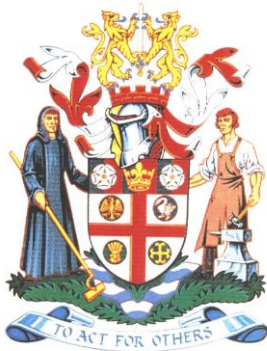


Selby District Council



Agenda

Meeting: **Special Executive**
Date: **Tuesday 19 September 2017**
Time: **8.00pm or upon the rising of Council, whichever is later**
Venue: **Council Chamber**
To: **Councillors M Crane (Chair), J Mackman (Vice Chair),
C Lunn, C Metcalfe and R Musgrave.**

1. Apologies for absence

2. Disclosures of Interest

A copy of the Register of Interest for each Selby District Councillor is available for inspection at www.selby.gov.uk.

Councillors should declare to the meeting any disclosable pecuniary interest in any item of business on this agenda which is not already entered in their Register of Interests.

Councillors should leave the meeting and take no part in the consideration, discussion or vote on any matter in which they have a disclosable pecuniary interest.

Councillors should also declare any other interests. Having made the declaration, provided the other interest is not a disclosable pecuniary interest, the Councillor may stay in the meeting, speak and vote on that item of business.

If in doubt, Councillors are advised to seek advice from the Monitoring Officer.

3. Car Park Strategy and Tariff Review

Report E/17/26 outlines the draft Car Park Strategy and a preferred tariff. The Executive are asked to note and consider any resolutions and

comments from Full Council before reaching a final decision on the strategy and the tariff (pages 3 to 47 attached).

Janet Waggott
Chief Executive

Dates of next meetings
Thursday 12 October 2017
Thursday 2 November 2017
Thursday 7 December 2017

For enquiries relating to this agenda please contact Palbinder Mann, Democratic Services Manager on 01757 292207 or pmann@selby.gov.uk.

Recording at Council Meetings

Recording is allowed at Council, committee and sub-committee meetings which are open to the public, subject to:- (i) the recording being conducted with the full knowledge of the Chairman of the meeting; and (ii) compliance with the Council's protocol on audio/visual recording and photography at meetings, a copy of which is available on request. Anyone wishing to record must contact the Democratic Services Manager using the details above prior to the start of the meeting. Any recording must be conducted openly and not in secret.

Selby District Council

EXECUTIVE REPORT

Reference: E/17/26

Public



To: The Executive
Date: 19 September 2017
Status: Key decision
Report Published: 11 September 2017
Author: June Rothwell, Head of Operational Services
James Cokeham, Head of Economic Development & Regeneration
Executive Member: Cllr Chris Metcalfe, Lead Executive Member for Communities and Economic Development
Cllr Cliff Lunn, Lead Executive Member for Finance and Resources
Lead Officer: Dave Caulfield – Director of Economic Regeneration & Place
Julie Slatter – Director Corporate Services & Commissioning

Title: Car Park Strategy and Tariff Review

Summary:

On 3 August 2017 the Executive endorsed and recommended a draft Car Park Strategy (CPS) and a preferred tariff to be debated by Full Council to inform a final decision which will be reached by the Executive.

Full Council are due to debate this matter in a meeting taking place immediately prior to this special meeting of the Executive. The Executive will note and consider any resolutions and comments from Full Council when reaching the final decision on this matter.

Recommendations

- i. That Executive notes and considers any relevant resolutions arising out of the meeting of Full Council on 19 September 2017.
- ii. That Executive approves the draft Car Park Strategy
- iii. That Executive approves the preferred tariff option (option 2).

Reasons for recommendations

1. To achieve the objective to use the Council's car parks as a platform to boost the local economies of the district by improving the customer experience, whilst supporting the Council's efficiency.
2. To ensure that car park tariffs enable the Council to cover the cost of car park provision.
3. To enable the Council to influence customer behaviour, attracting more users to under used car parks and town centre footfall.
4. To achieve the Council's corporate priority of delivering great value.
5. To facilitate a programme of improvements to the car parks.

1. Introduction and background

- 1.1 The Executive considered the draft CPS and a suite of appraised tariff options at their meeting on 3 August 2017 (shown in the below table).

	Length of Stay (Up to)	Option 1 (Current)	Option 2 (preferred)	Option 3	Option 4	Option 5
Selby Long Stay	1 Hr	£1.20	£1.50	Free	Free	£1.20
	2 Hrs	£1.20	£1.50	£1.20	Free	£1.20
	3 Hrs	£1.20	£1.50	£1.20	£1.20	£1.20
	All Day	£3.00	£3.00	£3.00	£3.00	£3.00
Selby Short Stay	1 Hr	£0.50	Free	Free	Free	£0.50
	2 Hrs	£1.00	£1.00	£1.00	Free	£1.00
	All day	£5.40	£5.40	£5.40	£5.40	£5.40
Tadcaster	1 Hr	n/a	Free	Free	Free	£1.20
	2 Hrs	n/a	£1.00	£1.20	Free	£1.20
	3 Hrs	n/a	£1.00	£1.20	£1.20	£1.20
	All Day	n/a	£3.00	£3.00	£3.00	£3.00

- 1.2 The Executive endorsed the draft CPS (Appendix A) and option 2 as the preferred option. Given the impact of the CPS and decisions on tariffs the Executive invited Council to consider the draft CPS and preferred option alongside the alternative options at a meeting of Full Council before a final decision being reached by the Executive.

2. The Report

- 2.1 The endorsed strategy and tariff have been discussed in the Council meeting taking place immediately prior to this special Executive meeting. It is expected

that Council will provide comments on the draft strategy and preferred tariff to inform this final consideration of the draft strategy and tariff.

- 2.2 Subject to approval it is the intention that the tariff is trialled as soon as practicable subject to considering and making the necessary traffic regulations orders and operational/administrative requirements.

3.0 Legal/Financial Controls and other Policy matters

Legal Issues

- 3.1 The Road Traffic Regulation Act 1984 gives the Council the power to provide off-street car parking places and to make charges in respect of their use (Sections 32 and 35 respectively). Statutory guidance recommends that changes should be proportionate and not be at unreasonable levels.
- 3.2 For the Council to include Tadcaster car parks within the charging and enforcement regime a new order would be required under Section 35. Any comprehensive changes such as this will require the consent of the County Council, consultation and publication of the proposed Order (for a minimum period of eight weeks). The Council must then consider any objections before making the order. The Council may hold a public enquiry to consider the matter. Realistically, the process is likely to take 3 months to complete. Simple changes to tariffs in existing car parks covered by an order can be made using a variation order which is a shorter process. Changes to designations and other enforcement and use provisions may require amendments to existing orders. These two types of changes can be undertaken alongside the making of the new order.
- 3.3 Executive are the ultimate decision makers however the final decision will be taken in the light of the debate at Council.

4. Financial Issues

- 4.1 Priority 6 of the strategy document is to ensure full cost recovery of the car park service. In order to achieve this financial objective, sufficient annual revenue is required to pay for in year costs plus sufficient contributions towards the costs of the capital works programme. Any reduction in net revenues will impact on our ability to resource the works required to deliver an effective service and value for money.
- 4.2 The Council's current income target for car parking is £350k per year. Direct annual running costs are currently circa £150k per year leaving an annual contribution to long term capital costs of £200k per annum. A financial appraisal applying the 'whole life costs' of the car parks shows that the average Internal Rate of Return is 5.2% over a 30 year useful life, which is broadly in line with the Council's Asset Management target. This achieves full cost recovery and therefore covers the annual revenue costs for managing and maintaining the car parks, the capital costs over the useful life of the asset and the 'opportunity' cost of capital invested in this discretionary

service. This is consistent with the Corporate Charging Policy Principles. Revenue and capital costs included in the financial appraisal of charges are shown in the table below.

Revenue Costs	Capital Costs
Management Costs	Major ground work and resurfacing
NNDR	Bay markings and other paint
Utilities	Signage
Insurances	Machine Replacement
Reps & Maintenance	Minor resurfacing
Grounds Maintenance	
Enforcement	
Cash Collection	

- 4.3 Consideration of the Council's car park tariffs must also be set in the context of the Council's overall financial position and outlook. The majority of car park costs are not directly linked to the level of activity, and therefore income levels need to be maintained to prevent a shortfall on the Councils revenue budget. The Medium Term Financial Strategy shows a forecast funding gap of £1.779m by 2019/20, and whilst there is a savings plan in place, £1.2m are medium/high risk initiatives. Any reduction in car park income would add to the savings requirement and therefore the need to find further income streams or other service cuts.
- 4.4 The financial impact of options 2 - 5, set out in paragraph 1.10 are set out below and are presented in Best / Mid / Worst case scenario. Option 1 is to maintain the current position and is therefore a cost neutral option.

