



ETHOS

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.

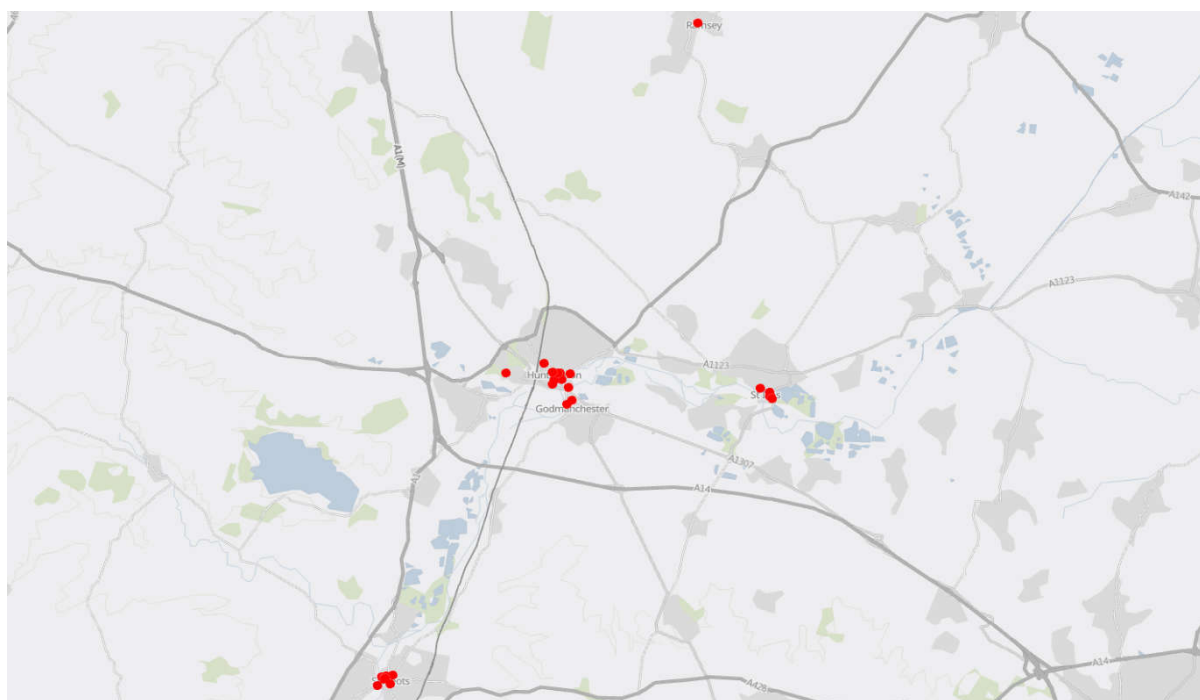


Figure 1 – Location of HDC car parks across the Huntingdonshire district

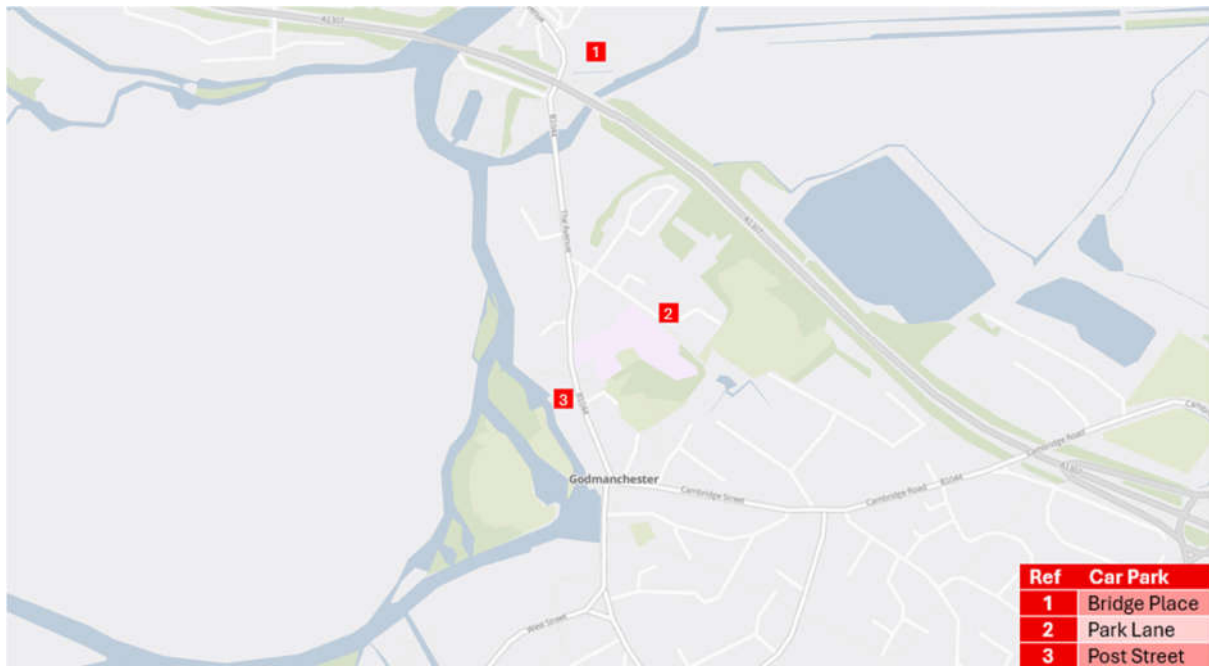


Figure 2 - Location of car parks in Godmanchester

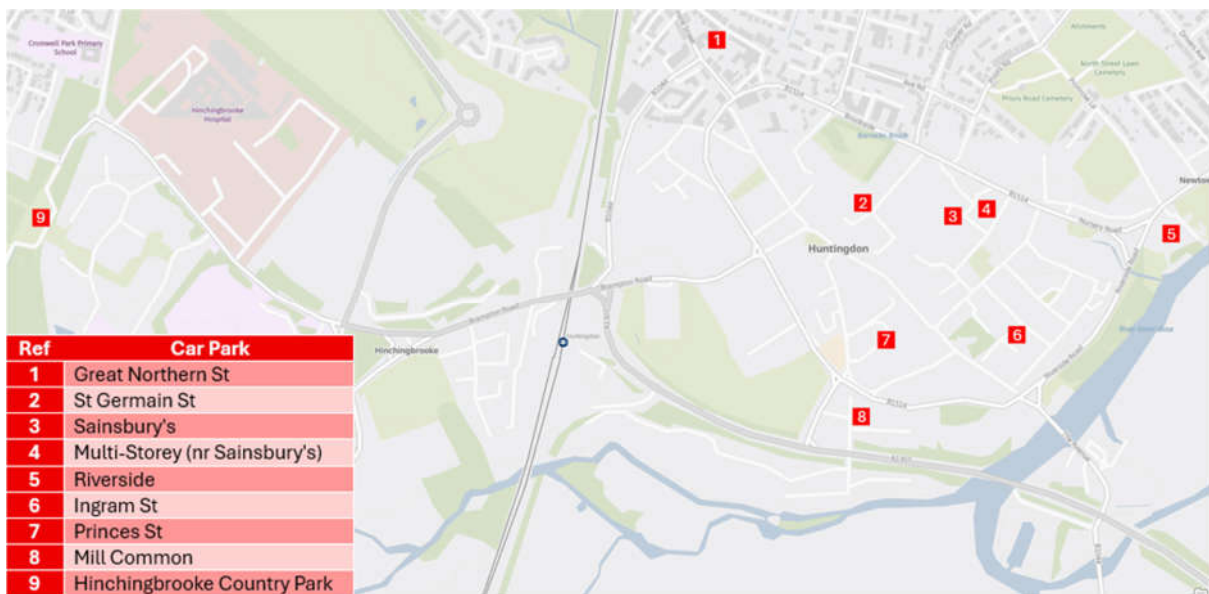


Figure 3 - Location of car parks in Huntingdon

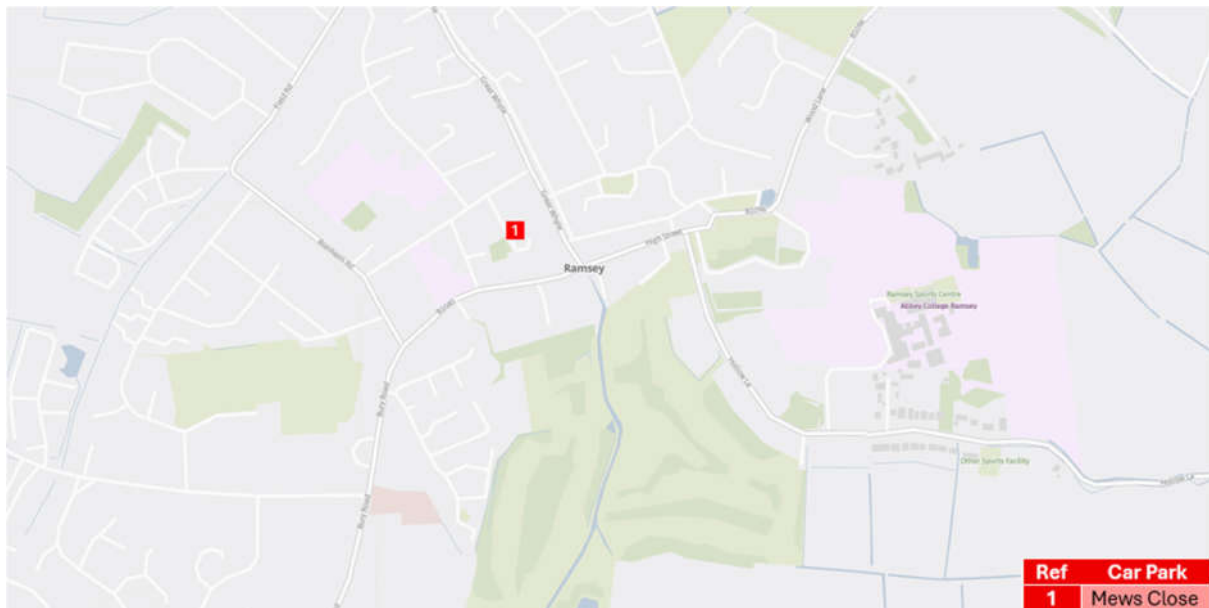


Figure 4 - Location of car park in Ramsey

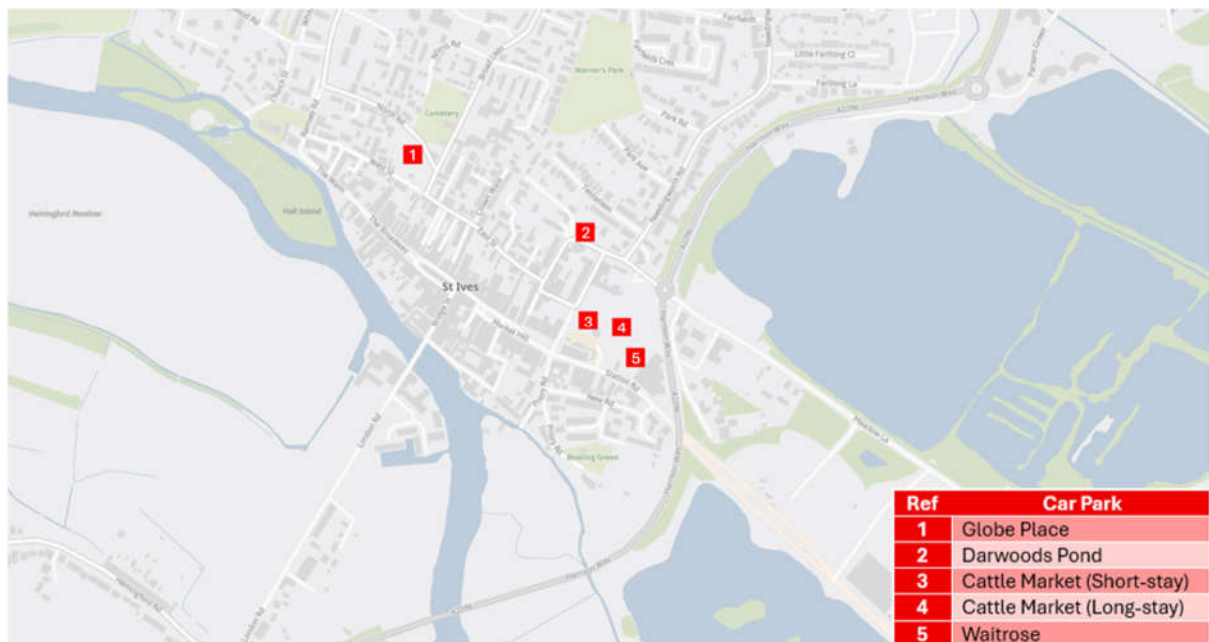


Figure 5 - Location of car parks in St Ives

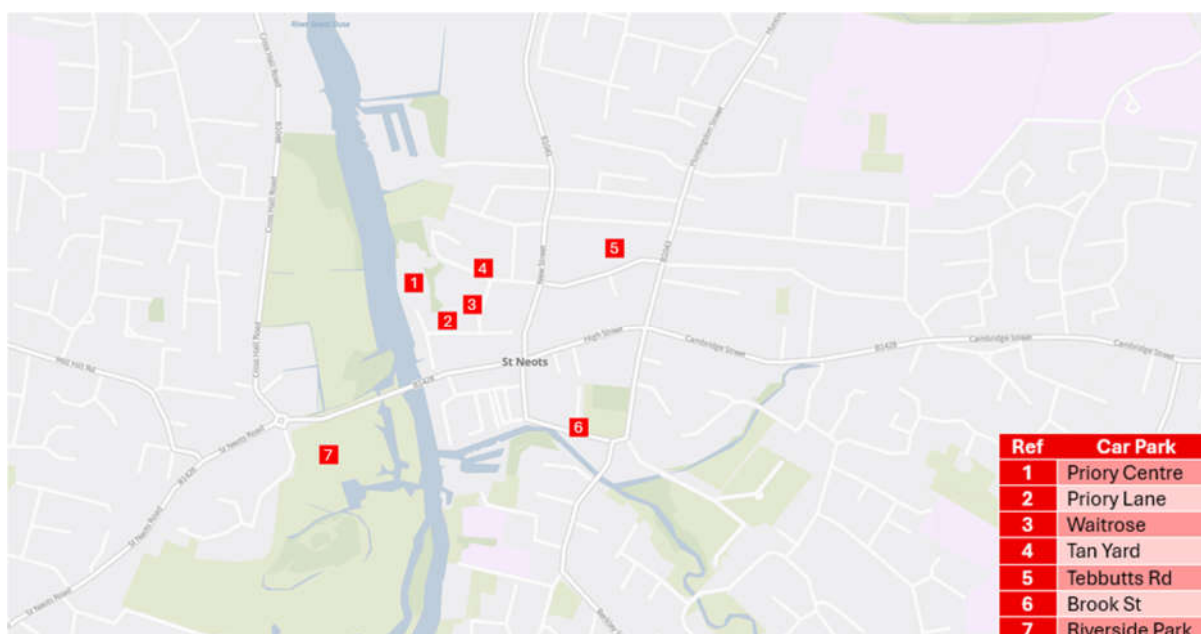


Figure 6 - Location of car parks in St Neots

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 district's 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

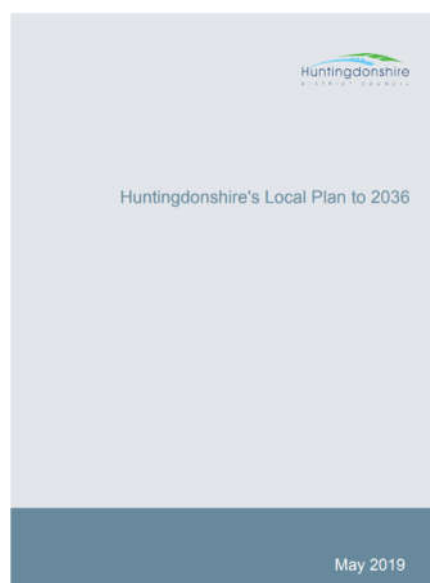
2.1 OVERVIEW

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.

