



Cheshire West and Chester Parking Study

Executive Summary of Draft Strategy Report

November 2016

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1 Introduction / Overview

As Cheshire West and Chester's population and car ownership rates are steadily on the rise, and with new land developments demanding valuable space within existing constrained areas, it is clear that action is needed to meet ever more complex challenges and exceptional levels of pressure to provide a modern, well-informed and fair parking service for all residents, businesses and visitors across the Borough.

Mott MacDonald was therefore commissioned by Cheshire West and Chester Council to:

Carry out a review of all parking-related matters in Cheshire West and Chester to identify options and recommend future actions that are consistent with the corporate and sub-regional strategies and policies alongside future development and regeneration proposals.

This document is an Executive Summary of the Draft Parking Strategy report.

The Parking Strategy report is the culmination of a study which incorporated reviews of:

- Council and Government policies on disabled parking, parent and child parking, motorcycle and bicycle parking
- Existing parking provision in Cheshire West and Chester, including disabled, parent and child, motorcycle and bicycle parking
- Practices of enforcement and management of parking
- Existing levels of disabled parking provision
- On-street capacities, occupancies, and time restrictions
- Residents' Parking Zones and identification of potential new areas; and
- Promotion and marketing of parking facilities.

A separate data collection report identified parking issues and opportunities across the borough based on site visits, stakeholder consultations, locality officer meetings and policy reviews. In addition, a Supplementary Planning Document on Parking Standards for new developments and changes of land class was produced. Following the data collection exercise, stakeholder consultations were held across the borough to gather the views of local residents, councillors and businesses.

All of the above fed into the final strategy report, which provides a summary of the key issues identified and builds on these to recommend policies and measures which should be implemented to improve the consistency, quality and quantity of

parking provision across Cheshire West and Chester. The recommended policies and measures have been developed through a mixture of data collection findings, stakeholder consultation workshops and interviews with Cheshire West and Chester Locality Officers. The Long List of Interventions was produced jointly by Mott MacDonald and Cheshire West and Chester Council and the scores for each intervention were then assessed and discussed with the Council to select which interventions were to go forward for inclusion in the Short List of Recommended Interventions for either the borough as a whole or for individual urban centres.

The overarching objective of the Parking Strategy is to develop a fair, consistent, rationalised and harmonised approach to the way parking is managed to sustain long term economic, social and environmental well-being and growth. The strategy is divided into two levels. The first covers borough wide issues, to ensure consistency across the borough while the second breaks this down to focus on a list of specific measures which could be implemented in each urban centre or rural location.

Given the size and complexity of Cheshire West and Chester, it is clear that no single set of parking schemes will be appropriate for all locations and in all scenarios. In order to assess the localities with the most significant set of parking pressures, specific local strategies were limited to city, town and village centres and boundaries were drawn up accordingly in agreement with officers from Cheshire West and Chester Council. Despite this, a significant number of themes (both in terms of issues and opportunities) were identifiable for application across the borough and these have been presented as an overarching Borough-Wide Strategy. Whilst it is understood that it is not possible to examine every location in the borough in depth, it is hoped that the overarching strategy provides a flavour of direction and guidance in resolving more specific parking issues as they arise.

Borough Overview

A major challenge facing Cheshire West and Chester is the growing and ageing population. In 2014, the population was 332,200, of which 20.3% were aged over 65 years. The population has grown by 6.8% since 1981 and is forecast to grow by a further 11% to around 365,700 by 2032. An ageing population presents a number of challenges, particularly in relation to mobility and disabled parking provision.

In addition to population growth, rates of car ownership have increased in Cheshire West and Chester. This means the actual numbers of cars owned in the borough has increased significantly in the last 40 years. In 1971, 61% of households had at least one car available which rose to 81% in 2011; the average number of cars owned per household is now 1.33. The rising car ownership rates combined with the rising population means the demand for car parking across the borough is growing and expected to continue to increase in the future.

To meet the demands of a rising population in Cheshire West and Chester, the Local Plan (Part One) outlined details for the planned strategic development of the Borough to make it an attractive place to live and work. To meet this, 22,000 new dwellings and 365 hectares of land for employment development will be provided by 2030. A number of major transformation and regeneration plans are under development in the borough which will significantly contribute to the local economy and job provision; these include Northgate, Chester Business Quarter, Baron's Quay, Weaver Square and Ellesmere Port One Public Estate.

Ad-hoc parking provision has created inconsistency across the borough; in some places parking remains free and largely unregulated. This lack of consistency in the way parking is run between areas leads to frustration and confusion for residents, businesses and visitors. Parking provision, controls and enforcement have an impact on local business, particularly in and around the city and town centres, and these are contributing factors to wider business viability and inward investment.

Based on existing car parking supplies and enforcement measures against current growth estimations, there may not be enough road space to safely and efficiently accommodate everyone's parking needs in the future. Therefore, the demand management policies identified within this report will help maximise the current car parking supplies in the most efficient manner.

The aim of the development and implementation of this Parking Strategy is based on the key strategy policy themes covered in this report, rather than aiming to bridge the financial gap in Council finances. Therefore, it is imperative that the opportunities identified are implemented in the most efficient and effective manner possible, to keep the road network moving.



2 Policy Review Recommendations

A review was undertaken of existing Cheshire West and Chester policy on a range of parking types:

- Parking standards for new developments and changes of use
- Non-standard parking provision
 - Disabled spaces
 - Parent and Child spaces
 - Motorcycle spaces
 - Cycle parking facilities
- Residential Parking
- Off-street parking
- On-street parking

2.1 Parking Standards

As part of the Cheshire West and Chester Parking Strategy, a Supplementary Planning Document (SPD) was developed which provides standards for parking provision for new development and changes of use. Parking standards were developed based on national and local policy, with standards specified for a number of land use classes; the standards also vary by zones. For full details of the Parking Standards, please refer to the SPD which is provided on the Cheshire West and Chester website: www.cheshirewestandchester.gov.uk

2.2 Non-Standard Parking

This section provides a summary of the policy review carried out for disabled, parent and child, motorcycle and bicycle parking.

2.2.1 Disabled Parking (Blue Badges)

Cheshire West and Chester Council adheres to the national policy on concessions for Blue Badge holders. On-street designated disabled bays are sparsely provided, with most bays located in Chester and Northwich plus a small number in Ellesmere Port and Frodsham. These are free and have no time restrictions for blue badge holders. For disabled bays in off-street car parks, blue badge holders can park for four hours without charge; in Chester's pay on foot car parks, only Cheshire West and Chester residents with blue badges can park for free. In 2015, 17,866 blue badges were held by Borough residents.

In addition to on-street bays and disabled bays within car parks, there are three car parks dedicated to blue badge holders: Frodsham Street and Hamilton Place in Chester, along with Central Palace Drive (Iceland) in Northwich. Recommendations for minimum provision of disabled parking spaces are included within the SPD for parking standards.

Generally the provision of disabled parking bays in off-street car parks is less than the provision required by national standards, with some exceptions. Occupancy of off-street disabled bays was found to be high, typically around 60-80% on both a weekday and Saturday, with some variation between study areas. The strategy recommends disabled parking standards for car parks and all new developments are applied across the borough. Only Chester, Ellesmere Port, Northwich and Frodsham have on-street disabled bays, therefore the strategy recommends that the quantity and locations of disabled bays are reviewed and where necessary, changed to meet the needs of users in each urban centre. Ideally, disabled bays should be close to amenities and spread out around town centres rather than all together. It is recommended that charges for disabled parking are considered for implementation alongside charging for standard spaces. This covers Chester (on-street and off-street), Ellesmere Port (off-street), Northwich (off-street) and Frodsham (off-street). This will generate revenue which can be used for raising the quality of parking.

