

## Appendix A - Car Parking Strategy

1.0 The feasibility study recommendations have been reviewed internally, along with further knowledge of the car parking assets and how they serve the towns. Below are the findings from that review. Any differences in the details in this appendix and the feasibility study report have been tested with the feasibility consultants who support these final recommendations.

### 2.0 Recommended Approach to Car Park Management

2.1 The feasibility study confirms that “charging for parking does not deter users from using car parks. However, the availability of spaces does.” The survey results show that several car parks in the district could benefit from increased space availability, which would help deliver an increased churn rate and additional footfall into the town centre.

2.2 Based on analysing the district's parking provisions, the localities in which the parking exists and is provided for and the review of the current approach, the feasibility study recommends implementing a policy change and to move towards a charging model. The feasibility study and further advice has also recommended a tariff strategy and site-specific operating model for each town, considering each town's characteristics and needs.

### 3.0 Site-by-Site Recommendation

3.1 The following table lists each car park and the final recommendation for its use in a car parking charging model. Please see further below the recommendations about permits.

| CP No | Town         | Car Park Name         | Spaces | Of Which Disabled | Recommendation                   |
|-------|--------------|-----------------------|--------|-------------------|----------------------------------|
| 1     | Attleborough | Edenside              | 48     | 2                 | Hourly Charge                    |
| 2     | Attleborough | Horse Pit             | 21     | 1                 | Hourly Charge                    |
| 3     | Attleborough | Queens Square         | 117    | 8                 | Hourly Charge                    |
| 4     | Dereham      | Cherry Tree           | 435    | 10                | Hourly Charge                    |
| 5     | Dereham      | Cowper Rd             | 137    | 9                 | Hourly Charge                    |
| 6     | Dereham      | Swaffham Hill         | 26     |                   | To be determined (see 3.3)       |
| 7     | Dereham      | The Guildhall         | 52     | 4                 | Hourly Charge                    |
| 8     | Swaffham     | Lynn St               | 23     |                   | Hourly Charge                    |
| 9     | Swaffham     | Pedlars               | 17     |                   | Hourly Charge                    |
| 10    | Swaffham     | Pit Lane              | 6      | 4                 | Hourly Charge (All Disabled Use) |
| 11    | Swaffham     | Station Yard          | 31     |                   | Hourly Charge                    |
| 12    | Swaffham     | Theatre St            | 285    | 4                 | Hourly Charge                    |
| 13    | Swaffham     | Market Place          | 55     |                   | Hourly Charge                    |
| 14    | Thetford     | Bridge St - Riverside | 64     | 3                 | Hourly Charge                    |
| 15    | Thetford     | Bury Rd               | 32     | 2                 | Hourly Charge                    |
| 16    | Thetford     | Cage Lane             | 25     | 1                 | Hourly Charge                    |
| 17    | Thetford     | Castle St             | 23     | 2                 | To be determined (see 3.4)       |
| 18    | Thetford     | Pike Lane             | 79     | 5                 | Hourly Charge                    |
| 19    | Thetford     | St Giles West         | 63     | 3                 | Hourly Charge                    |
| 20    | Thetford     | St Giles East         |        |                   | Hourly Charge                    |
| 21    | Thetford     | Nicholas St           | 68     | 5                 | Hourly Charge                    |
| 22    | Thetford     | School Lane           | 79     | 4                 | Hourly Charge                    |
| 23    | Thetford     | Tanners St North      | 123    | 5                 | Hourly Charge                    |
| 24    | Thetford     | Tanner St South       |        |                   | Hourly Charge                    |
| 25    | Thetford     | The Link              | 30     | 1                 | Hourly Charge                    |
| 26    | Thetford     | White Hart St         | 38     | 4                 | Hourly Charge                    |
| 27    | Thetford     | Minstergate           | 139    | 8                 | Hourly Charge                    |
| 28    | Watton       | Goddards court        | 59     | 3                 | Hourly Charge                    |

|    |        |              |    |   |               |
|----|--------|--------------|----|---|---------------|
| 29 | Watton | Thetford Rd  | 52 | 1 | Hourly Charge |
| 30 | Watton | Kittel Close | 70 | 2 | Hourly Charge |

- 3.2 To deliver a fair operational model that is operationally deliverable, a policy change is recommended to be implemented as a district-wide approach, including all the Watton car parks. Delivering a change in policy in Watton will also enable the County Council to implement an on-street policy that will work with the off-street changes to ensure this is viable.
- 3.3 Given its condition, it is recommended that the Swaffham Hill car park in Dereham not be considered at this time but be considered for inclusion in the charging model after some feasibility work is undertaken to determine the cost of site improvements required to enforce it.
- 3.4 Given its location, it is recommended that the Castle Street car park in Thetford not be considered at this time but be considered for inclusion in the charging model after some feasibility work is undertaken to understand the mix of residential and public parking.

