

APPENDIX B : DRAFT PARKING MANAGEMENT ACTION PLAN 2019-2025

Theme	Action Plan/Objectives	Timescale (dependent on appropriate funding and / or suitable opportunity) and Action Owner(s)		
		Short (2019/20)	Medium (2020-2022)	Action Owner(s)
1. On-Street Parking	<p>Town, Village and Neighbourhood Centres</p> <p>We will continue to meet our statutory duties for traffic and road safety management through the promotion of on-street parking controls in our urban areas.</p> <p>This will be with the objectives of reducing congestion & delay, maintaining safer roads and supporting the local economy whilst continuing to provide accessible, convenient and sustainable parking facilities for residents, businesses and visitors.</p>	<p>We will undertake a review of our TRO assessment process for introducing & amending on-street parking controls.</p>		<p>Service Manager Highways & Transportation</p> <p>Traffic Management, Parking & Road Safety Manager</p>
	<p>Existing Residential Areas</p> <p>We will continue to promote safer parking behaviour in residential areas using relevant statutory powers and the Highway Code to provide appropriate levels of on-street parking for residents and their visitors within the finite road space available.</p> <p>We will continue to;</p> <ul style="list-style-type: none"> • Assess requests for Residents' Parking Schemes giving priority to community-led projects; • Offer vehicle crossover/keep clear measures to residents with off-street space; • Use our statutory powers for traffic and road safety management to reduce congestion & delay and maintain safer roads through the promotion of on-street parking controls in our residential areas. 	<p>We will carry out a review of our Residents Parking Policy and effectiveness.</p> <p>In partnership with Thames Valley Police we will undertake pilot projects to assess the benefits of a Parking Infringement Notices scheme</p>		<p>Service Manager Highways & Transportation</p> <p>Traffic Management, Parking & Road Safety Manager</p>

	<p>Rural Roads</p> <p>We will continue to;</p> <ul style="list-style-type: none"> Assess requests for parking controls in rural areas where there are road safety or congestion issues and where an unreasonable enforcement expectation is not being set; Offer vehicle crossover/keep clear measures to residents with off-street space; Use our statutory duties for traffic and road safety management through the promotion of on-street parking controls in our rural areas 	<p>We will carry out a review of our rural roads parking policy and effectiveness.</p>		<p>Service Manager Highways & Transportation</p> <p>Traffic Management, Parking & Road Safety Manager</p>
	<p>New Residential Areas</p> <p>In accordance with our Planning Policies we will continue to;</p> <ul style="list-style-type: none"> Ensure that all new developments can provide sufficient parking relative to increasing levels of car ownership and use in the Borough; Pursue the design of development in accordance with “Living Streets: A Highways Guide for Developers in Wokingham” Monitor the effectiveness of planning policies in relation to parking and consider the use of statutory duties for traffic and road safety management through the promotion of on-street parking controls as part of new development 		<p>We will undertake planned reviews of new developments to ensure that parking is in accordance with design objectives.</p> <p>We will amend our wider Planning Policies in relation to parking accordingly.</p>	<p>Service Manager Highways & Transportation</p> <p>Service Manager Highways Development Management, Environment</p>
	<p>Parking at Railway Stations</p> <p>We will ;</p> <ul style="list-style-type: none"> Assess requests for parking controls in the vicinity of railway stations where there are road safety or congestion issues and where an unreasonable enforcement expectation is not being set; 	<p>We will undertake a review of on-street parking capacity and demand in the vicinity of our railway stations.</p>	<p>We will engage with stakeholders/rail operators regarding existing off-street car parks in the vicinity of railway stations to</p>	<p>Service Manager Highways & Transportation</p> <p>Traffic Management,</p>