2.2.2 Parent and Child Parking

There is no specific national or local policy on the provision of Parent and Child spaces. Supply of these in Cheshire West and Chester is almost entirely within privately owned, retail-related car parks. Occupancy of these spaces was high on weekdays in some locations (over 90% in Chester, Winsford, Frodsham and Rural Areas). However, usage was lower on a Saturday. No recommendations are given for Parent and Child parking as it is legally unenforceable and therefore does not yield benefits for users.

2.2.3 Motorcycle Parking

There are no national or local guidelines on the quantity of motorcycle parking. Provision of parking is low, from 0% to 2.5% of all parking. Usage of motorcycle parking is also low. The strategy recommends requirements for motorcycle parking for new developments and car parks are considered on a case by case basis.

2.2.4 Cycle parking

Cycle parking spaces are provided in small numbers in some off-street car parks, although this may be compensated for by on-street cycle parking which was not within the study scope. Usage of cycle parking was found to be very low, generally less than 20%, in all study areas. The strategy recommends that cycle

parking standards in the SPD are applied consistently across the borough for all new developments and public car parks.

2.3 Residential Parking

A comprehensive review of the existing Residents' Parking Scheme Policy was completed, along with benchmarking against other cities. Following the review, the Council carried out a 12 week public consultation from 1st September to 18th November 2016 on five key issues: the level of support required for the introduction of a new scheme and for the extension of an existing scheme; how the allocation of permits should be prioritised; permit to space ratio; and carers' permits. The outcome of the review and subsequent consultation will be reported to the Council's Cabinet for a decision on any changes to the Policy.

2.4 Off Street Parking

Table 1 provides a summary of the observations and recommendations for off-street parking policy in Cheshire West and Chester.

Table 1: Off-street parking policy observations and recommendations

Category	Observations / Recommendations
Level of Parking Provision	Overall, it is broadly considered that sufficient off-street parking is provided in each town for current needs, but this could change with future developments. More detailed consideration for each area is presented in the location-specific chapters below.
Tariff Benchmarking	<p>Chester is comparable with the larger historic cities and towns of Durham, Shrewsbury and Bath and features a broadly commensurate average tariff level. There could be room for some increase here if beneficial to managing parking, but no step change.</p> <p>There is potential to implement an improved tariff structure in Ellesmere Port to better segment the market for parking in the town. Tariffs could be used to differentiate between short stay and long stay.</p> <p>On balance, it is considered that charges should be regarded for the larger towns of Northwich and Frodsham to help better manage parking, and Winsford in the future as regeneration comes forward. Charges could also be considered in locations with high levels of demand such as around Helsby station and in Tarporley village centre</p>
Car Park Quality	Increasing or introducing charging for some publicly owned car parks would enable the quality level of car parks to be improved across the borough. It is recommended that the Council seek to raise all their significant car parks to an industry recognised standard, such as Park Mark and/or People's Parking.

Category	Observations / Recommendations
Car Park Ownership and Management	<p>It is recommended that the Council seek to pursue models of partnership with private car parks operators in centres across the borough for the benefit of each town centre economy, making use of the following two forms of incentives:</p> <p>Signage systems could be implemented across the borough to direct drivers to the most appropriate car parks depending on their destination, regardless of the ownership or control of the car park itself.</p> <p>As town centre manager, the Council is also potentially in a position to establish parking discount agreements whereby local businesses contribute to discounting the cost of parking at participating car parks.</p>
Car Park Technology	<p>The Council should continue to roll-out their new ANPR supported pay-on-foot car park control wherever viable.</p> <p>It is recommended that the Council plan for the increased adoption and roll-out of contactless and phone enabled payment options, as appropriate.</p> <p>It is recommended that the Council consider the introduction of a 'Park Smart' type signing system in Chester. In smaller towns, signs which direct traffic to 'short stay' and to 'long stay' car parks are helpful to direct user types to the most appropriate car parks.</p>

2.5 On-street parking

The following observations and recommendations are made based on findings from the on-street parking policy review:

Table 2: On-street parking policy observations and recommendations

Category	Observations / Recommendations
Level of Parking Provision	Overall, the results suggest that the balance of on-street provision in each centre is generally adequate, though places such as Helsby, Frodsham and Neston show signs of either requiring more provision or more control of the provision available. More detailed consideration for each area is presented in the location-specific chapters below.
Parking Control	<p>Overall, a degree of rationalisation and harmonisation is recommended for on-street controls across the borough. These controls should focus on:</p> <ul style="list-style-type: none"> ● Making '30 mins, no return in 30 mins', '1 hour, no return in 1 hour' and '2 hours, no return in 2 hours' the default options. ● Reducing the amount of very short stay (i.e. <30 minutes) restrictions at the one end of the spectrum, while also reducing the amount of long stay (i.e. unrestricted) parking at the other.
Tariff Benchmarking	It is recommended that on-street charging be considered for Chester only at this stage as per the Chester Parking Strategy (2012), but with the option for introduction elsewhere where demand and the requirement for greater control justifies.

3 Parking Strategy Recommendations

3.1 Strategy Policy Context

The following sections outline the basic principal policy areas to form the basis of the parking strategy measures across the borough. The aim of the policies is to harmonise parking related policy among the three legacy districts of Cheshire West and Chester, and to bring parking policy into line with other key policy areas such as planning, environment, and sustainability. In particular, to eliminate the instance of parking policy and planning policy being in conflict over the location and restriction of available parking. An example of this is the granting of temporary planning permission for low cost or free private car parks in opposition to the locational and pricing components of the wider parking strategy. The aim is to bring all publicly available, publicly controlled parking within the borough under the control of the Parking Strategy to ensure a common policy direction. These policies have been agreed with key Council officers and follow on from discussions with stakeholders and localities representatives from across the borough.

3.1.1 Cheshire West and Chester Parking Strategy – Overarching Policy Direction

P1 Location and Provision

To reduce any mismatches between supply and demand in terms of number of spaces and location of those spaces, by providing adequate numbers of off and on-street car parking spaces in locations with high demand. To promote and incentivise the use of Park and Ride for regular journeys into Chester, prioritising the City Centre parking stock for essential use (such as providing access for those with mobility issues or those visiting Chester infrequently). In locations with low utilisation of car parking provision throughout the week and with large amounts of available spaces, incentivising solutions should be considered such as discounted parking. Where these solutions are not appropriate or not likely to reallocate demand, sites should be considered for sale and/or redevelopment.

P2 Charging, Tariffs and Restrictions

To bring a unified charging and control policy to publicly managed car parks in the borough whilst maintaining the flexibility of location-specific tariff setting. To use charging as a mechanism for implementing the chosen strategy for location of provision by incentivising the use of less sensitive and constrained parking locations, including Park and Ride. To manage and control demand, supporting the use of public transport and active travel modes where appropriate. To reflect

the level of offer in each destination with implementation linked to commitments on regeneration in locations where this is most needed.

P3 Parking Quality

To raise and rationalise the quality of off-street parking within the borough to a recognised high standard such as that recommended by Park Mark and/or People's Parking. This is to resolve the current issue of car parking provision being of varied quality across the borough, with several large publicly owned car parks being of notably poor quality.

P4 Signage, Marketing and Technology

To raise the quality of directional signage and marketing of car parking facilities to a common standard around the borough. To intercept traffic on main radial routes into cities, town and villages to direct them to appropriate parking locations. To make use of smartphone technology to direct users to appropriate parking locations using a dedicated app. To roll out new technology systems to appropriate locations across the borough and to investigate new payment technologies such as contactless and smartphone applications. To create a unified parking website with the latest information and to unify all publicly available parking under this one online location.

