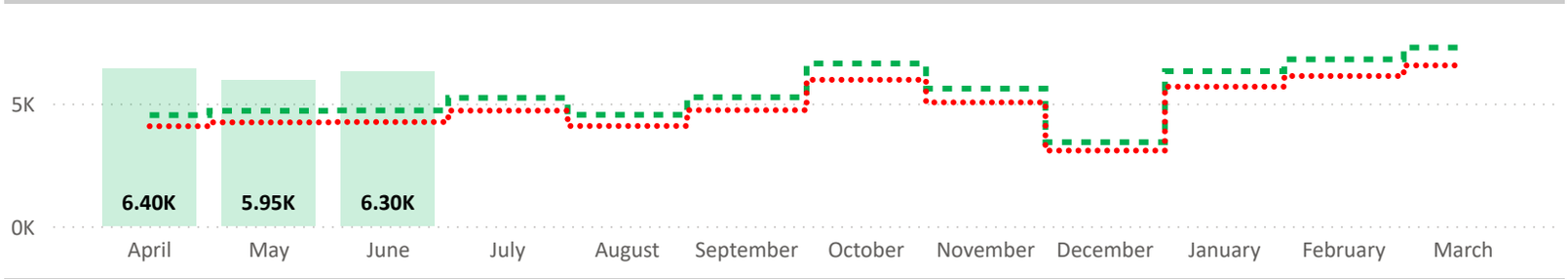


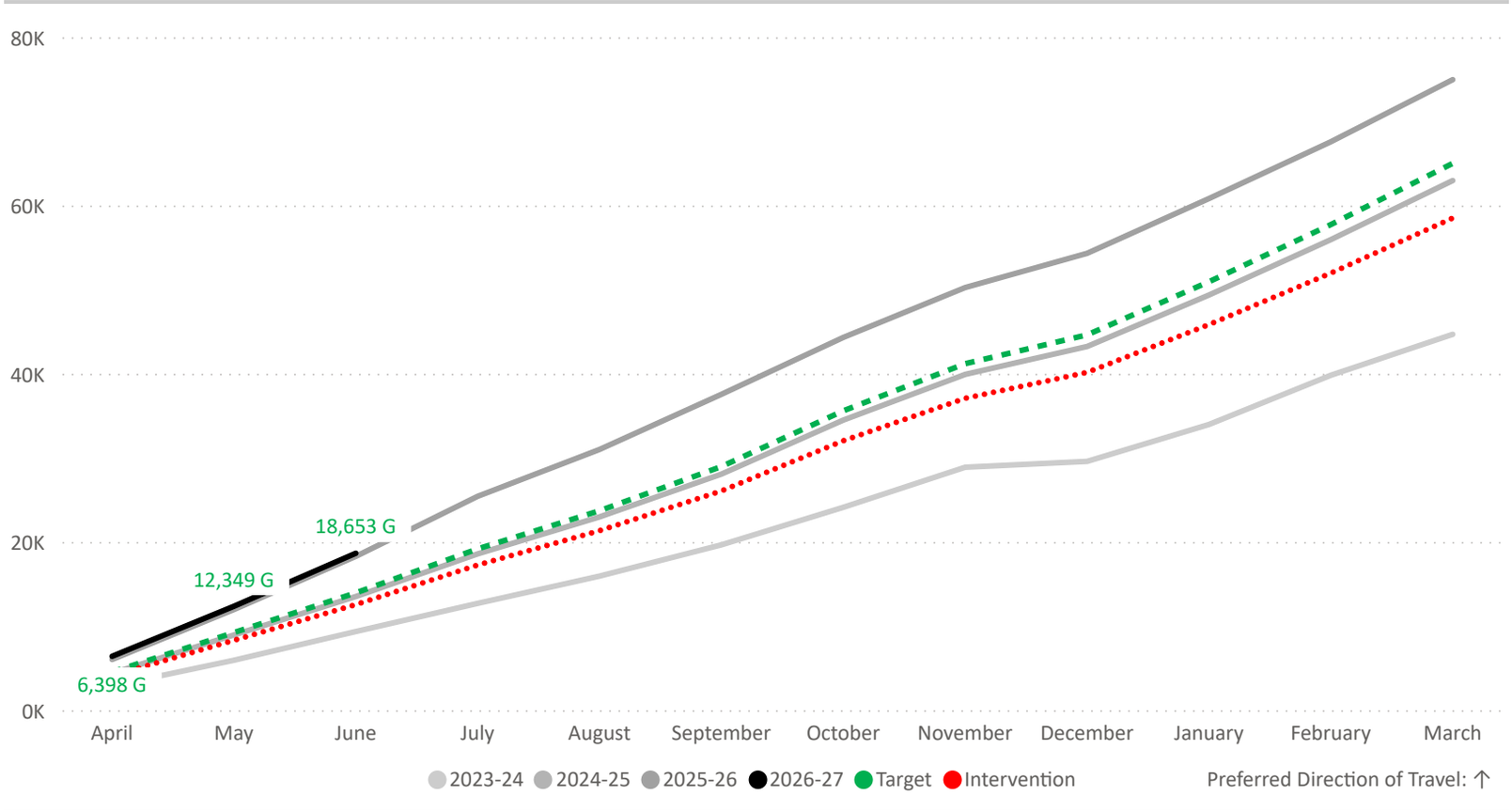
ID	Performance Indicator	Latest RAG	Forecast RAG
1	The number of attendances at Active Lifestyles & Sports Development Activities	G	G
2	The number of One Leisure Facilities admissions (excluding Burgess Hall, Sawtry & school admissions)	G	G
3	The number of residents enabled to live safely at home and prevented from requiring care or a prolonged stay in hospital due to a Disabled Facilities Grant (DFG)	R	G
4	The average number of weeks between referral and completion of jobs funded through the Disabled Facilities Grant (DFG)	G	G
5	The average number of days to process new claims for Housing Benefit and Council Tax support	A	G
6	The average number of days to process changes of circumstances for Housing Benefits and Council Tax support	G	G
7	The number of homelessness preventions achieved	R	G
8	The number of households housed through the Housing Register and Home-Link scheme	G	R
9	The number of households in temporary accommodation	G	A
10	The net change in the number of homes with a council tax banding	G	G
11	The number of affordable houses delivered	R	R
12	The percentage of planning applications processed on target – Major (within 13 weeks or agreed extended period)	G	G
13	The percentage of planning applications processed on time – Minor & Others (within 8 weeks or agreed extended period)	G	G
14	The percentage of planning applications processed on target – Household Extension (within 8 weeks or agreed extension period)	G	G
15	The number of planning applications over 16 weeks old with no current extension in place	A	G
16	The cumulative footfall in our market towns	G	G
17	The total number of business engagements by the Economic Development Team	G	G
18	The efficiency of vehicle fleet driving – Energy Efficient Driving Index Score for the waste service	A	G
19	The percentage of household waste reused / recycled / composted (excluding food waste collections) (cumulative year to date)	A	G
20	The collected household waste per person (kilograms, excluding food waste collections) (cumulative year to date)	G	G
21	The residual waste collected per household (kilograms) (cumulative year to date)	G	G
22	The number of missed bins (excluding Food Waste collections)	R	G
23	The percentage of sampled areas clean or predominantly clean of litter, detritus, graffiti, flyposting or weed accumulations	G	G
24	The number of flytips reported	R	G
25	The number of sanctions against environmental crimes and anti-social behaviour	R	A
26	The number of programmed food hygiene inspections undertaken	G	G
27	The percentage of calls to the Contact Centre answered	R	R
28	The average wait time for customers calling the Contact Centre (seconds)	R	R
29	Customer Satisfaction when contacting our Contact Centre	0	0
30	Council Tax collection rate	A	G
31	Business Rate collection rate	G	G
32	The number of short-term staff sickness days lost per full time equivalent (FTE) (rolling)	G	G
33	The number of long-term sickness days lost per full time equivalent (FTE) (rolling)	R	A
34	The percentage of staff Turnover (per month)	A	G
35	The average length of staff service (years)	R	G

Outcome: Improving the happiness and wellbeing of residents

PI 1: The number of attendances at Active Lifestyles & Sports Development Activities

The number of attendances at HDC One Leisure Active Lifestyles programmes including Sports Development activities. Examples of classes include Specialist Exercise Classes, Exercise Referral Scheme Classes, and classes targeting senior residents.





Latest Commentary from Service:

June saw a 1% decrease in attendances compared to the same period in 2025/26, however, the entirety of quarter 1 saw attendances increase by 1% despite the unprecedented heatwaves we have experienced, which have led to some inevitable session cancellations. Commissioned services continue to grow with 433 sessions delivered in quarter 1 - an increase of 13% on the previous year, leading to an increase in attendances of 21% over the same period (5,146 v 4,251). Attendances at grant-funded sessions have significantly dropped 72% in line with the reduction of grant funding received (897 v 3,243); however, despite this, overall attendances are on a par with last year. Preparations are underway for a busy summer with 77 sessions booked by Parish Councils plus four new Family Park Sessions and four new Home Education Sessions specifically over the summer period.

Latest year-end forecast:

70,000

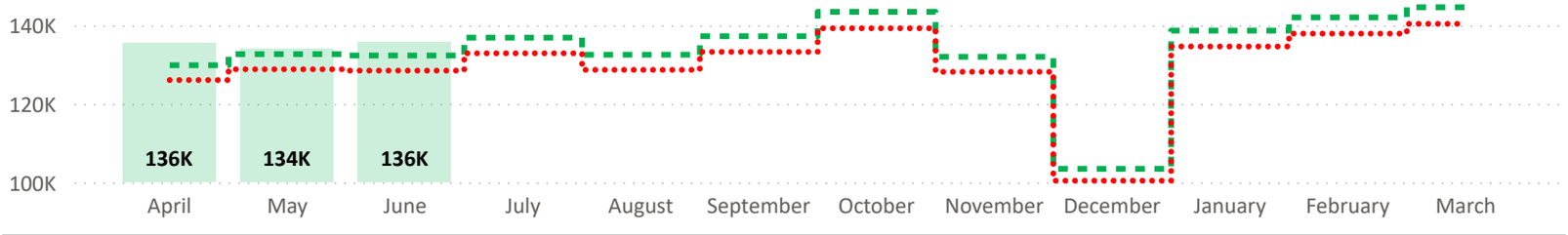
Latest projected outturn:

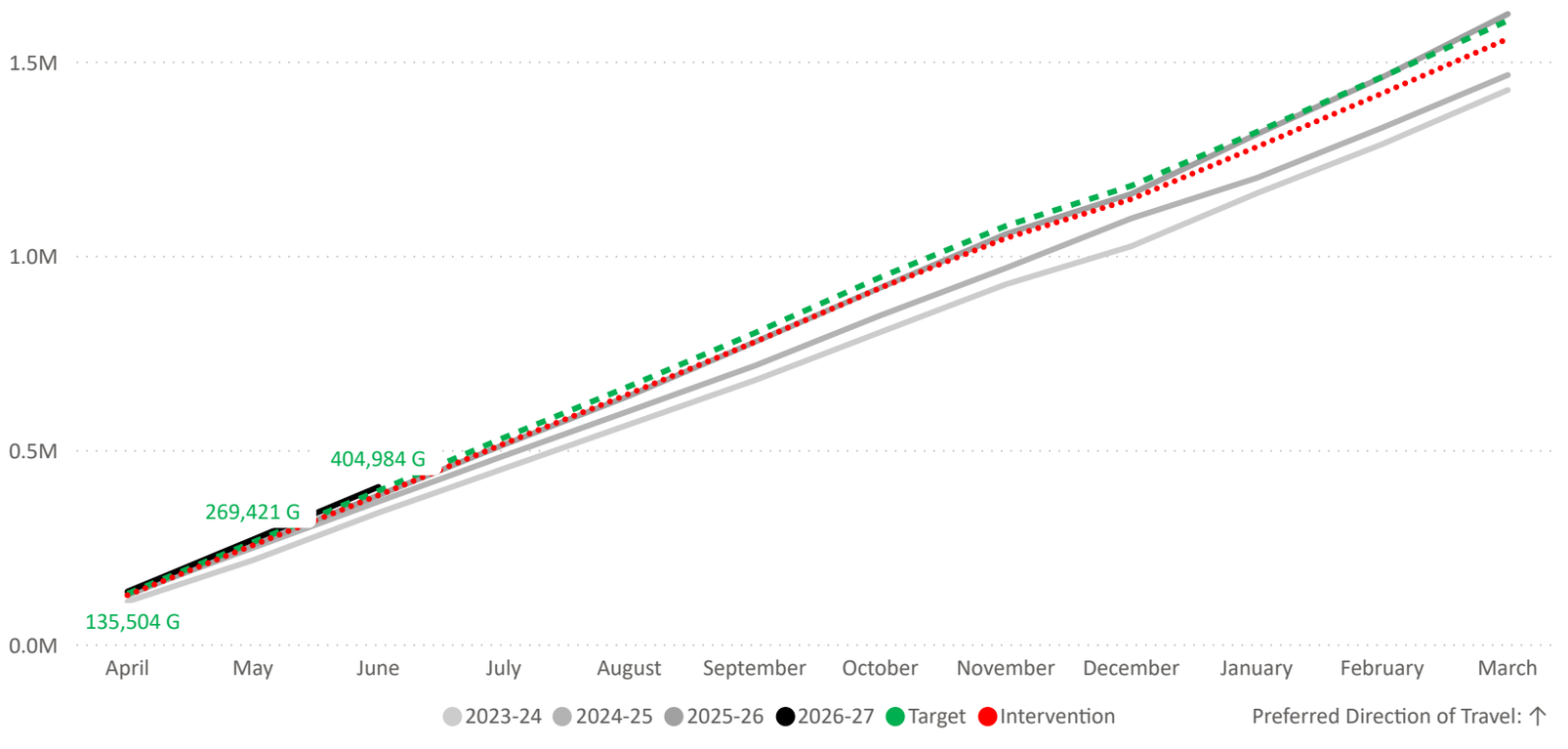
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Outcome: Improving the happiness and wellbeing of residents

PI 2: The number of One Leisure Facilities admissions (excluding Burgess Hall, Sawtry & school admissions)

The number of admissions to One Leisure Facilities in Huntingdon, St Ives, St Neots and Ramsey (excluding Sawtry). Admissions include swimming, impressions, fitness classes, sports hall and pitches.





Latest Commentary from Service:

One Leisure has seen positive admissions figures continue for quarter 1 across all Leisure Centres. The main drivers for overall performance include Gym, Swimming, and Group Exercise. The continuation of consistent services and reliable facilities across all sites means that positive attendance is expected to continue throughout the year. Figures do not include OL Sawtry data as to facilitate a data baseline, and therefore figures are comparable to last year. OL Sawtry admissions would were 12,888 in quarter 1, with swimming being over half the admissions.

Latest year-end forecast:

1,625,365

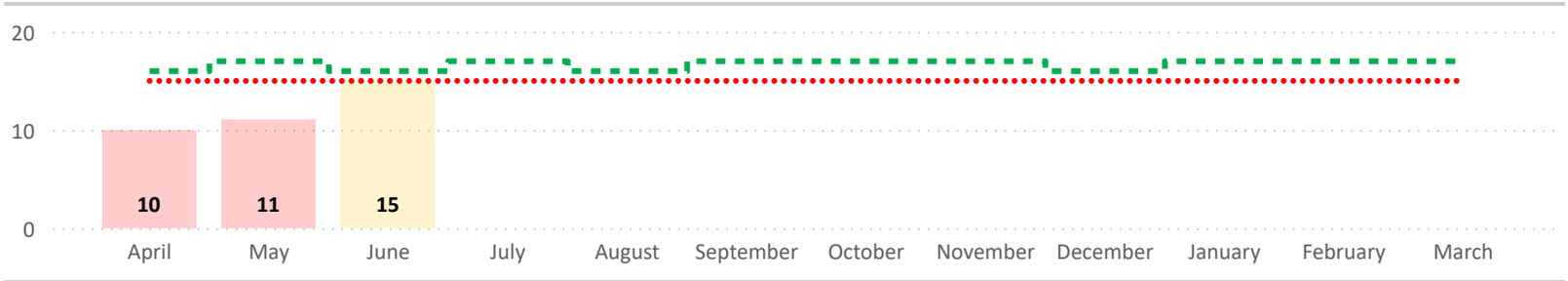
Latest projected outturn:

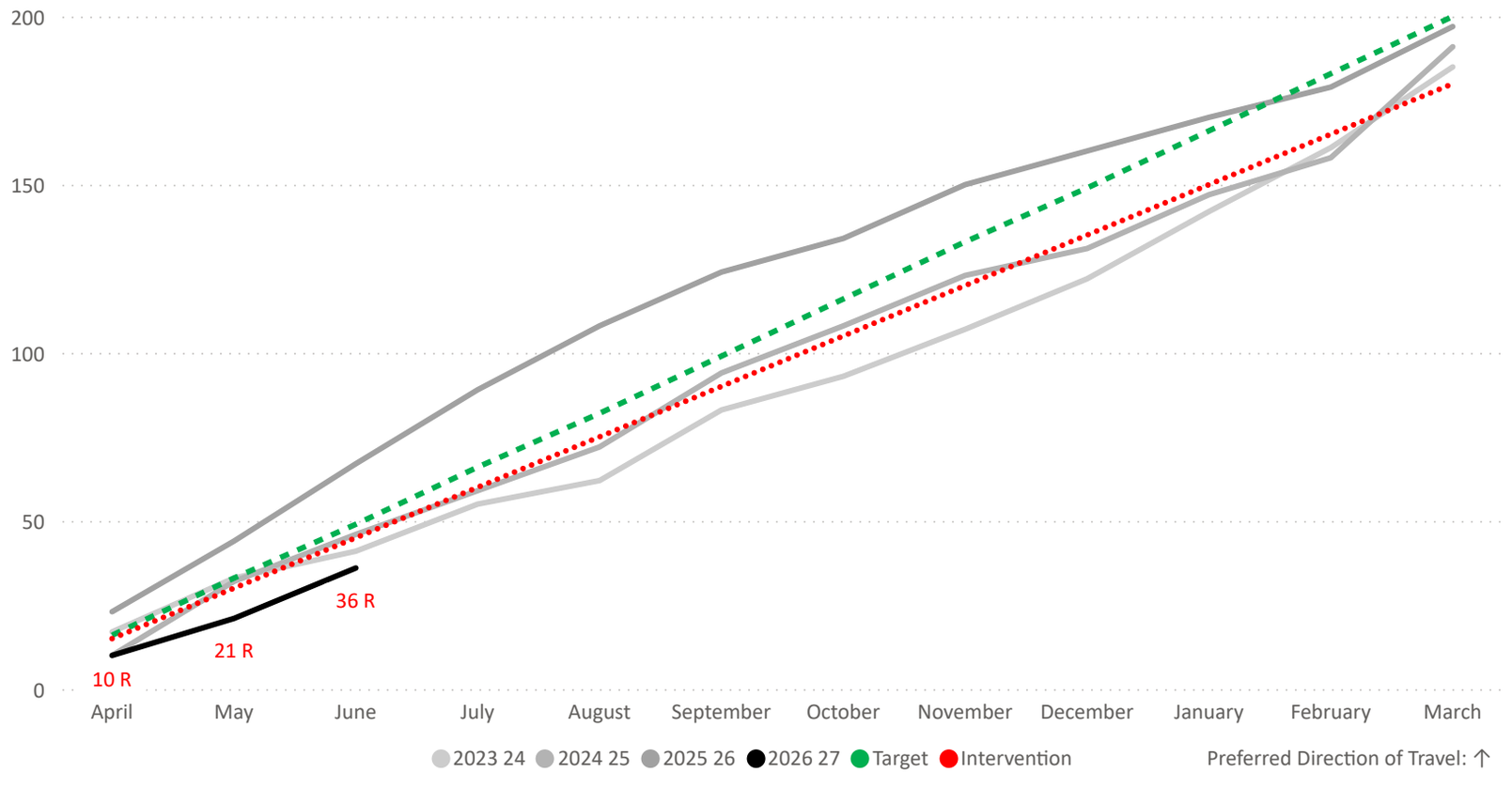
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Outcome: Keeping people out of crisis

PI 3: The number of residents enabled to live safely at home and prevented from requiring care or a prolonged stay in hospital due to a Disabled Facilities Grant (DFG)

The number of residents that have had work completed in the month of data recording which has enabled to live safely at home and prevented from requiring care or a prolonged stay in hospital due to a Disabled Facilities Grant (DFG).





Latest Commentary from Service:

The 36 residents enabled to live safely at home is significantly lower than the figure of 68 for the same period last year. This is due to a reduction in the number of cases being passed to The Council from the Cambs Home Improvement Agency (CHIA). Additionally, the higher waiting times for a visit from an Occupational Therapist (12 weeks for adult cases and 24 weeks for child cases) are also negatively impacting the number of cases that are finalised. Note that this time is not included in the time taken metric PI 4. Contractors are also causing a delay by submitting incomplete documentation to the Home Improvement Agency, which causes delays and hence fewer residents are supported sooner.

PATH TO GREEN - The Occupational Therapy Service has employed an external agency to assist with the backlog, and hopes to clear 50 x 'P3' cases in 5 weeks. P3 is the lowest category assigned to OT visits for non-urgent cases. Not all of these will result in Disabled Facilities Grants as some client needs will be met with equipment. Additionally, the HIA manager has been made aware of the contractors causing delays.

Latest year-end forecast:

200

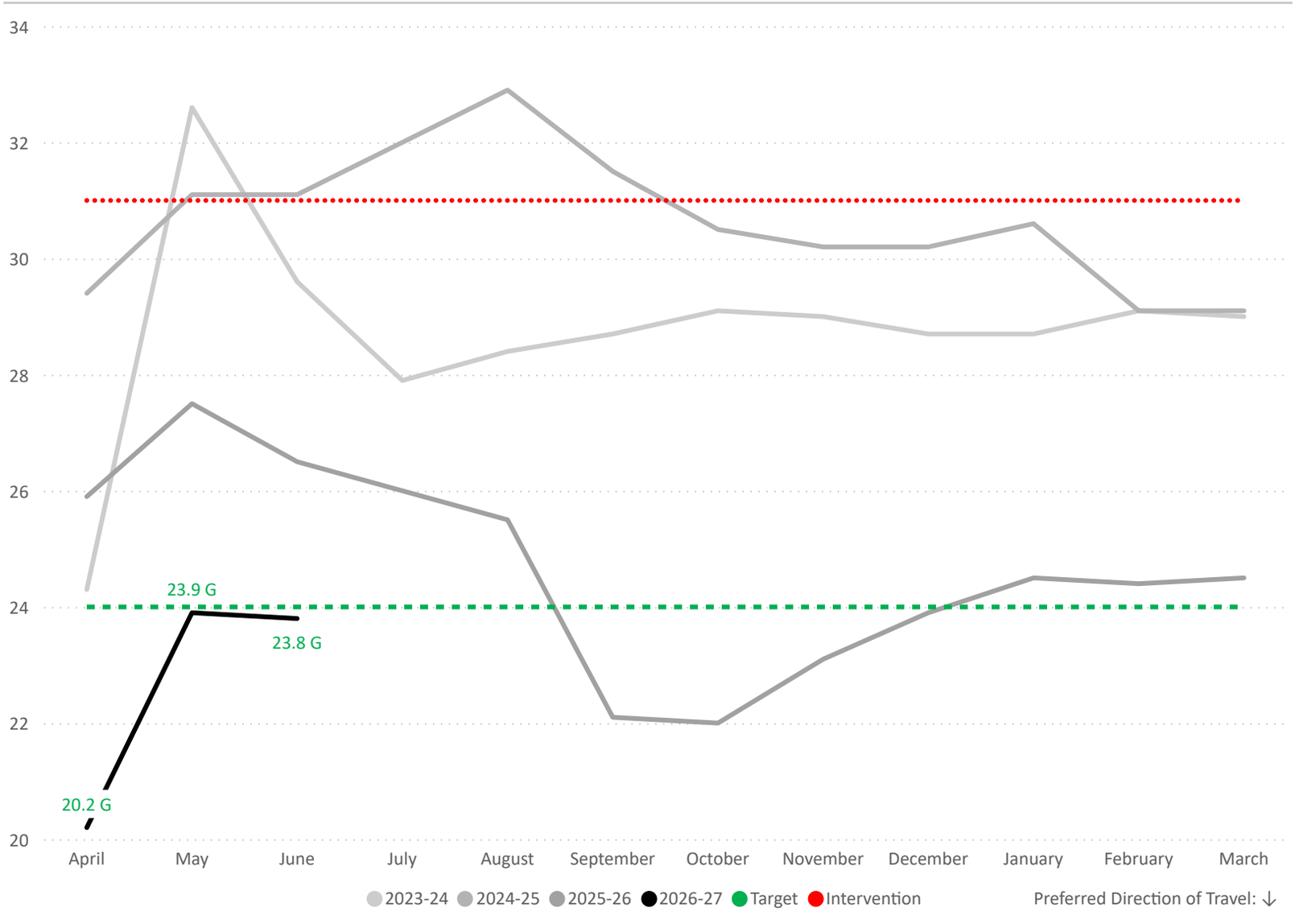
Latest projected outturn:

G

Outcome: Keeping people out of crisis

PI 4: The average number of weeks between referral and completion of jobs funded through the Disabled Facilities Grant (DFG)

The average time (in weeks) between date of referral and practical completion of jobs funded through Disabled Facilities Grants (DFG). This excludes any time taken before referral to Huntingdonshire District Council Officers.



Latest Commentary from Service:

A 2.7-week decrease can be seen in June 2026 compared to the 26.5 weeks taken in June 2025. This improvement is due to fewer complex cases being submitted and finalised. However, delays still persist in gaining consent from Places for People for the work to proceed in their properties, which increases the overall time taken for a case to be completed. Incomplete contractor documentation is also causing delays, eg missing risk assessments for asbestos if found; however, work is still being completed on average within acceptable time scales.

Latest year-end forecast:

24.00

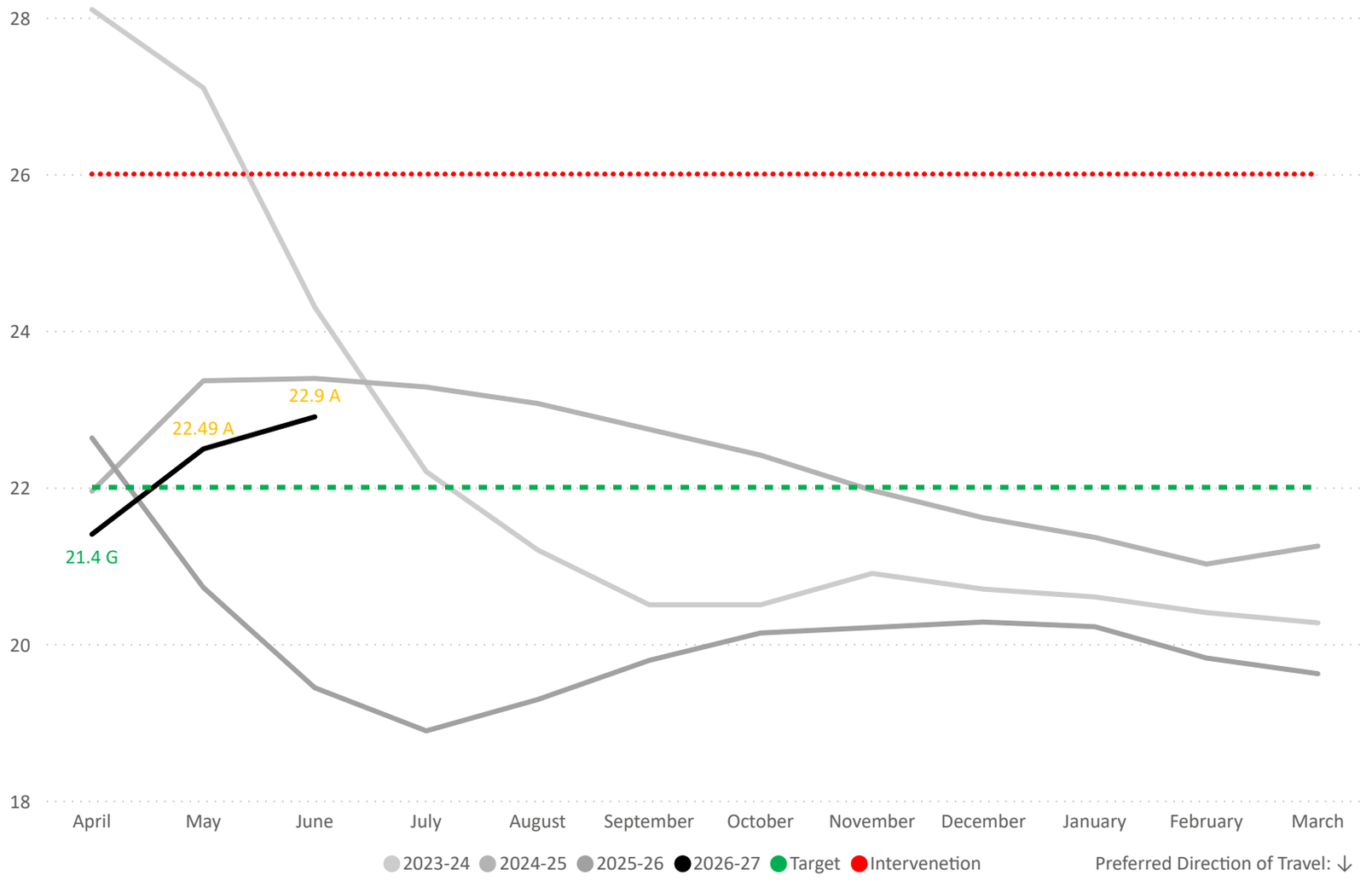
Latest projected outturn:

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Outcome: Keeping people out of crisis

PI 5: The average number of days to process new claims for Housing Benefit and Council Tax support

The average number of days taken to assess new Housing Benefit and/or Council Tax Support claims for residents in the current financial year.



Latest Commentary from Service:

Year-to-date performance at the end of June is 0.9 days over target. This was due to a combination of staff sickness and a temporary lack of resources across the team throughout quarter 1. However, the actual performance towards the end of June has improved on the May and early June figures as expected, and it is anticipated that performance will improve again next month. The end-of-year forecast is unchanged.

PATH TO GREEN - Now that resources are in place and the spike of staff illness has subsided, performance is expected to improve throughout the next quarter, towards and potentially within the 22-week goal.

Latest year-end forecast:

22.00

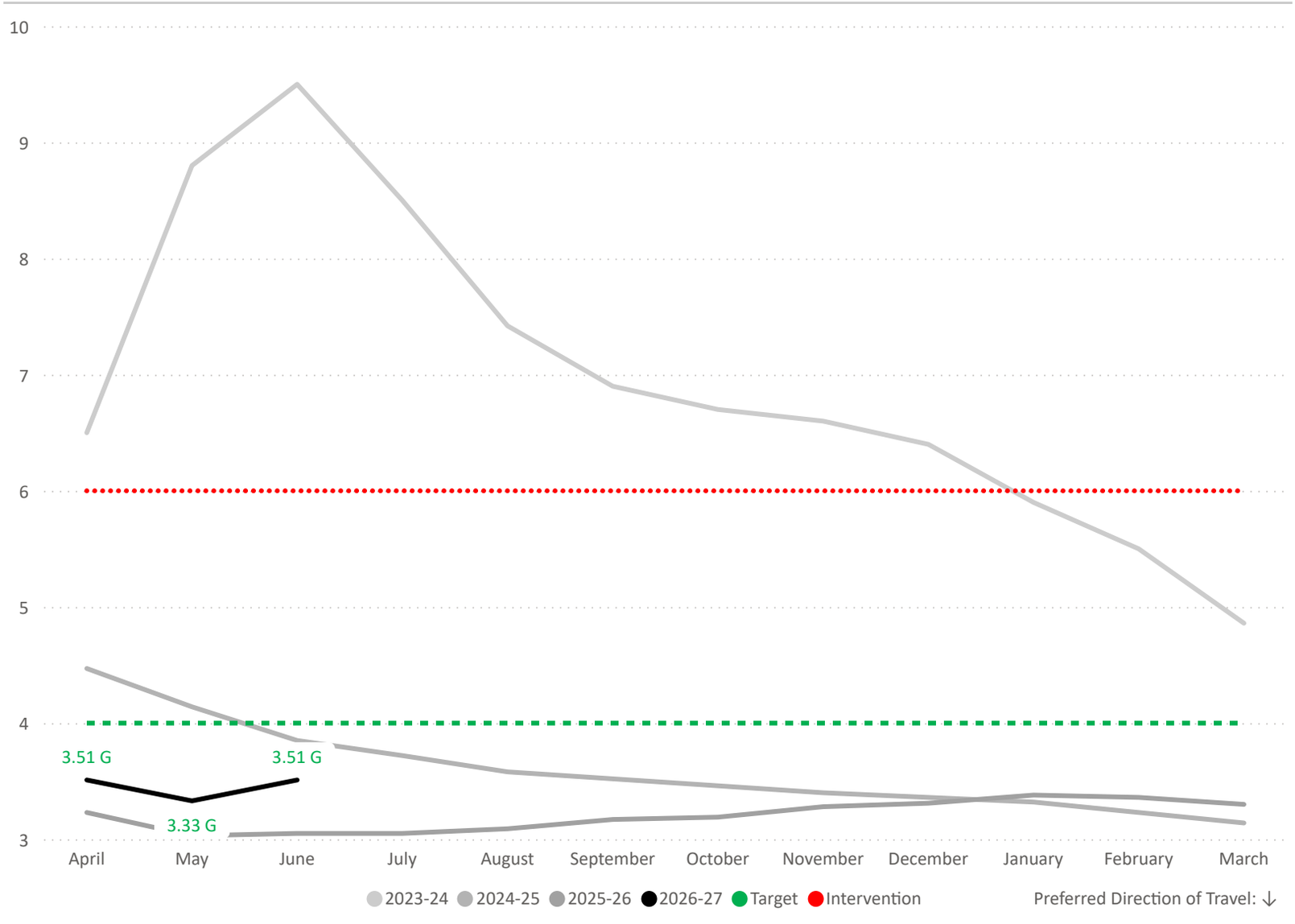
Latest projected outturn:

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Outcome: Keeping people out of crisis

PI 6: The average number of days to process changes of circumstances for Housing Benefits and Council Tax support

The average number of days taken to assess Housing Benefit and/or Council Tax Support changes of circumstance for residents in the current financial year.



Latest Commentary from Service:

The YTD performance exceeded the target by 0.49 days. This was achieved whilst processing over 3,000 more changes than in Quarter 1 2025/26. This positive performance has been achieved through automation of the process, brought about by the implementation of the new Council Tax Support Scheme.

Latest year-end forecast:

4.00

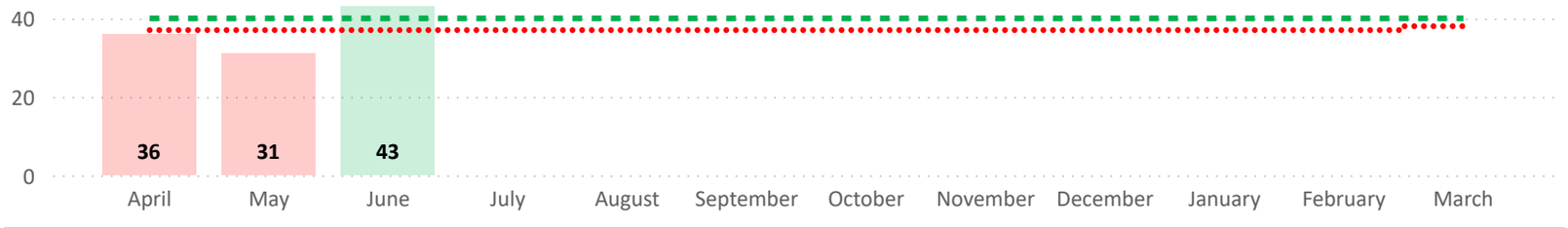
Latest projected outturn:

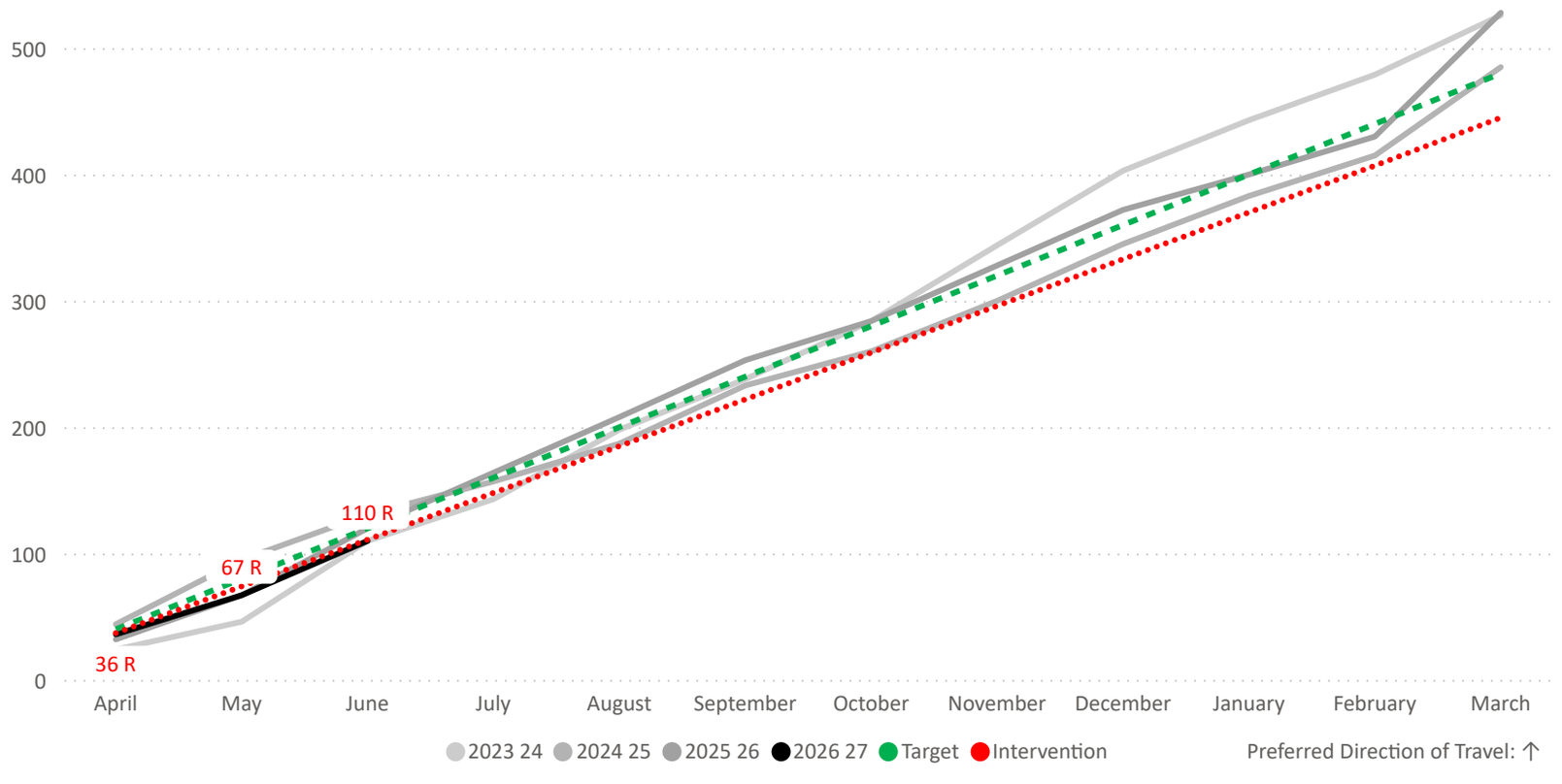
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Outcome: Keeping people out of crisis

PI 7: The number of homelessness preventions achieved

Total number of successful homelessness preventions achieved – cumulative throughout the year. It measures how successful the organisation is at reducing the number of households that face the crisis of homelessness.





