

West Devon Borough Council

PARKING STRATEGY

2017 - 2021

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1. Introduction

Pay & Display (P&D) car parks are provided in Tavistock, Okehampton, Chagford and Hatherleigh. Policy should recognise the present car parks are provided for the convenience of local residents and also to support tourism and economic viability generally. It should also be recognised that car parks are owned by West Devon Borough Council for the benefit of not only the towns where they are located but also the interests of the wider West Devon community.

The Borough Council's first obligation is to offer well-maintained, well-managed car parks at reasonable charges in the context of the particular circumstances of the various towns.

Any change to parking charges, whether an increase or decrease, should be considered in light of the impact on the entire Borough. Although there may be a presumption against a general increase in charges, they should be reviewed annually, and an increase may be considered in the light of the rate of inflation, maintenance costs etc.

The policy shall recognise that the particular needs of the four towns are different and the Borough Council will seek to account for that in proposals for changes in charges or charging hours. Views from the respective Town or Parish Councils and business organisations will be actively sought.

Any proposal to create additional car parks or dispose of any existing car parks in whole or part shall be considered by the Borough Council in the light of its obligations both to the economic wellbeing of the particular town and West Devon generally.

The Borough Council provides a parking management and enforcement service for both our own car parks and for other organisations. Our strategic aim is to sell our management and enforcement expertise in order to be able to provide cost-effective services for the Borough.

2. Context

West Devon Borough Council is responsible for off street parking and this document is focused on that with the objective of using parking management to help deliver these aims. On-street parking is the responsibility of Devon County Council.

A number of developments are planned in the West Devon area over the next 5 years and details may be found here:

<https://plymswdevonplan.co.uk/policy?areas=west-devon>

Developments on the outskirts of Tavistock in particular will put pressure on car parking in the town.

There is however evidence that demand is growing and this together with the increased residential and commercial development proposed will lead to increasing problems unless fundamental changes to parking and traffic management are made.

Evidence from in particular 2016 indicates a renewed demand for car parking spaces.

3. Overarching objectives for 2017 – 2021

The overall target is to meet and manage parking demand in a simple and consistent manner in order to support and deliver the following objectives:

- To maintain and enhance the viability and vitality of town centres by providing accessible car park spaces at the right location
- To respond to all customer needs fairly but within the constraint of a finite number of spaces. This will require that we monitor and manage the use of parking appropriately.
- To support the development and enhancement of urban settlements retail core and tourist areas
- Where feasible, to support the reduction in the dependence on the private car and encourage greater use of forms of transport that reduce congestion and pollution
- To generate an appropriate level of revenue over the plan period to cover whole service costs and allow for investment.
- To use flexible pricing and charging policies as a method of delivering the strategy within communities.
- To simplify and standardise the approach to parking across the Borough.

4. Availability

There are 1,260 parking spaces in the main towns and villages in West Devon.

A summary of spaces is provided below:

Location	WDBC bays	Other bays
TAVISTOCK		
Abbey	58	
Bank Square	10	
Bedford	229	

Brook Street	104	
Chapel Street	14	
Riverside	85	
Russell Street	28	
Wharf	57	
Guildhall (TTC owned)		38
OKEHAMPTON		
Market Street	169	
Mill Road	83	
Simmons Park (OTC owned)		81 (+ 43 part-time bays)
Acorns (PPS operated)		28
RURAL		
Chagford	73	
Hatherleigh	73	
Bere Alston	37	
Lydford	25	
Brentor	25	

5. Current demand

Tavistock

Since the implementation of the £2 all-day tariff there has been increased pressure on town centre car parks and a decreased usage in Riverside car park, which, although on the periphery, has the same tariff.

Statistics on car parking highlight the fact that demand, which remained stagnant or shrank during the economic downturn, has now increased to the extent that there is over demand at some locations. This could have a negative impact on the economy of the town if it is not addressed. If visitors and residents are unable to access a car parking space when limited no alternatives are available, they will shop elsewhere or on line.

The situation will only worsen in the future without active management as the number of large scale residential developments will ultimately result in an increase in population.

The town centre offers a far wider retail and cultural experience than edge and out of town retail but, unless in town parking is actively managed to ensure availability, the health of Tavistock as the main retail area in West Devon will be compromised.

Okehampton

The majority of parking activity is in Market Street car park, and this is probably because of its proximity to Waitrose.

Chagford

Chagford has a large rural hinterland which supports local businesses and facilities. It is characterised by local independent businesses

The town is served by one car park currently. A second one is due to be built with the new housing development in 2018/ 19.

Hatherleigh

Hatherleigh has the only P&D car park in West Devon that has an operating cost for the Council. The car park is little used, although the Town Council is keen to run a pilot scheme, allowing free parking, to see if this encourages more use of the car park and less parking on-street, due to the congestion currently created by on-street parking. Discussions with the Town Council in this respect are on-going.

