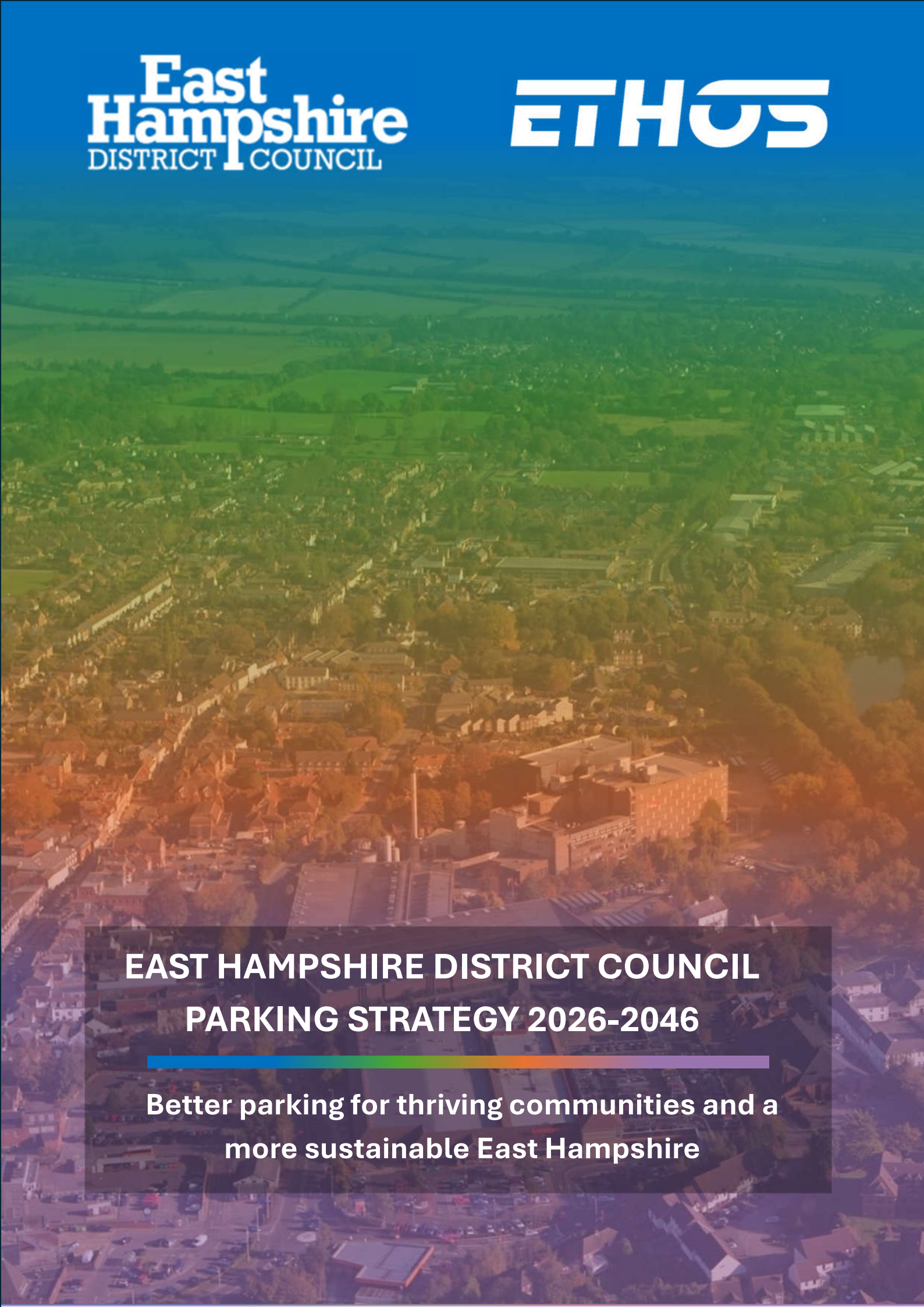
East Hampshire DISTRICT COUNCIL

ETHOS



EAST HAMPSHIRE DISTRICT COUNCIL PARKING STRATEGY 2026-2046

Better parking for thriving communities and a more sustainable East Hampshire


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CONTENTS PAGE

INTRODUCTION.....3

WHY DO WE NEED A STRATEGY?.....7

DELIVERING A SAFE PARKING ENVIRONMENT.....8

OUR VISION.....10

OUR STRATEGIC PARKING OBJECTIVES.....12

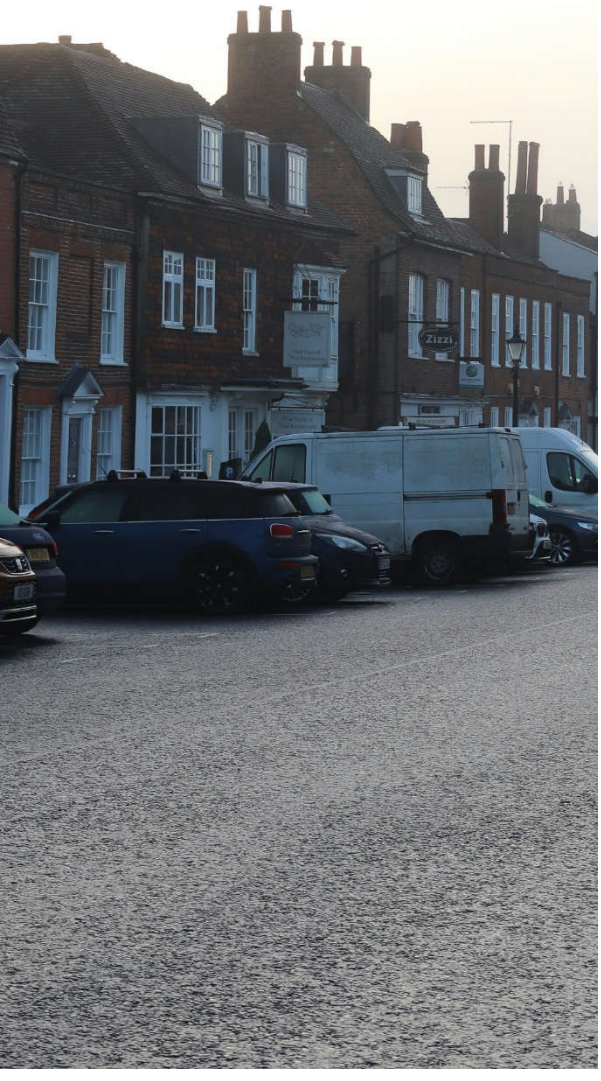
OUR POLICIES.....17

- SUPPORT THRIVING TOWN CENTRES AND LOCAL COMMUNITIES.....20
- SUPPORT SUSTAINABLE TRAVEL AND ENVIRONMENTAL RESPONSIBILITY 25
- DELIVER A MODERN, EFFICIENT AND CUSTOMER FOCUSED PARKING SERVICE 31
- ENSURE LONG-TERM FINANCIAL SUSTAINABILITY AND EFFECTIVE ASSET MANAGEMENT 36

IMPLEMENTATION PLAN.....43

DELIVERING THE STRATEGY.....50

CONCLUSION.....52



INTRODUCTION

Ethos Consultants have been commissioned by East Hampshire District Council to prepare a new Parking Strategy for the Council's off-street car parks. The Strategy establishes a long-term framework for the management, maintenance and future investment of the Council's parking assets, ensuring they continue to support residents, businesses and visitors whilst responding to population growth, changing travel patterns, technological advancement and evolving customer expectations.

Parking plays a vital role in supporting the economic, social and environmental wellbeing of East Hampshire. The district's network of council operated car parks provides essential access to the market towns of Alton and Petersfield, together with a number of smaller towns and villages that serve local communities, businesses, railway stations and visitor destinations.

In a predominantly rural district, where many journeys continue to rely upon the private car, well-managed parking is fundamental to maintaining accessibility, supporting local economies and enabling residents and visitors to reach employment, retail, healthcare, education and leisure opportunities.

The Council has previously adopted a Parking Strategy, however, the parking landscape has changed significantly in recent years. Advances in payment technology, increasing uptake of electric vehicles, changing retail and travel patterns, growing customer expectations and the need to support wider environmental objectives all require a refreshed strategic approach.

This Parking Strategy builds upon previous work to provide an updated framework that will guide future decision making and ensure the Council's parking service continues to meet the needs of East Hampshire over the coming years.

The Strategy has been informed by a comprehensive evidence base, including occupancy surveys, duration of stay surveys, parking revenue analysis, condition assessments, benchmarking with comparable authorities and stakeholder engagement.

Rather than repeating this evidence, the accompanying Evidence Base Report provides the technical justification for the Strategy, whilst this document translates those findings into a clear vision, strategic objectives, policies, and an implementation plan that will guide the future management of the Council's parking service.

Whilst East Hampshire District Council owns and manages an extensive portfolio of off-street car parks, the wider parking network also includes on-street parking managed by Hampshire County Council, together with privately operated car parks serving supermarkets, businesses, railway stations and other destinations.

Accordingly, this Strategy focuses on those areas where the District Council has direct responsibility and influence, whilst recognising that effective parking management will continue to rely upon close partnership working with Hampshire County Council, neighbouring authorities, transport operators, businesses and other key stakeholders.

Private vehicles will continue to play a central role in how people travel throughout East Hampshire. The district's dispersed settlements, rural character and varying levels of public transport provision mean that, for many residents and visitors, the car remains the most practical means of accessing essential services and everyday destinations.

This Strategy therefore recognises the continued importance of providing convenient, accessible and well managed parking whilst also supporting opportunities to encourage more sustainable travel where practical.

Parking should not be considered in isolation but as part of a wider transport system. The Council's parking assets have an important role to play in supporting walking, cycling, public transport and the transition towards lower emission vehicles.

Improvements to electric vehicle charging infrastructure, better pedestrian connections, enhanced cycle facilities, improved customer information and modern payment technologies all have the potential to improve the overall parking experience whilst contributing to the Council's wider environmental and transport objectives.

Importantly, this Strategy does not seek to discourage car travel where it remains the most appropriate mode of transport. Instead, it aims to ensure that the right parking is provided in the right locations, managed efficiently and maintained to a high standard, whilst supporting the vitality of East Hampshire's town centres and local communities.

The Strategy promotes a balanced approach that recognises the continuing importance of parking whilst ensuring the Council's parking estate evolves in response to changing customer expectations, technological innovation and future transport trends.

There are significant benefits to East Hampshire District Council adopting a proactive, evidence-led approach to managing its parking assets.

By providing a clear long-term direction, this Strategy will support informed investment decisions, improve the customer experience, maintain accessibility, strengthen the resilience of the parking network and ensure that the Council's parking estate continues to support the district's economic prosperity, environmental ambitions and the needs of its communities for many years to come.





DELIVERING CHANGE

This Parking Strategy establishes a long-term framework for the future management of East Hampshire District Council's off-street parking estate. The Strategy is underpinned by a clear vision, supported by four strategic objectives and a series of policies that collectively provide the direction for how the Council's parking assets will be managed, maintained and enhanced over the lifetime of the Strategy.

