



Cornwall Traffic Management Parking Policy Statement

Approved by Cabinet, 14 September 2016

Transport Strategy and Planning

Contents

1. Introduction	3
2. Using Parking as a Traffic Management Tool	6
3. Park and Ride	8
4. Off-Street Parking	9
5. On-Street Parking	12
6. Residents' Parking	14
7. Parking for Disabled People	16
8. Motorcycle and Cycle Parking	18
9. Coaches	19
10. Adding or Removing Parking Controls	20
11. Signs and Road Markings	22
12. Enforcement	24
13. Devolution of Off-Street Car Parks	25
14. Technology	26
15. Marketing and Promotions	27
16. Summary of Abbreviations	28

1. Introduction

1.1. Local Policy Context

1.1.1. The Local Transport Plan 'Connecting Cornwall: 2030' sets out that the transport system in Cornwall will:

- Respond to the challenges of climate change by ensuring we have a resilient transport network, reduce our reliance on fossil fuels in recognition of peak oil and support communities to live locally;
- Support economic prosperity and raise income levels by improving transport links for business and access to employment, education and training;
- Respect and enhance our beautiful natural and built surrounding through the way in which we travel and deliver transport;
- Encourage healthy active lifestyles by providing people with the opportunity to walk and cycle;
- Ensure our communities are safer and more enjoyable places to live and improve individual wellbeing by reducing the negative impacts of transport;
- Provide equal opportunities for everyone regardless of age, postcode, income level or ability, to feel safe and access the services they need.

1.1.2. The Traffic Management Parking Policy Statement is a key tool in supporting 'Connecting Cornwall: 2030' by ensuring parking provision is carefully considered and managed. By implementing the tools within this Traffic Management Parking Policy Statement the location, cost and permitted duration of parking can positively influence the end point of a journey, how people travel and the time of travel for most road users.

1.1.3. The aim of this Traffic Management Parking Policy Statement is to set the principles of parking and its management in Cornwall so that it helps Cornwall Council fulfil its duties under the Traffic Management Act 2004 and meets the Connecting Cornwall objectives as set out in Table 1 below.

Connecting Cornwall Objectives	How Parking Management Contributes to the Objectives
Support the vitality and integrity of our town centres and rural communities	Through working with local stakeholder groups to provide appropriate, adequate and accessible parking.
Improve access to employment, education, healthcare and leisure	
Encourage community participation in shaping and delivering transport services for their communities	
Reduce noise and air quality impacts	Introducing effective parking strategies that manage circulating traffic and reduce congestion.
Ensure a resilient and reliable transport system for people, goods and services	
Make the most of opportunities to protect and enhance the environment	Car parks should be well located to limit the impact of cars on the environment. Parking controls introduced to restrict inappropriate on-street parking.
Improve the health of our communities through provision for active travel	Parking management gives consideration and promotes walking and cycling.
Increase public confidence in a safer transport network	Provide safe and secure car parks and reduce conflicts between commuters and residents.
Improve road and community safety	Removing inconsiderate and unsafe parking.
Reduce reliance on fossil fuels and support the introduction of low carbon technologies	Parking strategies can encourage modal shift towards more sustainable forms of transport.

Table 1 - Connecting Cornwall Objectives

1.1.4. However, this Traffic Management Parking Policy Statement also recognises that a vehicle is in some circumstances the only option for a journey within Cornwall and no policy statement should attempt to make this impossible or impractical. This approach is critical to ensure that our towns remain a viable place to come and visit, live and work.

National Policy Context

1.1.1. Cornwall's Traffic Management Parking Policy Statement aims to support national policy, legislation and guidance set out within documents such as the Planning Practice Guidance, Traffic Management Act (2004) and Road Traffic Regulation Act (1984) that encourage local authorities to reduce congestion, improve sustainability and manage the road network to maintain safer free flowing roads.

1.1.2. As illustrated in Figure 1, the Traffic Management Parking Policy Statement takes into consideration the principles of these overarching national and local documents and sets the direction of how Cornwall Council can achieve this when designing schemes or producing practical policies and guidance.

