

Uttoxeter Town Centre Parking Strategy



March 2010

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1.0 Introduction

- 1.1 Parking plays an important role in supporting the economic viability of Uttoxeter town centre for shopping and leisure activities. In addition, town centre parking is used by workers and those visiting businesses. Additionally, many residents within the town centre and the surrounding areas are reliant upon on-street, and in some instances, off-street parking opportunities. These different parking needs are often in conflict with one another, and the strategy will seek to prioritise and reconcile these various demands.
- 1.2 This document reviews the Council's Uttoxeter Town Centre Parking Strategy and focuses on the key objectives to highlight the progress that has been made in delivering these targets.
- 1.3 It provides evidence of the current supply and demand for parking in the town centre and details the potential impact of existing and future development proposals. The opportunity has been taken to review each of the key objectives to ensure that they compliment local, regional and national policies for regeneration, transport and the environment.
- 1.4 Particular emphasis is placed on the Council's continuing commitment to regenerate key areas of the town centre and to ensure that the parking infrastructure compliments these aspirations.
- 1.5 This strategy has been developed following a period of public consultation. All comments received have been taken into consideration as part of this final version.

2.0 Background

- 2.1 The Uttoxeter Town Centre Parking Strategy was formally adopted by East Staffordshire Borough Council in July 2005. The strategy was developed to contribute to the vitality and viability of Uttoxeter as a market town and established the following principle aims:
 - Be consistent with national, county and local guidelines and embrace the priorities in the Uttoxeter Town Centre Masterplan.
 - Recognise the need to maintain the vitality and viability of Uttoxeter town centre by maintaining an adequate supply of attractive parking for visitors and shoppers.
 - Reduce traffic congestion and pollution, particularly in the central area, by reducing trips made by the private car.
 - Consider the need for parking when assessing future development proposals and provide guidance to developers.
 - Consider the impact of Decriminalised Parking Enforcement in the Borough.
 - Achieve a revenue contribution that:
 - a). Supports the Council's 3 year Medium Term Financial Strategy.
 - b). Ensures the future competitiveness of Uttoxeter as a retail centre.
 - c). Supports sustainability in the town.

d). Facilitates maintenance and upgrade of the parking infrastructure

- Provide a good service to the public
- Provide a safe and secure parking service
- Assist those with mobility problems and encompass the Disability Discrimination Act.

2.2 In order to deliver the strategy 9 key objectives were developed, as identified in Table 2.1 below.

Uttoxeter Town Centre Parking Strategy – Key Objectives	
1	The Council will undertake an analysis of the demand/capacity of parking provision in the town centre and ensure adequate provision is retained following the redevelopment of the cattle market.
2	The Council will seek to reduce the supply of cheap and free long-stay commuter parking for private cars in and near the central area.
3	The Council will work to increase the use of long stay parking at sites outside the main central area.
4	The Council will review car park tariffs on an annual basis.
5	The Council will seek to improve the operational efficiency and security of car parks.
6	The Council will establish clear standards for the design and provision of parking facilities for those with mobility problems.
7	The Council will review all existing parking restrictions following the implementation of Decriminalised Parking Enforcement (DPE).
8	The Council will seek to introduce controlled residents' parking zones.
9	The Council will seek to develop and implement a lorry parking strategy.

Table 2.1 Key Objectives – Uttoxeter Town Centre Parking Strategy (2005)

2.3 There have been significant changes to the Council's public parking infrastructure since the adoption of the Parking Strategy in July 2005 and this revision considers each of the key objectives with regard to progress made against the ever changing economic background.

3.0 Contribution to Corporate Priorities

3.1 The provision of public parking compliments all three of the Council's corporate priorities.

- A cleaner, safer, healthier and happy environment in which our population live and work.

- Encourage and develop local prosperity.
 - To become an increasingly well run Council influenced by local people.
- 3.2 The Council has delivered significant improvement work to the condition of the parking infrastructure in Uttoxeter to create a more pleasant parking environment. Additional CCTV cameras have been installed to address the fear of crime, cleansing schedules have been improved and two of the facilities are now accredited with the Park Mark® Safer Parking Award.
- 3.3 One of the principle aims of the strategy is to support the viability and vitality of the town centre by supplying an adequate supply of attractive parking for visitors and shoppers. Parking quality and supply underpins the retail and business sectors in the town centre in support of the Council's second corporate priority.
- 3.4 Income received from parking charges is reinvested in the parking infrastructure to ensure that it continues to meet the requirements of the town centre. In addition, this income supports the Council's Medium Term Financial Strategy which is a key element in the Council's third corporate priority.

4.0 Strategy Area

- 4.1 The strategy focuses on the core town centre area, which includes all the Council controlled public parking sites. These are indicated in Figure 4.1 below.

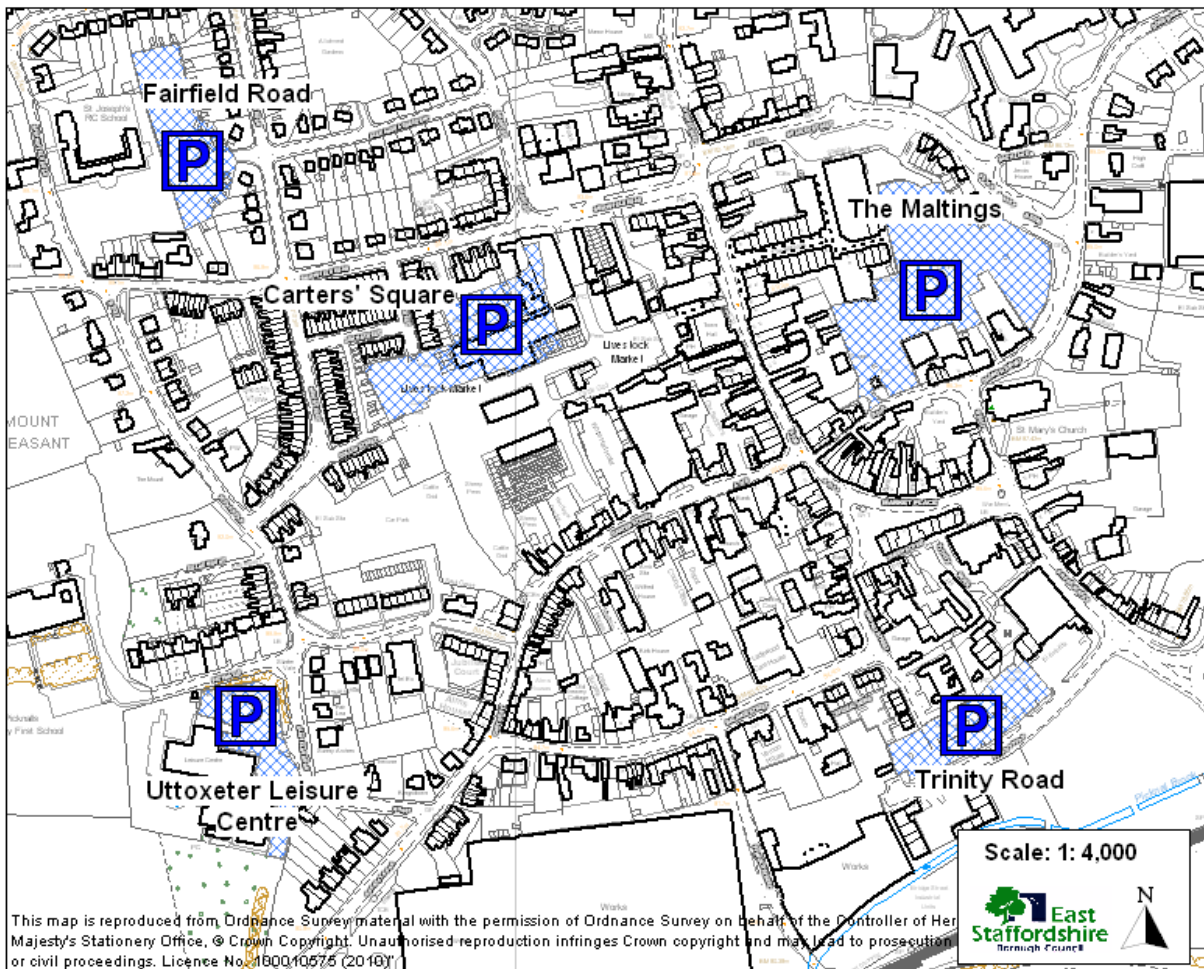


Figure 4.1 Town Centre Parking Area

4.2 A summary of the off street car parks is shown in Table 4.1 below which indicates the type of car park, the number and designation of spaces, the payment type and the maximum stay restrictions.