	<ul style="list-style-type: none"> Use our statutory duties for traffic and road safety management through the promotion of on-street parking controls in the vicinity of railway stations. 		ensure adequate capacity & operation.	Parking & Road Safety Manager
	<p>Schools</p> <p>We will continue to promote safer parking behaviour in the vicinity of schools, understanding that each presents its own set of challenges, using statutory powers and the Highway Code to manage on-street parking for parents/visitors within the finite road space available.</p> <p>We will continue to;</p> <ul style="list-style-type: none"> Expect schools, parents & stakeholders to actively pursue methods to reduce car journeys to school and congestion caused by setting down/picking up outside schools at the start and end of the day; Engage with schools to introduced and maintain “My Journey” initiatives; Use our statutory duties for traffic and road safety management through the promotion of on-street parking controls in the vicinity of schools; Target enforcement of parking controls outside schools at assembly/dispersal times using a combination of parental education and the adoption of a zero-tolerance approach to footway parking and zig-zag marking violation. Work in partnership with Thames Valley Police to prosecute motorists using antisocial, physically or verbally abusive behaviour towards residents, our school staff and/or enforcement staff. 	<p>We will engage with stakeholders to formulate a school community-led approach to managing parking in the vicinity of schools</p> <p>We will continue to develop School Travel Plans to target ways to reduce the difficulties associated with school travel including parking issues.</p>	We will establish neighbourhood parking plans for every school by 2025	<p>Service Manager Highways & Transportation</p> <p>Traffic Management, Parking & Road Safety Manager</p> <p>Head Teachers/ Parents/Students/ Governors</p>
	<p>Motorcycle Parking</p> <p>We will continue to;</p>	We will undertake an audit of existing off-street car parks to	We will design and consult on proposed improvements and	Service Manager Highways & Transportation

	<ul style="list-style-type: none"> Consider provision of safe and secure motorcycle parking facilities where demand exists and where they can be cost-effectively installed. 	determine motorcycle parking demand/capacity	make Capital bids as required from 2021 onwards.	Traffic Management, Parking & Road Safety Manager
	<p>Cycle Parking</p> <p>We will continue to;</p> <ul style="list-style-type: none"> increase the amount of secure bicycle parking across the Borough in line with demand and in support our sustainable travel policies; improve access to existing cycle parking facilities for all users/capabilities. 	<p>We will undertake an audit of cycle parking facilities across the Authority as part of our Asset Management Strategy</p> <p>We will incorporate cycle parking in our Residents Parking Policy for existing communities and new developments</p>	We will consult make Capital bids to implement cycle parking facilities as required from 2021 onwards.	<p>Service Manager Highways & Transportation</p> <p>Traffic Management, Parking & Road Safety Manager</p>
	<p>Taxis</p> <p>We will continue to promote responsible parking behaviour by our licensed taxi drivers, using statutory powers and the Highway Code to manage on-street parking.</p> <p>We will continue to;</p> <ul style="list-style-type: none"> Expect taxi drivers to demonstrate safe parking behaviour and avoid causing congestion by setting down/picking up in unsafe locations; Use our statutory duties for traffic and road safety management through the promotion of on-street parking controls; provide where appropriate an enhanced provision for taxis at locations where a need exists near to stations, public buildings and leisure facilities. 	We will undertake a review of existing taxi rank/stand facilities as part of an authority-wide integration of public transport services	We will pursue the provision of taxi parking places within our overall Place strategy for Towns, Neighbourhoods and Village Centres from 2021 onwards.	<p>Taxi Licensing Officer</p> <p>Traffic Management, Parking & Road Safety Manager</p>

