

## **South Somerset District Council**

### **District-wide Car Parking Strategy**

#### **The Strategy consists of two documents**

**Part 1:** The Executive Strategy Document (page 2) including Action Plan (page 25) and Annex 1 Recommended Tariff changes and car park designations with effect from 1<sup>st</sup> April 2007 (page 29)

**Part 2:** Study Report published as a consultation draft on 30<sup>th</sup> June 2006

## **Part 1: Executive Strategy Document & Action Plan**

# 1. Introduction

## 1.1. Preamble

The Project Centre (the Consultants) were appointed as consultants, following the normal procurement process, to produce a Study Report and outputs within the guidelines of a brief produced by the South Somerset District Council (SSDC) Steering Group.

This Study Report, which is reproduced in Part 2 of this document (page ?), establishes current demand for off-street public car parks and gives projections for 2011 and 2016. It also considers on-street parking provision and its control and management through Decriminalised Parking Enforcement (DPE). Options to address any shortfalls in parking provision are presented along with measures for effective management of car parks including tariff changes and car park designations in terms of short/long stay provision.

The Study Report acts as a foundation on which to form the District Wide Parking Strategy and consideration of the requested outputs in the context of comments received during consultation with stakeholders has led to the formulation of the Car Parking Strategy. The Study was the subject of a rigorous consultation exercise through which a number of points were made and changes were subsequently proposed and these have been embodied in the strategy as a result.

## 1.2. Purview of The Strategy

The strategy needs to address the provision, control and management of parking stock. There are five main components to this stock:

1. Public car parks controlled by SSDC;
2. Public car parks controlled by others;
3. On-street parking;
4. Private non-residential parking;
5. Parking standards for new development.

The Study Report centres on the first three of these. The influence of the fourth and fifth over time will need to be considered, as the former undermines and distorts initiatives to encourage modal shift and the latter can fuel demand by being too generous or exacerbate pressure on capacity by displacement.

New private non-residential parking (PNR) is addressed within the Local Plan policy TP6, which sets out specific parking standards for various land uses reflecting government guidance. For existing PNR, whilst Local authorities do have the powers to implement workplace parking charges, the SCC County Wide Parking Strategy does not propose that these should be used in Somerset due to the highly car dependent nature of the

county and to date no other authority has taken these powers up. In practice, therefore, SSSDC has little effective control over existing PNR.

With regard to component 5 (Parking standards for new development) in addition to the aforementioned TP6 for non residential parking, Policy TP7 sets out the off street parking provision for new residential developments. From the consultation exercise, however, it is evident that there is concern that the current interpretation of policy could be influencing the use of nearby car parks. Further work, therefore, needs to be done to undertake a monitoring exercise of recent town centre developments as a precursor to a review of the operation of this policy and in due course its possible revision.

**Action Point:**

**Recognise potential for Local Plan Policy TP7 (off street parking provision for new residential developments) to influence use of nearby car parks and undertake a monitoring exercise of recent town centre developments as a precursor to a review of the operation of this policy as appropriate.**

Following consultation on the study report and draft strategy the Council is now able to prioritise the action items taking into consideration importance, achievability, practicality and affordability.

### **1.3. The Strategy Objectives**

The key strategy objectives set out in the Study Report are to:

1. Offer car parking that is convenient, well maintained, secure and publicised;
2. Provide capacity that seeks to balance the competing demands of residents, workers and visitors;
3. Be consistent with national, regional and local planning policies;
4. Contribute to wider transport strategies relating to congestion, sustainability and the environment;
5. Use tariffs to control use by time, influence modal shift and better balance the comparative costs of car and public transport;
6. Provide income for maintenance and future investment;
7. Recognise local conditions that warrant different approaches;
8. Introduce restraint only when matched by the provision of convenient, attractive alternatives;

In addition the consultation process identified the need to add an additional objective:

9. Protect and enhance the vitality and viability of Yeovil and market towns and rural centres.

The strategy objectives reflect central, regional and local planning policy guidance (PPG 10, RPG10 and consultation draft RSS, the emerging Somerset County Local Transport Plan and the South Somerset Local Plan). It takes into account current and emerging regional policies with respect to parking, and will be consistent with spatial strategies. It aims to be consistent in approach not only within

the district, but also through recognition of the SCC County Wide Parking Strategy, which forms part of the County's submitted Local Transport Plan 2006 -2011, it will help to bring about a consistency in the approach to parking policy across the Districts in Somerset.

PPG 13 Transport seeks the use of parking policies to promote sustainable transport choices. A consistent approach on parking to be achieved through the Regional Transport Plan is advocated to avoid wasteful competition between different locations based around the supply or cost of parking. Car park charging to encourage the use of alternative modes are advocated within the context of town centre vitality. Redevelopment or re-use of car parks is encouraged.

The Regional Planning Guidance Note 10 seeks active management of car parking to achieve modal shift whilst avoiding destructive competition between competing centres. The emerging Regional Spatial Strategy seeks modal shift and parking strategies that provide access for retail and other functions but discourage long stay commuters who are to be encouraged to switch to other modes of travel.

The Somerset Car Parking Strategy is set within the submitted County Local Transport Plan II. In relation to the purview of this Car Parking Strategy it advocates Decriminalised Parking to be adopted Countywide to improve highway management. It advocates management of off street car parks to continue to be pursued at the District level and reviewed annually in the context of consistent charges to avoid unhealthy competition between centres. In relation to Yeovil increased charges are advocated particularly for long stay users and also a rationalisation of car parks to enable the redevelopment of town centre sites is sought. The County also seek charges to be increased to make other modes of transport, if available a more cost effective alternative to the car. It recognises however that there are cases where effective alternatives are not yet available. Finally it supports "ring fencing" car parking revenue for local transport improvements.

The Strategy objectives of the South Somerset Car Parking Strategy clearly reflect these overarching national, regional and County objectives and policies. Furthermore the policies and action points that are made within it serve to directly implement them. The issue of modal shift is dealt with more directly later in this document but it is important at the outset to draw attention to the fact that the District Wide Car Parking Study indicated that effective alternative modes of travel were not likely to be available in the Market towns. In relation to Yeovil, whilst there was potential for modal shift, the current public transport services would not underpin an effective change to the modal split. Further work on car alternatives needs to be undertaken before a pro-active approach through car parking provision can be constructed and this is evidenced in the body of this document.

The Yeovil Transport Strategy Review (which largely reflects the prior Yeovil Community Review of Transport) seeks long stay parking charges increased to make alternative transport more attractive (but not increased so much that it would be difficult to justify to the public).