The strategic objectives should not be viewed in isolation. They have been developed as an integrated framework, with each supporting the delivery of the Council's wider priorities relating to economic prosperity, accessibility, sustainability and customer experience.

Together, they recognise the important role that parking plays in supporting residents, businesses and visitors whilst ensuring that the parking service continues to evolve in response to changing travel patterns, technological innovation and future transport needs.

Supporting the Strategy is a comprehensive Implementation Plan, which translates the policies into a programme of practical actions and projects. The Implementation Plan identifies the measures required to deliver the Strategy, together with indicative priorities, delivery timescales and responsibilities.

Actions are categorised as short-term, medium-term and long-term priorities, recognising that some improvements can be delivered quickly through operational changes, whilst others will require additional funding, detailed feasibility work or partnership working with external organisations.

The Parking Strategy provides the strategic direction for future decision making rather than prescribing detailed solutions for every individual car park. As specific projects are progressed, further feasibility studies, business cases, technical assessments and stakeholder engagement will be undertaken to ensure proposals are appropriate, affordable

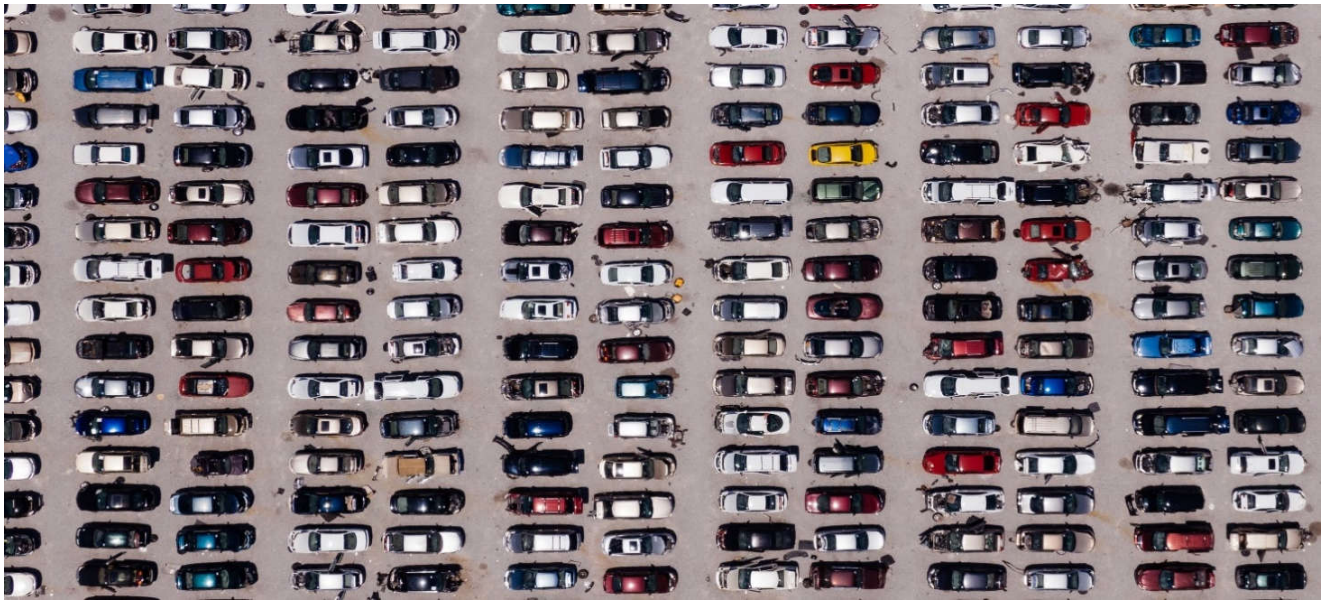
and deliverable, whilst representing value for money and responding to local circumstances.

Successful delivery of the Strategy will require continued collaboration with a range of partners. Whilst East Hampshire District Council has direct responsibility for its off-street parking estate, many aspects of parking and transport planning are influenced by other organisations, including Hampshire County Council, public transport operators, town and parish councils, developers, neighbouring authorities and local businesses.

Continued partnership working will therefore be essential to ensure that parking supports wider transport objectives, town centre vitality, economic growth and sustainable development across the district.

The Strategy should also be regarded as a living document. Changes in technology, legislation, travel behaviour, funding opportunities and customer expectations are likely to influence how the Council manages its parking assets over the coming years.

Regular monitoring of performance, together with periodic review of the Strategy and its Implementation Plan, will ensure that priorities remain aligned with emerging challenges and opportunities, allowing the Council to respond proactively whilst maintaining a modern, efficient and customer focused parking service.



WHY DO WE NEED A STRATEGY?

Parking is one of East Hampshire District Council's most valuable public assets. The Council's off-street car parks provide essential access to town centres, local businesses, railway stations, community facilities, leisure destinations and public services across the district.

They play a fundamental role in supporting economic activity, maintaining accessibility and ensuring that residents and visitors can travel conveniently throughout East Hampshire.

However, parking is a finite resource that must be managed carefully. The Council must balance the needs of residents, businesses, commuters, visitors and local communities whilst ensuring that its parking assets remain financially sustainable, well maintained and capable of responding to future change. A long-term Parking Strategy provides the framework for making these decisions consistently, transparently and on the basis of robust evidence.

East Hampshire is characterised by a network of market towns, villages and rural communities, each with different parking demands and operational challenges. The evidence gathered as part of this Strategy demonstrates that whilst the district generally benefits from sufficient parking capacity, pressures are becoming increasingly concentrated within certain locations and at particular times of the week.

At the same time, customer expectations continue to evolve, with increasing demand for modern payment systems, electric vehicle charging, high-quality customer information and well-maintained parking facilities.

The Council also faces wider strategic challenges that will influence how parking is managed over the coming years. Population growth, new development, changing shopping and commuting patterns, advances in technology and the transition towards lower emission vehicles will all affect future parking demand. A proactive strategy enables the Council to anticipate these changes rather than simply reacting to them, ensuring that investment is targeted where it delivers the greatest benefit.

Importantly, this Strategy recognises that parking is about much more than simply providing spaces for vehicles. Well managed parking supports the local economy, encourages investment, improves accessibility, enhances the visitor experience and contributes to the overall attractiveness of East Hampshire as a place to live, work and visit.

Equally, effective parking management can help reduce unnecessary traffic circulation, improve road safety and support wider transport objectives by integrating parking with walking, cycling and public transport wherever appropriate.

Rather than promoting a single solution across the district, this Strategy adopts an appropriate and place-based approach. The parking requirements of Alton differ from those of Petersfield, whilst the district's smaller villages and railway station car parks each perform distinct functions within the wider transport network.

The Strategy therefore provides a flexible framework that allows decisions to be tailored to local circumstances whilst remaining

consistent with the Council's wider objectives.

Ultimately, the Parking Strategy provides the Council with a clear long-term direction for managing its parking assets. It establishes a programme of investment and improvement that will enhance the customer experience, maintain accessibility, support economic prosperity and ensure that East Hampshire's parking estate continues to meet the needs of residents, businesses and visitors well into the future.

DELIVERING A SAFE PARKING ENVIRONMENT

Providing safe, welcoming and well-maintained car parks should remain a fundamental objective of the Council's parking service. The condition assessments undertaken as part of this Strategy identified that many car parks already provide a good standard of safety through natural surveillance, lighting and layout.

However, there remain opportunities to improve personal security, signage, pedestrian access and overall customer confidence as investment is made across the parking estate.

The Council should also consider the potential benefits of working towards accreditation under the Park Mark Safer Parking Scheme, administered by the British Parking Association on behalf of Police Crime Prevention Initiatives.

Achieving Park Mark accreditation demonstrates that a car park has been independently assessed against recognised standards for safety and security, with measures in place to reduce opportunities for crime and anti-social behaviour.

Whilst none of the Council's car parks currently hold Park Mark accreditation, the scheme provides a useful benchmark for future investment.

Accreditation may not be appropriate for every location, particularly within smaller village car parks, but it should be considered for the district's principal town centre car parks and other strategically important sites as maintenance and improvement programmes are progressed.

Aligning future investment with the principles of the Park Mark scheme would help reinforce customer confidence, support visitor perceptions and demonstrate the Council's commitment to providing a safe and welcoming parking environment.




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OUR VISION

Over the next 20 years, East Hampshire will have a parking network that supports prosperous town centres, thriving communities and sustainable travel by providing the right parking, in the right places, managed in the right way. The strategy will create a modern, efficient and financially sustainable parking service that balances the needs of residents, businesses and visitors, embraces innovation and environmental responsibility, and ensures parking continues to contribute positively to the region's economy, environment and quality of life.



The Parking Strategy is underpinned by a clear and ambitious vision that establishes the long-term direction for the management of East Hampshire District Council's off-street parking estate over the next 20 years.

The vision recognises that parking is fundamental to supporting prosperous town centres, thriving communities and the district's wider economy. It acknowledges the continued importance of the private car whilst recognising that parking must evolve to respond to changing travel patterns, technological innovation, environmental challenges and increasing customer expectations.

By providing the right parking, in the right places, managed in the right way, the Council will ensure that its parking assets continue to meet the needs of residents, businesses and visitors both now and in the future.

The Strategy also promotes the delivery of a modern, efficient and financially sustainable parking service. This includes investing in high-quality infrastructure, embracing new technologies, improving the customer experience and ensuring that the Council's parking assets continue to provide value for money whilst supporting wider economic, environmental and social objectives.

Recognising that parking forms part of a wider transport system, the Strategy seeks to strengthen the integration between off-street parking, walking, cycling, public transport and emerging mobility solutions. This is not intended to discourage the use of the private car where it remains the most appropriate mode of travel, particularly within East Hampshire's rural communities.

Instead, it seeks to provide greater travel choice, improve accessibility and encourage more sustainable travel where practical, whilst maintaining convenient and reliable parking for those who depend upon it.

The vision is supported by four strategic objectives that together provide the framework for delivering this ambition. Each objective is underpinned by a series of policies that establish the Council's priorities for the future management, maintenance and development of its parking service, ensuring that decisions are evidence-led, consistent and aligned with the Council's wider priorities.

Together with the accompanying Implementation Plan, these objectives and policies provide a clear programme of investment and continuous improvement.

They will guide future decision making, support the efficient management of the Council's parking assets and ensure that parking continues to make a positive contribution to East Hampshire's economy, environment and quality of life throughout the lifetime of the Strategy.



OUR STRATEGIC PARKING OBJECTIVES



SUPPORT THRIVING TOWN CENTRES AND LOCAL COMMUNITIES

Prosperous town centres and thriving local communities depend on convenient, accessible and well managed parking. Whether people are travelling to work, shop, access local services or visit leisure destinations, the availability and quality of parking plays an important role in shaping their experience.

Parking therefore makes a significant contribution to supporting East Hampshire's economy, local communities and overall attractiveness as a place to live, work and visit.

Supporting town centres and local communities is about more than simply providing parking spaces. The Council must ensure that the right parking is provided in the right locations, is easy to find and is managed to balance the needs of residents, businesses and visitors. Clear customer information, effective signage, appropriate tariffs and modern payment systems will help maximise the efficient use of the existing parking estate whilst supporting local businesses and encouraging repeat visits.

