



Downham Market  
**Car Parking Management Strategy**  
Report February 2015



# Contents

Section	Title	Page
	Executive Summary.....	1
1.	Background and Objectives.....	5
2.	Existing Car Parking Facilities.....	8
3.	Site Inspections.....	12
4.	Analysis of Data and Surveys.....	25
5.	Stakeholders Engagement and Consultation.....	32
6.	Option Considerations.....	38
	Conclusions.....	82

## Appendices

- Appendix A: The Downham Market Town Council Off-Street Parking Places Order 2003
- Appendix B: Town Council Off-Street Car Park Surveys
- Appendix C: Car Park Layout Drawings
- Appendix D: Downham Market Town Council – Stakeholder Engagement and Consultation Questionnaire Results

## EXECUTIVE SUMMARY

Alpha Parking was commissioned by Downham Market Town Council to carry out this parking study in order to:

- establish the current and projected demand based upon existing occupancy data, the growth in car usage and planned developments.
- assess options available for creating an increase in short term parking space through changes to existing controls, introduction of parking charges, car park layouts, and then considered other alternatives
- make a recommendation on the best solution and implementation method.

Site Inspections, observations and a number of surveys have been carried out and supplementary information has been supplied by the Town Council. To obtain stakeholders' views an initial questionnaire was sent out to leaders of the town's business community and a Stakeholder Engagement and Consultation meeting was held on the 12th November 2014.

From current and previous surveys and direct observations it is apparent that the Town Council car parks are either full or at 95% capacity. These usage levels indicate that the point has already been reached where action to increase capacity is required.

In addition, it is not unreasonable to predict car parking demand in Downham Market will rise by approximately 7% to 10% and forecasts indicate that the Town Council will need to provide between 26 and 37 extra off-street parking spaces over the next 5 years. It should be recognised that without significant capital investment, meeting the extra future population and thus potential parking demand can only be achieved by some form of charging. It should be recognised that failure to address these issues will seriously impact on the town's future viability and the quality of life for residents within the area.

Inspections have confirmed that increased physical space cannot be created in the existing off-street car parks and that very few extra spaces can be provided on-street in the centre of the town. In the short-term, therefore, it follows that the extra parking demand stated above can only be dealt with by other means.

Further consideration should be given to the on-going maintenance to the car park infrastructure and future budget needs. This report has identified new and replacement

signage within the car parks and directional car park signs on-street and resurfacing of the Town Hall car park and lining/bay markings within a number of car parks. Over the next two years provision, in the region of £42k, will have to be identified to undertake these necessary works.

This review has considered a number of options to meet current and future car parking demand within the Town Centre and recommends that a competitive tender exercise be undertaken to seek bids from qualified specialist parking contractors. These suppliers can provide, through a leasing arrangement a fully managed off-street parking operation, introduce parking charges, a permit scheme and enforcement under the Civil Enforcement System.

**We recommend implementing the following actions:**

1. **Section 6.6: Option E: Lease out the Management and Enforcement of the Councils off street car parks to a Parking Contractor under the Civil Enforcement System and introduce parking charges.**

**The Town Council would monitor the contract to ensure they are meeting their obligations under the leasing arrangement and retain control the level of parking charges.**

**This option provides efficient and cost effective management of the car parks combined with specialist parking management and a freeing up of Council Members and officers time.**

2. **Section 6.3.3: Option 2: Provide 'free' parking for the first hour, with parking charges for stays over 1 hour, and enforce to ensure compliance. Outside the charging periods Monday to Saturday 08:00hrs to 18:00hrs all parking would be free**

**This option would provide the opportunity to introduce parking tariffs which would cater for all stakeholders needs across the Town Council car parks thus removing the requirement to designate car parks as either short or long stay. It would encourage traffic flow and parking turnover and supports the Town Council's objective of maximising free parking; Being accountable in terms of revenue and would be commercially viable to a parking contractor. Further implementation details are contained in the Conclusions section.**

A chart showing the relative costs, low to high, and the timescales, short to long, of the recommendations made in this report is shown in the Conclusions section.

The Conclusions section of this report ends with an assessment of the effects of the recommendations made on the quality of life in Downham Market. The initiatives to develop signing, walking and cycling facilities and to prompt the more efficient use of private land should improve conditions for the town as a whole.

Consideration of public acceptance and impact has been discussed and details are contained on Page 93.

## 1. BACKGROUND AND OBJECTIVES

1.1 Downham Market is a small historic market town on the edge of the fens which has grown significantly over recent years, with a population of some 12,000 people. The town was recently voted by a National Sunday newspaper the twenty second best place to live in the country.

The town attracts visitors all year round and with good rail links to Cambridge, London and Kings Lynn the railway station is used by a wide catchment area in West Norfolk. However, the town's success has brought a number of traffic and parking related issues and specifically the management and provision of the limited town centre off-street car parking facilities. To address these issues Alpha Parking has been commissioned by Downham Town Council to undertake a parking study to assist the Town Council in developing an effective car park management strategy which is:

- Maximises free space and is accountable in terms of revenue
  
- Comparable to other car park offers in the area
  
- Encourages traffic flow and parking turnover while catering for all user types including employers and workers, i.e. provides short and long term options
  
- Meets current and future car parking demand and is sustainable in the medium term when growth is anticipated within the town. This includes options for passive as well as active parking solutions and consideration of options such as leasing out the car parks

The Town Council is concerned that the current car parking capacity has already been reached throughout the week and particularly on Fridays and Saturdays (market days) and at busy holiday periods. Alpha Parking has been appointed to investigate the usage of the car parks through the analysis of historical and new survey data and determine what spare

capacity exists, if any, and how future growth can be met through physical or other measures.

**1.2** The Town Council are aware that parking impacts a wide range of stakeholders with varying requirements. A number of issues have arisen recently including:

- The railway station is used by a wide catchment area in West Norfolk. Because the station car park charges commuters, they are tempted to park in the free Town Council car parks. This reduces usage by the local community, reduces turnover and footfall and has a detrimental impact on local retailers and businesses.
  
- A private car park management company has begun to manage the Wales Court Shopping Centre car park and to charge for spaces. There is a concern that this may cause further displacement into the Town Council car parks.

**1.3** The Town Council were formally asked by local businesses to review and update their Car Park Management Strategy in order to assess and consider their options, therefore, Alpha Parking has structured the parking study as summarised in the steps below:

- Collation and analysis of existing and historical parking data
  
- Arrange and carry out any new surveys
  
- Site inspections and observations of on and off-street parking locations
  
- Consultations with key Stakeholders, including presentation of results and feedback to Members and Officers
  
- Progress meetings with Members and Officers during the study
  
- Establishment of current parking usage and spare capacity (if any)
  
- Prediction of off-street parking growth over next 5 years

- Production of options for increasing capacity taking into account the town's economy and environment, the Council's finances, public acceptability, and Stakeholder comments
- Make a final recommendation to the Town Council complete with a business case

This report and its appendices cover the above steps and its conclusions and recommendations can be found in Sections 7 and 8.

#### 1.4 The agreed tasks were:

1. An Inception meeting on Tuesday, 28 October 2014 with the Town Council representatives and Alpha Parking's Project Team to discuss the Councils requirements and to visit and review the car parks.
2. A review of the 2002 Atkins report.
3. Site surveys undertaken on Friday, 7 November 2014
4. A Stakeholder Engagement and Consultation meeting held on Wednesday, 12 November 2014.
5. A 'compare and contrast' review of the Town Council and other appropriate car parks.
6. This initial draft report covers areas including:
  - Introduction
  - Methodology
  - Results
  - Options and their benefits and risks
  - Recommendation and simple business case to support the preferred options.

## **2. Existing Car Parking Facilities**

**2.1** The first part of the study involved the collection of all relevant data vital for the analysis of the existing parking conditions in Downham Market. The study area is confined to the town centre car parks, and the principal focus of the study is on the capacity of the Town Councils, town centre off-street car parks although on-street parking has also been investigated.

### **2.2 Locations of Off-Street Car Parks**

Within the town centre area there are seven car parks, of which four (two are split into separate areas) are operated by the Town Council and three are privately managed. These are;

#### **Town Council Operated Car Parks:**

Hollies Car Park 1 and 2

Town Hall Car Park

Paradise Car Park Higher and Lower Levels

The Old Fire Station

#### **Privately Operated Car Parks:**

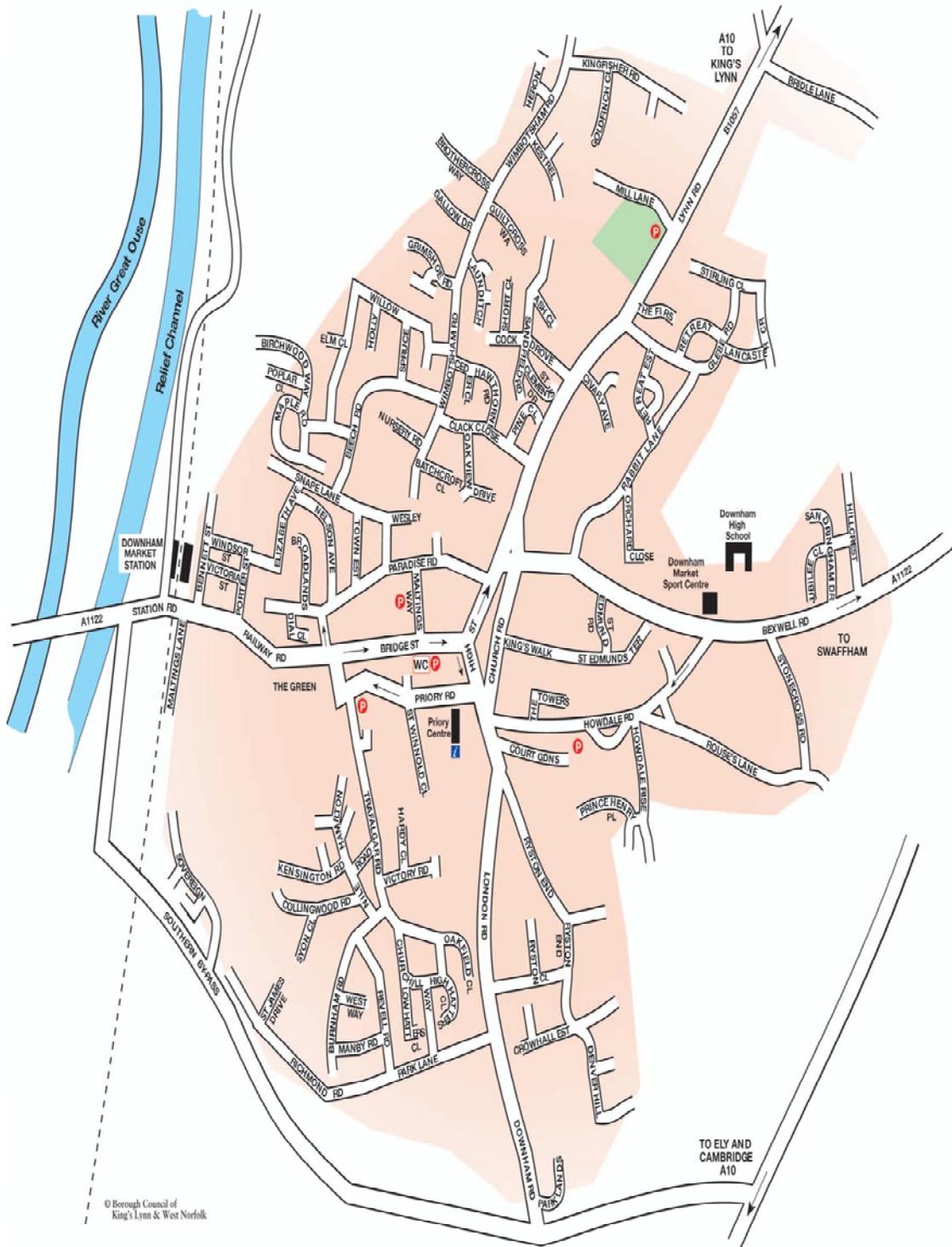
Wales Court Shopping Centre

Railway Station

Tesco

There are a total of 738 off-street car spaces within the town centre and their capacities and restrictions are listed in table 2.2 below.

### 2.1: Downham Market Town Centre Street Map



**Table 2.2 Downham Market Car Parks and Capacities**

Car Park Name	Tariff	Short Stay Spaces	Long Stay Spaces	Disabled Spaces	Waiting Restrictions	Total Spaces
<b>Council Operated</b>						
Town Hall	Free		31	2	Mon to Thurs 08.00 to 17.00hrs Waiting for 1 hour only. No return within 1 hour. Sun no restriction. Above conditions do not apply to Permit and Blue Badge Holders.	33
Paradise Road (Higher Level) Operates Mon to Sun 24 hours	Free		51	3	Mon to Thurs 08.00 to 17.00hrs Waiting for 1 hour only. No return within 1 hour. Sun no restriction. Above conditions do not apply to Permit and Blue Badge Holders.	54
Paradise Road (Lower Level) Operates Mon to Sun 24 hours	Free		53		No restriction	53
The Hollies No 1 Operates Mon to Sun 24 hours	Free		83	3	Mon to Sat 08.00 to 17.00hrs waiting for 3 hours only. No return within 1 hour. Sun no restriction. Above conditions do not apply to Permit and Blue Badge Holders.	86
The Hollies No 2 Operates Mon to Sun 24 hours	Free		72	4 disabled bays 3 mother and toddler bays	Mon to Sat 08.00 to 17.00hrs waiting for 3 hours only. No return within 1 hour. Sun no restriction. Above conditions do not apply to Permit and Blue Badge Holders.	79
The Old Fire Station Operates Mon to Sun 24 hours	Free		63	4	No information found	67

<b>Privately Operated</b>						
Wales Court Shopping Centre  Operates Mon to Sun 24 hours	P&D		Combination of short and long stay bays	0	The tariff supports both short, medium and long stay parking events	70
Railway Station  Operates Mon to Sun 24 hours	P&D		83	6	Tariff is focused on all day parking events	89
Tesco  Operates store opening hours	Free	183		8 disabled bays  5 mother and toddler bays	2 hour maximum stay	200
<b>Total Spaces</b>						<b>731</b>

N.B. Although there are parking time restrictions in place (The Downham Market Town Council Off-Street Parking Places Order 2003) please see Appendix A, at the Town Councils car parks, the Town Hall (1 hour maximum stay), Paradise Road Higher Level (1 hour maximum stay) and the Hollies 1 and 2 (3 hour maximum stay) no enforcement is undertaken and the restrictions are ignored. For the purposes of this report the above car parks are deemed to be ‘long-stay’ parking spaces.



### **3. SITE INSPECTIONS AND OBSERVATIONS**

#### **3.1 Site Inspections**

**3.1.1** Site inspections were carried out during October and November 2014 of both the off-street car parks and the streets in the town centre. These site visits were made both on a weekdays and a Saturday to observe a number of factors relating to parking in the town. One of the site visits was made with Councillor Malcolm Starreveld, a Town Councillor and a member of the Towns Council Parking Review Focus Group. These factors included the following and are described in the paragraphs below:

1. Car park signing and direction signing
2. General conditions of car parks
3. Potential improvements to layout within car parks
4. Congestion caused both inside and outside of car parks in busy periods
5. Degree of legal or illegal parking on-street
6. Privately operated car parks

#### **3.2 Car Park Signing and Direction Signing**

**3.2.1** There are essentially three types of signing used extensively in towns and cities across the country;

1. Direction and map type signing to locations throughout the town
2. Car park specific location signing
  
3. Car parking signing and markings within the car parks

Observations undertaken in October 2014 shows there is a complete lack of advance car park direction signing and car park specific signing either on the major approach roads into

the town and in the town itself, leaving visitors uninformed about the locations of the towns car parks.

### 3.3 Direction and Map Type Signing

3.3.1 An example of this type of signing to been seen on edges of towns, showing direction of parking facilities, are shown in the photograph 3.1 below:

Photo 3.1: Direction and Map Type Sign



Photo 3.2: Car Park Specific Signing



### 3.4 Car Park Specific Signing

3.4.1 An example of this type of signing to been seen in town centres showing the location of the car parks is shown in the photograph 3.2 above.

### 3.5 Car Parking Signing and Markings in the Car Parks

3.5.1 Section 4.6 below provides a more detailed view of the condition of the Town Council car parks and the provision of signing. Where there is signing it varies in quality and type and generally fails to convey to drivers the information required with regard to operating hours and conditions of use.

### 3.6 General Condition of the Town Centre Car Parks

The section below provides a detailed condition report of the Town Council car parks.

## Hollies Car Park 1 and 2

The Hollies car park operates 24/7 and is separated into two parking areas by the Hollies access road. The 'Downham Market Town Council Off-Street Parking Places Order 2003' states Hollies Car Park 1 and 2, 'Mon to Sat 08.00 to 17.00hrs waiting for 3 hours only. No return within 1 hour. Sun no restriction. Above conditions do not apply to Permit and Blue Badge Holders'.

Hollies Car Park 1 has 86 spaces of which 3 spaces are designated disabled bays and there is an unmarked motorcycle area which could contain 4 bikes. There is also access through the car park into the Morrison's staff car park which has 30 parking spaces.

Hollies Car Park 2 has 79 spaces of which 4 are designated disabled bays, 3 mother and toddler bays and a designated motorcycle area which would contain 6 bikes.

There is no CCTV in operation within the car parks, however, Morrison's own in-store CCTV system does monitor part of The Hollies No. 2 car park.

Illegal and inconsiderate parking was observed throughout the day with vehicles:

- Left unattended in Hollies 1 car park within the paper bank area
- Stationary within the circulation areas of both Hollies 1 and 2 car parks while waiting for a parking space and obstructing other vehicles trying to find an alternative parking area or vehicles trying to leave the car parks. This is deemed to be inconsiderate parking and is exacerbated by a lack of enforcement.

At times vehicles were observed queuing on the Hollies access road while seeking to enter both Hollies 1 and 2 car park areas and obstructing vehicles, including buses trying to gain passage down the road.

It was also observed that there was a section of the Hollies 1 car park which is used for primarily for all day parking by commuters, workers and residents.



### Condition of Hollies Car Park 1

**Signage:** There is a sign sited in the Hollies access road stating parking 'P' and another displaying the Hollies car park; a further sign is sited in the car park stating '3 hour maximum stay no return in 1 hour'. There is no advance signing on the highway to advise motorists of the car park location.

**Surface:** The surface of the car park is in good condition.

**Markings:** Other than direction arrows in the Hollies access road there are no other markings

- There is a lack of circulation and exit and entry markings to advise motorists.
- All bay markings were in good condition

**Lighting:** There is sufficient lighting within the car park and lighting columns were seen to be illuminated.

**Cleanliness:** The car park was clean and all border foliage was well maintained.

### Condition of Hollies Car Park 2

**Signage:** There is a sign sited in Paradise Road, opposite the Hollies access road stating parking 'P' and another displaying the Hollies car park. A further sign within the car park state '3 hour maximum stay, no return in 1 hour' and another sign stating 'Monday to Saturday 8 am to 5 pm, no return in 1 hour'.

- Surface: The surface of the car park is in good condition.
- Markings: There are no markings. There is a lack of circulation and exit and entry markings to advise motorists. All bay markings were in good condition
- Lighting: There is sufficient lighting within the car park and lighting columns were seen to be illuminated
- Cleanliness: The car park was clean and all border foliage was well maintained.

### **Town Hall Car Park**

The Town Hall Car Park operates Monday to Thursday 24 hours and is closed to vehicles on Fridays and Saturdays to accommodate the market. 'The Downham Market Town Council , Town Hall Car Park 'Off-Street Parking Places Order 2003' states 'Mon to Thurs 08.00 to 17.00hrs Waiting for 1 hour only. No return within 1 hour. Sun no restriction. Above conditions do not apply to Permit and Blue Badge Holders'.

The car park has 33 spaces of which 2 are designated disabled bays.

### **Condition of the Town Hall Car Park**

- Signage: There were no advance signings on the highway or within the car park.
- Surface: The surface is deteriorating and is starting to break up. It will need resurfacing, at an estimated cost of £24k, within the next 2 years.
- Markings: The car park bay markings are worn and missing and require renewing, however, the condition of the car park surface is such that new bay markings would not adhere to the surface.
- Lighting: There is sufficient lighting within the car park and lighting columns were seen to be illuminated.
- Cleanliness: Observation was undertaken on a market day and, therefore, the cleanliness of the car park could not be ascertained.



### **Paradise Car Park Higher and Lower Levels**

The Paradise car parks operate 24/7 and are separated into two parking areas (Higher Level and Lower Level) accessed by a down ramp.

Paradise Higher Level has 54 spaces of which 3 are designated disabled Bays and a motorcycle area which would contain 5 bikes. The 'Downham Market Paradise Road Higher Level Car Park, Town Council Off-Street Parking Places Order 2003' states 'Mon to Thurs 08.00 to 17.00hrs Waiting for 1 hour only. No return within 1 hour. Sun no restriction. Above conditions do not apply to Permit and Blue Badge Holders'.

The Lower Level has 53 spaces. The 'Downham Market Town Council Off-Street Parking Places Order 2003' states 'No restriction'.

Both areas are covered by CCTV.

Illegal and inconsiderate parking was observed in both the Higher and Lower Levels:

- Cars parked outside the marked bays (Higher Level)
- Vans poorly parked taking up 2 parking spaces. Recognised as market traders vehicles (Lower Level)

Surveys show that there is a high level of long stay parking as the car park is predominantly used by commuters, workers, businesses, residents and market traders.



### **Condition of Paradise Car Park Higher Level**

**Signage:** There is a sign sited in at the entrance in Paradise Road displaying the Paradise Road car park and a 'Long Stay Parking 'P' sign. There is also a 'Remove Valuables' sign. Within the Higher Level there are 2 'P' signs and 3 CCTV signs.

There is no advance signing on the highway to advise motorist of the location of the car park.

**Surface:** The surface of the car park is in good condition.

**Markings:** Bay markings require renewing. There is no circulation or entry or exit markings.

**Lighting:** There is sufficient lighting within the car park and lighting columns were seen to be illuminated.

**Cleanliness:** The car park was clean and all border foliage was well maintained.

### **Condition of Paradise Car Park Lower Level**

**Signage:** There is no signing within the Lower Level.

**Surface:** The surface of the car park is in good condition.

Markings: The bay markings are in good condition.

Lighting: There is sufficient lighting within the car park and lighting columns were seen to be illuminated.

Cleanliness: The car park was clean and all border foliage was well maintained.

### **The Old Fire Station**

The Old Fire Station car park operates 24/7 and has 67 spaces of which 4 are designated disabled bays. There is no advance signing to advise visitors to the town that this is a public car, nor are there any signs within the car park to advise users of the parking conditions.

There was very little evidence of vehicle turnover as the car park is predominantly used by commuters, workers and residents.

Signage: There is no advance signage or display boards advertising the car park nor are there any signs within the car park.

Surface: The surface of the car park is in good condition.

Markings: The bay markings are in good condition.

Lighting: There is sufficient lighting within the car park and lighting columns were seen to be illuminated.

Cleanliness: The car park was clean and all border foliage was well maintained.



### **3.7 Potential Improvements to Layouts in the Car Parks**

All car parks and car park layout plans have been inspected, please see Appendix C, to determine if any areas or entrances/exits. It is clear that all the car parks have been designed to maximise capacity over the years and that no obvious changes could be made to increase the number of spaces available.

