



Meeting: **POLICY REVIEW COMMITTEE**
Date: **TUESDAY 13 SEPTEMBER 2016**
Time: **5.00PM**
Venue: **COMMITTEE ROOM**
To: **Councillors J Deans (Chair), M Hobson (Vice Chair),
K Arthur, J Cattanach, D Hutchinson, R Packham
and Mrs J Shaw-Wright.**

Agenda

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. Minutes

To confirm as a correct record the minutes of the meeting of the Policy Review Committee held on 21 July 2016 (pages 1 to 4 attached).

4. Chair's Address to the Policy Review Committee

5. Development of a revised Corporate Complaints Policy

To consider the proposals for a revised Corporate Complaints Policy (pages 5 to 8 attached).

6. Review of the draft Car Park Strategy

To consider the draft Car Park Strategy 2017-2020
(pages 9 to 51 attached).

7. Work Programme 2016/17

To consider items for inclusion on the Work Programme 2016/17.
A copy of the Forward Plan is attached for information.
(pages 52 to 61 attached).

Gillian Marshall
Solicitor to the Council

Enquiries relating to this agenda, please contact Janine Jenkinson on:
Tel: 01757 292268 or email: jjenkinson@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 Officer using the details above prior to the start of the meeting. Any recording must be conducted openly and not in secret.

Minutes

Policy Review Committee

Venue:	Committee Room
Date:	Thursday 21 July 2016
Time:	5.00 pm
Present:	Councillors J Cattanach (Chair), K Arthur, and R Packham.
Apologies for Absence:	Councillors J Deans, M Hobson, D Hutchinson and Mrs J Shaw-Wright.
Officers Present:	Karen Iveson – Chief Finance Officer, Chris Watson – Assistant Policy Officer and Janine Jenkinson - Democratic Services Officer.
In Attendance:	Councillor C Lunn – Lead Member for Finance and Resources.

1. ELECTION OF CHAIR

In the absence of the Chair and Vice Chair of the Committee, the Democratic Services Officer sought nominations of a Chair for the meeting.

It was proposed and seconded that Councillor J Cattanach be elected Chair of the meeting.

RESOLVED:

That Councillor J Cattanach be elected Chair for the meeting.

2. DISCLOSURES OF INTEREST

There were no declarations of interest.

3. MINUTES

The Committee considered the minutes of the meeting held on Tuesday 14 June 2016.

RESOLVED:

To approve the minutes of the Policy Review Committee held on 14 June 2016 for signature by the Chair.

4. CHAIR'S ADDRESS

There was no address from the Chair.

5. DEVELOPMENT OF A CHARITABLE COLLECTIONS POLICY

The Assistant Policy Officer introduced the report and explained that currently the Council did not have a charitable collection policy in place. The Committee was informed that there was no legislative requirement for the Council to have a policy; however, it was considered best practice to implement a policy.

Councillors were advised that the need to implement a policy had been raised by the increased number of charitable collection applications received, during popular events, such as the Tour de Yorkshire.

The Committee was advised that implementing a policy was in-line with best practice and would reduce the risk of legal challenge.

In response to a query, the Assistant Policy Officer explained that to ensure an adequate proportion of a donation directly benefited a named charity, the Council had the discretion to require that a minimum proportion of donations made directly benefited the relevant charity.

Councillors noted that the policy would include a street collection section that set out the number of collections allowed per week, and per locality.

The Assistant Policy Officer explained that the draft policy would be presented to the Executive on 6 October 2016, seeking approval for public consultation. If approved for consultation, the draft policy would be advertised on the Council's website for a 6 week period from 6 October – 16 November 2016.

The Chair thanked the Assistant Policy Officer for the report.

RESOLVED:

To note the update.

6. MEDIUM TERM FINANCIAL STRATEGY

The Chief Finance Officer introduced the report and explained that the report provided the Policy Review Committee with the opportunity to comment on the proposals for the developing Medium Term Financial Strategy (MTFS) prior to it being considered by the Executive and Full Council in September 2016.

The Chief Finance Officer provided the Committee with a presentation that set out the key issues and assumptions that underpinned the MTFS.

The following issues were discussed:

- It was highlighted that the MTFS assumed that the 0.5% interest base rate would be cut following the vote to leave the European Union. The Chief Finance Officer explained that a range of scenarios had been modelled to accommodate a change in interest rates. The Committee was advised that it was reasonable to assume that interest rates would remain low for a significant length of time.
- The Chief Finance Officer informed Councillors that it was anticipated that by 2019/20 there would be approximately a £1 million per annum reduction to the Council's 'settlement' funding from central government.
- In relation to Business Rates, the Committee was advised that the Council's retention of rates for renewable energy projects was forecast as £5.4 million for 2016/17; however there was some uncertainty regarding future arrangements and whether the Government would continue to allow local authorities to retain 100% of the rates raised by renewable energy projects. Councillors were informed the Department for Communities and Local Government was currently running consultations on business rate retention and fair funding review; the consultations were scheduled to close on 26 September 2016. Councillors queried the impact on Business Rates and Rate Relief in relation to schools converting to academies status.
- With regard to the New Homes Bonus, Councillors were informed that it was expected that the incentives would be reduced and the scheme shortened from 6 years to 4 or 5 years. The MTFS modelled £1.5 million per annum going forward, this represented a £1 million reduction.
- The Chief Finance Officer informed the Committee that Council Tax represented the Council's single largest income stream, equating to 50% of the General Fund resources. The MTFS included, as per the Government's assumptions, a £5 increase in the Band D charge.
- In relation to the Council Tax Support Grant it was noted that the support for parish councils would be reduced as the Council's Settlement Funding reduced. Provision would continue until 2018/19, but it was

planned that payments would cease thereafter. Councillors noted that the Council would continue to engage with parish councils in order to prepare them for the change.

- The Committee noted there were no changes proposed regarding the existing reserves strategy, although Councillors queried the application of the New Homes Bonus to the Programme for Growth when revenue savings were required. The Chief Finance Officer advised that given the risk to this funding it was prudent not to rely on it to support on-going expenditure but the resources could be diverted if necessary.
- With regard to the budget outlook, Councillors were informed that the Council's structure review aimed to invest in capacity in order to generate sustainable future income streams. The Committee was informed that it would become increasingly challenging for the Council to deliver savings, and therefore it was important that a clear and decisive savings plan was in place.
- Councillors were informed that the Programme for Growth would be crucial to the Council's long term income generation requirements. The current Programme was subject to review and proposals for a future programme would be brought forward as part of the budget process.

The Chief Finance Officer explained that the MTFs would be considered by the Executive on 1 September and submitted to Full Council for approval on 20 September 2016.

RESOLVED:

To note the report and presentation provided.

7. WORK PROGRAMME 2016/17

The Committee considered the Committee Work Programme 2016/17.

RESOLVED:

To note the Work Programme 2016/17.

The meeting closed at 6.00 p.m.



Public Session

Report Reference Number (PR/16/5)

Agenda Item No: 5

To: Policy Review Committee
Date: 13 September 2016
Author: Alex Dochery – Graduate Trainee
Lead Officer: James Cokeham – Head of Strategic Planning, Policy & Economic Development

Title: Development of a revised Corporate Complaints Policy

Summary:

Selby District Council's Complaints Policy (Comments, Compliments and Complaints) was last updated in 2011 and now needs updating. This report sets out the scope and timetable for a revised policy as well as details of the consultation and approval process.

Recommendations:

- i. To note the proposals for a revised Corporate Complaints Policy and to provide any comments or recommendations on the scope of the policy and proposed consultation**

Reasons for recommendation

To steer the development of the policy and therefore bring the Council in line with best practice and minimise the risk for reputational damage.

1 Introduction and background

- 1.1 Selby District Council is committed to customer service and recognises the importance of customer feedback in identifying service deficiencies. An effective complaints system should be able to recognise when something has gone wrong, rectify it and learn from it. Our Corporate Complaints Policy sets how we manage and respond to complaints.
- 1.2 The Council's current Corporate Complaints Policy was last updated in 2011 and is now scheduled for review which will also take account of the findings of internal audit's review into corporate complaints.
- 1.3 Scope exists for making a revised Corporate Complaints Policy clearer and more concise, thus improving accessibility. There is also the outstanding issue of ownership amongst Lead Officers and Heads of Service with regards to dealing with corporate complaints. This policy will make clear our complaints process, setting out the timescales for responding to corporate complaints and the appropriate owners amongst Officers.

2 The Report

- 2.1 Every local authority should have a corporate complaints system. A corporate complaints policy is crucial to this as it sets out to potential complainants how we deal with complaints, as well as what constitutes a complaint and how they can complain.
- 2.2 Our current Corporate Complaints Policy is outdated and needs to be updated to bring the Council in line with current practices and to make this transparent and understood by Officers across the Council.
- 2.3 Initial project work on our Corporate Complaints Policy has consisted of reviewing our existing complaints policy, examining several other local authorities' complaints policies, and holding initial discussions with Officers. Following these actions, we propose that a revised Complaints Policy should be set out to achieve the following aims:
 - Be clear and accessible
 - Define what constitutes a corporate complaint and what doesn't
 - How members of the public can complain
 - Set out the relevant timescales for a response
 - Set out how we (the council) will deal with complaints
 - Who complainants can turn to should they be dissatisfied with how the Council has handled and/or responded to their complaint
 - How we deal with repeated or vexatious complaints
 - How the policy will be monitored and reviewed
- 2.4 A staff working group has been set up to discuss Corporate Complaints. This group consists of key stakeholders, including Lead Officers and Heads of

Service – all with an interest in Corporate Complaints. This staff working group will also consider and comment on drafts of the policy.

