

Runnymede Borough Council Parking Overview Report

November 2024



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Shaping the Future of Parking in Runnymede: Executive Summary

Runnymede Borough Council recognises the importance of parking for residents, businesses, and visitors. This plan outlines a vision for a modern off-street parking network that balances sustainability with efficient parking management.

Key Points:

- **Focus on Off-Street Parking:** This plan focuses on public car parks managed by the Council. On-street parking enforcement is the responsibility of Surrey County Council.
- **Supporting Policies:** The plan aligns with various policies, including the Runnymede Electric Vehicle Strategy, Runnymede Climate Change Strategy, and Surrey County Council's Local Transport Plan 4 (LTP4) and Corporate Plan.
- **Current Situation:**
 - The Council manages 27 off-street car parks, some with free parking and others with pay and display systems.
 - There are currently no electric vehicle charging points in any of the car parks.
 - Parking usage data is available and will be used for further optimisation.
- **Challenges:**
 - Balancing parking availability with sustainability goals.
 - Optimising parking usage and reducing underutilised spaces.
 - Encouraging a shift towards more sustainable modes of transport.
- **Vision:**
 - To become a leader in sustainable and accessible parking.
 - To offer a network of car parks with diverse options, including electric vehicle charging points and improved cycle parking.
 - To promote a variety of transportation modes and prioritise sustainable options.
- **Objectives:**
 - Support economic vitality by providing convenient parking for businesses.
 - Enhance accessibility for all users.
 - Contribute to a more environmentally friendly borough.
- **Roadmap (2024-2026):**
 - Analyse parking usage data to optimize pricing strategies and identify underutilised spaces.
 - Explore options for introducing electric vehicle charging points.
 - Investigate opportunities for improving cycle parking facilities.
 - Review and update permit schemes.
 - Implement a communication strategy to promote sustainable travel options.
 - Introduce evening and overnight charging: Consider implementing lower rates during off-peak hours to encourage use and spread demand.
 - Introduce a recreational tariff for open space car parks: Implement lower rates for visitors to parks and recreational areas to encourage active travel and reduce congestion.

Overall, this plan aims to create a well-managed parking system that supports a thriving and environmentally conscious Runnymede.

1. Shaping the Future of Parking in Runnymede: A Balanced Approach

Parking is an essential component of our thriving borough, serving residents, businesses, and visitors alike. Recognising the evolving transportation landscape, Runnymede Borough Council is committed to developing a comprehensive action plan to ensure efficient and well-managed parking facilities remain available.

This plan focuses on public car parks (off-street parking), balancing the growing focus on sustainability and encouraging alternative modes of travel. It outlines a vision for a modern off-street parking network, encompassing both vehicles and bicycles. We aim to tackle key challenges including parking availability, pricing structures, and integrating technological advancements.

Our core objectives are:

Supporting Economic Vitality:

Ensuring a well-managed parking service that encourages visits to local businesses and fosters economic growth.

Enhancing Accessibility for All Users:

Promoting inclusivity by creating a parking network that caters to all user needs and abilities.

Contributes to a more environmentally friendly borough

Implementing sustainable practices within our parking service, such as encouraging alternative modes of transport, improving operational efficiency, and promoting responsible parking behaviour.

2. Key Considerations:

While the Council oversees off-street parking, we recognise the importance of a comprehensive approach that considers parking at both origin and destination (e.g. home or workplace).

This action plan focuses on off-street parking. We acknowledge Surrey County Council's role as the "On Street" parking Enforcement Authority within the Borough. The County Council's [Parking strategy - Surrey County Council \(surreycc.gov.uk\)](https://www.surreycc.gov.uk/parking-strategy) sets out the County Council's vision, objectives and preferred strategy in relation to their parking responsibilities.

3. Background Information:

Key policy documents which have informed the development of this action plan are set out as follows:

The Runnymede Electric Vehicle (EV) Strategy (December 2023)

This strategy sets out the Council's approach to support the transition from petrol and diesel vehicles to EV, which brings benefits through lowering carbon emissions, reducing road transport noise, and reducing air pollution. The strategy forms a critical part of the Council's response to climate change, and supports the objectives of the Council's [Climate Change Strategy](#). The strategy contains a 7-point short term action plan which covers the 2022-2026 period. Particularly relevant to this Parking Strategy are the following actions:

Action One: Explore opportunities to increase the network of publicly available electric vehicle charge points across Runnymede on both Council owned land and other public sector land. This includes both on and off-street chargers.

