



Parking Services Strategy 2021-2026

Craven District Council



Mission Statement:

“To provide an excellent quality parking service, efficiently managed in balance with the needs of all users”

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Craven District Council

Contents

1	INTRODUCTION	4
1.1	Purpose	4
1.2	Background	4
1.3	The Vision for Parking Service Delivery	5
2	STRATEGIC AIMS & OBJECTIVES	8
2.1	Strategic Aims	8
2.2	Strategic Objectives	8
3	CONTEXT	9
3.1	National	9
3.2	Regional	10
3.3	Local	11
3.4	Settlement Hierarchy	11
3.5	Modal Shift	12
4	PARKING PROVISION	13
4.1	Skipton	13
4.2	Settle	14
4.3	Ingleton	14
4.4	Bentham	15
4.5	Gargrave	15
4.6	Hellifield	16
4.7	Crosshills	16
4.8	Cononley	17
4.9	Farnhill	17
5	SUPPLY AND DEMAND	18
6	MANAGEMENT AND RESOURCES	19
7	PARKING ENFORCEMENT	20
8	STOCK CONDITION	21
8.1	Car Park surfaces, boundaries and peripheral infrastructure	21
8.2	P&D Machines	21
8.3	Tariff Boards	21
8.4	Signage	21
8.5	Tariff Review	22
8.6	Layout review	23
8.7	Coaches	23
8.8	Taxi's	24
8.9	Permits	24
8.10	Disabled Parking	25
9	MAXIMISING USAGE	26
9.1	Additional Complimentary usage	26
9.2	Electric Vehicle Charging Points (EVCP)	26
9.3	Motorhome Bays	27
9.4	HGV Parking	27
9.5	Pricing Policy	27
9.6	Payment system	27

10 ON-STREET PARKING	28
11 COMMUNICATION, CONSULTATION AND ENGAGEMENT.....	29
12 RISKS.....	30
13 CRITICAL SUCCESS FACTORS.....	31
14 GOVERNANCE.....	32
DOCUMENT INFORMATION	33
APPENDIX 1 - CAR PARKING ACTION PLAN.....	34
APPENDIX 2 - CAR PARKING CHARGES COMPARISON.....	38
APPENDIX 3 - CAR PARKING PROVISION THROUGHOUT CRAVEN	39

1 INTRODUCTION

1.1 Purpose

Craven District Councils previous parking strategy was produced in 2014. The new parking services strategy will cover the period 2021 – 2026 to reflect both recent changes to the economic climate and recent changes to service delivery, as well as looking forward in anticipation of changes to the transport industry and trends. The strategy will help the Council to plan its current and future parking provision and service management requirements.

This strategy will aim to provide a platform for determining future demand and potential supply of car parking provision within the District with reference to a range of users and to look at how this can be met without detriment to the environment or economic vitality and viability of Craven District.

1.2 Background

Indications continue to show that private car use is increasing and will do so for the foreseeable future, especially with regard to the demand for access to town centres, visitor attractions and access to Electric Vehicle Charging Points(EVCP). Parking availability of any type of vehicle is an important factor in determining how people travel. It also influences the vitality and viability of town centres. However, the capacity of the roads and the provision of car parking space to meet this demand are neither practical nor sustainable. Notwithstanding that, accessibility to town centres must be maintained to assist in maintaining economic prosperity. Only towns with high inner-city quality and good alternative forms of accessibility can afford to restrict access by private car. That said, cars should not be seen as the only means of transport and there is a balance to be struck between providing and restricting car parking, in turn balancing environmental protection, economic growth, accessibility, health improvement and social inclusion.

In more rural areas, such as Craven, recognition needs to be made that effective alternative transport methods may never be possible e.g. bus services, which face constant threat in rural areas. Private cars will, therefore, remain the primary travel option for many people.

The development of a parking strategy needs to take into account a number of factors:

- Consideration of all users e.g. residents, shoppers, visitors, local businesses, and workers
- Contribution to the vitality and viability of the town centre by providing more short stay than long stay parking
- Regulations to be implemented and enforced effectively
- A revenue surplus required to allow for re-investment

- Appropriate charging that meets with the Council's overall aims for finance, and quality of provision

This strategy will consider each of the following facets:

- Designated off-street car parks
- Disabled parking provision
- Coach parking provision
- Taxi waiting areas
- Electric Vehicle Charging Points
- Motorhome overnight parking provision
- HGV overnight parking provision
- Integrating cyclist parking

In considering the above, the effects and impacts of a number of variables will be considered, in both the short and longer-term, as follows:

- Capacity, location and need of off-street parking provision
- Car parking tariffs
- Demand for car parking, both current and future
- Environmental impacts
- Utilization of car park space in and out of core hours

1.3 The Vision for Parking Service Delivery

The vision for the Council is that; the Council will provide an excellent quality parking service, ensuring that parking provision is effectively managed to balance the needs of shoppers, visitors, workers and residents.

To this effect the Parking Service will operate to the following principles:

- To provide a high quality service for all its customers
- For key users to have good access to the service centre
- Provide a high quality enforcement regime controlling illegal parking
- To meet the changing demands for powering vehicles with sustainable infrastructure

1.4 Developing a Parking Services Strategy

The key question for developing a car parking services strategy is “how can parking in service centres be managed to best support the local economy and the needs of the residents and visitors?”

1. Parking is a service, and the service has to be managed properly. A “free for all” i.e. no restrictions, no charge and no enforcement approach is not an option in good management
2. A good quality service will meet the needs of its customers, e.g. shoppers, visitors, workers and residents. The parking stock needs to be allocated to meet the differing needs of customers. Correct allocation will ensure the stock is used efficiently, both reducing underused locations and reducing the pressure on the most popular sites. Effective enforcement will be a key element.
3. It is important to acknowledge the role parking plays in the economic vitality of a centre. However, of equal importance, parking must be acknowledged as only one element affecting whether people visit a centre or not. The town’s competitiveness will depend on many factors including quality of shopping experience, the proximity of competing centres and the quality of other attractions within/close to the centre.
4. Where possible the parking services strategy should aim to integrate with wider transportation strategies. By doing this other appropriate measures can be considered to improve access to centres through other modes of transport, e.g. cycle parking. This will encourage those that are able to use alternatives to do so, freeing up parking spaces for the many that do not, and may never, have alternative modes of travel available to them.
5. A clear appreciation of the broad customer expectations needs to be understood i.e.:
 - A car park available in a convenient location, good quality and well signposted
 - A parking space available to park for as long as required
 - A well laid out car park that feels safe e.g. well litCost is fair, reflecting the quality of the facility, although it is important to note that for many cost is the least important consideration. This is particularly the case for visitors and to a lesser extent for shoppers. However, workers will usually seek cheaper locations, although these are likely to be more remote.
6. Meeting the requirements of customers can be broken down as follows:

Residents who live within the service centre

 - Close to home as possible parking mainly late afternoon, evening / weekends
 - Will not want their street full of other peoples vehicles

Shoppers

 - Needs will vary depending on shopping experience available within the centre
 - The larger the centre the longer the stay
 - The shorter the stay, the closer the shopper will want to park

Visitors

 - Day visitors to a tourist destination may require 3-5 hours parking

- Will require clear directional signage to the car parks and then from there to the visitor attractions

Local businesses

- As well as servicing and deliveries, local businesses will often look for parking schemes available for their staff.