Car Park	Type	Total Spaces	No. of Disabled Bays	No. of Short Stay Bays	Payment Type	Maximum Stay
The Maltings	Short Stay	325	17	12	Pay & Display	None
Trinity Road	Long Stay	115	2	4	Pay & Display	None
Fairfield Road	Long Stay	140	5	0	Pay & Display	None
Carters' Square	Short Stay	120 (200**)	8	8	Pay & Display	3 hours
Leisure Centre	Short Stay	100	3	0	Pay & Display	None

** number of spaces following completion of Phase II

Table 4.1 Summary of Off Street Public Car Parks

5.0 The Story So Far

5.1 This section of the strategy looks at each of the original objectives and identifies progress that the Council has made in each of these areas.

Objective 1

The Council will undertake an analysis of the demand/capacity of parking provision in the town centre and ensure adequate provision is retained following the redevelopment of the cattle market.

5.2 Following the adoption of the parking strategy, the Council has monitored usage across the town centre car parks to ensure that adequate provision is maintained and that the parking infrastructure continues to support the town's development progression and future aspirations.

5.3 This analysis is in the form of an assessment of the supply and demand for parking in the town centre.

5.4 In terms of supply, the 2005 strategy identified that it was necessary to provide a total of 845 parking spaces across the town in order to meet the current demand and to allow for future town centre development proposals. These figures were derived from survey work undertaken prior to the closure of the former Cattle Market, when a peak demand of 750 vehicles was experienced. The 2005 proposed distribution across the town centre car parks is shown in Table 5.1 below.

5.5 These figures were based on the successful delivery of future development proposals, including the mixed use development of the former Cattle Market site and a residential development on The Maltings car park, both of which have obtained planning permission. However, due to the downturn in the economy and the subsequent recession, the delivery of both these developments has been delayed.

Car Park	2005 Proposal	Current Position	2010 Proposed
The Maltings	290	325	250
Trinity Road	115	115	115
Fairfield Road	140	140	140
Cattle Market Site	200	120	200
Uttoxeter Leisure Centre	100	100	100
Total	845	800	805

Table 5.1. Distribution of Car Park Supply

- 5.6 With regard to the former Cattle Market site, the anticipated mixed use development has been partially delivered. The residential element is complete, but the retail component has yet to commence. This development site also includes the construction of a new 200 space car park, known as Carters' Square, which has been part delivered, providing 120 spaces. The remaining 80 spaces are programmed to be delivered during 2010/11. In addition, the residential development on The Maltings car park has yet to commence.
- 5.7 Taking this into consideration, Table 5.1 above identifies the current supply of parking spaces across the town, with a total of 800 spaces. The third column indicates the total number of spaces and distribution across the town centre that will be available following the full completion of these two key development sites.
- 5.8 The only difference between the figures provided in 2005 and the current proposal is a reduction in the level of provision on The Maltings car park. The previous figure of 290 has been reduced to 250 due to the impact of a major refurbishment scheme undertaken in early 2009. The car park was redesigned to meet current design guidance and best practice and to provide a modern, attractive parking environment. The provision of additional blue badge bays, demarcated walkways and landscaping resulted in a reduction in the number of spaces.
- 5.9 In order to assess the suitability of this level of parking stock, it is necessary to explore the demand for parking across the town centre. Each of the car parks has been surveyed to capture levels of demand at various times and days of the week. Table 3 below shows the results for each car park during the two periods 9.00am to 10.00am and 12.00pm to 1.00pm on a Wednesday, Friday and Saturday. This captures demand at the critical morning and lunchtime periods for those days of the week that are recognised as the busiest. These results were recorded in September 2009, a month which is generally viewed as being 'neutral' and therefore provides realistic figures.
- 5.10 The results provide a useful assessment of the demand for parking across the town centre and, in particular, the attractiveness of each individual car park. The maximum recorded demand occurred on a Wednesday lunchtime with a total occupancy of 448 vehicles.

- 5.11 Therefore, with regard to the overall supply of parking across the town, it can be concluded that the level of supply exceeds the current demand and that the stock of 800 parking spaces is adequate.

Car Park	Number of Spaces	Wednesday			
		0900 – 1000 hrs		1200–1300 hrs	
		% occ	No. Vehs	% occ	No. Vehs
The Maltings	325	80%	261	74%	240
Trinity Road	115	99%	114	72%	83
Carters' Square	120	6%	8	3%	4
Fairfield Road	140	12%	17	12%	17
Leisure Centre	100	49%	49	23%	23
Total	800	---	448	---	366

Table 5.2 Car Park Occupancy Rates - Wednesday

Car Park	Number of Spaces	Friday			
		0900 – 1000 hrs		1200–1300 hrs	
		% occ	No. Vehs	% occ	No. Vehs
The Maltings	325	64%	208	93%	304
Trinity Road	115	77%	88	78%	90
Carters' Square	120	8%	9	4%	5
Fairfield Road	140	8%	11	5%	7
Leisure Centre	100	27%	27	35%	35
Total	800	---	343	---	439

Table 5.3 Car Park Occupancy Rates – Friday

Car Park	Number of Spaces	Saturday			
		0900 – 1000 hrs		1200–1300 hrs	
		% occ	No. Vehs	% occ	No. Vehs
The Maltings	325	57%	186	90%	291
Trinity Road	115	62%	72	65%	74
Carters' Square	120	3%	3	3%	4
Fairfield Road	140	4%	6	5%	7
Leisure Centre	100	46%	46	45%	45
Total	800	---	313	---	422

Table 5.4 Car Park Occupancy Rates - Saturday

- 5.12 At this stage, the impact of the development of key sites (including the former Cattle Market site and JCB Balance Street) on parking demand in the town remains unknown, but the 2010 figure of 805 parking spaces would appear to be both robust and realistic. This, of course, should be monitored through regular reviews of the strategy objectives.
- 5.13 The percentage occupation figures for the individual car parks clearly demonstrate a preference by drivers in the use of Trinity Road and The Maltings, with these appearing to reach capacity at peak times. Historically, these have always been the most popular car parks, primarily due to their respective locations in heart of the town centre. The emergence of Carters' Square and Fairfield Road has had a minimal impact on the distribution of usage, although these were primarily developed to compliment the retail element of the Cattle Market development, which has yet to be realised. Should a more even spread be desired, this may be achievable through a restructured pricing strategy.

Objective 2

The Council will seek to reduce the supply of cheap and free long-stay commuter parking for private cars in and near the central area.

