

WAVERLEY BOROUGH COUNCIL

SPECIAL EXECUTIVE

22 SEPTEMBER 2021

Title:

Parking Charging Strategy Review

Portfolio Holder: Cllr. Nick Palmer Portfolio Holder for Operational and Enforcement Services
Cllr Mark Merryweather, Portfolio Holder for Finance, Assets and Commercial Services

Head of Service: Richard Homewood, Head of Environmental & Regulatory Services

Key decision: Yes

Access: Public

1.0 Purpose and summary

1.1 This report reviews the current parking-charging regime following the strategic review of car parking carried out in 2019/20 and makes recommendations for the future charging strategy.

2.0 Recommendation

2.1 That the Executive note the report and.

- I. Recommend the proposed strategic tariff structure set out in Annexe C to the Council.
- II. Recommend the proposed 50% discount in pay and display charges to incentivise the move to ultra-low and zero emission vehicles in 6.4 below.
- III. Acknowledge the need to review the tariff structure on an annual basis to assess.
 - a. general patterns of use across car parks to assess whether the charging strategy has achieved its desired objectives and whether the tariff structures need to be modified
 - b. patterns of use in the Brightwell's Yard car park and any changes required to charging regimes, (e.g., Evening and Sunday charges?)
 - c. the uptake of discounted charges for Ultra Low Emission (ULEV) and Zero Emission (ZEV) vehicles, its impact on income levels and whether the level of discount needs to change.

3.0 Reason for the recommendation

3.1 To ensure Waverley Borough Council's (WBC) car parks.

- meet the conflicting demands of different users,
- maximise parking availability and meet consumer requirements in each of the four main settlements,
- prioritise the needs of local residents and businesses over the demand stemming from commuters,
- improve access to services and support for local economic vitality and vibrancy of town centres
- contribute to the Carbon Neutrality Action Plan by encouraging a switch to low or zero emission vehicles and modal shift to more sustainable forms of transport.

3.2 To ensure that income from parking charges is maintained at a level that ensures adequate off-street parking provision to deliver the above and contributes to the Medium-Term Financial Plan to ensure the full range of services to protect and enhance the environment in the borough can be supported.

4.0 Background

4.1 Members will recall that in 2019 the Council commissioned a strategic review of its Off-Street Parking Strategy. That review was documented in a Base Case Technical Report (November 2019) and a Stage 2 Recommendations Report (December 2019).

4.2 The report highlighted that the role of towns is changing, and retail can no longer be relied on to form the basis of a centre's vitality. National and international evidence suggests that while tariffs do influence behaviour, it is the ease of finding a space and space availability that is the more significant factor in influencing where people choose to shop, work, or establish businesses.

4.3 Research from the Association of Town and City Management concluded:

"...the general availability of spaces is felt to be more important than cost in their overall decision about visiting. Traffic flow and parking signage have as much, if not greater, effect on their decision to visit the town centre, how long they spend there, and how much money they spend." – **Association of Town & City Management**

4.4 People want to be able to find a space, when they need it, where they want it, and at a reasonable price that relates to their destination. Customers expect to pay for parking in larger village, town, or city centres because these places offer a variety of shopping, cultural and leisure experiences and they generally know that demand needs to be managed and car parks need to be maintained. In general, it is what a place offers that dictates the tariff, not the tariff which dictates the success of a place.

4.5 There is a misconception that free parking will help town centres thrive. Experience in other local authorities has shown that to the contrary, free parking merely clogs up town centres with long stay parking leaving little or no space for short stay shoppers and visitors. The consultant's report on strategic recommendations concluded that

'In terms of revenue to WBC, providing 1/2 hour free would result in lost income of c550k p.a. (net of VAT) and 1 hour, c£1.15M (net of VAT) with no guarantee of any demonstrable economic benefit. This is therefore not an option that could reasonably be recommended'.

4.6 The National Planning Policy Framework 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".

4.7 Parking Policy drivers have informed the work and the proposals for parking charges. It is important that charging policies are consistent with the Council's Vision for the Borough.

4.8 The WBC Corporate Strategy 2020-25 states that the Council will promote: -

- a financially sound Waverley with infrastructure and services fit for the future,
- a strong, resilient local economy, supporting local business and employment
- effective strategic planning and development management which supports the planning and infrastructure needs of local communities
- a sense of responsibility for our environment, promoting biodiversity and protecting our planet

4.9 The Local Plan sets out development and growth for the Borough which will have implications for whether estate is fit-for-the-future and if sufficient parking will be available in the coming decade.

4.10 Surrey County Council's Local Transport Plan includes its own policies and a strategy for parking, include strategies for managing air quality, congestion, parking, electric vehicle and travel planning.