Workers

- Full or half day parking provision at as little cost as possible
- Low paid workers may try and find “free” parking away from car parks

To meet all of the aforementioned requirements the parking service should, where possible and practicable, implement a:

- Integrated management of all parking provision including on-street parking
- Well-structured charging regime
- Charging structure that reflects the needs of the individual towns
- Charging structure that reflects the needs of the parking user

Ideally, to achieve the above to its fullest extent, parking services needs to provide:

- Short stay, off-street parking closest to the central shopping areas, ideally with maximum stay of, say, 2 hours
- Short and medium stay parking further from the centre for longer trips and in tourist centres conveniently located for the attractions
- Long stay parking at a greater distance with tariffs set to suit both full and part time workers, including parking schemes for local businesses
- Where circumstances demand, residential permit parking arrangements
- Clear directional signage

In all cases the charges would need to be set at a level that reflects the nature of the town and at a level which will ensure proper management of the parking service whilst not having an adverse effect on the local economy.

2 STRATEGIC AIMS & OBJECTIVES

2.1 Strategic Aims

1. Provide good quality public car parking facilities appropriate to service the needs of the main service centres across the District.
2. Recognise the different characteristics of the main service centres of Craven District and liaise with key partners (business, Parish Councils, Chamber of Trade etc) in providing car-parking services appropriate to local circumstances.
3. Seek to support the vitality of service centres and local businesses through the provision and management of appropriate car parking, while recognising that car parking provision can be an important tool to help manage traffic.
4. Reduce the burden on the taxpayer and shift the cost of car parking provision towards the service users and manage the Council's car parking assets in a cost effective manner.
5. Develop the utilisation of car park space both in and outside of core hours.
These themes have been selected for;
 - Their importance as key transformation drivers for the Council; and
 - Their alignment to the Council Plan and core strategies; and
 - Their alignment with the vision for digital service delivery.

2.2 Strategic Objectives

Objective 1 – Ensure that the car park service is developed and delivered on the basis of good information on car park usage and customer needs.

Objective 2 - Ensure that car park services are being carried out to a high standard in terms of economy, efficiency, safety and effectiveness.

Objective 3 – Maintain a charging structure that maximises the use of existing car parks, whilst managing a balance between economic, environmental and traffic management objectives.

Objective 4 – Ensure adequate provision for those with particular requirements.

Objective 5 – Contribute to the environmental sustainability of the District.

Objective 6 – Provide a cost effective enforcement service.

Objective 7 – Continue to audit and review the level of parking availability in Craven District and plan accordingly.

Objective 8 – Ensure a cost effective and efficient car park management regime

3 CONTEXT

According to the 2011 census the population of the district was 55,409, a 3.3% increase since 2001. The District has a population density of 47 people per square kilometre, placing it within the top ten most sparsely populated areas in England (the average for the country as a whole is 245 people per sq km).

The District is served by transport links, as well as by roads, the District is linked to the rail network via the Leeds-Skipton-Carlisle route (incorporating the Settle-Carlisle railway), and the Leeds-Skipton-Lancaster-Morecambe route. These routes offer services within and beyond the District. Skipton is the terminus for the Airedale line from West Yorkshire. A direct return train service to London Kings Cross operates from Skipton.

There is a range of national, regional and local policy that is relevant to parking, promoting the vitality and viability of town centres, assisting residents and businesses and seeking to minimise the impact on Climate Change. Local authorities should seek to provide parking that is convenient, safe and secure for all modes of transport.

3.1 National

In 2019 the Government published its new National Planning Policy Framework. Section 9 of the Framework entitled Promoting Sustainable Transport refers to parking provision as follows:

- 3.1.1 Transport issues should be considered from the earliest stages of Plan-making and development proposals, so that:
- The potential impacts of development on transport networks can be addressed
 - Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated
 - Opportunities to promote walking, cycling and public transport use are identified and pursued
 - The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
 - Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.
- 3.1.2 Planning policies should provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans)

3.1.3 Planning policies and decisions should recognise the importance of providing adequate overnight lorry parking facilities, taking into account any local shortages, to reduce the risk of parking in locations that lack proper facilities or could cause a nuisance. Proposals for new or expanded distribution centres should make provision for sufficient lorry parking to cater for their anticipated use.

3.2 Regional

The North Yorkshire County Council (NYCC) Parking Strategy (Oct 2011) states:

“Successfully managing on-street parking provision has a major impact on the transport network. The benefits include:

- *Reducing congestion*
- *Improving localised air quality*
- *Improving road safety*
- *Maintaining access to and encouraging use of public transport*
- *Balancing on and off street parking supply and demand*
- *Helping businesses with collections and deliveries*
- *Enabling residents to park near to their properties”*

The NYCC Parking Strategy, in its key principles, goes on to describe the importance of the relationship between on and off street parking:

“As previously stated the County Council has no direct control over the provision of off-street parking. Nevertheless, there is a commitment to joint working with district councils and other partners to ensure that on and off street parking provision complement each other.

Effective on-street parking management measures help to balance on and off street parking supply and demand. The inter-relationship should encourage drivers to park in designated on-street spaces for short visits and deter those wanting to park on- street for longer periods. This creates more available designated on-street spaces and helps to ensure that the provision is used by the intended categories of user namely short stay visitors, shoppers and disabled drivers.”

“7.4 A study by the Transport Research Laboratory identified a common misconception that providing as many parking spaces as possible is the best way to manage parking so as to maximise access. Rather, the key is to ensure that the parking stock is used efficiently so that the availability of spaces matches demand wherever possible. The effective management of parking provision is therefore as important as the absolute number of parking spaces provided.