As customer expectations continue to evolve, the Council's parking service must continue to adapt. Investment should focus on maintaining safe, attractive and accessible car parks, embracing new technology and improving the overall customer experience. At the same time, parking assets should be managed efficiently, balancing economic prosperity with the effective use of land and responding to changing patterns of demand across the district.

Whilst opportunities to encourage walking, cycling and public transport will continue to be supported where appropriate, the private car will remain essential for many journeys, particularly within East Hampshire's rural communities. The Council will therefore ensure that its parking service continues to support thriving town centres, resilient local communities and a strong local economy, both now and in the future.



SUPPORT SUSTAINABLE TRAVEL AND ENVIRONMENTAL RESPONSIBILITY

Parking should be considered as part of East Hampshire's wider transport network rather than as a standalone service. Whilst the private car will remain essential for many journeys, particularly within the district's rural communities, the Council also has an important role in supporting walking, cycling, public transport and other sustainable travel options.

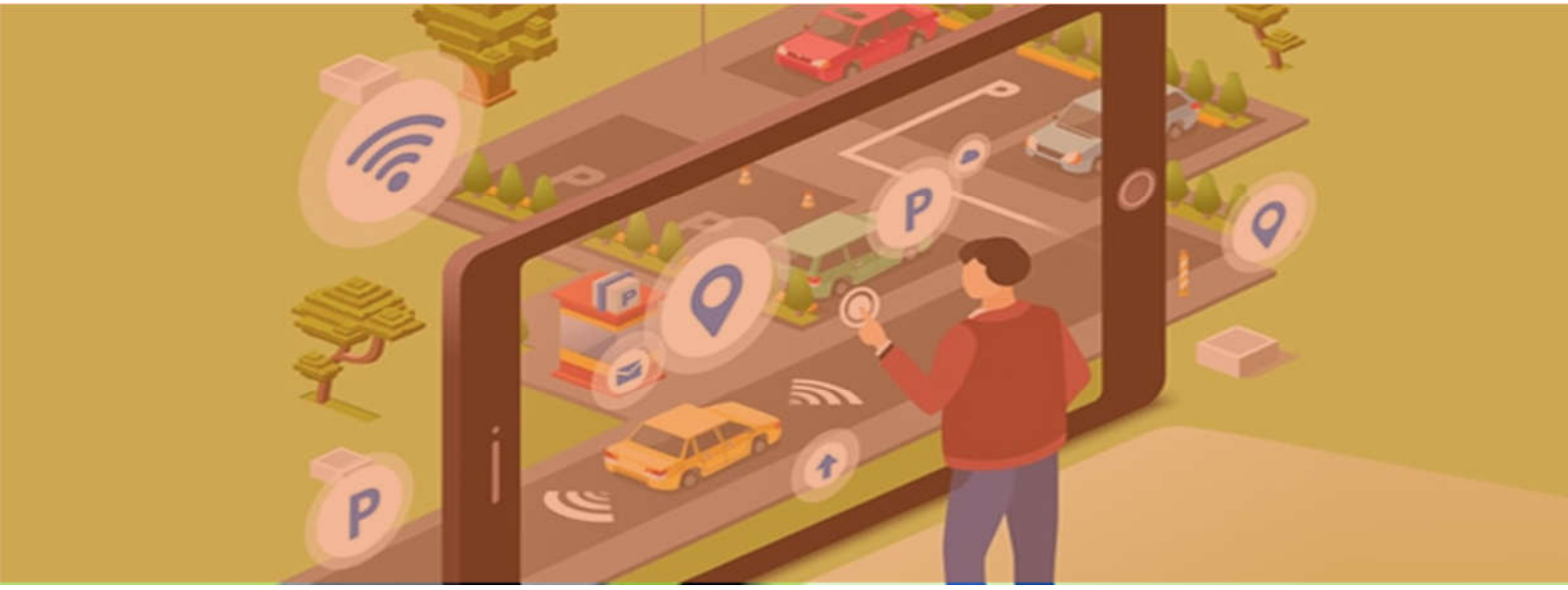
By integrating parking with these modes, the Council can improve accessibility, increase travel choice and reduce the environmental impact of travel where practical.

Supporting sustainable travel requires a coordinated approach to transport planning, infrastructure and parking management. Continued collaboration with Hampshire County Council, transport operators, developers and neighbouring authorities will help ensure that parking complements wider investment in transport infrastructure and supports both local and regional objectives.

Council operated car parks can also play a wider role in encouraging more sustainable travel. Opportunities exist to improve cycle parking, strengthen links to public transport, expand electric vehicle charging infrastructure and, over time, develop mobility hubs that enable people to switch easily between different modes of transport. Investment in these facilities should reflect local demand and support the changing needs of residents, businesses and visitors.

The transition to lower emission vehicles will continue throughout the lifetime of this Strategy. Developing a comprehensive Electric Vehicle Infrastructure Strategy will provide a clear framework for future investment, helping the Council deliver charging infrastructure in the right locations whilst strengthening opportunities to secure external funding.

By supporting cleaner vehicles alongside active and sustainable travel, the Council can reduce environmental impacts whilst ensuring its parking service continues to evolve alongside changing technology and travel behaviour.



DELIVER A MODERN, EFFICIENT CUSTOMER FOCUSED PARKING SERVICE

Customer expectations continue to evolve, and the Council's parking service must evolve with them. Delivering a modern parking service means providing facilities that are easy to use, well maintained and supported by technology that improves convenience, efficiency and the customer experience.

Investment should focus on solutions that provide genuine value for money whilst improving accessibility, operational performance and the long-term resilience of the parking service.

Technology play an important role in the future management of the Council's parking estate. Modern payment systems, digital customer information, enforcement technology and enhanced asset management systems all provide opportunities to make parking simpler for users whilst improving the efficiency of the service. Replacing ageing pay and display equipment, improving payment flexibility and embracing new technologies will be essential to maintaining a reliable, resilient and financially sustainable parking operation.

A modern parking service extends beyond technology alone. High-quality signage and wayfinding, accessible facilities, well-maintained car parks, clear customer information and consistent maintenance all contribute to a positive parking experience. By continually reviewing and improving these elements, the Council can ensure its parking service remains intuitive, inclusive and responsive to the needs of residents, businesses and visitors.

The Council will continue to embrace innovation where it delivers clear benefits to customers and represents good value for money. This includes exploring opportunities to improve digital services, strengthen customer communication and make greater use of technology to support efficient parking management and evidence-led decision making. By combining investment in technology with high standards of customer service and asset management, East Hampshire can deliver a modern, efficient and customer focused parking service that is adaptable to future technological advances.



ENSURE LONG-TERM FINANCIAL SUSTAINABILITY AND EFFECTIVE ASSET MANAGEMENT

East Hampshire District Council's off-street car parks are valuable public assets that support residents, businesses and visitors whilst generating income that helps fund the operation, maintenance and future improvement of the parking service.

Managing these assets responsibly means ensuring they remain safe, attractive and financially sustainable whilst continuing to meet the changing needs of communities over the lifetime of this Strategy.

Delivering long-term value requires a balanced and evidence-led approach to investment and asset management. The Council must ensure that parking infrastructure is maintained to a high standard, whilst prioritising investment where it delivers the greatest benefit.

This includes renewing ageing assets, improving customer facilities, embracing new technology and responding to changing patterns of parking demand in a way that represents good value for money.

Financial sustainability is essential to maintaining a high-quality parking service. Parking income should support the ongoing management and improvement of the Council's parking estate, ensuring that assets remain fit for purpose and capable of adapting to future challenges. Decisions relating to parking tariffs, investment priorities and operational improvements should therefore balance affordability for users with the need to maintain a resilient and financially sustainable service.

The Council will continue to monitor parking demand, customer behaviour, asset condition and financial performance to ensure future decisions are informed by robust evidence.

Through regular review, planned investment and effective asset management, East Hampshire will ensure its parking estate continues to support prosperous town centres, thriving communities and the wider objectives of the Council, whilst remaining adaptable to future growth, technological innovation and changing travel patterns.


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OUR POLICIES:

The four strategic Objectives are supported by a series of Policies that establish the long-term direction for the Council's parking service. Together, these Policies provide a clear framework for future decision making, setting out the Council's priorities, the rationale behind them and the outcomes they are intended to achieve.



The 18 Policies within this strategy are grouped under the four strategic Objectives that together support the Council's long-term vision for parking. Whilst each Policy has a distinct focus, many contribute to more than one Objective, reflecting the interconnected nature of the parking service. It is important to recognise that no Policy should be considered in isolation. Delivering the vision will require the Objectives and Policies to be implemented collectively, ensuring the greatest benefits for residents, businesses, visitors and the wider district.		Support Thriving Town Centres and Local Communities	Support Sustainable Travel and Environmental Responsibility	Deliver a Modern, Efficient, & Customer Focused Parking Service	Ensure Long-Term Financial Sustainability and Effective Asset Management
Objective 01-1	**Parking to Support Local Centres:** The Council will manage parking to support the vitality of East Hampshire's town centres, local businesses and visitor destinations, ensuring parking provision reflects the differing roles and needs of individual locations across the region.	✓		✓	✓
Objective 01-2	**Parking Management Based on Place and Demand:** Parking regulations, length of stay and the allocation of parking will be tailored to the function and demand of each car park, supporting appropriate turnover whilst recognising local circumstances and user requirements.	✓		✓	✓
Objective 01-3	**A Consistent and Evidence-Led Approach to Tariffs:** Parking tariffs and charging periods will be reviewed using evidence on parking demand, customer behaviour, operating costs and local economic conditions to ensure they remain fair, consistent, financially sustainable and appropriate for each location.	✓	✓	✓	✓
Objective 01-4	**Supporting the Visitor Economy and Local Events:** Parking management will remain flexible to support tourism, markets, events and seasonal demand, ensuring parking continues to contribute positively to East Hampshire's economy and communities.	✓			✓
Objective 02-1	**Parking as Part of the Wider Transport Network:** Parking will be managed as part of a wider transport system, supporting appropriate access whilst encouraging walking, cycling and public transport where practical.	✓	✓		✓
Objective 02-2	**Environmentally Responsible Investment:** The Council will seek opportunities to incorporate sustainable design, green infrastructure and environmental improvements within its parking assets where these deliver long-term benefits.	✓	✓	✓	✓
Objective 02-3	**Supporting the Transition to Low Emission Vehicles:** The Council will continue to support the transition towards lower emission vehicles by facilitating appropriately located electric vehicle charging infrastructure and responding to future technological developments.		✓	✓	
Objective 02-4	**Improving Sustainable Travel Connections:** Where opportunities arise, the Council will improve the integration of car parks with walking, cycling and public transport to support more sustainable onward journeys.	✓	✓	✓	✓
Objective 03-1	**A Consistent Customer Experience:** The Council will provide a safe, accessible and consistent parking experience through clear information, simple payment methods, appropriate accessibility and well-maintained facilities.	✓		✓	✓
Objective 03-2	**Smarter Parking Technology:** Technology will be adopted where it improves customer experience, operational efficiency, compliance or the quality of parking management, whilst recognising that different locations require different solutions.	✓		✓	✓
Objective 03-3	**Data-Led Parking Management:** The Council will use occupancy, transaction, compliance and customer data to monitor performance,				

