

Appendix D – The Parking Service Delivery Strategy

Considering the evidence and recommendations provided by Parking Matters, the following overall strategy is proposed to improve the off-street parking estate and Arun's Parking Service.

Off- Street Parking Strategy 2021-2026

The Off-Street Parking Strategy 2021-2026 has been reviewed by Parking Matters and has been used as the high-level strategy which the Delivery Strategy aims to support. It sets out the below Vision for parking:

“Our vision for parking - We will provide safe, well- maintained car parks that meet the needs of residents, shoppers and visitors to Arun, providing support for economic growth, promoting a sustainable environment and creating a positive parking experience”.

The key objectives set out in the 2021-2026 Strategy include:

Investment in car parks through a planned Investment Strategy to ensure they are fit for the future.

Employment of enhanced technology and information to improve customer experience.

Appropriate management and charging structures to support vitality and economic growth.

Key issues

The Stage 1 and 2 reports prepared by Parking Matters highlight a number of key issues that are standing in the way of the Council achieving the Vision as set out in the 2021-2026 Strategy:

Issues Highlighted

The Council has poor information on their customers, and supply and demand for parking. Without hard data, decisions are opinion based, rather than evidence based.

Lack of digitisation means preparing for the future in a scientific way is very difficult, including responding to future demand, changes to enforcement legislation, and providing data both to allow customers to make choices on where parking is and where it is available and to allow professional management of the parking service.

Although a well-run service and in-line with other districts, enforcement is expensive as it requires CEO's to manually check if parking rights have been purchased by paper ticket, online, with a paper disc, or using an exemption through a valid Blue Badge. In some car parks, this requires every car to be approached and scanned, or examination of the ticket or disc located on the dashboard.

Complicated tariff structures could confuse visitors and do not offer sufficient options from a customer service point of view and cost money to enforce.

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Delivery Strategy

Delivering the 2021-2026 Parking Strategy and supporting economic vitality does not mean free or cheap parking.

It does mean effective management which provides a Positive Parking Experience for customers and safeguards availability, turnover, site quality, and information.

This will be done by:

- Moving to a fully digitised service to prepare for changes in technology and enforcement methods.
- Policy decisions based on data and information, which can only be economically collected through digitisation.
- Changes to tariffs and products which reflect the market.
- Continuing to invest in the assets and deliver the Off-Street Parking Strategy 2021-2026.

Customers will see the benefits in:

- Streamlined, efficient payment options and fair enforcement.
- Effective management and parking availability considering potential future demand growth.
- New tariff bands and products tailored to their needs.
- Continued investment in the condition and quality of their parking places.

Investment Strategy:

- As outlined in the 2021-2026 Strategy, as a next step, consider the capital investments required to improve sites with an Investment Strategy.
- To include engineering advice on the improvements to sites as identified within the Stage 2 report.
- To consider wayfinding in detail
- Consider the financial, planning and practical feasibility of PV Solar Power canopies on car parks.