- 5.14 Following the adoption of the Parking Strategy, the Council implemented a revised pricing structure in November 2006 which sought to establish a clear short stay/long stay policy. The principle was that those car parks closest to the town centre would be made available for shoppers and visitors to the town, with the more outlying car parks targeted at commuters. The Council was keen to ensure that parking for shoppers remained at an affordable level, but that long-stay drivers were encouraged to use the outlying car parks.
- 5.15 In general terms, the pricing structure was implemented to ensure that The Maltings and Carters' Square car parks were targeted at short stay use, due to their location. The former lies adjacent to the town's main shopping centre, with easy access to both High Street and Market Place and the latter will be inextricably linked to the new retail development on the former Cattle Market site.
- 5.16 The long stay facilities are found at Trinity Road and Fairfield Road which, although still within the town centre, are in more outlying locations. This theory to this policy is that commuters can avoid having to drive into the key central area. This is reinforced by the car park directional signage across the town.
- 5.17 The Uttoxeter Leisure Centre car park is predominantly targeted at leisure centre users, although the pricing structure does support long stay use if required.
- 5.18 The current pricing structure is shown in Table 5.5.
- 5.19 The separation of short stay/long stay use can be achieved by limiting the maximum stay in the short stay car parks or by applying a premium rate to the cost of long stay parking in these car parks. The problem with the latter solution is that some drivers are still willing to pay the increased costs rather than using the alternative long-stay facilities.
- 5.20 For this reason, both Carters' Square and The Maltings car parks were initially limited to a maximum stay of 3 hours. It was considered that this would allow

Car Park	Type	Charging Hours of Operation	Tariff					
			30 mins	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Over 4 hrs
The Maltings	Short Stay	Mon-Sat 0800-1800	30p	60p	80p	£1.30	£2.50	£5.00
Trinity Road	Long Stay	Mon-Sat 0800-1800	30p	60p	80p	£1.30	£1.60	£2.00
Carters' Square	Short Stay	Mon-Sat 0800-1800	30p	60p	80p	£1.30	£1.60	---
Fairfield Road	Long Stay	Mon-Sat 0800-1800	----	60p	80p	£1.30	£1.60	£2.00
Leisure Centre*	Short Stay	Mon-Sun 0800-2000	----	£1.00	£2.00	£3.00	£6.00	£6.00

Table 5.5 Current Pricing Structure

adequate time for shopping trips, whilst discouraging commuters from purchasing a ticket for the AM period and then, during lunch time, returning to their vehicles to purchase a second ticket for the PM period.

- 5.21 With regard to The Maltings, this led to concerns from local businesses which is described in more detail under Objective 4 below.
- 5.22 The success of this objective can be measured against the resulting usage of the car parks. To determine this, an analysis of the percentage of drivers buying parking tickets in each time band has been undertaken. The results are shown in Table 5.6, and graphically in Figure 5.1, and are drawn from the September 2009 period.
- 5.23 The Maltings is undoubtedly the town's most popular short stay car park and the results support this. Both the weekday and Saturday results indicate that 91% of users stay for 2 hours or less.
- 5.24 Only 9% of users purchase a ticket for over 2 hours. The Council reinstated the ability to park in this car park for periods exceeding 3 hours in response to concerns from local businesses. They considered that it should be available for all day parking. However, the results indicate that there was no demand for 'over 4 hours' parking during the survey month.
- 5.25 Carters' Square is the town's other short stay facility, with users limited to a maximum stay of 3 hours. The results indicate that the highest demand is for 1 or 2 hours parking, which collectively represent 74% of the tickets purchased during the weekday period.
- 5.26 Trinity Road is a long stay car park, situated to the south of the town centre. It lies adjacent to the Balance Street surgery and whilst it is targeted at long stay use due to its location, it is recognised that a significant number of drivers choose to park here to visit the surgery or to make quick visits to other locations in the town. This is reflected in the survey results, with 72% of users buying a ticket for 2 hours or less

Duration of Stay	The Maltings		Trinity Road		Carters' Square		Fairfield Road		Leisure Centre
	Mon-Fri	Sat	Mon-Fri	Sat	Mon-Fri	Sat	Mon-Fri	Sat	Mon-Sun
Up to 30 mins	13%	10%	13%	11%	15%	8%	N/A	N/A	N/A
Up to 1 hour	43%	38%	30%	31%	37%	29%	25%	11%	60%
Up to 2 hours	35%	43%	29%	30%	37%	42%	17%	23%	35%
Up to 3 hours	7%	8%	7%	9%	11%	21%	5%	12%	5%
Up to 4 hours	2%	1%	2%	4%	N/A	N/A	5%	0%	0%
Over 4 hours	0%	0%	19%	15%	N/A	N/A	48%	54%	N/A

Table 5.5 Percentage Usage of Car Parks by Duration of Stay

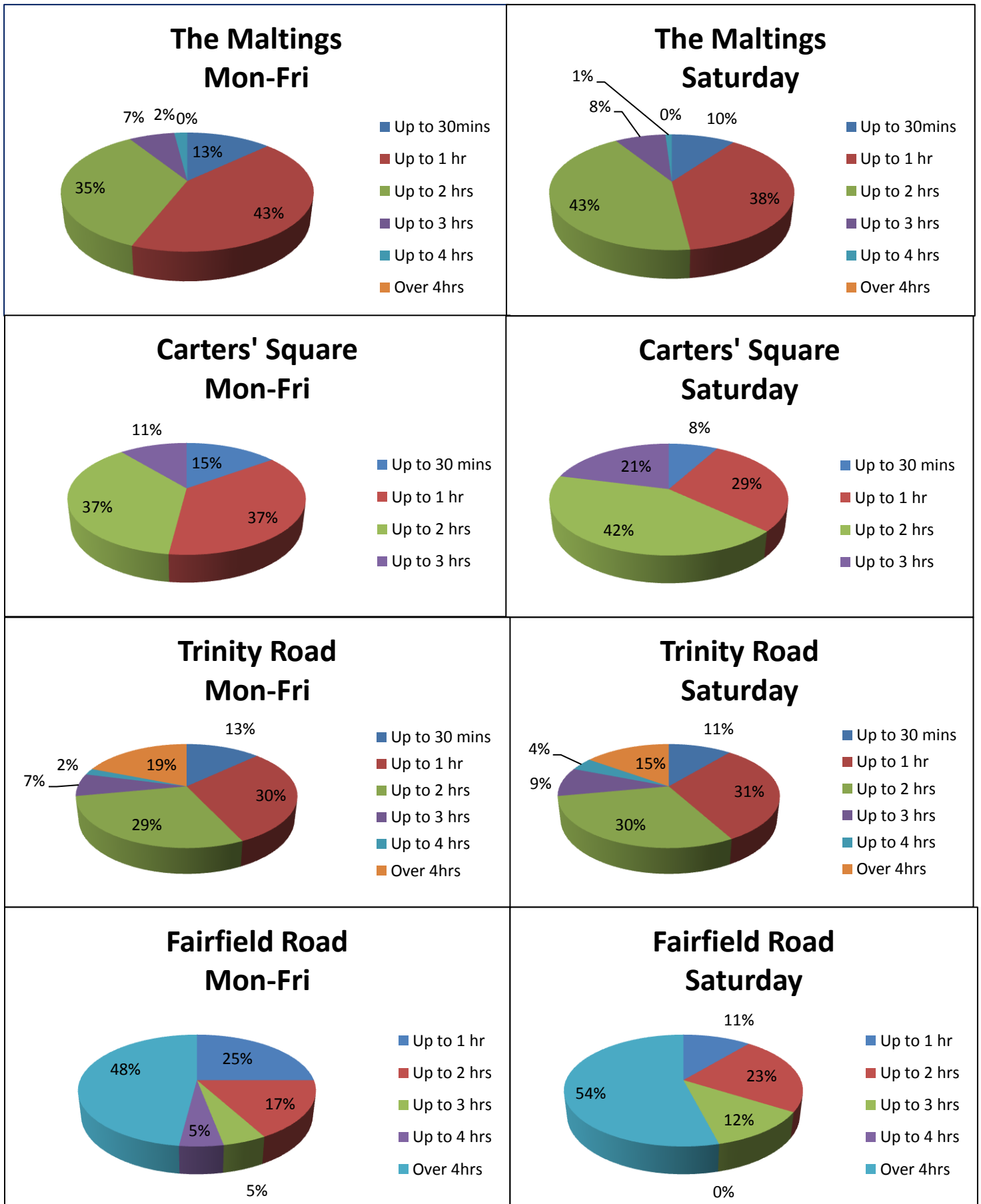


Figure 5.1 Duration of Stay Profile

during the working week. In contrast, 21% of users buy a ticket for 4 hours or more. The pattern on a Saturday is similar.

