South Kesteven Parking Study

Study Report (Confidential)

South Kesteven District Council

December 2023

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1 INTRODUCTION

1.1 BACKGROUND

1.1.1 Tetra Tech is appointed to undertake a review of public car parking facilities in Grantham, Stamford, Bourne and Market Deeping. A review of parking provision is required to ensure that the car parks serve the needs of those who live, work, and visit these town centres.

1.1.2 A Strategic Parking Plan was produced by Tetra Tech in 2021 that created a robust evidence base which was used to assess the parking issues that existed, consider the merits of potential solutions and identify the best way to achieve the Council's objectives. This study updates the evidence base with new surveys of parking and tickets sales to create a new baseline to quantify the recovery from the Covid 19 pandemic that was impacting on parking demand in 2021 and provide updated recommendations.

1.1.3 The charging tariff is expected to be amended by SKDC for the 2024/25 financial year. This report provides an assessment of those changes but also looks further ahead to the medium- and long-term timescales.

1.1.4 The aim of the study is to improve the way public parking is provided by SKDC in the four town centres. Private parking, residential parking and on-street parking are not controlled directly by SKDC but the role of these within the towns overlaps with the role of public car parks. These interactions are recognised in this review and the issues and actions relating to these types of parking have been identified wherever SKDC has a role to play.

1.2 OBJECTIVES AND PURPOSE

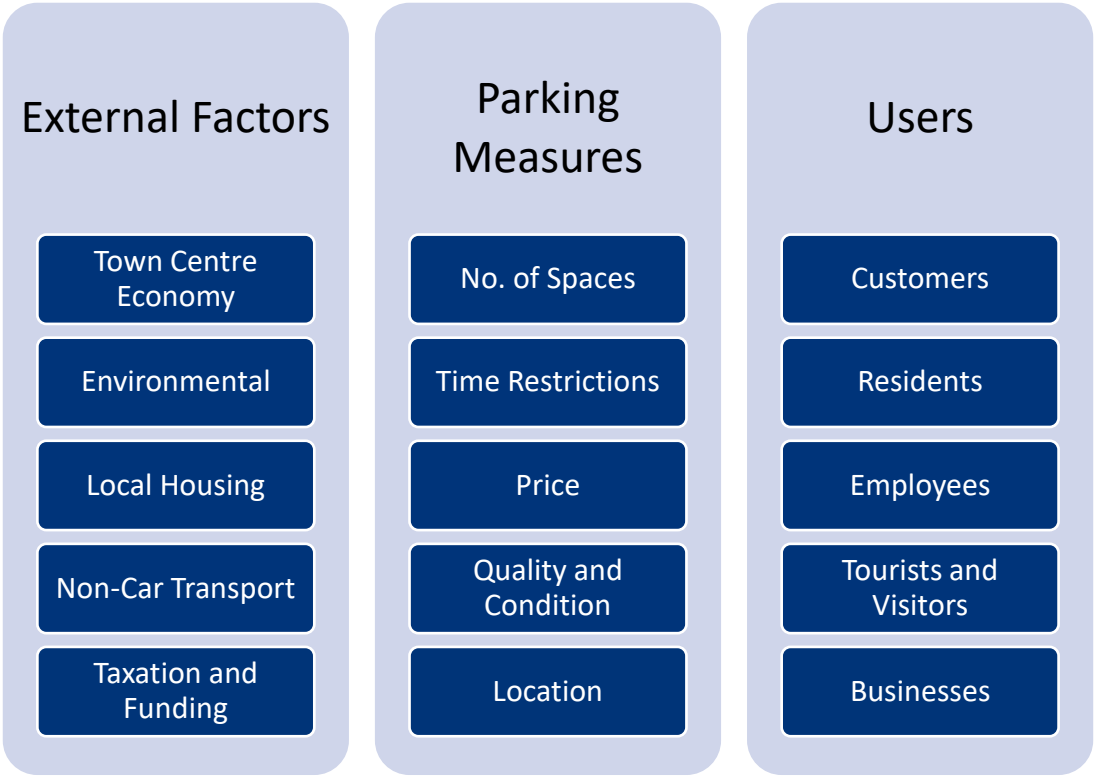
1.2.1 The purpose of the study is to ensure that the provision of parking is aligned to the objectives of the council, which are to:

- Ensure South Kesteven has an appropriate supply of public parking in the four town centres in the study.
- Ensure SKDC's public car parks are attractive, safe, and accessible for all users by having appropriate tariff and management regimes in place.
- Ensure SKDC's public car parks are assets that support the economic vitality and vibrancy of South Kesteven's town centres.

1.2.2 Parking plays a role in many aspects of public life and there can be a tension between some of the council's objectives and the outcomes. For instance, parking is essential in supporting the town centre economy and generating income for the council, but it also

plays a role in supporting efforts to promote sustainable travel modes and environmental objectives.

1.2.3 The following diagram shows the main factors that are considered in developing a parking plan. There are external factors that largely determine the demand for parking and there are measures that can be adopted to better manage parking. Finally, there are different groups of users that have their own requirements who are affected differently by external factors and parking measures. The plan considers these different inputs and outputs to achieve the most balanced approach.



1.2.4 The relationships between these different factors can be complicated and sometimes contradictory. The provision of parking services aims to balance the different factors and objectives.

1.2.5 Parking needs to be appropriately located and of sufficient scale and cost to support the existing and emerging functions of the town. The space allocated to parking should not be excessive enough to damage the local public realm or undermine sustainable transport initiatives. The key objective is to improve efficiency and better manage the parking resources, especially in multi-functional areas such as town centres where car parks are used for different purposes at different times of the day and week.

1.2.6 Parking can be used as a policy tool to influence travel behaviour in order to help achieve environmental and transport objectives. This can be where a parking plan causes conflicts, if people feel they are being 'forced' to act in ways they would prefer not to and they decide to visit the town less frequently, for a shorter time or go elsewhere.

1.2.7 The requirements of particular groups need to be considered alongside the supply and demand for general town centre parking. Blue Badge holders have specific requirements, and this study examines how these are currently provided and if any changes will be appropriate.

1.2.8 SKDC aims to provide a good match between the supply and demand of parking spaces while balancing efforts to improve the public realm and encourage sustainable modes of travel. An over-supply of parking spaces is a poor use of valuable town centre land and does little to promote alternative modes of travel while too little parking can constrain the local economy and cause frustration for drivers.

1.3 REPORT STRUCTURE

1.3.1 The structure of this report is as follows:

Chapter 2 – Review of existing conditions

Chapter 3 – Forecasts of Change

Chapter 4 – Assessment of Potential Parking Solutions

Chapter 5 – Action Plan

Chapter 6 – Conclusion and Recommendations

2 EXISTING CONDITIONS

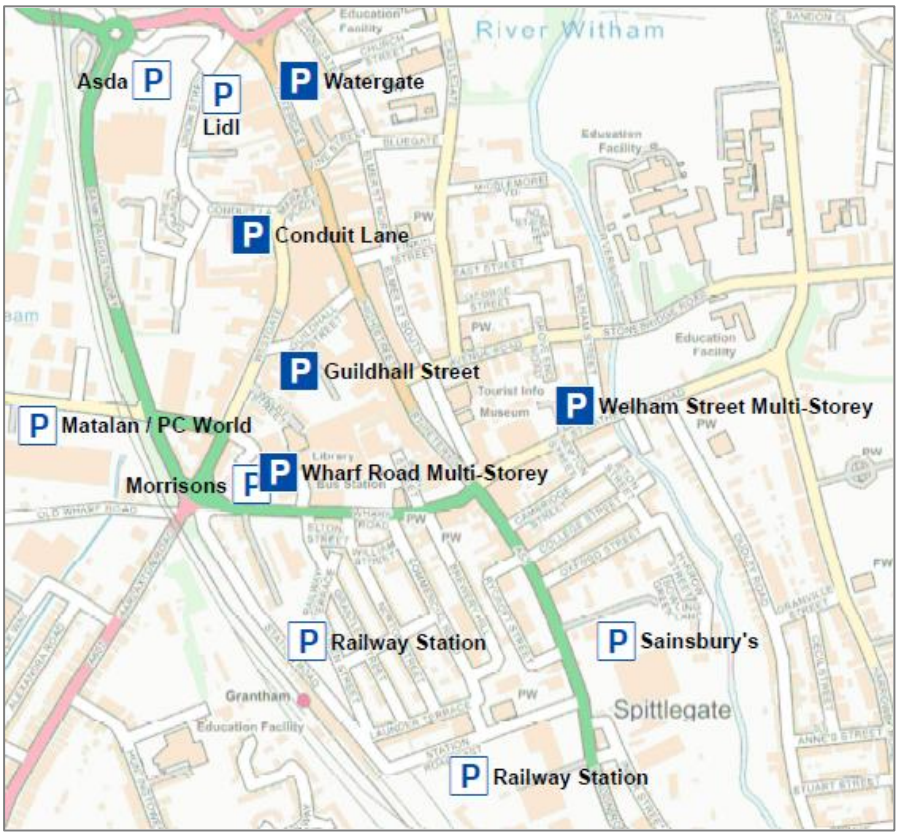
2.1 LOCATIONS

2.1.1 The focus of the study is the four town centres of Grantham, Stamford, Bourne and Market Deeping. The towns have different issues and priorities and the measures to address parking problems need to be tailored to each location.

2.1.2 Grantham is the largest town in the district and second largest in Lincolnshire. The town centre has a mixture of historic streets and new development, bounded by the railway, the A52 and A607 on three sides, although some town centre development has extended across these boundaries. Watergate and Westgate provide access into the core of the town centre which contains a mix of large retail units and traditional shops and businesses. Grantham is expected to grow further, with large employment and housing developments in the pipeline and the completion of the Southern Relief Road linking the A1 and A52.

2.1.3 Grantham car parks are shown in **Figure 1.** Public car parks are provided across the town, including surface and multi-storey car parks. Private car parks (white box) are used by the public, rail passengers and customers of the retail units. There is some on-street parking, but many of the streets have restrictions that prevent parking or apply a time limit.

