

**Mission Statement:** To provide a high quality service and a safe and secure car parking environment, maintaining adequate provision and optimum use of long stay, short stay and on street car parking to meet Councils objectives and, maximise utilisation of the assets to benefit the vitality of the market towns and local communities.

**Revised Objectives:** With reference to the report the following are considered to be the key objectives for car parking and should replace the current service objectives:

- To provide parking to support the local economy.
- To manage parking to encourage turnaround in Short Stay car parks at premium locations.
- Encourage longer stay in Long Stay car parks at less central locations.
- Encourage shared use of under utilised private car parking to manage demand at peak times.
- To integrate charges and provision of infrastructure with objectives for alternative modes of transport.
- To increase the proportion of parking that is currently under RDC control to facilitate turnaround of free parking provision and reduce conflict between resident, tourist, shopper or commuter parking.
- To encourage travel by other modes as a means of reducing environmental impact of traffic, though still retaining a reasonable level of access by car.
- To charge for parking in all car parks, to ensure a reasonable balance between the demand and supply of car parking with regard to availability of space at all times.
- To ensure that parking revenues cover parking costs and maximise utilisation of the asset, relative to Corporate Plan objectives.
- Design, develop and maintain parking areas and structures, signs and markings to a high standard, to blend in and not detract from the surrounding environment.
- Encourage the development of individual market town strategies encompassing differential and seasonal parking.
- Encourage the development of internal and external partnership working to embrace a more holistic integrated approach to car parking management.
- Ensure that all off-street car parks have adequate lighting and security controls.
- To gain secured car park status in all car parks.
- To ensure that car parking strategies minimise congestion at peak times and encourage improvement of air quality in key locations.