P5 Disabled Parking

To create and implement a set of minimum blue-badge space requirements in all locations around the borough and to re-designate standard off and on-street spaces to meet this requirement in areas where demand exceeds supply. To provide disabled parking in accessible locations close to town centre amenities and evenly distribute as much as possible across the range of destinations. To generate revenue for quality enhancement of disabled parking by implementing: a) modest charges in some localities and b) charges for blue badge parking (off-street).

P6 Residents Parking

To support the findings of the emerging Residents Parking Policy document which seeks to streamline the procedure for implementation of new control schemes, facilitate review of existing schemes, remove barriers and introduce charges for new schemes that reflect the maintenance and enforcement costs in each case.

P7 Management and Control

To increase the Council's control over publicly available parking stock by pursuing a policy of acquisition or control of privately owned facilities, service level or quality contract agreements with private operators, and construction of new car

parks in areas of high demand and utilisation of existing stock (linked to 'P1 Location and Provision'). This will enhance the ability of the Council to implement the Parking Strategy more consistently across the borough and reduce the risk of the strategy being undermined by other operators.

3.2 Parking Strategy Measures

Based on the data collection exercise, which comprised policy reviews, site visits, locality officer meetings and stakeholder consultations, the Long List of potential intervention measures was drawn up. Each measure was assessed on its estimated cost versus its estimated impact on parking users, local residents, the local economy and the Council. Those with the highest Value Ratio were taken forward to the Short List. The Short List is split into borough-wide and location specific measures and is presented in **Tables 3 to 17**. Measures are categorised into the relevant policy context of location and provision, charging and tariffs, management and control, quality, signage / marketing / technology, disabled parking and residents parking. In places where more than one policy area is relevant, this is noted in the final column of the table.



3.3 Borough-wide Measures

Borough-wide measures have been compiled which are relevant to most of the borough. It should be noted that not all measures will be suitable for all areas; instead measures will be applied to locations dependent on the appropriateness of the measure for that place. **Table 3** details the borough-wide measures to be applied within the strategy.

Table 3: Summary of Borough-wide Measures

Ref	Measure	Time Scale	Rationale
P3 Parking Quality			
BWQ2	Consider creation of a ring fenced parking maintenance fund to use for upgrades and prompt repairs	Short Term (0-5 yrs)	A maintenance fund specifically designated for car park upgrades and repairs would allow issues to be resolved quickly and a better quality of service to be provided
BWQ4	Consider creation of a Customer Services team to act as a central point of contact for all information on car parks	Short Term (0-5 yrs)	A dedicated team can better promote car parks and relevant information relating to car parking across the borough
BWQ3	Improve car park security through CCTV and lighting	Medium Term (5-10 yrs)	Perceptions of safety within car parks needs to be improved through the installation of CCTV, lighting and in some cases, designated staff
BWQ5	Review car park layouts and space sizes to improve use of space, ease of access and manoeuvrability	Medium Term (5-10 yrs)	Current configuration and layout of some car parks are poor and do not make best use of space available, while some car parks are also difficult to manoeuvre around
BWQ6	Review entry and exit points of car parks to ensure safety and good flow of traffic	Medium Term (5-10 yrs)	Entry and exit points to car parks should be safe and facilitate traffic flows in and out of car parks

Ref	Measure	Time Scale	Rationale
BWQ1	Bring all car parks up to a consistent high level of quality	Long Term (10-15 yrs)	Shortcomings in the quality (surfacing, lighting etc.) of car parks across the borough were identified
BWQ7	Vary car parking bay sizes to meet needs of different users such as wheelchair users	Long Term (10-15 yrs)	Meets users' needs for different sizes for larger vehicles or extra space around vehicles for disabled users
P4 Signage, Marketing and Technology			
BWS2	Create an online car park account system for payment and management of individuals' parking, and allow top up of parking credit	Short Term (0-5 yrs)	In support of ANPR and pay on foot roll out, provision of an online account system can improve the user experience and facilitate better management and control
BWS3	Create a web-based car park search based on live information and requirement criteria	Short Term (0-5 yrs)	Increases the ease with which users can find information on available car parks and identify the most suitable car park based on type, accessibility, length of stay, availability, mobility etc
BWS4	Create a smartphone app to allow users to search for car parking spaces based on live information and specific user requirements	Short Term (0-5 yrs)	A handheld version of a search engine, increasing the ease with which user can identify where parking spaces are available will improve the overall user experience
BWS6	Implement a comprehensive update of all car park and directional signage to ensure it is accurate, clean and unobstructed, and is maintained to a high standard	Short Term (0-5 yrs)	All signage should be upgraded to ensure it is suitably located and provides adequate information, and should be kept clean and unobstructed. Pedestrian signage helps people to reach local amenities.
BWS9	Implement a major refresh of car park information on provision, location and maps	Short Term (0-5 yrs)	A review and update of all parking information for the borough is required, to ensure web based information correctly reports on car parking provision

Ref	Measure	Time Scale	Rationale
BWS10	Provide accurate and coherent information on issues and developments related to parking	Short Term (0-5 yrs)	Accurate and coherent communication of issues and opportunities relating to car parking can help with public understanding of parking details and operation
BWS1	Upgrade payment options to include card payments, supported with ANPR enforcement	Medium Term (5-10 yrs)	To provide users with greater payment options to improve convenience and user experience with supported enforcement.
P5 Disabled Parking			
BWD1	Increase disabled parking provision to meet minimum national standards	Short Term (0-5 yrs)	Where shortcomings are identified, disabled parking provision should meet minimum national standards and go beyond these in areas of ageing populations
BWD3	Charge for blue-badge holders in car parks to contribute to parking provision and maintenance	Short Term (0-5 yrs)	There is a requirement to generate revenue to fund blue badge parking and maintenance enhancements
BWD4	Incorporate up to date information on disabled parking provision on website	Short Term (0-5 yrs)	A review and update of all blue badge parking information for the borough is required
BWD2	Implement disabled parking quality improvement scheme to ensure car parks meet access standards and aim to be an example of best practice for disabled parking	Medium Term (5-10 yrs)	Ensure all disabled parking provisions meet accessibility standards across the borough
P6 Residents Parking			
BWR1	Streamline RPZ process by lowering threshold percentage for implementation in certain areas	Short Term (0-5 yrs)	Process could benefit from changes to implementation criteria and method for carrying out consultation process; should take into account findings from recent RPZ consultation.

