

Car Parking Strategy – Project Delivery Action Plan

	Intervention	Assigned to...	Tasks	Priority	Costs/Funding	Intended Outputs and Outcomes	Aims and Benefits
<b>1</b>	<b>Parking Capacity and Provision</b>						
<b>1.1</b>	Monitor and report regularly on car parking usage and from this determine demand patterns v supply. Use this information to inform decisions regarding future levels and nature of supply, having regard to other policy considerations.	<ul style="list-style-type: none"> <li>Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>Regularly monitor daily usage figures against supply.</li> <li>Implement new data collection regime to allow for hourly surveys to take place.</li> </ul>	1 + ongoing	Captured within existing budgets and resources.	<p>Necessary information and data to inform policies and actions</p> <p>Improved planning for meeting existing and future parking needs</p>	<p>Improved customer experience (survey results)</p> <p>Improved parking provision (survey results and usage figures)</p>
<b>1.2</b>	Investigate options for relocation/creation of evening Taxi ranks	<ul style="list-style-type: none"> <li>Car Park Team</li> <li>Partnership, Community Safety &amp; Licensing Manager</li> <li>Regulatory Services</li> <li>MDP Team</li> </ul>	<ul style="list-style-type: none"> <li>Work with Regulatory services to confirm official taxi rank in Bore Street.</li> <li>Attend taxi trade meeting.</li> <li>Work with Legal to amend TRO.</li> </ul>	2	Captured within existing budgets and resources.	<p>Provide a dedicated area for taxis to be located that removes them from the pedestrianised area of the city.</p> <p>Vehicles removed from the pedestrianised area of the city, increase in safety of the pedestrian using the city, improved air quality.</p>	<p>Improved customer experience (survey results)</p> <p>Improved city centre air quality (Monitor NO2 levels)</p>
<b>1.3</b>	In line with intervention 4.1, ensure the current designation of Short and Long stay car parks is appropriate to encourage and manage the use of the car parking estate.	<ul style="list-style-type: none"> <li>Car Park Team</li> <li>Comms Team</li> </ul>	<ul style="list-style-type: none"> <li>Determine if current designation of long and short term car parks is suitable</li> <li>Consider the need to change the designation if necessary.</li> <li>Promote changes.</li> <li>Work with Legal to amend TRO.</li> </ul>	1	Captured within existing budgets and resources.	<p>Car parks are correctly designated as Long or Short term car parks.</p> <p>Encourage use of underutilised car parks on outskirts of city centre.</p>	<p>Improved customer experience (survey results)</p> <p>Longer dwell times (usage figures)</p> <p>Improved city centre air quality (Monitor NO2 levels)</p> <p>Improve economy of city (health check results of city centre economy)</p>