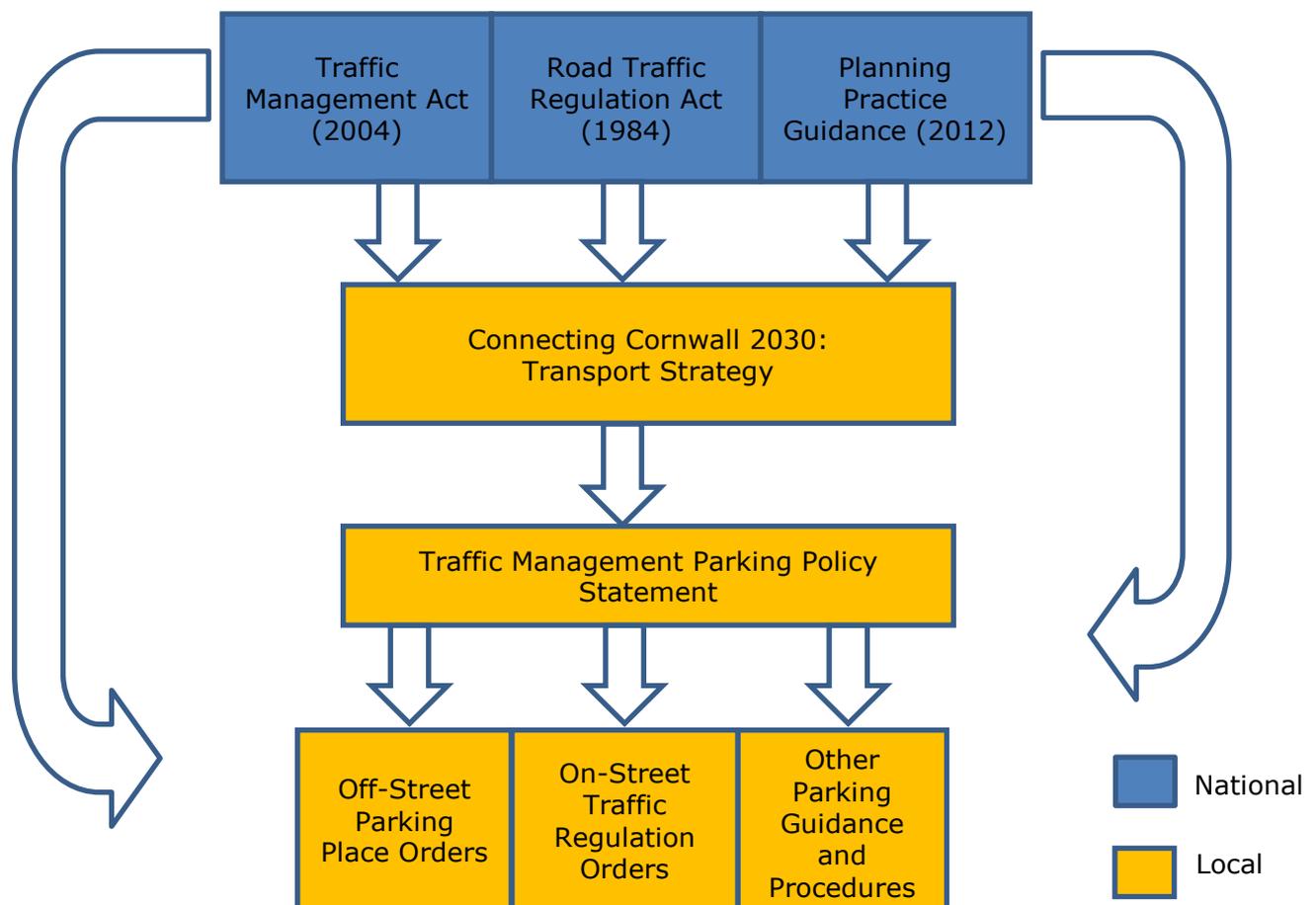


Figure 1 - Context of the Traffic Management Parking Policy Statement

2. Using Parking as a Traffic Management Tool

2.1.1. The provision and availability of on and off-street parking can have an important impact on travel behaviour and the vitality and integrity of our towns and popular locations.

2.1.2. By actively seeking a co-ordinated approach towards parking provision with town centre stakeholder groups it is the intention of Cornwall Council to ensure that the location, volume, availability, seasonality and cost of parking spaces will be carefully managed. This will allow workers, visitors and locals to continue to access and enjoy these locations whilst improving traffic management and the environment.