7.5 There is a potential conflict between using parking as a means of facilitating car use, and as a means of selectively controlling car accessibility (and thereby car use). In North Yorkshire a balanced approach is required to meet the needs of different

communities. The rural nature of the county means many people rely on the car to access key services and sufficient parking provision at certain locations is therefore required. However, where viable alternatives to the car exist, on-street parking provision will be managed to encourage use of these alternatives.

7.7 Many people fear that making changes to the way that parking is managed, including new parking charges, will adversely affect an area's economy. However, the limited evidence which does exist suggests it is the broader retail, commercial leisure or tourism offer which is the primary factor affecting a town's competitiveness, not the provision of parking. There is no evidence that visitors use alternative destinations more."

3.3 Local

Craven District Council has produced "The Council Plan 2020 and Beyond"

The Council's vision is:

For Craven to be an increasingly prosperous place with strong, vibrant communities that celebrate their unique rural and urban settings, and where all residents enjoy a good quality of life.'

The plan's visions are:

Carbon Neutral Craven – Facilitating economic growth in a low carbon Craven

Supporting the Wellbeing of our Communities – Developing vibrant, connected and healthy communities

Attracting and retaining younger people – Create a district that attracts people of a working age to live and work

Financial Sustainability – Ensuring a self-sustainable Council

The Parking Services Strategy will work towards a Carbon Neutral Craven – with the introduction of further EVCP across the district, this will aid the use of electric vehicle transport and thus helps to support the wellbeing of our communities, by attracting owners of electric vehicles, who may not usually visit, due to not being able to charge their vehicles.. This in turn links to helping to improve the economic vitality of Craven's market towns and villages.

3.4 Settlement Hierarchy

It is generally recognised that different policy levers are relevant and effective in different circumstances. In particular, size of settlement and the nature and role of its commercial centre significantly affect the nature of parking demands and options for its supply and management. A settlement hierarchy can assist in applying different policy levers. The hierarchy for settlements in Craven consists of:

Large Market Town - Skipton Market Town – Settle, Bentham
Rural Centre – Ingleton, Crosshills, Gargrave,
Rural villages - Hellifield, , Cononley, Farnhill

It is through this hierarchy that the car parking strategy will be developed for each area of the District.

3.5 Modal Shift

A shift to increased bus use could be difficult in a District like Craven due in places to the coverage but also the timing of many of the local bus services from the rural areas makes it impossible for many to use the bus to travel to work. This is a similar situation with train travel especially in the north east of the district where no train service exists.

A shift towards walking and cycling can also be extremely difficult to achieve within a rural setting. The most likely achievement for this will come from residents located close to the service centre where accessibility is within easy reach. Whilst these people make a valuable contribution to modal shift and indeed to the sustainability objective, the level of car ownership is expected to continue to grow especially in the most rural parts of the District. The Council are committed to improving the experience of cyclists whilst visiting the Craven District.

4 PARKING PROVISION

Craven District, particularly Skipton, includes a range of car parking provision, not just those provided by the District Council. In addition to those owned by Craven District Council, there are publicly available car parks owned and operated by others, for example in Skipton there is a euro park to the rear of House of Fraser, which operates on a pay to park basis, and on busy weekends and bank holidays the local Rotary club operates a pay to park car park from the Skipton Building Society car park at their office premises on the Bailey. During the week this car park is private for the sole use of the Skipton Building Society employees.

As well as publicly accessible car parks there are a number of private usage car parks that make a significant contribution to the overall parking provision for the area. Again examples of these are most prominent in Skipton with the car park provided at the HML premises on Gargrave Road for the use of HML staff during work hours and Skipton Auction Mart, providing a valuable level of parking for auction days. However, both of these car parks have been used for parking when there are large scale events taking place in the town centre. On these occasions park and ride schemes are often operational.

Skipton Castle has a 200 vehicle car park which Skipton Building Society use some of the spaces Monday to Friday with the general public using the other bays available. It is fully open to the public on a weekend.

As well as its car parks Craven District Council owns a large number of other land holdings comparative to the size of organisation of varying sizes and uses. As part of its land holding review process it is vital that the authority includes its car park stock in that process.

4.1 Skipton

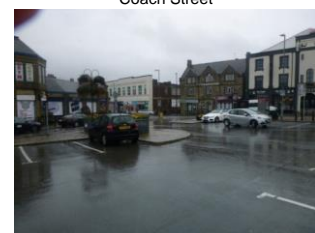
It is considered that the car parks in Skipton are, at present, appropriate for the size of town they service and considered an asset due to their purpose, functionality and value for money in operating.

However, Skipton does present challenges in both coach and taxi traffic parking.

The Council lease part of the auction mart as an overflow car park for coaches as the High Street Car Park only has provision for 12 coach bays.



Coach Street



Waller Hill



High Street



Cavendish Street



Bunkers Hill

4.2 Settle

Settle is the Districts second largest town centre and as such it is vital to include car parking provision within the town centre.

All three of the Council's car parks are located within or directly adjacent to the town centre. There is only access for HGV's from the B640 along Ingfield Lane into the car park.

There is no access for HGV through the town centre.

Since disc parking has operated on the Market Place, with a limited stay, Greenfoot car park has seen an upturn in useage.

Some of the parking sites in Settle are under review for future use.



Ashfield



Whitefriars



Greenfoot

4.3 Ingleton

The Council's main car park in Ingleton is the Community Centre car park. This is a well-used car park, although the Community Centre's free use of the facility contributes significantly to the utilisation of this car park. It is considered that the Community Centre car park should be retained and presents a support mechanism to the local economy.

Backgate site is under-utilised but has seen an upturn in use since the pandemic. Planning permission was refused on the site and it will continue to be used as an overflow car park. Wagons use the car park on an evening.



Community Centre



Backgate

4.4 Bentham

There are essentially four car parks in Bentham. All of which have been provided free of charge. This has posed a maintenance capability issue for the Council. The main town centre car parks, Grasmere Drive and Cleveland Square are very well used and the Council has thought in the past about the introduction of pay and display charges on the car park. However due to the present climate then the Council will continue to provide free parking. This should have a positive impact on the vitality of the town and assist in the recovery of the local High Street in an already difficult climate. The Council will however keep the parking provided under review.

Lairgill car park on the edge of town would still be free of charge, to counter the loss of parking for commuters and long stay parkers, should charges be introduced in the centre of town.

In addition to owning its own car parking sites, the Council is in a very unusual position of leasing a site in Low Bentham, away from the town centre to provide an additional car park, which is primarily used by local residents who lack parking outside their homes, and village hall users. The Council pays for the running and maintenance costs of providing this car park as well as incurring an annual lease fee. The Council should review its provision of this car park, study the lease terms and undertake an assessment on whether to end its agreement with the landlord when the lease/break clause will allow, which is 2025.