Current Activity	Best Case Net (loss) / increase in income £	Mid Case Net (loss) / increase in income £	Worst Case Net (loss) / increase in income £
Option 2	57,306	9,501	-35,994
Option 3	50,655	0	-48,208
Option 4	-96,891	-141,253	-183,472
Option 5	130,371	63,572	0

'Best Case' Scenario –

This is based on the assumption that activity across all car parks will remain the same, and introducing charges in Tadcaster (for the relevant options) will not adversely affect the number of vehicles parked at those sites.

'Mid Case' Scenario –

As parking activity in Selby has been very stable for a number of years, it is expected that introducing a free parking offer will result in a similar level of activity outside of the free period provision. It is unknown at this stage what impact a new tariff system will have in Tadcaster, this mid-case estimate

allows for current activity to reduce by 51% - this is the rate at which a 1 hour free parking provision would break even across Selby and Tadcaster.

‘Worst Case’ Scenario –

This scenario shows the effect of the tariff options if charging in Tadcaster resulted in all vehicles opting to park elsewhere outside of the free provision. As above, Selby activity remains constant as it is not anticipated that a free parking offer will adversely affect activity outside of the free period.

- 4.5 From the scenarios above officers suggest that Option 2 is the preferred option as it presents a reasonable balance – achieving a charge across car parks in Selby and Tadcaster to offset an element of free parking. There is a risk however that income levels will suffer and therefore any new tariff scheme should be kept under review. It is apparent that option 4 is not a viable option as the losses in income cannot be mitigated.

4.6 **Impact Assessment**

Equality Diversity and Community Impact Screenings have been completed in respect of the draft CPS (pre and post consultation) – no negative impacts have been found. The draft CPS and tariff review proposes that those users displaying a valid blue disabled car park badge will continue to be able to park for free.

5. **Conclusion**

- 5.1 Both the Executive and Council have now considered the draft CPS and tariff options. Executive are asked to decide and approve the draft strategy and a tariff option informed by any comments received from Council.

6. **Background Documents**

3 August 2017 Executive Agenda and Minutes
19 September 2017 Council Agenda
Equality Diversity and Community Impact Screening – Draft Car Park Strategy
Equality Diversity and Community Impact Screening – Proposed Tariffs
Tadcaster and Sherburn Car Park Survey Report (February 2017)
Tadcaster Car Park Survey Report (May 2017)

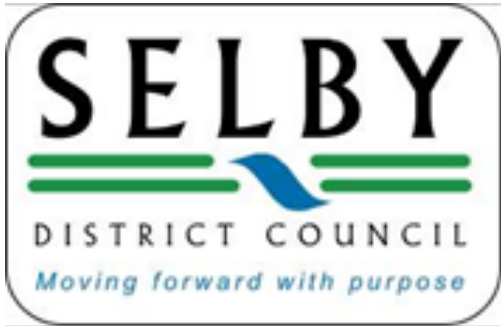
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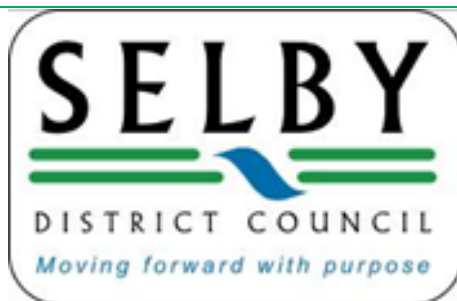
Appendices:

Appendix A Draft Car Park Strategy



Car Park Strategy 2017-2020





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Portfolio Holder Statement

I am pleased to introduce the District Council's 2017-2020 Car Park Strategy.

This strategy forms part of a suite of documents which contribute to the delivery of the Council's Corporate Plan 2015-2020 priorities focussing on developing growth and prosperity in the district.

Improving the customers' experience of using our car parks is at the heart of this strategy. When developing this strategy we have considered what influences customers' parking choices and identified the changes which need to be made to our current car park offer in order to ensure customers' expectations are met. By meeting these expectations we are responding to the needs of our local retailers; we are supporting increased use of the town centres and encouraging their economic growth and vitality. This strategy reflects the needs and requirements of all car park users and the wider community as we move forward in these challenging times.



Cllr C Metcalfe

Portfolio Holder for Communities and Economic Development

Executive Summary

The existing car park strategy was last reviewed in 2014, however, since this time a new Corporate Plan has been introduced. The existing strategy focussed primarily on Selby and aimed to encourage turnover in short stay car parks through fees and supported long stay parkers with competitive all day rates. The existing fee structure however, does not align with the new Corporate Plan.

The short stay fees do not complement the private short stay provision in Selby. The short stay provision is provided primarily by supermarkets and a retail park which have a free offer (of at least 2 hours). The fees in our car parks may be displacing users into these free supermarkets to the detriment of those businesses.

Car parks in Sherburn and Tadcaster do not have any restrictions placed on them. This leads to users parking long stay and not supporting local businesses by restricting customer turnover. Ease of parking and availability of spaces are cited as a key consideration of users¹. The unrestricted long stay parking in town centres prevents this.

With this new strategy we are focussed on using the car parks as a tool for growth as part of a number of key documents to support the Corporate Plan. To implement this strategy the Council will ensure that it:

- Understands the main types of town centre user in each of the three principal settlements;
- Recognises the importance of car parks as a gateway to the town by improving their appearance and maintenance;
- Improves signage to the car parks to support tourism and usage (prevent customers navigating away from the town);
- Sets a tariff scheme which supports local businesses or town centre vitality.

In order to ensure the strategy achieves a positive economic impact on town centre businesses and improves the customer experience there will be a 12 month post-implementation review. This review will help us to identify any changes in usage trends and assess the impact of the strategy on town centre vitality.

¹ <http://thegreatbritishhighstreet.co.uk/pdf/GBHS-What-Works.pdf?2> (page 10)

Part 1: Background

1. Introduction

- 1.1. This strategy relates to off-street parking in Council owned car parks in Selby District. The on-street parking is managed by North Yorkshire County Council (NYCC). We have and will continue to work closely with NYCC to identify and mitigate any potential detrimental effect to the Highway Network as a result of this strategy.
- 1.2. This strategy replaces the Council's previous Car Park Strategy from 2013. This new strategy is to run alongside and support our refreshed Corporate Plan (2015-2020), emerging Economic Development Strategy 2016-2020, Core Strategy, Asset Management Strategy 2015-2018 and Corporate Charging Policy. The Policy context is set out in more detail at Appendix A.
- 1.3. The emphasis of this strategy is to use our car parks to fulfil their potential to contribute towards town vitality and enhance the user experience
- 1.4. In line with the Corporate Plan this new approach will make Selby District a great place to:
 - **do business:** by increasing the offer of our car parks, customers are encouraged to come to the District for retail and leisure purposes. Thereby supporting local businesses and the vitality of both the day time and night time economies.
 - **enjoy life:** by improving the customer experience, particularly through increasing the convenience of using our car parks. We will encourage short stay shopping and longer stay tourism and leisure, aiding the promotion of culture and health in the District.
 - **make a difference:** by improving access to car parking services, enabling customers to pay electronically and online.
- 1.5. These priorities will be supported by Selby District Council delivering **great value**, ensuring its vision of a council which is customer focused, business like and forward thinking.
- 1.6. The overriding objective of this strategy is:

“To use the Council’s car parks as a platform to boost the local economies of the District by improving the customer experience”

- 1.7. Selby district is rural in nature and is surrounded by larger economies, such as York and Leeds. As a result the district is subject to a lot of out commuting for work, retail and leisure activities (a more detailed district profile can be found at Appendix B). By encouraging local retail use and following the opening of the Summit Indoor Adventure alongside work to improve our culture and visitor offer, we aim to retain some of this retail and leisure market locally boosting town centre vitality.
- 1.8. When developing this strategy a benchmarking exercise was carried out with both our neighbouring authorities and our CIPFA nearest comparative authorities. This found that our neighbours do not designate car parks i.e. no short and long stay car parks and therefore in terms of consistency for our customers we should not.
- 1.9. This benchmarking also showed the majority of our CIPFA comparative authorities are offering a period of free parking to their customers. Given they are similar economies to Selby District's; this would suggest we should explore a different and potentially more supportive tariff structure in our car parks. Detailed information about the benchmarking exercise can be found at Appendix C.