2.1. Toolkit for Managing Parking

2.1.3. This Traffic Management Parking Policy Statement outlines the following tools that can be utilised either as part of a package or as individual elements to help achieve this:

- **Park and Ride** - attractive and affordable park and ride can encourage commuters and long stay visitors from entering into central locations;
- **Short Stay Car Parks** - centrally located car parks with short stay tariffs that still allow visitors sufficient time to visit the town centre can reduce on-street parking;
- **Long Stay Car Parks** - clearly signed car parks that provide cost-effective and attractive parking for commuters and long stay visitors can reduce parking on-street and in short stay car parks;
- **On-street Parking** - in town centres should be restricted to short stay and disabled visitors, residents, loading and unloading only to prevent commuter parking;
- **Residents Parking** - introduced where appropriate to remove commuter and long-stay parking and encourage commuters to take alternative transport or park off-street;
- **Parking for Disabled People** - parking provision is provided to ensure blue badge holders can park in safe and convenient locations;
- **Motorcycle and Cycle Parking** - good quality parking provision can encourage a greater uptake in more sustainable modes of transport;

- **Coach Parking** - drop-off locations and clearly signed out of town parking provision can reduce incidences of coaches parking in central locations;
- **Adding or Removing Parking Controls** - traffic Regulation Orders may be required to ensure restrictions are appropriate and can be enforced;
- **Signs and Road Markings** - the use of appropriate and clear signs and road markings can assist in directing drivers on the most appropriate routes;
- **Enforcement** - effective and efficient enforcement will reduce dangerous or illegal parking and deter offences from taking place in the future;
- **Technology** - can introduce efficiencies in enforcement and provide a better customer experience;
- **Marketing and Promotions** - improved marketing of car parks and promotions e.g. season tickets, can encourage drivers to park in off-street car parks;

3. Park and Ride

3.1.1. Park-and-ride facilities may be appropriate as part of a long-term transport strategy to relieve congestion to a popular attraction or town centre. Particularly at locations where there is limited long stay parking it can also provide vital additional parking. In Cornwall there are a number of different types of park-and-ride facilities including: rail park-and-ride; park and float and bus park-and-ride.

3.1.2. The purpose of a park-and-ride is to encourage commuters, long stay and or seasonal visitors to park outside of a town centre and continue their journey into the town centre by bus, train or boat. It could also be considered as an option for holiday makers where centrally located long-stay parking is very limited.

3.1.3. Park-and-ride provision can help reduce congestion during peak periods and increase the availability of town centre parking spaces for short stay visitors. It can also be an effective tool in reducing the impact of parking during peak seasonal times of the year and for special events.

3.1.4. Cornwall Council will only consider introducing a park-and-ride site where the following principles are achieved:

- The total cost of using the park-and-ride is affordable and competitive in comparison to other forms of transport;
- The park-and-ride will increase long stay parking provision and reduce the impact of the car in central locations;
- A positive business case for the operation of the service is identified;
- It is conveniently located adjacent to arterial routes.
- Services are frequent, reliable and operate using high quality transport infrastructure;
- The routes are direct with several key drop off locations if necessary;
- The facility offers secure and safe parking.

4. Off-Street Parking

4.1.1. Cornwall Council owns, operates, manages and enforces a number of off-street car parks. These need to be managed carefully to ensure that they maintain their important role in traffic management.

4.1. Short Stay Car Parks

4.1.2. Short stay off-street car parks should encourage short stay visitors to park off-street and not drive into and park in central on-street locations.

4.1.3. Short stay car parks should:

- Be located in convenient central locations within a short distance of the town centre or attraction;
- Provide practical periods to park so that visitors can still access the location.

4.1.4. Where there is only one car park servicing a town or popular visitor location, the car park tariff may need to allow for short and long stay visitors. This can ensure that the car park remains practicable for all visitors and can reduce the potential of vehicles being parked on-street.

4.2. Long Stay Car Parks

4.2.1. Long stay car parks should be managed to encourage commuters and other long stay visitors to park away from residential areas or short stay car parks.

4.2.2. Long stay car parks should:

- Be located on the periphery of town centres;
- Be clearly signed from the main routes into the town centres;
- Provide a cost-effective and attractive location to park;
- Be safe and secure locations to park;

4.2.3. As part of walking and cycling initiatives, Cornwall Council will provide information detailing the quickest/ most appropriate pedestrian route into the nearby town or attraction.