- 2.5 A draft will be presented to the Executive at their meeting on 3rd November seeking approval for public consultation. We propose to consult broadly on the draft policy. Officers intend to consult with: the public, Parish Councillors, our partner organisations and elected members. We plan to bring a draft policy back to the Policy Review Committee on 15th November. We also plan to utilise the Community Engagement Forums (CEFs). If approved for consultation, the draft policy will be advertised on and be available to download from the Council's website for a 6 week period between 7th November and 19th December 2016.

3 Legal/Financial Controls and other Policy matters

Legal Issues

- 3.1 Failure to update the Corporate Complaints Policy increases the risk of reputational damage to the organisation as it is outdated. It is essential that we make clear our process for dealing with complaints, and the necessary timelines for complainants receiving responses to them.

Financial Issues

- 3.2 None raised by this report

Impact Assessment

- 3.3 No other impacts have been identified but the policy will be impact screened before being submitted for approval.

4 Conclusion

- 4.1 Policy Officers are currently reviewing our Corporate Complaints Policy. The Policy Review Committee should consider the proposals and provide comments and recommendations regarding the scope of the new policy. Following the development of a policy, the Committee will have the opportunity to comment on a draft as part of the consultation process.

5 Background Documents

None

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Public Session

Report Reference Number (PR/16/6)

Agenda Item No: 6

To: Policy Review Committee

Date: 13 September 2016

**Author: Chris Watson Assistant Policy Officer &
Michelle Dinsdale Policy Officer**

**Lead Officer: Dave Caulfield Director of Economic
Regeneration & Place**

Title: Review of the draft Car Park Strategy

Summary:

The draft Car Park Strategy 2017-2020 ('the Draft Strategy') was considered and approved for consultation by the Executive on 25 August 2016. The consultation runs from 2 September to 12 December 2016. Officers are now seeking the Policy Review Committee's comments on the Draft Strategy as part of the wider consultation process.

Recommendations:

- i. For Policy Review Committee to review the Draft Strategy; and**
- ii. Provide comment(s) on the Draft Strategy.**

Reasons for recommendation

To ensure the Policy Review Committee have the opportunity to comment on the Draft Strategy as part of the consultation process.

1. Introduction and background

- 1.1 A scheduled review of the Council's current Car Park Strategy has been carried out. The previous review in 2014 resulted in no changes to the car park tariff scheme.
- 1.2 The Draft Strategy has been developed to run alongside and consider the Council's refreshed Corporate Plan (2015-2020), the emerging Economic Development Strategy, the Core Strategy and the Asset Management Strategy (2015-2018). Whilst exempt from the Corporate Charging Policy, the Draft Strategy does consider its principles.
- 1.3 A car park audit has been carried out, which includes identifying provision and current and future demand. In developing the Draft Strategy, the requirements of the three principal settlements within the district have been taken into account, including consideration of all users e.g. residents, shoppers, visitors, local businesses and workers; how provision and charging structures can contribute to the vitality and viability of the town/village centres; how the regulations can be implemented and enforced effectively.
- 1.4 There are a number of key considerations which the Draft Strategy seeks to address, these include, but are not limited to:
 - New corporate priorities (as detailed in the Corporate Plan 2015-2020);
 - Selby Town - large amounts of free parking in the town centre which results in 'space blocking' as people use these free spaces to shop in the town centre, to the detriment of the car park owner's store;
 - Tadcaster - long stay use of the Central Area car park which leads to 'space blocking' preventing short stay customers from easily being able to access the town centre;
 - Sherburn - new residential developments which are expected to increase the demand for town centre parking;
 - The need to improve the appearance of car parks to make them a more welcoming gateway to the town centres.
- 1.5 On 25 August 2016, the Executive approved the Draft Strategy for public consultation.

2 The Report

- 2.1 In reviewing our approach to parking, Officers have undertaken research, which includes a review of comparator and neighbouring authorities, the outcome of which supports the proposals set out in the Draft Strategy.

2.2 Key changes to the Car Park Strategy:

The Draft Strategy, which focusses on economic growth and town centre vitality, proposes a number of changes from the existing car park strategy. The proposed key changes are:

- A Universal tariff, no more long and short stay designations
- A tariff structure in all SDC car parks (including Sherburn and Tadcaster) designed to encourage town centre vitality (to be proposed by set by operations as part of a tariff review)
- Upgrading the appearance of car parks.

These key changes will be supported by:

- Enhanced and well maintained car parks
- Utilising new machines to gather data
- Working with the private sector to provide bespoke solutions where necessary.

These changes will all support:

- Making the Council's car parks the natural choice for town centre customers
- Local small businesses by capitalising on the car parks central locations increasing footfall
- The larger businesses such as the supermarkets; as the current tariff scheme is displacing town centre users into their car parks to the detriment of these key retail anchor tenants
- The needs for the long stay parker, e.g. exploring options for a supportive permit scheme, or working with a private car park owner.