2. Provision and Demand

- 2.1. This section looks at customer needs and the current car parking provision on offer, both Council and Non-Council. It also assesses the current and future demand across the principal settlements within the District. It will explore each of the individual settlements in turn setting out what provision and demand is currently and what issues and opportunities these present. Identifying our customers and their needs is crucial to the success of this strategy.
- 2.2. There are some characteristics which are shared across all customer types. The British Parking Association commissioned a study into finding the top 10 factors which dictate a driver's choice of car park². This list is as follows:

Ranking	Car Park Factor
1	Location
2	Personal safety
3	Safe environment
4	Tariffs
5	Ease of access
6	No/little queuing
7	Number of spaces
8	Effective surveillance
9	Size of parking space
10	Appropriate lighting

- 2.3. In addition to the top 10, method of payment and cleanliness were also noted as raised considerations. Due to limited resources the Council will need to target investment and improvement into elements that will make the most difference to the customer experience.

² <http://thegreatbritishhighstreet.co.uk/pdf/GBHS-What-Works.pdf?2> (page 10)

Selby

Provision

Council Car Parks			Non Council Car Parks		
Location	Designation	Number of Spaces	Location	Designation	Number of Spaces (approximate)
Audus Street	Short stay	51	Abbey Walk Retail Park	Short stay	292
Back Micklegate	Long stay	198	James Street	Short stay	18
Church Hill	Short stay	8	Morrisons	Short stay	200
Market Cross	Short stay	48	Selby Train Station	Long stay	130
Micklegate	Short stay	52	Station Road	Long Stay	70
Portholme Crescent	Short stay	140	Tesco, Portholme Road	Short stay	200
Portholme Road	Long stay	106	Wetheralls, Abbey Yard	Short stay	31
Selby Leisure Centre	Short stay	130			
South Parade	Short stay	54			
The Park	Short stay	32			
Total		819			941

Council

2.4. There are 10 public Council car parks located in Selby town. As the above table shows, all 10 car parks are designated as either short stay (8) or long stay (2). There are fees for each of these set out in section 4.1. All the car parks are centrally located as can be seen on the map at Appendix D. There is no coach parking provision currently in Selby. The Council shares a car park with Selby War Memorial Hospital at its Civic Centre, this car park will not be considered as part of this strategy.

Private

2.5. There is both long and short stay chargeable provision available privately in Selby, all of which is subject to restrictions. The long stay paid provision is popular with commuters due to its proximity to the train and bus station. There is also short stay parking offered by supermarkets and a central retail park where it is free to park, but restricted by time and to customers only. This private parking and its designation can also be seen on the map at Appendix D.

Demand:

2.6. The following table provides details of current demand and any potential future impacts on the future demand for car parks in Selby, which have been considered when drafting this strategy.

Current	Future
<ul style="list-style-type: none"> • Based on analysis of the most recent income figures and a number of site visits, usage appears to have increased slightly (compared to the 2013 survey figures) • Portholme Crescent and Portholme Road car parks continue to be under performing/have low usage • The most recent car park survey in Selby town was undertaken in October 2013 and showed that overall Selby District Council car parks were at 38% capacity and there is no evidence to suggest there has been a significant change • Currently availability of spaces in Council car parks is not an issue³ • However, we have received reports from businesses and consultation feedback that capacity in the free time limited spaces is at a premium. • From February 2017 the Council has been able to monitor the number and type of tickets sold in each council car park in Selby. This has led to a greater understanding of the type of user and the length of stay our users were expecting to have in the town. The majority of customers are parking short stay (73%) with 54% of those short stay parkers parking up to 2 hours and the remaining 46% parking for just an hour. These levels will continue to be monitored. 	<ul style="list-style-type: none"> • An anticipated increase in demand due to: <ul style="list-style-type: none"> ○ Since the opening of the Summit Indoor Adventure there is potential demand for coach parking; ○ The Core Strategy indicated growth in Selby Town; ○ the popularity of the train station and out commuting⁴; and ○ the development of a Visitor Strategy. • An anticipated shift in demand due to: <ul style="list-style-type: none"> ○ Drivers reconsidering where they choose to park, as a result of more parking fines being issued following the implementation of increased enforcement in a number of the supermarket car parks

Opportunities and Issues:

2.7. The above information, consultation and the District profile has enabled a list of current and future opportunities/issues to be compiled.

³ Based on the Council's latest Survey of Usage (October 2013)

⁴ <http://orr.gov.uk/statistics/published-stats/station-usage-estimates>

Current	Future
<ul style="list-style-type: none"> • Car parks are clustered and users not defined • A need to attract/direct users to car parks located the furthest from the town centre, in particular long stay, to ensure spaces are available in central car parks for appropriate users, e.g. shoppers and visitors/tourists • A need to introduce monitoring of the impact of free parking initiatives e.g. Small Business Saturday and Christmas on car park usage • A need to monitor the impact on car park usage of District/town events e.g. Tour de Yorkshire, annual food festival etc. • A need to facilitate a shift in parking habits (for non-supermarket customers) from supermarket car parks to Council owned car parks to support town centre vitality. • Monitoring the income data also allows the Council to look at the income vs the capacity to ensure that the Council is receiving good value from the asset. • A recurring theme in the consultation responses was the appearance of car parks. It is clear customers want more attractive car parks which make them feel safer and more confident to use them. 	<ul style="list-style-type: none"> • Explore need and if necessary options for coach parking • Explore options for incentives for long stay parkers to move to underused car parks e.g. the introduction of discounted permits for these car parks • Monitor measures aimed to free up spaces in central private car parks for their customers • A desire to work with private providers of car parks in the town to use all car parks for the benefit of the town. • Consideration of the needs of the car park users in relation to required length of stay • Potential links to PLAN Selby regeneration areas and wider master planning work • Consider alternative uses for any car parks which are not providing good value to the Council and the District.

Sherburn- in -Elmet

Provision:

Council Car Parks			Non-Council Car Parks		
Location	Designation	Number of spaces	Location	Designation	Number of spaces
Church View	None	29	Aldi, Low Street	Short	76
Low Street (Elmet Social Club)	None	10	Co-op, Finkle Hill	Short	60
Total		39			136

Council

2.8. There are 2 Council car parks in Sherburn village centre. These two car parks are free to park in and have no restrictions. The car parks are centrally located as can be seen on the map at Appendix D. There is no coach parking provision currently in Sherburn.

Private

2.9. There are a number of private off-street parking options in Sherburn, as can also be seen on the map at Appendix D. These range from supermarket parking to small shop front parking areas. All these free parking offers are restricted to customer use, with some also restricted by time. There is currently no chargeable off street parking provision in Sherburn.

Demand:

2.10. The following table provides details of current demand and any potential future impacts on the future demand for car parks in Sherburn, which have been considered when drafting this strategy.

Current	Future
<ul style="list-style-type: none"> • In the town centre it would appear that demand is not met. This is based on: <ul style="list-style-type: none"> ○ Parish Council information; ○ discussions with District Councillors; ○ the 2015 Market Town Study; and ○ Consultation responses • However, whilst Low Street (Elmet Social 	Future demand anticipated to increase due to: <ul style="list-style-type: none"> ○ the number of new businesses relocating to the industrial estate on the outskirts of the village; ○ the level of on-going and future housing development planned in the village; and ○ the popularity of the train stations and out

<p>Club) Car Park, was often surveyed at being over capacity, Church View was found to be consistently underutilised, which would suggest there is scope for further demand to be met in the town centre</p> <ul style="list-style-type: none"> • Average daily capacity of Church View Car Park is 29.4% full⁵ • Whereas the average daily capacity of Low Street (Elmet Social Club) Car Park is 96.6% full⁶ • There is limited parking at the train stations located on the outskirts of the village towards the industrial estate and South Milford 	<p>commuting⁷</p>
--	------------------------------

Opportunities and Issues:

2.11. The above information, consultation and the District profile has enabled a list of current and future opportunities/issues to be compiled.

Current	Future
<ul style="list-style-type: none"> • Lack of signage leading to a lack of awareness of Council car park existence (out of sight of the high street) and the location (a short walk from the high street) • Insufficient provision - it is imperative that the Council looks to promote its car parks in Sherburn to ease the current parking problem in the village and the anticipated future increase in demand 	<ul style="list-style-type: none"> • Explore need and if necessary options for coach parking • There is currently a need for more spaces at the train station for commuters and it is anticipated that this need will become even greater in the long term • Consideration of the needs of the main car park users in relation to the required length of stay • Potential links to PLAN Selby regeneration areas and wider master planning work

⁵ Selby District Council Tadcaster and Sherburn in Elmet Car Park Survey Report, February 2017.

