

Our Ref: A081175-138-1

13 July 2020

Address

Dear xxx

Isle of Wight Parking Review

WYG has been commissioned by the council to develop a Parking Delivery Plan; this will build upon the strategy and previous work and assist in ensuring delivery of parking to support the differing needs of towns across the Island. It will assist in providing solutions to current real or perceived parking issues and to support the development of a longer-term strategy for parking that reflects and supports the aspirations set out in the Council's emerging Regeneration Strategy and in the draft Island Planning Strategy. This longer-term plan will form part of a refreshed Local Transport Plan.

A further consideration is for the Council to maximise income generated from parking charges from the operation of its own carparks in accordance with corporate objectives regarding income generation. However, this will need to balance the revenue potential to the council from car parking activities against the economic impact of parking charges and parking polices.

As part of this work WYG will model the likely effects of different parking charging regimes as part of a broader parking strategy which will inform the setting of future parking charges. The strategy adopted will be determined through a balanced judgement considering a range of competing issues including:

- The need to ensure the availability and turnover of short stay spaces to support fragile economies within our towns
- The need to provide affordable longer stay facilities for commuters
- The scope to reduce congestion and pollution within our town centres
- The scope to use parking charges as a demand management tool to reduce car use in response to the climate emergency

It is of course important to recognise that the income from parking charges provides an important revenue stream which is ring fenced to fund improvements in local transport and parking facilities.

We have already engaged informally with both the Isle of Wight Association of Local Council's (IWALC) and the Newport Business Association (NBA) to help establish their key priorities in the provision and management of parking facilities and think it is now important to offer the same opportunity to a broader range of stakeholders. In that light it would be helpful to understand your thoughts on the following issues:

- The most important aspects of parking provision and management
- The current approach to and level of parking charges
- The flexibility available within the current parking options
- The use of parking charges as a demand management tool to reduce car use in response to the climate emergency and to reduce local pollution

The 2016-21 Parking Strategy is available to view at the following link:
<https://www.iow.gov.uk/Council/OtherServices/Parking-Services1/Parking-Strategy-2016-to-2021>

To help with the analysis it would be helpful if you could let me have your thoughts on the attached proforma and return that to me electronically at xxxxxxxxxxxxxxxxxxxx by xxx.

Yours sincerely

Associate

For and on behalf of WYG