Short /medium stay charges should also be increased but not by so much. Redevelopment of car parks is encouraged but not so much that adequate parking in the centre is threatened. Consistency of charging between private and public car park operators is encouraged. Decriminalised Parking Enforcement is supported. Park and ride should remain a long term option for consideration. All these proposals are elements within the Car Parking Strategy.

There was broad support for the 9 strategy objectives during the consultation process (with the 9<sup>th</sup> one emerging as an explicit objective during consultation)

#### **1.4. Options to address Managing Supply with Demand (Moving towards a Strategy)**

The District-Wide Car Parking Strategy Study Report refers in Section 6 to the 'Options to address imbalances'. This section sets out a number of options that could be part of an action plan to deliver a parking strategy. The paragraphs below present policy levers available to address demand and supply of car parking and its management. These are the policy levers that are to a greater or lesser extent within the control and responsibility of Local Authorities. These levers are:

##### **1.4.1. Supply Levers**

- Review of existing supply
- Review/revision of spaces within the overall parking area available
- Tariffs (charges for parking and restrictions on times one can park)
- Alternative management arrangements (extensions of normal "tariff management" such as methods of payment, different charges on different days/times of day, restrictions on types of uses in car parks et al)
- Additional supply (extensions of existing car parks, decking, new sites, changes to on-street provision)

##### **1.4.2. Demand Levers**

- Pro active measures (bus route development, "smart travel plans" for new and existing developments, park & ride)
- Restrictive measures (enhanced tariffs, user restrictions, reduced provision of car parking space)

It is through these policy levers that the parking strategy will be delivered. Clearly the more control over these levers the more effective will be the delivery of the strategy. It is for this simple reason that the District Council should look to retain its control over its existing parking facilities and look, through legal agreement and other means, to coordinate other policy providers within the context of the car parking strategy. Furthermore Planning Policy Guidance (PPG 13) cites availability of car parking as a major influence on the means of transport and the Council provides off street parking as an integral part of its traffic management responsibilities. An effective and enforceable car parking strategy would be unachievable if overall

control of car parks is lost and would expose the potential for damaging inter town competition within South Somerset to emerge.

**Action Point:**

**Close collaboration with developers, private car park operators, Town and Parish Councils but no further transfer of control. Negotiations be instigated with Town & Parish Council's as appropriate to ensure the car parking strategy is implemented District Wide.**

The District-Wide Car Parking Strategy Study Report recognises 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. In Table 7.1 of the Study Report, a specific settlement hierarchy is suggested for South Somerset and different policy levers identified for the different levels in the hierarchy.

The four tier settlement hierarchy for car parking requirements consists of:

Large Town	Yeovil
Larger Market Town	Chard, Crewkerne
Market Town	Ilminster, Wincanton
Rural Centres	Bruton, Castle Cary, Langport, Martock, Somerton, South Petherton

This is considered an appropriate hierarchy through which the strategy is applied in South Somerset. The Study Report in Table 7.1 sets out clear guidance as to what policy levers are relevant in which towns. These are broadly supported, however in the light of representations and following further consideration amendments are proposed. In relation to Yeovil, the application of all policy levers is to be actively considered. In the case of the other settlement levels, including the larger market towns, it is felt inappropriate to actively investigate Public Transport Development or Smart Travel Plans within the context of the Car Parking Strategy, given the low starting base of current provision. This should not preclude individual initiatives in these policy areas in these settlements in their own right and proactive work should be undertaken to investigate what is required in order to enable such policy levers to be actively considered in this settlement. In the Rural Centres alternative forms of more pro-active alternative management are not considered relevant at this present time and whilst decking of car parks is not an option for these settlements, extensions of provision or new sites may be as the supply/demand equation changes over time.

A revised Table of Management Options is set out below. It should be explained that the table identifies management options that should be considered for different settlements and not options that should automatically be taken up. The issue of take-up of these options is addressed in the next sections below.

**Table: Car Parking Management Options (✓ indicates appropriateness)**

Town	Review of Supply/Demand	Review of Car Parking Space (layout)	Tariff (Costs and Times)	Alternative Methods of Management	Additional Supply			Alleviating Demand			
					Extensions	New sites	Decking	On-street Provision Review <sup>4</sup>	Bus Route development	Smart Travel Plans	Park & Ride
Yeovil	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Larger Market Towns - Chard, Crewkerne	✓	✓	✓	✓	✓	✓	✓ <sup>2</sup>	✓			
Market Towns - Wincanton, Ilminster	✓	✓	✓	✓	✓	✓	✓ <sup>3</sup>	✓			
Rural Centres - Bruton, Castle Cary, Langport, Martock, Somerton & South Petherton	✓	✓	✓ <sup>1</sup>		✓	✓		✓			

1. When the supply/demand equation indicates appropriate
2. Only in Chard
3. Only in Wincanton
4. On-street capacity review must await introduction of Decriminalised Parking Enforcement (DPE) (see section below)

A review of current on-street capacity in South Somerset is currently underway (see below) and it will be in the context of this review and the introduction of DPE that the contribution of on-street parking provision to the Car Parking Strategy must be brought forward. DPE also brings into the provision of Strategy the matter of enforcement. The District-Wide Car Parking Strategy Study Report strongly supports the introduction of DPE for specific reasons and in a specific manner and these are clarified in the relevant section below.

The District-Wide Car Parking Strategy Study Report identifies specific actions for the District Council to consider in Table 7.2 - an Initial Action Plan. The suggested actions are addressed directly and a firm course of action proposed in the section below.

## 2. The Strategy

The current supply and demand and projected supply and demand for car parking provision in South Somerset's settlements set the framework within whilst the strategy must work and the emerging circumstances that it must address. This context is clearly set out in the District-Wide Car Parking Strategy Study Report in pages 15-23. The supply/demand projections takes into account development proposals for town centres, where known.

The summary position of each settlement is set out in the table below (more detailed projections including those for 2011 are set out in the Study Report).

