

# Off-Street Parking Strategy 2021 - 2026





## Introduction

Arun District Council own and operate 22 Pay & Display off street car parks. These car parks are located in Bognor Regis, Littlehampton and Arundel.

The car parks are defined as short stay, long stay or seasonal depending upon their location and charging structure. The short stay and long stay car parks are within the town centre while the seasonal car parks are mainly on the seafront and have a summer and winter charging structure.

Arun District Council also act as agents on behalf of the West Sussex County Council enforcing on street regulations as well as regulations which cover our Off Street car parks.

With the continuing growth of the district (14% population growth by 2031 - 80% of those in the over 60 age group) and with the coastal area popular with visitors an overall increase in parking infrastructure is anticipated. The Strategy aims to balance the needs of residents, businesses, and visitors, helping to provide the accessible parking that people need with a positive parking experience and support the sustainability of our local places.

The Strategy is supported by an Action Plan which sets out improvements that will be delivered in the short to medium term, and aspirations for the longer term.

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## 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.**

## Why do we need a strategy?

Parking is a valuable asset for a council. Provision of good parking can help an area to thrive, reduce nuisance parking and provide an income for the council that we can re-invest in our car parks for the benefit of all.

The Parking Strategy will set out a framework within which we can develop detailed policies to achieve our vision for parking.

Through the strategy an Action Plan can be created to deliver the following benefits:

- 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.

## Provide safe parking

The Safer Parking Scheme is managed by the British Parking Association (BPA) on behalf of Police Crime Prevention Initiatives Ltd.

A *Park Mark* is awarded to parking facilities that have met the requirements of a risk assessment conducted by local police. These requirements mean the parking operator has put measures in place to help deter criminal activity and anti-social behaviour, thereby doing everything they can to prevent crime and reduce the fear of crime in their parking facility.

In joining the scheme and making safety a priority, we offer our customers the security of knowing that our car parks (currently 25 out of 26) have the *Park Mark Award* so have been vetted by the police and have measures in place to create a safer environment.

It also means that our car parks are independently assessed so we will be notified if we need to take action to ensure that our facilities remain at the same high standard.

### Action Points

Apply annually for Safer Parking Award.



## Investment to provide well-maintained car parks

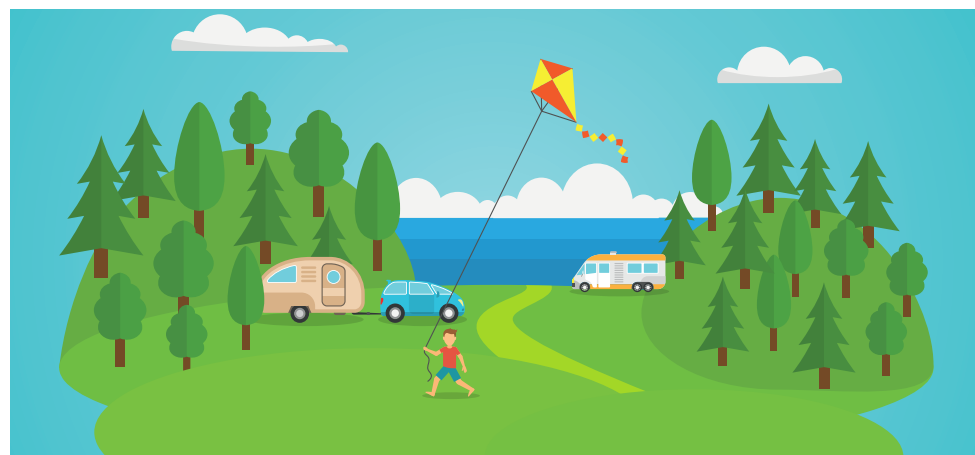
In addition to a planned maintenance program to ensure our car parks are well maintained into the future, various other improvements are identified within the strategy. These include investment in technology, sustainability initiatives including new planting, access improvements, feedback from customers and other improvements to ensure there is a response to future growth in the district. All of these will form part of the developing Investment Strategy.

We will look to maximise parking and make best use of parking spaces, as well as exploring possible overflow parking during the peak season.

### Action Points

Carry out regular review of planned maintenance and the Investment Strategy ensuring the car parks are fit for the future.

Full Health & Safety checks to be carried out twice a year.





