

Dover District Parking Strategy

Town and Parish Council Engagement

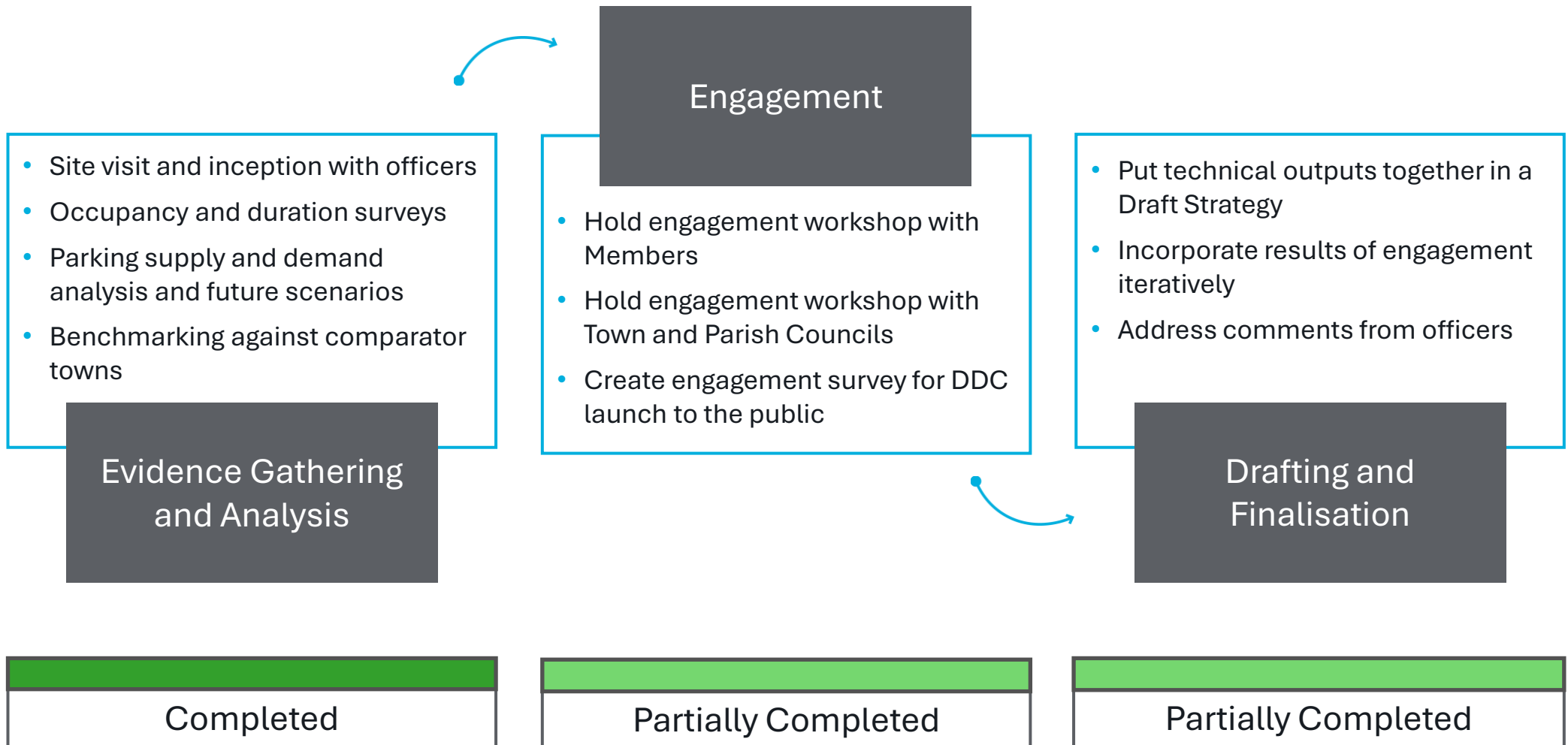


Content

1. Overview and scope of work
2. Analysis behind the strategy (survey analysis, future supply and demand scenarios, benchmarking, consultation results)
3. Recommendations and next steps
4. Questions and thoughts