4.3. Charging Periods and Pricing Structure

4.3.1. Where practicable, Cornwall Council will consult with town centre stakeholder groups, including where possible, Business Improvement District Managers, Chambers of Commerce, resident associations as well as Cornwall and Town or Parish Councillors. The aim is to ensure that the charging periods and pricing structure of car parks help reduce congestion, continue to support the local economy, are consistent within each town and easy to understand.

4.3.2. The charging periods and pricing structure of car parks will help sustain the vitality and functionality of the towns by reflecting the local needs, such as night time and off-season economies.

4.3.3. Cornwall Council will regularly review the price, timings and terms and conditions of parking charges, season and rover tickets to ensure they continue to offer value for money and encourage residents, visitors and commuters to park off-street.

4.4. Reserved Car Park Permits

4.4.1. Reserved parking permits are available within some of Cornwall's off-street car parks. This reserves a specific space for 12 months within a particular car park.

4.4.2. The fee for obtaining a reserved space will reflect the rateable value of that space, this fee will vary depending on where the car park is located.

4.4.3. Further details are available on www.cornwall.gov.uk.

4.5. Car Parks Not Operated by Cornwall Council

4.5.1. Where Cornwall Council does not manage or operate the car park, Cornwall Council will still aim to ensure that the car park meets the traffic management objectives set out within this Traffic Management Parking Policy Statement. This may be achieved during the planning process where a privately owned car park is proposed.

4.5.2. For devolved car parks Cornwall Council will only provide consent to changes where it is in line with the Traffic Management Act and Road Traffic Regulation Act. More information regarding devolved car parks is contained in section 13.

5. On-Street Parking

5.1.1. Where parking becomes dangerous or impacts on the movement of traffic, Cornwall Council is able to introduce and enforce a number of parking controls. Typically these controls include:

- No waiting at any time restrictions (double yellow lines)
- No waiting at specific times of the day or year (single yellow lines)
- No loading restrictions
- Limited waiting and loading restriction (on-street parking places)
- Residents' parking (permit parking)

5.1.2. Through the use of on-street parking controls and provision of off-street car parks, town centres can be managed so that only drivers with an essential requirement to enter can find a location to park. This can assist in reducing congestion whilst ensuring the town remains functional and economically viable.

5.1.3. Traffic management within a town may be further improved through the introduction of on-street pay and display. The requirement of purchasing a ticket can improve driver compliance of the restriction which in turn can increase the turnover of vehicles. It can also make enforcement less time-consuming allowing for more efficient use of staff resources.

5.1.4. An effective on-street pay and display pricing strategy will result in drivers paying for the convenience of parking within a central location. This may encourage drivers to utilise off-street car parks which in turn will result in less congestion in town centres.

5.1.5. The provision of a free on-street short stay parking period within a pay and display bay is discouraged by Cornwall Council as this can lead to visitors parking in central locations instead of utilising short-stay off-street car parks.

5.1.6. At locations where there is an established seasonality in visitor numbers, seasonal on-street pay and display may be

considered in order to ensure the continued vitality and functionality of the area during quieter periods.

- 5.1.7. Town centre on-street parking shall be restricted to short-stay or disabled visitors only, residents' parking and/ or loading and unloading provision.
- 5.1.8. New on-street parking will not cause a negative impact to pedestrians and cyclists.
- 5.1.9. Pay and Display may be considered at existing or proposed limited waiting bays.
- 5.1.10. The cost of on-street pay and display will be set to encourage drivers to utilise off-street car parks.
- 5.1.11. The timings, seasonality and implementation of any parking restrictions or pay and display should reflect the needs of local traders and stakeholders and complement off-street car parks.

5.2. Parking Outside Schools

5.2.1. Parking outside school entrances can be dangerous for school children and can prevent buses and other large vehicles from passing through the road or accessing the school itself.

- 5.2.2. To reduce the impact of parked vehicles Cornwall Council will:
- Encourage schools to promote and implement school travel plans that encourage active travel and reduce the dependency of the car.
 - Consider School Keep Clear Markings where a safety problem persists.
 - Conduct public consultation on any proposed School Keep Clear Markings. This will include but is not restricted to consultation with the school and any properties adjacent or directly opposite the school.
 - Conduct an assessment to identify any impacts of the School Keep Clear Markings and propose/ implement mitigation measures where appropriate.
 - Work with Cornwall Council's civil enforcement officers (CEO's) to enforce the restrictions. However, due to the number of schools across Cornwall, regular enforcement cannot be guaranteed.