⁶ Selby District Council Tadcaster and Sherburn in Elmet Car Park Survey Report, February 2017.

⁷ <http://orr.gov.uk/statistics/published-stats/station-usage-estimates>

Tadcaster

Provision:

Council Car Parks			Non-Council Car Parks		
Location	Designation	Number of spaces	Location	Designation	Number of spaces
Britannia Street	None	90	Sainsburys, Mill Lane	None	112
Central Area (Chapel Street)	None	154			
Total		244			112

Council

2.12. The Council owns 3 car parks in Tadcaster; however, one is included in the lease for Tadcaster Leisure Centre and will not be considered as part of this strategy. The remaining 2 car parks are set out above (and can be seen on the map at Appendix D).

Private

2.13. There is limited private off-street parking in Tadcaster as can also be seen on the map at Appendix D. This provision, whilst free and unrestricted by time, is restricted to use for customers only e.g. a national supermarket chain, the council's leisure centre and the community swimming pool. There is currently no chargeable off street parking provision in Tadcaster.

Demand:

2.14. The table overleaf provides details of current demand and any potential future impacts on the future demand for car parks in Tadcaster, which have been considered when drafting this strategy.

Current	Future
<ul style="list-style-type: none"> • Shoppers and visitors struggle to find a space in Central Area car park - long stay parkers taking space – based on: <ul style="list-style-type: none"> ○ Observations (Cllrs, officers and local businesses); and ○ the Market Town Study (June 2015) • Car parks popular with long stay parkers with 54% (February 2017⁸) and 48% (May 2017⁹) of spaces occupied by those parking long stay • A survey of use for Central Area Car Park (carried out by Tadcaster and Rural Community Interest Company in March 2015) showed that across an average day the car park was on average at 87% (135 of 154 spaces) capacity and that 115 cars were parking for 4 hours or more. • Whereas, the February 2017 Selby District Council Tadcaster and Sherburn in Elmet Car Park Survey Report found that Central Area Car Park operated at an average of 75% (115.5 of 154 spaces) capacity across the day and that an average of 98.2 cars were parking for 4 hours or more. This change may be attributable to the impact of flooding on the town and the changes in car park provision in the town i.e. the loss of Britannia as a construction site for bridge repairs and the introduction of 2 temporary car parks for the benefit of the town (Tadcaster Albion and Samuel Smith Old Brewery Tadcaster). • The May 2017 survey found an average of 58% (89 of 154 spaces) capacity across the day and an average of 83 cars were parked for 4 hours or more. This drop in usage could be attributed to the reopening of Britannia Car Park and the loss of an employer (with approximately 80 employees) in the town centre. • Britannia Car Park – the May survey found an average of 28% capacity (25 of 90 spaces) across the day and on average 26 vehicles parked for 4 hours or more. • Consultation responses suggest that the 30 green ‘short stay’ spaces introduced in Central Area Car Park as a result of the flood have worked well and users would like to see them continue to be used. 	<p>An anticipated increase due to:</p> <ul style="list-style-type: none"> ○ aspirations of the Economic Development Strategy – i.e. the development of retail and tourism offer in town centre

⁸ Selby District Council Tadcaster and Sherburn in Elmet Car Park Survey Report, February 2017.

⁹ Selby District Council Tadcaster Car Park Survey Report, May 2017.

Opportunities and Issues:

2.15. The above information and the District profile has enabled a list of current and future opportunities/issues to be compiled.

Current	Future
<ul style="list-style-type: none"> • The need to reduce the number of cars which are parked all day in Central Area car park, to free up space for visitors/shoppers • Lack of turnover in car parks leading to visitors/shoppers not visiting due to space availability issues 	<ul style="list-style-type: none"> • Explore need and if necessary options for coach parking • Explore options for regular long stay car park users e.g. traders and workers, alternative provision, which takes into account convenience and affordability • Consideration of the needs of the main car park users in relation to the required length of stay • Potential links to PLAN Selby regeneration areas and wider master planning work

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Part 2: What Are We Going to Change?

3. Overriding Objective

- 3.1. This strategy has been designed to utilise the Council's car parks as a tool for economic growth and town centre vitality. Complementing the free offers provided by anchor retail tenants and improving the car park experience for customers. Ensuring we understand who our customers are, what our customers' needs are and how we can best support them is therefore crucial to the success of this strategy.

“To use the Council's car parks as a platform to boost the local economies of the District by improving the customer experience”

- 3.2. There are a number of elements of the previous Car Park Strategy which do not fully support the overriding objective of this strategy. This strategy acknowledges the need for change and sets out the framework to guide the Council's new approach to car parking provision.
- 3.3. Convenient free parking is offered by supermarkets and a central retail park in Selby. Whilst the Council car parks are free and unrestricted in Sherburn and Tadcaster, this brings its own issues of not encouraging turnover. Sherburn and Tadcaster also have free parking on key anchor retail tenant sites.
- 3.4. Whilst restricted to customers, the free parking private provision in Selby is being utilised by non-customers to visit Selby town centre to the detriment of the businesses. This has been demonstrated to us through consultation with one of the supermarkets and the retail park. Users are taking advantage of the free supermarket and retail park car park offers which could ultimately have a negative impact on the vitality and sustainability of the town centre, potentially placing the on-going presence of these anchor retail tenants at risk.
- 3.5. The current Council car park provision has the potential to do more to promote town centre vitality and sustainability through improvements to the customer experience. There is a need for regular turnover of spaces creating 'churn' to ensure sufficient provision is available for short term use by visitors and shoppers to the town centres. There is scope for the current tariff scheme to better support the vitality of local shops

and the town centre in this way. Through enhancing the customer experience this strategy aims to bring about a shift in parking behaviour, making the Council's car parks the first choice for town centre users.

- 3.6. The introduction of pay and display parking, including a supportive tariff scheme which promotes growth in all Council owned public car parks is therefore paramount to achieving this strategy's over-riding objective.
- 3.7. The improvements to the customer experience, leading to thriving town centres (and therefore improved local economies) are golden threads which run through six key priorities (listed at section 4.1.) which underpin the above objective.
- 3.8. The priorities and supporting actions have been developed to meet this objective. When developing these priorities we have taken into account the requirements of each of the principal settlements, namely: Selby, Sherburn in Elmet and Tadcaster.

4. Priorities

4.1. The evidence and context outlined throughout this document has led to the identification of strategic issues that need to be addressed as part of this strategy. These strategic issues can be summarised into 6 broad priorities:

1. **To meet customer needs with regard to car park provision;**
2. **To establish a fair, sustainable and value for money tariff scheme which supports the use of local facilities by the customers;**
3. **To provide well-maintained car park facilities which meet the needs of customers;**
4. **To enforce car park charges effectively ensuring equity and consistency for customers;**
5. **To maximise use of car parks for the benefit of the local community and local businesses; and**
6. **To ensure full cost recovery within the Car Park Strategy.**

4.2. It should be noted that the priorities are not listed in order of importance and equal weight should be attributed to each priority. These priorities are explained in greater detail overleaf:

Priority 1: To meet customer need with regard to car park provision.

“Parking provision can determine where we choose to live, work, shop and play. Sensible, well thought out parking policy can help build a strong and vibrant economy.”¹⁰

This priority is ensuring parking provision meets the needs of all customers. It takes into account demand both in the short term and the long term, in order to cater for anticipated increased visitor numbers, and housing and employment growth in the District. This growth is expected through projects such as the Summit Indoor Adventure, Olympia Park and the Core Strategy’s growth ambitions generally.

Actions:

1. Identify who are our key customers and the appropriate car parks for them
2. Use signage to direct users to appropriate car parks
3. Monitor usage in car parks on an on-going basis
4. Work with private sector to ensure adequate provision
5. Ensure the specialist needs of customers are met e.g. disabilities, parent and child
6. Ensure adequate motorcycle parking provision
7. Ensure adequate coach parking provision

¹⁰ Federation of Small Businesses ‘Keep Trade Local’ September 2008

Priority 2: To establish a fair, sustainable and value for money tariff scheme which supports the use of local facilities by the customers.

“There is no simple formula that can be given on determining the right kind of tariff to be introduced nationally because every location is exposed to an individual set of dynamics and factors. The only universal answer is that local authorities and other operators must develop a plan for parking provision that faces up to the question, “What and who is our parking for?” and compliments a wider strategy for accessibility that again, fits with a strategy for the town centre or local authority area”¹¹.

This priority is about establishing a tariff scheme that takes account of, and addresses a number of issues which currently exist in the District. It acknowledges the need to set a level of charge which does not deter users from parking in Council car parks.