**TABLE: CAR PARKING DEMAND/SUPPLY (as at 11.00 am weekday)**

Town	2006			2			3			4			5		
	Supply	Demand	Surplus/ Deficiency	S*	D	S/D	S*	D	S/D	S*	D	S/D	S*	D	S/D
Bruton	43	41	2	41	45	-4	41	50	-9	41	52	-11			
Castle Cary	126	106	20	120	116	4	120	129	-9	120	135	-15			
Chard	512	324	188	398	355	43	398	394	4	398	413	-15			
Crewkerne	393	361	32	465	523	-58	465	581	-	465	610	-			
Ilminster	249	217	32	298	379	-81	298	420	-	298	441	-			
Langport	215	181	34	204	198	6	204	220	-16	204	230	-26			
Martock	69	50	19	66	55	11	65	61	5	66	56	10			
Somerton	157	129	28	149	141	8	149	157	-8	149	165	-16			
S Petherton	97	77	20	92	84	8	92	94	-2	92	98	-6			
Wincanton	276	250	20	262	274	-12	262	304	-42	262	319	-57			
Yeovil	1890	1658	232	1986	1816	170	1986	2015	-29	1986	2116	-	1986	1867	119

2. Base + Housing planned development in SSDC
3. Base + Housing + national traffic growth at 1%
4. Base + Housing + national traffic growth at 1.5%
5. Base + Housing + national traffic growth at 1% - modal shift 5% in SSDC

\* Refers to average maximum usage (As shown in the supply/demand projections in the Study Report) i.e. 95% capacity after development proposals have been factored in.

This summary position shows all towns currently having a reasonable balance of supply and demand at prime morning times and many towns have a notable surplus. However demand projections to 2016 present problems of supply for all our settlements to a greater or lesser extent and further interrogation of projections in the Study Report show these issues happening sooner in some towns than in others. More pro-active management is clearly suggested and in some cases new provision. These matters are picked up below.

## 2.1. Options for Management

### 2.1.1. Review of Supply/Demand (Monitor Growth trends)

The Study Report considers demand profiles in section 4 (page 12). As stated in the Study Report, these projected increases and effects are not absolute but have reasonable confidence levels and are appropriate as a basis for the Strategy. However, the Strategy needs to keep abreast of actual trends in order that these profiles can be updated to more accurately reflect future growth in light of those evolving trends. It is, therefore, essential that the actual changes are monitored regularly and carefully to ensure that decisions flowing from the strategy are taken using the most up to date data.

The new ticket machine management system will enable us to estimate usage and regular desk top surveys are therefore proposed on an annual basis to monitor appropriateness of growth factors and demand profiles. In addition a review of the Strategy should undertaken every 5 years.

**Action Point: Regular desktop survey updates to monitor appropriateness of growth factors and demand profiles. Desk top surveys of car park usage to be undertaken annually with a review of the Strategy every 5 years.**

### **2.1.2. Review of car parking Space (layout)**

This action, which is already and should continue to be on going, seeks to review each car park to determine if there are any opportunities to revise access, circulation or bay layout to increase capacity.

The demand profiles show that for certain settlements the projected imbalance between supply and demand is small both in percentage and absolute numbers so such a review could meet increased demand by this option alone.

#### **Action Points:**

- **Review car park layouts to maximise capacity on an ongoing basis.**
- **Keep car park designations under review and when appropriate, revise to deter all day parking.**

### **2.1.3. Tariff Review**

Tariff structures and their appropriateness are extremely important in managing parking provision and its contribution to wider transport strategies. They can be 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. Also, and this may be relevant in certain of the SSDC's settlements, they can be used to re-direct users so that demand on capacity is more evenly distributed.

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's vitality. The differing scale and functionality of towns is recognised in the Study Report (Table 7.1 page 28) with a consistency of approach in terms of management. Variability in terms of tariff is essential in persuading desired type of use.

In the rural centres of Bruton, Langport, Martock, Somerton & South Petherton no charging is envisaged at present as current levels of demand and supply indicate there is no necessity. Charging in these centres should, therefore, only be introduced as demand pressures require.

#### **Action Point:**

**Charging only to be introduced as demand pressures require.**

In the smaller market towns of Castle Cary and Wincanton, the balance of supply and demand is such that it is considered appropriate to now introduce tariffs to manage turnover. In these instances, where there is currently no charging, a zero charging band allowing the first hour in designated short stay to be free can be far

more effective as a management tool than a totally free system, which effectively offers no control and no incentive for turnover of bays. The use of this charge band can also reduce any possible impact the introduction of charges may have, whilst at the same time freeing up bays close to the town centre that would otherwise have the potential to be used as long stay if no charging regime and effective enforcement are in place. Charging should not be introduced until such time as DPE is brought forward so that the introduction of charges does not lead to on street parking problems and congestion.

**Action Point: Introduce charges of 40p for 2 hours and £1.10 all day concurrently with DPE. The first hour in designated short stay being free with no return permitted within 3 hours. The designated short stay being the lower level of Carrington Way Wincanton (53 spaces) and a section (48 spaces) of Millbrook Gardens in Castle Cary.**

In towns, where charging currently exists, there is no management criteria for reducing existing charges by implementing a zero price band. In fact such action would have the opposite effect by increasing demand where demand pressures in some instance already exceed capacity. This is especially true of Crewkerne and Ilminster where a shortfall in capacity has been identified. It should also be born in mind that when considering the scale and functionality of towns differentials in terms of tariffs should exist and a zero price band should not be introduced in the larger towns of Chard and Yeovil. Any introduction of a zero price band in towns where charging already takes place would also run contrary to Planning Policy Guidance 13 and not be reflective of the South West Regional Transport Strategy (RPG 10 – Section 7 Policy TRAN 5) and the County-Wide Parking Strategy within Somerset County Council's emerging Local Transport Plan (2) programme.

To avoid discrimination with other users, it is recommended that charges be introduced for blue badge holders, where charging is currently in place and concurrently if charging should be introduced in other car parks. Consideration was initially given to offering an exemption for those blue badge holders that are not eligible to pay for a road fund licence from paying parking fees. However, the exemption from vehicle excise duty is dependent on the person receiving the higher rate mobility allowance, which is not connected to their ability to pay. Incomes and savings are not taken into account, only the badge holder's physical ability. The consultation exercise and discussions with the South Somerset Disability Forum indicated that people with disabilities wanted to be treated equally and that the focus should be on removing barriers that disabled people faced. This latter action has been progressed following a DDA audit of car parks undertaken in February 2005.

Although all machines are (or where charging is intended to be introduced will be) compliant with the Disability Discrimination Act, it is suggested that in addition a Scratch-card system should be introduced enabling prepayment of parking fees to both ease the time and possible physical aspects in obtaining a ticket from a machine that could still be a barrier for certain categories of disability,

**Action Point:**

**Introduce charging for blue badge holders where charging is currently in place. If and when charging is introduced in other car parks then these new charges would also apply to blue badge holders. A Scratch-card or a similar system to be introduced enabling prepayment.**

Consideration has also been given to the introduction of charges in Yeovil on a Sunday. Whilst there could be some concern that introduction of charges on Sundays could deter shoppers and visitors any such effect, if it occurred, would be confined to smaller towns where alternative, uncharged, parking opportunities exist. This would not be the case for the larger towns. Sunday trading is now a permanent feature with an increasing number of shops now open on a Sunday and there are moves to extend the hours. Although not as yet to the same level as on other days there is a growing need to manage parking. The suggested level of charging is low to reflect the lower levels of service and it is recommended that Sunday charges at a flat rate of 50p per visit be introduced in Yeovil concurrently with DPE to benefit from the economies of scale on enforcement and reduce the potential for any on street displacement.

