

BABERGH DISTRICT COUNCIL

TO: Cabinet	REPORT NUMBER: BCa/20/31
FROM: Councillor Elisabeth Malvisi, Cabinet Member for Environment	DATE OF MEETING: 04 February 2021
OFFICER: Cassandra Clements, Assistant Director for Environment & Commercial partnerships	KEY DECISION REF NO. CAB245

CAR PARKING STUDY REPORT

1. PURPOSE OF REPORT

- 1.1 This report was originally published in December 2020 for decision at the January 2021 Cabinet meeting. At the January meeting the report was deferred in order to enable the Cabinet to further consider the various submissions that had been sent to them and specifically to enable the Overview & Scrutiny Committee to consider the issue at its meeting on 18th January 2021 and for Full Council to debate, on 19th January 2021, the related petition that had been submitted. This report has therefore been re-written in light of those submissions and following consideration of the issues by the Overview & Scrutiny Committee and Full Council. The recommendations contained within section 3 have also been amended.
- 1.2 This report proposes changes to the Council's parking management and maintenance that are designed to balance traffic management and environmental impacts with the need to support local residents, visitors, and workers. In particular the proposals have taken into consideration the future visions for the different towns and the need to keep car parks in a good condition.
- 1.3 As each of the towns and villages that make up Babergh are different the proposals for each car park are also bespoke to reflect the different needs and challenges in that place.
- 1.4 The proposals are designed to help reduce the environmental impacts of travel, such as air quality, by helping to reduce congestion; whilst also supporting and growing the commercial vitality of Babergh's towns and improving the public spaces and streetscape.
- 1.5 This report has been informed by an independent parking study, commissioned by the Council. This was carried out in February 2020 (pre-Covid) and it reviewed stay durations, capacity, turnover and occupancy of the car parks.
- 1.6 In addition, the revised charging proposals are designed to reduce the current subsidy so that it is the motorist who pays for more of the cost of our parking provision rather than all tax payers.

2. OPTIONS CONSIDERED

- 2.1 A number of options have been considered, including no change (which has been discounted as there are some known actions contained in Appendix D, which will impact parking provision), different levels of controls, increased management of parking, including the implementation of short term charging or additional charging at some, or all locations.
- 2.2 Data has been collected based on a study carried out during February 2020 of all Council owned car parks in Babergh District and is therefore both before the emergency measures were imposed, but also one of the quieter months of more normal years – representing a best-case scenario.
- 2.3 Informal observations have also been carried out in order to test the application of the data throughout the year, in particular to the impact of leisure/tourism in popular locations.

3. RECOMMENDATIONS TO CABINET

- 3.1 That the parking management principles and interventions detailed in Appendix A be implemented no earlier than 01 October 2021.
- 3.2 That additional parking controls or tariffs be applied to District car parks in accordance with Option 2, table 2, paragraph 6.3 of this report, subject to the Statutory Order Process and requirements for consultation, in order to achieve the availability and occupancy priorities outlined below.
- 3.3 That residential parking permits be implemented in Mill Lane Car Par, Sudbury for overnight stays, subject to the Statutory Order Process and requirements for consultation.
- 3.4 That delegated authority be given to the Assistant Director for Environment & Commercial Partnerships to make changes to the parking orders in order to implement recommendation 3.2 and 3.3.
- 3.5 That a longer-term parking strategy be developed for the whole District, and that the review work to develop such a strategy commences in quarter two of 2021/22.

REASON FOR DECISION

To make changes in respect of parking management and maintenance that best balance the Council's desires to improve traffic management and environmental impacts; to support local residents, visitors, and workers; to grow the commercial vitality of Babergh's towns; to improve the public spaces and streetscape; to reduce the current subsidy so that the motorist pay more of the cost of the car parking; and to fund investment into sustainable travel projects.

4. BACKGROUND INFORMATION

- 4.1 With a population of over 92,000 and projected to reach 98,000 by 2036, Babergh is a predominantly rural area where much of the population lives in villages or small market towns. Babergh also shares a common boundary with Essex along much of

the River Stour with neighbouring Braintree District and Colchester Borough Council areas.

- 4.2 The district has a strong visitor economy offer given its historic and natural assets, and its main towns are well connected to the wider region, London (with Sudbury connecting to the Great Eastern Main Line via Marks Tey) and the Continent.
- 4.3 Each town has its own particular qualities and challenges – and provisions for parking need to be made accordingly. Parking policy should consider the needs of shoppers, tourists & visitors, residents, workers and commuters; and balance these needs both between their own sometimes conflicting demands, and the various environmental, socio-demographic, geographic and economic factors.
- 4.4 The Council is working in partnership with a variety of local stakeholders to deliver specific wider vision and investment programmes for Sudbury and Hadleigh. The Council's approach to parking therefore needs to complement this work and be bespoke to each local area.
- 4.5 Ensuring the level of car parking facilities, and the right controls for their use, will support regeneration and enable development in and around the District's town centres. It is important to ensure that shoppers, tourists, visitors, residents, workers and commuters have access to sufficient, good quality, safe, welcoming car parking.
- 4.6 The Council has declared a Climate Emergency and developed both Climate Change and Biodiversity Action Plans. The Council also therefore should be using its approach to car parking to help reduce congestion and the associated air quality issues, and make the best use of the parking space, public realm and streetscape.
- 4.7 Studies have shown that motorists value proximity of parking to their destination as much as cost; and that limitless free parking does not have a positive impact on the dwell time of the average shopper. The independent car parking study carried out on behalf of the Council in February 2020 has helped inform the recommendations within this report (Appendix D). The data from the study shows a need to implement a revised strategy that provides the right level of parking in the right places for the right reasons. It showed that *average* stay length in even the largest town in the District is 64 minutes. It also demonstrated that there are also areas where parking is in more demand than supply. The data further shows significant investment needed in the car parks, which short terms charges will help to cover. Appendices A and D contain the detail of this.
- 4.8 The recommendations for Sudbury in this report, and in particular the introduction of some short term parking charges, are therefore designed to help investment in the facilities, to make best use of the space available, turning over spaces in the town centre, enabling more stays during the daytime. This is where the term 'churn' is used. Where a space could be re-used up to 4 or 5 times a day, rather than car idling or driving around the town trying to find a space. These are drivers that are already trying to access parking spaces, not future growth. The proposals will also help encourage not using a car at all for some trips (where possible) and use of alternative parking for longer stays. The revised approach to charging is designed to help influence public behaviour in this way as well as provide better facilities for our users.
- 4.9 There is a need to ensure our car parks are safe and welcoming to those who use them. Appendix A details the amount of investment needed to bring our car parks up to date. In Hadleigh, the survey showed that availability of spaces was good at various times, but that it is clearly in need of investment in terms of machines, groundworks, signage and lines. Short term charges, alongside the current long term charges, would help towards this much needed investment.

4.10 The purpose of this report is to address the current car parking needs and related challenges in Babergh. It is also important, however, that the Council develops a car parking strategy for the medium to long term as well as addressing the current issues. Recommendation 3.5 therefore proposes that the review work need to develop a longer term (the next 5-10 years) strategy starts in quarter two of 2021/22.

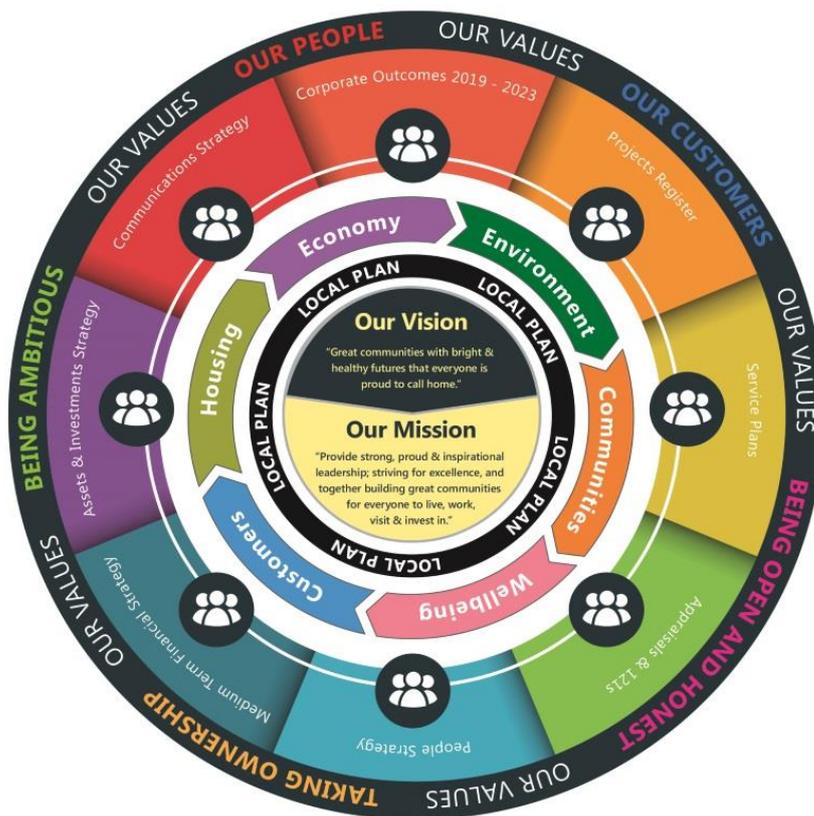
5. LINKS TO CORPORATE PLAN

5.1 The Joint Corporate Plan is designed to address the challenges and seize the opportunities facing the districts and their organisations for the foreseeable future. The Councils' vision is to build 'great communities with bright & healthy futures that everyone is proud to call home.'

5.2 The Joint Corporate Plan identifies six strategic priorities as represented in the image below.

5.3 The proposals within this report are designed to ensure Babergh has the right level of parking in the right places to support:

- **the Environment** – reducing traffic congestion which leads to air quality issues, and increasing provision of Electric Vehicle (including cycles as well as cars) charging points.
- **the Economy** – ensuring car parking spaces are appropriately used to support the town centres and their vitality, whilst also providing spaces for workers and commuters and making sure the car parks, which are often a gateway to the town centres, are attractive and welcoming.
- **Development and Regeneration** – supporting delivery of key town centre projects e.g. Sudbury Market Hill, Hamilton Road Quarter, and active travel cross-town links.
- **Local transport** – providing parking in each town to balance the needs of all road users, environmentally sustainable measures including electric vehicles, public transport, cycling, and walking alternatives to the private car, support for county Local Transport Plan priorities (including junction improvements) and Pinch Point and Active Travel funding.



6. FINANCIAL IMPLICATIONS

- 6.1 The Council current spends £444k p.a. providing its car parking service. These costs, explained in 6.2, include resurfacing, grounds maintenance, gritting, sweeping, litter collection, business rates, signage, machine consumables, administrative functions and patrols.
- 6.2 Some car parking is charged for and this generates approximately £259k p.a. (this is the current budget figure). There is therefore a subsidy of car parking service from other Council funds. The current 'free' parking is subsidised by approximately £185k p.a. by all taxpayers – whether motorists or not. The recommendations within this report will, after implementation costs, reduce this level of subsidy.
- 6.3 The table below provides benchmarking data for car parking charges in similar towns elsewhere in the country.