Lairgill



Grasmere Drive



Harley Bank



Cleveland Square

4.5 Gargrave

Gargrave is a small service centre and the Council currently holds 3 sites as car parks within the village, which have traditionally been free of charge. The North Street car park is well used by visitors of the village, however, it is understood that many of these visitors are long stay parkers who use Gargrave as a base to park and walk. It has been suggested in the past to introduce pay and display charges in to the car park. However at the



North Street

moment the Council is committed to helping local villages and High Streets to recover and become vibrant areas that visitors want to visit and spend time exploring the area. There are no plans at the moment to introduce charging, but this will be kept under review.



West Street

The West Street car park on the other hand is mainly utilised by local residents. Consideration in the future should be given to the introduction of a residents pay for parking permit scheme, which would contribute significantly towards the running costs.



Water Street

The car park on Water Street is very small only having space for 7 vehicles and introducing pay and display charges would not generate enough revenue to be considered as viable.

It is recommended the Council review the site in accordance with the Councils Asset Management Plan.

4.6 Hellifield

The car park at Hellifield, which is free, is adjacent to the pub car park.



Hellifield

It is recommended that the Council carry out a review of this site in accordance with the Council's Asset Management Plan criteria.

4.7 Crosshills

One of the car parks in Crosshills (Milligans Field) is part owned by the Co-op and therefore well utilised, as is the second car park (Hall Street) on the opposite side of the road. Hall Street Car Park underwent extensive refurbishment, including resurfacing, lining and new seating. Being currently free these car parks are open to abuse by neighbouring businesses, that tend to use the car parks to lay over vehicles, which in turn impedes the ability of shoppers to the centre to be able to park.



Milligans Field

As Crosshills is a busy service centre these car parks should be managed to encourage turnover of space for visitors and to support the local economy. It could be considered by the Council to make both car parks a maximum stay of 4 hours, this would facilitate a greater



Hall Street

turn over of vehicles thus helping the local High Street economic recovery.

4.8 Cononley

Situated on Moorfoot Lane, the Council owns a small, area of land that is used by local residents as a parking area which will hold 10 vehicles.

It is sandwiched between a narrow lane and residential properties the land has little potential for alternative uses. It would not be cost effective to introduce charges.



Moorfoot Lane

4.9 Farnhill

The Council owns a small piece of land in Farnhill that is used by local residents as a parking area sufficient for no more than 9 vehicles.

It would not be cost effective to introduce charges.



Farnhill

5 SUPPLY AND DEMAND

The Council should use the Car Park Strategy as a catalyst to appraise and plan for the future accordingly. This will be completed in conjunction with Economic Development as master planning and project development takes place.

In the short term, capacity will not be an issue in any of the Council owned car parks. In fact, as set out elsewhere in this strategy, there is a case for rationalisation of some car parks in certain areas. In the medium term, subject to the economic climate and town centre vitality, there is a high probability that the capacity for Skipton may need to increase if investment into the town continues to take place. In reviewing Skipton it would be useful to include a review of the taxi rank facilities on Waller Hill car park/taxi rank and the coach parking, which is currently accommodated on the High Street car park through the provision of 12 coach parking bays.

Between 2015 and 2021 the Council has replaced all pay and display machines and all machines will accept Coin, Card and contactless payments. This has afforded the public much greater flexibility when paying for their pay and display tickets.

The machines are connected to a back-office management system, which allows much greater control of data, and allows for the reporting of faults/repairs if needed, in a faster response time.

6 MANAGEMENT AND RESOURCES

The management of off street parking in the district falls into two broad categories. Firstly, the enforcement of parking (i.e. the public face of the service) and secondly, the back office management which assists the enforcement function as well as the day to day management, of issues such as permit applications and customer queries. Managing the Pay and Display machines, in terms of cash collection, planned and reactive maintenance, as well as monitoring the status of machines also falls within the day to day management function. In addition the Council allocates resources to physical maintenance of car parks, again on a planned and reactive basis.

The Council has a finite amount of resource available and the Car Parking Service is included in limitations on resources. The Council should, therefore, be seeking to operate the car park service as efficiently and effectively as possible, including taking advantage of back office software management systems which in essence can provide a system to:

- Monitor Pay & Display terminals to:
- Immediately identify when a machine develops a fault, the nature of the fault and generates alerts accordingly
- Generates alerts if batteries are running low
- Generates alerts if ticket stock in the machine is running low
- Provide instant financial information
- Provide statistical report on, for example, usage
- Provide periodic income reports
- Enhances cash collection process with electronic audit tickets

Such systems will ultimately save on staff resource by allowing for the limited resources available to react to specifics rather than having to undertake regular physical checks across the P&D machine stock (almost spanning the entire length of the district) to ensure machines are working correctly and stocked with tickets.

7 PARKING ENFORCEMENT

In May 2013 the Council transferred its parking enforcement over to Civil Parking Enforcement (CPE) to dovetail with the introduction of CPE on-street by North Yorkshire County Council. Working with North Yorkshire County Council, the Council agreed that with the introduction of CPE the most cost effective method of delivery was through an authority that already operates the scheme. As a consequence, the enforcement operation has been contracted to Harrogate Borough Council with the introduction of CPE.

CPE is now consistently applied across both on-street and off-street parking throughout the District, which is the best scenario from a user perspective. It has proved successful and Harrogate Borough Council have been contracted until 30th May 2023 to continue providing Enforcement.

8 STOCK CONDITION

8.1 Car Park surfaces, boundaries and peripheral infrastructure

The condition of the Council's car parks varies depending on usage and whether they are pay & display or free car parks. In order for the Council to provide a good quality parking provision across its entire stock, investment should be considered for all car parks on the same merit. However, by the same token, all parking stock should generate an income to cover the costs of their repair and maintenance. It would be too simplistic to consider past costs in isolation as the true amount of investment required has not been spent and therefore not reflective of true cost for the Council to operate. A charge for car parking is not only the best way to manage parking turnover, but also the best way to maintain good quality parking stock.

8.2 P&D Machines

All the Council's Pay and Display machines have been replaced between 2015/21 and have maintenance/servicing contracts in place. This has minimized the amount of time and cost that was incurred on adhoc repairs and faults. All machines are linked to a back office system, thus providing far greater control and enable parking services to be a much robust service.