One potential area for improvement is to determine areas within the car park/s to be set aside for short and long-term parking. In theory at least, if space was given over to short-term parking and less to long-term parking, then this could create a greater turn-over of transactions and increase the capacity, by possibly discouraging all day parking by commuters. However, unless the car parks are regularly patrolled and enforced, the regulations would be ignored.

Splitting one car park into separate areas for long and short term parking does cause difficulty in signing and clarity for motorists. If numbers allow, consideration should be given to designating individual car parks wholly to long or short term parking to avoid this potential confusion. However, as said above unless the car parks are regularly patrolled and enforced, the regulations would be ignored.

### **3.8 Congestion Inside and Outside of Car Parks**

The first observations were made on mid-weekdays (Monday to Thursday) in October and November 2014 and whilst the Town Council car parks were either full or virtually full, no queues were observed at the entry points and no 'backing-up' was seen onto the road network. Inside all the car parks individual drivers were observed circulating around the car parks or stationary in the circulation areas until a space became available.

Further observations were undertaken on a Friday and Saturday in November 2014 (market days) where, at times congestion was observed within all car parks, both Council operated and privately operated.

At times traffic queues were observed at the entry to the car parks and as a consequence drivers were seen leaving the queue and circulating around the town looking for an available parking space.

### **3.9 Degree of Legal and Illegal Parking On-Street**

A walking tour around the town centre on mid-weekdays (Monday to Thursday) in October and November 2014 and on a Friday and Saturday in November 2014 revealed that yellow line waiting restrictions appeared to be fairly well observed with no significant evidence of double parking, obstructive parking, dangerous parking on corners or parking on the footway. This is probably due to the County Council Enforcement Officers regularly patrolling the town centre and issuing Penalty Charge Notices to those vehicles parked in breach of the parking regulations and waiting restrictions. It was not possible to measure the degree of illegal parking in limited waiting areas, or whether 'blue badge' parking on waiting restrictions was legitimate (blue badge abuse).

It was evident, however, that there was confusion from some motorists at the permitted waiting times within the town centre. For example London Road has a 20 minute time limit, with no return within 1 hour, the High Street has a 30 minute time limit, with no return in 1 hour and Priory Road has a 1 hour time limit, with no return within 1 hour.

To avoid confusion and possible claims of entrapment by some motorists there needs to be some conformity across the town centre on-street waiting time limits. Although this issue falls outside the scope of the Town Council this should be investigated further with the County Council.

### **3.10 Privately Operated Car Parks**

Apart from the Town Council operated car parks there are three privately operated car parks within or in close proximity to the town centre:

1. Wales Court Shopping Centre
2. Railway Station
3. Tesco

Wales Court Shopping Centre and the Railway Station car parks operate with parking charges while the Tesco car park is free, with a 2 hour time limit. The section below describes the operation of all three car parks:

### **Wales Court Shopping Centre Car Park**

Wales Court Shopping Centre was constructed in 1970 and is located in the heart of Downham Market between Tesco, in Bridge Street and the Market Square. Pearl and Cootes the owner of the shopping centre have recently leased out the car park to Napier Parking a national car park operator on a 15 year lease.

Observations showed that the car park was well used with between 70% to 75% occupancy noted Monday to Thursday and 80% to 90% occupancy on Fridays and Saturdays.

The management and operational arrangements for the car park are:

Management Company: Napier Parking

Lease: 15 years, fully managed

Days and Hours of Operation: 24/7

Parking Bays; There are 70 spaces (no disabled parking bays). Apart from the public parking area there is a separate permit holder car park which has 7 parking spaces.

Method of Payment: Pay and Display

Enforcement: Enforced by Napier Parking using the Civil Enforcement System

Tariff:	0 – 1 hr	60p
	1 – 2 hrs	£1.00
	2 – 3 hrs	£1.50
	3 – 4 hrs	£2.00
	Up to 24 hrs	£2.70
	Up to 48 hrs	£5.40
	Weekly Ticket	£10.00

Condition of Car Park: The car park is in reasonable condition with some resurfacing works having recently been undertaken.

## Railway Station Car Park

The Railway Station Car Park is located in Fairfield Road a ten minute walk from the town centre. With good rail links to Cambridge, London and Kings Lynn the station and car park is used by a wide catchment area in West Norfolk. The car park is managed and enforced by APCOA a national parking management company.

Observations were undertaken at the Railway Station car park on mid-weekdays (Monday to Thursday) in October and November 2014 and on a Friday and Saturday in November 2014. Although the car park was busy occupancy was seen to average between 75% and 100%.

There is also potential to extend the existing car park to create additional spaces.

Management Company: APCOA

Days and Hours of Operation: 24 hours, 7 days per week

Parking Bays: 89 spaces of which 6 are designated disabled parking bays

Method of Payment: Pay and Display

Enforcement: Enforced by APCOA using the Civil Enforcement System

Tariff:	Daily Rate	£5.00
	Monday to Friday (10am to midnight, not including BH)	£3.00
	Monday to Friday (5pm to midnight, not including BH)	£2.00
	Saturday and Sunday, including BH	£2.00
	Disabled (Saturday and Sunday all day, including BH)	£2.00
	Weekly Ticket	£23.50
	Monthly Ticket	£93.60
	Quarterly Ticket	£256.60
	Annual Ticket	£823.00

Condition of Car Park: Surface, markings and lighting were all in good condition.

### **Tesco Car Park**

The Tesco car park is situated in London Road, Downham Market and the car park is managed and enforced by Highview Parking Ltd a national parking management company. Observation was made at the Tesco car park on mid-weekdays (Monday to Thursday) in October and November 2014 and on a Friday and Saturday in November 2014. The car park was busy with a high turnover of vehicles and at times vehicles were observed queuing in the access road into the car park. Vehicles were also observed stationary within the car park or circulating round the car park while either waiting or looking for a parking space.

Management Company: Highview Parking Ltd

Days and Hours of Operation: The Tesco car park is available for shoppers use Monday to Saturday, 06.00 hours to midnight and Sundays 10.00 hours to 16.00 hours.

Parking Bays: 200 spaces of which 8 are designated disabled bays and 5 mother and toddler bays

Method of Payment: Free (3 hour maximum stay)

Enforcement: Enforced by Highview Parking Ltd (CCTV and ANPR) using the Civil Enforcement System

Condition of Car Park: Surface, markings and lighting were all in good condition.

#### **4. ANALYSIS OF DATA AND SURVEYS**

The purpose of the survey study was to advise the Downham Market Town Council on the current operation use of the Town Council car parks and to provide this information in a form which would assist the Council to derive proposals to meet the existing and future demands for car parking within the town.

##### **4.1 Previous Car Park Usage Studies**

**4.1.1** Downham Market Town Council has previously commissioned car parking surveys undertaken in 2002 by WS Atkins East Consultants Ltd. The survey included the examination of car parking trends and comprised a series of user questionnaires and car park surveys at:

Railway Station car park

Town Hall car park

Somerfield car park (now Hollies 1 and 2)

Paradise car park

Tesco car park

On-street parking surveys were also undertaken to determine the length of vehicle stays in the following roads:

High Street

Paradise Road

Bridge Street

Priory Road

The surveys covered:

Off-street car parking surveys

Traffic surveys

Car park questionnaire survey, and an On-street car parking survey

The study concluded that:

1. There is a shortage of public off-street parking spaces in the town, with parking capacity observed to be exceeded in the car parks leading to some wait times (up to 30 minutes) to obtain a parking space.
2. The difficulty in finding a parking space is no doubt encouraging some would be travellers (most likely to be shoppers) to Downham Market to travel elsewhere.
3. Change the balance of parking from long-stay to short-stay to encourage turnover to support local shops and business and introduce parking charges in line with the charging tariff in operation in Kings Lynn.
4. Parking on-street on both sides of the High Street and Bridge Street is of a relatively short duration (less than one hour) but there is proportionally more (to maximum number of cars parked) of longer stay parking on Paradise Road and Priory Road.

A further limited study was undertaken in 2008 by Town Council Members which supported the conclusions of the WS Atkins report.

#### **4.2 Current Car Park Studies**

In order to ensure that the study has been based upon the most up to date information available, further occupancy and duration of stay surveys were carried out by Alpha Parking, please see Appendix B, during the first week of November 2014. These surveys were carried out on Friday, 7 November 2014. The analysis of this information is shown as Appendix C. Surveys were undertaken at:

- Hollies Car Park 1 and 2
- The Old Fire Station
- Paradise Road Car Park Higher and Lower Levels

An analysis of collected information and data has been carried out taking into account the WS Atkins report. The key objective of the data collection and analysis is to determine the degree of car park occupancy and the length of stay.

### **4.3 Car Parking Capacity**

The existing Town Council off-street car park capacity is 372 spaces although the Town Hall car park (33 spaces) is only available Sunday to Thursday due to the town market.

The existing on-street capacity has not been quantified as part of this study, but consists of a combination of formalised short-term on-street permitted parking places in the town centre area which are all free of charge, and free unregulated kerbside space in the remainder of the residential and access roads surrounding the town.

In addition there are 359 spaces in private off-street car parks at Tesco, Wales Court Shopping Centre and the Railway station. Wales Court Shopping Centre (70 spaces) and the Railway Station (89 spaces) car parks operate with a parking tariff while the Tesco (200 spaces) is free.

### **4.4 Car Park Occupancy and Duration of Stay**

It should be noted that on the day of the surveys, Friday, 7 November 2014 the wind was strong and at times it rained heavily during parts of the survey, especially in the evening, though it is considered that the weather conditions may have had some effect on usage levels, the weather did not invalidate the results of the surveys.

**4.4.1** The degree of car park occupancy was obtained directly from visits to:

- Hollies Car Park 1 and 2
- The Old Fire Station
- Paradise Road Car Park Higher and Lower Levels

#### **4.4.2 Car Park Occupancy**

Surveys were undertaken at 09.00, 11.00, 13.00, 15.00, 17.00 and 19.00 hours and part vehicle registration numbers were recorded, associated to each parking bay, to ascertain the car park occupancy. The weather was so bad on the 17.00 and 19.00 hours surveys that vehicle registration numbers could not be recorded although numbers of vehicles in each car were recorded.

**Table 4.1: Car Park Occupancy**

Survey Hour Starting	Paradise Road Higher Level	Paradise Road Lower Level	Hollies No. 1	Hollies No.2	The Old Fire Station
09.00 - 11.00	98%	95%	95%	97%	94%
11.00 - 13.00	104%	100%	95%	100%	93%
13.00 - 15.00	96%	98%	93%	99%	90%
15.00 - 17.00	98%	92%	72%	76%	78%
17.00 - 19.00	87%	94%	92%	95%	88%
19.00 -21.00	100%	100%	97%	97%	100%
Capacity	54 Spaces	53 Spaces	86 Spaces	79 Spaces	67 Spaces

**4.4.2** Accepted practice defines that a car park is full when occupancy exceeds 95% of available capacity, this takes account of ‘churn’ i.e. those vehicles entering the car park, circulating round the car park and stationary within the car park while seeking or waiting for a car park space to become available and those vehicles leaving the car park.

Table 4.1 shows that:

- Paradise Road, Higher Level and Paradise Lower Level car parks were deemed full throughout the day other than between 15.00 and 17.00 hours when all day parkers were observed leaving the car park areas.
- Hollies No. 1 car park was deemed full between 09.00 and 13.00 hours and between 19.00 to 21.00 hours. Between 13.00 and 17.00 hours bays became available and this was assumed to be due to school runs, after school activities etc.
- Hollies No. 2 car park was deemed full throughout the day other than between 15.00 and 17.00 hours and this was assumed to be due to school runs, after school activities etc.
- The Old Fire Station car park was full between 19.00 and 21.00 hours although outside these times Table 4.1 is showing spare capacity. This is due to there being 4

designated disabled bays (which is 6% of the total car park bays) which were not used between 09.00 to 19.00 hours.

Vehicles were observed throughout the survey period 09.00 hours to 21.00 hours circulating around or stationary within Paradise Road, Higher and Lower Levels and Hollies No. 1 and 2 (other than between 15.00 hours and 17.00 hours) seeking a parking space.

#### 4.4.3 Parking Duration

Surveys were undertaken at 09.00, 11.00, 13.00, 15.00, 17.00 and 19.00 hours and part vehicle registration numbers were recorded, associated to each parking bay, to ascertain the length of stay of each vehicle. The weather was so bad on the 17.00 and 19.00 hours surveys that vehicle registration numbers could not be recorded although numbers of vehicles in each car were recorded.

**Table 4.2: Parking Duration**

Length of Stay	Paradise Road Higher Level	Paradise Road Lower Level	Hollies No. 1	Hollies No.2	The Old Fire Station
1 to 2 hours	34.62%	44.32%	73.50%	93.21%	13.33%
1 to 4 hours	12.82%	12.50%	12.00%	4.15%	14.67%
1 to 6 hours	8.97%	3.41%	3.5%	1.13%	14.67%
1 to 8 hours	43.59%	39.77%	11.00%	1.51%	57.33%
1 to 10 hours					
1 to 12 hours					
Total	100.00%	100.00%	100.00%	100.00%	100.00%

4.4.4 There is, as would be expected, a significant variation in the duration of parking between Paradise Road, Higher and Lower Levels, the Hollies No 1 and 2 car parks and the Old Fire Station. Although each car park has waiting time restrictions (apart from Paradise Road, Lower Level which has none and the Old Fire Station where no off-street parking places order can be found):

- Paradise Road (Higher Level): Waiting for 1 hour only. No return within 1 hour.

- The Hollies No 1 and 2: Waiting for 3 hours only. No return within 1 hour.

Table 4.2 clearly shows these restrictions are heavily abused, to the detriment of shoppers who have difficulty in finding a parking space because of long term parking.

If you take into account all the Town Councils car parks, including the Hollies No. 1 and 2 which are predominantly used for short stay parking with users accessing the local shops, 37% of parking stays are 4 hours and over, which is deemed to be long stay parking. If you exclude the Hollies No. 1 and 2 car parks this rises to 59% of all parking stays are 4 hours and over.

**4.4.5** In line with the WS Atkins report the recent occupancy and duration of stay surveys and observations concluded that there is a shortage of public off-street parking spaces in the town, with parking capacity observed at certain times of the day to be exceeded in the car parks leading to some wait times of 5 minutes to obtain a parking space.

However, anecdotal evidence provided by traders and car park users state that wait times of up to 30 minutes to find a car parking space are not unusual at certain times of the year and on certain days.

#### **4.4.6 Capacity Gap Issues**

Without undertaking a full parking trip growth analysis it is difficult to fully predict the parking demand in Downham Market over the next 5 years, however, with major residential developments planned both within the town and on the outskirts over the next few years further pressure will mount on the Town Council to provide additional off street parking facilities.

From current and previous surveys and direct observations it is apparent that the Town Council car parks are either full or at 95% capacity which shows that for this category the point has already been reached where action to increase capacity is required.

It is not unreasonable to predict car parking demand in Downham Market will rise by approximately 7% to 10%, Monday to Saturday. Parking capacity has already been exceeded during busy periods and forecasts indicate that the Town Council will need to provide between 26 and 37 extra off-street parking spaces over the next 5 years.

This report considers a number of ways to increase parking capacity, including through the introduction of decked parking, however, this is a costly measure and other options need to be considered. One method available to local authorities to increase the number of available spaces in off-street car parks without making physical changes is to introduce parking charges which cater for short, medium and long term parking events.

Norfolk County Council Development Framework recognises that the public parking stock can be managed to discourage commuter parking while continuing to support commercial needs. It suggests this can be achieved through the introduction of parking charges and exponential increases in charge in relation to length of stay.

## 5. STAKEHOLDERS ENGAGEMENT AND CONSULTATION

### 5.1 Stakeholder Consultations

**5.1.1** As the Town Council were initially approached by various business representatives, the stakeholder consultation included that sector only and that before any formal implementation of a solution, full public consultation or a public meeting might be necessary before formal adoption by the Town Council.

**5.1.2** At the commencement of this study a stakeholder questionnaire, see below, was delivered to 20 local organisations and groups. This was followed by a Stakeholders Engagement and Consultation meeting at the Town Council offices on the 12 November 2014. Attendees had the opportunity to discuss the issues surrounding the questions contained in the questionnaire and provide their thoughts and ideas how parking should be delivered in the town.

Attendees included:

Town Councillors: Jeffrey Reed, Chair of Working Group

Pam Sharpe, Working Group Member

Malcolm Starreveld, Working Group Member

Council Officers: Jean Markwell, Town Clerk

Richard Davidson, Deputy Town Clerk

Stakeholders Representing:

Downham Market Town Team

Framin'Art, Independent Retailer

Bridge Street Surgery

Lewks, Independent Retailer

Downham Market Traders

Barry Hawkins Auctioneers

Downham Dental Practice

Spoilt for Choice 2, Independent Retailer

Morrison's Supermarket

William H Brown, Estate Agents

Beds of Paradise/Living in Paradise, Independent Retailers

Smiths Footwear, Owner of 3 Independent Shops in Town

Reeds Homestore, Independent Retailer

Morris Armitage, Estate Agency

Boots

## **5.2 Consultation Period**

**5.2.1** Stakeholders were given 3 weeks in which to respond to the Questionnaire which contained 18 questions (some with multiple choice answers). Respondents were also given the opportunity to make any other comments on parking in Downham Market.

A summary of the analysis is shown as Appendix D.

**5.2.2** Further correspondence was received which summarised stated:

1. That the needs of residents should be considered and be equal to those of shoppers.
2. That Morrison's had introduced a 3 hour parking restriction in Hollies 1 and 2 car parks which had stopped residents from parking there where previously they had?
3. That suggestions to alter on-street waiting time limits would affect residents.

4. That residents should be allowed to purchase on-street parking permits to allow them to park in the town centre, excluding the High Street.
5. That parking charges would impact on the town and further pressure has been brought on the towns free car parks by the introduction of parking charges at the Wales Court Shopping Centre.
6. That more parking should be created near the railway station to service commuters.

**5.2.3** Although 25 questionnaires were delivered to traders, businesses and organisations within the town centre and there were 15 traders, businesses and organisations represented at the Stakeholders Engagement and Consultation meeting only 5 questionnaires and 2 letters have been returned. This is considered a poor response.

### **5.3 Stakeholders, Engagement and Consultation Meeting**

**5.3.1** A Stakeholders Engagement and Consultation meeting was undertaken at the Town Council offices on the 12 November 2014, with representatives from the various town organisations and businesses. Stakeholders were given 3 weeks in which to complete the questionnaire. A number of issues were discussed for improving efficiency and increasing parking capacity, including:

- Direction and other signing
- Variable Message Signing
- Off-street and on-street layout changes
- Pricing Management' Introduction of off-street charges (Currently Free)
- Changing the balance of short/long-term parking space
- Walking and cycling including 'Park and Walk'
- Use of other Council-owned land or private land
- Use of Decked Car Parks

- Park and Ride.

**5.3.2** It should be noted that items 5.4.3 to 5.4.11 shown in the Stakeholders Engagement and Consultation meeting Agenda have been covered in the body of this report.

### **5.3.3 Direction and other Signing**

The general view expressed was there needed to be improvements in directional signage on the approaches to the town centre, within the town to direct motorists to the car parks and within the car parks to advise motorists of parking conditions. Although one attendee thought there was no point improving signage if the car parks are full, citing Hollies 1 and 2 car parks being full at 08.30 hours.

### **5.3.4 Variable Message Signing**

Stakeholders felt that the costs associated with implementing a VMS system were not justified for a town the size of Downham Market.

### **5.3.5 Off-street and on-street layout changes**

A stakeholder said that the Town Council need a plan to increase parking capacity in the future as rail service between Kings Lynn and Kings Cross will operate every 30 minutes instead of 1 hour which will bring more commuters and all day parkers into the town.

Other views expressed related to:

- Removing the taxi rank in the High Street and creating additional parking bays
- Remove the bus stop in Bridge Street to create parking space
- Remove or reduce the coach parking bay in Priory Road to create parking space
- Maximise all on-street space for parking
- There should be a coordinated review of both on and off street parking and a business case presented to Norfolk County Council to generate more parking space on-street.

Stakeholders discussed the town centre on-street permitted waiting times where London Road has a 20 minute time limit, with no return within 1 hour, the High Street has a 30 minute time limit, with no return in 1 hour and Priory Road has a 1 hour time limit, with no return within 1 hour.

The majority view was that the timings should be harmonised across the town at 1 hour time limit, with no return within 1 hour..

### **5.3.6 Pricing Management' Introduction of off-street charges (Currently Free)**

A stakeholder presented the option, rather than introducing parking charges into the towns car parks, the Town Council should consider appointing a company such as Gemini Parking Solutions who offer to install, free of charge, their Number Plate Recognition System which captures the registration number of each vehicle entering and leaving the car park and those in breach of the parking terms and conditions would be sent a parking charge through the post. The company would retain all income generated through the issue of a Parking Charge Notices. Such companies operate and enforce under the Civil Enforcement System. It was proposed that parking would be free but those people who overstayed a maximum 3 hour time limit would be fined.

Another stakeholder said that the public's expectation was that the Town Council should provide some free parking.

A concern was raised that introducing parking charges would deter users from entering the car parks and they would choose to park on residential roads to the annoyance of residents.

The manager of Morrison's expressed the view that introducing parking charges at Hollies 1 and 2 car parks would 'kill his store' and that shoppers would go to Tesco where parking is free.

A number of attendees suggested that the first 2 or 3 hours parking should be free and enforced after that period.

Another stakeholder suggested that parking should be free for either the first, second or third hour when charges should be imposed to prevent commuter parking.

The general view expressed was that the stakeholders were opposed to introducing parking charges although all wanted some form of enforcement to deter commuters.

### **5.3.7 Changing the balance of short/long-term parking space**

Concern was expressed that there was no differential between short stay and long stay parking within the car parks and that individual car parks could be designated as short and long stay.

### **5.3.8 Walking and cycling including 'Park and Walk'**

One stakeholder said that the Town Council and businesses should encourage workers to park their cars in the Memorial car park and walk into work which would free up parking space in the towns car parks for shoppers.

### **5.3.9 Use of other Council-owned land or private land**

Stakeholders were not aware of any land within the town centre where off-street parking could be provided.

One attendee stated that additional rail station parking facilities should be found and that it should operate with some free parking.

### **5.3.10 Use of Decked Car Parks**

The construction of decked parking was raised during the meeting. Two car parks were mentioned as possible sites for consideration Paradise Road, Lower Level and the Old Fire Station car parks. There was interest expressed in installing decked parking, however, stakeholders expressed concerns at the cost of construction which the town could not afford and the need to close the car parks while construction was underway.

### **5.3.11 Park and Ride**

There was little enthusiasm for park and ride although one attendee thought it would be useful for employees and would free up spaces in the car parks for shoppers.

## **6. OPTION CONSIDERATIONS**

**6.1** Following the collection and analysis of data, site inspection, observations and stakeholder consultations, a number of potential options and recommendations have been identified to achieve the aims and objectives of the study brief in the context of local parking policies and strategies which are summarised below.

### **6.1.1 Local Parking and Transport Policies**

The options below take into account a number of parking policies and strategies which are contained in the Norfolk County Council and Kings Lynn and West Norfolk Local Development Framework to help tackle congestion as part of creating a sustainable transport system.