Ref	Measure	Time Scale	Rationale
BWR2	Improve ease with which visitors can park in an RPZ through using an online system, whilst ensuring adequate steps are taken to prevent fraudulent usage	Short Term (0-5 yrs)	Make it easier for visitors to RPZs by replacing the current scratch card system whilst maintaining safeguards
BWR3	Identify and implement RPZs in new streets and areas where needed	Short Term (0-5 yrs)	In line with the CWaC RPZ benchmarking technical note, a review of all potential zones would help to identify those areas of greatest need
BWR4	Consistently enforce RPZs to improve benefits for residents	Short Term (0-5 yrs)	Better management and enforcement of RPZs will generate improved benefits for residents where RPZs are in operation
BWR5	Apply charge for new RPZs to ensure that costs of implementation and enforcement are met	Short Term (0-5 yrs)	Ensure that the costs of running any RPZ scheme in the borough are covered by those who benefit from it
P7 Management and Control			
BWM3	Ensure tariffs and controls in car parks and on-street are fully supported by accurate Traffic Regulation Orders	Short Term (0-5 yrs)	Ensure that all tariffs and controls developed from the Strategy can be enforced and are fully supported by Traffic Regulation Orders (TROs) across the borough
BWM4	Establish service level agreements with new privately owned car parks to prevent undermining the Strategy	Short Term (0-5 yrs)	Ensure any new privately operated car parks do not undermine the Strategy and negatively influence travel demand and congestion
BWM5	Establish service level agreements with current privately owned car parks to prevent them undermining the Strategy	Short Term (0-5 yrs)	Ensure current privately operated car parks do not undermine the Strategy and negatively influence travel demand and congestion

Ref	Measure	Time Scale	Rationale
BWM6	Adopt the draft Parking Standards Supplementary Planning Document following consultation	Short Term (0-5 yrs)	A need to insert specific controls and measures relating to new strategic car parking developments that may undermine the aspirations of the Strategy
BWM8	Increase cycle parking in car parks to encourage cycling in borough	Short Term (0-5 yrs)	Cycle parking across the borough could be increased to support active travel modes and sustainability initiatives
BWM9	Review CWAC's travel plan to ensure sustainable and active modes are being promoted and having a positive impact	Short Term (0-5 yrs)	Engagement with employers to promote the use of sustainable travel and active travel modes could have a positive impact on reducing the levels of private vehicle use in the borough
BWM10	Consider discontinuing free parking and Park & Ride use for CWAC staff in locations where parking charges apply, and replace with a salary sacrifice discount scheme	Short Term (0-5 yrs)	Long stay commuters are likely to be taking spaces away from short stay users, such as shoppers. The measure would encourage staff to use more sustainable methods of transport and prioritise short stay spaces for shoppers enabling higher turnovers than currently
BWM1	Work with Cheshire Police to deter obstructive and illegal parking through effective enforcement and raised awareness	Medium Term (5-10 yrs)	Commuter parking dispersing into residential streets and an increase in private vehicle owners has led to the perception that obstructive and dangerous parking has become a common sight
BWM2	Continue improving enforcement methods through more enforcement officers and better responsiveness	Medium Term (5-10 yrs)	Parking infringement is an issue across the borough and should be supported by an increase and overall improvement to enforcement methods
BWM7	Look to increase proportion of car parking under public ownership or control to ensure a consistent parking strategy	Long Term (10-15 yrs)	Ensure that size, location and pricing of new large car parks are within Council control even if they are not under direct public ownership

3.4 Short Lists of Local Measures

This section details measures which apply to a specific location, presented in **Tables 4 to 17**.

3.4.1 Chester

For Chester, in addition to the consideration of new measures (as per other locations), a number of interventions were continued or developed further from the existing parking strategy (2012).

Table 4: Chester short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
CL9	Assess feasibility of creating new council car park on Boughton Road corridor to serve cars from east	Medium term (5-10 yrs)	A lack of facilities on this corridor results in many vehicles travelling across the city to find parking. A new car park would intercept traffic and reduce traffic volumes, although it is recognised there are limited available sites.
CL7	Investigate feasibility of a new Park and Ride site at Hoole to capture demand from M53 and A56	Long term (10-15 yrs)	There is a desire from stakeholders to develop a Park & Ride site on the Hoole Road corridor to capture demand from the M53 and A56 corridors, depending on usage at other sites.
P2 Charging, Tariffs and Restrictions			
CC5	Implement a weekend parking regime with a parking ticket covering Friday-Sunday in selected car parks and at Park and Ride to serve visitors	Short term (0-5 yrs)	Longer stays in the city should be encouraged though the removal of barriers associated with parking for extended periods of time/overnight.
CC15	Implement on-street charging in bays for up to 2 hours, to improve management of spaces	Short term (0-5 yrs)	In line with comparator towns and cities, on-street charging aligned with on-street charges should be implemented for management

Ref	Measure	Time Scale	Rationale
			purposes and to reconcile discrepancy between on-street and off-street charges in key locations.
CC16	Offer 24 hour parking facility at selected Council car parks	Short term (0-5 yrs)	24 hour parking facilities would provide greater support for the city's overnight accommodation and tourism aspirations.
CC1	Implement a new unified pricing strategy for all car parks and on-street bays to support short stay core and long stay outer zones	Short term (0-5 yrs)	Simplification of the tariff structure in line with proposal from length of stay and tariffs analysis would support short and long stay parking zones and generate revenue for quality enhancement and enforcement.
CC3	Replace 'Free After 3' with alternative parking discount offers, seasonal offers at quiet times of the year and Park & Ride special offers and discounts	Short term (0-5 yrs)	Free short stay periods of parking for residents would encourage trade throughout the day and ease the pressure on the evening peak hour caused by 'Free After 3'.
CC6	Introduce Park & Ride monthly and annual passes	Short term (0-5 yrs)	Providing an option to purchase monthly/annual passes could encourage more people to use P&R as part of their regular commute.
CC7	Offer businesses Park & Ride contracts for use by staff to increase Park & Ride usage	Short term (0-5 yrs)	Working with businesses/key employment sites to offer business contracts for P&R use by staff could significantly increase P&R usage.
CC17	Extend Park & Ride operating hours to support commuters with irregular working hours	Short term (0-5 yrs)	If financially viable, longer Park & Ride operating hours would support commuters who work irregular working patterns e.g. shift workers.
CC18	Introduce restrictions and new pricing strategy at Hoole (Bishop St) car park to deter commuter parking	Short term (0-5 yrs)	This car park is used by commuters for the city centre which reduces the supply available for amenities in the Hoole area.

Ref	Measure	Time Scale	Rationale
CC10	Introduce reduced charges to Park & Ride service after 3pm	Medium term (5-10 yrs)	An alternative scheme to 'Free after 3pm' which makes P&R more attractive therefore could increase P&R usage while reducing the number of vehicles in the city centre.
CC12	Reduce parking charges for Low Emission Vehicles (LEVs)	Long term (10-15 yrs)	This presents an opportunity to become a best practice example for varied parking charges based on the environmental impact of vehicles.
P3 Parking Quality			
CQ4	Enhance the facilities at Park & Ride sites to include retail facilities, online order collections	Medium term (5-10 yrs)	Development of other forms of revenue and diversify the offer available from Park & Ride sites could increase number of P&R users.
CQ10	Temporarily refurbish Trinity Street car park, including paint and clean	Short term (0-5 yrs)	Trinity Street was the only publicly owned car park rated as 'very poor' in terms of quality in Chester.
CQ5	Implement safety and infrastructure enhancements at Park & Ride sites to improve users' feelings of safety and reduce isolation	Short term (0-5 yrs)	The nature of P&R sites can leave users feeling isolated and unsafe which discourages people from using the facility.
P4 Signage / Marketing / Technology			
CS6	Install Park & Ride signage on strategic route approaches such as M53 and A55	Short term (0-5 yrs)	Park & Ride sites need to be clearly signposted along motorways and primary routes at the earliest possible opportunity to influence drivers' decisions.
CS9	Replace, upgrade and extend Variable Message Signage (VMS) on all key	Medium term	Variable Message Signs (VMS) system does not currently operate to its full capability as it shows only 'open' or 'closed'. VMS should show live data on the number of spaces available in each car park.

