

## Mole Valley District Council Car Parking Strategy 2018 – 2023

### INTRODUCTION

This strategy sets out the Council's approach to the provision and development of car parking in the District. The Strategy is supported by an Action Plan which sets out improvements that will be delivered in the short to medium term, and aspirations and principles for the longer term.

### CURRENT PROVISION

The Council provides over 2,000 car parking spaces across 22 car parks in Ashted, Bookham, Dorking and Leatherhead. The provision, as at February 2018, is set out in appendix one, which presents the provision of short stay, long stay, 30 minutes free bays and disabled spaces.

The Council also currently enforces the on-street parking on behalf of Surrey County Council.

### STRATEGIC OBJECTIVES

The strategic objectives, set out below, have been developed to ensure that the council's provision of car parking support the council's priorities as identified in the [Corporate Strategy](#):

- Listening to residents and our communities and use their views to inform the council's approach to car park provision
- Ensuring that parking provision balances the needs of residents and local businesses
- Protecting the environment and character of Mole Valley through the appropriate provision and design of car parks
- Delivering value for money to all local tax payers from the council's car park assets

### Listening to Residents

Feedback received so far from residents and businesses shows that people want to see:

- Fair charging
- Car parks which support local businesses
- A fair and transparent approach to enforcement
- Parking which doesn't unduly impact on residential streets
- Information about car parking provision

This strategy sets a framework to address these points based around our Corporate Priorities. The principle of continuing to engage with and listen to our communities threads through all of these objectives.

The Action Plan, which is attached to the strategy, provides more detail about how these will be achieved.

## **Community Wellbeing**

The primary purposes of our car parks are to provide access to town and village centres, to provide a good service for commuters and to enable access to the many retail, leisure and recreational facilities and sites in the District.

- C1 Ensure that car parking provision is in line with the requirements of our community.
- C2 Provide a range of options for people to pay their car parking fees.
- C3 Respond to the increased demand for electric vehicle charging points within car parks

## **Environment**

By providing car parks that are safe and accessible we will support local businesses and residents.

- E1 Provide an enforcement function that is fair, consistent and in line with an open and transparent enforcement policy.
- E2 Protect current levels of car parking provision. Any town or village centre development that reduces capacity in a particular car park will be reprovided elsewhere in that town or village if demand dictates.

## **Prosperity**

Our car parks are fundamental to people accessing our town and village centres to work, shop and enjoy other leisure activities. Through taking a proactive approach to managing the overall yield from our car parks, we will maintain a competitive pricing structure that support our towns and villages.

- P1 Improve marketing and promotion of our car parks.
- P2 Introduce differential charging to encourage maximum use of car parks in a way that supports the needs of businesses, workers, shoppers and commuters. Whilst looking to optimise yield from parking in line with the corporate charging principles.
- P3 Proportionate discounts for permits/season tickets.

## **REVIEW**

The progress on the implementation of the Strategy and Action Plan will be reported on to Members through the Business and Budget monitoring process.

The Action Plan will be reviewed and updated on an annual basis to ensure that it continues to provide a framework for delivery which is fully in line with the principles of the strategy. This will be undertaken with the Executive Member for Environment and Parking. Significant amendments would be reported formally to the Executive.

## **MEDIUM TERM FINANCIAL PLAN**

This strategy has been produced in line with the assumptions of the Council's Medium Term Financial Strategy and the Council's corporate charging principles.

A key aim of this strategy is to set a framework that provides way that encourages more people to visit our towns and villages and thereby support the local economy whilst maximising income to the Council through increased asset utilisation.