Action Six: To look at opportunities to incentivise and promote the use of e bikes within the borough.

The Runnymede Climate Change Strategy 2022-2030

Has 3 strategic objectives, which includes the objective to:

Positively influence our environment by embedding climate change avoidance and mitigation, sustainability and promotion of biodiversity and conservation in all Council decisions and actions.

Corporate Business Plan

The [Corporate Business Plan](#) is the Council's top level strategic document. Together with the strategies, it sets out our priority areas of work which we describe as our themes, and how we will use our resources to achieve them

Health and Wellbeing Strategy

Contains a number of strategic objectives which includes:

Healthy Communities: For all residents to be able to engage and participate in their community, access services, facilities, amenities, leisure, and recreational opportunities locally.

Sub regional

Surrey County Council Local Transport Plan 4 (LTP4)

The LTP4 marks a significant change for transport in Surrey with a vision that sets out ambitions for the transport system in Surrey to 2032 and beyond. Through its policies, the strategy seeks to rapidly reduce carbon emissions from transport, to provide well connected communities that encourage equal access to travel to ensure no one is left behind, and to create thriving communities with clean air, excellent health, wellbeing and quality of life.

LTP4 is based on the sustainable travel hierarchy which ranks walking as the least polluting mode of transport at number one and moves through other transport types up to air travel which is ranked as the most polluting at number seven:

1. walking
2. cycling
3. e-bikes and cargo bikes
4. public transport
5. car clubs, taxis, car sharing
6. private vehicles, including cars, vans and motorbikes
7. air travel.

The document's Active Travel and Personal Mobility policy contains the core principle to shift travel to more sustainable modes: public transport, walking, and cycling, away from car use. The policy purpose is stated to be to provide facilities to encourage many more journeys to be made actively (walking, wheeling, cycling, scootering).

LTP4 sets out that as cycling is one of the most sustainable modes of transport, Surrey County Council is promoting it as a preferred means of travel. Aims in LTP4 relating to cycling include an aim to provide:

- new, extended and improved cycling routes
- supporting cycle facilities, for example secure cycle parking
- measures to encourage bike use for longer journeys
- measures to increase awareness and safety
- bike hire schemes
- promotion of e cargo bikes

LTP4 sets out how the delivery of facilities which make active travel (such as on foot, by bicycle, scooting) more convenient, pleasant, and safe, will encourage more active travel choices and bring many transport, health and environmental benefits. Secure cycle parking, bike hire and promotion of electric and cargo bikes will also help to increase the choices of lower carbon travel. Provision of changing facilities and charging points for e-bikes is also encouraged in appropriate locations.

The document also acknowledges how the County Council will be giving greater priority to cycling, walking and other active modes of travel over cars and other polluting vehicles by altering parking availability and increasing charges.

LTP4 also introduces the concept of Mobility Hubs setting out that the Surrey Rail Strategy identifies the potential for rail stations to provide:

- better integration with other types of transport through improved links with walking and cycle networks, bus and on-demand services, taxi access and provision of facilities such as charging points for e-bikes and other electric vehicles.
- a wider range of services for the local community, including space for local businesses and delivery and collection points.

The County Council commits to exploring the options to build on these principles to develop Mobility Hubs, which are clearly distinguished, attractive central points for public and shared transport provision and connections, focussed around rail stations or bus stations or stops where possible. They provide access to a range of types of transport (for instance, this could include bike hire and car clubs in larger hubs), easily accessible information on travel options and other services such as retail and digital hubs, which provide the facilities required for remote working, or access to online appointments, or other opportunities.

Mobility Hubs would make sustainable alternatives to car more attractive and would help to reduce the number and length of car trips by providing more opportunities locally, in line with LTP4's Planning for Place policy area.

4. Current Position in Runnymede's car parks

Runnymede Borough Council manages 13 off-street car parks, one on behalf of a Trust, ensuring accessibility with free motor cycle parking as well as designated disabled parking spaces at each location. There are 8 free open space car parks perfect for parkgoers, while 6 car parks are conveniently located near Suitable Alternative Natural Green Space (SANG). However, charging isn't currently permitted at these SANG-linked car parks due to Natural England regulations. This restriction does not apply if the car park also serves a nearby high-demand location like a train station, hospital, or high street, and isn't the primary access point for the SANG itself (like Homewood Park).