## Promoting a sustainable environment

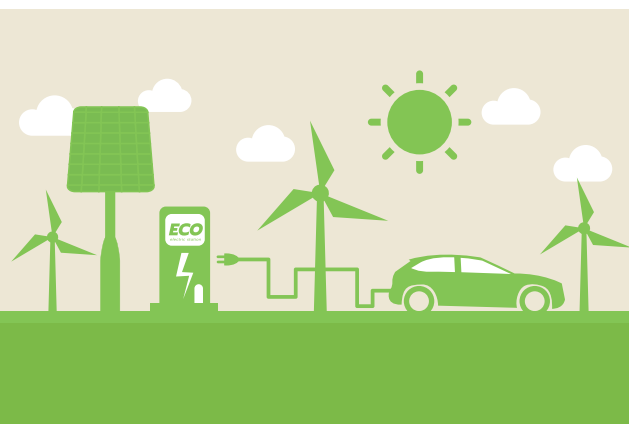
Our vision seeks to incorporate policies that reduce our carbon footprint by using renewable sources of energy and supporting the move from petrol/diesel vehicles to electric vehicles.

As more people opt for electric vehicles, the destinations they choose will be influenced by the availability of charging points, so we recognise the importance of installing charging points in our district to attract more visitors.

We've signed up to the Electric Vehicle Strategy 2019 to 2030, developed by West Sussex County Council (WSCC), which will allow us to install electric vehicle charge points on our land, including car parks.

Working in partnership with WSCC, the charging points will be powered by renewable energy from one supplier and run on the same network across the county.

Except for Fittleton multi-storey car park, all the pay and display machines in our car parks operate by using solar power and we are actively looking at other ways of using renewable energy within our car parks.



### Action Points

**Support Installation of Electric Charging Points in our public car parks.**

**Support initiatives that look to promote and develop renewable energy.**

## Providing support for economic growth

We are looking at opportunities to regenerate our towns and provide the right environment to encourage economic growth.

Parking plays an important role in the viability of any regeneration scheme. Poor parking can cause stress and make a visit to an area less enjoyable, so we are aware of how good parking provision influences where people choose to visit.

Various car parks in the district have been identified as potential sites for redevelopment.

For example, we are hoping that an application to the Levelling Up fund will be successful and allow regeneration schemes such as the Littlehampton Seafront Strategy to be progressed. Included in this strategy is a redesign of the West Green Car Park.

Any scheme which involves the development of car parking sites will look to achieve an equivalent number of parking spaces.

We work with numerous partners to support events across the district, many of which rely on availability of our car parks, to encourage growth of the local economy.



### Action Points

**Keep all sites under review with regard to potential development.**

**Work with organisers and other partners to support events.**

## A positive parking experience

British Parking Association undertook a national survey in 2014 to discover what people want when choosing where to park. The results of that survey are shown below:

1. Location
2. Personal safety
3. Tariffs
4. Ease of access
5. No / little queuing
6. Number of spaces
7. Effective surveillance
8. Size of spaces

“...the general availability of spaces is felt to be more important than cost in their overall decision about visiting. Traffic flow and parking signage have as much, if not greater, effect on their decision to visit the town centre, how long they spend there, and how much money they spend.”

Association of Town & City Management.

The following identifies the response to these priorities for this strategy.

### Location

People want to be able to find a space when they need it, where they want it, and at a reasonable price that relates to their destination. Customers expect to pay for parking in a town centre because these places offer a variety of shopping, cultural and leisure experiences and they generally know that demand needs to be managed and car parks need to be maintained.

### Personal safety / Effective surveillance

This is covered by the section 'Provide safe parking'. We currently have CCTV in operation in the Fitzleet Multi Storey car park only.

## Tariffs

We know that car parking prices are dictated by what a place has to offer – it's not the prices which dictate the success of a place. We will continue to review our charging structure to consider the changing needs of residents, visitors and businesses.

## Number of spaces / No queuing

To manage the demand within our car parks it's important to ensure that all the spaces are being used and that customers are aware of alternative parking. We need to ensure that our website clearly shows where car parks are located and that there are signs in those car parks to direct drivers to alternative parking if there are no free spaces. We should also consider changing tariffs to encourage motorists into less well-used car parks and look at increasing the parking at the most popular car parks, where possible.