- 5.27 Fairfield Road is located to the north-west of the town centre, approximately a 5 minute walk from High Street. This is the second long stay car park and the survey figures appear to indicate that the split in usage supports this. During the week, 53% of users purchase a ticket for 4 hours or more.
- 5.28 The survey results for the Uttoxeter Leisure Centre car park indicate that 60% purchase a ticket for 'up to 1 hour, 35% for 'up to 2 hours' and 5% for 'up to 3 hours'. This would appear to support the principle that the car park is primarily targeted at leisure centre users.

Objective 3

Increase the use of long stay parking at sites outside the main central area.

- 5.29 There were two main elements that were considered essential if this objective were to be successfully delivered. The first centred around the implementation of a clear short stay/long stay pricing structure as discussed in Objective 2 and the second was to ensure that the long stay facilities were attractive to the driver in terms of quality, pricing and location.
- 5.30 The two long stay car parks are Fairfield Road and Trinity Road and the former required extensive refurbishment works to encourage greater usage. The strategy recognised that despite being free of charge and only five minutes walk from the centre, it was not heavily used. It suggested that the principle reasons for this were poor security, lack of lighting or CCTV surveillance, limited maintenance and poor pedestrian linkages to the centre.
- 5.31 With this in mind, the redevelopment of the Fairfield Road car park represented the first major project for the Uttoxeter Parking Strategy. The car park surface was in a poor condition, with no surface water drainage, there was no lighting and there were a number of dilapidated garage units adjacent to the entrance.
- 5.32 The £250k refurbishment scheme saw the demolition of the garages, the provision of a sustainable drainage system and major resurfacing work. A modern lighting scheme was introduced, with lamp columns that have the ability to dim in the evenings to minimise energy consumption, are less intrusive to residents, but still maintain suitable levels of lighting to support the new CCTV surveillance system.
- 5.33 The car park site bordered by St Joseph's RC school on the western side and residential development on the other three and the scheme ensured that access to these premises was maintained. The scheme was well received by local residents who considered that the former site was an 'eyesore' and prone to anti-social behaviour. There was positive feedback from parents who use the facility to drop off or collect their children from St Joseph's school.
- 5.34 In terms of public safety and in addition to the CCTV cameras installed on the car park, the Council also introduced a series of cameras on the road network linking to the town centre. This ensured that the pedestrian routes were encompassed within the coverage of the network. The car park was assessed by the police in 2008 and was accredited with the Park Mark® Safer Parking Award. This is a partnership

between the police and the parking industry born out of the Association of Chief Police Officers (ACPO) Secure by Design programme. The police assess each car park to ensure that the facility is properly managed, maintained and has appropriate levels of surveillance, lighting, signing and cleanliness – all of which contribute to reducing the opportunity for crime.

- 5.35 The car park was also promoted through the introduction of new directional signage aimed at directing drivers to the nearest car park, depending on their proposed length of stay.

Objective 4

The Council will review car park tariffs on an annual basis.

- 5.36 Following the adoption of the Parking Strategy in July 2005, the Council reviewed the parking charges in July 2006 and subsequently introduced a new scale in November that year. This saw a reduction in the cost of parking for 1 hour, with the price for up to 2 hours and up to 3 hours remaining the same. The 'up to 4 hour' price band was the only increase and necessary to facilitate the short stay/long stay policy.
- 5.37 A key element of this structure was to limit the maximum stay in The Maltings to 3 hours. This was to ensure that it was made available for short stay users only in support of the adjacent retail centre. This issue generated some concern with local businesses that were anxious about the potential impact on their staff, clients and business operation in general.
- 5.38 A further review occurred the following year and a revised pricing structure was introduced in November 2007. This introduced short stay and long stay charges to Carters' Square and Fairfield Road respectively, combined with a general increase across the scale of charges in Uttoxeter. The Council also took this opportunity to re-introduce all day parking to the Maltings in response to the concerns raised by local businesses. It was, however, set at a premium rate to reflect the car parks key central location.
- 5.39 In accordance with the strategy, the tariffs were reviewed again in 2008. The strategy recognises the need to maintain the vitality and viability of the town centre and it was concluded that the charges should not be increased at this point in time due to the downturn in the economy.
- 5.40 The only change in 2008 saw the introduction of parking charges at the Uttoxeter Leisure Centre. This facility is located at the edge of the town centre, approximately a 6-minute walk from the main retail core. Following the redevelopment of the former Cattle Market site, the leisure centre experienced an increase in the use of its car park by non-leisure centre users and in particular those drivers seeking to avoid town centre parking charges.
- 5.41 To protect the viability of the leisure centre and ensure that its customers are able to find a parking space, a scale of charges was introduced in October 2008. Users of the leisure centre are able to obtain a full refund for the cost of up to 3-hours parking. The introduction of this charging regime has successfully resolved the capacity issue, but it would appear that the displacement of traffic has resulted in additional on-street parking in the area.

- 5.42 The Council recognise that the car park is used by parents dropping off/collecting children from The Picknalls Community First School and have allowed this to continue by relaxing the enforcement regime during the morning/afternoon peak periods. This policy also works successfully at the Fairfield Road car park.
- 5.43 The 2009 annual review forms part of this revised strategy.

Objective 5

The Council will seek to improve the operational efficiency and security of car parks.

- 5.44 The adoption of the parking strategy clearly established the importance of parking to the town centre and was the catalyst for the Council deciding to invest nearly £1M in the parking infrastructure.
- 5.45 In addition to the major refurbishment schemes at The Maltings (£500k) and Fairfield road (£250k), the Council provided an additional 11 CCTV cameras, linked to the control room in Burton upon Trent, additional directional signage across the town and enhanced footway links.
- 5.46 This was in addition to the investment into the former Cattle Market site, which saw the delivery of Carters' Square Car Park.
- 5.47 The key criteria for this car park and the two refurbishment schemes included dedicated pedestrian walkways, modern efficient lighting, one-way systems (where practicable), clear signing and road markings, landscaping and improved cleanliness.
- 5.48 A recognised benchmark for parking infrastructure is the Park Mark® Safer Parking Award, owned by the Association of Chief Police Officers (ACPO) and managed by the British Parking Association (BPA). The purpose of the scheme is to:
- Provide guidance to owners, operators and developers of parking facilities, both new and existing, on how to establish and maintain a safe and secure environment through the introduction of proven management processes, physical measures and site security systems, having considered the local crime and disorder within the immediate location.
 - Raise awareness to the general public that the owner/operator has considered, and where appropriate taken action, to reduce crime and the fear of crime within the parking facility that they have chosen to use.
 - Provide a design framework for Architects and developers of new parking facilities.
- 5.49 The work in the strategy has already led to both Fairfield Road and Carters' Square being accredited with the award and the Council intends to pursue this for its other facilities in the future.

Objective 6

The Council will establish clear standards for the design and provision of parking facilities for those with mobility problems.

- 5.50 The Council is striving to enhance parking facilities for those with mobility problems, particularly in the off-street public car parks. The standard is set by British Standard BS:8300 and The Maltings, Fairfield Road, Trinity Road and Carters' Square all meet the recommendations in this standard for the number of disabled bays provided.
- 5.51 The quality of the bays has also risen in recent years, with smoother surfaces, demarcated areas to the side and rear of the bay, clear pedestrian walkways and signage.
- 5.52 The Council has retained its policy of providing free parking for blue badge holders in all bays other than those dedicated to 30 minute short stay usage.

Objective 7

The Council will review all existing parking restrictions following the implementation of Decriminalised Parking Enforcement (DPE).

- 5.53 The Council successfully implemented its Decriminalised Parking Enforcement operation in October 2007. Following a change in legislation, this is now known as Civil Parking Enforcement (CPE).
- 5.54 The Council employs a team of Civil Enforcement Officers (CEOs) to patrol the on and off street parking areas and issue Penalty Charge Notices (PCNs) to drivers who contravene parking regulations.
- 5.55 This operation has been successful in reducing indiscriminate unauthorised parking in town centre streets, which is often the cause of congestion and can be detrimental to highway safety.
- 5.56 Two committees have been established to oversee the operation; the Staffordshire Parking Board and the East Staffordshire Joint Parking Committee. The Parking Board comprises one Council Member from each of the Staffordshire District Authorities, one Member from the County Council and a representative from Staffordshire Police Authority. Their role is to set the overall policy framework within which CPE will be operated in Staffordshire and to take an overview of the operation of CPE within the County, receiving reports from each local CPE operation.
- 5.57 The East Staffordshire Joint Parking Committee consists of 4 members from the Borough Council and four members from the County Council. The Committee is responsible for the operational management of CPE within the district area, including;
- To receive petitions on Residents Parking Zones (RPZ's), designate new zones and set fees for each zone within the policy framework set by the Parking Board.