Latest Commentary from Service:

The number of successful homelessness preventions fluctuates throughout the year, depending on the rate of homelessness presentations and the opportunity to intervene in a timely way. We have achieved a total of 110 successful preventions from April to the end of June, compared to 120 in the same period last year (an 8% reduction). When considering whether this has led to an increase in the number of households in temporary accommodation (PI9), we can see that this figure is being kept within target.

PATH TO GREEN - We are still forecasting an end-of-year figure of 480 successful preventions, which will be dependent upon a number of factors, a key one being the delivery of properties on new-build sites, which will provide additional social rented homes to help resolve homelessness through lettings on the Home-Link scheme (see PI8).

Latest year-end forecast:

480

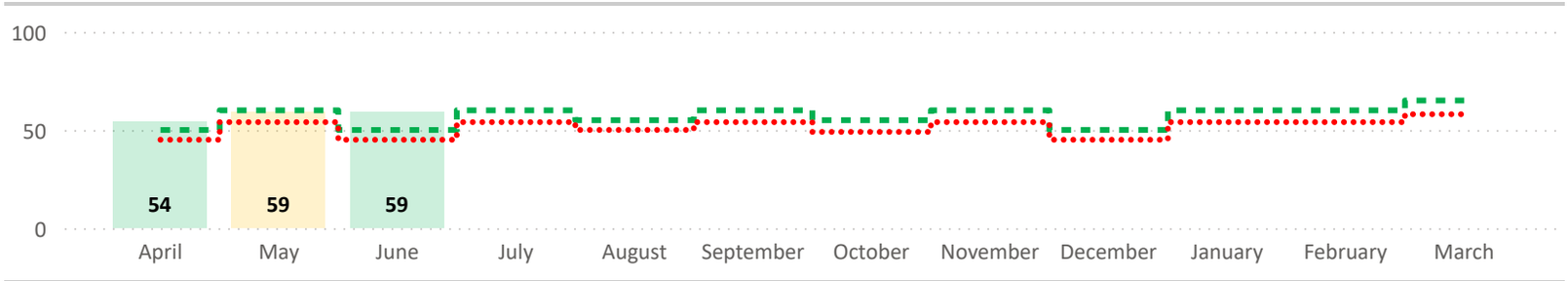
Latest projected outturn:

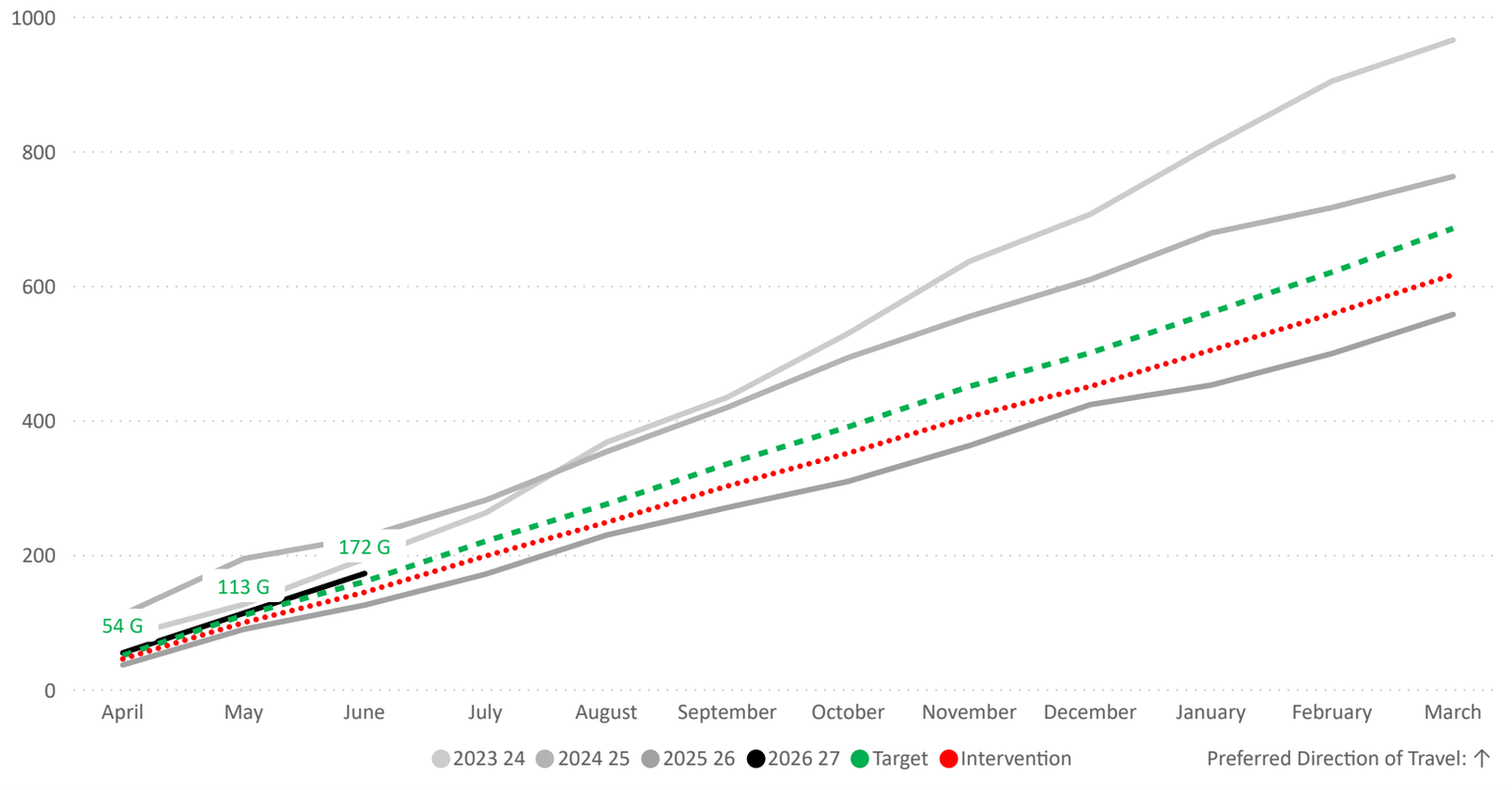
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Outcome: Keeping people out of crisis

PI 8: The number of households housed through the Housing Register and Home-Link scheme

Total number of households housed into a permanent housing association home in the financial year through the Huntingdonshire Housing Register and Home-Link scheme.





Latest Commentary from Service:

The number of households housed will vary from month to month depending on the number of vacancies arising in existing social rented stock, plus the additional units delivered through the new-build programme. There were a total of 172 households housed from April to the end of June, compared to 125 in the same period last year. This increase is mainly due to completions of new builds that rolled over from the end of last year. We are forecasting a total of 600 lettings in the year, but this will be revised once we have more certainty about the delivery of properties anticipated on new build sites later this year. We will also confirm with Places for People what their plans are for property disposals this year, as this may also have an impact on the number of lettings becoming available.

Latest year-end forecast:

600

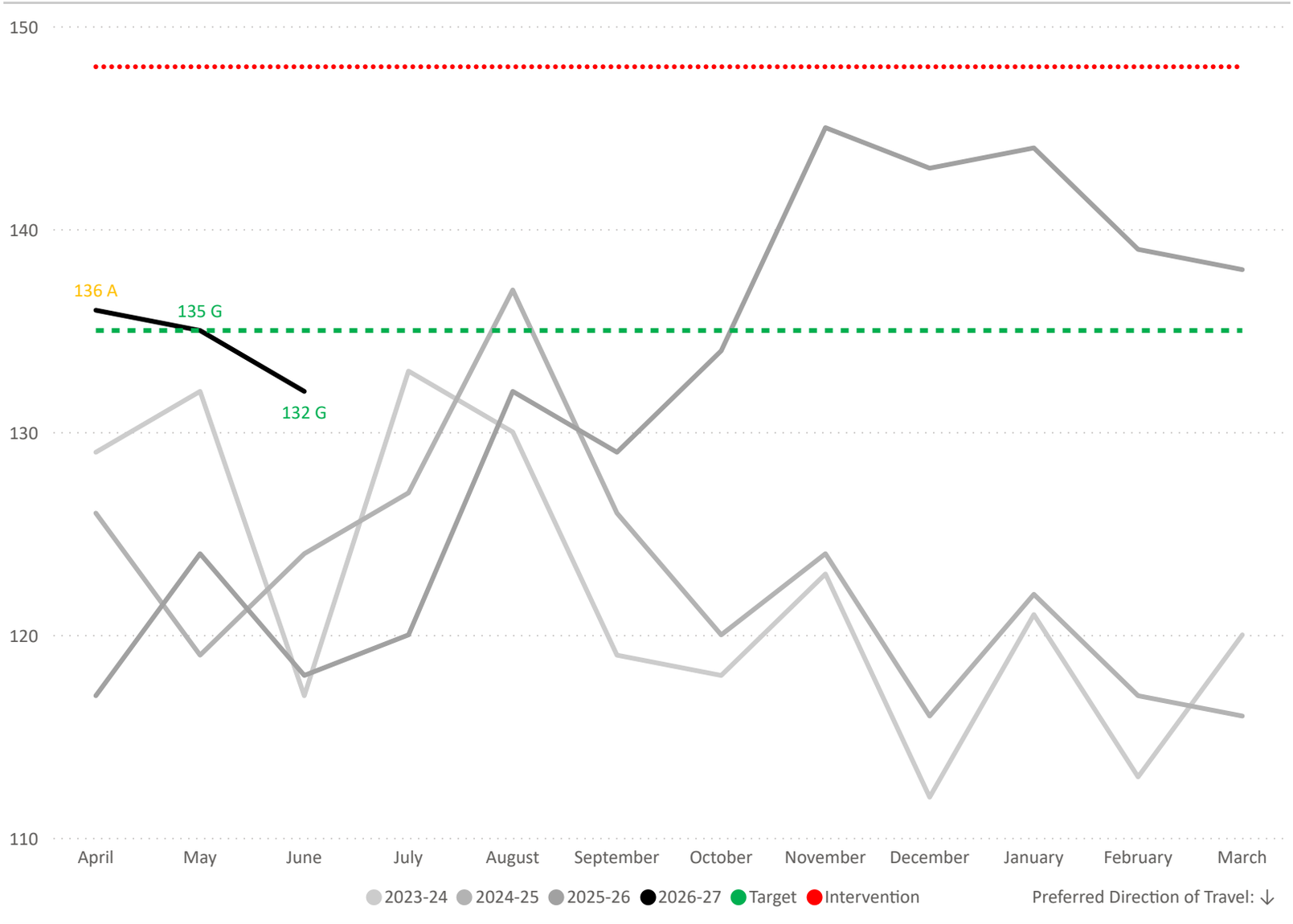
Latest projected outturn:

R

Outcome: Helping people in crisis

PI 9: The number of households in temporary accommodation

The total number of Households in temporary accommodation in Huntingdonshire at the end of each month. This could be higher or lower throughout the month, but the KPI tracks the number on the final day of each month.



Latest Commentary from Service:

The number of households in temporary accommodation (TA) at any one time will depend upon the number of homelessness presentations to the council, how successful officers are at preventing homelessness wherever possible, and the ability to move households through TA into settled housing promptly. The figure at the end of April was 132, which compares to 118 at the same point last year. This increase is mainly due to the reduction in the number of social tenancy lettings in 2025/26, which impacted our ability to move households through temporary accommodation into settled homes. However, the number of lettings (PI8) has increased in April and May, and this has enabled the throughput of some households from temporary accommodation and into settled homes. This will be a key factor throughout the year in trying to keep the number of households in temporary accommodation within the target.

Latest year-end forecast:

140

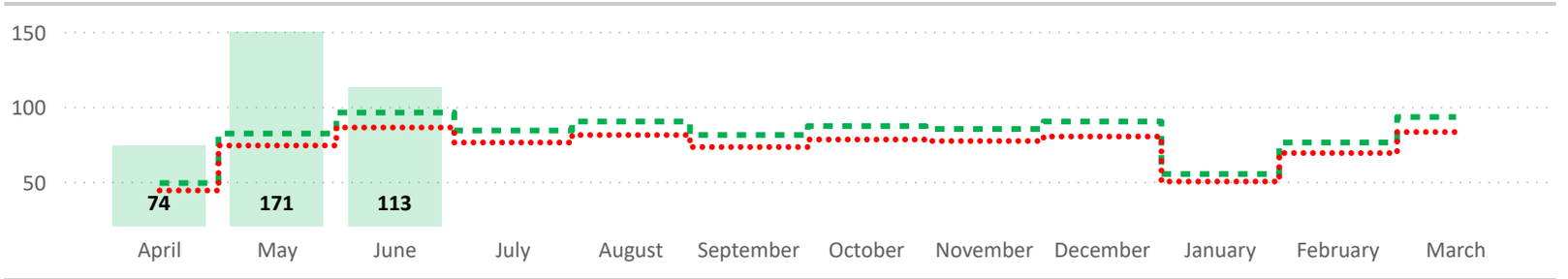
Latest projected outturn:

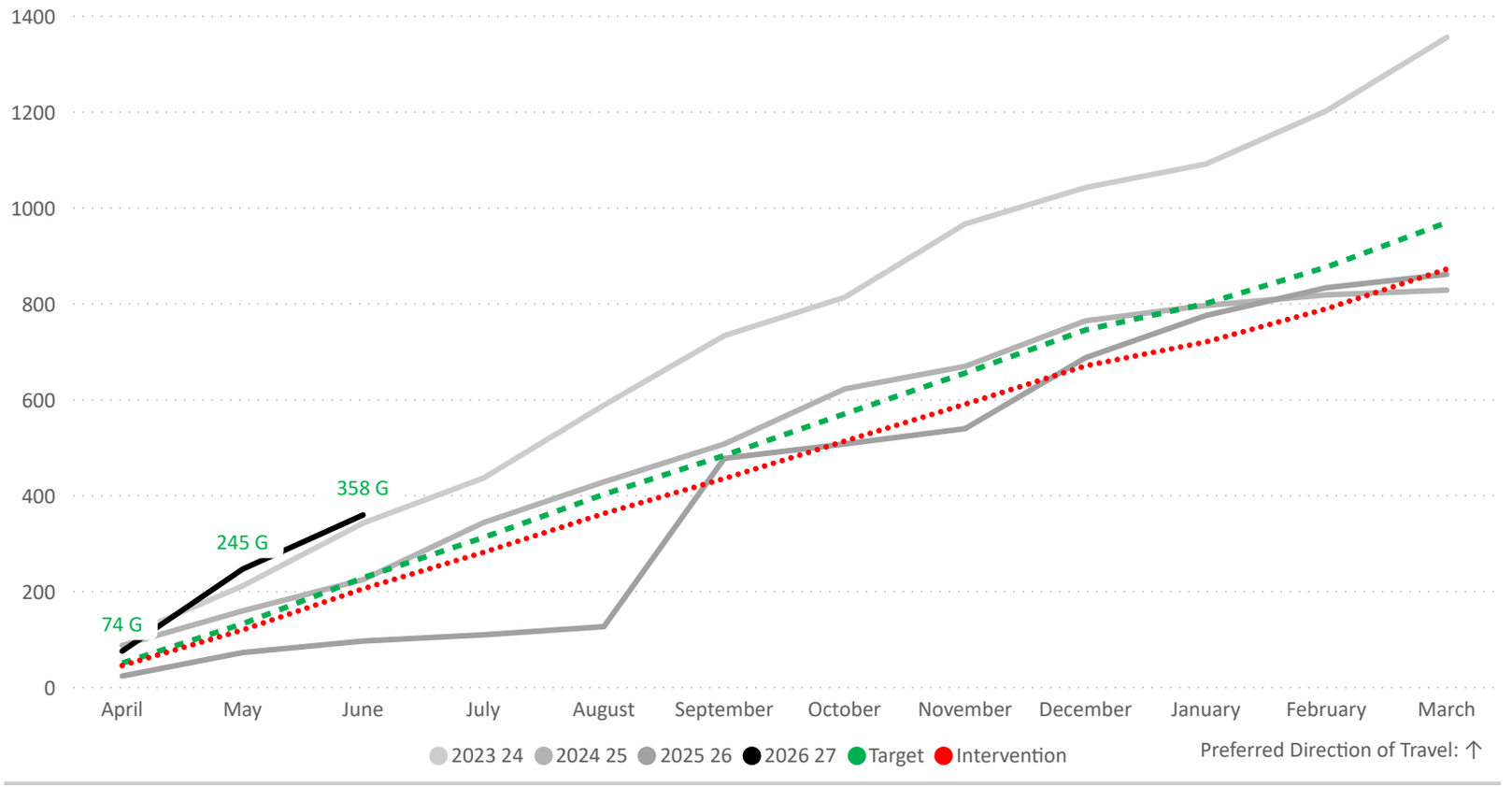
A

Outcome: Improving Housing

PI 10: The net change in the number of homes with a council tax banding

The number of homes which are assigned an official Council Tax Banding by the Valuations Office Agency in a given month. This is mainly required for when a new home is built in the district.





Latest Commentary from Service:

A total of 358 properties were banded in quarter 1 in Huntingdonshire, with significant increases being seen in Mid-May and the start of June. This is because the Valuation Office Agency continues to prioritise banding properties within the same location (for example, multiple houses on a new street or estate) rather than the oldest properties to recover from the significant backlog created over the past 18 months. 215 new properties are awaiting banding, and the number that are over 90 days old has significantly reduced to only 29 properties.

Latest year-end forecast:

1,000

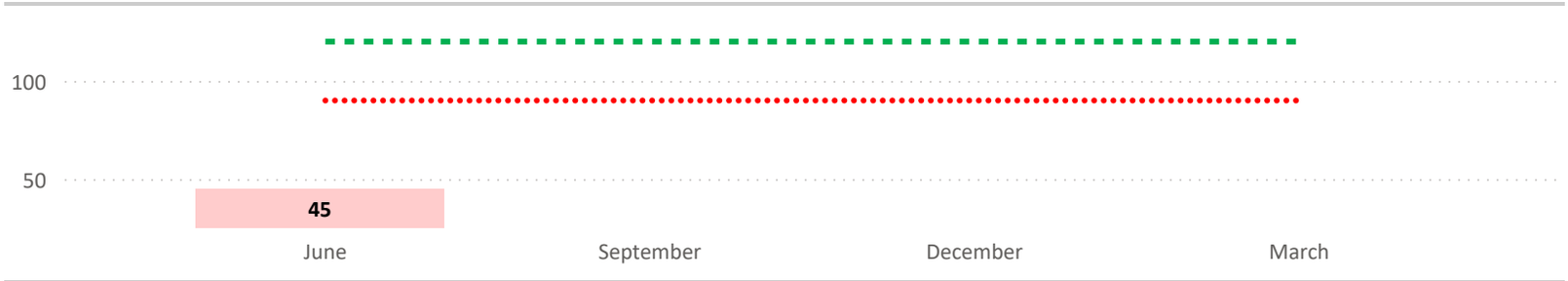
Latest projected outturn:

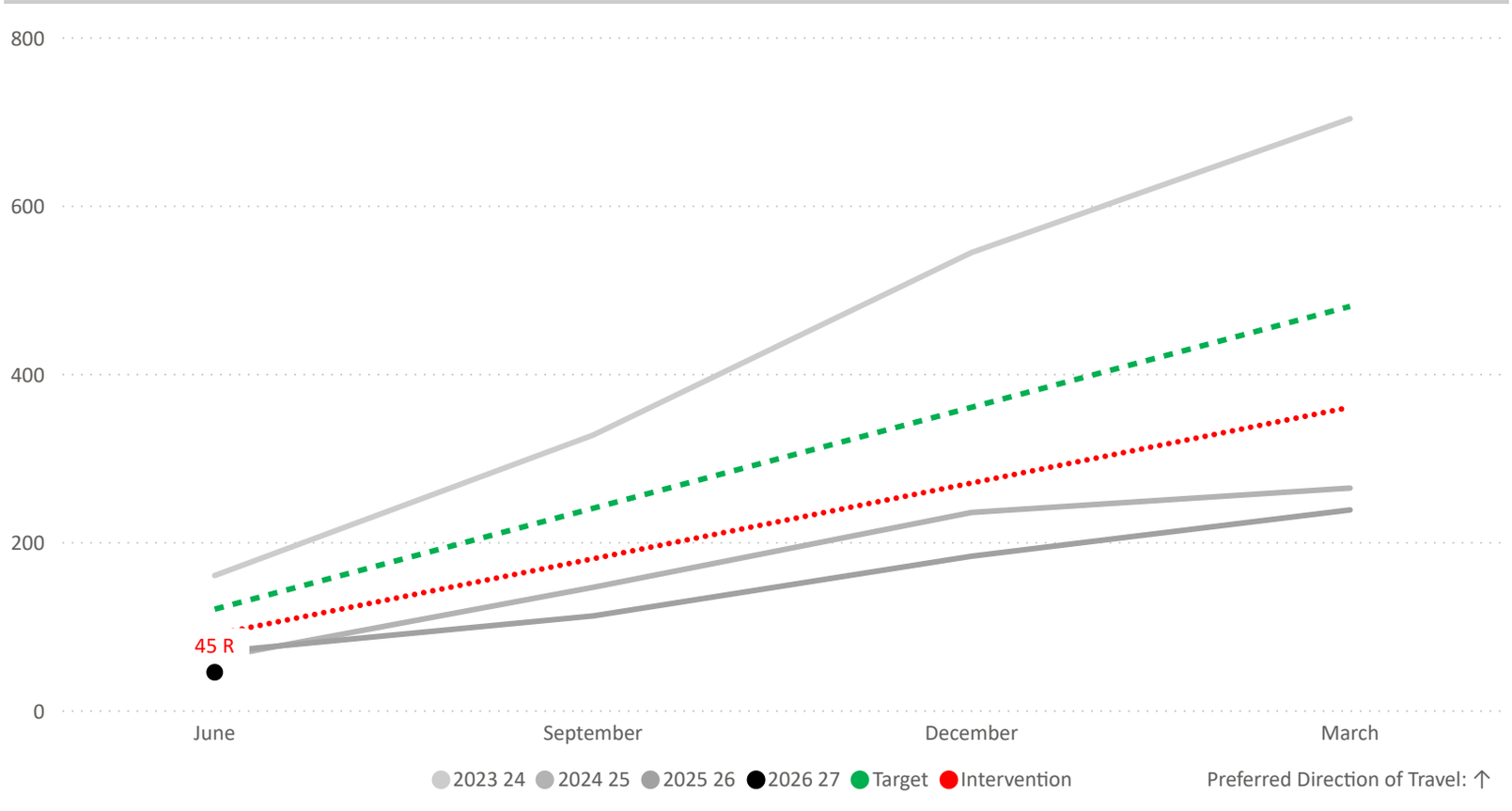
G

Outcome: Improving Housing

PI 11: The number of affordable houses delivered

The number of homes which have been built within Huntingdonshire which is defined as affordable by the National Planning Policy Framework (Housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers)





Latest Commentary from Service:

The target for affordable housing delivery is based on the latest Housing Needs Study, which suggests a need for 480 homes per year. This delivers a target for June of 120 new affordable homes; as with many Local Authorities, this overall target is rarely fully met, and for this reason the performance is currently Red. We have delivered a total of 45 affordable homes in Q1 and further delivery is planned throughout the year. At the end of quarter 1, it is expected that roughly 290 affordable homes will be delivered in the year.

PATH TO GREEN - it is unlikely that this metric will achieve green, but officers will continue to work with housing providers to ensure their path to delivering affordable homes is as straightforward as possible.

Latest year-end forecast:

290

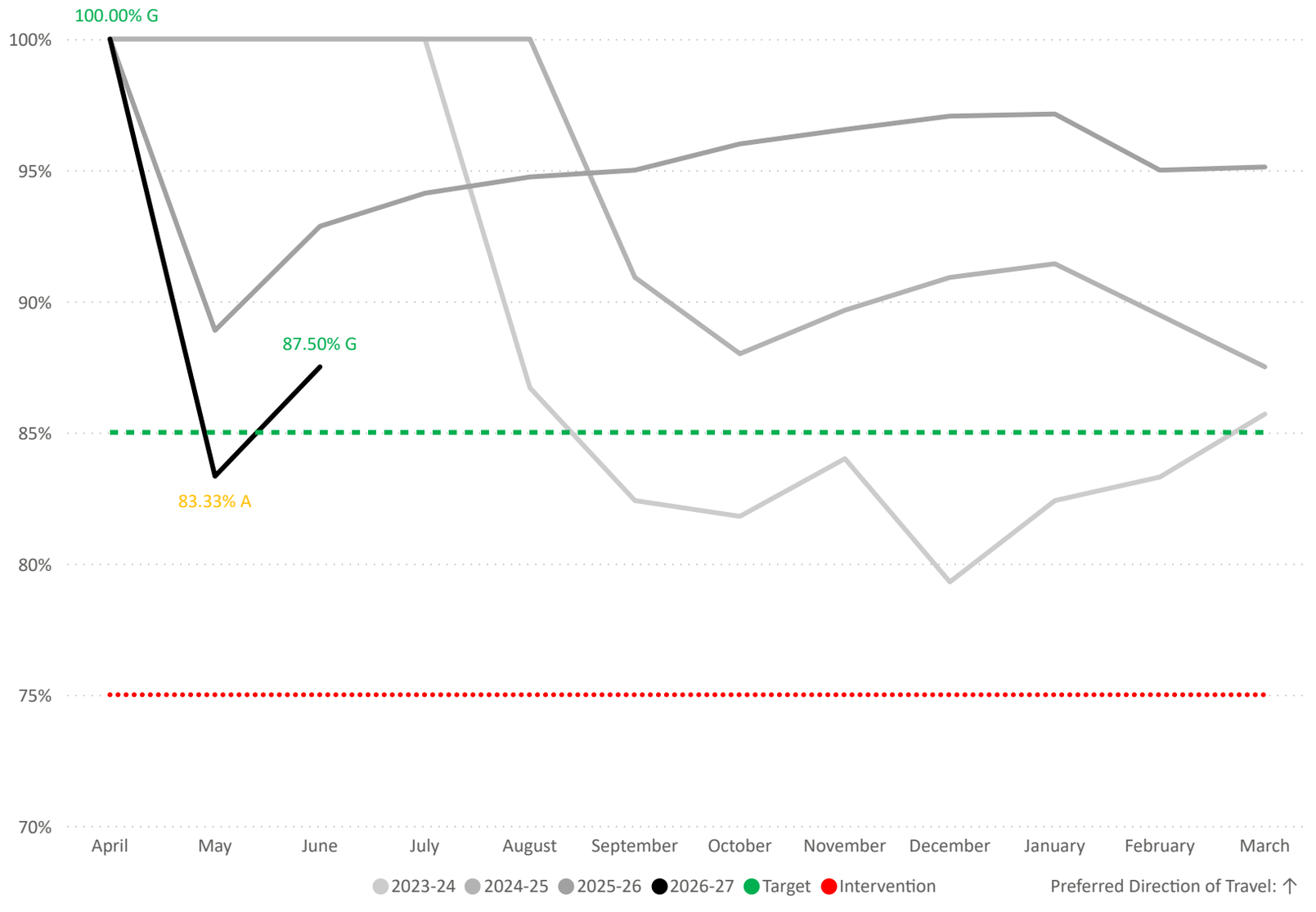
Latest projected outturn:

R

Outcome: Improving Housing

PI 12: The percentage of planning applications processed on target – Major (within 13 weeks or agreed extended period)

The percentage of planning applications that are deemed Major which are completed within the nationwide standard of 13 weeks, or completed within the agreed extended time period. A Major planning application is determined by the Development Management Procedure (England) Order 2015.



Latest Commentary from Service:

7 out of 8 Major planning applications were processed and determined on time in quarter 1, with 1 application being delayed by over 13 weeks in May. This metric is extremely sensitive due to the small amount of major applications received through Huntingdonshire.

Latest year-end forecast:

87.00%

Latest projected outturn:

G

Outcome: Improving Housing

PI 13: The percentage of planning applications processed on time – Minor & Others (within 8 weeks or agreed extended period)

The percentage of planning applications that are deemed Minor or Other which are completed within the nationwide standard of 8 weeks, or completed within the agreed extended time period. A Minor or Other planning application is determined by the Development Management Procedure (England) Order 2015.



Latest Commentary from Service:

255 of 274 Minor & Other planning applications were processed and determined on time in quarter 1, with the majority of the 19 applications not achieving the 8-week target being in May.

Latest year-end forecast:

87.00%

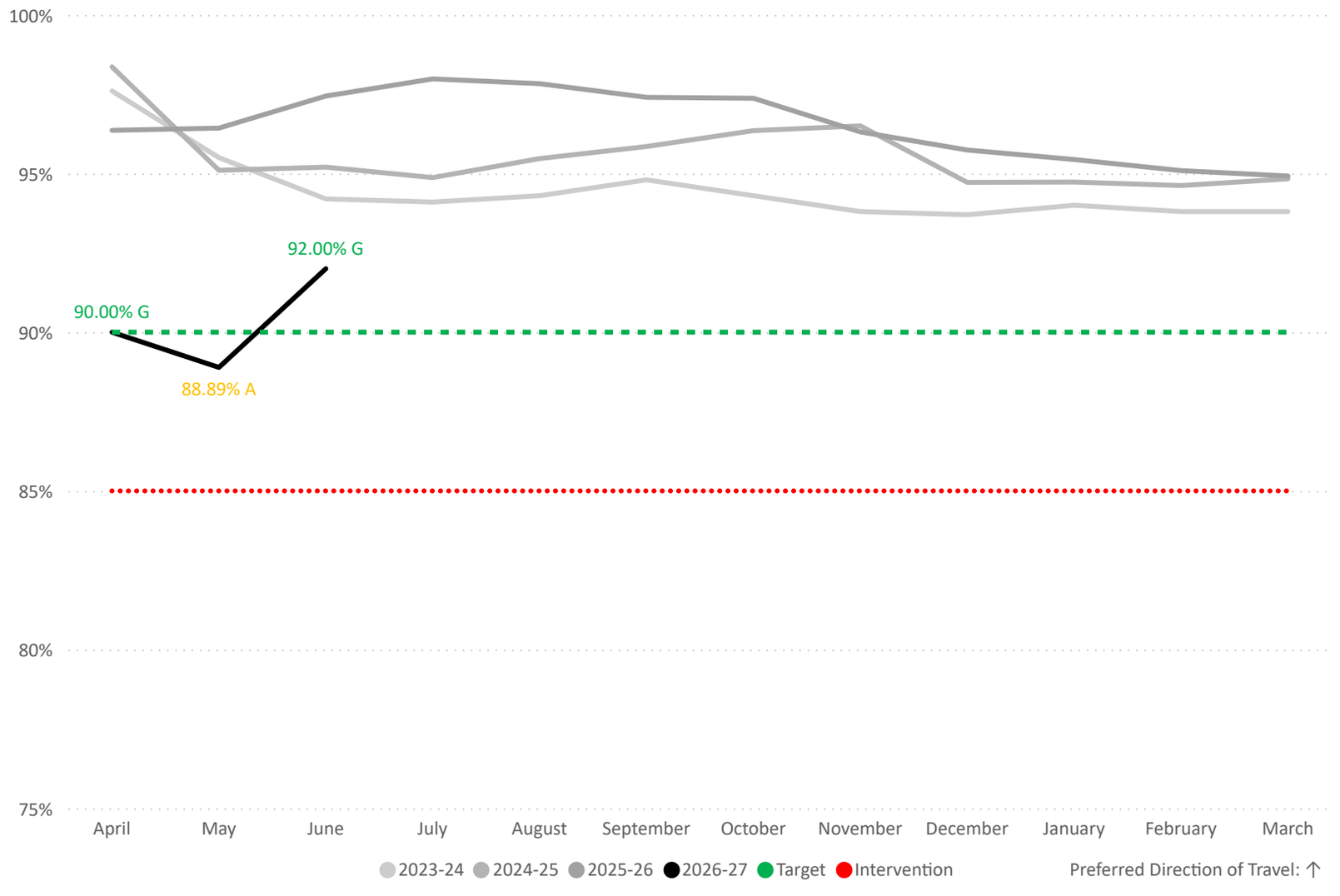
Latest projected outturn:

G

Outcome: Improving Housing

PI 14: The percentage of planning applications processed on target – Household Extension (within 8 weeks or agreed extension period)

The percentage of planning applications that are Household Extensions which are completed within the nationwide standard of 8 weeks, or completed within the agreed extended time period.



Latest Commentary from Service:

115 of 125 Household extension planning applications were processed and determined on time in quarter 1, with the majority of the 19 applications not achieving the 8-week target being in May.

Latest year-end forecast:

93.00%

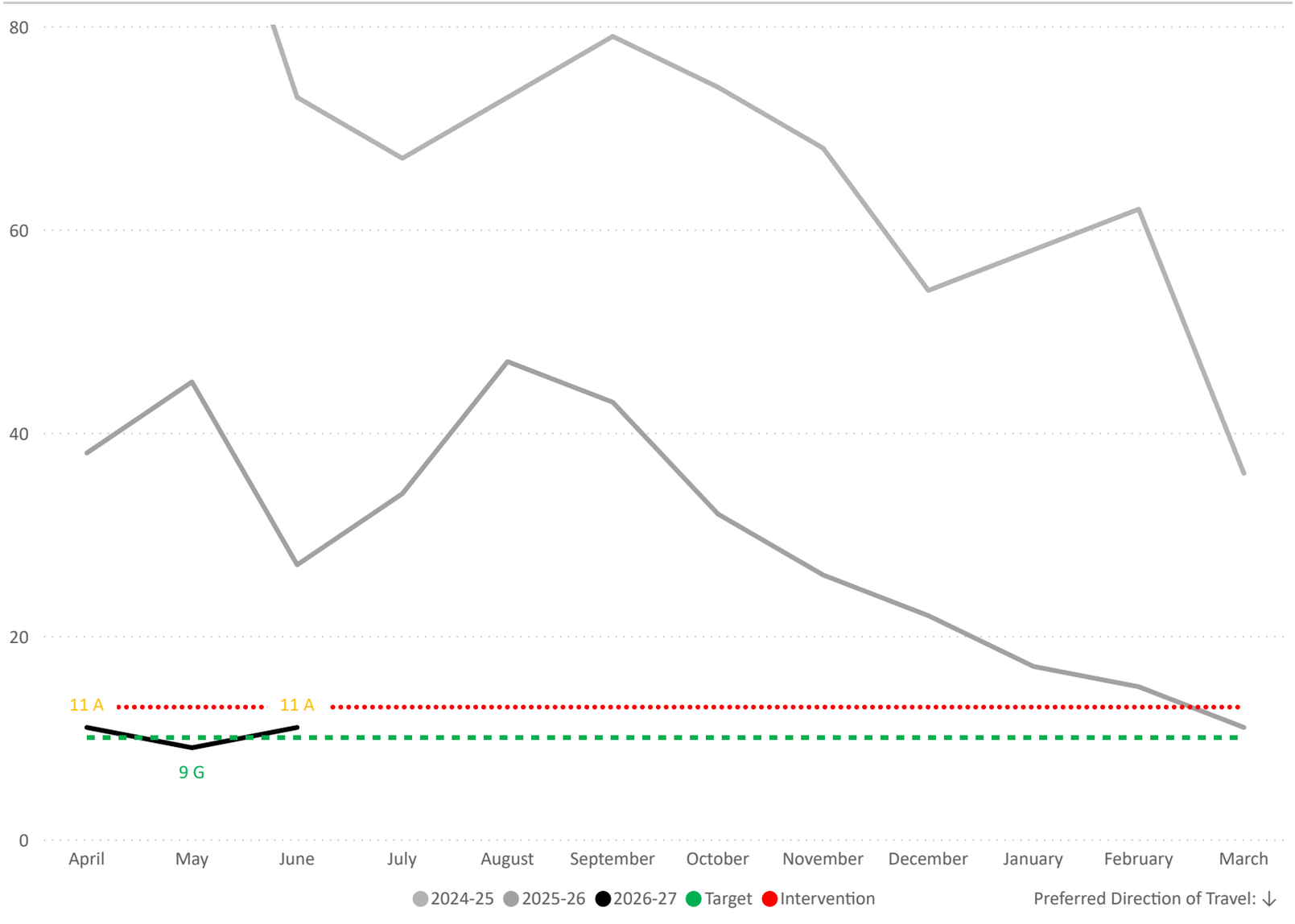
Latest projected outturn:

G

Outcome: Improving Housing

PI 15: The number of planning applications over 16 weeks old with no current extension in place

The number of planning applications that are currently being processed by the Planning Service which are over 16 weeks old and have no agreed extension in place.