## **Appendix:**

Appendix 1: Car Park Provision

## Appendix 1

### Current Car Park Provision\*

	Status	No. of spaces	Short Stay	Long Stay	Long & Short Stay	30 min bays	Disabled bays
<b>Ashtead</b>							
Ashtead Peace Memorial Hall	short & long stay	156	0	0	150	0	6
Grove Road	short & long stay	48	0	0	47	0	1
<b>Ashtead Car Parks</b>		<b>204</b>	<b>0</b>	<b>0</b>	<b>197</b>	<b>0</b>	<b>7</b>
<b>Bookham</b>							
Lower Road	short stay	68	50	0	0	14	4
Lower Shott	short & long stay	56	0	0	53	0	3
<b>Bookham Car Parks</b>		<b>124</b>	<b>50</b>	<b>0</b>	<b>53</b>	<b>14</b>	<b>7</b>
<b>Dorking</b>							
Dene Street	short & long stay	24	0	0	24	0	0
Wathen Road	short & long stay	104	0	0	96	5	3
High Street Southside	short & long stay	184	0	0	172	7	5
South Street	short & long stay	32	0	0	29	2	1
West Street	short stay	37	33	0	0	3	1
North Street	short stay	17	16	0	0	0	1
Church Street	long stay	31	0	31	0	0	0
Junction Road	long stay	35	0	34	0	0	1
Pippbrook (Saturday only)	short & long stay	143	0	0	140	0	3
Reigate Road	short & long stay	254	0	0	242	4	8
St Martins Walk	short & long stay	372	0	0	358	3	11
<b>Dorking Car Parks</b>		<b>1233</b>	<b>49</b>	<b>65</b>	<b>1061</b>	<b>24</b>	<b>33</b>
<b>Leatherhead</b>							
Bridge Street	short stay	23	22	0	0	0	1
Church Road	short & long stay	48	0	0	47	0	1
Church Street	short stay	54	51	0	0	0	3
Randalls Road	short & long stay	235	0	0	226	0	9
Station Road	short & long stay	99	0	0	96	0	3
Swan Centre	short stay	337	317	0	0	0	20
Upper Fairfield Road	short stay	34	0	0	32	0	2
<b>Leatherhead Car Parks</b>		<b>833</b>	<b>390</b>	<b>0</b>	<b>401</b>	<b>0</b>	<b>39</b>
<b>Total Mole Valley provided spaces</b>		<b>2394</b>	<b>489</b>	<b>65</b>	<b>1750</b>	<b>38</b>	<b>86</b>

\* As at 1<sup>st</sup> July 2017

## Car Parking Strategy Action Plan

### COMMUNITY WELLBEING

Policy C1 - Ensure that car parking provision is in line with the requirements of our community.

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer(s)
1	Improve the quality of car parks	Develop a detailed planned maintenance programme (with forecasting for 5 years) for all of the Council's car parks	By March 2019	Works undertaken on Ashted Peace Memorial Hall, St Martins Walk and Swan Centre  Full capital programme developed for implementation in 2019-2023	Executive Members for Environment and Assets	Strategy and Corporate Support Manager and Property Manager

Policy C2 - Provide a range of options for people to pay their car parking fees.

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer(s)
1	Extend options for paying for car parking	Upgrade car parking machines to offer customers the ability to pay by cash, card, apps etc	2018-2023  Dec 2018	Trial ongoing in Church Street, Leatherhead.  New machines to be installed in Swan Centre as part of the refurbishment works.  Linked to C1 – ideal to upgrade machines as works to car parks are undertaken.	Executive Members for Environment and Assets	Strategy and Corporate Support Manager and Property Manager

Policy C3 – Respond to the increased demand for electric vehicle charging points within car parks

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer(s)
1	Provision of electric charging points within council owned car parks	<p>Develop a scheme for the roll out of electric vehicle charge points.</p> <p>Work with providers to ensuring provision is suitable to meet anticipated need</p> <p>Develop suitable charging scheme for charge points</p> <p>Investigate funding opportunities to support the installation of charge points</p>	<p>March 2019</p> <p>Ongoing</p> <p>Sept 2018</p> <p>ongoing</p>	<p>Linked to C1 – ideally roll out will be undertaken as works to car parks are undertaken</p> <p>Initial plan to be developed in 2018/19 outlining initial placement of bays.</p> <p>Reviewed annually to ensure fits with anticipated growing demand.</p> <p>To have a proposal agreed as part of 2019/20 fees and charges review.</p> <p>First points to be installed as part of the Swan Centre capital programme.</p>	Executive Members for Environment and Assets	Strategy and Corporate Support Manager and Property Manager

## ENVIRONMENT

Policy E1 – Provide an enforcement function that is fair, consistent and in line with an open and transparent enforcement policy

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer(s)
1	Ensure enforcement resources are adequate for on & off street parking in the district.	Monitor usage and abuse, and act appropriately  Ensure staff have appropriate tools and training to maximise effectiveness	Ongoing  Ongoing		Executive Member for Environment	Parking Manager
2	Ensure enforcement is fair and consistent and that procedures are publicised	Review the parking enforcement policy utilising feedback from users, businesses & PCN and parking machine data.	March 2019	Publish the updated Enforcement Policy online	Executive Member for Environment	Parking Manager

Policy E2 – Protect current levels of car parking provision. Any town or village centre development that reduces capacity in a particular car park will be reprovided elsewhere in that town or village if demand dictates.

