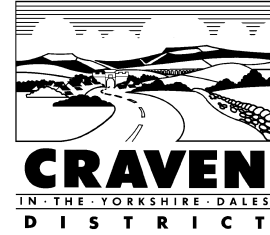


Policy Committee – 22nd July 2014

Parking Strategy



Report of the Director of Services

Wards affected: All

1. **Purpose of Report**

To present the Council's Parking Strategy and Action Plan 2014 – 2019 for Members approval.

2. **Recommendations**

Members are recommended to:

- 2.1 Approve the Craven District Council Parking Strategy 2014 – 2019 as drafted.
- 2.2 Approve implementation of the action plan, providing Members with periodic progress reports.

3. **Report**

- 3.1 The Council's previous parking strategy objectives were produced in 2009; therefore a new parking strategy has been developed to reflect both recent changes to the economic climate and recent changes to service delivery.
- 3.2 It is essential for the Council to produce a Parking Strategy in order to help properly plan the current and future parking provision and service management requirements in a structured and cohesive way.
- 3.2 The parking strategy presented for Members approval covers the period 2014 to 2019; however, this will be reviewed on a regular basis to ensure the strategy contents remain current and appropriate. Progress reports and changes to the strategy will be reported to Members appropriately.
- 3.3 The strategy aims to recognise the composition of the different areas of Craven and the role car parks play within settlements. It goes on to put car parking into context within a rural area and alternative modes of transports available within the District.
- 3.4 In developing the strategy the key question of "how can parking in service centres be managed to best support the local economy and the needs of the residents?" has been posed. To help answer this, research has helped to shape the solutions with balance, with the resulting strategy and action plan.

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- 3.5 Customers are at the forefront of the strategy and recognising the different types of customer has been vital to helping inform the strategy as has the policy context on a national, regional and local basis.
- 3.6 The aims and objectives are set out on page 9 of the strategy document. The objectives are then transposed into the action plan with actions and measures against each objective.
- 3.7 Commentary on each of the Council's car parks in various settlements has been provided with recommendations included in the context of the strategy. Skipton provided an additional challenge in terms of coach drop off/parking and taxi waiting areas which have been referred to throughout the strategy.
- 3.8 Management and resources has been an area of inclusion within the strategy which outlines the difference between the enforcement and "back office" functions. The document recognises the finite resources of the organisation and recommends the use of back office software management systems to provide day to day intelligence.
- 3.9 In conclusion, having a clearly stated Parking Strategy and Action Plan allows the Council to plan and implement activities for the continued improvement of the Council's parking provision, including coaches, HGV's and taxi's.

4 **Implications**

4.1 **Financial Implications**

There are no financial implications associated with this report.

4.2 **Legal Implications**

There are no legal implications associated with this report.

4.3 **Contribution to Corporate Priorities**

The corporate priority of Financial Resilience is supported through the management of the Council's assets; and maximising the opportunities to support the Council's discretionary services and the wider economy of Craven.

4.4 **Risk Management**

Without a structured parking strategy, the Council could risk the potential to maintain and improve parking provision, which could jeopardise town centre vitality.

5 **Consultations with Others**

- 5.1 Legal Services, Finance Management and Risk/Procurement & Insurance.

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6. **Access to Information : Background Documents** –

6.1 None

7. **Author of the Report**

7.1 Hazel Smith, Asset and Project Manager; telephone 01756 706310;
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Note : Members are invited to contact the author in advance of the meeting with any detailed queries or questions.

8. **Appendices**

8.1 Car Parking Strategy 2014 - 2019