2.2 Officers are seeking Policy Review Committee's comments on the Draft Strategy and in particular the following:

- Overall is the Strategy clear and concise?
- Do the Committee support the overriding objective (Section 3 of the Draft Strategy)?
- Does the Committee consider that the priorities (Section 4 of the Draft Strategy) are the best way to achieve this objective?

2.3 Consultation on the Draft Strategy is scheduled to take place between 2 September 2016 and 12 December 2016. The consultation process will be wide, including, the general public (Community Engagement Forums and online), local businesses (including joint focussed business breakfast meetings with car parks being discussed alongside the Economic Development Strategy) and all District Councillors.

2.4 All consultation responses will be analysed and where appropriate the Draft Policy will be revised. A report is scheduled to be presented to the Executive, on 2 March 2017 seeking approval of the Draft Strategy.

The Draft Strategy does not propose a new tariff scheme and a separate project to review the current tariffs will be undertaken operationally, the outcome of which will be detailed in a separate report scheduled to be presented at the same meeting of the Executive.

3. Legal/Financial Controls and other Policy matters

3.1 Legal Issues

None raised by this report. Legal issues for the Draft Strategy are more particularly detailed in the Executive Agenda 25 August 2016.

3.2 Financial Issues

None raised by this report. Financial Issues for the Draft Strategy are more particularly detailed in the Executive Agenda 25 August 2016.

3.3 Impact Assessment

No significant impacts have been identified as part of the Equality, Diversity and Community Impact Screening process.

4. Conclusion

- 4.1 A new Car Park Strategy has been developed which focuses on supporting economic growth and town centre vitality through improving the customer experience. As part of the consultation process, the Policy Review Committee is asked to consider the Draft Strategy and provide comments, which Officers will include in the report to the Executive on 2 March 2017.

5. Background Documents

Executive Agenda & Minutes 25 August 2016
www.selby.gov.uk/executive-25-august-2016

Equality, Diversity and Community Impact Screening document

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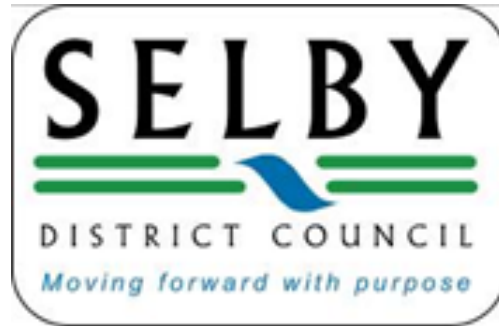
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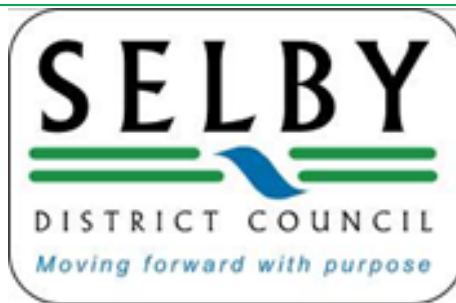
Appendices:

Appendix 1 – 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 may not align with the new Corporate Plan.

The short stay fees do not compliment 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 is 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 achieve this, several changes are being introduced, these include a move away from long and short stay designated car parks to a universal approach and the introduction of a supportive tariff structure which promotes growth in all Council owned public car parks.

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 tourism 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 universally in our car parks. Detailed information about the benchmarking exercise can be found at Appendix C.

DRAFT

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 a raised consideration. 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	Long 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 Council public 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 which is free to park, but restricted to time and 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 is not an issue³ 	<ul style="list-style-type: none"> • An anticipated increase in demand due to: <ul style="list-style-type: none"> ○ The opening of the Summit Indoor Adventure (including potential demand for coach parking); and ○ The Core Strategy indicated growth in Selby Town ○ the popularity of the train station and out commuting⁴ • 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 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 	<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 (Portholme Crescent and Portholme Road) 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 • 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

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
Elmet Social Club	None	15	Co-op, Finkle Hill	Short	60
Total		44			136

Council

2.8. There are 2 Council car parks in Sherburn village centre. These two car parks are free to park 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 to 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"> • Suggestion that the capacity of council owned car parks are approximately 50% - based on a number of site visits by officers • In the town centre demand is not met. This is based on: <ul style="list-style-type: none"> ○ Parish Council information; ○ discussions with District Councillors; and ○ the 2015 Market Town Study • There is limited parking at the train station located on the outskirts of the village towards the industrial estate 	<p>Future demand anticipated to increase due to:</p> <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 station and out commuting⁵

Opportunities and Issues:

2.11. 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"> • 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 <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 to 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 • 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 155 spaces) capacity and that 115 cars were parking for 4 hours or more. 	<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

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

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 from 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 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 five 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.

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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 5 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; and**
5. **To maximise use of car parks for the benefit of the local community and local businesses.**

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.”⁶

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

⁶ 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”⁷.