Figure 1 – Grantham Town Centre



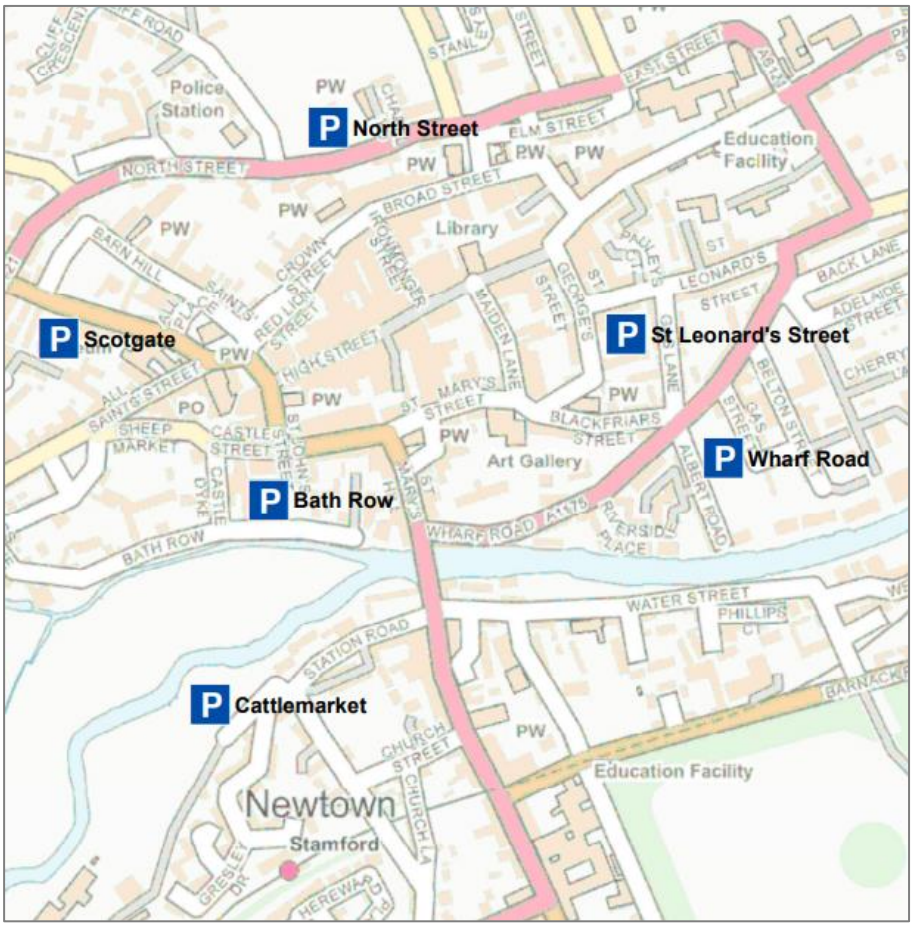
2.1.4 Stamford is an historic town located at the south west boundary of the district and of Lincolnshire, close to the boundaries with Rutland, Cambridgeshire and Northamptonshire. The town centre retains its historic layout and road network with recent development situated largely outside of the centre.

2.1.5 Most of the town, including the main retail centre is north of the river while the railway station, some historic streets, new developments, and Burghley House are to the south. Access to the A1 is provided to the north, south and west of the town and housing growth is planned at the northern edge.

2.1.6 Stamford town centre and car parks are shown in **Figure 2**. All public car parks are provided by SKDC. These are all surface level car parks, and they include four small car parks and two large. The railway station has a dedicated car park, and a new school car park has recently been built adjacent to the Cattlemarket car park.

2.1.7 There is a significant amount of on-street parking in the town centre but no private car parks for public use. Bath Row includes a small car park, a row of Pay and Display bays and time-limited on-street parking.

Figure 2 – Stamford Town Centre



2.1.8 Bourne is a market town located in the south east of the district and is bisected by the A15. The historic town centre includes a traditional streetscape alongside some large retail units and green spaces. Commercial development and employment is concentrated on the east side of the town and further housing and employment development is proposed in the Local Plan.

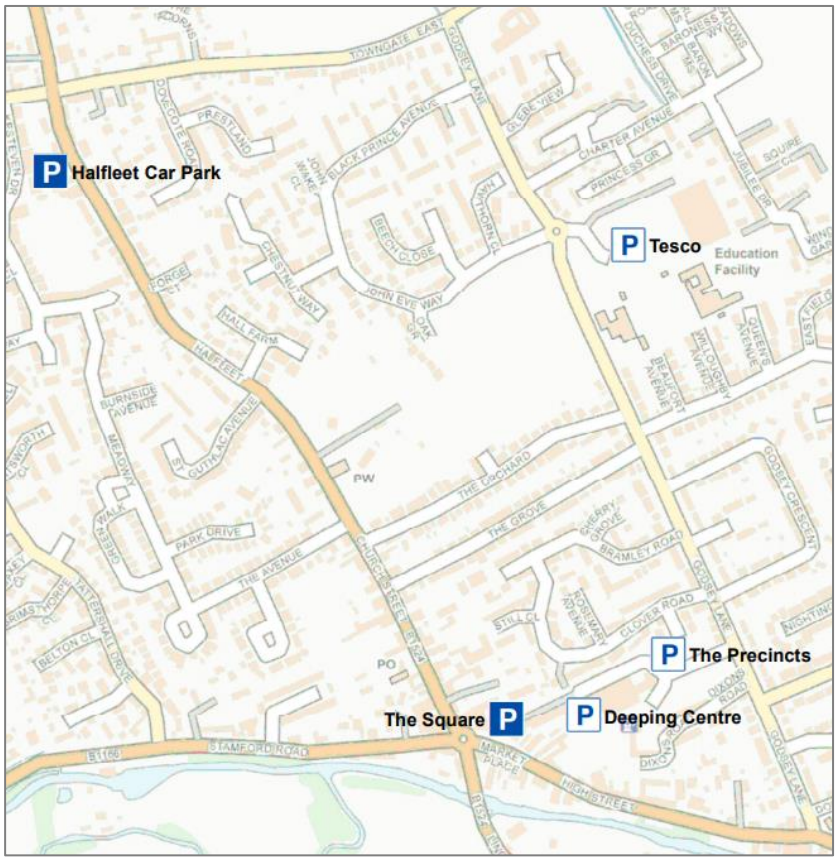
2.1.9 Bourne town centre and car parks are shown in **Figure 3**. Two small car parks are provided by SKDC close to the centre, while large car parks are provided by Sainsburys and the Burghley Centre within walking distance of the town centre.

Figure 3 – Bourne Town Centre

2.1.10 Market Deeping is the largest of a group of adjoining settlements known as the Deepings, located at the southern boundary of the district and the county, close to the edge of Peterborough. The town is laid out on a grid system with an historic centre and an adjacent, modern retail centre. New development is proposed to the east of the town.

2.1.11 Market Deeping town centre and car parks are shown in **Figure 4.** No car parks are provided within the town centre by SKDC, but large car parks are provided at Tesco and the Deeping Centre/The Precincts. Some on-street parking is available close to the town centre, particularly in The Square and High Street.

Figure 4 – Market Deeping Town Centre



2.2 PUBLIC CAR PARKS

2.2.1 Details of the town centre car parks shown on the previous plans are presented in **Table 1**.

Table 1 – Town Centre Car Parks

Location	Car Park	Capacity (surveyed spaces)
Grantham	Conduit Lane	47
	Guildhall Street	88
	Watergate	100
	Welham Street	328
	Wharf Road Long Stay	240
	Sub-Total	803
Stamford	Bath Row P&D	84
	Cattlemarket	288
	North Street	103
	Scotgate	67
	St. Leonards St.	34
	Wharf Road	238
	Sub-Total	814

Bourne	Burghley Street	62
	Burghley Street Permits	38
	Burghley Centre	145
	South Street	66
	Sub-Total	320
Market Deeping	Halfleet	24
	Deeping Centre	143
	The Precincts	107
	Sub-Total	274

2.2.2 Stamford and Grantham have a similar number of off-street public parking spaces. Welham Street and Wharf Road in Grantham are multi-storey car parks while all other car parks are surface level.

2.2.3 Grantham also has privately-operated public car parks (e.g. Greenwood's Row) and large retail units within the town centre (e.g. Morrisons / Isaac Newton centre). These are customer car parks, but they also perform a town centre parking function. Approximately 10 spaces in the Watergate car park were unavailable for use at the time of the surveys.

2.2.4 There are no significant private car parks in the centre of Stamford but there are large privately-run public car parks in the centres of Bourne and Market Deeping are operated by the Burghley shopping centre and the Community Centre.

2.3 PARKING CHARGES

2.3.1 Charges are levied for the car parks in Grantham and Stamford while the SKDC car parks in Bourne and Market Deeping are free to use. The current charges are presented in **Table 2**.

Table 2 – South Kesteven Charging Tariff

Time Period (up to)	30 Mins	1Hr	2Hr	3Hr	4Hr	6Hr	All Day
Grantham							
Guildhall Street, Watergate	90p	£1.20	£1.90	£2.50	£4.10		£5.30
Wharf Road	90p	£1.20	£1.90	£2.50	£8.00		£10.40
Conduit Lane				£2.50	£3.40		£4.10
Welham Street				£1.20	£1.70	£3.20	£10.40
Stamford							
North Street, Bath Row, Scotgate, St. Leonards St.	£1.00	£1.30	£2.00	£2.60	£4.20		£5.40
Wharf Road, Cattlemarket				£2.60	£3.50		£4.20

2.3.2 Charges apply between the hours of 8am and 6pm in all car parks, from Monday to Saturday. Sundays and Bank Holidays are currently free. The maximum period of parking is 10 hours, so that parking is permitted overnight but the 10 hours maximum is a constraint on how residents can use the car parks for overnight parking. Blue Badge holders are permitted to use the dedicated spaces or the standard spaces free of charge. Payment by app is available at all car parks through the RingGo mobile app.

2.3.3 Some car parks provide a long stay function by offering a relatively low tariff for all day parking and no reductions for short stay. These are located on the edges of the town centres e.g. Conduit Lane in Grantham and Wharf Road and Cattlemarket in Stamford. Welham Street is a new multi-storey car park that has a very low tariff for short stay but a high charge for stays longer than 6 hours.

2.3.4 Greenwoods Row is a private car park in the centre of Grantham that offers a lower tariff than the adjacent SKDC Conduit Lane car park and is therefore very popular. Grantham Estates on Elmer Street North provides a Saturday-only public car park.

2.4 CAR PARK FACILITIES AND CONDITION

2.4.1 During the site visits an audit of the existing infrastructure was undertaken to record what is provided on-site and highlight any issues that exist. A summary of the audit results is presented in **Appendix A**.

2.4.2 Most car parks are standard surface level with marked bays and Pay and Display ticket machines. Direction signing is provided to most and all have signs explaining the time limits, regulations, and charges. All have streetlights inside the car park or on the adjacent street and some have CCTV. Cycle and motorcycle parking are provided in many car parks, and most have disabled parking bays in accessible locations.

2.4.3 Some Electric Vehicle (EV) charging bays are provided by SKDC in the car parks at Welham Street in Grantham, North Street in Stamford, the Community Centre in Market Deeping, and Burghley Street in Bourne. Privately operated EV charging bays are also provided.

2.4.4 The condition of the Wharf Road multi-storey has deteriorated in recent years, and it is not a very attractive environment for users. By contrast, the Welham Street multi-storey is relatively new and is in good condition.

2.5 SURVEYS OF EXISTING PARKING

2.5.1 Occupancy surveys were carried out on Friday 3rd November and Saturday 4th November 2023. These show how busy the car parks were during the busiest days of a typical week (i.e. not a school holiday period). Beat surveys were used to provide an hourly figure for car park occupancy in Grantham and Stamford. Bourne and Market Deeping were surveyed during the Friday lunchtime peak.

2.5.2 The surveys were held on market days in Grantham (Saturday) and Stamford (Friday). This is particularly significant in Stamford because the market is held in Broad Street, which has a large amount of on-street parking on non-market days, so that Friday is a worst-case scenario in terms of increased demand and reduced parking spaces.

2.5.3 The number of bays and vehicles includes disabled parking bays and standard bays. In many cases some of the remaining vacant spaces are restricted for Blue Badge holders only.

2.5.4 A search of local events was undertaken to ensure that the surveys were not being undertaken on atypical days. It is recognised that there are always some events happening in an area on any particular day, but dates were found when there were no major events that would invalidate the surveys.