Latest Commentary from Service:

A minor increase in backlog cases was seen in June, but the metric continues to perform extremely positively compared to previous years. Backlog applications remain a key focus for officers and the management team. Performance for this metric is expected to experience small fluctuations but improve over time; it is anticipated that performance will improve over the next month. The yearly average (to date) equates to 10.3 which moves the indicator to Green.

PATH TO GREEN - officers and the management team will continue to focus on ensuring the backlog is a priority, driving performance towards and past its target.

Latest year-end forecast:

8

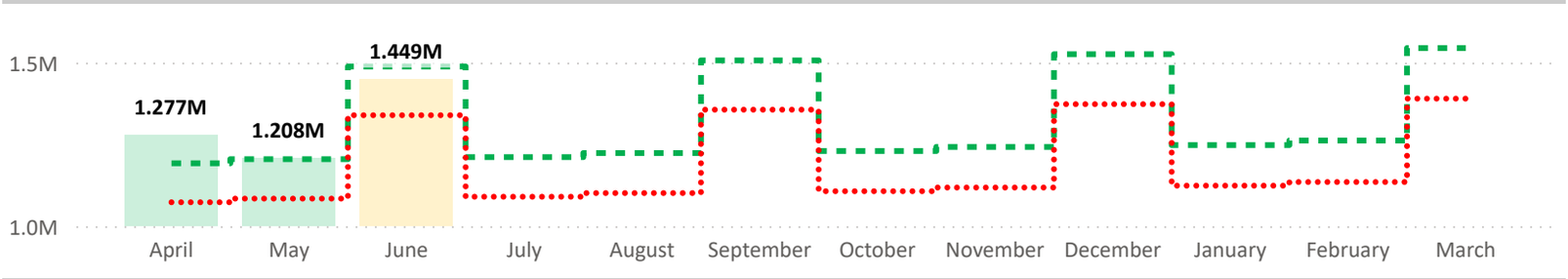
Latest projected outturn:

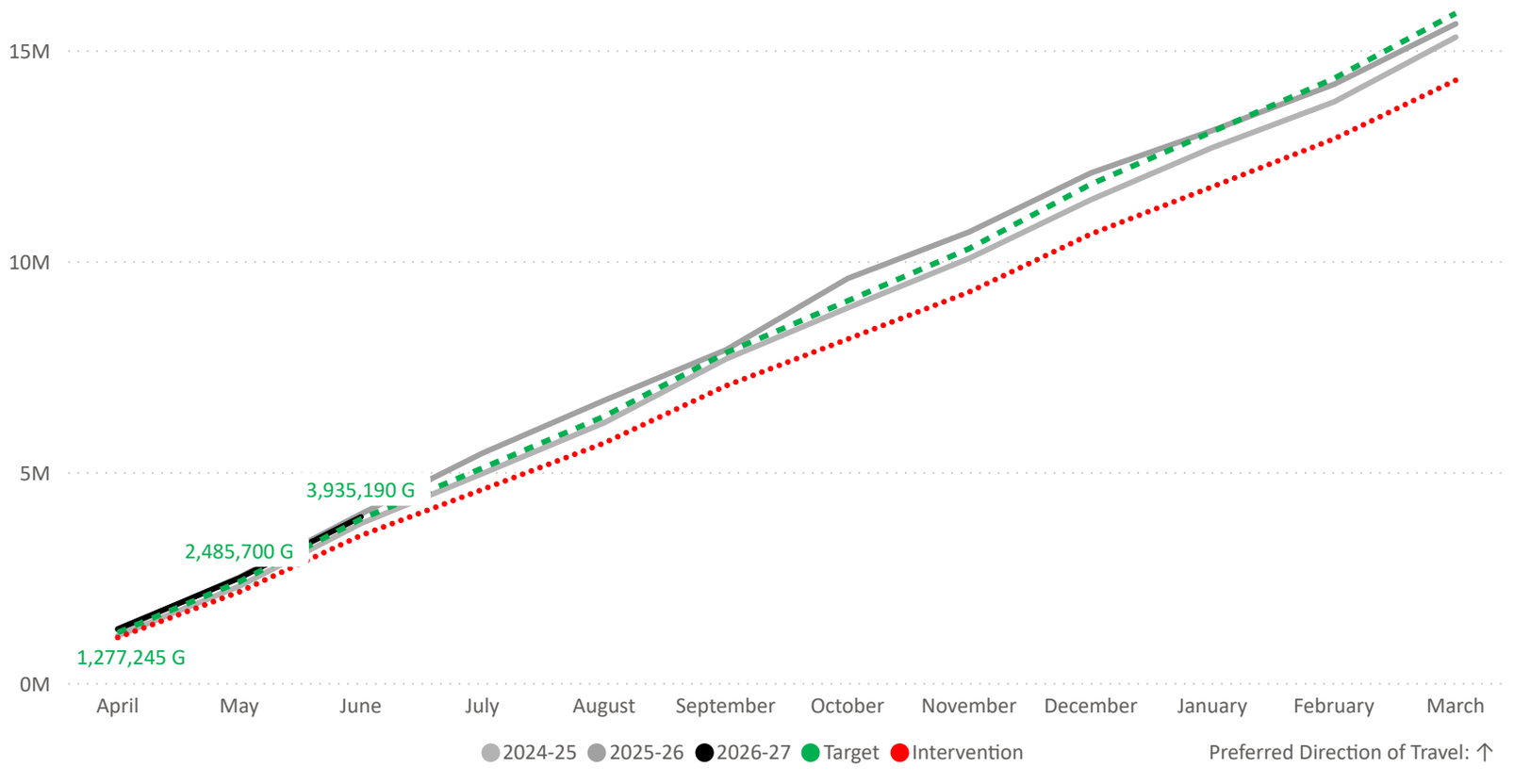
G

Outcome: Forward thinking economic development

PI 16: The cumulative footfall in our market towns

The footfall that was measured by Huntingdonshire District Council footfall counters in Huntingdonshire's four market towns - Huntingdon, St Ives, St Neots & Ramsey.





Latest Commentary from Service:

Huntingdon Q1 - 1,580,816: Markets on Saturdays and Wednesdays frequently saw high footfall in quarter 1 in Huntingdon. Popular days included the successful Sunset Beats & Bites event hosted by Huntingdon First BID and Huntingdon Town Council and the ABBA Tribute festival at Huntingdon race course.

St Ives Q1 - 1,156,686: The two most popular days for St Ives in quarter 1 were Saturday and Monday. The popularity of the market continues to drive footfall on Saturdays. The three bank holiday Mondays in quarter 1, along with the Charter Market in June drove Monday footfall.

St Neots Q1 - 1,163,742: St Neots had particularly high footfall days during days with events such as Friday Food Feast, the Big Listen and St Neots Food and Craft Fayre

Ramsey Q1 - 33,855: Ramsey's footfall continued to be consistent on market days, with a higher footfall on the Ramsey Neighbourhoods Trust “Great Whyte Dine Out” event.

Latest year-end forecast:

15,876,336

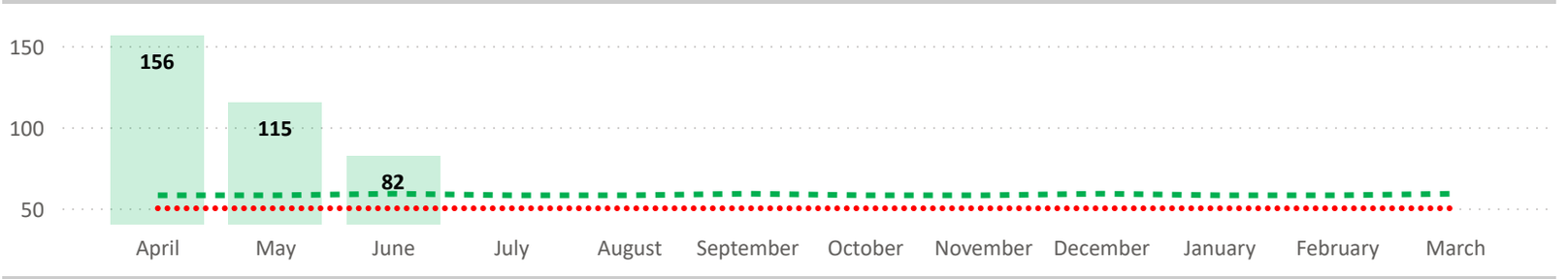
Latest projected outturn:

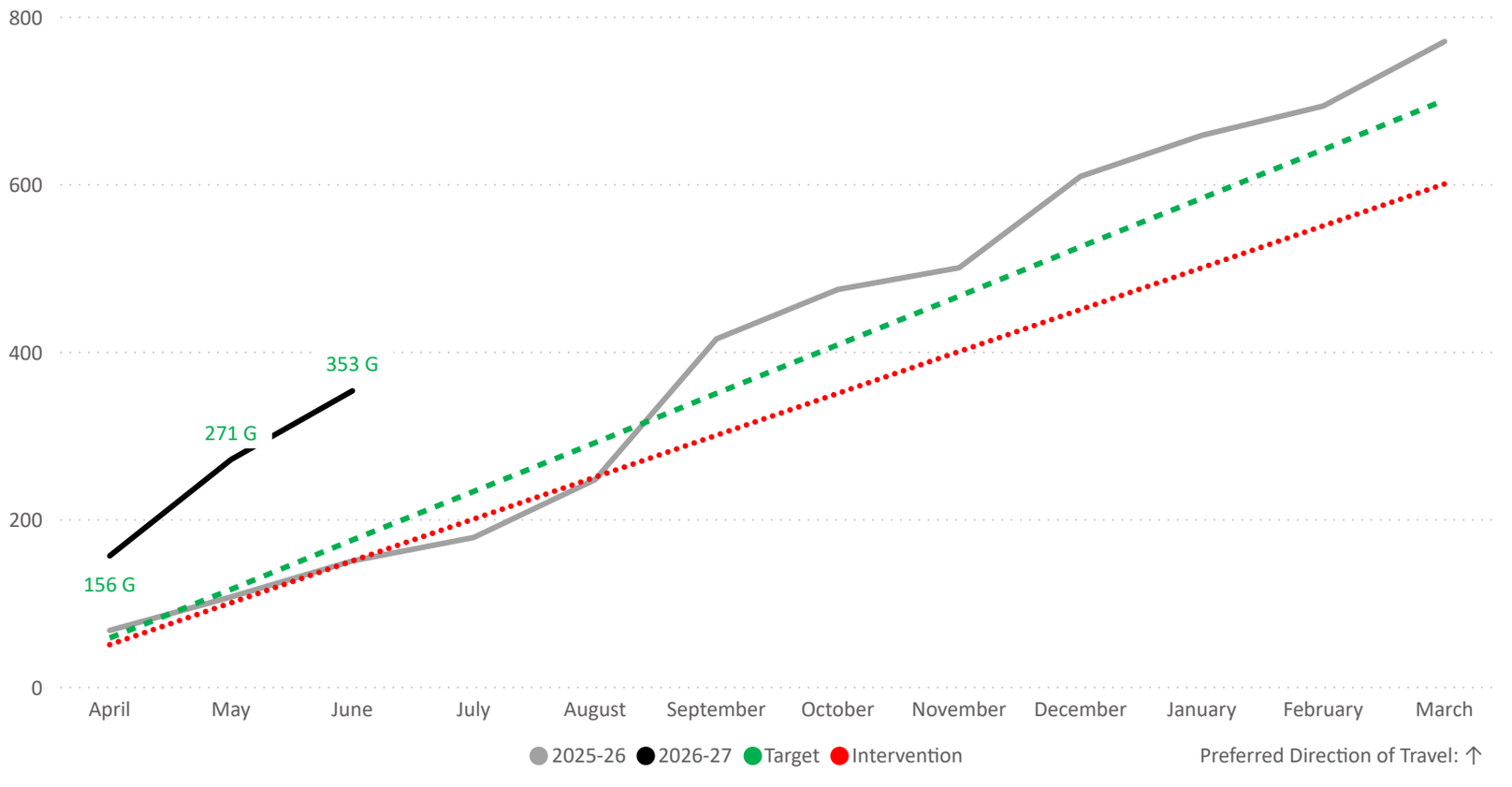
G

Outcome: Forward thinking economic development

PI 17: The total number of business engagements by the Economic Development Team

The number of businesses that the Economic Development team actively engage with support in a given month.





Latest Commentary from Service:

Throughout quarter 1, the Economic Development team continued to support businesses throughout Huntingdonshire across a range of areas, including: digital adoption, funding, business rates, recruitment, relocation, business support meetings, site visits, growth opportunities, skills development, specialist advice and marketing.

Engagement continued with organisations from the education, industry and public sector networks to support business development and skills activity through events, partnership working and knowledge sharing. A new business support initiative was launched at Alconbury Weald, providing advice sessions, networking opportunities and direct support to local businesses across several locations. Additional activity included supporting businesses with growth enquiries, inward investment interest, planning-related queries and construction-focused workshops, alongside continued development of the Business Growth Incentive Fund.

Defence engagement remained a key focus through meetings with businesses and stakeholders, attendance at sector events, and the development of a local SME engagement plan. The team also promoted the Huntingdonshire Business Awards, made referrals and introductions to partner organisations, supported businesses to access wider opportunities, and attended a range of business, skills and economic development events to strengthen relationships and identify new opportunities across the district.

Latest year-end forecast:

700

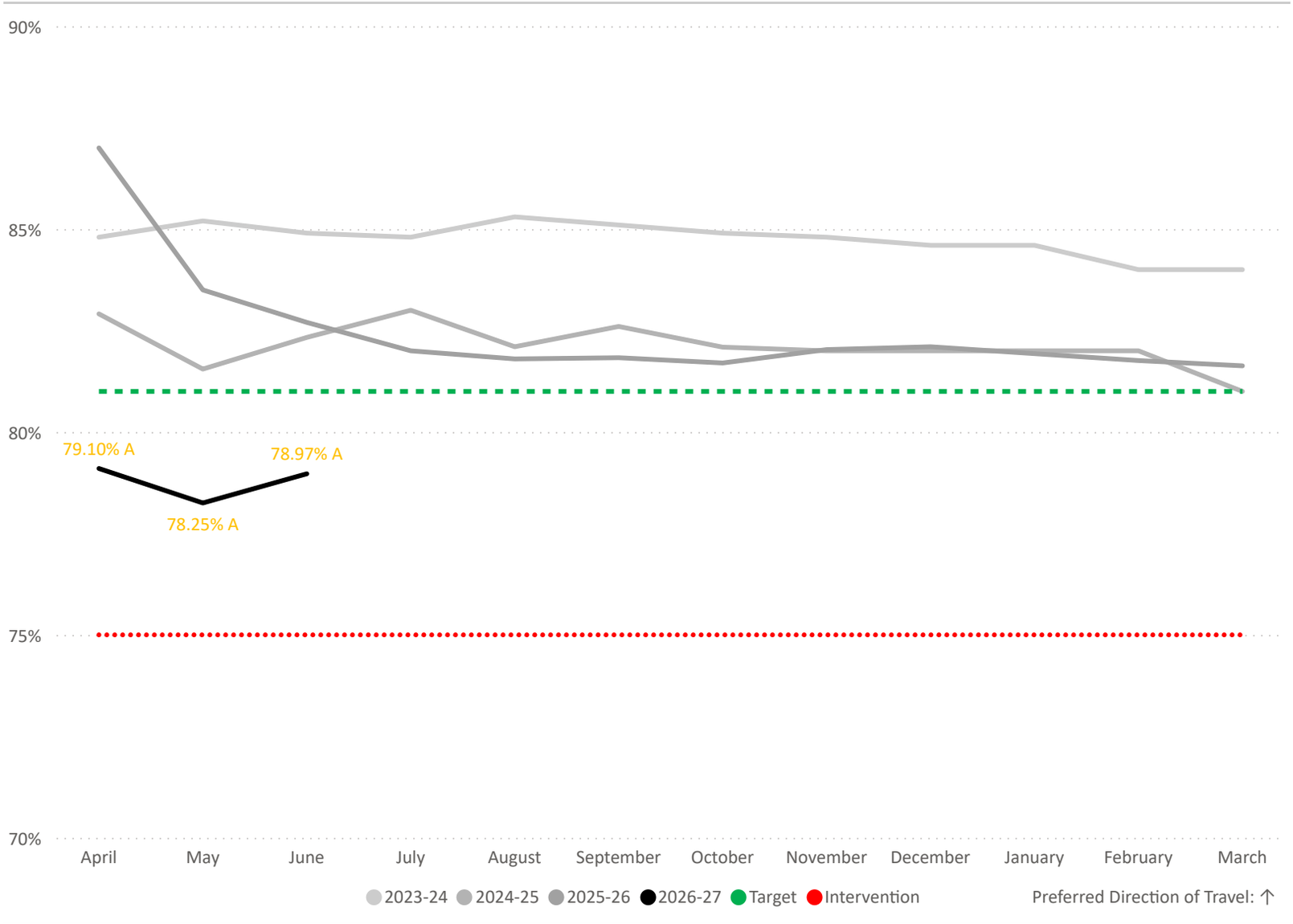
Latest projected outturn:

G

Outcome: Lowering carbon emissions

PI 18: The efficiency of vehicle fleet driving – Energy Efficient Driving Index Score for the waste service

The cumulative efficiency score of HGV drivers as determined by the Energy Efficient Driving Index. A higher score indicated more efficient driving practices such as smoother braking and less harsh acceleration.



Latest Commentary from Service:

Due to some errors with the systems and software that record this data, a new system is scheduled to be installed across the fleet during July. It should be noted that the implementation of the new system will require a period of adjustment to ensure all parameters are correctly configured. As a result, it is expected that some fine-tuning will be required over the coming months before the system is fully optimised. However, any significant issues for individual users are being identified, investigated, and resolved as they arise.

PATH TO GREEN - the identification of issues and their resolution will drive the performance of this metric towards target. Additionally, the implication of bug-free software and systems will allow for more accurate data and hence more ability to identify and rectify issues.

Latest year-end forecast:

81.00%

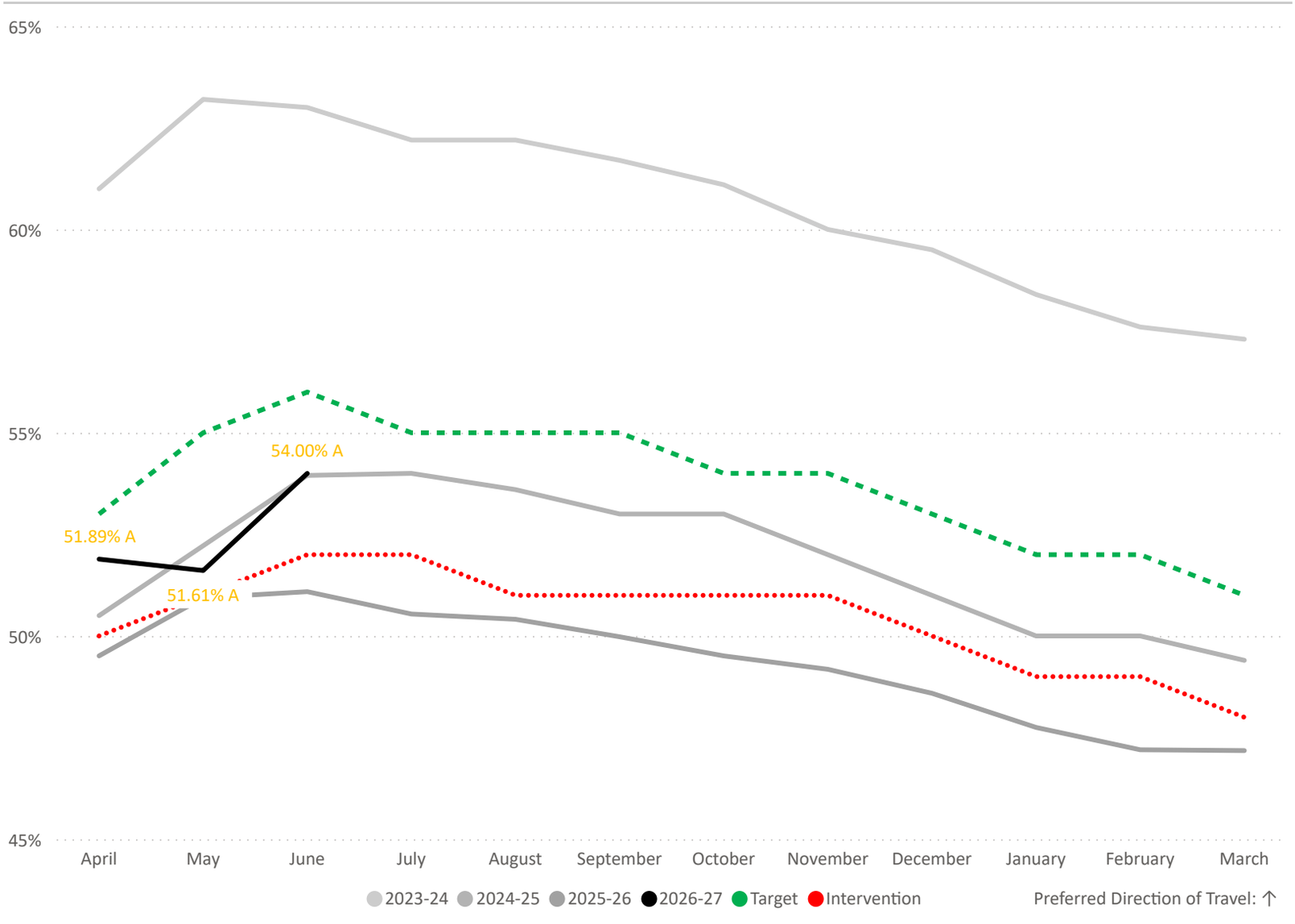
Latest projected outturn:

G

Outcome: Delivering good quality, high value for money services

PI 19: The percentage of household waste reused / recycled / composted (excluding food waste collections) (cumulative year to date)

The percentage of residential household waste that is reused, recycled or composted after being collected by HDC refuse crews. This is calculated as the total amount of recycling and garden waste divided by the total waste collected (excluding food waste collections).



Latest Commentary from Service:

In total for quarter 1, 15152.76 tonnes of residual waste, dry recycling and garden waste were collected from domestic properties across the district, with 54% either recycled or composted.

Positive performance in June drove performance for this metric upwards, with 56% of waste recycled or composted (2973.96 tonnes out of 5280.70 tonnes).

In quarter 1, 6962.70t of residual waste, 4022.26t of dry recycling, 4167.80t of Garden waste, and 1298.40t of food waste were collected, and with 9488.4 tonnes either recycled or composted, the recycling rate for Q1 is 58%

PATH TO GREEN - The Waste Minimisation Team continues to work with residents to encourage full use of the weekly food waste collection service. This helps to reduce the amount of food waste disposed of through the residual waste stream, contributing to improved recycling performance . The team also continues to promote the benefits of reducing food waste, supporting residents to minimise waste at source.

Latest year-end forecast:

51.00%

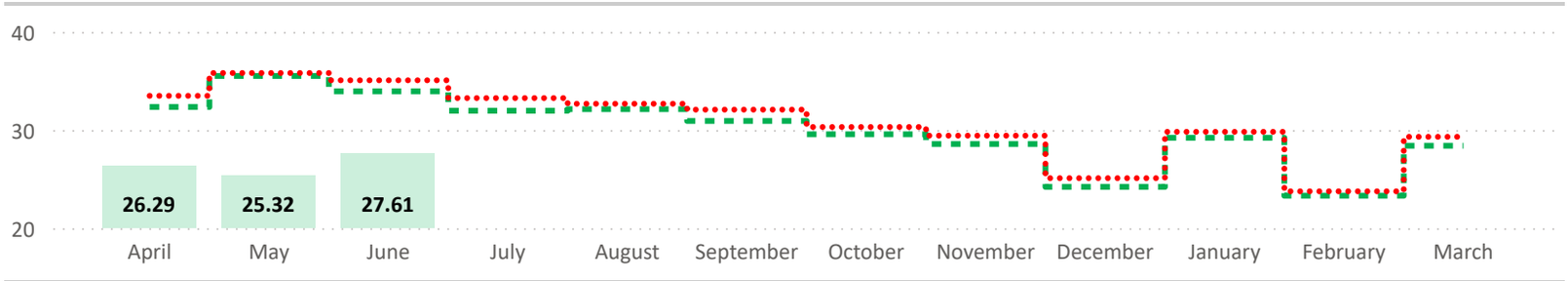
Latest projected outturn:

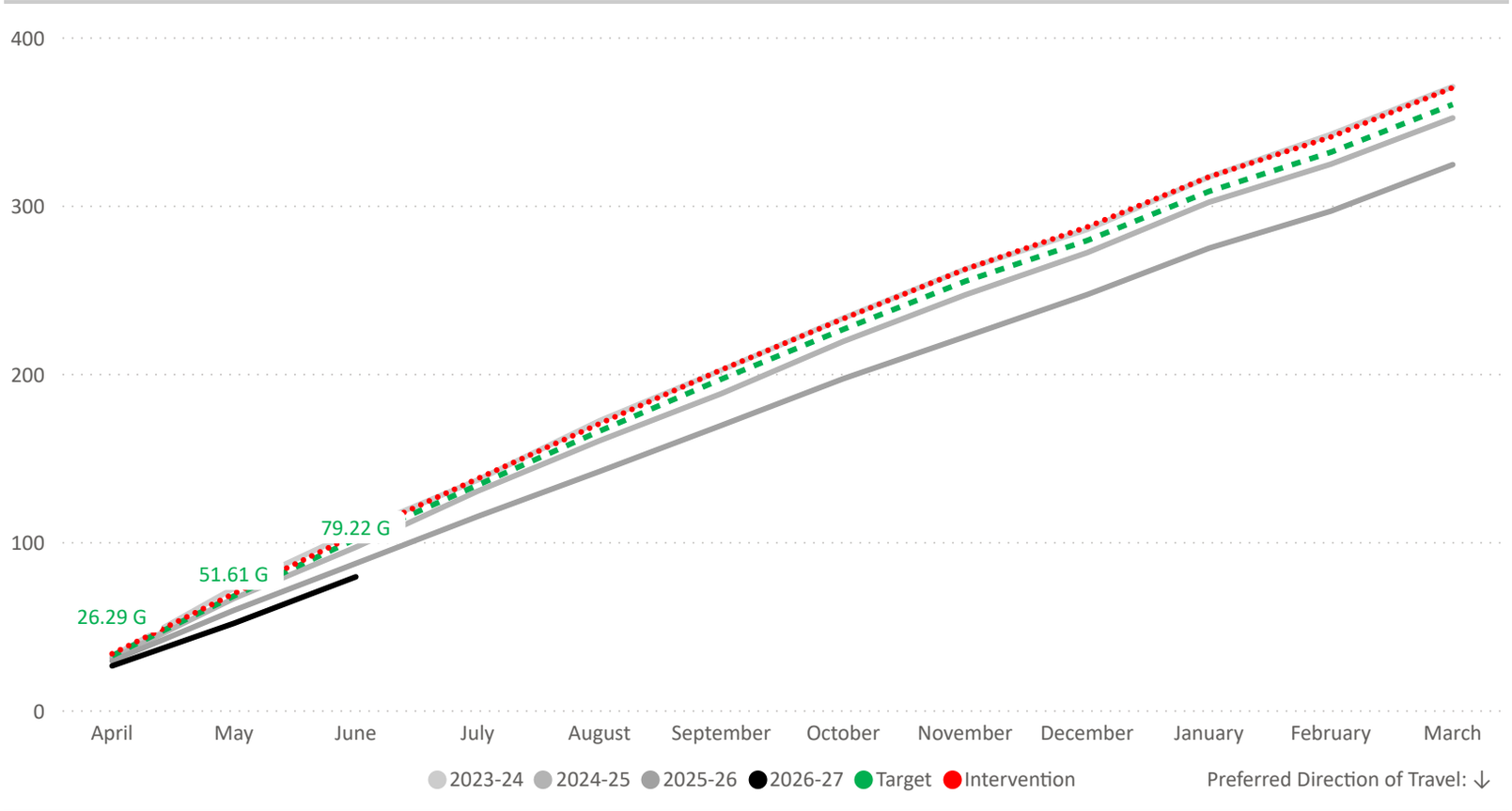
G

Outcome: Delivering good quality, high value for money services

PI 20: The collected household waste per person (kilograms, excluding food waste collections) (cumulative year to date)

The total amount of waste collected from residential households, divided by the total population of Huntingdonshire. The total waste collected is the sum of residual waste, recycling waste, and garden waste)





Latest Commentary from Service:

Household waste generation per person for June 2026 was 27.61 kg, based on the total residual waste, dry recycling and garden waste collected. This is 79.22 kg per person for the entirety of quarter 1.

In addition, 2.24 kg of food waste per person was collected during the month. Including food waste collections, the total household waste generated per person in June was 29.85 kg.

This remains below the UK monthly average of 34 kg per person.

With the inclusion of food waste, a total of 86.01kg per person has been collected in Quarter 1, with the monthly average sitting at 28.67kg/person.

Latest year-end forecast:

360.00

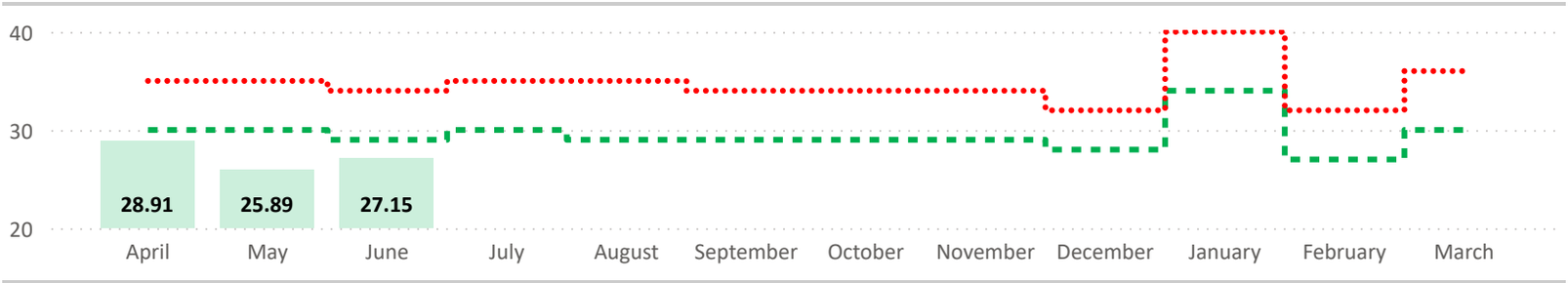
Latest projected outturn:

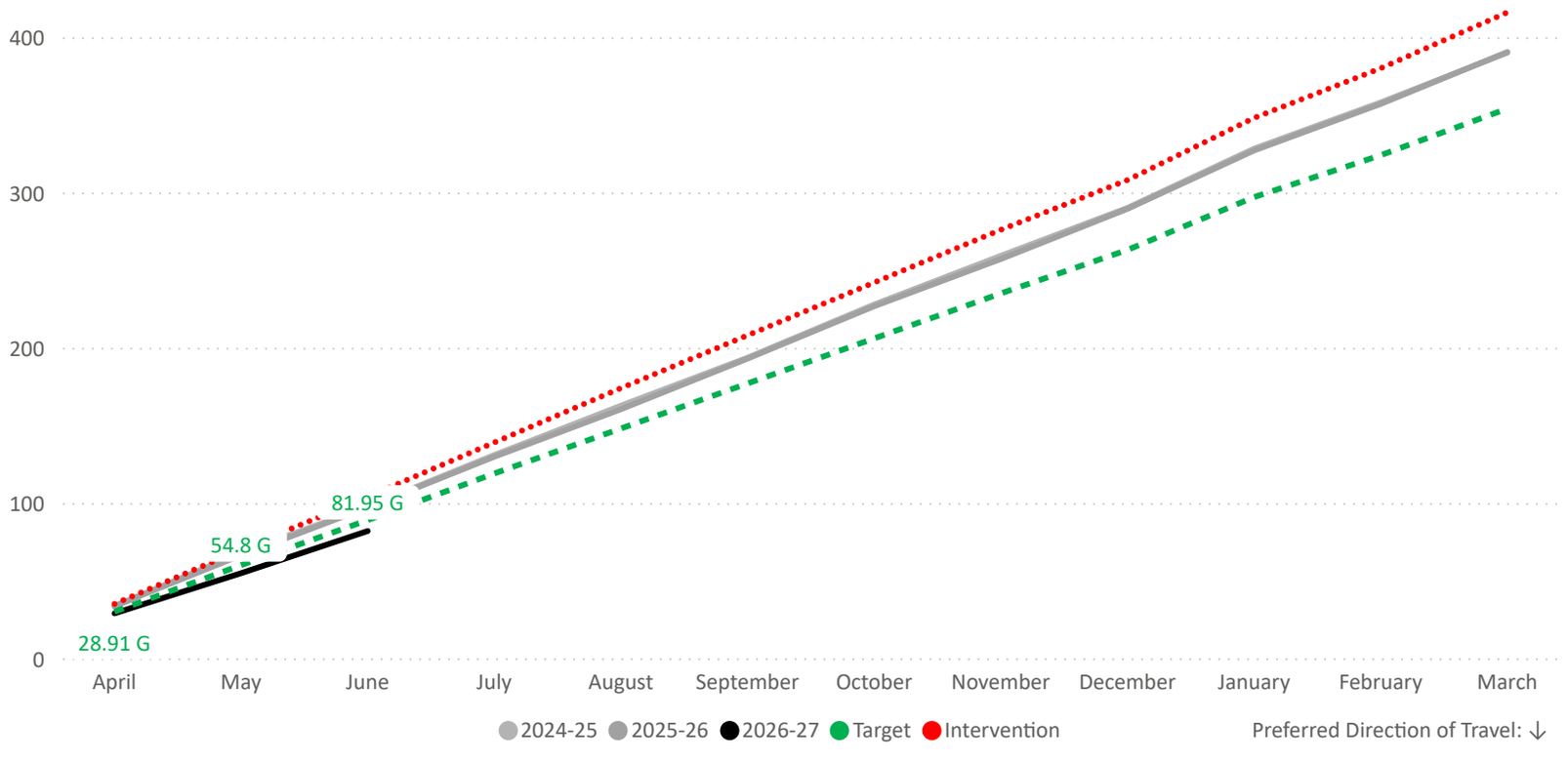
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Outcome: Delivering good quality, high value for money services

PI 21: The residual waste collected per household (kilograms) (cumulative year to date)

The total weight of residual household waste collected from domestic kerbside collection divided by the number of households in Huntingdonshire. Residual waste is non-recycled and non-composted waste.





Latest Commentary from Service:

Residual waste collected per household in June was 27.15 kg, which is 1 kg more than last month, but is 3.71kg lower than the same period last year.

A further 5.05 kg per household was diverted through the weekly food waste collection service in June.

Performance continues to compare favourably against the UK average of 74 kg of residual waste per household per month.

In quarter 1, a total of 81.95kg of residual waste was collected per household.

Latest year-end forecast:

354

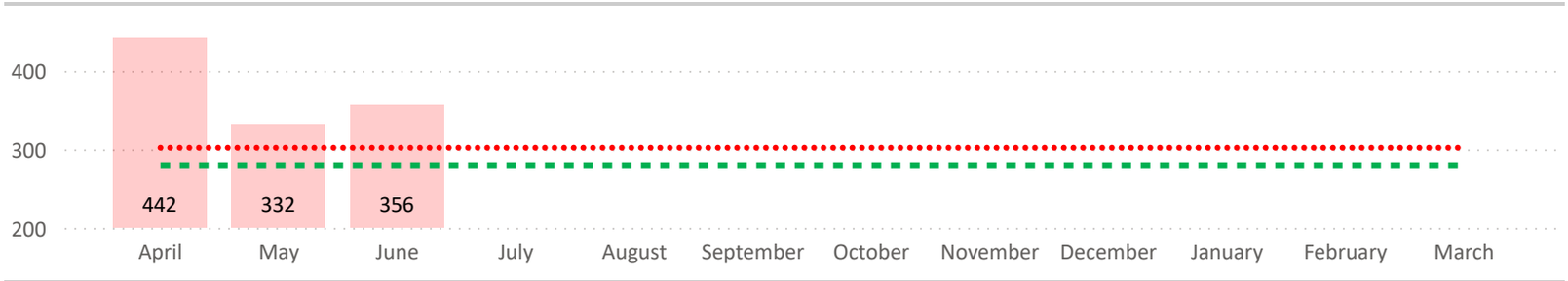
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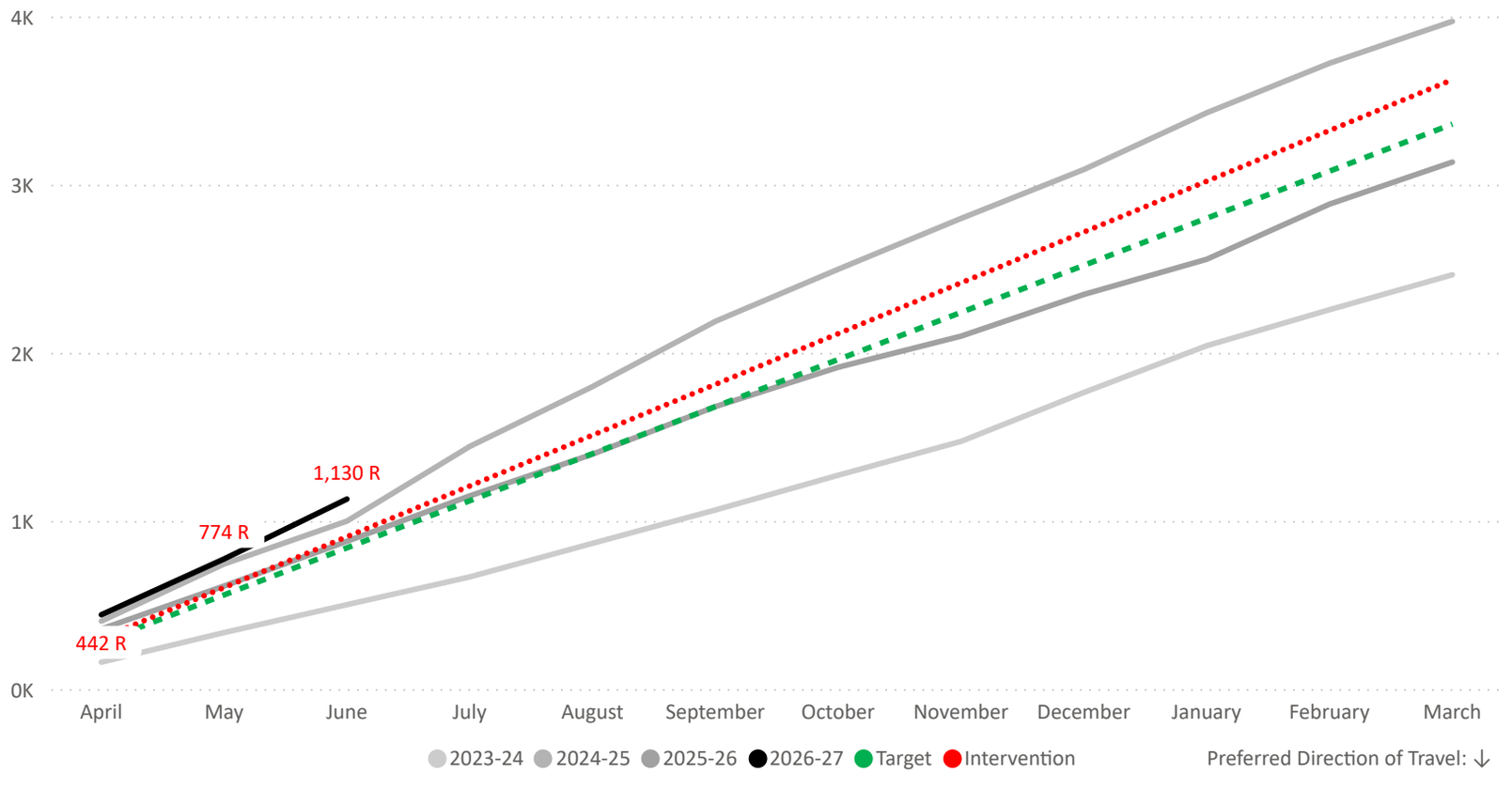
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Outcome: Delivering good quality, high value for money services

PI 22: The number of missed bins (excluding Food Waste collections)

The number of resident bins that were reported as missed by residents, excluding food waste bins.