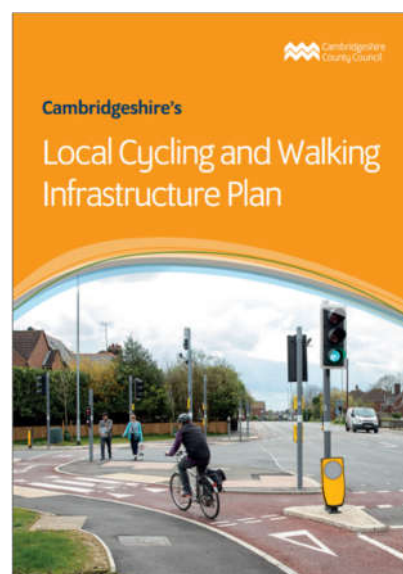
LCWIPs aim to:

- 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.

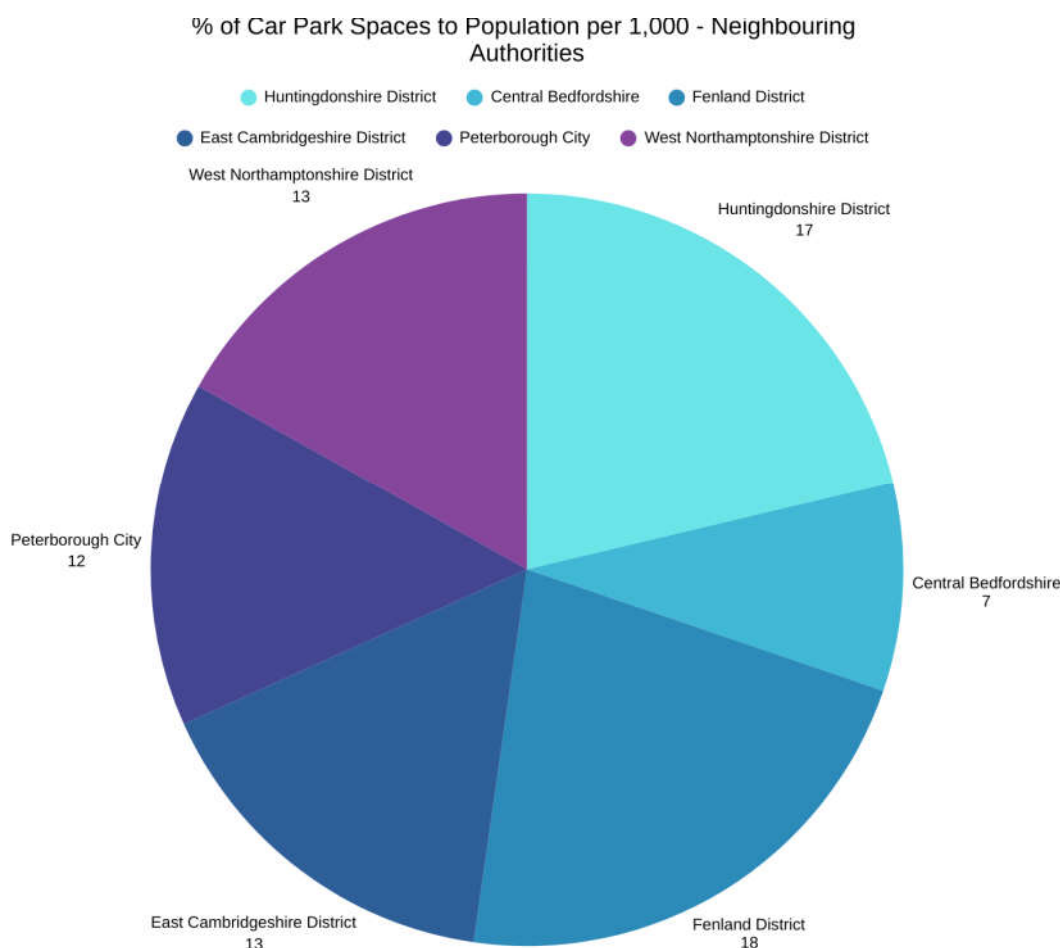


Figure 7 – Percentage of car park spaces to population per 1,000 – neighbouring authorities

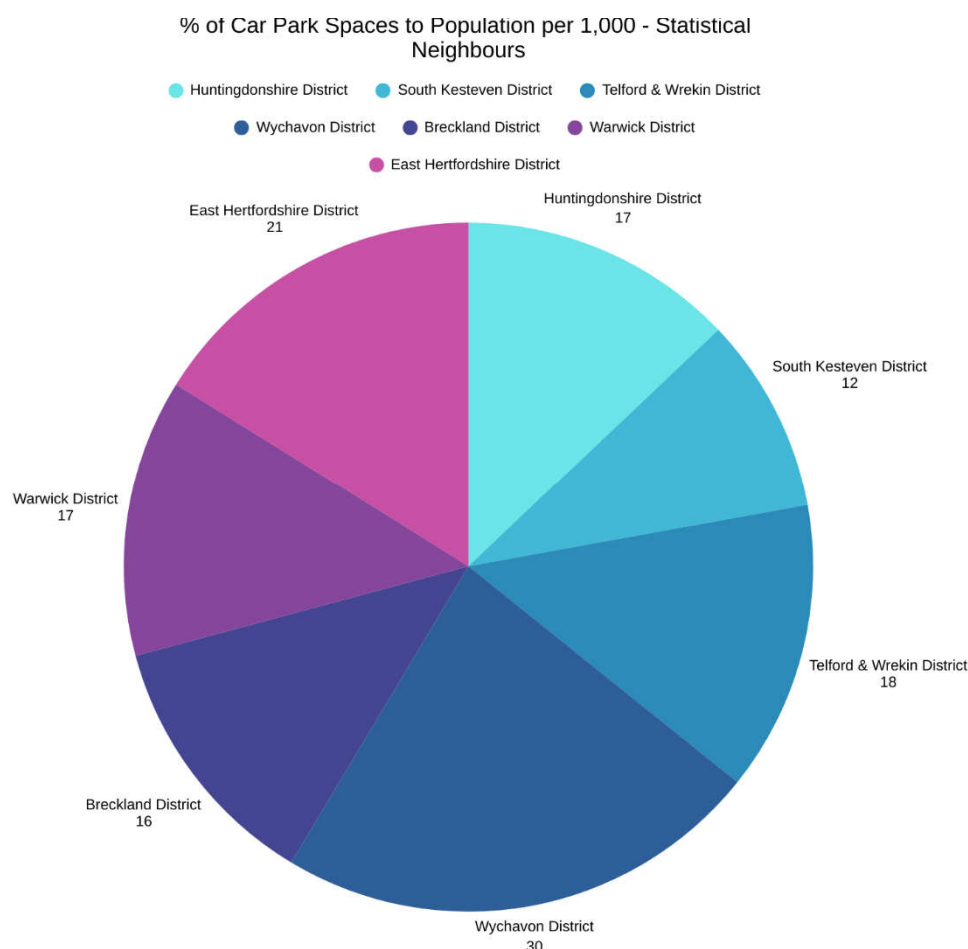


Figure 8 – Percentage of car park spaces to population per 1,000 – statistical neighbours

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		
		It's less than a 2 minute walk	It's between a 2-5 minute walk	Its more than a 5 minute walk
Location to nearby attractions;	How close is the car park to nearby attractions that would generate car park demand?	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 Hinchingsbrooke 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
Hinchingsbrooke 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. Hinchbrooke Country Park, Riverside, and Bridge Place car parks.

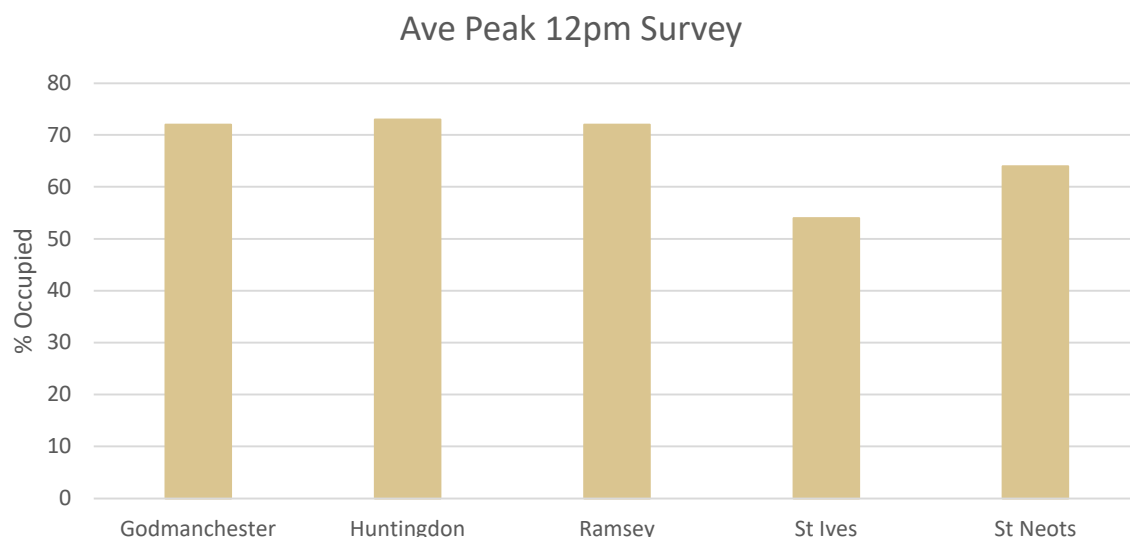


Figure 9 - Weekday peak occupancy by town (12:00 survey)

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.

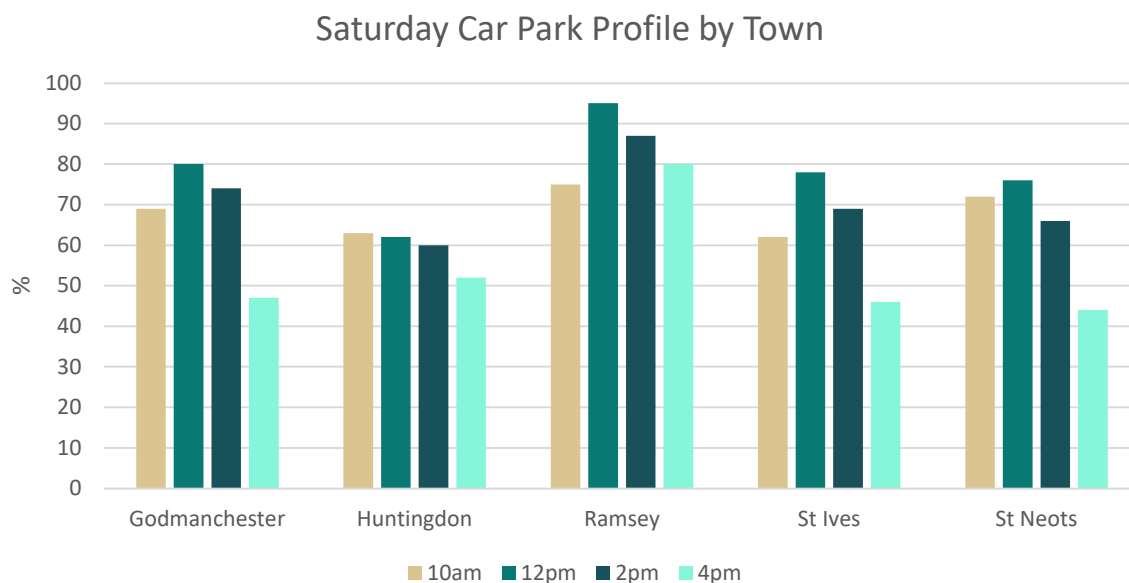


Figure 10 - Saturday occupancy profile by town

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:

- Hinchingsbrooke 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.

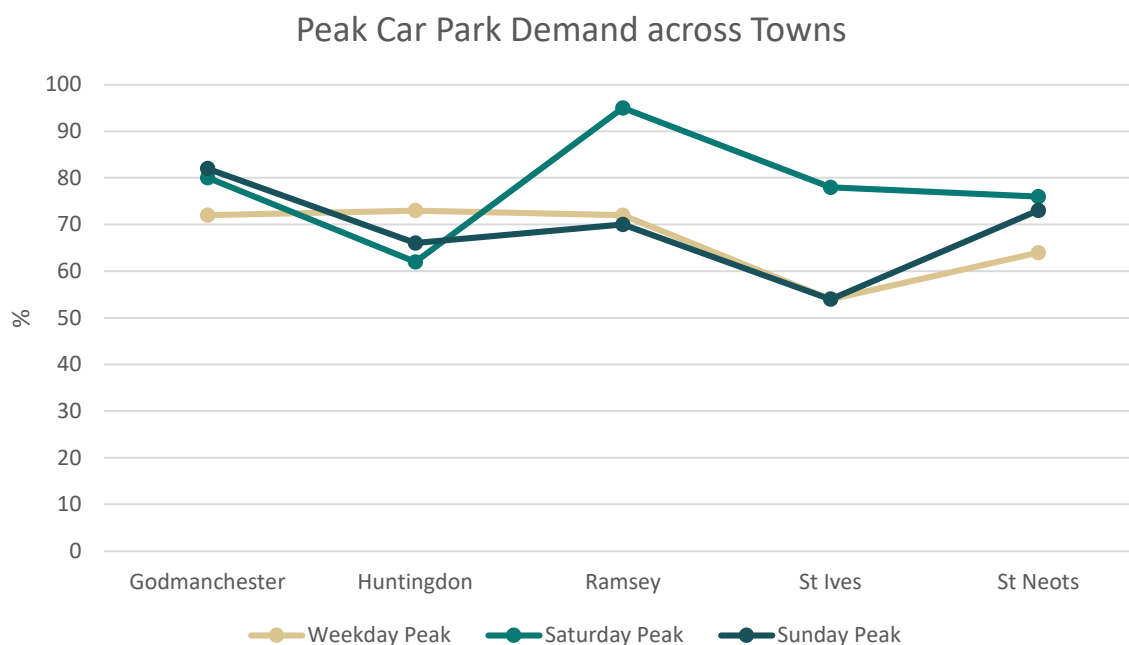


Figure 11 – Peak demand (12pm) across the three survey periods during a neutral week

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.