Ref	Measure	Time Scale	Rationale
	corridors and motorway, with associated maintenance and management	(5-10 yrs)	
CS12	Promote the late opening hours of Delamere Street and Trinity Street car parks	Short term (0-5 yrs)	There needs to be an increase in awareness of late night parking offer that is available through its promotion.
P5 Disabled Parking			
CD1	Increase the number of disabled bays in car parks to meet recommended standards	Short term (0-5 yrs)	In line with potential future pedestrianisation in the city, any removed on-street disabled bays should be replaced by off-street disabled parking capacity to ensure numbers of spaces meet standards.
CD6	Construct new disabled parking facility at Northgate development with associated ShopMobility unit	Short term (0-5 yrs)	Direct disabled access is needed to the shopping area at Northgate, DIAL House and a new ShopMobility unit.
P6 Residents Parking			
CR3	Review charges for RPZs in Chester relative to demand and costs of scheme operation	Short term (0-5 yrs)	Ensure that RPZ charges are in line with comparator cities and relative to the demand for RPZ and the costs of scheme operation.
P7 Management and Control			
CM14	Improve parking management during events through online system, people on ground and technology to direct traffic flow and reduce congestion	Medium term (5-10 yrs)	There are major issues with congestion along the highway network and in car parks during events such as race days. These require a more formal parking management system to be put in place to reduce negative impacts on residents, visitors and businesses in the city.

3.4.2 Ellesmere Port

Table 5: Ellesmere Port short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
EL1	Increase usage of Wellington Road Council car park through designation as long stay, aimed at commuters and businesses, incentives include discounted parking	Short term (0-5 yrs)	The Wellington Road Council Car Park is currently severely underused. Incentives and changes to management are required to increase the usage of this car park.
P2 Charging, Tariffs and Restrictions			
EC1	Implement a new unified pricing strategy for all car parks to support short stay core and long stay outer zones	Short term (0-5 yrs)	This would support short and long stay parking zones, generating revenue for quality enhancement and enforcement.
EC2	Use charges and maximum stay restrictions to have short stay central car parks and cheaper long stay outer car parks	Short term (0-5 yrs)	Better management and distribution of long stay/commuter parking provision is required for both central and outer car parks.
EC3	Replace 'Free After 3' with alternative parking discount offers across the daytime and seasonal offers at quiet times of the year	Short term (0-5 yrs)	Alternative parking offers are necessary as evidence shows that Free After 3pm parking is having only a limited effect in stimulating activity in the town centre.
EC4	Implement maximum stay restriction at Civic Centre car park as a short stay, shoppers car park	Short term (0-5 yrs)	Central car parks, such as Civic Centre, could benefit from maximum stay restrictions as they are currently being used by commuters for long stay purposes which is reducing shopper capacity.
EC9	Review on-street maximum stay restrictions on Marina Drive to better support business units	Short term (0-5 yrs)	Short stay on-street parking bays require a review on restrictions as they are currently impractical for users in most instances.

Ref	Measure	Time Scale	Rationale
EC10	Consider maximum stay restrictions in some Little Sutton car parks to better serve short stay users, supported by RPZs in surrounding residential streets	Medium term (5-10 yrs)	A modest charge would deter long stay parking at Chester Road, Ledsham Road and Smithy Lane car parks and free up capacity for shoppers.
EC6	Create a system to allow one ticket which can be used in all car parks that have the same tariff structure	Medium term (5-10 yrs)	This measure would streamline the process of parking within the town centre through the creation of a consistent tariff structure.
P4 Signage / Marketing / Technology			
ES2	Provide more payment methods, such as pay on foot, and/or enhanced pay and display facilities such as card payment and pay by phone options	Short term (0-5 yrs)	The requirement to pay with exact coins can be inconvenient for users.
P6 Residents Parking			
ER1	Introduce RPZ charge in Ellesmere Port so that costs of scheme are covered by those who benefit from it, relative to demand and costs of operation	Medium term (5-10 yrs)	No charges are currently in place, meaning the costs of scheme operation and enforcement are paid by the Council.
P7 Management and Control			
EM12	Work with market traders to encourage use of Shrewsbury Road car park or find another suitable location	Short term (0-5 yrs)	The designated Market Trader car park on Shrewsbury Road is not well utilised at present.
EM13	Review use of Wellington Road car park to determine if it could be used more productively	Long term (10-15 yrs)	The Wellington Road Car Park is severely underused. Reviewing the use of this space could finance other parking developments/initiatives.

3.4.3 Northwich

Table 6: Northwich short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
NL1	Designate and enforce short and long stay parking zones, using maximum stay restrictions and charges	Short term (0-5 yrs)	Better management of car parks would ensure all users' needs are met, with central car parks available for short stay users. Restrictions need to be enforced as there appear to be incidences of overstaying.
NL3	Identify suitable car parks for possible decking or multi-storey to increase long stay provision and explore potential funding opportunities	Medium term (5-10 yrs)	The Northwich area requires increased capacity for long stay parking.
NL4	Develop the Depot Site into a formal car park	Medium term (5-10 yrs)	This particular site is in a good location in terms of a new parking facility, due to its proximity to the Baron's Quay development and could therefore help serve the increased level of visitors.
NL6	Assess the viability of running a Northwich Park & Ride from an existing outlying car park or other site	Medium term (5-10 yrs)	A Park & Ride initiative would help to ease congestion and parking demand in the town centre by intercepting long stay users on the approach routes
NL7	Explore possibility of increasing car park provision at Hartford and Northwich stations, along with potential funding opportunities	Long term (10-15 yrs)	Car parking at Northwich and Hartford train stations is insufficient to meet the high demand of rail users. Increasing car park provision at these rail stations would also encourage travel via sustainable modes in the Northwich area.
P2 Charging, Tariffs and Restrictions			
NC1	Implement new unified pricing strategy and restrictions for short and long stay parking to improve management - generated revenue could be used for quality enhancement and enforcement	Short term (0-5 yrs)	It would be beneficial to improve management of parking stock to ensure there is sufficient short stay parking. Use of tariffs and restrictions could be used to support zones and generate revenue for quality enhancement and enforcement.

Ref	Measure	Time Scale	Rationale
P4 Signage / Marketing / Technology			
NS9	Introduce Variable Message Signs (VMS) on all key approach corridors	Short term (0-5 yrs)	VMS enables communication on car parking availability to drivers to help them make decisions about the most suitable place to park thereby reducing traffic flows
P7 Management and Control			
NM8	Increase Council's control and ownership of public parking stock through Baron's Quay	Short term (0-5 yrs)	A large proportion of central car parks are privately owned, which reduces Council control. The Baron's Quay development will increase CWaC owned parking with a high quality parking offer.
NM13	Clarify restrictions at Market car park and re-locate market traders' vehicles	Short term (0-5 yrs)	The current TROs at Market Car Park are unclear and confusing. Identification of a new area for market traders to park will free up capacity for shoppers.
NM15	Liaise with private car park operators (who operate two thirds of stock) to offer charged parking for non-customers as part of Northwich's strategy	Short term (0-5 yrs)	Co-operation and liaison with private car park operators (who operate two thirds of parking stock) is essential in order to develop a parking strategy for Northwich.

3.4.4 Winsford

Table 7: Winsford short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
WL3	Designate short and long stay parking zones to support local economy and cater for leisure/retail users	Short term (0-5 yrs)	Currently, long stay users are taking space away from short stay users. Providing short stay car parks in the central area and longer stay in outlying car parks would benefit the needs of both leisure and retail users and support the local economy.