The tables below set out the number and types of parking spaces in each of the Council's car parks as well as other relevant information. It should be noted that at the time of writing there are no electric charging points for either cars or bicycles in any of the Borough's public car parks, hence why this information is not included in the tables below. Cycle parking is uncovered.

Pay and Display car parks

Pay-and-display car parks require drivers to obtain a ticket from a machine before parking and display it prominently in their vehicle's windshield.

Council Pay & Display	Number of car parking spaces	Number of disabled bays	Number of cycle parking spaces	Parking tariff rates	Road Traffic Order	Business Rates 2024/25	Lead Officer
Chertsey Library	174	5	0	Town	Yes	£27,846.00	Linda Norman
Bemonds, Chertsey	55	4	0	Town	Yes	£4,740.50	Linda Norman
Hummer Road	75	3	0	Town	Yes	£28,019.94	Linda Norman
Memorial Gardens	90	2	0	Town	Yes	£10,939.02	Linda Norman
Wasp Farm,	119	3	0	Town	Yes	£10,728.50	Linda Norman
Woodlands	102		0	Town	Yes	£14,346.25	Linda Norman
Gogmore Farm Park	53	2	0	Out of Town	Yes	Attached to park	Linda Norman
Pooley Green	35	2	0	Out of Town	Yes	Attached to park	Linda Norman
Victoria Street	34	2	0	Out of Town	Yes	£1,422.15	Linda Norman
St Jude's Cemetery	39	3	0	Out of Town	Yes	£3,515.70	Linda Norman

Homewood Park	70	7	0	Open space tariff	Yes	N/A	Linda Norman
Egham Library	20	2	0	Free parking	Yes	N/A	Linda Norman

Runnymede Pleasure Grounds

Runnymede Pleasure Ground is an open-space car park held in trust, with its income dedicated to maintaining and improving the park's facilities and amenities.

Other Pay & Display	Number of car parking spaces	Number of disabled bays	Number of cycle parking spaces	Parking tariff rates	Road Traffic Order	Business Rates 2024/25	Lead Officer
Runnymede Pleasure Grounds	352	3	0	Open space tariff	Yes	N/A	Linda Norman

Open Space car parks

Open space car parks often offer free or discounted parking to encourage visitors to enjoy recreational activities in the surrounding area, such as walking, cycling, or picnicking

Open Space car parks	Number of car parking spaces	Number of disabled bays	Number of cycle parking spaces	Parking tariff rates	RTO	Business Rates 2024/25	Lead Officer
Aviator Park	15	1	0	Free parking	Yes	N/A	Linda Norman
Chertsey Rec	45		0	Free parking	No	N/A	Helen Clark
Coopers Hill	55	4	0	Free parking	Yes	N/A	Helen Clark
Crockford Open Space	20		0	Free parking	No	N/A	Helen Clark
Murray Road	47	3	0	Free parking	Yes, but SCC	£1235.03	Linda Norman
Thorpe Green	13	2	0	Free parking	No	N/A	Helen Clark
Truss's Island	32	3	0	Free parking	No	N/A	Helen Clark
Victory Park	30		0	Free parking	No	N/A	Helen Clark

Suitable Alternative Natural Green space (SANGS) car parks

A SANG car park is a designated parking area located within a Site of Special Scientific Interest (SSSI) or other ecologically important area, designed to accommodate visitors and reduce the impact of vehicle traffic on the sensitive environment

SANGS Car park	Number of spaces	Number of disabled bays	Parking	RTO	Lead Officer
Chertsey Meads 'A'	43	2	SANG	No	Darren Williams
Chertsey Meads 'B'	52	3	SANG	No	Darren Williams

Timber Hill & Ottershaw Chase	39	2	SANG	No	Darren Williams
Ether Hill	96	4	SANG	No	Darren Williams
Hare Hill			SANG	No	Darren Williams
St Anns Hill	20	2	SANG	No	Darren Williams

Parking operational costs

Parking operational costs often encompass expenses related to the maintenance, repair, and upkeep of parking infrastructure, such as signage, lighting, payment systems, and pavement markings.