8.3 Tariff Boards

A comprehensive tariff board replacement programme has been undertaken in the past 4 years and the tariff boards on the pay and display car parks are compliant with CPE. Non pay and display car parks have also had new welcome boards erected. It is vital that any changes to car parking orders include the replacement of tariff boards and this action should be included in an amendments checklist.

8.4 Signage

Good directional signage from the outskirts of the town through the centre to the car parks is essential for visitors to the town. Good directional signage may help in reducing the number of vehicles parking on street, in residential areas, which can become a source of frustration to local residents. It is noted that the Council has recently reviewed its directional signage within the Craven District, together with North Yorkshire County Council and it was agreed that the directional signage on the approaches to the town centres were adequate, some additional signage has been added to the town centre in both Skipton and Settle.

8.5 Tariff Review

Local Authorities are able to provide and charge for the provision of car parking spaces. There are however, conflicting views over the charging element. A common topic of conflicting viewpoints is whether parking should generate the maximum income possible or be subsidised to the perceived benefit of local traders and users, in many cases not local tax payers. That said there is a strong demand for public car parking, with local authorities well placed to deliver the provision and should make best use of their assets by charging a fair market rate for their use, in accordance with audit advice.



Tariff structures and their appropriateness are extremely important in managing parking provision. They can be instrumental in matching supply to demand by controlling durations and turnover, deterring or preventing certain user groups, e.g. Commuters or making specific provisions for categories e.g. local workers

It is generally acknowledged that charging for car parking is accepted by motorists and the charge, to a greater degree, unlikely to affect where users will park. The choice of site is usually determined by convenience rather than cost. In setting charges, the Council should consider how they will:

- support the economic vitality of the centre
- Make best use of the Council's assets
- Recover costs and thus maintain and improve the asset

It is considered necessary for Craven District Council charges to be comparable on the basis of similar settlements in order not to encourage excessive out migration to neighbouring authorities. A review of charges, shows that Craven is currently comparable with towns of a similar size and visitor offer.

Notwithstanding that, Skipton's closest neighbours, Ilkley and Keighley both offer cheaper parking tariffs, but the size and/or offer of both these towns are not comparable. Future charging reviews should follow a similar process of comparison to measure Craven against its neighbours to ensure car parking prices are not a motivation for visitors to go elsewhere.

Skipton has a pop and shop scheme on its High Street and Coach Street car parks to encourage local residents to use local shops. It allows 30 mins parking for a 20p tariff. Pop and shop bays were also introduced on the Community Centre Car Park in Ingleton in 2017 as part of Ingleton regeneration programme. A 45 min stay is 20p.

8.6 Layout review

The Council has previously undertaken some ad-hoc and limited layout reviews on some of its car parks, however, this should be a regularly programmed activity seeking to review each car park to determine if there are any opportunities to revise access, circulation or bay layout to increase capacity and/or improve movement around the car parks thus contributing a minimisation of traffic issues on the highways. This can be particularly useful where demand profiles show that an imbalance between demand and supply is small and therefore such a review could meet the increased demand through this action alone.

8.7 Coaches

Within Craven District coach parties are a very distinct element of car park user on Skipton High Street car park. The Council currently provides parking spaces for:

- 12 coaches in Skipton's High Street car park
- 5 coaches in Settle, whitefiars car park
- 10 coaches in Ingleton's Community Centre car park

For both Settle and Ingleton it is considered that there is an over provision of coach parking spaces as they are rarely full in Settle, but both Lloyds and Natwest bank pay to park their mobile banks in the coach bays on Monday and Wednesday in Settle. However, the opposite could be said for Skipton, with the height of the summer season estimating upwards of 80 coaches visiting in one day.

Coach overflow in Skipton currently drops passengers off in the High Street car park, leaving the car park, laying over either at Skipton Auction Mart, under an arrangement the Council has with the Auction Mart, or in laybys on the periphery of the town centre, returning to the High Street car park to pick up passengers before moving on to their next destination.

Due to the limited number of coach parking spaces, no designated drop off points and limited staff resource to manage the coach movements, the Council should undertake a holistic assessment of all its parking provision in Skipton to assess whether improvements could be made to coach parking and management.

In addition, assessments of the Coach Parking provision in both Settle and Ingleton should be carried out to ascertain the potential positive results of reducing the number of coach parking spaces.

8.8 Taxi's

Taxi's provide a valuable service in rural areas, especially for those who do not have access to a private car. This is particularly prevalent in Skipton where the main taxi rank is situated in Waller Hill car park, adjacent to the bus station and centrally located for the town centre.

Whilst the location of the taxi rank is ideal, the area of the rank is in itself too small for the number of taxi's waiting. This can lead to taxi's parking around the perimeter of the car parking spaces on Waller Hill car park which are laid out in a semi-circle. Such a situation reduces capacity for private car users and can cause frustration for drivers looking to park in Waller Hill car park.

Taxis have also started taking up spaces on Hall Street car park, reducing capacity for private car drivers who use this whilst shopping in the area.

The council should include the provision of the taxi rank in its holistic assessment of car parking provision in Skipton to ascertain whether a larger area can be designated for the taxi rank, without compromising the number of car parking spaces that service the town centre.

8.9 Permits

The Council operates a permit scheme for residents, non-residents and businesses. Business permits are available as long stay permits that can be purchased by a business for use by its staff and/or visitors of Skipton, Settle and Ingleton.

Craven residents/nonresidents can purchase a residents permit, which provides them with a preferential rate and a range of maximum stay options from up to 2 hours to unlimited parking.

The Council regularly review the prices together with the aims and objectives of the parking services strategy for the permit scheme. It is understood that charge reviews

are carried out as part of the Council's fees and charges setting annual process. It would also be beneficial to undertake an up to date study to compare Craven's permit scheme charges with those of other similar towns e.g. market towns.

To encourage further take up the Council should consider investing in a periodic marketing campaign to promote the permit scheme.

8.10 Disabled Parking

Wider spaces for disabled motorists are provided in the vast majority of the Council's pay and display car parks, where appropriate to do so, with provision being consistent with the Equalities Act requirements.



It is of vital importance that disabled spaces are located with as much convenience as possible to the users destination, payment mechanisms should be accessible and consideration should be given to user friendly methods of payment as well as pay and display machines e.g. pre-paid scratch cards, contactless payment etc. Pay & display machines will need to be located in disabled friendly locations and be disability compliant meeting the British Standard to do so. However, pre-paid scratch cards are a good way of easing the time and possible physical aspects of obtaining a ticket from a machine that could remain a barrier for certain categories of disability.