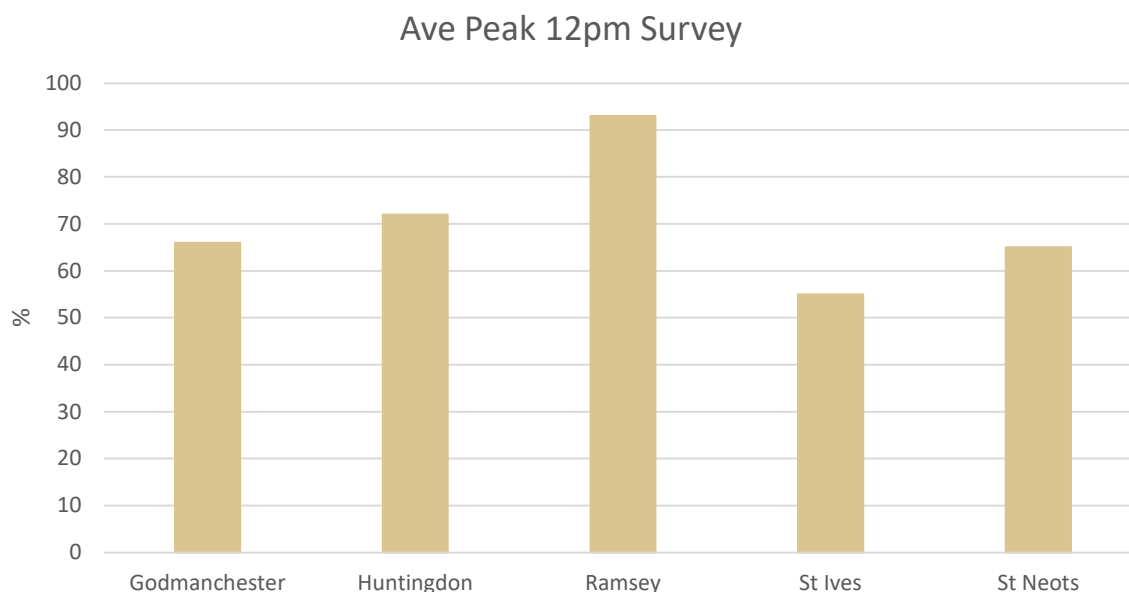


Figure 12 - Weekday peak occupancy by town (12:00 survey) Oct half-term

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.

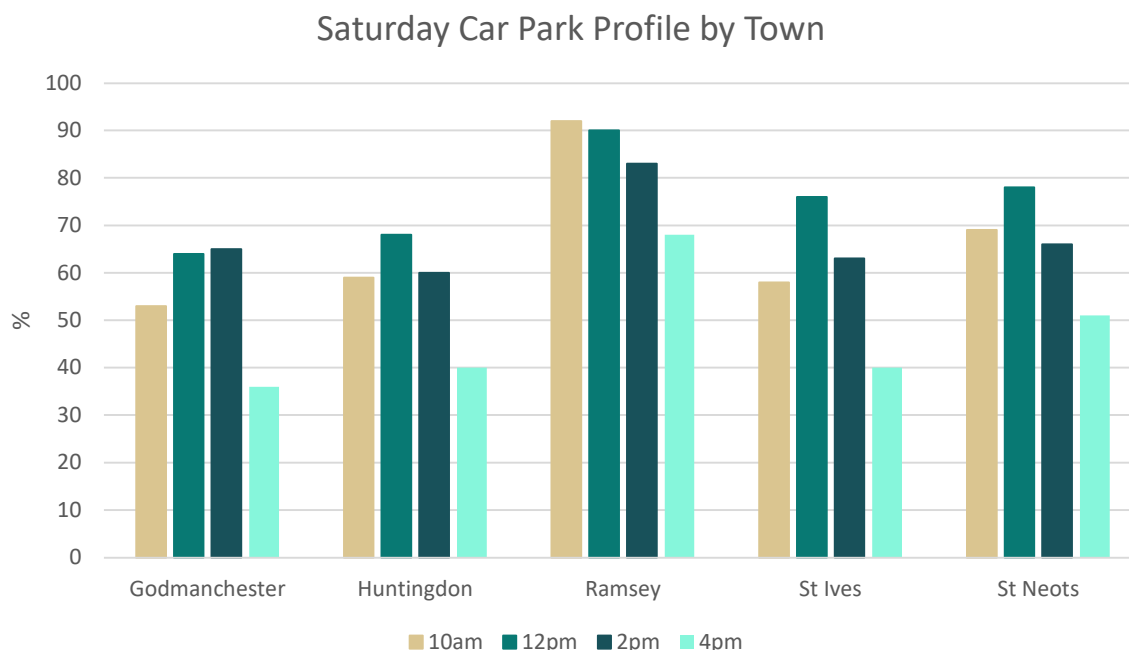


Figure 13 - Saturday occupancy profile by town Oct half-term

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:

- Hinchingsbrooke 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.

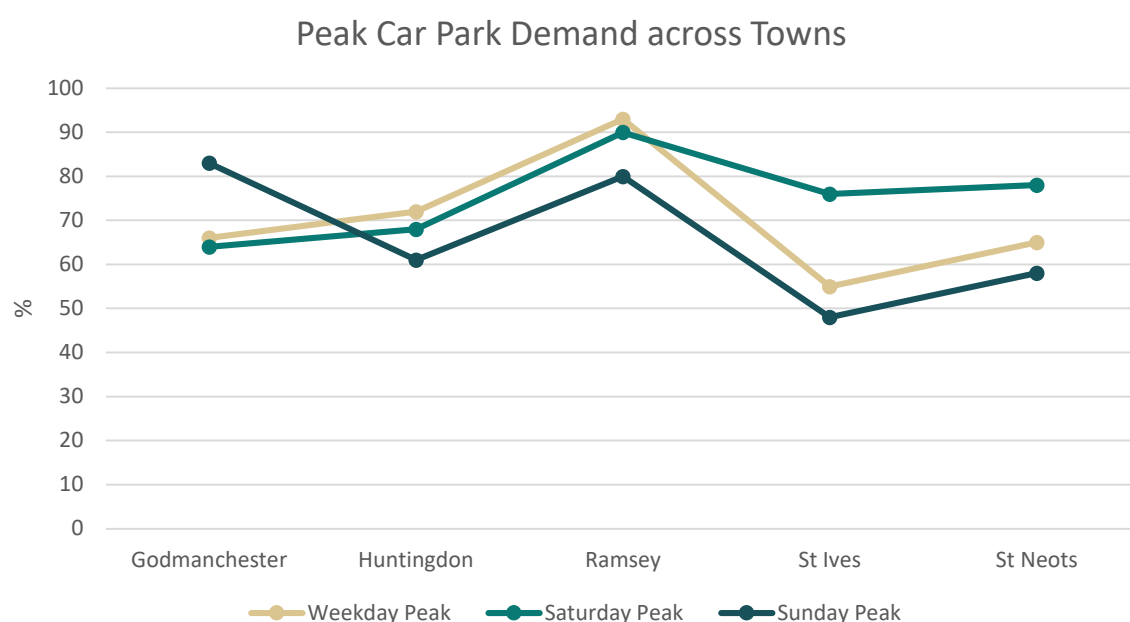


Figure 14 – Peak demand (12pm) across the three survey periods during Oct half-term

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
	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.

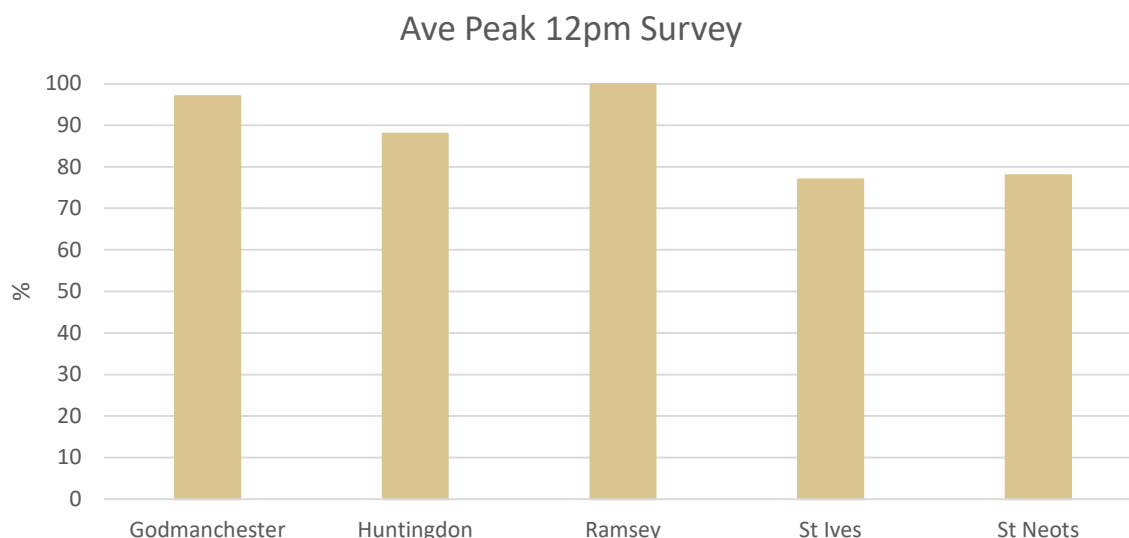


Figure 15 - Weekday peak occupancy by town (12:00 survey) pre-Christmas

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.

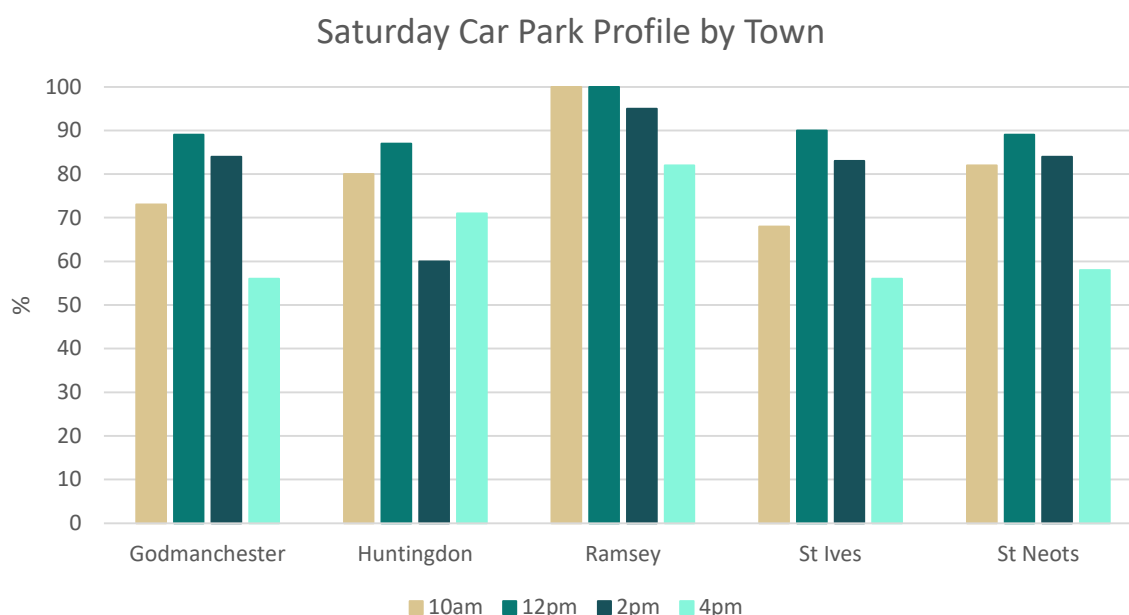


Figure 16 - Saturday occupancy profile by town pre-Christmas

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:

- Hinchbrooke 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.

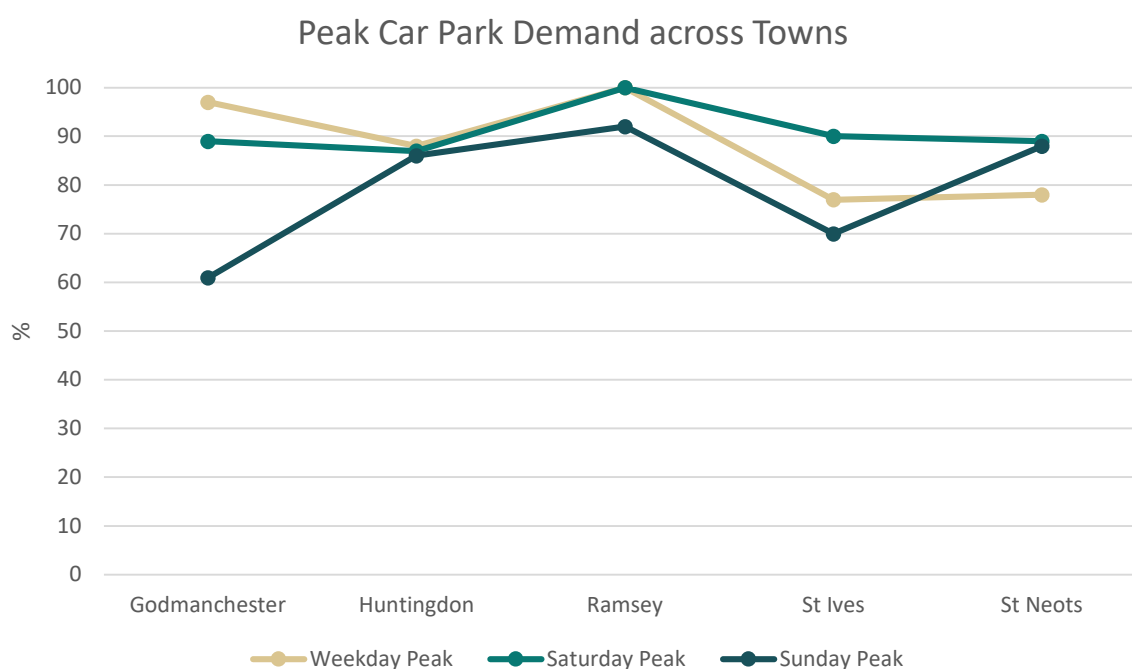


Figure 17– Peak demand (12pm) across the three survey periods during the pre-Christmas week

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.