4.11 It is essential that the future charging strategy for WBC car parks supports these strategic objectives and ensures that tariff structures:

- are used to make more efficient use of the car parks and meet the conflicting demands of different users,
- maximise parking availability and meet consumer requirements in each of the four main settlements,
- prioritise the needs of local residents, and businesses over the demand stemming from commuters,
- improve access to services and support for local economic vitality and vibrancy of town centres
- contribute to the Carbon Neutrality Action Plan by encouraging a switch to low or zero emission vehicles and modal shift to more sustainable forms of transport.
- Maintain income at a level that ensures adequate off-street parking can be provided to deliver the above and contributes to the Medium-Term Financial Plan to ensure the full range of services to protect and

enhance the environment in the borough can be supported.

- 4.12 Work had begun on evaluating the recommendations of the Stage 2 Recommendations Report but the introduction of Lockdown measures in response to the Covid-19 pandemic led to those discussions being put on hold. As an interim measure some adjustments were made to tariff structures to try addressing some of the immediate issues such as affordable parking for local employees. These changes were officially introduced from 1 April but did not actually take effect until charges and enforcement were re-introduced on 1 July. These current charges are set out in **Annexe B** to this report.
- 4.13 The Base case technical report included detailed analysis of current charges and use of the car parks in Waverley and considered this in the context of national, regional, and local policies. The report compared charges with those of neighbouring and similar local authorities. The consultants also engaged with businesses, communities and town and parish councils to better understand the complexity and diversity of needs for parking across the borough.
- 4.14 The reports examined a broad and far-reaching range of issues around the long-term development and improvement of parking facilities in Waverley and their management, which will need to be explored further at an appropriate time. These issues include a review of the adequacy and provision of disabled parking bays and the provision of parent and child bays,
- 4.15 The impact of the Covid-19 pandemic has been far reaching and it is not possible to predict accurately when and what the future shape of the 'new normal' might look like. Evidence between lockdown periods was that parking demand was recovering relatively quickly until the new restrictions were introduced. The vaccination programme is now underway and there is already evidence that parking demand is recovering quite quickly as it progresses. What cannot be predicted accurately is whether it will return to previous levels and what changes there will be in the nature of that demand.
- 4.16 Whilst the current financial climate, due to the impact of the Covid-19 pandemic, is not right for considering the long-term infrastructure and investment opportunities for our car parks it does however provide an opportunity for the Council to consider some of the low-cost measures that might support that recovery. The consultant's reports identified for instance, a need to use charging strategies to free up space in the more popular town centre car parks for shoppers and visitors by limiting stays and/or increasing charges whilst addressing the need for cheaper parking for local employees in those car parks further out of the town centres where historical use is less. This is something that can be implemented at low cost, but which has the potential to make a big difference.
- 4.17 Some key conclusions can be drawn from the Base Case and Stage 2 Reports in relation to these issues were that:
- Because of the rural nature of Waverley and limited local bus and rail services there is a heavy reliance on the car, and it is likely to remain the most popular transport mode for some time.
 - Parking charges in Waverley were at the lower end of the scale when compared to neighbouring or similar authorities.
 - Parking availability (not cost) was consistently raised during consultation as the constraint on the ability of residents from a wider area to use the different high streets and that this was affecting footfall.
 - To be effective, different approaches may need to be applied to Waverley's

different and distinct town and village centres.

- Affordable parking for local employees is a significant issue for businesses.
- A tailored parking charging strategy for each of the main centres, and other areas where relevant, is needed to maximise the use of existing capacity and provide additional capacity where needed and practicable.
- Measures to influence behaviour and encourage modal change to more sustainable transport options including low emission or zero emission vehicles, public transport, cycling and walking alongside measure to manage parking demand and availability.

5.0 Review of Parking Charges

5.1 The review of parking charges in 2020 made some progress in addressing these issues by:

- introducing a flat rate after 4 hours in Cranleigh car parks to make all day parking affordable for local employees.
- introducing lower rates in Riverside 2 and 3 car parks in Farnham to make all day parking affordable for local employees.

5.2 To further address these issues, officers have reviewed the feedback from the consultation with the different communities, reviewed historical usage data prior to the pandemic, reviewed historical income trends and how income has 'flexed' during and between lockdowns. For each of the four main settlements officers have proposed a categorisation of car parks into user types and explored other options for accommodating the other issues such as cheaper parking for local workers, incentivising the switch to low or zero emission vehicles and modal shift.

5.3 Creating a turnover of spaces (churn) in the more popular shopper car parks in each settlement would help ensure a continuous supply of available parking for short stay shoppers. Limiting waiting times, where appropriate could achieve this but data in the consultant's Base Case Report did show that there was a limited demand for longer stay parking in these car parks alongside the short stay parking. A significant increase in charges after four hours could achieve the same effect as introducing limited waiting, whilst allowing some flexibility (at an increased cost) for those who wished to stay longer rather than park farther away from the town centres.

5.4 Allowing cheaper long stay parking in car parks a little further way from the town centres would accommodate visitors who wish to stay for longer periods and making outlying car parks cheaper would accommodate the needs of local employees who need all day parking. Officers have therefore applied these principles in the proposals where considered appropriate.