Latest Commentary from Service:

A total of 1,130 residual waste, dry recycling and garden waste collections were missed in quarter 1, with a missed collection rate of ~0.065%. This performance remains better than the APSE benchmark average of 0.076%, reflecting continued operational reliability and service quality.

We have experienced long-term sickness on all waste streams, so reliance is on agency staff, without knowledge of the rounds/areas. Whilst we do our best to mitigate this as much as possible, this has had an impact on the missed bins.

In quarter 1, a further 1,398 food waste collections were reported as missed; however, it must be noted that 1,038,081 collections were scheduled, as these collections are weekly. The missed rate equates to 0.13% of all collections made for the food waste service. Support for the teams continues to ensure the number of missed bins is reducing over the coming months.

PATH TO GREEN - Managers continue to work closely with the collection teams to monitor and reduce missed collections, and implement improvements where necessary. As agency staff continue to gain experience and become more familiar with collection routes and procedures, and as permanent staff return from periods of sickness absence, performance is expected to improve further, resulting in a continued reduction in missed collections.

Latest year-end forecast:

3,360

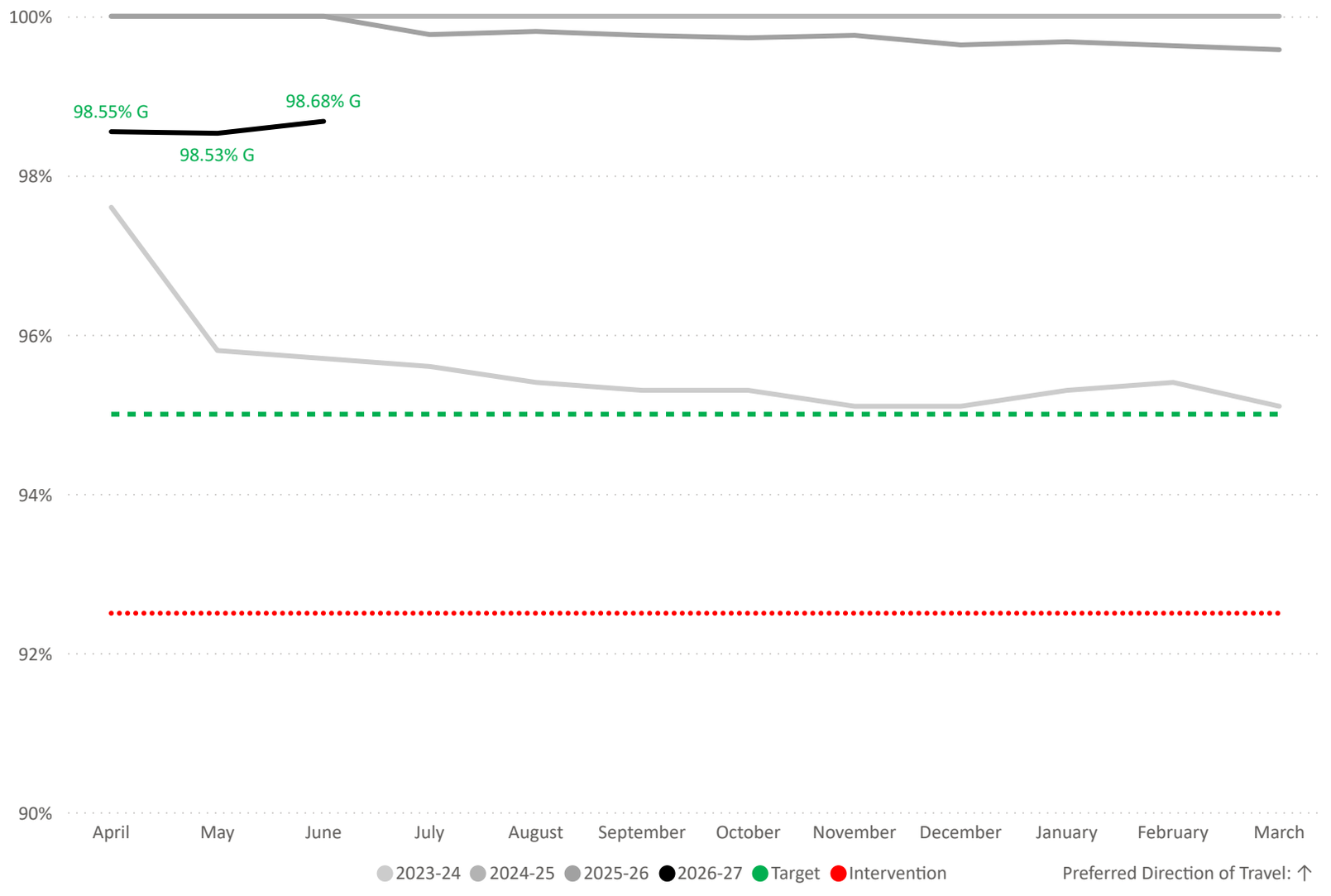
Latest projected outturn:

G

Outcome: Delivering good quality, high value for money services

PI 23: The percentage of sampled areas clean or predominantly clean of litter, detritus, graffiti, flyposting or weed accumulations

The percentage of sampled areas that are graded A or B by official APSE measurements, when considering for litter, detritus, graffiti, flyposting, and weed accumulations.



Latest Commentary from Service:

607 inspections were completed in quarter 1, with 8 failures. All of these failures were graded as Grade C under the street cleansing inspection grading system, which measures cleanliness on a scale from Grade A (very good) to Grade D (poor). A Grade C indicates that the area required attention to restore the expected standard but was not assessed as being in the lowest condition. Following the inspections, all identified issues were addressed and have since been rectified.

Latest year-end forecast:

95.00%

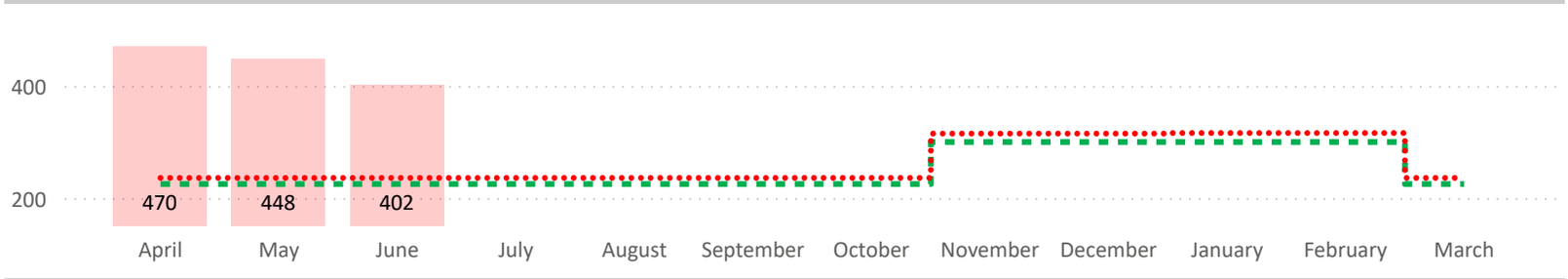
Latest projected outturn:

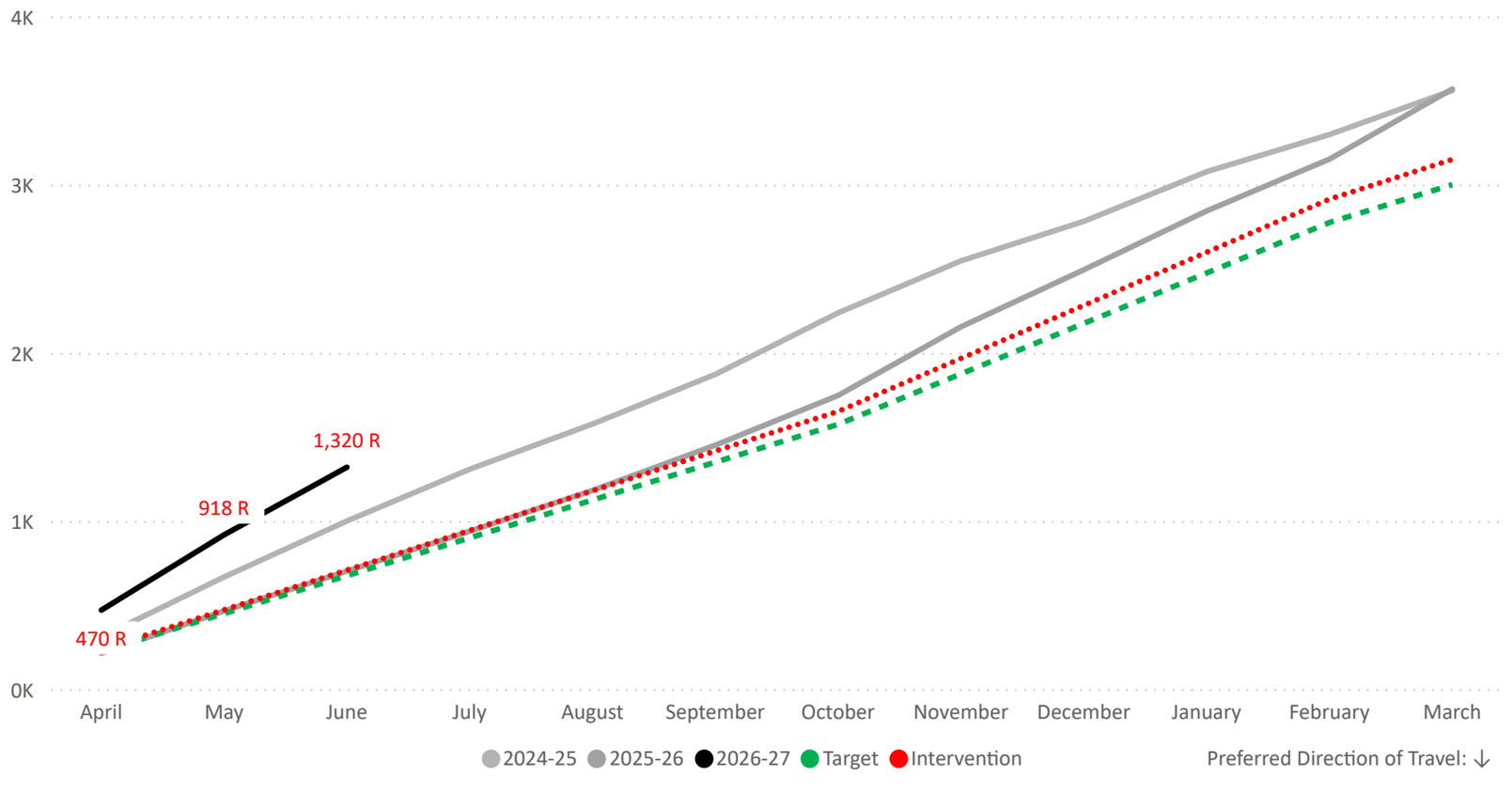
G

Outcome: Delivering good quality, high value for money services

PI 24: The number of flytips reported

The number of unique flytipping incident reported to HDC, with a flytip being the illegal dumping of liquid or solid waste on land or in water.





Latest Commentary from Service:

A total of 1320 flytips have been reported and cleared up in quarter 1.

The service continues to observe high numbers of small flytips, car bootloads or less, and mainly in residential areas.

PATH TO GREEN - Processes have been revised to strengthen our approach to identifying and tackling fly-tipping. We have reviewed previous data to identify trends and recurring patterns, enabling the creation of a list of fly-tipping hotspot locations. This list will be reviewed and updated monthly and shared with the Enforcement Team to support targeted prevention and intervention work.

In addition, fly-tipping and evidence-gathering procedures have been rolled out with the teams. This has reinforced the importance of consistently identifying, recording and handling any evidence found, helping to ensure a more effective and coordinated response to fly-tipping incidents.

Latest year-end forecast:

3,000

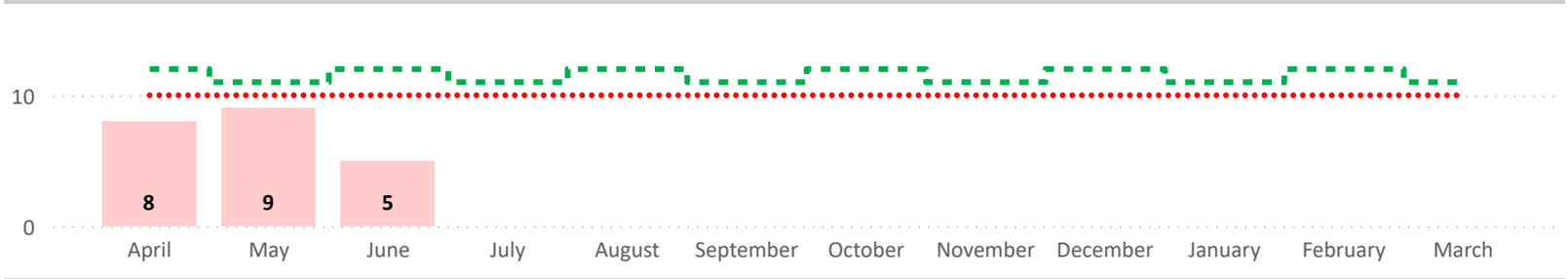
Latest projected outturn:

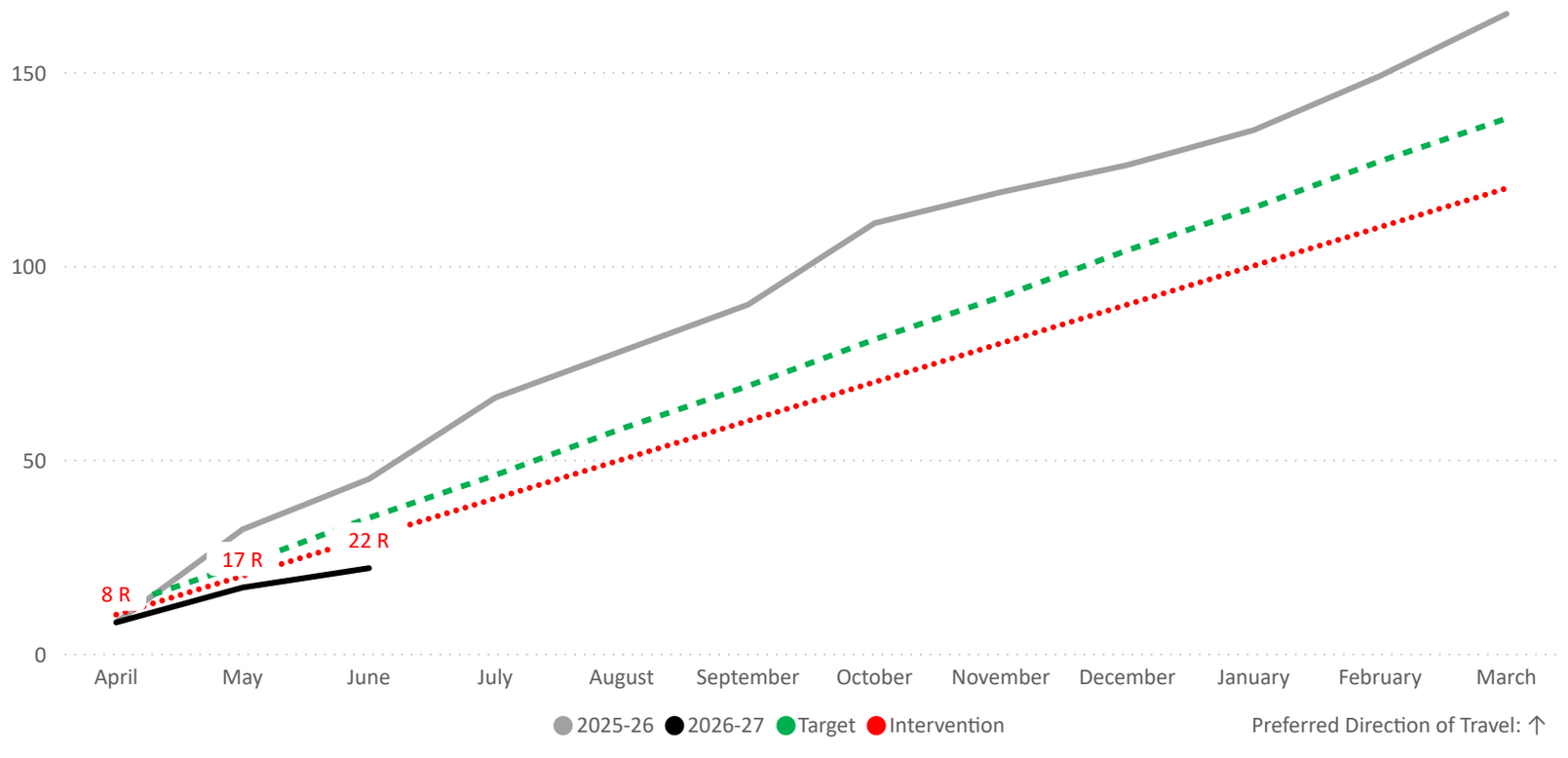
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Outcome: Delivering good quality, high value for money services

PI 25: The number of sanctions against environmental crimes and anti-social behaviour

The total number of sanctions implemented by the Community Action Team. This includes all Intervention and Enforcement. The team aims to work with residents and the community to ensure that a Prevention before Intervention, Enforcement is used. The sanctions included within this KPI include CPW/CPN, Breaches of PSPO, FPNS's and Prosecutions.





Latest Commentary from Service:

Quarter 1 saw below-target sanctions against environmental crimes and ASB each month. The service continues to prioritise preventive actions compared to reactive actions.

PATH TO GREEN - The service will continue to complete fixed penalty notices and sanctions where there is sufficient means to, with no different action plan compared to 2025/26.

Latest year-end forecast:

120

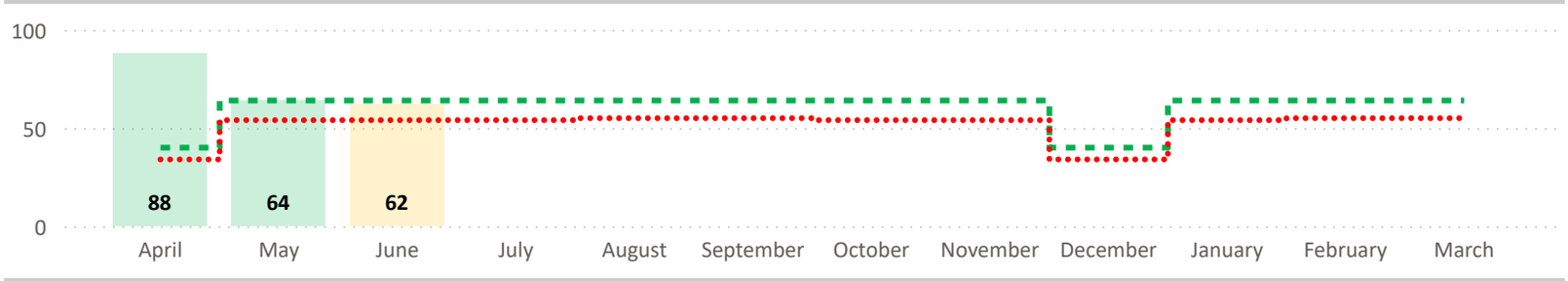
Latest projected outturn:

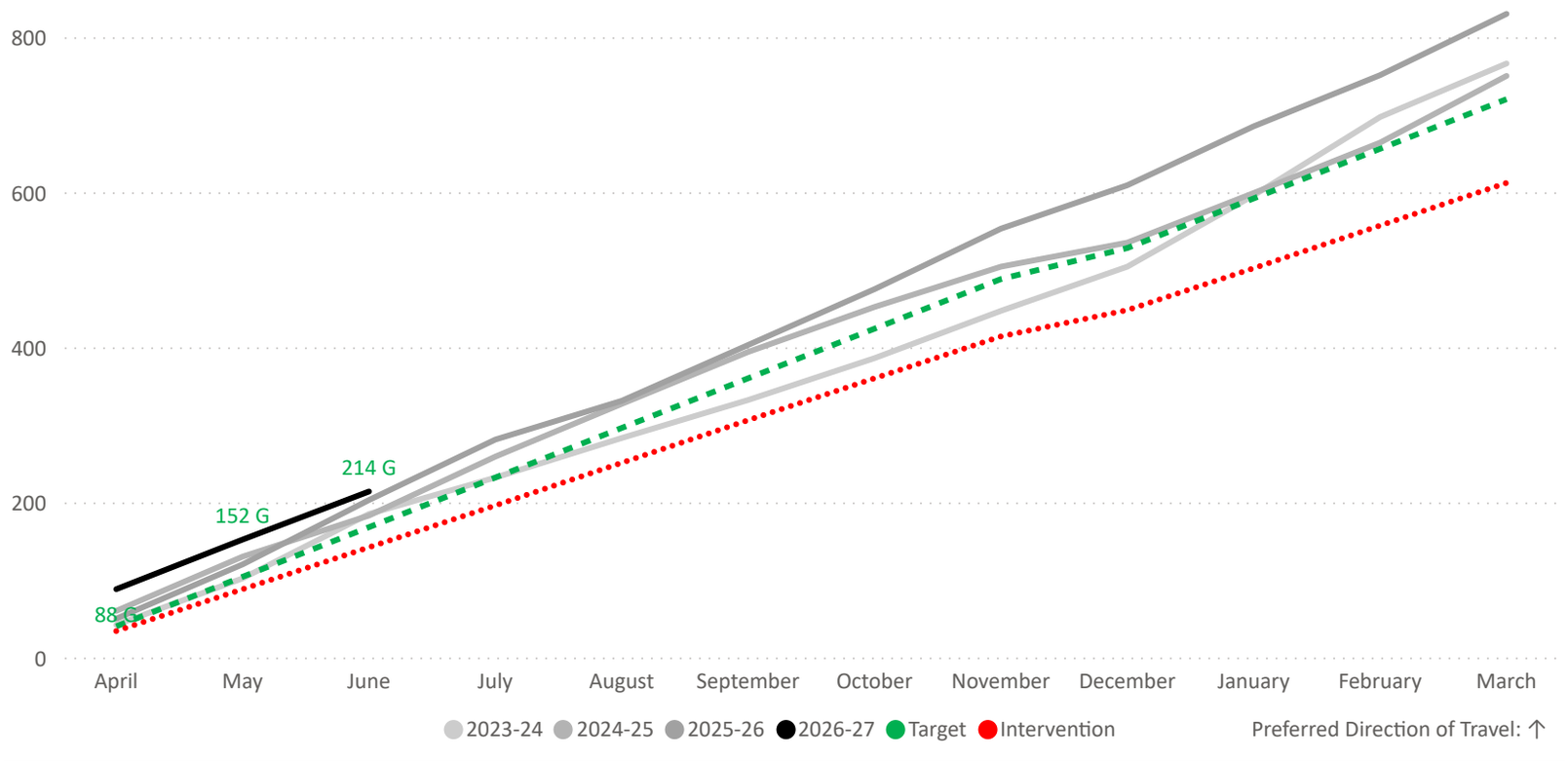
A

Outcome: Delivering good quality, high value for money services

PI 26: The number of programmed food hygiene inspections undertaken

The cumulative number of programmed food hygiene inspections that have taken place each month. This includes all full and partial programmed inspections due in year 2026/27 and any outstanding from previous years. Aborted inspections and closed premises inspections are also included in the figure but interventions using the alternative enforcement strategy are not included.





Latest Commentary from Service:

The number of food hygiene inspections is exceeding the target and the previous year's performance despite resource absence. The team continues to follow standards set out in the Food Law Code of Practice to ensure premises are inspected within 28 days of their inspection being due.

Latest year-end forecast:

856

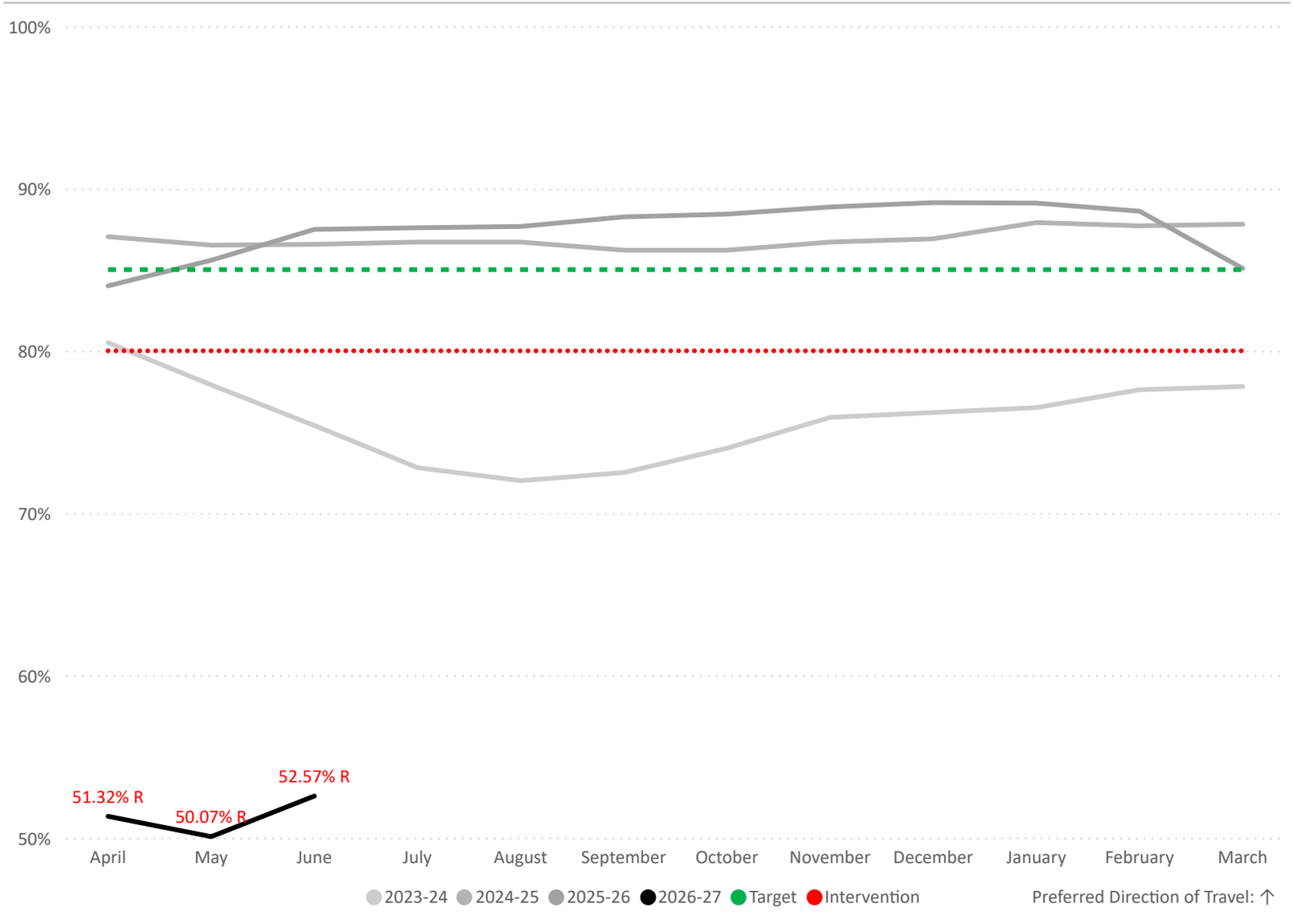
Latest projected outturn:

G

Outcome: Delivering good quality, high value for money services

PI 27: The percentage of calls to the Contact Centre answered

The answer rate of calls directed to Huntingdonshire District Council Contact Centre. This is calculated by the number of calls answered divided by the number of calls received. This is cumulative throughout the year.



Latest Commentary from Service:

Q1 performance was impacted by a short-term combination of increased customer demand, more complex enquiries and reduced available capacity. Call volumes were 25% higher than the same period last year with longer call durations, driven by several concurrent service pressures including implementation of the food waste service, garden bin renewals, annual billing, the new Citizen Portal, Council Tax text messaging and May elections.

These pressures were compounded by vacancies and sickness absence within Customer Services and service teams, together with the short-notice loss of the temporary support brought in to manage additional food waste contact.

Mitigating action was taken throughout the quarter. Lower-priority work was paused and email response times temporarily extended to ensure resources prioritised call handling. Live performance data was used to deploy staff where demand was greatest, and the team worked closely with back-office services to improve customer messaging, support demand planning and reduce avoidable contact where possible.

PATH TO GREEN - The position is expected to improve from August, with vacancies filled and staff undergoing training, and sickness absence has reduced significantly. While demand will continue to see peaks around monthly Council Tax reminder and summons activity, the service expects to return to the 85% answered-calls target from September and will continue to champion clear communication and digital self-service.

Latest year-end forecast:

75.00%

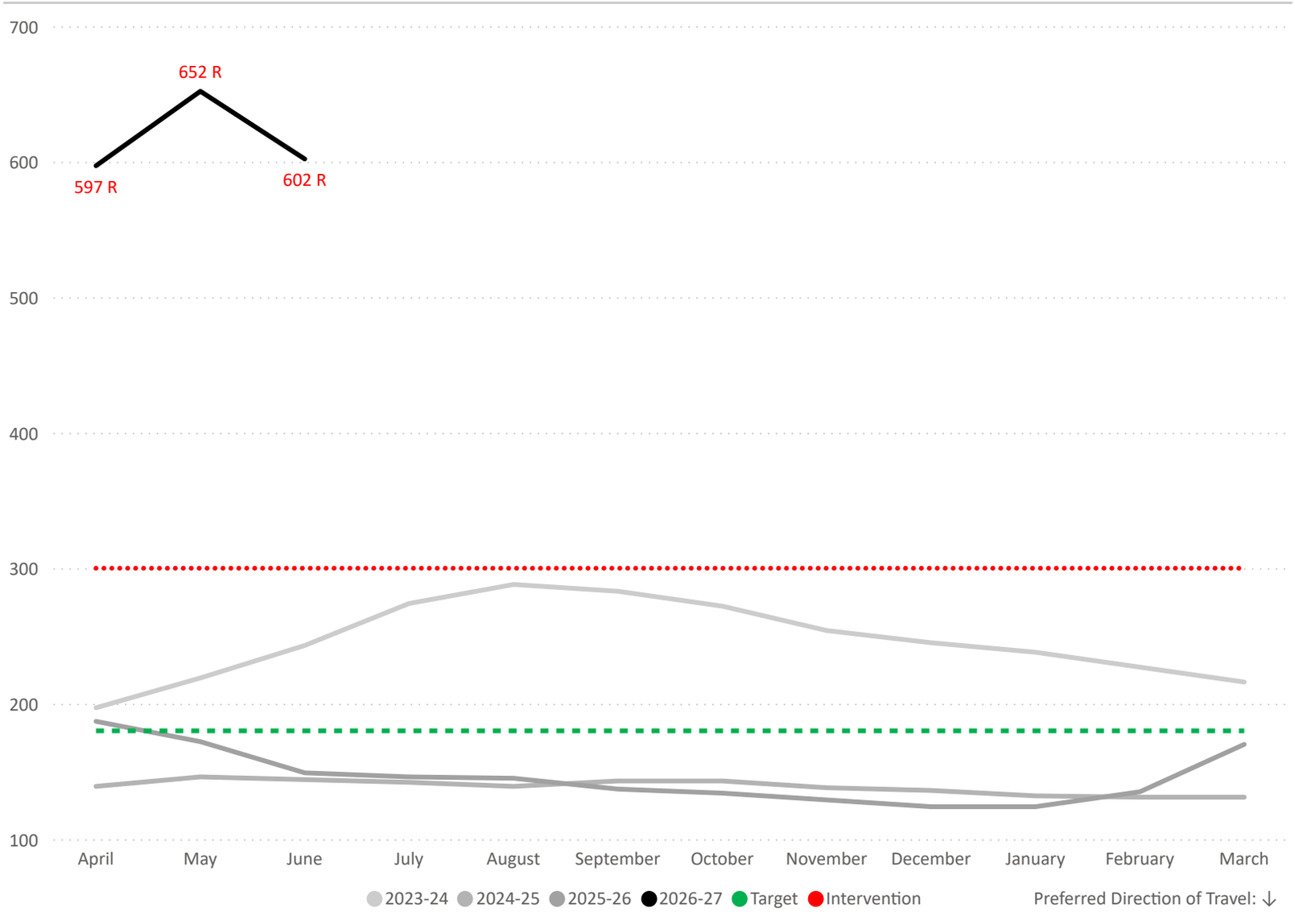
Latest projected outturn:

R

Outcome: Delivering good quality, high value for money services

PI 28: The average wait time for customers calling the Contact Centre (seconds)

The average queue wait time for customers calling the Customer Services contract Centre. Uses the built-in average 'Total Queue Wait Time' calculation from the Storm telephone system.



Latest Commentary from Service:

Q1 performance was impacted by a short-term combination of increased customer demand, more complex enquiries and reduced available capacity. Call volumes were 25% higher than the same period last year with longer call durations, driven by several concurrent service pressures including implementation of the food waste service, garden bin renewals, annual billing, the new Citizen Portal, Council Tax text messaging and May elections.

These pressures were compounded by vacancies and sickness absence within Customer Services and service teams, together with the short-notice loss of the temporary support brought in to manage additional food waste contact.

Mitigating action was taken throughout the quarter. Lower-priority work was paused and email response times temporarily extended to ensure resources prioritised call handling. Live performance data was used to deploy staff where demand was greatest, and the team worked closely with back-office services to improve customer messaging, support demand planning and reduce avoidable contact where possible.

PATH TO GREEN - The position is expected to improve from August, with vacancies filled and staff undergoing training, and sickness absence has reduced significantly. While demand will continue to see peaks around monthly Council Tax reminder and summons activity, the service expects to return to the 85% answered-calls target from September and will continue to champion clear communication and digital self-service.

Latest year-end forecast:

330

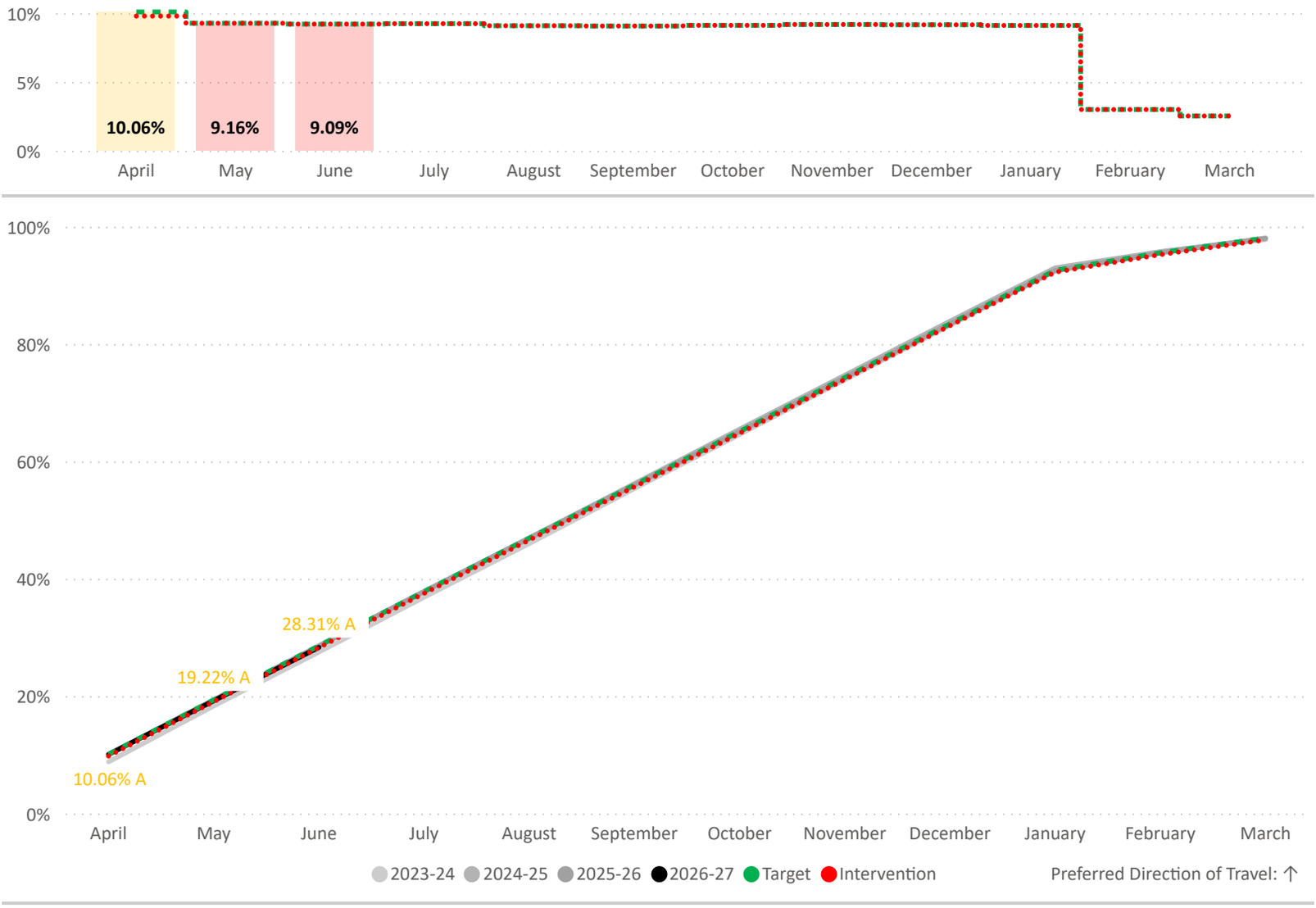
Latest projected outturn:

R

Outcome: Delivering good quality, high value for money services

PI 30: Council Tax collection rate

The percentage of Council Tax that has been collected compared to the total forecasted end-of-year Council Tax amount.