	inform investment decisions and support the continuous improvement of the parking service.	✓		✓	✓
Objective 03-4	**Fair, Efficient and Consistent Enforcement:** Parking enforcement will promote compliance through a fair, transparent and consistent approach that supports safety, appropriate use of parking and public confidence.	✓		✓	✓
Objective 03-5	**Investing in Parking Assets:** The Council will maintain and improve its parking assets through planned investment in infrastructure, equipment and maintenance to ensure they remain safe, reliable and fit for purpose.	✓		✓	✓
Objective 04-1	**Financially Sustainable Parking Services:** Parking will be managed to provide a financially sustainable service that balances operational costs, future investment requirements and the needs of residents, businesses and visitors.	✓			✓
Objective 04-2	**Evidence-Led Investment and Asset Management:** Investment decisions will be informed by evidence on demand, condition, customer needs and operational performance to ensure resources are targeted where they deliver the greatest benefit.	✓			✓
Objective 04-3	**Monitoring Future Parking Needs:** The Council will regularly review parking demand and utilisation to ensure provision remains appropriate as travel patterns, technology and local circumstances evolve.	✓		✓	✓
Objective 04-4	**Continuous Review and Improvement:** The Parking Strategy will be monitored and periodically reviewed to ensure it remains responsive to changing legislation, customer expectations, technological innovation and wider Council priorities.	✓	✓	✓	✓
Objective 04-5	**Partnership Working:** The Council will work collaboratively with Hampshire County Council, neighbouring authorities, local businesses, town and parish councils and other stakeholders to ensure parking management supports wider transport, economic and community objectives across East Hampshire.	✓	✓	✓	✓

SUPPORT THRIVING TOWN CENTRES AND ECONOMIC ACTIVITY

O1-1: Parking to Support Local Centres: The Council will manage parking to support the vitality of East Hampshire's town centres, local businesses and visitor destinations, ensuring parking provision reflects the differing roles and needs of individual locations across the region.

WHY THIS POLICY?

Convenient, accessible and well managed parking is fundamental to the continued success of East Hampshire's town/local centres and visitor destinations. Council operated car parks provide access to retail, employment, healthcare, leisure and community facilities, making them an important contributor to the local economy and the vitality of places i.e. Alton, Petersfield and the district's smaller settlements.

Each town and village performs a different role and experiences varying patterns of parking demand. A single approach to parking management would not reflect these differences or support the diverse needs of residents, businesses and visitors. Instead, provision, duration of stay and charging should be tailored to the function of each location, encouraging appropriate turnover where required whilst maintaining convenient access for longer-stay users where needed.

As travel patterns, customer expectations and local economies evolve, parking policies must remain flexible and evidence led. Decisions should reflect observed demand, support local businesses and respond to wider regeneration and place making objectives, ensuring the parking service continues to contribute positively to thriving town centres and resilient local communities.

HOW WILL IT BE DELIVERED?

The Council will regularly review parking demand, occupancy, duration of stay and customer behaviour to ensure parking arrangements remain appropriate for each town, village and individual car park. Future decisions relating to tariffs, charging periods, time limits and parking management will be informed by evidence and will reflect the role each location plays in supporting local businesses, community facilities and visitor destinations.

Parking decisions will continue to be developed in partnership with Hampshire County Council, town and parish councils, local businesses and other stakeholders to ensure that changes respond to local circumstances and complement wider transport, regeneration and economic priorities across the district.

The Council will monitor the performance of its parking estate throughout the lifetime of the Strategy, allowing policies to evolve in response to changing travel patterns, customer expectations, technological innovation and future growth. This will ensure the parking service continues to support vibrant town centres, thriving local communities and a positive customer experience across East Hampshire.

O1-2: Parking Management Based on Place and Demand: Parking regulations, length of stay and the allocation of parking will be tailored to the function and demand of each car park, supporting appropriate turnover whilst recognising local circumstances and user requirements.

WHY THIS POLICY?

Not all car parks perform the same function or serve the same users. Some primarily support short-stay visits to town centres and local businesses, whilst others cater for longer-stay parking associated with employment, rail travel, leisure or community facilities. Applying identical parking regulations across every car park would not reflect these differing roles and could reduce the effectiveness of the Council's parking service.

Managing parking according to the function and demand of each car park helps ensure spaces are used efficiently whilst supporting the needs of residents, businesses and visitors. Appropriate time limits, parking allocations and charging arrangements encourage turnover where required, whilst recognising that some locations are better suited to longer-stay parking.

Regularly reviewing how individual car parks are used will enable the Council to respond to changing circumstances, maintain accessibility and ensure the parking estate continues to support thriving town centres and local communities.

HOW WILL IT BE DELIVERED?

The Council will use parking occupancy surveys, duration of stay data, customer feedback and operational monitoring to understand how individual car parks are used and whether existing parking arrangements continue to meet local needs. This evidence will inform future decisions relating to parking regulations, length of stay, space allocation and charging arrangements.

Where appropriate, the Council will review the balance between short-stay and longer-stay parking to ensure car parks continue to perform their intended function whilst supporting local businesses, community facilities and visitor destinations.

Changes will be considered alongside wider transport, regeneration and development proposals to ensure parking management remains consistent with the role of each location.

The Council will continue to monitor the performance of individual car parks throughout the lifetime of the Strategy, allowing parking management arrangements to evolve in response to changing demand, customer expectations and future growth, whilst ensuring that parking provision remains efficient, proportionate and responsive to local circumstances.

O1-3: A Consistent and Evidence-Led Approach to Tariffs: Parking tariffs and charging periods will be reviewed using evidence on parking demand, customer behaviour, operating costs and local economic conditions to ensure they remain fair, consistent, financially sustainable and appropriate for each location.

WHY THIS POLICY?

Parking tariffs play an important role in influencing how car parks are used, whilst providing the income required to maintain and improve the Council's parking estate.

Well-designed charging structures can support turnover in busy town centre car parks, encourage efficient use of parking spaces and ensure that parking remains accessible and affordable for residents, businesses and visitors.

Tariffs should not remain static over time. Changes in parking demand, operating costs, customer expectations, inflation and wider economic conditions mean that charging arrangements should be reviewed periodically to ensure they remain appropriate.

Benchmarking demonstrates that East Hampshire's parking charges are generally competitive when compared with similar authorities, providing a strong foundation for future evidence-led reviews.

The Council also recognises that a number of village car parks currently provide free parking, reflecting their existing function and patterns of demand. Whilst this approach has been appropriate to date, charging arrangements should be kept under review.

Where robust evidence demonstrates that parking pressures, customer behaviour or financial considerations have changed, the introduction of parking tariffs may be considered as part of a wider package of parking management measures.

Any future changes should be based on robust evidence rather than isolated issues or short-term financial pressures. This will ensure that parking tariffs continue to support thriving town centres, local communities, provide value for money for users and contribute to the long-term financial sustainability of the parking service.

HOW WILL IT BE DELIVERED?

The Council will periodically review parking tariffs using evidence gathered through occupancy surveys, duration of stay data, parking income, customer behaviour, benchmarking and ongoing monitoring of operational costs.

Reviews will consider whether existing charging arrangements continue to support the intended function of individual car parks whilst remaining fair, proportionate and financially sustainable.

Tariff reviews will also take account of wider economic conditions, inflation, local business needs and the competitiveness of East Hampshire's parking offer in comparison with neighbouring and comparable authorities.

For locations that currently provide free parking, including a number of village car parks, the Council will periodically review whether this approach continues to meet local needs.

Should evidence identify increasing parking demand, long-stay parking pressure, operational issues or a need to better manage parking behaviour, the introduction of appropriate parking charges may be considered following appropriate assessment and stakeholder engagement.

The Council will continue to monitor the effectiveness of its charging strategy throughout the lifetime of the Parking Strategy, ensuring that tariffs evolve in response to changing travel patterns, customer expectations and financial requirements whilst continuing to provide a consistent, transparent and evidence-led approach to parking management.





O1-4: Supporting the Visitor Economy and Local Events: Parking management will remain flexible to support tourism, markets, events and seasonal demand, ensuring parking continues to contribute positively to East Hampshire's economy and communities.

WHY THIS POLICY?

East Hampshire's parking estate plays an important role in supporting the district's visitor economy, local events and community activities.

Markets, festivals, sporting events, cultural activities and seasonal tourism all generate additional parking demand, contributing to the vitality of town centres, supporting local businesses and attracting visitors from across the region.

Parking management should therefore be sufficiently flexible to respond to these changing patterns of demand.

Whilst day-to-day parking arrangements provide an appropriate level of service throughout much of the year, certain locations may experience temporary increases in demand associated with major events, seasonal tourism or community activities.

Managing these periods effectively helps maintain accessibility, reduces congestion and ensures visitors continue to have a positive experience.

By adopting a flexible and evidence-led approach, the Council can ensure that parking continues to support East Hampshire's visitor economy whilst balancing the needs of residents, businesses and local communities.

HOW WILL IT BE DELIVERED?

The Council will work with event organisers, town and parish councils, local businesses and other stakeholders to understand the parking implications of markets, festivals, seasonal activities and other events.

Where appropriate, temporary parking management measures will be introduced to accommodate increased demand whilst maintaining safe and efficient operation of the parking network.

The Council will continue to monitor parking demand at visitor destinations and locations experiencing seasonal fluctuations, using occupancy data, customer feedback and operational experience to inform future parking management decisions.

This may include reviewing parking arrangements, signage, customer information or operational practices where evidence demonstrates that improvements would enhance the visitor experience or better support local economic activity.

Parking management will remain sufficiently flexible to respond to changing patterns of tourism and visitor demand throughout the lifetime of the Strategy, ensuring that the Council's parking estate continues to support East Hampshire's economy, communities and visitor destinations whilst maintaining a positive customer experience.

SUPPORT SUSTAINABLE TRAVEL & ENVIRONMENTAL RESPONSIBILITY

O2-1: Parking as Part of the Wider Transport Network: Parking will be managed as part of a wider transport system, supporting appropriate access whilst encouraging walking, cycling and public transport where practical.

WHY THIS POLICY?

Parking should be considered as one element of East Hampshire's wider transport network rather than as a standalone service. Whilst the private car will remain the most practical mode of transport for many journeys, particularly within the district's rural communities, parking also plays an important role in supporting walking, cycling, public transport and other sustainable travel options.

Well located and effectively managed parking can improve access to town centres, railway stations, community facilities and visitor destinations whilst encouraging people to consider alternative modes of travel where these provide a practical option.

Integrating parking with the wider transport network helps improve accessibility, supports healthier travel choices and contributes to reducing congestion and environmental impacts where appropriate.

Taking a joined-up approach to parking and transport planning will ensure that investment in parking complements wider transport initiatives, creating a more connected, resilient and sustainable network that continues to meet the needs of residents, businesses and visitors.

HOW WILL IT BE DELIVERED?

The Council will continue to work closely with Hampshire County Council, public transport operators, neighbouring authorities, developers and other stakeholders to ensure parking decisions complement wider transport investment and support local and regional transport objectives.