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1.4	<p>Consider options of increasing capacity in current car parking estate:</p> <ul style="list-style-type: none"> <li>• Friary Multi-Storey (extra level)</li> <li>• Possibly Lombard Multi-Storey (extra level)</li> <li>• Redcourt (additional levels with active frontage)</li> <li>• Beacon Park – Greenhough and Bunkers Hill</li> <li>• Railway Station</li> </ul>	<ul style="list-style-type: none"> <li>• Car Park Team</li> <li>• MDP Team</li> </ul>	<ul style="list-style-type: none"> <li>• Carry out surveys to determine if Multi-Storey car parks are suitable to take additional levels.</li> <li>• Carry out surveys to determine if ground level car parks are suitable to develop on.</li> <li>•</li> </ul>	3	Captured within existing budgets and resources.	<p>Increase capacity on current car parking estate without the need to develop new car parks in city centre developments.</p> <p>Congestion issues removed, overall better usage of car parking capacity, capacity to cope with projected usage, enhanced customer experience</p>	<p>Increased usage of car parks (usage figures)</p> <p>Improved city centre air quality (Monitor NO2 levels)</p> <p>Improved parking provision (survey results and usage figures)</p>
2	<b>Quality of Car Parks and Customer Experience</b>						
2.1	<p>Undertake qualitative assessment of existing car parking estate based on agreed checklist and results of customer feedback.</p>	<ul style="list-style-type: none"> <li>• Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>• Consider car park layout</li> <li>• Assess signage, lines, pedestrian safety, lighting, foliage</li> <li>• Location and quantity of payment machines</li> </ul>	1 + ongoing	Captured within existing budgets and resources.	<p>Develop evidence of customer wants and needs.</p> <p>Information on condition and quality of car parks to help policy and operational management decisions</p>	<p>Increased usage of car parks (usage figures)</p> <p>Improved customer experience (survey results)</p> <p>Improved parking provision (survey results and usage figures)</p>
2.2	<p>Develop a car park improvement plan and work programme for the estate and for each car park and agree funding</p>	<ul style="list-style-type: none"> <li>• Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate inclusion of wider parking bays – car sizes, small families.</li> <li>• Investigate location and quantity of disabled parking bays.</li> </ul>	1 + ongoing	Captured within existing budgets and resources	<p>Plan identifying actions to be taken to enhance car parking estate, phasing and costs/funding.</p> <p>Uplift in the quality of car parks to an agreed standard</p>	<p>Increased usage of car parks (usage figures)</p> <p>Improved customer experience (survey results and usage figures)</p> <p>Improved parking provision (survey results and usage figures)</p>
2.3	<p>Alongside the car park improvement plan agree a maintenance and repair fund</p>	<ul style="list-style-type: none"> <li>• Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Finance to establish an ongoing sinking fund</li> <li>• Consider potential income sources from advertising</li> </ul>	1 + ongoing	Captured within existing budgets and resources and establish/utilise sinking fund	<p>Dedicated maintenance and repair programme</p> <p>Continued provision of a high quality car parking offer</p>	<p>Improved customer experience (survey results and usage figures)</p> <p>Improved parking provision (usage figures)</p>

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2.4	Review Civil Parking Enforcement provision, to consider impact of possible changes to charging times and installation of new payment technologies, to ensure appropriate levels of resource are available at all times of day to meet the operational needs.	<ul style="list-style-type: none"> <li>Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>Review existing rotas</li> <li>Ensure sufficient resource for increased charging times and change in technology (Pay on Exit equipment).</li> </ul>	1 + ongoing	Captured within existing budgets and resources.	<p>Have an appropriate level of CPE to meet the operational needs.</p> <p>Improved customer relations; continued provision of a high quality car parking offer</p>	Improved customer experience (survey results and usage figures)
<b>3 Technology</b>							
3.1	Pilot scheme to implement ANPR Pay on Exit barrier system in Friary MS to test success of system.	<ul style="list-style-type: none"> <li>Car Parks Team</li> <li>MDP Team</li> <li>Procurement team</li> <li>Communications team</li> </ul>	<ul style="list-style-type: none"> <li>Develop detailed understanding of costs associated with installation and maintenance of a new Pay on Exit system</li> <li>Produce specification</li> <li>Place Order (lead in time/parts availability)</li> <li>Procure organisation to install new system (Framework).</li> <li>Possible changes to internal layout</li> <li>Possible changes to external layout, including highway</li> <li>Work with Legal to change TRO.</li> <li>Installation, training and handover.</li> <li>Promote new system.</li> </ul>	1	<p>£150,000 capital project</p> <p>New and additional capital budget required</p> <p>External funding will be sought.</p>	<p>Installation of simplified pay on exit system.</p> <p>Increased dwell time in the city centre, simplified payment system to meet public needs.</p>	<p>Increased usage of car park (usage figures)</p> <p>Increased dwell times (usage figures)</p> <p>Improved parking provision (survey results and usage figures)</p> <p>Improved economy of city (health check results of city centre economy)</p>
3.2	Develop a detailed car parking signage strategy to identify and direct people to available parking spaces (to combine physical and digital signage and direction finding)	<ul style="list-style-type: none"> <li>MDP Team</li> <li>Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>Work with Staffordshire County Council in the development of the strategy.</li> <li>Commission consultant to develop strategy to ensure most suitable locations are considered.</li> <li>Develop detailed understanding of costs associated with installation and maintenance.</li> </ul>	1	<p>£20,000 revenue project</p> <p>New and additional revenue budget required</p> <p>Possibly funded through Multi-Storey car park sinking fund</p>	<p>Support customers in locating available parking spaces.</p> <p>Congestion issues removed, overall better usage of car parking capacity, enhanced customer experience</p>	<p>Increased usage of car parks (usage figures)</p> <p>Improved economy of city (health check results of city centre economy)</p>