In addition, it must be acknowledged that for many disabled users it can often take a longer period of time to get to and from their activity within the town centre and this should be acknowledged in the pricing structure for disabled users.

In 2012 Craven District Council introduced pay & display parking charges for disabled users. Following a further review of these charges the Council approved changes to the fees to bring them all in line with standard space charges. It is up to each individual Council as to whether Blue badge holders have to pay for their parking and Craven are seen by some blue badge holders as being unjust in choosing to charge. However, the blue badge scheme is about the mobility of the disabled person not the financial position of the person. With this in mind, the blue badge holder is entitled to 30 mins extra parking time if they have opted to purchase a 20p pop and shop pay and display ticket and all other tariffs are entitled to an extra hour on the expiry time of the ticket purchased.

9 MAXIMISING USAGE

The car parks owned and operated by the Council are valuable assets and it is of vital importance that the Council continue to develop and improve the services and facilities available from the car parks, maximising usage as far as possible, to help support the maintenance of them into the long term future. For example, the Council already facilitates business, residents/non-residents parking permit schemes and this provision should be enhanced and promoted as far as possible.

9.1 Additional Complimentary usage

The Council should further investigate the merits of providing paid for pitches in the car park for vendors to trade from. Car parks invariably include areas that cannot be marked out as parking bays and would otherwise be dead space. Utilising these areas that would be attractive to vendors due to the high footfall in car parks would make a significant contribution to the maximisation of space use within the car park and also contribute to the income derived from the asset.

The Council are also looking to install some secure cycle lockers to encourage cyclists to use the town and its amenities, knowing that their bicycles are securely stored.

9.2 Electric Vehicle Charging Points (EVCP)

The provision of pay to use electric vehicle charging points (EVCP) have been installed on the High Street Car Park. This was done with very little cost to the Council as the firm Osprey, previously Engenie, provided all the equipment and ground work for the EVCP to be installed. It has proved very popular and Osprey have said it is the 3rd best performing site of theirs. The Council are looking to install a rapid and a fast charger at Ashfield car park in Settle and a further 2 rapid chargers at Coach Street car park, again with Osprey providing all the equipment and groundworks.

The Council are hopeful to install fast chargers at Ingleton - Community Centre Car Park, Gargrave - North Street Car Park, Crosshills - Milligans Field Car Park and Bentham – Grasmere Drive Car Park. This will be partially funded by the Council and by the Office for Low Emission Vehicles(OLEV). The council providing 25% of the cost and OLEV providing a grant of 75% of the costs. This scheme has been operating since 2019 in the Yorkshire Dales National Parks(YDNP) and has proved to be very popular. It enables visitors to spend a few hours in the area, enjoying all the local amenities, whilst charging their vehicles.

9.3 Motorhome Bays

Generally, the Council's car parks are not maximised to their full potential on an evening, after 6pm becoming large expanses of empty tarmac. The Council has introduced 3 motorhome bays on both Coach Street Car Park in Skipton and on Greenfoot Car Park in Settle. The customer can stay up to 3 nights on the car park for a fee of £5 from 6pm to 9am the next morning. There are also 2 motorhome bays on the Ingleton Community Centre Car Park, where the customer can stay for up to 7 nights at a cost of £5 per evening. The bays have proved very popular and more bays may be utilized for this purpose up to a maximum of 5 per car park.

9.4 HGV Parking

The Council has introduced overnight paid for HGV parking on some of its car parks. It may be possible, for example, to implement a more cost effective scheme if the evening charges for cars was extended, however, this would need to be measured against the additional enforcement costs that would be incurred.

9.5 Pricing Policy

As a management tool a charging regime is instrumental in procuring turnover of parking bays, which in turn can have a positive effect on a town or centres vitality. Tariff structures are extremely important in managing parking provision, being instrumental in matching supply to demand by controlling durations and turnover, deterring or preventing certain user groups such as commuters or making specific provision for categories such as local workers. Alternatively or in addition, they can be used to re-direct users so that demand on capacity is more evenly distributed.

9.6 Payment system

All pay and display car parks have machines that will take coin, card and contactless payments, apart from the ones in Ingleton (when the machines are replaced they will have the same payment method as the machines in Skipton and Settle).

Pay by phone was looked in to but as the providers invariably provide the equipment free of charge and rely upon usage of the machines to be financially viable, they were not interested in investing in the area, as the machines CDC installed have the option for cash, card and contactless payments. It was deemed there wouldn't be enough take up of the scheme, as the customer would incur no costs by using the contactless payment option and there is a cost involved for RingGo or Pay as you Go schemes.

10 ON-STREET PARKING

North Yorkshire County Council is responsible for on-street parking in North Yorkshire.

North Yorkshire County Council state:

“Successfully managing on-street parking provision has major benefits for the road network, including:

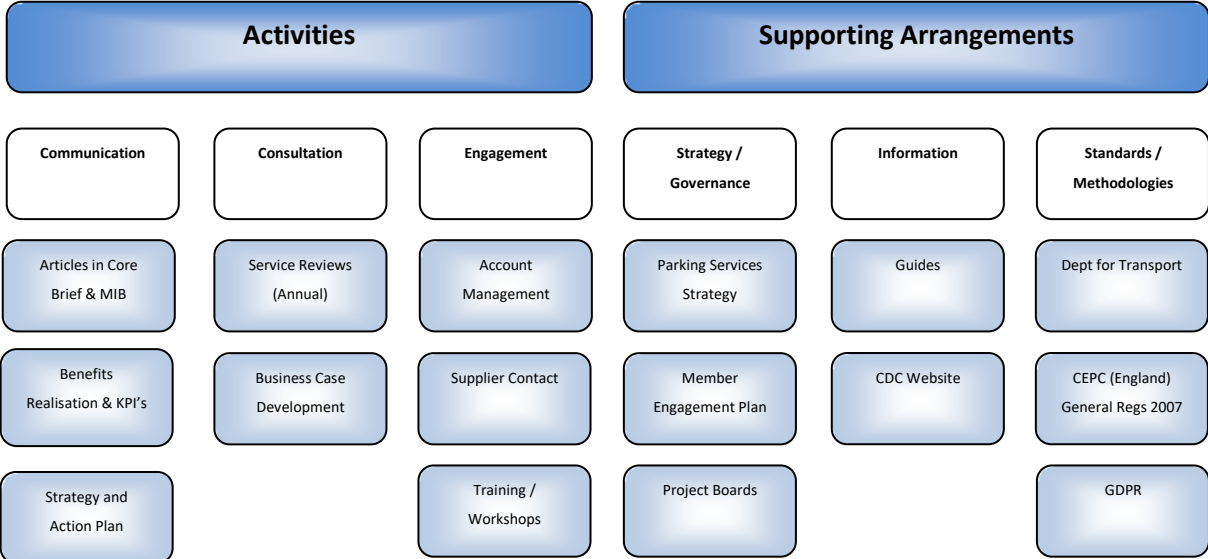
- Enabling residents to park near to their properties;
- Helping businesses with deliveries;
- Improving access to public transport;
- Improving air quality;
- Improving road safety;
- Making it easier to park in town centres which benefits the local economy;
- and
- Reducing congestion.