Maintenance costs	Chertsey	Egham	Englefield Green	Ottershaw	Virginia Water	Other	Total
Grounds Maintenance	£4,830	£3,500	£800	£800	£1,800	£8,121	£25,251
Cleaning, Remarking, Signs etc	£2,600	£2,800	£0	£0	£0	£6,331	£11,731
Totals	£7,430	£6,300	£800	£800	£1,800	£14,452	£36,982

The total operating costs for Parking Services including service area recharges for the 2024/25 financial year are estimated at £601,249. With projected income of £474,200 from pay-and-display machines, £54,600 from parking permits, £70,000 from Penalty Charge Notices (PCN) and £11,800 recharge from Runnymede Pleasure Grounds, Parking Services is expected to generate a net income of £9,351 for 24/25 year.

5. Current Parking Charges

With the exception of the Runnymede Pleasure Ground car park which is overseen by the Community Services Committee as its role as trustee, charges for car parking are agreed annually at the Environment and Sustainability Committee at the November budget setting meeting and come into force from the following 1 April. The Council must follow a specific legal process to amend off-street parking orders, including public consultation and approval from relevant authorities, to introduce or modify parking fees.

Charges need to be set at an appropriate level to strike a balance between supporting the local economy, whilst ensuring that sufficient parking spaces are available for users, and also to ensure that the Council can meet its environmental goals. They are determined by a variety of factors including the size of the town, demand for parking, the number of car parking spaces available, the level of competition from other providers, and comparison to other Surrey authorities.

In most Runnymede car parks governed by off-street parking orders, charges are typically in effect from 8:00 AM to 6:00 PM, Monday to Sunday, excluding public holidays. Please note that not all car parks within the borough have parking charges.

The current fees and charges for 2024/2025 financial year are as follows:

Period	Town Centre	Out of Town
Up to 1 hour	£1.50	£0.70
1-2 hours	£2.70	£1.30
2-3 hours	£3.70	£2.10
3-4 hours	£4.20	£3.10
4-5 hours	£4.70	£3.60

5-6 hours	£5.70	£6.00
All day	£7.50	£6.00
Resident Parking permits	£110.00 quarterly £330.00 annually	£60.00 quarterly £130 annually
Non-resident Parking permits	£275 quarterly £775 annually	Not applicable

Open Space charging tariff

Homewood Park	Up to 90 minutes: 90 minutes-3 hours: Over 3 hours:	£0.00 £2.70 £5.00
Runnymede Pleasure Grounds	Up to 30 minutes: Up to 1 hour: 1-2 hours: 2-3 hours: All day: Coaches:	£0.00 £1.70 £3.40 £5.10 £7.50 £4.00 per hour

Annual Events where parking charges are temporarily suspended

Event	Car park	Approx cost
Magna Carta Day	Hummer Road Waspe Farm	£1,500
Virginia Water Trail	Memorial Garden	£700
Black Cherry Fair	Gogmore Farm Chertsey Library	£1,700
Christmas Lights Ceremony	St Judes	£50
Total		£3,950

6. Current Parking Usage

Understanding how car park usage fluctuates throughout the day, week, and even month can be incredibly valuable for optimising parking management. By analysing current parking usage by time period, the Council can gain crucial insights such as:

- **Peak Demand Periods:** Identifying times when car parks are most crowded allows the Council to adjust pricing structures or allocate resources more effectively. For example, offering lower rates during off-peak hours could incentivise use and spread demand.
- **Underutilised Spaces:** The data can reveal periods with consistently low occupancy, allowing the Council to explore alternative uses for these spaces during those times. This could include temporary event parking, designated car share spots, or even bike parking facilities.
- **Long-Term Planning Needs:** By tracking usage trends over time, the Council can anticipate future parking demands and make informed decisions about potential expansion or adjustments to parking availability in specific areas. This data can also support infrastructure projects like additional parking structures or improved public transportation options.

The Council will use available data to promote efficient parking management, cater to user needs, and contribute to a more sustainable and well-planned transportation network within Runnymede.