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			<ul style="list-style-type: none"> <li>Develop detailed understanding of the operation of the system.</li> </ul>		External funding will be sought.		
3.3	Install VMS in line with recommended locations developed in the car parking signage strategy, also in unison with the installation of ANPR pay on foot system.	<ul style="list-style-type: none"> <li>Car Parks Team</li> <li>MDP Team</li> <li>Procurement team</li> <li>Communications team</li> </ul>	<ul style="list-style-type: none"> <li>Work with Staffordshire County Council in the installation of the signage.</li> <li>Procure organisation to install new signage.</li> <li>Operate and maintain new system.</li> <li>Promote new system.</li> </ul>	2	<p>£150,000 Capital project</p> <p>£32,000 available in S106 contributions</p> <p>New and additional capital budget required. External funding will be sought.</p>	<p>Support customers in locating available parking spaces.</p> <p>Congestion issues removed, overall better usage of car parking capacity, enhanced customer experience</p>	<p>Increased usage of underutilised car parks (usage figures)</p> <p>Improved economy of city (health check results of city centre economy)</p> <p>Improved city centre air quality (Monitor NO2 levels)</p>
3.4	Card Payment systems to be made available in all car parks.	<ul style="list-style-type: none"> <li>Car Parks Team</li> <li>MDP Team</li> <li>Procurement team</li> <li>Communications team</li> </ul>	<ul style="list-style-type: none"> <li>Research market to develop detailed understanding of costs associated with installation and maintenance of a new Pay on Exit system</li> <li>Procurement/Framework</li> <li>TRO changes (minor)</li> <li>Potential to retro-fit machines</li> <li>Procure organisation to install new system.</li> <li>Promote new system.</li> </ul>	1	<p>£100,000 (all car parks) capital project</p> <p>New and additional capital budget required</p> <p>External funding will be sought.</p>	<p>Installation of system that allows for new card payment process.</p> <p>Simplified payment system to meet public needs.</p>	<p>Increased usage of card payments (usage figures)</p> <p>Improved parking provision (survey results and usage figures)</p> <p>Improved economy of city (health check results of city centre economy)</p> <p>Reduced cash collection resulting in savings</p>
3.5	Following success of 3.1, implement pilot installation of Pay on Exit barrier system to Lombard Street Car Park.	<ul style="list-style-type: none"> <li>Car Parks Team</li> <li>MDP Team</li> <li>Procurement team</li> <li>Communications team</li> </ul>	<ul style="list-style-type: none"> <li>Develop detailed understanding of costs associated with installation and maintenance of a new Pay on Exit system</li> <li>Procure organisation to install new system.</li> <li>Promote new system.</li> </ul>	2	<p>£150,000 capital project</p> <p>New and additional capital budget required</p> <p>External funding will be sought.</p>	<p>Installation of simplified pay on exit system.</p> <p>Increased dwell time in the city centre, simplified payment system to meet public needs.</p>	<p>Increased usage of car park (usage figures)</p> <p>Increased dwell times (usage figures)</p> <p>Improved parking provision (survey results and usage figures)</p> <p>Improved economy of city (health check results of city centre economy)</p>