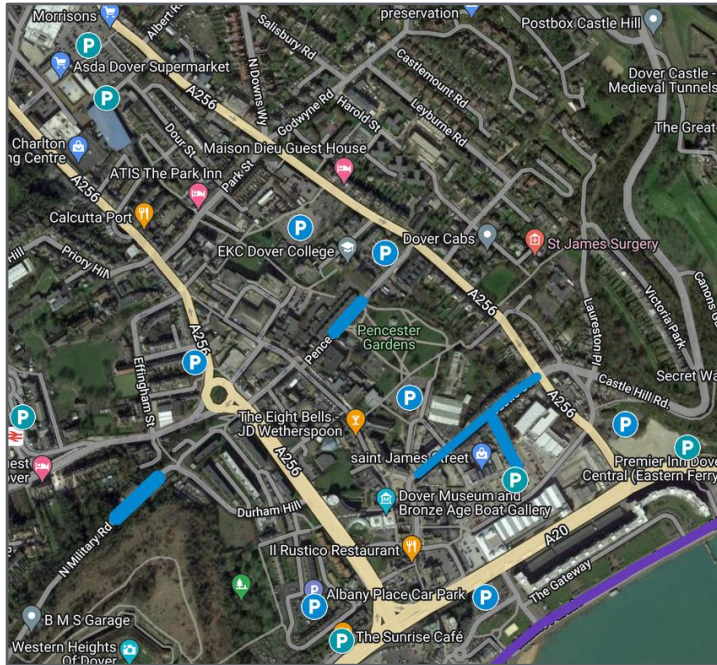
Overview and Scope

Scope of Strategy



Parking Sites Surveyed

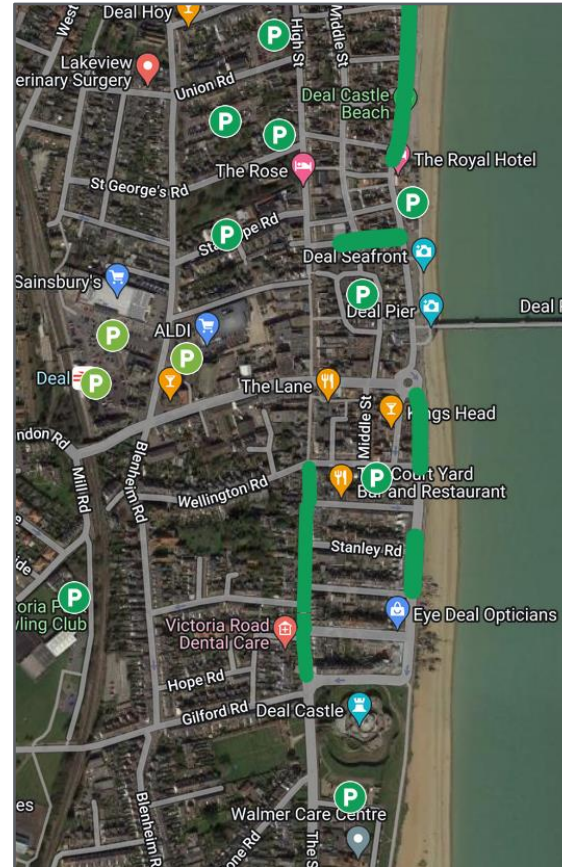
Dover



Car parks surveyed: Albany Place, Camden Crescent, Kearsney Abbey, Maison Dieu, Norman Street, Pencester Road, Stembrook, Woolcomber Road

Friday 11 / Saturday 12 October: two-hour beats assessing occupancy and (for some key sites) duration of stay between 07:00 and 19:00

Deal / Walmer



Car parks surveyed: Beach Street (off street), Beach Street (on street), Borrow Pit, Deal Castle, Middle Street, South Street, Stanhope Road, Union Road, Victoria Park, West Street