6. Residents' Parking

6.1.1. As a result of town centre on-street parking restrictions, drivers may attempt to park on-street in residential areas where there are no or limited parking restrictions. Where this results in traffic management issues and where it is supported by local residents, Cornwall Council may consider introducing residents' parking.

6.1.2. Where a need for residents' parking is identified it will be considered as part of a wider strategic parking review of the area.

6.1.3. Following consultation and having given due consideration to the relevant legislation, a decision will be made by the Director of Economy, Enterprise and Environment on whether to implement a residents parking scheme taking into account the following:

- level of support from local residents;
- strategic need;
- views of local member and Portfolio holder.

6.1.4. If a residents' parking scheme is introduced the following principles will be followed.

6.1.5. Parking within a specified area is primarily restricted to residents and their visitors only.

6.1.6. The cost of a household's first residents' permit will reflect the cost to introduce and maintain the scheme; subsequent permits may incur additional charges in order to encourage the use of other forms of transport.

6.1.7. Permits may also be available to purchase for businesses, professional carers, B&Bs and hotels.

6.1.8. Motorcyclists living within a residents' permit parking area will be required to purchase a permit in order to park their vehicle on-street.

6.1.9. Blue badge holders are required to display the appropriate resident parking permit. This would be provided free of charge

to residents living within that particular zone holding a valid blue badge holder.

6.1.10. This type of scheme may be applicable where there are high levels of commuters or other long stay visitors parking on-street resulting in residents being unable to park within the vicinity of their home.

6.1.11. Residents' parking can achieve a dramatic reduction of on-street parking within an area, however, consideration should be given to a number of implications:

- It does not guarantee a parking space for everyone and in areas where the issue of parking is caused by the sheer volume of residents' vehicles it may not increase the opportunity to park.
- Where the number of resident vehicles are anticipated to exceed the available space on road, Cornwall will consider the use of off-street car parks overnight where appropriate, an additional surcharge may be applicable;
- To prevent commuter parking migrating to neighbouring residential areas, Cornwall Council will not consider residents' parking on a piecemeal approach;
- To reduce the volume of vehicles parked on street, a limit in the number of permits available per household will be introduced as part of the scheme;
- Professional carers are required to display a valid carers permit or visitors parking permit;
- Permits will be non-transferrable;
- The permit schemes will be paperless with enforcement being conducted by Automatic Number Plate Recognition technology.

7. Parking for Disabled People

- 7.1.1. Some disabled people may be eligible for a Blue Badge, a national scheme administered by Cornwall Council for residents living within Cornwall. The Blue Badge belongs to a specific person and can be used to park in restricted areas.
- 7.1.2. Cornwall Council aims to provide appropriate parking to assist blue badge holders to park in convenient and safe locations.

7.2. Off-Street Car Parks

- 7.2.1. Council has introduced the below measures to encourage use of its off-street car parks by Blue Badge holders.

7.2.2. Blue Badge holders owning a nil tax rate vehicle may apply for an exemption to parking fees at off-street car parks. The exemption allows the vehicle to be parked for free for the maximum duration of that car park in any of the Cornwall Council operated car parks.

7.2.3. Blue Badge holders owning a specially adapted vehicle may park for free for the maximum duration of that car park in any of the Cornwall Council operated car parks without the need to apply for an exemption.

7.2.4. All other Blue Badge holders must pay the normal charges for that car park but are provided with an extra hour in addition to the expiry time on the ticket.

7.2.5. In new car parks or where significant changes are being made Cornwall Council will aim to allocate 6% of spaces for Blue Badge holders. Where possible these bays will be located in the most suitable and accessible locations.

7.3. On-Street Parking Restrictions

- 7.3.1. Cornwall Council follows the principles set out in the Department for Transport's 'The Blue Badge scheme: rights and responsibilities in England'.

7.3.2. Within Cornwall this allows Blue Badge holders to park on-street with the following conditions:

- For a maximum of 3 hours on a single or double yellow line restriction where it is safe to do so;
- For an unlimited period of time within designated on-street parking places unless the sign states otherwise;

- Up to the maximum period allowed within a designated on-street disabled bay and;
- For free and for an unlimited period of time within a designated pay and display bay unless the sign states otherwise.