Charges up to:	Nantwich, Cheshire	Bridport, Dorset	Oakham, Rutland	Helmsley, Ryedale
20 mins	£ 0.70	£ 0.20	£ 1.00	£1.60
1 hour		£ 0.40		
2 hours	£ 1.10	£ 0.80	£ 2.50	£2.50
3 hours	£ 2.20	£ 1.70		£3.00
4 hours		£ 4.00	£ 4.30	£5.00
5 hours	£ 2.70			
6 hours/day	N/A	£ 12.00		
Blue Badge Holders	Free	Charges as above	Free	Charges + extra time

Financial illustration of different tariff choices

A range of options is set out in Table 2 below to illustrate a range of different tariff controls – with the inclusion of longer controlled hours to improve turnover on Saturday lunchtime/afternoons and encourage alternative use of Gt Eastern Road/Station Road car parks in Sudbury as an alternative for non-shopping trips.

TABLE 2 - Illustration of different options for controls					
Location	Car parks	Type	Option 1	Option 2 - preferred	Option 3
Sudbury	North Street, Girling Street	Shoppers short stay Max. 3 hrs	30 minfree 3 hours .£1.00	1 hourfree 2 hours...£1.00 3 hours...£2.00	1 hour..... .free 3 hours... £1.00
	Great Eastern Road	Short stay	30 minfree 3 hours .£1.00 All day £4.00	1 hourfree 2 hours...£1.00 3 hours...£2.00 All day£4.00	1 hour..... .free 3 hours .. £1.00 All day £4.00
	Station Road, Stour Street	Short and long stay	30 minfree 3 hours £1.00 All day ... £4.00	1 hourfree 2 hours...£1.00 3 hours...£1.50 All day£4.00	1 hour..... .free 3 hours . £1.00 All day £4.00
	The Station	Long Stay	All day £4.00	2 hours....£1.00 4 hours....£2.00 6 hours....£3.00 All day.....£4.00	All day £4.00
	Mill Lane	Change to be available for Residents Only			
Hadleigh	Magdalen Road	Long Stay	All day £4.00		
	Stonehouse Road, & Magdalen Road (long)	Short and long stay	1 hour......free 3 hours .. £1.00 All day ... £4.00 (Long stay area for Magdalen Road)		
	Magdalen Road (short stay area), High Street, Toppesfield Hall	Short stay	1 hour......free 3 hours .. £1.00 (Magdalen Road is split into long and short stay – long stay is not allowed in the front section of the car park).		
	Railway Walk	Short stay Max. 3 hrs	Changed to maximum stay for local use 3 hoursfree		
Chelmondiston Pin Mill	Local parking	Changed to 50p per hour			
Lavenham car parks	All car parks	No changes to existing. To research further in future as part of Strategy work.			
All other car parks	All car parks	No changes to any existing including any not shown above.			

Estimate	Low	High	Notes
Option 1	-£ 326k	-£ 399k	Sudbury - Free 30 mins, 3 hrs £1 and £4 all day. Hadleigh – 1 hour free, 3 hrs £1 and £4 all day. Pin Mill increased to 50p.
Option 2	-£ 111k	-£ 120k	Sudbury – 1 hour free, staggered tariff and £4 all day. Hadleigh – 1 hour free, 3 hrs £1 and £4 all day. Pin Mill increased to 50p.
Option 3	-£ 130k	-£ 140k	Sudbury – 1 hour free, 3 hrs £1 and £4 all day. Hadleigh – 1 hour free, 3 hrs £1 and £4 all day. Pin Mill increased to 50p.

6.4 Table 3 above, shows the figures associated with the options detailed in table 2. It shows a low and high estimate of income from short term parking charges for each of the three options along with the suggested tariff.

6.5 Table 4 shows the current net budget for parking which includes current income from tickets sales and long stay charges. It then shows a projection the financial impact of the recommended changes on the current net subsidy.

	2020/21	2021/22	2022/23
Current budget for parking – budget costs at 2020 prices	£ 185k	£ 190k	£ 195k
Included current parking income from current ticket sales only – budget illustration	-£ 80k	-£ 144k	-£ 144k
Parking income budgeted with suggested adjustment to existing long stay charges	-£ 80k	-£ 155k	-£ 185k
Budget net change	-	-£ 11k	-£ 41k

6.6 Table 5 includes the low estimated short stay income, implementation costs and other associated costs needed within car parks. It shows the impact and effects of the recommendations, if implemented using Option 2, from Table 2.

	2020/21	2021/22 part year	2022/23 full year
New additional income budgeted from short stay charging <i>estimate</i>	-	-£ 56k	-£ 111k
Implementation and ongoing costs linked to charging (see Appendix A)	-	£ 15k	£ 30k
Other: signage, wayfinding, maintenance, improved cycle parking and EVs (Appendix A)	-	£ 39k	£ 102k
Net expenditure - net effect	-	-£ 2k	£ 21k

6.7 Calculations in the modelling included estimates representing the effects of the changes, including resistance, economic conditions, weather / seasonality, a

contingency, and other prevailing conditions (maintenance, unforeseen closures, etc). Blue Badge bays are not included in parking fee changes (see Appendix E).

- 6.8 A prudent estimate has been illustrated. In making changes from October 2021, calculations have included part of the year at old prices, and part at new prices plus a part year after the short stay introduction.
- 6.9 Tables 4 and 5 above do not include costs or income from patrols and enforcement, nor costs or income from unchanged season tickets/permits. Where costs may be capitalised in Appendix A, these have not been shown in Table 5, for example £70k investment in machine upgrades.

7. LEGAL IMPLICATIONS

- 7.1 For any changes to be made to the provisions governing parking, a change to the Parking Orders will be needed. There is a legislative process to follow in order to make changes, following the Cabinet decision.

8. RISK MANAGEMENT

- 8.1 This report is most closely linked with the Council’s following Significant Risks: No. 6 - Decline in our key towns impacts upon economic prosperity of the districts; No. 11 - We may be unable to react in a timely and effective way to financial demands; Risk No. 12 - The Council may be perceived to be untrustworthy and have a poor reputation; and Risk No. 16 - The Council will not be carbon neutral by 2030.
- 8.2 Further risks are set out below:

TABLE 6 Risks and Mitigation Measures			
Risk Description	Likelihood	Impact	Mitigation Measures
Unable to influence motorist behaviour into more environmentally friendly methods of transport resulting in traffic congestion and poor air quality – threatening Council’s Climate Emergency declaration and its aim to become carbon neutral by 2030.	1	2	Communications, move to other options to be discussed in future Strategy, or bring forward planned phases of plan.
Imbalance in policy, charging, town centre vitality, leisure, etc. impacting on visiting footfall in our towns and the economy.	1	3	Research has found that availability of parking, rather than charging, tends to impact town centre vitality.
Introduction of car park charging resulting in displacement parking to residential or other kerbside in the vicinity of the car parks.	2	2	Kerbside is already regulated within walking distance, and Resident

			Parking planned for other locations
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9. CONSULTATIONS

- 9.1 In consideration of the submissions that have been received, and following the Overview & Scrutiny Committee on 18th January 2021 and the Full Council meeting on 19th January 2021 the recommendations in this report have been amended to extend the period of free parking to 1 hour (rather than the 30 minutes previously proposed) and to delay implementation of these changes until at least 1st October 2021 in order to allow time, in particular high streets, for recovery from the impacts of Covid19.
- 9.2 By law, changes to the Parking Orders, require a consultation period of 21 days. Subject to the Cabinet's decision, the council will consult on any changes to parking orders, including overnight resident parking, parking controls and the introduction of tariffs to encourage behavioural change and sustainable transport choices.

10. EQUALITY ANALYSIS

A full Equality Impact Assessment (EQIA) has been carried out as attached at Appendix E

11. ENVIRONMENTAL IMPLICATIONS

- 11.1 Following its Climate Emergency declaration, the Council must look at ways to influence motorist behaviour. A small but simple change in motorists behaviour could make large improvements in air quality, reductions in congestion and CO₂ emissions. Small changes can reap rewards in terms of congestion and air quality management.
- 11.2 To encourage drivers to consider other more environmentally friendly methods of transport, wherever possible, the Council need to take into consideration the following points:
- Traffic congestion, air quality and the availability of other modes of travel as key considerations in setting the quantities of parking available, the location, the restrictions or controls applied, and parking tariff employed.
 - Support for low-car and car-free developments, cycleway improvements, support for other Active Travel initiatives and lower provision of car parking in appropriate areas.
 - Electric Vehicle (EV) charging points in shoppers and residential car parks encourage alternatives to internal combustion engine car travel, reducing air pollution at the point of use.
- 11.3 Several recommendations have been proposed which, if implemented, will assist in managing the issues above, whilst ensuring the availability of appropriate parking and continuing to support the economic vitality of our town centres.

12. APPENDICES

TABLE 7 - Appendices Title	Location
(a) Principles and Interventions	Attached
(b) Timeline	Attached

(c) Case Studies	Attached
(d) Parking Detail by Town	Attached
(e) Parking Study Report	Attached
(f) EQIA	Attached

13. BACKGROUND DOCUMENTS

- 13.1 **ATCM** report on Parking in Towns <https://squidex.mkmapps.com/api/assets/ipm/ojay-mcdonald-re-think-car-parking-on-the-high-street.pdf>
- 13.2 **British Parking Association** – Parking, What Works? <https://www.britishparking.co.uk/write/Documents/Library/Reports%20and%20research/What Works .pdf>
- 13.3 The **Babergh Area Parking Plan** <https://babermidsuffolk.moderngov.co.uk/documents/s17868/JAPMP%20-%20December%2019%20Final.pdf>
- 13.4 Suffolk County Council **Parking Management Strategy** <https://committeeminutes.suffolk.gov.uk/Committee.aspx?Refinablestring10=The%20Cabinet>

The **Sudbury Vision** includes the redevelopment of parts of the town centre including the Hamilton Road Quarter. A more pedestrian-friendly, events and flexible space use of the Market Hill is also under consultation. See <https://www.babergh.gov.uk/business/economic-development/town-centre-development/sudbury-steering-group/> for more details.

Appendix A : TABLE 8 - Principles and Interventions

Location	Car Park	Principles	Interventions	Cost	Timescale
All Locations	All sites	Provide new welcome signage along with new accurate information and branded signage	1. Renew tariff and information signage. See also separate dedicated amounts below.	£25k	Q2/Q3 2021
		Ensure car parks orders reflect needs by updating and modernising contents	2. Introduce new car parks order.	£2k	As soon as can be accommodated, and by Q1/Q2 2021
			3. Further update order schedule as required in this plan	£2k	Q3 2021 Repeat as necessary,
		Provide a variety of transaction mechanisms and update machines to latest modern standards.	4. Update and/or replace parking machines to modern standards and introduce cashless/card payment as required	£70k Capital £15k p.a. £15k p.a.	As soon as can be accommodated, and by Q3 2021 Maintenance from Q3 2021 Cash collection Q3 2021 on
		Include all areas in a future Parking Strategy as part of a wider review.	5. Consult and produce 5-year Parking Strategy to detail all District Council parking needs.	£35k	As soon as can be accommodated, during 2023
Hadleigh	For each car park	Increase parking controls and cover Saturday afternoons. Increase long stay tariff to encourage sustainable travel	Amend Parking Order to implement introduction of additional weekday charges and Saturday afternoon controls, except at Maiden Way, and introduce maximum stay at Railway Walk.	(£16k) - (£22k) p.a.	See 2/3 above
			In an extended Study, consider changes to weekday parking controls especially if overstays or re-booking, or alternate capacity is found to be an issue.	-	See 5 above