	<ul style="list-style-type: none"> target enforcement of taxi parking facilities adopting a zero-tolerance approach to violations. 			
	<p>Blue Badge Holders</p> <p>We will continue to;</p> <ul style="list-style-type: none"> respond to requests for parking places by Blue Badge holders on-street; review, consult upon and introduce policy for the use of disabled parking bays in residential areas; consider the replacement of 'advisory' bays with bays controlled by Traffic Regulation Orders; annually review the number and location of disabled parking bays in our urban centres provide free and unlimited parking for Blue Badge Holders in Council owned and operated car parks. 	<p>We will carry out an audit and inventory of the number and location of disabled parking places in our urban centres.</p> <p>We will incorporate disabled parking in our Residents Parking Policy.</p>	<p>We will implement any identified changes from 2021.</p>	<p>Service Manager Highways & Transportation</p> <p>Traffic Management, Parking & Road Safety Manager</p>
2. Off-Street Parking (car parks)	<p>Make our car parks clean, safe & attractive to use</p> <p>We will pursue the achievement of nationally recognised 'ParkMark' status in all of our off-street car parks, using a combination of the income generated from parking services & enforcement and Capital funding bids to enable a programme of improvements to be pursued.</p>	<p>We will undertake an audit of our car parks and identify improvements which need to be made in order to achieve the ParkMark standard.</p> <p>We will develop a costed programme of improvements.</p>	<p>We will deliver a programme of improvements and achieve ParkMark accreditation by 2025</p> <p>We will prepare Capital funding bids as appropriate to support an improvement programme.</p>	<p>Traffic Management, Parking & Road Safety Manager</p>
	<p>Using our car parks to support our wider economic development, transport and asset management objectives</p> <p>We will continue to</p>	<p>In line with Statutory Guidance we will</p>	<p>We will pursue a parking management</p>	<p>Traffic Management,</p>

	<ul style="list-style-type: none"> • Ensure that we offer a variety of short/long stay parking in the most appropriate locations; • Determine tariff structures that assist in the management of supply and demand; • provide for Blue Badge, electric charging, cycle and motorcycle parking in our car parks; • pursue the best use of car parking assets including revenue generation and redevelopment potential 	<p>publish our first Annual Parking Report</p> <p>We will undertake a Review of the Value of Parking in Wokingham and a review of parking tariffs for on/off street use.</p> <p>We will undertake an inventory of parking facilities in our car parks and develop a costed programme of improvements</p>	<p>service that is self-sustaining from 2023 onwards</p> <p>We will undertake a review of car park usage and Capital receipts to identify whether disposal of any car parks might support wider Council objectives without impacting on demand or choice</p>	<p>Parking & Road Safety Manager</p>
	<p>Town Centre residents</p> <p>We will</p> <ul style="list-style-type: none"> • introduce resident parking areas for residents who live in towns, urban neighbourhood and village centres to enable them to make use of Council car parks at off-peak times. 	<p>We will develop, consult on this Policy</p>	<p>We will, if supported, implement this policy</p>	<p>Service Manager Highways & Transportation</p> <p>Traffic Management, Parking & Road Safety Manager</p>
	<p>Park & Ride / Park & Change</p> <p>We will</p> <ul style="list-style-type: none"> • promote Park & Ride and Park & Change facilities where they support wider transport objectives 	<p>We will develop, consult upon and introduce a Park & Ride, Park & Share</p>		<p>Service Manager Highways & Transportation</p>

		and Park & Change policy		Transport Planning Manager
3. Economic Impacts	<p>Pricing & Value for Money</p> <p>We will ensure that the operation of all Council car parks continues to be self-funding based around the principle of “the user pays”.</p> <p>We will pursue a car park management strategy that demonstrates that the provision of this service does not place a burden on the public purse.</p> <p>Our tariffs will strike a balance between supporting the local economy and generating revenue for the Council</p>	<p>We will develop, consult on and introduce a policy for all charges associated with off-street parking.</p> <p>We will consult with Department for Transport to explore the legal framework of performance pricing.</p> <p>We will explore the feasibility of performance pricing (being able to amend tariffs on a flexible basis relative to demand).</p>	<p>Subject to consultation we will introduce parking charges in all car parks from 2020/21.</p> <p>We will review our prices annually in relation to RPI and costs. We will develop a costed pilot proposal and seek a Capital bid for a pilot project in 2021/22</p> <p>Undertake a review of effectiveness from operational and customer perspectives and consider wider implementation and larger Capital bid from 2023 onwards.</p>	<p>Traffic Management, Parking & Road Safety Manager</p> <p>Traffic Management, Parking & Road Safety Manager</p>
4. Enforcement	We will discharge our statutory and other enforcement duties under the Traffic Management Act 2004 in a fair, consistent and transparent way, focusing enforcement on locations where	We will publish an annual Enforcement Report detailing	We will consider the adoption of wider enforcement powers such as Automatic	Traffic Management, Parking & Road Safety Manager