Latest Commentary from Service:

Council Tax collection rates do not always exactly follow the same trend as previous years and are influenced by a range of factors. Since the start of the financial year the net amount payable has increased by £450k, mainly as a result of 358 new properties being added to the Council Tax list as seen in PI10. Whilst the total annual Council Tax is added to the net collectable debit for the purposes of calculating the % collected, instalments may not yet be due for payment as at least 14 days notice of the first instalment must be provided. Residents have continued to opt to pay their Council Tax by 12months rather than 10, and the value of instalments due for payment in February and March 2027 has increased by £805k since the start of the financial year. The volume of reminders issued due to non-payment in Q1 reduced by 12% (858) when compared to the same period in the previous year, confirming that the slight reduction in collection is not due to non-payment, but reprofiling of instalments. This position will continue to be monitored throughout the year.

Latest year-end forecast:

98.05%

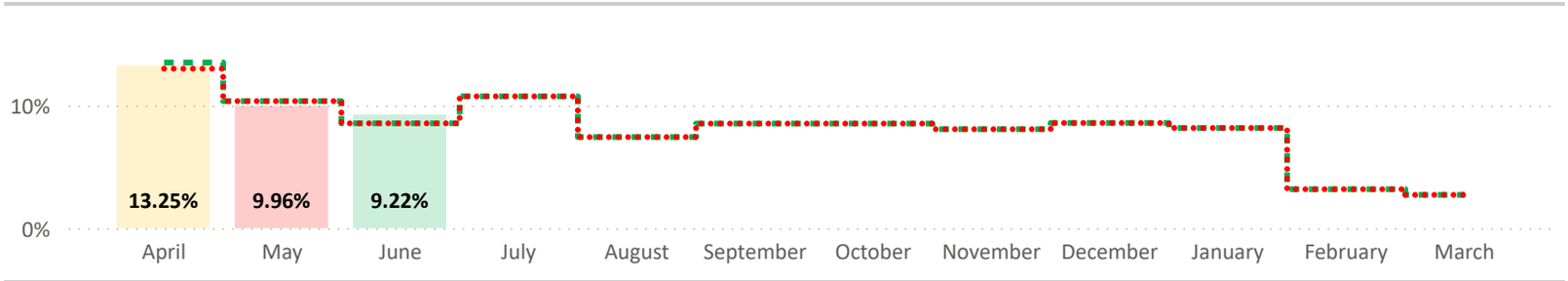
Latest projected outturn:

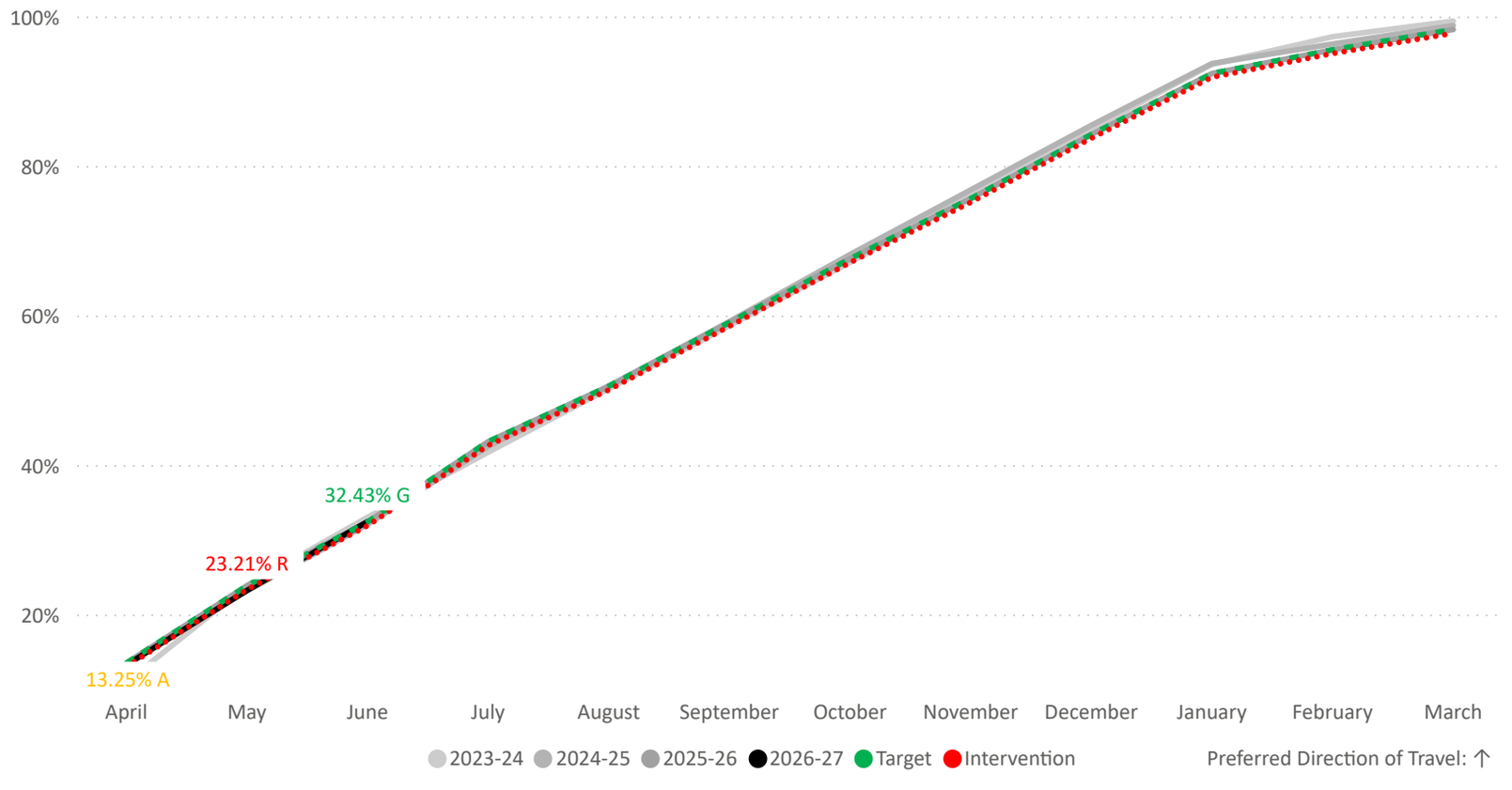
G

Outcome: Delivering good quality, high value for money services

PI 31: Business Rate collection rate

The percentage of Council Tax that has been collected compared to the total forecasted end-of-year Business Rates amount.





Latest Commentary from Service:

Software issues relating to Government-mandated changes that impacted collection in April and May have now been resolved, with performance now slightly above target for the end of Q1. As with Council Tax, monthly collection does not always follow previous trends exactly, and performance is continually monitored throughout the year.

Latest year-end forecast:

98.25%

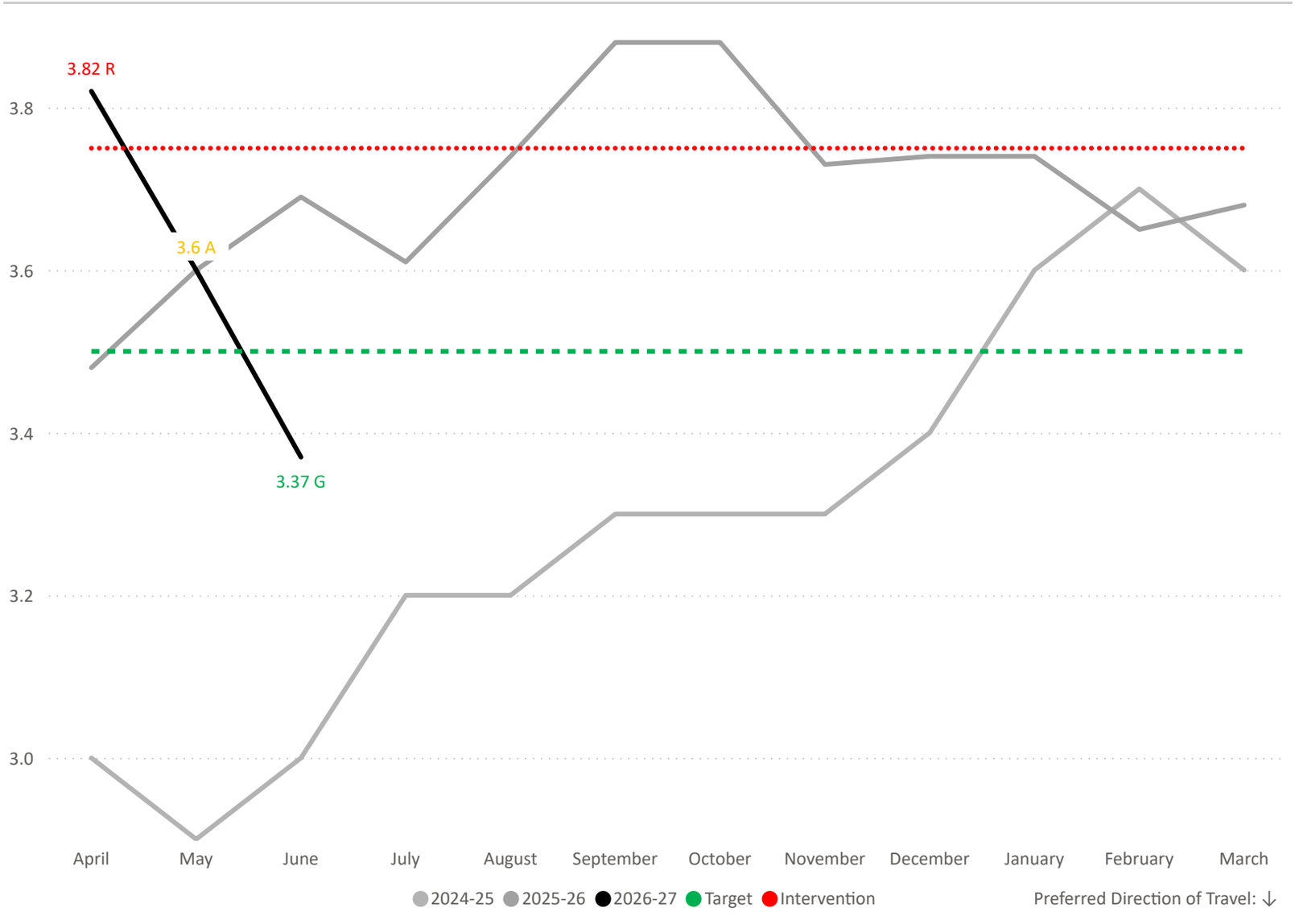
Latest projected outturn:

G

Outcome: Delivering good quality, high value for money services

PI 32: The number of short-term staff sickness days lost per full time equivalent (FTE) (rolling)

The number of short term sickness days taken per month, based on a 12 month rolling period, per Full Time Equivalent (37 hours). Short term sickness is defined as absences of less than 28 calendar days.



Latest Commentary from Service:

Extremely positive performance has occurred for short-term sickness, with 2 very positive months in May and June (as well as the removal of 2 quite negative months in May and June 2025, as it is a 12-month rolling average), which has meant that this metric is now within target. Coughs and Colds remain the highest reason for absence with 112 days taken in quarter 1. HR completed 10 As1's but had 23 outstanding. 5 probation sickness AS1's outstanding, and we completed 3 As2's with 15 outstanding. The sickness review group met and discussed what worked well and not so well with the sick absence process and any suggestions on how the process could be improved. HR have taken the feedback away and will be presenting a paper to CLT to consider in the next month.

Latest year-end forecast:

3.50

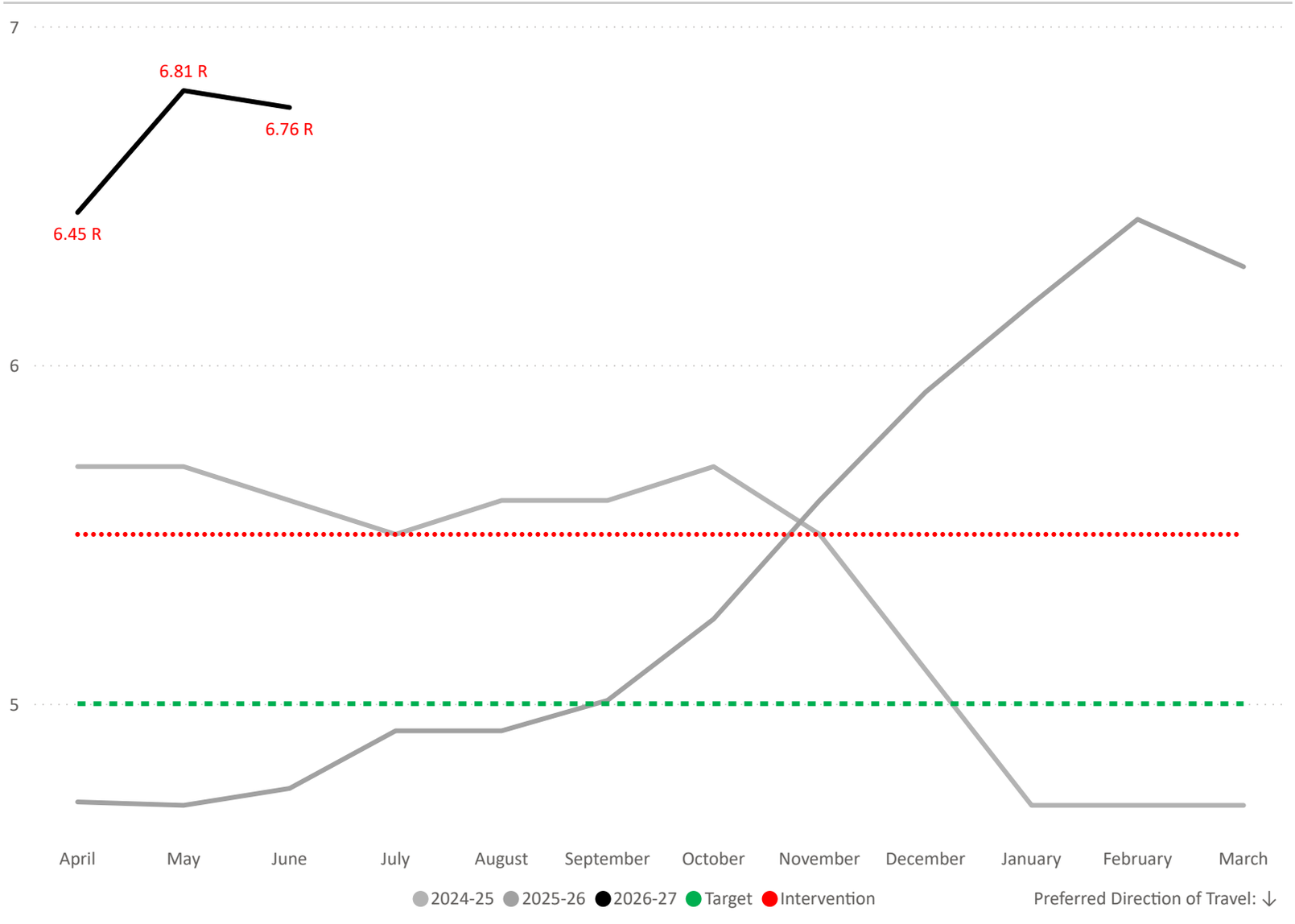
Latest projected outturn:

G

Outcome: Delivering good quality, high value for money services

PI 33: The number of long-term sickness days lost per full time equivalent (FTE) (rolling)

The number of long term sickness days taken per month, based on a 12 month rolling period, per Full Time Equivalent (37 hours). Long term sickness is defined as absences of over 28 calendar days.



Latest Commentary from Service:

Long-term absence is slowly reducing, losing 395 days in June compared to 460 in May; however, it has increased compared to March 2026. We had 19 live cases; 3 were managed out via the AS3 process, and 1 returned to work. We have 3 cases moving through the AS3 process and another case will leave next week on ill health retirement. Cases of 6 months or longer (8 cases) have reduced to 4, with 3 of those moving through the AS3 process and 1 hopefully returning to work next month. All remaining cases are being actively managed by HR.

PATH TO GREEN - The sickness review group met and discussed what worked well and not so well with the sick absence process and any suggestions on how the process could be improved. HR have taken the feedback away and will be presenting a paper to CLT to consider in the next month.

Latest year-end forecast:

6.00

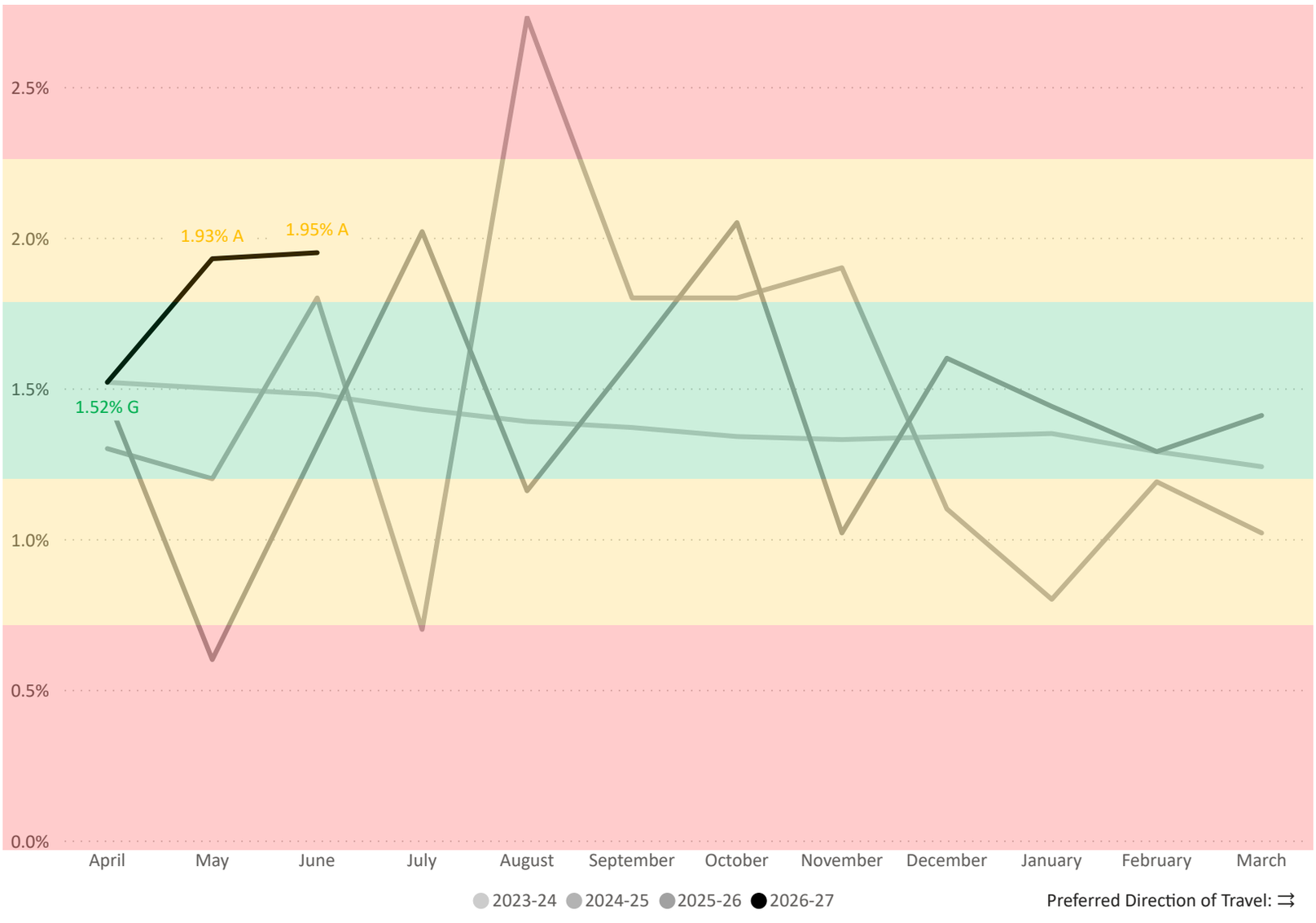
Latest projected outturn:

A

Outcome: Delivering good quality, high value for money services

PI 34: The percentage of staff Turnover (per month)

The number of contracted staff that have left the organisation compared to the average headcount of staff within the month. This includes terminations and resignations.



Latest Commentary from Service:

42 leavers were observed over the 3 months in quarter 1, with 35 of these being resignations for non-retirement purposes. This is slightly above a healthy turnover for the size of HDC, but would not be considered unhealthy. Completion of Exit questionnaires continues to be encouraged to source the root cause of officers leaving the organisation. No trend has been identified yet from the exit data, but HR will continue to monitor.

Latest year-end forecast:

1.50%

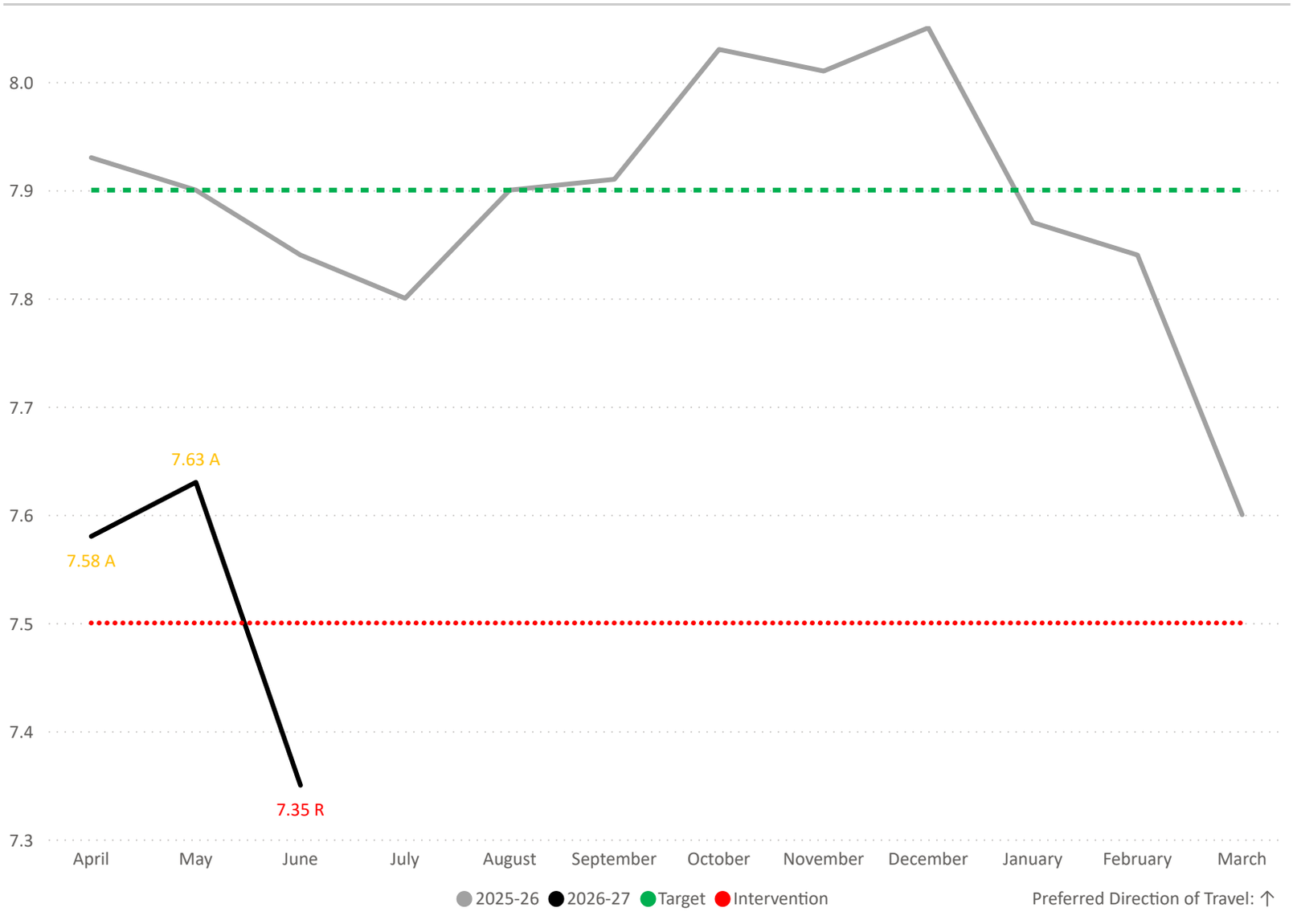
Latest projected outturn:

G

Outcome: Delivering good quality, high value for money services

PI 35: The average length of staff service (years)

The average length of service of all current HDC staff that are employed on a contract.



Latest Commentary from Service:

Length of service has slightly decreased again, due to 1 employee leaving with over 30 years of experience, as well as a number of new starters throughout June, which reduces the average.

Latest year-end forecast:

7.90

Latest projected outturn:

G

Cabinet – 15th September 2026

Report by: Head of Finance

Lead Cllr: Cllr J E Harvey
Executive Councillor for Finance and Resources

Wards	Open / Exempt	Key Decision?
ALL wards	Open	No

2026/27 Finance Performance Report – Forecast at Quarter 1

Executive Summary:

This report sets out the forecast outturn for the financial year 2026/27 for both revenue and capital as forecast at the end of quarter 1.

REVENUE FORECAST

The current net revenue budget for 2026/27 is £28.151m (original budget £28.057m plus brought forward budgets of £0.094m). Forecast net expenditure is £27.569m, with forecast use of reserves of £2.180m, resulting in a forecast underspend of £2.762m. The main favourable variances are within Finance (£1.583m), Operations (£0.936m), Communities & Operational Housing (£0.477m), Planning (£0.221m), Human Resources (£0.138m), Democratic Services (£0.125m) and Digital & Information (£0.131m). These are partly offset by pressures within Customer Services & Revenues & Benefits (£0.395m), Property & Facilities (£0.296m), Leisure, Health & Environment (£0.127m) and other smaller pressures. The Finance position includes £0.880m of centrally held pay rectification and incremental budgets now charged to services; this is a budget allocation adjustment rather than a genuine Council-wide saving.

The variations that contribute to the forecast are as follows:

REVENUE FORECAST UNDERSPENDS

Chief Digital and Information Officer – Underspend £0.131m – The forecast underspend is mainly due to licence rationalisation (£86k), salary vacancies (£28k) and reduced agency costs (£17k). This is partly offset by lower partner recharge income as shared-service costs reduce, together with the cost of additional out-of-hours work for Cambridge City Council. The out-of-hours costs are fully recoverable through the partner recharge.

Head of Economy, Regeneration and Housing – Underspend £0.051m – The forecast underspend is mainly due to additional income from St Neots Market and evening events, salary savings and lower business rates costs, partly offset by lower car park income and additional project expenditure. Grant-funded expenditure is matched by the associated grant income and therefore does not create an unfunded pressure.

Head of Planning, Infrastructure and Public Protection – Underspend £0.221m – The forecast underspend is mainly due to increased planning application income, New Burdens grant funding and salary savings, partly offset by lower Planning Performance Agreement and CIL administration income and higher agency and consultancy costs.

Head of Operations – Underspend £0.936m – The forecast underspend is mainly driven by additional income from CCTV service level agreements, Grounds Maintenance, Street Cleansing and waste services, together with savings on Street Cleansing subcontractors and vacant posts

Head of Human Resources and Officer Development – Underspend £0.138m – The forecast underspend is mainly due to additional recharge income and savings on in-house training and salaries, partly offset by additional legal and consultancy costs. Reserve funding supports Workforce Strategy activity.

Head of Finance – Underspend £1.583m – The forecast underspend is primarily due to additional investment income and savings on borrowing, salaries and audit costs, partly offset by temporary resources for LGR, accounts closedown and budget setting and other reserve-funded activity. The position also includes £0.880m of centrally held pay rectification and incremental budgets. These costs were held centrally when the 2026/27 budget was set because the affected staff and services were not yet known and have subsequently been allocated to services. The corresponding £0.880m underspend in Finance is therefore a budget allocation adjustment rather than a Council-wide saving.

Head of Democratic Services and Monitoring Officer – Underspend £0.125m – The forecast underspend is mainly due to additional Local Land Charges income and savings from vacant Audit posts and lower audit fees, partly offset by additional election expenditure and salary regrades. Specific activity is supported by reserve funding where applicable.

Head of Communities and Operational Housing – Underspend £0.477m – The forecast underspend reflects additional Homelessness Grant, Homes for Ukraine and other central government and NHS funding, together with vacancy savings. This is partly offset by additional homelessness prevention expenditure and funded staffing. With grant funding now confirmed, the service is developing additional capacity and activity to increase delivery and utilise the available funding.

REVENUE FORECAST OVERSPENDS

Chief Executive Officer – Overspend £0.049m – The forecast overspend primarily reflects £48k of agency costs, together with expenditure relating to Defence Cluster activity.

Head of Leisure, Health & Environment – Overspend £0.127m – The forecast overspend is mainly due to lower gym income, including the ongoing impact of lower St Neots membership, and reduced income at Hinchingbrooke Country Park while enhancement works are undertaken. Additional pressures include £38k of Sawtry business rates, £108k of repairs and maintenance and £208k of salaries. These are partly offset by £175k of utility savings, arising from solar PV.

Head of Property & Facilities – Overspend £0.296m – The forecast overspend is mainly due to lower rental income arising from lease breaks, vacancies and market conditions, together with additional back rent and business rates on vacant properties. This is partly offset by savings relating to the Priory Centre recharge and reserve funding for eligible activity.

Head of Customer Services & Revenues & Benefits – Overspend £0.395m – The forecast overspend is primarily due to additional Housing Benefit expenditure associated with temporary accommodation. The previous Homelessness Prevention Grant transfer is no longer separately available following changes to Government funding arrangements, and the level of support incorporated within the wider settlement is not known. Salary savings from vacancies partly offset the pressure. The position will continue to be monitored, with the underlying funding requirement being considered as part of the 2027/28 budget process.

Head of Communications, Engagement & Public Affairs – Overspend £0.021m – The forecast overspend comprises £6k of standby allowance costs, £12k of maternity cover and approximately £3k of other minor variances. The standby allowance is a recurrent pressure and will be reflected in the 2027/28 budget; maternity cover is non-recurrent.

Head of Transformation and Corporate Reporting – Overspend £0.013m – The forecast overspend reflects additional emergency planning training, LGR activity and project management software, partly offset by savings on advertising, publicity, marketing and consultancy. The training pressure can be supported from the Council's training reserve, and LGR-related costs from the LGR reserve.

CAPITAL FORECAST

The approved gross capital programme for 2026/27 is £29.457m. This includes budgeted rephasing of £5.937m. At the end of 2025/26, total rephasing was £11.694m, increasing the current budget to £35.214m.

Forecast capital expenditure for 2026/27 is £43.463m, representing an in-year overspend of £8.249m. The majority of the variances have identified funding sources, including grants, CIL and reserves, and therefore does not represent an equivalent additional funding requirement for the Council. The position includes a number of projects where expenditure is forecast to occur in 2026/27 but was not included in the current-year budget when it was set.

The variations contributing to the forecast capital position are summarised below, with further detail and commentary provided in Appendix 3.

CAPITAL FORECAST IN-YEAR UNDERSPENDS

Key in-year underspends include Waste and Food Vehicles (£0.094m), reflecting the commercial food waste project partially slipping into 2027/28 due to its 12-month lead time; One Leisure St Ives Outdoor Pitch (£0.583m), reflecting the revised Football Foundation funding position and the resulting decision required on the project's future funding; and Commercial Property enhancements (£0.311m), where planned expenditure is now expected to be lower in 2026/27 as projects are reviewed and rephased.

CAPITAL FORECAST OVERSPENDS

Key forecast overspends include Disabled Facilities Grants (£0.190m), arising from the clearance of backlogged cases; Hinchingbrooke Country Park enhancements (£0.345m); the Priory Centre (£6.239m), with additional CIL and St Neots Town Council funding identified; Market Towns (£1.000m), subject to Cabinet approval and additional funding; and Community Infrastructure Levy projects (£4.770m), which are funded from the CIL capital reserve. The DFG and Hinchingbrooke pressures are being managed through further review of savings and funding arrangements, including reporting to TCMG where required.

Recommendations

1.1 Cabinet is **invited to consider and comment** on the revenue financial performance for the financial year 2026/27 Q1, as detailed in **Appendix 1 and Appendix 2.**

1.2 Cabinet is **invited to consider and comment** on the capital financial performance for 2026/27 Q1, as detailed in **Appendix 3.**

1.3 Cabinet is **invited to approve the funding proposals** relating to the Priory Centre and wider regeneration schemes (Housing and Regeneration team), and One Leisure St Ives Outdoor Pitch funding (Option 3) (Leisure and Health). An explanation of the funding proposals can be found in the comments against these projects within the capital programme (Appendix 3) and within section 4.3 of this report.

1.4 Cabinet is asked to **consider and comment** on the Treasury Management 2026/27 Q1 Report attached as **Appendix 4**.

Key Corporate Plan Priorities

Delivering good quality, high value for money services with good control and compliance with statutory obligations.

Report Author(s)

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Sandra Beard - Head of Finance Sandra.Beard@huntingdonshire.gov.uk

1. PURPOSE OF THE REPORT

1.1 To present details of the Council's financial performance for 2026/2027.

- Revenue forecast underspend of **£2.762m.**
- Capital forecast in-year overspend of **£8.249m.**

2. BACKGROUND & CONTEXT

2.1 The revenue budget and MTFS for 2026/27 approved in February 2026, assumed a net expenditure budget of £28.057m, since increased by brought forward budgets of £0.094m a total current budget of £28.151m.

2.2 A gross capital budget of £29.457m was approved, increased to £35.214m due to additional re-phasing of schemes at the year-end of £5.757m.

2.3 The detailed analysis of the 2026/27 forecast outturn is attached at Appendices 1 and 2 for revenue, and Appendix 3 for capital.

3. COMMENTS OF OVERVIEW & SCRUTINY

3.1 The comments of the relevant Overview and Scrutiny Panel will be included in this section prior to its consideration by the Cabinet.

4. FINANCIAL PERFORMANCE

4.1 Financial Performance Headlines

The outturn position for the current financial year and the impact of variations will be incorporated within the Medium-Term Financial Strategy (MTFS).

Revenue
The current budget is £28.151m (original budget £28.057m plus budgets brought forward from 2025/26 of £0.094m), with forecast net expenditure of £27.569m and forecast reserve contributions of £2.180m, resulting in a forecast underspend of £2.762m. The main favourable variances are within Finance, Operations and Communities & Operational Housing, with pressures in Customer Services & Revenues & Benefits, Property & Facilities and Leisure, Health & Environment. The Finance position includes £0.880m of centrally held pay rectification and incremental budgets now charged to services; this is a budget allocation adjustment rather than a genuine Council-wide saving.

Capital
The approved gross capital programme for 2026/27 is £29.457m, including budgeted rephasing of £5.937m. At the end of 2025/26, total rephasing was £11.694m, an additional £5.757m, increasing the current budget to £35.214m. Forecast expenditure is £43.463m, an in-year overspend of £8.249m. The majority of the variance has an identified funding source and therefore does not represent an equivalent additional pressure on the Council.

4.2 Summary Revenue Variances by Service

The table below shows the total variances for each Service and the main reasons for the variances.

