2020

HIGHWAY & TRANSPORTATION CONSULTANTS

Phase 2 - Parking Strategy Consultation Feedback Report

FOR BABERGH AND MID SUFFOLK DISTRICT COUNCILS

Contents

1.0 INTRODUCTION

2020 Consultancy was commissioned by Babergh and Mid Suffolk District Councils to undertake a car park study and prepare parking strategy covering off-street car parks and the provision of on-street parking. The Councils are seeking to develop a parking strategy that align with the Councils vision, which is designed to shape the future growth of the districts, set out opportunities for enhancing the quality of the local environments and the range of different uses it offers, and provide a prospectus for investment in Babergh and Mid Suffolk. The District Councils consider the parking strategy to be a key means of enhancing what are already strong and vibrant districts, and its preparation underscores the importance as an asset for residents of Babergh and Mid Suffolk, visitors to the district, and those who work in the district.

A phase 1 consultation was undertaken on the parking strategy between the 31st August and 15th October 2021, enabling stakeholders to have their say on a variety of parking matters such as on-street parking, reasons for using the car parks, the availability of parking spaces in car parks, and improvements that can be made to car parks. The phase 1 consultation received 1,248 completed responses and supported the formulation of recommendations that have been included in the districts first parking strategy.

To support this parking strategy, a second phase of consultation was undertaken, which enabled stakeholders to have their say on all the recommendations that have been included in the parking strategy. The recommendations have been broken down into off-street i.e. council owned car parks, and on-street parking recommendations. Both sets of recommendations have been grouped into themes to assist in the management of the strategy and the consultation process. See figures 1 and 2 below.

Figure 1 off-street (car park) recommendation themes.

Figure 1 – Car park recommendation themes

Figure 2 on-street parking recommendation themes.
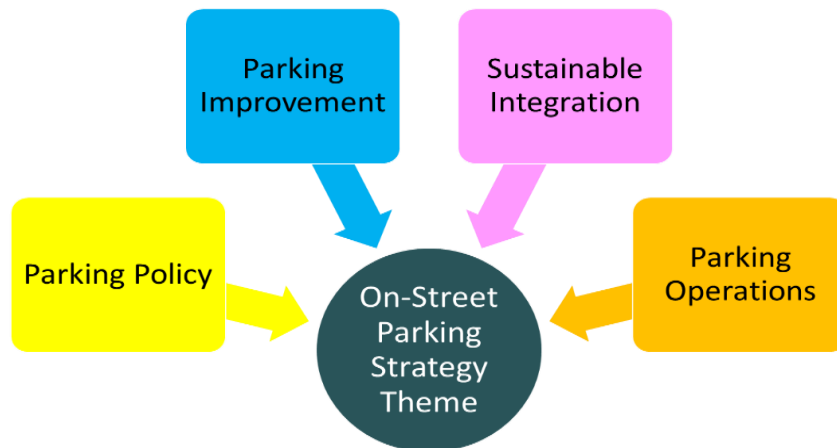
Figure 2 – On-street parking recommendation themes

2.0   CONSULTATION ARRANGEMENTS

2.1   REQUIREMENT FOR CONSULTATION

The requirement for an effective consultation for the parking strategy is essential to understand the level of support for each of the recommendations. The parking strategy has been created at a strategic level to encompass both districts. However, the recommendations will be applied at a local level. Therefore, understanding support for each recommendation will enable prioritisation of the parking strategy action plan. Recommendations with high support are more likely to be delivered than those subject to lower support. The results of the consultation have been reviewed at both district and local level to better understand any contrasting views that stakeholders have across Babergh and Mid Suffolk.

2.2   CONSULTATION MATERIAL

To promote the consultation, both the on-line questionnaire and the roadshow events, materials were produced i.e. posters and roller banners. The council's website was also updated, and various forms of social media used. Appendix A provides a copy the posters used.

Supporting material such as useful policies / strategies, and examples of recommendations were taken to the roadshow venues to allow attendees the opportunity to view the supporting information that may inform their views on the recommendations.

2.3   CONSULTATION APPROACH

Placing great emphasis on engagement throughout the development of parking strategy, it a four-stage consultation process was agreed. This allowed Babergh and Mid Suffolk District Councils to undertake focused engagement with the variety of stakeholders that were included in the project, providing the sufficient detail where required. Without the four-stage consultation process, there was a risk that key information may be missed, or information may lose relevance to stakeholders. The consequence of this could have been a reduced level of engagement.

Figure 3 illustrates the four-stage consultation process used for the parking strategy.
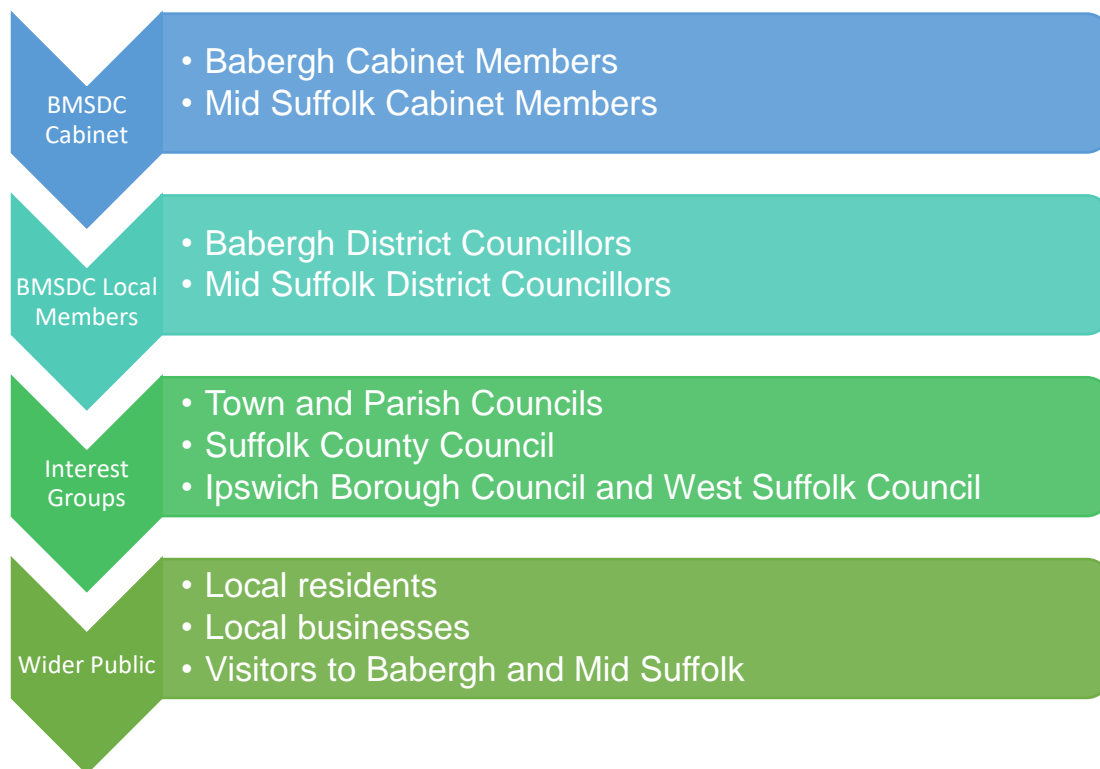
Figure 3 – Four-stage consultation process for parking strategy

Stage 1 involved briefing both Babergh and Mid Suffolk Cabinets which occurred virtually, using Microsoft Teams to deliver a presentation followed by a question-and-answer session. The presentation covered the following topics:

- Background to the parking strategy, including the objectives
- Data collection, and future forecasting
- Summary of the first consultation carried out in 2021
- The strategy recommendations split into themes and whether they are likely to be short-term, medium-term, or long-term delivery aspirations
- Timescales for the remainder of the consultation process and strategy commission.

Stage 2 followed the same process as for stage 1, but the invitation was extended to Babergh and Mid Suffolk District Councillors.

Stage 3 involved consultation with interest groups including town and parish councils, Suffolk County Council as the local highway authority, and Ipswich Borough Council, and West Suffolk Council as the councils that provide enforcement across the districts

via a Service Level Agreement. The meetings held with town and parish councils were in-person and either part of a scheduled town or parish meeting or a dedicated session to discuss the parking strategy.

Stage 4 involved a wider public consultation across both districts. A consultation questionnaire was prepared that enabled respondents to provide their level of support or opposition for each recommendation. The questionnaire was available on-line, with paper copies available for those stakeholders without internet access. As mentioned previously, the questionnaire was supplemented with a series of roadshow events, which involved the project team travelling to a number of locations across the two districts. This is discussed further in section 2.5 below.

Stages 1-3 were classified as pre-consultation, with stage 4 marking the commencement of the consultation process. Stage 4 began on 7th June 2022, and lasted seven weeks, closing on the 2nd August 2022.

2.4   CONSULTATION QUESTIONNAIRE

The consultation questionnaire sought stakeholder views on each of the parking strategy recommendations for car parks, and on-street. It provided the opportunity for respondents to say whether they supported the aims of the parking strategy. The questionnaire, a copy of which is located in Appendix A of this report, had pre-determined answers to make completion as straight forward as possible. Each question also had a comments box which enabled respondents to include anything else they felt was relative to the parking strategy. All comments provided as part of this consultation phase have been incorporated into one document entitled Phase 2 – comments from the consultation which is available on the councils' website.

2.5   PUBLIC CONSULTATION ROADSHOWS

To support the consultation process, the project team that included council officers, staff from 2020 Consultancy, and the Portfolio holders, travelled across Babergh and Mid Suffolk to numerous locations to enable local residents and businesses the opportunity to discuss parking within their towns and villages, and understand how the parking strategy can support the locations once approved. The consultation

roadshows commenced on the 21st June, and ran until the 28th June (with no events on Friday 24th and Sunday 26th).

Table 1 and 2 lists details of those locations visited across the districts.

Location	Day	Date	Time	Venue
Sudbury	Tuesday	21 June	10:00 - 13:00	Sudbury Town Hall
Long Melford	Tuesday	21 June	14:00 - 16:00	The Old School, Long Melford (Chamberlain Room)
Lavenham	Tuesday	21 June	17:00 - 19:00	Lavenham Village Hall, Church St, Lavenham, Sudbury, CO10 9QT (St Peter & St Paul room)
Lavenham	Wednesday	22 June	10:00 - 12:30	Lavenham Village Hall, Church St, Lavenham, Sudbury, CO10 9QT (St Peter & St Paul room)
Hadleigh	Saturday	25 June	13:00 - 15:00	Hadleigh Pool & Leisure, Stonehouse Road, Hadleigh, IP7 5BH (social room)
Sudbury	Saturday	25 June	16:00 - 17:30	Kingfisher leisure Centre, Station Road, Sudbury, CO10 2SU
East Bergholt	Monday	27 June	10:00 - 12:00	The Lambe School Charitable Trust, Gaston Street, East Bergholt, CO7 6SD
Holbrook	Monday	27 June	19:00 - 21:00	Holbrook Village Hall, The Street, Holbrook, IP9 2PZ
Hadleigh	Tuesday	28 June	17:30 - 20:00	Hadleigh Leisure Centre

Table 1 – Roadshow details for Babergh

Location	Day	Date	Time	Venue
Woolpit	Wednesday	22 June	14:00 - 16:00	Woolpit Village Hall, Mill Lane, Woolpit, IP30 9QX
Thurston	Wednesday	22 June	17:00 - 19:00	New Green Avenue, Thurston, Bury Saint Edmunds IP31 3TG
Needham Market	Thursday	23 June	10:00 - 12:30	Community Centre, School Street, Needham Market, IP6 8BB (The Green Room)
Debenham	Thursday	23 June	14:00 - 16:00	Debenham Community Centre, Gracechurch Street, Debenham, Suffolk, IP14 6BL
Eye	Thursday	23 June	17:00 - 19:30	Eye Town Hall, Broad Street, Eye, IP23 7AF
Stowmarket	Saturday	25 June	10:00 - 12:00	The Mix, 127 Ipswich St, Stowmarket IP14 1BB
Great Blakenham	Monday	27 June	13:30 - 15:30	Village Hall, Mill Lane, Great Blakenham, IP6 0NJ.
Needham Market	Monday	27 June	16:00 - 18:00	Community Centre, School Street, Needham Market, IP6 8BB (The Green Room)
Eye	Tuesday	28 June	10:00 - 12:00	Eye Community Centre, Magdalen Street, Eye, IP23 7AJ
Stowmarket	Tuesday	28 June	13:30 - 16:00	The Mix, 127 Ipswich St, Stowmarket IP14 1BB

Table 2 – Roadshow details for Mid Suffolk

The locations visited were chosen based on the location in relation to the districts, and the population size. The aim was to minimise the amount of travelling time for any interested stakeholder regardless of their location. The target was to prevent travelling for more than 15 minutes in each direction to reach a venue. Whilst this wasn't possible for all stakeholders due to the geography of the districts, there were no settlements that fell outside this theory.

Figure 4 illustrates the location venues selected for the roadshows, and a three-mile radius that represents a 10-15 minute travel time.
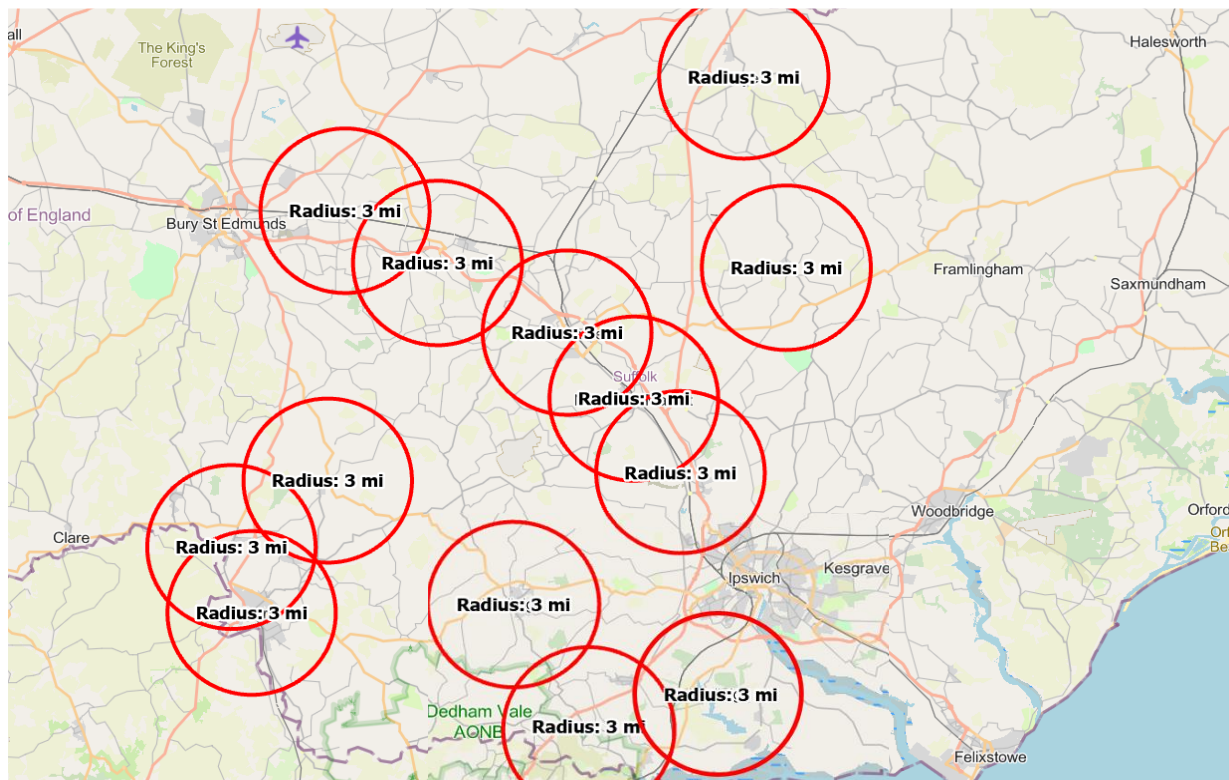
Figure 4 – Roadshow venue locations and 10-15 minute travel time distances

All towns were included as locations due to population size, meaning a higher level of interest. It was agreed that the town locations would be subject to two visits during the roadshows. This would enable a daytime visit, and either an early evening or Saturday visit, providing greater flexibility for stakeholders to attend.

175 stakeholders attended the roadshow event (111 in Babergh and 64 in Mid Suffolk) across the 13 venues.

Table 3 summarises the feedback received from the roadshow events.

Theme	Feedback Received
Parking capacity	Lack of parking (on-street and off-street)
	Car park used for commuters, reducing space for visitors / tourists
	Additional car parks needed
Road safety	Concerns with road safety due to inconsiderate parking on-street
Insufficient parking controls	Excessive long-stay parking reducing space for visitors and tourists
	A need for resident permit parking bays
	Additional parking controls needed
	A detailed review is required for on-street parking to maximise capacity
	Inappropriate limited waiting bays impacting local economies
Parking signage	Poor quality signage for car parks
Verge / pavement parking	Concerns around verge and pavement parking
Parking charges	Need to avoid parking charges as this will have negative impact on economy
	Core on-street parking charges would help boost local economy
Enforcement	Lack of enforcement in rural areas
	Issues with parking during school drop-off and pick-up times for residents
Sustainability	Improvements must be made to public transport to reduce demand on cars
	Car club schemes would work well
Strategic	New development sites need to provide more car parking spaces
	Strategy should incorporate all car parks not just Council owned

Table 3 – Summary of feedback received during roadshows

3.0 QUESTIONNAIRE ANALYSIS

3.1 INTRODUCTION

As part of the consultation exercise, a questionnaire was included, enabling respondents to outline the level of support or opposition for each of the parking strategy recommendations, as well as supporting or opposing the strategy aims. Ample opportunity was also given to provide comments around the questions,

including a general free text opportunity at the end of the survey. This section reviews the 2,004 completed questionnaires that were received during the consultation period.