It is not recommended to introduce parking charges for Sundays elsewhere in the district at the present time as the majority of shops in these settlements do not open and there is no subsequent demand.

**Action Point: Introduce in Yeovil a flat visit charge of 50p on Sundays to be concurrent with DPE.**

In addition to the above all tariffs, including season tickets will be reviewed on an annual basis.

A tariff review for 2007/8 has been undertaken by the Project Centre using an elasticities model, which ensures that tariff increases would not be at the expense of a reduction of turnover. The outcome of this modelling exercise is a recommendation for tariff changes for these towns and car parks where charging currently takes place. These charges should be reviewed annually in the context of neighbouring charges.

**Action Points:**

- **To revise existing tariffs and car park designations from 1<sup>st</sup> April 2007. The recommendations for tariff changes and car park designations in 2007/8 are set out in annex 1 to this document.**
- **Undertake an annual review of car parking charges (including Season Ticket tariffs) in context of charges in neighbouring settlements.**

**2.1.4. Regional context**

It is necessary for SSDC charges to be comparable on the basis of similar settlements in order not to encourage excessive migration to SSDC centres or out migration to neighbouring authorities. A review of charges showing that SSDC charges are substantially comparable for like settlements on the basis of these tariff change proposals has been undertaken. Such a comparison exercise will be an essential part of any tariff review.

**Action Point:**

**Undertake an annual review of car parking charges (including Season Ticket tariffs) in context of charges in neighbouring settlements.**

**2.1.5. Alternative methods of management**

Any suggested management changes would flow from the regular review of tariffs and controls. As and when opportunities arise and/or conditions dictate, they could include investment of increased income in more user-friendly and flexible payment methods, pay on exit and pay on foot, charging on certain days or times only and division of car parks to designate areas for specific user groups. Parking control methods will be revised to make them more user friendly and effective as need required and resources allow.

The study does not make any suggestions in the context of current usage as there is not an imminent need to change. Alternative methods of management should be considered as an operational issue on an ongoing basis as arises through the review process.

The Council currently has a policy of ensuring one car park per year is secure by design and it is considered appropriate to continue with this policy until such time as all car parks appropriate for secure by design treatment have been designated.

**Action Points:**

- **Revise parking control methods to make them more user friendly and effective as need required and resources allow**
- **One extra car park per year achieves secure by design designation subject to review of necessity for such designation.**

**2.2. Additional Supply**

**2.2.1. Additional Capacity**

In addition to benefits from the review of existing car park layouts and circulation there are four main methods of creating additional capacity; new sites, car park extensions, decking and on street permitted parking.

The demand profiles for Crewkerne and Ilminster indicate that it is imperative that additional capacity identified to include long stay provision for workers be in place during 2007-8. Similarly the demand profile for Bruton, although on a reduced scale dictates that additional capacity be sought in 2008-9. With regard to the other market towns

and rural centres there is no immediate need for reviewing capacity, but as the Strategy period develops the need for more proactive management and possibly more provision must be reviewed.

#### Action Points:

- **Crewkerne - Adopt as a priority the establishment of additional capacity to include Long Stay provision for workers during 2007-8. An early date for the investigation of a new site is required.**
- **Iminster - Adopt as a priority the establishment of additional capacity to include Long Stay provision for workers during 2007-8. An early date for the investigation of a new site is required.**
- **Bruton - identifying of additional capacity during 2008-9**
- **Assess all opportunities for new or extended sites consistent with overall development policies**

The Yeovil Urban Development Framework (UDF) identifies Petters Way and Stars Lane as potential candidates for decking and if implemented would alleviate the impending shortfall in Yeovil. It also identifies development on various existing car parks as is illustrated in the extract of page 90 from the UDF below.

YEOVIL UDF PUBLIC PARKING CONSIDERATIONS				
existing site	existing capacity	proposed use	target capacity	notes
Court Ash	111	part redevelopment	50	Some surface parking retained on east of site
North Lane	51	redevelopment	0	
Petters Way	234	redevelopment	300	Potential for decked car park with single aspect frontage development
South Street	31	redevelopment	40	surface car park behind Petters House
Stars Lane	177	redevelopment	0	See urban village provision
Foundry House	128	redevelopment	0	See urban village provision
Tesco	420		420	
West Hendford	173		173	
Fairfield	91		45	Frontage to Queensway developed
Quedam	669		669	
Goldenstones	153		153	
Brunswick St.	63		63	
Queensway Avenue	0	redevelopment	112	Surface parking fronting the 'boulevard'
Reckleford Avenue	0	redevelopment	50	
Urban Village	0		180	Plus an estimated 460 operational spaces to serve the development, decked and surface (Residential: 100 per cent provision plus 15 per cent visitor parking)
Cattle Market	0	redevelopment	235	Potential for decked parking; may also be needed to serve hospital, college or Quedam parking
Yeo Leisure Park	400		400	
<b>totals</b>	<b>2701</b>		<b>2890</b>	<b>Small gain (7%)</b>

Table 3: Car parking implications of the UDF

It should be noted, however, that even with the delivery of all the UDF schemes there would still be a potential requirement for up to 130

spaces in Yeovil by 2016 to match projected demand with supply and this will need to be addressed either through further capacity linked to development or by modal shift (See Below). The Yeovil Urban Development Framework proposals for development on car parks should, therefore be taken forward in the context of the Yeovil Area Action Plan and in the context of timely delivering of decking at Petters Way and Stars Lane. An implementation Plan should be prepared during 2007-8 as part of this planning exercise. This should ensure that any development of car parks is undertaken in a phased way ensuring that adequate provision is available to maintain an ongoing supply of car parking appropriate to the town's needs as the schemes progress.

**Action Point: The Yeovil Urban Development Framework proposals for development on car parks to be taken forward in context of the Yeovil Area Action Plan and in context of timely delivering of decking at Petters Way and Stars Lane. An implementation Plan be prepared during 2007-8 as part of this planning exercise to ensure that any development of car parks is undertaken in a phased way to provide adequate capacity to maintain an ongoing supply of car parking appropriate to the needs as the schemes progress.**

Carrington Way at Wincanton and Crowshute at Chard are potential candidates for decking and could be considered as demand pressures require.