2.5.5 The results show how many vehicles were parked at hourly intervals and how full the car parks were during the surveys. Occupancy above 85% is considered as being at-capacity because this is recognised by the Chartered Institution of Highways and Transportation and the British Parking Association as the level at which it becomes difficult for drivers to find the remaining spaces and to manoeuvre in, out and around the car park.

2.6 GRANTHAM CAR PARK SURVEYS

2.6.1 The results of the Grantham surveys are presented in the following tables.

Table 3 – Grantham Car Park Survey – Friday 3rd November 2023

Car Park	Bays	Parked Vehicles					
		10-11	11-12	12-1	1-2	2-3	3-4
Conduit Lane	47	33	32	37	42	39	31
Guildhall Street	88	82	85	86	88	85	66
Watergate	100	34	77	67	62	61	57
Welham Street	328	84	79	88	76	74	50
Wharf Road	240	66	47	52	59	54	44
SKDC Total	803	299	320	330	327	313	248
Morrisons	243	235	238	223	209	221	171
Total	1046	534	558	553	536	534	419

Table 4 – Grantham Car Park Occupancy – Friday 3rd November 2023

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Conduit Lane	70%	68%	79%	89%	83%	66%
Guildhall Street	93%	97%	98%	100%	97%	75%
Watergate	34%	77%	67%	62%	61%	57%
Welham Street	26%	24%	27%	23%	23%	15%
Wharf Road	28%	20%	22%	25%	23%	18%
SKDC Total	37%	40%	41%	41%	39%	31%
Morrisons	97%	98%	92%	86%	91%	70%
Total	51%	53%	53%	51%	51%	40%

2.6.2 The results of the Friday survey show that occupancy was generally low in SKDC car parks but the free, private car park at the Isaac Newton Centre (Morrisons) was very busy, especially in the morning. The largest car parks at the Wharf Road and Welham Street multi-storeys had low levels of occupancy.

Table 5 – Grantham Car Park Survey – Saturday 4th November 2023

Car Park	Bays	Parked Vehicles					
		10-11	11-12	12-1	1-2	2-3	3-4
Conduit Lane	47	13	18	23	17	11	9
Guildhall Street	88	86	88	79	76	72	69
Watergate	100	90	90	90	85	67	56
Welham Street	328	68	70	69	68	66	53
Wharf Road	240	66	62	65	46	38	34
SKDC Total	803	323	328	326	292	254	221
Morrisons	243	240	243	239	236	226	198
Total	1046	563	571	565	528	480	419

Table 6 – Grantham Car Park Occupancy – Saturday 4th November 2023

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Conduit Lane	28%	38%	49%	36%	23%	19%
Guildhall Street	98%	100%	90%	86%	82%	78%
Watergate	90%	90%	90%	85%	67%	56%
Welham Street	21%	21%	21%	21%	20%	16%
Wharf Road	28%	26%	27%	19%	16%	14%
SKDC Total	40%	41%	41%	36%	32%	28%
Morrisons	99%	100%	98%	97%	93%	81%
Total	54%	55%	54%	50%	46%	40%

2.6.3 The results of the Saturday survey in Grantham show that occupancy was similarly low across the SKDC car parks as a whole, but there were differences from the Friday usage in specific car parks. Watergate was used more than on Friday, but Conduit Lane was used less. The Morrisons / Isaac Newton Centre customer car park was fully occupied for a long period of the day.

2.6.4 The weather was particularly poor during the morning of the Saturday survey which may have affected the results and the occupancy may be higher on a dry Saturday.

2.7 STAMFORD CAR PARK SURVEYS

2.7.1 The results of the Stamford surveys are presented in the following tables.

Table 7 – Stamford Car Park Survey – Friday 3rd November 2023

Car Park	Bays	Parked Vehicles					
		10-11	11-12	12-1	1-2	2-3	3-4
Cattlemarket	288	69	233	261	288	158	125
Bath Row	84	81	85	84	82	76	80
North Street	103	101	102	100	97	92	93
Scotgate	67	55	65	64	58	54	55
St. Leonards St.	34	32	34	34	34	27	21
Wharf Road	238	174	230	231	228	169	116
Total Car Parks	814	512	749	774	787	576	490

Table 8 – Stamford Car Park Occupancy – Friday 3rd November 2023

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Cattlemarket	24%	81%	91%	100%	55%	43%
Bath Row	96%	101%	100%	98%	90%	95%
North Street	98%	99%	97%	94%	89%	90%
Scotgate	82%	97%	96%	87%	81%	82%
St. Leonards St.	94%	100%	100%	100%	79%	62%
Wharf Road	73%	97%	97%	96%	71%	49%
Total	63%	92%	95%	97%	71%	60%

2.7.2 The results of the Friday survey show that occupancy was high in all car parks until it began to fall from 2pm onwards. There were very few available spaces during the midday peak. The small car parks were effectively full from 10am onwards while the larger, long stay car parks filled up later as more visitors arrived.

2.7.3 In addition to the car parks, on-street parking was also recorded at Bath Row. There are 102 free, time restricted parking spaces and these were full for the whole day on Friday. Drivers were observed circulating the area waiting for a space to become available and parking outside the marked bays. There was no parking in Broad Street because of the large street market.

Table 9 – Stamford Car Park Survey – Saturday 4th November 2023

Car Park	Bays	Parked Vehicles					
		10-11	11-12	12-1	1-2	2-3	3-4
Cattlemarket	288	42	88	122	167	169	133
Bath Row	84	62	78	83	83	81	80
North Street	103	84	100	102	98	94	84
Scotgate	67	41	48	63	63	62	59
St. Leonards St.	34	24	32	30	31	32	23
Wharf Road	238	129	153	173	192	211	172
Total Car Parks	814	382	499	573	634	649	551

Table 10 – Stamford Car Park Occupancy – Saturday 4th November 2023

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Cattlemarket	15%	31%	42%	58%	59%	46%
Bath Row	74%	93%	99%	99%	96%	95%
North Street	82%	97%	99%	95%	91%	82%
Scotgate	61%	72%	94%	94%	93%	88%
St. Leonards St.	71%	94%	88%	91%	94%	68%
Wharf Road	54%	64%	73%	81%	89%	72%
Total	47%	61%	70%	78%	80%	68%

2.7.4 On Saturday the occupancy was lower, and the peak was later in the day. There was heavy rain on the morning of the survey which might have reduced and delayed the peak of demand until later in the afternoon. There was plenty of available space in the Cattlemarket all day, the smaller car parks were almost full all day and Wharf Road filled up for an hour in the early afternoon.

2.7.5 The Bath Row on-street spaces were full for the whole day on Saturday and the 105 spaces in Broad Street were available to use and these were virtually full for the whole day.

2.8 BOURNE CAR PARK SURVEY

2.8.1 The results of the snapshot survey are presented in the following table.

Table 11 – Bourne Car Park Occupancy – Midday, Friday 3rd November 2023

Car Park	Bays	Parked Vehicles	Occupancy
Burghley Street	62	60	97%
Burghley Street Permit	38	32	84%
South Street	75	72	96%
Burghley Centre	145	118	81%
Total Car Parks	320	282	88%

2.8.2 The results show that the car parks were very well used at the time of the survey. There was a limited amount of spare capacity in the Burghley Centre. There is a strong likelihood that there are busier times of the week or year when the occupancy levels would be even higher.

2.9 MARKET DEEPING CAR PARK SURVEY

2.9.1 The results of the snapshot survey are presented in the following table.

Table 12 – Market Deeping Car Park Occupancy – Midday, Friday 3rd November 2023

Car Park	Bays	Parked Vehicles	Occupancy
The Square	24	24	100%
Deeping Centre	143	119	83%
Halfleet	24	16	67%
The Precincts	107	20	19%
Total Car Parks	274	179	60%

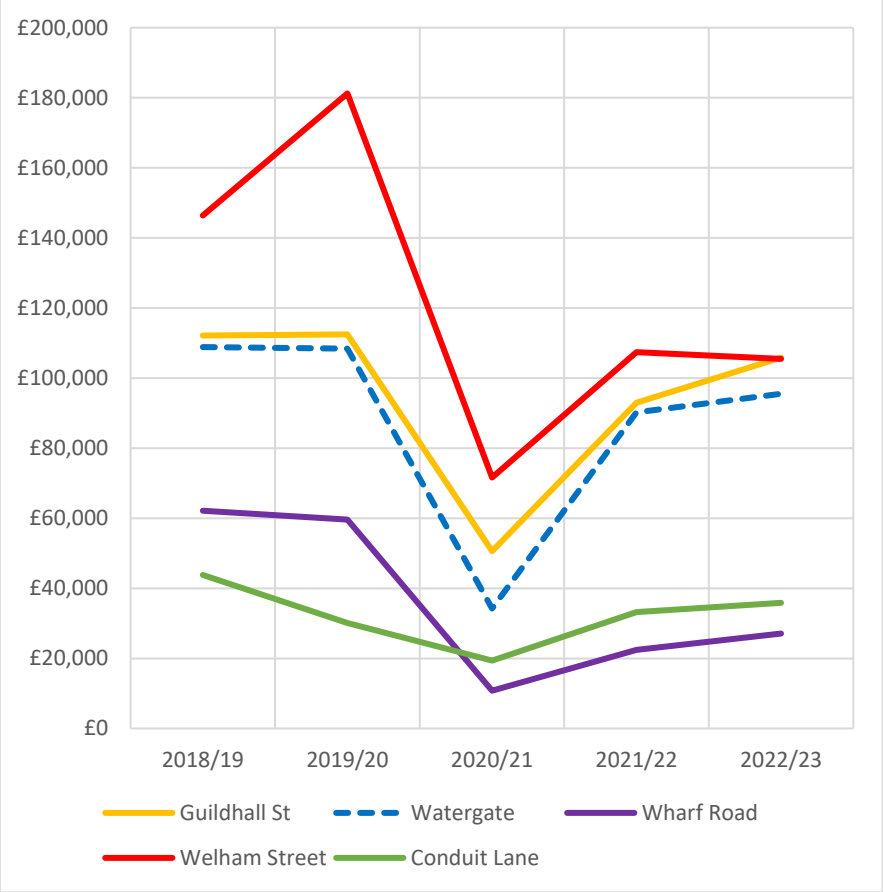
2.9.2 The results show that the short stay car parks closest to the town centre had high levels of occupancy but there was plenty of available space in the private car parks within a short distance. Again, there is a strong likelihood that there are even busier times of the week or year when the occupancy levels would be higher.

2.10 TICKET SALES DATA

2.10.1 Ticket sales data has been made available for different time periods in Grantham and Stamford. These show how monthly ticket sales have changed between 2018 and 2023 along with a detailed breakdown of typical ticket sales at the time of the occupancy surveys in 2023.

2.10.2 **Figure 5** shows how annual income has fluctuated from Grantham car parks over the last five years, from pre-COVID-19 up to the most recent complete year (2022/23).