Head of Service	Budget £'000s	Budget c/fwd £'000s	Current Budget £'000s	Forecast Actual £'000s	Reserve Movements £'000s	Forecast Variance £'000s	Commentary on Forecast Overspend/Underspend
Chief Executive Officer	982	-	982	1,177	(146)	49	Primarily due to additional salary costs, partly offset by the permanent vacancy.
Chief Digital & Information Officer	3,212	-	3,212	3,081	-	(131)	Forecast underspend £131k, mainly from licence, salary and agency savings, partly offset by lower partner recharge income. The position will be monitored as activity and recharges develop.
Head of Economy, Regeneration & Housing	(188)	-	(188)	(30)	(210)	(51)	Forecast underspend £51k, mainly from additional markets and grant-funded income and salary/business-rate savings, partly offset by lower car park income and project costs.
Head of Planning, Infrastructure & Public Protection	2,266	-	2,266	2,019	27	(221)	Forecast underspend £221k, mainly from additional planning income, grant funding and salary savings, partly offset by lower PPA/CIL income and higher agency/consultancy costs.
Head of Operations	6,828	-	6,828	6,065	(173)	(936)	Forecast underspend £936k, driven mainly by additional service income, partly offset by higher partner-service, waste agency and LGR costs. LGR costs are funded from reserves.
Head of Leisure, Health & Environment	(181)	49	(133)	(134)	128	127	Forecast overspend £127k after reserve movements, mainly due to lower gym and Country Park income and additional salary, maintenance and rates costs, partly offset by other service savings.
Head of Property & Facilities	(1,719)	40	(1,679)	(1,348)	(36)	296	Forecast overspend £296k after reserve movements, mainly due to lower rental income and additional costs relating to vacant properties. This is partly offset by savings and LGR reserve funding.
Head of Human Resources & Officer Development	1,113	-	1,113	1,073	(98)	(138)	Forecast underspend £138k, mainly from additional recharge income and salary/training savings, partly offset by legal and consultancy costs. Reserve funding supports Workforce Strategy activity.
Head of Finance	6,490	-	6,490	5,741	(834)	(1,583)	Forecast underspend £1.583m after reserve movements, mainly from additional interest income and savings on borrowing and audit costs, partly offset by temporary LGR, closedown and budget-setting resources and reserve-funded activity.
Head of Democratic Services & Monitoring Officer	2,173	-	2,173	2,502	(454)	(125)	Forecast underspend £125k after reserve movements, mainly from additional Local Land Charges income and audit savings, partly offset by election costs and salary regrades. Specific costs are supported by reserves.
Head Of Customer Services & Revs & Bens	3,907	-	3,907	4,303	-	395	Forecast overspend £395k, mainly due to Homelessness Prevention Grant being rolled into RSG and volatility in Housing Benefit expenditure, partly offset by salary savings. The underlying funding position will be reviewed for 2027/28.
Head of Communities & Operational Housing	1,841	-	1,841	1,422	(59)	(477)	Forecast underspend £477k after reserve movements, mainly from additional government/NHS grant funding and vacancy savings. The service is developing capacity to utilise confirmed funding and increase delivery.
Head of Communications, Engagement & Public Affairs	344	-	344	385	(20)	21	Forecast overspend £21k, mainly from standby allowance and maternity cover costs. The standby allowance is a recurrent pressure; maternity cover is non-recurrent.
Head of Transformation and Corporate Reporting	990	5	995	1,313	(305)	13	Forecast overspend £13k after reserve movements, mainly from additional LGR resources, project management software and emergency planning training, partly offset by other service savings. The position will be monitored.
Total	**28,057**	**94**	**28,151**	**27,569**	**(2,180)**	**(2,762)**	

Further analysis of the revenue variance and service commentary is provided in Appendices 1 and 2. These appendices provide the variances by service and the supporting commentary supplied by budget managers.

4.3 Capital Programme

The approved gross capital programme for 2026/27 is £29.457m, including budgeted rephasings of £5.937m. At the end of 2025/26, total rephasing was £11.694m, an additional £5.757m, increasing the current budget to £35.214m. Forecast capital expenditure is £43.463m, resulting in an in-year overspend of £8.249m. The majority of the forecast variance has an identified funding source, including grants, CIL and reserves.

The funding proposals below, for The Priory Centre (Housing & Regeneration), and the One Leisure St Ives outdoor pitch were taken to, and approved, by TCMG on 28th July.

The Priory Centre – Following work undertaken for the Q1 forecast, additional expenditure of £3,891,000 on the Priory Centre and Market Towns schemes has been identified. The additional expenditure is mainly funded from grants from the CIL reserve, and from St Neots Town Council. There remains an overspend on the Priory Centre. The proposed funding solution is for this overspend to be met from part of the remaining £2,841,500 of legacy Cambridgeshire Horizons funding.

One Leisure St Ives Outdoor 3G Football Pitch - The revised total project cost is currently estimated at £836,883. HDC has identified £620,000 of funding, comprising £300,000 of approved Community Infrastructure Levy (CIL) funding and £320,000 of HDC capital funding. The Football Foundation has offered a grant of up to £216,883, representing 25.92% of the revised project cost. This is significantly lower than the level of external funding originally anticipated and would require HDC to meet 74.08% of the project cost while accepting a range of long-term operational, financial, land, monitoring and governance conditions.

Officers therefore recommend Option 3: that HDC withdraws from the Football Foundation funding offer and delivers the project directly through the Council's capital programme. This would enable the Council to retain greater control over procurement, pricing, programming, booking arrangements, operating income and future pitch replacement arrangements. It would also avoid the long-term grant conditions and compliance requirements that would otherwise apply. Proceeding with Option 3 would require additional capital funding to replace the proposed Football Foundation contribution and meet any confirmed repayment of preliminary costs.

The table below shows the total variances for each Service and the main reasons for the variances.

Head of Service	*Existing and New Bids* £000s	*Budget Rephase* (1) £000s	*Original Budget* £000s	*Year End Rephase* (2) £000s	*Net Rephase* (3) £000s	*Growth/ Virement* £000s	*Current Budget* £000s	*Q1 Actual Expenditure* £000s	*Q1 Forecast* £000s	*Over/(Under) Spend* £000s	Comment on Variances
Chief Digital and Information Officer	658	262	920	131	(131)	0	789	73	795	6	A small overspend on the Income Management Software, and a saving on the Mobile Device refresh project.
Environmental Services	3,017	1,146	4,163	1,484	338	0	4,501	53	4,437	(64)	An in-year savingon commercial food waste vehicles.
Customer Services	0	50	50	0	(50)	0	0	0	0	0	
Community Services	1,600	0	1,600	10	10	0	1,610	118	1,800	190	Additional expenditure on Disabled Facilities Grants.
Parks, Countryside & Climate	3,028	0	3,028	2,299	2,299	0	5,327	243	5,677	350	Additional expenditure on the Hinchingbrooke Country Park enhancement scheme.
Finance	50	0	50	0	0	0	50	0	50	0	
Housing and Regeneration	0	2,892	2,892	4,506	1,614	0	4,506	617	8,397	3,891	Additional funded expenditure (additional funding subject to Cabinet approval) on market town schemes and the Priory Centre.
Leisure and Health	11,653	0	11,653	0	0	0	11,653	75	11,070	(583)	A saving from the the St Ives Outdoor Centre football scheme, though funding from the Football Foundation is not being taken up (£800k).
Planning	2,706	1,587	4,293	2,128	541	0	4,834	64	9,604	4,770	Additional funding for CIL grants, this is funded from the CIL reserve.
Property and Facilities	808	0	808	1,136	1,136	0	1,944	206	1,633	(311)	Underspend on Commercial Properties enhancement and improvement schemes.
Total	**23,520**	**5,937**	**29,457**	**11,694**	**5,757**	**0**	**35,214**	**1,448**	**43,463**	**8,249**	
(1) This is the estimated rephase when the budget is set. (2) This is the actual rephase at the year end when all costs are known (3) This is the actual rephase less the budget rephase. Original budget + net rephase + growth = Current budget Original Budget = Existing and New Bids Budget + Budget Rephase											

See appendix 3 for further detail.

4.4 Council Tax and Business Rates Collection

The Council Tax collection rate at the end of quarter 1 (28.31%) is slightly lower than the previous year (28.57%). The Business Rates collection rate at the end of quarter 1 (32.43%) is slightly higher than the previous year (32.38%).

The number of working age Council Tax Support claimants at the end of quarter 1 was 5,247 which is 98 more than at the end of quarter 1 in 2025/26 (5,149). The number of pensioner Council Tax Support claimants was 2,796 at the end of quarter 1 in 2026/27, compared to 2,826 for the same period last year.

4.5 Miscellaneous Debt Update

The table below shows the debtor analysis as at 30th June 2026.

	Debtor Aged Days Q1							
Service	**Current**	**<90**	**91 to 180**	**181 to 365**	**>365**	**Future**	**Total Debt**	**Total Debt 25/26 Q4**
	£000s	**£000s**	**£000s**	**£000s**	**£000s**	**£000s**	**£000s**	**£000s**
3C Shared Services	-	-	-	-	8	-	8	1,577
Business Improvement District	3	2	1	50	9	-	65	116
Community Infrastructure Levy	-	295	-	15	-	2,550	2,860	3,130
Commercial Rent	35	7	3	-19	426	34	486	93
Community	1	1	4	2	5	1	14	74
Corporate	5	-	-	-	-	-	5	0
Environmental	-	-	-	-	3	-	3	3
Finance	-	1	3	5	31	693	733	43
Housing Benefit Overpayment	-	-	-	-	21	-	21	23
Hinchingbrooke Country Park	1	1	-	42	1	3	48	48
Housing	6	16	-3	23	265	12	319	442
Licensing	3	1	1	3	1	14	23	22
Markets	2	1	-	-	-	2	5	3
Mobile Home Park	-	-	-	1	-	74	75	104
Moorings	3	-	-	-	-	7	9	1
One Leisure	11	3	2	3	-12	57	64	230
Operations	11	3	35	40	13	129	231	964
Paxton Pits	-	-	-	-	-	-		1
Planning	-	34	30	-	-	1	65	104
Private Sector Housing	-	-	2	-	-	1	3	9
Section 106	-	-	-	115	-	-	115	352
Trade Waste	4	27	2	11	-5	107	147	255
Total	85	392	80	291	765	3,685	5,299	**8,433**

4.6 Update on the Commercial Investment Strategy and Investment Properties

The implementation of the CIS was seen as a key means by which the council can generate income to assist in funding service expenditure. For 2026/27, the forecast net contribution is £3.961m against a budget of £4.087m, an adverse variance of £0.126m, primarily due to lower property rental income.

For 2026/27 the budget and forecast for the CIS and investment properties is;

CIS Investments	**Budget £000s**	**Forecast £000s**	**Variance £000s**
Cash Investments			
CCLA Property Fund Dividend Income	(162)	(162)	0
Total Cash Investments	**(162)**	**(162)**	**0**
Property Rental Income	(4,506)	(4,380)	126
Loan Interest (On CIS related borrowing)	581	581	0
Total Property Investments	**(3,925)**	**(3,799)**	**126**
TOTAL	**(4,087)**	**(3,961)**	**126**
CIS Borrowing (Maturity Loans from PWLB)			
Property	**Maturity Date**	**Principal Amount**	**% (Fixed)**
Wakefield	26/06/2039	11,963	2.18
Fareham	02/10/2037	5,000	2.78
Rowley Centre	11/03/2039	7,292	2.49

4.7 Policy Implications

N/A

4.8 Legal & Constitutional Implications

Effective budget monitoring is a requirement of the Council's constitution and financial regulations. It is a requirement of sound overall financial management, as well as a key component in identifying developing financial issues.

4.9 Community Impact

N/A

4.10 Environment & Climate Change Implications

Note the impacts from levels of expenditure in climate and environment related budgets, in particular in the Parks service.

4.11 Equality & Diversity Implications

N/A

4.12 Implications on Resources

As this report is for information and retrospective there are no implications for resources in future years, where any changes to financial resources occur these will be updated in the quarterly monitoring reports and future budgets and MTFS.

There are no direct implications on other resources, such as staffing or property.

4.13 Health & Wellbeing

N/A

4.14 Local Government Reorganisation (LGR) Implications

This report is retrospective has limited impact on LGR implications.

5. RISK MANAGEMENT

Risk is managed by the individual service risk registers.

6. LIST OF APPENDICES

Appendix 1 Financial Performance Revenue Forecast 2026/27 Quarter 1 - Head of Service Summary.
Appendix 2 Financial Performance Revenue Forecast 2026/27 Quarter 1 – Head of Service Detail.
Appendix 3 Financial Performance Capital Forecast 2026/27 Quarter 1.
Appendix 4 Treasury Management 2026/27 Q1 Report.

7. BACKGROUND PAPERS– LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

Document List	Custodian	File Location
Transactional expenditure and income records held in the finance system	Finance Team	Finance shared drive
Budgets for expenditure and income held in the finance system	Finance Team	Finance shared drive
Spreadsheet containing the revenue monitoring report table including budget, forecast, actual expenditure, and comments	Finance Team	Finance shared drive
Spreadsheet containing the capital monitoring report table including budget, forecast,	Finance Team	Finance shared drive

actual expenditure, and comments		
Spreadsheets monitoring treasury activity and for calculating indicators	Finance Team	Finance shared drive

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Appendix 1

2026/27 Q1 Forecast - Revenue — Head of Service Summary

Head of Service	Year to Date			Full Year						*Commentary On Forecast Underspend/Overspend*
	Actual £000	Current Budget £000	Over/ (Under) Spend £000	Forecast £000	Original Budget £000	Budget c/fwd £000	Current Budget £000	Contribution To /(From) Reserves £000	Over/ (Under) Spend £000	
Chief Executive Officer										
Income	(138)	-	(138)	(450)	-	-	-	(100)	(550)	**Income:** Potential aditional partner income relating to Defence Cluster activity
Expenses	395	245	150	1,627	982	-	982	(46)	599	**Expenses:** Additional expenditure on Defence Cluster activity and salary costs.
Net	**258**	**245**	**12**	**1,177**	**982**	**-**	**982**	**(146)**	**49**	
Chief Digital & Information Officer										
Income	(1,534)	(1,700)	166	(6,137)	(6,800)	-	(6,800)	-	664	**Income:** Reduction in income due to lower costs, meaning that partner recharges are less. Small amount of extra income as a result of Cambridge City Council out of hours work.
Expenses	2,304	2,503	(199)	9,218	10,013	-	10,013	-	(795)	**Expenses:** Reduced costs as a result of lower cost of licences, salary and agency staff savings. Partly offset by additional costs from CCC out-of-hours work.
Net	**770**	**803**	**(33)**	**3,081**	**3,212**	**-**	**3,212**	**-**	**(131)**	
Head of Economy, Regeneration & Housing										
Income	(762)	(756)	(6)	(2,890)	(3,023)	-	(3,023)	(158)	(25)	**Income:** Additional income from St Neots Market and evening events, together with grant-funded project income, partly offset by lower car park income
Expenses	702	709	(7)	2,860	2,834	-	2,834	(53)	(27)	**Expenses:** Savings from salaries and markets business rates, partly offset by additional expenditure on Ramsey Pods and consultancy, which is grant funded.
Net	**(60)**	**(47)**	**(13)**	**(30)**	**(188)**	**-**	**(188)**	**(210)**	**(51)**	
Head of Planning, Infrastructure & Public Protection										
Income	(914)	(904)	(9)	(3,655)	(3,617)	-	(3,617)	-	(38)	**Income:** Increased planning application income and New Burdens grant, partly offset by lower Planning Performance Agreement and CIL administration income
Expenses	1,425	1,471	(46)	5,674	5,884	-	5,884	27	(183)	**Expenses:** Salary savings from vacancies, partly offset by increased agency and consultancy costs.
Net	**511**	**567**	**(55)**	**2,019**	**2,266**	**-**	**2,266**	**27**	**(221)**	

Head of Service	Year to Date			Full Year						*Commentary On Forecast Underspend/Overspend*
	Actual £000	Current Budget £000	Over/ (Under) Spend £000	Forecast £000	Original Budget £000	Budget c/fwd £000	Current Budget £000	Contribution To /(From) Reserves £000	Over/ (Under) Spend £000	
Head of Operations										
Income	(2,024)	(1,603)	(421)	(8,015)	(6,411)	-	(6,411)	(81)	(1,685)	**Income:** Additional income from CCTV service level agreements, grounds maintenance, street cleansing, recycling credits, green bin and trade waste collections
Expenses	3,497	3,310	187	14,080	13,240	-	13,240	(92)	749	**Expenses:** Additional costs from new services provided to partners, waste collection agency staffing and LGR work, partly offset by savings on Street Cleansing subcontractors and vacant posts.
Net	**1,473**	**1,707**	**(234)**	**6,065**	**6,828**	**-**	**6,828**	**(173)**	**(936)**	
Head of Leisure, Health & Environment										
Income	(2,576)	(2,632)	55	(10,306)	(10,527)	-	(10,527)	-	221	**Income:** Reduction in gym income due to new competitor gym opening and loss of income in Hinchingbrooke Country Park due to the on-going enhancement works. Partly offset by increased Active Lifestyles income and grants.
Expenses	2,575	2,599	(24)	10,171	10,346	49	10,394	128	(95)	**Expenses:** Additional salary, maintenance and rates costs, partly offset by solar PV utility savings and savings on staffing, cost of sales and utilities within Parks.
Net	**(2)**	**(33)**	**32**	**(134)**	**(181)**	**49**	**(133)**	**128**	**127**	
Head of Property & Facilities										
Income	(1,188)	(1,252)	63	(4,753)	(5,007)	-	(5,007)	-	254	**Income:** Reduced rental income due to lease breaks and vacant properties
Expenses	842	832	10	3,406	3,288	40	3,328	(36)	42	**Expenses:** Additional back rent and business rates on Phoenix Court and vacant units, partly offset by savings on the Priory Centre recharge.
Net	**(346)**	**(420)**	**74**	**(1,348)**	**(1,719)**	**40**	**(1,679)**	**(36)**	**296**	
Head of Human Resources & Officer Development										
Income	(15)	-	(15)	(62)	-	-	-	-	(62)	**Income:** Additional income from recharges not included in the budget.
Expenses	259	278	(19)	1,135	1,113	-	1,113	(98)	(76)	**Expenses:** Savings from increased use of in-house training and salary savings, partly offset by additional legal and consultancy costs
Net	**244**	**278**	**(35)**	**1,073**	**1,113**	**-**	**1,113**	**(98)**	**(138)**	

Head of Service	Year to Date			Full Year						*Commentary On Forecast Underspend/Overspend*
	Actual £000	Current Budget £000	Over/ (Under) Spend £000	Forecast £000	Original Budget £000	Budget c/fwd £000	Current Budget £000	Contribution To /(From) Reserves £000	Over/ (Under) Spend £000	
Head of Finance										
Income	(607)	(487)	(119)	(2,427)	(1,949)	-	(1,949)	-	(477)	**Income:** Additional investment income from higher for longer interest rates
Expenses	1,833	2,110	(277)	8,167	8,439	-	8,439	(834)	(1,106)	**Expenses:** Savings on borrowing costs and audit fees, partly offset by additional LGR, closedown and budget-setting resources. Pay rectification and increment budgets currently held within Finance will be allocated to service budgets.
Net	**1,227**	**1,622**	**(396)**	**5,741**	**6,490**	**-**	**6,490**	**(834)**	**(1,583)**	
Head of Democratic Services & Monitoring Officer										.
Income	(55)	(46)	(9)	(221)	(184)	-	(184)	-	(37)	**Income:** Additional Local Land Charge income.
Expenses	567	589	(22)	2,723	2,357	-	2,357	(454)	(88)	**Expenses:** Savings from vacant Audit posts and lower audit fees, partly offset by additional election costs and salary regrades.
Net	**512**	**543**	**(31)**	**2,502**	**2,173**	**-**	**2,173**	**(454)**	**(125)**	
Head Of Customer Services & Revs & Bens										.
Income	(4,831)	(4,889)	58	(19,326)	(19,556)	-	(19,556)	-	231	**Income:** The previous Homelessness Prevention Grant transfer is no longer available following changes to Government funding arrangements, resulting in a potential shortfall in funding for Housing Benefit costs relating to temporary accommodation
Expenses	5,907	5,866	41	23,628	23,464	-	23,464	-	165	**Expenses:** Additional Housing Benefit costs, partly offset by salary savings from vacancies. The position will be monitored during 2026/27, with proposals for baseline funding considered as part of the 2027/28 budget process.
Net	**1,076**	**977**	**99**	**4,303**	**3,907**	**-**	**3,907**	**-**	**395**	
Head of Communities & Operational Housing										
Income	(856)	(479)	(377)	(3,436)	(1,917)	-	(1,917)	12	(1,507)	**Income:** Additional Homes for Ukraine and Homelessness Grant funding, together with other central government and NHS funding.
Expenses	1,197	939	257	4,858	3,757	-	3,757	(71)	1,030	**Expenses:** Additional homelessness prevention activity and funded service capacity, partly offset by salary savings from vacancies.
Net	**341**	**460**	**(119)**	**1,422**	**1,841**	**-**	**1,841**	**(59)**	**(477)**	
Head of Communications, Engagement & Public Affairs										.
Income	-	-	-	-	-	-	-	-	-	
Expenses	91	86	5	385	344	-	344	(20)	21	**Expenses:** Increased costs from standby allowance and maternity cover.
Net	**91**	**86**	**5**	**385**	**344**	**-**	**344**	**(20)**	**21**	
Head of Transformation and Corporate Reporting										.
Income	(31)	(31)	0	1	(125)	-	(125)	(125)	1	
Expenses	283	280	3	1,312	1,115	5	1,120	(180)	12	**Expenses:** Additional costs for LGR resources, project management software and emergency cover training, partly funded from reserves, offset by savings on advertising, publicity and consultancy
Net	**252**	**249**	**3**	**1,313**	**990**	**5**	**995**	**(305)**	**13**	
Total	**6,347**	**7,038**	**(691)**	**27,569**	**28,057**	**94**	**28,151**	**(2,180)**	**(2,762)**	

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2026/27 Q1 Forecast - Revenue — Head of Service Detail — Appendix 2

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Chief Executive Officer	**Directors**										
	Income	(138)	0	(138)	(450)	0	0	0	(100)	(550)	**Income:** The forecast underspend reflects potential additional partner income related to the Defence fund.
	Expenses	395	245	150	1,627	982	0	982	(46)	599	**Expenditure:** The forecast overspend is made up of defence fund activity and additional salary costs. The Defence Cluster spend will potentially be matched by partner income or if not, from reseres.The salary costs will be addressed within the budget going forward. **Reserves**: £46k from LGR reserves to support workforce in preparing for LGR.
	Net Impact	**258**	**245**	**12**	**1,177**	**982**	**0**	**982**	**(146)**	**49**	
	HoS Total	**258**	**245**	**12**	**1,177**	**982**	**0**	**982**	**(146)**	**49**	
Page 457	**ICT Shared Service**										
	Income	(1)	0	(1)	(5)	0	0	0	0	(5)	**Income:** Cambridge City Council's out-of-hours service is being fully recharged to the partner, resulting in additional income. This is matched by the associated expenditure below and therefore has no net impact on the Council.
	Expenses	1	0	1	5	0	0	0	0	5	**Expenditure:** Costs relate to the out-of-hours service provided to Cambridge City Council and are fully recoverable through the partner recharge. There is therefore no net financial pressure on HDC.
	Net Impact	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	
	3C ICT Shared Service										
	Income	(1,533)	(1,700)	167	(6,132)	(6,800)	0	(6,800)	0	668	**Income:** Partner recharges are linked to the costs incurred by the shared service. Lower expenditure therefore reduces recharge income, although the impact is not one-for-one because some costs relate solely to HDC. The overall position remains a net benefit to HDC.
	Expenses	2,303	2,503	(200)	9,213	10,013	0	10,013	0	(799)	**Expenditure:** The forecast £131k net underspend is mainly due to licence rationalisation (£86k), salary vacancies (£28k) and reduced reliance on agency staff (£17k). Lower expenditure has reduced partner recharge income, but HDC retains the benefit of savings on costs relating to HDC.
	Net Impact	**770**	**803**	**(33)**	**3,081**	**3,212**	**0**	**3,212**	**0**	**(131)**	
	HoS Total	**770**	**803**	**(33)**	**3,081**	**3,212**	**0**	**3,212**	**0**	**(131)**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	Current Budget £000	Over/ (Under) Spend £000	Forecast £000	Original Budget £000	Budget Carry Forwards/ Virements £000	Current Budget £000	Contribution To/(From) Reserves £000	Over/ (Under) Spend £000	
Head of Economy, Regeneration & Housing	**Economic Development**										
	Income	(1)	(2)	0	(5)	(7)	0	(7)	0	2	
	Expenses	102	109	(7)	459	437	0	437	(50)	(29)	**Expenditure:** The forecast £29k underspend is mainly from salary savings (£18k), sponsorship secured for UKRIIF (£5k) and lower event costs (£4k). £50k will be released from the Alconbury Weald Infrastructure Reserve to support related costs.
	Net Impact	**101**	**108**	**(7)**	**454**	**431**	**0**	**431**	**(50)**	**(27)**	
	Housing Strategy										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	93	91	2	374	363	0	363	(3)	8	**Expenditure:** The forecast £8k overspend is primarily due to the incremental salary uplift approved after the 2026/27 budget was set. This is a recurrent pressure and has been incorporated into the 2027/28 budget. The service will manage non-pay expenditure, including consultancy, to minimise the 2026/27 pressure.
	Net Impact	**93**	**91**	**2**	**374**	**363**	**0**	**363**	**(3)**	**8**	
	Markets										
	Income	(29)	(27)	(3)	(117)	(106)	0	(106)	0	(11)	**Income:** Additional income from St Neots Market and evening events is forecast to improve the position against budget. Performance will continue to be monitored through the year.
	Expenses	42	44	(2)	166	176	0	176	0	(10)	**Expenditure:** The forecast £10k underspend reflects lower business rates costs across the markets. This is currently expected to continue for 2026/27 and will be monitored as bills are confirmed.
	Net Impact	**12**	**17**	**(5)**	**49**	**70**	**0**	**70**	**0**	**(21)**	
	Car Parks - Off Street										
	Income	(660)	(685)	25	(2,639)	(2,738)	0	(2,738)	0	99	**Income:** Penalty Charge Notice income is forecast to be £99k below budget. This reflects lower than expected income at this stage and will be closely monitored, with the forecast updated as further trading data becomes available.
	Expenses	380	408	(28)	1,521	1,632	0	1,632	0	(111)	**Expenditure:** The forecast £111k underspend reflects lower business rates costs across the car park portfolio. This has more than offset the income pressure and is currently reflected in the forecast.
	Net Impact	**(280)**	**(277)**	**(3)**	**(1,118)**	**(1,107)**	**0**	**(1,107)**	**0**	**(12)**	
	Car Park - On Street										
	Income	(2)	0	(2)	(6)	0	0	0	0	(6)	
	Expenses	2	0	2	6	0	0	0	0	6	
	Net Impact	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	
	Market Towns										
	Income	(70)	(43)	(27)	(123)	(172)	0	(172)	(158)	(109)	**Income:** The forecast £109k underspend reflects £100k of Ramsey Pods income and £22k of consultancy costs expected to be reimbursed by the CPCA as expenditure is incurred. A further £14k reserve contribution is no longer required. The position is timing-dependent and will be monitored as claims are submitted. £158k will be released from the Market Towns Reserve to support salary costs.
	Expenses	84	57	27	334	226	0	226	0	108	**Expenditure:** Additional expenditure on Ramsey Pods and consultancy is expected to be fully funded through recharges to the CPCA. The expenditure is therefore not expected to create a net pressure on HDC, subject to recovery of the associated costs.
	Net Impact	**13**	**14**	**(0)**	**211**	**54**	**0**	**54**	**(158)**	**(1)**	
	HoS Total	**(60)**	**(47)**	**(13)**	**(30)**	**(188)**	**0**	**(188)**	**(210)**	**(51)**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head of Planning, Infrastructure & Public Protection	**Building Control**										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	41	41	0	165	165	0	165	0	0	
	Net Impact	**41**	**41**	**0**	**165**	**165**	**0**	**165**	**0**	**0**	
	Planning Policy										
	Income	(276)	(370)	94	(1,104)	(1,480)	0	(1,480)	0	375	**Income:** Planning Performance Agreement income is currently forecast below budget, although an improvement is expected as Local Plan activity progresses. CIL administration income is also below budget due to lower levels of CIL-liable planning applications. The forecast will be reviewed as development activity becomes clearer.
	Expenses	403	524	(120)	1,613	2,095	0	2,095	0	(482)	**Expenditure:** The forecast £482k underspend is primarily due to staff vacancies. Recruitment is underway, including apprentice and potential graduate posts, and these costs have been reflected where appropriate in the forecast. The saving is therefore expected to reduce as vacancies are filled.
	Net Impact	**127**	**154**	**(27)**	**509**	**615**	**0**	**615**	**0**	**(107)**	
	Development Management										
	Income	(511)	(421)	(90)	(2,046)	(1,684)	0	(1,684)	0	(362)	**Income:** Planning application income is forecast £362k above budget, supported by increased application volumes and the introduction of new fees for amendments and invalid applications. The position will be monitored to confirm whether this level of income is sustainable.
	Expenses	606	514	91	2,402	2,057	0	2,057	20	366	**Expenditure:** The forecast £366k overspend is mainly due to higher contractor and consultancy costs for specialist planning and pre-planning advice and Planning Performance Agreements. These costs are partly offset by staff vacancies and are associated with additional income generation. The balance will be monitored closely through the year.
	Net Impact	**94**	**93**	**1**	**357**	**373**	**0**	**373**	**20**	**4**	
	Environmental Health Admin										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	17	33	(16)	69	132	0	132	0	(63)	**Expenditure:** The forecast £63k underspend is due to a senior staff vacancy, which is expected to remain vacant until Q4. The saving is therefore primarily a temporary in-year benefit.
	Net Impact	**17**	**33**	**(16)**	**69**	**132**	**0**	**132**	**0**	**(63)**	
	Licencing										
	Income	(96)	(96)	0	(385)	(386)	0	(386)	0	1	
	Expenses	99	101	(1)	397	403	0	403	0	(6)	
	Net Impact	**3**	**4**	**(1)**	**12**	**17**	**0**	**17**	**0**	**(5)**	
	Environmental Health Services										
	Income	(30)	(17)	(13)	(120)	(68)	0	(68)	0	(52)	**Income**: £52k of additional New Burdens grant has been received from central government to support implementation of the Renters' Rights Act 2025. This funding was not known when the 2026/27 budget was prepared.
	Expenses	259	258	1	1,028	1,032	0	1,032	7	2	
	Net Impact	**229**	**241**	**(12)**	**908**	**964**	**0**	**964**	**7**	**(50)**	
	HoS Total	**511**	**567**	**(55)**	**2,019**	**2,266**	**0**	**2,266**	**27**	**(221)**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head of Service	**CCTV**										**Income:** The forecast reflects the transfer of a Service Level Agreement from this cost centre to the CCTV Shared Service. The budget and coding position will be reviewed to ensure the recurring recharge is reflected in the appropriate service area.
	Income	(26)	(29)	3	(105)	(117)	0	(117)	0	12	
	Expenses	0	0	0	0	0	0	0	0	0	
	Net Impact	**(26)**	**(29)**	**3**	**(105)**	**(117)**	**0**	**(117)**	**0**	**12**	
	CCTV Shared Service										**Income:** Additional income is forecast from new Service Level Agreements, keyholding and project management activity, together with recovery of associated project costs. The forecast assumes these arrangements proceed as expected and will be monitored during the year.
	Income	(267)	(137)	(130)	(1,069)	(548)	0	(548)	0	(520)	
	Expenses	349	211	138	1,396	843	0	843	0	553	**Expenditure:** The forecast £553k overspend reflects additional project activity undertaken by CCTV and costs associated with the Hinchingbrooke Country Park project. The CCTV project costs are recoverable through the additional income forecast above. The Hinchingbrooke costs represent a timing difference from costs incurred in 2026/27 following recovery in previous years, creating a small net pressure.
	Net Impact	**82**	**74**	**8**	**328**	**295**	**0**	**295**	**0**	**33**	
	Head of Operations										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	32	31	0	219	126	0	126	(92)	2	**Expenditure:** Increase in staffing due to Local Government Reorganisation related work. Reserves will be released from Local Government Reorganisation Reserve to offset related costs.
	Net Impact	**32**	**31**	**0**	**219**	**126**	**0**	**126**	**(92)**	**2**	
	Green Spaces										**Income:** Additional income is forecast from the sale of logs (£15k) and contracted grounds maintenance work (£134k). A further £81k will be funded from commuted sums reserves to support maintenance of relevant sites. These are largely specific or externally funded income streams and will be monitored as work progresses.
	Income	(83)	(47)	(36)	(250)	(187)	0	(187)	(81)	(144)	
	Expenses	350	350	(1)	1,400	1,402	0	1,402	0	(2)	
	Net Impact	**267**	**304**	**(36)**	**1,150**	**1,215**	**0**	**1,215**	**(81)**	**(146)**	
	Street Cleansing										**Income:** Additional income of £19k is forecast from contracted work for town and parish councils. This reflects additional work undertaken during the year and will be monitored against activity levels.
	Income	(8)	(3)	(5)	(30)	(11)	0	(11)	0	(19)	
	Expenses	334	351	(17)	1,338	1,404	0	1,404	0	(67)	**Expenditure:** The forecast £67k underspend comprises approximately £38k of savings from bringing work in-house rather than using subcontractors and £30k from vacant posts. The position will be reviewed as vacancies are filled and service delivery changes.
	Net Impact	**327**	**348**	**(21)**	**1,308**	**1,393**	**0**	**1,393**	**0**	**(86)**	
	Waste Management										**Income:** Additional income of £1.024m is forecast, comprising £765k of recycling credits from Cambridgeshire County Council, £153k from green bin subscriptions and £160k from trade waste. The recycling credit income was not certain when the budget was set; the forecast will be monitored as claims and receipts are confirmed.
	Income	(1,633)	(1,377)	(256)	(6,532)	(5,508)	0	(5,508)	0	(1,024)	
	Expenses	2,336	2,267	69	9,343	9,067	0	9,067	0	276	**Expenditure:** The forecast £276k overspend is primarily due to higher agency staffing costs arising from sickness levels within the waste service. This is partly offset by vacant posts. Staffing requirements will be monitored closely and agency usage reduced where operationally possible.
	Net Impact	**703**	**890**	**(187)**	**2,811**	**3,558**	**0**	**3,558**	**0**	**(748)**	
	Fleet Management										
	Income	(7)	(10)	2	(30)	(39)	0	(39)	0	9	
	Expenses	96	99	(3)	385	398	0	398	0	(13)	**Expenditure:** The forecast £13k underspend reflects recovery of hydrotreated vegetable oil fuel costs from the police and fire services. These recharges were not included in the original budget and therefore improve the in-year position.
	Net Impact	**89**	**90**	**(1)**	**355**	**359**	**0**	**359**	**0**	**(4)**	
	HoS Total	**1,473**	**1,707**	**(234)**	**6,065**	**6,828**	**0**	**6,828**	**(173)**	**(936)**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head of Leisure Health & Environment	**Head of Leisure & Health**										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	30	31	(1)	120	124	0	124	0	(3)	
	Net Impact	**30**	**31**	**(1)**	**120**	**124**	**0**	**124**	**0**	**(3)**	
	One Leisure Active Lifestyles										
	Income	(165)	(161)	(4)	(659)	(643)	0	(643)	0	(16)	**Income:** Income is forecast £16k above budget overall. Strong membership income (£75k) and additional grant income (£39k) are partly offset by £92k lower cost recoveries and £6k of other minor variances. Overall performance is positive, with continued membership growth and additional grant funding supporting the position.
	Expenses	187	206	(20)	746	826	0	826	0	(80)	**Expenditure:** The forecast £80k underspend is mainly due to £91k of salary savings arising from the service restructure, partly offset by £10k higher premises hire costs. The saving is expected to reduce as the approved structure is implemented.
	Net Impact	**22**	**46**	**(24)**	**87**	**183**	**0**	**183**	**0**	**(96)**	
	One Leisure Facilities Sawtry Leisure Centre										
	Income	(2,107)	(2,139)	32	(8,427)	(8,555)	0	(8,555)	0	128	**Income:** St Neots membership income remains below budget following the opening of a low-cost competitor gym in October 2025. The loss of approximately 400 members has continued to affect direct debit income in 2026/27, although there are early signs of recovery. Other centres are performing at or above target and mitigation measures are being developed to rebuild membership at St Neots.
	Expenses	1,940	1,908	31	7,631	7,634	0	7,634	128	125	**Expenditure:** The forecast £125k overspend is driven by £38k of unbudgeted Sawtry business rates, £108k of additional repairs and maintenance, and £208k of salary costs where the budget assumed vacancies rather than the full establishment. These pressures are partly offset by £175k of utility savings, largely from solar PV, and £54k of lower incidental costs. The position reflects both underlying establishment pressures and one-off/current-year costs and will be monitored closely.
	Net Impact	**(167)**	**(230)**	**63**	**(797)**	**(921)**	**0**	**(921)**	**128**	**253**	
	Parks and Open Spaces										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	1	1	0	2	2	0	2	0	0	
	Net Impact	**1**	**1**	**0**	**2**	**2**	**0**	**2**	**0**	**0**	
	Parks, Countryside and Climate										
	Income	(305)	(332)	27	(1,219)	(1,329)	0	(1,329)	0	110	**Income:** The forecast £110k shortfall mainly relates to café, car park and room-hire income at Hinchingbrooke Country Park. The budget assumed a full year of income, whereas slippage in the capital project means the income will not commence until Q4. The variance is therefore primarily timing-related.
	Expenses	418	452	(34)	1,672	1,760	49	1,809	0	(137)	**Expenditure:** The forecast £137k underspend comprises approximately £93k from lower café cost of sales, reduced staffing following the service review and utility savings while the countryside centre is closed, together with £44k of lower Climate consultancy costs.
	Net Impact	**113**	**120**	**(7)**	**453**	**431**	**49**	**480**	**0**	**(27)**	
	One Leisure Projects										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	0	0	0	0	0	0	0	0	0	
	Net Impact	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	
	HoS Total	**(2)**	**(33)**	**32**	**(134)**	**(181)**	**49**	**(133)**	**128**	**127**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head of Property & Facilities	**Energy & Sustainability Mgt**										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	12	13	(0)	49	50	0	50	0	(1)	
	Net Impact	**12**	**13**	**(0)**	**49**	**50**	**0**	**50**	**0**	**(1)**	
	Public Conveniences										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	0	0	0	0	0	0	0	0	0	
	Net Impact	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	
	Facilities Management										
	Income	(93)	(125)	32	(374)	(501)	0	(501)	0	127	**Income:** The forecast £127k shortfall reflects increased vacancies following lease breaks and lease expiries. The position will be monitored alongside the property letting programme and updated as units are re-let.
	Expenses	405	427	(22)	1,619	1,666	40	1,706	0	(87)	**Expenditure:** The forecast £87k underspend reflects the removal of the Priory Centre recharge previously expected to be paid to St Neots Town Council. The previous lease has been surrendered and the new lease does not include this provision, resulting in a recurring saving against the previous assumption.
	Net Impact	**311**	**301**	**10**	**1,245**	**1,165**	**40**	**1,205**	**0**	**41**	
	Commercial Estates										
	Income	(1,095)	(1,126)	32	(4,380)	(4,506)	0	(4,506)	0	126	**Income:** The forecast £126k shortfall reflects lower rental income across the property portfolio due to current market conditions. Performance will be monitored as properties are re-let and market conditions develop.
	Expenses	425	393	33	1,737	1,571	0	1,571	(36)	130	**Expenditure:** The forecast £130k overspend reflects additional back rent at Phoenix Court and higher business rates on vacant units. Work is underway to mitigate the position. £36k will be released from the LGR Reserve to fund staff time dedicated to LGR activity.
	Net Impact	**(670)**	**(734)**	**64**	**(2,642)**	**(2,935)**	**0**	**(2,935)**	**(36)**	**256**	
	HoS Total	**(346)**	**(420)**	**74**	**(1,348)**	**(1,719)**	**40**	**(1,679)**	**(36)**	**296**	
Head of Human Resources & Officer Development	**Corporate Health & Safety**										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	17	17	(0)	68	70	0	70	0	(2)	
	Net Impact	**17**	**17**	**(0)**	**68**	**70**	**0**	**70**	**0**	**(2)**	
	Human Resources										
	Income	(15)	0	(15)	(62)	0	0	0	0	(62)	**Income**: Additional income of £62k is forecast from recovery of licence expenditure from partners. This income was not known when the budget was set and is matched by additional expenditure/recharges below, resulting in no underlying pressure for HDC.
	Expenses	242	261	(19)	1,067	1,043	0	1,043	(98)	(74)	**Expenditure:** The forecast £74k underspend is mainly due to greater use of in-house training, reducing reliance on external providers. £98k will be released from reserves to fund staff time dedicated to the Workforce Strategy.
	Net Impact	**227**	**261**	**(34)**	**1,005**	**1,043**	**0**	**1,043**	**(98)**	**(136)**	
	HoS Total	**244**	**278**	**(35)**	**1,073**	**1,113**	**0**	**1,113**	**(98)**	**(138)**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head of Finance	**Corporate Finance**										
	Income	(607)	(487)	(119)	(2,427)	(1,949)	0	(1,949)	0	(477)	**Income:** Additional investment income is forecast from higher-than-anticipated interest rates and cash balances. The underlying interest rate assumptions have been reviewed and the impact has been incorporated into the 2027/28 budget and future financial planning**.**
	Expenses	1,362	1,669	(307)	5,450	6,676	0	6,676	0	(1,227)	**Expenditure:** The forecast £1.227m underspend includes £760k of pay rectification and £110k of increment budgets currently held within Finance but absorbed within the service budgets during 2026/27. A further £267k relates to lower PWLB interest costs due to capital project slippage and reduced borrowing requirements, with additional savings from lower audit fees following contract negotiations. The budget has been fully reviewed for 2027/28 to ensure these items are appropriately reflected going forward.
	Net Impact	**756**	**1,182**	**(426)**	**3,023**	**4,727**	**0**	**4,727**	**0**	**(1,704)**	
	Finance										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	292	260	32	2,002	1,039	0	1,039	(834)	129	**Expenditure:** The forecast £129k overspend reflects additional temporary resources for LGR, continued support for 2025/26 closedown and external audit, and additional budget-setting support. LGR costs will be funded from the LGR Reserve. These are temporary costs and do not represent an ongoing base budget pressure.
	Net Impact	**292**	**260**	**32**	**2,002**	**1,039**	**0**	**1,039**	**(834)**	**129**	
	Corporate Insurance										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	179	181	(2)	715	724	0	724	0	(8)	
	Net Impact	**179**	**181**	**(2)**	**715**	**724**	**0**	**724**	**0**	**(8)**	
	HoS Total	**1,227**	**1,622**	**(396)**	**5,741**	**6,490**	**0**	**6,490**	**(834)**	**(1,583)**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head of Democratic Services & Monitoring Officer	**Legal**										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	71	71	0	285	285	0	285	0	0	
	Net Impact	**71**	**71**	**0**	**285**	**285**	**0**	**285**	**0**	**0**	
	Democratic & Elections										
	Income	(55)	(46)	(9)	(221)	(184)	0	(184)	0	(37)	**Income:** Additional income is forecast from Local Land Charges. This reflects higher activity than assumed in the budget and improves the in-year position.
	Expenses	363	354	9	1,906	1,415	0	1,415	(454)	37	**Expenditure:** Additional election expenditure is largely funded from reserves. Planned drawdowns comprise £255k from the District Election Reserve, £42k from the Elections Act Reserve for postage, £151k from LGR reserves for the interim Monitoring Officer and additional consultancy, and £6k for Member training. The net impact on the service is therefore largely mitigated through reserve funding.
	Net Impact	**308**	**308**	**(0)**	**1,685**	**1,231**	**0**	**1,231**	**(454)**	**(0)**	
	Audit										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	58	100	(42)	234	401	0	401	0	(167)	**Expenditure:** The forecast £167k underspend comprises approximately £82k from two vacancies, £77k from lower audit fees following contract negotiations and £8k of lower incidental costs. The vacancy saving is expected to reduce as posts are filled.
	Net Impact	**58**	**100**	**(42)**	**234**	**401**	**0**	**401**	**0**	**(167)**	
	Procurement										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	59	55	4	237	220	0	220	0	17	**Expenditure:** The forecast £17k overspend is due to the Procurement Manager post being re-graded from Grade H to Grade I following job evaluation. The change was approved after the 2026/27 budget was set and is a recurrent cost that will be reflected in the 2027/28 budget.
	Net Impact	**59**	**55**	**4**	**237**	**220**	**0**	**220**	**0**	**17**	
	Risks & Control										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	15	9	6	61	36	0	36	0	25	**Expenditure:** The forecast £25k overspend is due to the Risk Manager post being re-graded following job evaluation. The change was approved after the 2026/27 budget was set and is a recurrent cost that will be reflected in the 2027/28 budget.
	Net Impact	**15**	**9**	**6**	**61**	**36**	**0**	**36**	**0**	**25**	
	HoS Total	**512**	**543**	**(31)**	**2,502**	**2,173**	**0**	**2,173**	**(454)**	**(125)**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head Of Customer Services & Revs & Bens	**Council Tax Support**										**Net impact:** The forecast £20k underspend reflects the updated central government funding formula. A budget realignment bid has been submitted by the Head of Service to align the base budget with the latest funding position.
	Income	(63)	(58)	(5)	(251)	(231)	0	(231)	0	(20)	
	Expenses	0	0	0	0	0	0	0	0	0	
	Net Impact	**(63)**	**(58)**	**(5)**	**(251)**	**(231)**	**0**	**(231)**	**0**	**(20)**	
	Housing Benefits										Housing Benefit (HB) expenditure is difficult to forecast and is influenced by factors outside the Council's control. In previous years, at least £450k of Homelessness Prevention Grant (HPG) was transferred into this budget to support HB costs for temporary accommodation that are not fully reimbursed by DWP. For 2026/27, changes to Central Government funding arrangements resulted in HPG being rolled into Revenue Support Grant (RSG), with no breakdown of the amount attributable to HPG provided. Consequently, the previous funding transfer was no longer available The impact of this was not known when the budget was prepared. Following further analysis of RSG and grant funding, the financial impact will be monitored throughout 2026/27, with recommendations brought to Members if additional funding is required. As part of the 2027/28 budget-setting process, proposals will also be brought to Members to establish an appropriate baseline funding arrangement for the HB shortfall relating to temporary accommodation.
	Income	(4,768)	(4,830)	61	(19,073)	(19,319)	0	(19,319)	0	246	
	Expenses	5,588	5,535	53	22,353	22,141	0	22,141	0	212	
	Net Impact	**820**	**706**	**114**	**3,280**	**2,822**	**0**	**2,822**	**0**	**458**	
	Customer Services										
	Income	(0)	(2)	1	(2)	(6)	0	(6)	0	5	
	Expenses	278	292	(15)	1,110	1,169	0	1,169	0	(58)	**Expenditure:** The forecast £58k underspend is mainly due to £45k of vacancies in the Customer Services team, £8k from a Web team vacancy and £5k of lower incidental costs. The main vacancy-related saving is temporary as the posts have now been filled.
	Net Impact	**277**	**291**	**(13)**	**1,109**	**1,162**	**0**	**1,162**	**0**	**(54)**	
	Document Centre										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	41	39	3	165	154	0	154	0	11	**Expenditure:** The forecast £11k overspend reflects salary pressures. This is a recurrent pressure and will be incorporated into the 2027/28 budget-setting process.
	Net Impact	**41**	**39**	**3**	**165**	**154**	**0**	**154**	**0**	**11**	
	HoS Total	**1,076**	**977**	**99**	**4,303**	**3,907**	**0**	**3,907**	**0**	**395**	
Head of Communities & Operational Housing	**Communities**										**Income:** Additional income reflects unexpected Homes for Ukraine grant funding. Related expenditure is reported below and is expected to be funded from this grant.
	Income	(195)	(105)	(90)	(794)	(421)	0	(421)	12	(360)	
	Expenses	260	166	94	1,112	665	0	665	(71)	376	**Expenditure:** Additional expenditure reflects the service being able to undertake further activity funded by the Homes for Ukraine grant. The expenditure is therefore matched by specific grant income and does not represent an underlying unfunded pressure.
	Net Impact	**65**	**61**	**4**	**318**	**244**	**0**	**244**	**(59)**	**16**	The net overspend of £16k is due to new HoS role approved following the 26/27 budget setting process. The approved changes will be reflected within 27/28 budget.
	Community Resilience										
	Income	(62)	(64)	2	(247)	(256)	0	(256)	0	8	
	Expenses	134	150	(15)	537	599	0	599	0	(62)	**Expenditure:** The forecast £62k underspend is mainly due to two Grade C vacancies and staff turnover savings relating to a Grade G post, together with £7k of lower incidental costs. The saving will be used to support the wider Head of Communities & Operational Housing restructure and the approved structure will be reflected in the 2027/28 budget.
	Net Impact	**72**	**86**	**(13)**	**290**	**343**	**0**	**343**	**0**	**(54)**	
	Housing Needs										**Income:** The Homelessness Grant settlement confirmed in February is higher than the budgeted amount. The service cannot increase capacity sufficiently quickly to utilise all of the funding in the short term. Planned activity later in the year is expected to use part of the grant and reduce the forecast underspend.
	Income	(599)	(310)	(289)	(2,395)	(1,240)	0	(1,240)	0	(1,155)	
	Expenses	802	623	179	3,209	2,493	0	2,493	0	715	**Expenditure:** Additional homelessness prevention expenditure is fully funded from the additional Homelessness Grant included in the income forecast. The expenditure therefore supports increased service delivery without creating an unfunded pressure.
	Net Impact	**204**	**313**	**(110)**	**814**	**1,254**	**0**	**1,254**	**0**	**(439)**	**Net impact:** The forecast £439k underspend reflects the difficulty of committing expenditure while grant funding was uncertain. With funding now confirmed for the next two years, the service is developing additional capacity and activity to increase delivery and utilise more of the available grant. The confirmed funding assumptions have been reflected in the 2027/28 budget.
	HoS Total	**341**	**460**	**(119)**	**1,422**	**1,841**	**0**	**1,841**	**(59)**	**(477)**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head of Communications, Engagement & Public Affairs	**Communications & Information**										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	91	86	5	385	344	0	344	(20)	21	**Expenditure:** The forecast £21k overspend comprises £6k of standby allowance costs, £12k of maternity leave cover and approximately £3k of other minor variances. The recurrent standby allowance was introduced following changes to the emergency planning policy, which will be reflected in the 2027/28 budget. Maternity leave cover is non-recurrent and should not create an ongoing pressure.
	Net Impact	**91**	**86**	**5**	**385**	**344**	**0**	**344**	**(20)**	**21**	
	HoS Total	**91**	**86**	**5**	**385**	**344**	**0**	**344**	**(20)**	**21**	