A copy of the questionnaire is located in Appendix B of this report. The overall responses are considered here. Section 4.2 includes a breakdown of responses received from stakeholders within Babergh and Mid Suffolk separately to compare views on parking across the two districts, and section 4.3 provides a breakdown of responses received from towns and villages across both districts where there are council owned car parks provide detail at a local level for comparison.

3.2 QUESTIONNAIRE ANALYSIS

3.21 LOCATION

The questionnaire began with a request for the respondent to provide their post code and street name. This information allowed the responses to be identified with a proximity to an area within the district. Figure 5 provides a heatmap of completed responses based on the location of the stakeholder. This demonstrates that responses were received across most areas of both districts, which is encouraging to confirm that the consultation promotion was district wide. As expected, it shows a core concentration of responses gathered around the larger towns such as Sudbury, Stowmarket, and Hadleigh, although there were good numbers received from smaller towns and most villages. There were no settlements across both districts that had a low response rate. This confirms the importance of parking to these stakeholders.
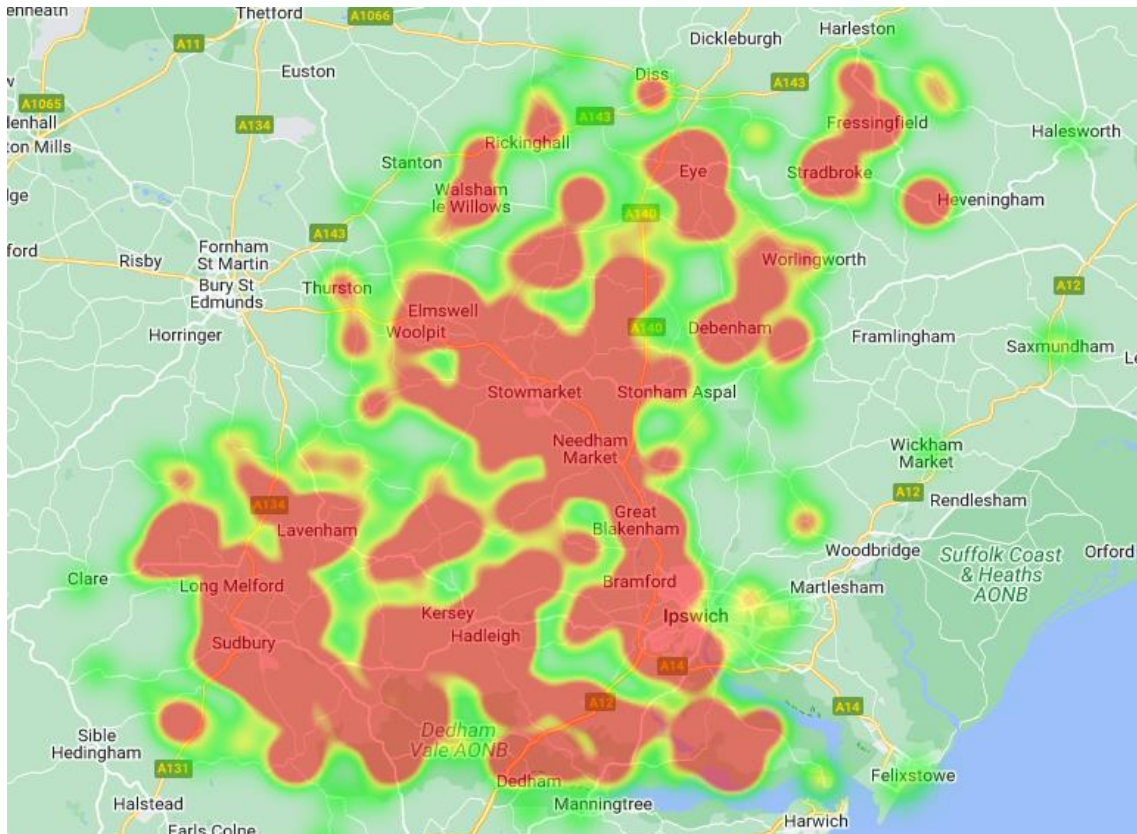
Figure 5 – Heatmap of consultation responses

The questionnaire contained a further 18 open and closed format questions, the responses and data has been assessed and is summarised on the following pages. As previously stated, there was also an opportunity to submit further views by means of a comments box section located at the end of the questionnaire. The following is a selection of questions from the questionnaire and an indication of the key responses that were provided.

3.22   QUESTION 3 ASKED ARE YOU RESPONDING AS …

This single selection question received 1,997 answers meaning that 7 respondents did not answer this question.

Figure 6 below shows the breakdown of responses based on the criteria stated.
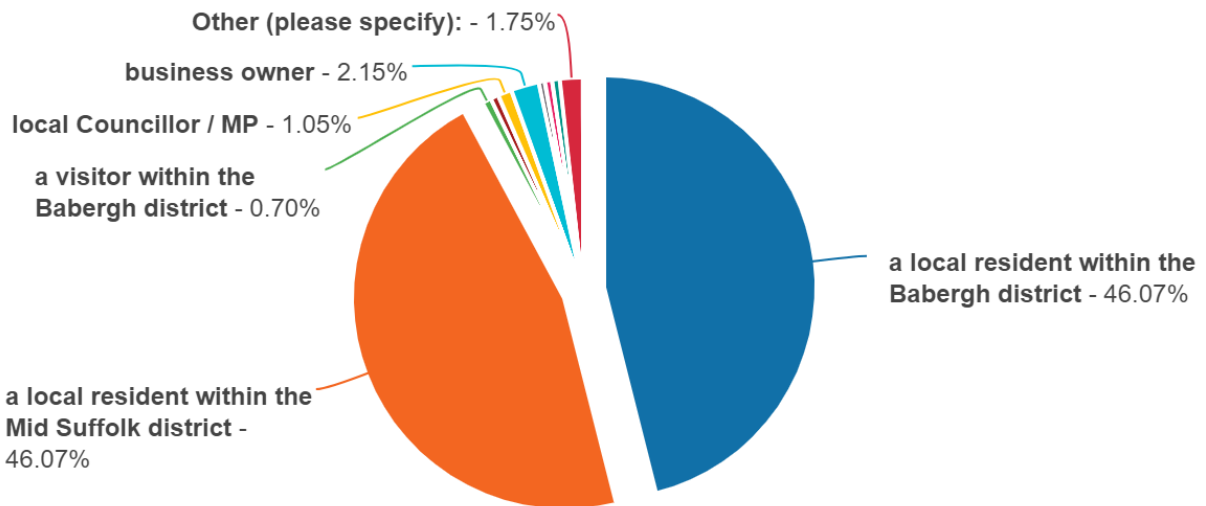
Figure 6 – Type of respondent

The purpose of this question was to understand who was completing the questionnaire. As shown above the two most selected options were local residents within Babergh (46.07%) and Mid Suffolk (46.07%). The remaining options make up the final 7.86% with Business owners making up almost a third at 2.15%.

3.23   QUESTION 4 ASKED WHAT IS YOUR AGE?

This single selection question received 1,991 answers meaning 13 respondents chose not to answer this question.

Figure 7 below shows the breakdown of responses based on the criteria provided.
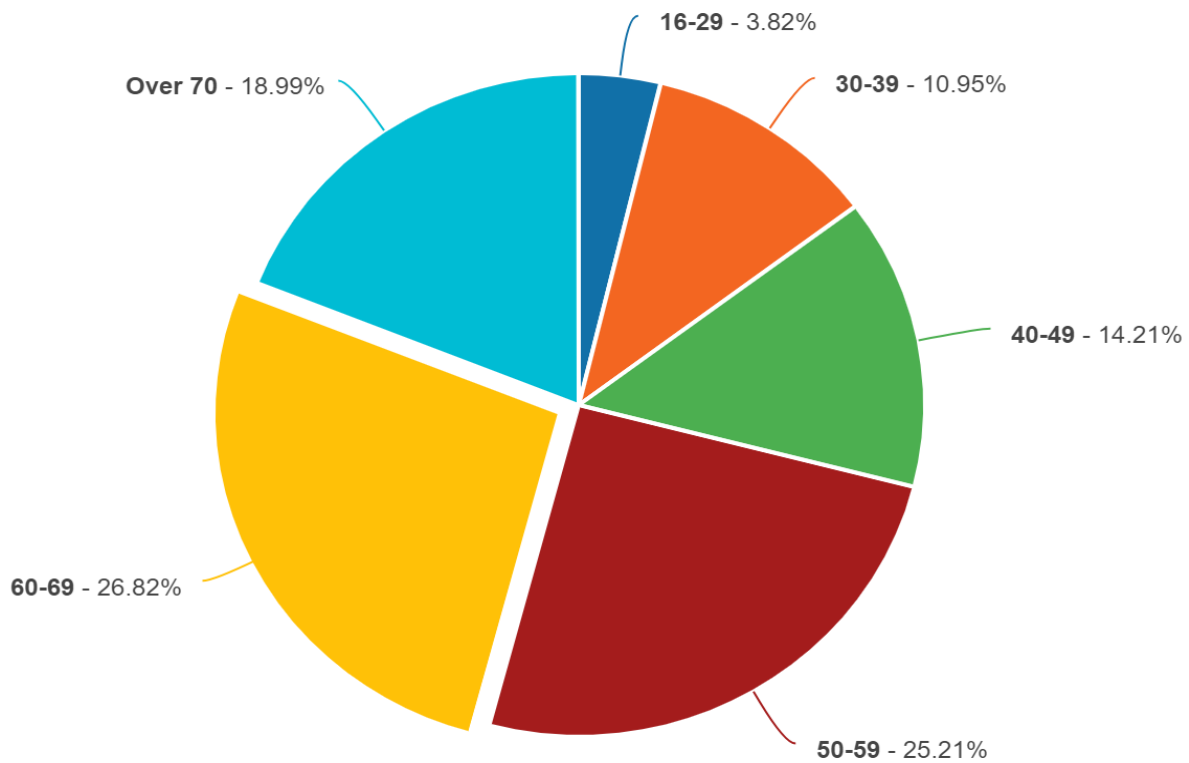
Figure 7 – Age bracket of respondent

The age range selected by the greatest number of respondents was 60-69 at 27% of the overall response. From the 1,991 overall responses, 1,441 responses came from people 50 years and above, which shows that the subject of parking resonates greatly within this age demographic.

During the consultation process, some stakeholders raised concerns with the priority given to digital forms of consultation, with concerns around the older demographic that may not have the ability or understanding to access and complete the survey. However, nearly half the responses (46%) were submitted by stakeholders over the age of 60, (and 19% were submitted by stakeholders over the age 70), which indicates this was not an issue on this occasion.

3.24 QUESTION 5 ASKED DO YOU SUPPORT THE AIMS OF A PARKING STRATEGY FOR BABERGH AND MID SUFFOLK

This question enabled respondents to either choose yes or no with a supplementary question for those selecting no, asking for any reasons why they chose no. The question received 1,947 responses with 57 respondents not answering the question.

Figure 8 below illustrates the level of support and opposition to the parking strategy aims.
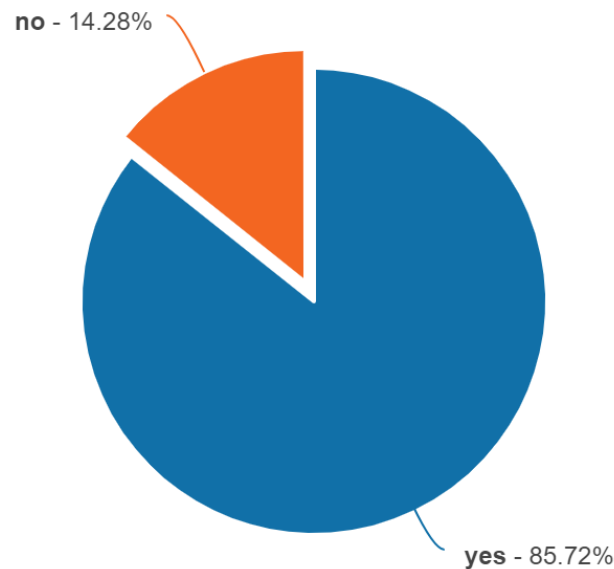
Figure 8 – Support and opposition to the parking strategy aims

86% of the respondents who submitted a response are in support of the parking strategy leaving 14% not supportive of the strategy. This is considered an excellent level of support for the project and provides justification for the high level of stakeholder engagement undertaken, which has informed stakeholders of what the council is trying to achieve in the future.

For respondents that chose no, 291 comments were received. A full breakdown is located on the councils' website. Some of the more popular themes include:

- Objection to parking charges
- Lack of parking opportunities
- Concern for parking with new development sites not providing enough parking.

3.25 PARKING CAPACITY RECOMMENDATIONS

Question 6 provided the parking strategy recommendations for the parking capacity theme. This theme had three recommendations as shown below:

- There is more demand for parking than there are spaces available in the car parks

- Suffolk County Council should provide on street parking where possible
- Potential development sites should include appropriate car parking

1,637 respondents provided an answer meaning 367 respondents skipped the question. Table 4 provides a breakdown for each of the recommendations, based on the level of "strongly support", "support", "neither support or oppose", "oppose", and "strongly oppose". The table also highlights the engagement percentage for the question, the overall support for the recommendation (calculated by combining strongly support, and support), and the overall opposition for the recommendation (calculated by combining the oppose, and strongly oppose).

Parking Capacity	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
There is more demand for parking than there are spaces available in the car parks	601	462	397	143	24	1,627	81	65	10
Suffolk County Council should provide on street parking where possible	531	526	311	183	71	1,622	81	65	16
Potential development sites should include appropriate car parking	1,319	263	30	10	5	1,627	81	97	1

Table 4 – Breakdown of parking capacity theme

Figure 9 provides a comparison between each of recommendations. This demonstrates that the recommendation "potential development sites should include appropriate car parking" has considerably more support than the other recommendations. In fact, this recommendation has the highest amount of support when comparing all recommendations from the parking study, with 97% of respondents supporting this. Both other recommendations within this theme have similar amounts of support, although Suffolk County Council should provide on street parking where possible has slightly higher opposition (16% compared to 10%).

Figure 9 – Parking capacity recommendation comparison

As part of this question, there were 457 supplementary comments provided, again a full breakdown is located on the councils' website.. Some of the more popular themes include:

- Need for more electric vehicle charging infrastructure
- Pavement and verge parking becoming a greater problem
- Abuse of parking restrictions and a lack of enforcement

3.26 QUALITY OF CAR PARK RECOMMENDATIONS

Question 7 provided the parking strategy recommendations for the quality of car parks theme. This theme had five recommendations as shown below:

Develop an ongoing car park improvement programme;

Undertake a detailed parking signage review;

Increase safety within car parks;

Improve the appearance within car parks i.e. bay lines, trees & shrubs;

Upgrade the Pay & Display machines.

1,627 respondents provided an answer to this question with 377 respondents not answering the question. Table 5 provides a breakdown for each of these recommendations.

Quality of Car Parks	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
Develop an ongoing car park improvement programme	646	689	242	32	5	1614	81	83	2
Undertake a detailed parking signage review	481	589	451	67	16	1604	80	67	5
Increase safety within car parks	500	542	512	34	9	1597	80	65	3
Improve the appearance within car parks i.e. bay lines, trees & shrubs	513	592	416	69	17	1607	80	69	5
Upgrade the Pay & Display machines	453	447	470	112	120	1602	80	56	14

Table 5 – Breakdown of quality of car parks theme

Figure 10 provides a comparison between each of recommendations. This demonstrates that the recommendation "develop an ongoing car park improvement programme" has more support than the other recommendations, with 83% of respondents supporting this. Three of the other four recommendations have a similar level of support in the mid to high 60's, and similar levels of opposition, which is low at just 3-5%. Upgrading the pay and display machines is subject to lower levels of support (56%) and higher opposition (14%).
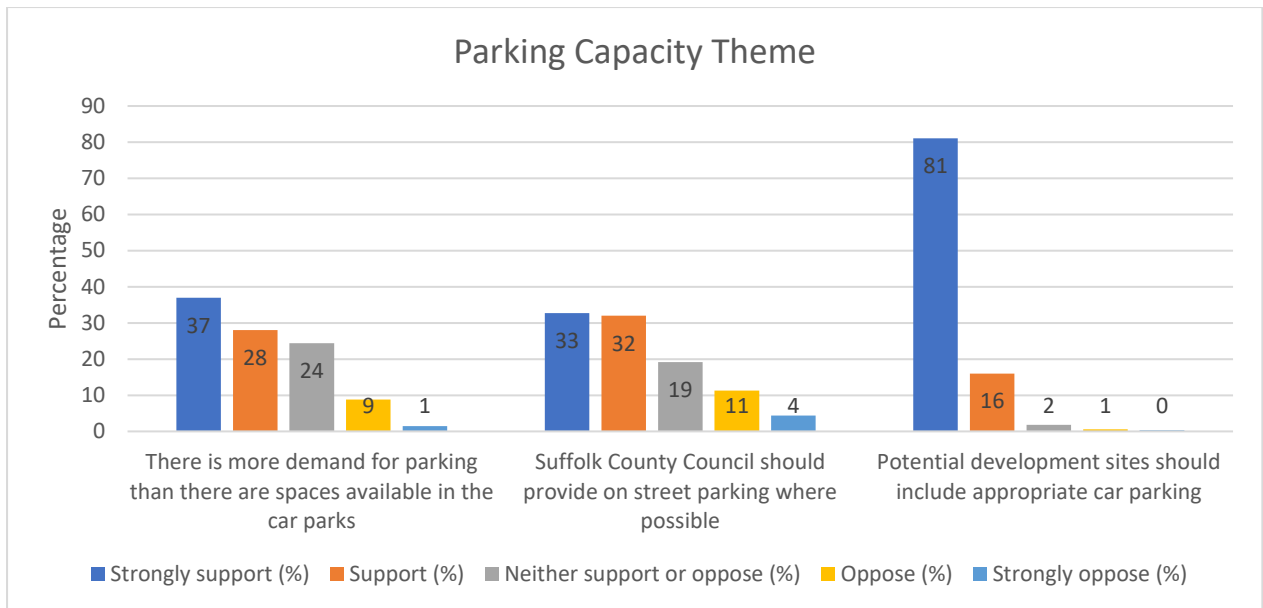
Figure 10 – Quality of car parks recommendation comparison

As part of this question, there were 429 supplementary comments provided. A full breakdown is located on the councils' website.. Some of the more popular themes include:

- Poor quality payment machines
- Need to improve car park markings and signage
- Cash options for car parks is essential

3.27   PARKING CHARGES RECOMMENDATIONS

Question 8 provided the parking strategy recommendations for the parking charges theme. This theme had three recommendations, which are shown below:

> Offer a flexible parking tariff structure in their car parks that charge;
>
> Carry out regular benchmarking exercises on charges in neighbouring areas;
>
> Review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas.