**Action Points:**

- **Chard - Consider decking proposals for Crowshute as demand pressures require and as part of the Chard Town Centre Action Plan**
- **Wincanton - Consider decking proposals for Carrington Way as demand pressures require**

The role of on-street parking capacity must await the SCC review of Traffic Regulation Orders, signs and lines and it is likely that additional capacity will only be able to be addressed after the introduction of Decriminalised Parking Enforcement (DPE) as is explained in detail below.

## **2.3. Alleviating Demand (Modal shift)**

Demand can be influenced in a negative way by restricting car parking or charging more and in a positive way by developing Public Transport and reduction in car usage using Smart Travel Plans and potentially Park & Ride in Yeovil, which is considered in the section below.

### **2.3.1. Public Transport Development**

Given the locations of the rail stations are on the peripherals of Castle Cary, Crewkerne and Yeovil, there is little potential to influence parking requirements through the rail mode.

With regard to bus route development, notwithstanding the aspiration to deliver modal shift to emulate the policies advocated in PPG 13 and

the SWRTS, the rural nature of the district mean that with the possible exception of Yeovil it is unlikely that any significant modal shift can be achieved to public transport.

Ongoing enhancements to bus service provision in the rural areas through schemes such as the nippy and slinkybus projects are achieving a degree of success, as are recent improvements to more conventional bus routes such as the 99 and 60/61 in the Chard and Crewkerne areas. Despite significant improvements in patronage the numbers are relatively insignificant when compared to the overall volume and the car is likely to continue to be the mode of first choice in rural areas. In the market towns and rural centres, therefore, it is considered essential to meet demand with adequate parking provision. In Yeovil, where there is more potential to achieve modal shift, SSDC should pursue with the County the prospects for positive public transport development and reduced car patronage through Smart Travel Plans. Until such time as positive progress on these matters is established it is considered inappropriate to seek to restrict car park provision, although some increases in charges to make buses more attractive in relation to cars can be contemplated within the balance of reasonableness. Such a position is that taken up by the Yeovil Transport Strategy Review (and reflected in the charges now proposed for Yeovil)

One other aspect of public transport, which has not been picked up in the study refers to visiting coaches in Yeovil and it is felt that further work needs to be done to address this issue including the identification of designated drop off points and coach parking.

**Action Points:**

- **Maintain initiatives with all stakeholders to promote and encourage and use of public transport, walking and cycling.**
- **Pursue with the County the prospects for positive public transport development and reduced car patronage through Smart Travel Plans in order to achieve desired modal shift in Yeovil. Until a positive programme of action is established it is considered appropriate to meet demand with adequate parking provision**
- **In the market towns and rural centres it is considered essential to meet demand with adequate parking provision**
- **Consider provision for visiting coaches in Yeovil.**

**2.3.2. Smart Travel Plans**

Pro-active soft measures could include a campaign on encouraging and facilitating changed travel patterns and choices. The DfT research into smarter travel showed that such work covering personalised and green travel plans, smarter ways to combine trips, etc. could result in a modal shift of 2-6% in rural areas.

**Action Points:**

- **Pursue with the County the prospects for positive public transport development and reduced car patronage**

**through Smart Travel Plans in order to achieve desired modal shift in Yeovil. Until a positive programme of action is established it is considered appropriate to meet demand with adequate parking provision**

### **2.3.3. Park & Ride**

A review of the feasibility study into park & ride in 2004 by WS Atkins has shown that whilst the daily patronage would increase and therefore income would also increase, a shortfall is nonetheless still projected to 2016 and Park & Ride for Yeovil remains currently not feasible.

The Study, consultation and other studies carried out by SSDC, particularly the Yeovil Urban Development Framework (UDF), have contributed to the overall advice being offered by the Project Centre. The UDF proposals indicate that, if fully implemented, would slightly increase the overall parking capacity in Yeovil and assist in meeting the forecast increased demand. As part of future work on the UDF and the preparation of the Area Action Plan in 2007 there will need to be detailed assessment of individual developments and changes and access, parking, sustainability will all be key considerations. This would be a more appropriate time to consider how (and whether) Park and Ride could contribute to the area by providing combinations of additional capacity; alternative provision to non-operational development parking provision; and reduction in congestion.

There is no prospect of introducing park & ride in the market towns.

**Action Point:**

**To review Park & Ride for Yeovil within the context of the preparation of the Yeovil Area Action Plan.**

## **3. Decriminalised Parking Enforcement (DPE)**

3.1.1. In appendix 4 (page 62) of the Study Report the consultants consider the issues relating to the introduction and implementation of DPE.

The key tasks identified in the Study Report prior to introduction are:

1. Waiting and Loading Review – i.e. a complete review of Traffic Regulation Orders (TROs):
  - a. To ensure that the restrictions are an accurate reflection of the existing traffic orders and that the appropriate signs and lines are in enforceable condition
  - b. To ensure that the restrictions applied to a certain length of road are appropriate for the prevailing conditions.
2. Financial Assessment –The Department for Transport (DfT) have an expectation that all the operation costs and initial capital costs will be balanced against the income that is derived from the operation. The regulations governing a successful application to the DfT are clear in their statement that the DPE operation must be self-financing and must not be a burden on the overall finances of the Council. The financial appraisal however will take into account schemes that will boost the income from the operation such as proposals for controlled parking zones which can have a dramatic effect on the revenue streams in terms of Penalty Charge Notices (PCN's), parking permits charges and pay and display revenue. Taunton Deane, who has already introduced DPE, experienced additional complications with administration and enforcement when introducing

Residents Parking Zones and DPE concurrently. The impending SCC report on DPE will therefore not consider introducing other residents parking zones across the district at the time of implementing DPE.

3. Enforcement – SSDC would need to enforce both existing and future restrictions. The Study Report then considers the merits of both in-house and contracted-out enforcement and this together with other detailed aspects should be considered in a subsequent separate report on DPE.

There is a close relationship between off-street on on-street provision and in respect of the Parking Strategy, therefore, the benefits of introducing DPE should be considered.

The Consultants advise that the advantages to acquiring the DPE powers for SSDC would be: -

- A coordinated parking enforcement service could be established, covering both on and off-street parking
- The service will be self-financing, and should recover the initial funding over a relatively short period (typically 3 years).
- Improved compliance will be seen in permitted parking places
- Growth in demand for vehicular access to South Somerset could be managed better due to active and regular enforcement
- The design of future parking schemes and schemes where the enforcement of the parking restrictions are paramount to the operational success can be undertaken in the knowledge that the parking controls would be enforced
- Bus priority networks would be able to be introduced in the knowledge that inconsiderate vehicle parking on such routes would be minimal
- Parking enforcement would become more locally accountable and adaptable
- Police resources, no matter how scarce they may appear, would be freed up and diverted to other purposes

A major implication will be the costs, both of implementing and ongoing operational, and in South Somerset these are unlikely to be met by Penalty Charge Notices alone. In rural areas it is vital that DPE is linked to off-street provision and control, if the requirement to be self-financing and to recover initial funding is to be fulfilled. It should also be taken into consideration that although not mandatory yet, it is anticipated that the Government will regulate authorities to take on DPE in the near future.