This priority should ensure the tariff scheme does not displace users from our car parks and into car parks that are not intended for them (e.g. supermarket car parks if not using the supermarket). We want to support those businesses by moving people into our car parks allowing their customers to always have enough provision. The tariff scheme should not displace customers to the on-street offer. Over-reliance on on-street parking has detrimental effects on congestion, pollution and threatens the safety of town centre users.

The tariff scheme should help support the customer experience and boost local businesses by being simple and consistent. This support should allow for turnover of spaces for shoppers and support those who wish to stay in the town centre longer. Whether this local business is retail, tourism, day or night time economy, it's about boosting the local vitality for businesses by putting the customer at the heart of the tariff scheme. Supporting our wider Corporate Plan and Economic Development Strategy for the benefit of the customers is the key aim for the tariff scheme.

The key principles outlined in the Corporate Charging Policy will be considered to ensure transparency and consistency.

¹¹ Re-Think! Parking on the High Street – Guidance on Parking in Town and City Centres by Ojay McDonald, 2013

Actions:

1. Undertake a comprehensive review of the tariff schemes in Council owned public car parks, factoring in the demands/needs of customers and setting the tariff scheme at a level that promotes usage/economic growth in the district.
2. Continue to offer free parking in all Council owned car parks after 6.00pm
3. Continue to offer free parking on Sundays
4. Continue to offer free parking to disabled customers displaying a valid badge
5. Undertake regular usage surveys/analyse pay and display machine data.
6. Monitor and analyse car park income and expenditure data (and where appropriate take action)

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Priority 3: To provide well-maintained car park facilities which meet the needs of customers.

“Out-of-town centres create an environment where the shopper comes first, with wide footways and pedestrianized streets, and good public transport links such as free buses. This has taken business away from our high streets. In order to be places that people want to visit, high streets need to be accessible, attractive and safe.”¹²

Appearance is a key consideration in our car parks. Our car parks are gateways to the settlements and the launch-pad to the customer experience of our District. Therefore, it is important that car parks are kept in good condition and repair; and are visually appealing and provide a welcoming environment which orientates customers.

Therefore, this priority is about ensuring a positive customer experience. This will be achieved through ensuring our car parks offer a safe and welcoming environment, with facilities which meet the general needs of all customers e.g. new pay and display machines, or the more specific needs of certain customers e.g. information boards for visitors.

As the launch-pad to the customer experience in the District our car parks need to meet the expectations of a customer. This means that they should be in good repair, clearly marked, visually appealing and help signpost the customer to key attractions in the settlement.

Machines should be reliable and efficient. Machines should also be ‘future-proof’, enabling easy upgrades.

Actions:

1. Aim for all car parks to have and maintain the Park Mark standard
2. Devise a maintenance plan based on the individual car park condition survey recommendations
3. Enhance the appearance of Council owned car parks
4. Provide information boards with maps
5. Provide the option for alternative payment methods in Council car parks e.g. Telephone and card payments
6. Provide electric car charging points in appropriate Council car parks
7. Provide cycle lockers in appropriate Council car parks

¹² *The Portas Review* (2011), Mary Portas

Priority 4: To enforce car park charges effectively ensuring equity and consistency for customers.

“Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure... They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.”¹³

This priority is about ensuring the appropriate level of effective enforcement is in place. It is about delivering fairness and ensuring safety for all users e.g. taking action against those who choose not to pay, park outside designated bays, park beyond their ticket time etc.

This priority is not about using Civil Parking Enforcement (CPE) as a revenue generation tool. No financial targets or bonuses should be assigned to the issuing of Penalty Charge Notices (PCN's).

To ensure this is effective and fair, it should: be carried out in all pay and display Council owned car parks, complement parking and be transparent in terms of PCN's issued and the number of appeals, including how many were successful.

Actions:

1. Ensure that sufficient, effective enforcement is in place in all pay and display car parks in the District.
2. Publish enforcement performance data.

¹³ Paragraph 40 National Planning Policy Framework 2012

Priority 5: To maximise use of the car parks for the benefit of the local community and local businesses.

“Car parking charges must be viewed more holistically as part of an accessibility strategy for town centres which takes into account the need to promote its businesses. Such a strategy should lead to the intelligent utilisation of parking provision to support the town centre.”¹⁴

This priority is about ensuring that we make the best use of our assets, through influencing parking behaviour to maximise use of the car parks. Through improvements to the customer experience, we can influence parking behaviour and trends.

Through understanding customer needs and demand, introducing a supportive tariff scheme and offering value for money permits, we are able to maximise Council car park use. By offering value for money permits we can encourage use of a previously underutilised car park. Where an alternative option for a car park is proposed it will be assessed for its benefit for the local community and local businesses.

It is important to make the Council car parks the first choice for customers. This may be, for example, by making the tariff competitive with the alternative private provision. It may also be by improving the signage (both physical and online) in order to raise awareness of existence and location of Council car parks.

Actions:

1. Offer and promote value for money permits for underused car parks
2. Improve online information about the car park offer
3. Work with NYCC to improve highway signage/directional signage of the Council's car parks
4. Consider alternative uses for car parks if a broader benefit can be demonstrated e.g. town centre regeneration.
5. Monitor and Review the extent of any unauthorised car parks and take the appropriate and proportionate action.

¹⁴ Re-Think! Parking on the High Street: Guidance on Parking Provision in Town and City Centres (Page 8)

Priority 6: To Ensure Full Cost Recovery within the Car Park Strategy

We need to ensure that the revenues and costs associated with the car parks are set at such a level that the full life costs of running and maintaining the car park are fully recovered factoring in an appropriate 'cost of capital' to acknowledge the discretionary nature of this service. We also need to ensure that we are delivering value for money by ensuring that services are delivered in a cost effective way whilst still aligning with the other priorities laid out in the Car Park Strategy.

This priority is about making sure that we review and report on the cost of the Car Parking Service whilst ensuring that the revenues generated are sufficient to cover all required resources. It is the responsibility of the council to ensure that finance forms a part of any proposals to change the Car Park Strategy so that plans remain economically viable and sustainable for the Council.

The resources required to deliver the CPS are contained within the current revenue budget and capital programme. £900k has been earmarked from the Asset Management Reserve to fund major improvement works to the car parks. Whilst there are sufficient funds within the reserve to cover these costs over the next 3 years the level of the reserve going forward requires review in order to sustain the Council's asset base (car parks included). An assessment of the ongoing reserve contributions will be undertaken as part of the Medium Term Financial Strategy refresh.

In order to ensure a sustainable service the reserve for the capital works must have sufficient funds to carry out the required programme of works including: car park ground work and resurfacing, line painting, replacing machines and signage.

Actions:

1. Monitor and report on revenues and costs to ensure ongoing full cost recovery and include a rolling programme of work within the Council's Asset Management programme.
2. Reviewing current and forecasted reserve balances to ensure sufficient resources to cover the rolling programme of works.
3. Economical factors should be considered on any future assessment of tariffs, costs and usage of car parks and any proposals to amend these.

Part 3: How Are We Going to Change It?

5. Action Plan

- 5.1. An operational Action Plan will be developed in order to facilitate implementation of the individual actions listed under each priority. Each action will be subject to a timeline and designated to a responsible officer.
- 5.2. Over time more information will be collected from the improved technology available in pay and display machines. This information will inform future operational decisions on how car parks are used to achieve this strategy's overriding objective. The Action Plan will therefore be monitored and reviewed as appropriate through the lifespan of this strategy.

Part 4: How Will We Know this Strategy Has Been Successful?

6. Measuring Success

- 6.1. We are trying to attract new customers to our car parks and improve the experience for existing customers. It is anticipated that an improved car park offer will result in an increased car park usage which will have knock on effects for both small and larger retailers in the town centres. Influencing parking behaviours to the most appropriate car parks e.g. shoppers to town centre car parks, will result in increased footfall in the town centre, supporting growth and town centre vitality.
- 6.2. Success of this strategy will ultimately be evidenced by the enhanced customer experience. Management information reporting will be included in the Operational Action Plan. This will include information on usage and/or turnover in Council car parks, the health of the town centre economies and most importantly, customer satisfaction.
- 6.3. Following the implementation of the changes set out in this strategy there will be a 12 month post implementation review. This review will allow us to assess any trends and changes in parking behaviour to make sure they are achieving the overriding objective.

Appendix A - Policy Context

1. There is a range of national and local policy that is relevant to parking and promoting the vitality and viability of town centres.