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.

⁷ 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 with 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.”⁸

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 telephone payments in Council car parks
6. Provide electric car charging points in appropriate Council car parks
7. Provide cycle lockers in appropriate Council car parks

⁸ *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.”⁹

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 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.

⁹ 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.”¹⁰

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.

¹⁰ Re-Think! Parking on the High Street: Guidance on Parking Provision in Town and City Centres (Page 8)

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.

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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. This will be measured by: Increased usage and/or turnover in Council car parks, the health of the town centre economies and most importantly, customer satisfaction. To measure this success we will require key performance indicators (see Section 7).
- 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.

7. Key Performance Indicators

7.1. Key Performance Indicators have been set to focus on three main areas: namely, Customers, Local Business; and Quality.

Customers

Measure Name	Measure Definition	Reporting Frequency	Target	Information Source
Car Park use	The increased amount of turnover in car park spaces	Annual	TBC*	Tickets issued data from parking machines.
Permit sales	The increased sales of long stay permits	Annual	TBC*	Sale of permit data
Customer satisfaction	Customer satisfaction of customers using SDC car parks	Annual	90% satisfaction level	Survey/questionnaire

Local Business

Measure Name	Measure Definition	Reporting Frequency	Target	Information Source
Vacant town centre business premises	Reduction in the number of vacant town centre business premises	Annual	TBC*	Non-national domestic rate figures
Turnover of town centre premises	Reduction in turnover of town centre premises	Annual	TBC*	Non-national domestic rate figures

Quality

Measure Name	Measure Definition	Reporting Frequency	Target	Information Source
Condition and required maintenance	Ensuring a high quality condition is maintained in line with 6 monthly asset inspection surveys	6 monthly	100% of identified work carried out within works order deadline	6 monthly asset inspection surveys and asset management system

*These targets will be confirmed once we have collated and/or analysed baseline data.

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 emerging 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 all 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 85,400¹¹, 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.

¹¹ 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

- 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)¹². 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 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.**

¹² 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 neighbouring councils:

Duration	Tariff ¹³
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.**

5. 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.

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).

¹³ 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.

6. Car Park Designation

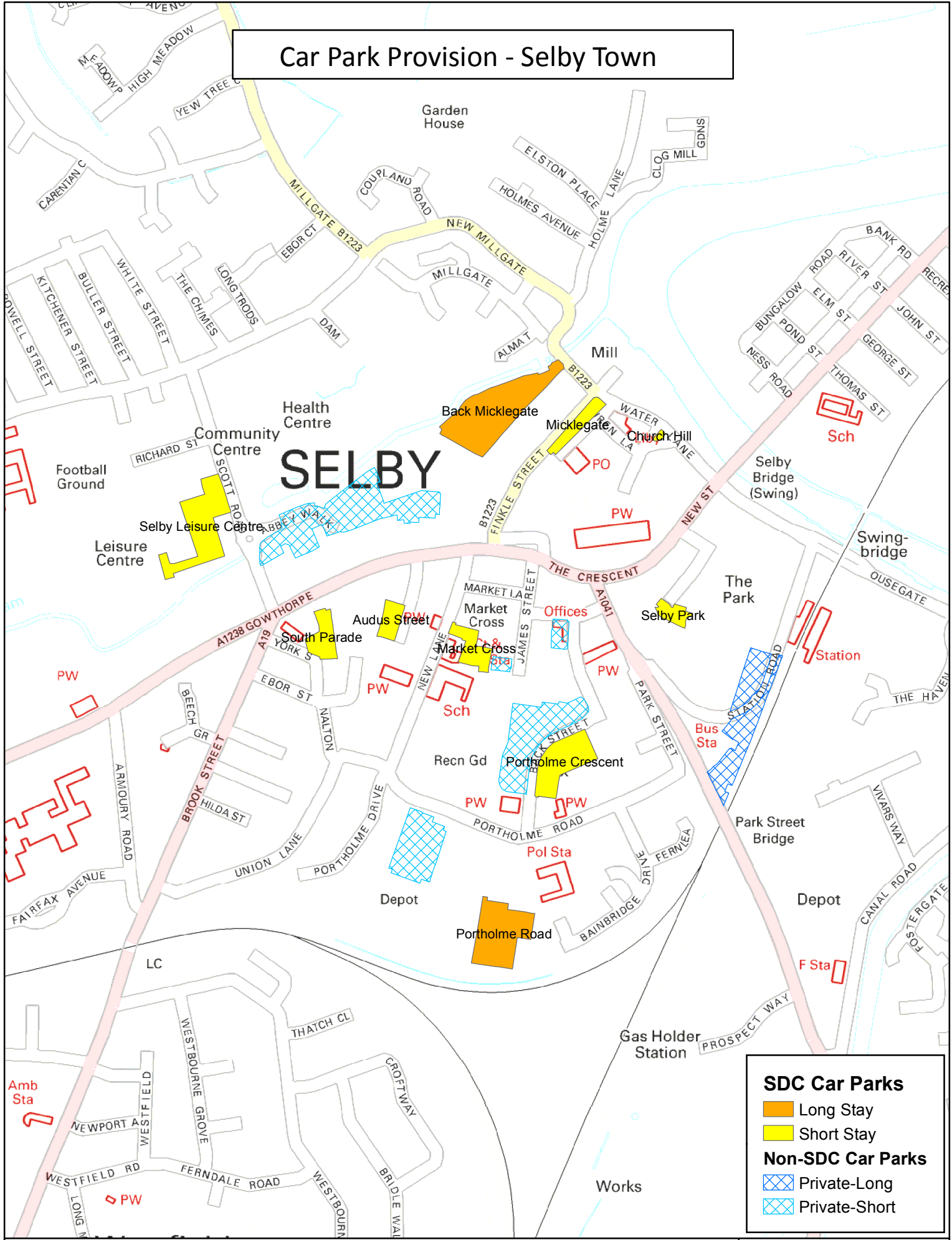
The Council car parks in Selby town are currently designated (either as short or long stay).