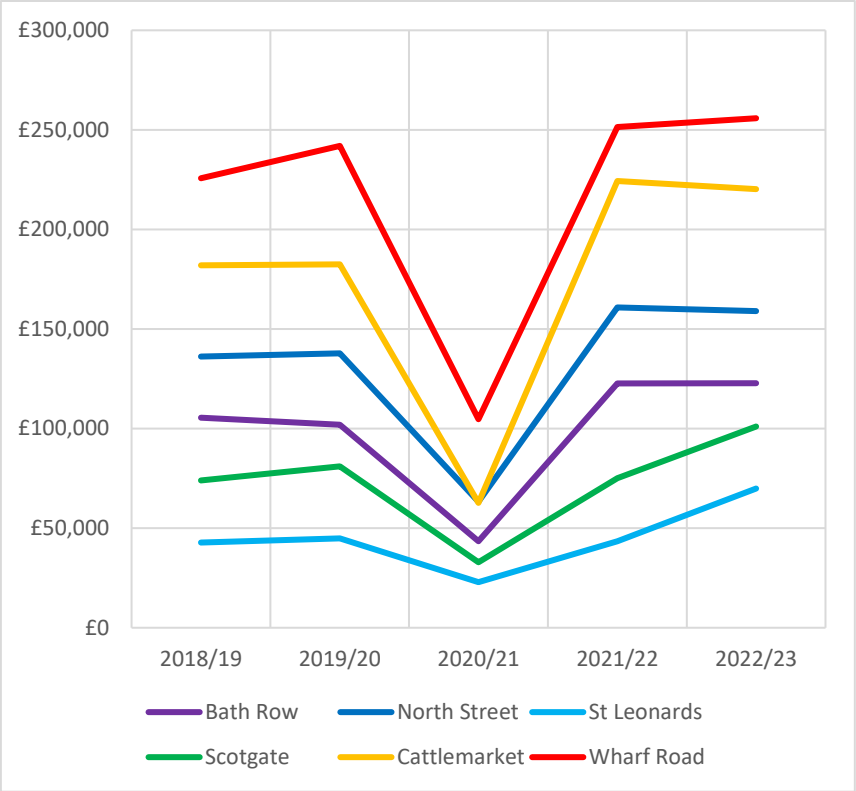
Figure 5 – Annual Car Park Income - Grantham (2018/19 - 2022/23)



2.10.3 The chart shows how car park income declined during 2020/21 when the Covid-19 restrictions were at their height and how it has recovered in the two full years since then. It also shows that income in the Welham Street and Wharf Road multi-storey car parks has not recovered to pre-pandemic levels, unlike the smaller car parks.

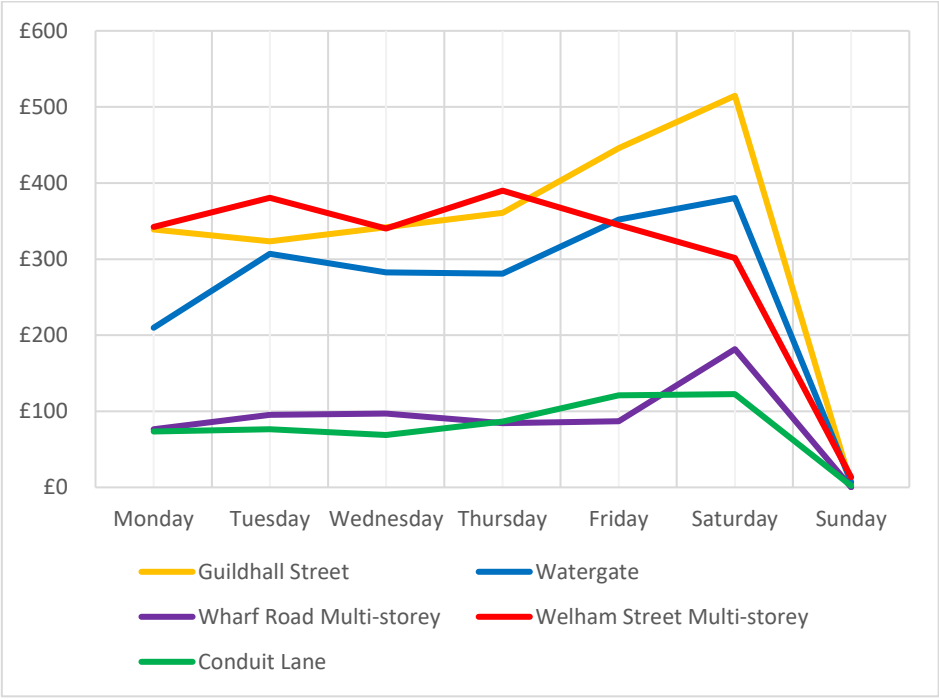
2.10.4 **Figure 6** shows the annual income from Stamford car parks. All car parks are now generating significantly more income than pre-Covid-19. This is generated by more ticket sales and a slightly increased tariff.

Figure 6 – Annual Car Park Income - Stamford (2018/19 - 2022/23)



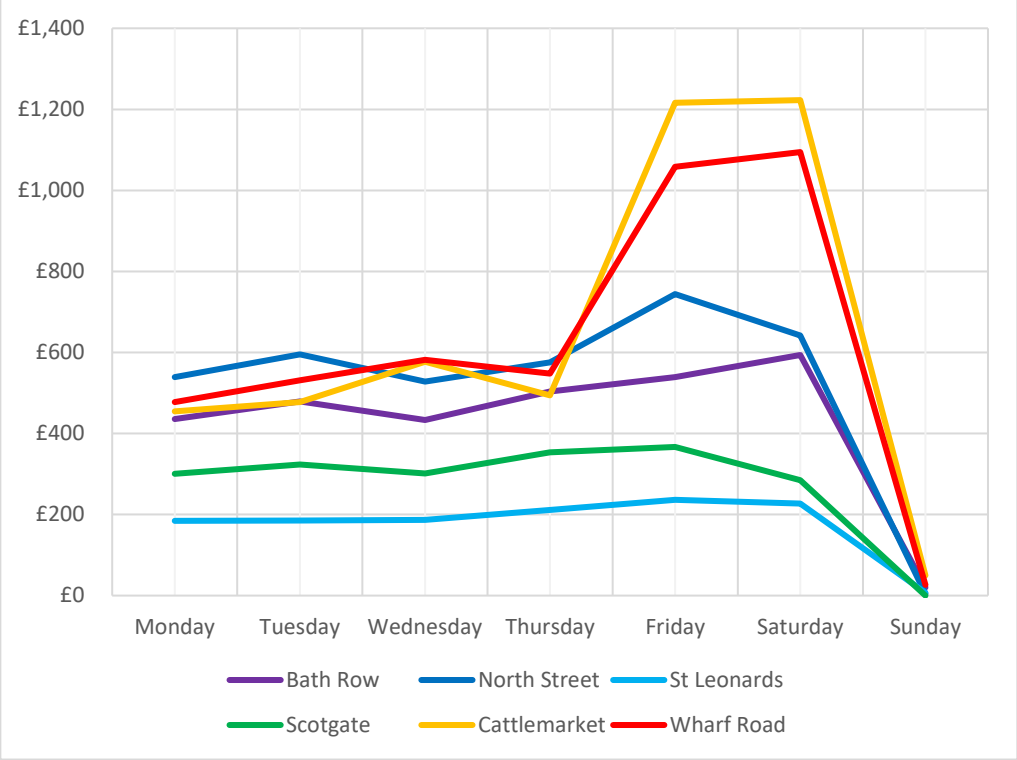
2.10.5 **Figure 7** shows how many tickets were sold during each day of a typical week in 2023 in Grantham. Guildhall Street and Wharf Road are busiest on Saturdays but the variation between days in the other car parks is smaller.

Figure 7 – Daily Ticket Sales - Grantham (23-29 October 2023)



2.10.6 **Figure 8** shows how many tickets were sold during each day of a typical week in 2023 in Stamford. Friday and Saturday are particularly busy in the long stay car parks while the other car parks are more consistent across the week.

Figure 8 – Daily Ticket Sales - Stamford (23-29 October 2023)



2.10.7 **Table 13** shows the proportion of ticket sales in each time band of the tariff in 2022/23 in each car park. It shows how the car parks are being used.

2.10.8 Most Grantham short stay users stay for 3 hours or less but in Stamford there is a larger proportion of long stay within the short stay car parks. This reduces capacity and turnover. The 4-hour stay is not very common in short stay car parks.

2.10.9 Most users of long stay car parks stay for 3 hours or less and smaller proportions stay for 4 hours or all day. There are small proportions of long stay parking in Grantham, except in Conduit Lane.

Table 13 – Ticket Sales by Tariff (2022/23)

	30 Mins	1Hr	2Hr	3Hr	4Hr	6Hr	All Day
Short Stay							
Guildhall St Grantham	17%	28%	32%	16%	3%	-	4%
Watergate Grantham	14%	24%	30%	19%	5%	-	8%
Wharf Rd Grantham	8%	20%	32%	38%	1%	-	1%
North St Stamford	10%	14%	32%	21%	6%	-	17%
St Leonards Stamford	11%	17%	31%	20%	6%	-	15%
Bath Row Stamford	8%	12%	30%	25%	6%	-	19%
Scotgate Stamford	9%	14%	29%	21%	7%	-	20%
Long Stay							
Conduit Ln Grantham	-	-	-	47%	10%	-	43%
Welham Street	-	-	-	65%	26%	8%	1%
Cattlemarket Stamford	-	-	-	56%	22%	-	22%
Wharf Rd Stamford	-	-	-	60%	16%	-	24%

2.10.10 SKDC has analysed ticket sales and calculated the turnover of each parking space (i.e. how many times it is used each day). **Table 14** presents the results of this analysis taken from the SKDC Finance and Economic Overview and Scrutiny Committee report (28/11/23).

2.10.11 It shows that the short stay car parks have a turnover of approximately two cars per day, except for Wharf Road, Grantham. The long stay are lower, with each space being used once per day or less, on average. Within this average, the most convenient spaces will be used multiple times while the spaces further away may not be used at all.

Table 14 – Turnover of Parking Spaces (2022/23)

	Average Turnover of Spaces per day
Short Stay	
Guildhall St Grantham	2.40
Watergate Grantham	1.67
Wharf Rd Grantham	0.17
North St Stamford	2.28
St Leonards Stamford	2.38
Bath Row Stamford	1.75
Scotgate Stamford	2.12
Long Stay	
Conduit Ln Grantham	0.71
Welham Street	0.62
Cattlemarket Stamford	0.82
Wharf Rd Stamford	1.12

2.11 SEASON TICKETS

2.11.1 Season tickets are available for the long stay car parks in Grantham (Welham Street and Conduit Lane) and Stamford (Cattlemarket and Wharf Road) for periods of three months or six months. Weekday (Mon-Fri) tickets and Mon-Sat tickets are available. The current costs are presented in the following table.

Table 15 – Season Ticket Prices

Period	Days	Grantham	Stamford
3 Months	Mon-Fri	£135	£140
	Mon-Sun	£159	£165
6 Months	Mon-Fri	£258	£265
	Mon-Sun	£309	£315

2.11.2 If four permits are purchased another one will be provided free of charge. These prices represent excellent value for money if they are used on most days. The use of season tickets makes it difficult to compare ticket sales with occupancy surveys because their use is not quantified by the ticket system and permit holders can come and go as they wish. It has therefore not been possible to quantify how these tickets are being used on the ground.