Location	Car Park	Principles	Interventions	Cost	Timescale
Lavenham	All sites	Further parish partnership	Work with the Parish Council to understand the vision that Lavenham has for its future, including management and any redevelopment of its car parks.	-	See 5 above
			Bring the signage and policies in the car parks into full compliance with the requirements of Civil Parking Enforcement and update the parking orders.	£5k	By Q3 2021 and in time for new tourist season. See also 2/3 above.
			Include the area in a future Parking Strategy and Study as part of a wider review.	-	See 5 above
Outlying locations	All sites	Provide better welcome, signage, wayfinding and promotion	The implementation of a visitor welcome strategy, wayfinding, better signage, machine or payment improvements should be funded by additional income if a parking tariff were imposed to better control types of parking in key locations.	£5k	See also 1 above
	Pin Mill	Provide adequate levels of parking for residents, businesses and visitors	6. Investigate whether the existing car park can in future be enlarged as part of a future Strategy and Study; and Implement charges update to 50p/hour.	Est. £250k Capital c.(£5k)	Capital bid required See 2 above ref. Order.
Sudbury	For each car park	Introduce optimum medium solutions for each car park – branded as shoppers, short stay, long stay, residential.	7. To implement a tariff, as a medium term action, that supports short term stays and shoppers in car parks closest to town. And for long stays to be in the outer car parks. The comprehensive parking strategy will look at the long term need. Introduce options from the list; recommendation is Option 2 , pending further Strategy, although a range of other options is available. <i>A range of income is given for Option 2 with revenue implications shown.</i>	(£90k) to (£93k) p.a.	As soon as can be accommodated, and by Q3 2021
				Long Stay (£42k) p.a.	Further recommendations to be made in more comprehensive Strategy as soon as can be accommodated, during 2023

Location	Car Park	Principles	Interventions	Cost	Timescale
	Long Stay and changed types of car park	Introduce range of measures as a scheme which caters for and supports town centre workers	8. Introduction of a business permits scheme, initially discounted, for businesses to mitigate any changes Suggested 50% year one, 75% year two.	£5k p.a.	Introduce with earliest possible parking order change, Q1/Q2 2021
	All sites	Conduct wider Study and produce Strategy for managing parking during the regeneration and development, to consider changes, pattern of usage, etc.	To consider and mitigate all other impacts of these solutions (space, planning, churn, future capacity, build)	-	See 5 above
		Consider future parking capacity	Include in Study to produce future strategy, including any future multi-storey or decked areas mitigate against space lost to development and increases required due to redevelopment	-	See 5 above
			Consider population growth and vision regeneration projects where new facilities may increase town centre use in Study.		
			Coach layovers and market trade vehicle parking needs catering for within Study.		
		Support highway schemes to enhance parking facilities	9. Reconfigure the accesses to Gt Eastern Road car park and Station Road car parks	Est. £250k Capital	Capital / Grant bid required (estimate for info)
				10. Include a link to Cornard Road if possible, to help alleviate the capacity issues at Station Road and Girling Street junctions.	Est. £250k Capital
		Investigate better use of existing facilities	11. Open up different areas in order to make clearer the links between them and define better links to where empty parking spaces might be found.	Est. £100k Capital	Capital / Grant bid required (estimate for info)

Location	Car Park	Principles	Interventions	Cost	Timescale
		Support Active Travel and sustainable modes of transport	12. Include improved signage, parking for cycles and all types of EVs.	£1k	
		Supporting town centre regeneration	Town centre – support revised bus and coach stops	-	As part of visioning
		Support changes on the highway	Prioritise blue badge parking for elderly/mobility impaired in the main amenity and services areas		
			Lorries encouraged to park out of town centre		
			Town centre is as it exists difficult for pedestrians in and around Market Hill. More town centre living anticipated including elderly populations		
			Junction improvements from Pinch Point (if funded) may help flows at peak times.		
			Promote non-car active travel and pedestrian / cycleway connectivity along green routeway		
		Provide better welcome, signage, wayfinding and promotion (feedback suggests visitors do not know where parking is located)	Better support for visitors including wayfinding from trains/rail station and car parks, surface maintenance and road/bay lining	£30k	See 1 above

Appendix B – TABLE 10 : Timeline

Illustration of Programme Timeline	Year 0				Year 1		Year 2	Year 3	Year 4	Year 5	
	2021				2022		2023	2024	2025	2026	
	Q1	Q2	Q3	Q4	Q1	Q2-4	FY	FY	FY	FY	ongoing
Introduce new Car Parks Order..	◆										
Update and/or replace parking machines to modern standards and introduce cashless/card payment as required			◆								
Include improved parking for cycles and all types of EVs. (startup + ongoing contribution to sustainability fund).			◆	→							
Further update(s) to Order Schedule as required in this plan, dependent upon Order/Study/Strategy (repeating as necessary)			◆				◆	→	◆	◆	◆
Consult and produce 5-year Parking Strategy to detail all District Council parking needs (showing currency of plan). (Engage, commission, report back and implement)							◆	→			
Renew and renew tariff and information signage across entire parking estate. Other bay and line maintenance					◆	◆					
Income from changes to charging structure, pending further Strategy (Option 2 illustrated).			◆	→							
The option of reduced price business permits, or draw down daily stays for businesses to mitigate any changes					◆	→					
Reconfigure the accesses to Gt Eastern Road car park and Station Road car parks									◆		
Include a link to Cornard Road if possible, to help alleviate the capacity issues at Station Road and Girling Street junctions.									◆		
Open up different areas in order to make clearer the links between them and define better links to where empty parking spaces might be found.									◆		
Investigate whether the existing Pin Mill car park can in future be enlarged as part of a future study (study, with possible programme).						◆	→		◆		

Appendix C – Case Studies

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.

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.

Appendix D – Parking Detail by Town

Parking Issues and Financial Modelling

Having adequate car parking facilities is particularly important in helping to deliver the Council's visioning that supports regeneration of the town centre, helps manage air quality and reduce congestion, whilst seeking to improve the commercial vitality of our towns, encourage greater footfall and to improve the public realm and streetscape enhancements. The supply and provision of adequate, accessible and good quality car parking is important to visitors and residents alike.

The quality and availability of off-street car parking, including realistic charges compared with other travel modes has an impact on the number of people visiting our towns and using the facilities they have to offer.

Our Towns in more detail:

Hadleigh

Hadleigh currently exhibits some parking availability pressure, with Long Stay capacity at Magdalen Road having built to high levels; it is possible that re-booking may be occurring in order to gain an all-day stay, with the 3-hour tickets currently being the only controls in the short stay car parks. Saturday afternoon stays do seem to be consistent with the morning and weekdays, and may cause overstay. Additional controls are therefore recommended.

Some long stay parking pressure is reported in the Railway Walk car park impacting walkers finding short term spaces, and a change to maximum stay is recommended here. For residential parking it would be advantageous to seek alternatives for the Benton Street area of Hadleigh if land were to become available. This car park is in need of significant repairs to bring it up to the right standard.

There are limited on-street controls on the highway nearby if further controls are to be implemented and work with the County Council will be required to prevent parking flooding into nearby residential streets; the town should form part of a wider study, to include a review of roadside restrictions and forward planning in case there were ever any future changes, particularly to on-street parking in High Street.

Interventions and Principles:- See Part 6 and Table 8 in Appendix A

Lavenham

Lavenham very broadly follows the pattern found in Hadleigh, although it is to be remembered that the study was carried out in February. It is expected that a great many more tourist stays would be seen during the summer months.

It is recommended to make a further study of the parking demands in Lavenham – together with the Parish Council – including more seasonal leisure and tourism pressures. Casual observations during the summer months confirm that the usage and impacts, at times other than the study revealed, are higher.

It should be noted that an informal 'honesty box' approach is being operated in the two Babergh car parks in Lavenham with a request to leave £2-£3 per stay; the parking orders, which stipulate no charge, do enable the issuance of penalties ("fines") for certain types of civil parking contravention.

A wider 'Parish Partnership' approach should be adopted for Lavenham to further the development of parking in Lavenham and make best use of the facilities and aspirations for future developments, in partnership with the Parish Council – but with the District retaining

control. A case study showing how this approach has worked elsewhere can be found in Appendix C.

Interventions and Principles:- See Part 6 and Table 8 in Appendix A

Sudbury

The town, through the Vision groups, have bid and prepared pipeline business cases for external funding opportunities - including county, regional and central government relating to high street regeneration, heritage and cultural, energy and decarbonisation and active travel. Part of this includes an ambition to deliver improved cycling and walking routes across the town, especially linking Belle Vue with the Croft and Water Meadows.

Parking provision needs better branding, wayfinding and promotion. Feedback suggests that visitors neither know where to find parking nor the best choices for their visit. Better support for visitors is needed including wayfinding from the rail station and car parks.

Shoppers' car parks within the one-way gyratory in Sudbury show the greatest pressure of any in the District, and there is a need for controls in these locations in order to make the best use of the space available. Whilst these car parks are at capacity and locating a space difficult, other car parks could stand more usage.

Against a timeline of up to 5 years, more space may need to be made available pending all visioning and redevelopment taking place.

Types of stay, types of provision, controls, options for charging, Interventions and Principles:- See Part 6 and Table 8 in Appendix A

Belle Vue, Hamilton Road Quarter and Market Hill are the Sudbury Vision Steering Group's main focus given the recent town centre master planning and regeneration opportunities to support the economy of Sudbury. Viable redevelopment of the area, including the large area of derelict undeveloped land in Hamilton Road, requires the bus station moving to on-street stops around the town with supporting highways pinch points and junction improvements.

Any redevelopment or highways improvements schemes affecting the Station Road carparks and off-street lorry parking may impact on available spaces or necessitate a reconfiguration/re-marking. Also redirecting lorry parking away from town centre and exploring alternative options for market traders and coach layover will be necessary and is underway.

The town centre study outputs have also observed that the Girling Street/Newton Road junction suffers from capacity issues, and that the Great Eastern Road junction with Station Road (the 'Waitrose Junction') does not run smoothly. This might be alleviated further if a car park access were provided directly onto Cornard Road near the Underwood Garage.

Provision should be made in car parks to assist with and support the changes and investments planned, and this might include changes to car park circulation and a highway scheme to help traffic flow, and provision of other sustainable transport features such as cycle parking and e-cycle and EV charging.

Beside the developments and Vision programme in the town centre itself, projected population growth (e.g. at Chilton Woods) and new facilities may increase town centre usage. In addition, any future plans for a hotel in Hamilton Road area would need to rely on existing town centre parking and not create additional spaces – which could for example be supported by evening parking at Great Eastern Road (Roy's) car park.

The town centre as it exists is difficult for pedestrians in and around Market Hill, and with the high density of vehicles and flows (for example parked private vehicle reversing out into strategic route traffic flow). More town centre living is anticipated including elderly

populations. There is no western bypass so the A131 remains high capacity and strategic network route.

Retail-led town centres have been in sharp decline, not just due to Covid-19, but the emergency has exacerbated the situation. With the regeneration planned, a more pedestrian friendly town centre will be one of the unique characteristics which can be built upon and a trend predicted as part of the evolution of towns – especially with Market Hill potentially being redesignated as a flexible use and pedestrian/event space. A parking scheme (for instance special season tickets) which caters for and supports town centre workers would be welcomed by traders.

Within the town centre it is planned to facilitate on-street bus and coach stops. Time limited/drop and pickup parking bays and new bus stops can help to improve user experience. In addition, a potential coach stop could be provided at the bottom of Market Hill (King Street side near library). With bus stops placed strategically around the town on street, and in better locations for service users, we expect reduced fuel miles for operators and a benefit for the environment.

In designing and branding specific areas for parking we will work with the highways authority to prioritise blue badge parking for elderly/mobility impaired in the main amenity and services areas (e.g. near banks), whilst taxis have sufficient space given constraints of town congestion and can wait anywhere that on-street controls allow, and – especially with improvements in technology – private hire vehicles can go directly to where they are called.

