

## AGENDA ITEM No. 4

CABINET  
18<sup>th</sup> OCTOBER 2016

CORPORATE DIRECTOR  
REPORT NO. CD1605

KEY DECISION: NO

### PARKING STRATEGY MEMBER WORKING GROUP

#### SUMMARY AND RECOMMENDATIONS:

Establish a Member Working Group to support the delivery of the Council's new Parking Strategy.

Approve the attached terms of reference for the Member Working Group and invite nominations in accordance with political representation.

#### 1. INTRODUCTION

- 1.1 The purpose of this report is to establish a Member Working Group, appointed by Cabinet, to support the delivery of the Council's new Parking Strategy.

#### 2. BACKGROUND

- 2.1 Between 2012 and 2014, a systems thinking review was carried out in the Parking service, which examined the design and management of the work in order to improve the experience for customers. Many improvements were agreed and implemented, including:
- a) Improved access for blue badge customers
  - b) Implementation of a new IT system with 24/7 access for customers
  - c) Better enforcement via re-designed CEO patrols, rotas, radios, IT and ways of working
  - d) Ongoing cost savings of £50k per annum (from review of roles and structure and deletion of overtime).
- 2.2 Further recommendations suggested that a new parking strategy was required to ensure:

- a) We continue to improve the experience for our customers
- b) We have a clear route-map to achieve this
- c) We address a range of parking issues in the borough
- d) We better understand and consolidate the links between parking, town centre economy and regeneration strategies.

2.3 Since the review, the Council's Cabinet have agreed that delivery of a new parking strategy is a priority and will be included in the Council's new plan.

2.4 Cabinet have identified a range of parking issues to be addressed as a priority, including residents' parking, school safety, improved car parks, easy to use payment methods and clear tariffs.

2.5 These will be taken forward as part of the work on the parking strategy.

2.6 It is important that members are engaged in this work and Cabinet wished that a cross-party Member Working Group be established.

2.7 A draft terms of reference for this Member Working Group is attached.

### **3. RECOMMENDATION:**

3.1 Cabinet are recommended to approve the attached terms of reference for the Parking Strategy Member Working Group and invite nominations in accordance with political representation.

**Karen Edwards**  
**Corporate Director**

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### **CONTACT DETAILS:**

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## Parking Strategy

### MEMBER WORKING GROUP - TERMS OF REFERENCE

#### 1. PURPOSE OF MEMBER WORKING GROUP:

- 1.1 The purpose of this group is to enable member engagement and support with the development of the Council's parking strategy for the borough.
- 1.2 This group will develop and make recommendations to the Cabinet on specific proposals and objectives to achieve the delivery of the strategy.
- 1.3 A new strategy is required in order to:
  - a) Address a range of parking issues in the borough including residents' parking, school safety, improved car parks, easy to use payment methods and clear tariffs.
  - b) Help maximise income from parking assets, balanced against the need to support economic growth and town centre regeneration.
  - c) Acknowledge and address the change in customers' expectations.
  - d) Optimise the use of new technology
  - e) Enable a better and more sustainable service.

#### 2. WORK OF THE GROUP:

- 2.1 The group will oversee work in a number of areas including:
  - a) Recommending approaches to improve residents' parking in areas where there are particular difficulties and there are ways to achieve improvement
  - b) Considering ways of improving customers' parking experience by making information clearer, car parks easier to use and signs and lines clear and easy to understand
  - c) Option to increase safety around schools, particularly drop-off points
  - d) Ways to enable better utilisation of council car parks
  - e) Understand the links between parking, town centre economy and regeneration strategies.

#### 3. REPORTING:

- 3.1 The Member Working Group will report and make recommendations to the Cabinet on the outcomes of its work.

**4. MEMBERSHIP:**

- 4.1 Membership will be a cross-party group appointed by the Cabinet, comprising six members, in accordance with political representation.
- 4.2 The group will be chaired by the Cabinet Member for Environment & Service Delivery, currently Cllr. Martin Tennant and will include the Chair of the Aldershot Regeneration Group, currently Cllr. Maurice Sheehan.

**5. WAYS OF WORKING:**

- 5.1 It is proposed to meet once a month initially and that frequency be reviewed when the group is established.