We have a legal obligation to keep the roads free moving, safe and available to all users and we use parking, waiting and loading restrictions to achieve this”.

CDC will support North Yorkshire County Council in its endeavor’s encouraging Residential Parking Zones, controlled Parking Zones and waiting and loading restrictions as appropriate.

11 COMMUNICATION, CONSULTATION AND ENGAGEMENT

The chart below shows how communication, consultation & engagement will be achieved for the Parking Service.
 Consultation will be achieved through engagement with key groups consisting of CLT, SLT and Lead member for internal Services.



12 RISKS

The delivery of the Parking Services Strategy will be through a portfolio of managed activities linked to the Property Services and Economic Development strategies/plans.

Risks associated with the implementation of this strategy will be reduced through the use of structured techniques for programme and project management.

Some of the key risks associated with the delivery will be:

- Funding constraints, if the resources allocated to the delivery of the Parking Services Strategy are not supported during the period of the strategy.
- Loss of skilled resource to lead on the implementation activities, and also loss of key resources in other parts of the Council providing support.
- Failure of individuals (officers and members) to understand their responsibilities and application of the principles defined within this strategy.
- Lack of support from the Council's leadership team, including support of Service Managers.
- Changes in scope of any resulting projects which may impact on cost, quality, timescales and resourcing.
- Resource constraints associated with running significant concurrent work activities.

13 CRITICAL SUCCESS FACTORS

Although the successful implementation of this Strategy obviously depends on the Implementation of the principles defined herein, success will be measured by the following (in no particular order):

- The **strategy is embraced by the organisation** and the delivery of an action plan (Appendix 1) is supported and appropriately resourced;
- The number of **P&D tickets and permits sold against tariff availability** as this indicates that customers are able to park with their vehicle type for the length of time and purpose they need;
- To ensure the **parking service is responding to changing modes of transport trends**, improvements and projects will be reviewed on an annual basis;
- In practical terms, **the parking places will be well managed with acceptable parking taking place** through effective enforcement arrangements;

Recognising the importance of and the benefits derived from an effective Parking Services Strategy, the Council is investing to ensure that parking services continue to meet the needs of residents and visitors. The likely levels of additional investment required for the period of this strategy have still to be finalised and will form part of the annual budget process and the development / approval of appropriate business cases.

14 GOVERNANCE

The programme of activities resulting from this strategy will be managed in accordance with good practice governance arrangements highlighted through the Council's standard strategy format made up of the five golden strands namely: -

- Value Delivery
- Strategic Business Alignment
- Resource Management
- Risk Management
- Performance Management

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The purpose of this document is to define the Parking Services Strategy for the period 2021-2026.

Distribution

Copy to	CLT
	SLT
	CIO & Assets and Commercial Services Manager
	Lead member for Financial Resilience
	File

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Key Personnel

Author	Helen Townsend, Parking Services Manager
Contributors	Business Services Manager
Reviewers	Darren Maycock, CIO & Head of Assets and Commercial Services Rachel Sewell, Property John Trenor, PropertyCommercial Surveyor Rob Atkins, Corporate Leadership Team
Owner	Helen Townsend, Parking Services Manager

Appendix 1 - Car Parking Action Plan

Objective	Action	Timescales					Milestones (by when)	Responsible Officer
		21/22	22/23	23/24	24/25	25/26		
Objective 1 – Ensure that the car park service is developed and delivered on the basis of information on car park usage and influencing external factors.	a) Collect and analyse usage data (either through appropriate software or manual methods).	√	√	√	√	√	Have annual review completed by end of March each year.	Parking Services Manager
	b) Using information collected to refine car parking provision to moderate demand and patterns of use e.g. time of day parking, reasons for use.	√	√	√	√	√	Have annual review completed by end of March each year.	Parking Services Manager
	c) EVCP- Develop further sites across the district.	√	√	√	√	√	Have annual review completed by end of March each year.	Parking Services Manager
	d) Provide further motorhome bays on Coach Street, Greenfoot and Ingleton Community Centre car parks (maximum of 5 per car park)	√					Report to Policy Committee in June	Property Manager
Objective 2 - Ensure that car park services are being carried out to a high standard in terms of economy,	a) Establish and review the maintenance of all CDC car parks and car park equipment to a satisfactory standard, maintain said standard and improve as	√	√	√	√	√	Monthly and Bi-monthly Inspections of all car parks and equipment forwarded to in-house maintenance.	Parking Services Manager

efficiency, safety and effectiveness.	b) Explore and take up where possible management of other third party car parking facilities.						As opportunity arises.	Parking Services Manager
	c) Establish any amendments checklist for changes to be made as a result of parking order amendments.	√	√	√	√	√	Check with legal timescales involved in amendments of PPO.	Parking Services Manager
Objective 3 – Maintain a charging structure that maximises the use of existing car parks, whilst maintaining a balance between economic, environmental and traffic management objectives.	a) Agree and keep under review a structured charging policy for Council public car parks.	√	√	√	√	√	On going	Parking Services Manager
	b) Keep and review residents' and other parking permits.	√	√	√	√	√	On going	Parking Services Manager
	c) Undertake a review of Motorhome overnight parking success versus loss of standard parking bays.	√	√	√	√	√	Collate stats with regards uptake of bays.	Parking Services Manager
	d) Electric Vehicle Charging Point – Review with Engenie to ascertain if scheme working as expected and to roll out further within the district.	√	√				Osprey (formerly Engenie) looking to develop EVCP at Settle (Ashfield CP) & Coach Street CP (Skipton)	Parking Services Manager / Property Manager
Objective 4 – Ensure adequate provision for those with particular requirements.	a) Continue to ensure adequate provision of parking for the disabled.	√	√	√	√	√	On going	Parking Services
	b) Policy agreed for use of car parks for purposes other than public car parking for example public or community events.	√	√	√	√	√	Events agreed in Fees and Charges	Parking Services Manager

	c) Implement feasible actions for improving taxi waiting.	√	√				Work with Licensing	Parking Services Manager
	d) Improve coach drop off/parking arrangements.	√	√				Need to look at Coach drop off point as in Spring/Summer High Street car park is too busy with cars and pedestrians to deal with as many Coaches that enter the car park.	Parking Services Manager
Objective 5 – Contribute to the environmental sustainability of the District.	a) Explore the possible provision of cycle bays in the car parks.	√	√				Install cycle bays on CDC car parks, utilising appropriate or dead space.	Parking Services Manager
	b) Add new EVCP where feasible to do so (see Objective 3 above)	√	√				Apply for grant funding to OLEV to enable fast charges to be put in car parks at Ingleton, Bentham, Crosshills and Gargrave.	Parking Services Manager
Objective 6 – Provide a cost effective enforcement service.	a) Keep under review figures provided by Harrogate Borough Council to ensure enforcement resources are deployed effectively across the district.	√	√	√	√	√	Continually on going	Parking Services Manager