5.5 Finally in Haslemere, Godalming and Farnham there are clearly elements of commuter parking in WBC car parks to differing degrees, where Network Rail parking provision is not sufficient, or the Waverley car parks are cheaper. The car parks used by commuters need to provide a competitive offer but not be undersold.

5.6 Whilst the introduction of more short stay car parks has been considered the advice from the consultant was that, were they introduced, income levels could never be replaced by increased short stay churn unless tariffs were increased significantly. His recommendation was to proportionately increase long stays charges by more, using charges to deter long stay parking in the more popular shoppers' car parks whilst still allowing it for those willing to pay the premium.

- 5.7 This proposed approach would create five categories of car park including the existing short stay parking in South Street Farnham and Snoxhall Fields in Cranleigh:
- Short Stay car parks – South Street, Farnham and Snoxhall Fields in Cranleigh.
 - Shoppers’ car parks – town centre car parks where tariffs after four hours increase significantly to discourage longer stay parking and create churn, whilst still allowing flexibility for those who are prepared to pay more to stay for longer, than they would have to pay in car parks farther out.
 - Long Stay Premium car parks - slightly farther out from the town centres where people can stay for longer at a lower price than the town centre car parks. Primarily aimed at visitors who wish to spend the day in the town and can walk into the town centre and other attractions.
 - Long Stay Economy car parks – outlying car parks where local employees and other who need to spend all day in town on a regular basis can park at lower more affordable prices.
 - Long Stay Commuter car parks - near to rail stations where all day parking is available at a competitive rate compared to the station car parks
- 5.8 The proposed categorisation of car parks in each settlement and the rationale for proposing these is set out in **Annexe A** to this report along with additional measures that might be appropriate in each to address the particular issues in each settlement. The current parking charges are set out in **Annexe B**. Based on these proposed categorisations a proposed pricing structure is set out in **Annexe C**.
- 5.9 This proposal seeks to ensure a churn of spaces in town centre car parks in the three main towns by making them all significantly more expensive after four hours compared with car parks further out of the town centres. Uniform pricing structures are proposed for these ‘shoppers’ car parks. These proposed charges would effectively direct the different types of user to the most appropriate car park for their needs and accommodate the requirements of all users whilst maximising the use of available parking space in all car parks.
- 5.10 At the same time the proposals recognise the different character of Cranleigh and the pricing structure for Cranleigh within the proposal is intended to continue to recognise its community’s particular needs.
- 5.11 This is a significant step in progressing some of the recommendations from the consultant’s report and will deliver an appropriately structured approach to charging that will help support the local economies and local communities.
- 5.12 It is important to recognise that these proposals are not a flat rate increase across all car parks. In introducing a strategic approach to car park charging, some car parks are moving into a different category of car park to manage the type of user and as a consequence will face more significant increases than those which remain in the same use category. This is essential if the strategy is to succeed in maximising the use of parking spaces to support the local economy.
- 5.13 Based on historical usage data, pre Covid-19 implementing the proposed strategic charging structure in Annexe C could generate around £1.2m in a full

year.

- 5.14 Given that the Government's Covid-19 restrictions are being relaxed incrementally and the community is adjusting gradually to the 'new normal' we cannot assume parking demand will reach normal levels in 21/22. Weekly monitoring of usage and income data has shown a widely fluctuating picture over the past year. Whilst usage is increasing since most Covid restrictions were removed on 19 July, there are still fluctuations which make projecting income difficult. We have therefore made some conservative and prudent assumptions in respect of the recovery of parking demand between now and the end of March 2022.
- 5.15 In setting the budget for 2021/22 it was projected that parking demand would recover to 40% of historical usage in quarter 2, 50% in quarter 3 and 60% in quarter 4 of 2021/22. The budget assumes income of £3.5m in 2021/22. Were we to introduce the new charges part way through quarter 3 (1 November), it is estimated that the proposed increases in Annex C could generate around £320k in additional income in the remainder of 2021/22. If the charges were not introduced until 1 December 2021 the proposals would generate around £260k in additional income.
- 5.15 Concerns have been expressed in the past regarding consumer resistance to increases in parking charges. Past experience has shown that whilst there be some initial short-term reaction, usage levels quickly recover and there has not been any long term behaviour changes.
- 5.16 Increasing parking charges and incentivised parking charges for ultra-low emission vehicles and electric vehicles can be implemented using a 21-day notice. These will not require an amendment to the Parking Places Order.