Future improvements to Council operated car parks will consider opportunities to strengthen connections with walking routes, cycling infrastructure, bus services and railway stations where appropriate.

Investment in facilities such as secure cycle parking, electric vehicle charging infrastructure, improved pedestrian links and enhanced customer information will help integrate parking with other modes of transport whilst maintaining convenient access for those who rely on the private car.

The Council will regularly review travel patterns, parking demand and emerging transport trends to ensure that the parking service continues to evolve alongside wider transport initiatives. This balanced approach will maintain appropriate access for residents, businesses and visitors whilst supporting greater travel choice and encouraging more sustainable journeys where practical.

O2-2: Environmentally Responsible Investment: The Council will seek opportunities to incorporate sustainable design, green infrastructure and environmental improvements within its parking assets where these deliver long-term benefits.

WHY THIS POLICY?

The Council's car parks provide an opportunity to support wider environmental objectives whilst continuing to meet the parking needs of residents, businesses and visitors.

Investment in parking infrastructure should therefore consider not only operational requirements but also opportunities to improve environmental performance, enhance the appearance of car parks and contribute positively to the local environment.

Environmentally responsible investment extends beyond the provision of EV charging. Measures such as sustainable drainage, tree planting, landscaping, biodiversity enhancements, energy efficient lighting, use of sustainable construction materials and, where appropriate, solar photovoltaic (PV) canopies can improve the resilience and environmental performance of the Council's parking estate.

Solar canopies can generate renewable energy, support EV charging infrastructure, reduce operational energy costs and provide weather protection for users.

By adopting a long-term and sustainable approach to investment, the Council can ensure that future improvements deliver environmental, social and operational benefits whilst supporting the wider ambitions of East Hampshire District Council.



HOW WILL IT BE DELIVERED?

Environmental considerations will be incorporated into future maintenance, refurbishment and improvement projects wherever practical.

The Council should consider undertaking a feasibility study across its parking estate to assess the suitability of individual car parks for solar photovoltaic (PV) canopies, whilst continuing to identify opportunities for sustainable drainage, landscaping, tree planting, biodiversity enhancements and energy-efficient lighting where appropriate.

The Council will also continue to expand EV charging infrastructure through the development of an Electric Vehicle Infrastructure Strategy, ensuring future investment is coordinated, evidence-led and aligned with external funding opportunities where available.

Future investment decisions will balance environmental benefits with operational requirements, affordability and long-term asset management objectives.

This will ensure that the Council's parking estate continues to evolve in a way that supports environmental responsibility whilst providing safe, attractive and efficient parking facilities for residents, businesses and visitors.



O2-3: Supporting the Transition to Low Emission Vehicles: The Council will continue to support the transition towards lower emission vehicles by facilitating appropriately located electric vehicle charging infrastructure and responding to future technological developments.

WHY THIS POLICY?

The transition towards lower emission vehicles will continue throughout the lifetime of this Strategy, increasing demand for publicly accessible charging infrastructure.

Council operated car parks are well placed to support this transition, providing convenient locations for charging whilst enabling residents, businesses and visitors to access town centres, local services and visitor destinations.

The evidence base demonstrates that existing EV charging provision across East Hampshire remains relatively limited and does not yet reflect the likely growth in electric vehicle ownership over the coming years.

A planned and evidence-led approach to future investment will ensure charging infrastructure is provided in the right locations, supports customer demand and complements the wider charging network across the district.

By planning for future technological developments, the Council can ensure its parking estate remains adaptable, supports the transition to lower emission vehicles and contributes to wider environmental and transport objectives.

HOW WILL IT BE DELIVERED?

The Council will prepare and implement an Electric Vehicle Infrastructure Strategy to provide a coordinated framework for future investment in charging infrastructure across its parking estate.

This will identify priority locations, appropriate charger types and delivery timescales, ensuring investment reflects parking demand, dwell times, grid capacity and future growth in electric vehicle ownership.

The Council will continue to explore opportunities to secure external funding, work with commercial charging providers and develop partnerships that support the expansion of charging infrastructure whilst minimising financial risk.

Future investment will also consider emerging technologies and changing customer expectations to ensure the charging network remains fit for purpose throughout the lifetime of the Strategy.

EV infrastructure will be monitored and reviewed regularly to ensure provision continues to meet demand and supports the Council's wider objectives for sustainable transport, environmental responsibility and a modern, customer focused parking service.


pulse
EV CHARGING
ONLY

O2-4: Improving Sustainable Travel Connections: Where opportunities arise, the Council will improve the integration of car parks with walking, cycling and public transport to support more sustainable onward journeys.

WHY THIS POLICY?

Council operated car parks have an important role to play in supporting more sustainable travel by providing convenient connections to walking routes, cycling infrastructure and public transport.

Whilst the private car will remain essential for many journeys across East Hampshire, particularly in rural areas, improving these connections can encourage more sustainable onward travel where practical and appropriate. Many car parks are already located close to town centres, railway stations, bus stops and key destinations.

Enhancing pedestrian links, improving cycle facilities, strengthening wayfinding and making onward connections more attractive can help create a more integrated transport network whilst reducing reliance on the private car for shorter journeys.

Improving sustainable travel connections will also support healthier lifestyles, reduce congestion in town centres where appropriate and ensure that the Council's parking assets continue to contribute positively to wider transport and environmental objectives.

HOW WILL IT BE DELIVERED?

The Council will consider opportunities to improve walking, cycling and public transport connections whenever investment is made in existing car parks or new parking infrastructure is developed. This may include improved pedestrian routes, enhanced wayfinding, secure cycle parking, better accessibility, and stronger links to nearby bus stops, railway stations and key destinations.

The Council will work with Hampshire County Council, public transport operators, developers, town and parish councils and other stakeholders to identify opportunities to improve connectivity and ensure parking complements wider transport investment.

Future improvements will be prioritised where they deliver the greatest benefit, taking account of local demand, the function of individual car parks and available funding.

The Council will continue to review opportunities to strengthen the integration between parking and sustainable transport throughout the lifetime of the Strategy, ensuring that its parking assets support convenient access whilst encouraging walking, cycling and public transport wherever practical.

DELIVER A MODERN, EFFICIENT & CUSTOMER FOCUSED PARKING SERVICE

O3-1: Consistent Customer Experience: The Council will provide a safe, accessible and consistent parking experience through clear information, simple payment methods, appropriate accessibility and well-maintained facilities.

WHY THIS POLICY?

For many residents, businesses and visitors, the parking experience forms one of the first impressions of East Hampshire's town centres and visitor destinations. Providing a safe, convenient and consistent parking service helps improve customer satisfaction, supports repeat visits and contributes positively to the vitality of local centres.

A positive customer experience depends on more than simply providing parking spaces. Clear signage, intuitive payment systems, well-maintained facilities, accessible parking, accurate information and a safe environment all contribute to making parking straightforward and convenient for a wide range of users.

Whilst individual car parks serve different functions, customers should experience a consistent standard of quality across the Council's parking estate.

As customer expectations continue to evolve, the Council's parking service must also adapt. Continuous investment in customer focused improvements will ensure that parking remains accessible, reliable and easy to use, whilst supporting the wider objectives of the Parking Strategy.

HOW WILL IT BE DELIVERED?

The Council will maintain consistent standards across its parking estate through regular inspection, planned maintenance and ongoing investment in parking facilities. Improvements will focus on areas such as signage, payment systems, accessibility, lighting, CCTV, surface condition, customer information and wayfinding, ensuring car parks remain safe, welcoming and easy to use.

The Council will continue to modernise its parking service by replacing ageing pay and display equipment, improving digital information, enhancing accessibility and responding to customer feedback. Future investment will be prioritised using evidence from condition surveys, operational monitoring and user experience to ensure resources are directed where they will deliver the greatest benefit.

Customer satisfaction will remain central to the management of the parking service. The Council will continue to review performance throughout the lifetime of the Strategy, ensuring that parking facilities evolve in response to changing customer expectations, technological advances and the needs of residents, businesses and visitors.

O3-2: Smarter Parking Technology: Technology will be adopted where it improves customer experience, operational efficiency, compliance or the quality of parking management, whilst recognising that different locations require different solutions.

WHY THIS POLICY?

Technology is transforming the way parking services are managed, providing opportunities to improve the customer experience whilst increasing operational efficiency and supporting more effective decision making.

Modern payment systems, digital enforcement tools, real-time information and improved data collection can make parking simpler, more convenient and more responsive to customer needs.

However, technology should only be introduced where it delivers clear benefits. East Hampshire's parking estate serves a diverse range of market towns and rural communities, meaning that solutions appropriate in one location may not be suitable or represent value for money elsewhere.

Investment should therefore be appropriate, evidence-led and focused on improving the overall performance of the parking service.

By embracing innovation where appropriate, the Council can create a more modern, efficient and resilient parking service that evolves alongside changing customer expectations and technological developments.

HOW WILL IT BE DELIVERED?

The Council will continue to review emerging parking technologies and consider their application where they improve customer experience, operational efficiency, compliance or the management of parking assets. This may include modern payment systems, digital permits, improved enforcement technology, occupancy monitoring, enhanced customer information and other innovations that support more efficient parking management.

Investment decisions will be based on evidence, operational need, whole-life costs and value for money, recognising that different car parks may require different technological solutions depending on their size, function and levels of demand.

New technologies will be introduced in a measured and proportionate manner, ensuring they remain accessible to all users and complement existing parking operations.

The Council will continue to monitor developments in parking technology throughout the lifetime of the Strategy, ensuring the parking service remains adaptable, customer-focused and capable of responding to future innovation without adopting technology for its own sake.

Where necessary, specific studies should be conducted to assess the viability of introducing technology, and the impact this may bring the East Hampshire district.

O3-3: Data-Led Parking Management: The Council will use occupancy, transaction, compliance and customer data to monitor performance, inform investment decisions and support the continuous improvement of the parking service.

WHY THIS POLICY?

Effective parking management relies on robust and up-to-date evidence. Collecting and analysing data enables the Council to better understand how its parking assets are used, identify emerging trends and ensure that future investment and management decisions are based on objective evidence rather than assumption.

A wide range of information can contribute to this understanding, including parking occupancy, duration of stay, payment transactions, enforcement activity, customer feedback and maintenance records. Together, these data sources provide valuable insight into customer behaviour, operational performance and changing patterns of demand across the parking estate.

By adopting a data-led approach, the Council can respond more effectively to changing travel patterns, prioritise investment where it is most needed and continually improve the quality, efficiency and financial sustainability of the parking service.

HOW WILL IT BE DELIVERED?

The Council will continue to collect, monitor and analyse a range of parking data, including occupancy levels, payment transactions, parking duration, enforcement activity, customer feedback and operational performance. This information will be used to assess the effectiveness of existing parking arrangements, identify trends and inform future investment and management decisions.

Data will support the periodic review of tariffs, parking regulations, maintenance priorities, technology investment and future parking provision, ensuring that decisions remain proportionate, transparent and evidence-led.

Where appropriate, performance data will also be used to evaluate the success of implemented improvements and identify opportunities for further enhancement.