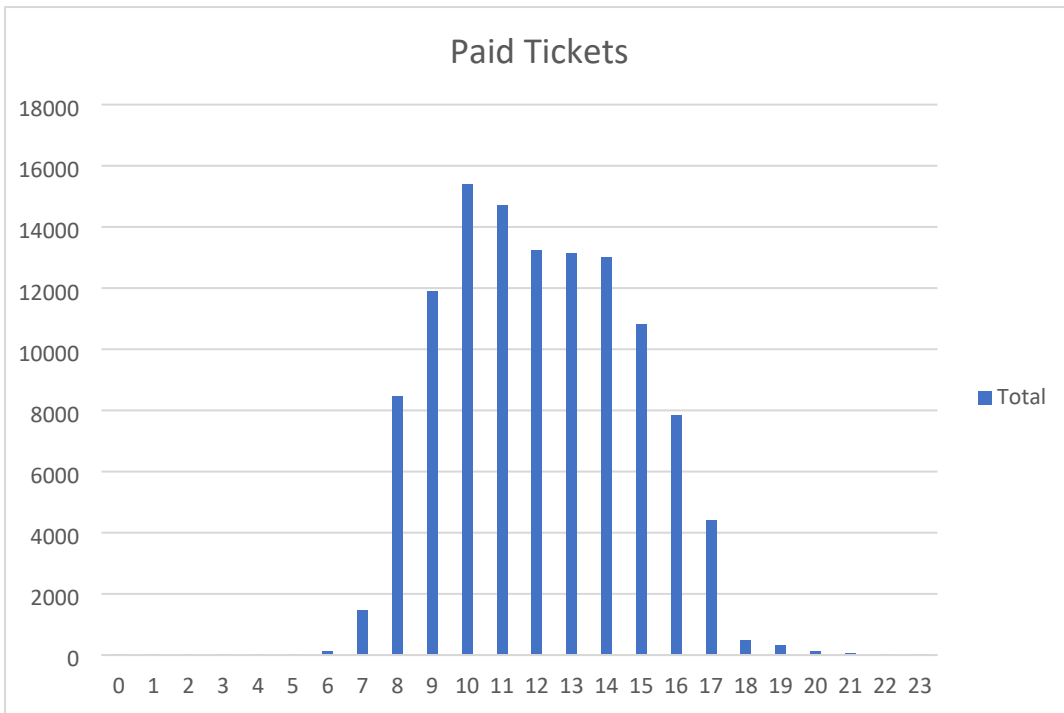
The Council's current parking usage for 22/23 across the borough is broken down as follows:

Car Park	< 1 hr	1-2 hrs	2-3 hrs	3-4 hrs	4-5 hrs	All day	Total
Beomonds	1332	1398	1268	602	323	448	5,371
Chertsey Library	19,476	11,281	2,851	1,719	909	4,787	41,023
Gogmore Farm	1,783	1,278	609	447	847	n/a	4,964
Homewood Park	16,726			3,018			20,348
Hummer Road	37,095	12,685	3,341	1,814	488	804	56,227
Memorial Gardens	5,526	2,594	1,261	1,063	1,606	10,259	22,309
Pooley Green	12,980	80	23	12	17	0	13,112
St Judes	1,753	981	591	230	205	3,963	7,493
Victoria Street	2,215	1,234	1,088	362	296	407	5,602
Waspe Farm	8,261	3,727	2,592	1,782	1,177	4694	22,233
Woodlands	20,548	18,896	4,029	2,476	1,424	3,638	51,011

By delving deeper into car park usage patterns through time-based analysis, Runnymede Borough Council can unlock valuable insights to optimise parking solutions. This analysis can reveal peak usage hours, identify under-utilised periods, and highlight days with lower demand. With this data, the Council can:

- Tailor permit options: Weekend-only or off-peak permits become more strategic if data shows a significant dip in daytime or weekday usage.
- Optimise enforcement: Understanding peak hours allows for targeted enforcement efforts, ensuring smooth operation and maximising space availability during high-demand periods.
- Inform signage and communication: Time-based usage data can guide signage adjustments, directing drivers towards less crowded car parks during peak times. Additionally, residents can be informed about under-utilised periods, encouraging them to consider off-street parking options.

The following table shows the total number of paid tickets per hour across all pay and display carparks:



Following the installation of the new pay and display and automated number-plate recognition (ANPR) system, more detailed information will become available to develop targeted solutions that improve parking efficiency for residents and visitors alike.