Sandwich



Car parks surveyed: Gazen Salts, Guildhall, The Quay

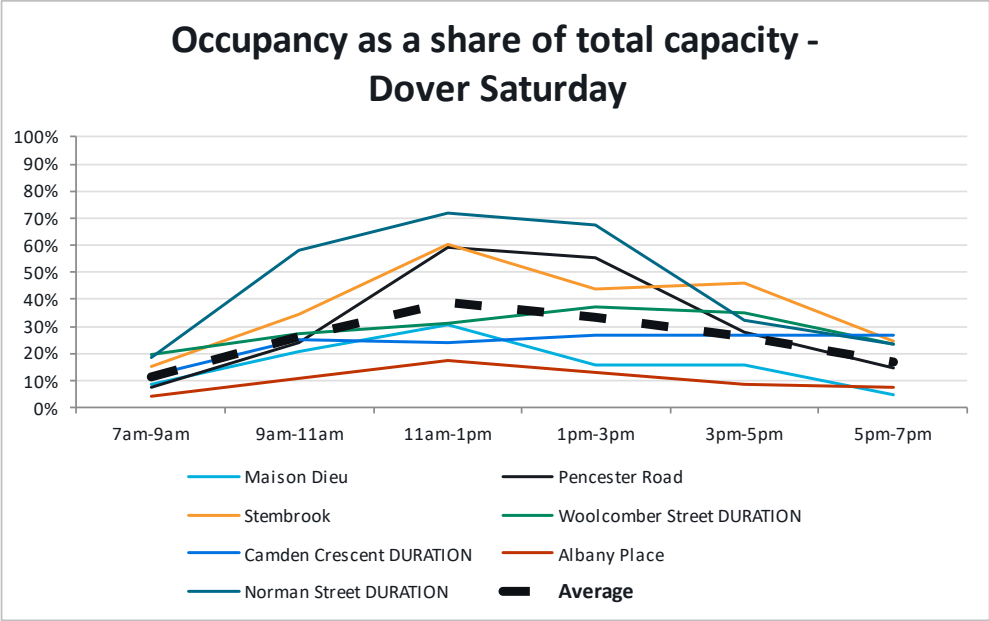
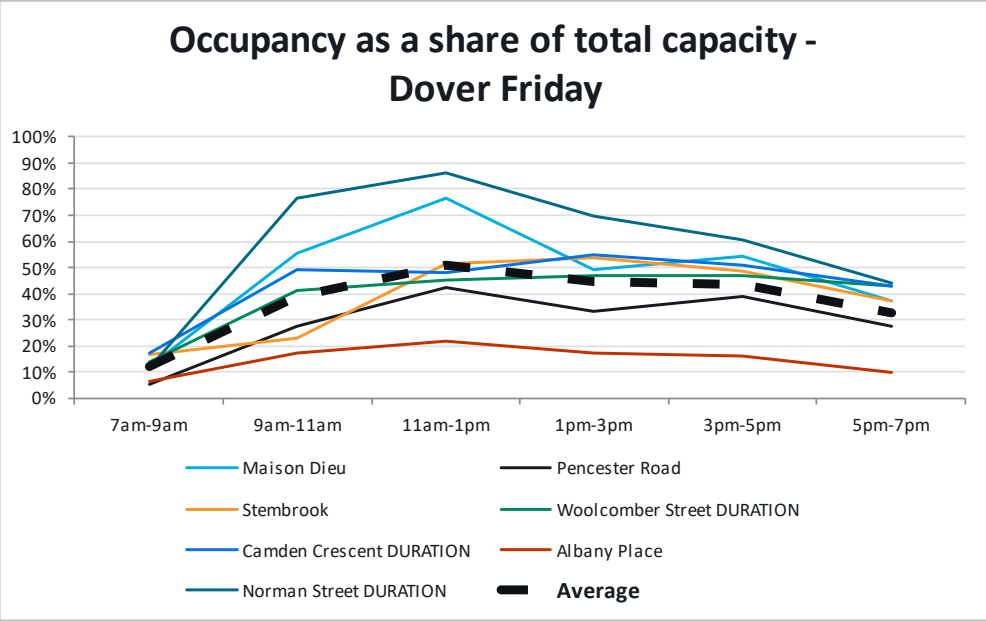
Also surveyed across the district:

- **Ash:** The Street, Queens Road
- **Wingham:** St Mary's Meadows/High Street (Wingham),
- **St Margarets At Cliffe:** Reach Road