The Council will continue to strengthen its evidence base throughout the lifetime of the Strategy, ensuring that the parking service remains responsive to changing demand, customer expectations and operational requirements whilst supporting the continuous improvement of East Hampshire's parking estate.



O3-4: Fair, Efficient and Consistent Enforcement: Parking enforcement will promote compliance through a fair, transparent and consistent approach that supports safety, appropriate use of parking and public confidence.

WHY THIS POLICY?

Parking enforcement plays a vital role in ensuring that Council operated car parks remain safe, accessible and available for their intended users. Effective enforcement encourages compliance with parking regulations, supports appropriate turnover of spaces and helps ensure that parking facilities operate fairly and efficiently for residents, businesses and visitors.

The purpose of enforcement is not to maximise Penalty Charge Notice (PCN) income, but to promote compliance and maintain confidence in the parking service. A fair, consistent and suitable approach helps discourage misuse, protects disabled parking bays and time-limited spaces, and supports the effective management of parking assets across the district.

As customer expectations and technology continue to evolve, parking enforcement should also continue to develop. New technologies and alternative delivery models have the potential to improve efficiency, consistency and customer experience, whilst ensuring enforcement remains transparent, appropriate and evidence led.

HOW WILL IT BE DELIVERED?

The Council will continue to deliver parking enforcement through a fair, transparent and appropriate approach, ensuring parking regulations are applied consistently across the parking estate. Enforcement activity will be supported by clear signage, effective parking controls and suitable customer communication, helping users understand and comply with parking requirements.

The Council will regularly monitor enforcement activity, compliance levels, customer feedback and operational performance to identify opportunities for improvement. Future reviews will also consider the potential benefits of alternative enforcement delivery models and emerging technologies, where these can improve efficiency, consistency, value for money and the overall effectiveness of the parking service.

Enforcement will continue to support the wider objectives of the Parking Strategy by maintaining safe, accessible and well managed car parks, whilst ensuring that parking remains available for those who need it and continues to support thriving town centres and local communities.



O3-5: Investing in Parking Assets: The Council will maintain and improve its parking assets through planned investment in infrastructure, equipment and maintenance to ensure they remain safe, reliable and fit for purpose.

WHY THIS POLICY?

The Council's parking estate represents an important public asset that supports residents, businesses and visitors whilst contributing to the vitality of East Hampshire's towns and villages.

Maintaining these assets to a high standard is essential to providing a safe, reliable and attractive parking service, protecting the long-term value of the Council's infrastructure and delivering a positive customer experience.

Parking assets naturally deteriorate over time through everyday use, weathering and changing customer expectations. Without planned investment, the quality, safety and reliability of parking facilities can decline, leading to higher maintenance costs, reduced customer satisfaction and a less efficient parking service.

A proactive approach to asset management enables investment to be prioritised where it will deliver the greatest operational, financial and customer benefits.

By taking a long-term and evidence-led approach to asset management, the Council can ensure its parking estate remains resilient, fit for purpose and capable of supporting future growth, technological change and evolving customer needs.

HOW WILL IT BE DELIVERED?

The Council will adopt a planned approach to maintaining and improving its parking assets, using condition surveys, operational performance, customer feedback and asset lifecycle information to identify investment priorities. Planned maintenance and renewal programmes will help minimise reactive repairs, extend asset life and ensure parking facilities remain safe, reliable and attractive.

Investment will include infrastructure, payment equipment, signage, lighting, surface condition, accessibility improvements, electric vehicle charging infrastructure and other enhancements identified through the Parking Strategy. Priority will be given to projects that improve customer experience, operational efficiency, asset resilience and long-term value for money.

The Council will regularly review the condition and performance of its parking estate throughout the lifetime of the Strategy, ensuring investment remains evidence-led and aligned with changing customer expectations, technological developments, environmental objectives and the long-term management of the Council's assets.



ENSURE LONG-TERM FINANCIAL SUSTAINABILITY & EFFECTIVE ASSET MANAGEMENT

O4-1: Financially Sustainable Parking Services: Parking will be managed to provide a financially sustainable service that balances operational costs, future investment requirements and the needs of residents, businesses and visitors.

WHY THIS POLICY?

The Council's parking service must generate sufficient income to meet its day-to-day operational costs whilst supporting future investment in parking infrastructure, maintenance and customer improvements. A financially sustainable parking service enables the Council to maintain high-quality facilities, respond to changing customer expectations and invest in the long-term resilience of its parking estate.

Financial sustainability is about achieving an appropriate balance between affordability for users and the resources required to operate and improve the service. Parking income should support the ongoing management of Council operated car parks, whilst ensuring that charges remain fair, and reflective of local circumstances. Decisions relating to parking should consider both financial performance and the wider contribution that parking makes to supporting town centres, local communities and the visitor economy.

By adopting a balanced and evidence-led approach to financial management, the Council can ensure that its parking service remains resilient, delivers value for money and continues to support East Hampshire's wider economic, environmental and community objectives.

HOW WILL IT BE DELIVERED?

The Council will regularly monitor parking income, operating costs, maintenance requirements and future investment needs to ensure the parking service remains financially sustainable. Financial performance will be considered alongside occupancy levels, customer behaviour and wider economic conditions to inform future decisions relating to tariffs, investment and service delivery.

Long-term financial planning will support the replacement of key infrastructure, investment in technology, maintenance of parking assets and delivery of strategic improvements identified within the Parking Strategy.

The Council will also continue to explore opportunities to secure external funding and develop partnerships that help reduce financial risk whilst supporting investment in the parking estate.

Financial performance will be reviewed throughout the lifetime of the Strategy to ensure that the parking service continues to provide value for money, supports high-quality customer facilities and remains capable of meeting the future needs of residents, businesses and visitors.

O4-2: Evidence-Led Investment and Asset Management: Investment decisions will be informed by evidence on demand, condition, customer needs and operational performance to ensure resources are targeted where they deliver the greatest benefit.

WHY THIS POLICY?

The Council's parking estate represents a significant public asset that requires ongoing investment to remain safe, efficient and fit for purpose. As financial resources are limited, it is important that investment decisions are based on robust evidence, ensuring funding is directed towards projects that deliver the greatest operational, customer and long-term asset management benefits.

A wide range of information should inform future investment priorities, including parking demand, asset condition, customer feedback, maintenance requirements, operational performance and future growth.

Using this evidence enables the Council to prioritise improvements objectively, respond to changing needs and maximise the value achieved from available resources.

By adopting an evidence-led approach to asset management, the Council can ensure that investment supports the long-term resilience of its parking estate whilst continuing to meet the needs of residents, businesses and visitors.



HOW WILL IT BE DELIVERED?

The Council will use condition surveys, occupancy data, customer feedback, financial performance, maintenance records and operational monitoring to identify investment priorities across its parking estate.

This evidence will be reviewed regularly to ensure that resources are directed towards projects that deliver the greatest benefit, improve customer experience and protect the long-term value of Council assets.

Investment programmes will be prioritised using a consistent and transparent approach, taking account of asset condition, future demand, statutory obligations, operational requirements, environmental objectives and available funding.

Where appropriate, the Council will also seek to secure external funding and partnership opportunities to support the delivery of improvement projects.

The Council will continue to review the performance of its parking assets throughout the lifetime of the Strategy, ensuring investment decisions remain proportionate, evidence-led and responsive to changing customer expectations, technological developments and future growth across East Hampshire.



O4-3: Monitoring Future Parking Needs: The Council will regularly review parking demand and utilisation to ensure provision remains appropriate as travel patterns, technology and local circumstances evolve.

WHY THIS POLICY?

Parking demand is not static and will continue to change throughout the lifetime of this Strategy. Population growth, new development, changing travel behaviour, technological innovation, economic conditions and wider transport initiatives will all influence how, when and where people park across East Hampshire.

Regular monitoring is therefore essential to ensure the Council's parking provision remains appropriate and responsive to changing circumstances.

The evidence base demonstrates that parking demand varies considerably between locations, reflecting the differing roles of East Hampshire's towns, villages and visitor destinations.

Ongoing monitoring will enable the Council to identify emerging pressures, changing customer behaviour and opportunities to optimise the use of existing parking assets before more significant interventions become necessary.

By regularly reviewing parking performance and future demand, the Council can make informed decisions, respond proactively to change and ensure that parking continues to support residents, businesses and visitors over the long term.

HOW WILL IT BE DELIVERED?

The Council will regularly monitor parking occupancy, utilisation, duration of stay, customer behaviour, enforcement activity and financial performance across its parking estate to identify emerging trends and changing patterns of demand.

This information will be used to assess whether existing parking provision and management arrangements continue to meet local needs and support the objectives of the Parking Strategy.

Parking forecasts, development proposals, demographic change and wider transport initiatives will also be considered to understand how future demand may evolve across the district.

Where monitoring identifies changing circumstances or new pressures, the Council will review parking provision, management arrangements and investment priorities to ensure they remain appropriate.

The Parking Strategy will be reviewed periodically throughout its lifetime, allowing policies, priorities and the accompanying Implementation Plan to be updated in response to changing travel patterns, technological developments, legislative changes and the evolving needs of East Hampshire's communities.

O4-4: Continuous Review and Improvement: The Parking Strategy will be monitored and periodically reviewed to ensure it remains responsive to changing legislation, customer expectations, technological innovation and wider Council priorities.

WHY THIS POLICY?

The Parking Strategy establishes a long-term framework for managing East Hampshire's parking estate, but it should not be regarded as a static document. Over the lifetime of the Strategy, changes in legislation, customer expectations, technology, travel behaviour, funding opportunities and wider Council priorities are likely to influence how parking services are delivered and managed.

Regular review is essential to ensure that the Strategy remains relevant, evidence-led and capable of responding to emerging challenges and opportunities. Monitoring progress against the Strategy's objectives will enable the Council to assess the effectiveness of implemented actions, identify areas requiring further attention and ensure that future decisions continue to reflect local needs.

By embedding a culture of continuous improvement, the Council can ensure that its parking service remains resilient, adaptable and capable of supporting residents, businesses and visitors well into the future.

HOW WILL IT BE DELIVERED?

The Council will monitor the delivery of the Parking Strategy and its accompanying Implementation Plan on a regular basis, reviewing progress against agreed actions, performance measures and emerging priorities. This will enable investment programmes and management practices to be refined where necessary, ensuring that resources continue to be directed towards the areas of greatest need and benefit.

The Strategy will be reviewed periodically to reflect changes in legislation, national policy, customer expectations, technological innovation, travel behaviour and wider Council priorities. Reviews will also consider the findings of parking surveys, operational performance, customer feedback and other relevant evidence to ensure that future decisions remain robust and transparent.

By maintaining an ongoing programme of monitoring, evaluation and review, the Council will ensure that the Parking Strategy remains a living document, providing a flexible and evidence-led framework that continues to support the long-term management and improvement of East Hampshire's parking service.



O4-5: Partnership Working: The Council will work collaboratively with Hampshire County Council, neighbouring authorities, local businesses, town and parish councils and other stakeholders to ensure parking management supports wider transport, economic and community objectives across East Hampshire.

WHY THIS POLICY?

The successful management of East Hampshire's parking service depends upon effective partnership working.