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

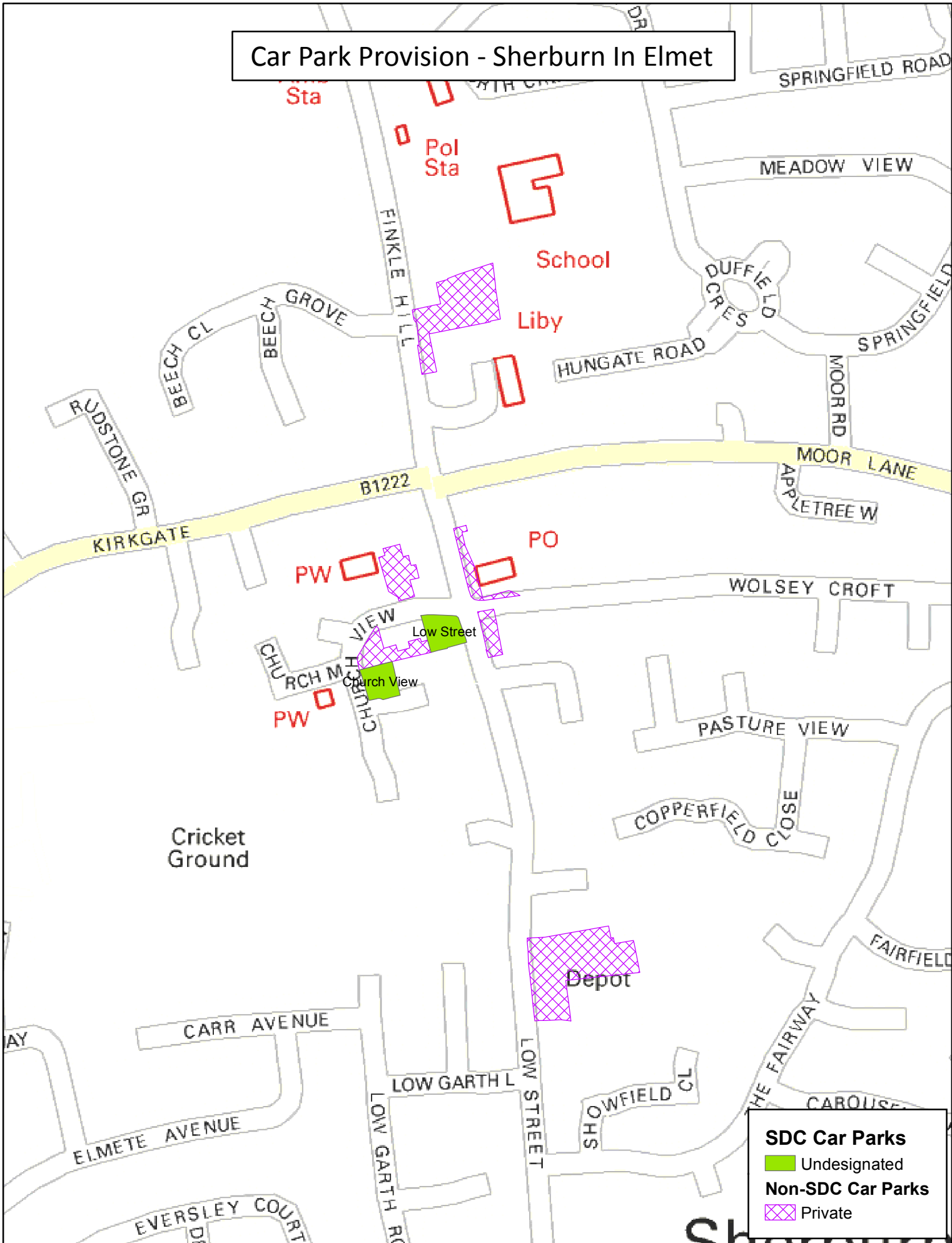
Non-SDC Car Parks

- 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

Viaduct Walk (Path)