**6.1.2** In summary the policies aim to:

- Enable working with public and private owners of car parks to avoid over-provision of space
- Achieve a balance in supply and demand, helped by setting charges at appropriate levels
- Reduce long-stay parking for the workplace and give priority to shorter-stay parking for shopping and visitors
- Implement 'park and ride' facilities to reduce car-trip mileage
- Encourage workplace travel plans
- Reduce car usage through the provision of cycle facilities
- Minimise the effects of parking facilities on the physical environment
- Improve the safety and convenience for all people including those with mobility impairments.

## 6.2 Capacity Gap Analysis

**6.2.1** Without undertaking a full parking trip growth analysis it is difficult to fully predict the parking demand in Downham Market over the next 5 years, however, with major residential developments planned both within the town and on the outskirts over the next few years further pressure will mount on the Town Council to provide additional off street parking facilities.

From current and previous surveys and direct observations it is apparent that the Town Council car parks are either full or at 95% capacity which shows that for this category the point has already been reached where action to increase capacity is required.

It is not unreasonable to predict car parking demand in Downham Market will rise by approximately 7% to 10%, Monday to Saturday. Parking capacity has already been exceeded during busy periods and forecasts indicate that the Town Council will need to provide between 26 and 37 extra off-street parking spaces over the next 5 years.

**6.2.2** The discussion options for improving the efficiency and increasing parking capacity include:

- Options to Maximise the Availability of Short Stay Spaces in the Town Centre Car Parks
- Pricing Management – Introduction of Parking Charges
- Car Parking Charges
- Charging Period and Tariff Structures
- Car Park Permits, Residents and Businesses
- Financial Model and Financial Forecast for Years 1 to 6
- Lease out the Management and Enforcement of the Councils off-street car parks to a Parking Contractor under the Civil Enforcement System and introduce parking charges

- Car Park Specific and Direction Signing
- Variable Message Signing
- Off-Street and On-Street Layout Changes
- Changing the Balance of Short and Long-term Parking Space
- Walking and Cycling Including 'Park and Walk'
- Use of Council Owned Land and Private Land
- Use of Decked Car Parks

### **6.3 Options to Maximise the Availability of Short Stay Spaces in the Town Centre**

#### **Car Parks**

**6.3.1** The Town Council is concerned that the current car parking capacity has already been reached throughout the week and particularly on Fridays and Saturdays (market days) and at busy holiday periods. That the introduction of parking charges at the Railway Station car park has caused commuters to relocate to the Town Councils 'free' car parks to the detriment of the local community, local retailers and businesses through a reduction in vehicle turnover and pedestrian footfall. Further concerns relate to a private car park operator introducing parking charges at the Wales Court Shopping Centre car park which has caused further displacement into the Town Council car parks.

To support the future development of the town and the growth in car usage and developments the Town Council has to assess what options are available to them to discourage the use of town centre parking spaces for long stay parking (all day commuter parking) and seek to maximise the availability of short stay spaces in prime, central locations for use by shoppers and other short stay users. They also have to prioritise the parking needs of disabled people, local residents, suppliers of goods and services, businesses and their customers.

The Town Council are required to maintain their car parks ensuring they are clean, well lit and attractive and safe to users. The car parks require funds to maintain them, paid out of the precept, so the Council has an obligation to ensure it manages its facilities correctly and any changes to the current operation needs to be accountable in terms of revenue. The Council need to consider options for creating an increase in short stay parking space through changes to existing controls, which may include the introduction of parking charges, changes to car park layouts, and then consider other alternatives such as the introduction of decked car parks to create additional parking space and ‘park and ride’.

**6.3.2** The Town Councils, Parking Working Group have indicated that consideration would be given to the introduction of parking charges into the Councils car parks and have stated that any proposal should be accountable in terms of revenue but should provide maximum free, up to 2 hours, parking space options for passive as well as active parking solutions.

Evidence based on occupancy surveys and financial forecasts show that such a proposal would be financially unviable and would also negate any potential lessee from bidding for a car park leasehold contract as the operation would be commercially untenable. The findings show:

Car Park	% of 1 Hour Parking Events	% of 2 Hour Parking Events	Total % of 1 and 2 Hour Parking Events	Income Based on Financial Projections
Town Hall	60%	30%	90%	£10,872
Hollies No. 1 and 2	64%	32%	96%	£54,912
Paradise Road, Upper and Lower Levels	15%	17%	32%	£5,514
Old Fire Station	4%	6%	10%	£1,235

The introduction of 2 hours free parking would reduce the projected pay and display parking fees (please see Section 6.5 Financial Model and Forecast), based on pay and display charges with no free parking period from £167,382 to £94,849 for Year 1.

Should the Town Council decide to operate an in-house parking management operation, with 2 hours free parking, this would mean;

Parking Income; (pay and display fees, parking fines, permits etc.):	£150,889
Set up costs (amortised over a 5 year period) and annual operational costs:	£214,600
<b>Annual Operational Loss</b>	<b>(£63,711)</b>

There would be little point in the Town Council going out to competitive tender based on a parking management specification, with the first 2 hours parking free, as potential bidders would soon recognise that the operation is financially unviable.

We clearly, recognise the Town Councils wish to provide free parking space options for passive as well as active parking and understand that with this option it would be easier to promote the introduction of parking charges to residents and businesses in the town, however, as can be seen above, the operational costs in setting up and managing a pay and display parking operation, with 2 hours free parking, will far exceed any income generated from parking fees and fines and would put the Town Council at serious financial risk.

**6.3.3** The following section looks at various options discussed at the Stakeholders Engagement and Consultation meeting to maximise the availability of short stay spaces in the town centre car parks, which include:

Option 1: Maintain 'free' parking with a time limit of 3 hours and enforce to ensure compliance

Option 2: Provide 'free' parking for the first hour, with parking charges for stays over 1 hour and enforce to ensure compliance

Option 3: Maintain 'free' parking throughout the town councils car parks, with a 3 hour maximum stay period and enforce by automatic number plate recognition system (ANPR) to ensure compliance

Option 4: Introduce parking charges throughout the town councils car parks

**Option 1: Maintain 'Free' Parking with a Time Limit of 3 Hours and Enforce to Ensure Compliance**

At the recent Stakeholders Engagement and Consultation meeting the majority view was that the Town Council should:

- Maintain 'free' parking within the Town Council car parks
- Introduce 3 hour time limits at the Town Hall and Hollies 1 and 2 car parks
- Make Paradise Road Upper and Lower Levels and the Old Fire Station long stay car parks
- Introduce enforcement to ensure compliance

In considering the option the Town Council have to consider both the advantages and disadvantages of implementing this proposal:

Advantages:

1. By designating individual car parks as short stay and long stay this would assist visitors accessing the shops and remove long stay parkers (commuters) from the prime locations.

Disadvantages:

1. The proposal would be commercially unviable to a parking operator should the Town Council decide to lease out the car parks. Therefore, the Town Council would have to introduce an enforcement regime to enforce the parking regulations to ensure the success of the proposal, otherwise users will ignore the restrictions, as is the case now. This would require the:
  - Introduction of Decriminalised Parking Enforcement (DPE) powers
  - Fully trained and uniformed Civil Enforcement Officers (CEO's)
  - Accommodation to house CEO's and Administration Officers

- A back office system to process Penalty Charge Notices (parking fines)
- Hand held units to issue Penalty Charge Notices
- Introduction of new Traffic Regulation Orders
- Arrangements with debt collection companies to pursue outstanding fines
- Arrangements with the Parking and Traffic Appeals Service, DVL and TRACE services

The cost of setting up an enforcement operation would be in the region of £173,000 and annual operational costs in order of £144,000 would be needed to maintain the operation.

With the first hours parking 'free' there would insufficient revenue generated from parking fees to set up and maintain an enforcement operation.

2. The proposal fails to meet the Town Councils aims and objectives in that any changes to the current operation needs to be accountable in terms of revenue and encourage short term parking turnover.
3. Changing the status of Paradise Road, Upper and Lower Levels car park to a long stay car park fails to address the concerns of traders and businesses in the High Street who have stated that their businesses are being affected through long stay parkers and market trader's vehicles monopolising the car park. In discussion with an independent trader on the High Street he reported that his shop takings are down generally and by some 40% on Fridays due to lack of short term parking and another business stated that they had to advise their clients to avoid visiting their business premises on Fridays due to the lack of short term parking.
4. A bland 3 hours maximum stay across the town's car parks would reduce turnover to the detriment of shoppers.
5. The proposal would incur further costs to the Town Council and would not resolve the

- on-going issue of parking turnover.
6. The proposal fails to address the Town Councils on-going concern of how they will fund the maintenance and upkeep of the Council car parks, which is currently paid out of the precept.
  7. The proposal would be commercially unviable to a parking operator should the Town Council decide to lease out the car parks.

**Option 2: Provide 'Free' Parking for the First Hour, with Parking Charges for Stays over 1 hour and Enforce to Ensure Compliance**

A further option discussed at the Stakeholders Engagement and Consultation meeting was that the Town Council should:

- Maintain 'free' parking for the first hour
- Introduce parking charges after 1 hour at the Town Hall, Hollies 1 and 2, Paradise Road Upper and Lower Levels and the Old Fire Station car parks
- Make Paradise Road Upper and Lower Levels and the Old Fire Station long stay car parks
- Introduce enforcement to ensure compliance

In considering the option the Town Council have to consider both the advantages and disadvantages of implementing this proposal:

Advantages:

1. This option would provide the opportunity to introduce parking tariff/s which caters for all stakeholders needs across the Town Council car parks removing the requirement to designate car parks as either short or long stay. .
2. By maintaining 'free' parking for the first hour this will encourage traffic flow and parking turnover.

3. This option supports the Town Councils objective of maximising free parking.
4. The Town Council would not be setting a precedent by introducing parking charges as charges currently operate at the towns Railway Station and Wales Court Shopping Centre car parks, both are well used and are generally accepted by the public.
5. By introducing parking charges after the first hours 'free' parking period this will assist the Town Councils aims and objectives in being accountable in terms of revenue.
6. This option would be commercially viable to a parking contractor should the Town Council decide to lease out the car parks.
7. Should the Town Council lease out the car parks there would be no requirement to set up a fully managed parking enforcement operation as in Option 1.

Disadvantages:

1. There may be opposition from some businesses, employees and residents to the introduction of parking charges, including some customer resistance or displacement.

**Option 3: Maintain 'Free' Parking throughout the Town Councils Car Parks, with a 3 Hour Maximum Stay Period and Enforce by Automatic Number Plate Recognition System (ANPR) to Ensure Compliance**

One trader at the Stakeholders Engagement and Consultation meeting presented a brochure from Gemini Parking Solutions promoting their Gemini Automatic Number Plate Recognition System (ANPR) which captures the registration number of each vehicle entering and leaving the car park and proposed that this system should be used as the enforcement deterrent.

Gemini ANPR cameras would be placed at both the entrance and exit points of each car park, the cameras then capture and process the details of all vehicles entering and leaving the car parks. The number plate recognition will then identify any vehicles exceeding the maximum stay period. Vehicle's parked in breach of the terms and conditions will then be sent a parking charge through the post within 48 hours of the offence.

This system and operation is discussed in more detail in Section 6.6.

Option 3 proposes:

- Maintain 'free' parking across the Town Council car parks
- Introduce 3 hour time limits at the Town Hall and Hollies 1 and 2 car parks
- Make Paradise Road Upper and Lower Levels and the Old Fire Station long stay car parks
- Introduce enforcement by means of an ANPR System to ensure compliance

In considering the option the Town Council have to consider both the advantages and disadvantages of implementing this proposal:

Advantages:

1. By designating individual car parks as short stay and long stay this would assist visitors accessing the shops and remove long stay parkers (commuters) from the prime locations.
2. There is no initial outlay by the Town Council in setting up an enforcement system.

Disadvantages:

1. The proposal fails to meet the Town Councils aims and objectives in that any changes to the current operation needs to be accountable in terms of revenue, in that the Council would be transferring responsibility for enforcement over to a contractor and would receive no financial benefit from the contract.
2. Changing the status of Paradise Road, Upper and Lower Levels car park to a long stay car park fails to address the concerns of traders and businesses in the High Street as stated in Options 1 and 2.
3. A bland 3 hours maximum stay across the town's car parks would reduce turnover to the detriment of shoppers.
4. The proposal fails to address the Town Councils on-going concern of how they will

fund the maintenance and upkeep of the Council car parks, which is currently paid out of the precept.

#### **Option 4: Introduce Parking Charges within the Town Councils Car Parks**

A further option discussed at the Stakeholders Engagement and Consultation meeting was that the Town Council should:

1. Introduce parking charges throughout the Town Councils car parks

In considering the option the Town Council have to consider both the advantages and disadvantages of implementing this proposal:

Advantages:

1. This option would provide the opportunity to introduce parking tariff/s which caters for all stakeholders needs across the Town Council car parks removing the requirement to designate car parks as either short or long stay.
2. The Town Council would not be setting a precedent by introducing parking charges as charges currently operate at the towns Railway Station and Wales Court Shopping Centre car parks, both are well used and are generally accepted by the public.
3. Income generation from parking fees and fines could fund and maintain an enforcement operation. This option is considered in more detail in Section 6.4
4. The proposal meets the Town Councils aims and objectives in that any changes to the current operation needs to be accountable in terms of revenue and encourage short term parking turnover.
5. The proposal addresses the Town Councils on-going concern of how they will fund the maintenance and upkeep of the Council car parks, which is currently paid out of the precept.

Disadvantages:

1. There may be opposition from some businesses, employees and residents to the introduction of parking charges, including some customer resistance or displacement.
2. Some commuters may relocate their vehicles to available space on the highway.
3. Fails to meet the Town Councils wish to maximise free parking.
4. The introduction of parking charges at Hollies 1 and 2 car parks could affect Morrison's, whereby shoppers currently using the store may transfer to Tesco where parking is free.
5. There is a risk that the scheme would not be financially viable.

#### **6.3.4 Recommended Option.**

Based on the Options considered above, **Option 2 'Provide 'Free Parking for the First Hour, with Parking Charges for Stays over 1 hour and Enforce to Ensure Compliance'** is recommended as it meets all the Town Councils aims and objectives, although a number of issues have been highlighted in the 'Disadvantages' section of Option 2, of which the Town Council should be aware.

There are two options to consider, firstly should the Council introduce parking charges into their off-street car parks and secondly if the decision is to implement parking charges how should enforcement of the parking conditions be undertaken to ensure compliance.

#### **1. Introduce parking charges into the Town Councils car parks**

The benefits of introducing parking charges into the Town Councils car parks have been considered in more detail in Section 6.4 'Pricing Management – Introduction of Parking Charges' of this report. The car parks are considered a prize asset to both the Council and to the town's residents, businesses, shoppers and visitors and the Town Council has an obligation to ensure it manages its facilities correctly and any changes to the current operation needs to be accountable in terms of revenue.

The results of the current and previous parking surveys have indicated a shortage of off-street car parking spaces within the town centre and with little or no opportunity to provide additional spaces, either on or off-street, the most significant method available to the Council is to introduce off-street parking charges to ensure turnover of parking spaces.

The aim of any car parking management strategy should not be to inhibit travel to the town but encourage drivers to consider others forms of transport (walking, cycling and public transport), and this in itself would free up space for those wishing to travel to Downham Market, with no other travel choice other than the car.

## **2. Implementation of off-street parking enforcement**

Without enforcement the parking conditions relating to off-street parking would be open to abuse, as is the situation in Downham Market now, which is to the detriment of short term parkers and businesses in the town centre. How enforcement can be delivered is considered in Section 6.7 of this report.

### **6.3.5 Pricing Management – Introduction of Parking Charges**

The following section discusses in more detail the Pricing Management arrangements, in assessing the feasibility of introducing pay and display into the Town Councils' car parks.

**6.3.6** Management of parking can have a positive impact on economic viability by enabling, better and more productive use of the limited parking spaces within the town, providing that it is done sensitively and appropriately. It is a common misconception that providing as many parking spaces as possible is the best way to managing parking so as to maximise access. Rather, the key is to ensure that the towns parking stock is managed so that spaces are made available for customers when and where is deemed appropriate for their needs. In this context, it is the number of parking acts that can be accommodated that is important, not the absolute number of parking spaces provided.

A parking 'free for all', which currently exists within the town centre off-street car parks, and a lack of enforcement, represents a failure to manage the Town Councils asset and a failure to provide good customer service. It is understandable that many people fear that making changes to the way that parking is managed, such as introducing parking charges, will adversely affect the town's economy. However, practice shows that it is a town's broader

retail, commercial, leisure and/or tourism offer which is the primary factor affecting a town's competitiveness, not the provision of parking or parking charges.

The Borough of King's Lynn and West Norfolk, Downham Market, Qualitative Assessment Report, September 2006, concluded that the town has a strong convenience offer and serves its local catchment well. It also has a good range service uses reflecting its role as an important everyday centre for local residents. The town has a good range of multiple and key retailers and a mix of independent retailers, which help to differentiate its offer from King's Lynn as well a twice-weekly market. Although the report was written in 2006 its findings still hold good today.

Practice shows that where changes to parking restrictions, charges or enforcement are made the primary responses to that change tend to be:

- An acceptance of the new arrangements
- Park further away from their destination in an attempt to avoid paying a charge
- Or a reduction in the length of stay in order to reduce parking costs.

The Wales Court Shopping Centre is a classic example of shoppers recognising the benefits of a managed car park and are prepared to pay a reasonable parking charge in order to find a suitable parking space in close proximity to the shops, where previously they have found difficulty in finding a parking space. Observations at the Wales Court Shopping Centre where parking charges were recently introduced show occupancy levels of between 70% and 90% even though the Town Councils 'free' car parks are in close proximity.

Despite fears to the contrary, there is little evidence to suggest that the primary response to parking management is more extreme than this; there is no evidence that visitors use alternative destinations more.

## **Recommendations**

Option 2, provide 'free' parking for the first hour, with parking charges for stays over 1 hour and enforce to ensure compliance meets the aims and objectives of the Town Council and is, therefore, the recommended option.

#### 6.4 Comparison of Car Parking Charges with other Neighbouring Authorities

6.4.1 At the Stakeholders Engagement and Consultation meeting a few attendees stated that if charges were introduced in Downham Market shoppers and other users would ‘vote with their feet’ and visit other towns rather than pay a parking fee.

Customer resistance and displacement is the single largest risk factor in that users have become accustomed to parking ‘free’ of charge. Practice shows that for a limited period a minority of drivers will seek ways to avoid parking charges, including parking on street or driving to other destinations where parking is free.

Practice shows that over a period of time, less than 3 months, customer resistance reduces and charging is accepted, as is the case at Wales Court Sopping Centre car park.

For comparison purposes listed below are Council operated car park tariffs from other towns and a city (Ely) within a 30 mile radius of Downham Market. The first town of note with ‘free’ parking is Swaffham some 15 miles distance from Downham Market.

Practice shows that shoppers and visitors are prepared to pay a reasonable parking fee rather than have the cost and inconvenience to drive distances.

**Table 6.1 Comparison of Parking Charges with Other Authorities**

No	Town or City	Approximate Population	Distance From Downham (miles)	Up To 1 Hour	Up To 2 Hours	Up To 3 Hours	All Day
1.	Ely	15,102	22	Free	Free	Free	Free
2.	Ely, Angel Drove	15,102	22	N/A	N/A	N/A	£3.00
3.	Fakenham	8,212	29	Up to 30 min 50p  1 hour £1.00	£1.00	£1.70	£5.00
4.	Heacham	4,750	23	£1.80	£3.20	£3.20	£5.80
5.	Holbeach (town centre)	5,000	29	£1.40	£2.80	£4.20	£8.40 (6 hrs max)

6.	Kings Lynn	42,800	12	Up to 30 min 80p 1 hour £1.40	£2.10	£2.10	£4.10 (5 hrs max)
7.	March	19,000	18	Free	Free	Free	Free
8.	Swaffham	6,935	15	Free	Free	Free	Free
9.	Thetford	21,558	25	Free	Free	Free	Free
10.	Downham Market Wales Court (Iceland)	12,000	Nil	0.60p	£1.50	£2.00	£2.70

N.B. The prices shown are for the town centre car parks and are current for 2014.

Ely has 4 short stay and 5 long stay 'free' car parks operated by the authority (number of spaces not specified). Angel Drove car park is pay and display with charges of £3.00 per day and £12.00 per week. There a number of privately operated car parks.

Holbeach has 13 authority operated car parks with 1,501 spaces.

Kings Lynn has 19 authority operated car parks of which 13 are deemed short stay with 1,642 spaces and 6 long stay with 807 spaces. In short stay car parks charges apply 24 hours, Monday to Sunday, including Bank Holidays. Charges also apply to Blue Badge Holders.

March has 12 car parks of which 6 are authority operated with 380 spaces and 6 privately operated (spaces not specified)

It should be noted that Breckland District Council owns and runs 30 car parks, including those in Swaffham and Thetford. This provides the potential to spread maintenance costs more evenly throughout the district, rather than being a burden of an individual town's council tax payer, as in the case of Downham Market, enabling the provision of free parking facilities.

**6.4.2** There are a range of factors to consider before implementing parking charges, including;

1. The days and hours when charges would apply and whether they should apply on Sundays and Bank Holidays.
2. The level of hourly charges, taking account of charges already in operation within the town and those of surrounding local authority areas. For example in Table 6.1 the average 1 hour charge is £1.40, 2 hour charge £2.28, 3 hour charge £2.80 and the all-day charge is £5.67, compared to the Wales Court Shopping Centre where charges are significantly lower at 1 hour £0.60p, 2 hour £1.00, 3 hour £1.50 and the all-day charge is £2.70.
3. The capital and annual costs of implementing and delivering the scheme.
4. The condition of the car parks and planned maintenance
5. Assess the financial viability of the scheme
5. Revoke and prepare new Off-Street Traffic Regulation Orders

### **6.4.3 Proposed Charging Period and Tariff Structures**

It is proposed that the Town Council car parks should operate charges Monday to Saturday, including Bank Holidays between 08.00 hours and 18.00 hours. There are eleven Bank Holidays, including Christmas and the New Year. These holidays will generate high levels of parking but at the same time will incur additional operational costs i.e. overtime payments through enforcement and, therefore, the Town Council should resist introducing 'free' parking on Bank Holidays. Outside the charging periods Monday to Saturday, 18.00 hours to 08.00 hours and all day Sunday parking would be 'free'.

Car Parks: The Town Hall (Monday to Thursday) and Hollies 1 and 2 (Short Stay)

The proposed tariff structure below seeks to meet the Town Councils aims and objectives in that it is accountable in terms of revenue, comparable to other car park offers in the area and encourages traffic flow and parking turnover, maximises free parking space and provides

short term parking.

Tariff:	0 – 1 hr	Free
	1 – 2 hrs	0.60p
	2 – 3 hrs	£1.00
	3 – 4 hrs	£1.50
	Maximum Stay 4 Hours	

Motorcycles may park free in designated parking areas within the car parks  
Parking charges apply to holders of blue badges. If a disabled bay is used then your blue badge should be clearly displayed along with a valid parking ticket.

At the Stakeholders Engagement and Consultation meeting the store manager at Morrison’s raised concerns that if parking charges were introduced at the Hollies 1 and 2 car parks this ‘would kill the store’. Articles in the Lynn News reported that there has been an increase in use and lack of turnover in some town car parks such as The Hollies. The report went on to say that some firms around the Wales Court Shopping Centre have reported an increase in trade as shoppers are more likely to get a parking space now that charges have been introduced.

With the recommended introduction of 1 hour free parking before charges ‘kick in’ this should assist Morrison’s and other businesses in the town centre.

The Iceland store offers a parking refund set against a customers shopping bill. We would propose that if necessary Morrison’s should consider a similar scheme.