## Size of spaces

With many larger family vehicles on the road, some motorists are reporting finding it difficult to park in bays. We therefore need to consider whether we can provide larger spaces where there is an opportunity to do so.

## Provision of disabled spaces

It is important that our car parks are inclusive, therefore our Parking Strategy should ensure that the needs and requirements of drivers with a range of disabilities are considered. This includes ensuring that our car parks are DDA (Disability Discrimination Act) compliant.

## Technology

Customers increasingly expect to have the option of buying tickets and managing their stay in car parks by using technology that doesn't require payment by cash. We have introduced pay by phone (RingGo) into all our car parks and we have some card/contactless Pay & Display machines. All machines still accept cash. However, the pandemic caused a huge increase in customers wishing to pay by card rather than cash, so we need to ensure that is an option in all our car parks. We also need to consider whether it's time to consider removing cash as a payment method option.

The council is bringing in system called Mi-Permit which will allow customers to self-serve and purchase Virtual Seasonal Permits. They will be able to manage changes to that permit when they change vehicles and we will be able to check that vehicles have permits as the Civil Enforcement Officers handheld computers will be linked to the Mi-Permit system. The system will be more convenient for the customer as they won't have to remember to display the permit or request and/or have to wait for changes to their registrations. They will also be able to purchase the permit at any time. The council will save time on administration and cost of issuing paper permits.

### Action Points

**Annually review parking tariffs.**

**Web pages to be regularly reviewed and enabled for customer feedback.**

**When car parks are refurbished review type and size of spaces.**

**All Pay & Display machines to be contactless and cashless by 2024.**



## Feedback

To continue to drive improvements in the way we provide the car parking service the council will seek feedback from our customers.

This will be done through the following ways:

- **Surveys**

This will be both surveys carried out by Arun District Council and by looking at larger national surveys carried out by the British Parking Association and other organisations.

- **Recording Complaints**

Both through the council's complaints procedure and less formal complaints taken over the phone.

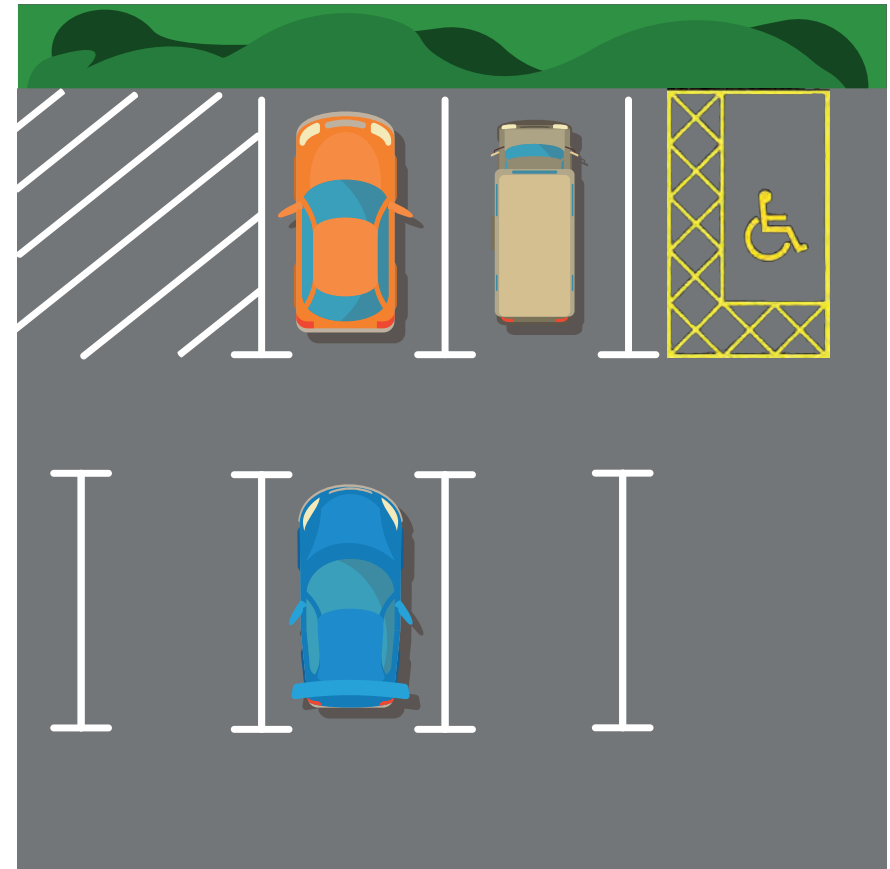
- **Parking Studies**

Normally carried out during regeneration projects.

