



**REPORT of
DEPUTY CHIEF EXECUTIVE**

**to
STRATEGY AND RESOURCES COMMITTEE
12 JUNE 2025**

CAR PARKING STRATEGY

1. PURPOSE OF THE REPORT

- 1.1 To note the work of the Car Park Task and Finish Working Group, and its recommendation to and seek approval and adoption of the Car Park Strategy (the Strategy) at **APPENDIX 1**.

2. RECOMMENDATION

That the Car Park Strategy at **APPENDIX 1** be approved.

3. SUMMARY OF KEY ISSUES

3.1 Background

- 3.1.1 The Council's Car Park Task and Finish Working Group (the Working Group) considers car park charges annually, and its recommendations form the basis of the annual Fees and Charges proposals.
- 3.1.2 In September 2023 the Working Group Terms of Reference were updated to reflect a wider remit, to enable the development of a Car Park Strategy, which began in March 2024.
- 3.1.3 Over the following twelve months the Member and Officer Working Group considered five key themes, and meetings were held to explore each theme in detail, using data to inform recommendations.
- 3.1.4 The final versions of the recommendations are incorporated into the proposed Car Park Strategy at **APPENDIX 1**.

3.2 Scope and Themes of the Strategy

- 3.2.1 The Car Park Strategy recognises the challenge faced in identifying parking solutions for the District which meet the demands of residents, visitors and businesses, whilst aligning with and supporting the Maldon District Future Transport Strategy, the Council's aspirations to be a carbon neutral District by 2050, and supporting the priorities in the Council's Corporate Plan 2025-2028.

3.2.2 The Strategy has set out five key themes:

- **Supporting the needs of the district**
Ensure that parking facilities align with the unique demands of the area, including residential, business, and tourism requirements, to promote accessibility and convenience for all users.
- **Making best use of existing assets**
Optimise the utilisation of current car parking spaces through strategic management, maintenance, and modernisation to maximise efficiency and minimise the need for new infrastructure.
- **Improve the customer experience**
Enhance parking services by integrating technology, clear signage, user friendly payment systems, and well-maintained facilities, ensuring a hassle-free experience for users.
- **Support the climate action strategy**
Contribute to sustainability goals by encouraging the use of electric vehicles through EV (Electric Vehicle) charging points, promoting alternative transportation methods, and reducing the carbon footprint of parking operations.
- **Identify opportunities**
We will work with key stakeholders to identify opportunities for improvement, investment, and growth; ensuring we meet the increasing demand for parking in the right places; to support the growth of the local economy and benefit the wider community

3.2.3 The Strategy sets out priorities within the key themes and identifies short term improvements and longer-term goals.

3.2.4 During the development of the Strategy the Council has worked towards and achieved the British Parking Association Safer Parking Scheme Award “Park Mark” and Accessible Parking Scheme Accreditation “Park Access”.

3.2.5 Using a Park Mark, Safer Parking car park means that the area has been vetted by the police and has measures in place to create a safer environment, whilst using a Park Access car park means the facility is accessible and inclusive.

4. CONCLUSION

4.1 Significant work has been undertaken to develop a clear Car Park Strategy that will help to inform decisions about the Council’s Car Parks now and in the future.

4.2 The Award of Excellence from the British Parking Association recognises the Councils provision of a good quality safe and accessible car parking service. However, the Council recognises there are still improvements required to ensure that we continue to deliver a good quality service, meeting the needs of our customers.

4.3 This report seeks Member approval of the Car Park Strategy at **APPENDIX 1**;

5. IMPACT ON PRIORITIES AS SET OUT IN THE CORPORATE PLAN 2025 - 2028

5.1 Supporting our communities

- 5.1.1 The Car Park Strategy sets out a clear framework of how we will manage the Council's Car Parks, ensuring they continue to provide a good quality service that meets the needs of our customers.

5.2 Investing in our District

- 5.2.1 The Council continues to invest in maintaining its Car Parks to a good standard and will bring forward an action plan to make further improvements recognising the importance of the Car Park provision to our residents, businesses and Visitors.

5.3 Growing our economy

- 5.3.1 Good Car Park provision actively supports local businesses tourism, and the wider economy, with local businesses benefiting from the positive experience of Car Park users, attracting increased footfall.

5.4 Protecting our environment

- 5.4.1 The Car Park Strategy actively supports this priority, balancing the need for Car Parking to be sustainable, and contributing to the Carbon Neutral aspiration, whilst recognising the challenge of the reliance on the motor vehicle, due to the rural and coastal nature of the District with its and fragmented bus and cycle networks.

5.5 Delivering good quality services.

- 5.5.1 The Car Park Strategy provides a framework to support the delivery of good quality Car Park services, and support decision making both in the short and longer term.

6. IMPLICATIONS

- (i) **Impact on Customers** – The adoption of the Car Park Strategy will support the delivery of a good quality Car Parking Service, aiming to provide a positive experience for all car park users.
- (ii) **Impact on Equalities** – The Strategy will ensure that Car Park arrangements continue to be inclusive.
- (iii) **Impact on Risk (including Fraud implications)** – None.
- (iv) **Impact on Resources (financial)** – None. Any funding implications for delivery of improvements to the Car Parks will be subject to a separate funding request and business case.
- (v) **Impact on Resources (human)** – None. Any resource implications would be reflected in any funding request and business case.
- (vi) **Impact on Devolution / Local Government Reorganisation** – The Car Park Strategy will help inform the longer term decisions for the Councils Car Parks.

Background Papers:

APPENDIX 1 – Car Park Strategy

Enquiries to:

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