Car Parks: Paradise Road, Upper and Lower Levels and The Old Fire Station (Short/Long Stay)

The proposed tariff structure below seeks to meet the Town Councils aims and objectives in that it is accountable in terms of revenue, compares favourably to the Wales Court (Iceland) car Park (please see Section 3.10) and other car park offers in the area (please see Section 6.4.1) and encourages traffic flow and parking turnover, maximises free parking space while catering for all user types, including employers and workers,

Tariff:	0 – 1 hr	Free
	1 – 2 hrs	0.60p
	2 – 3 hrs	£1.00
	3 – 4 hrs	£1.50
	Up to 24 hours	£2.00

Weekly ticket        £11.00

Motorcycles may park free in designated parking areas within the car parks  
Parking charges apply to holders of blue badges. If a disabled bay is used then  
your blue badge should be clearly displayed along with a valid parking ticket.

#### **6.4.4 Car Park Permits, Residents and Businesses**

To support residents, businesses and their workers it is proposed to offer car park permits for use at the long stay car parks i.e. Paradise Road, Upper and Lower Levels and The Old Fire Station.

##### **Resident Permits**

To support residents whose properties are within close proximity of the Town Council car parks and who do not have off-street parking space they should be entitled to apply for a discounted Resident Car Park Permit/s for use at the long stay car parks i.e. Paradise Road, Upper and Lower Levels and The Old Fire Station.

##### Entitlement

Those residents who meet the above criteria should be entitled to two permits per household and permits should not be transferable between vehicles. This is to avoid potential abuse, such as resident passing a permit to an all-day parker or commuter to avoid paying the full parking charge.

##### Applications

Residents should be able to apply for a permit by post or at the Town Council offices.

##### Proposed charges for Resident Parking Permits

Residents Permits should be discounted to the actual daily or weekly charges. For instance if a resident purchased a weekly parking ticket, as the proposed charge above, the annual cost would be (52 weeks x £11) £572. The table below provides proposed permit charges.

Permit Charge: 1st and 2nd Permit			
Period	12 Months	6 Months	3 Months
Cost	£150.00	£80.00	£40

A 12 month permit would provide parking 24/7 for less than £3.00 per week. The 3 and 6 month permit costs include an administration fee.

Proof of where a resident lives

A resident must provide documentary proof of where they live. This must show their name and address in the Downham Market town centre permit controlled area. This should be either:

- Current driving licence.
- Current Council Tax bill
- Council or housing trust rent book.
- Flat or house contents insurance (valid for the full life of the permit).
- Benefits or pension book/letter.
- Tenancy agreement (not handwritten, and covering the full period of the permit).

Proof that they own or use the vehicle

They should provide a Vehicle registration certificate and Motor insurance certificate schedule. All the documents should provide the name and address of the resident in the Downham Market town centre permit controlled area.

Hire and lease vehicles

If a resident hires, leases or rents a vehicle, they must produce the agreement which shows their name and address in the Downham Market town centre controlled permit area.

Company vehicles

If a resident has a company vehicle (including a vehicle owned by a partnership or sole trader), they would need to produce a letter, on the company's headed paper, from the company secretary or someone of a similar position to confirm this and that they are the only person using the vehicle. They would have to produce the vehicle registration certificate or, if the vehicle is leased, the lease agreement showing either their name or address or the company's name and address.

### Permit use

Either at Paradise Road, Upper and Lower Levels or at The Old Fire Station Car Park.

### Business Permits

#### Entitlement

Any business or organisation with an address inside the Downham Market town centre would be entitled to up to three business permits. Business permits holders are allowed to park for the whole day in the Paradise Road, Upper and Lower Levels and the Old Fire Station car parks. Permits would be issued to the business who may wish to enable their employees to use them.

#### Applications

Businesses should be able to apply for a permit by post or at the Town Council offices.

#### Proposed charges for a Business Parking Permits

Business Permits should be discounted to the actual daily or weekly charges. For instance if a business purchased a weekly parking ticket, as the proposed charge above, the annual cost would be (52 weeks x £11) £572. The table below provides proposed business permit charges.

Permit Charge: 1st and 2nd Permit			
Period	12 Months	6 Months	3 Months
Cost	£200.00	£105.00	£55

A 12 month permit would provide parking 24/7 for less than £4.00 per week. The 3 and 6 month permit costs includes an administration fee.

#### Proof of Business Address

All the documents should provide proof of the business address within the town centre. To proof the business address the following document would be required:

- Current business Rates Bill, or;

In cases where a business is not directly responsible for the payment of business rates, or if the applicant is a sole trader/self-employed person and does not work from a 'rated business premises' two of the following should be provided

- Current lease agreement
- Letter from the business rate payer. (In cases where the current lease is not available)
- Recent business utility bill. (Not more than 4 months old)
- 'Certificate of Incorporation' for limited companies if the registered office business is in the town centre
- A copy of a recent Business Bank Statement.
- A copy of an invoice received at the business address.
- Inland Revenue business tax return Certificate detailing the registration number and sub-zone address for the registered charities

Proof that they own or use the vehicle

They should provide a Vehicle registration certificate and Motor insurance certificate schedule. All the documents should provide the name and address of the business in the Downham Market town centre.

Hire and lease vehicles

If a business hires, leases or rents a vehicle, they must produce the agreement which shows their name and business address in Downham Market town centre.

Company vehicles

If a business has a company vehicle (including a vehicle owned by a partnership or sole

trader), they would need to produce a letter, on the company's headed paper, from the company secretary or someone of a similar position to confirm this and that they are the only person using the vehicle. They would have to produce the vehicle registration certificate or, if the vehicle is leased, the lease agreement showing either their name or address or the company's name and address.

Permit use

Either at Paradise Road, Upper and Lower Levels or at The Old Fire Station Car Park.

## 6.5 Financial Model and Financial Forecast

**6.5.1** Based on Option 2. If it is the Town Council's decision to proceed with charging in the car parks and lease out the car parks there needs to be a detailed financial business model to support this commitment. This is outside the scope of this review/study which calls for a simple business case to support any recommendation.

However, based on experience, previous and current car park occupancy and usage studies the tables below give a realistic indication of the income that may be generated from the individual car parks taking into account:

1. Option 2: Provide 'Free' Parking for the First Hour, with Parking Charges for stays over 1 hour and Enforce to Ensure Compliance' (please see section 6.3.3)
2. The proposed tariff structures shown in Section 6.4.3

Car Park: The Old Fire Station

Number of Spaces: 67

Car Park: The Old Fire Station: Number of Spaces: 67

Stay (up to)	Parking Charges Mon to Sat	Parking Events Annually	Projected Income
1 hour	Free	702	Nil
1 to 2 hours	.60	1,123	674.00
2 to 3 hours	1.00	1,965	1,965.00
3 to 4 hours	1.50	2,527	3,790.00
4 to 24 hours	2.00	9,672	19,344.00
Weekly Ticket	11.00	468	5,148.00
Projected Income			30,921.00

Less 20% VAT (based on 20% x £30,921 parking fees):	6,184.00
<b>Total Projected Income</b>	<b>£24,737.00</b>

Car Park: Paradise Road, Upper and Lower Levels

Number of Spaces: 107

Stay (up to)	Parking Charges Mon to Sat	Parking Events Annually	Projected Income
1 hour	Free	4,000	Nil
1 to 2 hours	.60	4,492	2,695.00
2 to 3 hours	1.00	3,400	3,400.00
3 to 4 hours	1.50	4,212	6,318.00
4 to 24 hours	2.00	10,233	20,466.00
Weekly Ticket	11.00	561	6,171.00
Projected Income			39,050.00
Less 20% VAT (based on 20% x £39,050 parking fees):			7,810.00
<b>Total Projected Income:</b>			<b>£31,240.00</b>

Car Park: Hollies No. 1 and 2

Number of Spaces: 165

Stay (up to)	Parking Charges Mon to Sat	Parking Events Annually	Projected Income
1 hour	Free	62,400	Nil
1 to 2 hours	.60	31,200	18,720.00
2 to 3 hours	1.00	8,320	8,320.00
3 to 4 hours	1.50	2,976	4,464.00
Projected Income:			31,504.00
Less 20% VAT (based on 20% x £87,072 parking fees):			6,301.00
<b>Total Projected Income:</b>			<b>£25,203.00</b>

Car Park: The Town Hall

Number of Spaces: 33

Operational: Monday to Thursday

Stay (up to)	Parking Charges Mon to Sat	Parking Events Annually	Projected Income
1 hour	Free	19,800	Nil
1 to 2 hours	.60	9,900	5,940.00
2 to 3 hours	1.00	4,000	4,000.00
3 to 4 hours	1.50	2,000	3,000.00
Projected Income:			12,940.00
Less 20% VAT (based on 20% x £12,940 parking fees):			2,588.00
<b>Total Projected Income:</b>			<b>£10,352.00</b>

**Projected Annual Income for Parking fees from all Car Parks:**

The Old Fire Station	£24,737.00
Paradise Road, Upper and Lower Levels	£31,240.00
Hollies No. 1 and 2	£25,203.00
The Town Hall	£10,352.00
<b>Total Projected Annual Income for Parking fees:</b>	<b>£91,532.00</b>

Residents and Business Permits

It is difficult to provide an estimate of the number of Resident and Business Permits that may be issued as the designated town centre residential permit roads have not been determined nor the number of businesses or their employees who may qualify for a business permit. Therefore, we have provided a conservative estimate of the potential numbers below.

Resident Permit			
Permit Period	Cost	Projected No. of Permits Issued	Income

12 Months	£150	20	3,000.00
6 Months	£80	12	960.00
3 Months	£40	8	320.00
Business Permits			
12 Months	£200	25	5,000.00
6 Months	£105	12	1,260.00
3 Months	£55	8	440.00
Projected Income:			11,930.00
Less 20% VAT (based on 20% x £11,930):			2,386.00
<b>Annual Projected Parking Permit Income</b>			<b>£9,544.00</b>

**Total Projected Annual Income for Parking Permits                   £9,544.00**

### 6.5.2 Financial Forecast

Although we project annual parking fee/permit income to be in the region of £101,076 it must be stressed that income is extremely sensitive to the behavioural responses of individual motorists to the introduction of charging and of enforcement factors. These cannot be predicted with certainty and may change over time. Also income can fluctuate for reasons beyond the Town Council's control, such as the state of the national economy or the weather. Even relatively small changes can have a significant impact on the net surplus or deficit of any parking scheme.

As the recommended option is to lease out the car parks the Town Council will have to go out to competitive tendering listing the Council's requirements which would include:

- Assigning all responsibility for the management of the car parks to the leaseholder, including:
  - Supply of all parking equipment i.e. pay and display machines, signage etc.
  - Maintenance of car park infrastructure and surfaces

- Provision of enforcement staff
- Processing of parking fee income and parking fines

The Town Council would:

- Retain the powers to ensure that the leaseholder meets all of the obligations contained within the lease agreement
- Have input into any proposed changes to the car park tariffs, and;
- Receive lease rental payments either on a quarterly or annual basis as agreed

Other than ensuring the potential leaseholder meets satisfactory 'due diligence' checks and can satisfy the Town Council they can provide a quality service and meet the Council's lease rental payment requirements, matters relating to operational costs lay solely with the successful bidder and are deemed commercially sensitive.

Therefore, it is not possible to produce a financial forecast as the leaseholder will retain all parking/permit fee income and be responsible for all operational costs.

## **6.6 Options for Delivering Enforcement or a Fully Managed Car Park Operation**

**6.6.1** Local Authorities have long been responsible for managing all on-street and Council operated off-street parking, whether directly or indirectly. The relevant powers are in the Road Traffic Regulation Act 1984. The Road Traffic Act 1991 paved the way for a significant change in the approach to Parking Enforcement. Decriminalised Parking Enforcement provided the local authority with the means of controlling available kerbside parking space in pursuit of traffic management, economic and social objectives together with introducing an effective means of enforcement regime to meet the local needs. The Act gave the power to Local Authorities to enforce parking restrictions on and off-street under civil law thus taking the management of parking offences from the Police which had been dealt with under criminal law.

Whilst initially this activity was generally undertaken by a direct labour force, powers were given to Local Authorities to contract out to third parties the issuing and management of notices. In March 2008, the Road Traffic Act 1991 was replaced by Schedule 6 of the Traffic Management Act 2004, which contained a number of changes, including replacing DPE with

Civil Parking Enforcement and providing additional powers and responsibilities for Local Authorities.

**6.6.2** This section looks at the options available to the Town Council in providing both management and enforcement or enforcement only of the Councils off-street car parks both under the Civil Parking Enforcement and Civil Enforcement System and encompasses:

1. Option A: In-house management and enforcement operation of the Town Councils off-street car parks under Civil Parking Enforcement legislation and introduce parking charges
2. Option B: Enter an Agency Agreement with the County Council to enable them to provide enforcement of the Town Councils off-street car parks under Civil Parking Enforcement legislation and introduce parking charges
3. Option C: Tender out the Management and Enforcement of the Councils off-street car parks to a Parking Contractor under Civil Parking Enforcement legislation and introduce parking charges
4. Option D: Tender out the enforcement of the Councils off-street car parks to a Parking Contractor under the Civil Enforcement System
5. Option E: Lease out the Management and Enforcement of the Councils off-street car parks to a Parking Contractor under the Civil Enforcement System and introduce parking charges

**Option A: In-house management and enforcement operation of the Town Councils off-street car parks under Civil Parking Enforcement legislation and introduce parking charges**

To enable the Town Council to enforce the off-street parking regulations within the towns car parks they would have to apply to the Secretary of State for powers under the Civil Parking Enforcement (CPE) legislation, The Town Council would employ Civil Enforcement Officers to patrol the car parks and issue Penalty Charge Notices (PCN), under the Traffic Management Act 2004 to vehicles parked in contravention of the parking regulations and administration officers to process fine representations, appeals and debt collection services.

With CPE in place, the Town Council would retain the income generated from parking penalties to finance parking enforcement and certain other activities such as local transport

measures.

The introduction of Civil Parking Enforcement is an onerous task for local authorities such as Downham Market who do not have the resources to implement the scheme which can take between 18 months and two years from inception to 'go live'.

To implement CPE to enforce the car parks would require the following actions:

1. Seek approval from the Secretary of State for implementation of Civil Parking Enforcement powers
2. Formulate and appraise parking policies, revoke the current Off-Street Traffic Regulation Order and prepare a new one, decide the most appropriate package of enforcement measures and the level of enforcement and undertake a financial assessment of the scheme.
3. Consult with a range of public bodies, emergency services, statutory organisations, Borough and County Council.
4. Full public consultation.
5. Provide fully trained and equipped Civil Enforcement Officers.
6. Provide fully trained administration officers and back office infrastructure to deal with Penalty Charge Notices representations and appeals.
7. Provide a public contact centre.
8. Provide accommodation to house all officers.
9. Procure pay and display machines and signage.
10. Arrange a pay and display machine maintenance contract
11. Arrange a cash collection, cash counting and banking service

12. Agree arrangements with organisation, including the Traffic Penalty Tribunal, DVLA, TRACE and debt collection agencies

It is estimated that the set-up costs will be in the region of £173,000 and annual operational costs £144,000.

Although the financial table in Section 6.6.2 predicts an annual surplus from year 1, it is considered that the implementation of Civil Parking Enforcement is currently outside the capabilities of the Town Council in that they do not have the expertise or capacity for introducing the resources and infrastructure required in implementing and managing the parking enforcement operation, and, therefore it is recommended that this option should not be pursued.

**Option B: Enter an Agency Agreement with the County Council to enable them to provide enforcement of the Town Councils off-street car parks under Civil Parking Enforcement legislation and introduce parking charges**

The Town Council could approach Kings Lynn and West Norfolk Borough Council to see if they are interested in providing enforcement of the Town Councils off-street car parks under Civil Parking Enforcement legislation through an agency agreement.

The Borough Council parking operation is responsible for the:

1. Management and operation of car parks within its area and it also operates the car parks on behalf of North Norfolk District Council, and;
2. They are also responsible for the enforcement of on-street parking within their area and in Breckland, Broadland and North Norfolk District Councils under delegated authority from Norfolk County Council.

An agency agreement between the Town Council and Kings Lynn and West Norfolk Borough Council would delegate the Civil Parking Enforcement operation to the Borough Council to enable them to enforce the Town Councils car parks. Discussions with the Borough Council would determine what process needs to be undertaken, either with the Secretary of State or Norfolk County Council to seek Civil Parking Enforcement powers to enable the Borough Council to enforce the car parks.

The Borough Council are able to offer a fully managed parking enforcement service, based in Kings Lynn, and encompassing, enforcement, processing of Penalty Charge Notices (representations and Traffic Penalty Tribunal appeals), payment collection, debt collection, permit issue etc.

Discussions with the Borough Council would centre around such issues as:

1. The level of enforcement needed to ensure parking compliance within the Town Council's car parks.
2. How the service would be paid for dependant on the level of service, examples include:
  - The Borough Council retaining all Penalty Charge Notice income and the Town Council retaining all parking fee and permit income, or;
  - The Borough Council retaining all Penalty Charge Notice income and part of the parking fee income while the Town Council retain part of the parking fee income and all permit income.

Clearly, this option has many advantages for the Town Council in that there is no requirement to set up a parking enforcement operation, all parking fines will be processed and payments collected. However, this still requires the Council to;

1. Formulate and appraise parking policies, revoke the current Off-Street Traffic Regulation Order and prepare a new one, and undertake a financial assessment of the scheme.
2. Consult with a range of public bodies, emergency services, statutory organisations, Borough and County Council.
4. Full public consultation.
5. Procure pay and display machines and signage.
6. Arrange a pay and display machine maintenance contract

7. Arrange a cash collection, cash counting and banking service

The proposal addresses the Town Councils on-going concern of how they will fund the maintenance and upkeep of the Council car parks, which is currently paid out of the precept, however, they would have find the capital to purchase new pay and display machines and signs, somewhere in the region of £45,000.

If this option is to be considered by the Town Council discussions should be undertaken with the Borough Council to ascertain their views as to whether they would be interested in providing an enforcement service and the costs associated with the service.

**Option C: Tender out the Management and Enforcement of the Councils off-street car parks to a Parking Contractor under Civil Parking Enforcement legislation and introduce parking charges**

There are a number of companies providing fully managed parking enforcement services both on and off-street to local authorities across the UK under the Civil Parking Enforcement legislation. They can provide all the resources and infrastructure relating to enforcement, including processing parking fines, although the legislation does not allow them to deal with parking appeals to the Traffic Penalty Tribunal, which would remain the responsibility of the Town Council and would require the Council to employ an additional member of staff to manage parking appeals.

The companies can meet all the set up costs, with the capital costs reflected in higher ongoing management fees to the Council. All capital and operational costs would be subsumed within a single monthly payment to the contractor. The Council would retain all parking fee and parking fine income.

In considering this option the Council would have go out to competitive tender, revoke the existing Traffic Regulation Order and write a new one. The new traffic order could cover the revocation and introduction of parking charges; and the cost is approximately £1500 - £2000 for the full legal process, including advertising costs. It would also have to go through the process as outlined in Option 1 above in that to implement CPE to enforce the car parks would require the following actions:

1. Seek approval from the Secretary of State for implementation of Civil Parking

#### Enforcement powers

2. Full public consultation.
3. Consult with a range of public bodies, emergency services, statutory organisations, Borough and County Council and the general public.
4. Develop a management and enforcement specification
5. Test the market through competitive tendering.
6. Formulate and appraise parking policies, update Traffic Regulation Orders, decide the most appropriate package of enforcement measures and the level of enforcement and undertake a financial assessment of the scheme.
7. Agree arrangements with the Traffic Penalty Tribunal, DVLA.

Unless the Town Council opt go through the competitive tendering process it is impossible to predict the cost of the service to the Council. Because of the size of the operation there is a possibility that the capital and operational costs within the monthly payment to the contractor could exceed the parking fee and parking fine income, and therefore, the operation could run at a loss. Therefore it is recommended that this option should not be pursued.

#### **Option D: Tender out the Enforcement of the Councils off-street car parks to a Parking Contractor under the Civil Enforcement System**

There are a number of private parking enforcement companies providing services, mainly to private organisations rather than local authorities similar to those shown in Section 6.3 'Options to Maximise the Availability of Short Stay Spaces in the Town Centre Car Parks', Option 3. They offer services under the Civil Enforcement System by providing enforcement patrol officers or in the case of Gemini Parking Solutions a Number Plate Recognition System which captures the registration number of each vehicle entering and leaving the car park and those in breach of the parking terms and conditions will be sent a parking charge through the post.

These companies promote their services by offering to provide enforcement services 'free of charge' and that there is no initial outlay to the potential customer/organisation in setting up an enforcement system.

In considering this option the Council would have to go out to competitive tender and revoke the existing Off-Street Traffic Regulation Order as the parking conditions and enforcement would come under the Civil Enforcement System.

The Town Councils car parks are their main asset and by transferring the responsibility for enforcement over to a contractor they would receive no financial benefit from the contract. The proposal fails to meet the Town Councils aims and objectives in that any changes to the current operation needs to be accountable in terms of revenue and fails to address the Town Councils on-going concern of how they will fund the maintenance and upkeep of the Council car parks, which is currently paid out of the precept. Therefore, it is recommended that this option should not be pursued.

**Option E: Lease out the Management and Enforcement of the Councils off-street car parks to a Parking Contractor under the Civil Enforcement System and introduce parking charges**

From an early stage many Local Authorities recognised that they did not have the expertise or capacity for introducing the resources and infrastructure required to implement and manage their parking enforcement operations. They, therefore, took the decision to outsource the management and enforcement function. One option considered was to lease out their car parks to a parking management company.

Tenderers would be seeking a 15 year lease, to ensure a return on their investment, which would enable them to provide a fully managed parking enforcement operation, including the infrastructure i.e. pay and display machines, signage and replace as required, maintain the car park surfaces and lighting, supply enforcement officers, administer a permit scheme and process parking fines. All parking fees and parking fine income would be retained by the contractor.

In considering this option the Council would have to go out to competitive tender and revoke the existing Off-Street Traffic Regulation Order as the parking conditions and enforcement would come under the Civil Enforcement System.

The Town Council would:

- Assign all responsibility for the management of the car parks to the leaseholder
- Retain the powers to ensure that the leaseholder meets all of the obligations contained within the lease agreement
- Have input into any proposed changes to the car park tariffs, and;
- Receive lease rental payments either on a quarterly or annual basis as agreed

The Civil Enforcement System, which the parking operator would operate under, is used extensively across the UK and is covered under the Protection of Freedoms Act 2012, Schedule 4 and encompasses keeper liability for parking charges incurred on private land. Parking on private land is managed under the law of contract or tort of trespass and only the driver can enter into a contract or commit the act of trespass. The Protection of Freedoms Act enables the parking operator to seek payment of any charges due as a result of a breach of contract or an act of trespass from the keeper when the driver cannot be identified. This is different from road traffic law where the keeper is responsible in law regardless of who was driving at the time.

Parking operators are required to process all representations made against the issue of a Parking Charge Notice in an open and transparent way and if the transgressor remains dissatisfied with the decision can take their appeal to the independent adjudicator for a binding decision on both parties. The system is similar to that used by local authorities under Civil Parking Enforcement legislation and the independent adjudicator service is free of charge to the complainant.

The Town Council will have a responsibility to inform the community that they are leasing the car parks to a parking contractor and that parking charges will be introduced. This should be sufficient to avoid the need to undertake a full public consultation exercise; however, this is a matter for the Council to decide.