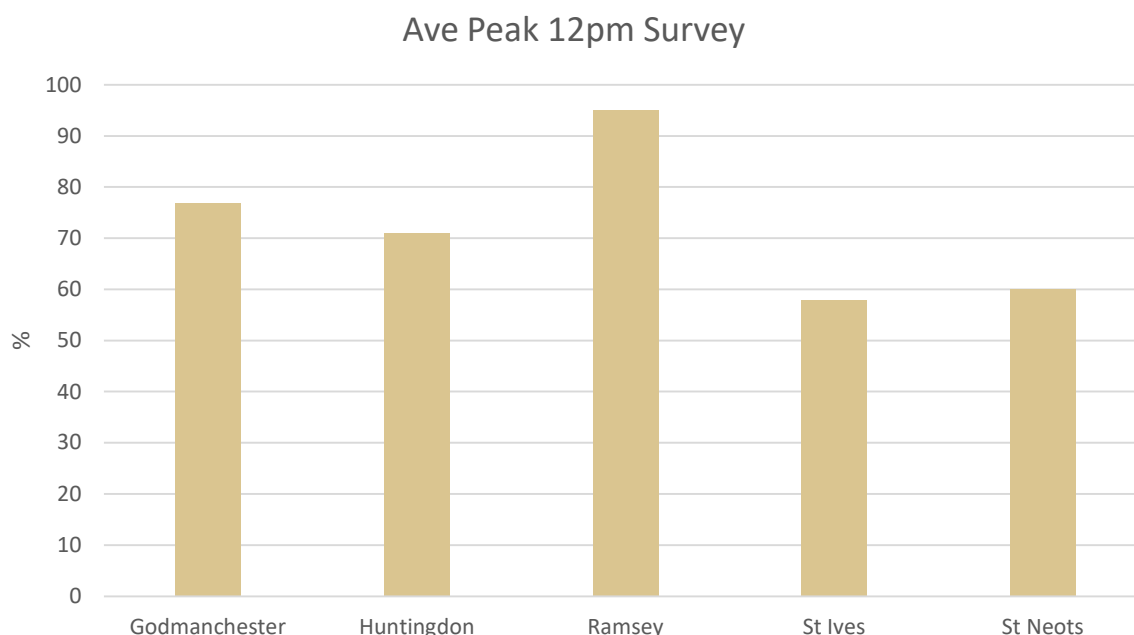


Figure 18 - Weekday peak occupancy by town (12:00 survey) June 2026

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.

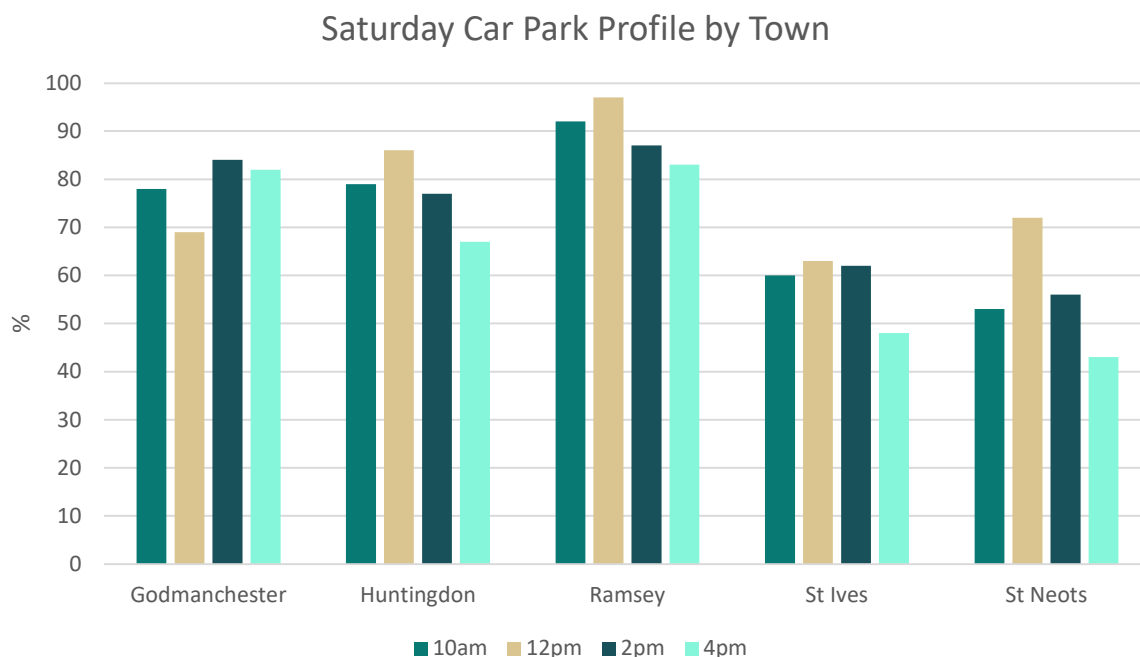


Figure 19 - Saturday occupancy profile by town June 2026

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.

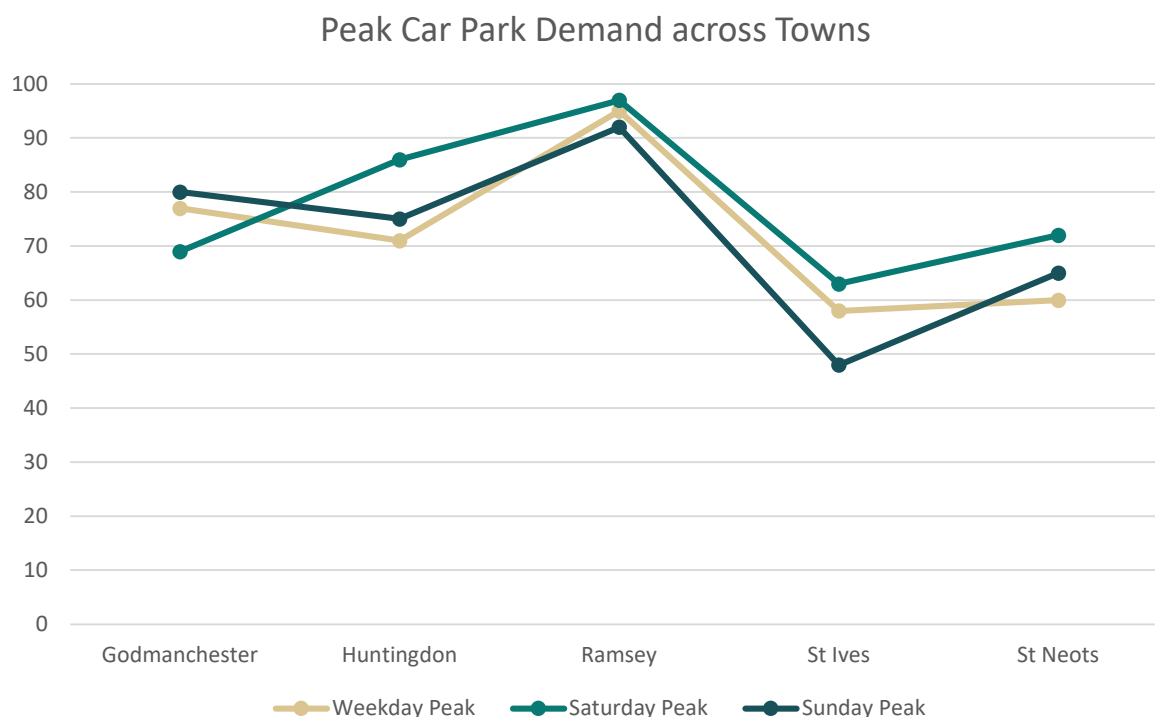


Figure 20 – Peak demand across the three survey periods during the June 2026 week

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

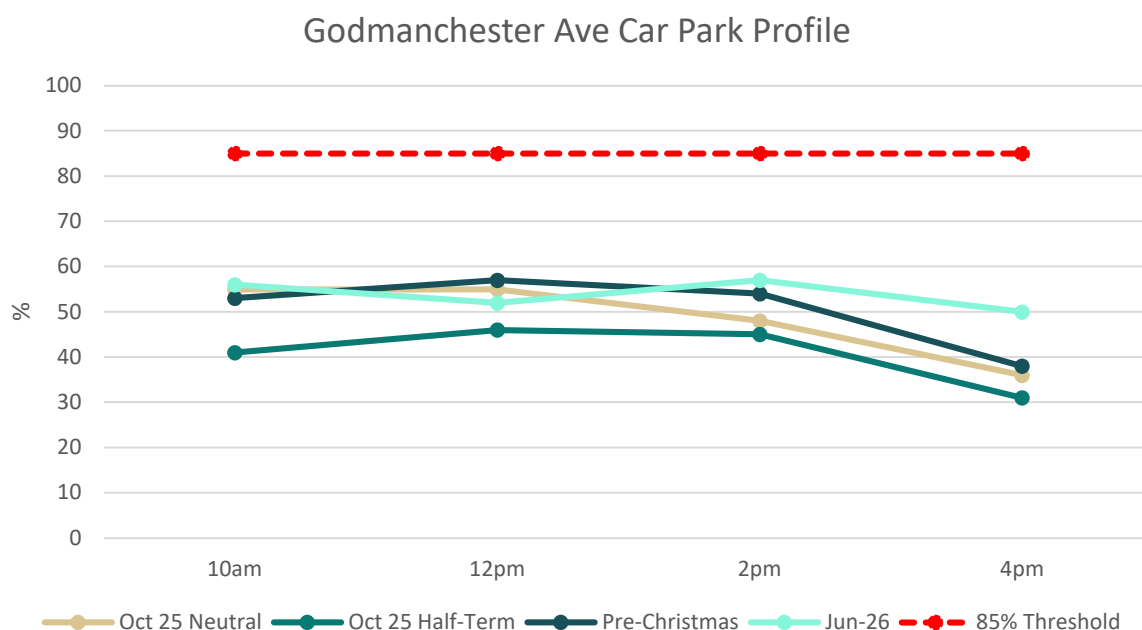


Figure 21 – Godmanchester average car park profile across the four survey periods

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

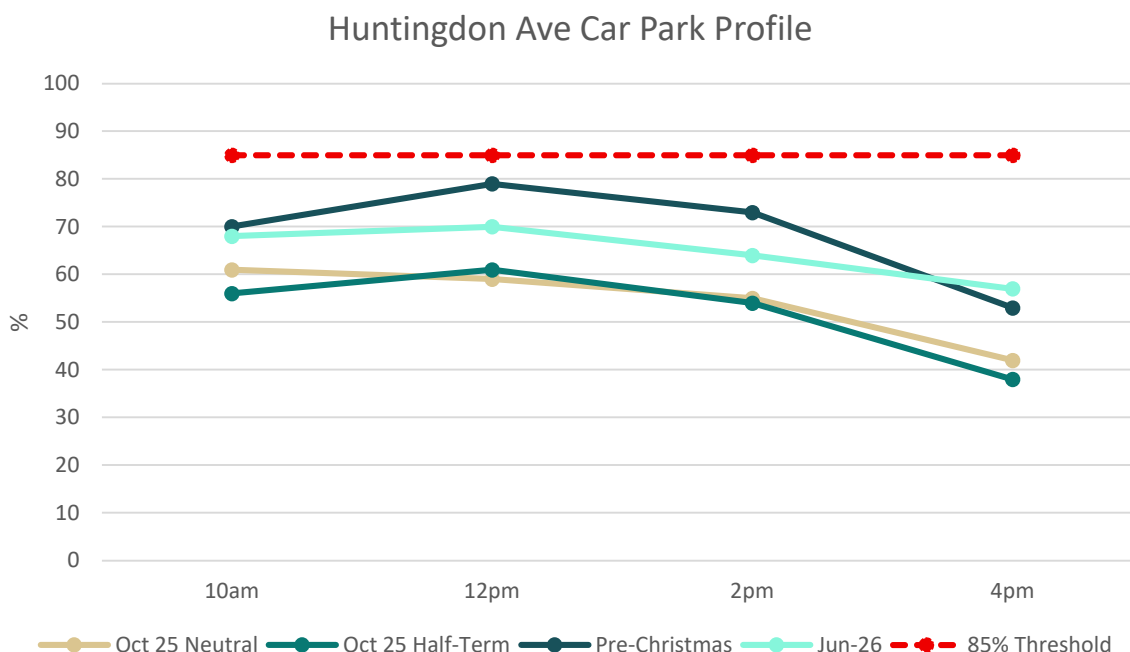


Figure 22 – Huntingdon average car park profile across the four survey periods

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 Hinchingsbrooke 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