Finally, and most importantly, is the need to integrate Active Travel and sustainable transport modes. We need to promote non-car active travel and pedestrian / cycleway connectivity, and make links to and from the proposed green routeway. We are working with Suffolk County Council and partners to improve the infrastructure cyclists particularly in the towns. This improved infrastructure will include additional routes and paths as well as solar battery powered storage. Sudbury has a high level of residents (3%) that cycle to work.

(Source: WSP Sudbury town centre study report 19/02/2020; Nomis dataset, QS701EW (Method of travel to work) - Nomis - Official Labour Market Statistics (nomisweb.co.uk) Census 2011). Therefore, we need to ensure we have suitable provision. This infrastructure needs to be considered alongside parking need.

Sudbury Highway related issues

The highway around the Sudbury town centre is already controlled with waiting restrictions within a 5-10-minute walk of the town centre. The details can be found at the Suffolk TraffWeb site:- <https://www.suffolktraffweb.uk/main.html>. Changes to car park controls are unlikely to have any unforeseen highway impacts.

There is a proposal to investigate resident parking on-street, which would fit in well with these proposals to better manage the car parks.

The geography of Sudbury must also be a factor with Market Hill and the one-way system providing a barrier to circulation around town and between car parks. This may also be a factor in congestion and air quality issues.

North Street, Girling Street and Mill Lane car parks

Most stays in the shopper's car parks on a weekday were comparatively short events, with some longer stays taking up bays for longer durations. Remember that the study was conducted in February and represents a 'best case' in terms of occupancy – it is suggested that the car park would be more congested at different points in the year.

North Street and Girling Street car parks are reaching the capacity where locating a space is found to be more difficult. These car parks should be branded for shoppers' use only and

Parking Study

the maximum stay tailored to suit. Mill Lane car park has very specific issues and has the potential to be resident permit only.

The Mill Lane car park should be reconfigured and given over for the use of residents at all times since there are some specific issues and concerns relating to car park charging at this location and air quality management issues locally – and this site should be given over to resident permit parking only.

Shoppers' car parks with a 5-10-minute walk – those in Gt Eastern Road, have more capacity to take further traffic, although there are some redevelopment options for parts of this site which may compromise capacity in the medium term. The car parks including long stay are further from the centre and appear to have sufficient capacity – aside from the Station car park.

Consideration could be given to increasing controls or introducing daytime charging – in both North Street and Girling Street in order to encourage additional use of the alternative locations in Station Road (Kingfisher).

The current ticketing arrangement could encourage the practice of re-booking at lunchtime to gain a full day stay, clogging up spaces which could be used by shoppers to increase footfall, and it is recommended to increase the level of controls to protect the spaces available for shoppers.

Great Eastern Road and Station Road car parks

Usage is such that, when a customer arrives, there is likely to be space to park, although at busy times – especially during the morning – there may be a search.

Consideration could be given to increasing controls, especially on Saturday afternoons, to encourage lunchtime turnover and discourage space blocking through stays into the afternoon after needing a 3-hour ticket only until 12 noon.

The rail station car park should remain long stay only, as now but reflect at least the same tariff as other locations. Tariffs should also take into consideration the comparison with the average cost of a middle-distance bus fare.

The stay data shows that peak usage is between 11am and 3pm, and that most stays are comparatively short events. Some longer stays were however found to be blocking up spaces in the shopper's car parks. It is therefore recommended to introduce Saturday afternoon controls.

It is also recommended to increase patrols of the car parks and consider introducing additional controls in the shopper's car parks closest to the town centre, as alternative capacity exists nearby.

Any income from any charging if it were considered for introduction could be used to offset additional patrols and improvements to the general car park environment, and also offset the additional costs which would need to be considered arising from changes including machine adaptation, tariff board updating and any ongoing cash collection.

Resident usage overnight

Residents' car parks are provided in outlying areas and most seem to have sufficient capacity, although Ballingdon Street and the Blackfriars car parks do reach capacity overnight. There may be capacity to offer Resident Season Tickets for overnight usage in other public car parks – the only conflicting usage being weekends, and especially Saturdays, when capacity must be carefully planned.

The Mill Lane car park should be reconfigured and given over for the use of residents at all times. Thought should be given as to the reconstruction of some of the poor facilities for residents, possibly leading to increased usage.

TABLE 9 - Resident Tickets sold for car parks	
Location	Sold
Station Road, Sudbury (Kingfisher Leisure Centre)	33
The Station, Sudbury	75
Magdalen Street, Hadleigh	33

We currently do not have any permits on the waiting list.

The price for season tickets is set in the schedule to the parking order – this needs to keep pace with the daily tariff (all day parking) but be representative of proportionate use – e.g. 180 days or 220 days p.a. allowing for leave and weekends.

Outlying car parks

Fewer issues were found with the other, smaller car parks – such as that at Lower Holbrook.

The small car park at Pin Mill was found to be near capacity on some occasions and there is a recommendation to increase the fees charged here which are otherwise very low at just 30p/hour, considering the tourist nature of much of the casual parking, in order to encourage turnover and the use of alternatives. It is recommended to increase the charge to 50p/hour. It is of note that this is the only car park that fully covers its costs.

There is a recommendation to review the provision at Pin Mill to see if there may be scope to increase the size of the parking area.

Interventions and Principles:- See Part 6 and Table 8 in Appendix A

To build for the peak, or build for the average?

At some points in the year, the car parks may become full – but on many other days the reserve capacity stands empty and is of no use. It is suggested elsewhere that excess capacity can be put to better use by selling overcapacity for other uses.

There is an important balance to be struck, and an appropriate mixture of spaces for the desired uses – together with proportionate controls – must be provided and explored in a future strategy study.

Appendix E - Parking Study



ATCM: –

“The costs borne of maintaining and servicing a car park and the opportunity cost of what other uses that space could have been dedicated to, pitched against the needs of the car user, provide a difficult dilemma for local government, especially in light of a continuing devolution of fiscal responsibility.”

(<https://squidex.mkmaps.com/api/assets/ipm/ojay-mcdonald-re-think-car-parking-on-the-high-street.pdf>)

Background

In looking for a suitable level of parking, it is important to understand each town’s offer – what is the destination/place’s offer versus the parking offer – every town has its own unique/distinctive character.

Options for parking will be dictated by the amount of turnover, or churn, per space compared with a need for long stay. Long stay and uncontrolled parking tends to block up spaces preventing any turnover, and may also lead to an increase in car use.

In most larger towns there is a requirement for an element of long stay parking for town centre workers – but this needs to be balanced against the morning and evening peak traffic flows. The cost of parking is also an influencer on the use of alternative modes.

It is also important to look at the use of parking by commuters who come in and then disappear by train adding no value to the local economy at the point of use. Too much or too cheap commuter parking can also lead to space blocking. Other uses include Resident overnight parking.

Controls for parking include a 'ticket required' system with patrols, up to full payment. Income is a by-product of a tariff which is set to dissuade some types of usage, or encourage turnover, alternative solutions or modes at the most critical times.

The amount of capacity depends upon the turnover and popularity of each town – the number of spaces can be driven by the town's footfall, and it is then to be decided whether to provide sufficient spaces for everyday average usage, or the maximum usage – leading to overcapacity and waste where overprovision is made.

A parking study was carried out during February 2020, both before any impact of Covid-19 but also during one of the quieter months; the study looked at usage and occupancy on both a typical weekday and a Saturday. The data therefore is a 'best case' scenario in terms of available space.

From the data, the parking offer of each town can be decided, and that measured against other observations.

It is important to consider any knock on effects – either of other developments or regeneration on parking provision and controls, or the impacts on outside areas of making any changes in parking provision, such as referred parking from car parks overflowing into side roads and residential areas.

Such knock-on effects may require the implementation of further highway controls if the number of vehicles outweighs the capacity of the kerbside or safety on the highway.

Executive Summary

Presently the parking operation in Babergh is run as a service – in other words its income does not cover its costs. Some of the car parks are at or near capacity, partly due to policy controls which are becoming unsuitable, and partly due to additional reliance on the private car with associated environmental impacts.

In Hadleigh there is generally sufficient space for current needs, and on-street parking in High Street caters for additional parking need. There are few kerbside controls in nearby residential areas, where any displacement might have unintended consequences.

In Lavenham there is a very peaked tourist and leisure market, but also some kerbside parking on-street. Both Hadleigh and Lavenham warrant further study to cater for any future changes.

In Sudbury, future development or redevelopment will see a reduction in parking space in Sudbury generally, and reduction in some average overcapacity at some sites; the issue of whether to build for the peak, or build and regulate average usage and encourage desired uses is coming to the fore.

Management of car parks can be by way of different parking controls – and a charge is already made for the long-stay element of parking, although the controls for this could be bypassed due to the design of the 3-hour stay policy.

It is recommended to confirm the use types for North Street and Girling Street car parks to shoppers/short stay either 30m / 1- / 2- hours or 1- / 2- / 3- hours, and implement a tariff system here to encourage the desired usage, design the tariff to encourage shopping stays of up to 2 hours without rushing, but in so doing to encourage turnover to free up space at the busiest times.

It is recommended to supplement this with controls at the Station road area car parks, by implementing a similar tariff, but with longer controlled stays through a 1- / 2- / 3- / 4- / day- style tariff.

Full Report

The car park is the first thing that visitors encounter in the town, and the last thing they will remember. A warm welcome is therefore very important, as is the standard of provision and maintenance,

signage and overall branding. If a tariff were to be implemented, then the by-product is income, and that could help support and resolve some of the other issues identified in pictures throughout this report.

Environmental Issues

Congestion on the highway can lead to Air Quality management issues, and one of the measures to help reduce dependency upon private car use in peak hours, and for other short trips, is the implementation of parking controls. One of the controls is a possibility for charging, which also acts as an incentive for motorists to make use of other modes such as public transport, cycling, and walking.



Cycle parking provision is an important part of an overall strategy, encouraging uses of alternative modes and catering also for tourism along the local cycle network.



Adequate provision of bays for certain classes is an important part of managing equality, but provision must be proportionate to use.

In addition to the environmental considerations, the amount of parking also affects the local economy. Clogged up spaces do nothing to encourage a turnover of spaces – and therefore footfall into local shops. For these reasons, it is important to supply only the right level of parking in the right places for the right reasons.

Studies have shown that customers will prefer to park within as short a walking distance to their destination as they possibly can; however, it has also been shown that motorists will walk for 5-10 minutes in order to locate free parking. This may be a critical issue when deciding how to control certain town centre parking whilst keeping an offer for the town. Controls may also help to encourage those who can choose an alternative mode to do so.



Electric Vehicle Charging Points

The provision of Electric Vehicle charging bays has been implemented in a number of car parks across the district, although comparative usage remains low. Provision prior to usage (in essence 'build and they will come') is important to encourage modal shift towards EV.

Provision of EV bays and charging is an important part of encouraging the use of lower environmentally-damaging vehicles – and provision will need to be relevant to the use, but also present prior to required use.

Capacity vs. Price vs. Occupancy

The best car park provision levels are where spaces do not become completely full, operating below the 85th percentile, so that a car can drive in and locate a space without further circulation or idling. It is not clear that a full car park will be a dissuading factor on helping motorists choose a different mode any more than a free or charged car park, but it is a point to consider. It is important to balance the needs of the environment and other modes when considering controls. Financial and parking type controls (shoppers, short and long stay branding) can provide an additional guide for motorists.

Themes to explore

It is important to compare the cost of motoring and parking with alternatives, such as bus and train fares, or the time value in walking. Whether to implement charging (both using machines or via connected parking accounts such as MiPermit) is an important consideration, and should be guided by the detail in the data.