3 FORECASTS OF CHANGE

3.1 CHANGE IN PARKING DEMAND

3.1.1 The situation with regards to parking will change in the future and the provision of parking services will need to be proactive in preparing for change. The previous chapter quantified the current patterns of parking, and it is now necessary to make forecasts about how the parking demand and the supply of spaces is likely to change in the future. This will inform decisions about parking and land use with the aim of avoiding an oversupply or undersupply of parking spaces.

3.1.2 There are many variables that affect the demand and supply of parking, including:

- Growth in the Local Plan area and the wider region (housing, employment, and traffic)
- Changes in the number of parking spaces; public, private and residential.
- Economic changes in town centres (retail, leisure, and employment)
- Vehicle technology changes
- Information and payment technology
- Internet shopping and working practices
- Vehicle taxation and fuel costs
- Modal shift
- Charging tariffs and the availability of spaces
- Changes in behaviour in response to COVID-19

3.1.3 Many of these factors are outside the control of SKDC and/or difficult to quantify but the Council still has an important role in helping to influence travel and parking behaviour and respond to the impacts of other changes.

3.2 NEW DEVELOPMENTS AND SCHEMES

3.2.1 A key factor in changing demand for parking is local growth, in terms of new housing and employment. Growth is expected in the towns that form part of this study and this will impact on the demand for town centre parking. Specific developments of note include:

- Grantham Housing (Local Plan references GR3-H1, H2, H3 and H4)
- Grantham Retail Outlet Villages
- Grantham Southern Bypass
- Stamford Housing at Barnack Road and Stamford North
- Expansion of the Cattlemarket car park by 100+ spaces

3.2.2 These are selected, specific schemes but there will be many more new developments and land use changes that impact on the demand for town centre parking. New housing will increase the demand in a proportional way but proposals such as the new bypass and the two proposed retail outlet villages will have more specific impacts.

3.2.3 The Grantham Designer Outlet Village is now expected to open in 2024, close to the junction of the A1 and the Grantham Southern Bypass. A second outlet village is proposed at the site of the existing Downtown superstore at the junction of the A1 and B1174, north of Grantham. These schemes will draw in customers from a wide geographical area but are also likely to have an impact on the retail centres of Grantham and Stamford by attracting local customers.

3.2.4 The Grantham Southern Bypass is a phased project that is partially constructed and expected to be fully complete in 2025. The impacts of the scheme on parking are difficult to forecast. Traffic reduction in the town centre will make it a more pleasant environment to work, live and visit, but a reduction in through traffic could reduce parking demand.

3.2.5 The Cattlemarket car park in Stamford is expected to expand by approximately 100 spaces. This will provide extra capacity to meet existing and future demand and generate additional income for SKDC. It will also attract additional traffic to the site.

3.3 TECHNOLOGY CHANGE

3.3.1 Changes in vehicle specification and technology are likely to have an impact on the demand for parking. This includes simple factors such as the increased size of vehicles requiring more space, to more complex changes like the increased use of electric vehicles and, in the longer term, autonomous vehicles.

3.3.2 The average size of vehicles has increased in recent years with the growth of the SUV market. This means that many car parks with smaller bays are difficult to use for some people and it is possible that the size of parking spaces will have to be increased in the future. This would reduce the number of spaces available.

3.3.3 Electric vehicles require bays to be converted to provide EV charging, as has already begun to be implemented in the district. The number of EV bays will increase over time, but this may impact on the number of bays available for general parking.

3.3.4 Longer-term, the emergence of new driverless technology has the potential to have a transformational effect on the scale and location of both short and long stay parking activity. Whilst the advent of fully automated, driverless cars remains some time away,

some driverless functions are likely to be fitted as standard to the next generation of vehicles and well within the medium-term planning horizon.

3.3.5 This study does not propose policies that address the opportunities provided by driverless technology, but it is worth acknowledging that a rapid uptake of this technology would have significant implications for transport systems in the future, including the demand for parking and methods of providing it.

3.4 FORECASTS OF DEMAND GROWTH

3.4.1 Population and economic growth in the area and changes in travel behaviour will impact on the demand for town centre parking. Forecast changes in traffic are provided by the Department for Transport (DfT) and these have been used as a proxy for the change in parking demand to ensure that all the factors are given the right amount of significance.

3.4.2 A software program produced by the DfT called TEMPro provides traffic growth factors for each area of the country. It is based on a national model of trips derived from planned future development detailed in adopted Local Plans and combined with regional and national trends in travel behaviour. The current version of TEMPro (8.1) has been used to provide a forecast of expected traffic growth in South Kesteven.

3.4.3 Growth factors for the period 2023-2028 have been obtained from the TEMPro database using the areas 'South Kesteven 003 and 015' to define the local area (the Middle Super Output Areas covering Grantham and Stamford).

3.4.4 The resulting TEMPro growth factors from 2023 to the 2028 assessment year are presented in **Table 16**. The factor is an average of the AM and PM peak periods, and it predicts traffic growth of approximately 1% per year in Grantham and slightly less in Stamford.

Table 16 – TEMPRO Traffic Growth Factors (2023-2028)

	TEMPRO Factors
Grantham	1.048 (4.8%)
Stamford	1.039 (3.9%)

3.5 FUTURE CAR PARK OCCUPANCY

3.5.1 If the growth factors presented in the preceding section are applied to the latest surveys of car park occupancy it shows where the remaining capacity is expected to be in the future assessment year of 2028, assuming there is no change in the number of parking spaces. **Table 17** shows the results for the busiest day in Grantham and **Table 18** shows that for Stamford.

Table 17 – Forecast Grantham Car Park Occupancy – Saturday in November 2028

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Conduit Lane	29%	40%	51%	37%	24%	20%
Guildhall Street	101%	104%	93%	90%	85%	81%
Watergate	93%	93%	93%	88%	69%	58%
Welham Street	21%	22%	22%	21%	21%	17%
Wharf Road	29%	27%	28%	20%	16%	15%
SKDC Total	42%	42%	42%	38%	33%	29%
Morrisons	102%	104%	102%	101%	96%	84%
Total	56%	57%	56%	52%	48%	42%

3.5.2 The forecasts show that by 2028 there will still be an excess of vacant parking spaces in Grantham, but certain car parks will exceed capacity. Some people will relocate to park in different car parks where it is easier to find a space, provided that the charges are not prohibitive. This could be to another Pay and Display car park or an alternative free car park. Conduit Lane would be a suitable alternative for many short stay visits.

Table 18 – Forecast Stamford Car Park Occupancy – Friday in November 2028

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Cattlemarket	25%	83%	93%	103%	57%	45%
Bath Row	99%	104%	103%	101%	93%	98%
North Street	101%	102%	100%	97%	92%	93%
Scotgate	85%	100%	98%	89%	83%	85%
St. Leonards St.	97%	103%	103%	103%	82%	64%
Wharf Road	75%	100%	100%	99%	73%	50%
Total	65%	95%	98%	100%	73%	62%

3.5.3 The situation in Stamford is expected to worsen in relation to capacity. Demand in some car parks is forecast be over 100% of capacity and these users would have few alternative spaces to switch to during the busiest times of day. In this situation the options available to users would be to:

- Park further from the town centre, either on-street or in alternative car parks
- Cancel their visit to Stamford
- Go to an alternative town or destination
- Use non-car modes of travel
- Visit Stamford on different days or at different times of day

3.5.4 These responses have different levels of likelihood and impacts on the town. Outcomes where people visit less often would be negative, parking further from the town centre could have negative impacts on local residents and represent lost income for SKDC. Changing mode could have positive impacts in terms of congestion, noise, and air quality but some people may resent being 'forced' to use other modes. Modal shift does happen in many other towns and cities, but good quality alternative travel modes must be in place.

3.5.5 There is a proposal to expand the Cattlemarket car park by 100+ spaces. This would relieve the parking pressure in the short term by reducing the occupancy level down to approximately 90% across the town centre as a whole.

3.5.6 In Bourne the forecast growth in parking demand would further increase the pressure on the car parks that are already at or close to capacity at busy times. In Market Deeping there would still be plenty of spare capacity, located mainly in The Precincts car park.

3.5.7 The forecasts suggest that the current facilities and parking demand will result in some capacity shortfalls and excesses in the future and steps need to be taken now to better manage town centre parking.

3.6 SUMMARY OF PARKING ISSUES

3.6.1 The evidence base has highlighted various issues with regards to parking in the four towns in South Kesteven. These include some distinct parking issues as well as relationships with traffic, economy, environment, public realm, land use, heritage, sustainable transport, and Council operations/budget.

3.6.2 Using the evidence base the issues can be summarised as follows:

- There is excess parking capacity in Grantham in the public car parks while demand exceeds the available capacity in the Morrisons free customer car park.
- There is a lack of available space at peak times in all car parks in Stamford.
- On-street parking spaces in the town centres are very well used and it is difficult to find a space during the busy periods of day.
- Traffic congestion in Stamford makes it more difficult to find the remaining parking spaces, which in turn adds to the congestion.
- Public parking in Bourne and Market Deeping is limited compared with the number of spaces provided by private operators and on-street parking. Bourne car parks are approaching capacity at busy times but there is ample space in Market Deeping.
- Issues with the payment machines can cause significant queues at many times in different car parks. Some payment machines do not have level access.
- There are inconsistent parking charges in Grantham, Stamford, Bourne and Market Deeping.
- Most car parks are in good or reasonable condition. A small number would benefit from some maintenance or improvement, e.g. St. Leonards Street and Wharf Road multi-storey. Some car parks could benefit from new infrastructure, including waste bins, direction signs for drivers and pedestrians, information boards, cycle and motorcycle parking spaces, Parent and Child spaces and CCTV.
- The demand for electric vehicle charging facilities will inevitably increase and more parking spaces will need to be converted for this purpose.

4 ASSESSMENT OF POTENTIAL PARKING SOLUTIONS

4.1 INTRODUCTION

4.1.1 A wide range of policy and operational tools exist to improve the provision of parking that supports town centre initiatives and growth. These potential interventions have been assessed on an independent basis without any pre-conceptions and all possibilities have been considered. An assessment of the impacts of these measures and their appropriateness to South Kesteven is presented in this section. The types of potential measures are presented in **Table 19**.

Table 19 – Potential Parking Measures

	Parking Measures
1	Car Park Capacity
2	Charging Tariff
3	Sustainable Transport and Travel Behaviour
4	Parking Equipment and Infrastructure

4.1.2 The potential measures have been assessed to demonstrate their likely effects in the context of the towns and parking operations. Many of the measures are related, for instance the availability of parking spaces has a direct relationship with demand and other factors also affect demand, so these factors have been considered together. This section brings together elements of these measures into a package of recommended actions.

4.2 CAPACITY IN STAMFORD

4.2.1 The parking survey data has highlighted a lack of available car park capacity in Stamford and the forecast indicates that this will get worse as traffic and parking grow in the future. There is little or no spare capacity in Stamford during the busiest periods on market days and the short stay car parks are also at capacity on Saturdays. The surveys are unlikely to have been the highest level of occupancy during the year, so some days are likely to be even busier than those observed.