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3.6	Update and keep under review the car park information on the Lichfield District Council website and also make use of smart phone and social media mediums to provide information and improve customer awareness.	<ul style="list-style-type: none"> <li>Car Park Team</li> <li>Communications Team</li> </ul>	<ul style="list-style-type: none"> <li>Work with communications team to develop a more interactive / modern way of communicating with car park users.</li> </ul>	1 + ongoing	Captured within existing budgets and resources.	<p>Improved website; use of other technology mediums to share information</p> <p>More informed customers; reduction in queries to car parks team and customer services</p>	<p>Improved customer experience (survey results and usage figures)</p> <p>Improved parking provision (survey results and usage figures)</p> <p>Increased usage of car park (usage figures)</p>
4	<b>Parking Charges</b>						
4.1	Develop and implement parking pricing policy across all car parks.	<ul style="list-style-type: none"> <li>Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>Model impact of introducing evening parking charges against current usage figures.</li> <li>Model impact of introducing changes to Sunday parking charges against current usage figures.</li> <li>Understand public reaction to implementation and how it could be managed.</li> <li>Implement changes to pricing regime and introduce evening, Sunday and Bank Holiday charging.</li> <li>Work with Legal to amend TRO.</li> </ul>	1	Captured within existing budgets and resources.	<p>Necessary information and data to inform policies and actions</p> <p>Set new parking charges with a clear evidence base.</p>	<p>Improved parking provision (survey results and usage figures)</p> <p>Improved customer experience (survey results and usage figures)</p>
4.2	Carry out a regular benchmarking exercise to determine how parking charges in Lichfield city centre compare to neighbouring cities and towns.	<ul style="list-style-type: none"> <li>Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>Desk top exercise to check prices of nearest neighbours and locations with similar characteristics.</li> </ul>	1 + ongoing	Captured within existing budgets and resources.	<p>Better knowledge of on-going charging levels in other areas to help inform our own fee charging regime</p> <p>Set parking charges with a clear evidence base available and knowledge of the 'market'</p>	<p>Improved parking provision (survey results and usage figures)</p> <p>Improved customer experience (survey results and usage figures)</p>

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4.3	Programme an annual parking tariff review to ensure parking charges reflect the current economic standing of the city centre and are comparable to neighbouring cities/towns	<ul style="list-style-type: none"> <li>Car Park Team</li> </ul>	<ul style="list-style-type: none"> <li>Desk top exercise to carry out what/if scenarios based on car park usage in both short stay and long stay car parks</li> </ul>	1 + ongoing	Captured within existing budgets and resources.	<p>Review of charges to understand and determine appropriate rates</p> <p>Scope to flex charges or seek to introduce innovative time-limited offers or other options to purchase parking spaces;</p>	<p>Improved parking provision (survey results and usage figures)</p> <p>Improved customer experience (survey results and usage figures)</p>
5	<b>Sustainable Transport</b>						
5.1	Assess the need for electric vehicle priority bays in city centre car parks and install Electric Vehicle charge points in city centre car parks, at a rate proportionate to demand identified through regular parking surveys and stakeholder consultation.	<ul style="list-style-type: none"> <li>MDP Team</li> <li>Car Parks Team</li> <li>Communications team</li> <li>Procurement team</li> </ul>	<ul style="list-style-type: none"> <li>Determine best locations to install new EV charging points</li> <li>Procure organisation to install new EV charging points.</li> <li>Promote new scheme</li> <li>Allocate locations that new EV charging points can be installed in the future as ownership increases.</li> </ul>	1	<p>£80,000 to include, purchase and installation of equipment and necessary infrastructure</p> <p>New and additional capital budget required</p> <p>External funding will be sought.</p>	<p>Installation of more EV charging points.</p> <p>Increase in numbers and proportion of spaces facilitating EV charging in car parks</p> <p>Encourage uptake of Electric Vehicles; impact on environment and air quality</p>	<p>Improved parking provision (survey results and usage figures)</p> <p>Increased usage of car park (usage figures)</p> <p>Improved customer experience (survey results and usage figures)</p> <p>Improved city centre air quality (Monitor NO2 levels)</p>

### Priority definition

	Timescale	Definition
Priority 1	Year 1	Action to be delivered / implemented within a 1 year time period
Priority 1 + ongoing	Year 1	Action to be delivered / implemented within a 1 year time period, but to be revisited regularly as part of the car park team's regular operational duties.
Priority 2	Year 2	Action to be delivered / implemented within a 2 year time period
Priority 3	Year 3 onwards	Action to be delivered / implemented from year 3 onwards. If it is possible these projects can be brought forward for delivery sooner if there is demand and capacity to do so.