**6.6.3 Option E: ‘Lease out the Management and Enforcement of the Councils off-street car parks to a Parking Contractor under the Civil Enforcement System and introduce parking charges’ is recommended as it meets all the Town Councils aims and objectives.**

## 6.7 Car Park Specific and Direction Signing

**6.7.1** There are essentially three types of signing used extensively in towns and cities across the country:

1. Direction and map type signing to locations throughout the town
2. Car park specific location signing
3. Car park signing and markings within the car park

**6.7.2** Observations undertaken in October 2014 shows there is a complete lack of advance car park direction signing and car park specific signing either on the major approach roads into the town and in the town itself, leaving visitors uninformed and circulating around the town centre seeking a parking space.

The first information that any driver approaching or entering Downham Market will have with regard to parking will be a car park 'P' sign opposite the entrance to the car park and a sign advertising the car park at the entrance. There are no signs displayed at the Old Fire Station car park.

**6.7.3** Although advance direction and map signing and car park specific signing in itself is not a solution leading to an increase in parking capacity, it is likely to improve information and assistance to drivers who would be searching for locations to park in the town centre. It is, therefore, proposed:

1. An inventory of the town's advance direction signing has not been undertaken within this study, although observations conclude that a review and updating of all advance warning signs should be undertaken to enable visitors to make a more informed choice on parking destination when entering the town.

Advance direction and map signing should be designed, an example of a direction and map sign is shown in Section 3.2 'Car Park Signing and Directional Signing' as photograph 3.1 and located in a logical manner taking into account the County Council and Boroughs hierarchy of roads within the network, so as to direct and maintain traffic away from minor residential and narrow access roads. This signing should be designed and located in accordance with the Traffic Signs Regulations and

General Directions (TSRGD) 2002, Chapter 7 of the Traffic Signs Manual and Local Transport Note 1/94.

This review would need to be carried out by Norfolk County Council (as the highway authority, or by someone acting with their approval) in liaison with the Kings Lynn and West Norfolk Borough Council's Traffic Engineers and Transportation Planners to ensure that all signage is compatible with the County's signing strategies and directs drivers in the most efficient way around the town's streets.

2. A review should be undertaken by the Town Council to determine the location and numbers of car park specific location signs for individual car parks. An example of a car park specific sign is shown in Section 3.2 'Car Park Signing and Directional Signing' photograph 3.2.

## **6.8 Variable Message Signing**

**6.8.1** At present there is no variable message signing (VMS) in Downham Market. The use of VMS is becoming more common in larger towns and cities which attract large numbers of car borne visitors. Although the design and implementation costs of VMS are significant there are considerable benefits for drivers and the highway authority who can monitor remotely the occupancy of every individual car park throughout the day.

Whilst it has been established that signing in itself would not increase the town's parking capacity, feedback from the initial consultations has indicated that stakeholders agree that VMS could be useful in directing drivers to car parks with spare capacity, and away from full car parks thus helping to reduce congestion in busy periods, although observation and occupancy surveys show little or no spare capacity in any of the Town Council car parks..

**6.8.2** A full VMS system involving peripheral signs on the approaches to the town and individual signs outside each car park would provide valuable information on the precise occupancy of every car park at any point in time for drivers and the Council. This would enable drivers to make choices in advance of which car park they should use depending upon how full each one was. A system such as this would require subsurface detection loops at each car park linked to a computerised control centre which would provide the real-time occupancy numbers on each of the VMSs. The order of cost for this type of system would be in the region of £155,000 which would allow for three signs on the approaches to the town, four signs in the

town centre close to each car park and the counting and computerised control centre.

6.8.3 This option requires a considerable investment, of upwards of £155k which at the present time is likely to be outside of the Town Council's reach.

## **6.9 Off-Street and On-Street Layout Changes**

6.9.1 Inspections were undertaken in all the Town Councils car parks and on roads with waiting restrictions and parking bays within the town centre in November 2014.

### **Off-Street Car Parks**

All car parks were seen to be efficiently laid-out with spaces and circulation areas designed to provide the maximum capacity in each case. There appeared to be very little or no ability to increase the number of spaces through changes to the existing layout or through removing hard and soft landscaping. It is concluded, therefore, that no extra capacity can be found through this method.

However, inspection of the railway station car park shows there is an area of land extending beyond the existing car park which could be easily converted to car parking. The area is currently being used to store materials. The Town Council should approach the railway operator to see if they are prepared to open up the area for additional car parking space.

### **On-Street Parking**

There is little scope to increase the number of on-street parking spaces within the town centre, other than to remove the underused Taxi Rank in the High Street and create 2 additional parking bays and relocate the bus stop from Bridge Street to the Hollies access road to create 5 additional parking spaces. Although this proposal will reduce traffic congestion and safety hazards on Bridge Street it would mean 3 parking spaces would be lost in the Hollies 1 car park to accommodate the new bus stop.

There is also scope to reduce the length of the underused coach bay in Priory Road to create 3 additional parking spaces.

It was evident, however, that there was confusion from some motorists at the on-street

permitted waiting times within the town centre. For example London Road has a 20 minute time limit, with no return within 1 hour, the High Street has a 30 minute time limit, with no return in 1 hour and Priory Road has a 1 hour time limit, with no return within 1 hour.

To avoid confusion and possible claims of entrapment there needs to be some conformity across the town centres on-street waiting time limits. The consensus from the Stakeholder Consultation meeting was to introduce a 1 hour time limit, no return in 1 hour across the town centre area.

A further method of increasing the town's overall parking capacity is to consider the conversion of sections of yellow line waiting restrictions to permitted on-street parking where safe to do so and where congestion would not be caused. Although outside the scope of this study a full review of all the streets within reasonable walking distance of the town centre should be undertaken to identify where increased permitted parking could be installed.

Any changes to the existing parking controls would have to be consulted upon with the Borough Council of Kings Lynn and West Norfolk as the highway operator to determine their views on this method of providing extra on-street parking space.

The Town Council should also approach Norfolk County Council to see if they are prepared to transfer the informal parking area at Cannon Square to the Town Council for use as an off-street car park. The site could accommodate 7 much needed parking spaces supporting the shops and businesses in the immediate area.

An initial inspection has shown that a small number of on and off-street parking bays could be created within the town. However, it is recommended that the County Council undertake an on-street yellow line review to see if additional bays can be created.

## **6.10 Changing the Balance of Short and Long-term Parking Space**

**6.10.1** Although there are designated car parks within the town centre catering for short stay and long stay parking referred to in The Downham Market Town Council Off-Street Parking Places Order 2003 at:

Short Stay Parking

1. Town Hall (1 hour maximum stay)

2. Paradise Road Higher Level (3 hour maximum stay)

3. Hollies 1 and 2 (3 hour maximum stay)

#### Long Stay

4. Paradise Road Lower Level (no restrictions)

5. The Old Fire Station (No supporting Parking Places Order was found)

No enforcement is undertaken at any of the car parks and the restrictions are ignored.

**6.10.2** One method available to local authorities to increase the number of available spaces in off-street car parks without making physical changes is to vary the structure and pricing of parking. Section 6.4 'Pricing Management – Introducing Parking Charges' proposes introducing parking charges which cater for short, medium and long term parking events.

### **6.11 Walking and Cycling Including 'Park and Walk'**

**6.11.1** The above initiatives are designed to encourage greater levels of walking, cycling and bus use and require complementary measures to make these modes of transport more attractive in line with the strategies within the Norfolk County Council and Kings Lynn and West Norfolk Local Development Framework.

For walking and cycling to the town centre to become and remain attractive, the Town Council and County Council must ensure that footway and road surfaces are safe and well-maintained and that measures are in place to assist any people with mobility problems or carrying and escorting young children.

**6.11.2** For walking, these measures would include routes with smooth surfaces, dropped kerbs, safe crossing points and were well-lit at night. For cyclists, roads should be pot-hole free with safe junctions, few conflict points and cycle parking facilities should be available throughout the town.

The Town Council should work with the County Council to identify and commission specific

projects designed to prioritise walking and cycling to improve safety, target problem sites, improve bus services and promote green and sustainable transport.

**6.11.3** Clearly, any proposal to introduce parking charges will affect employees who work within the town centre and have no other means of transport other than their private car. To meet their needs the proposal enables employees to purchase a daily parking ticket, or a discounted weekly ticket and alternatively a discounted 3 month, 6 month or annual Business Parking Permit for use within the Paradise Road, Upper and Lower Levels and the Old Fire Station car parks. For those employees who do not wish to pay or cannot afford to purchase parking tickets consideration should be given to their needs.

A number of 'free' car parks have been identified on the perimeter of the town centre where employees could 'Park and Walk' thus eliminating the need to pay for parking and creating additional parking space for shoppers and other users within the town centre car parks. These sites are within 10 minutes walking distance of the town centre. The locations are:

1. The Memorial Playing Fields on Lynn Road, Broomhill
2. Jubilee, Community Centre, Howdale Road
3. The Howdale. (this an unofficial car park but has a designated parking area)

## **6.12 Use of Council Owned Land and Private Land**

### Town Council Land

The Town Council have confirmed that they do not have any land within the town centre which could be utilised for parking.

### Private Land

Town Council have confirmed that they are not aware of any private land in the town centre which could be utilised as public parking and attendees at the Stakeholders, Engagement and Consultation meeting were not aware of any potential sites.

The Town Council is aware that a number of businesses within the town centre have space behind their business premises with the potential to create parking space for the employees.

The Council should approach businesses to see if they are prepared to develop the areas as parking space.

Heygates Ltd. own some additional land adjacent to their existing staff car park which is on the eastern bank of the River Great Ouse Relief Channel, opposite their flour mill and which is only about 100 metres from the Railway Station. This site could potentially support commuter parking.

### **6.13 Use of Decked Car Parks**

**6.13.1** At present the Town Councils car parks are all at surface level only. One potential solution to increase the number of available off-street parking spaces is to construct decked parking areas at the Councils existing off-street car parks.

Following investigation it would appear that two sites in the town are potentially suitable for conversion into decked car parks; Paradise Road, Lower Level and the Old Fire Station. There are three principal issues to be considered when proposing the introduction of decked parking; appearance, cost and traffic management.

**6.13.2** Appearance and Planning Consent - As an attractive and historical market town, one of the main considerations when assessing the feasibility of a decked car park is the appearance and what visual impact or intrusion such a structure would create for the environment. The town mostly comprises low rise property up to two or three storeys and, therefore, the construction of a large car park deck, despite its obvious parking capacity solution is an issue which may result in objections from many local people.

In proposing Paradise Road Lower Level and the Old Fire Station car parks as potential sites it was considered that there would be minimal traffic management considerations.

**6.13.3** Paradise Road, Lower Level Car Park: Access to the car park is gained by a down ramp from the Paradise Road, Higher Level car park. The car park has been constructed at a lower level from the Higher Level car park and is set well away from the highway and residential properties. Should a single parking deck be constructed in this area there will be minimal visual impact

**6.13.4** The Old Fire Station Car Park: The site offers a larger footprint for decked parking and, however, there will be some visual impact from residential properties and business properties situated in Priory Road and may generate a certain level of opposition with respect to its appearance and visual intrusion.

**Photograph 6.1: Oxford Radcliffe Hospital, Decked Car Park**



**6.13.5** Cost and Operations: Clearly, the major factors in the implementation of a decked car park are the initial cost and finances of the on-going operations. The Town Council would have to consider various options through capital investment to directly fund manage and maintain a decked car park or if finance is not available from public funding, and then there are car park manufacturers that may be prepared to design, build, and finance the decked car parks through a lease arrangement.

It is not known without entering into discussions with potential manufacturers and preparing detailed layouts and designs for decking at these locations what the exact costs of the units would be. But investigations show that a single deck over the existing parking areas at:

1. Paradise Road, Lower Level Car Park: Could create an additional 46 spaces. The estimated cost for a decked car park formed from a cladded structural steel framework would be in the region of £500k.
2. The Old Fire Station Car Park: Could create an additional 50 spaces. The

estimated cost for a decked car park formed from a cladded structural steel framework would be in the region of £550k.

In either of the two options discussed above a considerable investment would have to be made, of upwards of £1.05 m for decked car parks holding an additional 96 cars, which at the present time is likely to be outside of the Town Council's reach.

**CONCLUSIONS.**

**Table 1 Recommendations**

No.	Recommendations
1.	<p>The review has considered a number of options to meet current and future car parking demand within the Town Centre and which meets the aims and objectives of the Town Council and recommends that a competitive tender exercise be undertaken to seek bids from qualified specialist parking contractors, who can provide, through a leasing arrangement a fully managed off-street parking operation, introduce parking charges, a permit scheme and enforcement under the Civil Enforcement System. We, therefore, recommend implementing the following actions:</p> <p><b>Recommendations</b></p> <p><b>1. Section 6.6:</b> Option E: Lease out the Management and Enforcement of the Councils off-street car parks to a Parking Contractor under the Civil Enforcement System and introduce parking charges.</p> <p>This option meets the Councils aims and objectives in developing an effective car park management strategy. It enables the Council to transfer responsibility to a specialist contractor thus freeing up Council Members and officers time to devote to other pressing issues.</p> <p>The Town Council would monitor the contractor to ensure that they are meeting their obligations under the leasing arrangement and retain an input into the level of parking charges that may be imposed in the future.</p> <p><b>2. Section 6.3.3:</b> Option 2: Provide ‘free’ parking for the first hour, with parking charges for stays over 1 hour and enforce to ensure compliance.</p> <p>This option would provide the opportunity to introduce parking tariff/s which caters for all stakeholders needs across the Town Council car parks removing the requirement to designate car parks as either short or long stay. It would encourage traffic flow and</p>

<p>parking turnover and supports the Town Councils objective of maximising free parking.</p> <p>This option assists the Town Councils aims and objectives in being accountable in terms of revenue and would be commercially viable to a parking contractor.</p> <p><b>3. Section 6.4.3:</b> introduce the following tariff structures and <b>Section 6.10</b> Changing the Balance of Short and Long-term Parking Space:</p> <p>The recommended tariff structure, which uses a pricing mechanism to ensure turnover of parking space, seeks to meet the Town Councils aims and objectives in that it is accountable in terms of revenue, comparable to other car park offers in the area and encourages traffic flow, maximises free parking space and provides short term parking.</p> <p>Car Parks: The Town Hall (Monday to Thursday) and Hollies 1 and 2 (Short Stay)</p> <p>Tariff:</p> <table border="0"> <tr> <td>0 – 1 hr</td> <td>Free</td> </tr> <tr> <td>1 – 2 hrs</td> <td>0.60p</td> </tr> <tr> <td>2 – 3 hrs</td> <td>£1.00</td> </tr> <tr> <td>3 – 4 hrs</td> <td>£1.50</td> </tr> </table> <p>Maximum Stay 4 Hours</p> <p>Motorcycles may park free in designated parking areas</p> <p>Parking charges apply to holders of blue badges.</p> <p>Car Parks: Paradise Road, Upper and Lower Levels and The Old Fire Station (Short/Long Stay)</p> <p>Tariff:</p> <table border="0"> <tr> <td>0 – 1 hr</td> <td>Free</td> </tr> <tr> <td>1 – 2 hrs</td> <td>0.60p</td> </tr> <tr> <td>2 – 3 hrs</td> <td>£1.00</td> </tr> <tr> <td>3 – 4 hrs</td> <td>£1.50</td> </tr> <tr> <td>Up to 24 hours</td> <td>£2.00</td> </tr> <tr> <td>Weekly ticket</td> <td>£11.00</td> </tr> </table> <p>Motorcycles may park free in designated parking areas</p> <p>Parking charges apply to holders of blue badges. .</p> <p><b>4. Section 6.4.4:</b> Introduce a Resident and Business Permit Scheme.</p>	0 – 1 hr	Free	1 – 2 hrs	0.60p	2 – 3 hrs	£1.00	3 – 4 hrs	£1.50	0 – 1 hr	Free	1 – 2 hrs	0.60p	2 – 3 hrs	£1.00	3 – 4 hrs	£1.50	Up to 24 hours	£2.00	Weekly ticket	£11.00
0 – 1 hr	Free																			
1 – 2 hrs	0.60p																			
2 – 3 hrs	£1.00																			
3 – 4 hrs	£1.50																			
0 – 1 hr	Free																			
1 – 2 hrs	0.60p																			
2 – 3 hrs	£1.00																			
3 – 4 hrs	£1.50																			
Up to 24 hours	£2.00																			
Weekly ticket	£11.00																			

Clearly, the introduction of parking charges into the off-street car parks will impact on residents, businesses and their employees who have been used to parking all day free and without restriction.

To support residents whose properties are within close proximity of the Town Council car parks and who do not have off-street parking space would be entitled to apply for a discounted Resident Car Park Permit/s for use at Paradise Road, Upper and Lower Levels and The Old Fire Station car parks.

Permit Charge: 1st and 2nd Permit			
Period	12 Months	6 Months	3 Months
Cost	£150.00	£80.00	£40

Any business or organisation with an address inside the Downham Market town centre would be entitled to up to three business permits. Business permits holders are allowed to park for the whole day in the Paradise Road, Upper and Lower Levels and the Old Fire Station car parks. Permits would be issued to the business who may wish to enable their employees to use them.

Permit Charge: 1st and 2nd Permit			
Period	12 Months	6 Months	3 Months
Cost	£200.00	£105.00	£55

**Action Plan (Year 1)**

- The Town Council should agree the recommendation.
- Undertake public consultation if necessary
- Prepare a specification and seek tenders for the management and operation of the Town Councils car parks through a leasing arrangement.
- Select the successful bidder Advertise the changes in the local press
- Revoke the existing Downham Market Town Council Off-Street Parking Places Order 2003

**Costs Associated with the recommendations**

	<p>Prepare a specification and seek tenders for the management and operation of the Town Councils car parks: Between £3k to 5k.</p> <p><b>Comment</b></p> <p>Management of parking can have a positive impact on economic viability by enabling, better and more productive use of the limited parking spaces within the town, providing that it is done sensitively and appropriately. In recommending the above changes we believe this is the best way to manage the Town Councils parking stock so as to maximise access and encourage traffic flow and parking turnover, maximise free parking space and be accountable in terms of revenue.</p>
<p><b>2.</b></p>	<p><b>Section 6.5: Financial Model and Financial Forecast</b></p> <p>Although we project annual parking fee/permit income to be in the region of £101,076 under a leasing agreement, other than ensuring the potential leaseholder meets satisfactory ‘due diligence’ checks and can satisfy the Town Council they can provide a quality service and meet the Council’s lease rental payment requirements, matters relating to operational costs lay solely with the successful bidder and are deemed commercially sensitive.</p> <p>Therefore, it is not possible to produce a financial forecast as the leaseholder will retain all parking/permit fee income and be responsible for all operational costs.</p> <p><b>Recommendation</b></p> <p>It is recommended that if the Town Council decides to proceed with leasing out the car parks a:</p> <ul style="list-style-type: none"> <li>• Detailed financial business model to support this commitment.</li> <li>• ‘Due diligence’ checks should be undertaken on the successful bidder</li> </ul> <p><b>Action Plan (Year 1)</b></p> <p>Undertake a detailed financial assessment to support this commitment.</p>
<p><b>3.</b></p>	<p><b>Section 6.7: Car Park Specific and Direction Signing</b></p>

A signing review and audit should be undertaken, where appropriate, with Norfolk County Council, of the signing related to parking in Downham Market to improve the information provided to drivers and particularly visitors. The signing to be reviewed includes advance direction signing on the periphery of the town, individual car park location signing and signs and road markings within each car park.

**Recommendation**

1. It is recommended that a signing review and audit be undertaken, where appropriate with Norfolk County Council, of the signing related to parking in Downham Market to improve the information provided to drivers and particularly visitors. The signing to be reviewed includes advance direction signing on the periphery of the town, individual car park location signing and signs and circulation/bay markings within each car park.
2. A signing design strategy should be produced to enable drivers to enter the town and easily identify and locate car parks suitable for the purpose of their visit. Signing and road markings at and within each car park should clearly, indicate entry and exit points and parking areas, which should assist in reducing driver circulation

**Action Plan (Years 1 to 2)**

- In conjunction with Norfolk County Council a survey of all direction and map type signing to locations throughout the town should be undertaken.
- The Town Council should undertake a car park specific location signing review.
- The Town Council should undertake a car park signing and markings within the car parks.
- Quotations should be sought for supply and installation of new signage.

**Comment**

	<p>Although this has been identified as an improvement which would not improve parking capacity in itself, car park signing has been identified from site inspections and stakeholder consultation as an area for improvement at different levels. Improved signing would assist in directing visitors not familiar with the town to the most convenient parking location, thus reducing congestion, delays and ‘search-time’ for drivers. Depending upon budgets available, Norfolk County Council’s cooperation and the prioritisation against other Council traffic and parking projects, this would be seen as a short-medium term improvement carried out over a 1-2 year time period.</p> <p><b>Costs Associated with the recommendations</b></p> <p>Supply and installation of signage and lining etc.: Between £15k to 18k.</p>
<p><b>4.</b></p>	<p><b>Section 6.9: Off-Street and On-Street Layout Changes</b></p> <p>Changes to the layout of the car parks and the removal of unnecessary yellow line waiting restrictions would conventionally be the first options implemented to maximise the capacity of parking in any town, however, observations have shown that apart from the creation of a very small number of on-street spaces and the potential for the railway station off-street car park to be extended there is little scope for increased capacity using this method.</p> <p><b>Recommendations</b></p> <p>Off-Street</p> <p>The Town Council should approach the railway operator to see if they are prepared to open up the area of land extending beyond the existing car park to create additional parking space.</p> <p>On-Street</p> <p>The Town Council should approach Norfolk County Council with a view to:</p>

	<ul style="list-style-type: none"> <li>• Removing the Taxi Rank in the High Street to create 2 additional parking spaces</li> <li>• Relocate the bus stop from Bridge Street to the Hollies Access road to create 5 additional parking spaces</li> <li>• Reduce the length of the coach bay in Priory Road to create 3 additional parking spaces.</li> <li>• Introduce a 1 hour time limit, no return in 1 hour across the town centre on-street</li> <li>• Encourage Norfolk County Council to undertake a full review of all the streets within reasonable walking distance of the town centre to identify where increased permitted parking could be installed.</li> <li>• Ascertain the views of the County towards introducing on-street parking charges</li> </ul> <p>Approach Norfolk County Council to see if they are prepared to transfer the parking area at Cannon Square to the Town Council for use as an off-street car park.</p> <p><b>Action Plan (Year 1)</b></p> <p>Actions are listed in the Recommendations.</p> <p><b>Comments</b></p> <p>Although there is limited scope to create additional parking space on or off-street each gained space will assist in filling current and future gap capacity.</p> <p><b>Costs Associated with the recommendations</b></p> <p>Costs associated with the recommend changes on-street would be borne by Norfolk County Council.</p>
<p>5.</p>	<p><b>Section 6.11: Walking and Cycling Including ‘Park and Walk’</b></p>

	<p><b>Recommendations</b></p> <p>The Town Council should promote initiatives which are designed to encourage greater levels of walking, cycling and bus use and require complementary measures to make these modes of transport more attractive in line with the strategies within the Norfolk County Council and Kings Lynn and West Norfolk Local Development Framework.</p> <p>It is recommended that the Town Council should promote the benefits of walking, cycling and public transport as an alternative to the private car, and that the Council should contact businesses and traders within the town centre to seek their cooperation in encouraging their staff, as an alternative option to parking within the Town Council car parks, to use:</p> <ul style="list-style-type: none"> <li>• The Memorial Playing Fields on Lynn Road, Broomhill</li> <li>• Jubilee, Community Centre, Howdale Road</li> <li>• The Howdale. (this an unofficial car park but has a designated parking area)</li> </ul> <p><b>Action Plan (Years 1 to 2)</b></p> <p>Actions are listed in the Recommendations.</p> <p><b>Comments</b></p> <p>Walking and cycling measures would generally be complementary to other short-term initiatives to discourage short distance car journeys such as introducing off-street charges. However, the Town Council should contact businesses and traders within the town centre to encourage them to advise their staff to use the listed facilities.</p>
<p><b>6.</b></p>	<p><b>Section 6.12: Use of Council Owned Land and Private Land</b></p> <p>The Town Council have confirmed that they do not have any land within the town centre which could be utilised for parking and that they are not aware of any private land in the town centre which could be utilised as public parking, this was also confirmed by the attendees at the Stakeholders, Engagement and Consultation meeting.</p>

However, the Town Council is aware that a number of businesses within the town centre have space behind their business premises with the potential to create parking space for the employees.