1,621 respondents provided an answer to this question, meaning 383 respondents skipped the question. Table 6 provides a breakdown for each of these recommendations.

Parking Charges	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
Offer a flexible parking tariff structure in their car parks that charge	476	593	266	107	167	1609	80	66	17
Carry out regular benchmarking exercises on charges in neighbouring areas	330	533	460	121	149	1593	80	54	17
Review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas	421	575	330	132	155	1613	81	62	18

Table 6 – Breakdown of parking charges theme

Figure 11 provides a comparison between each of recommendations. This demonstrates that the recommendation *"offer a flexible parking tariff structure in their car parks that charge"* has the highest level of support compared to the other two recommendations, with 66% of respondents supporting this. *"Carry out regular benchmarking exercises on charges in neighbouring areas"* was subject to the lowest amount of support, with 54% of respondents supporting this recommendation. All three recommendations had a similar amount of opposition with the percentage between 17% and 18%.
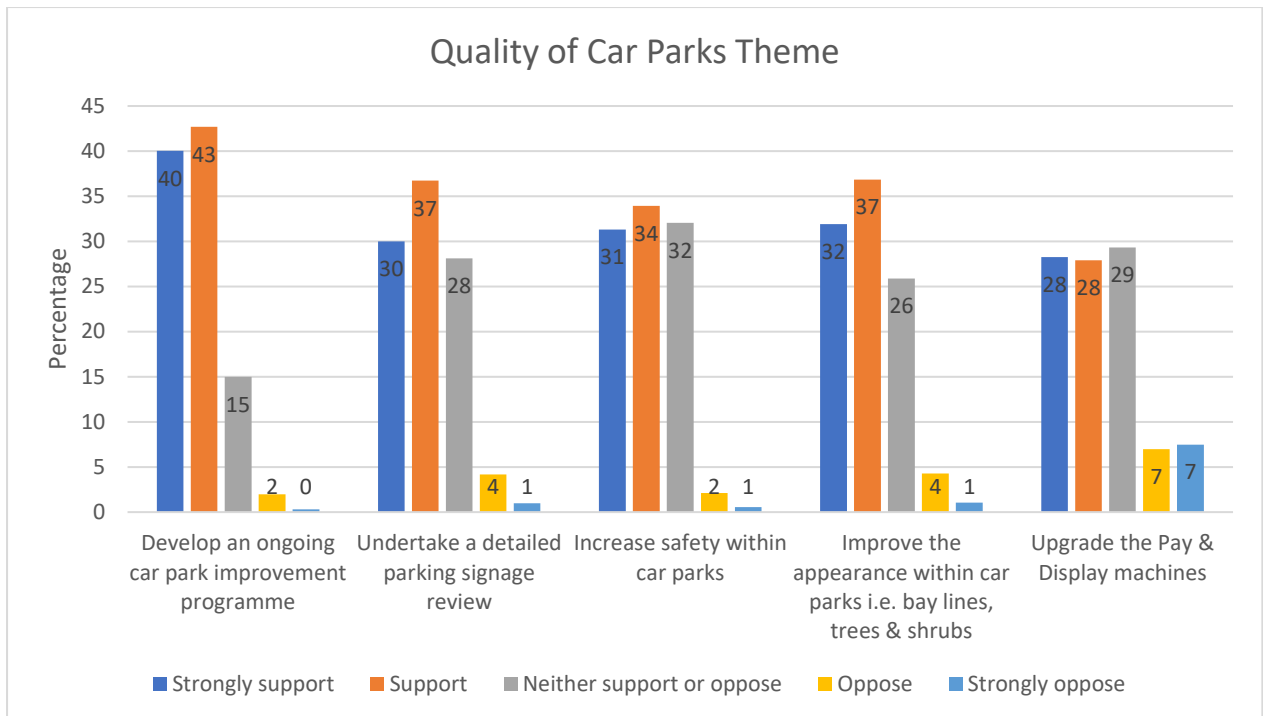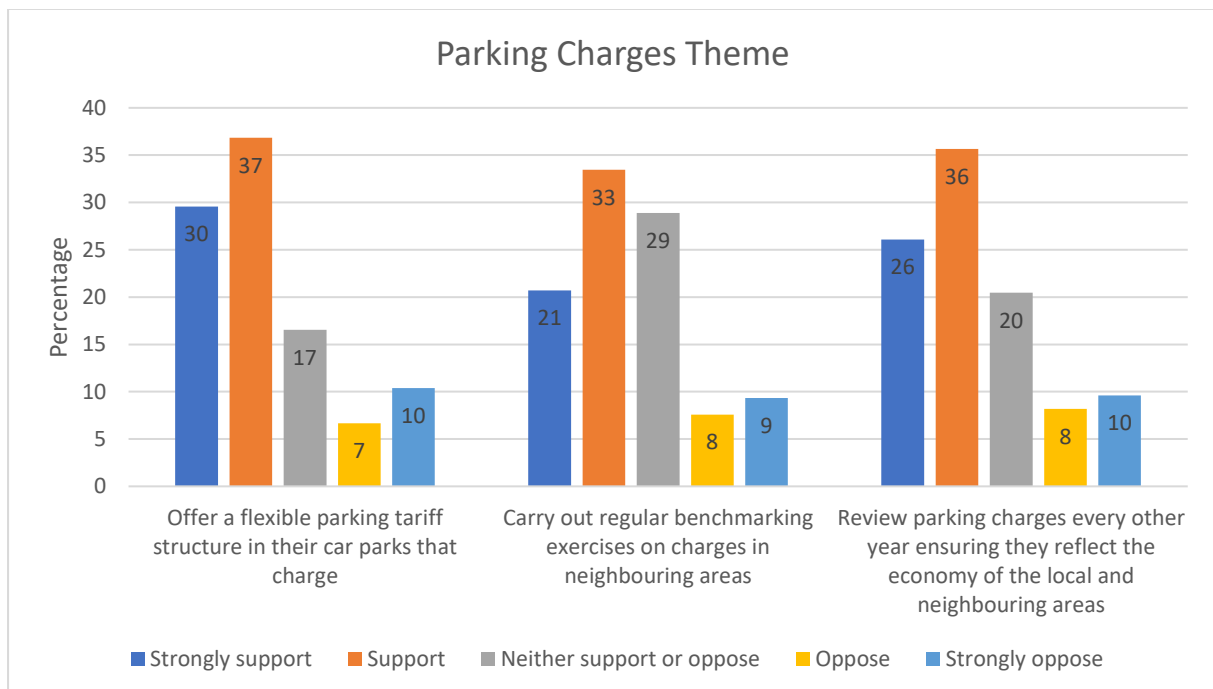

Figure 11 – Parking charges recommendation comparison

As part of this question, there were 397 supplementary comments provided with a full breakdown located on the councils' website.

3.28   CAR PARKING DESIGNATION RECOMMENDATIONS

Question 9 provided the parking strategy recommendations for the car parking designation theme. This theme had one recommendation, which is shown below:

> The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both.

1,618 respondents provided an answer to this question, meaning 386 respondents skipped the question. Table 7 provides a breakdown for this recommendation.

Car Park Designation	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	591	681	251	50	44	1617	81	79	6

Table 7 – Breakdown of Car Park Designation theme

Figure 12 provides a summary of the level of support and opposition for this recommendation. This demonstrates that there is really strong support for the recommendation with 37% strongly supporting the recommendation and a further 42% supporting the recommendation, meaning overall support of 81% for this recommendation.

Figure 12 – Car park designation recommendation summary
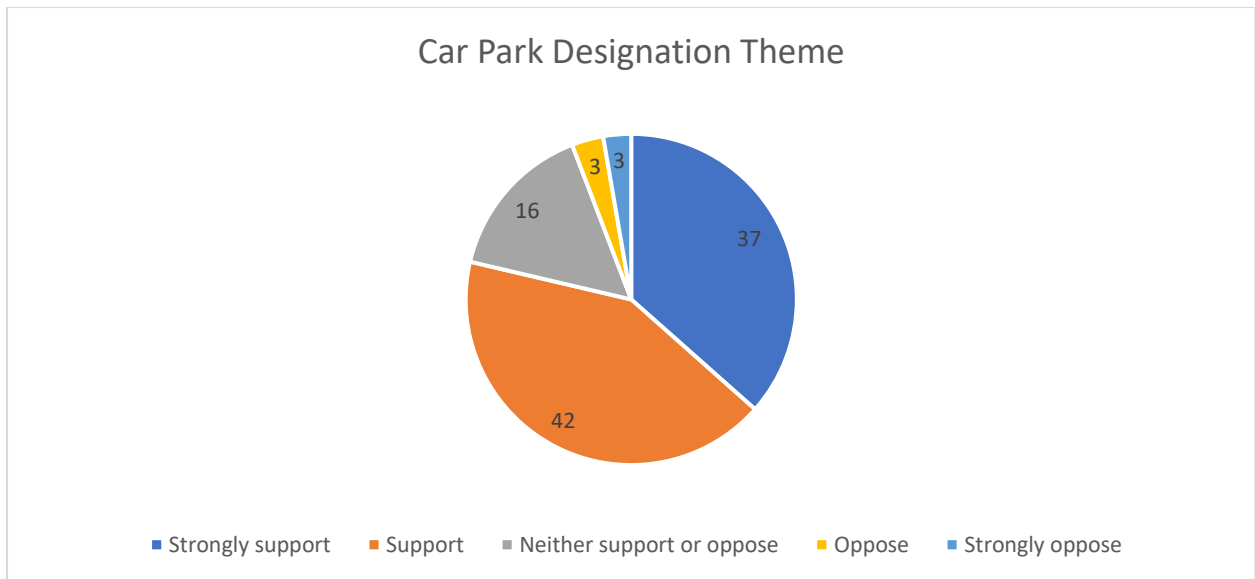
As part of this question, there were 172 supplementary comments provided, a full breakdown is available on the councils' website. Some of the more popular themes include:

- Need for residential parking
- Town centre car parks should be short stay only for visitors
- The existing situation works well

3.28 CAR PARK TECHNOLOGY RECOMMENDATIONS

Question 10 provided the parking strategy recommendations for the car park technology theme. This theme had five recommendations, which are shown below:

> Investigate the installation of Pay on Exit systems in all suitable chargeable car parks;
>
> Provide facilities for new vehicle technologies and management;
>
> Investigate using Variable Message Signs;
>
> Make further improvements to their website;
>
> Consider smart parking integration e.g. parking apps and virtual permits.

1,617 respondents provided an answer to this question with 387 respondents choosing not to answer. Table 8 provides a breakdown for each of these recommendations.

Car Park Technology	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
Investigate the installation of Pay on Exit systems in all suitable chargeable car parks	291	386	457	233	241	1608	80	42	29
Provide facilities for new vehicle technologies and management	297	522	497	153	123	1592	79	51	17
Investigate using Variable Message Signs	313	490	516	169	116	1604	80	50	18
Make further improvements to their website	333	487	680	50	40	1590	79	52	6
Consider smart parking integration e.g. parking apps and virtual permits	357	448	412	184	198	1599	80	50	24

Table 8 – Breakdown of car park technology theme

Figure 13 provides a comparison between each of recommendations. This demonstrates that the recommendation *"make further improvements to their website"* has slightly more support than the other recommendations, with 52% of respondents supporting this. Three of the other four recommendations have a similar level of support (50% and 51%). *"Make further improvements to their website"* has a low level of opposition at just 6%, whereas the other recommendations within this theme have a higher level of opposition, ranging from 17% to 29%. At 29%, *"investigate the installation of Pay on Exit systems in all suitable chargeable car parks"* is subject to the second highest amount of opposition.

A number of recommendations in this theme have high levels of neither support or opposition, which would suggest respondents do not have a strong opinion either way. These are more technical recommendations compared to others and will likely require more detailed work to be undertaken prior to project delivery. It is likely that some of these recommendations would be subject to higher levels of support if there was a better understanding of the benefits it will bring the districts i.e. Variable Message Signs providing real time information that can reduce congestion and improve air quality.
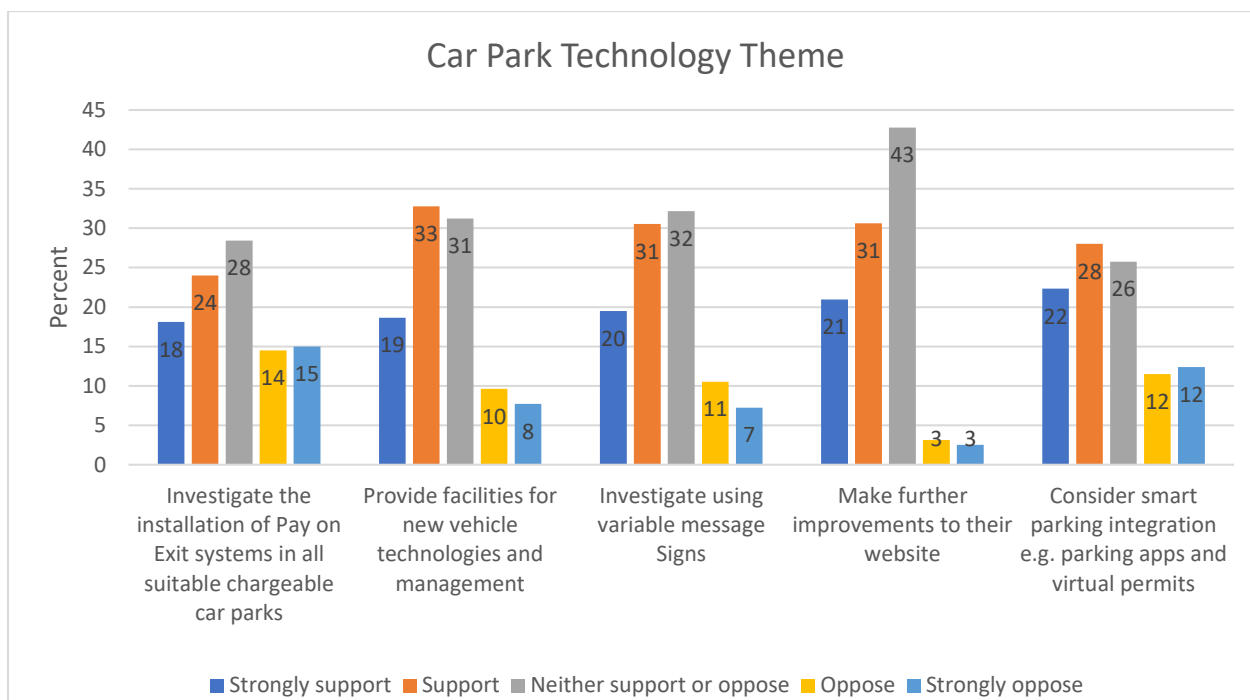
Figure 13 – Car park technology recommendation comparison

There were 281 supplementary comments provided, a full breakdown is located on the councils' website. Some of the more popular themes include:

- Smart phone apps should only be in addition to other forms of payment
- Keep it simple to ensure the elderly do not struggle
- Investment in parking should be prioritised away from technology

3.29 LAND USE DEVELOPMENT RECOMMENDATIONS

Question 11 provided the parking strategy recommendations for the land use development theme. This theme had three recommendations, which are shown below:

> Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example;
>
> Review and understand local coach parking requirements;
>
> Consider the introduction of overnight charges for motorhomes in suitable car parks.

1,608 respondents provided an answer to this question, meaning 396 respondents skipped the question. Table 9 provides a breakdown for each of these recommendations, based on the level of "strongly support", "support", "neither support

or oppose", "oppose", and "strongly oppose". The table also highlights the engagement percentage for the question, the overall support for the recommendation (calculated by combining strongly support, and support), and the overall opposition for the recommendation (calculated by combining the oppose, and strongly oppose).

