

BABERGH DISTRICT COUNCIL and MID SUFFOLK DISTRICT COUNCIL

TO:	JOINT OVERVIEW AND SCRUTINY COMMITTEE	REPORT NUMBER: JOS/21/3
FROM:	Cabinet Member for Environment	DATE OF MEETING: 28/06/2021
OFFICER:	Cassandra Clements, Assistant Director – Environment and Commercial Partnerships	

SCRUTINY AND REVIEW OF THE JOINT PARKING STRATEGY PROCESS AND TIMELINE

1. PURPOSE OF REPORT

- 1.1 The approval of the Joint Area Management Parking Plan (JAMPP) and the subsequent Babergh District Council Car Parking Study Report in February 2021 (BCa/20/31) highlighted the increasing need to develop a Joint Parking Strategy (JPS) for the medium to long term (5 -10 years).
- 1.2 The purpose of the report is to outline the proposed process and timeline for the development of the Babergh and Mid Suffolk Councils first JPS and to receive the committees views on that process.

2. OPTIONS CONSIDERED

- 2.1 To continue without a Parking Strategy – this option was not taken up due to the clear need for a joined-up strategy that looks at all elements of Parking. That being everything from on-street and off-street, through to the economic, environmental, and community impacts.

<p>3. RECOMMENDATIONS</p> <ul style="list-style-type: none">3.1 That the contents of this report be noted and taken forward as part of the report to Cabinet on 5 July 2021.3.2 The Committee may make recommendations on this process as it deems appropriate.
<p>REASON FOR DECISION</p> <p>To scrutinise the proposed process and timeline for the development of Babergh and Mid Suffolk Councils first Joint Parking Strategy.</p>

4. KEY INFORMATION

- 4.1 As mentioned previously, the approval of the Joint Area Management Parking Plan (JAMPP) and the subsequent Babergh Car Parking Study Report highlighted the increasing need to develop a Joint Parking Strategy (JPS) for the medium to long term (5 -10 years).

- 4.2 Ensuring the right level and types of car parking facilities, and the right controls are in place for their use, will help to support regeneration and enable development in and around the District's town centres as well as in rural villages. It is important to ensure that shoppers, tourists, visitors, residents, workers and commuters have access to sufficient, good quality, safe, welcoming parking opportunities.
- 4.3 The Councils are committed to developing a JPS that aligns with its Strategic Priorities as well as the UN Sustainability Goals.
- 4.4 The pre-consultation element of the process is purposefully open to capture all areas for discussion. Analysis of the data gained from these open and honest conversations will allow us to develop themes and in turn, discuss these themes further to gain specific views.

Developing a theme-based approach enables us to concentrate on one specific area at a time ensuring that we truly comprehend the detail and specifics involved.

- 4.5 We anticipate significant stakeholder engagement including, but not limited to the following:
- Officers – in the form of a project group involving officers from across the Councils including Planning, Communities, Communications, ICT, Housing, Economic Development and Regeneration etc
 - Local residents
 - Local businesses – including Tourist Information Centres, local bus companies, taxi operators
 - Members
 - Town and Parish Councils
 - Local town vision boards
 - Network Rail / Greater Anglia
 - Local Chamber of Commerce / Central Suffolk Chamber of Commerce
 - Suffolk Disability Forum
 - Other car park owners
 - Other local authorities - Suffolk County Council, Ipswich Borough Council, West Suffolk Council and Suffolk Police
- 4.6 We are committed to being fair and consistent in our approach, to provide all involved the same access to engagement in line with the Councils values.
- 4.7 All Stakeholders will be consulted at each milestone as opposed to via a working group.
- 4.8 External consultation expertise will be required to provide support to the Council and its officers in preparing the JPS.
- 4.9 The process for developing a JPS is expected to take approximately 18 months commencing now and culminating in an approved Strategy by December 2022. A detailed breakdown of the proposed timeline is shown in Table 1 below.

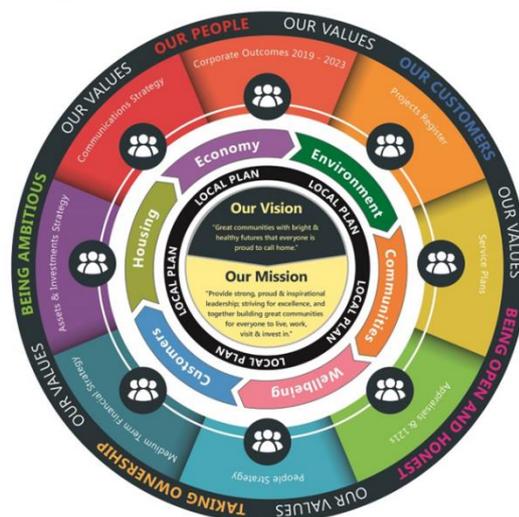
Table 1

<u>Task</u>	<u>Completion Date</u>
Agree the Parking Strategy process with Joint Overview and Scrutiny Committee	28 June 2021
Draft pre-consultation document	Jun / Jul 2021
Cabinet meeting • agree process / costs and signed off with approval from Overview and Scrutiny Committee	5 July 2021
Pre-consultation to take place	30 August 2021
Desktop exercise including: • legislative research • previous surveys	Aug to end Oct 2021
Consultation by theme • includes members (all member workshops)	1 Oct to 31 May 2022
Data Gathering including: • capacity • occupancy • churn • usage • costs • fees & charges	
Final draft strategy	
Informal Cabinet discussion	
Public consultation	
All member workshops	Aug 2022
Overview and Scrutiny Committee	Oct / Nov 2022
Informal Cabinet discussion (EWC)	
Full Council	
Report to Cabinet	Dec 2022

5. LINKS TO CORPORATE PLAN

5.1 The Joint Corporate Plan identifies six strategic priorities as set out in the visual below. Parking is intrinsically interlinked with the strategies that underpin the other five priority areas of Housing, Communities, Well-Being, Economy and Customers. Specifically:

- Thriving, sustainable and connected Communities
- To value, enhance and protect our Environment
- Development and Regeneration
- Local Transport



6. FINANCIAL IMPLICATIONS

There will be financial implications with regard to the production of the JPS namely for external consultation expertise as referred to in section 4.8 of the report the cost of which is yet to be determined.

7. LEGAL IMPLICATIONS

7.1 There are no legal implications arising from this report.

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 Key risks are set out below:

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.	Highly unlikely	Noticeable	Communications, move to other options to be discussed in future Strategy
Imbalance in policy, charging, town centre vitality, leisure, etc. impacting on visiting footfall in our towns and the economy.	Highly unlikely	Serious	Research has found that availability of parking, rather than charging, tends to impact town centre vitality.
Inability to understand and prepare for future growth needs e.g. housing, businesses etc	Highly unlikely	Disaster	
If relevant stakeholders with decision making responsibilities do not actively engage, this could negatively impact what we can do with the strategy.	Unlikely	Noticeable	

9. CONSULTATIONS

9.1 No formal consultation has been undertaken to date.

10. EQUALITY ANALYSIS

10.1 In preparing this report, due consideration has been given to the Councils' statutory Equality Duty to eliminate unlawful discrimination, advance equality of opportunity and foster good relations, as set out in Section 149(1) of the Equality Act 2010.

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.

12. BACKGROUND DOCUMENTS

12.1 BCa/20/31 Babergh Car Parking Study report

12.2 BCa/19/39 Joint Area Parking Management Plan