7.3.3. Within town centres designated disabled spaces will be provided as part of a comprehensive town strategy.

7.4. Residential Disabled Bay

7.4.1. A severely disabled person with no off-street parking may be able to apply for a residential disabled bay which would provide them with a better opportunity of having a vehicle parked near to their property.

7.4.2. A disabled bay is subject to the same statutory legal requirements and consultation as any other parking restriction which may result in substantial or significant objections.

7.4.3. An applicant must meet the criteria as set out at www.cornwall.gov.uk

7.4.4. A disabled bay is not specifically allocated for a specific individual or household. Anyone in possession of a blue badge is entitled to park in any disabled bay on the public highway.

7.4.5. In areas where a large number of disabled bays are requested, Cornwall Council will limit the number of disabled bays to ensure that the road can still be practically used by other road users.

8. Motorcycle and Cycle Parking

8.1. Motorcycle Parking

8.1.1. The use of motorcycles within our towns can assist in reducing traffic volumes and therefore can have a positive impact on congestion. To encourage their use, suitable facilities should be made available within Cornwall Council's off-street car parks.

8.1.2. Off-street parking spaces for motorcycles should be made available in all off-street car parks, allowing for free unlimited parking within marked motorcycle bays. Where possible, these should offer secure fixing points.

8.1.3. Where a motorcycle is parked within a regular off-street car park vehicle space, the motorcycle must display the appropriate pay and display ticket and is subject to the same restrictions and enforcement controls.

8.1.4. Motorcycles are permitted to park on-street but are subject to the same controls as all other road users, this includes within resident permit zones and pay and display bays.

8.2. Cycle Parking

8.2.1. Cycling is one of the most sustainable forms of transport and encourages a healthier population.

8.2.2. Cornwall Council encourages businesses to provide safe and secure cycle parking through the Travel to Work Grant. This offers businesses up to 75% of match funding to install cycle stands, shelters, cycle lockers and secure storage. More details are available at www.cornwall.gov.uk.

8.2.3. As part of walking and cyclist initiatives, Cornwall Council will seek to provide safe and secure cycle parking facilities at park-and-ride sites, car parks, public transport interchanges and within town centres. Where possible these should be locations with secure fixings.

9. Coaches

- 9.1.1. As a major tourist destination, Cornwall attracts large numbers of coaches.
- 9.1.2. Coaches are a form of public and sustainable transport in comparison to the private car and should be given appropriate priority.
- 9.1.3. Due to the constrained highway network of many Cornish towns coaches are often unable to access and park in convenient locations, therefore, where it is feasible and appropriate, Cornwall Council will provide coach parking within its off-street car parks.

- 9.1.4. Drop off and collection points should be provided, with 'out of town' spaces made available for layover. Where possible these should be made secure to allow safe overnight parking.
- 9.1.5. Where regular incidences of inappropriate or inconsiderate parking by coaches do occur, on-street parking restrictions will be considered.
- 9.1.6. On-street drop off and pick up areas will only be provided if there is absolutely no alternative.
- 9.1.7. Cornwall Council will aim to ensure that there is clear signage for coach drivers on the approaches to our towns and popular locations in order to reduce the likelihood of drivers entering inappropriate locations.

10. Adding or Removing Parking Controls

10.1. Requesting Changes to Parking Controls

10.1.1. When parking is inconsiderate, unsafe, inappropriate or where the parking controls are considered unnecessary a change may be required to the Traffic Regulation Order (TRO).

10.1.2. Unless an issue is considered an immediate safety concern, the request will be placed on a central list that will be reviewed when highways and transportation funding opportunities are identified in that area.

10.1.3. Requests for changes to the parking controls can be made by contacting your Cornwall Councillor or the local Community Link Officer.

10.1.4. If a community, individual or business identifies a need for a change in parking restrictions, which:

- Is in line with both local and national transport policies;
- Can be justified under the Road Traffic Regulation Act 1984;
- Is something the community would generally support;

10.1.5. Cornwall Council may consider the scheme if it can be self-funded. Any request would be subject to the statutory legal requirements and there would be no guarantee that the scheme would be implemented if the statutory consultation identified there was insufficient support for the scheme. The amount of funding required would be dependent on the proposed scheme and would have to cover; the cost of officer time, the legal process and the cost to implement and maintain the scheme.