Secure cycling provision, in order to encourage more active travel, motorcycle/moped, spaces should be considered, and disabled / blue badge holder spaces are required at the rate of about 6% of all parking provision.

The implementation of season tickets can make parking more attractive to town centre workers, and a network of town centre employers may be set up to encourage usage by local traders, as opposed to commuters.

Residential overnight parking is provided for in some dedicated car parks, but could easily be offered in other car parks by a simple change in the rules.



The present arrangements support almost sufficient levels of parking; however, some observations have concluded that capacity is being reached in some locations at some times. The present policy of no charge for up to 3 hours and no return within 4 hours is also difficult to patrol within current technology. The present policy for longer stays up to all day parking is £3 per stay per day.

What does the data show?

The study looked at elements of car parking stock and provision, types of stay and capacity versus occupancy in order to assess the car park offering in each town and at each location.

The study showed that for short stay, shoppers parking, the average stay length was comparatively short at just 64 minutes. In some car parks, occupancy levels were reaching a level where it would be difficult to find a space without circulation.

There is a balance in the turnover of spaces versus the amount of patrols being undertaken to implement the policy, and for it to work effectively. There needs to be some sort of enforcement action to ensure that the outcomes are being achieved.

The stay data concludes that some long stay parking existed in February, blocking up some bays which could otherwise have been used for casual shopper parking. It may be the case that the recent implementation of Civil Parking Enforcement has led to greater controls in this area.

Types of Parking



At present some of the car parks are defined as short stay or long stay. All car parks should be clearly branded as to the type of provision, including specific highway signage, and forward directions to alternatives.

It is very important to make the right provision in the right places at the right times, to provide enough parking for workers in town, cater for commuters, but to provide turnover-type parking for shoppers and visitors .

Long stay parking tends to become full early in the day, and the pace will be full – without any churn – for the remainder of the day. This is the type of parking where season tickets would also normally be available, and that may be quarterly, monthly, or part-time (by drawing down stays as required). There is usually a charge to encourage the use of other modes of travel, and to fund the upkeep of the site.

Short stay and shoppers car parking tends to be provided closer to the destination where the stays will be shorter, usually used more than once in the day, and controlled throughout the day either by patrolling and patrolling and charging.

These sites are vital to provide footfall to support each town centre's vitality – and the mixture of tariffs will follow the usage pattern.



Clearer branding and signage to confirm are important guides for motorists in finding an appropriate car park.

Appropriate Provision



It is important to provide the right mix of accessible bays, but these should be measured against actual usage.



An appropriate use of space and resources can help maximise opportunity – large areas of unused space could be put to better use with different engineering design.



A good use of space – Hadleigh Recycling Area – and a poor use of space in Lavenham – the toilet block is over size for the purposes and could be better repositioned in order to gain 3-4 bays or increase car park flow.



Narrow bays encourages hit-and-miss parking. Also poorly defined short stay bays marking.

Maintenance



Maintenance is of utmost importance – in machines, as well as signage - and presently comes at a cost to the service, which could be offset at the point of use by income made as a result of charging controls.

Parking Study



Timely upkeep of metaled areas will reduce insurance claims.



Good delineation of different areas will assist motorists. This is Long Stay – but not clearly defined as the legend is illegible at this size, and has worn away

Signage



Chaotic and poorly positioned signage detracts from the streetscape and is not helpful to motorists - and mixed messages may be ignored as a result.



A meaningful signage strategy is needed to enhance the corporate image, branding, clarity, simplicity of message and flow between signs, and maintenance is of importance in legibility and safety.



Girling Street car park: Poor entrance design wasting space, and poorly set out bays and poor description at North Street car park ('peak hours').



Confusing signage, poor layout including kerbs preventing access to machines.



Poor access and a confusing message do not improve the lot for customers.



Car Park is the gateway for motorists – the first thing you see, and the last thing you remember. Sign clutter does not make a good first impression and can be difficult to understand.

Welcome

The car park is the gateway to the town for visitors and shoppers – the first thing they see and the last thing they will remember about a particular location.

The implementation of a visitor welcome strategy, wayfinding, better signage, machine or payment improvements could be funded by some additional income if a parking tariff were imposed to better control types of parking in key locations.



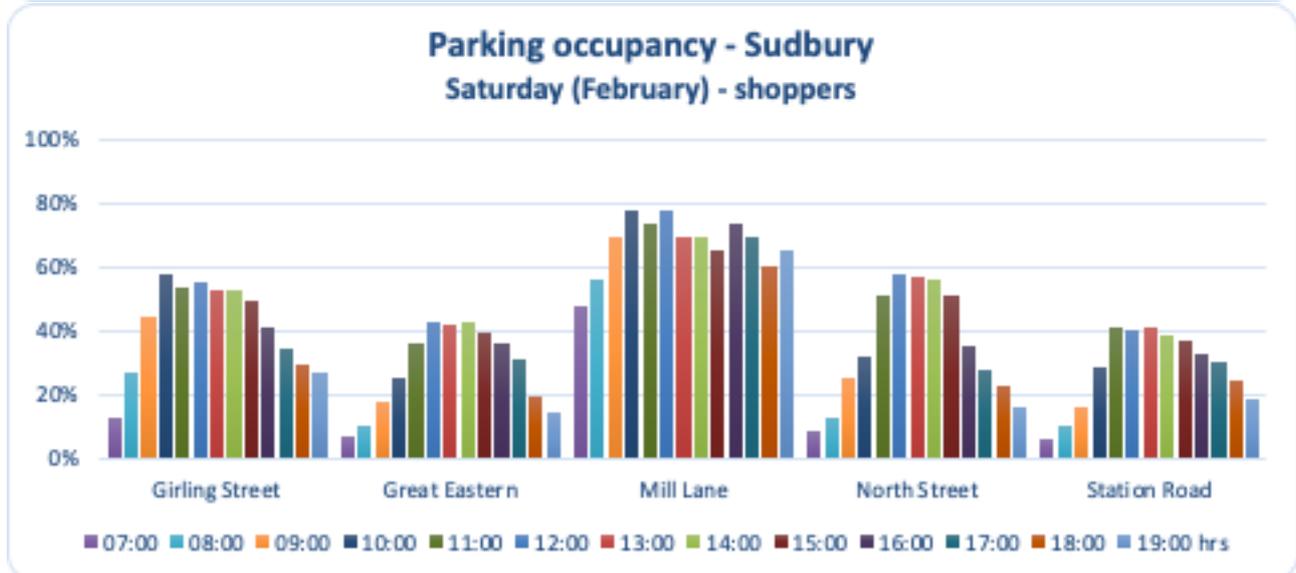
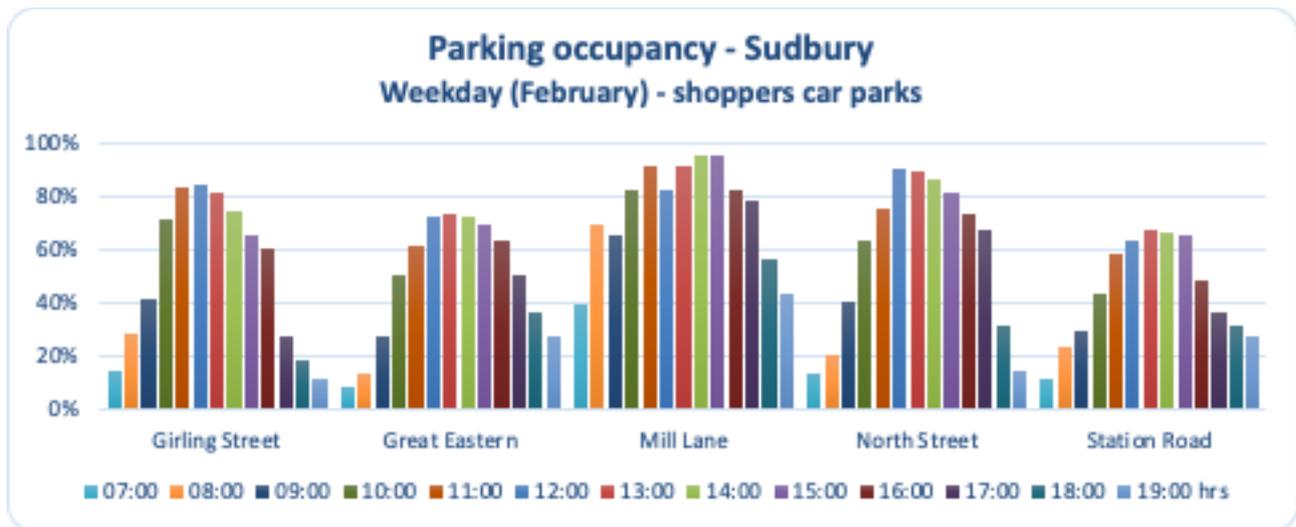
Directional and information signage needs to be well-placed for legibility, and relevant.

Sudbury

Shoppers car parks nearest the town centre in Sudbury show the greatest pressure of any in the District, and it is recommended to make additional controls in these locations.

The data shows that some of the car parks are reaching a capacity where location a space is more difficult, whilst other car parks could stand more usage.

In the graphs here, each bar represents occupancy per hour, starting from 7am through to 7 pm. The data was collected in February 2020.



North Street, Girling Street and Mill Lane car parks

North Street and Girling Street car parks, and Mill Lane car park especially, are reaching the capacity where locating a space is found to be more difficult (data collected in February).

Shoppers car parks with a 5-10-minute walk – those in Gt Eastern Road, have more capacity to take further traffic. Other car parks including long stay are further from the centre and appear to have sufficient capacity – aside from the Station car park.



Cars queue for a space in North Street (3 pictures) whilst Girling Street car park is also full. Increased and extended controls could mean more space at the time of arrival.



Provision of access bays... empty bays may indicate over provision at the same time as others queue for space in non-reserved bays.

Consideration could be given to increasing controls or introducing daytime charging – in both North Street and Girling Street in order to encourage additional use of the alternative locations in Station Road (Kingfisher).

The current ticketing arrangement encourages the practice of re-booking at lunchtime to gain a full day stay, clogging up spaces which could be used by shoppers to increase footfall.



There may be an opportunity to improve public realm through revitalised car park design.