Survey Analysis

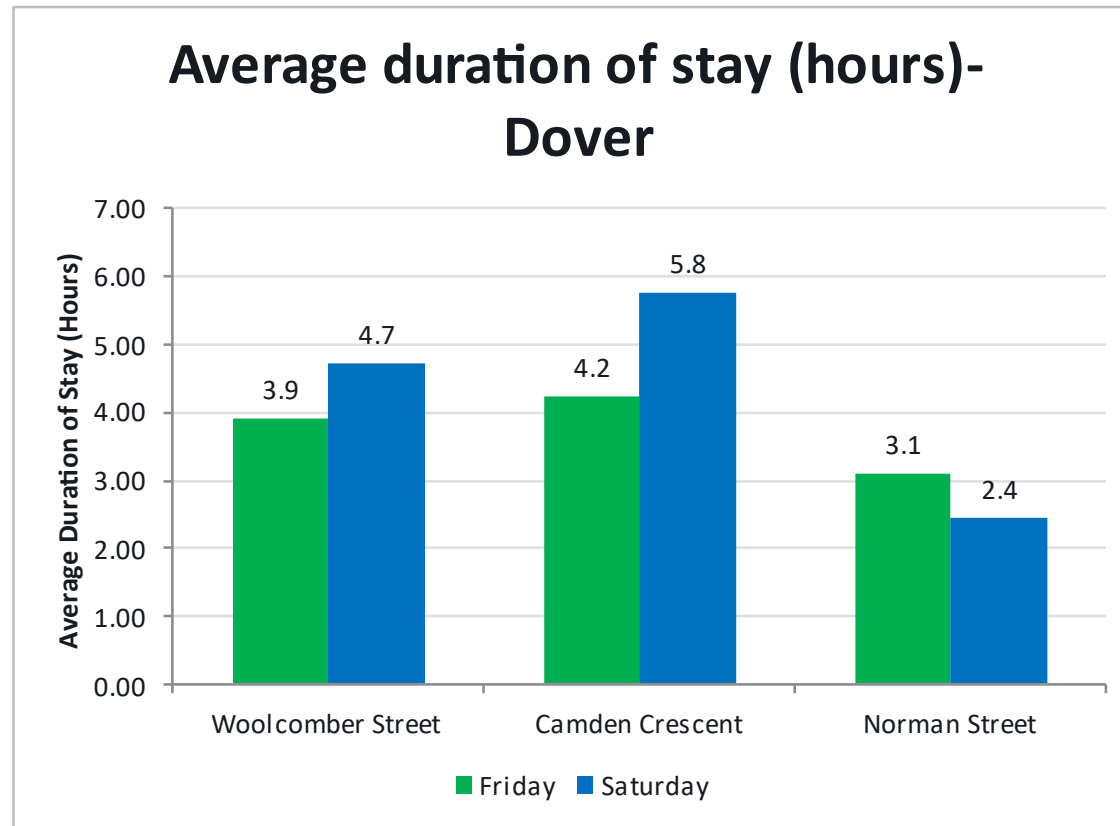
Example Outputs: Dover Survey Analysis

Occupancy



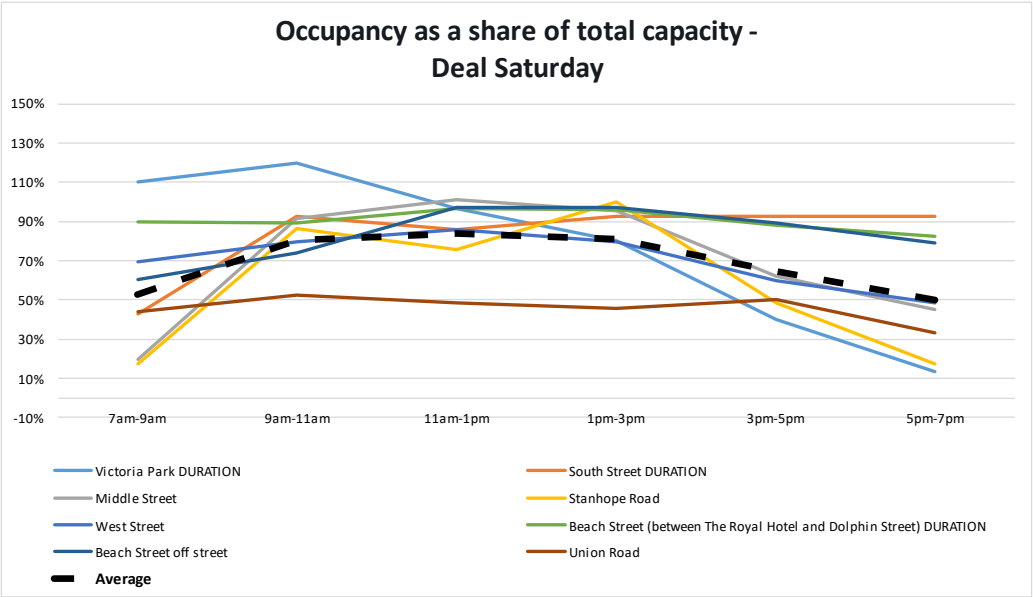
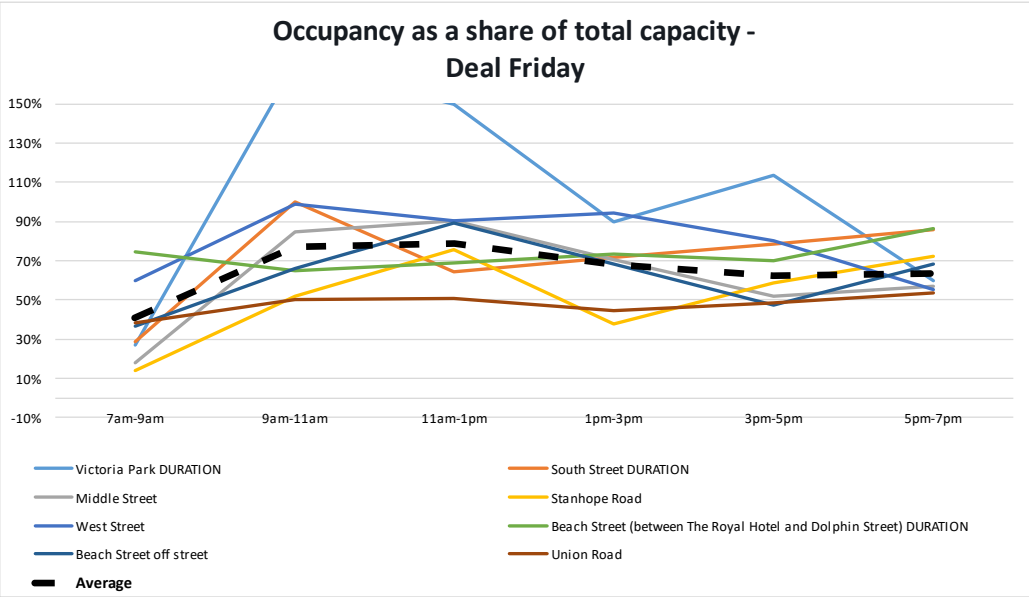
Example Outputs: Dover Survey Analysis