6.0 Incentivising Ultra Low Emission and Zero Emission vehicles.

- 6.1 In order to encourage and support the transition to Ultra Low Emission (ULEV) and Zero Emission (ZEV) vehicles officers have been investigating options for reduced or frozen hourly rates for such vehicles. The RingGo payment service can offer a facility to charge a different fee as the user registers the vehicle details on the system or provides the registration number, which can be used to determine the vehicle emissions and charge a reduced hourly rate as appropriate.
- 6.2 With our current pay and display machines, it is not possible to offer this facility for pay and display or card users. Officers will make further enquiries and advise on the potential cost of facilitating this in due course.
- 6.3 The introduction of reduced or frozen charges for ULEV or ZEV would have limited impact initially, but it would have to be reviewed regularly as the proportion of such vehicles grows and its impact on overall income levels monitored closely.
- 6.4 It is however recommended that reduced or frozen charges for ULEV and ZEV be introduced as part of this review. It is recommended that this discount is set at 50% initially and is subject to annual review.

7.0 Relationship to the Corporate Strategy and Service Plan

- 7.1 The recommendations of this report will help support the Corporate Strategy's aims to 'support a strong, resilient local economy, supporting local businesses

and employment’ and ‘taking action on the Climate Emergency and protecting the environment’.

- 7.2 By helping to address the budget shortfall it will also contribute to ensuring ‘a financially sound Waverley, with infrastructure and resilient services fit for the future.

8.0 Implications of decision

8.1 Resource (Finance, procurement, staffing, IT)

- 8.1.1 The updated Medium Term Financial Plan details the revised projections and assumptions for the four-year period. The latest MTFP projections show a £7.9m increase in the projected net budget shortfall for the four-year period compared to last February. Income from parking charges needs to support the Medium-Term Financial Plan and ensure off-street parking provision and the full range of services to protect and enhance the environment in the borough can be supported in accordance with the law. Further detail on the law is provided in 8.3 below. Details of the current parking income and expenditure can be found at [Waverley Borough Council - Data transparency](#)
- 8.1.2 The recommended increases to parking charges have the potential to generate additional income for this purpose. The amount of additional income in 2021/22 will depend on several factors including the success of the Covid-19 vaccination programme and progress with the Government's road map, the extent to which working, and life behaviours change, the rate of recovery of parking demand and how far that recovery leads to previous levels of car park use and demand.
- 8.1.3 Indications from the partial recovery between lockdowns and the early signs of recovery since 18 May as we proceed along the road map to recovery, suggest that it will eventually recover to near previous use levels but predicting the timescale and sustainability of that recovery is more difficult.
- 8.1.4 For the purposes of this report, the projected recovery has been assumed as 50% in quarter 3 and 60% in quarter 4. The projected income, which each option would generate in 2021/22, if introduced in quarter 3 and based on these assumptions, is set out in paragraphs 5.10 to 5.13 above.
- 8.1.5 The recommended tariff structure is estimated to generate in the region of £320k at the projected recovery rates, if implemented on 1 November 2021. This would make a significant contribution to bridging the budget deficit.

8.2 Risk management

- 8.2.1 The proposals in this report and the projections are made against a backdrop of uncertainty about the recovery from the Covid-19 pandemic and the success of the vaccination programme.
- 8.2.2 There are also risks associated with predictions on what ‘normal’ activity might look like afterwards, with potential changes in working patterns and retail behaviour. The latest indications suggest that parking demand is gradually recovering. We have made cautious assumptions on this in 8.1.4. The charges would need to be reviewed if demand were to perform significantly worse, for example if the Government ordered a new lockdown.

8.3 Legal

- 8.3.1 In accordance with section 32 of the Road Traffic Regulation Act 1984, the Council has the power to provide car parks. Section 35 of the Act allows the Council to make orders in respect of parking places for their conditions of use and the charges that apply.
- 8.3.2 The use of any surplus is governed by Section 55 of the Road Traffic Regulation Act 1984 which specifies that the surplus may be used for:-
- (a) the making good to the general fund of any amount charged to that fund (to make good any deficit in the Special Parking Account) in the 4 years immediately preceding the financial year in question,
 - (b) meeting all or any part of the cost of the provision and maintenance by the local authority of off-street parking accommodation, whether in the open or under cover,
 - (c) the making to other local authorities or to other persons of contributions towards the cost of the provision and maintenance by them, of off-street parking accommodation, whether in the open or under cover,
 - (d) if it appears to the local authority that the provision in their area of further off-street parking accommodation is unnecessary or undesirable, the following purposes—
 - (i) meeting costs incurred, whether by the local authority or by some other person, in the provision or operation of, or of facilities for, public passenger transport services,
 - (ii) the purposes of a highway or road improvement project in the local authority's area,
 - (iii) in the case of a London authority, meeting costs incurred by the authority in respect of the maintenance of roads maintained at the public expense by them,
 - (iv) the purposes of environmental improvement in the local authority's area,
 - (v) in the case of such local authorities as may be prescribed, any other purposes for which the authority may lawfully incur expenditure,
- 8.3.3 Details of the current parking income and expenditure can be found at [Waverley Borough Council - Data transparency](#)

8.4 Equality, diversity, and inclusion

- 8.4.1 The Public Sector Equality Duty (PSED) under section 149 of the Equality Act 2010 requires the Council, when exercising its functions to have due regard to:
- (i) the need to eliminate discrimination, harassment, victimisation, and any other conduct that is prohibited by or under the Equality Act 2010.
 - (ii) the need to advance equality of opportunity between persons who share protected characteristics and those who do not; and,
 - (iii) foster good relations between those who have protected characteristics and those who do not

Note: 'Protected characteristics' are age, sex, race, disability, sexual orientation, marriage and civil partnerships, religion or belief, pregnancy and maternity and

gender reassignment.

