

Appendix 2: Measuring Our Progress

Appendix 2 sets out what will be measured, how and by whom to monitor our progress. An Annual Monitoring Report (AMR) will be prepared which will provide information on the progress that has been made in undertaking the 24 Actions. The AMR will consider key performance data, and assess whether the Actions are achieving the 6 Objectives.

Monitoring

Objective	Action	What	How	Whom
Optimise parking supply within the right locations within the borough	Development of a multi-storey car park within the Feethams area to mitigate against loss of current supply and increased demands	Development of one or more multi-storey car parks	Number of required car parks developed	DBC/Private Sector
	Development of a multi storey car park within the south of the Town Centre Fringe to support the regeneration of the area	Development of multi storey car park	Completion of car park	DBC/Private Sector
	Development of a multi-storey car park in the Commercial Street/Kendrew Street area as part of potential Oval development	Development of multi storey car park	Completion of car park	DBC/Private Sector
	Develop contingency plans to provide parking to replace that lost during the development of the proposed leisure complex, office building and multi-storey car park in Feethams	Ensuring drivers are aware of alternative parking available	Increased occupancy of car parks in areas of town centre	DBC
	Provide additional parking supply in Morton Palms area	Meeting the parking needs of businesses in Morton Palms	Occupancy rates of offices	DBC
	Signage to be reviewed to ensure that it directs drivers towards car park locations	Enhanced traffic management	Survey of signage provided	DBC
	Investigate additional on street car parking in Skinnergate and Duke Street			DBC

Objective	Action	What	How	Whom
	Provide contract parking in the Town Centre for businesses with a travel plan who need parking for operational purposes	Availability of business parking for businesses with need for operational car use	Number of businesses signed up for contract parking	DBC
Ensure that we have the right balance of parking charges to ensure car parking is attractive to users and ensure that we have a range of payment methods to provide more choice to car park users	Develop a range of tariffs and review them annually to ensure they remain competitive and deliver the desired outcomes of the strategy	Flexible tariff structure for car park users	Monitor local and national economic situation and car park ticket sales	DBC
	Weekly, four weekly and annual tickets to be available either from ticket machines or by e-mail or telephone	Choice of long term tickets for regular car park users	Accessing records of ticket sales	DBC
	Introduce time limits in some short stay car parks to encourage turnover and access to shops	Increased turnover in busiest town centre car parks	Accessing records of ticket sales	DBC
	Pay on foot to be implemented in all new multi-story car parks and considered in other new car parks	More flexible method of payment for car park users	Accessing records of pay on foot tickets purchased and consultation with / feedback from car park users	DBC
	Current pay by phone contract will be re-tendered ahead of its expiry. New technology explored to ensure that car park users in Darlington benefit from the most up to date methods of payment New machines to be installed with the facility to accept card payment (for transactions of £4 or more) and with the capacity to accept smart cards when introduced	Introduction of new technology including mobile phone apps Ability of car park users to pay for parking by card	Accessing records of tickets purchased by different methods and sales of tickets using cards and consultation with / feedback from car park users	DBC

Objective	Action	What	How	Whom
	Work with Distinct Darlington to investigate jointly delivering parking promotions and incentive schemes for the Town Centre that can be used for car parking and other purposes	Parking incentive linked with reasons to visit shops	Impact of promotion on Town Centre footfall and on retail business	DBC / Distinct Darlington
Address issues associated with residents' parking zones to ensure that residents can park close to their homes at all times	Introduce visitor permits for use in RPZ bays	Permits for visitors to households in RPZ's	Accessing records showing uptake of permits	DBC
	Continue to charge trade vehicles for parking	Permit system for trade vehicles working in RPZ's	Enforcement records and uptake of permits	DBC
	Allow all permit holders to park in all parking areas in each residents' parking zone	Allowable parking areas for residents of RPZ's	Enforcement records and consultation with residents of RPZ's	DBC
Ensure that car park users feel safe and secure	Walk routes to car parks to be signed and lit to acceptable standards and CCTV to be installed where possible in off street car parks	Signage, lighting and, where possible, CCTV in off street car parks	Survey of car parks	DBC
	The principles of Park Mark accreditation or equivalent will be met in each off street car park	All off street car parks to fulfil the requirements of Park Mark accreditation	Survey of car parks	DBC
	Ensure all new parking meets current design standards	Parking spaces that meet the needs of modern vehicles	Survey of parking spaces	DBC

Objective	Action	What	How	Whom
Ensure that parking for blue badge holders and disabled drivers allows flexibility and accessibility to services and amenities	Review the location, number and parking restrictions on Town Centre blue badge parking every 5 years	Three hours free parking for blue badge holders	Usage of blue badge parking and consultation with blue badge holders	DBC
Provide HGV and Coach parking within appropriate locations within the borough	Long stay parking for coaches and heavy goods vehicles to be provided at Chesnut Street	Availability of parking for coaches and HGV's	Survey of Chesnut Street car park	DBC
	Continue to provide free parking in dedicated bays with locking bars in short stay car parks and explore potential for installing locking bars in long stay car parks	Number and usage of motorcycle parking spaces available	Survey of car parks	DBC
Ensure that information is publicly available on the revenue generated from Civil Parking Enforcement and Parking Charges, and on how that revenue is spent	Produce an annual report detailing income from CPE and Pay and Display parking and how the income is spent.	Annual Report	Responsibility for report Assistant Director – Regulatory Services	DBC