Heygates Ltd. own some additional land adjacent to their existing staff car park which is on the eastern bank of the River Great Ouse Relief Channel, opposite their flour mill and which is only about 100 metres from the Railway Station. This site could potentially support commuter parking.

### **Recommendations**

On the basis that the Town Council or businesses within the town centre do not have suitable land or facilities to create additional parking space it is recommended that the Council should:

- Approach town centre businesses to ascertain if they have space and are prepared to develop the areas to create additional parking space.
- Approach Heygates to ascertain if they are prepared to develop the site to create additional parking space.
- Approach Norfolk County Council to ascertain if they are prepared to transfer responsibility for Cannon Square and The Howdale parking areas to the Town Council to develop and formalise parking arrangements.

### **Action Plan (Year 1)**

Actions are listed in the Recommendations.

### **Comment**

The lack of available space within existing car parks and on-street means that if capacity is to be increased other than through decking or park and ride then alternative provision must be found from outside the current 'stock'.

It is concluded that the Council should continue to explore for additional sites particularly for use on Friday and Saturdays (market days) in liaison with the business,

	<p>industry and other stakeholders. Sites could include schools and other businesses that do not function on Saturdays.</p>
<p>7.</p>	<p><b>Section 3.6: General Condition of the Town Centre Car Parks</b></p> <p>Inspection of the Town Hall car park has identified that the surface is deteriorating and is starting to break up. It will need resurfacing within the next 2 years.</p> <p><b>Recommendation</b></p> <ol style="list-style-type: none"> <li>1. Quotations should be sought to undertake the works within the next 18 months from contractors on the Town Councils approved contractor list.</li> <li>2. Regular inspections should be undertaken in all the Town Council car parks to identify maintenance requirements.</li> </ol> <p><b>Action Plan (Years 1 to 2)</b></p> <p>Actions are listed in the Recommendations.</p> <p><b>Costs Associated with the recommendations</b></p> <p>Estimated at £24k.</p>

**Potential Measures with Relative Costs and Timescales**

To give an indication of the relative costs and possible timescales for implementing any of the measures discussed a chart has been included below. This chart shows relative costs low to high and timescale short too long.

HIGH COST UP TO £1.1m			Decked Car Parks
MEDIUM COST UP TO £250k			Variable Message Signing
LOW COST UP TO £25k	Lease out the Management and Enforcement of the off-street car parks, and: 1. Introduce Parking Charges 2. Introduction of Car Park Permits Off and On-Street Layout Changes Use of Council Owned Land and Private Land	Car Park and Direction Signing Park and Walk Resurface the Town Hall car park	
	SHORT TERM 0 TO 1 YEAR	MEDIUM TERM 1 TO 2 YEARS	LONG TERM 3 TO 5 YEARS

### Conclusions on the Effects of These Measures

## The Town's Economy and Environment

Whilst the town's economy is dependent upon a well-designed and maintained transport and parking system. It is vital that the key elements which make Downham Market an attractive place to shop and visit are not diminished by proposals out of scale with its environmental features.

The key aim is to implement measures which enable an increase in parking capacity at peak periods to maintain the economic conditions but do not involve significant increases in hard paved areas, losses in landscaped areas or the detracting from historic and attractive buildings.

It is considered that the options recommended in this report, including introducing parking charges encourage an increase in parking turnover and encourages a greater use of walking and cycling,

Improvements to signing with increased street clutter and the installation pay and display machines and decked car parks are measures which if not designed sensitively could result in a less attractive town centre.

## Public Acceptance

All of the options and proposals described above will impact on the public whether living in Downham Market or visiting the town. It is concluded, however, that initiatives to develop signing, walking and cycling facilities and more efficient use of private land, if available should not result in any significant objection since these features should only improve conditions for residents and businesses.

Reducing the availability of all-day parking space or introducing parking charges may meet with objections from local employees who travel to the town centre by car. Although such measures as discounted parking, parking permits and sites for park and walk are included in the proposals, further discussions may be needed with employers' groups on how such changes would affect employment and working conditions and how this option could best be implemented.

# APPENDICES

## Appendices

Appendix A: The Downham Market Town Council Off Street Parking Places Order 2003

Appendix B: Town Council Off Street Car Park Surveys

Appendix C: Car Park Layout Drawings

Appendix D: Downham Market Town Council – Stakeholder Engagement and Consultation Questionnaire Results

# THE DOWNHAM MARKET TOWN COUNCIL OFF STREET PARKING PLACES ORDER 2003

The *Council* of the Town of Downham Market (hereinafter referred to as “the Council”) in exercise of their powers under sections 57 - 60 of the *Road Traffic Regulations Act, 1984* (which said Act of 1984 is hereinafter referred to as “the Act of 1984”) and of all other powers enabling them in that behalf and with the consent of the Norfolk County Council in accordance with Section 59 (1) of the Act of 1984, hereby make the following Order.

This Order revokes and replaces any previous Off Street Parking Orders of the Council.

In so far as any provision of this Order conflicts with any provision of any previous Order, the provision of this Order shall prevail.

## PART I

### GENERAL

1. This order shall come into operation on the 1st May 2003 and may be cited as the **DOWNHAM MARKET TOWN COUNCIL** (15 Paradise Road, Downham Market) **OFF STREET PARKING PLACE ORDER 2003**.
2. These Orders shall apply to all **OFF STREET PARKING AREAS** operated by the **DOWNHAM MARKET TOWN COUNCIL** at all times.
3. In this Order, except where the context otherwise requires, the following expressions have the meanings hereby respectively assigned to them.

“**driver**”, in relation to a vehicle waiting in a parking place, means the person driving the vehicle at the time it was left in the parking place;

“**motor vehicle**” has the same meaning as in section 136 of the Act of 1984;

“**parking place**” means any area of land specified by name in column I of the Schedule to this Order, provided by the Council under Section 57 of the Act of 1984 for use as a parking place;

“**disabled person**” means a disabled person of a description prescribed by regulation 5 of the Disabled Persons (Badges for Motor Vehicles) Regulations 1975;

“**disabled persons badge**” has the same meaning as in the Disabled Persons (Badges for Motor Vehicles) Regulations 2000;

“**disabled persons vehicle**” has the same meaning as in the Local Authorities' Traffic Orders (Exemptions for Disabled Persons) (England) Regulations 2000.

4. For the purposes of this Order a vehicle shall be regarded as displaying a disabled badge in the “**relevant position**” when:
  - (a) in the case of a vehicle fitted with a front windscreen, the badge or parking disc is exhibited thereon with the obverse side facing forwards on the nearside of and immediately behind the windscreen;
  - (b) in the case of a vehicle not fitted with a windscreen, the badge or parking disc is exhibited in a position on the front or nearside of the vehicle.

## PART II

### USE OF PARKING PLACES

#### 5. PARKING TO BE AS SCHEDULE

The area of land specified in Column 1 of the schedule to this Order may be used, subject to the following provisions of this Order, as a parking place for such classes of vehicles in such positions and on such days and during such hours as are specified, in relation to that area in the said schedule.

#### 6. MANNER OF PARKING IN PARKING PLACE

(a) Where, in the schedule to this Order, a parking place is described as available for vehicles of a specified class or in a specified position, the driver of a vehicle shall not permit it to wait in that parking place unless it is of the specified class.

(b) Subject to the parking place having parking bays, no vehicle shall be left in the parking place other than wholly within a parking bay and in particular no vehicle shall be left or allowed to stand in the parking bay in such a position as to obstruct the entrance thereto or exit therefrom nor in such a position as to prevent the driving away of any vehicle already standing in the parking place or in such a position as to cause an obstruction to other vehicles.

#### 7. MAXIMUM PERIOD FOR WHICH A VEHICLE MAY WAIT

(a) The driver of a vehicle shall not permit it to wait in a parking place for longer than the maximum period permitted for waiting specified in the Schedule to this Order in relation to that parking place.

(b) When a vehicle has left a restricted parking place after waiting therein, the driver thereof shall not within one hour after its leaving permit it to wait again in that parking place.

#### 8. ENGINES TO BE STOPPED

The driver of a motor vehicle using a parking place, shall stop the engine as soon as the vehicle is in position wholly within a parking bay in the parking place, and shall not start the engine except when about to change the position of the vehicle in, or to depart from the parking place.

#### 9. PROHIBITION OF SALE OF ANY ARTICLE

No person shall use a vehicle while it is in a parking place, in connection with the sale of any article or vehicle to persons in or near the parking place, or in connection with the selling or offering for hire his skill or services.

#### 10. REMOVAL OF VEHICLES

Subject to the proviso hereto, when a vehicle is left in a parking place in contravention of the provisions of *Article 5, Article 6 or Article 11* of this Order, a person authorised in

that behalf by the Council may remove the vehicle or arrange for it to be removed from that parking place:

Provided that when a vehicle is waiting in a parking place in contravention of the provision of *Article 6 (b)* of this Order, a person authorised in that behalf by the Council may alter or cause to be altered the position of the vehicle in order that its position shall comply with that provision.

**11. VEHICLES TO BE LICENSED**

The driver of a vehicle shall not permit that vehicle to wait in a parking place unless the vehicle is licensed in accordance with the provisions of *Section 1 of the Vehicles (Excise) Act 1971* and unless there is in relation to the use of the vehicle by the driver such a policy of insurance as complies with the requirements of *Part VI of the Road Traffic Act 1972*.

**12. NOISE**

The driver of a motor vehicle using a parking place shall not sound any horn or other similar instrument except when about to change the position of the vehicle in, or to depart from, the parking place.

**13.** No person shall, in a parking place, wantonly shout or otherwise make or cause to be made, any loud noise to the disturbance or annoyance of users of the parking place or residents or premises in the neighbourhood.

**14. DRIVING OF VEHICLES**

No person shall, except with the permission of any person duly authorised by the Council, drive any vehicle in a parking place other than for the purpose of leaving that vehicle in the parking place in accordance with the provisions of this Order or for the purpose of departing from the parking place.

**15. DISTURBANCE OF THE PEACE**

No person shall in a parking place use any threatening, abusive or insulting language, gesture or conduct with intent to put any person in fear or so as to occasion a breach of the peace or whereby a breach of the peace is likely to be occasioned.

**16. PARKING PLACE NOT TO BE USED FOR CERTAIN PURPOSES**

No person shall use any part of a parking place or any vehicle left in a parking place:

- (a) for sleeping, camping, cooking or picnicking purposes;
- (b) for the purpose of servicing or washing any vehicle or part thereof other than is reasonably necessary to enable that vehicle to depart from the parking place;
- (c) for skateboarding, roller skating or wheeled activities which may be hazardous to pedestrians;
- (d) for the instruction of pupils whilst undertaking driving lessons.

**17. PARKING PLACES FOR THE DISABLED**

Certain clearly marked parking places are allocated only for *disabled persons vehicles* displaying a *disabled person's badge*. Any other vehicle using these parking places will be subject to the provisions of *Article 10* of this Order.

**18.** The driver of a vehicle displaying a badge issued under the provisions of *Section 21* of the *Chronically Sick and Disabled Persons Act 1970* and any regulations made thereunder may (subject to compliance with all other provisions of this Order) park that vehicle in a designated disabled parking place provided that:

- (a) the driver of the vehicle is a disabled person to whom the badge was issued in respect of that vehicle;
- (b) the vehicle is being used for the carriage of a disabled person to whom the badge was issued;
- (c) the vehicle is one being used for the carriage of disabled persons by an institution to whom the badge was issued in respect of that vehicle;

**19. THROUGH TRAFFIC**

No person shall use a parking place as a means of passage proceeding from one road to another road.

**20. STRUCTURES AND FIRES**

In a Car Park or parking place no person shall:

- (a) erect or cause or permit to be erected any tent, booth, stand, building or other structure without the written consent of the Council;
- (b) erect or cause or permit to be displayed signs or notices without the written consent of the Council;
- (c) light, or cause or permit to be lit, any fire.

**21. REMOVAL OR ALTERING POSITION OF VEHICLES**

Any persons removing or altering the position of a vehicle by virtue of *Article 10* of this Order may do so by towing or driving the vehicle or in such other manner as he may think necessary and may take such measures in relation to the vehicle as he may think necessary to enable him to remove it or alter its position, as the case may be.

22. When a person authorised by the Council removes or makes arrangements for the removal of a vehicle from a parking place by virtue of *Article 10* of this Order, he shall make such arrangements as may be reasonably necessary for the safe custody of that vehicle.

**23. CLOSING OF PARKING PLACES**

Notwithstanding the provisions of this Order, the Council may, by notice displayed on or near the parking place, close any parking place or any part thereof for any period. No driver of any vehicle shall use the parking place or any part thereof when it is so closed, without the consent of the Council.

24. In the parking place no person shall leave a vehicle with a maximum gross vehicle weight greater than 1.5 tonnes, except upon the direction or with the permission of the Council or its agent.

**PART III**

**RESPONSIBILITY**

25. The Council accepts no responsibility either at common law or under the *Occupiers' Liability Act 1957*, or otherwise, for loss of or damage to vehicles or other property left in any parking place to which the Order applies.

26. The Council shall not be liable for any loss or damage to a vehicle or the contents thereof when that vehicle is being removed from a parking place and whilst it is in the custody of the Council pursuant to *Article 10* of this Order.

## **PART IV**

### **RIGHT OF WAIVER**

27. Notwithstanding all the foregoing, the Council reserve the right to waive *Articles 5, 6, 7, 8, 9, 12, 13, 14, 16 and 17* of this Order at such times and in such places as are deemed necessary, when the Car Parks are being used for a specific purpose for which permission has been sought and given in writing by the Council or its chosen representative.

## **PART V**

### **EXCESS CHARGES**

28. When a vehicle has been parked in contravention of these Orders a notice shall be served including the following particulars:
- (a) the parking place at which the offence took place,
  - (b) the make of the vehicle and the registration mark, or where the vehicle is being used under a trade licence, the registration mark of the trade licence,
  - (c) the date, time and place at which the excess charge was seen to be payable,
  - (d) details as to why the excess charge is payable,
  - (e) a statement that the excess charge of £30.00 is payable,
  - (f) the manner in which and time within which the excess charge shall be paid,
  - (g) a statement that a reduced excess charge of £20.00 may be payable if payment is made within fourteen days of the excess charge being incurred,
  - (h) a statement to the effect that it is an offence under Section 35(A) of the Act to fail to pay the excess charge.
29. The excess charge referred to in *Articles 28 (c), (d), (e), (f), (g) and (h)*, shall be paid to the Council or an agent acting on behalf of the Council in accordance with the instructions on the reverse of the Excess Charge Notice.
30. The driver of a vehicle in respect of which an excess charge has been incurred shall pay the excess charge or provide proof of payment of the excess charge to the Council, which shall be delivered or sent by post to the Council so as to reach the agent detailed on the reverse of the notice within 28 days. If the fourteenth day following the day on which the excess charge was incurred falls upon a day when the office is closed, the period within which payment of the excess charge shall be made to the Council shall be extended until 1.00 p.m. on the next full day on which the office is open.
31. It shall be an offence for a person to fail to pay an excess charge.

THE COMMON SEAL of the  
TOWN COUNCIL OF DOWNHAM MARKET  
was hereunto affixed

in the presence of:-

..... Town Mayor

..... Town Clerk

## SCHEDULE

NAME OF PARKING PLACE	POSITION IN WHICH VEHICLE MAY WAIT	CLASSES OF VEHICLE	DAYS OF OPERATION OF PARKING PLACE	HOURS OF OPERATION OF PARKING PLACE	PERIOD FOR WHICH RESTRICTIONS APPLY
<b>HOLLIES CAR PARKS 1 &amp; 2</b> No. 1 West and No. 2 East of access road	Wholly within a parking bay	Private motor car, motor cycle or invalid carriage as defined in Section 136 of <i>the Act of 1984</i>	All days	All hours	8.00hrs to 17.00 hrs Waiting for three hours only Monday to Saturday. No Return within one hour. No restriction on Sundays. <i>The above conditions do not apply to Permit Holders &amp; Registered Disabled Badge Holders.</i>
<b>TOWN HALL CAR PARK</b> from Bridge Street to the boundary marking.	Wholly within a parking bay	Private motor car, motor cycle or invalid carriage as defined in Section 136 of <i>the Act of 1984</i>	All days except 06.00hrs to 17.00 hrs on Market Days (normally Fridays and Saturdays) or when the Market is taking up spaces	All hours	8.00hrs to 17.00 hrs Waiting for one hour only Monday to Thursday. No return within one hour. No restriction on Sundays. <i>The above conditions do not apply to Permit Holders &amp; Registered Disabled Badge Holders.</i>
<b>THE PARADISE CAR PARK</b> (Main Area)	Wholly within a parking bay	Private motor car, motor cycle or invalid carriage as defined in Section 136 of <i>the Act of 1984</i>	All days	All hours	No restriction.
<b>THE PARADISE CAR PARK</b> (Parking area between the Main Car Park and Paradise Road)	Wholly within a parking bay	Private motor car or invalid carriage as defined in Section 136 of <i>the Act of 1984</i>	All days	All hours	8.00hrs to 17.00 hrs Waiting for one hour only Monday to Saturday. No return within one hour. No restriction on Sundays. <i>The above conditions do not apply to Permit Holders</i>

					<i>&amp; Registered Disabled Badge Holders.</i>
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DOWNHAM MARKET TOWN COUNCIL (15 Paradise Road Downham Market PE38 9HS)  
OFF STREET PARKING PLACES ORDER (2003)

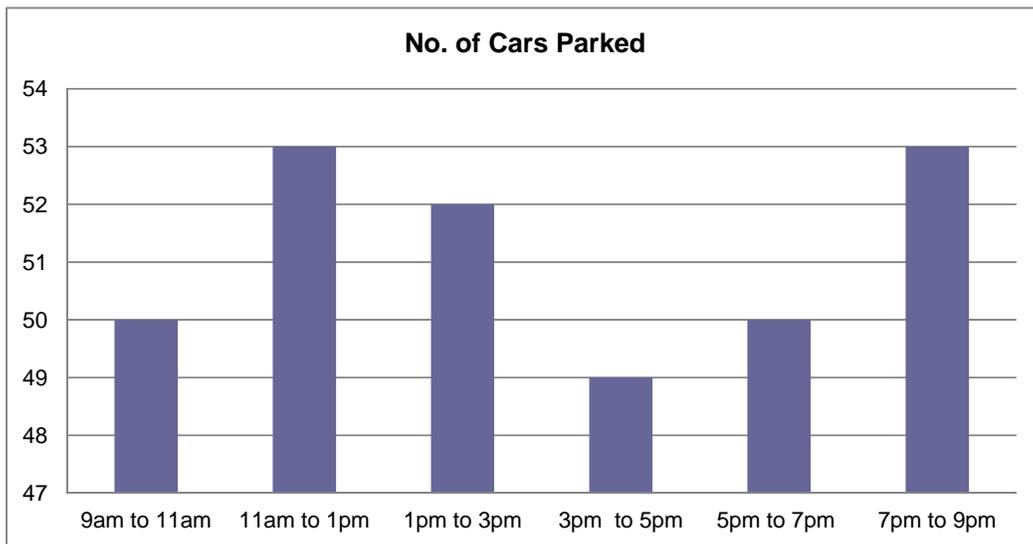
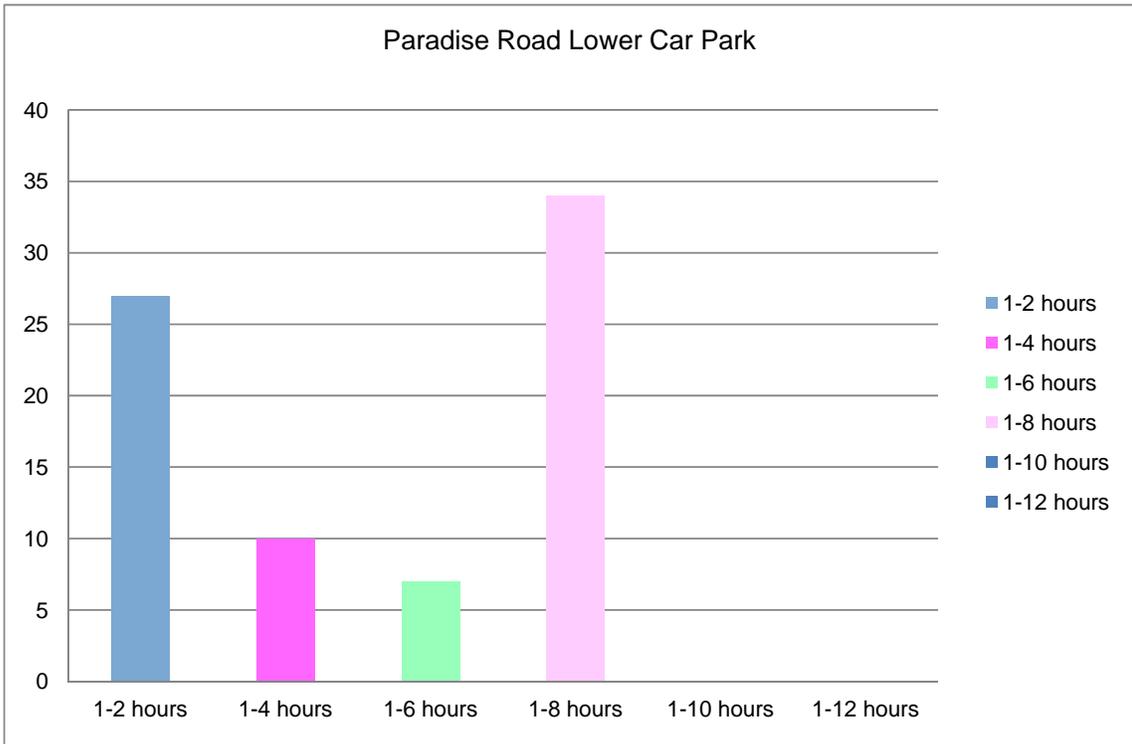
Town Council Car Park Surveys

