

Appendix 3: Medium/Long Term Action Plan

| Recommendation | Level of Upfront Investment | Likely Revenue Return | Timeline | | |
|--|-----------------------------|------------------------|----------|------|------|
| | | | 2025 | 2027 | 2030 |
| Continue trial of virtual parking permits | Medium (£10k to £100K) | Medium | | | |
| Offer displacement permits in adjoining zones | Low (up to £10k) | Medium | | | |
| Reduce emission categories for all permits to two | Medium (£10k to £100K) | Medium | | | |
| Explore options for vehicle size based charges | High (£100k plus) | Further study required | | | |
| Explore option of Demand Responsive Parking trial | High (£100k plus) | Further study required | | | |
| Create or merge new parking zones | Medium (£10k to £100K) | Low | | | |
| Simplify parking scheme restrictions and times | Medium (£10k to £100K) | Further study required | | | |
| Additional colour coding for tariffs and schemes | Medium (£10k to £100K) | Further study required | | | |
| Increase accessibility of 3rd party reporting for enforcement | Medium (£10k to £100K) | Medium | | | |
| Greater enforcement of pavement parking (Gov powers pending) | Medium (£10k to £100K) | Low | | | |
| Rename car parks after close by attractions | Low (up to £10k) | Medium | | | |
| 179 Treat London Road car park as a commuter car park | Low (up to £10k) | Further study required | | | |
| Online 'top up' car parking payment accounts | Medium (£10k to £100K) | Further study required | | | |
| Review car park safety/implement improvement measures | High (£100k plus) | Low | | | |
| Improve legibility of car park signage | Medium (£10k to £100K) | Medium | | | |
| Boost awareness of Park Active car parks | Medium (£10k to £100K) | Medium | | | |
| Promote and maintain car park accreditation | Medium (£10k to £100K) | Low | | | |
| Review feasibility of altering car park entrances/exits | High (£100k plus) | Medium | | | |
| Ensure on street and off street tariffs are closely aligned | Medium (£10k to £100K) | Further study required | | | |
| Introduce seasonal parking charges for seafront/car parks | Medium (£10k to £100K) | Further study required | | | |
| Reallocation of parking for alternative users or other bay types | Medium (£10k to £100K) | Further study required | | | |
| Ensure loading bays are fit for purpose | Medium (£10k to £100K) | Low | | | |
| Promote assets, raise awareness for new schemes | Low (up to £10k) | Low | | | |
| Review and implement Red Routes roll out | High (£100k plus) | Further study required | | | |
| Ensure best use of parking assets | Medium (£10k to £100K) | Further study required | | | |
| Ensure car park life cycle plans are developed | Medium (£10k to £100K) | Further study required | | | |
| Convert permit spaces to paid when bays are lost from projects | Medium (£10k to £100K) | Further study required | | | |
| Provide multiple payment options for permits/virtual permits | Medium (£10k to £100K) | Low | | | |
| Ensure Counter fraud policy is updated and taken forward | Low (up to £10k) | Low | | | |