The County Council are responsible for the introduction of Decriminalised Parking Enforcement (DPE) to manage on-street parking and traffic management. In order to introduce DPE it is necessary to submit an application to the Secretary of State for Transport for a Designation Order and an integral part of this is approval of the financial assessment model. District Councils cannot deal with this process directly and, where approval is obtained, DPE must be introduced across the entire County/District, not just in selected towns. The County Council have 2 options to consider for

rolling out DPE i.e. County Wide operated by them selves or District-by-District operated by the District Councils. The County Council has resolved to implement DPE District-by-District.

In Somerset, the County Council are leading a joint working group with all five Districts to consider implementation of DPE. Taunton Deane is already a DPE authority and contributes the benefit of their experience to the group. The Joint Working Group are seeking consultants to produce a series of financial assessment models for the remaining Districts projected over a 5 year period or until a financial break even or surplus is likely to be achieved. It is hoped to appoint these consultants before Christmas 2006 and for the work to be completed by April 2007. A provisional figure of £5000 has been earmarked from the Engineering and Property Services budget, although the exact figure will be dependent on the tender figures received.

The County have separately commissioned a 2-year project to review Traffic Regulations - orders, signs and lines across Somerset in preparation for DPE. This review of the existing TRO's has started and the surveys will be completed by April 2007. They will then look to consolidate the orders and then refresh markings and missing signs etc. and it is anticipated that this will be completed by April 2008.

Because of the scale of the operation and the need to complete the review within a 2-year period County Wide, the SCC review is about the accuracy of existing TROs, signs and lines rather than appropriateness for prevailing conditions. However this can be considered at any subsequent review following introduction of DPE and in the light of operational experience.

It is expected that each District will take on responsibility for enforcement of DPE in their own area although, as indicated above, options for shared administration etc. will be considered.

Where DPE is implemented, it is usual for on-street and off-street parking enforcement to be undertaken by the same team to benefit from economies of scale, although from SSDC's perspective it will require more resources than currently employed for off-street enforcement. DPE is generally not a profit making activity. It is about traffic and transport management and although authorities should seek to break even, the regulations require any surplus that may be achieved has to be invested in traffic/transport initiatives.

The financial assessment model, when available, (anticipated April 07) will be included in a full report to Members on the implications for introduction of DPE in South Somerset and if approved the earliest date for implementation in any District within Somerset would be April 2008. SSDC have indicated a wish to County that the District wishes to be considered as soon as practicable. However, the Parliamentary process can take 9 months in itself for approval following receipt of submission and a more realistic timescale is that it is likely to be introduced during the 2008/09 fiscal year.

DPE, when approved, will be for the whole District and this will have to be the basis of the application to the Secretary of State for Transport.

However SSDC will have discretion as to how it is operated and enforced and the Study Report suggests that, given the different characteristics of the various towns in the district, it is advisable to adopt a phased implementation programme. The implementation of DPE in the various towns will have an effect on operations and financial viability and the programme has been devised in a manner to cater for possible adverse effects on both the financial viability and operational practicality. The phased implementation programme also allows SSDC to gain some operational experience before rolling the programme out to other towns within the district.

The adverse effects on the financial viability has been catered for by delaying the implementation of those areas with questionable financial benefits beyond the first phase in an attempt to gain a surplus from those areas which are considered to be cost viable. The surplus can then be used to ensure that the whole account is financially viable despite the possibility of enforcement in certain towns running at a loss.

Yeovil, Chard and Crewkerne should form phase I of the implementation programme. They offer, taking into account their size, amount of on-street parking restrictions and off street parking places, the best financial option for the initial phase. The issue of pressure on the on-street and off-street provision, and therefore the inherent need to actively manage and enforce the provision, has not been considered for the first phase as the priority is ensuring the financial viability although as stated in the demand/supply comparisons (as discussed in Chapter 5 of the Study Report) both Yeovil and Crewkerne are seen as being towns where there will be a deficit in the parking stock.

The Study Report suggests that Phase II should include Castle Cary, Ilminster and Wincanton. Both Castle Cary and Wincanton have either borderline or small deficits in parking stock. Ilminster is projected to have a large deficit in its parking stock. Active enforcement of the parking stock will be crucial in this town, even to the extent that the Council may consider moving this town into the first phase, although it is anticipated that a new site for a car park will be available allowing it to proceed within phase 2.

Phase 3 includes the remaining towns within the South Somerset District Council administrative area. None of these towns have significant deficits anticipated. There are some towns, which may not be cost viable given their size and restrictions to be enforced, but as stated earlier a sufficient surplus should be realised to ensure the whole parking account does not run at a loss.

As indicated above, the likely 'go live' date for phase 1 would be during the 2008/09 fiscal year. It is not likely that SSDC would be able to realise a surplus for 2/3 years but this should not affect the implementation of phase 2 as these towns are not seen as being financially dependent on the success of phase I. The suggested phased implementation, particularly phase II, is to ensure the size of the operation is manageable and offers the Council the opportunity to fine tune the operation before it is rolled out to the rest of the towns,

so it is possible to implement phase II a relatively short period after Phase I.

It is recommended that DPE be introduced as soon as practicably possible with operation and enforcement being rolled out on a phased basis as follows:

Phase 1: Chard, Crewkerne and Yeovil

Phase 2: Castle Cary, Ilminster and Wincanton

Phase 3: Bruton, Langport, Martock, Somerton and South Petherton

**Action Points:**

- **A detailed implementation report on the introduction of Decriminalised Parking Enforcement be undertaken by the Joint Working Group of Councils as soon as possible clarifying the aims and timescales.**
- **That the operation and enforcement of DPE be rolled out on a phased basis as follows:**
  - **Phase 1: Chard, Crewkerne and Yeovil**
  - **Phase 2: Castle Cary, Ilminster and Wincanton**
  - **Phase 3: Bruton, Langport, Martock, Somerton and South Petherton**

