

Date:
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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: words

Recommendations

Cabinet is recommended in respect of the funding proposal to:

1. To consider and adopt the Parking Strategy

Key Corporate Plan Priorities

1	<i>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</i>
2	

Place Strategy Priorities

1	<i>Supporting economic growth</i>
2	<i>Boosting town centre vitality and Improving accessibility</i>

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 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 comments of the relevant Overview and Scrutiny Panel will be included in this section prior to its consideration by the Cabinet.

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 Council's 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 until 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 individual 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?AllId=50418>