

## Appendix C – Case Studies

14. **Case Study A** for similar modest charging towns benefits, including Parish Partnership.

### **West Mersea and Dedham**

Faced with a variety of parking types conflicting parking movements, the borough council approached the town council at West Mersea in order to form and implement a parish partnership with a joint parking strategy including the introduction of charges with an initial free period, and local season tickets for business and traders.

The strategy has had the desired effect on types of parking stay, and freed up space, creating churn in the town centre to increase footfall, where previously people were parking and taking the bus to town, blocking spaces for the day. Again on the sea front car parks, charges were introduced to help turnover of the busy spaces and make patrols of the location much more efficient.

At Dedham a similar parish partnership was implemented how long side the parish account order to bring in a set off tariffs, again without it, in order to better manage parking dwell time at this location.

A by-product of this operation beside the more efficient patrolling off the car park was a small surplus which has been used to fund car park improvements such as replacement machines, signage and other site improvements.

The tariff at each is similar to that proposed in the table, such as Option 2.

15. **Case Study B** for similar modest charging towns benefits and changes in tariff/stay.

### **Ryedale District and especially Helmsley**

The maximum stay was reduced in the Market Square parking areas in order to create a more uniform churn and reduce dwell time a revised tariff being introduced to better control the amount and types of parking associated with this market town, whilst moving other types of parking to other nearby car parks more suited longer stay types of usage.

Details of the Ryedale tariff are shown in the comparative table, Table 1 in part 5 of the main report.