Barnado's

Galloway
Hill

Mill House

Salmon
Pass

Castle Hill
Motte & Bailey

Liby Sch

PW

Britannia

Ppg Sta

The Grange

Car Pk

Central Area

Pav

Recn Gd

Pav

The Old
Brewery

Football
Ground

Wharf

Ind
Est

Football
Ground

Recn Gd

SDC Car Parks

Undesignated

Non-SDC Car Parks

Private

0 125 250 500 Metres



Policy Review Committee Work Programme 2016/17

Date of Meeting	Topic	Action Required
13 September 2016	Car Park Strategy	To provide an opportunity for the committee to discuss and comment on the draft strategy as part of the consultation process.
	Development of a revised Corporate Complaints Policy	To consider the development of a revised Corporate Complaints Policy.
15 November 2016 (provisional meeting date)	Charitable Collections Policy	To provide an opportunity for the Committee to discuss and comment on the draft policy as part of the consultation process.
17 January 2017	Draft Budget and Medium Term Financial Plan	To consider the Executive's proposals for revenue budgets and the capital programme for 2016/2017.
18 April 2017		

The following dates are also in the Democratic Services calendar for provisional meetings if required:

- 25 October 2016
- 15 November 2016
- 14 March 2017

Selby District Council



Forward Plan of Key Decisions - Incorporating the Private Executive Meeting Notice and the Notice of Intent to make a Key Decision

Executive Members	Name	Contact Details
Leader of the Council and Lead Member for Strategic Matters, External Relations and Partnerships	Councillor Mark Crane	mcrane@selby.gov.uk
Deputy Leader of the Council and Lead Member for Place Shaping	Councillor John Mackman	jmackman@selby.gov.uk
Lead Member for Finance and Resources	Councillor Cliff Lunn	clunn@selby.gov.uk
Lead Member for Housing, Leisure, Health and Culture	Councillor Richard Musgrave	rmusgrave@selby.gov.uk
Lead Member for Communities and Economic Development	Councillor Chris Metcalfe	cmetcalfe@selby.gov.uk

August 2016 to December 2016

Published on 3 August 2016

Definition of Key Decisions

In accordance with The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, this document serves as Selby District Council's notification of key decisions and private items. There is a legal requirement for local authorities to publish a notice setting out the key decisions and decisions which may be taken in private 28 clear days before such decisions are taken.

It contains details of decisions for the next four months and is supplemented by the publication of the agenda 5 clear working days before the meeting. It will be updated and published at the end of each month. All items listed on the attached Plan are key decisions and those which are private items are outlined as such.

A Key Decision is any decision which is financially significant for the service or function concerned because it relates to expenditure or savings of more than £150,000 or which will have a significant impact on people who live and work in an area covering two or more district wards.

If you would like further information on any of the items shown in this forward plan please contact the respective officer(s) for each item.

To make your views known on any of the items you may contact the Councillors shown; alternatively you may contact the officer(s) shown and he/she will ensure that a written note of your views is presented to the decision-maker before a decision is taken.

All meetings* at which key decisions will be considered are open to the public, unless the subject matter is such that Schedule 12A of the Local Government Act 1972 as amended by the Local Government (Access to Information) (Variation) Order 2006 allows the matter to be considered in private. For information about attending meetings or for a copy of the Forward Plan, please contact Palbinder Mann, Democratic Services Manager on 01757 292207 or pmann@selby.gov.uk. A copy is also available at the Council's website, www.selby.gov.uk

In relation to **private meetings**, the reason an item is expected to be covered in private will be identified in accordance with the exempt information categories which are set out in Part 1 of Schedule 12A of the Local Government Act 1972 as amended):

Paragraph	Category/explanation
1	Information relating to any individual.
2	Information which is likely to reveal the identity of an individual.
3	Information relating to the financial or business affairs of any particular person. (Including the authority holding that information)
4	Information relating to any consultations or negotiations or contemplated consultations or negotiations, in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under, the authority.
5	Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.
6	Information which reveals that the authority proposes – a) to give under any enactment a notice under or by virtue of which requirements are imposed on a person; or b) to make an order or direction under any enactment.
7	Information relating to any action taken or to be taken in connection with the prevention, investigation of prosecution of crime.

The document sets out the items which are to be covered in private at the below meetings. Any representations as to why the item should not be covered in private should be sent to Palbinder Mann, Democratic Services Manager on 01757 292207 or pmann@selby.gov.uk.

The Council will publish a further notice 5 clear days before the relevant meeting which will give the Council's response to any such representations.

Important Note

This document sets out the Council's intentions as to future decisions as at the date of publication. However, if circumstances change, the Council reserves the right to publish an updated version of this document and/or rely on the provisions in the regulations as to urgent decisions.

