

## Annex 2: Pay and Conserve Options Analysis

	<b>Option 1 – do nothing</b>	<b>Option 2 – voluntary donation scheme</b>	<b>Option 3 – Cash, card and phone payment</b>	<b>Option 4 – Phone payment</b>	<b>Option 5 – Card and phone payment</b>
Summary	Car parks would remain free to use	Car parks would remain free to use but there would be a mechanism for making a voluntary donation for the upkeep of the car park and estate.	Parking charges introduced	Parking charges introduced	Parking charges introduced
Payment mechanism	Not applicable – no payment required	Donation would be by mobile phone payment	Payment via parking meters accepting cash and card or phone payment Annual parking permit also available	Payment via phone. Annual parking permit also available	Payment via parking meters accepting card or phone payment with a small number of car parks having phone and permit only for operational reasons Annual parking permit also available
Displacement parking	No additional issues with displacement parking	No additional issues with displacement parking	Likely to be an issue – plan for managing displacement parking necessary	Likely to be an issue – plan for managing displacement parking necessary	Likely to be an issue – plan for managing displacement parking necessary
Enforcement	Not applicable	Not applicable	Enforcement would be required	Enforcement would be required	Enforcement would be required.
Risks	Primary risk is deterioration to the car parks and countryside estate through loss of funding for	Primary risk is that low levels of donations are generated which would result in insufficient funds being available for	Primary risks are likely to be vandalism and theft relating particularly to cash in meters left overnight at isolated car	Main risk would be compliance rates relating to phone only payment option.	Some risk associated with vandalism but likely to be lower than with cash meters.

	maintenance. Impact would be on biodiversity and access.	maintenance leading to decline in biodiversity and access. Based on evidence from elsewhere compliance rates likely to be around 25%.	parks. Risks relating to displacement parking would need to be managed.		
Strengths	No charges would mean that the car parks remain free to use for everyone.	No mandatory charges means that the car parks remain free to use for everyone.	Income from car parking would be reinvested in the car parks and estate maintenance and improvement contributing to the financial sustainability of the countryside estate. The people who benefit most from the countryside would be contributing to its upkeep.	Income from car parking would be reinvested in the car parks and estate maintenance and improvement contributing to the financial sustainability of the countryside estate. The people who benefit most from the countryside would be contributing to its upkeep.	Income from car parking would be reinvested in the car parks and estate maintenance and improvement contributing to the financial sustainability of the countryside estate. The people who benefit most from the countryside would be contributing to its upkeep.
Weaknesses	Loss of funds to maintain carparks and countryside estate would lead to overall deterioration in biodiversity and access	Loss of funds to maintain carparks and countryside estate would lead to overall deterioration in biodiversity and access	Charges could deter some people from visiting these sites and / or could result in displacement parking. Operational costs would be relatively high due to cash collection and risk of theft and vandalism.	Charges could deter some people from visiting these sites and / or result in displacement parking. Phone only payment may be unpopular for some visitors.	Charges could deter some people from visiting these sites and / or result in displacement parking.