7. Current Parking Permits

While off-street parking provides a designated space for vehicles, it doesn't always guarantee order or efficient use. Parking permits play a crucial role in optimising car park spaces across the borough. By establishing clear regulations and designated areas, permits can address issues like overcrowding, unauthorised parking, and misuse of off-street spaces. This translates to a better value for money for permit holders. Parking permits are often significantly cheaper than daily rates within car parks, reducing long-term parking costs. Additionally, permit holders can be assured of finding a space when needed, reducing circling and wasted time, and contributing to a more organised and environmentally friendly parking environment. Residents with no off-street parking benefit tremendously from a permit system, as it increases their chances of finding parking near their homes. Similarly, non-residents who regularly visit the borough for work or leisure can obtain visitor permits, ensuring convenient parking without the hassle of searching for open spaces. Overall, a well-designed permit system fosters a more efficient and equitable parking experience for everyone.

The Council's 2023/24 parking permits is broken down as follows:

2023/24							
Car park	Residents	Issued	Total	Permits allowed	On waiting list	Permit cost	Income
Hummer road		15		45	0	Quarterly £300.00 Annual £700.00	£6,715.00
Wasp farm		13		56	0	Residents £ 300.00 Quarterly £100.00 Annual £700.00	£7,000.00
Gogmore		0		18	0	Quarterly £ Annual £500.00	£0.00
Bemonds	2	8	6	13 RES/10 NON-RES	0	Quarterly £100.00 Annual £300.00 R Annual £700.00 N-R	£1,215.00

Chertsey library		11		11	0	Quarterly £250.00 Annual £700.00	£7,700.00
Pooley green		7		7	0	Quarterly £50.00 Annual £125.00	£800.00
St judes		6		10	0	Annual £125.00	£750.00
Victoria street		11		15	0	Quarterly £50.00 Annual £125.00	£1,075.00
Woodlands car park		12		35	0	Annual £700.00	£8,400.00
Memorial gardens		7		40	0	Quarterly £250.00 Annual £700.00	£3115.00
Aviator park		6		6	0	Annual £125.00	£750
Totals		90		256	0		£37,270

With only 36% take-up for 23/24 year, there is a clear opportunity to address the under-utilisation of off-street parking permits.

8. Ensuring Smooth Operation and Safety

Runnymede Borough Council employs a team of uniformed Civil Enforcement Officers (CEOs) to patrol and enforce parking regulations throughout the borough. Their primary goals are to:

- **Maintain Order and Availability:** CEOs ensure drivers comply with parking rules and fees in our car parks, helping to guarantee sufficient parking spaces for residents and visitors.
- **Promote Safety and Accessibility:** Proper enforcement prevents dangerous parking situations and keeps access clear for everyone using the car parks and surrounding roads.
- **Identify and Report Issues:** In addition to enforcement, CEOs are trained to identify any defects or maintenance concerns within the car parks and report them for prompt rectification.

The CEOs hold nationally recognised qualifications and receive ongoing training. For their safety and to provide evidence in case of incidents, they are equipped with:

- **Penalty Charge Notice (PCN) issuing equipment:** This allows them to issue fines for parking violations.
- **Mobile data capture technology:** This enables them to capture images of parking contraventions as evidence.
- **Mobile phones:** For communication and reporting purposes.
- **Body-worn CCTV cameras:** These enhance their safety and provide accurate recordings of incidents.

This comprehensive approach by our dedicated enforcement team helps maintain a safe and well-functioning parking environment for everyone in Runnymede.

9. Parking Enforcement

Ensuring fair and efficient parking usage is vital for Runnymede Borough Council's off-street car parks. A system of Penalty Charge Notices (PCNs) discourages misuse, with clear tiers based on the severity of the contravention. Parking for longer than permitted or without a valid ticket incurs a lower penalty, while offenses like occupying disabled bays without a badge attract a higher charge.

This tiered approach encourages responsible parking behaviour. Additionally, the Council offers a clear appeals process, allowing drivers to challenge PCNs with supporting evidence. Trained staff consider these challenges and may even uphold the reduced penalty amount during the process.