Great Eastern Road and Station Road car parks

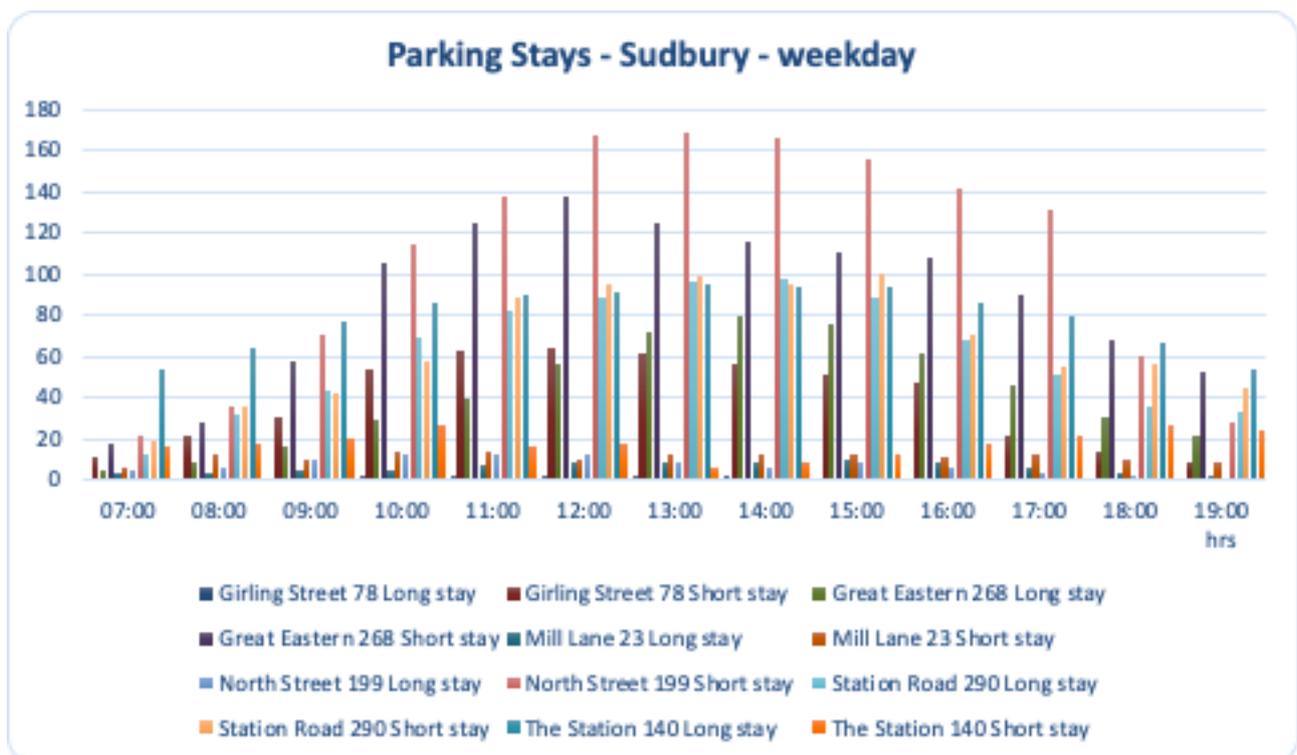
Usage is such that, when a customer arrives, there is likely to be space to park, although at busy times – especially during the morning – there may be a search.

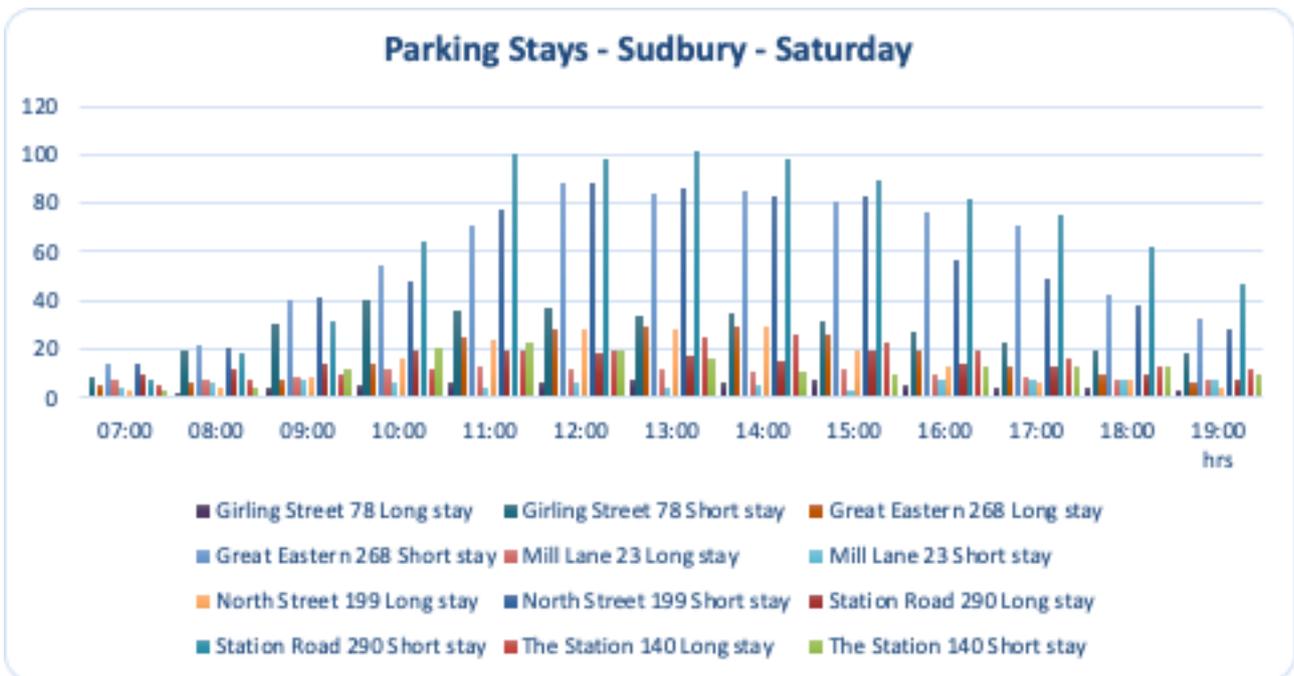
Consideration could be given to increasing controls, especially on Saturday afternoons, to encourage lunchtime turnover and discourage space blocking through stays into the afternoon after needing a 3-hour ticket only until 12 noon.

If a charging model is deemed necessary here, then a core tariff could include for Leisure Centre usage by having a check-in within the centre, and a tariff.

The rail station car park should remain long stay only, as now but reflect at least the same tariff as other locations. Tariffs should also take into consideration the comparison with the average cost of a middle-distance bus fare.

In the graph below, each bar represents a parking event shown by start time, with hour of start combined starting from 7am through to 7 pm.





The stay data (see graphs above) shows that peak usage is between 11am and 3pm, and (see table below) that most stays are comparatively short events. Some longer stays were however found to be blocking up spaces in the shopper's car parks. It is therefore recommended to introduce Saturday afternoon controls.

It is also recommended to increase patrols of the car parks and consider introducing additional controls in the shopper's car parks closest to the town centre, as alternative capacity exists nearby.

Any income from any charging if it were considered for introduction could be used to offset additional patrols and improvements to the general car park environment, and also offset the additional costs which would need to be considered arising from changes including machine adaptation, tariff board updating and any ongoing cash collection.

The highway around the Sudbury town centre is already controlled with waiting restrictions within a 5-10-minute walk of the town centre. The details can be found at the Suffolk TraffWeb site:- <https://www.suffolktraffweb.uk/main.html>. Changes to car park controls are unlikely to have any unforeseen highway impacts.



The table shows which car parks reached near- or maximum-capacity, and that most stays in the shopper's car parks on a weekday were comparatively short events, with some longer stays taking up bays for longer durations. Remember that the study was conducted in February and represents a 'best case' in terms of occupancy – it is suggested that the car park would be more congested at different points in the year.

Road Name	Capacity	Type	Average%	Minimum	Maximum	Type	Length of stay				TOTAL	% of Long Stay Vehicles	% of Short Stay Vehicles
			07:00 - 19:00	% 07:00 - 19:00	% 07:00 - 19:00		0 - 2	> 2 - 4	> 4 - 6	6 +			
Ballingdon Street	15	Long stay				Long stay	0	0	4	9	13	81%	19%
		Short stay				Short Stay	1	2	0	0	3		
		TOTAL	72%	53%	93%	Total	1	2	4	9	16		
Blackfriars North	8	Long stay				Long stay	0	0	0	8	8	100%	0%
		Short stay				Short Stay	0	0	0	0	0		
		TOTAL	93%	75%	100%	Total	0	0	0	8	8		
Blackfriars South	8	Long stay				Long stay	0	0	2	2	4	50%	50%
		Short stay				Short Stay	1	3	0	0	4		
		TOTAL	40%	13%	100%	Total	1	3	2	2	8		
Girling Street	78	Long stay				Long stay	0	0	2	0	2	1%	99%
		Short stay				Short Stay	296	38	0	0	334		
		TOTAL	51%	12%	85%	Total	296	38	2	0	336		
Great Eastern	268	Long stay				Long stay	0	0	64	25	89	13%	87%
		Short stay				Short Stay	452	159	0	0	611		
		TOTAL	48%	9%	74%	Total	452	159	64	25	700		
Mill Lane	23	Long stay				Long stay	0	0	8	5	13	17%	83%
		Short stay				Short Stay	39	25	0	0	64		
		TOTAL	75%	39%	96%	Total	39	25	8	5	77		
North Street	199	Long stay				Long stay	0	0	14	3	17	2%	98%
		Short stay				Short Stay	776	129	0	0	905		
		TOTAL	58%	14%	90%	Total	776	129	14	3	922		
Quay Lane	30	Long stay				Long stay	0	0	4	0	4	5%	95%
		Short stay				Short Stay	56	15	0	0	71		
		TOTAL	40%	10%	57%	Total	56	15	4	0	75		
Station Road	290	Long stay				Long stay	0	0	62	57	119	22%	78%
		Short stay				Short Stay	274	142	0	0	416		
		TOTAL	44%	11%	67%	Total	274	142	62	57	535		
Station Road Lorry	12	Long stay				Long stay	0	0	3	3	6	33%	67%
		Short stay				Short Stay	9	3	0	0	12		
		TOTAL	47%	13%	58%	Total	9	3	3	3	18		
Stour Street	35	Long stay				Long stay	0	0	5	26	31	82%	18%
		Short stay				Short Stay	4	3	0	0	7		
		TOTAL	73%	63%	77%	Total	4	3	5	26	38		
The Station	140	Long stay				Long stay	0	0	31	86	117	50%	50%
		Short stay				Short Stay	80	35	0	0	115		
		TOTAL	69%	50%	81%	Total	80	35	31	86	232		

The geography of Sudbury must also be a factor with Market Hill and the one-way system providing a barrier to circulation around town and between car parks. This may also be a factor in congestion and air quality issues.

To build for the peak, or build for the average?

At some points in the year, the car parks may become full – but on many other days the reserve capacity stands empty and is of no use. It is suggested elsewhere that excess capacity can be put to better use by selling overcapacity for other uses, such as the possibility of building a Health Centre with associated reserved parking, in place of the under-used and badly located lorry park.

There is an important balance to be struck, and an appropriate mixture of spaces for the desired uses – together with proportionate controls – be provided.

Resident usage overnight

Residents' car parks are provided in outlying areas and most seem to have sufficient capacity, although Ballingdon Street and the Blackfriars car parks do reach capacity overnight. There may be capacity to offer Resident Season Tickets for overnight usage in other public car parks – the only conflicting usage being weekends, and especially Saturdays, when capacity must be carefully planned.

Permits/season tickets sold

Station Road, Sudbury (Kingfisher Leisure Centre)	33
The Station, Sudbury	75
Magdalen Street, Hadleigh	33

We currently do not have any on the waiting list.

The price for season tickets is set in the schedule to the parking order – this needs to keep pace with the daily tariff (all day parking) but be representative of proportionate use – e.g. 180 days or 220 day, allowing for leave and weekends.

Regeneration and future development

The Sudbury vision includes the redevelopment of parts of the town centre and the reconfiguration of the Market Hill is also planned. The town has also bid for funds to Regenerate the High Street and has bids in for Tranche 2 of the Active Travel Fund, including improved cycling and walking routes across town, especially linking Belle Vue with The Meadows.

(See <https://www.babergh.gov.uk/business/economic-development/town-centre-development/sudbury-steering-group/>)

Provision could be made in car parks to assist with the changes planned, and this might include changes to car park circulation and a highway scheme to help traffic flow.

Part of the redevelopment work has made the observation that the Girling Street/Newton Road junction suffers from capacity issues, and that the Gt Eastern Road junction with Station Road does not run smoothly.

One of the suggestions is to reconfigure the accesses to Gt Eastern Road car park and Station Road car parks and open up different areas in order to make clearer the links between them and define better links to where empty parking spaces might be found. Any reconfiguration should include a link to Bures Road if possible, to help alleviate the capacity issues at Station Road and Girling Street junctions. Any reconfiguration should also include improved parking for cycles and all types of EVs.



