

Appendix 1 - Car Parking Strategy Action Plan

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
Objective 1 -To provide good quality car parks				
Short Term Actions	Annual car park inspections	Property and Facilities Team	Officer time	Annual
	Implement car park repairs following inspections	Property and Facilities Team	Repairs and renewal fund for minor pot holes / capital programme bid for major repairs	Responsive, ongoing for the long term
	Establish provision in the Capital Programme for larger investments in car parks	Finance, Property and Facilities Teams	Capital Funding to be allocated	Annual
	To open the Castle Car Park with EV charging points, good lighting and a safe modern environment to service the Town Centre.	Regeneration, Property, Facilities and MMF Teams	Officer time, Capital and revenue funding	2024/25
	Midway cathodic protection Survey and repairs	NBC Housing Regeneration and Assets Officers	Funding allocated in capital programme	Completed 2019
	Install new drainage in the Midway	NBC Housing Regeneration and Assets Officers	Quotations required Estimates £10k Architects fees and works at £100k.	Drains cleared

	Invest to improve the cleanliness of the Midway internally and outside on the pavement	NBC Operations	Review the approach including how to clean the stairwell	Completed – not required going forward for new car park
	Ticket machine renewal, prioritising old machines and key car parks	NBC Housing Regeneration and Assets Officers	£30k allocated in the capital programme for 2019/20.	Completed with updates to be undertaken if machines cease to operate or technology changes
	Introduction of contactless / chip and pin payment options on the new ticket machines	NBC Housing Regeneration and Assets Officers and Finance Officers	Revenue implications to be calculated	Completed
	Pay by phone to be procured to ensure that a customer friendly product is	NBC Housing Regeneration and Assets Officers and Finance Officers	Council to review the convenience charges and financial implications	Completed
	Promote cashless payment methods	NBC Communications Officers and BID	Officer Time and publicity material	Completed
	Ensure effective and proportionate parking	Neighbourhood Delivery Service	Officer time	Ongoing
	New CCTV system for the Midway to improve customers feeling of safety	NBC and BID joint working with Stoke CC	Capital funding to be allocated Estimate £22K Use of s106 funding towards overall costs	Completed
	Improve signage to and from car parks for wayfinding	SCC Highways, Business Improvement District and HRA officers	SCC funded and potential for BID funding	Completed

Classification: NULBC **UNCLASSIFIED**

Medium Term Actions	Review the take up of car payments mechanisms	NBC Housing Regeneration and Assets Officers	Officer time and potential capital funding	Completed
	Review the provision of Disabled and parent parking	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue funding	2025-2026
	Lighting review and installation of new lighting where required	Property and Facilities Team	Initial repairs through Council Repairs and Renewal Fund	March 26
	Internal painting of the Midway	NBC Housing Regeneration and Assets Officers	Quotations required	Completed 2020
	Hassall Street resurfacing	Property and Facilities Team	Capital Funding to be allocated £50k	To be completed in line with any changes to 2026-2029
Long Term Actions	Review development of payment options	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue funding	
	Rear of High Street and Frog Hall access road	NBC Housing Regeneration and Assets Officers	Capital Funding to be allocated £40k	Complete
	Review development options for the least used and least economically viable car parks	Property and Facilities Team	Officer time	2021-2025
	Undertake a review of the business rates and take any appropriate action	Property and Facilities Team	In-conjunction with Council agents	2025-26
	Deliver rolling programme of refurbishments	Property and Facilities Team	Capital Funding to be allocated	2025-29