National:

2. In 2012 the Government published its new National Planning Policy Framework (NPPF). Section 3 of the Framework, entitled 'Supporting a Prosperous Rural Economy', refers to parking provision for both new building developments and town centre parking as follows:

"39. if setting local parking standards for residential and non-residential development, local planning authorities should take into account:

- *the accessibility of the development;*
- *the type, mix and use of development;*
- *the availability of and opportunities for public transport;*
- *local car ownership levels; and*
- *an overall need to reduce the use of high-emission vehicles.*

40. Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate."

3. Further to the NPPF, new planning guidance was published in August 2013 which provides further detail in terms of town centre parking provision, stating that councils should understand the important role appropriate parking facilities can play in rejuvenating shops, high streets and town centres:

"The quality of parking in town centres is important; it should be convenient, safe and secure. Parking charges should be appropriate and not undermine the vitality of town centres and local shops, and parking enforcement should be proportionate."

"This positive approach should include seeking to improve the quality of parking in town centres (in line with the National Planning Policy Framework) and, where it is

necessary to ensure the vitality of town centres, the quantity too. Local authorities should set appropriate parking charges that do not undermine the vitality of town[s].”

4. The extracts above support this Strategy’s focus on using car parks to support the vitality of the District’s local economies by improving the customer experience.

Local:

5. The Council’s Corporate Plan 2015 - 2020 identifies the following priorities:
 - a) Making Selby District a Great Place to do Business
 - b) Making Selby District a Great Place to Enjoy Life
 - c) Making Selby District a Great Place to Make a Difference
6. These are supported by Selby District Council *delivering great value* under the Corporate Plan.
7. Improving the customer experience and maximising use of our car parks will help support local businesses, strengthening our local economy and contribute towards a sustainable and thriving future for the District’s main settlements (namely, Selby, Sherburn and Tadcaster). Supporting town vitality and thereby increasing footfall in this way can also help secure and develop the retail environment in our town centres.
8. Growth is a key feature in the Corporate Plan and this strategy is focussed on using the car parks as a tool for achieving this growth. It will achieve this through putting the customer first.
9. Selby District Council approved a new Asset Management Strategy 2015-2018 (AMS) on 5 November 2015, which identifies car parks as a key asset. The AMS outlines how the Council’s assets should be managed in an effective, economical, and efficient manner for the next 3 years.
10. The AMS objectives are:
 - a) To use our assets in a sustainable way to support the Council’s strategic objectives and to contribute to the development of the Council’s emerging economic strategy.

- b) To identify ways to maximise the use of assets for the benefit of the local community and to encourage inward investment.
- c) To ensure our assets are fit for purpose and maintained to the required standard.
11. This strategy has been developed with these objectives in mind, and the priorities outlined in Section 4 will make sure car parks play a part in helping the Council achieve these objectives.
12. The Council's Economic Development Strategy (EDS) is focussed on promoting growth within the District. It therefore very closely links the EDS to the overriding objective of this strategy. Objective 2a of the EDS is to "develop a long-term programme of market town regeneration to boost the visitor, leisure and night-economy" which this strategy will help achieve.
13. This strategy provides a stepping stone towards achieving Objective 2a, but it is not an isolated solution. Regeneration of place requires many facets and this strategy provides just one of those. With the emphasis on growth and local business vitality, delivered through improving the customer experience, this strategy aims to boost the visitor and leisure industry locally in line with the EDS. Through supportive pricing structures and safe car parking, the centrally located car parks can help boost the night time economy.
14. In October 2013 the Council's Core Strategy came into force and is in place until 2027. The Core Strategy is the long-term strategic vision for how the District will be shaped by setting out a number of broad policies to guide development. The Vision for the Core Strategy is:
- "By 2027 Selby District will be a distinctive rural District with an outstanding environment, a diverse economy and attractive, vibrant towns and villages. Residents will have a high quality of life and there will be a wide range of housing and job opportunities to help create socially balanced and sustainable communities, which are less dependent on surrounding towns and cities."*
15. This strategy clearly feeds into this long term vision: contributing to making the District a diverse economy and to create vibrant towns and villages.

16. This strategy will clearly be linked to the Core Strategy when considered in reference to paragraph 3.5(9) of the Core Strategy:

“Developing the economy of the District by capitalising on local strengths, nurturing existing business, supporting entrepreneurs and innovation, and promoting diversification into new growth sectors.”

17. This strategy is therefore ideally placed to help the Core Strategy achieve its vision. It will push for growth to help achieve the diverse economy through strong local business vitality and support local tourism which will provide choice within the District to meet retail and leisure needs.
18. The Corporate Charging Policy (CCP) approved May 2016 sets out the principles for charges set by the Council. Whilst the car park service is exempt from the policy, the principles of the policy should still hold a persuasive precedent over any decisions taken with regard to car park related charges (i.e. the tariff scheme).
19. The principles of CCP are that all fees and charges will:
- Contribute to the achievement of corporate and service objectives;
 - Maximise potential income, to achieve financial objectives, unless there is an explicit policy decision to subsidise the service;
 - Be subject to equality impact assessment screening and consultation where appropriate.
 - Minimise the costs of collection;
 - As a minimum be increased annually from 1 April each year in line with Consumer Price Index (CPI) inflation increases (rate published for the preceding September each year);
 - Be subject to a scheduled review at least every 3-5 years.
20. A coordinated approach to this strategy has been undertaken with NYCC, including consideration of the NYCC Parking Strategy 2011.

The North Yorkshire County Council (NYCC) Parking Strategy (October 2011) states that: *“Successfully managing on-street parking provision has a major impact on the transport network. The benefits include:*

- *Reducing congestion*
- *Improving localised air quality*
- *Improving road safety*
- *Maintaining access to and encouraging use of public transport*
- *Balancing on and off street parking supply and demand*
- *Helping businesses with collections and deliveries*
- *Enabling residents to park near to their properties”*

The NYCC Parking Strategy, in its key principles, goes on to describe the importance of the relationship between on and off street parking: *“As previously stated the County Council has no direct control over the provision of off-street parking. Nevertheless there is a commitment to joint working with district councils and other partners to ensure that on and off street parking provision complement each other.*

Effective on-street parking management measures help to balance on and off street parking supply and demand. The inter-relationship should encourage drivers to park in designated on-street spaces for short visits and deter those wanting to park on-street for longer periods. This creates more available designated on-street spaces and helps to ensure that the provision is used by the intended categories of user namely short stay visitors, shoppers and disabled drivers.”

On parking space numbers and impact on the local economy of parking charges the NYCC strategy comments: *“7.4 A study by the Transport Research Laboratory identified a common misconception that providing as many parking spaces as possible is the best way to manage parking so as to maximise access. Rather, the key is to ensure that the parking stock is used efficiently so that the availability of spaces matches demand wherever possible. The effective management of parking provision is therefore as important as the absolute number of parking spaces provided.*

7.5 There is a potential conflict between using parking as a means of facilitating car use, and as a means of selectively controlling car accessibility (and thereby car use). In North Yorkshire a balanced approach is required to meet the needs of different communities. The rural nature of the county means many people rely on the car to access key services and sufficient parking provision at certain locations is therefore required.”

Appendix B - District Profile

1. The District has a population of 85,400¹⁵, good transport links, and relatively low cost housing when compared with neighbouring authorities. This means that the District is subject to a lot of out commuting in terms of workers and shoppers (i.e. our residents often leave the District for employment, retail and leisure, contributing to the economies of neighbouring areas rather than our own).
2. Generally speaking the District is rural in nature. This inevitably leads to higher car use by residents as there is a lack of regular public transport (and increasing pressure on rural bus routes) for several of the villages. For this reason, there needs to be recognition that effective alternative transport methods may never be possible. Private cars will, therefore, remain the only travel option for many people in the District.
3. Cars are already very popular in the District, with the number of cars in the District increasing over recent years. This is shown in the tables below. We have no reason to expect a decrease in this trend.

	Households with no car or van		Households with one car or van		Households with one or more cars or vans		Households with two cars or van	
	(No.)	(%)	(No.)	(%)	(No.)	(%)	(No.)	(%)
Households in Selby District (34,559)	5,155	14.9%	13,707	39.7%	29,404	85.1%	11,921	34.5%

Source: Office for National Statistics, 2011 Census Data

	2001	2011	Increase from 2001- 2011	
			(No.)	(%)
No. of cars in Selby District	40,808	50,350	9,542	23.4%

Source: Office for National Statistics, 2001 Census Data & 2011 Census Data

4. A market town assessment was undertaken by Spawforths in June 2015 which identified a number of car park specific issues across the three main settlements of Selby, Sherburn and Tadcaster. These are set out in the table below, along with the parish population for each settlement.