Head of Service	Service Grouping	Year To Date			Full Year						Commentary On Underspend/Overspend
		Actuals £000	*Current Budget £000*	*Over/ (Under) Spend £000*	*Forecast £000*	*Original Budget £000*	*Budget Carry Forwards/ Virements £000*	*Current Budget £000*	*Contribution To/(From) Reserves £000*	*Over/ (Under) Spend £000*	
Head of Transformation and Corporate Reporting	**Emergency Planning**										
	Income	0	0	0	0	0	0	0	0	0	
	Expenses	45	37	8	179	149	0	149	0	31	**Expenditure:** The forecast £31k overspend reflects additional emergency planning training delivered at Bronze and Silver levels. The Council has a training reserve that can be used to fund this pressure.
	Net Impact	**45**	**37**	**8**	**179**	**149**	**0**	**149**	**0**	**31**	
	Transformation										
	Income	(31)	(31)	0	0	(125)	0	(125)	(125)	0	**Income and expenditure:** Additional team capacity for Local Government Reorganisation and new project management software are being funded through drawdowns from the Transformation and LGR reserves. The expenditure is therefore funded from reserves and does not create an unfunded pressure.
	Expenses	184	184	(0)	916	736	0	736	(180)	(0)	
	Net Impact	**153**	**153**	**(0)**	**916**	**611**	**0**	**611**	**(305)**	**(0)**	
	Strategic Insight & Delivery										
	Income	0	0	0	1	0	0	0	0	1	
	Expenses	54	59	(5)	217	230	5	235	0	(19)	**Expenditure:** The forecast £19k underspend is mainly due to £13k of lower advertising, publicity, marketing and consultancy costs, with the balance arising from smaller variances. The new Head of Service is reviewing opportunities to use the available resource to support service delivery, subject to the overall year-end position.
	Net Impact	**54**	**59**	**(4)**	**217**	**230**	**5**	**235**	**0**	**(18)**	
	HoS Total	**252**	**249**	**3**	**1,313**	**990**	**5**	**995**	**(305)**	**13**	
	Total	**6,347**	**7,038**	**(691)**	**27,569**	**28,057**	**94**	**28,151**	**(2,180)**	**(2,762)**	

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2026/27 Capital Programme Forecast

Appendix 3

Budget Manager	Project Name	*Original Budget £000s*	*Expected Rephased Budget £000s*	*Net Rephase £000s*	*Current Budget £000s*	*Actual to date £000s*	*Forecast £000*	*Variance £000s*	*Funding source*	PM Comments on Status
Chief Digital and Information Officer	Hardware Replacement	200	32	32	232	53	232	0	Borrowing	
	Datacentre Racks	249		(249)				0	Borrowing	
	Mobile Device Refresh	82	0	0	82	0	70	(12)	Borrowing	Mobile Device refresh planned to roll out this year alongside BYOD (Bring your own device) test, which if successful will create savings against this capital program.
	Network Switches	180	0	0	180	0	180	0	Borrowing	
	Server & SQL Server 2012 Migration	0	20	20	20	0	20	0	Borrowing	
	Server 2016/2019 Migration	13	79	66	79	2	79	0	Borrowing	
	MFDs	50	0	0	50	0	50	0	Borrowing	
	Replacement Income Management System	0	0	0	0	18	18	18	Borrowing	Expenditure relates to last years work on replacement IMS. No further costs expected as project is at a close.
	Cloud Backup	70	0	0	70	0	70	0	Borrowing	
	UPS Replacement	76	0	0	76	0	76	0	Borrowing	
	Total	**920**	**131**	**(131)**	**789**	**73**	**795**	**6**		
Environmental Services	Wheeled Bins	254		0	254	53	254	0	Developer Contributions (£0.1m)	This is an ongoing wheeled bin replacement program.
	Vehicle Replacements	2,369	1,331	185	2,554	0	2,554	0	Borrowing	This is ongoing, with orders for vehicles being placed throughout the year depending on operational requirements.
	Litter Bin Replacements	0	18	18	18	0	18	0	Borrowing	
	CCTV Generator	0	135	135	135	0	165	30	Borrowing	Additional work required including feasibility and civil engineering.
	Workshop Equipment	123		0	123	0	123	0	Borrowing	Equipment specifications are being drawn up with orders expected to be placed within the next two months.
	Additional Waste and Food Rounds	567		0	567	0	473	(94)	Borrowing	The recycling and domestic vehicles are on order and will be delivered during this financial year. The commercial food waste vehicle will slip into 27/28 as there is a 12 month lead time.
	Essex Road Improvements	250		0	250	0	250	0	Borrowing	Plans completed. Currently waiting for quotations for civil engineering works.
	Eastfield House Power Upgrade	600		0	600	0	600	0	Borrowing	Initial conversations have started with facilities, UK Power Network and the contractor.
	Total	**4,163**	**1,484**	**338**	**4,501**	**53**	**4,437**	**(64)**		
Customer Services	Voice Bots	34		(34)			0	0	Borrowing	
	Data Warehouse	16		(16)			0	0	Borrowing	
	Total	**50**	**0**	**(50)**	**0**	**0**	**0**	**0**		
Community Services	Disabled Facilities Grants	1,600		0	1,600	118	1,790	190	Part Grant Cambridgeshire CC (£1.4m)	Following work on the Q1 forecast a possible overspend for the year has been identified. This results from the clearing of backlogged cases. The budget holder will undertake work to identify additional savings, or where further funding is required a report will be brought to a future TCMG outlining a plan of action to met the overspend, if this situation is to persist.
	Community Officers - Mobile Devices	0	10	10	10	0	10	0	Borrowing	
	Total	**1,600**	**10**	**10**	**1,610**	**118**	**1,800**	**190**		

Budget Manager	Project Name	*Original Budget £000s*	*Expected Rephased Budget £000s*	*Net Rephase £000s*	*Current Budget £000s*	*Actual to date £000s*	*Forecast £000*	*Variance £000s*	*Funding source*	PM Comments on Status
Parks, Countryside & Climate	Play Equipment	30	2	2	32	(0)	32	0	Borrowing	This is a rolling multiple years capital budget for Play Equipment replacement when equipment is beyond repair.
	Fencing	13		0	13	0	13	0	Borrowing	This is a rolling multiple years capital budget for Open Spaces fencing repairs.
	St Ives Park	0	80	80	80	0	80	0	Grant - CIL	Legal review underway to understand the leasing and land ownership to then progress through Council for a decision following the findings.
	Paxton Pits Vehicle Replacement	40		0	40	0	40	0	Borrowing	With the financial year underway, the operational team is seeking out quotations for replacement vehicles and following HDC procurement to obtain a suitable vehicle in line with the budget..
	Paxton Pits Toilet Refurbishment	50		0	50	0	50	0	Borrowing	This is part of the wider re-development of Paxton Pits, in-line with recent CIL application and approval. Quotations are being obtained for toilets, roofing and visitor centre gardens. Quotes should be obtained by end of July.
	Hinchingbrooke Inflatable AquaPark	170		0	170	162	165	(5)	Borrowing	Complete
	Godmanchester Recreation Grant	0	30	30	30	40	40	10	Borrowing	Additional expenditure to be funded from the Leisure Facilities Reserve.
	Habitat Banking	220		0	220	0	220	0	Borrowing	Habitat Management and Monitoring Plan (HMMPs) have been delivered and we are seeking legal advice for processes to be set out to deliver the project in this financial year.
	Countryside Investment Opportunities	500		0	500	0	500	0	Borrowing	Commercial Sustainability Plan was approved by Cabinet in March 2026. Commercial Delivery Manager with support from the Head Of Leisure, Health & Environment are working up proposals for the delivery as per the Cabinet report.
	Water Safety Signage in Parks and Countryside	0	20	20	20	0	20	0	Borrowing	
	Hinchingbrooke Cafe Refurbishment	400		0	400	0	400	0	Borrowing	Level of refurbishment to be determined following outline cost agreement of main scheme. Planning Permission may be required subject to final designs.
	Paxton Pits Roof and Guttering	40		0	40	0	40	0	Borrowing	This is part of the wider re-development of Paxton Pits, in-line with recent CIL application and approval. Quotations are being obtained for toilets, roofing and visitor centre gardens. Quotes should be obtained by end of July.
	Play Equipment (Play Sufficiency Strategy)	165		0	165	0	165	0	Borrowing	A schedule of works is being finalised for year 1, with the approach being that investment will be prioritised by condition, age and accessibility/inclusivity of the sites. Community engagement is currently being planned and will help inform improvements made at each site.
	Hinchingbrooke Country Park Enhanced Scheme	1,400	2,167	2,167	3,567	41	3,912	345	Grant - CIL (£1.5m)	The contractor started on-site, 13 April 2026 with delivery expected by Spring 2027. As an overspend for the year has been forecast, the budget holder has been asked to bring a detailed report to the next TCMG, to identify how the overspend will be funded, or whether project savings can be identified, should this situation persist.
	Total	**3,028**	**2,299**	**2,299**	**5,327**	**243**	**5,677**	**350**		
Finance	VAT Partial Exemption	50		0	50	0	50	0	Borrowing	Contingency. Will only be required if partial exemption limit is breached.
	Total	**50**	**0**	**0**	**50**	**0**	**50**	**0**		

Budget Manager	Project Name	*Original Budget £000s*	*Expected Rephased Budget £000s*	*Net Rephase £000s*	*Current Budget £000s*	*Actual to date £000s*	*Forecast £000*	*Variance £000s*	*Funding source*	**PM Comments on Status**
Housing & Regeneration	Future High Streets - St Neots	1,020	3,063	2,043	3,063	0	0	(3,063)	CPCA Grant/Reserves	
	Priory Centre	0		0	0	395	6,239	6,239	St Neots TC/CIL	The project is in the delivery stage, construction work is underway. Following the Q1 forecast review the project is expected to be over budget, additional funding arrangements have been developed and have been discussed at TCMG (Cambridgeshire Horizons Fund Report). For the remaining projected spend additional funding has been identified this will be allocated from CIL of £3.871m, and St Neots Town Council grant of £1.948m.
	St Neots Masterplan	97		(97)			0	0		
	Market Towns x3	507		(507)	0	333	1,000	1,000	CPCA Grant	The project is still subject to councillor and stakeholder engagement. If engagement is successful, a planning application is estimated to go in by the end of the summer. There will be a report provided to a TCMG meeting of current expenditure and forecast expenditure for rest of the financial year. This project will be cost neutral if undertaken as additional funding will be sought and agreed before the project commences.
	Transport Project	0		0	0	(103)	0	0	CPCA Grant	Project complete. Funded from FHSF, CPCA, National Highways and S106. The (£103k) credit reflects an accrual recognised against outstanding expenditure relating to the final period of the project, which has yet to be received.
	UKSPF	0		0	0	(9)	0	0	CPCA Grant	Project completed and closed. The (£9k) credit reflects an accrual recognised against outstanding expenditure relating to the final period of the project, which has yet to be received.
	Ramsey Public Realm (Rephase)	1,268	1,443	175	1,443	0	1,158	(285)	CPCA Grant	1st phase (Ramsey Public Realm) (£295k) is complete. Phase 2 (LGF Funded) is in delivery (£1,158,525), Project will be complete by March 2027.
	Total	**2,892**	**4,506**	**1,614**	**4,506**	**617**	**8,397**	**3,891**		
Leisure and Health	One Leisure Improvements	375		0	375	75	375	0	Borrowing	This is an increase to Condition Survey budget to allow on ageing leisure centre facilities to maintain operationally compliant buildings - forecast budget due to early stage of the financial year and future position unclear.
	OL St Neots and St Ives Fitness Equipment and Refresh	25		0	25	0	25	0	Borrowing	The equipment to be identified and ordered to account for increase in members and usage at OL St Ives and OL St Neots, an order will be placed in July for delivery in Sept.
	Burgess Hall Refurbishment	170		0	170	0	170	0	Borrowing	Project scheme to be finalised and agreed
	Ten-Pin Bowling Refurbishment	50		0	50	0	50	0	Borrowing	Proposal to spend the budget to support the general manager in achieving their forecast income for 2026/27.
	One Leisure St Ives Outdoor Pitch	1,420		0	1,420	0	837	(583)	CIL Reserve (£0.3m)	As a result of a change to the funding of this project by the Football Foundation, a report will be presented to TCMG to decide on the future direction of the project. The following options will be taken to TCMG on 28/07/2026: Option 1 - Do nothing - Do not proceed with the project, saving £300k plus £320k CIL. Option 2 - Accept grant of £217k rather than £800k originally proposed, and proceed with Football Foundation (FF) funding (subject to conditions) Option 3 (Recommended) - Withdraw from FF funding offer and deliver the project through HDC capital programme (Additional £217k of HDC capital required)
	One Leisure St Ives Facility Improvements	250		0	250	0	250	0	Borrowing	Commercial Feasibility studies completed at OL St Ives Outdoor Centre and we are waiting for creation of designs and return on investment forecast, before we decide what this capital investment will be spent on.

Budget Manager	Project Name	*Original Budget £000s*	*Expected Rephased Budget £000s*	*Net Rephase £000s*	*Current Budget £000s*	*Actual to date £000s*	*Forecast £000*	*Variance £000s*	*Funding source*	PM Comments on Status
	Huntingdon Health and Sport Hub	9,063		0	9,063	0	9,063	0	Borrowing (CIL Funding in later years)	Signing of DMA (Contract) for new 3G pitch will be signed imminently for contractors beginning on site in July 2026. Main DMA to be signed in August/September 2026, construction work will follow as part of phase 2.
	Loves Farm Path Improvements	300		0	300	0	300	0	Borrowing	
	Total	**11,653**	**0**	**0**	**11,653**	**75**	**11,070**	**(583)**		
Planning	Community Infrastructure Levy Projects	4,293	2,128	541	4,834	64	9,604	4,770	CIL Reserve	Following the work undertaken at Q1 to forecast expenditure for the year, it has been identified that additional community projects will be funded in 2026/27. The budgeted and additional expenditure will be funded from the CIL capital reserve, but will only be spent once the external projects have reached the necessary milestones and outcomes.
	Total	**4,293**	**2,128**	**541**	**4,834**	**64**	**9,604**	**4,770**		
Property and Facilities	Stonehill Refurbishment	700	300	300	1,000	0	1,000	0	Earmarked Reserve (£0.150)	The feasibility study has been started. The final project will depend on outcome of the feasibility study.
	Pathfinder House Solar PV	65		0	65	0	65	0	Borrowing	For the purchase and installation of solar panels.
	Re-Letting Incentives	0	150	150	150	0	100	(50)	Borrowing	Work at Fareham and Library Row. Not expecting to spend all the budget in 26/27.
	Re-Letting Enhancements	0	443	443	443	1	150	(293)	Borrowing	Work at Library Row and Pathfinder House. Not expecting to spend all the budget in 26/27.
	Estates Roof Replacement	0	130	130	130	0	0	(130)	Borrowing	A review of the project is underway, feasibility studies need to commence before any decision can be made for the use this budget.
	Health and Safety Works at Commercial Properties (Rephase)	0	51	51	51	0	51	0	Borrowing	Identifying works to be completed.
	Energy Efficiency Works at Commercial Properties (Rephase)	0	62	62	62	0	62	0	Borrowing	Identifying works to be completed.
	Properties - Management	0		0	0	205	205	205	Borrowing	Unused funds paid back to MHCLG, paid for out of a reserve for this purpose.
	Meeting Pods	43	0	0	43	0	0	(43)	Borrowing	Completed
	Total	**808**	**1,136**	**1,136**	**1,944**	**206**	**1,633**	**(311)**		
	Grand Total	**29,457**	**11,694**	**5,757**	**35,214**	**1,448**	**43,463**	**8,249**		
			5,757	*35,214*						

APPENDIX 4

Treasury Management Report 2026/27 Quarter 1

Contents

1. Economic update
2. Interest rate forecasts
3. Investment strategy
4. Borrowing
5. Debt Rescheduling
6. Compliance with Treasury and Prudential Limits
7. Other Considerations

Annex 1 Prudential and Treasury Indicators as of 30th June 2026
Annex 2 Investment Portfolio
Annex 3 Approved countries for investments as of 30th June 2026
Annex 4 Glossary

Treasury Management Report – Quarter 1

Quarter Ended 30th June 2026

The CIPFA (Chartered Institute of Public Finance and Accountancy) Code of Practice for Treasury Management 2021 recommends that members be updated on treasury management activities at least quarterly. This report, therefore, ensures this Council is implementing best practice in accordance with the Code.

1. Economics update (From MUFG)

- The first quarter of 2026/27 (April to June) saw:
  - The first sign that the economy is starting to falter with a 0.1% month on month fall in real GDP in April
  - The 3 monthly year on year rate of average earnings growth excluding bonuses stagnate at 3.4% in April
  - CPI inflation stuck at 2.8% in May, with a rise in core CPI inflation from 2.5% to 2.6%
  - The Bank of England leave interest rates unchanged at 3.75% as the economy remains weak
  - The 10-year gilt yield fluctuate between 5.18% and 4.69%, ending the quarter at 4.76%
- The economy performed well in the early stages of the energy shock, with GDP rising by a strong 0.6% quarter on quarter between January and March. But that will likely be the high point of the year. Indeed, the 0.1% month on month fall in real GDP in April was the first decline since August 2025 and brought the first signs that the economy is starting to crack.
- Services output contracted by 0.2% month on month in April and activity fell in eight of the 14 services sub-sectors, suggesting the sector is bearing the brunt of the Iran war fallout. Consumer-facing services recorded the biggest monthly fall in output since May 2025, causing the growth rate to ease from 0.9% in March to 0.6% in April, as households cut back on non-energy spending.
- Despite a weak headline number, digging deeper there were some signs of strength. Manufacturing output rose by 0.4% month on month but that was probably in part due to a temporary prop from precautionary stock building. Looking ahead, despite the announced ceasefire of the conflict in the Middle East, Capital Economics expect elevated prices to erode the real spending power of households and businesses, leaving growth to stagnate in Q2 and Q3 this year.
- The fall in the composite Purchasing Manager Index (PMI) from 49.7 in May to a 14-month low of 49.4 in June was entirely driven by services activity. Indeed, the services activity PMI fell from 49.3 to a 41-month low of 48.7 due to rising costs and political uncertainty weighing on consumer confidence. That weakness was partly offset by a rise in the manufacturing output for a third consecutive month but that was due to fears of shortages causing businesses to build stocks. Overall, the

composite PMI suggests the strong start to the year will be followed by tepid growth at best. Various prices balances have edged lower more recently as falling oil prices feed through to an easing in cost pressures. While these prices remain too high for the Bank of England, it is clear the upward pressure on prices is easing.,

- With most of the 1.2% month on month rise in retail sales volumes in May driven by promotions and unusually warm weather, this surprisingly strong month is unlikely to be the start of a sustained upturn. Admittedly, the recent fall in oil prices should boost fuel sales as drivers become less cost sensitive, but the GfK (market research company) measure of consumer confidence in June still points to total sales volumes falling by about 2.0% month on month in June. Moreover, while the war could be over, the expected further rises in inflation and unemployment yet to come through seem consistent with the annual growth rate of retail sales volumes easing from +3.2% in May to about -1.0 this year.
- Public sector net borrowing of £23.3bn in May was above the OBR's forecast of £17.7bn and £5.4bn above May's figure last year. The weak performance in May GfK was mainly due to the strength of government spending, as the rise in Retail Prices Index inflation in March meant debt interest payments were £4.1bn higher than in May 2025, £3.3bn higher than the OBR anticipated in March and the highest in any May on record. Tax receipts of £85.5bn were also below OBR predictions.
- The weak performance in May has come before the full impact from the energy price shock hits. The combination of further energy price support, higher inflation and the weakening economy may cause borrowing to rise from 4.2% of GDP in 2025/2026 to 4.4% in 2026/2027, above the OBR's March forecast of 3.6%. If Chancellor Reeves is replaced, there is scope for borrowing to be even higher.
- The first quarter of 2026 saw significant weakening of the labour market. While the latest PAYE employment figure for May saw a 2,000 rise, that barely offset the big 53,000 drop in April and meant employment was still 64,000 (0.2%) lower than before the start of the Iran war and 0.4% lower than a year ago. Moreover, the number of job vacancies on the single-month measure fell for the fourth month in a row in May and the claimant count saw the largest monthly rise since July 2024.
- In addition to some signs of stabilisation in the labour market figures, the recent easing in pay growth appears to have stalled. Despite some further easing in the private sector pay below the 3.25% that the Bank of England considers consistent with CPI inflation falling to target, the 3 monthly year on year growth rate of average earnings stayed at 4.4% in April. Excluding bonuses, it stayed at 3.4% whilst regular public sector pay growth accelerated from 4.8% 3 monthly year on year to 5.1% 3 monthly year on year.
- Like wage growth, CPI inflation held steady in May at 2.8%. There wasn't much support to inflation from energy effects. The 0.3% month on month fall in fuel prices was smaller than the 1.6% month on month drop last May and meant fuel inflation rose only a bit from 23.0% to 24.6%. After rising to 129.6%, heating oil inflation eased to 95.6%. And the 13.5% rise in the Ofgem utility price cap, which will add 0.6 percentage points (ppts) to CPI inflation, doesn't take effect until 1st July. With food & drink inflation easing to its lowest rate since late 2024, higher energy costs do not seem to be boosting other items of the CPI just yet.
- The delayed rise in utility prices and the lagged indirect energy effect will lift CPI inflation over the next nine months, perhaps to around 3.6%. Even so, the weak

labour market and soft economic backdrop will prevent second-round effects, allowing inflation to fall to 2.0% next year.

- There were two monetary policy committee (MPC) meetings in Q2 2026 where Bank rate was yet again left unchanged at 3.75%. Even so, the tone in recent meetings has been increasingly hawkish, with two MPC members voting for a rate hike in June compared to just one in April. While energy prices may be falling, the MPC won't want to unwind some of the tightening in financial conditions priced into the markets. And while there is quite a difference between this energy shock and the one following the Russia-Ukraine war in 2022, the Bank of England will want to steer clear of allegations of taking too long to act. Nevertheless, we suspect a weak labour market, and soft activity will keep rates at 3.75% this year, with cuts thereafter leaving Bank rate at 3.5% by the end of next year and 3.25% by the spring of 2028.
- April to June brought more volatility for 10-year Gilt yields. After ending March at 4.92%, the 10-year Gilt shot up to 5.18% in mid-May, its highest level since 2008. While that largely reflects the surge in energy prices, sticky domestic inflation concerns and a rising UK political risk premium also put some upward pressure on the yield at the margin.
- Since, positive developments in the US-Iran conflict has led to a fall in oil and gas prices. The 10-year Gilt yield has generally traced that move, falling back to 4.7% in June. This rally in Gilts has also been supported by the Bank of England keeping rates on hold and some reassurance on the fiscal outlook from the likely replacement of Starmer's leadership with Burnham's. Indeed, while financial markets had been pricing in around four policy rate hikes over the next year or so, they are now pricing in just one rate hike over the coming year. While the full inflationary impact of the war in Iran is yet to be felt, we still think a weaker labour market and subdued growth will prevent second-round effects.
- The FTSE 100 has been slowly gaining back some of the losses of the previous quarter. While the index dropped from an all-time high of around 10,900 in late February to 10,176 by the end of March as the ongoing war weighed on sentiment, the FTSE 100 regained some ground by the end of June. Indeed, the index has increased by around 3.3% over the quarter, rising from 10,176 to 10,516 and volatility has returned to historical norms.
- Nonetheless, with stocks in the energy sector generally providing negative returns amid falling energy prices, the large weighting of the sector in the FTSE 100 has led the index to underperform most peers in common currency terms. But returns from stocks in other sectors, particularly financials, helped to offset some of this weakness. Looking ahead, Capital Economics expect tech sectors to outperform as enthusiasm for AI builds, potentially pushing the FTSE 100 index up above 11,000 before a bursting of the AI bubble causes the index to fall back to 10,500 in 2027.

MPC meetings: 30th April & 18th June 2026

- There were two Monetary Policy Committee (MPC) meetings this quarter. The first, on 30th April, saw Bank Rate stay at 3.75% with an 8-1 split vote in favour of that decision. One member dissented and voted for a 0.25% increase to 4%, citing inflation concerns, something generally noted as a primary concern within the minutes and reflecting heightened caution due to potential energy supply shocks caused by the Middle East conflict.
- By the time the MPC next met on 18th June, the hawkish split widened, with two members voting to raise rates to 4%. However, with headline CPI inflation sticking at 2.8%, the market's sentiment that there may, but only may, be a need for a single rate increase over the next few months seems to be aligned to the way the MPC is thinking and is also similar to our own view of rates staying at 3.75% but with upside risk.

2. Interest rate forecasts

The Council has appointed MUFG Corporate Markets as its treasury advisors and part of their service is to assist the Council to formulate a view on interest rates. The PWLB rate forecasts below are based on the Certainty Rate (the standard rate minus 20 bps) which has been accessible to most authorities since 1st November 2012. For Housing Revenue Account authorities, the lower Housing Revenue Account (HRA) PWLB rate has also been available since 15 June 2023 (standard rate minus 60 bps) but is available for HRA borrowing only.

The latest forecast was updated on 25th March 2026:

MUFG Corporate Markets Interest Rate View 25.03.26												
	Jun-26	Sep-26	Dec-26	Mar-27	Jun-27	Sep-27	Dec-27	Mar-28	Jun-28	Sep-28	Dec-28	Mar-29
BANK RATE	3.75	3.75	3.75	3.75	3.75	3.50	3.50	3.25	3.25	3.25	3.25	3.25
3 month ave earnings	4.00	3.90	3.80	3.80	3.70	3.50	3.50	3.30	3.30	3.30	3.30	3.30
6 month ave earnings	4.20	4.10	4.00	3.90	3.90	3.70	3.70	3.50	3.50	3.50	3.50	3.50
12 month ave earnings	4.60	4.50	4.40	4.20	4.20	4.00	4.00	3.80	3.80	3.80	3.80	3.80
5 yr PWLB	5.00	5.00	4.90	4.80	4.60	4.40	4.20	4.20	4.10	4.10	4.10	4.10
10 yr PWLB	5.50	5.50	5.40	5.30	5.10	4.90	4.70	4.70	4.60	4.60	4.60	4.60
25 yr PWLB	6.00	6.00	5.90	5.80	5.60	5.40	5.20	5.20	5.20	5.20	5.10	5.10
50 yr PWLB	5.80	5.80	5.70	5.50	5.40	5.20	5.00	5.00	5.00	5.00	4.90	4.90

- Money market yield forecasts are based on expected average earnings by local authorities for 3 to 12 months.
- The MUFG Corporate Markets forecast for average earnings are averages i.e., rates offered by individual banks may differ significantly from these averages, reflecting their different needs for borrowing short-term cash at any one point in time.