Deliveries and taxis having difficulty in town – whilst delivery bay in Girling Street car park is used by cars.



Access and egress at Station Road and the separate plots of land cause conflict in movement



No access between adjacent car park sites without circulating via the highway.

Hadleigh



Hadleigh does not currently exhibit the same types of car parking availability pressures as Sudbury, either on weekdays or on Saturdays; the only location to exhibit pressure being the small Maiden Way car park. The adjacent Magdalen Road car park is sufficient to take the overflow.

Long Stay capacity at Magdalen Road has built to high levels, but there is a lack of on-street controls on the highway nearby, should any further controls be implemented; this may lead to some unintended consequences should additional controls be implemented.



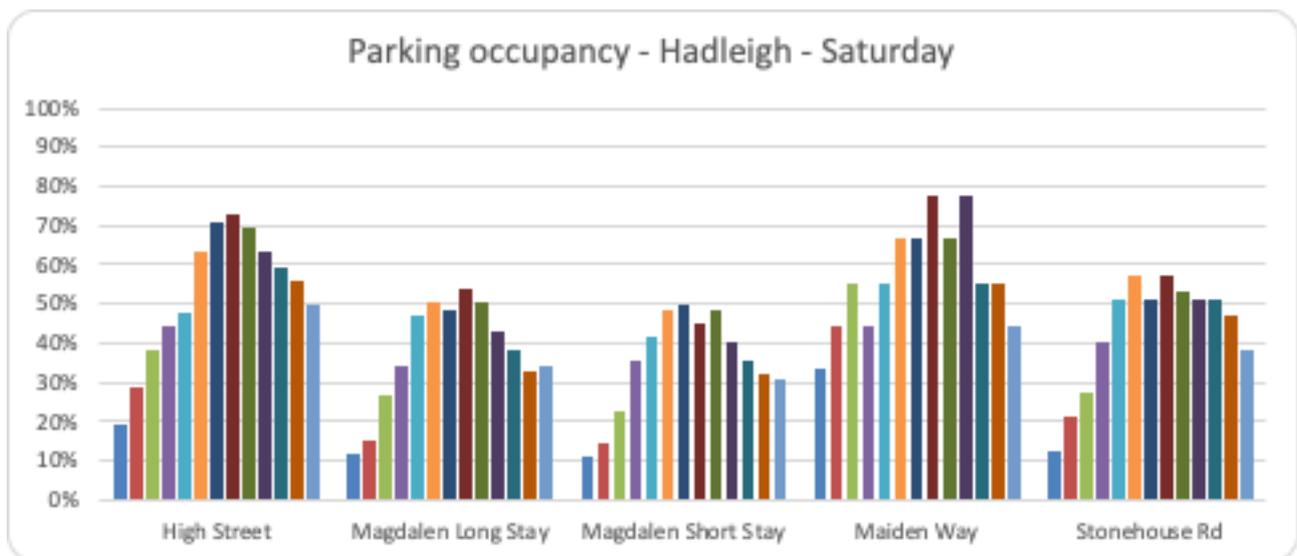
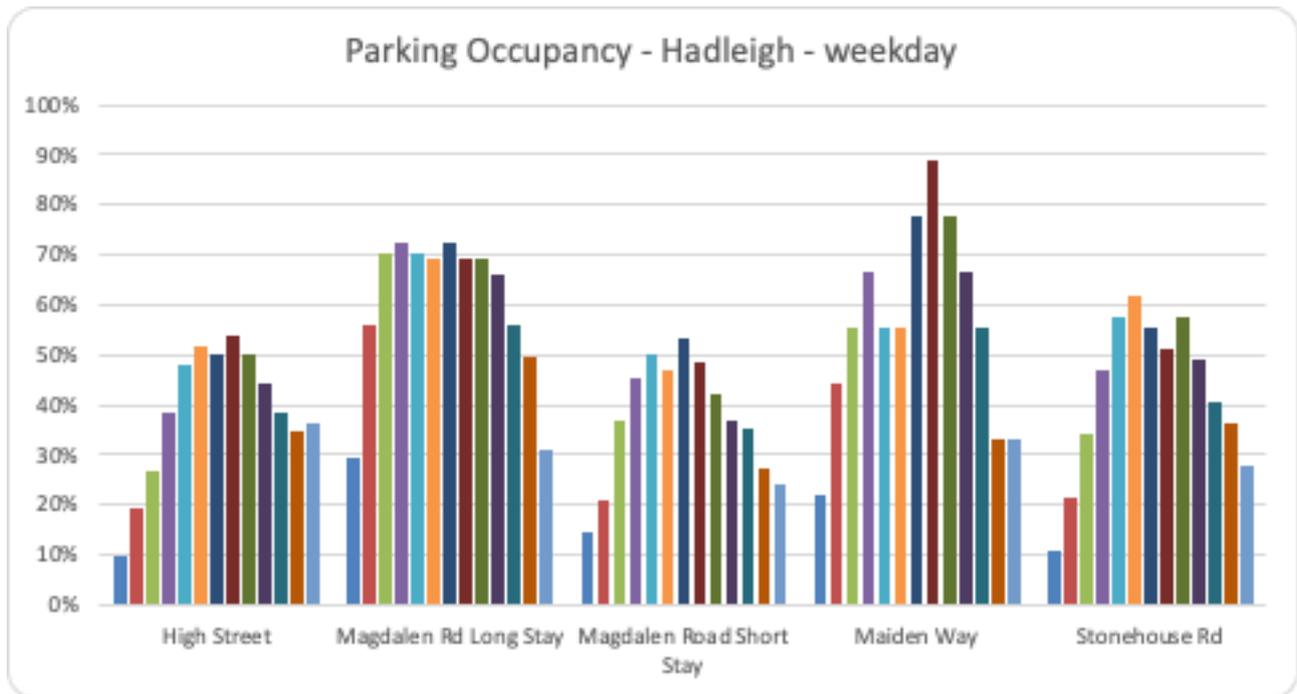
Confusing regulatory notices and small type size not lending to understanding

Saturday afternoon stays do seem to be consistent with the morning and weekdays, so it is recommended to look at increasing parking controls to cover Saturday afternoons in Hadleigh.

Re-booking is also occurring in order to gain an all-day stay, with the 3-hour tickets currently being the only controls in the short stay car parks.

Other than the additional Saturday controls, nothing is recommended at present for Hadleigh, although this should form part of a wider study, to include a review of roadside restrictions and to make a forward plan in case there were ever any future changes to on-street parking in High Street.

In the graph, each bar represents occupancy per hour, starting from 7am through to 7 pm.



Hadleigh High Street



Plenty of 1 hour limited waiting parking provision at the kerbside



Hadleigh, Stonehouse Road



Hadleigh, Toppesfield Hall



Confusing circulation but defined type of parking

Lavenham

Lavenham very broadly follows the pattern found in Hadleigh, although it is to be remembered that the study was carried out in February. It is expected that a great many more tourist stays would be prevalent during the summer months, and this increased demand due to the tourist trade is borne out by casual observations at different times of the year.



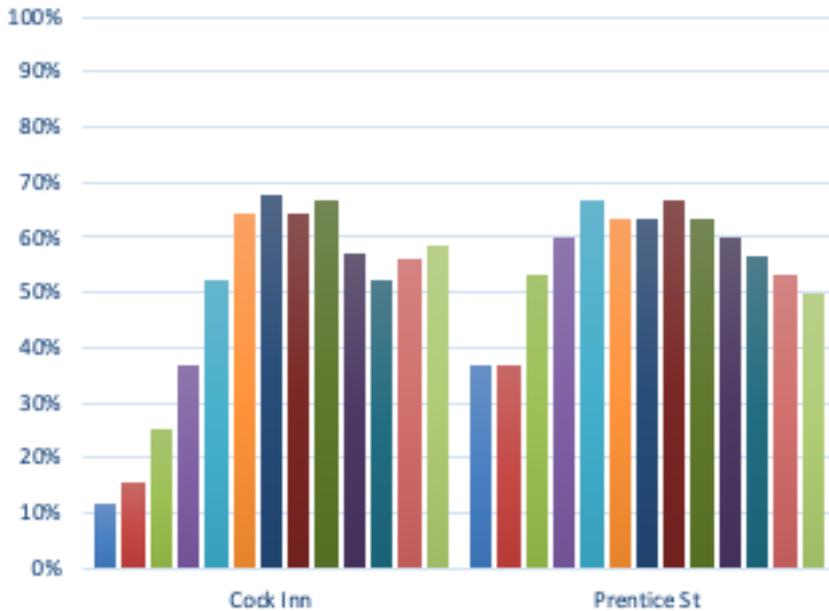
Some uncontrolled parking exists at the kerbside on the highway in various locations in Lavenham, although not all of this might be desirable.

It is recommended to make a further study of the wider parking demands in Lavenham – together with the local council – including leisure and tourism pressures, since the data was collected in the colder months of February.

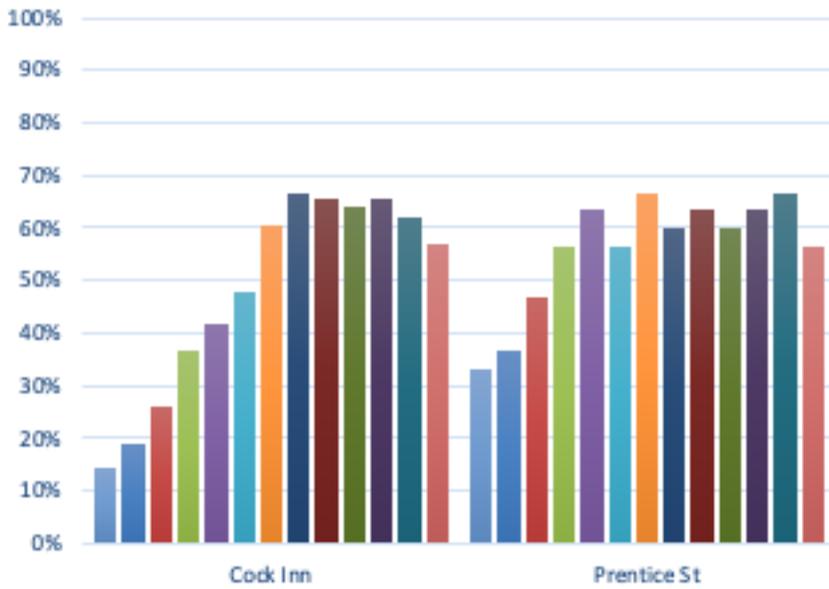
Casual observations during the summer months indicate and confirm that usage at other times is higher and more seasonal.

In the graph, each bar represents occupancy per hour, starting from 7am through to 7 pm.

Parking Occupancy - Lavenham - weekday



Parking occupancy - Lavenham - Saturday



It should be noted that an informal 'honesty box' approach is being operated in the two Babergh car parks in Lavenham with a request to leave £2-£3 per stay; the sentiments of the notices – whilst very well-meaning – are not entirely compliant with the regulations in the parking orders, which do not stipulate a charge, but do enable the issuance of penalties (“fines”) for certain types of parking contravention.



Parking issues in Lavenham. A lack of space for modern vehicle circulation in the Prentice Street car park; EV charging point in The Cock Inn car park; defined parking types, but non-compliant signage; very narrow bays and an unmetalled informal parking area.

Outlying car parks

Fewer issues were found with the other, smaller car parks – such as those at the Railway Walk in Hadleigh, or Lower Holbrook.