4.2.2 Current occupancy is up to 97% with only a few spaces remaining in the town centre. This makes it difficult for visitors to find spaces in the town without having to drive around different car parks and across the busy river bridge. This problem is made worse by the weekly Market which increases demand as well as occupying a major parking area on Broad Street. On-street parking in the town centre is also fully occupied. The level of actual parking demand is likely to be well over 100% and the excess vehicles are parked on-street either in the town centre or on the fringes of it.

4.2.3 Saturday occupancy is between 80%-90% which is approaching the operational maximum beyond which it becomes difficult to find a space. The smaller, short stay car parks are effectively full for long periods and drivers circulate the car parks seeking or waiting for a space to become available.

4.2.4 The forecasts for the year 2028 suggest that occupancy will be well over 100% and even more parking will be displaced to other locations, probably on-street. Eventually the lack of available parking space and the associated traffic issues will impact on the attractiveness of the town for visitors, residents, and businesses.

4.2.5 One solution is to provide more parking spaces in Stamford. SKDC is already progressing such a proposal and 100+ additional spaces are likely to be provided on vacant land adjacent to the Cattlemarket car park, increasing its capacity to approximately 400 spaces.

4.2.6 When this is provided, the occupancy of that car park will be reduced and the average across the town would also reduce, assuming that the extra capacity is not just absorbed by new visitor trips. The additional spaces should relieve pressure on the other car parks and on-street parking if people transfer to the Cattlemarket car park.

4.2.7 If overall car park demand remains the same, the 100 extra spaces may not generate additional income. However, vehicles that currently park for free are transferred into the Pay and Display car parks and if more visitors are attracted to the town, then extra revenue

would be generated. The current difficulty of finding a parking space at busy times may be deterring some people from visiting by car, or visiting at all, so the additional spaces could help to meet the suppressed demand that exists.

4.2.8 Car park capacity is the largest issue during the Friday market day peak period, so the new spaces might only be required on that day and during other very busy periods such as Christmas or other special events. If the spaces are only used on Fridays, they would not generate as much income per space as the existing car park but would still provide relief during that short peak period. Measures to remove long stay parking from other car parks and encourage on-street parking to use the car parks are also likely to increase the use of Cattlemarket.

4.2.9 To achieve an average car park occupancy across the town of 85% during the busiest day (the recommended maximum) would require a further 60 spaces. This assumes that all other factors remain unchanged. Changes to the charging tariff or on-street time limits, for instance could also influence overall occupancy so the package of measures has to be considered as a whole.

4.2.10 Providing additional capacity will help to relieve the problem but it could also have negative consequences for traffic growth, air quality, noise, and policies to encourage sustainable transport. By providing more capacity it could encourage more people to drive into the town who currently visit at quieter times or use sustainable modes. This needs to be factored into the decision-making process.

Key Actions – Capacity in Stamford

- Develop a business case that gives consideration to the provision of additional long stay parking capacity at the Cattlemarket, up to 100 spaces.
- A small amount of additional capacity may be required in the future to reduce the maximum occupancy to 85% across the town centre, even after the new spaces are provided at the Cattlemarket.
- Reduce or remove long stay parking from the small, central car parks where space is at a premium (i.e. Scotgate, Bath Row and North Street) by adjusting the tariff or by restricting the duration of stay available. This will increase the turnover of spaces and short-stay capacity.

4.3 CAPACITY IN GRANTHAM

4.3.1 The survey data has identified an excess of parking supply in Grantham, even during the busiest times. The maximum occupancy in the SKDC car parks as a whole was 41% and the lowest levels of use were in the Wharf Road multi-storey which had a maximum occupancy of just 28%. Although still low, this is a significant increase in occupancy compared with the survey data collected in 2021.

4.3.2 The free shopper's car park on the ground floor of Wharf Road is very busy with all spaces occupied at the busiest times and many of the nearby private car parks are very well used.

4.3.3 The low level of use in SKDC car parks means they are not generating sufficient revenue to meet ongoing management and maintenance costs. It also means there is a lack of incentive to use sustainable modes of travel, because there is always plenty of parking available. If more users cannot be attracted to these poorly used car parks the land should be redeveloped for more productive purposes.

4.3.4 The solutions to this excess of parking space are:

- Adjust the time limits and/or charges to attract more users.
- Offer other incentives or initiatives to attract users, such as resident parking, relocation of on-street parking or season ticket holders.
- Sell the car park land for redevelopment.
- Surrender the lease and return the Wharf Road car park to its owner.

4.3.5 With the maximum current occupancy at 41% it would be possible to lose 200 parking spaces in Grantham and still have an overall maximum occupancy of 70%, even accounting for future growth.

4.3.6 An alternative approach will be to adjust the tariff to attract more users to Wharf Road and Welham Street. Having a car park on the ground floor that is free of charge for up to 2 hours means that most short stay users will try to find a space there first and only move to the higher levels if there are no spaces. The car park is unattractive to short stay (<3hrs) and long stay (>4hrs) because of the high long stay charges.

4.3.7 This is a fundamental issue with the car park and as a result it will be difficult to increase patronage. However, the car park is leased by SKDC, and the terms of the lease specify that the car park should be for short stay visits only. It may be possible to provide some cheaper long stay spaces on the top floors, but the terms of the lease agreement will need to be examined in detail.

4.3.8 The current tariff is very high for long stay in Wharf Road and Welham Street (£10.40 for all day). The 2019 tariff was £8.00 for the same time period. The annual income at Wharf Road was £60,000 in 2019/20 and only £27,000 in 2022/23 while Welham Street fell from £181,000 to £105,000. The occupancy surveys reflect this lack of use.

4.3.9 Reducing the charges for long stay parking in Welham Street and Wharf Road would attract more users and may generate more revenue in total. The current tariff is prohibitive for long stay and a reduction could be beneficial.

4.3.10 If long stay parking can be removed from Conduit Street (as proposed in the SKDC Committee Report on the 2024/25 tariff) it could be relocated to Wharf Road and/or Welham Street.

4.3.11 It may also be possible to reduce the amount of on-street parking in the town centre and transfer that demand into the multi-storey car parks. Westgate is a short walk from Wharf Road and Guildhall Street so it may be possible to reduce the amount of on-street parking, improve the public realm, loading areas, walking and cycling environment and still provide the parking capacity nearby.

4.3.12 On-street parking users would then have to pay for short visits instead of having free parking on-street up to 2 hours as they do now, and they would be unable to park close to their destination. There is likely to be dissatisfaction from users and businesses, but an improved public realm could offset that effect. This would rely on co-operation from the County Council who manage on-street parking.

Key Actions – Capacity in Grantham

- It is unlikely that the amount of capacity that exists is going to be required in the short term. Operations would not be compromised even if up to 200 spaces were removed. Consider the options for releasing this capacity in the most cost-effective way for SKDC.
- Reducing the tariff for long stay parking in Welham Street and Wharf Road in Grantham could generate additional demand and provide an attractive option for long stay parking removed from other car parks.
- Consider the merits of a wider car parking review taking into consideration both private sector parking and public highway leading to a relocation of this demand into the car parks. Consultation will be required to identify all issues.

4.4 CAPACITY IN BOURNE AND MARKET DEEPING

4.4.1 The situation in Bourne and Market Deeping is different to Stamford and Grantham because most of the parking is owned and managed by private operators, even though it is parking available to the public.

4.4.2 In Bourne there are two small SKDC car parks that are busy on most days, most likely with a high proportion of long stay users who park all day. There is usually some spare capacity in the time-restricted private car parks. The SKDC car parks are popular because they are free and close to the town centre. Bourne would benefit from additional parking, but the provision of more capacity does not necessarily mean the construction of more spaces, but better use of the existing ones.

4.4.3 Applying time limits to one or both of the SKDC car parks in Bourne could effectively create additional capacity by removing long stay parking and replacing it with higher turnover short stay parking. Applying charges for long stay parking could also achieve a similar result and would continue to provide a long stay option, at a cost.

4.4.4 There does not appear to be a capacity issue in the centre of Market Deeping because of the spaces provided by the Deeping Centre, the Precincts and in the Town Square and on-street. There are no proposals for SKDC to provide any additional car parks.

Key Actions – Capacity in Bourne and Market Deeping

- Capacity could be increased in Bourne by implementing time restrictions and or charges for parking in the SKDC car parks.
- Additional capacity is not essential in Bourne or Market Deeping, there are an adequate number of spaces, even though most of these are privately operated. The public car parks could be managed more effectively to increase capacity.

4.5 CHARGING TARIFF

4.5.1 Parking charges are a method of managing parking demand in the towns. They help to:

- Reduce parking demand and traffic congestion.
- Increase the turnover of spaces and use the limited space more effectively.
- Provide income to be reinvested in parking, transport, and other services.
- Discourage car use when other modes of travel are possible.
- Influence particular types of users at different times of the day/week/year.

4.5.2 Reducing the parking charges and providing free parking can be used to attract more visitors to a town centre, but there are several consequences of such a policy that need to be considered.

4.5.3 One method of managing the demand for parking and maximising the income to SKDC is to ensure the optimum tariff is being applied in each location. The most flexible way of doing this is to have a different tariff in each car park, but users also appreciate consistency within the town, so the same tariff is usually applied to all car parks within a town centre. Different tariffs between towns in the same district are commonplace.

4.5.4 Economic theory suggests that raising the price of parking will encourage some people to seek alternative places to park, but that most users will continue to park in the same location. Academic research suggests that the 'elasticity' of the response to an increase in the cost of parking is typically in the range -0.1 to -0.3[1]. This means that if the price goes up by 10% the demand will decrease by between 1% and 3%. Total income to SKDC would still increase. There is a limit to how far this approach can be used and some additional factors to consider, such as the impact on the town centre economy and satisfaction levels of users and businesses.

4.5.5 Reducing the tariff or even providing free parking can have the opposite effects, it should encourage more visitors but can also have impacts on car park capacity, income to SKDC, travel choices and congestion on the roads and in the car parks.

4.5.6 Tariffs can be used to permit or incentivise the use of certain vehicles. Blue Badge holders are permitted to park for free and free parking is provided at the EV charging points that are provided in three SKDC locations, although there is a fee to recharge. It would also be

[1] CROW, Feeney (1989), Pratt (1999), Traveler Response to Transportation System Changes Handbook and Lehner and Peer (2018)

possible to give a lower tariff and/or the premium parking spaces to other types of vehicles or users (e.g. low emission vehicles, green number plates, car share/club members).

Stamford Tariff

4.5.7 The tariff has been increased annually in recent years and further price increases in Stamford can be justified on the basis that the demand for parking continues to exceed the available capacity. However, at some point, the increased parking charges may begin to dissuade people from visiting the town or encourage them to choose alternative ways to park or travel.

4.5.8 People who have a viable option to walk, cycle or get the bus into Stamford may be 'nudged' towards that mode by an increase in the parking tariff. However, for those people with no option other than to drive the increased tariff could discourage their visits or increase their costs.

4.5.9 The parking tariff for 2024/25 is currently under review and the proposal is to extend the charging period into the evening and on Sundays and Bank Holidays (capped at a £3 or £5 maximum to be decided). This will generate additional income and help to manage demand at these times. No free parking is proposed because existing demand is already high.

4.5.10 There is also a proposal to construct an additional 100 spaces at the Cattlemarket and when this improvement is completed could be a good time to consider a further increase in the tariff. The data shows that there is a significant amount of long stay parking in the short stay car parks (between 15% and 20% of tickets sold).