- To determine how surpluses generated by CPE will be spent in each district, which must be consistent with the policy framework set by the Parking Board and relevant Local Transport Plan objectives.
- To determine the location of, charging regime and make the necessary orders for, any on-street car park charging areas, which must be consistent with the policy framework set by the Parking Board and relevant Local Transport Plan objectives.
- Consideration of all parking related Traffic Regulation Orders.

5.58 As part of the introduction of Decriminalised Parking Enforcement, the County Council consolidated all existing on-street parking restrictions. The County Council is responsible for assessing the appropriateness of all parking restrictions and for implementing new or revised ones. As part of this process the East Staffordshire Joint Parking Committee is a formal consultee.

5.59 Following the introduction of measures contained in the Parking Strategy and in particular the Carters Square car park and Leisure Centre there is a need to review parking control in the area. In addition, those streets in close proximity to the car parks and town centre core need to be reassessed for parking demand and control. This could, for example, include removing or adding parking bays, on-street charging or additional disabled bays.

Objective 8

The Council will seek to introduce controlled resident parking zones.

5.60 The adopted strategy identified that drivers may seek to park in the residential streets in the town centre to avoid paying parking charges. It recommended that the Council worked with Staffordshire County Council to develop a strategy for residents parking, with Uttoxeter town centre recognised as one of the priority areas.

5.61 To meet his objective and as part of the introduction of Civil Parking Enforcement, the Staffordshire Parking Board and the East Staffordshire Joint Parking Committee adopted a Policy and Guidelines for Residents Parking in July 2007 and December 2007 respectively. The policy states that for a scheme to progress to detailed design and implementation it is necessary for at least 60% of those consulted to respond, with 85% in favour of the proposals and prepared to meet the costs of the parking permits.

5.62 Since Uttoxeter had an adopted parking strategy, it was approved as a priority area for consideration for residents parking. The Council had received a number of requests for residents parking from local councillors and residents and, accordingly, survey work was undertaken in the town centre to identify potential streets that appeared to suffer from a conflict between the demand for parking between residents and commuters. This work identified James Street, New Street, Collin Street and Balance Street as suitable areas and the consultation with residents occurred during 2008.

5.63 Unfortunately, at the end of the consultation period, for the James Street, Collin Street and New Street area, only 53% returned their consultation papers and only 19% of respondents were in favour. For Balance Street there were only 35% returns, with 36% in favour.

5.64 The Council were therefore unable to proceed with the Resident Parking Zones in these areas.

Objective 9

The Council will seek to develop and implement a lorry parking strategy.

5.65 This objective was drafted following the termination of a lease which enabled the Council to operate a lorry park on Trinity Road. The Council was pursuing a suitable replacement site on the outskirts of the town centre to compliment the Staffordshire County Council's Freight Quality Partnership (FQP). However, the County Council disbanded the FQP in November 2006 in favour of a full review of the primary road network, including the development of a Freight Route Strategy and a Countywide Freight Map.

6.0 Consultation on Draft Strategy

6.1 The draft strategy review was open to public consultation for a 28-day period, closing on 3rd March 2010.

6.2 The following methods were utilised to promote the draft strategy and to encourage participation:

- East Staffordshire Borough Council web site
- Formal Press Release
- Members Briefing
- Formal Correspondence with Stakeholders

6.3 Table 6.1 below summarises the main points raised during the consultation and the associated response.

Consultation Response	Comments
Make parking on the little used Fairfield Road site free	Charges to be reviewed annually in accordance with Objective OFP2.
Parking adjacent to the Post Office is inadequate	On-street parking restrictions to be reviewed in accordance with Objective ONP2
Expand the 30-minute short stay tariff to all parking bays in the car parks	Short stay bays available in The Maltings (12), Trinity Road (4) and Carters' Square (8). These bays require a high level of enforcement activity to ensure turnover. Additional bays will have an impact on staff resources. Objective EP1.
Consider alternative payment methods (e.g. Barrier systems) to avoid issuing fines	Alternative methods will be explored, although barrier systems have to be carefully designed to ensure traffic does not queue back onto the public highway. Objective QP1.

Free parking for pensioners	Concessionary travel available to pensioners, which is more sustainable. Charges to be reviewed annually in accordance with Objective OFP2.
Penalty Charge Notices should be more equitable, i.e. a £5 fine for up to 10 minutes over time then the full fine thereafter	The level of penalty charge notices is set by national legislation.
Students in further education should be allowed to park for free or have subsidised parking	Cost of annual season ticket (Fairfield Road) is £160 or £3.08/week. Charges to be reviewed annually in accordance with Objective OFP2.
The 3 hour maximum stay period on Carters' Square car park should be removed to allow all day parking for businesses.	Carters' Square is priced as a short stay facility to support retail usage in the central area. Long stay parking is available at the Fairfield Road site.
The analysis of Carters' Square car park is not a true reflection of what will occur when the retail development is operational.	Accepted. The analysis is based on current usage.
The National Anchor Retailers for the proposed Carter's Square retail development will require their customer's car parking tariffs to have a full car parking rebate for the first 2 hours.	The car park is owned by ESBC and the scale of charges will be set by the Council and reviewed annually in accordance with Objective OFP2.
Increase the attractiveness of Uttoxeter by offering free parking where possible. If not, tariffs must be set at very competitive rates to avoid leakage to edge of town centre developments.	Charges to be reviewed annually in accordance with Objective OFP2 using the Council's approved Charging Review procedure.
Convert Carters' Square to a long stay car park to reduce on-street parking in the area and to reduce the demand for usage at Trinity Road.	Carters' Square is short stay to support the proposed retail development. Fairfield Road provides long stay parking on this side of the town centre. The charging structure will be reviewed annually in accordance with Objective OFP2.

Table 6.1 Summary of Consultation Responses

- 6.4 All the consultation responses have been taken into consideration when developing the new strategy objectives detailed in Section 7. Whilst the consultation responses raise a number of valid points, it is considered that the 14 objectives in the strategy effectively encompass all the issues raised, with sufficient flexibility to regularly review all aspects of parking in the town.

7.0 Review of Key Objectives

- 7.1 The previous chapter detailed progress that has been made against each of the 9 key objectives. These were formulated in 2005 and it is therefore necessary to assess whether they still compliment and support the principle aims of the parking strategy.
- 7.2 In moving forward, it is considered that the proposed objectives should be based on six general themes which will, collectively, support the principle aims in the strategy. These themes are detailed below.

On-Street Parking ONP

To include:

- The need for residents to park close to their properties.
- The need to ensure the free flow of traffic and ease congestion.
- The need to maximise the use of road space in areas where residential parking is at a premium.
- The need for service and delivery vehicles to obtain access to premises.
- The continued review of parking and loading restrictions.
- The potential for additional on-street parking areas to support the town's economy, with consideration being given to on-street charging.
- A balance between short stay and long stay provision.

Public Off-Street Parking OFF

To include:

- Ensuring there is an adequate parking supply to meet the demand.
- Support of the Council's Medium Term Financial Strategy.
- Ensure that Uttoxeter remains competitive with other similar town centres.
- Ensure that the balance of short stay and long stay provision compliments the town centre vision, eases congestion and improves the town centre environment.
- Ensure that the parking infrastructure supports future regeneration and development proposals.

Quality in Parking QP

To include:

- Establish design standards in new developments to comply with current legislation and guidelines.
- Consider environmental impact.
- Review the CCTV system and look to achieve the 'Safer Parking Award' where applicable.
- Clarity and consistency in signing and information.
- Use of the Council web site and other publications. Consider marketing techniques.