Ref	Measure	Time Scale	Rationale
WL2	Designate a lorry parking area to take lorries off streets and to serve the industrial site	Medium term (5-10 yrs)	Residents and shoppers are unable to utilise on-street parking as it is often taken up by lorries.
WL4	Identify suitable location to provide off-street parking for High Street shops	Medium term (5-10 yrs)	The current parking provision for the High Street is limited to a few on-street bays. Increasing provision of off street parking would increase the supply for shops supporting the local economy.
WL5	Identify suitable car parks for possible decking or multi-storey to increase long stay provision	Medium term (5-10 yrs)	This would increase car park capacity across Winsford and support the regeneration plans for the town centre.
WL1	Investigate feasibility of expanding car park to improve Park and Ride potential of Winsford station	Long term (10-15 yrs)	Expanding the car parking at Winsford rail station would create a more formal Park and Ride site and offer greater rail accessibility for residents.
P2 Charging, Tariffs and Restrictions			
WC3	Introduce limited waiting time restrictions on north side of High Street to support retail units	Short term (0-5 yrs)	Limited waiting time restrictions on the north side of High Street would complement long stay bays to the south overall supporting regeneration and development.
WC2	Introduce maximum stay parking limits for short stay parking for car parks close to the town centre	Short term (0-5 yrs)	Improving the management of parking stock would ensure there is sufficient short stay parking in proximity to the town centre.
WC1	Monitor demand and management of parking spaces to consider potential charges being implemented in long term	Long term (10-15 yrs)	At present no charges are recommended, however it may become apparent over time that charges would be beneficial for the moderation of parking demand in Winsford.
P4 Signage / Marketing / Technology			
WS10	Install signage for lorry parking facility to direct lorry drivers	Short term (0-5 yrs)	Signage is required to direct lorry drivers to facilities as overnight lorry parking is a growing issue, particularly around the industrial park.

3.4.5 Neston and Parkgate

Table 8: Neston and Parkgate short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
NPL1	Assess viability of potential sites for new off-street car parking in Neston and Parkgate	Short term (0-5 yrs)	On-street parking demand exceeds capacity and is particularly oversubscribed in Parkgate during holiday periods. A number of new spaces may be required as off-street parking occupancies are also close to capacity, however better promotion of available provision such as free parking to the north of the Boathouse in Parkgate may address some of the issue.
P2 Charging, Tariffs and Restrictions			
NPC5	Introduce additional on-street parking restrictions for specific streets in Parkgate, or amend restrictions where they already exist, such as on The Parade	Short term (0-5 yrs)	On-street parking restrictions would support the allocation of on-street bays as short stay. This would help meet the needs of the visitor economy and local businesses.
P6 Residents Parking			
NPR1	Consider introduction of 'Residents Parking Zone' restrictions at Beechways Drive, Church Lane and Gladstone Road in Neston; and residential streets adjacent to the Parade in Parkgate such as School Lane, Swifts Weint and Holywell Close	Short term (0-5 yrs)	On-street parking demand in particular hotspots within Neston and Parkgate is observed to be spilling into residential streets and impacting the availability of parking for residents during peak periods.
P7 Management and Control			

Ref	Measure	Time Scale	Rationale
NP10	Identify private parking availability and secure public parking use through service level or other agreements	Short term (0-5 yrs)	Where parking provision could be better utilised, approach organisations such as the British Legion (Neston) and the Cricket Club (Parkgate) to provide public parking spaces on a temporary basis through service level agreements or otherwise. In the case of the British Legion, this could provide a solution for events parking demand at the Civic Hall.

3.4.6 Helsby

Table 9: Helsby short list of measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
HL1	Explore feasibility of decking Helsby Station Avenue car park to meet commuters' demand along with potential funding opportunities	Short term (0-5 yrs)	The forthcoming opening of the Halton Curve is expected to lead to increased parking demand which would exceed current capacity.
HL3	Assess viability of potential available sites for converting to car parking	Short term (0-5 yrs)	Potential new sites needs to be identified and their viability assessed
P2 Charging, Tariffs and Restrictions			
HC3	Increase Chester Road waiting time to encourage increased dwell time	Short term (0-5 yrs)	Increasing dwell times at shops and restaurants would help support the economic vitality of the area.
P5 Disabled Parking			
HD5	Provide at least one disabled bay on Britannia Road	Short term (0-5 yrs)	Disabled parking bays are required in this location as there is currently no disabled parking for these shops This may require parking to be restricted to one side of road.

Ref	Measure	Time Scale	Rationale
P7 Management and Control			
HM12	Develop a joint strategy between Helsby and Frodsham in relation to station parking, possibly including charges and/or restrictions corresponding to those in Frodsham	Short term (0-5 yrs)	A joint strategy would benefit both Helsby and Frodsham to meet demands at rail stations and would be necessary due to the close proximity of the towns.

3.4.7 Frodsham

Table 10: Frodsham short list of measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
FL1	Designate short and long stay parking zones to support local economy and cater for leisure/retail users	Short term (0-5 yrs)	Designating short and long stay parking zones would help improve management of the bays in order to meet users' needs.
FL2	Assess viability of potential new sites available for converting to car parking	Short term (0-5 yrs)	New potential sites may be required in order to increase supply. Using land at Frodsham Community Centre and Greenfield Lane and upgrading the station extension area could be a possibility.
FL3	Assess feasibility of decking or multi-storey car park at Frodsham Station to cater for increased demand from Halton Curve, along with potential funding opportunities	Medium term (5-10 yrs)	It is necessary to increase the supply of parking stock in order to meet the high and increasing demand from Halton Curve.
FL5	Explore feasibility of developing and connecting WHSmith and Princeway overspill car parks	Long term	This would allow for CWaC to gain control of these particular sites and provide direct access to Church Street as a result.

Ref	Measure	Time Scale	Rationale
		(10-15 yrs)	
P2 Charging, Tariffs and Restrictions			
FC1	Implement a new unified pricing strategy to support long and short stay parking zones and to generate revenue for enhancement	Short term (0-5 yrs)	The implementation of a new unified pricing strategy would help support short and long stay parking zones and generate revenue for quality enhancement and enforcement in turn.
FC2	Introduce maximum stay of 2 hours for bays on Main Street, with permits available to exempt residents	Short term (0-5 yrs)	Restrictions for bays on Main Street would support the designation of these as short stay, which would increase turnover and support business, with permits available to exempt residents.
FC4	Introduce charges for parking at Frodsham Station to moderate demand, including long-stay commuter demand	Short term (0-5 yrs)	Parking charges for long stay parking would help moderate the demand for parking at Frodsham Station (particularly from people travelling into Frodsham for station). This would also encourage more sustainable travel methods, and provide revenue for quality improvements.
P7 Management / Control			
FM12	Install payment machines with technology appropriate to car park	Short term (0-5 yrs)	Payment machines are required where charges are introduced to facilitate the implementation of charges.
FM16	Develop a joint strategy between Frodsham and Helsby in relation to station parking	Short term (0-5 yrs)	A joint strategy would benefit both Frodsham and Helsby to meet the similar demands at rail stations and would be necessary due to the proximity of the towns.
FM17	Work with landowner of WH Smith car park to develop an official parking policy for site	Short term (0-5 yrs)	An official parking policy for this site would allow concerns about ownership and management of WH Smith Car Park, raised at Stakeholder Consultation, to be addressed.
FM18	Work with Princeway Medical Centre and Frodsham Leisure Centre to bring these into general parking supply	Short term (0-5 yrs)	Bringing Princeway Medical Centre and Frodsham Leisure Centre into the general parking supply would ensure better use of stock and increase supply of parking for the town.

Ref	Measure	Time Scale	Rationale
FM19	Consider converting the recycling centre into station parking and re-locating recycling centre elsewhere	Medium term (5-10 yrs)	Conversion of site into station parking would increase station car parking capacity in order to meet the current high demand which is expected to increase.