### Action Points

Keep up to date with parking technologies.

Produce an annual car parking report.





## Appendix A

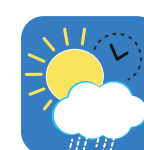
### Car Park Information



Name and location of car parking	Town Centre parking	Seafront parking	No. spaces	Disabled spaces	Electric charging	Facilities WC	Long stay	Short stay	Seasonal charges
<b>Arundel</b>									
River Road	✓		12	0		None	✓		
Crown Yard	✓		79	4		Yes		✓	
Fitzalan Pool	✓		168	10		None	✓		

## Appendix A

## Car Park Information



Name and location of car parking	Town Centre parking	Seafront parking	No. spaces	Disabled spaces	Electric charging	Facilities WC	Long stay	Short stay	Seasonal charges
<b>Bognor Regis</b>									
Regis Centre	✓		197	12	2	Yes		✓	
Fitzleet	✓		370	23		Yes	✓		
Hothampton	✓		217	14		None		✓	
London Road	✓		105	6		Yes	✓		
Lyon Street	✓		66	5		None		✓	
Hotham Park	✓		51	4		None			✓
Gloucester Road		✓	130	11		None			✓
Rock Gardens		✓	14	1		None			✓
West Park		✓	32	3		Yes			✓
<b>Felpham and Middleton-on-Sea</b>									
Culver Road		✓	50	3		Yes			✓
Links Avenue	✓		32	0		None	Free	Free	Free
Grassmere	✓		110	6		None	Free	Free	Free
Shrubbs Field	✓		114	7		None	Free	Free	Free

## Appendix A

### Car Park Information



Name and location of car parking	Town Centre parking	Seafront parking	No. spaces	Disabled spaces	Electric charging	Facilities WC	Long stay	Short stay	Seasonal charges
<b>Littlehampton</b>									
Manor House	✓		115	7		None		✓	
Surrey Street	✓		60	3		None		✓	
River Road	✓		19	3		None		✓	
St Martins	✓		256	11	2	Yes		✓	
Anchor Springs	✓		29	2		None		✓	
East Green		✓	156	10		None			✓
West Green		✓	187	12		Yes			✓
Mewsbrook		✓	142	8		None			✓
Sea Road		✓	48	0		None			✓
The Wall		✓	43	3		None			✓
Banjo Road		✓	51	6		None			✓
West Beach		✓	54	3		Yes			✓