## **4. Summary of Actions**

### **1. District wide (Central or in all towns)**

- i. Regular desktop survey updates to monitor appropriateness of growth factors and demand profiles. Desktop surveys of car park usage to be undertaken annually with a review of the Strategy every 5 years.
- ii. Review car park layouts to maximise capacity on an ongoing basis.
- iii. Keep car park designations under review and when appropriate, revise to deter all day parking.
- iv. Revise parking control methods to make them more user friendly and effective as need required and resources allow.
- v. Introduce charging for blue badge holders where charging is currently in place. If and when charging is introduced in other car parks then these new charges would also apply to blue badge holders. A Scratch-card system to be introduced enabling prepayment.
- vi. Assess all opportunities for new or extended sites consistent with overall development policies (See town by town section below).
- vii. Maintain initiatives with all stakeholders to promote and encourage provision and use of public transport, walking and cycling.
- viii. Close collaboration with developers, private car park operators, Town and Parish Councils but no further transfer of control. Negotiations be instigated with Town & Parish Council's as appropriate to ensure the car parking strategy is implemented District Wide.
- ix. Recognise potential for Local Plan policy TP7 (off street parking provision for new residential developments) to influence use of nearby

car parks and undertake a monitoring exercise of recent town centre developments as a precursor to a review of the operation of this policy as appropriate.

- x. A detailed implementation report on the introduction of Decriminalised Parking Enforcement be undertaken by the Joint Working Group of Councils as soon as possible clarifying the aims and timescales.
- xi. That the operation and enforcement of DPE be rolled out on a phased basis as follows:
  - o Phase 1: Chard, Crewkerne and Yeovil
  - o Phase 2: Castle Cary, Ilminster and Wincanton
  - o Phase 3: Bruton, Langport, Martock, Somerton and South Petherton
- Xii. Undertake an annual review of car parking charges (including Season Ticket tariffs) in context of charges in neighbouring settlements.
- Xiii. One extra car park per year achieves secure by design designation subject to review of necessity for such designation.
- Xiv. In the market towns and rural centres it is considered essential to meet demand with adequate parking provision

## **2. Bruton, Langport, Martock, Somerton & South Petherton**

- i. Charging only to be introduced as demand pressures require.
- ii. To be part of the last phase of DPE implementation across the district
- iii. In respect of Bruton identifying of additional capacity during 2008-9

## **3. Castle Cary and Wincanton**

- i. Introduce charges of 40p for 2 hours and £1.10 all day concurrently with DPE. The first hour in designated short stay being free with no return permitted within 3 hours. The designated short stay being the lower level of Carrington Way Wincanton (53 spaces) and a section (48 spaces) of Millbrook Gardens in Castle Cary.
- ii. Include as part of phase 2 DPE implementation
- iii. Consider decking proposals for Carrington Way as demand pressures require

## **4. Ilminster**

- i. Adopt as a priority the establishment of additional capacity to include Long Stay provision for workers during 2007-8. An early date for the investigation of a new site is required.
- ii. Increase 1 hour tariff to 40p and 2 hour to 50p, no other changes except all day in West Street increased to £1.00
- iii. Include as part of Phase 2 of DPE implementation

## **5. Chard**

- i. In Bath Street, Essex Close and Boden Street increase the tariff to 50p for 1 hour, 60p for 2 hours and 70p for three hours

- ii. Increase 4 hour charge to £2.00 in short stay car parks to encourage transfer to long stay
- iii. In Market Field, Combe Street and the Minnows increase the 2 hour tariff to 50p
- iv. Remove all day designation at Bath Street, Boden Street and Essex Close
- v. Increase all day charge to £1.50 in medium/long stay car parks
- vi. Include in initial phase of DPE implementation
- vii. Consider decking proposals for Crowshute as demand pressures require and as part of the Chard Town Centre Action Plan

## 6. Crewkerne

- i. Adopt as a priority the establishment of additional capacity to include Long Stay provision for workers during 2007-8. An early date for the investigation of a new site is required.
- ii. Increase of 10p an hour in South Street car park tariff for time bands up to and including 4 hours.
- iii. Remove all day designation at South Street. The area of the car park adjacent to the co-op to have a maximum stay of 4 hours, with the remainder of the car park to have a maximum stay of 3 hours.
- iv. Increase by 10p an hour for stays up to and including 2 hours with no change in long stay charges at Abbey and West Streets
- v. Include in initial phase of DPE implementation

## 7. Yeovil

- i. Raise the 1-hour tariff in Peter Street, South Street market, South Street, Newton Road & Park Street to £1.00. The 1-hour maximum stay should remain. (2 hours maximum in Newton Road).
- ii. Increase the charges in Golden Stones to 50p for 1 hour and £1.00 for 3 hours. The long stay to increase to £2.00, which will bring this car park in line with other long stay tariffs.
- iii. Court Ash, Petters Way, Box factory, West Hendford and North Lane's 3 hour tariff should be raised to £1.50
- iv. Raise the all day tariff in Stars Lane West and Earle Street to £2.50.
- v. Raise the all day tariff in long stay car parks to £2.00 Monday to Friday and £1.50 for Saturday..
- vi. Introduce a flat visit charge of 50p on Sundays to be concurrent with DPE.
- vii. Include in initial phase of DPE implementation
- viii. The Yeovil Urban Development Framework proposals for development on car parks to be taken forward in context of the Yeovil Area Action Plan and in context of timely delivering of decking at Petters Way and Stars Lane. An implementation Plan be prepared during 2007-8 as part of this planning exercise to ensure that any development of car parks is undertaken in a phased way to provide

adequate capacity to maintain an ongoing supply of car parking appropriate to the needs as the schemes progress.

- ix. Pursue with the County the prospects for positive public transport development and reduced car patronage through Smart Travel Plans in order to achieve desired modal shift in Yeovil. Until a positive programme of action is established it is considered appropriate to meet demand with adequate parking provision
- x. Consider provision for visiting coaches in Yeovil.
- xi. To review Park & Ride for Yeovil within the context of the preparation of the Yeovil Area Action Plan.

