

Appendix 1 – Parking Review objectives and sub-objectives

1. Parking in the city is fair and simplified	2. Optimise Parking resources to support making the city a place where people want to live, work and visit.	3. Efficiently manage movement on the transport network to promote a safer, healthier, and more accessible city	4. Use our assets to support an inclusive economy with robust financial management.	5. Ensure good governance and well-run services
1A. Simplified on street and off-street tariff structures.	2A. Issue permits to future car free developments where provision allows.	3A. Review times of restrictions and enforcement to support the nighttime economy.	4A. Rename car parks after close-by attractions to promote visitors.	5A. Lost income due to initiatives is recouped or flagged as a budget pressure.
1B. Align City Parks tariffs with on street.	2B. Review tariff rates for car parks to encourage parking during quiet periods.	3B. Introduce more Red Routes to ensure better enforcement and reduced congestion.	4B. Ensure best use and value is being received from our car park assets.	5B. Virtual permit types and introduce monthly payments.
1C. Adopt one model for parking scheme restriction days and times.	2C. Address under used parking zones to identify new opportunities for parking.	3C. Explore the option of virtual Resident Visitor permits.	4C. Review leased car parks and whether it would be appropriate for those not under a long-term lease to be brought in house.	5C. Protect income through investment in counter fraud team and anti-fraud initiatives.
1D. Simplify permit rules.	2D. Ensure bays in parking zones are fit for purpose and need.	3D. Fair and effective parking enforcement, including sufficient ANPR and CCTV Enforcement hours.	4D. Review car park life care plans and confirm viability.	5D. Review on and off-street permit types to ensure they are fit for purpose.
1E. Review signage promoting PayPoint outlets for visitors	2E. Optimise parking space on street to meet need.	3E. Review enforcement options for virtual permits.	4E. Ensure parking physical assets (signs/road markings) are well managed and maintained.	5E. Maximise contract value and promote partnership working with suppliers.
	2F. Review zone types and zone boundaries.	3F. Push for legislation to support parking initiatives for areas of concern (pavement parking).		

