

## **PARKING REVIEW – TERMS OF REFERENCE**

### **Brief**

To support a successful economy by ensuring that the city centre car parking stock meets future needs and reviewing the pricing and tariff structure for ECC-owned car parks to extend dwell time.

### **Purpose of ECC Car Parks**

1. To support a successful economy
2. To ensure provision meets future demand
3. To maintain parking income

### **Scope of review**

The review will cover:

#### **Strategic**

- The potential for City Centre car parks to deliver economic growth within existing national and local policy frameworks by:
  - Increasing retail and leisure footfall
  - Increasing retail and leisure takings
  - Connecting the day-time and evening economy
  - Encouraging visitors and maximizing dwell time
  - Parking provision for the city centre workforce
- Future car parking requirements of the City, taking account of proposed major developments and planned alternatives to drive and park
- The need to maintain and the potential to increase parking income

#### **Operational**

- The competitive offer of parking in Exeter compared to similar city offers
- The relationship between on street, off street and Park and Ride offers
- Ticketing alternatives, mobile payments and mobile applications
- Improved tariff flexibility
- Traffic management and car park directional and capacity information
- The potential for increasing income without raising prices through commercial sponsorship and marketing
- Customer experiences and demand patterns
- Business experiences and trade patterns
- The quality, condition and location of existing ECC car parks, their fitness for strategic purpose and the potential for expansion, investment, re-use or disposal

### **Review outputs**

The review will deliver in priority order:

1. A Strategy and Action Plan for parking in the City of Exeter for the next 10 years by December 2014

2. A recommended tariff and pricing structure for parking in the City of Exeter to at least maintain income
3. A recommended tariff and pricing structure for parking in Topsham to at least maintain
4. A broad set of measures with benchmark data, based on Vanguard methodology, and recommendations for ongoing data requirements
5. Risk assessment
6. An Asset Management Plan for ECC car parks

**Review Programme and Milestones**

- Agree Terms of Reference – January 14
- Complete review specification and advertise contract – January 14
- Appoint consultants – April 14
- Review conducted April – October 14
- Review concluded and reports published – December 14
- Parking Strategy adopted – March 15