Duration



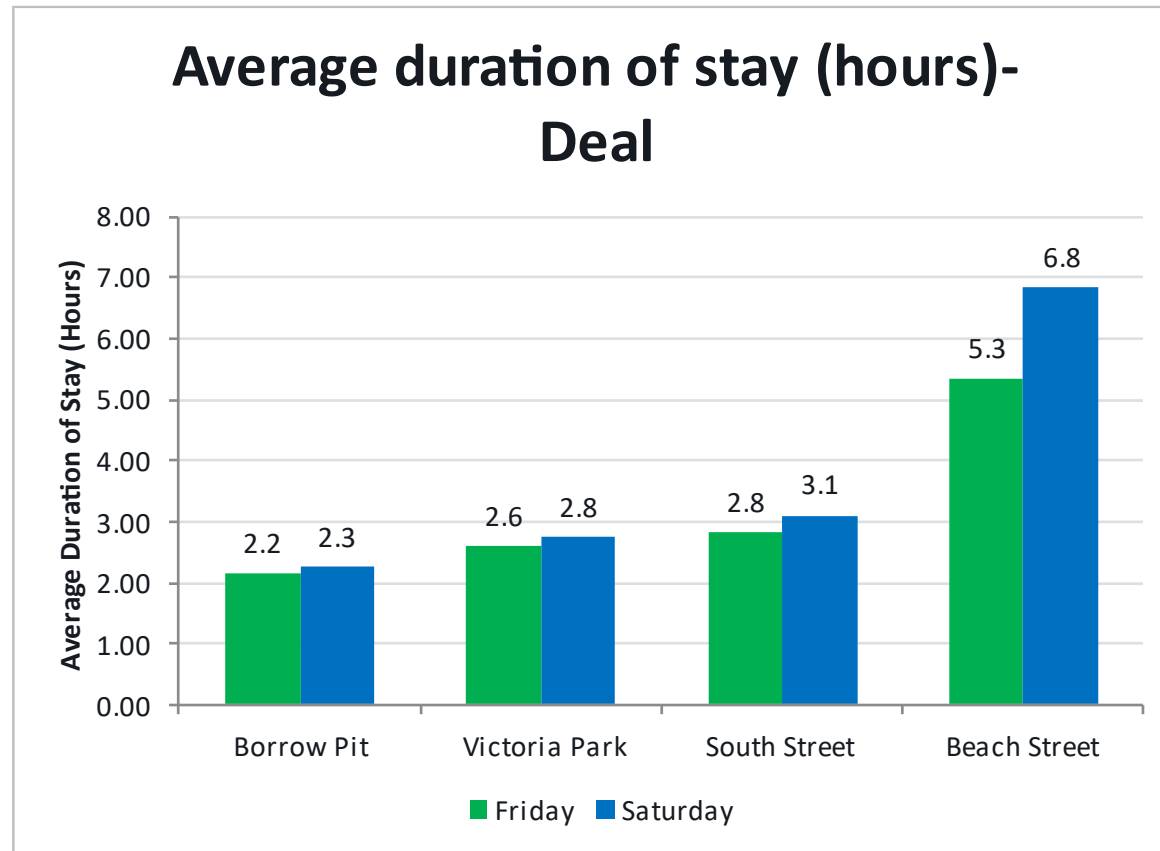
Example Outputs: Deal Survey Analysis

Occupancy