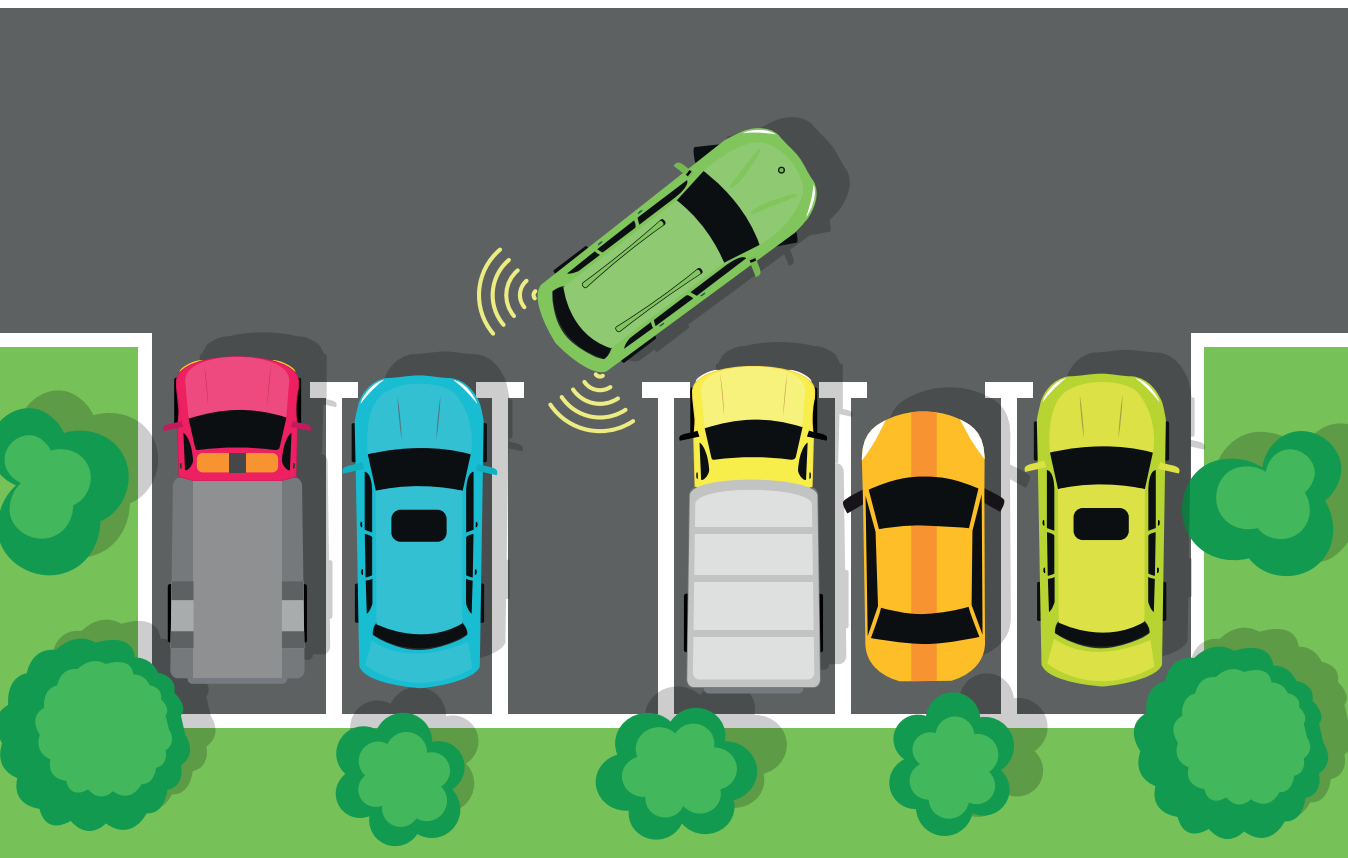
## Appendix B - Action plan, timetable, measure of success

Actions	Due	Measure of success
1. Apply annually for Safer Parking Award	Annually	Award applied to all ADC off street car parks.
2. Carry out a review of the planned maintenance program to ensure the highest priorities for improvements are made.	Annually	Investments in car parks are well planned ensuring all priority works are completed.
3. Alongside planned maintenance review the Investment Strategy ensuring the car parks are of high quality, safe, sustainable, attractive and fit for the future.	Annually	Year on year improvements to car parks leading to improved customer experience and increase use of car parks.
4. Regular Health & Safety checks for all car parks.	Biannually	Minimal or no accidents taking place in car parks.
5. Support Installation of Electric Charging Points in the Councils public parks.	From 2022	Maximising provision of more electric charging points for customers through the West Sussex scheme.
6. Support initiatives that look to promote and develop renewable energy.	On Going	Reduction in carbon use in line with Carbon action plan.
7. Keep all sites under review with regard to potential development.	On Going	No loss of parking spaces whilst improving facilities.
8. Work with Organisers and other partners to Support Events.	On Going	Events taking place to help support and develop the local economy.
9. Keep under review differential charging tariffs, including seasonal charges.	Annually	Maximising use of car parks in a way that supports the needs of businesses, workers, shoppers, commuters, and visitors, whilst looking to optimise yield from parking in line with the corporate charging principles.
10. Web site for Parking kept up to date and enabled for customer feedback.	On Going	Positive customer feedback.

## Appendix B - Action plan, timetable, measure of success

Actions	Due	Measure of success
11. When car parks are refurbished review type and size of spaces.	On Going	Better provision for customers maximising car park use.
12. All Pay & Display Machines to be Contactless and cashless by 2024.	2024 or sooner if achievable	Reduction in cost of cash collection whilst providing a convenient service for customers.
13. Keep up to date with changing technologies.	On Going	Provision of cost effective and customer friendly parking service.
14. Annual car park report.	Annually	Aimed at continual improvement of parking services.





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