- 8.4.2 The Council is committed to all of the above which will be considered and included within the parking strategy as it is developed improving the quality of life and wellbeing for all residents in respect of socio-economic and health determinants.

8.5 Climate emergency declaration

- 8.5.1 It has been widely recognised at national, regional, and local levels that because of the rural nature of Waverley and limited local bus and rail services there is a heavy reliance on the car, and it is likely to remain the most popular transport mode for some time. The effective management of off-street parking as proposed will assist in mitigating the impact of motor vehicles on the local environment and the community.
- 8.5.2 The proposed reduced charges for ULEV and ZEV will incentivise motorists to switch from diesel and petrol vehicles as set out in the Carbon Neutrality Action Plan.
- 8.5.3 These proposals are accompanied by work underway to progressively introduce electric vehicle charging points in Waverley Borough Council car parks.
- 8.5.4 Work is also underway in partnership with the local cycle forums to introduce a network of cycle shelters across WBC car parks and to develop cycle routes across the borough to encourage modal shift to more sustainable forms of transport.

9.0 Consultation and engagement

- 9.1 Extensive consultation was carried out with the public, elected Members, Town, and Parish Councils during the development of the parking strategy by the consultants. The feedback from this consultation is reflected in the Base Case Technical Report and the Stage 2 Recommendations Report on which these recommendations are based.
- 9.2 Cllr Nick Palmer, Portfolio holder for Operational and Enforcement Services, wrote to all Councillors on 9 June setting out the rationale for the proposed increases and sharing the draft report with them. Following a query regarding how the estimated income figures in the report were calculated and on car park usage, a further email was sent to all councillors on 21 June providing the data requested. Apart from this request for further information there has been little feedback received from members apart from one or two concerns about the slow recovery of car park use. This was of course prior to the easing of Covid restrictions on 19 July and we are seeing a greater increase in usage since then.

10.0 Other options considered

- 10.1 A range of options were considered during the preparation of the Base Case Technical Report and the Stage 2 Recommendations Report. The introduction of a new structure of parking charges is considered essential if parking is to be managed efficiently to support the local economies and communities in our borough effectively.

11.0 Governance journey

11.1 Parking Charging Strategy Review:

Report to Exec Briefing	7 September 2021
Report to VfM O&S	13 September 2021
Report to Env O&S	20 September 2021
Report to Executive –	22 September 2021
Report to Council –	22 September 2021
Notice Published –	23/30 September 2021
Charges Introduced –	1 November 2021

Attachments

- Annexe A Proposed categorisation for car parks and other measures
- Annexe B Current parking charges
- Annexe C Proposed Strategic tariff structure

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Parking Charge strategy for Waverley's car parks

Proposed categorisation for car parks and other measures

1.0 Introduction

1.1 The Base Case Technical Report and the Stage 2 Recommendations Report produced for the Council as part of its parking strategy review concluded that:

- I. Because of the rural nature of Waverley and limited local bus and rail services there is a heavy reliance on the car, and it is likely to remain the most popular transport mode for some time.
- II. To be effective, different approaches may need to be applied to Waverley's different and distinct town and village centres.
- III. Affordable parking for local employees is a significant issue for businesses.
- IV. A tailored parking charging strategy for each of the main centres, and other areas where relevant, is needed to maximise the use of existing capacity and provide additional capacity where needed and practicable.

1.2 Officers have reviewed the feedback from the consultation with the different communities, reviewed historical usage data prior to the pandemic, reviewed historical income trends and how income has 'flexed' during and between lockdowns. For each of the four main settlements officers have proposed a categorisation of car parks into user types and explored other options for accommodating the other issues such as cheaper parking for local workers, incentivising the switch to low or zero emission vehicles and modal shift.

1.3 In recognition of the issues identified in 1.1 above and the work undertaken as set out in 1.2 above, set out below are proposals for revising parking charges in each main settlement to reflect their particular needs.