By maintaining a balance between enforcement and due process, the Council ensures both parking compliance and the availability of designated spaces for those who need them. This, in turn, contributes to the overall upkeep and functionality of these important facilities. In 23/24 1937 PCN's were issued over the

last financial year (information taken from the Council's parking system Sagoss & SiDem). The collection rate for 23/24 for PCN's is 56% and is currently at 67% for 24/25 as at 30.09.24:

Contravention	22/23	23/24
Code 80 Parked longer than maximum period permitted	56	27
Code 82 Parked after expiry of paid time	241	232
Code 83 Parked without displaying a ticket	1916	1563
Code 86 Parked beyond bay marking	121	60
Code 90 Re-parked within prescribed time period	2	4
Code 85 Parked in permit bay without permit	3	9
Code 87 Parked in a disabled bay	96	42
Total number of PCN issues	7908	1937
Total number of higher PCN	4	42
Total number of lower PCN	3123	1895
Total paid at discount	6328	
Total number paid in full	1917	1663
Total number of PCN's which formal challenge has been made	522- accepted	0
Total number appealed to Tribunal	17	7
Total number of appeals won at Tribunal	12	4
Total number of PCN's sent to TEC	680	508

Total number of PCN's sent to EA	372	128
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10. Vision

Based on the contents of the relevant policies set out in the opening summary and a high-level consideration of the data presented, the vision for Parking Services is:

To become a leader in sustainable and accessible parking, providing a coordinated network of car parks that support the Council's environmental, economic, and social objectives. To provide well-maintained facilities offering diverse parking options, including improved cycle parking, electric vehicle charging points, with fair and efficient enforcement of parking regulations. Offering a wide variety of payment options to create a seamless experience for residents, businesses, and visitors alike. Encouraging them to access local services and amenities using a variety of transportation modes and prioritising sustainable and active options for a healthier, more vibrant community.

The following objectives will help us to achieve this vision within the resources that we have available:

- **Support economic vitality:**

A well-managed parking system ensures convenient and affordable parking options for customers visiting shops, restaurants, and other businesses. This encourages them to spend more time and money in the area, boosting local sales and revenue.

By providing a smooth parking experience, car parks can attract more customers to local businesses. This increased foot traffic fosters a vibrant and attractive environment, potentially encouraging further business investment and job creation.

Public car parks play a vital role in accommodating visitors attending events and tourists exploring the area. Ample and accessible parking options are essential for attracting and retaining visitors, thereby contributing to the local tourism industry.

- **Enhances accessibility for all users:**

Public car parks should be welcoming and accessible to everyone, regardless of age, ability, or disability. This fosters inclusivity and ensures everyone can enjoy the benefits these facilities offer.

- **Contributes to a more environmentally friendly borough:**

The Borough's car parks will contain a range of facilities and information to help encourage a modal shift to active and more sustainable travel choices including the use of e bikes and electric vehicles.

The Action Plan on the following page sets out the activities that will be undertaken in the short term (2024-2026) to deliver on each of the strategy objectives.

11. Key Consideration for 2024-2026

This short-term plan outlines a data-driven approach to improve the management and enforcement of publicly available parking within Runnymede Borough Council. It addresses key objectives including pricing strategies, capacity needs, infrastructure development, and promoting sustainable transport solutions.

Initiative 1: To provide transparency on parking management within Council owned car parks.

Analyse available data on car park usage, including hourly, daily, and weekly patterns. This will be achieved through:

- Installation of Automatic Number Plate Recognition (ANPR) systems at 4 car park locations and then reviewing the data received on car park usage.
- Installation of modern pay and display machines at 12 car park locations to receive real time management information.
- The analysis of permit holder data to understand usage patterns and identify potential permit restructuring opportunities.

This analysis will provide an enhanced understanding of the peak hours of usage in each car park to allow for targeted enforcement efforts, ensuring smooth operation and maximising space availability during high-demand periods.

Initiative 2: To undertake a thorough review of the Council's Off-street Parking Orders.

- Conduct a full review of parking orders across all Council-owned car parks.
- Standardise free and no return periods across all car parks.
- Ensure that parking charges support leisure activities in car parks linked to open spaces.
- Examine existing Parking Management Orders for consistency and adequacy.
- Include temporary waivers of parking charges for annual community events within parking orders provided cost is contained within the overall parking budget.
- Assess alignment with current parking needs and transportation goals.
- Explore implementation of evening charging structures:
 - 6.00pm to 10.00pm evenings
 - 10.00pm to 8.00am mornings
- Incentivise off-peak parking and reduce peak-hour congestion.

Initiative 3: To determine how parking is charged, and the level of charging.

