



Appendix 1

Redcar & Cleveland Borough Council

Car Parking Strategy 2021 - 2024



this is Redcar & Cleveland

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1 Council Vision, Values and Priorities

The aspirations for Redcar & Cleveland are encapsulated within Our Flourishing Future, the council's corporate plan for 2021-24. The organisation's vision, values and priorities are set out as follows:

Our new vision for the Borough is:

Redcar & Cleveland Borough will be zero carbon, safer and more prosperous and attractive. People will live longer, more fulfilling and independent lives and will have access to the means of support when they need it.

Our values as public servants and elected representatives are:

TO KEEP COMMUNITIES CENTRAL TO WHAT WE DO	TO BE CARING AND RESPECTFUL	TO BE BOLD, AMBITIOUS AND ASPIRATIONAL
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TO PROMOTE EQUALITY OF OPPORTUNITY	TO ALWAYS AIM TO GET THE JOB DONE TO THE BEST OF OUR ABILITY, WITHIN AVAILABLE RESOURCES
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PRIORITIES

TACKLING CLIMATE CHANGE AND ENHANCING THE NATURAL ENVIRONMENT

 <p>We shall make clear how, in partnership, we will make Redcar & Cleveland carbon neutral by 2030</p>	 <p>We shall achieve a step-change in recycling rates in the Borough</p>	 <p>We shall support biodiversity with actions to support wildlife and plant life</p>
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MEETING RESIDENTS' NEEDS

 <p>We shall improve long-term physical health and mental well-being, get young people more active, and ultimately save lives</p>	 <p>We shall take more preventative actions, to keep people safe, to enable more children and older people to live safely at home, with the right support at the right time</p>	 <p>We shall further strengthen partnerships with schools and colleges to ensure young people's aspirations are raised, they get a better secondary school experience and acquire the skills they need for future jobs</p>
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IMPROVING THE PHYSICAL APPEARANCE OF THE BOROUGH AND ENHANCING PROSPERITY

 <p>We shall be more proactive in the way we look after the appearance of our Borough</p>	 <p>Kirkleatham WALLED GARDEN</p> <p>We shall progress and deliver landmark projects to create jobs, increase pride and improve quality of life</p>	 <p>We shall have an exciting cultural and visitor offer for all to enjoy</p>
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INVESTING FOR THE LONG-TERM

 <p>We shall make sure our Members and staff have access to training, development and support, including mental wellbeing, to enable them all to continue to do an excellent job</p>	 <p>We shall ensure community needs are better met in localities as we rationalise our assets and buildings and manage demand by enabling people to digitally help themselves, whilst maintaining the face-to-face contact that our residents value</p>	 <p>We shall continue to lobby Government for a fair share of resources for our Borough, whilst managing public money well, keeping the Council financially sustainable, and minimising the financial impact of Covid on local people</p>
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2 Car Parking Strategy Introduction

To enable people to make the most of their time in Redcar and Cleveland, be it as a resident, for businesses, or as a visitor, the car parking offer needs to be first class. It is vital that there is the right amount of parking spaces, in the right places, for people to access all that the borough has to offer.

This Car Parking Strategy sets out a series of interconnected principles that will guide the approach to the management of car parking within the borough for the next three years. These principles will seek to ensure that any decisions made with respect to car parking are consistent and will help to support the delivery of the council's aspiration to be zero carbon, safer and a more prosperous and attractive borough.



3 Our Borough, a Parking Perspective

Redcar and Cleveland is a diverse and beautiful borough, covering 93 square miles, inclusive of scenic coastline and attractive countryside, as well as the large-scale industrial complexes. Such variety brings with it a myriad of towns and villages, each with their own unique character and identity. These include popular coastal destinations such as Saltburn and Redcar which attract lots of visitors who are largely local day trippers, looking to enjoy time by the sea, and as such require sufficient car parking provision to cope with the demands placed upon them during busy periods.

Similarly, there is demand for parking spaces in Guisborough and East Cleveland, which attract large numbers of visitors looking to take in some of the North York Moors National Park or Roseberry Topping. To the west of the borough visitors travel to enjoy the natural environment around Eston Nab and Flatts Lane Country Park and as such require somewhere to park when doing so.

The largest town centre in the borough is Redcar, which has a mixture of residential buildings, B&Bs, office space and retail units, which are served by several council and privately operated car parks. Whilst at present these car parks are operating under capacity due to Covid-19, there are a range of exciting

regeneration projects in train for the town, which will deliver improvements and may necessitate the reconfiguration of the parking offer in the future. Whilst on a smaller scale, it is a similar story across other towns and villages in the borough, they each have their own car parking needs, seeking to balance the interests of residents and visitors.