1.4 In summary, the following categorisation of car parks is recommended:

- Short Stay car parks – Existing established short stay car parks
- Shoppers' car parks – town centre car parks where tariffs after four hours increase significantly to discourage longer stay parking and create churn, whilst still allowing flexibility for those who are prepared to pay more to stay for longer, than they would have to pay in car parks farther out.
- Long Stay Premium car parks - slightly farther out from the town centres where people can stay for longer at a lower price than the town centre car parks. Primarily aimed at visitors who wish to spend the day in the town and can walk into the town centre and other attractions.
- Long Stay Economy car parks – outlying car parks where local employees and other who need to spend all day in town on a regular basis can park at lower more affordable prices.
- Long Stay Commuter car parks - near to rail stations where all day parking is available at a competitive rate compared to the station car parks. In Farnham and Haslemere Network Rail has significantly increased the amount of commuter

parking they provide in recent years, and there is provision in Farncombe, which offsets the demand for this type of parking in WBC car parks to a greater or lesser degree.

Godalming

- Shoppers car parks - Crown Court; Mint Street; Mill Lane; South Street
- Long Stay Premium – Queen Street, Croft Road
- Long Stay Economy – Meadow,
- Long Stay Commuter – North Street; Station Lane, Milford

Farnham

- Short Stay – South Street
- Shoppers car parks - South Street; Brightwell’s Yard; Central; Lower Hart and Leisure Centre
- Long Stay Premium – Wagon Yard, Upper Hart
- Long Stay Economy – Riverside 1,2,3; St James,

Haslemere

- Shoppers car parks - High Street
- Long Stay Premium – Chestnut Avenue
- Long Stay Economy – Tanners Lane; Weyhill (short stay area)
- Long Stay Commuter – Weydown Road; Weyhill (long stay area)

Cranleigh

- Short Stay – Snoxhall Fields
- Long Stay Economy – Village Way; Stocklund Square

2.0 Godalming car parks

2.1 The Stage 2 Recommendations Report concluded that:

- The car parks are generally extremely well used and space availability throughout the day is an issue. More spaces will be needed to accommodate future demand and projected population increases
- There is a surplus of disabled spaces on off-street car parks based upon existing demand
- Removal of recycling bins on car parks would increase capacity.
- Existing parking layouts should be reviewed to assess whether more efficient configuration would provide additional capacity
- Free on street spaces add to congestion impact amenity and space for pedestrians and cyclists
- The consultation highlights that there is a perceived lack of affordable parking for retail workers. Due to capacity issues, it is not practical to accommodate this on existing WBC car parks. Consideration should be given to identifying a new site close to the

town centre. The car park at Wharf Road (Homebase/Pets at Home) Retail Park is currently underutilised and the potential use of some of this car park for worker parking should be investigated with the owner as an early option.

- Lack of rail parking in Godalming appears to have reduced use of the station resulting in growth at other stations on the route. This issue is likely to worsen as populations increase unless more parking is provided at the Station.
- Demand for parking at Farncombe station would also appear to outstrip supply.

- 2.2 Crown Court given its location and ready access to the High Street is the obvious shoppers' car park. 90% of ticket sales are for one, two or three hours. It operates at or near capacity for the 10.00am to 4.00pm period and there is clearly a need to generate a 'churn' during this period. Historically there are several season tickets issued for this car park and some longer stay users. These might be commuters using the nearby Godalming Station or local employees. Further work is needed to clarify this and investigate an alternative location for these season ticket holders, but it is recommended that Crown Court be classed as a shoppers' car park.
- 2.3 Mint Street, Mill Lane and South Street are also close to the High Street and once again between 80% and 90% of the tickets purchased in these car parks are for one, two or three hours. There is some limited longer stay sessions, more notably in Mill Lane, but these all used predominantly used as shoppers' car parks.
- 2.4 Queen Street and Croft Road car parks are farther away from the High Street and straddle Flambard Way. Whilst there is still a trend toward one-, two-, and three-hour ticket purchases, there is also a more even spread throughout the day suggesting that these are car parks where those who work in the town might park. Making these Long Stay Premium car parks might encourage those long stay and season ticket holders to park here and free up space in Crown Court for shoppers and visitors.
- 2.5 North Street car park is adjacent to Farncombe station and 89% of the ticket purchases are for all day parking, with only 11% for one or two hour stays, which suggests it is predominantly a commuter car park. The all-day charge in North Street is £5.50 whereas the Network Rail car park charge is £8.00. This would suggest there is scope to increase the charge whilst remaining competitive with Network Rail.
- 2.6 Meadow car park is some distance from the High Street and is a mixture of short stay (61% tickets purchased for two or three hours) and long stay (39% tickets purchased for the whole day). The car park already has a flat rate from 4 hours onwards. This could be allocated as a Long Stay Economy car park where these flat rate charges would help low paid local employees.
- 2.7 The Burys office car park is available to the public at the weekends and adds to capacity for shoppers and visitors over the weekend. Occupancy rates on Saturdays peaks at around 36% suggesting it adds sufficient capacity for the influx of weekend shoppers.
- 2.8 Station Lane car park in Milford is an outlying car park and 63% of the ticket purchases are for the whole day, suggesting they are commuters. The remaining 37% are one- and two-hour tickets which are probably shoppers visiting the local amenities. There is a very low flat rate fee from three hrs onwards, which could be increased significantly if the long stay parking is commuters. Further investigation is required to understand who the long stay customers are.
- 2.9 In conclusion, for Godalming the following categorisation of car park is recommended:

- Shoppers car parks - Crown Court; Mint Street; Mill Lane; South Street
- Long Stay Premium – Queen Street; Croft Road; The Bury (Sat only)
- Long Stay Economy – Meadow,
- Long Stay Commuter – North Street; Station Lane, Milford

3.0 Farnham car parks

3.1 The Stage 2 Recommendations Report concluded that:

- The car parks, particularly those in prime locations, are generally extremely well used and space availability throughout the day is an issue.
- The Brightwell's development will increase the number of parking spaces but the scheme will also increase parking demand. More spaces will be needed to accommodate future demand and projected population increases.
- There is a surplus of disabled spaces on off-street car parks based upon existing demand
- There is considerably lower demand for the Riverside car parks, which could be improved with better promotion, and charges that are attractive for town workers. This may also release spaces in prime car parks for short stay use.
- Lack of rail parking is an issue and there is a perception that rail users must use town centre car parks, reducing the number of spaces available for short stay visitors.

3.2 In the 2020 charges review a flat rate was introduced in Riverside 2 and 3 after 4 hours to address the issues for all day parking low paid local employees. Discounted season tickets have been offered to University students to encourage use of these car parks and this scheme could be extended to local employees. Uptake has been limited and there is a need to promote this lower cost parking as part of the 2021 review.

3.3 The key issue here is to free up spaces in the centre of the town for short stay shoppers and visitors by creating 'churn'. At present, only one car park in Farnham is short stay (South Street). 80% of the tickets purchased in South Street are for 1 or two hours. This car park along with the new Brightwells Yard multi- storey car park will be the focus for parking for shoppers and visitors to the new Brightwell's development.

3.4 Members will be aware that the Brightwells Yard multi-storey car park is under construction to serve the residential, retail and leisure facilities in Brightwells development. Waverley Borough Council will manage the public areas of this car park.

3.5 The availability of car parking will be a key consideration for potential occupiers of the retail and leisure units in the Brightwell's development. A lack of sufficient parking for customers will affect the viability and attractiveness of the units to businesses and ultimately the commercial success of the development. The charging regime for the new Brightwells Yard car park and the adjacent, recently refurbished South Street car park will therefore need to assure potential occupiers of the retail and leisure units that parking will be available for their customers throughout the week including evenings and weekends.

3.6 Given the amount of residential accommodation on the site there is a risk of parking spaces in the public car park being taken up by residential users particularly during evenings and at weekends unless an appropriate charging regime is in place. One of the underlying principles during the viability assessment of the Brightwells development has been that to

ensure the availability of parking for retail and leisure customers into the evenings and at weekends.

- 3.7 Whilst South Street should remain short stay, it is recommended that Brightwells Yard is designated as a shoppers' car park and that the higher tariff structure after four hours is used to create 'churn' instead of introducing limited waiting. This will need to be kept under review and should issues arise regarding availability of parking spaces for evening and Sunday visitors due to residential parking then the introduction of evening and Sunday charging may have to be considered.
- 3.8 Central car park is the focus for shoppers and visitors to the High Street shopping area. Again 94% of the tickets purchased in Central car park are for 1, 2 or 3 hours. Making Central car park a shopper's car park will help ensure 'churn' and encourage longer stay users to look further afield for cheaper long stay parking.
- 3.9 Wagon Yard car park is slightly farther out from the town centre and the range of ticket purchase extends beyond three hours, this suggests that whilst a significant number of customers in this car park are short stay shoppers and visitors there is some use as a long stay car park. It is suggested therefore that this car park would fall into the Long Stay Premium car park category.
- 3.10 Visitors to the supermarket and the adjacent shopping areas predominantly use lower Hart car park. Again 98% of tickets purchased are for up to three hours. Occupancy rates indicate it is almost at full capacity throughout the day. It is recommended therefore that this should be designated as a shoppers' car park (max 4 hours).
- 3.11 The adjacent Upper Hart is also occupied at or near capacity for much of the day but has a broader spread of ticket purchase with longer stays. It is recommended that this is designated a Long Stay Premium car park.
- 3.12 The other Waverley car parks in Farnham, St James and Riverside 1 are located adjacent to the trading estates and are low cost and used by local employees. It is recommended that these are designated Long Stay Economy car parks. Leisure centre users use the Leisure Centre car park predominantly and 98% of tickets are for 2 hours. Prices beyond 3 hours increase significantly to deter long stay parking and this seems to work. Making this a short stay car park would not have an adverse impact on the Leisure Centre use and will further ensure 'churn'.
- 3.13 In conclusion for Farnham the following categorisation of car park is recommended:
- Shoppers car parks - South Street; Brightwell's Yard; Central; Lower Hart and Leisure Centre
 - Long Stay Premium – Wagon Yard, Upper Hart
 - Long Stay Economy – Riverside 1,2,3; St James,