Land use development	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	291	386	457	233	241	1608	80	42	29
Review and understand local coach parking requirements	297	522	497	153	123	1592	79	51	17
Consider the introduction of overnight charges for motorhomes in suitable car parks	313	490	516	169	116	1604	80	50	18

Table 9 – Breakdown of land use development theme

Figure 14 provides a comparison between each of recommendations. This demonstrates that the recommendation *"review and understand local coach parking requirements"* has slightly more support than the other recommendations, with 51% of respondents supporting this. *"Consider the introduction of overnight charges for motorhomes in suitable car parks"* has 51% support, whereas *"identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example"* had much less support than the other two recommendations, with only 42% in support.

"Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example" was also the recommendation with the highest amount of opposition, with 29% of respondents opposing the recommendation. The other two recommendations had lower amounts of opposition, between 17% and

Land Use Development Theme
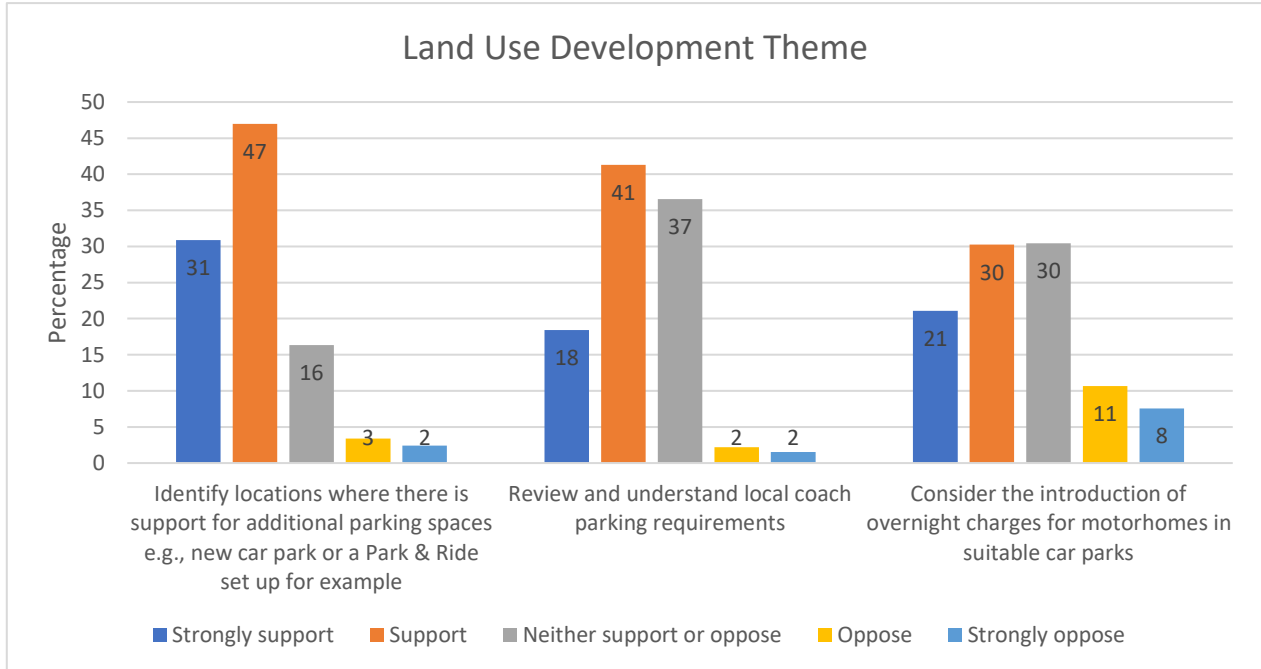
18%.

Figure 14 – Land use development recommendation comparison

As part of this question, there were 165 supplementary comments provided. A full breakdown is located on the councils' website. The vast majority of these comments can be grouped into themes. Some of the more popular themes included:

- Comments in support and objection to motorhome parking in car parks
- HGV parking required across the districts
- Any action implemented requires good advertisement to ensure it works.

3.210 SUSTAINABLE TRANSPORT AND INTEGRATION RECOMMENDATIONS

Question 12 provided the parking strategy recommendations for the sustainable transport and integration theme. This theme had five recommendations as shown below:

Promote active travel and public transport to reduce parking demand;

Increase Electric Vehicle charge points in their car parks;

Install safe secure bicycle parking facilities;

1,610 respondents provided an answer to this question with 394 respondents not answering the question. Table 10 provides a breakdown for each of the recommendations.

Sustainable transport and integration	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
Promote active travel and public transport to reduce parking demand	586	577	330	69	34	1562	78	74	7
Increase Electric Vehicle charge points in their car parks	468	534	446	89	61	1598	80	63	9
Install safe secure bicycle parking facilities	578	692	268	25	25	1588	79	80	3
Investigate partnerships with car club providers	172	281	974	93	61	1581	79	29	10
Consider the implementation of docked bikes, e-bikes, and e-scooters within car parks	243	393	646	176	137	1595	80	40	20

Table 10 – Breakdown of sustainable transport and integration theme

Figure 15 provides a comparison of the recommendations and demonstrates that two of the five recommendations have very strong support with *"Install safe secure bicycle parking facilities"* having an overall support rate of 80%, followed by *"Promote active travel and public transport to reduce parking demand",* which has an overall support rate of 74%. This reiterates the requirement to ensure the parking strategy has good integration with sustainability such as cycling and public transport. Both these recommendations have low levels of opposition with *"Install safe secure bicycle parking facilities"* having just 3% opposition, and *"Promote active travel and public transport to reduce parking demand"* having 7% opposition.

"Investigate partnerships with car club providers" is the recommendation with the lowest level of support for this theme, with just 29% in support. However, this recommendation only has 10% opposition, with 62% of respondents stating they neither support nor oppose the recommendation. This suggests there may be a limited understanding of what is involved in the recommendation. During the consultation

process, there was strong support for this recommendation, which was achieved through discussion. There is a possibility that stakeholders would have a stronger support of this recommendation through a more detailed discussion and this a recommendation that would require further development work, including its own consultation exercise.
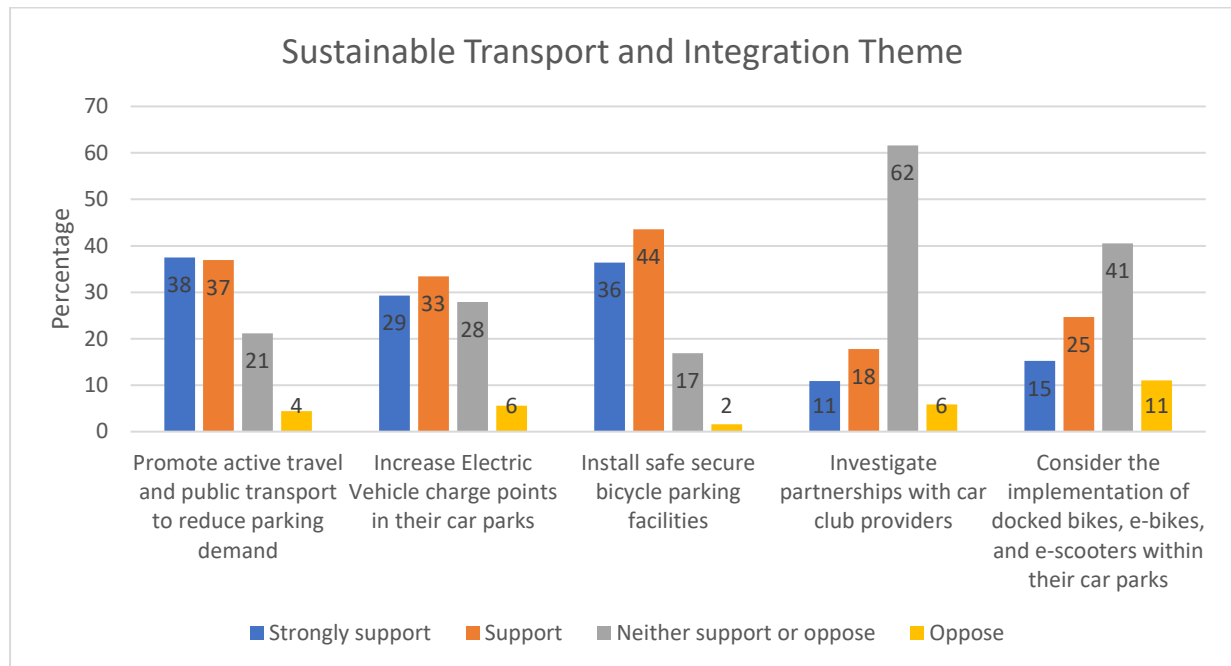
Figure 15 – Sustainable transport & integration recommendation comparison

There were 209 supplementary comments provided, a breakdown of which is located on the councils' website. Some of the more popular themes include:

- Improve public transport rather than car parks
- Park & Ride will not work in rural villages

3.211 PARKING IMPROVEMENT RECOMMENDATIONS

Question 14 provided the parking strategy recommendations for the parking improvement theme. This theme had two recommendations, which are shown below:

> Undertake verge and pavement parking studies in all locations where there is a known problem;
>
> Assess all on-street parking restrictions ensuring they are still relevant.

1,471 respondents provided an answer to this question with 533 respondents not answering. Table 11 provides a breakdown for each of these recommendations.

Parking Improvement	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
Undertake verge and pavement parking studies in all locations where there is a known problem	673	571	148	42	28	1462	73	85	5
Assess all on-street parking restrictions ensuring they are still relevant	698	619	117	16	11	1461	73	90	2

Table 11 – Breakdown of parking improvement theme

Figure 16 provides a comparison between both recommendations and demonstrates that there is extremely high support for both recommendations in this theme. *"Assess all on-street parking restrictions ensuring they are still relevant"* has the highest overall support, with 90% of respondents either strongly supporting or supporting the recommendation, whereas "*undertake verge and pavement parking studies in all locations where there is a known problem"* has 85% overall support.
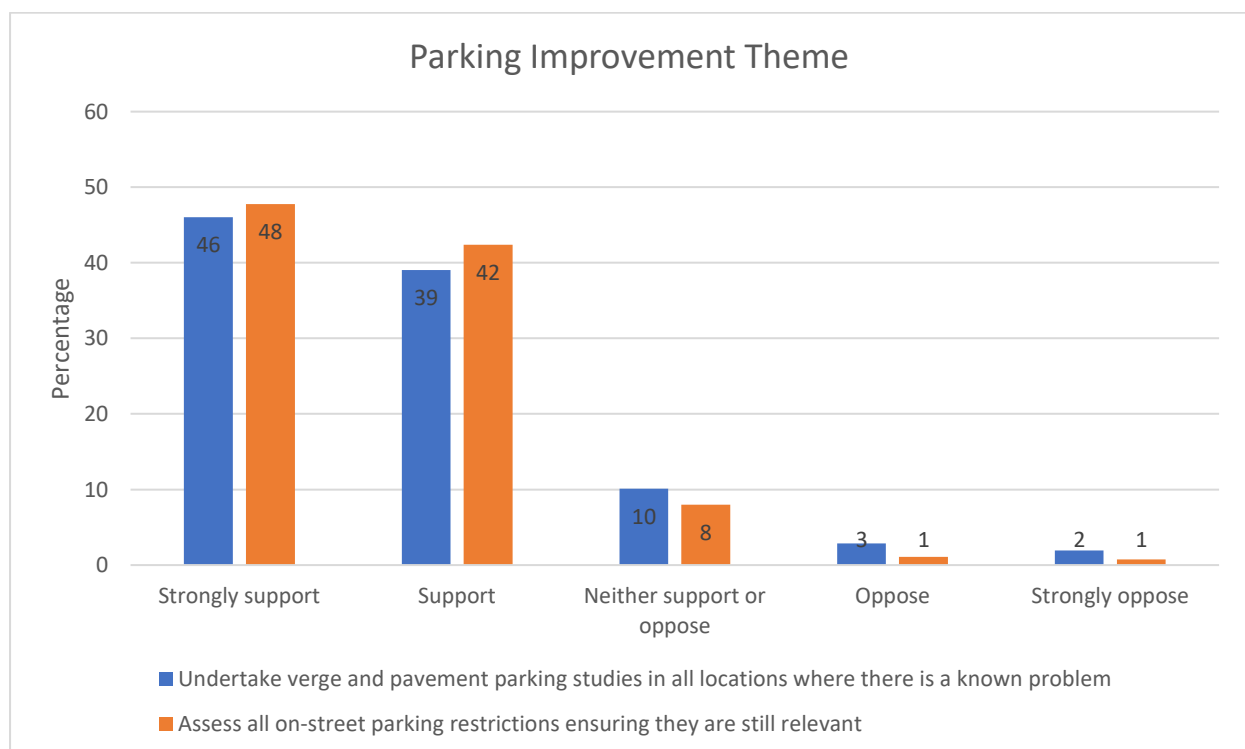
Figure 16 – Parking improvement recommendation comparison

As part of this question, 206 supplementary comments were provided, a full breakdown is located on the councils' website.. Some of the more popular themes include:

- Concern around pavement and verge parking
- Additional parking restrictions needed
- Insufficient parking in new developments causing major on-street parking issues

3.212 SUSTAINABLE HIGHWAYS RECOMMENDATIONS

Question 15 provided the parking strategy recommendations for the sustainable highways theme. This theme had four recommendations, which are shown below:

> Investigate the partnership of car clubs (on-street);
>
> Understand taxi demand in key locations;
>
> Investigate the potential for on-street Electric Vehicle charge points;
>
> Identify local walking, cycling and travel routes that may impact on-street parking.

1,465 respondents provided an answer to this question, meaning 539 respondents skipped the question. Table 12 provides a breakdown for each of these recommendations.

Sustainable Highways	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
Investigate the partnership of car clubs	129	254	906	92	64	1445	72	27	11
Understand taxi demand in key locations	232	656	516	26	13	1443	72	62	3
Investigate the potential for on-street Electric Vehicle charge points	325	480	446	122	80	1453	73	55	14
Identify local walking, cycling and travel routes that may impact on-street parking	465	615	328	26	18	1452	72	74	3

Table 12 – Breakdown of sustainable highways theme

Figure 17 provides a comparison between these recommendations and demonstrates that there is high support for one recommendation – "*identify local walking, cycling and travel routes that may impact on-street parking*" with 74% of respondents either strongly supporting or supporting the recommendation. This is 12% more than "*understand taxi demand in key locations*", which has an overall support rate of 62%. The recommendation around investigating on-street electric vehicle charge points only had 55% support, which is 7% less than the overall support for car park charge points. This suggests that respondents feel the priority should be car park charging facilities for electric vehicles.

The two highest scoring recommendations, "*identify local walking, cycling and travel routes that may impact on-street parking*" and "*understand taxi demand in key locations*", has the lowest level of opposition at just 3% for each. In comparison, "*investigate the potential for on-street Electric Vehicle charge points*" has the highest amount of opposition for this theme, with 14% either strongly opposing or opposing the recommendation.
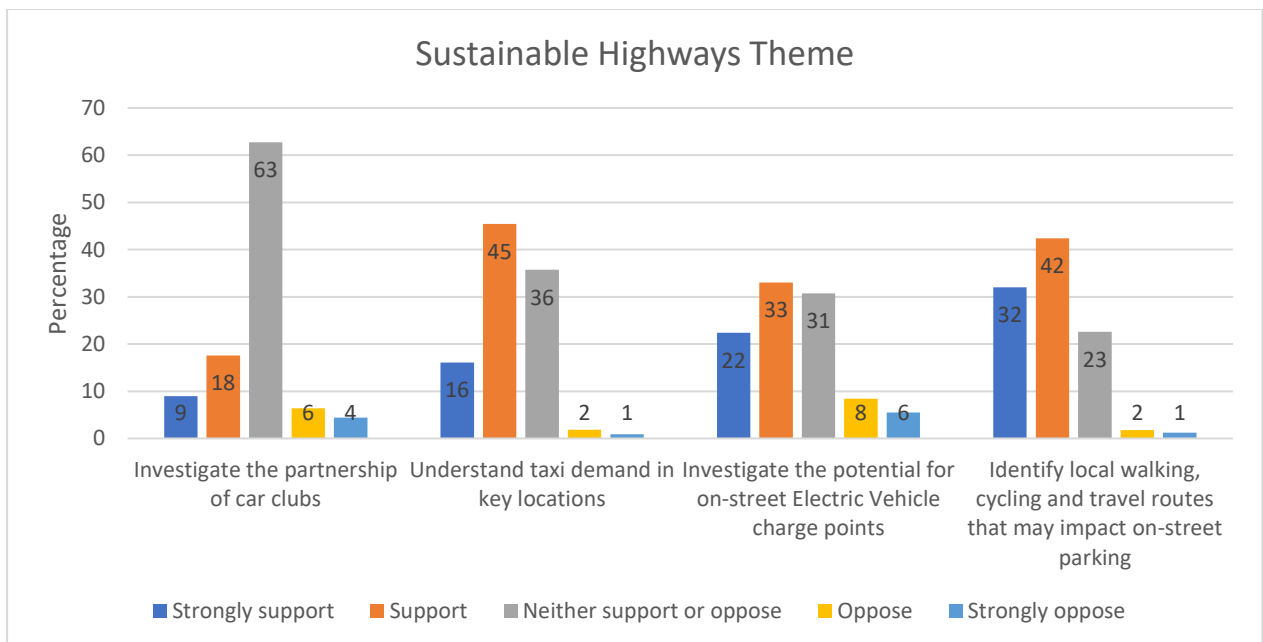

Figure 17 – Sustainable highways recommendation comparison

A further 90 supplementary comments were provided and a breakdown of these is located on the councils' website. Some of the more popular themes include:

- Additional EV charge points required across the districts

- Support and objection to car clubs, with positives focused on sustainability, and negative comments focused around a lack of council responsibility
- Encourage investment into active travel routes

3.213 ON-STREET PARKING RECOMMENDATIONS

Question 16 provided the parking strategy recommendations for the on-street parking theme. This theme had two recommendations, which are shown below:

> The Council and Highways Authority (Suffolk County Council) should consider introducing appropriate parking charges for key on-street parking locations i.e. town centre areas;
>
> Consult and introduce resident parking schemes in identified locations.