4.5.11 The proposal to create additional spaces at Cattlemarket provides the opportunity to relocate the long stay parking from Scotgate, Bath Row, St. Leonard's and North Street by adjusting the tariff in some or all of those car parks. Applying a higher charge for long stay or limiting the car park to short stay would increase the turnover of the spaces closest to the town centre and effectively increase capacity and revenue for SKDC.

4.5.12 In principle, people who are parking all day are often prepared to walk a little further than those undertaking short trips so there may be some scope to move some long stay parking a bit further from the town centre to free up space for more short stay. This would also keep some traffic out of the town centre, unless they have to cross the town to access the long stay spaces. If some long stay parking was moved out of the centre, there could be

scope to convert some of these spaces into short stay and increase the daily turnover of each space

Grantham Tariff

4.5.13 The review of the parking tariff for 2024/25 includes the possibility of significant changes for Grantham aimed at encouraging more visitors and extending the duration of stay of existing users. The changes included the following measures:

- Free parking for 1 hour in SKDC car parks except Wharf Road where 2 hours is proposed.
- An expanded charging period from 8am-6pm to 7am-7pm.
- New charges in the evenings, Sundays, and Bank Holidays. A price cap would apply in the evening and possibly on Sundays and Bank Holidays.
- The long stay car park at Conduit Lane would be redesignated as short stay by adjusting the tariff.

4.5.14 The introduction of free parking is expected to generate additional demand in the town centre but could have some cost implications for SKDC because a large proportion of tickets sold are for short stay. User reactions to the free parking are difficult to forecast but it could reduce revenue to SKDC. The proposals to extend the charging hours and introduce new charges in the evenings, Sundays and Bank Holidays aims to mitigate the effects of the free parking by generating some revenue at those times.

4.5.15 A general increase in the tariffs in Grantham is not considered to be advisable in the short term because of the low levels of occupancy in the town centre car parks and the need to encourage visitors. A reduction in charges in specific car parks is more appropriate. This should include reductions to the cost of short stay at Conduit Lane and the cost of long stay parking in Welham Street and Wharf Road which are currently prohibitively high.

4.5.16 A transfer on long stay parking from Conduit Lane to Wharf Road or Welham Street would be beneficial in terms of turnover and capacity at Conduit Lane and increasing income from the multi-storey car parks.

4.5.17 Increasing the free parking period to 2 hours in all Grantham car parks may be beneficial in terms of attracting new visitors but it would have a significant impact on parking revenues. The impacts of the free 1 hour (and 2 hours in Wharf Road) should be beneficial to the town centre, the measure needs to be monitored to quantify its effectiveness.

Bourne Parking Charges

4.5.18 SKDC car parks in Bourne are currently free of charge. In effect, the maintenance and management of these is subsidised by the charges levied in Grantham and Stamford.

4.5.19 Introducing charges in Bourne is feasible in the two SKDC car parks close to the town centre, but there are issues to consider. Most of the parking in Bourne is provided by private operators, primarily Sainsburys and the Burghley Centre. They both provide free parking for up to 2 hours while the Burghley Centre has a Pay and Display scheme with charges of £3.00 for 3 hours and £4.00 for up to 4 hours. There is also a large amount of unrestricted on-street parking close to the town centre.

4.5.20 Applying charges in the SKDC car parks for stays below 2 hours would cause the current short stay users to transfer to the private car parks or to on-street where parking is free.

4.5.21 Charging for longer stays is more feasible. Currently the belief is that many people park in the SKDC car parks all day for free. There is an argument to say that this type of parking is not making the best use of the limited assets and that increasing the turnover of spaces and/or generating some income would be beneficial.

4.5.22 Introducing time limits could increase the turnover and free up spaces for visitors, while introducing charges for stays over 3 hours would increase turnover and raise some revenue for enforcement, maintenance and improvements. Whether the introduction of such charges would pay for the installation of equipment, enforcement, cash collection and the back-office operations would need to be quantified within a business case.

Market Deeping Parking Charges

4.5.23 There is one small SKDC car park in Market Deeping that is free of charge. This is some distance from the town centre and applying charges there would not be advisable.

Blue Badge Parking Charges

4.5.24 Blue Badge holders are currently able to park for free in all of the SKDC car parks with no time limit. Free parking for Blue Badge holders is provided in most local authority car parks but in some places, these are limited to the disabled bays only and for limited durations of stay, beyond which users have to pay the standard charge.

4.5.25 It is assumed that most, if not all Blue Badge holders will use the disabled bays rather than standard bays, if they are available. During the surveys the number of times that all disabled bays were occupied was very small, often the only vacant spaces were the

disabled bays. Therefore, it is assumed that the number of standard bays being occupied free of charge by Blue Badge holders was negligible, so that any 'lost' revenue was also negligible.

4.5.26 One option to be considered in the future is whether Blue Badge holders should pay for parking. A charge could be applied for any length of stay but this does not recognise the needs that Blue Badge holders have, and a more common approach in many local authorities is to provide free parking for a limited period of time, e.g. 3 hours and users have to pay for any time beyond that limit. It is also possible to apply Blue Badge charges in some car parks but not others, if that was appropriate.

4.5.27 There are social and equality factors to consider, but in terms of parking this could be seen as a reasonable compromise where parking capacity is constrained. It is also possible to offer a discount on season tickets for Blue Badge holders.

4.5.28 The amount of additional income generated by applying charges to Blue Badge holders is difficult to forecast because of a lack of data about their current durations of stay. The disabled bays are well used but it is not known how many of these are long or short stay, so the number that would need to purchase a Pay and Display ticket is not known.

4.5.29 Physical improvements may be required to the ticket machines. The current machines are relatively new and appear to meet the requirements of disabled users, but level access is not provided to them all.

Parking Charges for Specific Vehicle Types

4.5.30 The additional requirements and opportunities provided by the growth of electric vehicle use are discussed in detail in a later section of this report, but in terms of the charging tariff it is possible to encourage the use of EV through reduced parking charges. Currently there is no parking charge for EVs when they are using the recharge bays, although they do pay for the recharge itself.

4.5.31 It would also be possible to provide free or discounted parking in standard bays for EVs and other low emission vehicles (i.e. those with green number plates) and car share/club members. There are national issues associated with enforcement linked to the green number plates, but it is likely to be a viable option in the future.

Key Actions – Charging Tariff

- Monitor the impacts of the proposed 2024/25 charging tariff on parking and income.
- Review the Stamford tariff when the Cattlemarket car park is expanded and consider making adjustments to relocate the long stay parking out of the short stay car parks (Scotgate, Bath Row and North Street) into the Cattlemarket. Consider a general uplift in the Stamford tariff at the same time.
- Assess the costs and benefits of the proposed changes in Grantham and make further changes to the tariff as appropriate. Reduce the tariff for long stay parking in Welham Street and Wharf Road in Grantham if possible. Consider the merits of expanding the free parking to 2 hours in specific car parks or on Saturday only.
- Implement time limits at one or both car parks in Bourne to increase turnover. Monitor the impacts and consider the merits of applying a charge for long stay parking in the SKDC car parks.
- Produce a costed business case to apply charges for Blue Badge holders, taking into account the social and operational factors. Additional data collection and consultation would be required.
- Provide lower tariffs for electric, zero emission and low emission vehicles, even in standard parking bays. Investigate issues relating to Green Number Plate enforcement and implement a scheme to encourage the use of these vehicles with lower parking charges.

4.6 SUSTAINABLE TRANSPORT AND TRAVEL BEHAVIOUR

4.6.1 Greater use of sustainable transport modes (i.e. rail, bus, walk and cycle) could reduce the demand for parking in the town, reduce road congestion and improve noise and air quality. Increased use of sustainable modes is an alternative to building more parking spaces, but it must be recognised that there is limited scope to satisfy all travel and parking needs through the promotion of non-car modes.

4.6.2 Sustainable modes are vital for supporting the local economy, but their importance is often underestimated compared with car travel. Experience from other areas shows that bus users and pedestrians often spend less money per journey than car users, but they tend to make more journeys so their total contribution to the local economy is higher.

4.6.3 Excessive amounts of parking space do nothing to help promote the use of sustainable modes of travel. A lack of available space or high parking charges can help to persuade some people to use non-car modes. This effect may already happen in Stamford, where some people walk or cycle into the centre rather than try to find a parking space.

4.6.4 Car parks can have a role to play in the improvement of sustainable transport by providing a secure location for cycle and motorcycle parking, Electric Vehicle (EV) charging and dedicated space for Car Clubs.

4.6.5 The inclusion of more EV charging points would support efforts to promote sustainable transport modes and car club / car share spaces could also be provided in priority locations.

4.6.6 Behavioural change will have impacts on the demand for parking, both positive and negative. Covid-19 has affected some people's need to travel for work and for shopping. These impacts along with the changes to town centre functions may result in reduced parking demand, but these are being offset by the observed modal shift from public transport to car travel and the growth in UK tourism.

Actions – Sustainable Transport and Travel Behaviour

- Support sustainable transport policies and initiatives by removing excessive levels of parking capacity and ensuring that the true costs of parking are applied and considered in travel choices.
- Provide sustainable transport facilities in car parks where appropriate, e.g. electric vehicle charging and parking, cycle, motorcycle, maps, travel information, car club / share facilities.

4.7 PARKING INFRASTRUCTURE

4.7.1 The existing SKDC car parks are in a reasonable condition and good facilities are provided in most locations (see **Appendix A**).

4.7.2 There are issues with some of the ticket machines and payment by mobile app. Queues were observed at many ticket machines at busy times. Many of the ticket machines in Grantham and Stamford are relatively new and have vehicle registration number input. They also have contactless card and mobile app payment capability.

4.7.3 One possibility for the future is the introduction of Pay on Foot systems where the users pay for parking at an automated payment station when they return to their vehicle. These are usually barrier-controlled schemes where users do not have to pre-determine their length of stay and do not have to leave the town prematurely because the Pay and Display time is running out. Drivers can vary their length of stay depending on their desire to remain in town rather than being compelled by parking constraints. The increased use of mobile payment capability to extend the length of stay could reduce the benefits of a Pay on Foot scheme.

4.7.4 Pay on Foot would be difficult to justify in Grantham where usage is quite low in the large car parks. In Stamford, Cattlemarket and Wharf Road could be candidates for Pay on Foot technology. More detailed analysis of the layout of the car parks, their use and management/security issues would be required as part of a business plan to justify the expenditure on such a scheme.

4.7.5 Disabled parking bays are provided in most car parks, except in Bourne where there are none in the SKDC car parks but plenty in the Burghley Centre. The spaces were well used but most of the time there was an available space for Blue Badge holders to use. The amount of use should continue to be monitored and the number of disabled spaces increased if necessary. EV charging in disabled parking bays will also be required in the future.

4.7.6 More spaces for EV charging points could be provided in the public car parks. As the use of electric vehicles expands it will be necessary to provide more EV charging points in public car parks. The use of the existing ones should be monitored to establish best practice and the number and type will need to be increased over time to meet demand.