Whilst the Council is responsible for its off-street parking estate, many of the factors that influence parking demand, accessibility and customer experience are shaped by a wider range of organisations, including the highway authority, public transport operators, neighbouring authorities, local businesses and local communities.

Parking should therefore be planned alongside wider transport, economic development and regeneration initiatives to ensure investment delivers the greatest possible benefit.

Collaborative working will help ensure that parking supports thriving town centres, sustainable growth, improved accessibility and the long-term vitality of East Hampshire's communities.

By maintaining strong partnerships and engaging with key stakeholders, the Council will be better placed to respond to changing local needs, coordinate future investment and ensure parking continues to support wider strategic objectives across the district.

HOW WILL IT BE DELIVERED?

The Council will continue to work closely with Hampshire County Council, neighbouring authorities, town and parish councils, local businesses, public transport operators, developers and other stakeholders when developing parking policies, investment programmes and management initiatives.

This collaborative approach will help ensure parking decisions complement wider transport, regeneration, economic development and placemaking objectives.

Stakeholder engagement will form an important part of future parking reviews, enabling local knowledge, customer feedback and operational experience to inform decision making. The Council will also seek opportunities to collaborate on funding bids, infrastructure projects and wider initiatives that improve accessibility, support sustainable travel and enhance the overall parking experience.

Through continued partnership working, the Council will ensure that its parking service remains responsive to local priorities, supports coordinated investment and contributes positively to the long-term success of East Hampshire's towns, villages and visitor destinations.


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IMPLEMENTATION PLAN

An Implementation Plan is being developed to support the future delivery of the Parking Strategy. While the Strategy establishes the long-term vision, objectives and policy framework for East Hampshire District Council's parking service, the Implementation Plan will provide a mechanism for considering how these ambitions can be taken forward through potential operational initiatives, further studies and, where appropriate, investment in the parking estate.

The development of the Implementation Plan will be informed by the comprehensive evidence base prepared alongside the Strategy, including parking occupancy and duration of stay surveys, condition assessments, future demand forecasting and benchmarking.

This will help ensure that future priorities remain evidence-led and respond to the differing parking needs and characteristics of East Hampshire's towns and villages.

The Implementation Plan will not represent a fixed programme of works or a commitment to deliver individual projects. Parking requirements, customer expectations, travel behaviour, technology, funding opportunities and wider Council priorities will continue to evolve over the lifetime of the Strategy. It is therefore important that the approach to implementation remains sufficiently flexible to respond to changing circumstances and emerging opportunities.

Potential actions identified through the Implementation Plan may include a combination of further feasibility and technical studies, operational and service improvements, and physical investment within Council operated car parks.

These could relate to areas such as parking management, tariffs, signage and wayfinding, accessibility, parking technology, electric vehicle infrastructure, sustainable travel connections, customer information, asset management and the future use and capacity of the parking estate.

The identification of an action or opportunity within the Implementation Plan will not represent a commitment to implementation.

Where appropriate, individual proposals will be subject to further evidence gathering, feasibility assessment, affordability and business case considerations, funding availability, consultation and the Council's established governance and decision-making processes before determining whether they should progress.

Many potential actions are likely to be complementary and will need to be considered collectively rather than in isolation. For example, further studies may establish the evidence and strategic framework required to inform future investment, while continued monitoring of parking demand and utilisation can help identify where intervention is necessary.

Opportunities may also arise to coordinate parking improvements with planned maintenance, regeneration, highways or wider transport initiatives, helping to maximise value for money and deliver wider benefits.

The Implementation Plan will also provide a framework through which priorities can be reviewed as circumstances change. This is particularly important over the 20-year period covered by the Strategy, during which changes in development, travel behaviour, vehicle

technology and wider transport policy may alter both the role of individual car parks and the nature of investment required.

Implementation should therefore be regarded as an adaptive and evidence-led process rather than a fixed schedule of projects. The Implementation Plan will be developed and subsequently reviewed as evidence, Council priorities, available resources, funding opportunities and customer needs evolve.

This approach will enable East Hampshire District Council to progressively consider how best to take forward the Strategy while ensuring that future decisions remain proportionate, affordable and aligned with the Council's wider priorities.



Ref	Policy	Implementation Action	Delivery Type	Timescale
OBJECTIVE 1 – SUPPORT THRIVING TOWN CENTRES AND LOCAL COMMUNITIES				
O1-1	Parking to Support Local Centres	Review parking demand, occupancy and duration of stay across all settlements every 12-18 months.	Operational	Quick Win
		Develop settlement-specific parking management principles reflecting the differing roles of Alton, Petersfield, Liphook and the district's villages.	Study	Short Term
		Work with town and parish councils and local businesses when reviewing parking management arrangements.	Operational	Ongoing
O1-2	Parking Management Based on Place and Demand	Review the balance between short-stay, long-stay and commuter parking across the parking estate.	Operational	Quick Win
		Review time limits and parking regulations where evidence demonstrates a need for change.	Operational	Short Term
		Periodically review parking allocations to reflect changing demand and development.	Operational	Ongoing
O1-3	A Consistent and Evidence-Led Approach to Tariffs	Establish a regular tariff review programme informed by occupancy, duration of stay, benchmarking and financial performance.	Operational	Quick Win
		Benchmark East Hampshire's tariffs against neighbouring and comparable authorities.	Operational	Quick Win
		Review the appropriateness of free parking in village locations based on future evidence and local demand.	Operational	Medium Term
		Consider seasonal or location-specific tariff changes where justified by evidence.	Study	Medium Term
O1-4	Supporting the Visitor Economy and Local Events	Prepare parking management plans for major events and seasonal demand where required.	Operational	Short Term
		Work with event organisers and town councils to coordinate parking arrangements.	Operational	Ongoing
		Review signage, customer information and temporary parking management during key events.	Operational	Ongoing

Ref	Policy	Implementation Action	Delivery Type	Timescale
OBJECTIVE 2 – SUPPORT SUSTAINABLE TRAVEL AND ENVIRONMENTAL RESPONSIBILITY				
O2-1	Parking as Part of the Wider Transport Network	Strengthen collaboration with Hampshire County Council on parking and wider transport planning through regular collaboration	Operational	Ongoing
		Prepare a Parking and Mobility Integration Study to identify opportunities for mobility hubs, improved public transport connections, enhanced walking and cycling links, and future micro-mobility infrastructure within Council operated car parks.	Study	Medium Term

		Improve pedestrian, cycling and public transport links from Council car parks where opportunities arise.	Infrastructure	Medium Term
		Improve wayfinding between car parks and key destinations.	Infrastructure	Short Term
O2-2	Environmentally Responsible Investment	Prepare a district-wide feasibility study assessing the potential for solar PV canopies across Council car parks.	Study	Quick Win
		Deliver environmental improvements including tree planting, landscaping, SuDS and biodiversity enhancements where appropriate.	Infrastructure	Medium / Long Term
		Upgrade lighting with energy-efficient alternatives as part of planned maintenance.	Infrastructure	Medium Term
O2-3	Supporting the Transition to Low Emission Vehicles	Prepare an Electric Vehicle Infrastructure Strategy.	Study	Quick Win
		Secure external funding (e.g. LEVI) to support EV charging rollout.	Operational	Ongoing
		Deliver a phased programme of electric vehicle charging infrastructure across priority town centre car parks, focusing initially on locations with the greatest demand, longest dwell times and strongest opportunities to secure external funding.	Infrastructure	Short Term
		Expand electric vehicle charging infrastructure to additional Council operated car parks, including village locations, where evidence of demand, operational requirements and funding opportunities support further investment.	Infrastructure	Medium Term
		Review EV charging provision periodically to reflect technological change and demand.	Operational	Ongoing
O2-4	Improving Sustainable Travel Connections	Increase the provision of secure cycle parking within key Council operated car parks, prioritising locations with good connections to town centres, rail stations and other key destinations.	Infrastructure	Medium Term
		Improve walking routes and accessibility between car parks and nearby destinations.	Infrastructure	Medium Term
		Identify opportunities to integrate parking with rail stations and public transport interchanges.	Study	Long Term

Ref	Policy	Implementation Action	Delivery Type	Timescale
OBJECTIVE 3 – DELIVER A MODERN, EFFICIENT AND CUSTOMER-FOCUSED PARKING SERVICE				
O3-1	A Consistent Customer Experience	Prepare a Car Park Signage and Wayfinding Strategy to establish consistent standards for vehicular signage, pedestrian wayfinding, branding and customer information across the Council's parking estate.	Study	Quick Win
		Develop a Parking Asset Design Guide that establishes consistent standards for signage, road markings, lighting, accessibility, customer facilities and maintenance across all Council operated car parks.	Operational	Quick Win
		Replace ageing Pay & Display machines across the parking estate.	Infrastructure	Quick Win
		Improve customer information, website content and parking guidance.	Operational	Short Term
		Deliver phased improvements to signage, accessibility, lighting and customer facilities.	Infrastructure	Medium Term
O3-2	Smarter Parking Technology	Prepare a Parking Technology Strategy to identify opportunities for digital innovation, including payment systems, occupancy monitoring, enforcement technologies and customer information.	Study	Short Term
		Assess the feasibility of introducing Variable Message Signs (VMS) at appropriate locations to improve parking guidance, reduce unnecessary vehicle circulation and direct drivers to available parking.	Study	Short Term
		Deliver a phased programme of Variable Message Signs where supported by the feasibility study and where they provide operational and customer benefits.	Infrastructure	Medium Term
		Introduce new parking technologies where they improve customer experience, operational efficiency or parking management.	Infrastructure	Medium Term / Long Term
		Review emerging technologies such as occupancy monitoring, digital permits, ANPR and enhanced enforcement systems to support future service improvements.	Study	Medium Term
O3-3	Data-Led Parking Management	Establish a programme of regular occupancy and duration-of-stay surveys.	Operational	Quick Win
		Develop a performance dashboard using parking, financial and enforcement data.	Operational	Short Term
		Use evidence to inform tariff reviews, investment and policy updates.	Operational	Ongoing

O3-4	Fair, Efficient and Consistent Enforcement	Periodically review enforcement performance and compliance levels.	Operational	Ongoing
		Review future enforcement delivery models and opportunities for greater efficiency.	Study	Medium Term
		Investigate the use of technology to support parking enforcement.	Study	Medium Term
O3-5	Investing in Parking Assets	Prepare a rolling asset management and maintenance programme.	Operational	Quick Win
		Prioritise investment using condition surveys and customer feedback.	Operational	Short Term
		Deliver phased investment in surfacing, lighting, signage, accessibility and equipment.	Infrastructure	Medium / Long Term
		Establish a rolling Car Park Improvement Programme, funded through a proportion of annual parking income, to deliver enhancements such as resurfacing, landscaping, tree planting, seating, signage, lighting, accessibility improvements and other customer-focused public realm works.	Operational	Short Term