1,467 respondents provided an answer to this question, meaning 537 respondents did not. Table 13 provides a breakdown for the two recommendations.

On-Street Parking	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose	Total	Survey Engagement (%)	Overall Support (%)	Overall Oppose (%)
The Council and Highways Authority (Suffolk County Council) should consider introducing appropriate parking charges for key on-street parking locations i.e. town centre areas	129	254	906	92	64	1445	72	34	11
Consult and introduce resident parking schemes in identified locations	232	656	516	26	13	1443	72	64	3

Table 13 – Breakdown of on-street parking theme

There is relatively strong support for the *"consult and introduce resident parking schemes in identified locations"* recommendation, with 64% of respondents either strongly supporting or supporting the recommendation. In comparison, *"the Council and Highways Authority (Suffolk County Council) should consider introducing appropriate parking charges for key on-street parking locations i.e. town centre areas"* only has 34% support, making this one of the lower scoring recommendations in the parking strategy overall.
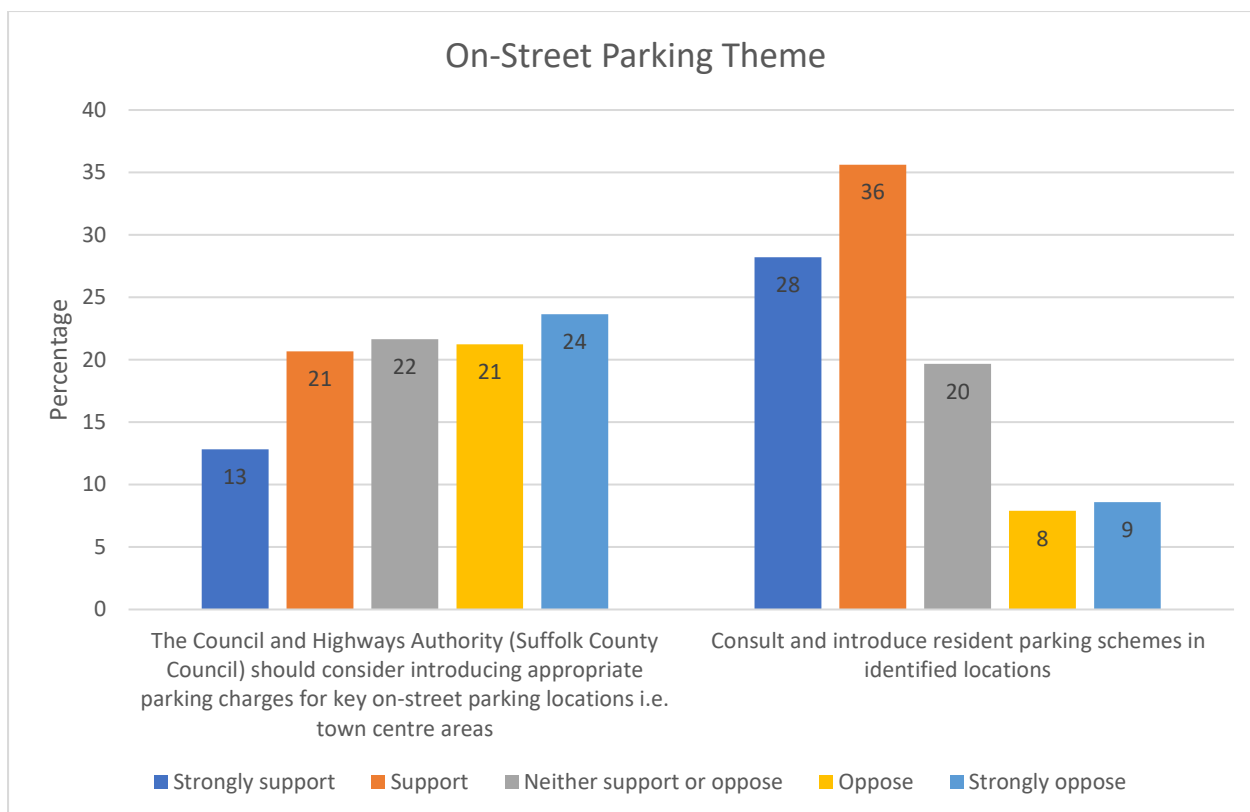
Figure 18 – On-street parking recommendation comparison

As part of this question, there were 175 supplementary comments provided, details of which are located on the councils' website. Some of the themes included are:

- Residential parking permits is essential near town centres
- Opposition to residential parking permits
- Comprehensive review of parking restrictions required.

3.214 PRIORITISED RECOMMENDATIONS FOR OFF-STREET PARKING

Question 17 gave the opportunity for respondents to select the two off-street parking recommendations they would most like to see implemented. 1,308 respondents answered this question, meaning 696 respondents skipped the question.

"Ensure any new developments include appropriate car parking" was by far the most commonly selected recommendation, being chosen by 33% of respondents as priority 1, and 20% of respondents as priority 2. This means that more than half the respondents chose this recommendation as one of their top priorities for implementation.

"Is there more demand for parking than there are spaces available in the car parks" was the second highest scoring recommendation, with 17% of respondents choosing this as their priority 1, and 8% choosing this as their priority 2. "*Should Suffolk County Council provide on street parking where possible"* was the third highest scoring recommendation, with 9% of respondents choosing this as their priority 1, and a further 9% choosing the recommendation as their priority 2. *"Investigate the delivery of Variable Message Signs"* was the lowest scoring recommendation with less than 1% of respondents choosing the recommendation as either of their two priorities for off-street parking.

3.215 PRIORITISED RECOMMENDATIONS FOR ON-STREET PARKING

Question 18 gave the opportunity for respondents to select the two on-street parking recommendations they would most like to see implemented. 1,288 respondents answered this question, meaning 716 respondents skipped the question.

"Ensure appropriate measures are put in place when assessing new development sites to reduce impact on on-street parking" was the most commonly selected recommendation, being chosen by 23% of respondents as priority 1, and 18% of respondents as priority 2. There is a clear link between this recommendation and the highest-ranking recommendation for off-street parking, which demonstrates the importance of new development sites and the impact this has on parking, which should be considered at all times when assessing planning applications and the proposed parking provision.

"Enable the use of car parks overnight in areas where there is high on-street parking demand" was the second highest scoring recommendation, with 18% of respondents choosing this as their priority 1, and 12% choosing this as their priority 2, closely followed by "*develop a Residents Permit Scheme policy", which* was the third highest scoring recommendation, with 21% of respondents choosing this as their priority 1, and 8% choosing the recommendation as their priority 2. *"Investigate the partnership of car clubs"* was the lowest scoring recommendation with just under 2% of respondents choosing the recommendation as either of their two priorities for on-street parking.

4.0 LOCAL PREFERENCE

4.1 INTRODUCTION

Section 3 focused on the overall responses that were received across both Babergh and Mid Suffolk districts. However, whilst the parking strategy is designed to be at a strategic level that covers both districts, the interventions will be applied at a locally which means that it is important to understand the different views and priorities across the individual districts, as well as across individual towns and villages. Therefore, this section concentrates on the views at both district level and local level.

Section 4 reviews the level of support and opposition for Babergh, and for Mid Suffolk, and then reviews the level of support and opposition for towns and villages across the two districts. It isn't feasible to provide a breakdown across every town and village as this would take considerable time. It would also result in low numbers of responses in smaller village that may not provide as much useful information due to the low sample rate. Therefore, the location specific analysis has been carried out in the following locations:

- Sudbury
- Hadleigh
- Lavenham
- Stowmarket
- Needham Market
- Eye

Lavenham is the only village location that has been included in the analysis as this is the only village that has more than one council owned car park.

It isn't necessary to provide a breakdown for every question included in the consultation as this would create an excessive document that would not provide any more useful information than what can be achieved when only including critical questions. Therefore, the local analysis (both district and town/village level) only includes the questions on the strategy recommendations, and question 5, which is whether the parking strategy aims are supported or not.

4.2 DISTRICT ANALYSIS

The first breakdown of analysis undertaken on the consultation responses was a district level analysis. This involved creating a filter within the questionnaire results that separated responses from Babergh and Mid Suffolk. This created an almost even split between the two districts with just over 950 responses from each district.

4.21 QUESTION 5 ASKED DO YOU SUPPORT THE AIMS OF A PARKING STRATEGY FOR BABERGH AND MID SUFFOLK

In Babergh, 83% of respondents supported the aims of the parking strategy, this is 3% less than the overall response. In Mid Suffolk, 89% of respondents supported the aims for the parking strategy.

Figure 19 illustrates the support and opposition from the Babergh district and figure 20 illustrates the support and opposition from the Mid Suffolk district.
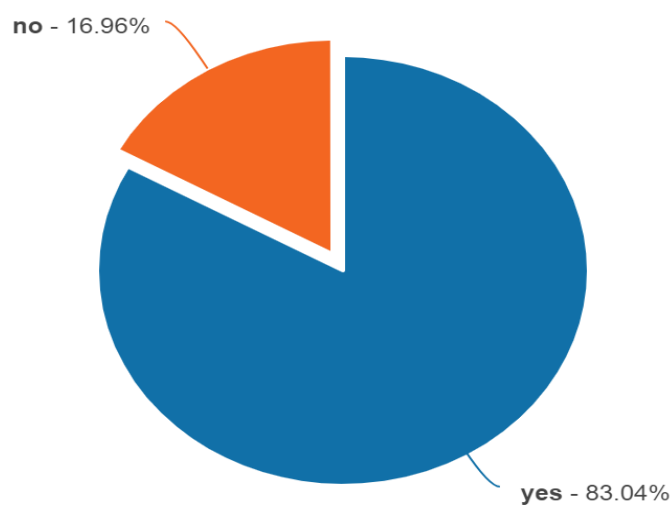
Figure 19 – Support and opposition for the parking strategy aims Babergh district
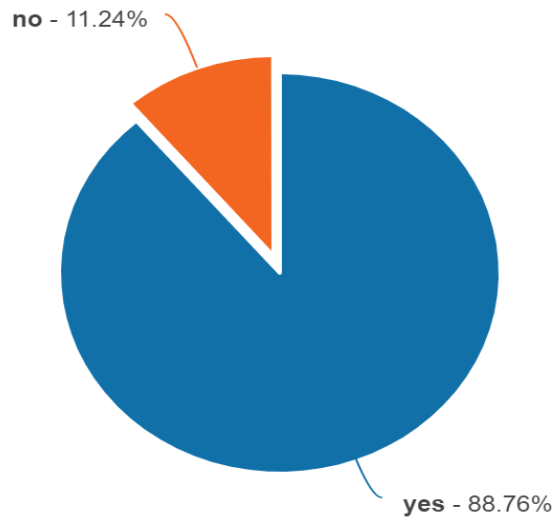
Figure 20 – Support and opposition for the parking strategy aims Mid Suffolk district

4.22   PARKING CAPACITY RECOMMENDATIONS

Table 14 below provides a comparison between the parking capacity theme recommendations across the two districts. The results demonstrate that the overall support between the two districts is generally the same for all recommendations.

Parking Capacity	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
There is more demand for parking than there are spaces available in the car parks	34	31	24	10	1	39	26	25	8	1
Suffolk County Council should provide on street parking where possible	29	34	22	11	4	36	31	17	12	5
Potential development sites should include appropriate car parking	80	18	1	1	0	83	13	2	1	1

Table 14 – District comparison for parking capacity theme

4.23   QUALITY OF CAR PARK RECOMMENDATIONS

Table 15 below provides a comparison between the quality of car parks theme recommendations across the two districts. The results demonstrate that there is slightly more support for all the quality of car park recommendations in Mid Suffolk compared to Babergh, especially the upgrade pay and display machines recommendation, which has a 13% greater support in the Mid Suffolk district. This is likely due to the fact that Mid Suffolks machines require upgrading and Babergh's were

recently replaced (February 2022). The level of opposition is also similar as is the neither support or oppose.

Quality of Car Parks	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
Develop an ongoing car park improvement programme	38	43	16	3	0	42	43	14	1	0
Undertake a detailed parking signage review	29	35	30	5	1	30	39	27	4	1
Increase safety within car parks	29	34	33	3	1	34	34	30	1	0
Improve the appearance within car parks i.e. bay lines, trees & shrubs	31	37	27	4	1	33	36	25	5	1
Upgrade the Pay & Display machines	23	27	34	9	8	33	30	25	5	7

Table 15 – District comparison for quality of car park theme

4.24 PARKING CHARGES RECOMMENDATIONS

Table 16 below provides a comparison between the parking charges theme recommendations across the two districts. The results demonstrate that there is a lot more support for all the parking charge recommendations in Mid Suffolk compared to Babergh. *"Offer a flexible parking tariff structure in their car parks that charge"* is the recommendation with the greatest difference with 17% more support in Mid Suffolk. *"Carry out regular benchmarking exercises on charges in neighbouring areas"* has 10% greater support in Mid Suffolk, and *"review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas"* has 14% greater support in Mid Suffolk. This is likely to be related to parking charges that are in place.

Parking Charges	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %

Car Park Charges										
Offer a flexible parking tariff structure in their car parks that charge	24	34	18	9	15	36	39	16	4	5
Carry out regular benchmarking exercises on charges in neighbouring areas	18	31	29	10	12	24	35	28	6	6
Review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas	22	33	21	12	12	31	38	20	4	6

Table 16 – District comparison for parking charges theme

4.25 CAR PARKING DESIGNATION RECOMMENDATIONS

Table 17 below provides a comparison between the car parking designation theme recommendations across the two districts. The results demonstrate that the overall level of support between the two districts is generally the same. There appears to be slightly more strongly support in Mid Suffolk and slightly more support in Babergh. The level of opposition is also similar as is the neither support or oppose.

Car Park Designation	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	35	43	16	3	3	38	42	14	3	2

Table 17 – District comparison for car park designation theme

4.26 CAR PARK TECHNOLOGY RECOMMENDATIONS

Table 18 below provides a comparison between the car park technology theme recommendations across the two districts. There is greater support for all the car park technology recommendations in Mid Suffolk compared to Babergh. The difference fluctuates between 1% and 9%, which is the *"investigate the installation of Pay on Exit systems in all suitable chargeable car parks"* recommendation. There is a higher amount of opposition and neither support or oppose in Babergh.

Car Park Technology	Babergh District	Mid Suffolk District

	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
Investigate the installation of Pay on Exit systems in all suitable chargeable car parks	17	21	26	18	18	19	27	30	12	12
Provide facilities for new vehicle technologies and management	17	32	32	11	8	21	33	29	9	8
Investigate using Variable Message Signs	16	30	35	12	8	23	31	30	10	7
Make further improvements to their website	21	30	43	3	3	22	30	43	3	2
Consider smart parking integration e.g. parking apps and virtual permits	21	26	27	12	14	24	29	24	11	11

Table 18 – District comparison for car park technology theme

4.27   LAND USE DEVELOPMENT RECOMMENDATIONS

Table 19 below provides a comparison between the land use development theme recommendations across the two districts. The results demonstrate that there is greater support for two of the three recommendations in Babergh, and one recommendation in Mid Suffolk. *"Review and understand local coach parking requirements"* has 13% greater support in Babergh, and *"consider the introduction of overnight charges for motorhomes in suitable car parks"* has 5% greater support in Babergh. *"Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example"* has 3% greater support in Mid Suffolk.

Land Use Development	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	29	47	18	4	2	32	47	16	3	3
Review and understand local coach parking requirements	20	45	31	2	1	16	36	43	2	2

| Consider the introduction of overnight charges for motorhomes in suitable car parks | 23 | 31 | 29 | 10 | 7 | 19 | 30 | 30 | 12 | 9 |

Table 19 – District comparison for land use development theme

4.28 SUSTAINABLE TRANSPORT AND INTEGRATION RECOMMENDATIONS

Table 20 below provides a comparison between the sustainable transport and integration theme recommendations across the two districts. There is little difference between the level of support and opposition for the recommendations. This suggests that the recommendations may not have a greater impact in one district over another.

Land Use Development	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
Promote active travel and public transport to reduce parking demand	39	37	19	3	2	36	34	22	6	2
Increase Electric Vehicle charge points in their car parks	29	34	27	7	3	29	33	29	4	5
Install safe secure bicycle parking facilities	36	44	18	1	1	37	44	16	2	2
Investigate partnerships with car club providers	11	18	62	6	4	11	17	63	6	3
Consider the implementation of docked bikes, e-bikes, and e-scooters within car parks	15	26	38	12	10	15	23	43	10	8

Table 20 – District comparison for sustainable transport and integration theme

4.29 PARKING IMPROVEMENT RECOMMENDATIONS

Table 21 below provides a comparison between the parking improvement theme recommendations across the two districts and the results demonstrate that there is slightly more support for the recommendations in Mid Suffolk compared to Babergh. It

should be noted that both recommendations have high support across the two districts, which is an encouraging sign. The amount of opposition is similar across both districts.