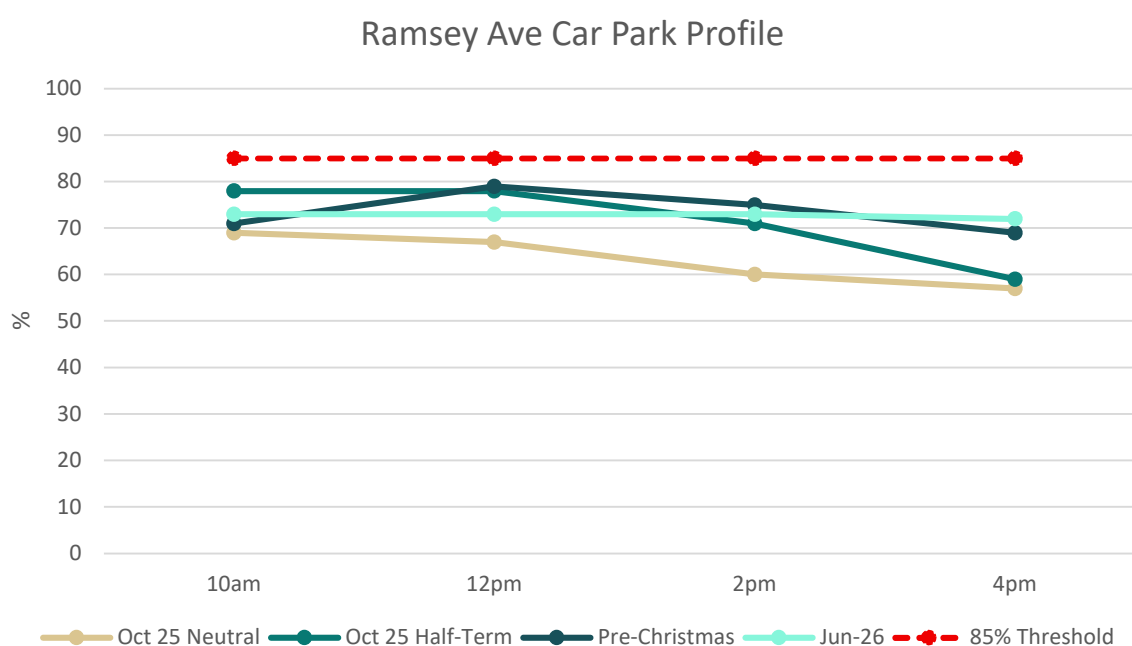


Figure 23 – Ramsey average car park profile across the four survey periods

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

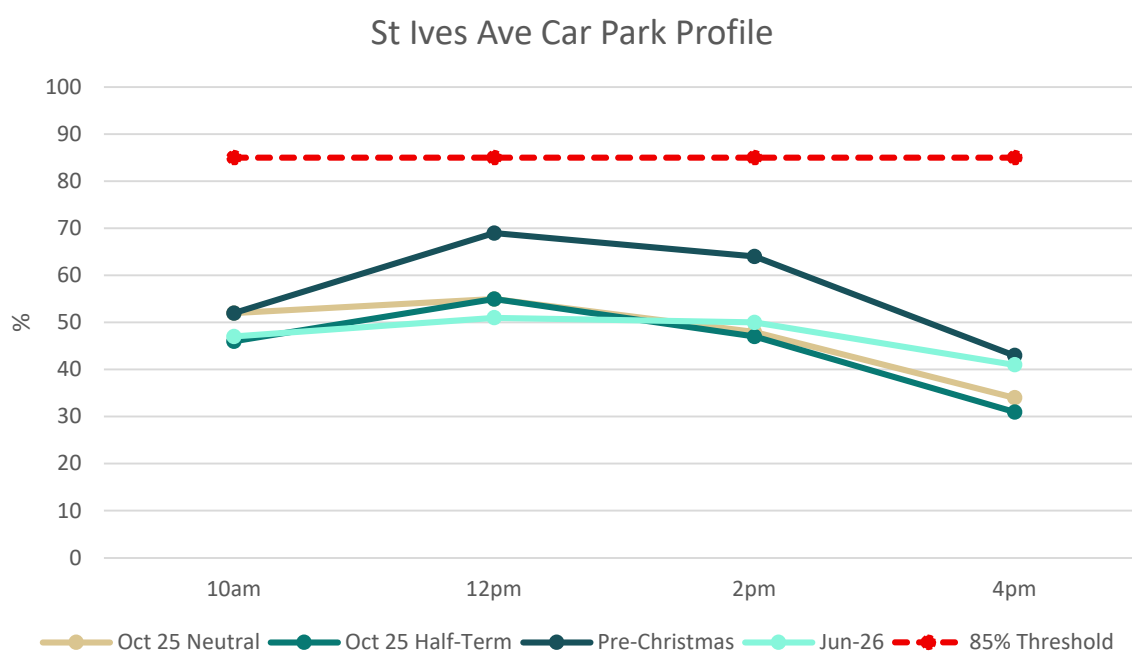


Figure 24 – St Ives average car park profile across the four survey periods

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

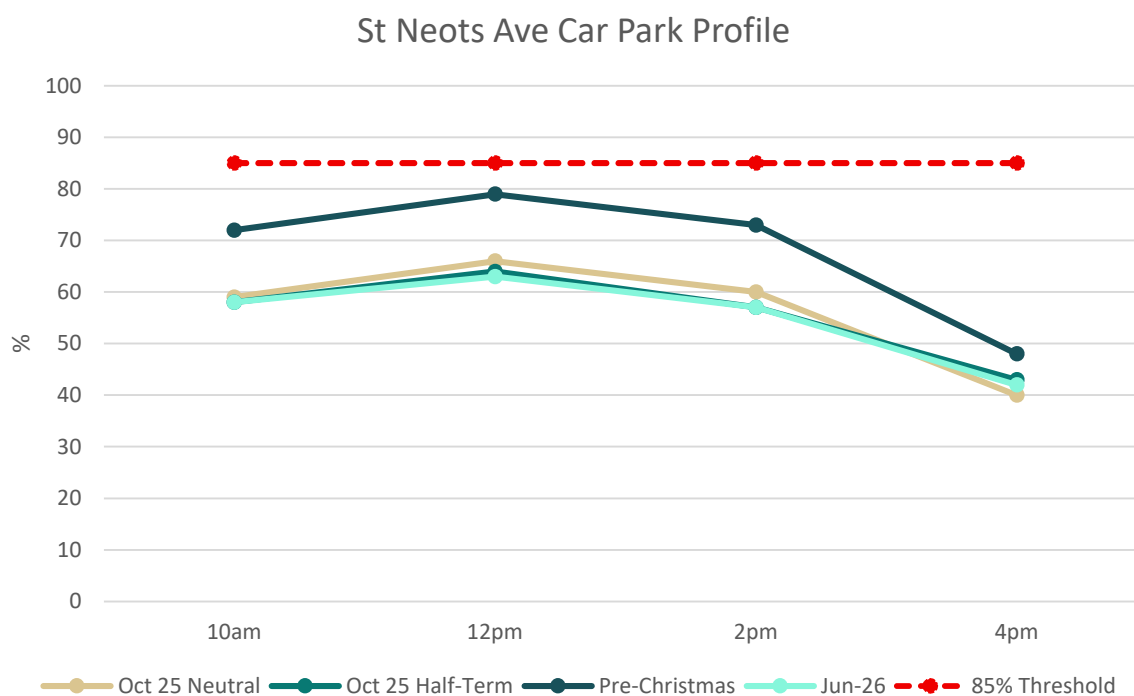


Figure 25 – St Neots average car park profile across the four survey periods

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.

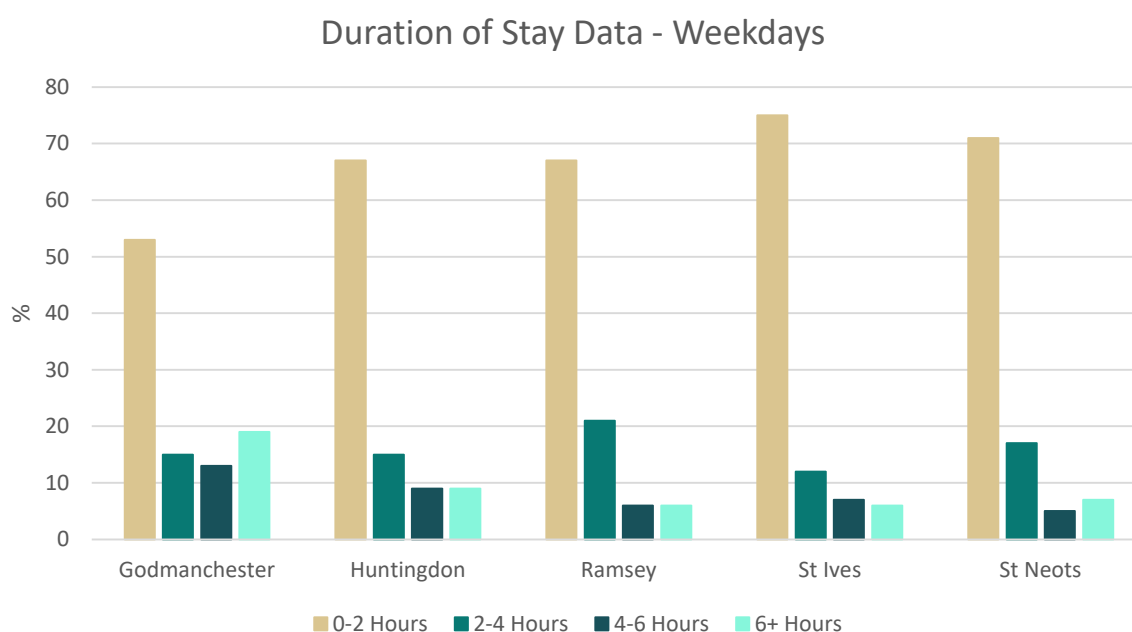


Figure 26 – Breakdown of parking acts across town car parks from neutral weekday surveys (ave)

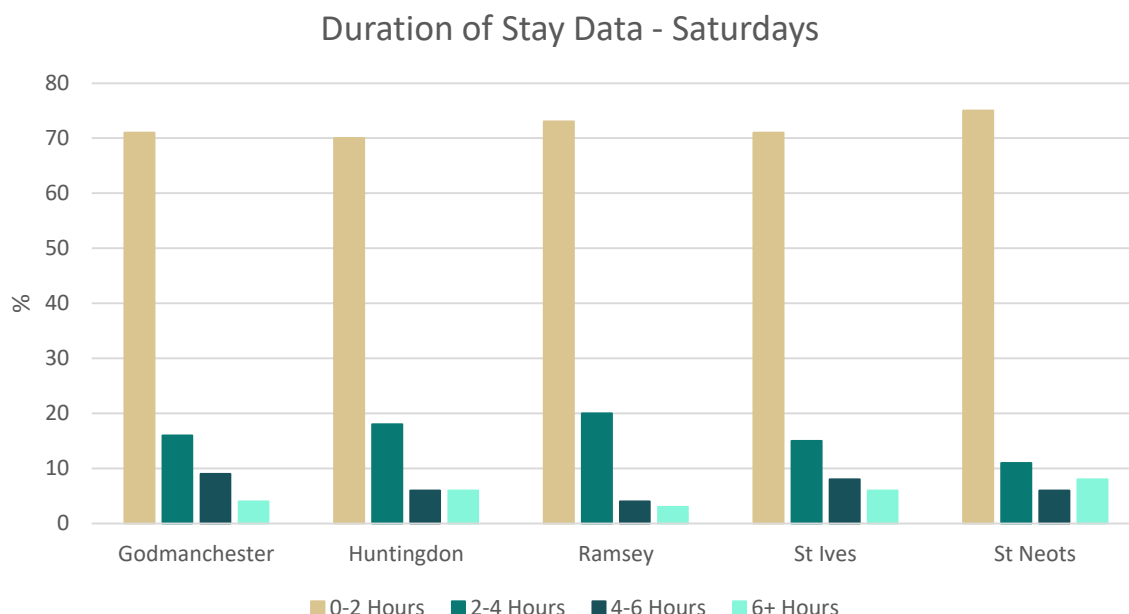


Figure 27 – Breakdown of parking acts across town car parks from neutral Saturday survey

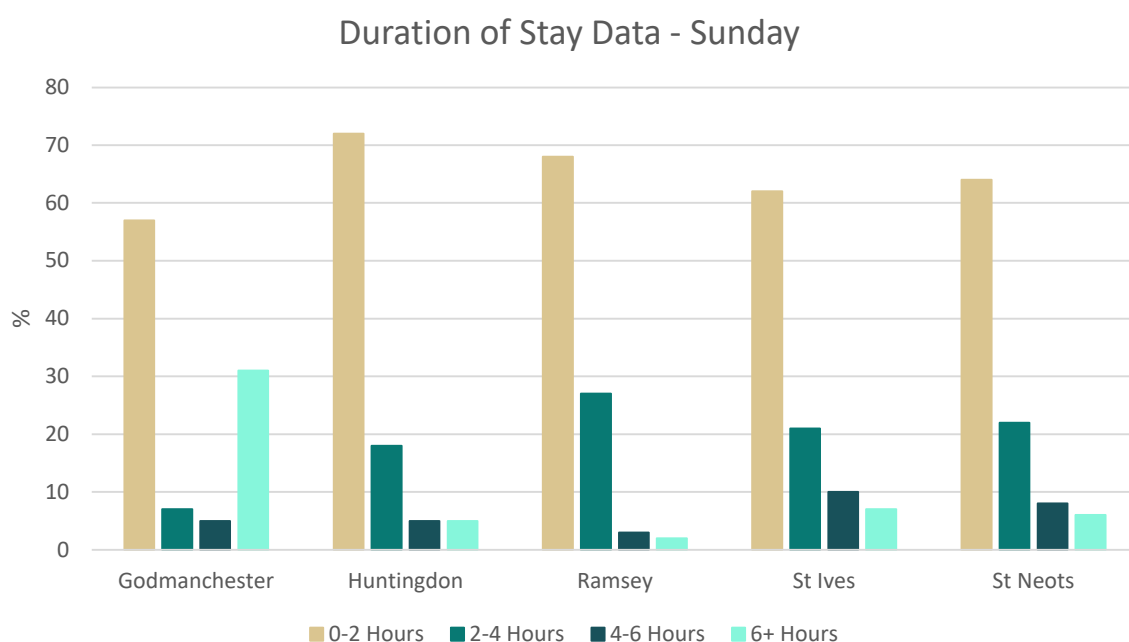


Figure 28 – Breakdown of parking acts across town car parks from neutral Sunday survey

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
	Hinchingsbrooke 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.

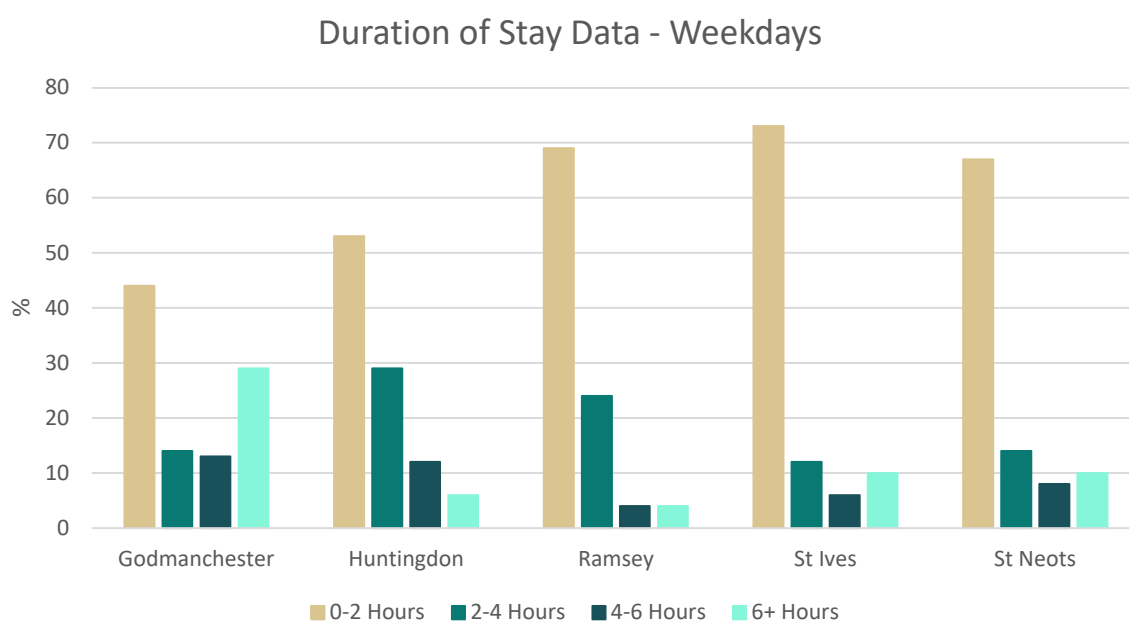


Figure 29 – Breakdown of parking acts across town car parks from Oct half-term weekday surveys (ave)

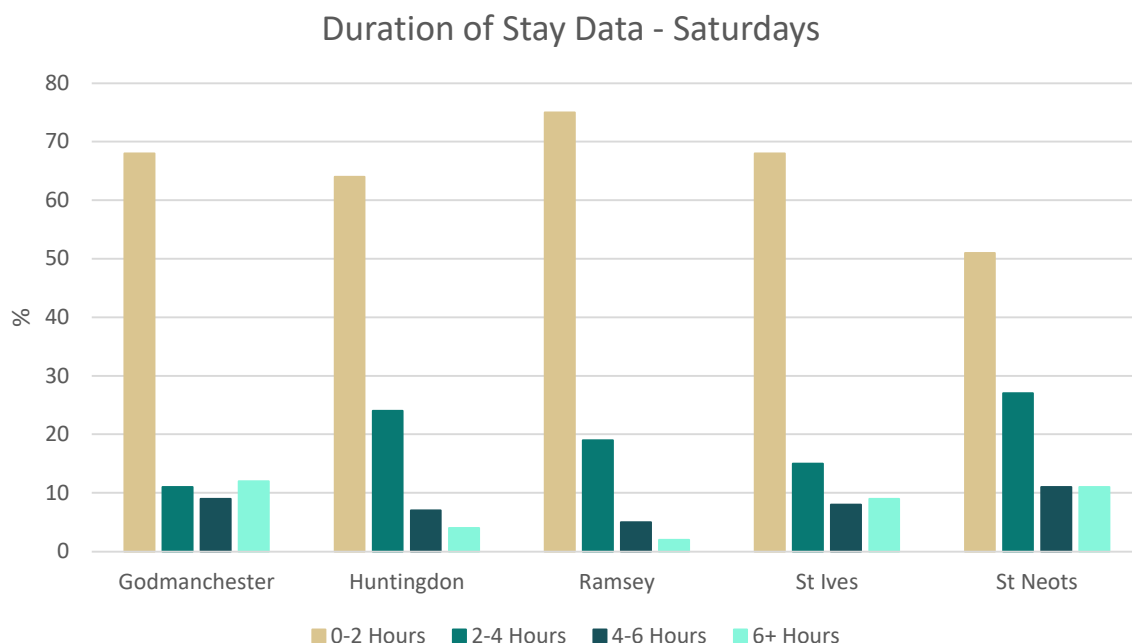


Figure 30 – Breakdown of parking acts across town car parks from Oct half-term Saturday survey