Objective 2 - To improve the customer experience of parking in Newcastle				
Short Term Actions	Trial a shopper discount of £1 after 1pm	Property and Communications Officers BID Facilities	Officer time and potential revenue loss of £95k	2019-20
	Establish business engagement programme to promote discounted parking		Officer time and potential revenue funding	Completed
	Establish a mechanism to evaluate the 1pm after 1pm	NBC Housing Regeneration and Assets Officers and Finance	Officer time and potential revenue funding	2020-21
	Work with the BID to establish a town centre offer	NBC Housing Regeneration and Assets Officers BID	Officer time and potential revenue funding	2020-21
	Offer free parking for 5 events days per year where there is a clear business plan to demonstrate economic impact	Business Improvement District, Mobile Multi-Functional Team and BID and Finance officers	Financial implications to be calculated	Fees and charges Cabinet January 2020
	Support Christmas retail and town centre shoppers in the run up to Christmas with free parking from 5pm for Christmas late night shopping	Mobile Multi-Functional Team and the BID	Officer time	November 2019 - Completed
Medium Term Actions	Work with the County Council to review charges at Merrial Street, Corporation Street and Bridge Street	SCC NBC Housing Regeneration and Assets Officers	NBC and SCC Officer time	Completed

	Evaluate potential for shoppers permit for residents	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue implications	Completed
	Explore with the BID willingness for it to control Goose Street for dedicated shoppers car park	BID NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time and potential revenue implications	Completed – BID did not wish to proceed
Long Term Actions	Evaluate the impact of any Clean Air actions on car park charging	Property and Facilities and Finance Officers	Officer time	2025-26
	Establish a mechanism for differential charging to reward the greenest	Property and Facilities and Finance Officers	Officer time and revenue implications	2026-27
	Utilising information from the new car parking machines to direct the future car parking	Property and Facilities officers Finance Officers	Annual fees and charges	2025-26
Objective 3 - to support the economic development of Newcastle Town Centre				
Short Term Actions	To prioritise and market Fogg Street, High Street and Well Street for adjacent businesses	NBC Housing Regeneration Assets Officers	Revenue implications	Completed
	To support businesses and workers with improved permit scheme	NBC Housing Regeneration and Assets Officers	Revenue implications	Completed
	To implement a marketing campaign for <u>permits</u>	NBC Communications Officers	Officer time	Completed

Medium Term Actions	Maintain ongoing dialogue with businesses to understand their needs	Officers BID	Officer time	Ongoing
	Maintain a programme of specialist events to support the town centre and maximise the assets	NBC Housing Regeneration and Assets Officers BID	Officer time	Completed
Long Term Actions	Evaluate the opportunities for car parks to support diversification and specialist events	NBC Housing Regeneration and Assets Officers BID	Officer time	Completed
	Continue to work with the BID to ensure that parking supports local trade	Mobile Multi-Functional Team and BID	Officer time	2025-29
	Evaluate the take up of permits and technological developments to improve the purchase of permits	Property and Facilities Team	Officer time	2025-29
Objective 4 - To ensure that car parks meet the future demands of car users				
Short Term Actions	Delivery of Electric charging points for taxi's as part of the Clean Air project	HRA and Environmental Health Officers	Officer time and revenue implications	Completed

Medium Term Actions	Research demand for Electric Charging Points and establish funding model, seeking to deliver additional car parks with EV chargers in conjunction with Staffs County Council OVEC funding	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	Completed – currently procuring in conjunction with Staffs County Council 2025/26.
	Review parking bay sizes to accommodate larger vehicles	Property and Facilities Team	Officer time and revenue implications	2025-26
	Work with the County Council on wider Regeneration projects to improve access to the core town centre including the possibility of nipper parking in south High Street.	County Council and Landscape and Community Team	Capital funding required for wider regeneration project	2024-25
Long Term Actions	Provide EV charging points in all car parks	Property and Facilities Team	Officer time and revenue implications	2025-26
	Review car charging technology and the links to parking accounts	Property and Facilities Team	Officer time and revenue implications	2025-26
	To review the technology developments for directed parking app's	Property and Facilities Team	Officer time and revenue implications	2026-27

	Introduce solar canopies in the car parks	Property and Facilities Team	Capital funding will need to be allocated	2025-26
	Review the implications for automated vehicles	Property and Facilities Team	Officer time and revenue implications	2028-29