Objective 7 – Continue to audit and review the level of parking availability in Craven District and plan accordingly.	a) Review Council car park stocks in order to identify the level of demand and any deficiencies or improvements so required.		√				Determined in conjunction with Ec Dev project development.	Parking Services Manager
	b) Review short and long stay parking allocations for Council public car parks, increase the overall level of public parking provision for the District.		√				As above.	Parking Services Manager
	c) Commission study to map current provision by private providers.		√				Study to map privately provided parking.	Parking Services Manager
Objective 8 – Ensure a cost effective and efficient car park management regime.	a) Undertake marketing to promote permit scheme	√	√	√	√	√	Dec/Jan of each year – advertising campaign promoting parking	Parking Services Manager
	b) Ensure Parking Resource is resilient in the absence of Parking Manager	√					Work out with senior management contingency plans for if Parking Manager is on holiday or sick leave.	Property Manager

Appendix 2 - Car Parking Charges Comparison

All Skipton car parks charging hours are from 9am to 6pm and the charge is the same in all car parks

Skipton High Street Car Park

30 mins	£0.20
Up to 1 hour	£1.20
Up to 2 hours	£2.30
Up to 3 hours	£3.50
Up to 4 hours	£4.50

Harrogate Station Parade Car Park

1 hour	£1.60
2 hours	£3.20
3 hours	£4.80
4 hours	£6.40

Ilkley - South Haworth Street

Up to 1 hour	£1.00
Up to 2 hours	£2.00
Up to 3 hours	£3.00
Up to 4 hours	£4.00
Up to 5 hours	£5.00
6 hours max	£6.00

Keighley- Carr Street Car Park

Up to 1 hour	£0.70
Up to 2 hours	£1.40
Up to 3 hours	£2.10
Up to 4 hours	£2.80
Over 4 hours	£3.50

Coach Street Car Park

30 mins	£0.20
Up to 1 hour	£1.20
Up to 2 hours	£2.30
Up to 3 hours	£3.50
Up to 4 hours	£4.50
Up to 9 hours	£5.50
Weekly	£15.00
Motorhome overnight	£5.00

Harrogate Montpellier Shoppers CP

1 hour	£1.10
2 hours	£2.20
3 hours	£3.30
4 hours	£4.40
5 hours	£5.50
6 hours	£6.60
7 hours	£7.70
8 hours	£8.80
9 hours	£9.90
24 hours	£11.00

Ilkley -Wharfe View Road

Up to 1 hour	£1.00
Up to 2 hours	£2.00
Up to 3 hours	£3.00
Over 3 hours	£5.00

Keighley- Scott Street

Up to 1 hour	£0.70
Up to 2 hours	£1.40
Up to 3 hours	£2.10
Up to 4 hours	£2.80
Up to 5 hours	£3.50

Appendix 3 - Car Parking Provision throughout Craven

The table below shows the car park, town/village location and number of spaces per car park for Council owned parking provision.

Number (reference)	Location	Standard Car Space Numbers	Disabled Car Space Numbers	Coach Space Numbers	Motor Cycle Space Numbers	Pedal Cycle Space Numbers	Comments
1	Ingleton (Community Centre)	110	8	10	0	0	2 marked motorhome bays
2	Ingleton (Backgate)	40	2	0	0	0	Also used as a HGV park overnight with 5 bays allocated
	Ingleton Total	153	8	10	0	0	
3	Skipton (High Street)	303	30	12	8	0	HGV parking on an evening
4	Skipton (Coach Street)	378	25	0	0	0	3 marked motorhome bays
5	Skipton (Waller Hill)	52	3	0	4	0	Shape & layout inappropriate for coach parking
6	Skipton (Cavendish Street)	176	6	0	0	0	HGV parking on an evening
7	Skipton (Bunkers Hill)	8	1	0	0	0	

8	Skipton (Craven Pool)	133	8	0	0	0	
	Skipton Total	1050	73	12	12	0	
9	Settle (Ashfield)	124	7		0	0	Access/egress inappropriate for coaches
10	Settle (Greenfoot)	102	6	0	0	0	3 marked motorhome bays HGV parking on an evening
11	Settle (Whitefriars)	55	4	5	4	5	HGV Parking on an Evening
	Settle Total	281	17	5	4	5	
12	Bentham (Grasmere)	50	2	0	0	0	Unmarked surface
13	Bentham (Harley Bank) – leased by CDC	30	0	0	0	0	Unmarked surface
14	Bentham (Cleveland Square)	20	0	0	0	0	Unmarked surface
15	Bentham (Lairgill)	35	0	0	0	0	Unmarked surface
	Bentham Total	135	2	0	0	0	
16	Cononley (Moorfoot Lane)	9	0	0	0	0	Unmarked surface, and not large enough for coach parking
	Cononley Total	9	0	0	0	0	

17	Crosshills (Hall Street)	24	1	0	0	0	
18	Crosshills (Milligans Field)	42	0	0	0	0	
	Crosshills Total	66	1	0	0	0	
19	Farnhill	10	0	0	0	0	Unmarked surface, not large enough for coach parking
	Farnhill Total	10	0	0	0	0	
20	Gargrave (North Street)	28	2	0	3	4	No demand for coach parking
21	Gargrave (West Street)	20	0	0	0	0	Unmarked surface
22	Gargrave (Water Street)	7	0	0	0	0	Unmarked surface, not large enough for coach parking. Scheme drawn for 18 standard & 2
	Gargrave Total	55	2	0	3	4	
23	Hellifield (The Green)	28	2	0	3	4	Space allocated for 4HGV/LGV
	Hellifield Total	28	2	0	3	4	