4.0 Haslemere car parks

- 4.1 The Stage 2 Recommendations Report concluded that:

- Most WBC car parks in the centre of Haslemere operate close to capacity suggesting that there is insufficient parking capacity in Haslemere town centre to meet existing demand at peak times.
- Existing parking layouts should be reviewed to assess whether more efficient configuration would provide additional capacity
- The car parks closest to the railway station had plenty of capacity compared with Godalming and Farnham.
- The introduction of charges at Wey Hill would help manage demand and the availability of spaces for local visits and workers
- The free car parks supporting the smaller district centres were generally well occupied but did have spaces available despite being free to use. Whilst car parks are free it is difficult to manage usage and the facilities as being subsidised due to the costs of supervising and maintaining them.

4.2 High Street car park was resurfaced in 2018/19 and the layout was revised to improve circulation and increase capacity. As concluded in the Stage 2 report it operates at or near capacity throughout the day. 93% of tickets purchased are for one or two hours indicating a high turnover.

4.3 Chestnut Avenue car park is similarly busy but at slightly lower occupancy rates and whilst 77% of tickets are purchased for one or two hours there is a broader spread of purchase beyond two hours through to all day parking.

4.4 Tanners Lane car park differs in that 56% of the tickets are purchased for the full day, with the other 24% purchased for one or two hours. This car park slightly farther out from the shopping areas lends itself to parking for local employees.

4.5 Weydown Road is recognised as a commuter car park with 96% of tickets purchased for the whole day during the week and 88% for the whole day on Saturdays.

4.6 Charges have yet to be introduced at Weyhill, but this has been delayed whilst the longer-term future of the site is considered. The car park is divided into a short stay section for shoppers and visitors, and a long stay area, which is predominantly used by commuters. The scope for introducing charges in the short term for both the short and long stay sections whilst that discussion continues should be a serious consideration. Long stay parking should be priced slightly below the nearby Network Rai car park and be in line with Weydown Road car park. There is a demand for cheaper longer stay parking for local low paid employees and provision for this could be made through a bespoke permit scheme.

4.7 In conclusion, for Haslemere the following categorisation of car park is recommended:

- Shoppers' car park - High Street
- Long Stay Premium – Chestnut Avenue
- Long Stay Economy – Tanners Lane; Weyhill (short stay area)
- Long Stay Commuter – Weydown Road; Weyhill (long stay area)

5.0 Cranleigh car parks

5.1 The Stage 2 Recommendations Report concluded that:

- The village presents different challenges to the other main settlements as shop vacancy rates are increasing resulting in a decline of parking demand.

- Supply of parking is not a material issue but affordable parking for local workers is.
- As there is no railway station in Cranleigh the impact of commuter demand is not an issue.
- Prices are low compared with many neighbouring authorities. The very high occupancy on many car parks suggests that tariffs are too low in the prime areas of the town centres.
- Evening and Sunday charges are charged by many neighbouring councils and are unlikely to affect footfall if set at a reasonable level. Pricing should however be set according to local needs.
- Some provision should however be made for low paid workers to make parking charges accessible.

5.2 Cranleigh has two main public car parks, Village Way and Stocklund Square. There is also a third car park, Snoxhall Fields, owned by the Parish Council but managed by Waverley Borough Council.

5.3 Working with the Parish Council and the local Chamber of Commerce adjustments were made to parking charges in Village Way and Stocklund Square it was confirmed that over 95% of the tickets purchased were for up to four hours. In addressing the need to make provision for long term parking by low paid workers a flat rate of £4 after 4 hours was introduced in the 2020 review of charges.

5.4 This approach seems to have been effective at addressing the needs of local employees. Village Way and Stocklund Square are predominantly shopper and visitor car parks but in the absence of pressure from commuter parking and any alternatives for long stay parking limits on length of stay are not recommended.

5.5 Snoxhall Fields provides parking for users of the parks and open spaces as well as shoppers and local employees. In order to ensure these leisure users, have access to parking in Snoxhall Fields, the parking is currently restricted to short stay (3hrs maximum Mon – Fri and 4hrs maximum on Saturdays).

5.6 Given the particular characteristics of Cranleigh, Village Way and Stocklund Square do not fit neatly into any of the three categories but are more aligned to the Long Stay Economy car parks. Snoxhall Fields is a short stay car park for the reasons outlined above.

6.0 Season Tickets, Residents' Permits and Contract Permits.

6.1 Season Tickets, Residents' Permits and Contract Permits prices were not increased in April 2020 and have not therefore increased for several years. It is recommended that a 15% increase is applied across the board for all types of permit as the permit prices already reflect the popularity and demand for each location. Proposed prices for these are also set out in Annexe C to the report.

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