At present there is limited electrical charging infrastructure within council car parks across the borough. As the council works to mitigate the impact of climate change in the borough, it will be vital to give people the means to charge their electric vehicles, as well as support the development of provision for other zero emission vehicles such as hydrogen.



4 What is the Car Parking Strategy looking to achieve?

Redcar and Cleveland, like many other places, has challenges to overcome, as well as opportunities to explore with respect to car parking. The interconnected principles set out within this document are born out of these challenges and opportunities. An overview of the key challenges and opportunities are as follows:



Income generated from parking should **cover the costs** of delivering the parking service in its entirety, inclusive of **maintenance** and **enforcement**, with anything additional **reinvested** into improving the service.



There is a need to bring **parking restrictions** up to date in all part of the borough to ensure that they are appropriate to enable **ease of use** and **proper enforcement**.



Car parking needs to be **in the right place** to meet the varying needs of the local population, be it supporting **businesses**, **encouraging visitors** and **protecting** the interests of residents.



There is a need to provide for different vehicle types such as **motorhomes** and **coaches** which are currently parking in a number of different areas of the borough.



There are issues with **managing demand** and **parking capacity** in popular visitor areas, balancing the differing needs of residents, local businesses, and visitors to the borough.



There is a need to balance car parking provision with other priorities such as the **carbon reduction** agenda, encouraging take up of **electric vehicles**, and promoting **sustainable transport** options.



Car parking is to be considered as part of broader discussions around key issues such as **economic growth**, **destination planning** and **transport strategy**, linking to public transport and private car parking too. Parking is a key part of the broader Redcar and Cleveland offer.



Achieve a more **coherent charging model** across the borough; some venues in the area have charges, other similar facilities in the borough do not.



Parking in and around **retail centres** is to be made as easy as possible, with a sufficient number of bays that are easy to access and strike a balance between enabling a quick turnover in some areas, and allowing people time to stay a little longer should they wish.



There is a need to balance the service capacity to **maintain car parks** and **enforce car parking rules**, with the development of **new car parking provision**.



Maximising the opportunities afforded by digitisation such as **digital signage**, **mobile parking apps**, and new **cash-free ways of paying** for parking.

5 Scope of the Car Parking Strategy

This strategy will guide the council's approach to car parking for the next three years, at which point it may be necessary to reconsider whether the guiding principles within this document are still the right ones. Whilst some of the principles will still be relevant, in three years, it is probable that things will have evolved further from a carbon reduction, environmental and digital perspective, as well potential change to enforcement legislation. So the council should therefore take stock at that point. As and when parking schemes emerge over the life of this strategy the principles set out within will be applied, and guide decision making.

The strategy does not make any changes to the established arrangements for Christmas parking or blue badge parking. These arrangements will operate as they currently do, with free parking for blue badge holders. The annual Christmas parking offer will continue, with free parking provided in certain council operated car parks, after 1pm in the month of December.

The scope of this document is limited to car parking provision, around our town and village centres as well in popular spots with visitors. This piece of work does not focus specifically on residential car parking, or car parking matters in and around areas such

as schools. This is picked up through the Transport Strategy. It is however necessary to recognise that some proposals to introduce new restrictions or charging arrangements in specific areas, may necessitate some changes to resident parking arrangements in certain areas. The council will seek to avoid detrimentally affecting residents through displacement.

It is to be noted that in December 2020 the Council signed up to a two-year initiative through Tees Valley Combined Authority which will provide free parking in Redcar and Guisborough town centres for up to 2 hours. The scheme is intended to make these



town centres more accessible and improve patronage. It does however effectively remove town centre car parking in these two large towns from the scope of this strategy for two years.



6 Car Parking Strategy Guiding Principles

To focus the council's work in enhancing the borough's car parking offer, a number of interlinking principles have been identified. These are as set out over the following pages.

1 To recognise the differing car parking needs of residents, local businesses, and visitors to the borough.

It is fundamentally important that car parking in Redcar and Cleveland balances the interests of different user groups. Whilst it is vital to ensure that there is sufficient car parking capacity in the right places to help businesses to prosper, and to ensure that tourists have an enjoyable visit to the borough, it is equally important that our residents' quality of life is protected from rogue parking. The council will seek to ensure that car parking provision in the borough strikes the right balance in this regard.