3.5 Rural Areas Short Lists of Local Measures

A short list of measures was developed for each of the localities within the Rural Areas strategy, **Tables 11 to 17** presents these.

3.5.1 Tarporley

Table 11: Tarporley short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
TL1	Assess feasibility of bringing additional land into use for parking (potentially Community Centre, caravan park and Daffodil Field)	Short term (0-5 yrs)	The option of bringing additional land into use for parking should be assessed as there is a need to increase the current parking supply. Feasibility of the Community Centre, Caravan Park and Daffodil Field could be explored.
TL2	Identify locations to increase on-street parking provision such as south of Community Centre	Short term (0-5 yrs)	Identifying locations for on-street parking is required to increase current supply. Increasing parking supply could be done by bringing sections of road, such as south of Community Centre, into use.
P2 Charging, Tariffs and Restrictions			
TC2	Implement short and long stay parking restrictions to better manage stock for retail and leisure use	Short term (0-5 yrs)	Implementation of waiting restrictions in Tarporley would help manage the demand for parking in the area.

Ref	Measure	Time Scale	Rationale
TC4	Introduce a mixture of limited waiting time restrictions on High Street to meet different users' needs, possibly accompanied by modest charges	Short term (0-5 yrs)	A mixture of limited waiting time restrictions on the High Street would provide different options for users and therefore support the local economy.
P7 Management and Control			
TM9	Work with Community Centre to improve management of parking at site for benefit of users	Short term (0-5 yrs)	This would improve management of parking and ensure a consistent approach across the village so that the Strategy is not undermined.
TM10	Restrict freight and delivery vehicle access on High Street to improve safety and environment	Short term (0-5 yrs)	Restricting the access of freight and delivery vehicles on the High Street would limit large vehicles in this area, improving overall safety and the environment.
TM11	Improve school traffic management with relevant signage, traffic regulation orders and markings to reduce congestion around schools	Short term (0-5 yrs)	Ensuring that relevant signage, carriageway markings and TROs are in place will help alleviate parking congestion around schools, therefore enhancing safety.

3.5.2 Malpas

Table 12: Malpas short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
ML1	Assess feasibility of bringing additional land into use for parking (potentially land at Recreation Ground)	Short term (0-5 yrs)	The option of bringing additional land into use for parking should be assessed as there is a need to increase the current parking supply. Feasibility of the Recreation Ground could be explored.

Ref	Measure	Time Scale	Rationale
ML3	Identify temporary car parking provision on edge of village for walkers to relocate them from High Street car park	Short term (0-5 yrs)	Temporary car parking on the edge of the village is required to provide walkers with somewhere to park. This would then create increased capacity for shoppers on the High Street
ML2	Explore feasibility of decking High Street and Old Fire Station car parks to increase capacity	Medium term (5-10 yrs)	The exploration of decking High Street and Old Fire Station car parks is required in order to increase capacity.
P2 Charging, Tariffs and Restrictions			
MC2	Implement long stay off-street parking restrictions to support long stay and short stay designations, possibly accompanied by modest charges	Short term (0-5 yrs)	The implementation of short and long stay off-street parking restrictions would support short stay and long stay designations. Modest charges can be used to raise quality and manage demand.
MC4	Amend limited waiting time restrictions for on street bays to 1 or 2 hours to support leisure and retail users, possibly accompanied by modest charges	Short term (0-5 yrs)	Altering some parking bays to short stay (1 hour) would be beneficial for leisure and retail users and therefore would support the local economy.
P4 Signage / Marketing / Technology			
MS6	Promote active travel for short journeys within village to reduce car usage	Short Term (0-5 yrs)	Promoting active travel modes can encourage sustainable travel modes for short journey and reduce traffic flows.
P5 Disabled Parking			
MD4	Provide disabled parking bays in car parks and/or on-street	Short Term (0-5 yrs)	Disabled parking bays are required here as there is currently no off-street or on-street disabled parking in Malpas.
P6 Residents Parking			

Ref	Measure	Time Scale	Rationale
MR2	Assess feasibility of providing a residents-only car park to meet residents' needs, potentially at Jubilee Hall	Short Term (0-5 yrs)	Providing residents with a car park is required as residents currently lack parking options. Jubilee Hall is one location which could be investigated for residents' parking.
P7 Management and Control			
MM10	Restrict freight and delivery vehicle access on High Street to improve safety and environment	Short term (0-5 yrs)	Restricting the access of freight and delivery vehicles on the High Street would limit large vehicles in this area, improving overall safety and the environment.
MM11	Improve school traffic management with relevant signage, traffic regulation orders and markings to reduce congestion around schools	Short term (0-5 yrs)	Ensuring relevant signage, carriageway markings and TROs are in place will help alleviate parking congestion around schools, therefore improving safety and reducing congestion.

3.5.3 Weaverham

Table 13: Weaverham short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
WEL1	Assess feasibility of bringing available land into use for parking	Short term (0-5 yrs)	Weekday parking levels are high, indicating more parking provision is necessary to meet demand.
WEL2	Develop an informal Park and Ride site for people who use Weaverham for commuting	Short term (0-5 yrs)	An informal Park & Ride site is required as people park in Weaverham to take public transport for commuting which leads to congestion and inconvenience for residents.
P2 Charging, Tariffs and Restrictions			

Ref	Measure	Time Scale	Rationale
WEC1	Introduce limited waiting time restrictions for all parking to improve management and better serve retail and leisure users	Short term (0-5 yrs)	Limited waiting time restrictions can help to improve the turnover of spaces and therefore make provision for short stay users.
P4 Signage / Marketing / Technology			
WES6	Promote active travel for short journeys within village to reduce car usage	Short term (0-5 yrs)	Promoting active travel modes can encourage sustainable travel modes for short journey and reduce traffic flows.
P7 Management and Control			
WEM10	Work with private land owners to better manage current provision through a more transparent parking policy	Short term (0-5 yrs)	Working with private land owners would help to develop a more transparent parking policy for ad-hoc parking locations that are currently being used by residents and commuters.
WEM11	Improve school traffic management with relevant signage, traffic regulation orders and markings to reduce congestion around schools	Short term (0-5 yrs)	Ensuring relevant signage, carriageway markings and TROs are in place will help alleviate parking congestion around schools and therefore enhance safety.

3.5.4 Sandiway and Cuddington

Table 14: Sandiway and Cuddington short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
SL1	Assess feasibility of bringing available land into use for parking (such as Blake Lane)	Short term (0-5 yrs)	Bringing available land into use for parking is required as on-street parking is currently causing obstruction at the School Lane Weaverham Road junction. There is also poor parking provision for Cuddington School and Sandiway Primary School.

Ref	Measure	Time Scale	Rationale
SL3	Expand off-street parking at Mere Lane using the available green space	Short term (0-5 yrs)	Expansion of off-street parking is required at Mere Lane as this is currently oversubscribed due to the relocation of the post office. On-street parking here also causes obstruction for emergency services emphasizing the need to expand off-street parking here.
SL2	Explore possibility of decking Cuddington station car park to increase supply for rail users	Medium term (5-10 yrs)	It is necessary to explore the possibility of decking Cuddington station car park in order to increase the supply of parking for all rail users.
P2 Charging, Tariffs and Restrictions			
SC1	Introduce limited waiting time restrictions for all parking to improve management and cater for short stay leisure and retail users	Short term (0-5 yrs)	Limited waiting time restrictions would enable better control of parking and prevent the oversubscription of on-street and off-street parking spaces.
P4 Signage / Marketing / Technology			
SS6	Promote active travel for short journeys within village to reduce car usage	Short term (0-5 yrs)	Promoting active travel modes can encourage sustainable travel modes for short journey and reduce traffic flows around Delamere Park and Cuddington & Sandiway.
P7 Management and Control			
SM10	Work with private land owners to better manage current provision through a more transparent parking policy	Short term (0-5 yrs)	Working with private land owners helps to implement a holistic parking strategy and ensure the Strategy is not undermined.
SM11	Improve school traffic management with relevant signage, traffic regulation orders and markings to reduce congestion around schools	Short term (0-5 yrs)	School traffic management requires improvement as congestion that results from school drop off and pick up is causing safety concerns in rural areas.

