

**CABINET RESPONSE TO ENVIRONMENT AND INFRASTRUCTURE  
SELECT COMMITTEE**

**PAY AND CONSERVE – CAR PARK CHARGING ON THE COUNTRYSIDE  
ESTATE [ITEM 11]**

**(Considered by the Environment and Infrastructure Select Committee on 29  
November 2017)**

**COMMITTEE RECOMMENDATIONS:**

That the Cabinet agree option 5 with further consideration given to

- Options for people to pay online, or in advance or after parking 24 hours
- How machines and phone payment are options made accessible and easy to use
- How enforcement is implemented with minimum of disruption
- A review of the scheme, displacement and lessons learnt within six months
- What additional resources are provided to promote cycling and cycle parking

**RESPONSE:**

We are grateful to the E&I Select Committee for a very constructive and useful discussion which raised a number of points which can improve the final scheme implementation.

Responding to the recommendations in turn:

**Payment options**

In designing the scheme, we have had to be mindful that the scheme operation needs to be proportionate to the projected level of visitors to the sites in question. As such, we have had to design a scheme which balances ease of use with financial viability. The current costs for implementing the scheme similar to the London congestion charge i.e. with options to pay online in advance or to pay up to 24 hours after parking are understood to be significant and therefore such a scheme is unlikely to be viable at this time. However, we will carry out further investigations as part of the procurement process and we will continue to review developments in the technology, with a view to moving towards such a scheme in the future if prices came down sufficiently or if use patterns make such a scheme more viable.

With regard to access and ease of use, we will review meter options and ensure that ease of use is part of the consideration for determining the preferred meters. In addition, a warden will be in attendance across the sites and will provide support and advice to visitors when the scheme is introduced in order to ease the transition.

**Enforcement**

Enforcement is clearly an important issue with a scheme of this type. We will undertake enforcement in two ways: firstly, soft enforcement will be carried out by on site wardens who will seek to engage with people including explaining to them how the scheme works and where the income is going; secondly, we will look to build on existing county enforcement arrangements, in discussion with the districts and boroughs. We will ensure that the company deployed will operate in a way that is both fair and sensitive to the fact that this is a new scheme and may take time to bed down.

**Displacement**

In addition to on-site enforcement, the issue of displacement parking is another key issue for this project. The project is being supported by Highways colleagues who are advising on the appropriate mitigation measures. We will undertake site visits of

all car parks before the scheme is implemented to review displacement issues and finalise our plans for mitigation measures. We will work with local members to ensure that solutions are appropriate to the local areas. One of the concerns is that mitigation measures should as far as possible be sympathetic to the local environment, which we will seek to achieve drawing on experience in other rural areas.

We will also seek to respond quickly to any unforeseen displacement issues that arise after the scheme has been implemented.

### **Scheme review**

We welcome the opportunity to share with the select committee the outcome of the first 6 months of the scheme and to discuss lessons learned and any amendments to the scheme which are felt to be necessary.

### **Cyclist Provision**

The select committee raised the important point of supporting access to the sites by other modes than private car, in particular the potential to cycle to the sites. We will seek to deliver cycle parking stands as part of the scheme implementation at a number of the car parks. In the medium term, as resources allow, we will seek to improve access to the sites via bicycle and on foot, for example through improvements to the rights of way network.

**Mr Mike Goodman**

**Cabinet Member for Environment and Transport**

**14 December 2017**