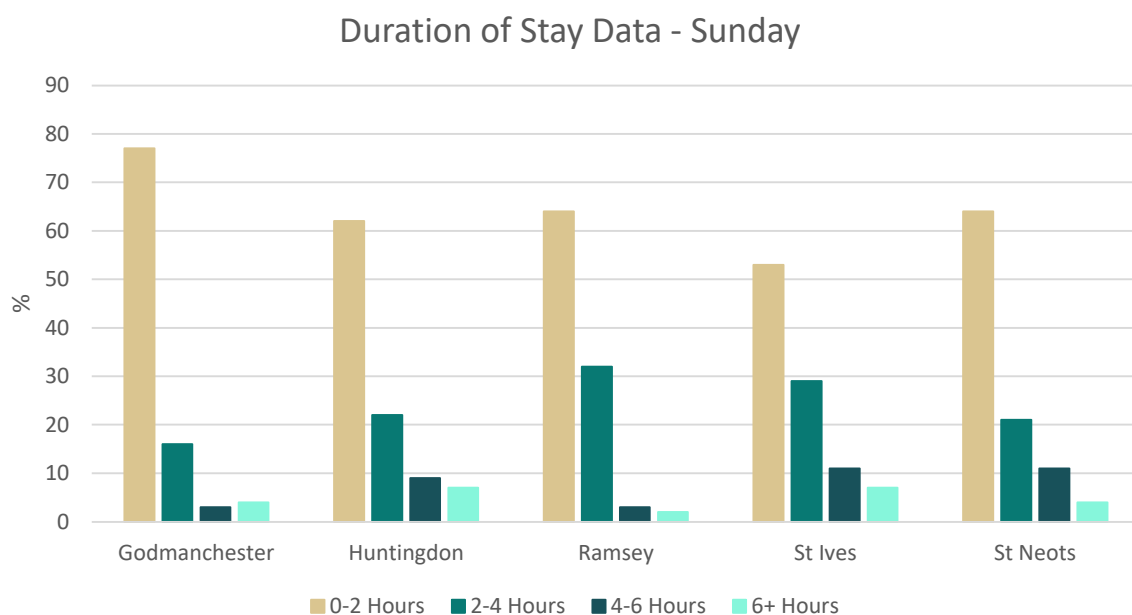


Figure 31 – Breakdown of parking acts across town car parks from Oct half-term Sunday survey

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
	Hinchingsbrooke 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.

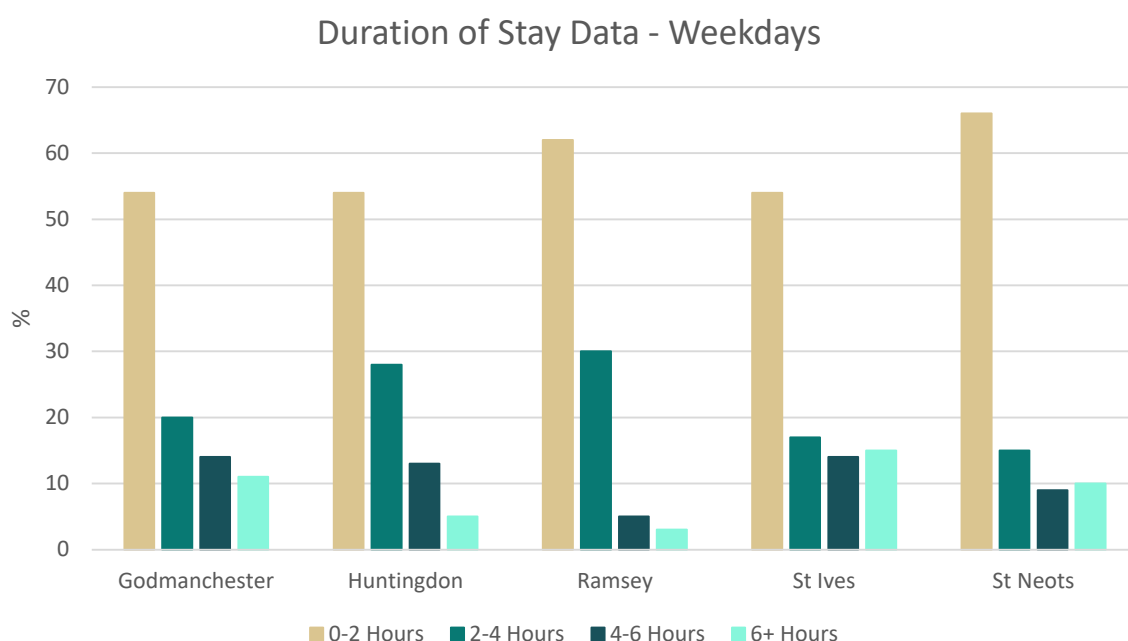


Figure 32 – Breakdown of parking acts across town car parks from pre-Christmas weekday surveys (ave)

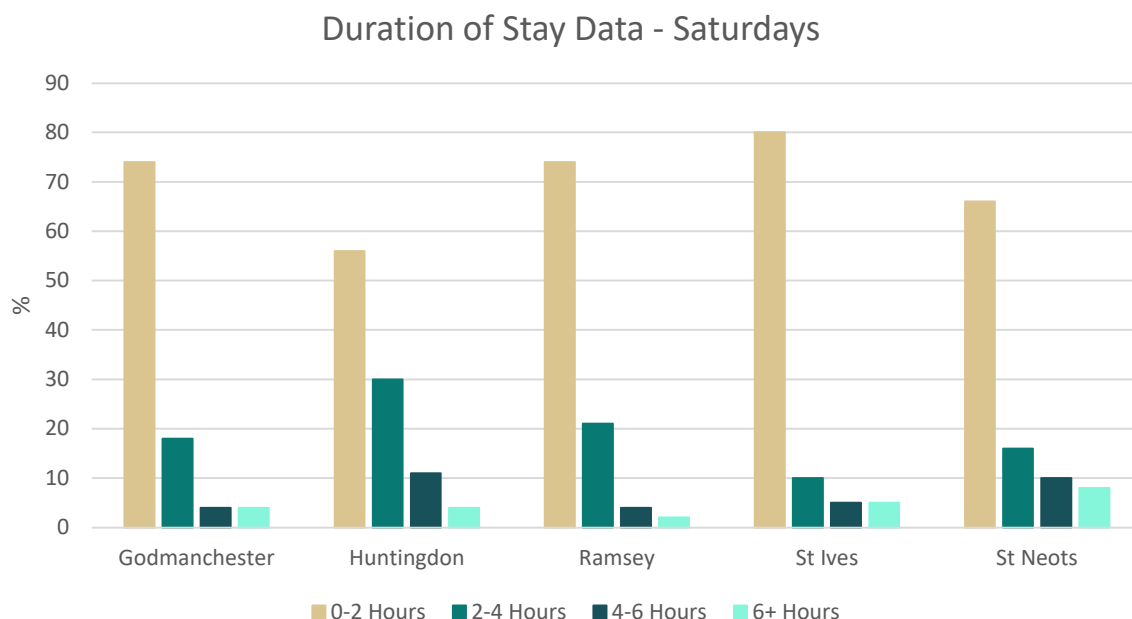


Figure 33 – Breakdown of parking acts across town car parks from pre-Christmas Saturday survey

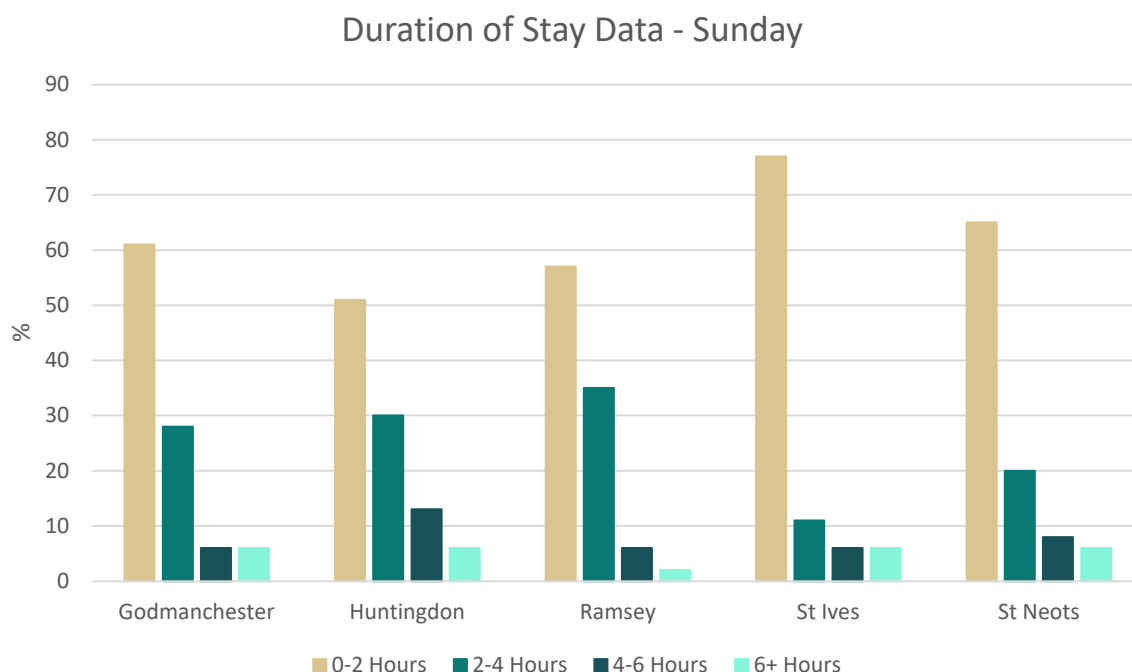


Figure 34 – Breakdown of parking acts across town car parks from pre-Christmas Sunday survey

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
	Hinchingsbrooke 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.

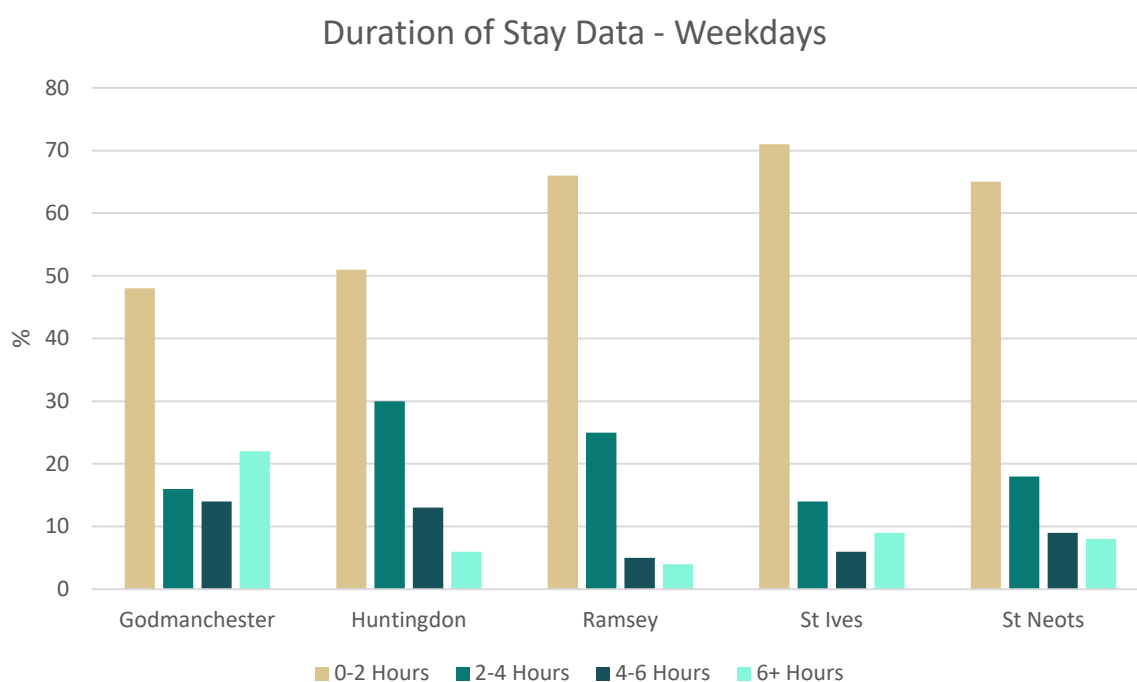


Figure 35 – Breakdown of parking acts across town car parks from June 2026 weekday surveys (ave)

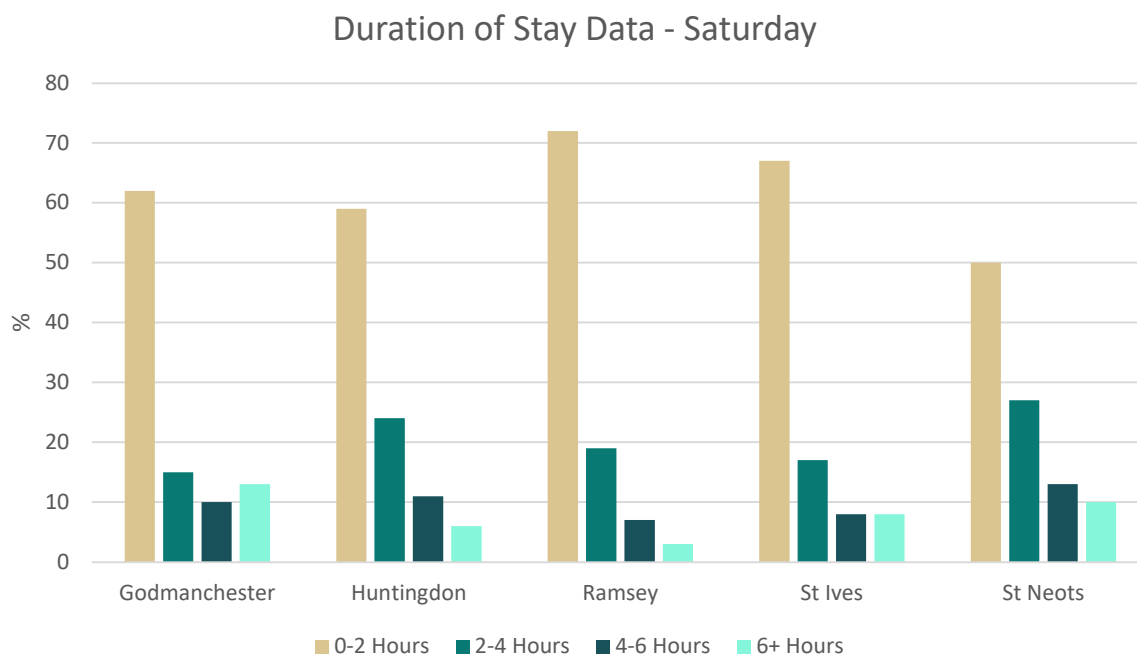


Figure 36 – Breakdown of parking acts across town car parks from June 2026 Saturday survey