#### 4.0 Recommended Tariff Rates

- 4.1 The following table suggests the tariff rates recommended for each town. The feasibility study advises that the tariff rate is matched to comparable evidence of other market towns of similar size and offering and the size and offering of the town itself.

|                     | 1 Hour | 2 Hour | 3 Hour | 4 Hour | All day | Sunday / Bank Hol.<br>(all-day fixed rate) |
|---------------------|--------|--------|--------|--------|---------|--|
| <b>Attleborough</b> | £0.60  | £1.00  | £1.40  | £1.80  | £3.00   | £1.00                                      |
| <b>Dereham</b>      | £0.80  | £1.20  | £1.60  | £2.00  | £3.20   | £1.20                                      |
| <b>Swaffham</b>     | £0.60  | £1.00  | £1.40  | £1.80  | £3.00   | £1.00                                      |
| <b>Thetford</b>     | £1.00  | £1.50  | £1.80  | £2.30  | £3.80   | £1.50                                      |
| <b>Watton</b>       | £0.50  | £0.80  | £1.00  | £1.50  | £2.50   | £1.00                                      |

#### 5.0 Long and Short-Stay

- 5.1 The following table recommends where long and short-stay provisions should be applied to help manage the right use of the car parks. Any short stay provision will limit the stay to 3 hours, after which the user will need to vacate the parking space with no return on that day. Further detailed work will be undertaken to refine which sites would be designated as short and/or long-stay sites to increase churn rates where appropriate.

| Town         | Long Stay Car Parks   | Short Stay Car Parks (3-hour limit)                   |
|--------------|---|---|
| Attleborough | Queens Square, Horsepit   | Edenside  |
| Dereham      | Cherry Tree (with an allocation of short-stay)  | Cowper Rd, Guildhall                                  |
| Swaffham     | Theatre St  | Marketplace, Pedlars, Lynn St, Pit Lane, Station Yard |
| Thetford     | Bridge St – Riverside, Cage Lane, Minstergate, Pike Lane, St Giles West, St Giles East, School Lane, Tanners St North, Tanners St South, The Link, White Hart St, Bury Rd | None  |
| Watton       | Memorial, Kittle Close  | Goddards Court  |

#### 6.0 Free Period Advice

- 6.1 The feasibility study did not recommend providing a universal free parking period across all car parks daily as the business case does not support this in totality. However, the following are the car parks where a free concession would be applied. This is based on the provision of one hour free on one car park (Monday to Saturday) in each town, except for Thetford, where two locations are provided due to the town's size. For the same identified car parks, there is also a recommendation that the Council offers an extended free concession period to support each town's key market days.

| Town         | Concession Car Park        |
|--------------|----------------------------|
| Attleborough | Queens Square              |
| Dereham      | Cowper Rd                  |
| Swaffham     | Theatre Street             |
| Thetford     | Tanner St & St Nicholas St |
| Watton       | Goddards Court             |

## 7.0 Permits

- 7.1 The feasibility study does not recommend offering business permits as a viable element of a charging model. This is based on the changing format in how many people work, with many adopting a flexible, agile working pattern, which would reduce the demand for a permit supplying all-week access. This is also supported by the low day rate and the ease of use of the recommended payment systems, reducing the need for reduced rate permits.
- 7.2 The feasibility study recommends an annual resident off-peak car park permit, which would allow residents to park in one specifically named car park (nearest to their residential property) with their permit between 8.00 and 10.00 and 16.00 and 18.00 Monday through Friday and all-day Saturday and Sunday at a suggested rate of c.£150 per year. This would support the flexible working patterns of the town's residents.
- 7.3 The feasibility study also advises that three sites (Horse Pit—Attleborough, Lynn St—Swaffham, and Bury St—Thetford) could be converted into resident-only car parks with annual permit rates of c.£450 suggested.
- 7.4 It is recommended that the Council offers a fair and balanced permit system across the district to support resident and business usage. Following any policy change decision, further clarification of the sites that would benefit from this permit allocation and the details of how that permit system needs to operate should be developed during a detailed design stage.

## 8.0 Disabled Users

- 8.1 All private operators and many Councils charge all Blue Badge holders as they consider that disability is not necessarily related to the ability to pay. However, it is recognised that those needing to use an accessible parking space may need longer to exit the car park, and therefore, these car parking spaces will be offered with a free period of time to enable the user to have more time to exit the car park.

## 9.0 Delivery Method

- 9.1 The feasibility study recommends the Council adopt a mobile app-focused parking payment system (as the government's new national parking platform mobile app, which links all current parking mobile apps together, will be available mid-2024) supported by on-site machines, which are cashless, paperless, solar-powered, with contactless payment options. There is also an option for users wishing to pay with cash at Pay Point outlets in the town centres where Pay Point services exist.