Enforcement EP

To include:

- Promote the benefits of the Civil Parking Enforcement 'Clear Streets' operation, with regard to improving highway safety and reducing congestion.
- Ensure that parking enforcement in the town is fair, proportionate and consistent.
- Support the town's retailers through effective enforcement, ensuring a positive turnover of spaces and a pedestrian friendly environment.
- Promote the use of surplus funding to support the principles in the strategy.

Special Parking SP

To include:

- Consider special parking requirements for the disabled, taxis, delivery vehicles, motorcycles and cycles.
- Establish standards for disabled parking provision and design. Review mobility access audits and continue to address the requirements of the Disability Discrimination Act.

Climate Change CC

To include:

- Measures to mitigate climate change
- Adapting to climate change
- Sustainable drainage
- Energy efficiency and reduction measures
- Carbon reduction
- Green travel & sustainability

7.3 Each of the six themes is considered in more detail in the following paragraphs, leading to proposed new objectives, shown in the green boxes.

7.4 On Street Parking (ONP)

7.5 In determining the key objectives for this theme, it should be noted that East Staffordshire Borough Council has limited powers concerning the public highway. Responsibility for this important issue rests with Staffordshire County Council as Highway Authority.

7.6 Objectives 7 and 8 in the 2005 strategy were related to the public highway and on-street parking provision. As detailed in Section 5 above, Objective 7 was linked to the introduction of Civil Parking Enforcement (CPE). The County Council consolidated all on-street parking restrictions during the summer of 2007 and the Council successfully introduced the CPE operation in October the same year. However, concerns still remain about the appropriateness of some on-street parking and loading restrictions in the town centre and the role they can play in traffic management across the town. The following two objectives are therefore proposed:

Objective ONP1

The Council will work with Staffordshire County Council to ensure that a priority system for assessing new or existing parking and loading restrictions is adopted and that all requests are considered in a timely and fair manner through the East Staffordshire Joint Parking Committee.

Objective ONP2

The Council will review the provision of on-street parking across the town centre to ensure that it complements the off-street provision, minimises congestion and supports the town centre economy.

- 7.7 The Council was unable to deliver a Resident Parking Zone, as defined in Objective 8, due to a lack of support from residents. However, it is still considered that this is an appropriate objective moving forward as the potential demand for on-street parking could change as town centre development and regeneration proposals come forward. Residents may be more supportive in the future and requests may arise from other town centre areas experiencing a problem with parking close to their homes. It is therefore recommended that the objective be refreshed as below.

Objective ONP3

The Council will continue to assess requests for Resident Parking Zones in accordance with the adopted Policy and Guidelines for Residents Parking.

7.8 Off Street Parking (OFP)

- 7.9 Off street parking is key to the success of the Parking Strategy, an issue which was clearly reflected in the 2005 objectives. Objective 1 was necessary for ensuring that an adequate supply of parking is available in the town centre and it is recommended that this be retained. The retail element of the former Cattle Market site has yet to be delivered and, therefore, its final impact on parking demand remains uncertain.
- 7.10 In addition, it is recommended that this objective makes allowance for the impact of other developments in the town centre, including the redevelopment of the JCB site on Balance Street and the residential development on The Maltings car park. The following revision is therefore recommended.

Objective OFP1

The Council will continue to monitor the supply and demand of off street parking provision in the town centre to ensure that it supports the town centre economy and facilitates future development and regeneration proposals.

- 7.11 It is considered that Objectives 2, 3 and 4 have all been delivered and are inextricably linked through the implementation of the pricing structure. It is therefore recommended that these be replaced by the following proposal.

Objective OFP2

The Council will review car park tariffs on an annual basis, including the balance of short stay and long stay provision.

7.12 In order to confirm the Council's commitment to this objective, it is necessary to review the parking charges as part of this overall strategy review. This evaluation is detailed in Section 8 of the strategy review.

7.13 Quality in Parking (QP)

7.14 The quality of the parking infrastructure helps support the overall vision of the strategy and the attractiveness of the town centre to visitors. Car parks often represent the first significant impression a driver ascertains when visiting an area and the last when leaving. Objective 5 sought to enhance the quality of the town's parking infrastructure which, as detailed in Section 4 above, led to the investment of approximately £1M. It is important therefore that quality remains a priority for the Council and the following objective is proposed.

Objective QP1

Where appropriate, the Council will continue to invest in its car park infrastructure to provide an attractive and safe parking environment for visitors and shoppers.

7.15 Safety and security of car parks remains a primary concern for drivers, in particular lone females. The Council has worked hard in this area, with the provision of quality lighting and CCTV cameras. Two of the town centre sites have been accredited with the Park Mark® Safer Parking Award, a nationally recognised standard for safety and security. It is therefore considered that this should be used to set a new objective.

Objective QP2

The Council will actively pursue the Park Mark® Safer Parking Award for all town centre car parks.

7.16 The Council introduced new directional signage through Objective 3 to help direct drivers to the nearest long stay or short stay facility. Signage within a car park can be confusing, poorly sited and inadequately maintained and was an important feature in the refurbishment work undertaken. The following objective is proposed in this regard.

Objective QP3

The Council will maintain car park equipment and signage to a high standard, replacing damaged signs expediently and responding to concerns from drivers.

7.17 Council websites are often utilised by drivers to obtain essential parking information about an impending destination. The East Staffordshire site contains information on appropriate policies, car park locations, tariffs, season tickets, penalty charge notices and provides useful links to other parking related sites. The effectiveness of

a website is directly linked to the provision of clear and timely information, leading to the objective below.

Objective QP4

The Council will continue to make improvements in the provision of clear, concise and up to date parking information on its website.

7.18 Enforcement (EP)

- 7.19 Enforcement of on-street parking and loading restrictions is as essential element in the successful delivery of parking provision and control. Equally, enforcement in off-street public pay and display car parks is necessary to ensure operational efficiency. Although some drivers may feel aggrieved about personally receiving a penalty charge notice, most people understand that an effective level of regulation is required to keep traffic moving, reduce congestion, promote safer highways and, in off-street car parks, promote turnover of spaces. In addition, it is important to many people that special parking areas (e.g. disabled parking bays) remain available for those who require them.
- 7.20 The enforcement operation forms part of the wider delivery of Civil Parking Enforcement in Staffordshire. This is managed by each District Council with the following objectives:
- Maintain and, where possible, improve the flow of traffic thereby making the County a more pleasant and environmentally safe place to live and visit.
 - Take into account the needs of local residents, shops and businesses, thereby sustaining the County and District Council's economic growth.
 - Actively support the needs of disabled people bearing in mind that, in some cases, they are unable to use public transport and are entirely dependent upon the use of a car. This will ensure that people with disabilities are able to have equal access to all facilities within the County.
 - Actively discourage indiscriminate parking that causes obstruction to other motorists, public transport, pedestrians, cyclists and people with disabilities. This will ensure that the Districts remain accessible to all equally and safely.
- 7.21 Concerns are often raised by local businesses that 'over zealous' enforcement drives away customers and it is important therefore that a consistent approach be applied. Very often, it is the parking restrictions that are inappropriate to the area, rather than a problem with the level of enforcement and this is specifically targeted in Objective ONP1.
- 7.22 The Staffordshire Parking Board adopted a Policy for the Processing of Penalty Charge Notices, which is used by the Council to assess all driver appeals against a penalty charge notice. This policy document is available on the Council website and ensures that all appeals are handled in a fair and consistent manner.
- 7.23 With this in mind, the following two objectives seek to ensure that a balanced approach continues to be maintained.

Objective EP1

The Council will provide a level of parking enforcement that is both fair and proportionate, dealing with all penalty charge notices consistently and in accordance with the approved Policy for the Processing of Penalty Charge Notices.

Objective EP2

Parking enforcement will support the Clear Streets objective, support town centre retailers and businesses, reduce congestion and improve highway safety.