2 To encourage the use of electric and low emission vehicles, and other sustainable transport within the borough.

The council has made a commitment to tackle climate change and make Redcar and Cleveland carbon neutral by 2030. To assist in achieving this ambitious aim, it is incumbent upon the council to support more environmentally conscious methods of travel. From a parking perspective this will mean, incentivised parking charges, investment in a much-improved electric vehicle charging infrastructure, as well as providing space for other forms of sustainable transport.

In addition, the council will explore the possibility of environmentally friendly park and ride services to cater for visitor areas.

3 To have a more coherent approach to car parking charges and car parking restrictions across the borough.

The council will seek to have a more coherent charging model across its car parks, with people paying a fee proportionate to location, parking tariff or their vehicle type. In some places this will see free parking to help to support retail businesses and hospitality and encourage patronage. In other areas, such as in popular visitor spots, new car parking charges will be introduced which are commensurate with elsewhere in the borough or in other popular visitor destinations.

In addition, the council will refresh and renew parking restrictions and Traffic Regulation Orders across the borough and enforce upon them to ensure compliance.

4 To modernise the car parking offer, further utilising digital technology where appropriate.

Within the Digital Strategy agreed by elected members in 2020 a commitment was made to invest in technology which improves services and makes them more efficient for residents. From a car parking perspective this will involve exploring a wider variety of payment options including a programme of modernising car parking machines, or exploring their removal altogether in some locations, to enable cashless payment. The further deployment of mobile applications for car parking will be explored, as well as looking to utilise digital signage, and innovative enforcement methods.





5 To improve the borough's car parking infrastructure, investing in existing car parks or creating new car parking capacity to support the delivery of council priorities.

To improve the physical appearance of the borough and enhance prosperity, the council has an established programme of capital investment. Alongside large-scale landmark projects, there are plans in place within Area Growth Plans to invest in car parking provision that complements and enhances the offer. The council will look to improve and expand car parking capacity, where there is sufficient resource and a sound business case to do so. Any expansion to car parking capacity must however fit with the council's carbon reduction commitments, with environmental travel to be promoted and incentivised.

6 To have high quality parking provision across the borough which connects with other public amenities.

The council will, within available resources, aim to have high quality car parks. The car parks will be clearly lined, and sign posted, well-lit and laid out, with a good quality surface; as well as where possible be in proximity of other public amenities. Income generated from car parking fees which goes above and beyond the costs of running the service will be reinvested into improving car parks and associated public amenities.

7 To prioritise safety through a structured approach to the enforcement of our parking in the borough.

The council will look to adopt an intelligent approach to enforcement, with the team deployed flexibly across the borough, to ensure that people are parking their vehicles in a safe and orderly way. The council does however recognise that there are peaks and troughs in demand for parking, so will respond to circumstances as necessary, directing the resource where it can have the most impact. In addition the council will look to digital means to complement and enhance enforcement capability.



7 Governance of Car Parking Strategy

The overall responsibility for the delivery of the Car Parking Strategy and the associated action plan is as follows:

Political Ownership

The responsibility for the management of the borough's car parks is within the remit of the Neighbourhoods and Environment portfolio. It is however a cross cutting issue with close links to Economic Growth and Climate Change, Environment and Culture.

Officer Leadership

The lead officer for car parking and overseeing the delivery of the Car Parking Strategy is the Assistant Director for Environment.

Delivering the strategy

The car parking service is managed by the Service Lead for Community Safety and Compliance whose team will carry out the work required to deliver the actions set out within the strategy, and enforce it thereafter. This will include following all necessary legal processes, such as establishing new Traffic Regulation Orders, including consultation with the public. The team will link in with other departments such as Highways, Economic Growth and Climate Change as and when appropriate for certain pieces of work.



8 Policy Hierarchy

Corporate Plan

The corporate plan sets out the council's vision & values and priorities. This is the strategic framework which elected members have put in place in order to ensure the delivery of their political priorities.

Medium Term Financial Strategy

The Medium Term Financial Strategy underpins all that the Council will deliver within the corporate plan. It sets out within a robust plan how the council will fund agreed priorities.

Various plans and strategies

There are a number of documents which the car parking aligns with and supports to deliver the aspirations within the Corporate Plan, these other documents include the Climate Change Strategy, Area Growth Plans, Local Plan, Visitor Destination Plan and Transport Strategy.

Car Parking Strategy

The principles set out within this strategy seek to set the parameters for how car parking will be managed, and as such support the delivery of the council's broader priorities.