Parking Improvement	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
Undertake verge and pavement parking studies in all locations where there is a known problem	44	40	12	3	2	49	38	9	3	2
Assess all on-street parking restrictions ensuring they are still relevant	45	45	9	1	0	52	40	7	1	1

Table 21 – District comparison for parking improvement theme

4.210 SUSTAINABLE HIGHWAYS RECOMMENDATIONS

Table 22 below provides a comparison between the sustainable highways theme recommendations across the two districts. The results demonstrate that there is slightly more support for the recommendations in Babergh compared to Mid Suffolk. There is little difference between the level of support. This is a theme that has been identified across a number of the recommendation themes.

Sustainable Highways	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
Investigate the partnership of car clubs	9	18	62	6	5	9	16	64	7	4
Understand taxi demand in key locations	15	48	35	1	0	16	43	37	2	1
Investigate the potential for on-street Electric Vehicle charge points	21	33	32	9	5	24	32	31	8	6
Identify local walking, cycling and travel routes that may impact on-street parking	29	46	22	2	1	35	39	23	2	2

Table 22 – District comparison for sustainable highways theme

4.211 ON-STREET PARKING RECOMMENDATIONS

Table 23 below provides a comparison between the on-street parking theme recommendations across the two districts. The results demonstrate that there is slightly more support for the recommendations in Mid Suffolk compared to Babergh. There are also similar amounts of neither support or oppose and opposition. There are far greater levels of opposition for *"the Council and Highways Authority (Suffolk County Council) should consider introducing appropriate parking charges for key on-street parking locations i.e. town centre areas"* compared to *"consult and introduce resident parking schemes in identified locations"*. This would suggest similar issues are experienced across both districts with non-residential vehicles parking in streets.

On-Street Parking	Babergh District					Mid Suffolk District				
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %
The Council and Highways Authority (Suffolk County Council) should consider introducing appropriate parking charges for key on-street parking locations i.e. town centre areas	13	18	20	22	26	13	23	22	21	21
Consult and introduce resident parking schemes in identified locations	27	36	19	8	10	30	34	20	8	8

Table 23 – District comparison for on-street parking theme

4.3 TOWN / VILLAGE ANALYSIS

The second breakdown of analysis undertaken on the consultation responses is specific town and village analysis. This involved creating a filter within the questionnaire results that grouped responses into towns and villages, which was established using the post code and street name. As outlined above the following towns and villages were selected:

- Sudbury
- Hadleigh
- Lavenham
- Stowmarket
- Needham Market
- Eye

From the 2,004 completed consultation responses, 1,505 responses fell into one of the six locations, which represents 75% of the total. In Sudbury there were 518 completed responses, Hadleigh received 227 completed responses and Lavenham 69 completed responses. In Stowmarket there were 501 completed responses, Needham Market received 75 completed responses and Eye 115 responses. It should be noted that Sudbury and Stowmarket include some of the smaller satellite villages around the towns, which is likely to contribute towards the higher response rate.

The most important analysis to understand when reviewing responses at a local level, is the level of support for each recommendation, and how this compares to the overall support. This then provides a baseline to take forward the recommendations that could be delivered in the specific locations. For example, if a residents parking scheme had high support in Sudbury and low support in Lavenham, it wouldn't be appropriate to consider the implementation of a scheme in Lavenham.

Table 24 lists all the recommendations from the parking strategy, which have been placed in order of overall support at districts wide level. Each of the towns and villages are shown with the level of support received.

If the town / village has a higher amount of support than the overall level, this is shown in green. If the town / village has the same amount of support as the overall level, this is shown in yellow. If the town / village has less support than the overall level, this is shown in red.

Parking Strategy Recommendations	Overall Support (%)	Sudbury Support (%)	Hadleigh Support (%)	Stowmarket Support (%)	Eye Support (%)	Needham Market Support (%)	Lavenham Support (%)
Do you support the aims of a parking strategy	86	80	85	91	94	80	93

Potential development sites should include appropriate car parking	97	98	97	97	97	98	100
Assess all on-street parking restrictions ensuring they are still relevant	90	88	88	91	90	93	81
Undertake verge and pavement parking studies in all locations where there is a known problem	85	84	80	86	85	88	90
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	81	75	76	76	81	70	86
Develop an ongoing car park improvement programme	83	80	82	82	92	81	86
Install safe secure bicycle parking facilities	80	79	77	80	80	67	67
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	79	73	80	79	83	75	87
Promote active travel and public transport to reduce parking demand	74	74	75	71	66	49	68
Identify local walking, cycling and travel routes that may impact on-street parking	74	73	75	75	73	72	74
Improve the appearance within car parks i.e. bay lines, trees & shrubs	69	67	72	65	77	76	74
Undertake a detailed parking signage review	67	66	63	66	65	50	73
Offer a flexible parking tariff structure in their car parks that charge	66	47	63	80	88	83	90
There is more demand for parking than there are spaces available in the car parks	65	68	62	55	70	88	70
Suffolk County Council should provide on street parking where possible	65	67	57	62	75	67	65
Increase safety within car parks	65	62	58	65	60	53	73
Increase Electric Vehicle charge points in their car parks	63	60	65	64	66	50	68
Review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas	62	49	56	72	55	42	45
Upgrade the Pay & Display machines	56	42	49	70	60	48	52
Carry out regular benchmarking exercises on charges in neighbouring areas	54	42	52	61	47	63	52
Make further improvements to their website	52	48	47	49	57	47	50

Recommendation							
Provide facilities for new vehicle technologies and management	51	48	46	53	54	53	86
Review and understand local coach parking requirements	51	53	61	51	65	63	60
Understand taxi demand in key locations	62	66	60	61	51	44	57
Consult and introduce resident parking schemes in identified locations	64	64	66	65	78	63	70
Investigate the potential for on-street Electric Vehicle charge points	55	53	54	57	45	43	55
Investigate using Variable Message Signs	50	47	38	53	59	42	65
Consider smart parking integration e.g. parking apps and virtual permits	50	46	44	56	44	38	48
Consider the introduction of overnight charges for motorhomes in suitable car parks	50	53	49	49	52	34	64
Investigate the installation of Pay on Exit systems in all suitable chargeable car parks	42	32	36	46	44	29	39
Consider the implementation of docked bikes, e-bikes, and e-scooters within car parks	40	39	43	38	33	24	27
The Council and Highways Authority (Suffolk County Council) should consider introducing appropriate parking charges for key on-street parking locations i.e. town centre areas	34	28	30	38	41	18	37
Investigate partnerships with car club providers	29	25	30	27	24	26	48
Investigate the partnership of car clubs	27	25	30	24	24	17	50

Table 24 – Comparison of recommendation support and town / village level

Table 24 demonstrates that there are many fluctuations between the local level of support compared to the overall level. For example, in Sudbury, many of the recommendations are subject to lower levels of support than the overall totals, whereas in Stowmarket there is a greater level of support than the overall total.

4.31 SUDBURY ANALYSIS

80% of responses from the Sudbury region support the aims of the parking strategy, which is 6% less than the overall total across both Babergh and Mid Suffolk districts.

On the whole, the responses received from the Sudbury area demonstrated lower levels of support for the parking strategy recommendations. When considering all 33

recommendations, only six saw a higher level of support than the total across both districts. *"Understand taxi demand in key locations"* is the recommendation that saw the highest level of support compared to the overall total, with 4% more of respondents from Sudbury supporting the recommendation. *"Offer a flexible parking tariff structure in their car parks that charge"* is the recommendation that saw the lowest level of support compared to the overall total, with a difference of 19

Figure 21 illustrates how the support in Sudbury for each recommendation compares to the overall support across both districts.
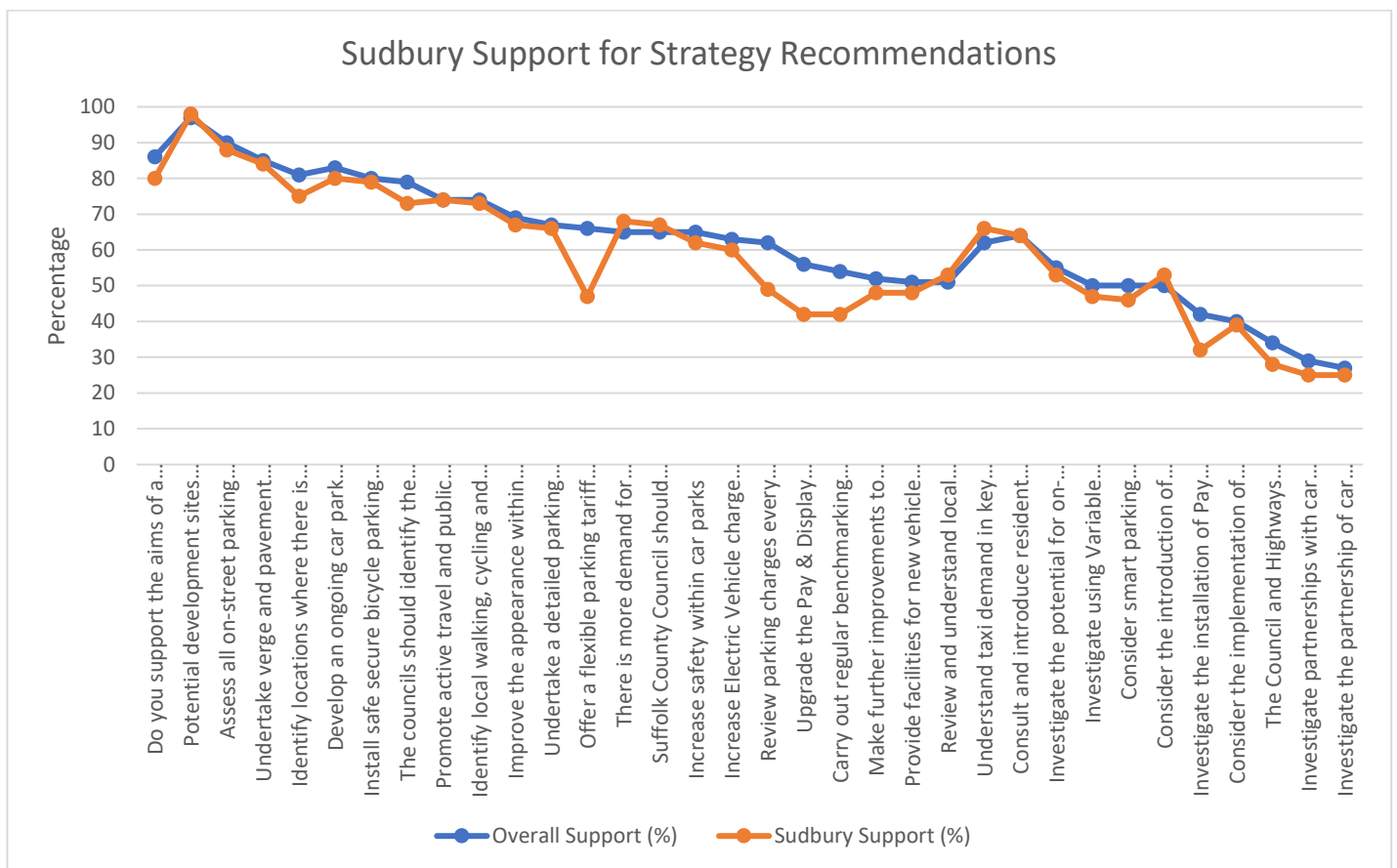

Figure 21 – Support from Sudbury respondents against overall district support

Despite this, there is still strong support in Sudbury for many of the recommendations, with 64% of the recommendations being subject to at least 50% support. This provides a platform to understand the recommendations that stakeholders would like to see prioritised. Table 25 provides the top 10 recommendations based on the level of support from the consultation exercise for Sudbury.

Parking Strategy Recommendations	Sudbury Support (%)
Potential development sites should include appropriate car parking	98
Assess all on-street parking restrictions ensuring they are still relevant	88
Undertake verge and pavement parking studies in all locations where there is a known problem	84
Develop an ongoing car park improvement programme	80
Install safe secure bicycle parking facilities	79
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	75
Promote active travel and public transport to reduce parking demand	74
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	73
Identify local walking, cycling and travel routes that may impact on-street parking	73
There is more demand for parking than there are spaces available in the car parks	68

Table 25 – Top 10 recommendations for Sudbury based on consultation responses

4.32 HADLEIGH ANALYSIS

85% of responses from the Hadleigh area support the aims of the parking strategy, which is a 1% lower compared to the overall level of support across the districts.

The responses received from the Hadleigh are demonstrated lower levels of support for the parking strategy recommendations. When considering all 33 recommendations, only 10 saw higher levels of support "*Review and understand local coach parking requirements*" is the recommendation that saw the highest level of support compared to the overall total, with 10% more of respondents from Hadleigh supporting the recommendation. *"Investigate using Variable Message Signs"* is the recommendation that saw the lowest level of compared to the overall total, with a 12% difference.

Figure 22 illustrates how the support in Hadleigh for each recommendation compares to the overall support across both districts.
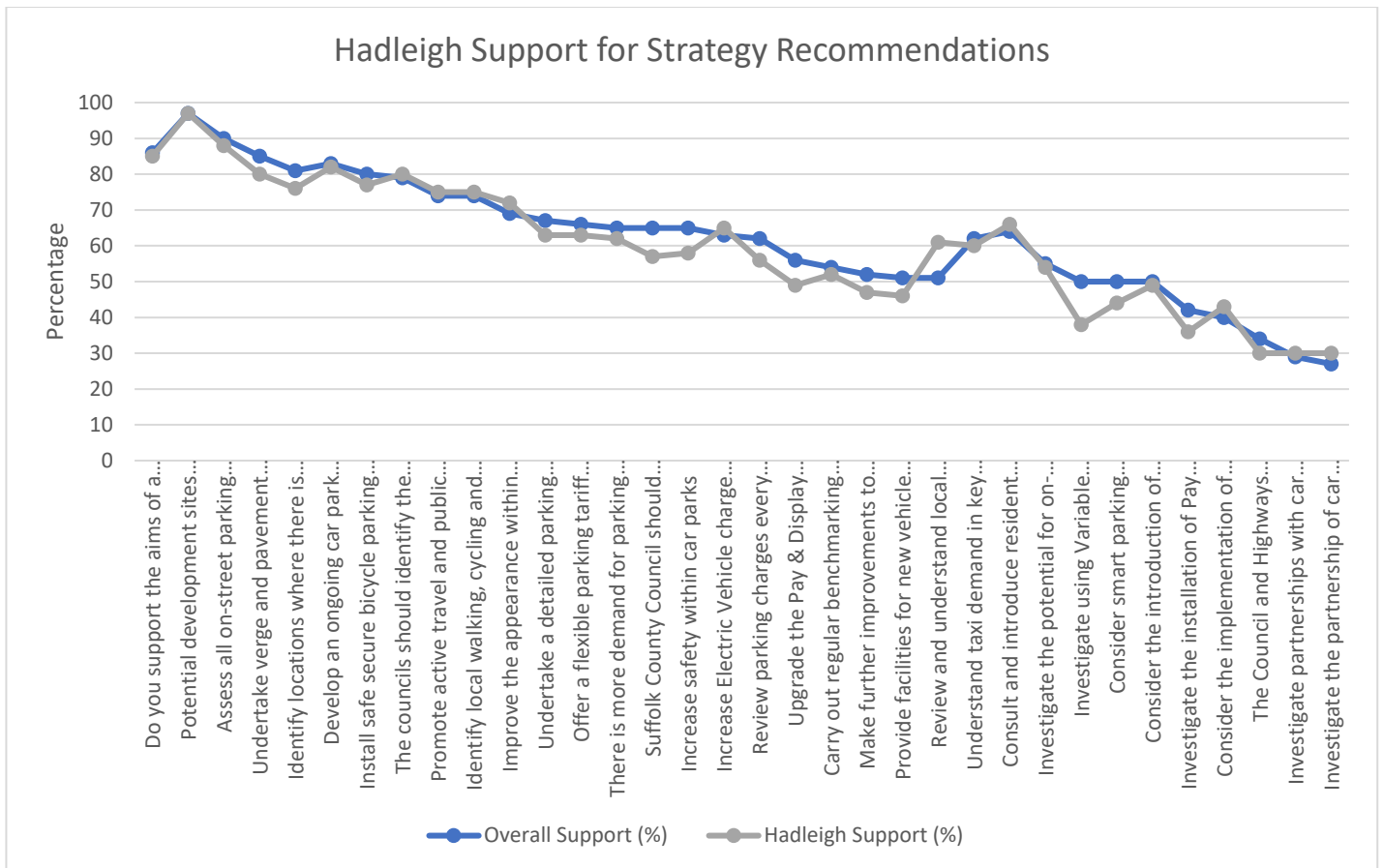
Figure 22 – Support from Hadleigh respondents against overall district support

Despite this, there is still strong support in Hadleigh for many of the recommendations, with 67% of the recommendations being subject to at least 50% support. This provides a platform to understand the recommendations that stakeholders would like to see prioritised. Table 26 provides the top 10 recommendations based on the level of support from the consultation exercise for Hadleigh.

Parking Strategy Recommendations	Hadleigh Support (%)
Potential development sites should include appropriate car parking	97
Assess all on-street parking restrictions ensuring they are still relevant	88
Develop an ongoing car park improvement programme	82
Undertake verge and pavement parking studies in all locations where there is a known problem	80

The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	80
Install safe secure bicycle parking facilities	77
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	76
Promote active travel and public transport to reduce parking demand	75
Identify local walking, cycling and travel routes that may impact on-street parking	75
Improve the appearance within car parks i.e. bay lines, trees & shrubs	72

Table 26 – Top 10 recommendations for Hadleigh based on consultation responses

4.33   LAVENHAM ANALYSIS

93% of responses from Lavenham support the aims of the parking strategy, which is 7% higher than the overall total across both Babergh and Mid Suffolk districts.