10.2. The Process for Implementing Changes to On-Street Parking Controls

10.2.1. Where changes to parking controls are being considered, Cornwall Council is required to follow a statutory legal process known as a Traffic Regulation Order (TRO). By conducting this legal process the scheme is subject to a minimum of a 3 week consultation period to allow written support and objections to be submitted for consideration. This legal process allows for a scheme to be democratically considered and legally enforced once introduced.

10.2.2. Where significant or substantial objections are submitted the proposed parking controls may be rejected or amended in light of representations made.

10.2.3. The entire process of implementing parking controls can be time consuming and costly, regularly taking in excess of 12 months to complete.

10.3. The Provision of Access Protection Markings

10.3.1. In Cornwall, Access Protection Markings (APMs or 'I bars') have been introduced in some areas in an attempt to reduce the likelihood of vehicles parking too close to a vehicular access. They are advisory only and not enforceable by civil enforcement officers or the police.

10.3.2. Cornwall Council will not provide this road marking, unless there are exceptional circumstances.

11. Signs and Road Markings

11.1. The Provision of Parking Signs and Road Markings

11.1.1. The appropriate and considered use of parking signs and road markings can have a positive and significant impact on traffic management and safety of road users.

11.1.2. Cornwall Council will ensure that its off-street car parks and park-and-ride sites are clearly signed on the main approaches, with signs indicating the type of car park and/ or the number of spaces available.

11.1.3. On-street parking restrictions should be clear and easy to understand. By providing and maintaining this standard of parking signs and road markings Cornwall Council can:

- Reduce the levels of inappropriate parking;
- Provide effective enforcement;
- Provide a clear and easy to understand message to the public and;
- Clearly direct vehicles to the most appropriate location to park.

11.1.4. Cornwall Council will ensure that all road signs and road markings on the public highway are in accordance with the Traffic Signs Regulation and General Directions 2016 (TSRGD).

11.1.5. There are a number of parking restrictions that can have the same effect but require different levels of parking signs and road markings. For instance within a heritage or conservation area, consideration should be given to introducing a restricted parking zone. This type of control can reduce the number of signs and lining required, and therefore limits the visual impacts of the parking controls.

11.1.6. This can make drivers more aware of the convenience of the off-street car parks and encourage them to utilise these locations in preference to on-street parking places.

11.2. Removing Road Signs and Road Markings

11.2.1. The provision of appropriate road signs and road markings is important to the traffic management and safety of road users. However, too much and unnecessary road signing and road markings can be confusing, hazardous and have a negative impact on the environment.

11.2.2. There is no allocated funding for the removal of road markings and road signs. However, as set out in the Cornwall Rural Highways Best Practice, Cornwall Council will consider decluttering and removing redundant road signs, markings and other street furniture wherever possible.

12. Enforcement

12.1.1. Cornwall Council undertakes its own parking enforcement under Civil Parking Enforcement Powers for both on and off-street parking restrictions. Through effective enforcement and issuing of Penalty Charge Notices (PCNs) Cornwall Council can ensure that the highways are safer, traffic flows more freely and parking spaces can be utilised more appropriately.

12.1.2. Within Cornwall, civil enforcement officers are limited to taking enforcement action with respect to vehicles that are parked in contravention to a TRO. The police maintain the responsibility and authority to issue PCNs where vehicles:

- Are obstructing a vehicular access;
- Drive on the footway;
- Are parked obstructively or dangerously;
- Have contravened a prohibition such as a one-way system.

12.1.3. Cornwall Council will enforce parking restrictions on a priority route basis and/ or where safety issues have arisen.

12.1.4. Annual income from the payment of PCNs will only be used to finance the operational costs of the parking service and to help support core sustainable transport projects or services.

12.1.5. Parking enforcement and the processing of PCNs will be conducted in line with the Cornwall Civil Parking Enforcement Procedures Document.

