



PART B: RECOMMENDATIONS TO COUNCIL

REPORT TO: POLICY AND RESOURCES COMMITTEE

DATE: 04 FEBRUARY 2021

**REPORT OF THE: PROGRAMME DIRECTOR OF ECONOMIC DEVELOPMENT,
BUSINESS AND PARTNERSHIPS
PHILLIP SPURR**

TITLE OF REPORT: CAR PARKING STRATEGY

WARDS AFFECTED: ALL

EXECUTIVE SUMMARY

1.0 PURPOSE OF REPORT

1.1 To recommend to Full Council approval of the attached Car Parking Strategy 2021-2026.

2.0 RECOMMENDATION(S)

2.1 It is recommended to Full Council that:

- (i) The Car Parking Strategy 2021-2026 is endorsed.
- (ii) Delegated authority is given to the Programme Director for Economic Development, Business and Partnerships to progress specific implementation activities in line with the Council's Medium Term Financial Strategy, following the completion of individual assessments and subsequent agreement of the Section 151 Officer and Head of HR that they represent a return on investment and can be progressed within available staffing resources.
- (iii) That consultation with the Chair of Policy & Resources Committee in line with required financial procedures occurs prior to the Programme Director progressing specific implementation activities once they are established as representing a return on investment and able to be progressed within available staffing resources.

3.0 REASON FOR RECOMMENDATION(S)

3.1 The previous Car Parking Strategy for Ryedale was operational between 2006 and 2011. Since that time several changes and challenges have emerged including changes to parking enforcement, new development and growth within all five market

towns and an increase in visitor numbers, all of which collectively mean there is a need to utilise our car parking offer to improve the vitality and functionality of our towns. An approved recommendation within a Policy and Resources Committee paper in March 2018 committed to undertaking the development of a new strategy in partnership with North Yorkshire County Council. WSP Consultants were subsequently appointed to assist with the development of a strategy.

- 3.2 Upon completion of a car parking review by WSP which included engagement with a range of key stakeholders including town councils, tourism attractions and interest groups, a cross-party Car Parking Working Party was formed to review the report and the recommendations it contained. Extensive discussions with this group of Elected Members took place from late 2019 and through 2020 to inform the development of the proposals contained within the strategy.
- 3.3 The Car Parking Strategy is extensive and contains a number of key themes. Activities to deliver these themes will improve the quality of the car parks, and make our towns more attractive to both residents and visitors. Investing in our car parks will support local businesses and the visitor economy.
- 3.4 Investing in car parks has the potential to increase revenue generated by the council in the medium term. Whilst it recognised that car parking income is likely to fall in 2021/22 as a result of the continuing Covid pandemic it is anticipated that delivery of the strategy will generate a significant increase in income in subsequent years. The detail of this is to be developed by the Programme Director in conjunction with the Section 151 Officer to ascertain the business case for specific investments and returns prior to the implementation of specific initiatives to deliver the Strategy.
- 3.5 Additional resources are likely to be required to deliver these themes, once the business case for each activity has proved that value for money will be achieved in addition to delivery against the strategic priorities contained within the Council Plan.
- 3.6 The Strategy will be implemented on a phased basis over a five year period.

4.0 SIGNIFICANT RISKS

- 4.1 A number of potential partners and stakeholders will need to be engaged to successfully deliver the actions identified in the proposed strategy. All stakeholders should be assured that all activity will be undertaken in a collaborative manner, with activity coordinated and managed through the Economic Development service.
- 4.2 There are a number of strategic actions which will require financial investment and / or legal support to enact. Appropriate external and specialist support will be sought where necessary, and any additional resources required will be secured with the appropriate approval prior to work being initiated. Such costs will be taken into account when assessing likely return on investment prior to the inception of individual activities.
- 4.3 The Programme Director and Section 151 Officer will ensure that a business case approach is used to determine return on investment and value for money. Each business case will also take into account the staffing resources of the Council that is required to progress implementation, ensuring that day to day service is not inadvertently affected e.g. in Customer Services and Streetscene teams.