Comparing the responses received from the Lavenham area highlights considerably more support for the recommendations than the overall district wide percentages. When considering all 33 recommendations, 20 saw higher levels of support than the overall amount across both districts. "*Offer a flexible parking tariff structure in their car parks that charge*" is the recommendation that saw the highest difference in level of support with 24% more respondents from Lavenham supporting the recommendation. As there are currently no parking charges in place in Lavenham, this would suggest that there is an appetite for parking charges to be considered.

"Investigate the partnership of car clubs" also had a high level of support compared to the overall total, with 23% more of respondents supporting this recommendation. This recommendation had nearly twice as much support than the overall figure. *"Review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas"* is the recommendation that saw the biggest reduction in support compared to the overall total, with 17% less support for this recommendation which is a slight contradiction to the support shown for flexible parking tariff structure.

Figure 23 illustrates how the support in Lavenham for each recommendation compares to the overall support across both districts.
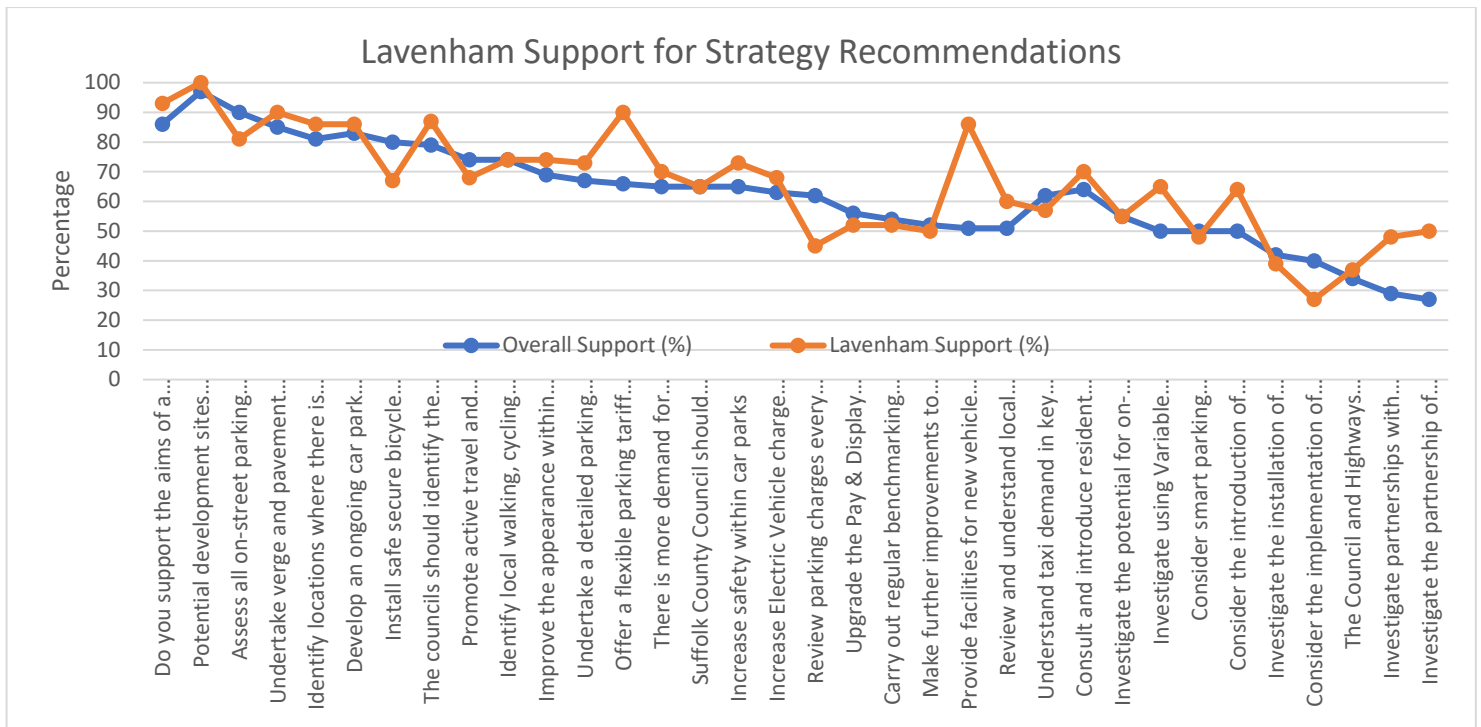
Figure 23 – Support from Lavenham respondents against overall district support

As shown in figure 23, there is very strong support in Lavenham for most of the recommendations, which is encouraging, especially in a more rural environment. 82% of the recommendations have at least 50% support, with many subject to much higher levels of support. This provides a platform to understand the recommendations that stakeholders would like to see prioritised. Table 27 provides the top 10 recommendations based on the level of support from the consultation exercise for Lavenham.

Parking Strategy Recommendations	Lavenham Support (%)
Potential development sites should include appropriate car parking	100
Undertake verge and pavement parking studies in all locations where there is a known problem	90
Offer a flexible parking tariff structure in their car parks that charge	90
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	87

Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	86
Develop an ongoing car park improvement programme	86
Provide facilities for new vehicle technologies and management	86
Assess all on-street parking restrictions ensuring they are still relevant	81
Identify local walking, cycling and travel routes that may impact on-street parking	74
Improve the appearance within car parks i.e. bay lines, trees & shrubs	74

Table 27 – Top 10 recommendations for Lavenham based on consultation responses

4.34   STOWMARKET ANALYSIS

91% of responses received from the Stowmarket area support the aims of the parking strategy, which is 5% higher than the overall response from across both Babergh and Mid Suffolk.

Comparing the responses that came from the Stowmarket area highlights a greater level of support for the recommendations than the overall districts combined. When considering all 33 recommendations, 16 of those saw higher levels of support than the overall total across both districts. "*Offer a flexible parking tariff structure in their car parks that charge*" and "upgrade the Pay & Display machines" are the two recommendations that saw the highest level of support, with 14% more. These two recommendations are clearly linked, which would suggest parking charges and the infrastructure used is important.

"There is more demand for parking than there are spaces available in the car parks" is the recommendation that saw the lowest level of support compared to the district wide response, with 10% less not support. This would suggest that respondents in Stowmarket feel there is currently an adequate parking supply in the area.

Figure 24 illustrates how the support in Stowmarket for each recommendation compares to the overall support across both districts.
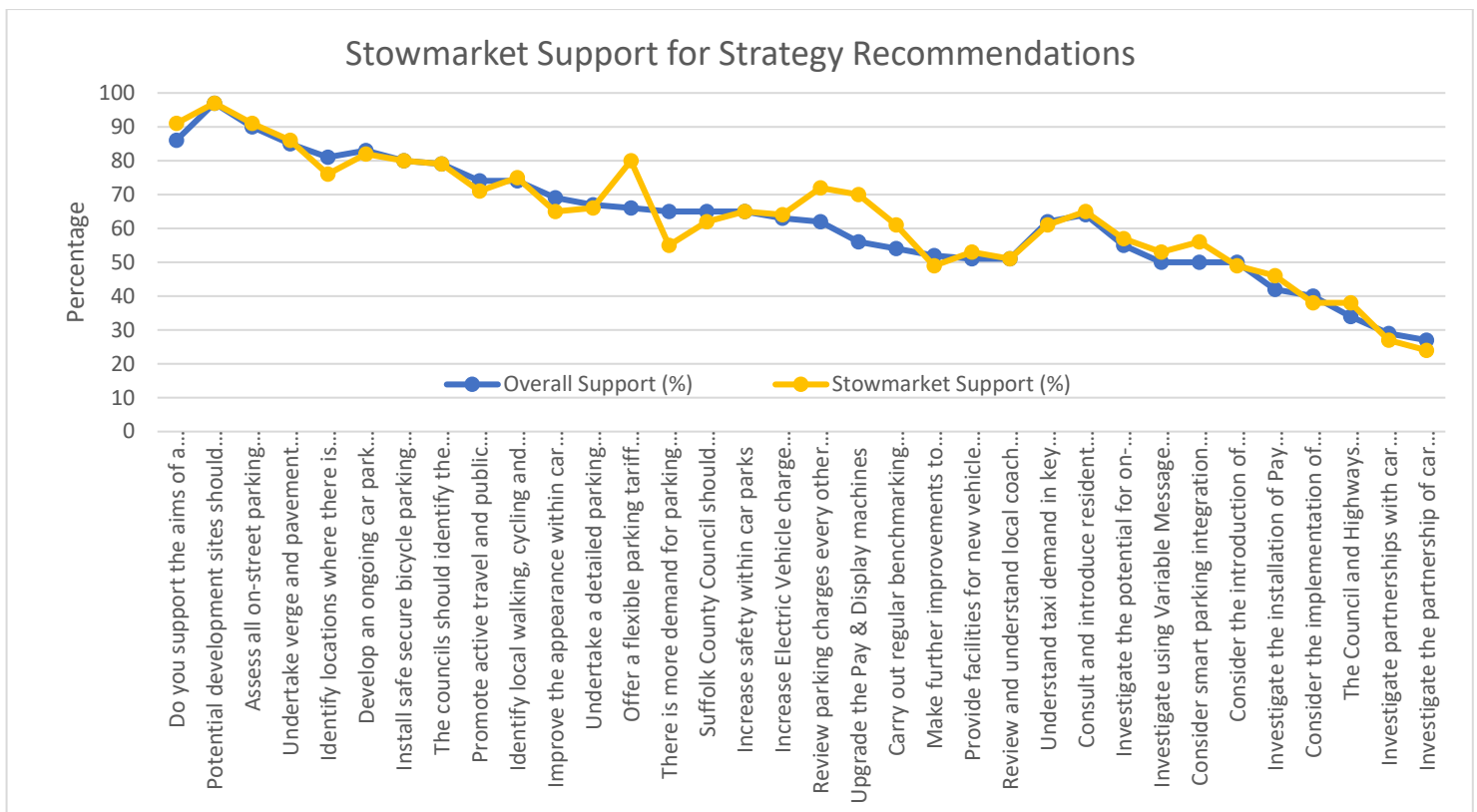
Figure 24 – Support from Stowmarket respondents against overall district support

As shown in figure 24, there is strong support in Stowmarket for many of the recommendations. 79% of the recommendations have at least 50% support, with many subject to higher levels of support. This now provides a platform to understand the recommendations that stakeholders would like to see prioritised. Table 28 provides the top 10 recommendations based on the level of support from the consultation exercise for Stowmarket.

Parking Strategy Recommendations	Stowmarket Support (%)
Potential development sites should include appropriate car parking	97
Assess all on-street parking restrictions ensuring they are still relevant	91
Undertake verge and pavement parking studies in all locations where there is a known problem	86
Develop an ongoing car park improvement programme	82

Install safe secure bicycle parking facilities	80
Offer a flexible parking tariff structure in their car parks that charge	80
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	79
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	76
Identify local walking, cycling and travel routes that may impact on-street parking	75
Review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas	72

Table 28 – Top 10 recommendations for Stowmarket based on consultation responses

4.35 EYE ANALYSIS

94% of responses from Eye support the aims of the parking strategy, which is 8% higher than the overall total across Babergh and Mid Suffolk, as well as being the highest level of support from any town and village where analysis has been undertaken.

Comparing the responses that came from Eye highlights more support for the recommendations than the overall districts wide percentages. When considering all 33 recommendations, 17 of those saw higher levels of support than the total amount across both districts. "*Offer a flexible parking tariff structure in their car parks that charge*" is the recommendation that saw the highest level of support than the overall total, with 22% more respondents from Eye supporting this recommendation. As there are currently no parking charges in place in Eye, this would suggest that there is an appetite for parking charges to be considered. "*Consult and introduce resident parking schemes in identified locations*" also had a high level of support than the overall total, with 14% more of respondents supporting this recommendation.

"*Understand taxi demand in key locations*" is the recommendation that least level of support compared with the overall total, with a difference 11% less not supporting the recommendation. This would suggest that there isn't a concern around taxi provision.

Figure 25 illustrates how the support in Eye for each recommendation compares to the overall support across both districts.
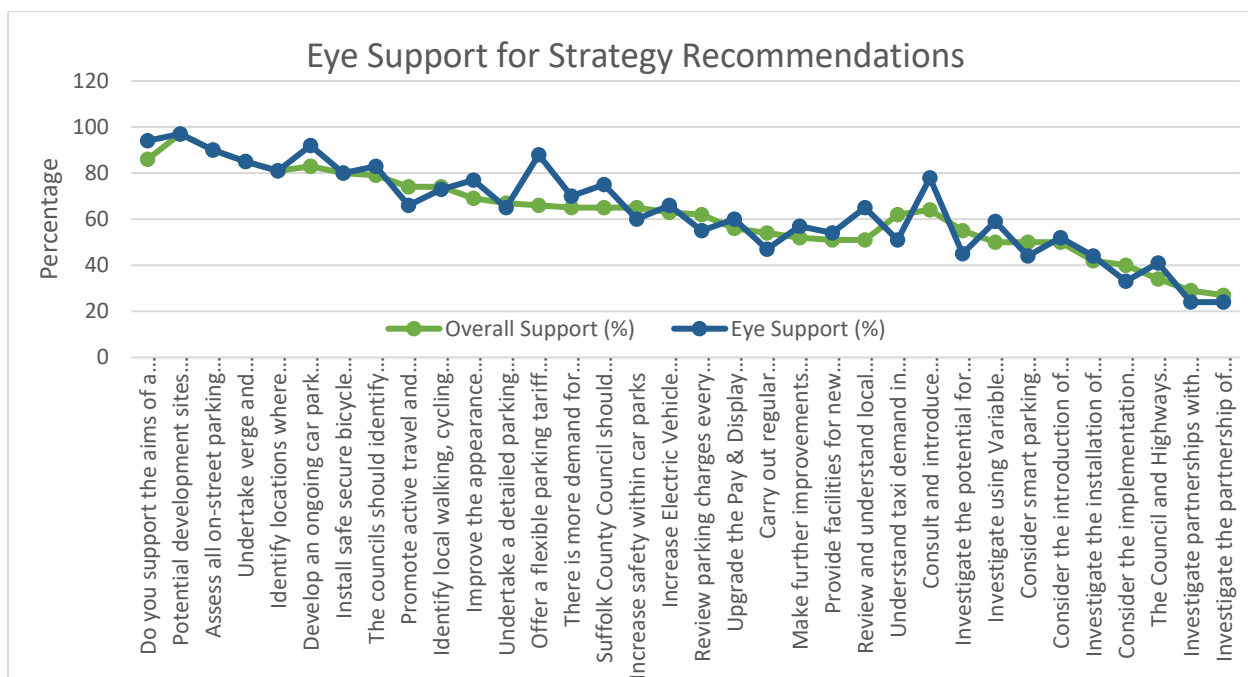
Figure 25 – Support from Eye respondents against overall district support

As shown in figure 25, there is strong support in Eye for many of the recommendations. 76% of the recommendations have at least 50% support, with many subject to higher levels of support. This provides a platform to understand the recommendations that stakeholders would like to see prioritised. Table 29 provides the top 10 recommendations based on the level of support from the consultation exercise for Eye.

Parking Strategy Recommendations	Eye Support (%)
Potential development sites should include appropriate car parking	97
Develop an ongoing car park improvement programme	92
Assess all on-street parking restrictions ensuring they are still relevant	90
Offer a flexible parking tariff structure in their car parks that charge	88
Undertake verge and pavement parking studies in all locations where there is a known problem	85
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	83

Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	81
Install safe secure bicycle parking facilities	80
Consult and introduce resident parking schemes in identified locations	78
Improve the appearance within car parks i.e. bay lines, trees & shrubs	77

Table 29 – Top 10 recommendations for Eye based on consultation responses

4.36 NEEDHAM MARKET ANALYSIS

80% of responses from the Needham Market area support the aims of the parking strategy, which is 6% less than the overall total across both Babergh and Mid Suffolk districts.

Overall, the responses from Needham Market demonstrated lower levels of support for the parking strategy recommendations. When considering all 33 recommendations, only 10 saw higher levels of support than the total amount across both districts. *"There is more demand for parking than there are spaces available in the car parks"* is the recommendation that saw the highest level of support compared to the overall total, with 23% more respondents supporting the recommendation. This would suggest that respondents have real concerns over the number of parking spaces in the town. *"Offer a flexible parking tariff structure in their car parks that charge"* also has a large difference in support with 22% more of respondents from Needham Market supporting the recommendation. As there are currently no parking charges in place in Needham Market this would suggest there is an appetite for parking charges to be considered.

"Promote active travel and public transport to reduce parking demand" is the recommendation that saw the lowest level of support compared to the overall total, with 25% less not supporting this recommendation.