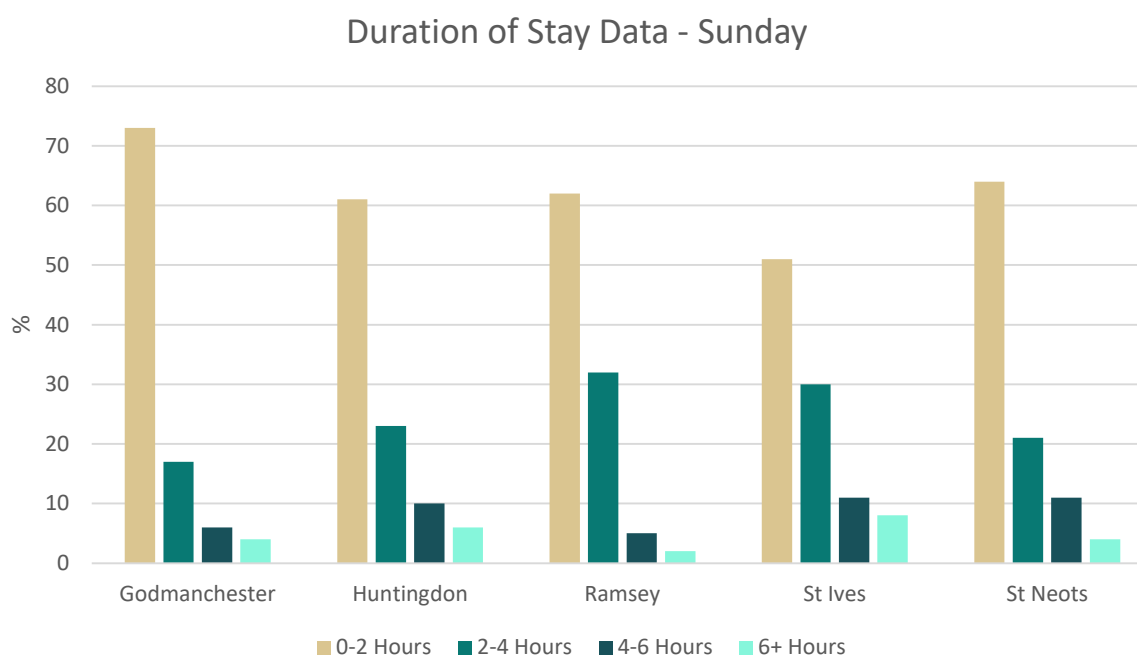


Figure 37 – Breakdown of parking acts across town car parks from June 2026 Sunday survey

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.

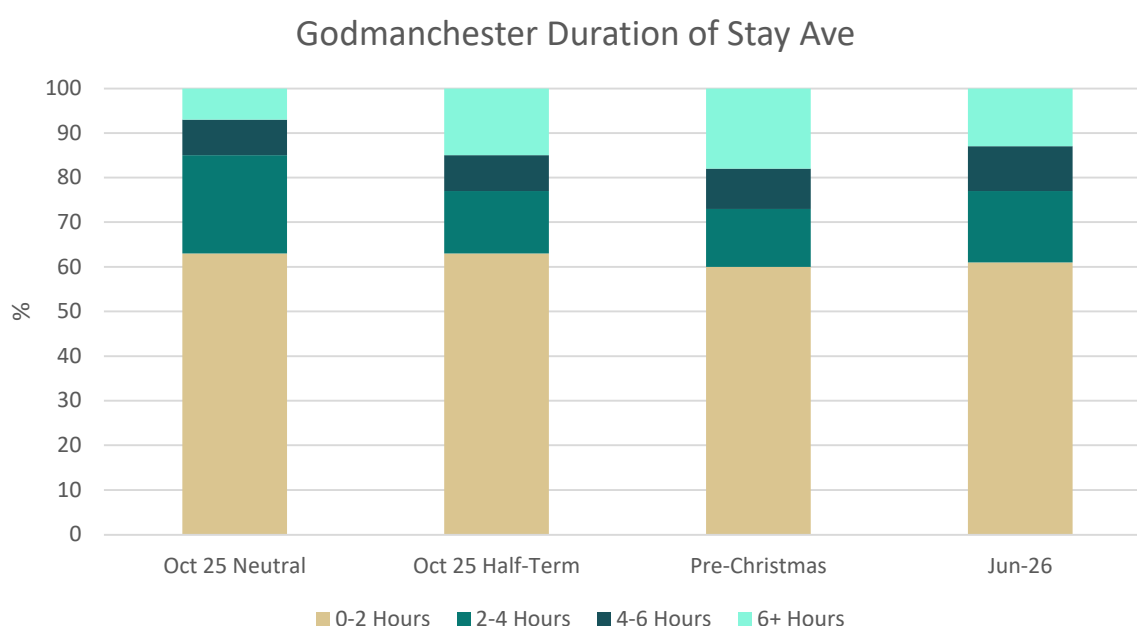


Figure 38 – Duration of stay comparison in Godmanchester

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.

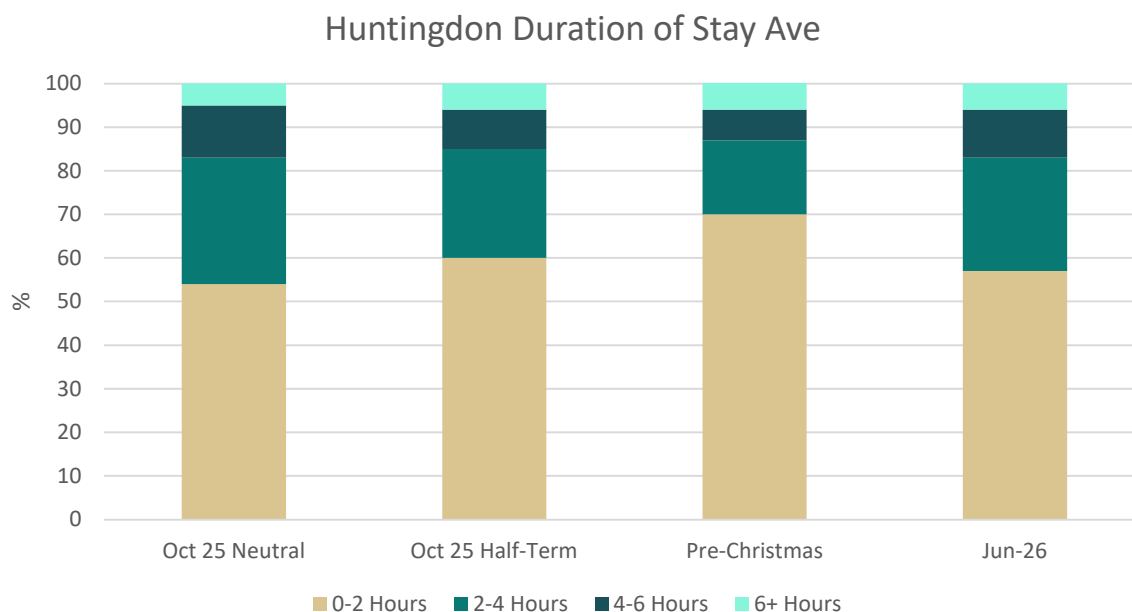


Figure 39 – Duration of stay comparison in Huntingdon

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.

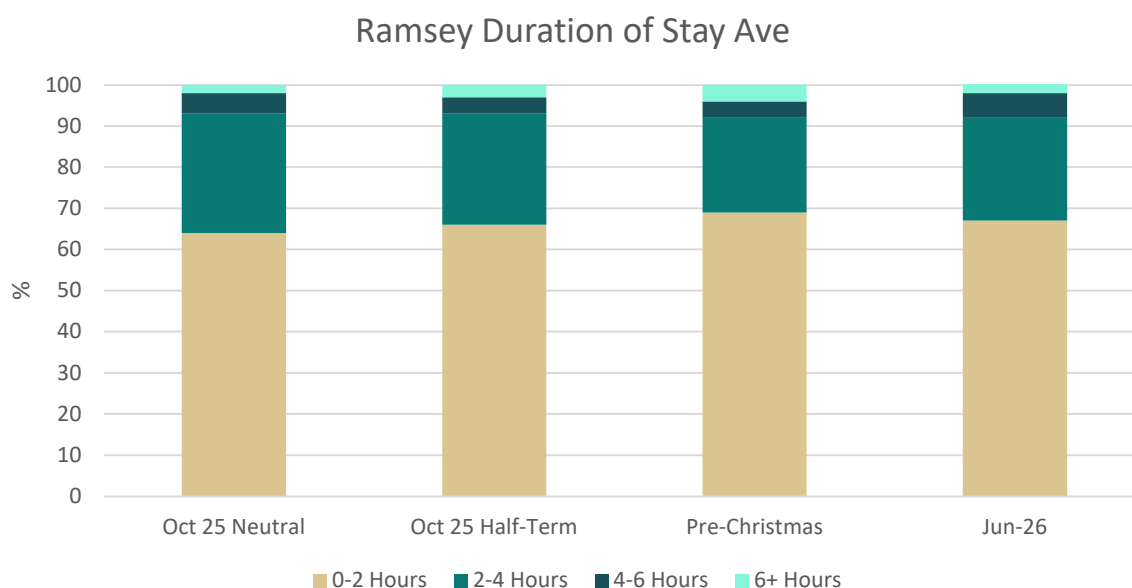


Figure 40 – Duration of stay comparison in Ramsey

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.

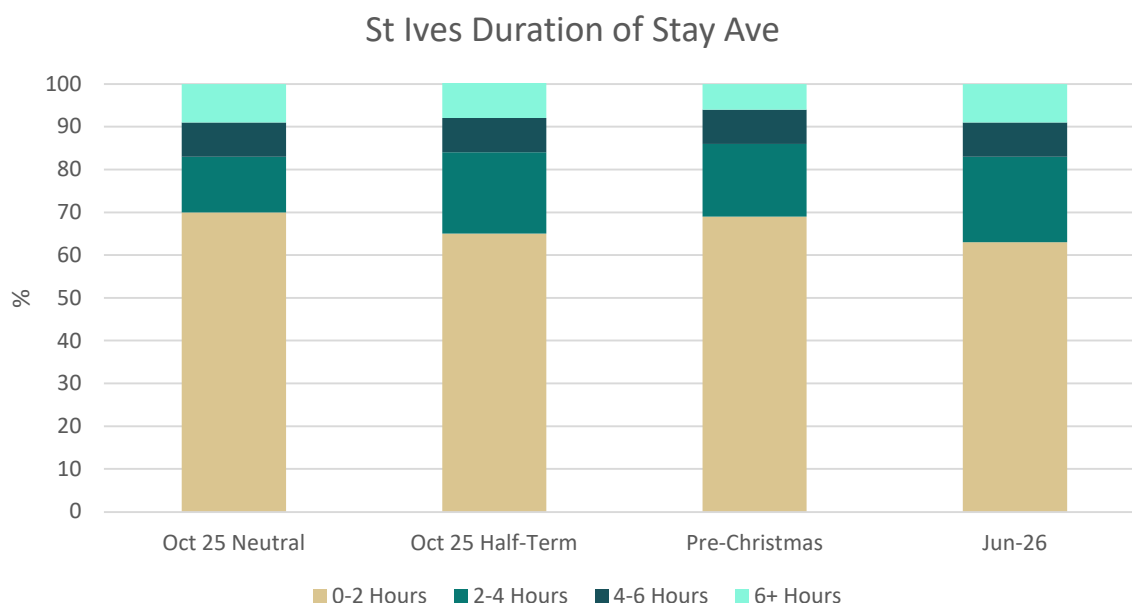


Figure 41 – Duration of stay comparison in St Ives

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.

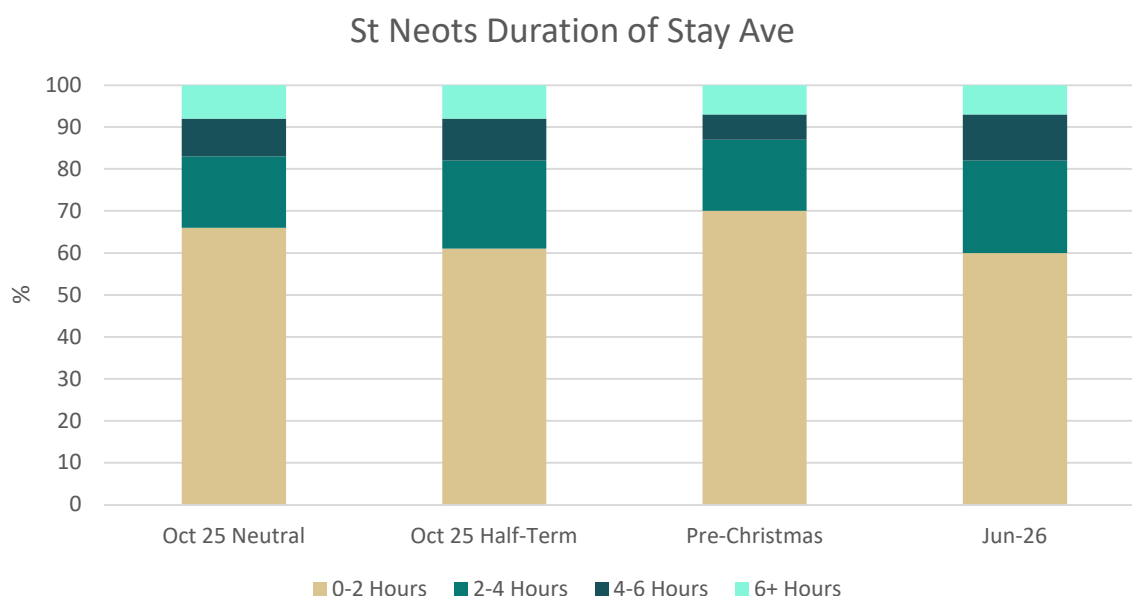


Figure 42 – Duration of stay comparison in St Neots

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 METHODOLOGY

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	Owens 2 Cars	Owens 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
	Hinchingsbrooke 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
	Hinchingsbrooke 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 Hinchingsbrooke 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.