7.24 Special Parking (SP)

7.25 As part of the refurbishment work undertaken across the town, the Council has significantly improved parking standards for those with mobility problems. The standard is set by British Standard BS:8300 and The Maltings, Fairfield Road, Trinity Road and Carters' Square all meet the recommendations in this standard for the number and design of disabled bays provided.

7.26 In order to maintain this quality, Objective SP1 is proposed.

Objective SP1

The Council will ensure that its parking infrastructure provides suitable standards for those with mobility problems and review its access audits on a regular basis.

7.27 In addition, the Council has retained its policy of providing free parking for blue badge holders in all bays other than those dedicated to 30 minute short stay usage.

7.28 The requirements for other special parking groups should also be considered and the following objective is proposed.

Objective SP1

The Council will consider the needs of delivery vehicles, taxis, cyclists, motor bikes and those with mobility problems when assessing the need for on and off street parking provision.

7.29 Climate Change (CC)

7.30 East Staffordshire Borough Council is serious about its own responsibilities in this regard and, with one-to-one support from the Energy Saving Trust, recently approved its draft Climate Change Strategy. This seeks to reduce the Council's own 'carbon footprint' and East Staffordshire's per capita carbon emissions in general.

7.31 The strategy proposes a plan of how the Council will 'adapt' to climate change, attempting to create a behaviour shift in relation to climate change and highlighting the economic, social & environmental benefits of taking action on this important agenda.

7.32 In terms of parking provision, the Council gave due consideration to climate change as part of recent upgrade and refurbishment work. The Fairfield Road

redevelopment included a sustainable drainage design, incorporating a series of connected soakaways. This minimises surface water discharge directly into the public sewer system and therefore allows water to percolate naturally into the general groundwater system. In addition, the lamp columns have the ability to dim in the evenings to minimise light pollution and energy consumption, but retaining sufficient luminance for security. This was a feature also included in Carters' Square car park.

- 7.33 Consideration may also be given to the use of recycled materials and solar powered ticket machines. The Council also seeks to employ contractors which have strong sustainable policies.

Objective CC1

The Council will seek to introduce measures to tackle climate change in all aspects of its parking provision and operation.

8.0 Review of Parking Charges

- 8.1 The current scale of parking charges in the town centre is shown in Table 8.1.
- 8.2 Not surprisingly, the main issue arising from the public consultation was the charging structure. Some respondents considered that the Council should offer free parking on some of its sites. Others felt that free parking (or concessions) should be made available to certain groups (e.g. students, pensioners).
- 8.3 The principle of charging is always a sensitive issue and should take a number of factors into account. Higher charges support the Council's climate change and sustainability agendas, may reduce congestion and help to encourage greater use of public transport, thus improving the viability of bus services. The income is essential to ensure that the quality of the parking infrastructure can be enhanced and proactively maintained, and surplus monies help support the Council's Medium Term Financial Strategy.
- 8.4 A major issue is the genuine fear that parking charges do little to support the town centre economy and that Uttoxeter will lose trade and business to neighbouring towns. The current recession highlights this viewpoint, although this is clearly a national issue affecting all town centres. In undertaking a review of charges, it is therefore essential that the charges remain comparable and competitive with other towns to ensure trade is not lost.
- 8.5 Following an Audit Commission recommendation to all local authorities to help provide a uniformed approach to the setting of charges, the Council's Cabinet approved a Charging Review in September 2009. This report provided a scheme of principles which should be followed to ensure consistency across the Authority when setting the level of charges.
- 8.6 Table 8.2 below identifies the key principles and sub-principles which have been used to help guide the Council on the scale of charges. The three key principles are fair share, priority and rational, and stable and predictable. Each has a number of sub-principles and a comment has been made against each of these to help determine the level of charging. In addition, comparison data for Ashbourne, Stone and Leek is shown in Table 8.1. These figures indicate that the pricing structure in Uttoxeter is considerably cheaper than Ashbourne, comparable with Stone, but more expensive than Leek. Uttoxeter is the only location that provides a 30 minute tariff. This is very popular for quick visits to the town and it is recommended that this should be retained.
- 8.7 Taking all these factors into consideration, it is proposed that, on balance, the parking charges should remain at their current level. Due to the current economic climate and the need to support the town's retailers and businesses, it would not be appropriate to increase parking charges at this time. It is also recommended that concessions remain available for disabled blue badge holders.
- 8.8 One consideration is whether the parking charges should be reduced to help boost the town's economy. Figure 8.1 shows the total number of Pay & Display tickets purchased on both The Maltings and Trinity Road car parks for the month of September for the 3-year period 2007 to 2009. This gives a good indication as to the level of demand over this period. Trinity Road has seen a small reduction each year, but The Maltings has performed consistently, with a small increase this year. Over the same time period, the national picture has seen a reduction in parking

demand of between 7% and 15% due to the current economic climate. When analysing the comparison data with other competing towns, it appears that the scale of charges in Uttoxeter is not unreasonable for a town of this size and nature. Furthermore, the income generated is necessary to support a proactive maintenance culture. The Council should also be mindful of the need to reduce trips

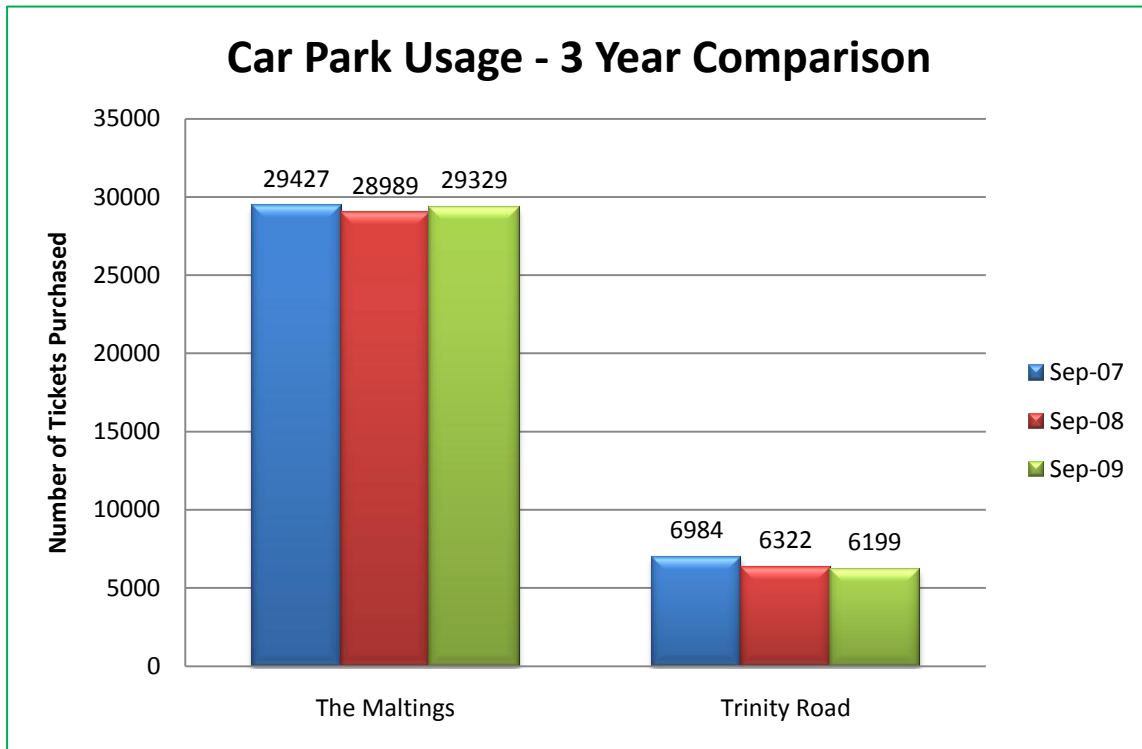


Figure 8.1 Car Park Usage, 2007 – 2009

by the private car in favour of more sustainable modes as the level of parking charges is one of the key factors in influencing the choice of travel mode.