Figure 26 illustrates how the support in Needham Market for each recommendation in the parking strategy compares to the overall support across both districts.
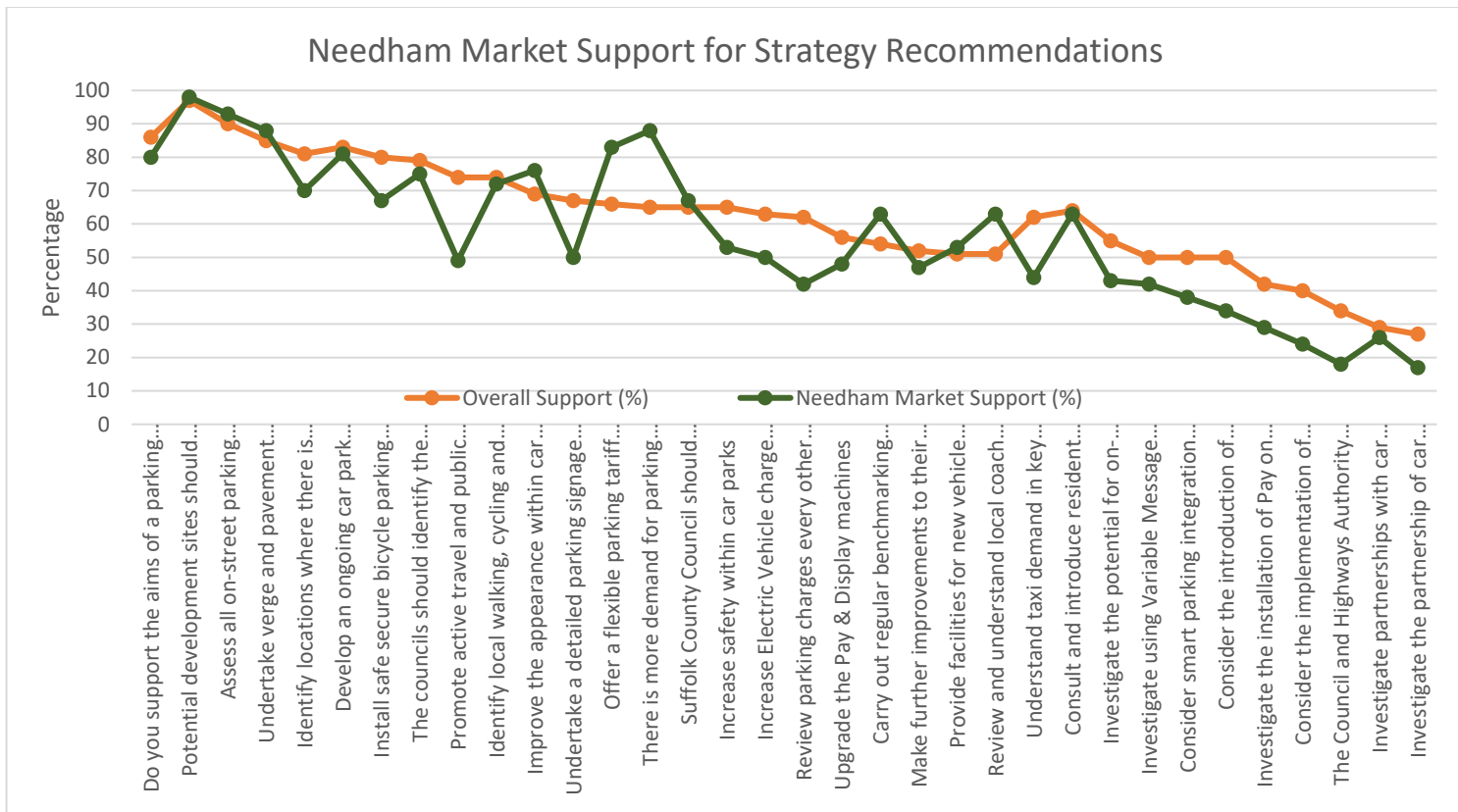
Figure 25 – Support from Needham Market respondents against overall district support

Although there appears to be a number of recommendations that are subject to much lower levels of support in Needham Market, there is still strong support for many of the other recommendations, with 58% of the recommendations being subject to at least 50% support. This is the lowest level of support across the individual locations analysed. The data provides a platform to understand the recommendations that stakeholders would like to see prioritised. Table 30 provides the top 10 recommendations based on the level of support from the consultation exercise for Needham Market.

Parking Strategy Recommendations	Needham Market Support (%)
Potential development sites should include appropriate car parking	98
Assess all on-street parking restrictions ensuring they are still relevant	93

Undertake verge and pavement parking studies in all locations where there is a known problem	88
There is more demand for parking than there are spaces available in the car parks	88
Offer a flexible parking tariff structure in their car parks that charge	83
Develop an ongoing car park improvement programme	81
Improve the appearance within car parks i.e. bay lines, trees & shrubs	76
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	75
Identify local walking, cycling and travel routes that may impact on-street parking	72
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	70

Table 30 – Top 10 recommendations for Needham Market based on consultation responses

4.4   SUMMARY OF LOCAL ANALYSIS

Whilst there is strong support across both districts, there is a noticeably stronger support for the parking strategy from Mid Suffolk stakeholders with a 6% difference - Mid Suffolk, received 89% support for the parking strategy aims, whereas the Babergh received 83% support.

There are some very clear differences between the two districts. Firstly, across the majority of parking strategy themes, Mid Suffolk received a higher number of "strongly supports" responses, whereas Babergh received higher numbers of "supports" responses. Whilst this may not seem significant, it provides evidence that there is greater support for the recommendations in Mid Suffolk. There is also clearly a lower level of support for those recommendations that have an impact on parking charges in Babergh district. Whilst parking charges are in place after a three-hour period, there is a perception that there are not parking charges in place, due to this three-hour free parking concession.

Reviewing responses from the six towns and villages chosen for section 4.3, demonstrates that the location with the highest support for the parking strategy aims is Eye, followed by Lavenham, both of which have received a greater level of support than the overall total of 86%. Stowmarket also has a higher degree of support than the

overall total. Sudbury, Hadleigh, and Needham Market have a lower degree of support than the overall total.

The recommendations included within each of the town / villages top 10 lists were fairly consistent, with only three recommendations appearing on one list, whereas six recommendations appear on all top 10 lists. *"Potential development sites should include appropriate car parking"* is the highest scoring recommendation on all six top 10 lists, and *"assess all on-street parking restrictions ensuring they are still relevant"* is the second highest scoring recommendation on four of the top 10 lists, again demonstrating that despite there being differences across the districts, many recommendations are well supported regardless of the location, which is encouraging for the delivery stage.

Table 31 provides details on the recommendations that appeared on the top 10 lists, and the number of times the recommendation was included, along with the position on the list.

Strategy Recommendation	No. Times Included
Potential development sites should include appropriate car parking	6
Assess all on-street parking restrictions ensuring they are still relevant	6
Undertake verge and pavement parking studies in all locations where there is a known problem	6
Develop an ongoing car park improvement programme	6
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	6
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	6
Identify local walking, cycling and travel routes that may impact on-street parking	5
Install safe secure bicycle parking facilities	4
Improve the appearance within car parks i.e. bay lines, trees & shrubs	4

Offer a flexible parking tariff structure in their car parks that charge	3
Promote active travel and public transport to reduce parking demand	2
There is more demand for parking than there are spaces available in the car parks	2
Provide facilities for new vehicle technologies and management	1
Review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas	1
Consult and introduce resident parking schemes in identified locations	1

Table 31 – Recommandations on town / village top 10 lists

5.0 CONCLUSION

This phase 2 public consultation has given stakeholders an opportunity to express their views on the recommendations contained in Babergh and Mid Suffolk District Councils first parking strategy. Due to the number of recommendations included in the strategy, the recommendations have been separated into themes for off-street car parks and on-street parking.

Prior to the phase 2 consultation commencing, a period of pre-consultation was included, which involved liaising with targeted stakeholders over a number of weeks. This was part of a three-stage process, with the fourth stage being the commencement of the consultation. Stage 1 involved presenting the strategy themes to Babergh and Mid Suffolk District Councils Cabinets, stage 2 involved the wider district councillors, and stage 3 involved presenting to Town / Parish Councils, and interest groups such as transport groups, the local highway authority, and the councils responsible for enforcement across the two districts.

The phase 2 consultation commenced on 7th June 2022, and lasted seven weeks, closing on the 2nd August 2022. During the consultation, there was a series of roadshow events, which involved BMSDC officers, 2020 Consultancy, and the Portfolio holders visiting numerous locations across Babergh and Mid Suffolk. The in-person roadshow events took place over 6 days and 13 different locations were visited, with the main towns and villages visited twice to include a daytime and evening or Saturday visit.

As part of the consultation exercise, a questionnaire was included, which enabled respondents to outline the level of support or opposition for each of the parking strategy recommendations, as well as supporting or opposing the strategy aims. During the consultation period, 2,004 completed questionnaires were received from stakeholders, with an even split between Babergh, and Mid Suffolk. There was also a good sample of age groups, which means a variety of stakeholders chose to engage with us.
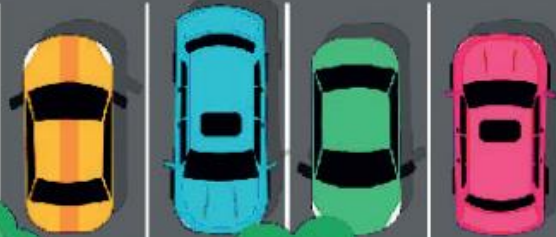
Whilst there is strong support across both districts, there is noticeably stronger support of the parking strategy from Mid Suffolk stakeholders, with a 6% additional support. Eye and Lavenham saw high levels of support for the strategy, whereas Sudbury and Needham Market received lower levels of support. There are six recommendations that appear on all locations top 10 lists, suggesting these should be high priority recommendations.

PARKING
Consultation

Have your say!

Help us shape our parking strategy for the next 20 years

Scan this QR code using
your phone camera

Or visit

www.babergh.gov.uk/parkingstrategy   www.midsuffolk.gov.uk/parkingstrategy

Survey closes 31 July 2022

Working Together

Anyone without internet access, can request a paper copy by calling 02392 432756

Queries can be emailed to parking.strategy@baberghmidsuffolk.gov.uk

APPENDIX B – QUESTIONNAIRE

Babergh & Mid Suffolk Parking Strategy Phase 2 Consultation

1. Introduction to parking strategy – Your views matter!

So, what's a parking strategy all about?

A parking strategy is key to enhancing a local area. In our case, ensuring Babergh and Mid Suffolk continue to be strong and vibrant districts for years to come.

While some of the aims of our 20-year strategy might be more obvious, such as:

ensuring we have the right level of parking provision in the right places, which meet everyone's needs
improving and maintaining our parking provision
being a source of local knowledge to help support better on-street parking management

It must also help us to:

enhance the local environment
support sustainable travel (i.e. bus, train, cycling and walking)
encourage and shape future growth and tourism
attract investment

Back in the summer last year, we asked you about your parking experiences within the districts, and your feedback has helped us to shape where we are now in developing the councils first parking strategy. To make sure the strategy is relevant and meets the councils aims both now and in coming years, there are a number of recommended actions that we would appreciate your views on before the strategy is finalised.

Parking affects everybody, so whether you drive a car or not, we'd appreciate you taking just 15 minutes to share your thoughts with us.

The survey closes on 31 July 2022 at 11:59pm.

To read about how the councils handle your data please read our privacy notice:

Your data

The information and responses that you provide will be treated as confidential and in accordance with UK data protection legislation.
This survey and subsequent analysis are being carried out by 2020 Consultancy on behalf of Babergh and Mid Suffolk District Councils (the data controller for all information collected from this survey).
Your data will be retained for the duration of the project following its submission before being destroyed. Your information will not be shared with or passed onto any other party.
Responses received as part of the consultation will be anonymised, stored, and handled in accordance with Babergh and Mid Suffolk District Council's Privacy Policy.

This policy can be viewed at www.babergh.gov.uk/the-council/your-right-to-information/privacy-policy/

1. Please provide your full postcode: *

2. and your street name
This data will be used to support the analysis of the consultation responses *

3. Are you responding as?

☐ a local resident within the Babergh district
☐ a local resident within the Mid Suffolk district
☐ a visitor within the Babergh district
☐ a visitor within the Mid Suffolk district
☐ local Councillor / MP
☐ business owner
☐ commuter within Babergh
☐ commuter within Mid Suffolk
☐ commuter outside of the districts
☐ Other (please specify):

4. What is your age?

☐ 16-29
☐ 30-39
☐ 40-49
☐ 50-59
☐ 60-69
☐ Over 70

5. Do you support the aims of a parking strategy for Babergh and Mid Suffolk?

☐ yes
☐ no

If you've chosen no, please tell us why below

3. Please select to what extent you support or oppose the following

6. Parking capacity

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
There is more demand for parking than there are spaces available in the car parks	☐	☐	☐	☐	☐
Suffolk County Council should provide on street parking where possible	☐	☐	☐	☐	☐
Potential development sites should include appropriate car parking	☐	☐	☐	☐	☐

Please use this box to provide any additional comments including any specific location(s)

7. Quality of council-owned car parks.

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
Develop an ongoing car park improvement programme	☐	☐	☐	☐	☐
Undertake a detailed parking signage review	☐	☐	☐	☐	☐
Increase safety within car parks	☐	☐	☐	☐	☐
Improve the appearance within car parks i.e. bay lines, trees & shrubs	☐	☐	☐	☐	☐
Upgrade the Pay & Display machines	☐	☐	☐	☐	☐

Please use this box to provide any additional comments including any specific location(s)

8. Parking charges.

Please select to what extent you support or oppose the following

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
Offer a flexible parking tariff structure in their car parks that charge	☐	☐	☐	☐	☐
Carry out regular benchmarking exercises on charges in neighbouring areas	☐	☐	☐	☐	☐
Review parking charges every other year ensuring they reflect the economy of the local and neighbouring areas	☐	☐	☐	☐	☐

Please use this box to provide any additional comments

9. Car parking designation.

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
The councils should identify the most likely destinations and user groups for each car park (e.g. residents, visitors, shoppers, employees) to determine if they should be long or short stay car parks or a combination of both	☐	☐	☐	☐	☐

Please use this box to provide any additional comments including any specific location(s)

10. Car park technology.

The councils should:

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
Investigate the installation of Pay on Exit systems in all suitable chargeable car parks	☐	☐	☐	☐	☐
Provide facilities for new vehicle technologies and management (e.g. priority parking spaces)	☐	☐	☐	☐	☐
Investigate using variable message signs (e.g. signs which could display the number of spaces available in real time) Signs	☐	☐	☐	☐	☐
Make further improvements to their website	☐	☐	☐	☐	☐
Consider smart parking integration e.g. parking apps and virtual permits	☐	☐	☐	☐	☐

Please use this box to provide any additional comments relating to these changes:

[ ]

11. Land use development.

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
Identify locations where there is support for additional parking spaces e.g., new car park or a Park & Ride set up for example	☐	☐	☐	☐	☐
Review and understand local coach parking requirements	☐	☐	☐	☐	☐
Consider the introduction of overnight charges for motorhomes in suitable car parks	☐	☐	☐	☐	☐

Please use this box to provide any additional comments including any specific location(s)

[ ]

12. Sustainable transport and integration

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
Promote active travel and public transport to reduce parking demand	☐	☐	☐	☐	☐
Increase Electric Vehicle charge points in their car parks	☐	☐	☐	☐	☐
Install safe secure bicycle parking facilities	☐	☐	☐	☐	☐
Investigate partnerships with car club providers	☐	☐	☐	☐	☐
Consider the implementation of docked bikes, e-bikes, and e-scooters within their car parks	☐	☐	☐	☐	☐

Please use this box to provide any additional comments including any specific location(s)

[ ]

13. Our customers

Please select the reason(s) you use our car parks

☐ Retail

☐ Visiting a tourist attraction

☐ Dining Out

☐ Work

☐ Leisure

☐ Theatre

☐ Cinema

☐ Parks and Open Spaces

☐ Special Events close to the town centre

☐ Other (please specify including any specific location(s): [ ]

4. Please select to what extent you support or oppose the following

14. Parking improvement.

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
Undertake verge and pavement parking studies in all locations where there is a known problem	☐	☐	☐	☐	☐
Assess all on-street parking restrictions ensuring they are still relevant	☐	☐	☐	☐	☐

Please use this box to provide any additional comments including any specific location(s)

[ ]

15. Sustainable highways integration.

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
Investigate the partnership of car clubs	☐	☐	☐	☐	☐
Understand taxi demand in key locations	☐	☐	☐	☐	☐
Investigate the potential for on-street Electric Vehicle charge points	☐	☐	☐	☐	☐
Identify local walking, cycling and travel routes that may impact on-street parking	☐	☐	☐	☐	☐

Please use this box to provide any additional comments including any specific location(s

[ ]

16. On-street parking

	Strongly support	Support	Neither support or oppose	Oppose	Strongly oppose
The Council and Highways Authority (Suffolk County Council) should consider introducing appropriate parking charges for key on-street parking locations i.e. town centre areas	☐	☐	☐	☐	☐
Consult and introduce resident parking schemes in identified locations	☐	☐	☐	☐	☐

Please use this box to provide any additional comments including any specific location(s

[ ]

17. Please select two recommended actions that you would like to see prioritised.

	OFF-STREET Recommended Action
Priority No 1	[ ]
Priority No 2	[ ]

Please use this box to include any additional comments including any specific location(s)

[ ]

18. Please select two recommended actions that you would like to see prioritised.

	ON-STREET Recommended Action
Priority No 1	[ ]
Priority No 2	[ ]

Please use this box to include any additional comments including any specific location(s)

[ ]

19. Are there any recommended actions which you feel haven't been included, that you would like to see explored further?

Recommendation	[ ]
Recommendation	[ ]

Please use this box to include any additional comments including any specific location(s)

20. Please use this box to make any comments along with location(s) that you think are relevant in developing our parking strategy

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ACTIVE TRAVEL & SUSTAINABLE TRANSPORT	TRAFFIC ENGINEERING	PARKING CONSULTANCY
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PUBLIC REALM	STAKEHOLDER ENGAGEMENT	INTERIM STAFF