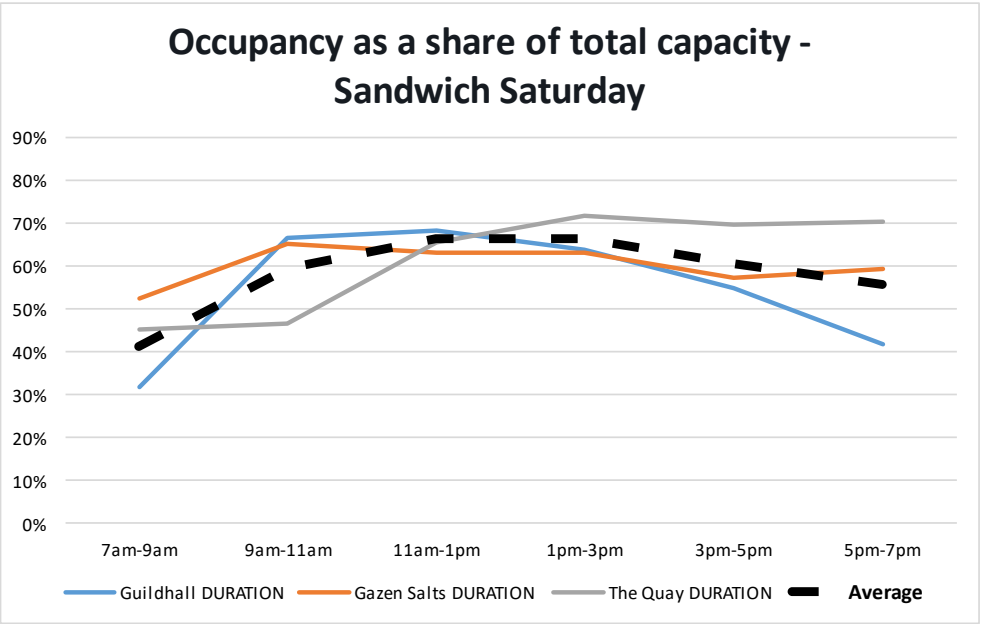
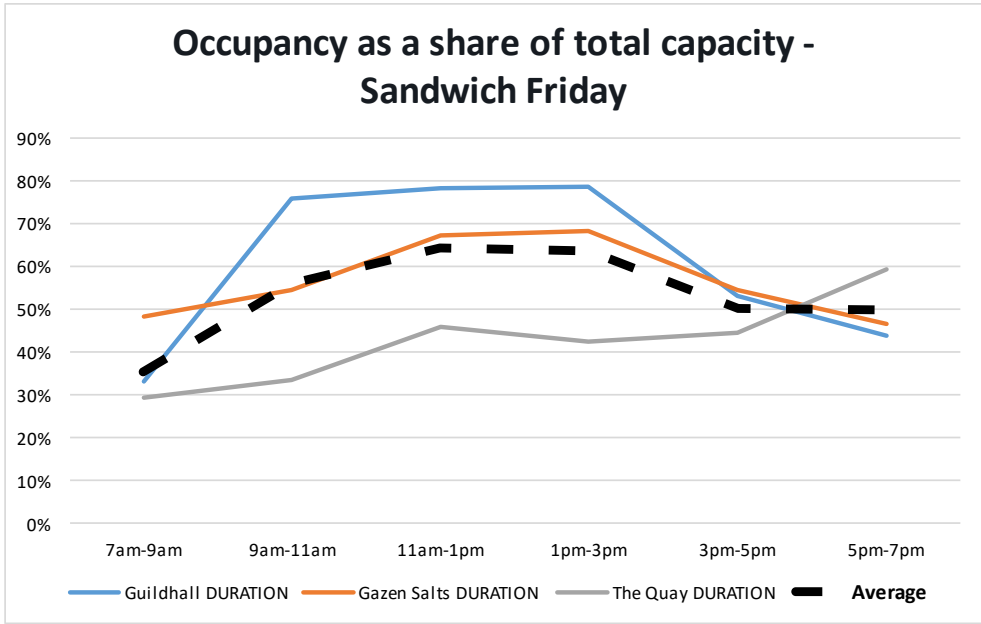
Example Outputs: Deal Survey Analysis