Likely Date of Decision	Decision Maker	Title of Decision/Item	Description of Decision	Public/Private	Lead Councillor	Lead Officer/Report Author
25-Aug-16	Executive	Car Park Strategy	To consider the Car Park Strategy	Public	Cllr Chris Metcalfe	James Cokeham/Michelle Dinsdale & Chris Watson
25-Aug-16	Executive	Housing Development Programme - Byram Park Road Flats - Outline Business Case	To approve the outline business case for the redevelopment of the site of the Byram Park Road Flats	Public	Cllr Richard Musgrave	Dave Caulfield/Sally Rawlings
25-Aug-16	Executive	Financial Results and Budget Exceptions Report to 30 June 2016	To monitor progress against budget	Public	Cllr Cliff Lunn	Karen Iveson
25-Aug-16	Executive	Treasury Management - Monitoring Report to 30 June 2016	To monitor progress against the Treasury Management Strategy	Public	Cllr Cliff Lunn	Karen Iveson

Likely Date of Decision	Decision Maker	Title of Decision/Item	Description of Decision	Public/Private	Lead Councillor	Lead Officer/Report Author
25-Aug-16	Executive	Medium Term Financial Strategy / Multi Year Settlement	To consider the long term (10 years) resource and spending framework within which the budget strategy and 3 year medium term financial plan will be developed	Public	Cllr Cliff Lunn	Karen Iveson
25-Aug-16	Executive	Postal Services Contract	To approve the award of contract for postal services	Public	Cllr Richard Musgrave	Keith Cadman
25-Aug-16	Executive	Green Waste Treatment Procurement	To approve the contract for the composting of green waste	Public	Cllr Richard Musgrave	Keith Cadman

Likely Date of Decision	Decision Maker	Title of Decision/Item	Description of Decision	Public/Private	Lead Councillor	Lead Officer/Report Author
06-Oct-16	Executive	Review of Green Waste Options	Application of the corporate charging policy with respect to the Green Waste Collection Service	Public	Cliff Lunn	Keith Cadman
06-Oct-16	Executive	Housing Management System Replacement	To approve the procurement of a replacement Housing Management system	Private	Cllr Cliff Lunn	June Rothwell
06-Oct-16	Executive	Housing Development Programme - Landing Lane Riccall	Approval of loan and grant (and land transfer) to Selby & District Housing Trust for the redevelopment of the garage site at Landing Lane, Riccall for affordable housing	Public/Private	Cllr Richard Musgrave	Sally Rawlings/Dave Caulfield

Likely Date of Decision	Decision Maker	Title of Decision/Item	Description of Decision	Public/Private	Lead Councillor	Lead Officer/Report Author
06-Oct-16	Executive	Changes to the Council Tax Support Scheme from April 17	To approve the changes to go to Full Council following public consultation	Public	Cllr Cliff Lunn	Karen Iveson/Ralph Gill
06-Oct-16	Executive	Independent Remuneration Panel Review of Member Allowances	To discuss the recommendations arising from the review into Member Allowances	Public	Cllr Mark Crane	Gillian Marshall/Palbinder Mann
03-Nov-16	Executive	Fees and Charges 2016/17	To approve proposals for discretionary fees and charges for the coming financial year (within the overall budget and policy framework)	Public	Cllr Cliff Lunn	Karen Iveson
03-Nov-16	Executive	Housing Development Programme – Redevelopment at Edgerton Lodge	To approve the outline business case for the redevelopment of the former hostel and grounds at Edgerton Lodge in Tadcaster	Public	Cllr Richard Musgrave	Sally Rawlings/Dave Caulfield

Likely Date of Decision	Decision Maker	Title of Decision/Item	Description of Decision	Public/Private	Lead Councillor	Lead Officer/Report Author
03-Nov-16	Executive	Housing Development Programme - phase 2	Approval of a re-configured phase 2 following the review of the Housing Development programme	Public	Cllr Richard Musgrave	Sally Rawlings/Dave Caulfield
03-Nov-16	Executive	2nd Interim Budget Exceptions report	To monitor major revenue and capital budget exceptions and agree remedial action where necessary	Public	Cllr Cliff Lunn	Karen Iveson
03-Nov-16	Executive	2nd Interim Treasury Management report	To monitor progress against the Treasury Management Strategy	Public	Cllr Cliff Lunn	Karen Iveson

Likely Date of Decision	Decision Maker	Title of Decision/Item	Description of Decision	Public/Private	Lead Councillor	Lead Officer/Report Author
01-Dec-16	Executive	Draft Budget and Medium Term Financial Plan	To set out proposals for revenue budgets and the capital programme for the period 2017/18 to 2019/20 Budgets will be subject to scrutiny and consultation with key stakeholders during December/January and final proposals will be considered in February 2017 along with recommendations on Council Tax	Public	Cllr Cliff Lunn	Karen Iveson