Other Car Parks

We provide free parking at three village car parks in:

- Bere Alston (37 bays)
- Brentor (25 bays)
- Lydford (25 bays)

We also have a large car park at Kilworthy Park (112 Bays), which is free, although use is limited to staff, tenants and visitors to Kilworthy Park from Monday to Friday. At weekends the facility is little-used despite offering free parking.

Permits

The Council has a number of permits on offer and, following the success of the £2 tariff in Okehampton and Tavistock, is about to undertake a public consultation in respect of amendments to permits. Currently the following permits are available:

Type	Applicable car parks	12 months	6 months
Tavistock Town Centre	Abbey Bedford Brook Street upper levels Riverside	£280.00	£150.00
Tavistock Peripheral	Riverside	£150.00	£80.00
Okehampton Peripheral	Mill Road	£150.00	£80.00
Chagford Rural	Chagford	£150.00	£80.00
Hatherleigh Rural	Hatherleigh	£150.00	£80.00
Annual West Devon	All car parks	£650.00	N/ A
School permits – St Rumons Tavistock Primary	Abbey, Tavistock Brook Street, Tavistock Riverside, Tavistock	Free of charge Limited time slots to facilitate carers taking	

Okehampton Primary Hatherleigh Primary	Market Street, Okehampton Hatherleigh	children to, or collecting from, school
Dolvin Road	Abbey, Tavistock Off Dolvin Road, Tavistock	Free of charge to those residents who don't have off-street parking. Proof of residence in Dolvin Road must be provided

6. Providing for the Future

Growth is encouraged within the Borough as this not only helps to deliver our housing needs but increases footfall to our thriving towns and villages.

The overarching objectives for the strategy are:

- To maintain and enhance the viability and vitality of town centres by providing accessible car park spaces at the right location at the right price
- To respond to all customer needs fairly but within the constraint of a finite number of spaces
- To support the development and enhancement of urban settlements, retail core and tourist areas
- To support the reduction in the dependence on the private car and encourage greater use of forms of transport that reduce congestion and pollution
- To generate an appropriate level of revenue over the plan period to cover running costs and ongoing preventative maintenance, and allow for investment and to use pricing and charging policies to as a method of delivering the strategy.
- To continue with the current policy of 'community-led' tariffs, which allows Town/ Parish Councils, business groups and other stakeholders to be involved in setting tariffs appropriate to the town/ village to encourage use in accordance with the shopping or amenity offer in the area.

The Council proposes to deliver these objectives in the following way:

- In town centres the Council will seek to retain overall parking numbers at the current level subject to on-going assessment of demand.
- Where appropriate, the Borough Council will work in partnership with other organisations to increase parking where necessary.

- The Council will assess the impact of any development and work with communities in proactively managing parking to ensure towns/ villages remain vibrant and accessible.
- The Council will continue to support the tourism industry by providing parking in appropriate locations at a price and charging structure which reflects demand and seeks to ensure wide access.
- Although the Council accepts that there are constraints on alternatives to private ownership of vehicles in a rural area and with a growing population it supports a reduction in the dependence of the private car. The Borough Council will work with Devon County Council in assessing the requirement for, and considering the provision of, park and ride services where considered necessary by communities.
- The Council will monitor income against cost and need to enable investment in parking areas and the Councils will use pricing and charging policies, together with demand management, as the key method of delivering the strategy in the urban and tourist areas.
- The Council is faced with a significant reduction in Government funding, therefore any funding of new parking areas must come from either Section 106 monies achieved through the planning process, working in partnership with other organisations, or through the deployment of the Council's adopted Asset Management Strategy.

7. Operational developments

We keep a watching eye on technological and operational developments that may improve the service we provide to customers, and the Strategy Group considers any viable solutions.

New software was rolled out in 2017, which will allowed customers to have paperless permits. This is a self-serve service and customers 'receive' their permits immediately, rather than waiting for their application to be processed by officers. Customers have the ability to update their permit details on our website as often as required.

In respect of PCNs, customers are able to easily view the details of any PCN they have received, together with photographs taken at the time of issue. This allows customers to make an informed decision on whether or not to appeal a PCN, in addition to being able to view the progress of their PCN on-line.

The information held on our website for customers to view is live and, as soon as a PCN has been issued, details will be available in almost every case (this is 3G reliant).

Private operators are able to take advantage of ANPR (Automatic Number Plate Recognition) parking solutions. As a local authority, legislation doesn't allow us to operate in this way. However, the British Parking Association is lobbying government about this and, should legislation change, we will consider taking advantage of this solution.

We have RingGo as our Pay by Phone provider currently. However, cashless payment systems have advanced since our contract with RingGo was procured and we will consider alternatives in preparation for the expiration of our current contract (2018).