Paradise Road Lower Car Park

	AM		PM			
Spaces Ref	9	11	1	3	5	7
1	MYG	MYG	MYG	MYG		
2	EYJ	EYJ	EYJ	EYJ		
3	JFK	JFK	JFK	WMJ		
4	PFG	PFG	PFG	PFG		
5	WHT	WHT	WHT	WHT		
6	RRF	RRF	RRF	RRF		
7	HKB	HKB	HKB	HKB		
8	ZBU	ZBU	OWK			
9	MHY	GTO	GTO			
10	UJU	A7A	CVG	CVG		
11	FG06	WZJ	WZJ	WZJ		
12	XNB	TR2	ZBF	ZBF		
13	WLR	XBF	XBF	XBF		
14	KYR	KYR	KYR	KYR		
15	RKN	RKN	RKN	RKN		
16	XJE	XJE	XJE	XJE		
17	MUP	MUP	MUP	MUP		
18	GZC	GZC	GZC	GZC		
19		KFX	BZU	CYY		
20		CYX	CYX			
21	SUT	SUT	YRE	LYX		
22	WEH	WEH	WEH	WEH		
23	MEV	MEV	MEV	MEV		
24	BKG	EZM	WNZ	VTS		
25	FBF	FBF	FBF	FBF		
26	PLF	PLF	PLF	PLF		
27	YWW	YWW	YWW	YWW		
28	LOD	LOD	LOD	LOD		
29	NTT	NTT	NTT	NTT		
30	RTO	RTO	RTO	RTO		
31	ARU	ARU	ARU	ARU		
32	HOH	HOH	HOH			
33	OKD	OKD	OKD	HSK		
34	ALF	ALF	ALF	ALF		

35	YJZ	YJZ	YJZ	YJZ		
36	659	YMU	YMU	YMU		
37	ULE	ULE	ULE	ULE		
38	YWM	YWM	YWM	YWM		
39	VPU	VPU	VPU	VPU		
40		OWP		FNJ		
41	NSV	NSV	NSV	JXV		
42	HSK	HSK	HSK	HSK		
43	MWA	MWA	MWA	MWA		
44	BNG	BNG	BNG	BNG		
45	FXC	FXC	YBU	YTG		
46	VHG	VHG	VHG	VHG		
47	DDE	DDE	EJU	EJU		
48	EWU	EWU	EWU	EWU		
49	TGB	TGB	TGB	TGB		
50	YUX	YUX	YUX	YUX		
51	ZNR	ZNR	ZNR	ZNR		
52	VCC	UBW	UBW	YFB		
53	FVF	FVF	FVF	FVF		
<b>No. Of Cars</b>	<b>50</b>	<b>53</b>	<b>52</b>	<b>49</b>	<b>50</b>	<b>53</b>

Paradise Road Lower Car park		No of Vehicles	Percentage
1-2 hours		27	34.62%
1-4 hours		10	12.82%
1-6 hours		7	8.97%
1-8 hours		34	43.59%
1-10 hours			
1-12 hours			
		78	100.00%

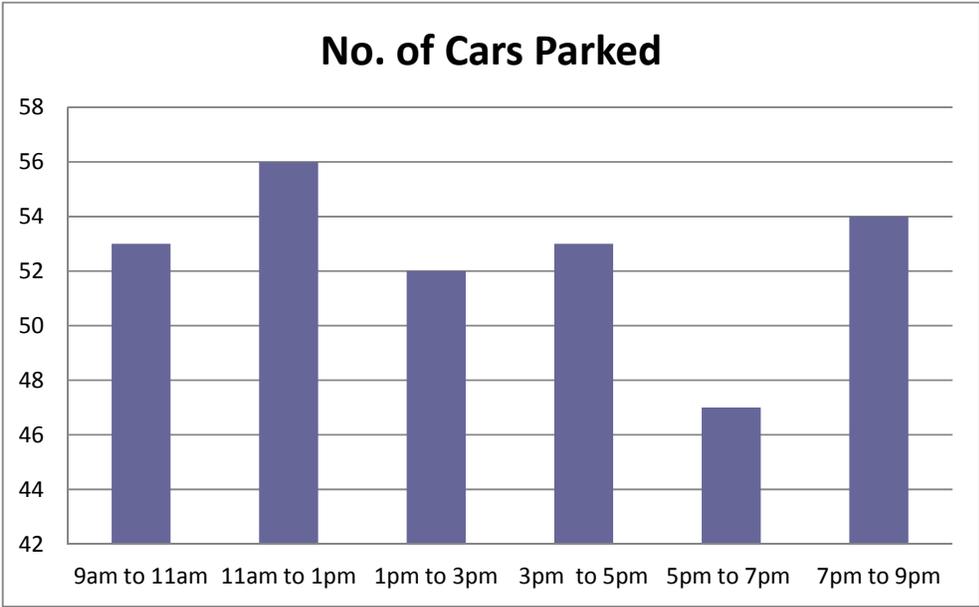
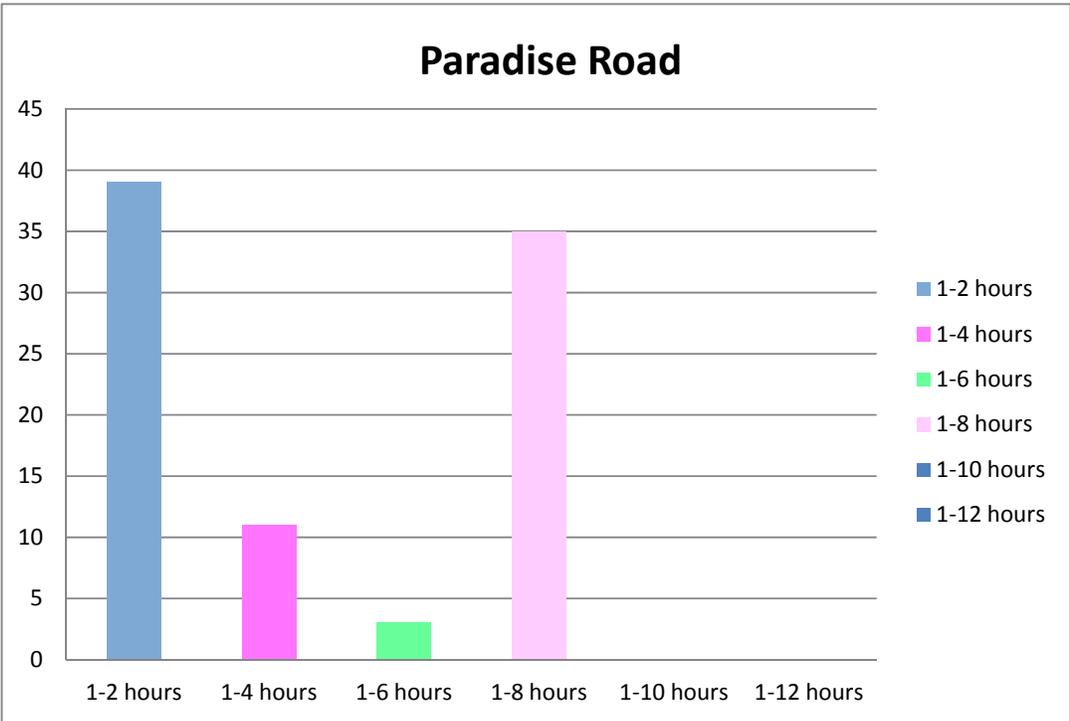


**Paradise Road Higher  
Car Park**

	AM		PM			
Spaces Ref	9	11	1	3	5	7
1	PXM	EZT	PXM	PXM		
2	LHC	LHC	LHC	LHC		
3	LUG	LUG	LUG	LUG		
4	XBU	XBU	XBU	XBU		
5	CDJ	CDJ	CDJ	CDJ		
6	XMS	XMS	XMS	XMS		
7	NPU	NPU	NPU	NPU		
8	BXA	BXA	BXA	BXA		
9	BFU	BFU	TPF	SUT		
10	WPN	WPN	WPN	WPN		
11	YCR	YCR	YCR	YCR		
12	HJF	HJF	HJF	WVT		
13	UYL	UYL	UYL	UYL		
14	OAM	OAM	OAM	OAM		
15	XGX	XGX	XGX	XGX		
16	BET	BET	BET	BET		
17	OZP	SJV	SHL	DDE		
18	GKO	GKO	GKO	YHZ		
19	OUY	OUY	OUY	OUY		
20	YTV	YTV	YTV	YTV		
21	MKM	DBM	SKO	SKO		
22	TLN	FSY	ASA	HXL		
23	UTS	LVF	ZKW	ZKW		
24	BZJ	BZJ	BZJ	BZJ		
25	KOJ	ERT	ERT	HHK		
26	GHG	GHG	GHG	GHG		
27	HNW	HNW	HNW	HNW		
28	KPV	KPV	BKA	SUF		
29	TKA	TKA	TKA	TKA		
30	JWW	JWW	JWW	JWW		
31	LEW	LEW	LEW	LEW		
32	MCD	MCD	MCD	MCD		
33	ACZ	ACZ	ACZ	ACZ		
34	VOM	VOM	VOM	VOM		
35	EHC	EHC	EHC	EHC		
36	YST	YST	KJZ	XXX		
37	LWD	LWD	LWD	LWD		

38	WCO	WCO	WCO	WCO		
39	JFP	JFP	JFP	JFP		
40	OGV	OGV	OGV	OGV		
41	CKX	CKX	CKX	CKX		
42	ZNB	ZNB	ZNB	ZNB		
43	BMS	JUV	BXZ	BXZ		
44	PXV	XZH	XZH	XZH		
45	KMG	KMG	KMG	KMG		
46	AUG	AUG	AUG	AUG		
47	YNG	YNG	FXG	KPU		
48	ZO8	ZO8	ZO8	ZO8		
49	LAU	LAU	LAU	LAU		
50	XPD	XPD	XPD	XPD		
51	XYW	ONO	LBX	LBX		
52	JOJ	JOJ	UTV	YPU		
53		WOU		AGY		
54	DNF	KZJ				
55		AHW				
56		YMD				
<b>No. Of Cars</b>	<b>53</b>	<b>56</b>	<b>52</b>	<b>53</b>	<b>47</b>	<b>54</b>

Paradise Road Lower Car park		No of Vehicles	Percentage
1-2 hours		39	44.32%
1-4 hours		11	12.50%
1-6 hours		3	3.41%
1-8 hours		35	39.77%
1-10 hours			
1-12 hours			
		88	100.00%



**The Hollies No 1 Car  
Park**

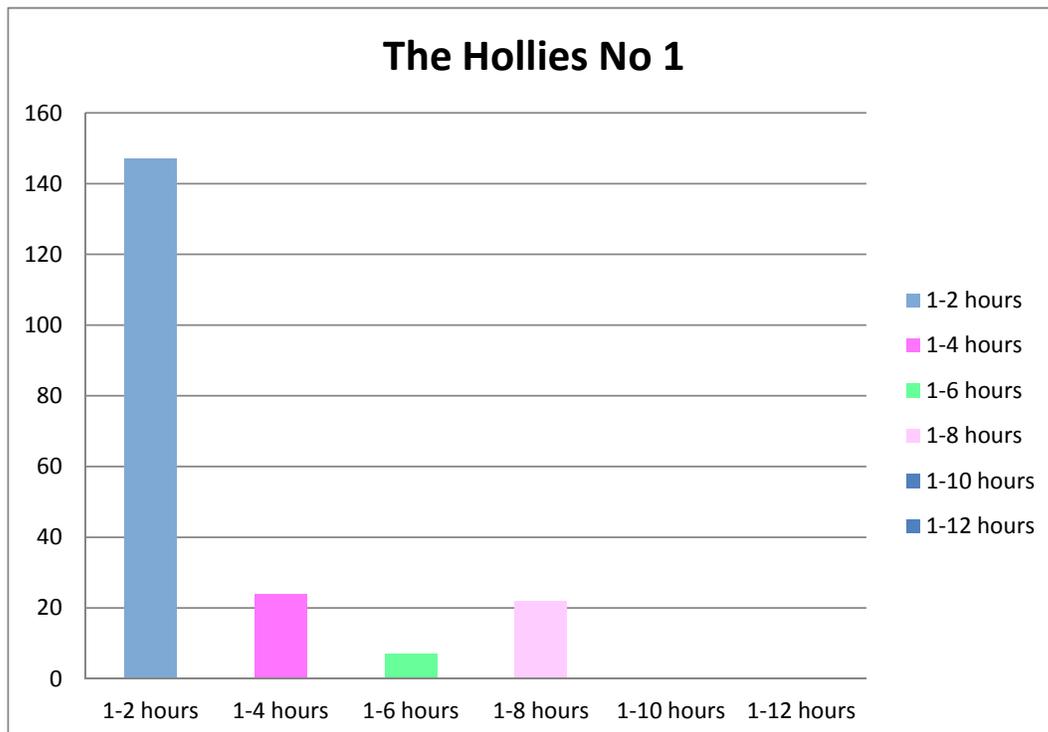
	AM		PM			
Spaces Ref	9	11	1	3	5	7
1			AOG	AOG		
2	MYV	XWP	BVR			
3	JEW	FKH	KUM			
4	VYD	FGX	FGX	UCB		
5	NDL	NDL	NDL	NDL		
6	BVM	BVM	DBD			
7		VUZ	VUZ	VUZ		
8	MPE	KGL	MXM	LHJ		
9	DWZ	DWZ	DWZ	DWZ		
10	MXN	MXN	MXN	MXN		
11	LKC	LKC	LKC	LKC		
12	HZN	HZN	HZN	HZN		
13	VLV	VLV	YNV			
14	EVT	BEJ	MTV	HHK		
15	BAP	BAP	BAP	BAP		
16	MFO	MFO	MFO	MFO		
17	FLF	FLF	MVM			
18	NCV	NCV	NCV	NCV		
19	UTF	UTF	UTF	UTF		
20	SJD	SJD	SJD	SJD		
21	ZZN	XJP	GMV			
22	EOJ	MUM	OFS			
23	GXT	RUO	AFX			
24	JFS	VHR	EJJ	XBR		
25	FCL	WUP	DFZ	CSU		
26	UTG	BMW	FFE			
27	AGO	UGT	WLG	ZZP		
28	SYH	JOJ	JOJ			
29	BZA	BZA	BZA	BZA		
30	PNK	KXL	YXT	TNK		
31	AKV	AKV	LRO	WPB		
32	BYE	JAR	DFV			
33	MWM	MWM	MWM	MWM		
34	OKB	OKB	ETL			
35	OKB	WTO	WTO	EAH		
36	YWG	YWG	YWG	YWG		

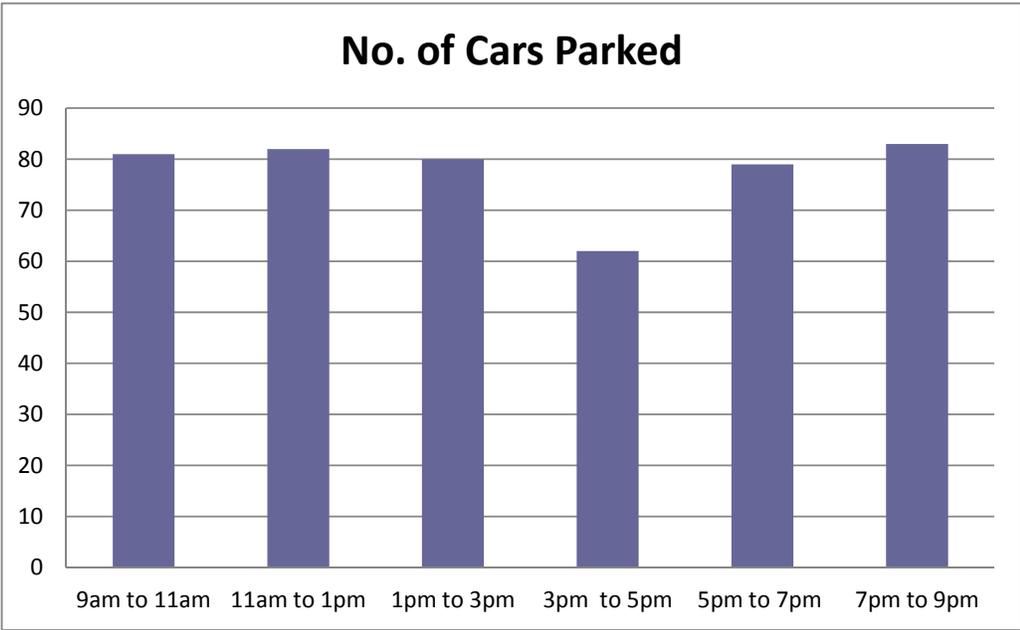
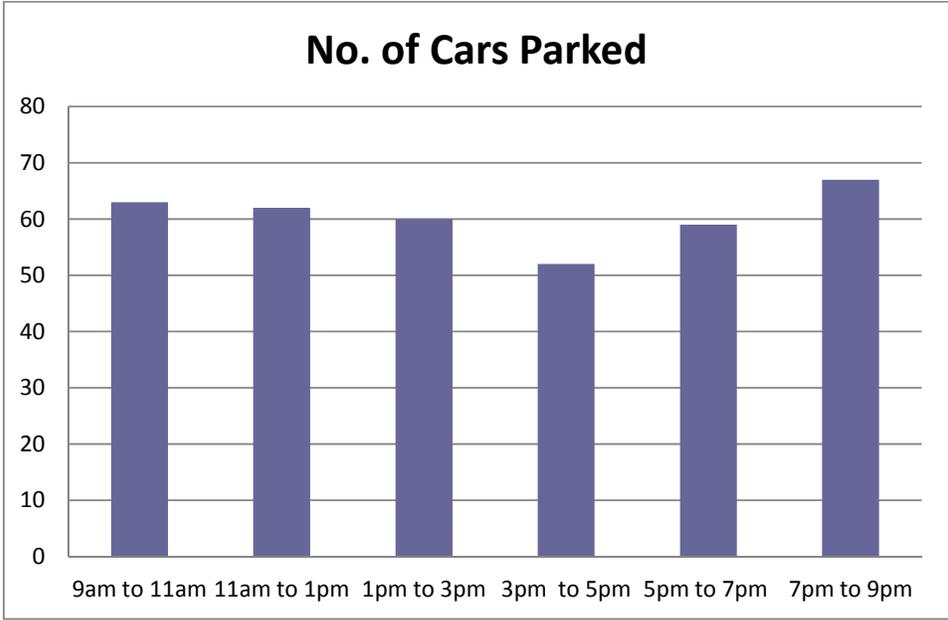
37	EKY	HMF	ATK	
38	AAG	YLD	LCY	RBD
39		UPU	KWW	MWA
40	RJX	SSW	SSW	GMJ
41		ZWA	PKE	ELJ
42	RVF	NZM	NZM	WZP
43	HWZ	DWZ	AJV	UCH
44	EHY	AGT	HZU	
45	FFA	GGT		
46	AVE	MHZ	UGM	UGM
47	LHC	AD58	PVG	
48	JUX	JUX	YWW	ONK
49	JSX	JSX	LFL	LFL
50	VDE	VWW	JZX	JZX
51	FYA	TMU	TJP	WVP
52	BYR	R2B	UXG	FNE
53	WHP	HDX		
54	FFA	FFA	FFA	CNE
55	XBL	XBL	XBL	XBL
56	ZNC	XEW	XEW	XEW
57	AET	AET	AET	AET
58	CKQ	CKQ	CKQ	CKQ
59	OAY	AOA	AOA	YFJ
60	LXJ	LXJ	VKE	
61		MOA	UHJ	JSK
62	EFX	PEW	RZK	RZK
63	HMK	UWZ	CMX	
64	JYX	FFX	CWA	YXP
65	JPJ	JPJ	PHX	RPO
66	SMP	FTP	XRV	GVO
67	EWE	AEY	YHR	NWA
68	RZK	RZK	TYD	RSX
69	RSK	RSK	TKE	MKM
70	KRB	KRB	KRB	SIS
71	XNJ			
72	RWW			
73	VCM			
74	AHD	AHD	VVD	PHP
75	7814	7814	7814	SFY
76	EFH	EFH	EFH	EFH
77	JZD	WXC		

RSK  
RSK

78	FEH	AXO	VSZ			
79	WXL	WXL	WXL	WXL		
80	OCD	OCD	OCD	VLH		
81	ENP	ENP	FFL	ONB		
82	WBY	WBY	WBY	WBY		
83	KDX	KDX	KDX	AGG		
84	OXA	OXA	OXA	OXA		
85	NWA	XTC	XTC	XTC		
86	JFE	JFE	JFE	JFE		
<b>No. Of Cars</b>	<b>81</b>	<b>82</b>	<b>80</b>	<b>62</b>	<b>79</b>	<b>83</b>

The Hollies No 1		No of Vehicles	Percentage
1-2 hours		147	73.50%
1-4 hours		24	12.00%
1-6 hours		7	3.50%
1-8 hours		22	11.00%
1-10 hours			
1-12 hours			
		200	100.00%