## 5 Car Parking Strategy Action Plan

Action	Target date	Lead Director/Head of Service/Officer	Output	Outcome	Priority H=High M=Medium L=Low	C=Completed OT=On target NOT=Not on target
Introduce charging for blue badge holders	April 07	Head of Engineering and Property Services / Principal engineer	Charges introduced for disabled	Consistency of charging	L	
Negotiations instigated with Town and Parish Council's to implement strategy across District	April 07	Head of Economic Development, Planning and Transport/Transport Strategy Officer	Meetings held with relevant Town Councils	Car park management consistent across the district	M	
Monitoring of town centre residential parking and review of Local Plan Policy TP7	March 07	Area Development Managers/ Transport Strategy Officer/Head of Economic Development, Planning and Transport	Analysis of survey work establishing nature and scale of residents parking in public car parking	Re interpretation of Policy TP7 to preclude any problems worsening	M	
Production of detailed DPE implementation report by Somerset Council's Joint Working Group	June 07 (This date is dependent on SCC's current work on the review of TRO's and their financial assessment)	Head of Engineering and Property Services/Principle Engineer	Detailed information on which to formally commit to DPE	Establishment of District Wide enforcement management and improved traffic flows	H	

Secure by design accreditation on one extra car park a year	April 08	Head of Engineering and Property Services /Principal Engineer	Additional car park secured by design	More attractive, safer car parking in South Somerset	M	
Review charges on free car parks in light of annual use monitoring after DPE introduced	July 09	Head of Engineering and Property Services /Principal Engineer	Regular monitoring of car parking charges applicable	Introduction of charges to control use of car parks only when needed to ensure turnover and town centre viability	L	
Identify extra parking space in Bruton	April 09	Head of Engineering and Property Services /Principal Engineer/Principal Economic Development officer	Extra space identified	Car parking demand met by supply to benefit of town centre vitality	M	
Introduce charges for Wincanton and Castle Cary concurrent with DPE	April 09	Head of Engineering and Property Services /Principal Engineer	Charging introduced	Use of car parks regulated with enhanced enforcement	M	
Consider decking for Carrington Way as demand pressures require and subject to that assessment draw up proposals for implementation if	Date dependent on traffic growth.	Head of Engineering and Property Services /Principal Engineer/Principal Economic Development officer	Possible extra space considered	Possibility of maintaining car parking supply without taking land to meet increasing demand addressed	L	

necessary.						
Establish additional car parking capacity for Ilminster	April 08	Head of Engineering and Property Services /Principal Engineer/ Principal Economic Development officer	Extra space identified and delivered	Car parking space provided to meet demand to benefit of town vitality	H	
Consider decking for Crowshute as demand pressures require and subject to that assessment draw up proposals for implementation if necessary.	Date dependent on traffic growth.	Head of Engineering and Property Services /Principal Engineer/ Principal Economic Development officer	Possible extra space considered	Possibility of maintaining car parking supply without taking land to meet increasing demand addressed	L	
Establish additional car parking capacity for Crewkerne	April 08	Head of Engineering and Property Services /Principal Engineer/ Principal Economic Development officer	Extra space identified and delivered	Car parking space provided to meet demand to benefit of town vitality	H	
Introduce charges for Sundays in Yeovil concurrent with DPE	September 09	Head of Engineering and Property Services /Principal Engineer	Charging introduced	Use of car parks regulated with enhanced enforcement	M	
Prepare an implementation plan for	April 08	Head of Economic Development, Planning and	Detailed programme for general	Co-ordinated development in the town centre	H	

implementation of Yeovil UDF development and decking proposals		Transport/ Head of Engineering and Property Services/ Planning Policy Team Leader/ Principal Engineer	development and car parking provision	ensuring demand is met whilst major regeneration including development on car parks is undertaken		
Pursue with County Council prospects for positive public transport proposals and Smart Travel Plans	September 07	Head of Economic Development, Planning and Transport/Transport Strategy Officer	Pro active proposals to address modal shift established	Ability to improve access to Yeovil for people without cars and provide potential for modal shift	H	
Consider provision for visiting coaches	September 07	Head of Economic Development, Planning and Transport/Transport Strategy Officer	Coach space identified	Extra coach borne visitors to Yeovil to benefit of town centre vitality	M	
Review park and ride for Yeovil within context of Yeovil Area Action Plan	April 08	Head of Economic Development, Planning and Transport/Planning Policy Team Leader	Option for better public transport explored	Opportunity to improve access to town centre, reduce congestion in the approaches whilst not requiring extra land for parking in the town centre	M	

**Please note operational issues are not included in this Strategy Action Plan.**

## **Annex 1 to the Executive Strategy Document (SSDC District Wide Parking Strategy)**

# **1. Recommended Tariff changes and Car Park Designations with effect from 1<sup>ST</sup> April 2007**

### **Yeovil – Short Stay**

Raise tariff in Peter Street, South Street market, South Street, Newton Road & Park Street to £1.00. The 1-hour maximum stay should remain.

### **Medium Stay**

Increase the long stay charge in Golden Stones to £2.00 and increase the short stay tariff to 50p for hour and £1.00 for 3 hours. As this car park has a peak occupancy level in excess of 85%, there is likely to be a degree of elasticity, which can be used to increase the tariff. It is not considered that such a rise would adversely affect the local economy.

Court Ash, Petters Way, Box factory, West Hendford and North Lane's 3-hour tariff should be raised to £1.50.

### **Medium/ Long Stay**

Raise the tariff to £2.50 all day in Stars Lane West, Earle Street.

### **Long Stay**

Raise the long stay tariff to £2.00 for Monday to Friday and £1.50 for Saturday.

#### **1.1 Season Tickets**

Season tickets should be increased in line with pay and display percentage increase where applicable.

### **Chard – Short Stay**

Bath Street and Essex Close tariffs should be raised to 50p for 1 hour, 60p for 2 hours, 70p for three hours and £2.00 for 4 hours. The last tariff is reflective of the long stay provision within an officially designated short stay. The all day provision should be removed.

### **Medium Stay**

Boden Street tariff should be raised to 50p for 1 hour, 60p for 2 hours and 70p for three hours. The all day provision should be removed. The season ticket price should be raised to £55 per 12-week period

### **Medium/Long Stay**

Combe Street, Market Field and the Minnows tariff should be increased to 50p for 2 hours. The long stay tariff should be increased to £1.50 (from £1.10) No recommendations are made for the season ticket. These should remain at £30.00 for the 12-week period.

### **Long Stay**

Crowshute tariff should be raised to £1.00 all day. The coach parking (all day) should be raised to £1.20 per day.

### **Crewkerne – Short Stay**

It is recommended that South Street tariffs be amended as follows: 10p increase in the existing 1- 4 hours tariff bands. The ability to park all day should be removed  
The area of the car park adjacent to the co-op to have a maximum stay of 4 hours, with the remainder of the car park to have a maximum stay of 3 hours No changes are recommended for the season ticket price.

### **Medium/Long Stay**

The tariffs in both Abbey Street and West Street should be increased to 40p for 1 hour and 50p for 2 hours. No changes should be made to the long stay tariff. No changes are recommended for the season ticket price.

### **Ilminster – Medium/Long Stay and Long stay**

The changes recommended as similar to those for Crewkerne apart from West Street, which should have the tariff, increased from 70p to £1.00 (all day)