3.5.5 Tarvin

Table 15: Tarvin short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
TAL1	Assess feasibility of bringing available land into use for parking	Short term (0-5 yrs)	Bringing available land into use for parking is required as there is currently a lack of off-street parking which can lead to large amounts of on-street parking at both sides of carriageway on the High Street.
TAL2	Expand parking at King George's playing fields to reduce overspill onto surrounding streets	Short term (0-5 yrs)	Parking at King George's playing fields requires expansion as the King George's field car park is over capacity, consequently causing overspill into surrounding residential areas.
TAL3	Assess viability of developing an informal Park & Ride site for people who use Tarvin for commuting	Short term (0-5 yrs)	Many people use Tarvin for parking and commuting using public transport. A specific site would transfer parking from High Street and Church St to a more suitable location thus freeing up capacity for other users.
P2 Charging, Tariffs and Restrictions			
TAC1	Introduce limited waiting time restrictions for all parking to improve management and cater for short stay leisure and retail users	Short term (0-5 yrs)	Limiting waiting restrictions for parking would help to prevent the High Street being used as 'Park & Ride' by Chester commuters.
P4 Signage / Marketing / Technology			
TAS6	Promote active travel for short journeys within village to reduce car usage	Short term (0-5 yrs)	Promoting active travel modes would encourage local people to walk or cycle to work in an effort to overcome car dependent culture.
P7 Management and Control			
TAM10	Work with private land owners to better manage current provision through a more transparent parking policy	Short term (0-5 yrs)	Better management of the current parking provision is required to provide an increase in the public parking stock.

3.5.6 Kelsall

Table 16: Kelsall short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
KL1	Assess feasibility of bringing available land into use for parking (such as Church St)	Short term (0-5 yrs)	Bringing available land into use for parking is necessary as current occupancy rates are significantly high, suggesting the need for higher capacity.
KL2	Assess viability of developing an informal Park and Ride site for people who use Kelsall for commuting	Short term (0-5 yrs)	An informal Park & Ride site would benefit the area as people are currently using the parking at the vets as a park and ride to Chester.
P2 Charging, Tariffs and Restrictions			
KC1	Introduce limited waiting time restrictions for all parking to improve management and cater for short stay leisure and retail users	Short term (0-5 yrs)	There are currently no restrictions for parking; limited waiting time restrictions would improve the management of parking.
P4 Signage / Marketing / Technology			
KS6	Promote active travel for short journeys within village to reduce car usage	Short term (0-5 yrs)	Promoting active travel modes would encourage local people to walk or cycle to work in an effort to overcome car dependent culture.
P7 Management and Control			
KM10	Work with private land owners to better manage current provision through a more transparent parking policy	Short term (0-5 yrs)	Working with private land owners is important to help to develop a more transparent parking policy and potentially open up more public parking opportunities.
KM11	Work with Kelsall School to tackle parking problem through signage, traffic regulation orders and markings	Short term (0-5 yrs)	The parking problem at Kelsall School needs addressing as the parking provision here is currently over capacity. As a result, this creates congestion on Flat Lane.

3.5.7 Willaston

Table 17: Willaston short list of local measures

Ref	Measure	Timescale	Rationale
P1 Location and Provision			
WIL1	Assess feasibility of bringing available land into use for parking	Short term (0-5 yrs)	Bringing available land into use for parking is required as there are currently high occupancy levels for off-street car parks and on-street spaces.
P4 Signage / Marketing / Technology			
WIS6	Promote active travel for short journeys within village to reduce car usage	Short term (0-5 yrs)	Promoting sustainable transport modes would encourage the use of active travel for short distance journeys, therefore alleviating parking congestion.
P7 Management and Control			
WIM1	Work with Willaston Primary School to tackle parking problem with signage, markings and appropriate Traffic Regulation Orders	Short term (0-5 yrs)	Working with Willaston Primary School is important in tackling the parking problem here as the issue seems to be apparent during peak school pickup and drop off periods.
WIM2	Work with private land owners to better manage current provision through a more transparent parking policy	Short term (0-5 yrs)	A partnership with private land owners is required to improve management of the current parking provision and develop a parking policy to potentially make private parking stock available for public use.

3.5.8 Farndon

Table 18: Farndon short list of local measures

Ref	Measure	Time Scale	Rationale
P1 Location and Provision			
FAL1	Assess feasibility of bringing available land into use for parking such as council owned land	Short term (0-5 yrs)	There is a need to assess the feasibility of bringing available land into use for parking as occupancy levels in car parks and on-street bays is relatively high.
P4 Signage / Marketing / Technology			
FAS1	Promote active travel for short journeys within village to reduce car usage	Short term (0-5 yrs)	Promoting active travel could reduce the car dependency culture for short journeys, therefore reduce congestion. This would also alleviate parking pressures and environmental impacts.
P6 Disabled Parking			
FAD1	Provide at least one disabled parking bay either in car park or on-street to meet needs of users	Short term (0-5 yrs)	At least one disabled parking bay to meet the needs of users are there is currently no disabled parking provision in Farndon.
P7 Management and Control			
FAM2	Work with private land owners and car park owners to better manage current provision through a more transparent parking policy	Short term (0-5 yrs)	Working with private land owners and car park owners would allow for the development of a parking policy to potentially make private parking stock available for public use.

4 Summary

Mott MacDonald was commissioned by Cheshire West & Chester Council (CWaC) to undertake the Cheshire West & Chester Parking Study. The primary aim of this study was to:

Carry out a review of all parking-related matters in Cheshire West and Chester to identify options and recommend future actions that are consistent with the Corporate and sub-regional strategies and policies alongside future development and regeneration proposals.

Firstly a comprehensive data collection exercise was carried out which reviewed parking policy, existing off-street and on-street parking provision, disabled parking, residential parking zones and promotion and marketing of parking facilities. Additionally, Council policy was developed for Parking Standards for new developments and changes of use. This was followed up by locality officer meetings and stakeholder consultations for each of the eight study areas in the borough (Chester, Ellesmere Port, Northwich, Winsford, Frodsham, Helsby, Neston and Parkgate and Rural Areas).

Based on the evidence from surveys, consultations and locality officer meetings, a Long List of potential intervention measures to improve parking provision in Cheshire West and Chester was drawn up. Each intervention was categorised based on:

- Geographical area (borough-wide or specific locations)
- Timescale (short, medium or long term)
- Issue (location and provision, charging/tariffs, management/control, quality, signage, disabled parking and residents' parking).

In conjunction with the Council, interventions were assessed qualitatively on the basis of its estimated cost versus its estimated impact on parking users, local residents, local economy and the Council. An overall cost and impact score were calculated measures with a Value Ratio (impact score divided by cost score) greater than one were taken forward to the short list. The short list has a range of measures; some apply to the whole borough while others apply only to specific locations.

In summary, the Parking Strategy consists of a list of interventions which seek to maximise efficiency and utility of parking networks across Cheshire West and Chester. Simultaneously, it promotes Council policy in relation to sustainable travel, congestion and environmental relief while reducing the requirement for public subsidy.