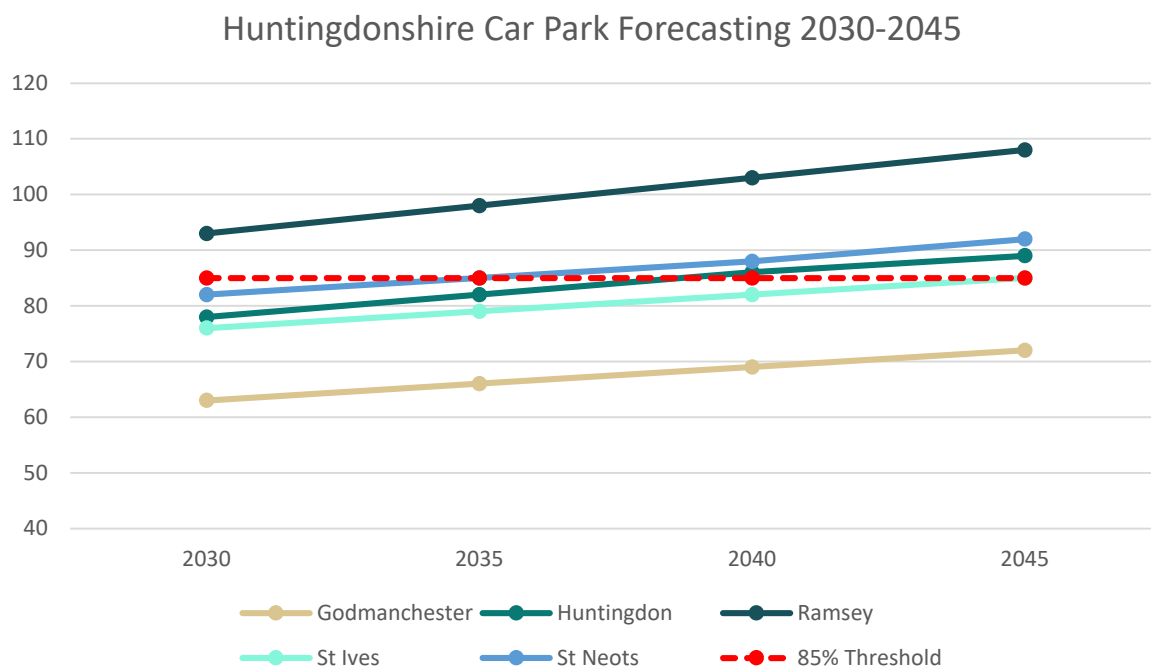


Figure 43 – Forecasting car park growth in Huntingdonshire car parks up to 2045

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.

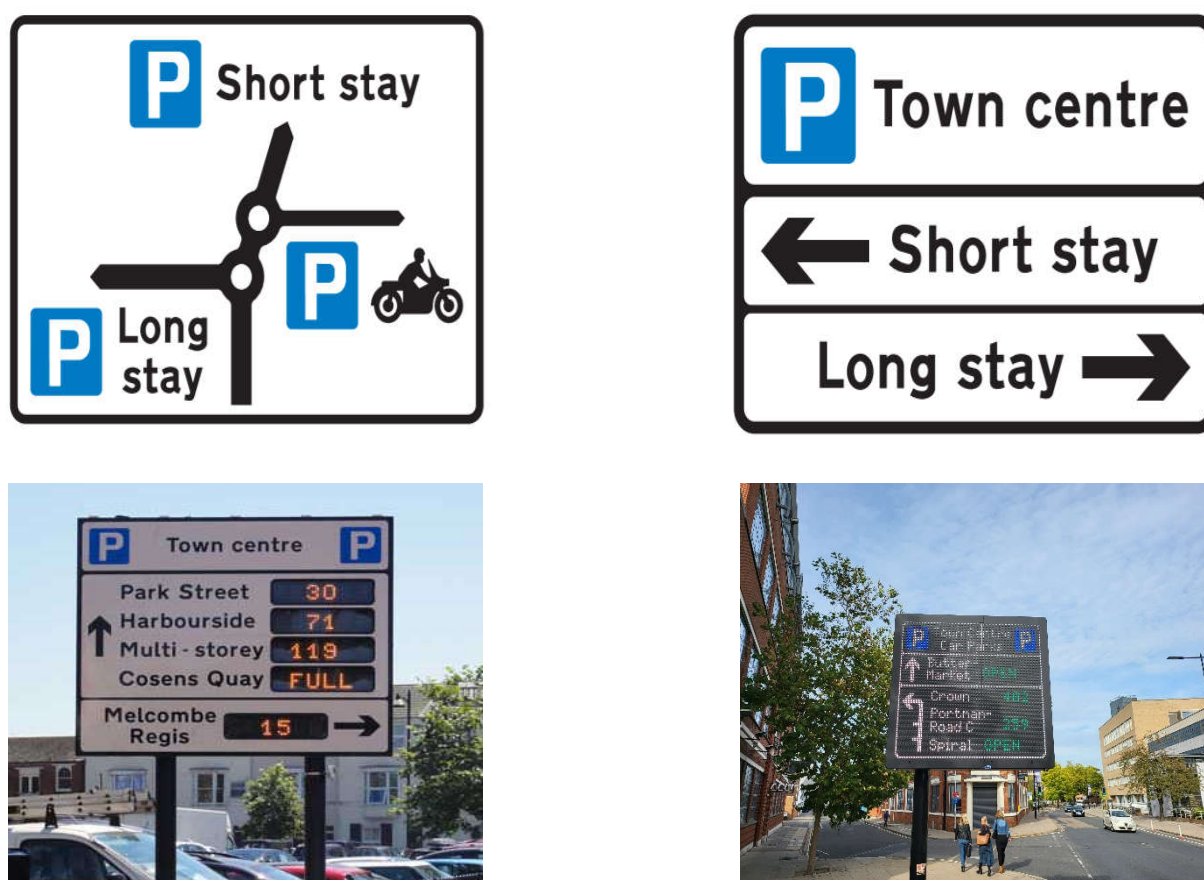


Figure 46 – Examples of car park signage

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).
- Hinchbrooke 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.

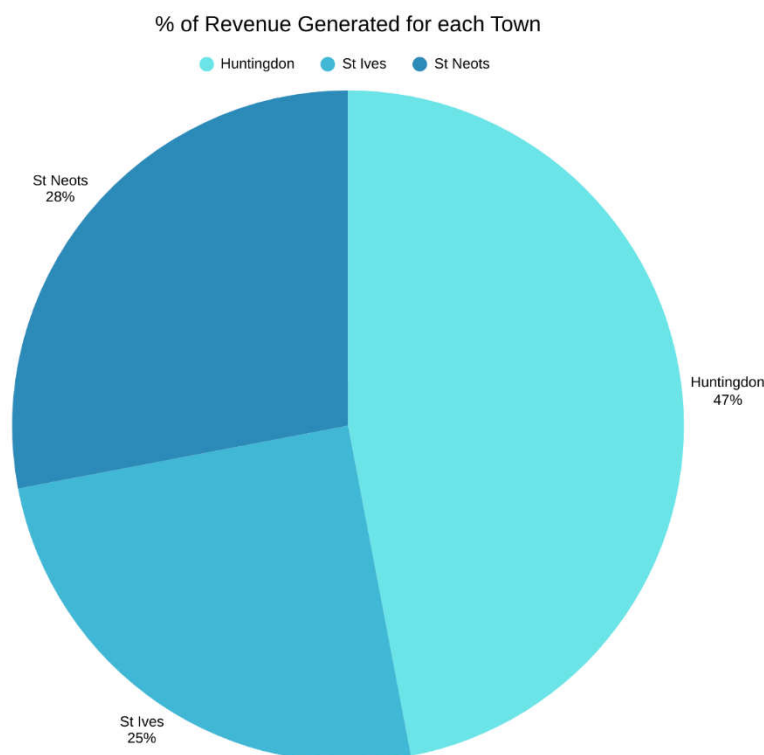


Figure 47 – Breakdown of income generated across HDC chargeable car parks

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 Huntingdon, 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 Hinchingsbrooke 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.

Type of Payment

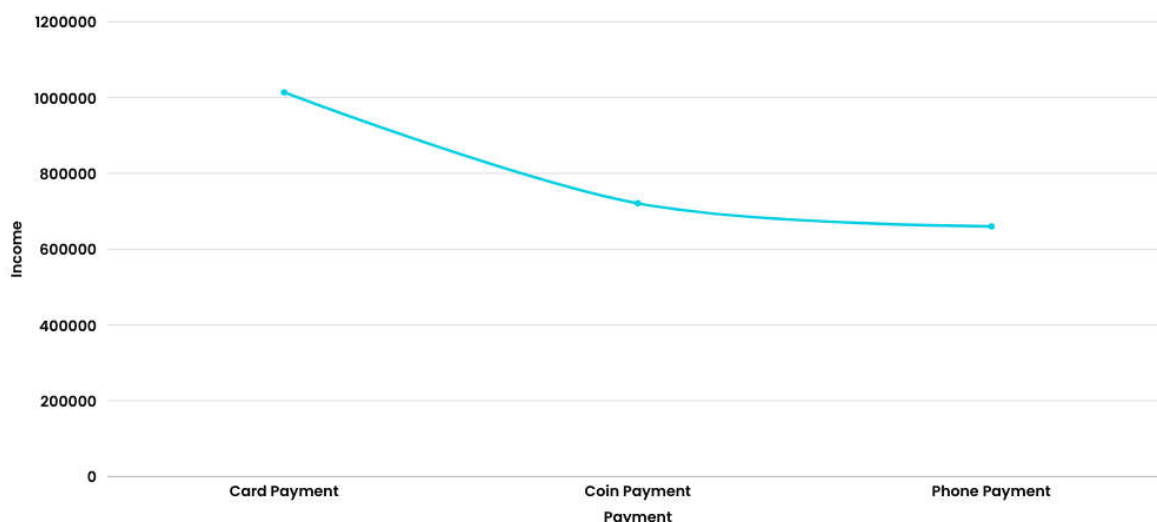


Figure 48 – Breakdown of payment options used in HDC car parks

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 Hinchingsbrooke 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 CHARGING 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.



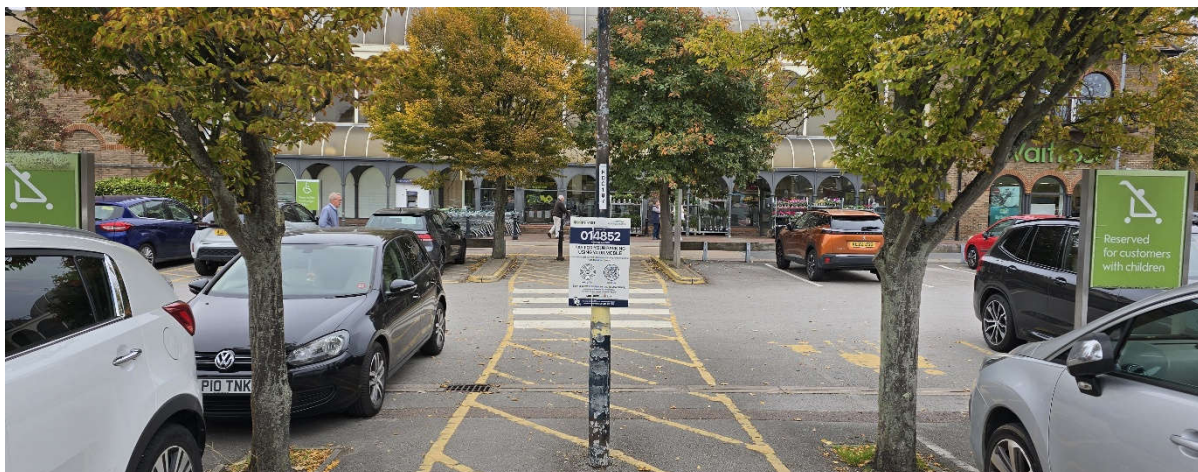
Disabled parking is currently provided free of charge in all Huntingdonshire District Council car parks. While this policy supports accessibility and inclusion, rising numbers of Blue Badge holders nationally suggest that demand for disabled parking is likely to continue increasing. If this trend continues, 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.

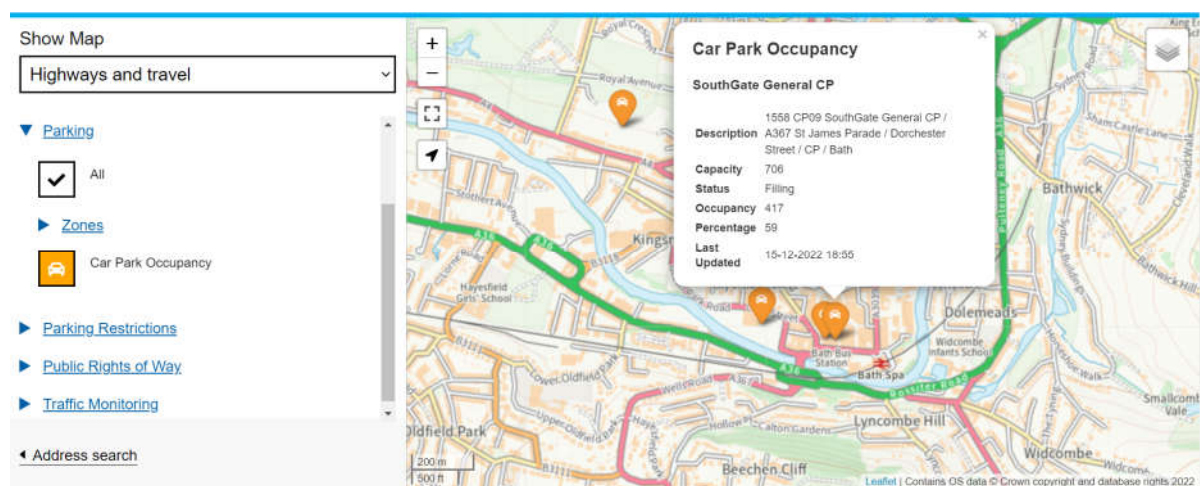


Figure 49 – Example of real-time parking information from a local authority website

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.

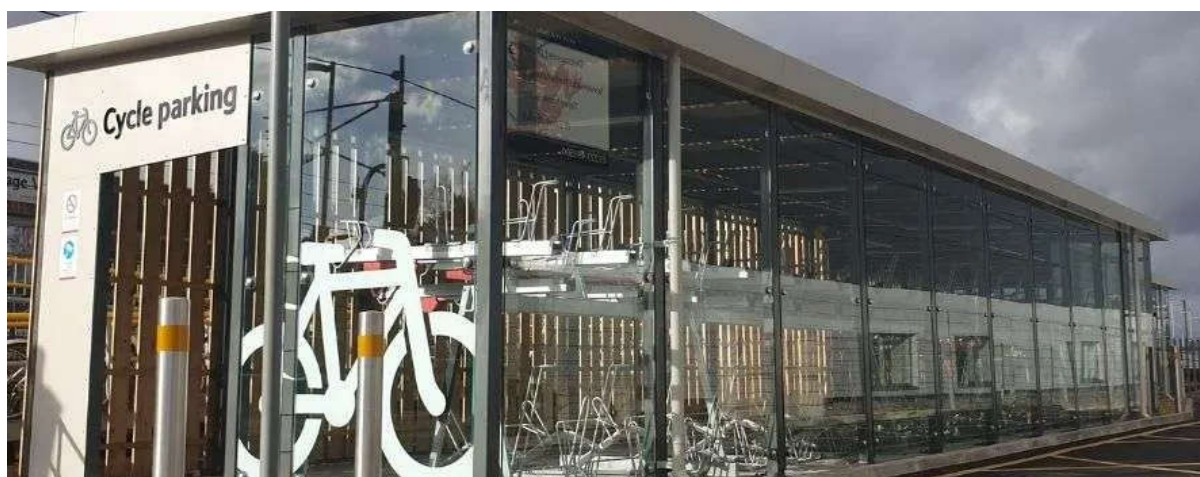


Figure 50 – Example of a high-quality secure cycle hub

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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