  The forecast has proved robust over the period since the end of March, setting out a central view that short and long-dated interest rates will start to fall once it is evident that the Bank of England will not have to contend with second-round inflationary effects emanating from the conflict in the Middle East. Nonetheless, the longer dated part of the forecast also reflects the poor state of the public finances and the uncertainty pertaining to the likely Prime Ministership of Andy Burnham from 20th July.

Overall, the MUFG central view is that monetary policy is sufficiently tight for a likely uptick in CPI inflation through the remainder of 2026 if growth remains tepid. We forecast the next reduction in Bank Rate to be made in H2 2027, with Bank Rate falling to a low of 3.25% by the start of 2028.

3. Annual Investment Strategy

The Treasury Management Strategy Statement (TMSS) for 2026/27, which includes the Annual Investment Strategy, was approved by the Council on 25th February 2026. In accordance with the CIPFA Treasury Management Code of Practice, it sets out the Council's investment priorities as being:

- Security of capital
- Liquidity
- Yield

The Council will aim to achieve the optimum return (yield) on its investments commensurate with proper levels of security and liquidity, aligned with the Council's risk appetite. The Council uses the MUFG Corporate Markets suggested creditworthiness approach, including a minimum sovereign credit rating and Credit Default Swap (CDS) overlay information.

As shown by the charts below and the interest rate forecasts in section 2, investment rates have remained elevated during the first quarter of 2026/27 and are only expected to fall back once it is clear that inflation will not take a strong foothold in H2 2026. A peak in CPI inflation of 3.6% is currently forecast by Capital Economics

Creditworthiness.
There have been few changes to credit ratings over the quarter under review. However, officers continue to closely monitor these, and other measures of creditworthiness to ensure that only appropriate counterparties are considered for investment purposes.

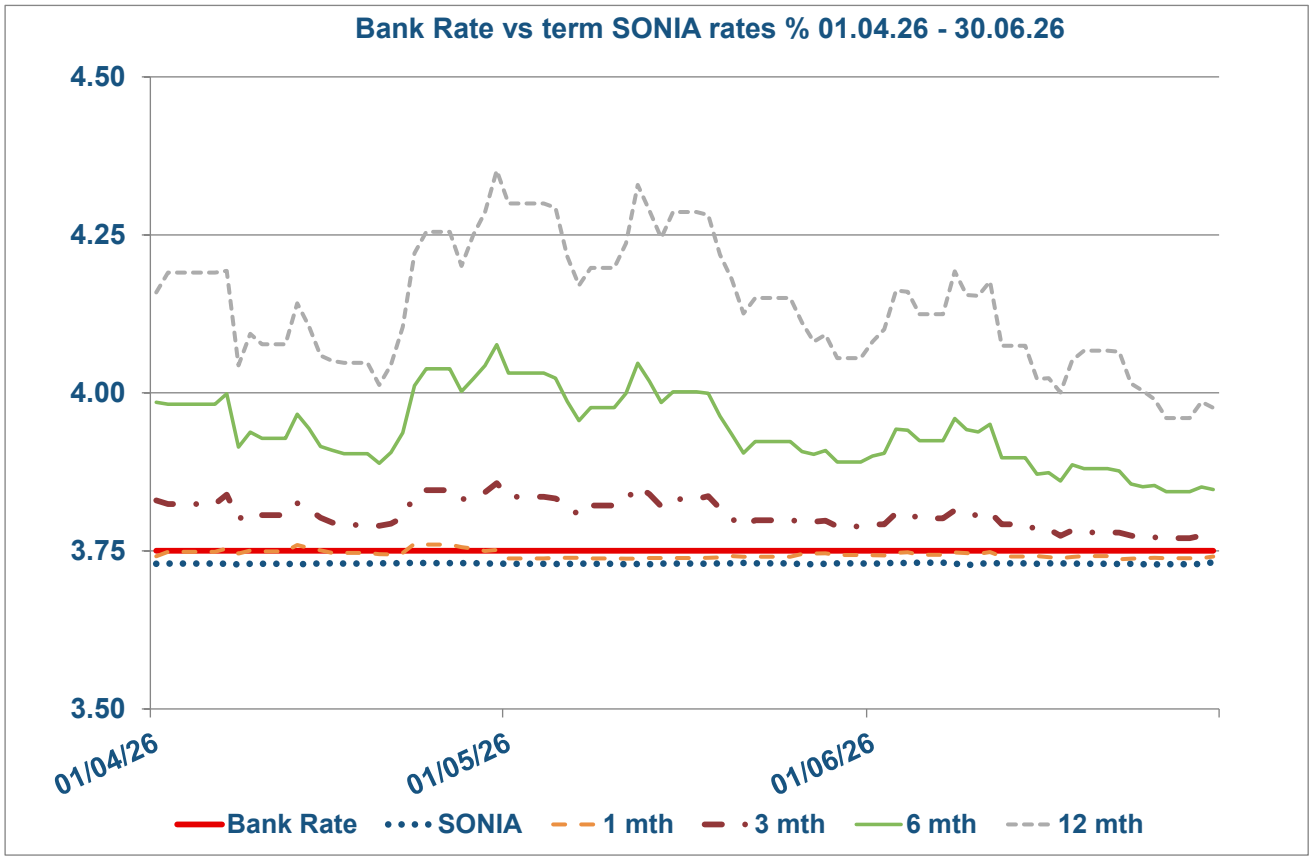
Investment counterparty criteria
The current investment counterparty criteria selection approved in the TMSS is meeting the requirement of the treasury management function.

CDS (Credit Default Swap) prices
For UK and international banks, these have remained low, and prices are not misaligned with other creditworthiness indicators, such as credit ratings. Nevertheless, it remains important to undertake continual monitoring of all aspects of risk and return.

Investment balances
The average level of funds available for investment purposes during the quarter was **£68.6m**. These funds were available on a temporary basis, and the level of funds available was mainly dependent on the timing of precept payments, receipt of grants and progress on the capital programme.

Investment Rates
Sterling Overnight Index Averages (Term)

Investment performance year to date as of end-June 2026



FINANCIAL YEAR TO QUARTER ENDED 30/06/2026

	Bank Rate	SONIA	1 mth	3 mth	6 mth	12 mth
High	3.75	3.73	3.76	3.86	4.08	4.35
High Date	01/04/2026	30/06/2026	23/04/2026	30/04/2026	30/04/2026	30/04/2026
Low	3.75	3.73	3.74	3.77	3.84	3.96
Low Date	01/04/2026	09/06/2026	22/06/2026	26/06/2026	26/06/2026	26/06/2026
Average	3.75	3.73	3.74	3.81	3.94	4.14
Spread	0.00	0.00	0.02	0.09	0.23	0.39

Approved limits
Officers can confirm that the approved limits within the Annual Investment Strategy were not breached during the quarter ended 30th June 2026.

4. Borrowing

Due to the overall financial position and the underlying need to borrow for capital purposes (the Capital Financing Requirement - CFR), it is anticipated that further external borrowing will not be undertaken during this financial year, based on currently approved expenditure.

PWLB maturity Certainty Rates 1st April to 30th June 2026

Heading into the second quarter of 2026/27, markets seem to have settled down to a view that Bank Rate may increase by 25 basis points to 4% later in 2026, or early in 2027, if the Bank of England's Monetary Policy Committee deems it prudent to keep any secondary round effects of inflation from flaring up. On balance, however, MUFG Corporate Markets believes that Bank Rate will remain unchanged at 3.75% for the remainder of 2026, and that the next movement will be downwards if the CPI measure of inflation gets no higher than a peak of c3.5% before trending lower towards the 2% inflation target rate. Consequently, where market sentiment has gradually moved towards that view, the chart below has captured the degree to which rates across the whole curve - having risen at the start of the quarter – have finished the quarter at a similar level to which they started.

Of course, there have been both international geo-political and domestic factors holding sway over the past three months, sometimes separately and sometimes jointly. Initially, markets focussed on the inflationary threat from a large spike upwards in fuel and energy costs emanating from the conflict in the Middle East and, more precisely, the shutting of the Strait of Hormuz to cargo ships transporting oil. Heading into July, however, there has been an outbreak – albeit tentative – of optimism that the US and Iran can reach an agreement that will either end, or at least restrict, the worst of the hostilities. As oil prices have dropped back, inflation concerns have become more muted, although gilt yields are still historically high and monetary policy tighter than it was before the start of the conflict.

Domestically, Andy Burnham is the Prime Minister in-waiting and could take over the leadership of the country by the end of July. Nonetheless, markets have generally assumed that whatever new policies may move to the fore under his leadership, there would still be fiscal constraints that he would have to adhere to.

Referencing the charts below, MUFG continue to think that borrowers will achieve the most value by focussing on the shorter part of the curve. Medium and long-dated rates continue to prove expensive.

PWLB rate update since Qtr 1 end

Since 30 June 2026, PWLB borrowing rates have increased materially, with the 50-year maturity rate rising to 6.53% as at 4 September 2026.

The increase reflects a rise in UK gilt yields and a reassessment by financial markets of the outlook for inflation, interest rates and government borrowing. During the first quarter, markets

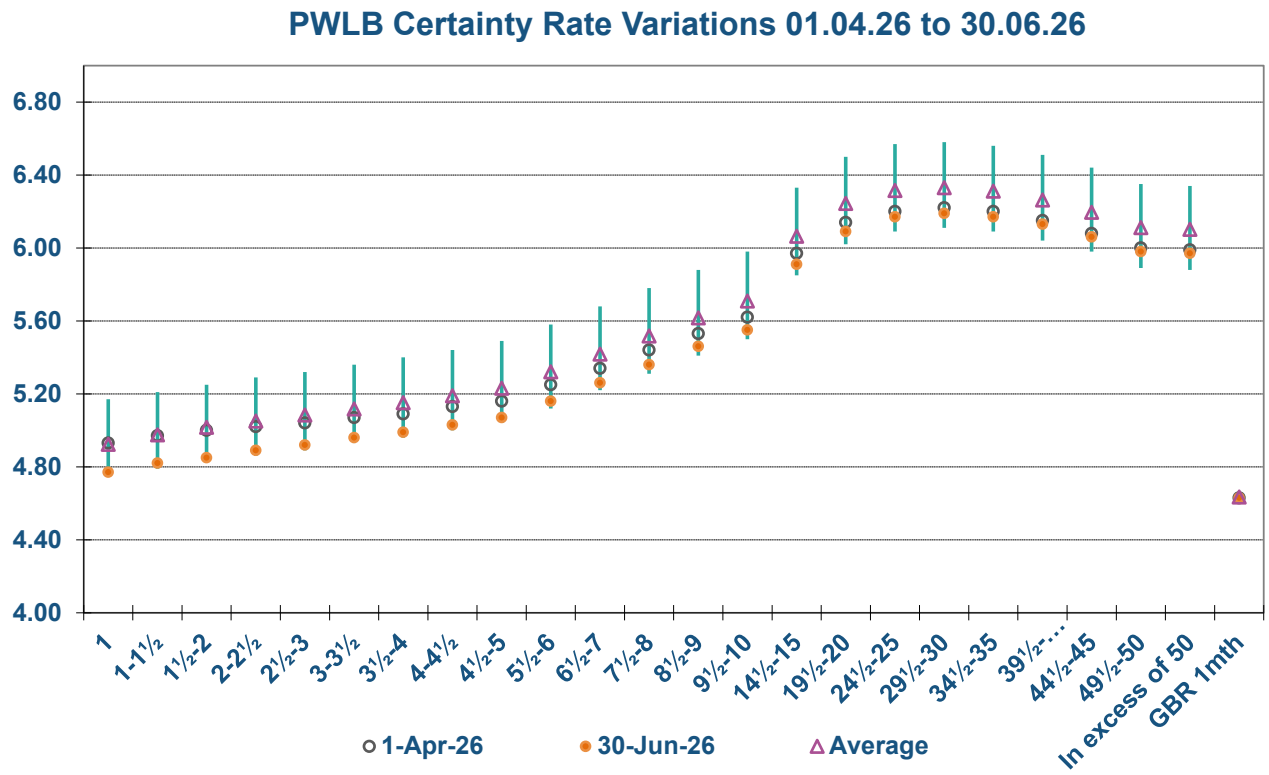
had become more optimistic that inflationary pressures arising from higher energy prices would ease and that future Bank Rate movements would be downwards. However, since quarter end, investors have become more cautious regarding the inflation outlook and the sustainability of public finances, resulting in higher long-term borrowing costs. As PWLB rates are linked directly to gilt yields, increases in gilt yields have translated into higher PWLB borrowing rates.

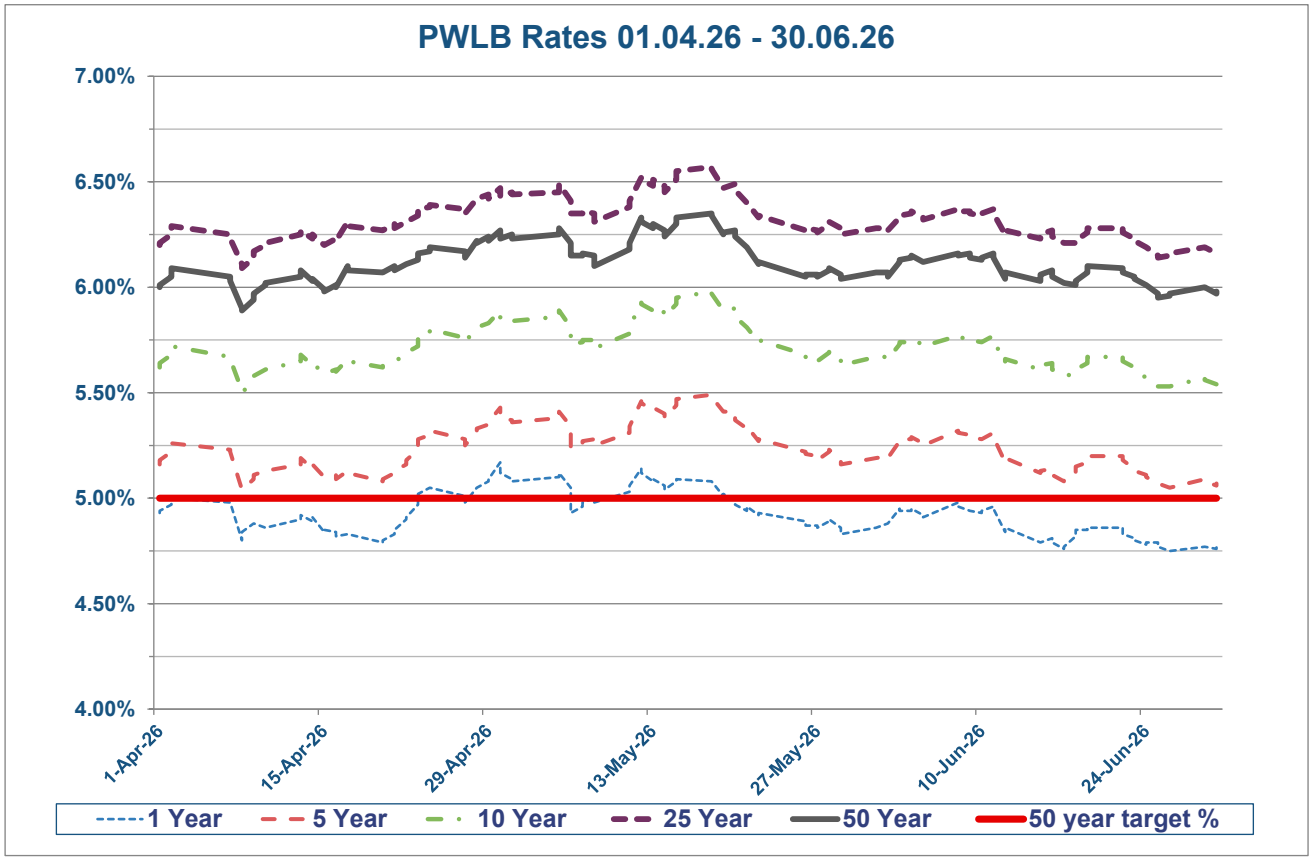
Impact on the Council

The immediate impact on the Council is limited as the current Treasury Management Strategy assumes that no additional external borrowing will be required during 2026/27. The Council continues to be in a net investment position, with investments of £68.7m exceeding external borrowing of £34.3m as at 30 June 2026.

However, the increase in PWLB rates would increase the cost of financing future capital expenditure if external borrowing were required. Higher borrowing costs reduce the affordability of capital schemes and increase the ongoing revenue budget requirement for interest payments. Officers will continue to monitor market conditions and will consider the most cost-effective funding options when reviewing future borrowing requirements

PWLB RATES 01.04.26 - 30.06.26





HIGH/LOW/AVERAGE PWLB RATES FOR 01.04.26 – 30.06.26

	1 Year	5 Year	10 Year	25 Year	50 Year
01/04/2026	4.93%	5.16%	5.62%	6.20%	6.00%
30/06/2026	4.77%	5.07%	5.55%	6.17%	5.98%
Low	4.75%	5.04%	5.50%	6.09%	5.89%
Low date	26/06/2026	08/04/2026	08/04/2026	08/04/2026	08/04/2026
High	5.17%	5.49%	5.98%	6.57%	6.35%
High date	30/04/2026	18/05/2026	18/05/2026	18/05/2026	18/05/2026
Average	4.92%	5.23%	5.71%	6.31%	6.11%
Spread	0.42%	0.45%	0.48%	0.48%	0.46%

5. Debt rescheduling

Members will be advised if there is value to be had by rescheduling or repaying a part of the debt portfolio.

6. Compliance with Treasury and Prudential Limits

The prudential and treasury Indicators are shown in Appendix 1.

It is a statutory duty for the Council to determine and keep under review the affordable borrowing limits. During the quarter ended 30th June 2026, the Council has operated within the treasury and prudential indicators set out in the Council's Treasury Management Strategy Statement for 2026/27. The Corporate Director (Finance and Resources) reports that no difficulties are envisaged for the current or future years in complying with these indicators.

All treasury management operations have also been conducted in full compliance with the Council's Treasury Management Practices.

7. Other

1. Changes in risk appetite

The 2021 CIPFA Codes and guidance notes have placed enhanced importance on risk management. Where an authority changes its risk appetite e.g., for moving surplus cash into or out of certain types of investment funds or other types of investment instruments, this change in risk appetite and policy should be brought to members' attention in treasury management update reports. During quarter 1 2026/27 the Council's investment portfolio maintained its reliance on investments in the DMO, Money Market Funds, Property Fund, and smaller deposits with banks.

2. Sovereign limits

The council policy is to invest with banks in other countries that have a sovereign rating of at least AA-. The council policy is to continue to invest with the UK banks and building societies even if the UK sovereign rating falls below AA-.

Annex 1: Prudential and Treasury Indicators for 2026-27 as of 30th June 2026

Treasury Indicators	2026/27 Budget £'000	30.06.26 Actual £'000
Authorised limit for external debt	135,000	
Operational boundary for external debt	115,000	
Gross external debt		34,255
Investments		68,738
Net investing		34,483
Maturity structure of fixed rate borrowing - upper and lower limits		
Under 12 months		0
12 months to 2 years		0
2 years to 5 years		0
5 years to 10 years		0
10 years to 20 years		24,255
20 years +		10,000

Upper Limit for Principal Sums Invested for Longer than 365 Days (CCLA Property Fund)		
Year	**Limit £000s**	**Actual £000s**
1	10,000	4,000
2	9,000	4,000
3	8,000	4,000

Prudential Indicators	Current Budget £000s	Forecast £000s
Capital expenditure (Gross)	35,214	43,463
Capital Financing Requirement (CFR) 01/04/2026	75,682	75,682
Annual change in CFR (Expenditure less funding less MRP)	18,143	18,521
In year borrowing requirement (Expenditure less funding)	21,493	21,871

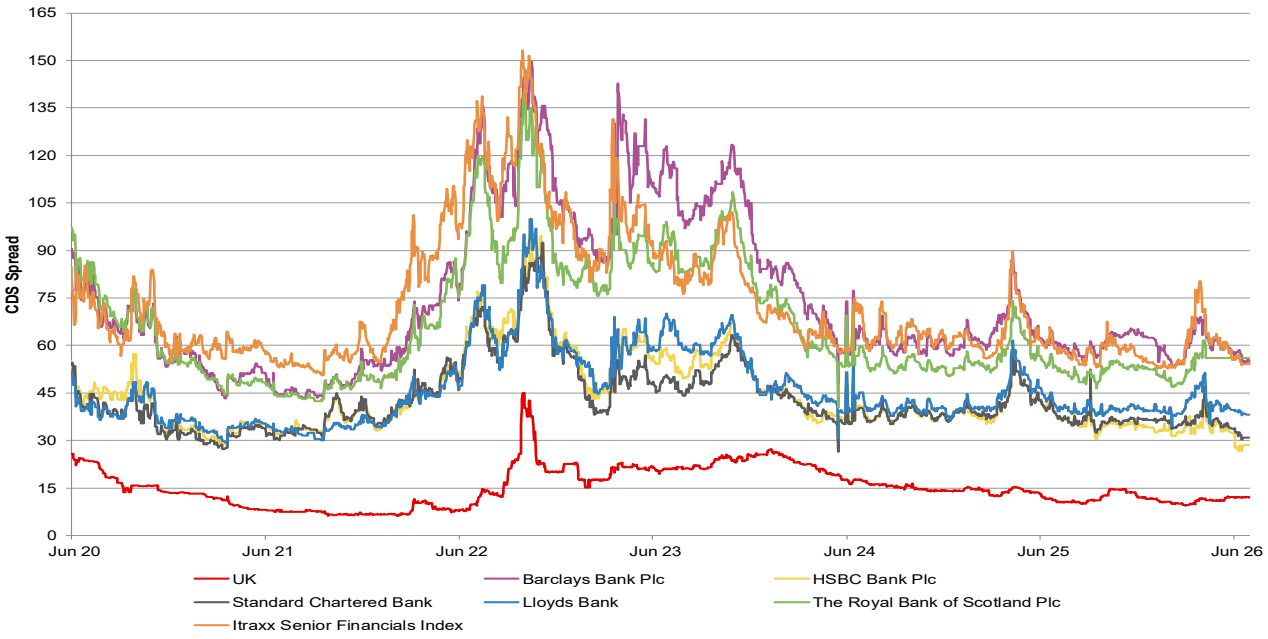
Annex 2: Investment Portfolio

Investments held as of 30th June 2026 compared to counterparty list:

	2026/27 Limit £m	30.06.26 Actual £m
Deposit Accounts		
NatWest	4.00	0.387
Barclays	4.00	0.001
Government and LAs		
Debt Management Office (DMO) - HMG	unlimited	44.700
Money Market Funds		
Aberdeen Liquidity Fund	5.00	2.680
BlackRock Institutional sterling liquidity Fund	5.00	3.175
CCLA Public Sector Deposit Fund	5.00	2.950
Federated Short Term Prime Fund	5.00	3.000
HSBC ESG	5.00	2.520
Insight Liquidity Funds	5.00	1.200
Invesco	5.00	2.925
Legal & General Sterling Liquidity Fund	5.00	1.200
Total		**64.738**
Long-term Investments		
CCLA Property Fund	5.00	4.000
Total		**68.738**

UK Banks 5 Year Senior Debt CDS Spreads as of 30th June 2026

The cost of insuring against default is shown in basis points down the left- hand axis. Credit risk has reduced markedly in recent weeks. The cost of insuring against the prospect of default is still low in historic terms. (The chart below shows the cost in basis points of ensuring against the prospect of default on 5 year "paper" issued by major UK banks v the ITRAXX Senior Financials Index.)



Annex 3: Approved countries for bank investments as of 30th June 2026

Based on lowest available rating:

AAA

- Australia
- Denmark
- Germany
- Netherlands
- Norway
- Singapore
- Sweden
- Switzerland

- **AA+**
- Canada
- U.S.A.

- **AA**
- Abu Dhabi (UAE)
- Finland
- Qatar

- **AA-**
- U.K.

Rated Below the AA- lower limit

- **A+**
- Belgium
- France

Annex 4 Glossary

Bail in Risk
Bail in risk arises from the failure of a bank. Bondholders or investors in the bank would be expected to suffer losses on their investments, as opposed to the bank being bailed out by government.

Bank Equity Buffer
The mandatory capital that financial institutions are required to hold, in order to provide a cushion against financial downturns, to ensure the institution can continue to meet it liquidity requirements.

Bank Rate
The official interest rate of the Bank of England, this rate is charged by the bank on loans to commercial banks.

Bank Stress Tests
Tests carried out by the European Central Bank on 51 banks across the EU. The tests put banks under a number of scenarios and analyse how the bank's capital holds up under each of the scenarios. The scenarios include a sharp rise in bond yields, a low growth environment, rising debt, and adverse action in the unregulated financial sector.

Basis Point
1/100th of 1% i.e. 0.01%. 10 basis points is 0.1%.

Bonds
A bond is a form of loan, the holder of the bonder is entitled to a fixed rate of interest (coupon) at fixed intervals. The bond has a fixed life and can be traded.

Call Account
A bank account that offers a rate of return and the funds are available to withdraw on a daily basis.

Capital Financing Requirement (CFR)
The CFR is a measure of the capital expenditure incurred historically but has yet to be financed; by for example capital receipts or grants funding. The current CFR balance is therefore financed by external borrowing, and internal borrowing (i.e. use of working capital on the balance sheet – creditors, cash etc).

Capital Receipts
Funds received when an asset is sold. This can be used to fund new capital expenditure.

Certificate of Deposit
Evidence of a deposit with a financial institution repayable on a fixed date. They are negotiable instruments, and have a secondary market, and can be sold before maturity.

Collar (Money Market Fund)
The fund "collar" forms part of the valuation mechanism for the fund. LVNAV funds allow investors to purchase and redeem shares at a constant NAV calculated to 2 decimal places, i.e. £1.00. This is achieved by the fund using amortised cost for valuation purposes, subject to the variation against the marked-to-market NAV being no greater than 20 basis points

(0.2%). (This compares to current Prime CNAV funds which round to 50 basis points, or 0.5%, of the NAV.)

Constant Net Asset Value (CNAV)
Constant Net Asset Value refers to funds which use amortised cost accounting to value all of their assets. They aim to maintain a Net Asset Value (NAV), or value of a share of the fund at £1 and calculate their price to 2 decimal places.

Counterparty
Another organisation with which the Council has entered into a financial transaction with, for example, invested with or borrowed from. There will be an exposure of risk with a counterparty.

Credit Default Swaps (CDS)
A financial agreement that the seller of the CDS will compensate the buyer in the event of a loan default. The seller insures the buyer against a loan defaulting.

Credit Ratings
A credit rating is the evaluation of a credit risk of a debtor and predicting their ability to pay back the debt. The rating represents an evaluation of a credit rating agency of the qualitative and quantitative information, this result in a score, denoted usually by the letters A to D and including +/-.

DMADF
The Debt Management Account Deposit Facility. This is run by the UK's Debt Management Office and provides investors with the ability to invest with UK central government.

ECB
The European Central Bank, one of the institutions that makes up the EU. Its main function is to maintain price stability across the Eurozone.

ESG
Environmental, society, and governance investing, makes reference to a set of standards for an organisation's behaviour, which can be used by a socially aware investor to make investment decisions. Environmental factors include how an organisation safeguards the environment, social criteria look at how the organisation manages its relationships with the community, employees, suppliers, and customers, and governance deals with leadership, internal controls and audits.

Federal Reserve (Fed)
The central bank of the United States.

FOMC (Federal Open Market Committee)
The committee within the US Federal Reserve that makes decisions about interest rates, and the US money supply.

Forward Deal
The act of agreeing today to deposit/loan funds for an agreed time limit at an agreed date and rate.

GDP (Gross Domestic Product)
The total value of all final goods and services produced and sold in a year by a country.

Gilts
Bonds issued by the Government in Sterling.

Link Group
The council's treasury advisors, who took over from Arlingclose in March 2023. Now called MUFG Corporate Markets.

Liquidity
The degree to which an asset can be bought or sold quickly.

LVNAV Money Market Fund
Low volatility net asset value. The fund will have at least 10% of its assets maturing on a daily basis and at least 30% of assets maturing on a weekly basis.

MiFID
Markets in Financial Instruments Directive, is a regulation that increases the transparency across the EU's financial markets and standardises the regulatory disclosures required. In force since 2008.

Minimum Revenue Provision (MRP)
An amount set aside annually from revenue to repay external debt.

Monetary Policy Committee (MPC)
A committee of the Bank of England that meets to decide on the UK interest rate.

Monetary Policy
A policy adopted by government to affect monetary and financial conditions in the economy.

Money Market Funds
An open-ended mutual fund that invests in short-term debt securities. A deposit will earn a rate of interest, whilst maintaining the net asset value of the investment. Deposits are generally available for withdrawal on the day.

MUFG Corporate Markets
The council's treasury advisors, were called Link Group.

Office of Budget Responsibility (OBR)
An independent public sector body that provides independent forecasts.

Passive Investor
An investor that does not usually or frequently buy individual stocks, and does not individually pick investments to beat the market. Holdings are usually long term. This contrasts with an active investor.

Prudential Code
The CIPFA code of practice which ensures local authorities spending plans are affordable, prudent and sustainable.

Public Works Loans Board (PWLB)
The PWLB is an agency of the Treasury, it lends to public bodies at fixed rates for periods up to 50 years. Interest rates are determined by gilt yields.

Purchasing Managers Index
Economic indicators derived from monthly surveys of private sector companies.

REFCUS
Revenue Expenditure Funded from Capital Under Statute. Expenditure which would normally be considered revenue expenditure, but has been statutorily defined as capital expenditure, including the giving of a loan, grant or other financial assistance to any person, whether for use by that person or by a third party, towards expenditure which would, if incurred by the authority, be capital expenditure. Or expenditure incurred on the acquisition, production or construction of assets for use by, or disposal to, a person other than the local authority which would be capital expenditure if those assets were acquired, produced or constructed for use by the local authority.

Reserves
The accumulation of past revenue surpluses and contributions, which can be used to meet future expenditure. The reserves can be general reserves, or earmarked for a specific purpose.

Security, Liquidity, Yield (SLY)
The factors taken into account when investing and are prioritised in the order.

SONIA
Sterling overnight index average interest rate. On each London business day, SONIA is measured as the trimmed mean, rounded to four decimal places, of interest rates paid on eligible sterling denominated deposit transactions.

Transactional Banking
Use of a bank for day-to-day banking requirement, e.g. provision of current accounts, deposit accounts and on-line banking.

UN Principles for Responsible Banking
Are a unique framework for ensuring that signatory banks' strategy and practice align with the vision society has set out for its future in the Sustainable Development Goals and the Paris Climate Agreement.

The framework consists of 6 Principles designed to bring purpose, vision and ambition to sustainable finance. They were created in 2019 through a partnership between founding banks and the United Nations. Signatory banks commit to embedding these 6 principles across all business areas, at the strategic, portfolio and transactional levels.

- Principle 1: Alignment, align business strategy with individual's goals as expressed in the sustainable development goals, the Paris Climate Agreement and national and regional frameworks.
- Principle 2: Impact and Target Setting, increase positive impacts and reduce negative impacts on, and managing the risks to people and environment.

- Principle 3: Clients and Customers, work with clients and customers to encourage sustainable practices and enable economic activities that create shared prosperity.
- Principle 4: Stakeholders, engage with stakeholders to achieve society's goals.
- Principle 5: Governance and Culture, implement the commitment to these principles through effective governance.
- Principle 6: Transparency and Accountability, periodic review of the implementation of these principles, and be transparent about and accountable for the positive and negative impacts, and the contribution to society's goals.

A 3-step process guides signatories through implementing their commitment:

1. Impact Analysis: identifying the most significant impacts of products and services on the societies, economies and environments that the bank operates in.
2. Target Setting: setting and achieving measurable targets in a banks' areas of most significant impact.
3. Reporting: publicly report on progress on implementing the Principles, being transparent about impacts and contributions.

UN Principles for Responsible Investments
The 6 principles for responsible investments offer possible actions for incorporating ESG issues into investment practice.
The principles that the signatories sign up to are;

- **Principle 1:** We will incorporate ESG issues into investment analysis and decision-making processes.
- **Principle 2**: We will be active owners and incorporate ESG issues into our ownership policies and practices.
- **Principle 3**: We will seek appropriate disclosure on ESG issues by the entities in which we invest.
- **Principle 4:** We will promote acceptance and implementation of the Principles within the investment industry.
- **Principle 5**: We will work together to enhance our effectiveness in implementing the Principles.
- **Principle 6:** We will each report on our activities and progress towards implementing the Principles.

The Principles for Responsible Investment were developed by an international group of institutional investors reflecting the increasing relevance of environmental, social and corporate governance issues to investment practices. The process was convened by the United Nations Secretary-General.

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HUNTINGDONSHIRE DISTRICT COUNCIL

MINUTES of the meeting of the HINCHINGBROOKE COUNTRY PARK JOINT GROUP held in LANCASTER & STIRLING, CIVIC SUITE, PATHFINDER HOUSE, ST MARY'S STREET, HUNTINGDON, PE29 3TN9 6DB on Thursday, 16 July 2026.

PRESENT: Councillor M L Beuttell – Chair.

Councillors Lowe, L Dewey-Beckett and W Smith.

APOLOGIES: No apologies for absence from the meeting were submitted on behalf of Councillors .

1. ELECTION OF CHAIR

RESOLVED

that Councillor M L Beuttell be elected Chair of the Hinchingbrooke Country Park Joint Group for the remainder of the Municipal Year.

2. MINUTES

The Minutes of the meeting held on 17th April 2026 were approved as a correct record and signed by the Vice-Chair at the end of the meeting.

3. MEMBERS' INTERESTS

4. APPOINTMENT OF VICE-CHAIR

RESOLVED

that County Councillor C A Lowe be appointed Vice-Chair of the Hinchingbrooke Country Park Joint Group for the remainder of the Municipal Year.

5. MEMBERSHIP OF THE GROUP

It was noted that the membership of the Group for 2026/27 was as follows:

(a) Cambridgeshire County Council

Councillor C A Lowe

(b) Huntingdonshire District Council

Councillors M L Beuttell, L Dewey-Beckett and W Smith. It was noted that there is a vacancy following the resignation of Councillor T Nelson.

6. HEAD RANGER'S REPORT

The Group heard that following a restructure of the Ranger roles, weekends at the Park were now covered by wardens and rangers and there were now dedicated rangers for habitat banking and Paxton Pits as well apprenticeship opportunities. It was noted that the Park team were working collaboratively alongside One Leisure and Operations colleagues on projects including the launch of the aquapark and sawmill.

Following a question from Councillor Beuttell, it was noted that the orchids were currently in bloom but that observation work had been pushed back in order to focus on the redevelopment project.

In response to a question from Councillor Dewey-Beckett, the Group heard that weekly site checks on tree health were ongoing and that rangers were on site daily to manage and maintain the woodland, and that they were especially cognisant of dry timber in the ongoing extreme summer weather conditions.

In answer to questions from Councillor Smith about engagement with volunteers and residents in relation to commercial activities at the park in particular the aquapark, the Group heard that the Friends of Hinchingbrooke Country Park were aware of the commercial sustainability plan for the park and that regular communication with the group continued to take place, and that they understood that a balanced approach to commercialisation was needed to ensure the continued viability of park activities. It was also advised that due to the confidential nature of the early part of the planning process there had been limited engagement with residents however this dialogue had developed as the project progressed. The team advised that lessons had been learnt from the project and that improved community engagement would be sought for future projects.

Councillor Lowe expressed concern about water quality, in particular Weil’s disease and other water borne diseases. The Group were assured that health and safety of customers was taken very seriously and that regular water testing took place with a specialist company which showed that the water was safe for people to use.

In response to a question from Councillor Beuttell, the Group heard that all safety documents and policies were kept electronically and were available on site at the aquapark should they be requested. It was noted that swimming in the area was discouraged.

It was advised that a sub contractor would remove and store the aquapark inflatable at the end of the season in addition to providing maintenance before reinstalling next year. The purchase of the inflatable had included a training package for staff which had been utilised and the additional lifeguards would have opportunities across the leisure service.

The Group heard that following competitor analysis, a lower introductory offer had been implemented to increase footfall and visibility and that there would be flexibility with pricing across the summer in order to react to the market.

In response to questions relating to the environmental impact the aquapark may have on the park, the Group heard that extensive work had been undertaken to minimise impact and that the inflatable itself was located away from reed beds to ensure that the wildlife would co-exist with activities within the Park.

Following a question from Councillor Smith, the Group heard that the new operations yard at the park was part of a collaborative approach between the Council's services and allowed for timber to be processed on site. This was beneficial to both services as well as having environmental and commercial benefits. The Group were further assured that the yard had been integrated sympathetically with its surroundings.

The Group heard that the development project was on track for completion in early Spring 2027 and an update on progress would be brought to the next meeting.

Councillor Lowe requested a report for Councillors to share with Parish Councils in relation to the community engagement work, the Officers agreed that this would be provided.

7. FINANCE REPORT

Following questions from Councillor Smith, the Group heard that there had been significant changes to the service and its structure prior to budget setting and as a result a very aggressive budget had been set. However this had proved to be too challenging in the year which had seen much transition and the Group were assured that a much more informed approach would be taken in the next round of budget setting.

It was further advised that the aquapark charges included carparking for participants and was away from the main carpark. It was observed that the ongoing development works were affecting carpark revenue due to reduced capacity but that this would be rectified as the project progressed and the new carpark was installed. Officers reassured that they remained mindful of neighbouring residents and monitored the impact of the carparks on them.

8. DATE OF NEXT MEETING

The date of the next meeting of the Hinchingbrooke Country Park Joint Group was noted as 19th November 2026 at 10:00am.

Chair

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