¹⁵ Mid-Year Estimates, Office for National Statistics, 2014

	Parish Population (Census 2011)	Market Town Assessment June 2015 findings
Selby	14,731	<ul style="list-style-type: none"> • Poor distribution of parking areas • A need for improved and cheaper parking • Aspirations for free parking • Aspiration for improved parking signage in the town • Aspirations for improvements in relation to the quality of the environment in Selby town centre including improved street furniture/floral displays (Based on shopper and retailer surveys for the most popular suggested improvements) • A business aspiration for free parking within Selby (This was the most popular suggestion for town centre improvements received from town centre businesses within Selby) • Access and technology aspirations – parking signage in the town could be improved to help visitors and residents
Sherburn	6,657	<ul style="list-style-type: none"> • There is a car parking availability issue • There is a need for the forward strategy to focus on adequately meeting daily shopping and service needs • Local businesses consider the poor quality of the town centre environment and availability of car parking to be the main issues facing Sherburn
Tadcaster	6,003	<ul style="list-style-type: none"> • A need to improve the appearance and vitality of Tadcaster town centre, and make it easier for people to shop locally • A lack of footfall in the town centre • A need to create facilities that will not only be enjoyed by local people, but that will also encourage visitors to come and enjoy all the area has to offer

Appendix C - Benchmarking Evidence

1. As part of the Car Park Strategy review, a benchmarking exercise was undertaken, particularly focusing on car park tariffs and designation of 10 neighbouring councils (those geographically close to us) and 20 comparator councils (authorities similar to Selby District)¹⁶. The findings of this benchmarking exercise are detailed in the tables below.

2. Car Park Tariffs

In Selby town, during the charging period the tariffs in operation in the Council's public car parks are as set out below.

Selby Council tariffs:

Short Stay		Long Stay	
Duration	Price	Duration	Price
1 hour	50p	Up to 3 Hours	£1.20
2 hours	£1.00	Over 3 Hours	£3.00
Over 2 hours/all day	£5.40		

3 Selby Private Tariffs

	Selby Station	Station Road	Wetheralls	James St
1 hr	-	-	£1.00	£1.00
2 hr	-	-	£2.00	£2.00
3 hr	-	-	£3.00	-
12 hours	-	-	£5.00	-
24 hours	£3.90	£3.50	-	£5.00
Weekend 24hr	-	£3.00	-	-

The Council's car parks are cheaper than all chargeable private provision in Selby. With short stay prices up to half the price for the first 2 hour stays. Long stay prices are up to 70p more expensive in private car parks; however this does cover a 24 hour period.

¹⁶ The comparator authorities were based on CIPFA comparator data. The comparator data was based on population, retail premises per 1000 population, offices per 1000 population and percentage of properties in Bands A to D and E to H amongst other things. 20 of the 30 closest comparator authorities' car park offer were assessed.

4 Average tariffs of comparator councils:

Duration	Short stay	Long stay	Undesignated
1 hour	73p	70p	70p
2 hours	£1.27	£1.11	£1.15
3 hours	£1.75	£1.52	£1.94
4 hours	£2.74	£1.80	£2.90
Over 4 hours/all day	£6.05	£3.37	£5.95

When any free parking on offer is not taken into account, prices across these comparator councils ranged from 50p for an hour to £10 for up to 11 hours. When compared with comparator councils, **Selby's current tariff is cheaper than the average.**

5. Average tariffs of neighbouring councils:

Duration	Tariff ¹⁷
1 hour	£1.09
2 hours	£2.04
3 hours	£2.94
4 hours	£3.99
Over 4 hours/all day	£5.33

Prices across neighbouring councils ranged from 60p for an hour to £12 for all day parking. One area (Skipton) uses a 'pop and shop' scheme with a 20p charge for 30 minutes. **When these neighbouring average tariff prices are compared with Selby's existing tariff, again Selby is cheaper than the average.**

6. Free parking offer

During the charging period, there is currently no offer of a period of free parking in Council car parks in Selby town.

¹⁷ Of the 10 neighbouring councils benchmarked with, only 2 used designated parking (short stay and long stay), and these tariffs have been incorporated into an overall average using undesignated tariffs as well.

Councils which currently offer a period of free parking:

	Percentage (and number)
Comparator councils	60% (12)
Neighbouring councils	20% (2)

Out of the 20 comparator councils, there were a range of free parking offers: the first half hour free; the first 2 hours free; all day free; and free all day after a certain time. Some car parks offered free parking but with a restriction (usually 2 hours) on how long drivers could park there for.

These findings indicate a slight trend amongst our comparator councils towards offering free parking. This is perhaps more important than the trends of our neighbouring councils regarding price, as the comparator councils have economies more closely linked to ours than those of the neighbouring councils (which include a range of much larger economies such as Leeds and York).

7. Car Park Designation

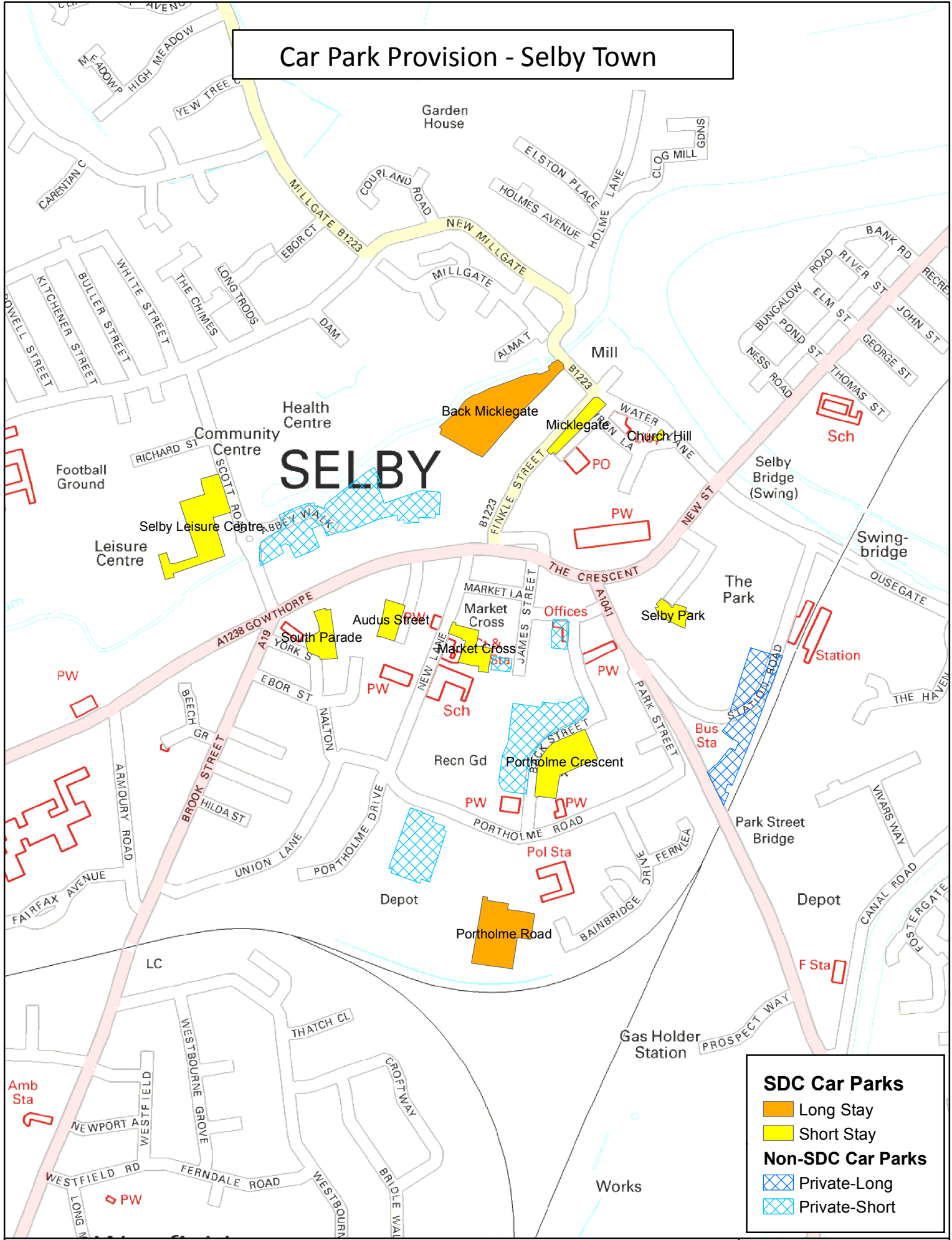
The Council car parks in Selby town are currently designated (either as short or long stay).

