

Summary of Recommendations & Action Plan from Arup Report

Sustainable Transport Recommendations

Ref	What	How	When
DD1DD3 DD7	Encourage commuters to use alternative modes of transport by improving information, moving to 'open data' and working with GCC on initiatives such as thanktravel.info	Work with GCC to access available funding streams such as the Local Sustainable Transport or equivalents. Better data will require new equipment and management process (see management recommendations)	1-5 years onwards
DD4	Do not increase the levels of CBC town centre car parking significantly and resist increases from other providers	Uphold local planning policy as set out in the Local Plan	1-5 years onwards
DD5	Define a strategic walking and cycling network to be in a position to take advantage of funding opportunities	Work with GCC and walking and cycling stakeholders with specialist support if required to define a network	1-5 years
DD7	Consider new P&R provision in line with the Local Transport Plan	Use the planning system as large developments come forward to link with frequent bus services	5-10 years
	Reduce the demand for CBC staff parking through a travel plan.	Implement a resourced travel plan with clear and realistic targets	1-5 years

Wayfinding and signage

Ref	What	How	When
IT6	Improve Car Park signage in the car parks. Reduce signage clutter and unnecessary signs, reducing the number of signs overall.	Set aside a modest budget for signage within the larger car park improvement budget. Use internal CBC designer, a local firm or the current provider of the wayfinding system to design, print and install signage	1-5 years
IT4	Develop a signage strategy to present to the County on which car parks should be signed from which points on the strategic road network, integrating P&R and events parking into this.	This is distinct piece of work and needs to be resourced. GCC may be able to carry this out internally subject to resources. CBC should work with GCC to develop the strategy and CBC needs to be clearly present its requirements	1-5 years
IT5	Continue investment in the way-finding initiative with consistent, simple signage using the wayfinding system	Continue to develop the wayfinding system, ensuring that appropriate resource is applied.	1-5 years

On and off-street parking

Ref	What	How	When
DD9 CW8	Bring evening on-street restrictions in line with off street parking payment structures to improve residential amenity subject to the proper process being followed	CBC should work closely with the County in an attempt to influence strategy	1-5 years ongoing

Ref	What	How	When
CW8 DD7	Bring off street and on street payment systems in line especially pay-by-phone. There are also efficiencies to be made in sharing enforcement and other back office systems	CBC should engage with the County to assess the benefits of the joint procurement of a future pay-by-phone provider. Other Councils and private providers should be approached to investigate partnership benefits in respect of the provision of enforcement and back office processes	1-5 years ongoing
DD9	Ensure that on street is generally more expensive and shorter term than off street to improve residential amenity and customer turnover for businesses.	Continue to liaise with the county.	1-5 years ongoing

Coach Parking

Ref	What	How	When
SE7	Improve the coach parking offer by formalising the arrangements for set down and pick up in Royal Well and at the Racecourse.	Formalising arrangement with the racecourse, and investigating opportunities in the longer term to work with the P&R site. Free bus travel into the town centre could be provided from the P&R with GCC's agreement.	1-5 years ongoing
SE7	Better incentivise coach drivers and provide better information, which is all in one place, as information is currently split between the TIC and CBC's websites.	Work with the BID and traders to provide coach drivers with significant discounts at cafes and restaurants, given the influence of drivers this could prove an effective way of encouraging coach parties to dine.	1-5 years ongoing

Motorcycle and Cycle Parking

Ref	What	How	When
	On-street focus to cycle and motorcycle parking making parking frequent and convenient	Identify locations with local groups and discuss with the county	1-5 years onwards
	Ad-hoc approach to cycle and motorcycle parking in surface car parking where demand identified	Work with local cycling and motorcycling groups to identify appropriate locations.	1-5 years
	Provision of motorcycle spaces in larger prime car parks	Dedicate one space to motorcycles in prime car parks	1-5 years
	Parking should be designed in line with guidance and be safe and convenient for users in overlooked locations.	Use Sustrans' Cycle Parking Design Manual and the Institute of Highway Engineers' Guidelines to Motorcycling.	1-5 years onwards

Team Structure

Ref	What	How	When
CW6	A dedicated senior staff role is required to implement the strategy, and improve efficiency and performance	Recruit a staff resource at market rate to attract someone with the relevant skills to implement the strategy	1 – 5 years
CW7	The parking operation is too small and CBC need to find partners to help create a fit-for-purpose management regime	The senior staff resource will be required to make this change happen	1 – 5 years

Data and information

Ref	What	How	When
CW1	Better management information and data collection.	Carefully specify equipment that provides management information and data. Equipment should be connected and provide real time data to estimate capacity	1 – 5 years
CW2	Invest in Regent Arcade to improve the customer experience	Install a barriered exit system with pay on foot to remove confusion around how the system works	1 – 5 years
CW3	Equipment renewal will be required including features such as contactless and ticketless payment options	The senior staff resource will be required to making this change happen	1 – 5 years
	Create strategy for link between retail and parking	Work with BID and others to ensure digital strategies for town business and parking are aligned	1-5 years

Processes

Ref	What	How	When
CW4	Increase efficiency of enforcement operation by virtualising permits and connecting P&D machines to back office systems to gather real time data. Use the virtualised information on parking rights to invest in digitised enforcement	Upgrade the website to fully manage parking permits and invest in technology to centralise all permit and payment information. Use this information in upgraded handheld devices to increase patrol efficiency. Consider mobile technology (scooters etc.) to determine whether this will further increase efficiency	Years 1-5
CW8	Work together with other councils and specialist private providers to improve back office functions such as appeal to improve customer service and efficiency	Consult with neighbouring authorities regarding partnership agreements or join procurement of shared services.	Years 1-5

CW	Measure and share information regarding efficiency of Parking Service.	Determine KPIs to measure performance, based on improved data collection. Consider publishing performance information.	1-5 years onwards
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Payment methods

Ref	What	How	When
DD7	Align phone payment systems with the county's	Allow flexibility in the procurement of the next provider to allow termination if more advantageous terms can be agreed following discussions with the County.	Years 1-5
DD-	Offer more cashless payment options including on-line payment for season tickets.	Upgrade P&D with licence plate entry (no ticket) & contactless payment Upgrade website to allow on-line payments for season tickets	1-5 years

Tariffs

Ref	What	How	When
SE1 SE2	Standard charging regimes based on the sites category. Allowing both long and short-stay, using charges to 'nudge' behaviour.	Advertise the changes through the normal route	1 – 5 years
SE3	Revise tariffs moving forward to secure the investment needed to improve the car parking estate having regards to the improved parking environment created.	Advertise the changes through the normal route	

Action Plan Appendix 4.1