The Council will undertake a comprehensive pricing review to analyse and potentially adjust parking charges, permit structures, and car park operating hours:

- Review options for school parking permits to promote safer parking and greener travel arrangements.
- Weekend-only permits for residents with minimal weekday parking needs.
- Off-peak permits for residents who primarily use parking evenings and weekends.
- Flexible working permits with specific allotted days or reduced hours for those working from home.
- Extend quarterly parking permits across all relevant car parks.

Initiative 4: To determine the parking capacity and infrastructure across the borough.

To optimise parking availability and resident experience, we will review the current state of our parking infrastructure, including its capacity and the need for potential enhancements. Identify under-utilised car parks:

- Undertake a stock condition survey of the current pay and display car parks to ascertain and agree a maintenance programme.
- Identify car parks with low occupancy and explore repurposing or converting them to alternative uses, such as green spaces or housing.
- Install EV charging stations in up to four pre-agreed locations across car parks, prioritising high-demand areas and encouraging sustainable transportation.

Initiative 5: To consider how changing technology will affect the service in the future.

To streamline the parking experience and explore future innovations, we will investigate the integration of innovative parking technologies:

- Investigate the benefits for the potential joining the National Parking Portal.
- Investigate additional payment solutions including pre-payment options, QR codes, real-time parking availability information, and digital permit management.

Initiative 6: To determine the appropriate level of parking provision for those with restricted mobility.

To ensure equitable access and a more inclusive parking environment, we will prioritise a review of designated disabled parking provision:

- Ensure sufficient designated parking spaces are available throughout car parks and meet accessibility standards.
- Consult with Runnymede Access Liaison Group during the implementation of the new pay and display and ANPR machines across Council owned car parks.
- Prioritise enforcement of regulations related to disabled parking bays.
- Develop and disseminate clear signage and information about parking regulations, permit options, and enforcement procedures.

Initiative 7: To determine how parking can promote sustainable transport solutions and an improved public realm.

To support the wider objectives of the Council's Climate Change, Health and Wellbeing and Electric Vehicle Strategies, in the short term, the Council will undertake the following workstreams to help create a route map to transition to a low carbon transport system.

- Site assessment and infrastructure capacity work will be conducted for each car park to identify opportunities to improve facilities for secure bicycle parking and storage, including for E bikes, changing facilities and charging points for e-bikes. This assessment work will also help identify opportunities for local bike hire schemes to store bicycles, and parking spaces which could be set aside for car clubs;
- Locations in the Council's car parks will be explored for improved signage which could highlight local cycle routes, bus stops, footpaths and other services and facilities in the locality which can be accessed by foot or bicycle.
- Linked to the above, and in partnership with Surrey County Council, consideration will be given to whether any of the Council's carparks, by reason of their proximity to railway stations and/or bus stops present opportunities to be enhanced to become mobility hubs.
- Site assessment work will be conducted to identify opportunities for additional tree planting and vegetation to be introduced to 'green the grey' and contribute to an enhanced public realm.

12. Conclusion and next steps

This data-driven initiative positions Runnymede Borough Council at the forefront of modern parking management. By leveraging real-time usage analysis, we can tailor permit options, optimise enforcement, and ensure a positive customer experience that prioritises equality and diversity.

Our commitment to digital innovation extends to exploring the National Parking Portal and smart parking technologies, streamlining the parking experience for residents and visitors alike. This not only enhances convenience but also contributes to operational efficiencies and potential cost savings.

To ensure the continued success of these initiatives, we will implement a robust monitoring and evaluation framework. This will involve:

- Regular data analysis: Tracking key performance indicators (KPIs) such as permit utilisation, enforcement effectiveness, and parking income.
- Periodic reviews: Conducting comprehensive reviews of the action plan to assess its alignment with evolving needs and identify areas for improvement.
- Annual reporting: Providing regular updates to the Environment & Sustainability committee on progress made, challenges faced, and recommendations for future actions.

Furthermore, we will continue to explore opportunities to promote greener travel options. This aligns with our sustainability goals and can help reduce traffic congestion and improve air quality. By integrating sustainable transportation initiatives into our parking services, we can create a more environmentally friendly and liveable borough.

Through clear, proportionate enforcement and ongoing support for disabled users, this approach fosters a fair and accessible parking environment for all. We are confident that this comprehensive approach will not only improve parking availability but also contribute to a more vibrant, efficient and sustainable Runnymede.

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