Ref	Policy	Implementation Action	Delivery Type	Timescale
OBJECTIVE 4 – ENSURE LONG-TERM FINANCIAL SUSTAINABILITY AND EFFECTIVE ASSET MANAGEMENT				
O4-1	Financially Sustainable Parking Services	Monitor parking income, expenditure and operational costs annually.	Operational	Ongoing
		Review the long-term financial performance of the parking service.	Operational	Short Term
		Identify external funding opportunities to support future investment.	Operational	Ongoing
O4-2	Evidence-Led Investment and Asset Management	Undertake detailed feasibility studies of car parks demonstrating consistently low utilisation to assess opportunities for alternative uses, redevelopment or enhanced parking provision, whilst considering the impact on the wider parking network.	Study	Medium Term
		Assess the wider operational, financial and regeneration implications before any reduction, redevelopment or change of use of Council operated car parks is progressed.	Study	Medium Term
		Identify opportunities to optimise the use of existing parking assets through improved layout, management, technology and customer information before considering changes to parking supply.	Operational	Ongoing
		Maintain a prioritised investment programme based on condition, demand and customer need.	Operational	Ongoing

		Update condition assessments at regular intervals.	Study	Medium Term
O4-3	Monitoring Future Parking Needs	Repeat occupancy and utilisation surveys periodically to monitor changing demand.	Study	Ongoing
		Review parking forecasts alongside planned growth and development.	Operational	Long Term
		Monitor parking demand and identify locations where occupancy consistently exceeds operational thresholds, triggering more detailed capacity assessments.	Operational	Ongoing
		Undertake feasibility studies into opportunities to increase parking capacity where evidence demonstrates a sustained need and alternative demand management measures have been exhausted.	Study	Medium / Long Term
		Assess opportunities to reconfigure, expand or optimise existing Council operated car parks before considering new parking provision.	Study	Long Term
		Explore opportunities to develop integrated transport hubs that combine parking with public transport, active travel, electric vehicle charging and shared mobility where these support wider transport and regeneration objectives.	Study	Long Term
		Assess future parking requirements as travel behaviour and technology evolve.	Study	Ongoing
O4-4	Continuous Review and Improvement	Monitor delivery of the Parking Strategy and Implementation Plan annually.	Operational	Annual
		Undertake a formal review of the Parking Strategy every five years.	Operational	Long Term
O4-5	Partnership Working	Maintain regular liaison with Hampshire County Council, neighbouring authorities and key stakeholders.	Operational	Ongoing
		Work collaboratively on funding bids, transport initiatives and regeneration projects.	Operational	Ongoing
		Engage town and parish councils, businesses and local communities when developing parking initiatives.	Operational	Ongoing

DELIVERING THE STRATEGY

Successful delivery of the Parking Strategy will require a coordinated approach that recognises the wider role parking plays in supporting East Hampshire's town centres, communities, transport network and local economy.

The Strategy provides the long-term framework for future decision making, ensuring that changes to the parking service are considered in the context of wider Council priorities rather than as isolated parking interventions.

A key principle will be to ensure that future decisions remain evidence-led. Parking demand and travel behaviour will continue to change over the lifetime of the Strategy as a result of development, demographic change, technology, customer expectations and wider transport trends.

Maintaining an appropriate understanding of how the parking network is being used will allow the Council to respond to emerging issues and opportunities and ensure that future decisions reflect demonstrable local need.

The Council should seek to make the best use of its existing parking assets before considering more significant changes to the estate. Where pressure occurs, consideration should first be given to whether existing capacity can be managed or used more effectively.

Conversely, where parking is consistently underutilised, there may be opportunities to consider whether land could provide greater value through alternative uses. Any significant change to parking provision should take account of its wider implications for surrounding car parks, town centres, communities and the transport network.

Future investment should also seek to improve the quality and consistency of the customer experience.

The Strategy identifies opportunities to modernise parking infrastructure, improve signage and wayfinding, enhance accessibility and customer information, and make greater use of technology. Investment decisions should consider the needs of different users and ensure that changes to the service remain practical, inclusive and appropriate to the characteristics of individual locations.

Parking should increasingly be considered as part of the wider transport network. Council operated car parks can provide opportunities to improve connections with walking, cycling and public transport, support the transition to electric vehicles and respond to emerging forms of mobility.

Where appropriate, consideration should therefore be given to how parking investment can contribute to wider transport, environmental and place-making objectives rather than focusing solely on the storage of vehicles.

Partnership working will be important in achieving this. East Hampshire District Council does not control every element of the transport network, and many opportunities will require collaboration with Hampshire County Council, town and parish councils, transport operators, neighbouring authorities, businesses and other stakeholders.

Coordinating parking with wider highways, transport, regeneration and public realm initiatives can help maximise the benefits of investment and avoid individual interventions being developed in isolation.

Financial sustainability will remain an important consideration. Parking income supports the operation and management of the service, while the parking estate itself requires continued maintenance and investment.

Future decisions will therefore need to balance affordability for customers and support for local centres with the resources required to maintain a safe, effective and modern parking service. Opportunities to secure external funding or coordinate investment with wider programmes should also be considered where appropriate.

Given the Strategy's 20-year horizon, flexibility will be essential. It would not be appropriate to determine today precisely how every aspect of the parking service should operate throughout that period.

Instead, the Strategy establishes the principles against which future decisions can be considered, allowing the Council to respond to changing circumstances while maintaining a consistent long-term direction.

Through this approach, East Hampshire District Council can ensure that future decisions about parking remain proportionate, evidence-led and aligned with the needs of the district, while retaining the flexibility required to respond to new challenges and opportunities throughout the lifetime of the Strategy.



CONCLUSION

This Parking Strategy establishes a clear long-term framework for the future management of East Hampshire District Council's off-street parking service. It recognises that parking is more than the provision of spaces for vehicles; it plays an important role in supporting prosperous town centres, thriving communities, access to employment and services, the visitor economy and the effective operation of the wider transport network.

The Strategy has been informed by a comprehensive evidence base and recognises the differing characteristics and parking needs of East Hampshire's towns and villages. While the district has sufficient parking capacity overall, patterns of demand vary considerably between locations and will continue to evolve.

The Strategy therefore establishes an evidence-led approach that allows the Council to respond to local circumstances and changing needs rather than adopting a single approach across the parking estate.

Over the lifetime of the Strategy, there will be opportunities to modernise the parking service, improve the quality and accessibility of the parking estate and make better use of technology and data.

Parking can also play a greater role in supporting wider transport and environmental objectives through improved connections with walking, cycling and public transport, provision for electric vehicles and consideration of emerging mobility opportunities.

Financial sustainability will remain important in ensuring that the Council can continue to operate, maintain and invest in its parking assets. Decisions relating to tariffs, asset management and future investment will need to balance affordability and support for local centres with the resources required to provide a safe, efficient and customer focused parking service.

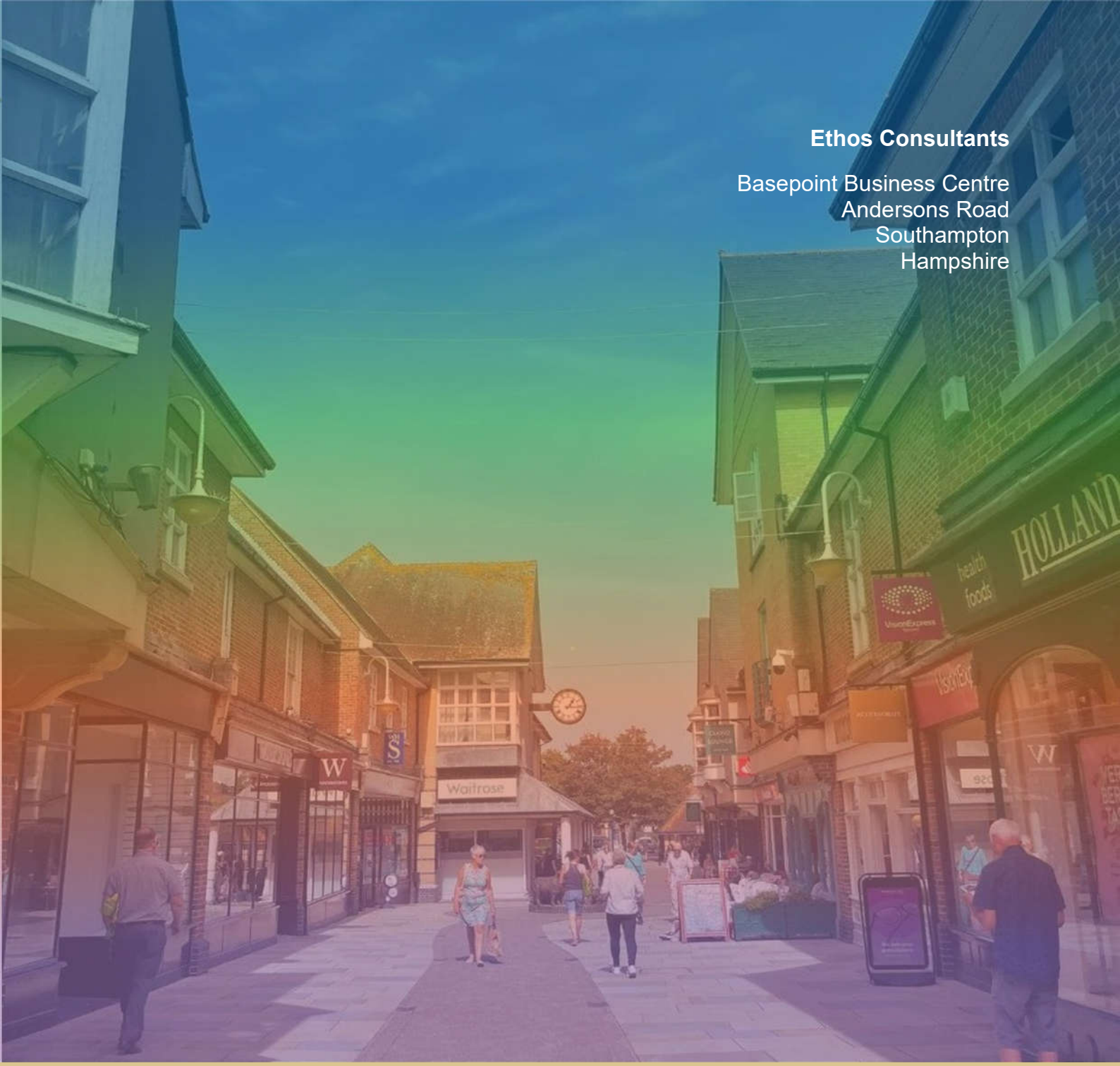
The Strategy deliberately does not seek to prescribe how every policy or opportunity should be delivered over its 20-year lifetime. A separate Implementation Plan is being developed to support the Strategy and provide a framework for considering future priorities.

This will allow individual proposals to be considered in response to emerging evidence, changing circumstances, available resources and wider Council priorities without creating fixed delivery commitments at the point of Strategy adoption.

Continued collaboration with Hampshire County Council, town and parish councils, transport operators, businesses, communities and other stakeholders will also be important.

Working collectively will help ensure that parking decisions complement wider transport, regeneration, economic and environmental initiatives and reflect the needs of the communities they serve.

Ultimately, the Strategy provides East Hampshire District Council with a clear direction for the future of parking while retaining the flexibility required, to ensure the parking service continues to support the district's economy, communities and environment.



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