- 8.9 The assessment of Objective 1 in Section 5 clearly indicates an imbalance in the distribution of parking across the town. The demand for parking at The Maltings and Trinity Road is excessively high, with both car parks reaching capacity at peak times, whilst the demand at Carters' Square and Fairfield Road is low. The decision to construct Carters' Square car park and redevelop the Fairfield Road site were directly linked to the redevelopment of the former cattle market. It was considered that the retail/commercial element of this site would significantly increase the demand for parking on the northern side of the town centre. The scale of parking charges could be used to try and resolve this imbalance, but it is considered that this would be premature at this stage and would be more pragmatic if it were reviewed when the retail development is in place.

Car Park	Type	Charging Hours of Operation	Tariff					
			30 mins	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Over 4 hrs
The Maltings	Short Stay	Mon-Sat 0800-1800	30p	60p	80p	£1.30	£2.50	£5.00
Trinity Road	Long Stay	Mon-Sat 0800-1800	30p	60p	80p	£1.30	£1.60	£2.00
Carters' Square	Short Stay	Mon-Sat 0800-1800	30p	60p	80p	£1.30	£1.60	---
Fairfield Road	Long Stay	Mon-Sat 0800-1800	----	60p	80p	£1.30	£1.60	£2.00
Leisure Centre*	Short Stay	Mon-Sun 0800 - 2000	----	£1.00	£2.00	£3.00	£6.00	£6.00

* Refund (for up to 3 hours) available to users of the Leisure Centre

Ashbourne	Short Stay	Mon-Sun 0800-2200	N/A	£1.00	£1.50	£2.50	£3.50	£4.50
Stone	Short Stay	Mon-Sat 0800-1800	N/A	40p	80p	£1.50	£2.00	£3.00
Leek	Short Stay	Mon-Sat 0930-1530	N/A	45p	65p	85p	---	£1.50

Table 8.1 Current Pricing Structure 2009 and Comparison Data

Principle 1. Fair Share	Principle 2. Priority and Rational	Principle 3. Stable and Predictable
P1A. A subsidy from a taxpayer should be a conscious choice.	P2A. Fees and Charges should reflect the corporate plan and service plans.	P3A. If the potential impact of the charging policy is high, then the policy should be phased.
Car park users choose to travel by car and use the parking facilities for convenience	Parking contributes to all 3 Corporate Priorities of the Council	Any increase in parking charges is relatively small.
P1B. Concessions for services should follow a logical pattern.	P2B. Price should be based on added value as well as cost.	P3B. Policies should fit with the Medium Term Financial Plan and not put at risk the authority's ability to produce a balanced budget.
Concessions available for disabled blue badge holders and season ticket purchases.	Parking charges in car parks closest to the town centre pay a premium.	Parking charges support the MTFS and help keep Council Tax charges to a minimum.
P1C. Fees and Charges should not be used to provide subsidy to commercial operators from the council taxpayer.	P2C. There should be a rational scale in the charge for different levels of the same service.	P3C. Fees and charges should generate income to help develop capacity, deliver efficiency and sustain continuous improvement.
All parking charges are retained by the council, with no subsidies given to commercial operators.	The charges reflect the intended duration of stay, with increased charges for longer periods of usage.	Income from parking charges is used to fund improvement and maintenance work.
P1D. A tough stance should be taken on fee dodging.	P2D. There should be consistency between charges for similar services.	
Enforcement is consistently applied in all the Council's Pay & Display car parks leading to the issue of a Penalty Charge Notice to offenders.	The Council regularly compares its scale of charges against competing towns.	

Table 8.2 Charging Review – Key Principles

9 Summary

- 9.1 The adoption of the revised strategy will support the vision in the Uttoxeter Town Centre Masterplan and reinforce the Council's continuing commitment to regenerate key areas of the town centre and ensure that the parking infrastructure compliments these aspirations.
- 9.2 Significant achievements have been made with regard to delivering measures that compliment the key objectives. These may be summarised as follows:
- a) The pricing structure has been amended to establish a clear short stay/long stay policy to ensure that those car parks closest to the town centre would be made available for shoppers and visitors to the town, with the more outlying car parks targeted at commuters. The Council was keen to ensure that parking for shoppers remained at an affordable level, but that long-stay drivers were encouraged to use the outlying car parks.
 - b) Charges were introduced at the Uttoxeter Leisure Centre to tackle problems with capacity, to ensure parking was available for leisure centre users and to support the commercial viability of the centre.
 - c) The Fairfield Road car park was subject to a £250k refurbishment scheme, including the provision of a sustainable drainage system and major resurfacing work. A modern lighting scheme was introduced, with lamp columns that have the ability to dim in the evenings to minimise energy consumption, are less intrusive to residents, but still maintain suitable levels of lighting to support the new CCTV surveillance system.
 - d) To improve safety, eleven new CCTV cameras were installed across the town's car parks and the streets connecting the sites to the town centre.
 - e) Directional signage was introduced across the town to help direct drivers to the nearest short stay or long stay facility.
 - f) The Maltings car park was subject to a £500k refurbishment scheme including quality surfacing, enhanced drainage and lighting.
 - g) Two car parks in Uttoxeter have been awarded with the Park Mark® Safer Parking Award.
 - h) Parking provision for those with mobility problems has been enhanced, including additional disabled bays, demarcated walkways and higher quality surfaces.
 - i) The completion of Phase I of the Carters' Square car park, providing an additional 120 spaces in the town. A strong emphasis was placed on quality of materials to compliment its location.
 - j) The introduction of Decriminalised Parking Enforcement, now known as Civil Parking Enforcement which has enabled a more proportionate and consistent approach to be applied to parking and loading contraventions.
 - k) Consultation on the introduction of a Residents Parking Zone in the town centre.

9.3 The refreshed key objectives are summarised in Table 9.1 below.

On street parking	
Objective ONP1	The Council will work with Staffordshire County Council to ensure that a priority system for assessing new or existing parking and loading restrictions is adopted and that all requests are considered in a timely and fair manner through the East Staffordshire Joint Parking Committee
Objective ONP2	The Council will review the provision of on-street parking across the town centre to ensure that it complements the off-street provision, minimises congestion and supports the town centre economy
Objective ONP3	The Council will continue to assess requests for Resident Parking Zones in accordance with the adopted Policy and Guidelines for Residents Parking

Public off-street parking	
Objective OFP1	The Council will continue to monitor the supply and demand of off street parking provision in the town centre to ensure that it supports the town centre economy and facilitates future development and regeneration proposals
Objective OFP2	The Council will review car park tariffs on an annual basis, including the balance of short stay and long stay provision

Quality in parking	
Objective QP1	Where appropriate, the Council will continue to invest in its car park infrastructure to provide an attractive and safe parking environment for visitors and shoppers
Objective QP2	The Council will actively pursue the Park Mark® Safer Parking Award for all town centre car parks
Objective QP3	The Council will maintain car park equipment and signage to a high standard, replacing damaged signs expediently and responding to concerns from drivers
Objective QP4	The Council will continue to make improvements in the provision of clear, concise and up to date parking information on its website

Enforcement	
Objective EP1	The Council will provide a level of parking enforcement that is both fair and proportionate, dealing with all penalty charge notices consistently and in accordance with the approved Policy for the Processing of Penalty Charge Notices
Objective EP2	Parking enforcement will support the Clear Streets objective, support town centre retailers and businesses, reduce congestion and improve highway safety

Special Parking	
Objective SP1	The Council will ensure that its parking infrastructure provides suitable standards for those with mobility problems and review its access audits on a regular basis
Objective SP1	The Council will consider the needs of delivery vehicles, taxis, cyclists, motor bikes and those with mobility problems when assessing the need for on and off street parking provision

Climate Change	
Objective CC1	The Council will seek to introduce measures to tackle climate change in all aspects of its parking provision and operation

Table 9.1 Key Objectives

- 9.4 The parking strategy will be reviewed on a regular basis, including an annual review of the parking charges, to ensure that it continues to support the town centre.
- 9.5 All comments on the strategy should be forwarded to:
- East Staffordshire Borough Council
 Engineering Services
 Town Hall
 King Edward Place
 Burton upon Trent
 DE14 2EB
- Or by e-mail to: parking@eaststaffsbc.gov.uk