The small car park at Pin Mill was found to be near capacity on some occasions and there is a recommendation to increase the fees charged here which are otherwise very low, considering the tourist nature of much of the casual parking, in order to encourage turnover and the use of alternatives. It is of note that this is the only car park that fully covers its costs.

Other useful statistics (from the Sudbury Vision Document)

- 50% of all journeys to work stay in Sudbury
- 20% people walk to work
- Less than 2% people take the bus to work
- 87% people own 1 or more cars
- Population • 0 to 15 years 16.8% • 16 to 64 years 57.6% • 65 years + 25.6%

The Policy conundrum



Conclusion

Conclusions are much as the Executive summary – that some of the car parks are full, getting full or will be used inappropriately, limiting their use. The resetting of controls and the addition of extra measures will help to define the purpose of each site, encourage appropriate use, footfall, and as a by-product, create some income to help maintenance, cover costs, make improvements and possibly fund other schemes. Financial income is to be a by-product of managing parking, not a target.

This Parking Study is the beginning of a wider conversation where it can be seen that parking influences, and may be influenced by, a range of other inputs by the council and other stakeholders.

A full strategy with a more in-depth study, including wider consultation, is recommended.

What a full Strategy should include : –

Place & Provision – assessment Location, type and number of bays, long/short stay, statistical analysis (opening and closing times, utilisation & capacity), vitality, USP, access, inputs, survey, partner/stakeholders, parking charges and durations (tariff structure and other modes)

Perceptions – customer perception, habits & attitudes survey / O&D survey to establish customers' and retailers' perception of parking provision in the towns via Questionnaire and consultations – researching facilities, accessibility, provision, experience, other data.

Parking Requirements – right parking for the right reasons in the right places - Special parking requirements, Occupancy and turnover, Disabled, young children, cyclists, electric vehicles, Payment mechanisms, concessions, season tickets, resident parking in car parks, special offers and other incentives such as loyalty schemes; consideration of off-street provision against on-street controls.

Online Payment - Alternatives to the use of cash, Cashless payment systems, online parking account, pay machine/operation type

Prosperity - District growth and development; town centre and other towns in the District, Finance : MTFP, options, pressures, pricing, options, town centre vitality

Environment & the Bigger Picture - Supporting the aims of the Positive Parking Agenda, Environmental factors, links to County Council Local Transport Plan (LTP)

Promotions – Communications, internal, external stakeholders, information, promotion

Communications - Marketing: the position, the town's unique offer, types of media, tariff structure, stakeholders. The right publicity, a good communication Plan, Social Media, adequate signage, Welcome Mats and advertisement of car parking provisions including outputs for Variable Messaging/Parking Apps/Sat Nav data.

Appendix F – EQIA

Details	
Service or policy title	Town Centre Parking Babergh District – Cabinet Report 07/01/2021
Lead officer	Cassandra Clements – Assistant Director of Environment and Commercial Partnerships
Officers carrying out the EQIA	Oliver Faiers – CM Waste & Fleet Belinda Bryan – Project and Research Officer
Is this new or a revision? <i>(If revision state when previous EQIA undertaken)</i>	Service revision: review of Babergh DC Town Centre Parking arrangements as set out in the body of the committee report
Is this the first time this policy or function has been assessed?	Yes
Date of completing this EQIA	14 th December 2020

Description
<p>What exactly is proposed? As set out in committee report Section 1</p>
<p>Why? To make appropriate interventions on parking management and maintenance which balance traffic management and environmental impacts with the need to provide parking for residents, visitors, and workers. To support the Vision and Invest programs in the key towns and enhance investment opportunities for developing the town centres, ensuring future vibrancy and sustainability, and to maintain parking stock and assets in good condition.</p>
<p>What will the effect of the changes be?</p> <p>Key recommendations:</p> <p>To resolve to fund and undertake a more in-depth Parking Review to inform the councils Future Parking Strategy for each town centre. The scope to be delegated to the AD for Environment & Commercial Partnerships in consultation with the Cabinet Member for Environment.</p> <p>To resolve with effect from 01 July 2021 the immediate parking management principles required for each town to support behaviour change and visioning.</p> <p>To resolve with effect from 01 July 2021 the immediate parking management interventions required to control specific locations to support behaviour change and visioning.</p> <p>To resolve to manage capacity and occupancy priorities through the implementation of additional controls or tariffs and district car parks, and to set the appropriate control or</p>

<p>tariff for each car park location (subject to any onward Statutory Order Process or Consultation which may apply).</p> <p>To resolve to implement residential parking permits in other car parks for overnight stays where appropriate, acknowledging and supporting recommendations to extend On-Street Residential Parking in Sudbury by the County Council.</p> <p>To resolve to divert a proportion of any income generated towards supporting car park maintenance, signage improvements, wayfinding, branding, and machine upgrades to enable convenient and contactless payment.</p> <p>To resolve to divert a proportion of income generated towards the sustainable travel agenda.</p>
<p>How will it be implemented? Report to BDC Cabinet 07/01/2020 with and implementation date of 01/07/2020 (short stay charging)</p>
<p>When is it due to start? <i>(Planned start of new/revised policy/service)</i></p>
<p>Any other relevant details All relevant information can be found in the body of the committee report</p>

<p>Data about the population</p> <p>What is the demographic profile or make up of the community you are service?</p> <p>Suffolk Observatory Data for Babergh District Council:</p> <p>https://www.suffolkobservatory.info/equality-impact-assessment/report/view/098b39eb72944210bb83bdee89eb4f78/E07000200</p>
<p>What is the profile or make up of your service users by protected characteristics?</p> <p>Users of Town Centre Parking in the Babergh District will be made up of both residents and visitors. We are not able to accurately profile the demographic of our Car Park users.</p>

Implications for communities and workforce	
Disability	
What is the impact on people with a disability (including children with additional needs) and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	<p>People with a physical mobility disability may find it more difficult to navigate into and out of car parks and carry out routine tasks e.g. shopping.</p> <p>Some people with certain disabilities such as limb problems may find it difficult to use car park machinery such as taking a ticket on entry or using a pay and display machine.</p> <p>Those on Low Income may struggle to afford parking prices, this may deter them from regularly using the car parks.</p>
How does it have a positive or negative impact?	Positive - Improvements to the service will benefit all groups
What could be done to mitigate any adverse impact or further promote positive impact?	<p>Review of parking spaces allocation; ensuring adequate provision of disabled parking, spaces are of appropriate size and accessibility to be considered as part of the improvements we have planned (e.g. to surfaces, removing steps, improved signage taking into account all users).</p> <p>Blue Badge Holders will not be charged for parking in designated disabled bays, no change from current policy.</p> <p>A review of parking arrangements including a charging tariff to encourage different behaviours should help free up more available parking.</p> <p>By applying the policy and changes to service provision and charging fairly and equitably to all vehicle owners who use the car parks</p>
Age	
What is the impact on people of different ages and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	Due to reduced mobility, some older people may find it more difficult to navigate into and out of car parks.
How does it have a positive or negative impact?	A review of the service and car parking arrangements will have a positive impact.
What could be done to mitigate any adverse impact or further promote positive impact?	A review of parking spaces allocation ,ensuring adequate provision of spaces that are of appropriate size and accessibility to be considered as part of the improvements we have planned (e.g. to surfaces,

	removing steps, improved signage and taking into account all users).
Sex (gender)	
What is the impact on people of different genders and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	No differential impact anticipated
How does it have a positive or negative impact?	
What could be done to mitigate any adverse impact or further promote positive impact?	By applying the policy and changes to service provision and charging fairly and equitably to all vehicle owners who use the car parks
Gender reassignment	
What is the impact on people who have undergone gender reassignment (i.e. transgender people) and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	No differential impact anticipated
How does it have a positive or negative impact?	
What could be done to mitigate any adverse impact or further promote positive impact?	By applying the policy and changes to service provision and charging fairly and equitably to all vehicle owners who use the car parks
Marriage/civil partnership	
What is the impact on people who are married or in a civil partnership and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	No differential impact anticipated
How does it have a positive or negative impact?	
What could be done to mitigate any adverse impact or further promote positive impact?	By applying the policy and changes to service provision and charging fairly and equitably to all vehicle owners who use the car parks
Pregnancy/maternity	
What is the impact on people who are pregnant women or those with a young child and what evidence do you have?	Some pregnant women and those with small children may find it hard to get in and out of a car within a normal width parking bay.

<i>(If you do not believe there is any impact describe why not)</i>	
How does it have a positive or negative impact?	Positive - Improvements to the service will benefit all groups
What could be done to mitigate any adverse impact or further promote positive impact?	Reviewing and ensuring provision of designated 'Parent and Child' spaces
Race	
What is the impact on people from different races or ethnic groups and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	No differential impact anticipated
How does it have a positive or negative impact?	
What could be done to mitigate any adverse impact or further promote positive impact?	By applying the policy and changes to service provision and charging fairly and equitably to all vehicle owners who use the car parks.
Sexual orientation	
What is the impact on people according to their sexual orientation and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	No differential impact anticipated
How does it have a positive or negative impact?	
What could be done to mitigate any adverse impact or further promote positive impact?	By applying the policy and changes to service provision and charging fairly and equitably to all vehicle owners who use the car parks
Religion/belief	
What is the impact on people according to their religion or belief and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	No differential impact anticipated
How does it have a positive or negative impact?	
What could be done to mitigate any adverse impact or further promote positive impact?	By applying the policy and changes to service provision and charging fairly and equitably to all vehicle owners who use the car parks.

Rurality	
Where people live is not a characteristic protected by law: but for Babergh and Mid Suffolk District Councils it is good practice to consider carefully how location may affect people's experience of a policy or service.	
What is the impact on people according to whether they live in an urban or rural environment and what evidence do you have? <i>(If you do not believe there is any impact describe why not)</i>	Those living in rural areas may have fewer transport options when accessing services and may therefore need to use a car. The review aims to optimize parking availability
How does it have a positive or negative impact?	Charging will have an adverse impact on those who have to use a car to access town centres. The promotion of sustainable transport alternatives may have a positive impact.
What could be done to mitigate any adverse impact or further promote positive impact?	By applying the policy and changes to service provision and charging fairly and equitably to all vehicle owners who use the car parks. Improvements to car parks will have a positive impact on all users.

Making Decisions	
Having completed this equality impact assessment indicate which decision is recommended to be taken.	
Should the policy or service be implemented as the correct course of action?	Yes
Should the policy or service be amended as suggested by the report so that mitigating actions are taken to address an adverse or negative impact on any characteristic?	No
Should the policy or service be reviewed and revised more significantly to take into account its impact on different groups?	No
Should the policy or service not be actioned as there are too many negative impacts?	No

Monitoring Impact	
Assessing the impact on equality is an ongoing process that does not end once a policy or service had been agreed or implemented.	
How frequently will the policy or service be reviewed?	This service review and recommended changes are the start of a wider and more comprehensive service review to complete a 5-year Parking Strategy. This work will start in Q1 2021 and complete in 2022.
Who will be involved?	The 5- year Strategy work will include consultation with all stakeholders
Will there need to be an action plan completed for any amendments?	To be included in the strategy.
What further evidence or consultation will be needed to check that the policy or service is working well?	The implementation and impact of changes will be monitored throughout the process.

Completion	
Authors signature	<i>Oliver Faiers</i> <i>Belinda Bryan</i>
Date of completion	14/12/2020

Additional sources of data can be found on the following links:

<http://www.suffolkobservatory.info/Default.aspx>

<http://www.nomisweb.co.uk/>

<https://www.ons.gov.uk/>

<http://suffolkcf.org.uk/publications/hidden-needs-2016/>

<https://www.nao.org.uk/>