13. Devolution of Off-Street Car Parks

- 13.1.1. Devolution is recognised as a key component within the Council Strategy 2016-2020 with a primary purpose to help sustain locally-led service delivery during an unprecedented period of budget challenges at Cornwall Council.
- 13.1.2. There are a number of off-street car parks that, where considered appropriate, can be transferred to the local community under the powers of devolution.
- 13.1.3. When taking on the freehold of a car park, local council's would have to ensure that, as a minimum, they meet the following requirements:-
- The legal obligations when introducing or changing parking charges.
 - The management of the car park must not cause an adverse impact on traffic within the town.
 - The enforcement must be undertaken in line with the Traffic Management Act 2004.
 - The car park provides a secure location to park and is managed in accordance with the standards anticipated by Cornwall Council.
- 13.1.4. If a Town, City or Parish Council is unable to meet these requirements fully then some of these services can be commissioned back from Cornwall Council, such as civil parking enforcement and drafting of orders.
- 13.1.5. Further information on devolution and the processes required to take on a freehold of a car park can be found at www.cornwall.gov.uk.

14. Technology

- 14.1.1. Cornwall Council will aim to continue to introduce advances in payment technology where it can improve the customer experience and convenience of using Cornwall Council's car parks. Currently pay by phone parking is in operation in off-street car parks and this technology should also be made available at locations with on-street pay display.
- 14.1.2. To allow more efficient enforcement to take place Cornwall Council will aim to introduce electronic permits and automatic number plate recognition (ANPR) enforcement. This removes the need to issue physical parking permits and allows for more efficient enforcement.
- 14.1.3. Technology can also improve traffic flow through our towns by providing drivers with a better understanding of where there are the best opportunities to park. For instance, Cornwall Council will consider the use of Variable Message Signs (VMS) where appropriate. Such signs are able to indicate to drivers the number of spaces remaining within the main strategic car parks or any diversions or special events taking place. During busy periods this can assist in reducing queues in the most popular car parks by directing vehicles to more vacant car parks and reduce congestion during special events.
- 14.1.4. Cornwall Council will aim to introduce the latest technology where cost effective and appropriate to ensure that it continues to provide the best value to the customer and that the car parks remain desirable and enforcement is conducted efficiently
- 14.1.5. The investment in technology must provide benefits to the public or improve the enforcement or traffic management within our towns.

15. Marketing and Promotions

- 15.1.1. The Parking Service adopts the aims and objectives set out in a current Marketing Plan that is updated at the start of each budget cycle. This identifies the needs of the customer and the corresponding range of parking options that are designed to meet the budgetary requirements as well as add to the vitality of the town centres.
- 15.1.2. The Parking Service will promote additional discretionary services where there is customer demand such as Season Tickets for commuters and Rover Tickets that allow customers to park in various car parks across Cornwall for a single sum.
- 15.1.3. The Parking Service will actively pursue other revenue generating opportunities such as advertising hoardings and low season promotions that will mitigate the need to increase pay and display tariffs.
- 15.1.4. The Parking Service recognises the impact that parking tariffs can have on the vitality of the town centre and will actively seek to develop a co-ordinated approach to parking with the various town centre stakeholder groups.
- 15.1.5. Stakeholder groups will include, where possible, Business Improvement District Managers, Chambers of Commerce, resident associations as well as Cornwall and Town or Parish Councillors. These groups represent the various different customer groups that use the Parking Service and are therefore critical to improving the process of 'connecting value' between the local business community and the Service.

16. Summary of Abbreviations

ANPR	- Automatic Number Plate Recognition
APM	- Access Protection Marking
PCN	- Penalty Charge Notice
TRO	- Traffic Regulation Order
TSRGD	- Traffic Signs Regulations and General Directions
VMS	- Variable Message Sign
VRM	- Vehicle Registration Mark

Management

Policy management

The Traffic Management Parking Policy Statement is to be managed and updated by Transport Planning and Strategy.

Policy Implementation

This policy will come into effect from 1st April 2017

Evaluation and review

This Traffic Management Parking Policy Statement will be subject to regular reviews to ensure it remains effective and is having the required impact. Adjustment to the policy may be necessary as a result.

Document information

Contacts

Policy prepared by Transport Planning and Strategy.

Alternative formats

If you would like this information in another format please contact:
Cornwall Council, County Hall, Treyew Road, Truro TR1 3AY

Telephone: **0300 1234 100** email: enquiries@cornwall.gov.uk

www.cornwall.gov.uk

Please consider the environment. Only print this document if it cannot be sent electronically.