5.0 POLICY CONTEXT AND CONSULTATION

- 5.1 Implementation of the Strategy will support the aims and objectives of the Council Plan 2020-2024, in particular the priorities of 'a place like no other – to live, work, visit and invest' and 'sustainability into the future', in addition to the Economic Recovery Plan, the Tourism Destination Delivery Plan, and the Climate Change Action Plan.
- 5.2 A copy of the draft Car Parking Strategy 2021-2026 was provided to all members of the Car Parking Working Party for comment prior to this report being presented to Committee.

REPORT

6.0 REPORT DETAILS

- 6.1 Consultants WSP were commissioned in 2018 to undertake an extensive review of all aspects of car parking across all car parks in Ryedale.
- 6.2 Upon completion of the report by WSP, a cross-party Car Parking Working Party was formed to review the report and the recommendations it contained. Extensive discussions took place from late 2019 and through 2020 to inform the actions and policy direction of a new Car Parking Strategy for Ryedale for the next five years.
- 6.3 The Car Parking Strategy 2021-2026 is a reflection of these discussions.
- 6.4 The Car Parking Strategy considers parking issues across Ryedale as well as those related to specific locations, with the intention of ensuring consistency in our approach but addressing localised issues, and ensuring the best possible facilities are available for all.
- 6.5 Using the WSP report and its recommendations, Working Party discussions highlighted a number of key themes to be incorporated in the strategy including tariffs, permits, accessibility, EV charging, alternative uses of the car parks and enforcement. Delivery will be undertaken in line with the identified themes.
- 6.6 Delivery of the Strategy will ensure that the quality of our car parks is enhanced to improve future revenue generation and to provide facilities which support a vibrant local economy and town centre retail offer. Delivery of the strategy will provide the infrastructure for transition to greater use of electric vehicles and encourage other, more sustainable, forms of transport, ensure the best value for RDC from its assets, and meet the parking needs of residents, businesses and visitors. If the strategy is not delivered it is likely that these benefits will not be realised.

7.0 IMPLICATIONS

- 7.1 The following implications have been identified:
 - a) Financial
Specific activities will be progressed for implementation where they are in line with the Council's agreed Medium term Financial Strategy, assessed as representing value for money and can be delivered within available corporate staffing resources by the Programme Director, and agreed as such by the Section 151 Officer and Head of HR. Consultation with the Chair of Policy & Resources Committee in line with required financial procedures will occur prior to the Programme Director progressing specific implementation activities once an activity is established as

representing a return on investment and able to be progressed within available staffing resources.

Actions will be undertaken utilising existing car parking budgets where possible, but in situations where further financial resources are required, these will be sought on case by case basis and will use the appropriate financial procedures.

In February 2020, Council considered its budget which included expected increases in car parking income of £15,000 in 2020/21, increasing to £30,000 and then £45,000 in the two following years. However, the pandemic means that this £15,000 target has not been met and indeed extra costs of over £400,000 are expected due to loss of income in the current year. The revised Financial Strategy proposes removing the £15,000 target for 2021/22 and also adding in a further pressure of £140,000 to offset expected losses.

Given the economic challenges the current pandemic is presenting, the forecast increases in income for future years are unlikely to be achieved but will be monitored on an ongoing basis and reported through the annual budget and financial review processes, with increases in income resulting from the delivery of the strategy anticipated as we move out of the Covid pandemic.

- b) Legal
Legal support is likely to be required to achieve a small number of actions, including where Traffic Regulation Orders are required and this will be taken into account as business cases are developed.
- c) Other (Equalities, Staffing, Planning, Health & Safety, Environmental, Crime & Disorder)
Officer resource from across the Council will be required to support many of the proposed activities required to deliver the strategy and associated action plan. These will all be agreed and planned into work programmes in advance and will only occur when a full business case has evidenced that a return on investment will be achieved and core service delivery across different staffing groups is not adversely affected.

Climate change and the need to reduce carbon emissions has been a consideration. This is highlighted in the need to support electric vehicle charging and the promotion of walking and cycling for by visitors and residents.

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Background Papers:
Car Parking Strategy

Background Papers are available for inspection at:
None