Duration



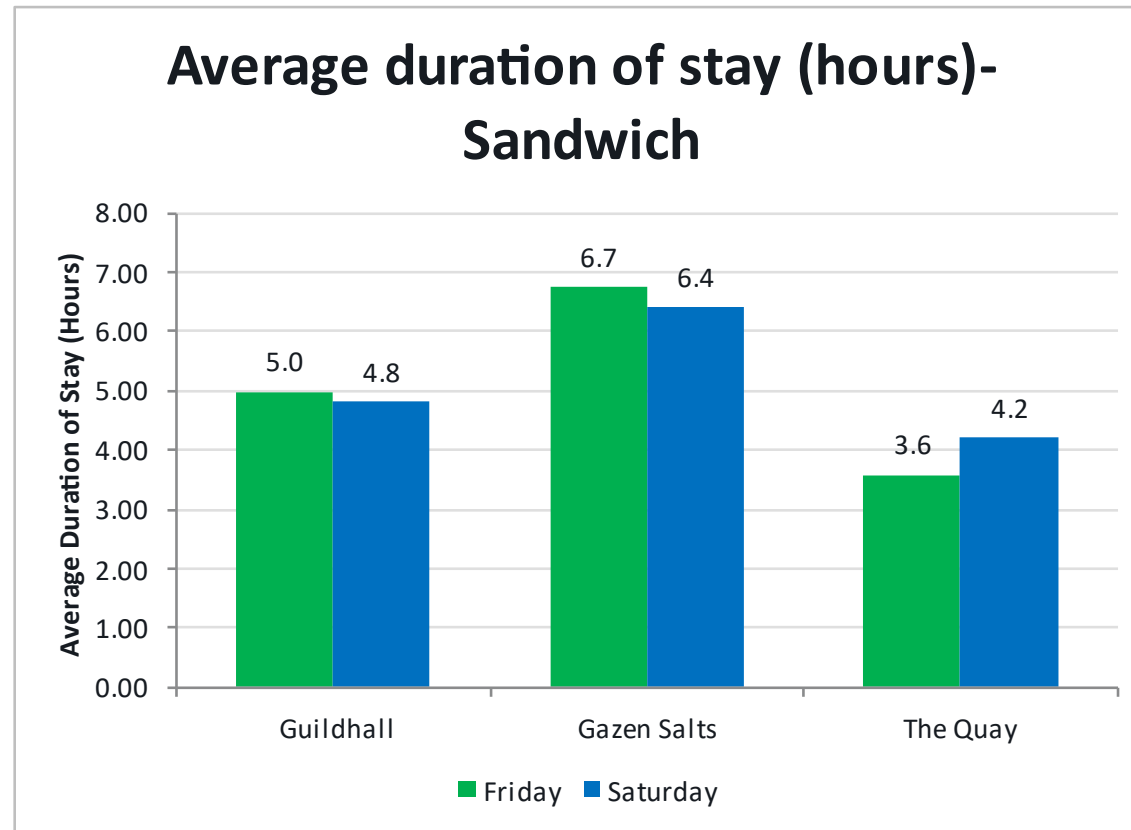
Example Outputs: Sandwich Survey Analysis