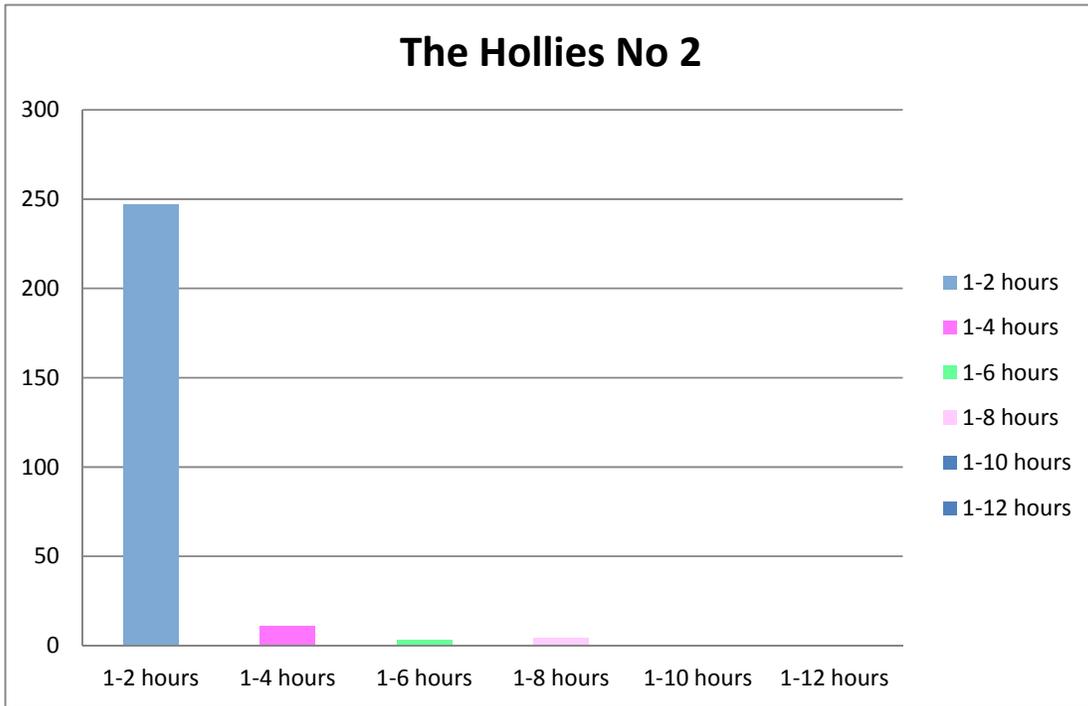
**Hollies Number 2 Car Park**

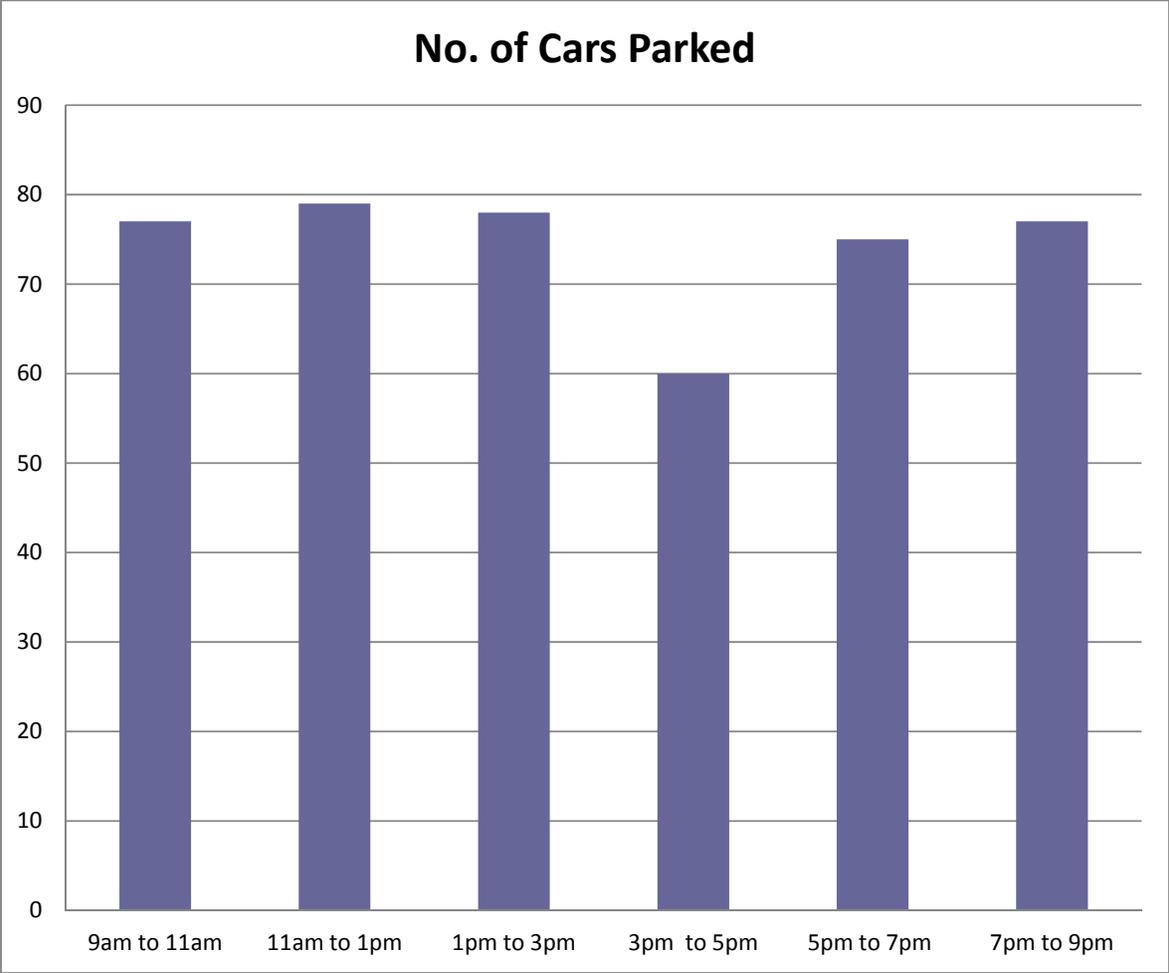
	AM		PM			
Spaces						
Ref	9	11	1	3	5	7

1	KWD	FMD	YUY	JKJ
2	XX5	BHW	HXU	
3	BVN	KFB	HPU	YBA
4	ZKW	FEP	SBY	SBY
5	KYT	GDX	EVL	
6	VVE	VDG		DWX
7	YBS	BXW	TPZ	
8	UCY	UCY	UXF	GYF
9	FET	KJU	LGL	
10	BWB	DUG	KFF	ORC
11	YCD	ORO	ECT	SUP
12	AXJ	AXJ	AXJ	FSD
13	WWZ	FLS	FLS	FLS
14	FJP	MHW	MDL	
15	EKV	OLM	AFU	
16	UEM	YYZ	JAH	YSD
17	2BJ	LRA	MEG	DHE
18	RZF	RZF	RZF	RZF
19	RRJ	LNF	RXK	
20	LVM	OMJ	MYJ	
21	RVM	RVM	RVM	RVM
22	CYX	LKW	WVE	GJF
23	WBP	SAV	RAX	OBB
24	VZB	HPP	ZBZ	ZBZ
25	GWK	UEHF	6388	KVJ
26	HPP	DHG	CSV	VZU
27	FUS	OGF	OGF	SFN
28	DCL	GKG	PKN	BNU
29	EVV	JKE	AOD	FGX
30	YUH	CJU	KFO	
31	XEM	XEM	NGS	KTA
32	GJF	KYR	KMN	SX2
33	AYJ	KUB	GLV	XEC
34	BNO	EUU	OGM	DCF
35	NLP	NLP	NLP	NLP
36		XFA	WCP	EUD
37	NKI	VKR	XUT	MMA
38	OTD	VGN	BUO	VLV
39	SXO	RXG	BCZ	AWV
40	OJL	HZV	LCO	POF

41	SZY	MDE	OUR	PNF		
42	GYP	GYP	OAB	ODT		
43	FVT	YOW	ODB	ZBZ		
44	YZD	ANV	XHJ	BLF		
45	RGZ	RGZ	OCB	ZBZ		
46	UEP	UGB	RAM	AWH		
47	PRS	OZP	ACF	FKF		
48	EVX	BNY	DXF	VDY		
49	OKK	KUC	NUZ	TDX		
50	CNG	ZSJ	LVA	DND		
51	VLV	VLV	MKP	ONG		
52	JYC	XGU	KBO	YBP		
53	TKC	TKC	MTL	BKU		
54	HXL	VBD	LUF	HYK		
55	GXB	YZU	CWM	HRJ		
56	LTJ	WVO	AYC	TNG		
57	YAB	YAB	YAB	YAB		
58	CAB	UOL	BBC	WSZ		
59	VOM	DXK	MHM	WAN		
60	TUA	YBL	LFJ	ERA		
61	PZH	LWV	UVO	VWE		
62	JWO	PPK	XHN			
63	RXR	XUZ	DBL	GUU		
64		UYK	YTH	TPU		
65	BYU	BNV	HDA	KCG		
66	WSK	HTT	KCG			
67	TDK	TDK	CVN	PRV		
68	UBH	BLZ	WTG	AAX		
69	NCK	EFG	LHX			
70	YMD	XNU	XNU			
71	UDO	UKW	CYA			
72	HTC	UFP	WMM			
73	UOF	WXT	FNJ	FDM		
74	YWL	UYL	FDM			
75	ETY	FCM	AEV			
76	YUR	EFR	VMH	HNK		
77	CEF	CMX	YBG	MJT		
78	EPP	JOE	AEG			
79	ZFR	ZFR	ZFR			
<b>No. Of cars</b>	<b>77</b>	<b>79</b>	<b>78</b>	<b>60</b>	<b>75</b>	<b>77</b>

The Hollies No 2		No of Vehicles	Percentage
1-2 hours	247	93.21%	
1-4 hours	11	4.15%	
1-6 hours	3	1.13%	
1-8 hours	4	1.51%	
1-10 hours			
1-12 hours			
	265	100.00%	





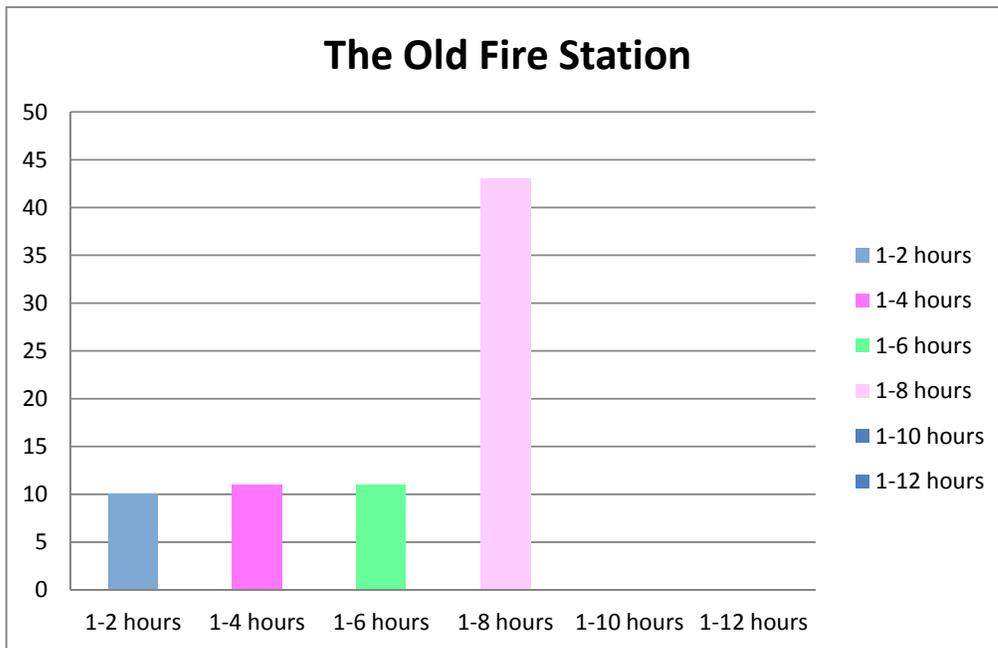
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The Old Fire Station Car Park

	AM		PM			
Spaces Ref	9	11	1	3	5	7
1			RJO			
2	TWC					
3						
4						
5	WFC	WFC	WFC	WFC		
6	EAH	EAH	EAH	EAH		
7	YCT	YCT	YCT	YZR		
8	OVP	HCB	HCB	HCB		
9	FLG	FLG	FLG	FLG		
10	DGV	DGV	DGV	DGV		
11	RZK	RZK	RZK	RZK		
12	YVB	YVB				
13	LUH	LUH	LUH	LUH		
14	UKX	UKX	UKC	UKX		
15	NFJ	NFJ	NFJ			
16	ZBF	ZBF	ZBF	ZBF		
17	RVV	RVV	RVV	RVV		
18	LBG	LBG	LBG			
19	KHZ	KHZ	KHZ	KHZ		
20	XFJ	XFJ	XFJ	XFJ		
21	YNV	YNV	YNV	YNV		
22	EVE	EVE	EVE	EVE		
23	ZHH	ZHH	ZHH	ZHH		
24	FLU	FLU		CEY		
25	VNW	VNW	VNW			
26	BES	BES	GXZ			
27	YSH	YSH	YSH	YSH		
28	NDO					
29	AXD	AXD	AXD	AXD		
30	LWT	LWT	LWT	LWT		
31	LHF	LHF	WYX	WYX		
32	YBE	YBE	YBE	YBE		
33	UGD	UGD	UGD	UGD		
34	ZDF	ZDF	ZDF	ZDF		
35	HYB	HYB	HYB	HYB		
36	OFS	OFS	OFS	OFS		

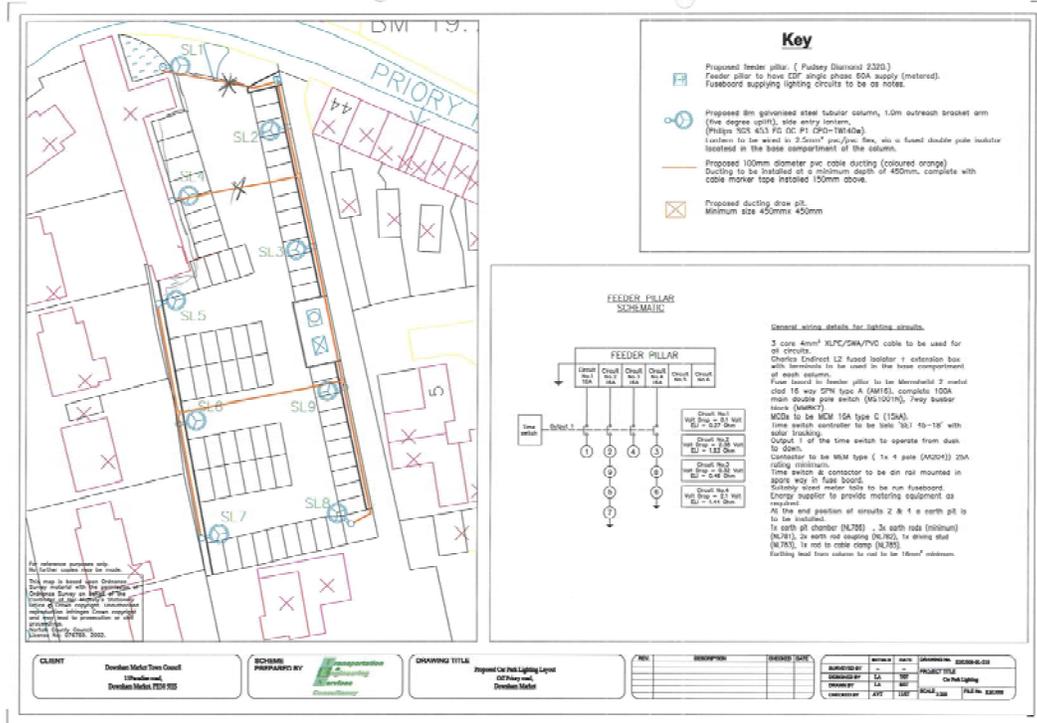
37		GUX	OPF	OPF			
38	AWM	AWM	AWM	AWM			
39	AXJ	AXJ	AXJ	AXJ			
40	VNK	VNK	VNK	VNK			
41	NVJ	NVJ	NVJ	NVJ			
42	TDV	TDV	TDV	TDV			
43	KPX	KPX	KPX	KPX			
44	WFG	WFG	WFG	WFG			
45	BVE	BVE	BVE	BVE			
46	YPA	GZJ	GZJ	GZJ			
47	KGY	KGY	GEG	GEG			
48	EEJ	EEJ	EEJ	EEJ			
49	TZK	TZK	TZK	TZK			
50	XHL	XHL	XHL				
51	ZSK	ZSK	ZSK	ZSK			
52	JLV	JLV	NGO	NGO			
53	PZE	PZE	PZE	PZE			
54	BMV	BMV	BMV	BMV			
55	XUX	XUX	XUX				
56	UYF	GWO	GWO	GWO			
57	XZE	XZE	XZE	XZE			
58	VCG	VCG	VCG	VCG			
59	PZL	PZL	PZL				
60	YAE	YAE	YAE	YAE			
61	ACX	ACX	ACX	ACX			
62	NVO	NVO	NVO	NVO			
63	NHK	NHK	NHK	NHK			
64	CCX	CCX	CCX	CCX			
65	AHN	AHN	AHN				
66	FHJ	HJ					
67	TFF	TFF	TFF	TFF			
<b>No. Of Cars</b>		63	62	60	52	59	67

The Old Fire Station		No of Vehicles	Percentage
1-2 hours		10	13.33%
1-4 hours		11	14.67%
1-6 hours		11	14.67%
1-8 hours		43	57.33%
1-10 hours			
1-12 hours			
		75	100.00%





# The Old Fire Station Car Park Layout





## **Downham Market Town Council – Stakeholder Engagement and Consultation Questionnaire**

Downham Market is a small historic market town on the edge of the Fens which has grown significantly over recent years, with a population of some 12,000 people. The town attracts visitors all year round and with good rail links to Cambridge and London, the railway station is used by a wide catchment area in West Norfolk.

The town's success has brought a number of traffic and parking related issues and specifically the management and provision of the limited town centre car parking facilities. Recent issues have arisen whereby:

The railway station car park has introduced parking charges which has encouraged commuters to park in the Town Councils 'free' car parks, to the detriment of the local community, through reduced turnover and footfall which has subsequently impacted on local retailers and businesses.

A private car park management company has begun to manage the Wales Court car park and to charge for spaces. There is a concern that this may cause further displacement into the Town Council car parks.

To address these issues Downham Market Town Council has appointed Alpha Parking, a Parking Consultancy Service Provider, to undertake a Car Park Review to assist the Council in developing an effective car park management strategy which is sustainable in the medium term when growth is anticipated within the town and which aims to:

- Maximises free space and is accountable in terms of revenue
  
- Comparable to other car park offers in the area

- Encourages traffic flow and parking turnover while catering for all user types including employers and workers, i.e. provides short and long term options
- Meets current and future car parking demand and is sustainable in the medium term when growth is anticipated within the town. This includes options for passive as well as active parking solutions and consideration of options such as leasing out the car parks

Management of parking can have a positive impact on economic viability by enabling better and more productive use of the limited parking spaces within the town, providing that it is done sensitively and appropriately. Towards the end of the review will consider the introduction of parking charges for the Council's town centre car parks.

In reviewing and updating the Car Park Management Strategy, Downham Market Town Council has placed high importance on the engagement with key stakeholders who rely upon the provision of suitable and convenient parking in the town to attract visitors and to ensure that local residents and businesses are able to obtain and provide a range of high quality services. As part of the review process a Stakeholder Engagement and Consultation meeting is scheduled at the Town Council Offices, 15 Paradise Road, Downham Market, PE38 9HS, between 2:00pm & 4:00pm on Wednesday, 12<sup>th</sup> November 2014.

Although the Review primarily focuses on the provision and management of the Town Council's off-street car parks this questionnaire seeks your views on both on and off-street parking.

We fully appreciate and welcome your support in attending the Stakeholder Engagement and Consultation meeting and your time in completing this questionnaire. Your views will greatly assist the Town Council in producing the town's Car Park Management Strategy.

Please return your completed questionnaire form to:

Mrs Jean Markwell  
Town Clerk  
Downham Market Town Council

15 Paradise Road  
 Downham Market  
 Norfolk  
 PE38 9HS

Question	Response
<p>Q1 – In your role within your organisation, to what degree do you believe the provision of ‘parking’ as a commodity or service is important for the economic well-being of the town?</p>	<p>The respondents consider that the town’s car parks are either very critical, highly, important, most important, very important, of great importance or extremely important to the vitality of the town and its ability to attract visitors and shoppers.</p> <p>One respondent referred to the importance in that they are free and another stated the important role the car parks play in allowing the elderly to be able to access the shops.</p>
<p>Q2 – How well-located does your organisation consider the car parks/on-street parking spaces in Downham Market to be for residents, businesses and visitors?</p>	<p>The respondents agreed that the location of the car parks are okay or good especially for shoppers and visitors but one respondent said that the car parks were not good for town residents.</p>
<p>Q3 – How well do you think the car parks are signed?</p>	<p>The responses ranged from bad, reasonable to good.</p>
<p>Q4 – Is there any aspect of signing that you believe could be improved?</p>	<p>2 respondents felt that signing was poor and needed upgrading, another felt the signing should emphasise that parking is free and another stated that the time limits should be displayed and enforced.</p>
<p>Q5 – In contrast, does your organisation think that any further signing should not be an option to avoid ‘street clutter’ in order to keep the town looking attractive?</p>	<p>The majority of respondents did not want to see extra signing within the centre of the town, although one respondent said there should be more, another said signing should be updated.</p>
<p>Q6 – What is the most common feedback or comments that your organisation receives about the availability of parking in Downham Market?</p>	<p>The majority of respondents said their customers complained of a lack of parking, especially on market days and they had to queue to find a parking space.</p> <p>Other customers complained about all day parkers taking up park space. Another respondent said their customers were satisfied with the parking and another respondent said that their customers were satisfied with the parking arrangements at the Wales Court Shopping Centre.</p>
<p>Q7 – Regarding parking provision in the town, what are your organisation’s views</p>	<p>The majority of respondents said there was insufficient parking, others said that the all-day parkers (commuters) were taking up the parking spaces and another said if the all-day parkers were</p>

on sufficiency?	removed there would be sufficient parking.
Q8 – Is the balance of yellow lines and white parking bays on-street right?	<p>The majority of consultees considered that the balance between the provision of yellow line restrictions and parking bays was right.</p> <p>One consultee said that with the proposed relocation of the bus stop from Bridge Street parking bays should be introduced outside Barclays Bank but keep the loading bay.</p>
Q9 – In the town centre, on-street, there are a number of waiting restrictions i.e. 20, 30 and 60 minutes. Should these timings be harmonised and if so what should they be set at?	All respondents said that the timings should be harmonised with 3 respondents stating that the waiting limit should be 30 minutes across the town.
Q10 – Are there any particular areas of the town where you consider that parking space is insufficient or unduly restricted?	<p>There was a diverse range of responses to this question, including:</p> <ul style="list-style-type: none"> <li>▪ No more space in the town centre</li> <li>▪ The Hollies car parks need more parking space</li> <li>▪ Enforce the existing regulations</li> <li>▪ Market traders vehicles are restricting short term use</li> </ul>
Q11 – Are there any locations or sites where you believe that parking space could be created or converted from other use by the Council?	The majority of consultees were not aware of any potential sites, however, 2 respondents stated that use/extend the Howdale parking area or suitable playing fields to provide free parking.
Q12 – What do you think about the use of decked levels, to create additional parking spaces, within the Town Council's car parks?	Responses ranged from not viable, to costly, visual impact, the need to close the car parks while construction was underway to if other parking space cannot be found this should be considered.
Q13 – What do you think about the use of 'park and ride' for Downham Market?	The majority of respondents said that a park and ride scheme is unrealistic although one respondents said that it would be useful for workers and another for commuters.
Q14 – What are your views on installing Vehicle Messaging Signing (VMS) on town entry points/key locations to assist motorists in finding suitable and available parking within the town?	The majority of users felt that the town was too small to justify the cost of a VMS scheme.
Q15 – Pricing Management: Introduction of charges is a way of maximising the availability of short to medium stay spaces in the town's car parks for use by shoppers and other short stay users. What are your organisation's views on introducing parking charges for the Town Council's car parks?	<p>Responses included:</p> <ul style="list-style-type: none"> <li>▪ The majority of respondents were opposed to the introduction of parking charges and said that it were deter visitors coming to the town who would then travel to Wisbech or Ely to do their shopping.</li> <li>▪ One consultee said that parking should be free for the first 2 hours at the Town Hall and Hollies 1 and 2 car parks and free all day for workers at Paradise Road and</li> </ul>

	<p>the Old Fire Station car park.</p> <ul style="list-style-type: none"> <li>▪ Another respondent suggested that the first 2 or 3 hours should be free and, thereafter, £1 per hour.</li> </ul>
<p>Q16 – What do you believe people consider are the main problems with parking in Downham Market?</p>	<p>Views ranged from insufficient parking facilities, people exceeding the time limits, people leaving their cars in the car parks and going on holiday on taking up valuable parking space</p>
<p>Q17 – Do you have any suggestions for improving parking in Downham Market?</p>	<p>Responses included:</p> <ul style="list-style-type: none"> <li>▪ Introduce charging after a free period and encourage workers to park outside the town</li> <li>▪ Place signs in the car park to restrict any return in 24 hours</li> <li>▪ Enforce restrictions and allow Morrison’s staff to have a parking permit exemption</li> <li>▪ The first 2 or 3 hours should be free and, thereafter, £1 per hour.</li> </ul>
<p>Q18 – Are there any other comments you wish to make on parking in Downham Market?</p>	<p>Responses included:</p> <ul style="list-style-type: none"> <li>▪ Concern that any changes to off-street parking could affect residents in Trafalgar Road etc.</li> <li>▪ The introduction of ANPR enforcement, 2 hour maximum stays to meet short term parking</li> <li>▪ Identify available parking areas close to the town centre, such as the Swann Inn, where employees could park all day for free</li> </ul>