	<p>parking contravenes restrictions and has the greatest potential for harm to road user safety and/or causes congestion.</p> <p>We will remain responsive to requests from the public about neighbourhood parking issues, such as obstruction and driving on footways.</p> <p>Action will be taken on antisocial parking behaviour and contraventions of the Highway Code, to ensure that legitimate users are not inconvenienced.</p> <p>Parking places will be suspended from use where public utilities and /or service vehicles require them and this will be subject to a charge to the user which takes account of the loss of space for other road users.</p> <p>Applications for dispensations to park in areas where our TROs do not permit such activities will be considered on a case-by-case basis.</p>	<p>areas, attendance and PCN's issued.</p> <p>In partnership with Thames Valley Police we will undertake pilot projects to assess the benefits of a Parking Infringement Notices</p> <p>We will publish a policy for parking bay Suspensions and Dispensations.</p>	<p>Number Plate Recognition, certain moving traffic offences and footway parking in line with National Legislation as and when the opportunity arises and subject to a business case and Capital funding.</p>	
	<p>Special Events</p> <p>We will continue to;</p> <ul style="list-style-type: none"> work with the Council's Safety Advisory Group (SAG) function to introduce and enforce parking arrangements for Special Events; pursue the costs involved (including Traffic Regulation Orders, officer time and enforcement) from the event organiser. 	<p>We will develop a revised Special Events parking and traffic management policy.</p>		<p>Traffic Management, Parking & Road Safety Manager</p> <p>Traffic Management Officer</p>
	<p>Disabled Parking</p> <p>We will continue to</p> <ul style="list-style-type: none"> deploy our enforcement staff to issue Penalty Charge Notices to vehicles which are parked in designated parking bays without displaying a Blue Badge; 	<p>We will engage with Blue Badge Holders and associated interested parties to publish guidance on</p>	<p>We will publish annual statistics about the effectiveness of enforcement in</p>	<p>Traffic Management, Parking & Road Safety Manager</p>

	<ul style="list-style-type: none"> • help to ensure that motorists who may legitimately use a parking space have a greater chance of being able to use one; • work with partner agencies to take action against Blue Badge fraud. 	the responsible use of Blue Badges	relation to misuse of Blue Badges and disabled parking places.	
5. Technology	<p>Making Use of Existing and Emerging Technology</p> <p>We will continue to help customers pay for parking in ways which are convenient and which achieves and sustains effective value for money for the Council.</p> <p>We will consider the use of traditional traffic signs and technology such as variable message signs and mobile apps to enhance customer experience of accessing off-street car parks in line with the Council's Traffic Management duties. This will include an assessment of technology which collects entry and exit data at all Council car parks across the Borough.</p> <p>As Connected Autonomous Vehicle technology is refined and pilot studies take place, we will develop policies that enable the Council to be ready for their use in Wokingham.</p> <p>Through the Planning system, we will continue to introduce charging points for electric vehicles in new developments and through the management of WBC car parks pursue alternative funding/collaborative opportunities for existing on/off-street parking locations.</p>	<p>We will prepare an operational parking technology policy as part of our overall Intelligent Transport Systems and Asset Management Strategies.</p> <p>We will introduce a phased programme of ticket machine upgrade using best practice and cost-effective technology.</p> <p>We will undertake a car park direction/information signing review across the Borough.</p> <p>We will make a Capital bids to support new technology such as SMART parking schemes as required.</p>	<p>We will develop a "ready for the future" policy on Connected Autonomous Vehicle technology in conjunction with Planning colleagues by 2020/21.</p> <p>We will develop an Electric Vehicle policy and submit Capital Bid for implementation of infrastructure by 2021.</p>	<p>Service Manager Highways & Transportation</p> <p>Traffic Management, Parking & Road Safety Manager</p>

6. Lorry Parking	Managing Freight Traffic We will continue to; <ul style="list-style-type: none"> • Resist the provision of designated lorry parking facilities in the borough. • Discourage unnecessary freight through-traffic. 		We will develop, consult upon and implement a Freight Management Policy which directs traffic to the nearest appropriate facilities	Service Manager Highways & Transportation Traffic Management, Parking & Road Safety Manager
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