4.7.7 Free parking could be provided for electric vehicles in standard bays in addition to the charging bays (see Charging Tariff section). This would encourage the use and take-up of

EVs, but there would be a cost implication for SKDC in lost revenue and a lack of equity with the users of other vehicles. A reduction in the charge for electric or zero emission vehicles may be more appropriate than free parking, to retain an income stream while still providing an incentive.

4.7.8 As discussed in the previous section, Green Number Plates on zero emission vehicles have been introduced to help local authorities to provide discounted parking charges or access to priority parking spaces. Low emission and hybrid vehicles are excluded from the scheme. No schemes of this sort have been implemented to date because of concerns about the fraudulent use of green number plates and the difficulty of enforcement. If those concerns can be addressed through the checking of legitimate eligibility, the scheme would provide further encouragement for the use of these vehicles. Currently, the use of vehicle registration numbers via the DVLA is the only way to enforce restrictions that give priority to zero emission vehicles, through ANPR for example. Many local authorities are using ANPR but there are constraints to the introduction of new ANPR schemes in council car parks.

4.7.9 The possibility of providing more cycle and motorcycle parking was discussed in the previous section on sustainable transport. These should be located in priority locations, sheltered and secure and cycle lockers could be considered. Where a shortfall in the number of facilities exists, they could be installed although car parks are not always the most appropriate location for cycle parking so this would need to be designed appropriately to meet the likely demand.

4.7.10 Some improvements to direction signs for drivers and pedestrians would be beneficial. A review of existing highway signage could identify the gaps in the existing signing and the potential for improvement. Pedestrian routes to the town centres need to be secure, well-lit with a good quality surface.

4.7.11 Streetlights are provided in most of the public car parks and illumination spills over from the adjacent street. There are some CCTV cameras, but they do not cover all the parking spaces or connecting footways. The CCTV system could be improved in the town which could help to increase the sense of security in car parks.

Actions – Parking Infrastructure

- Pay by smartphone app needs to be improved to smooth the payment process and allow visitors to extend their stay as easily as possible.
- Continue to monitor the use and adjust the number of disabled parking spaces and introduce EV charging to some of these spaces.
- Produce a detailed plan for the new EV charging points, including the specification of the charging units, location, number and required upgrade of power supply.
- Consider the costs and benefits of a reduced parking charge for electric or low-emission vehicles in the standard parking bays.
- Implement a Green Number Plate priority scheme that provides benefits for zero emission vehicles in terms of charges and the use of priority spaces, assuming concerns about enforcement can be overcome.
- Install more cycle and motorcycle spaces if there is a local shortfall, including cycle lockers. Parent and Child spaces could also be considered.
- Continue to install and improve CCTV coverage of the car parks.

5 ACTION PLAN

5.1 PARKING ACTION PLAN

5.1.1 **Table 20** brings together the recommendations drawn from the assessment of the potential interventions.

Table 20 – Action Plan

	Key Actions
1	**Capacity - Stamford**
1.1	New long stay parking capacity to be provided at the Cattlemarket, approximately 100 spaces.
1.2	A small amount of additional capacity is likely to be required in the future to reduce the maximum occupancy to 85% across the town centre, even after the new spaces are provided at the Cattlemarket.
1.3	Monitor the impacts of the new spaces and identify potential sites for more parking provision, preferably on the north side of the town centre.
1.4	Remove long stay parking from the small, central car parks where space is at a premium (i.e. Scotgate, Bath Row and North Street) by adjusting the tariff. This will increase the turnover of spaces and short-stay capacity.
	Capacity - Grantham
1.5	It is unlikely that the amount of capacity that exists is going to be required in the short term. Operations will not be compromised even if up to 200 spaces were removed. Consider the options for releasing this capacity in the most cost-effective way for SKDC.
1.6	Reducing the tariff for long stay parking in Welham Street and Wharf Road in Grantham could generate additional demand and provide an attractive option for long stay parking removed from some of the other car parks.
1.7	Compare the costs and benefits of closing or reducing the multi-storey car parks and select the most appropriate option.
1.8	Consider the merits of reducing on-street parking and relocating this demand into the car parks. Consultation would be required to identify all issues.
	Capacity – Bourne and Market Deeping
1.9	Capacity could be increased in Bourne by implementing time restrictions and or charges for long stay in the SKDC car parks.
1.10	Additional capacity is not essential in Bourne or Market Deeping, there are an adequate number of spaces, even though most of these are privately operated. The public car parks could be managed more effectively to increase capacity.
2	**Charging Tariff**
2.1	Monitor the impacts of the proposed 2024/25 charging tariff on parking and income.
2.2	Review the Stamford tariff when the Cattlemarket car park is expanded and consider adjusting it to relocate the long stay parking out of the short stay car parks (Scotgate,

	Bath Row and North Street) into the Cattlemarket. Consider a general uplift in the Stamford tariff at the same time.
2.3	Assess the costs and benefits of the proposed changes in Grantham and make further changes to the tariff as appropriate. Reduce the tariff for long stay parking in Welham Street and Wharf Road in Grantham if possible. Consider the merits of expanding the free parking to 2 hours in specific car parks or Saturday only.
2.4	Implement time limits at one or both car parks in Bourne to increase turnover. Monitor the impacts and consider the merits of applying a charge for long stay parking in the SKDC car parks.
2.5	Produce a costed business case to apply charges for Blue Badge holders, taking into account the social and operational factors. Additional data collection and consultation would be required.
2.6	Provide lower tariffs for electric, zero emission and low emission vehicles, even in standard parking bays. Investigate issues relating to Green Number Plate enforcement and implement a scheme to encourage the use of these vehicles with lower parking charges.
3	**Sustainable Transport and Travel Behaviour**
3.1	Support sustainable transport policies and initiatives by removing excessive levels of parking capacity and ensuring that the true costs of parking are applied and considered in travel choices.
3.2	Provide sustainable transport facilities in car parks where appropriate, e.g. electric vehicle charging and parking, cycle, motorcycle, maps, travel information, car club / share facilities.
4	**Parking Infrastructure**
4.1	Pay by smartphone app needs to be improved to smooth the payment process and allow visitors to extend their stay as easily as possible.
4.2	Continue to monitor the use and adjust the number of disabled parking spaces and introduce EV charging to some of these spaces.
4.3	Produce a detailed plan for the new EV charging points, including the specification of the charging units, location, number and required upgrade of power supply.
4.4	Consider the costs and benefits of a reduced parking charge for electric or low-emission vehicles in the standard parking bays.
4.5	Implement a Green Number Plate priority scheme that provides benefits for zero emission vehicles in terms of charges and the use of priority spaces, assuming concerns about enforcement can be overcome.
4.6	Install more cycle and motorcycle spaces if there is a local shortfall, including cycle lockers. Parent and Child spaces could also be considered.
4.7	Continue to install and improve CCTV coverage of the car parks.

6 SUMMARY

6.1 SUMMARY

6.1.1 This report presents an update to the previous Strategic Parking Plan produced in 2019. New data collection has been carried out that quantifies the changes in parking patterns in Grantham, Stamford, Bourne and Market Deeping town centres since the Covid-19 pandemic.

6.1.2 The provision of parking must balance different, often competing objectives. Efforts to maximise the economic success of a town and generate income to SKDC may conflict with efforts to achieve a net zero carbon emissions and improve the public realm. The aim is to find the optimum balance between these objectives and use the Council's resources and assets as efficiently as possible.

6.1.3 Using the updated evidence base the key issues were identified and the potential solutions and measures were then appraised. From this assessment a package of recommended actions has been developed.

6.1.4 Parking capacity is constrained in Stamford at busy times while the priority in Grantham is to stimulate activity and parking demand. The report has proposed a range of measures to achieve these aims and to improve the parking infrastructure across the District.

APPENDIX A – CAR PARK AUDIT

Car Park	Marked Bays	Direction Signs for Drivers	Direction Signs for Pedestrians	Information Boards	Parking Regulation Signs	Time Limits	Toilet	Waste Bin	Recycling Facility	Cycle Parking Spaces	Motorcycle Parking	Disabled Parking Spaces	Streetlights	CCTV	Condition of Surface	Pedestrian Access	Sense of Security / Overlooked?	Electric Vehicle Charging Bays
GRANTHAM																		
Conduit Lane	✓	✓	X	✓	✓	✓	✓	X	X	X	X	✓	✓	X	OK	✓	X	0
Guildhall Street	✓	✓	✓	✓	✓	✓	X	✓	X	✓	✓	✓	✓	X	OK	✓	X	0
Watergate	✓	✓	X	✓	✓	✓	X	X	X	✓	✓	✓	✓	✓	Good	✓	X	0
Wharf Road	✓	✓	✓	✓	✓	✓	✓	✓	X	✓	✓	✓	✓	✓	OK	✓	✓	0
Welham Street	✓	✓	✓	✓	✓	✓	X	X	X	✓	✓	✓	✓	✓	OK	✓	✓	4

Car Park	Marked Bays	Direction Signs for Drivers	Direction Signs for Pedestrians	Information Boards	Parking Regulation Signs	Time Limits	Toilet	Waste Bin	Recycling Facility	Cycle Parking Spaces	Motorcycle Parking	Disabled Parking Spaces	Streetlights	CCTV	Condition of Surface	Pedestrian Access	Sense of Security / Overlooked?	Electric Vehicle Charging Bays
STAMFORD																		
North Street	✓	X	X	✓	✓	✓	X	✓	X	✓	X	✓	✓	✓	OK	Good	Yes	4
Bath Row	✓	X	X	✓	✓	✓	X	✓	X	✓	✓	✓	✓	✓	Good	Good	Yes	0
St. Leonards Street	✓	X	X	✓	✓	✓	X	X	X	X	X	X	✓	X	OK	Poor	Yes	0
Scotgate	✓	(1)	X	✓	✓	✓	X	✓	X	X	✓	✓	✓	✓	OK	Good	Yes	0
Wharf Road	✓	✓	X	X	✓	✓	X	✓	X	X	✓	✓	✓	✓	Good	Poor	Yes	0
Cattle Market	✓	✓	✓	✓	✓	✓	X	✓	✓	X	✓	✓	✓	✓	OK	Good	No	0

Car Park	Marked Bays	Direction Signs for Drivers	Direction Signs for Pedestrians	Information Boards	Parking Regulation Signs	Time Limits	Toilet	Waste Bin	Recycling Facility	Cycle Parking Spaces	Motorcycle Parking	Disabled Parking Spaces	Streetlights	CCTV	Condition of Surface	Pedestrian Access	Sense of Security / Overlooked?	Electric Vehicle Charging Bays
Bourne – Burghley Street	✓	✓	X	✓	X	X	X	X	X	X	X	X	✓	X	Good	Good	Yes	2
Bourne – South Street	✓	X	X	X	X	X	X	X	X	X	X	X	✓	X	OK	Good	No	0
Bourne – Burghley Centre	✓	✓	✓	X	✓	✓	X	✓	✓	✓		✓	✓	✓	V Good	Good	Yes	0
Market Deeping - Halfleet	✓	✓	X	X	X	X	X	X	X	X	X	X	✓	X	OK	Good	No	0
Market Deeping – The Square	✓	X	✓	✓	✓	✓	X	✓	X	X	X	✓	✓	X	V Good	Good	Yes	0
The Precincts /Deeping Centre	✓	✓	✓	X	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	Good	Good	(4)	2