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer(s)
1	Provide adequate short-stay parking for town and village centres	Ensure the principle is included in the Local Plan that any new development replaces existing car parking spaces if demand dictates.	March 2019	Publication of New Local Plan	Executive Members for Environment and Planning	Strategy and Corporate Support Manager and Planning Policy Manager

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer(s)
		Extend free 30 minute bay initiative to other towns and villages	May 2018	Free 30 minutes bays introduced into Ashted and Leatherhead	Executive Member for Environment	Strategy and Corporate Support Manager and Parking Manager
2	Make more efficient use of existing car parking supply in the District	<p>Ongoing review of car park layouts to increase numbers of spaces</p> <p>Where demand demonstrates a need, provide increased motorbike and cycle parking without reducing car parking spaces.</p> <p>Review position of recycling sites</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Sept 2018</p> <p>Ongoing</p>	<p>Linked to C1 – as works to car parks are undertaken, consideration will be given as to best utilisation of space and accessibility requirements.</p> <p>Linked to C1 – as works to car parks are undertaken, consideration will be given as to best utilisation of space and accessibility requirements.</p> <p>Fees and Charges 2019/20</p> <p>As car park works are undertaken, placement of facilities to be considered</p>	<p>Executive Member for Environment</p>	<p>Strategy and Corporate Support Manager and Parking Manager</p> <p>Strategy and Corporate Support Manager and Parking Manager</p> <p>Strategy and Corporate Support Manager and Environmental Services Manager</p>



**PROSPERITY**

Policy P1 - Improve marketing and promotion of our car parks

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer(s)
1	Promotion of Car Parks	<p>Provide more information on parking on the Council's website</p> <p>Encourage users to report issues or faults online, on Twitter or through other methods of social media</p> <p>Promotion of new services as they are developed</p>	<p>July 2019</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Refresh car parking pages on the MVDC website</p> <p>Develop key messages to be shared via social media to raise awareness</p> <p>Launch of free 30 minute bays (May 2017)</p>	<p>Executive Members for Environment and Community, Services and Housing</p>	<p>Strategy and Corporate Support Manager and Communications Manager</p>
2	Developing the vitality of our towns and villages	<p>Work with Economic Development and businesses to ensure that car parks can fully support events and encourage both shoppers and businesses into the District</p> <p>Support the development and implementation of the Economic Prosperity Strategy</p> <p>Working with Investment and Regeneration Team to ensure that parking is represented as part of the ongoing Transform Leatherhead programme</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>		<p>Executive Members for Environment and Economic Development and Transform Leatherhead</p>	<p>Strategy and Corporate Support Manager, Economic Development Manager and Investment and Regeneration Manager</p>

Policy P2 - Introduce differential charging to encourage maximum use of car parks in a way that supports the needs of businesses, workers, shoppers and commuters. Whilst looking to optimise yield from parking in line with the corporate charging principles

	Initiative	Action	Timescale	Key Milestones	Lead Portfolio Holder(s)	Lead Officer(s)
1	A fair approach to car parking fees to encourage maximum use of each car park throughout the day	To review the Council's charging policy including the introduction of differential approach.	Sept 2018	Proposal developed for consideration as part of the 2019/2020 budget preparation	Executive Member for Environment	Strategy and Corporate Support Manager
2	A consistent approach to the provision of permits and the associated charges	To review the current permits available, both need and pricing.  To ensure permits are appropriately publicised and issued in line with the agreed approach	Sept 2018  March 2019	Proposal considered as part of the 2019/2020 budget setting process  Information on permits to be updated on website	Executive Member for Environment	Strategy and Corporate Support Manager  Strategy and Corporate Support Manager and Parking Manager

## Policy P3 - Proportionate discounts for permits/season tickets

	<b>Initiative</b>	<b>Action</b>	<b>Timescale</b>	<b>Key Milestones</b>	<b>Lead Portfolio Holder(s)</b>	<b>Lead Officer(s)</b>
1	To ensure efficient use of season tickets (annual permits)	Review season ticket charges  Consider setting limitations on number of permits available as demand for parking grows	Sept 2018  Sept 2018	Linked to P2.2  Linked to P2.2	Executive Member for Environment	Strategy and Corporate Support Manager