Councils which currently have undesignated parking:

	Percentage (and number)
Comparator councils	35% (7)
Neighbouring councils	80% (8)

These findings show there is a very strong trend amongst our neighbouring councils to use undesignated parking, **meaning that currently Selby District is not consistent with the local area.**

Car Park Provision - Selby Town

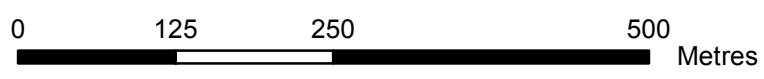


SDC Car Parks

- Long Stay
- Short Stay

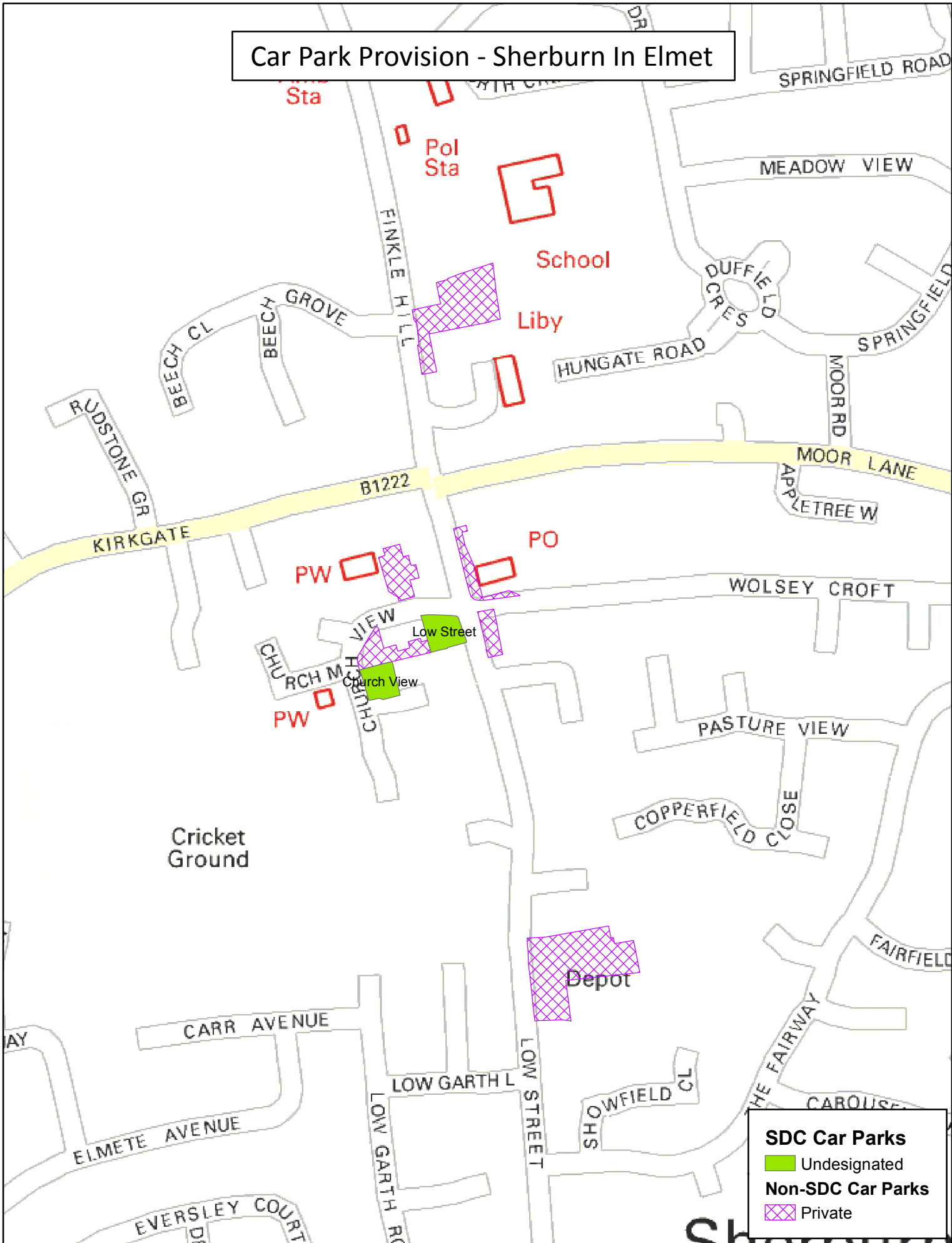
Non-SDC Car Parks

- Private-Long
- Private-Short



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Car Park Provision - Sherburn In Elmet



SDC Car Parks

- Undesignated

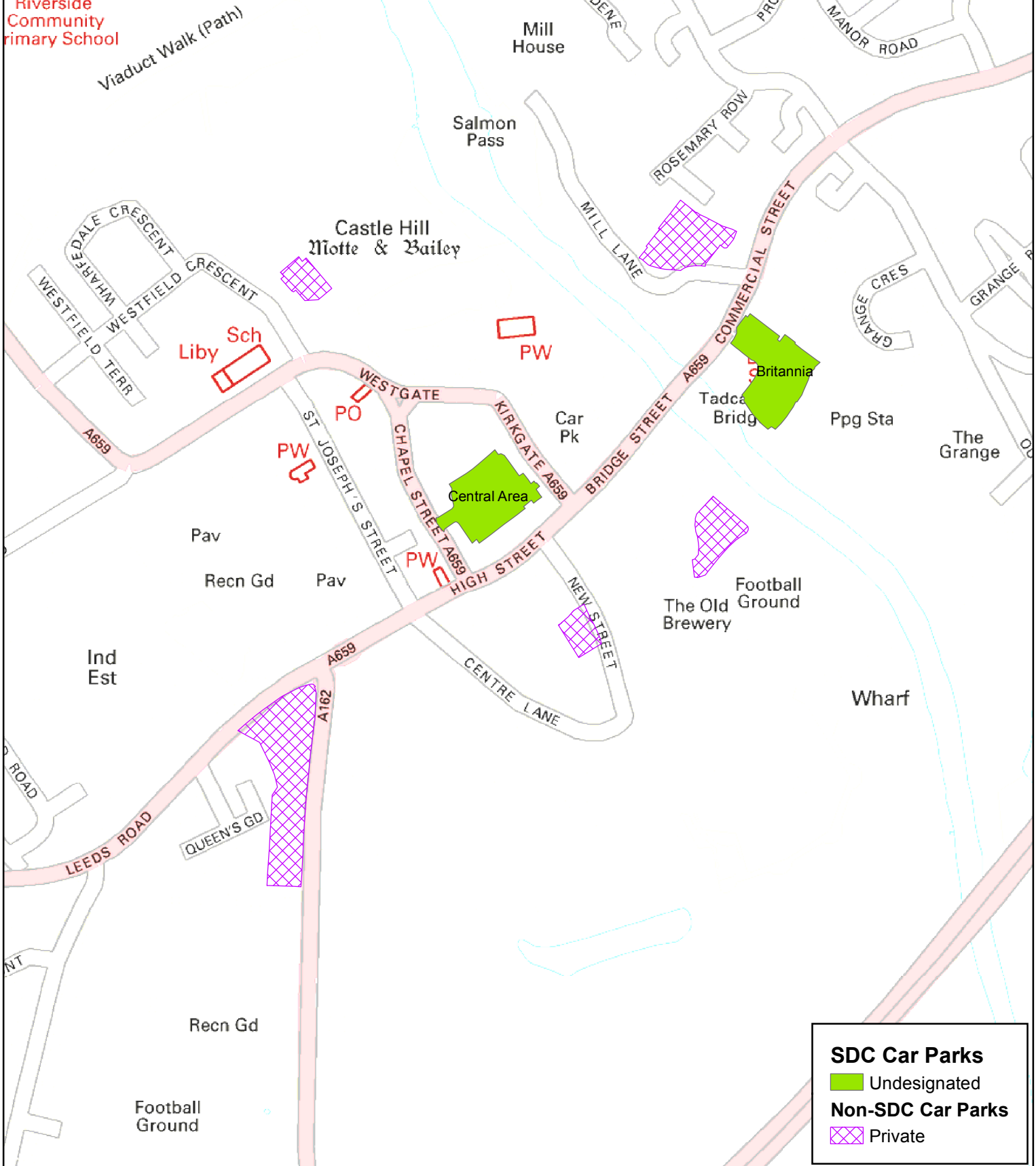
Non-SDC Car Parks

- Private



Car Park Provision - Tadcaster Town

Riverside
Community
Primary School



SDC Car Parks

Undesignated

Non-SDC Car Parks

Private

0 125 250 500 Metres