Occupancy



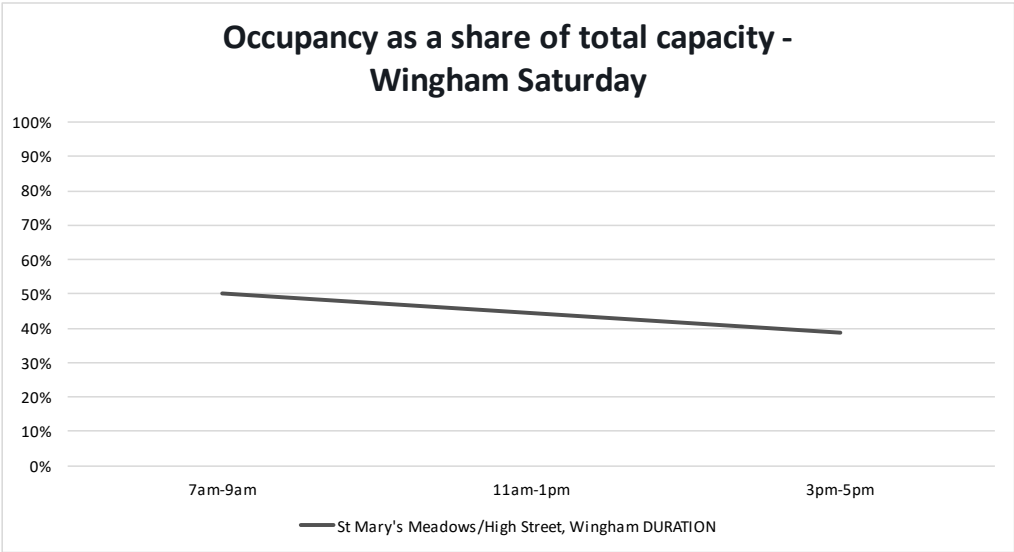
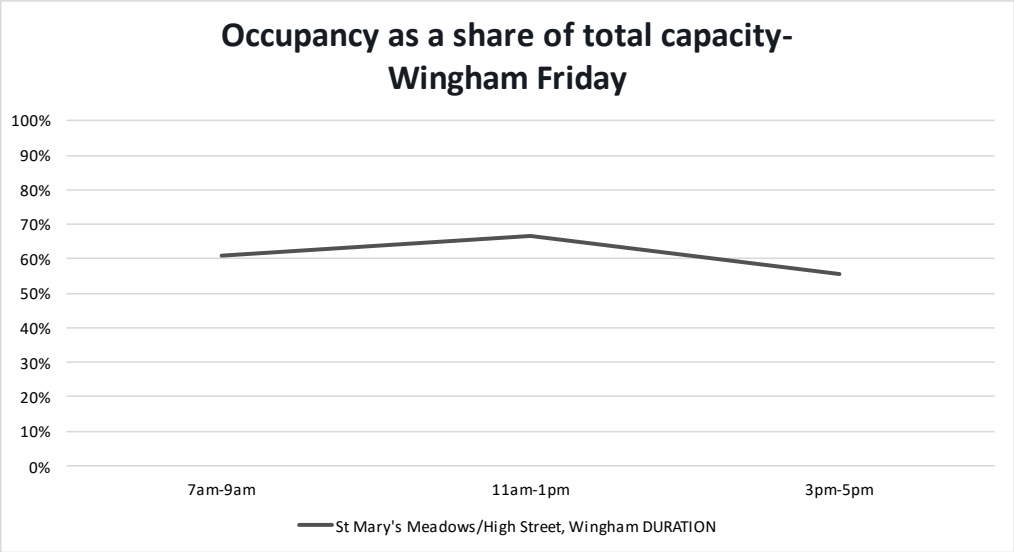
Example Outputs: Sandwich Survey Analysis

Duration



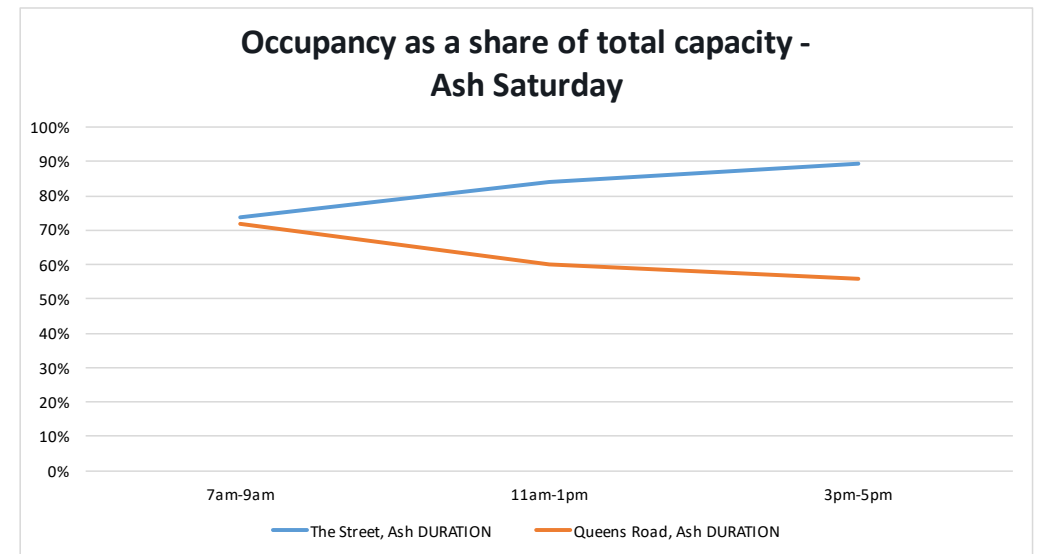
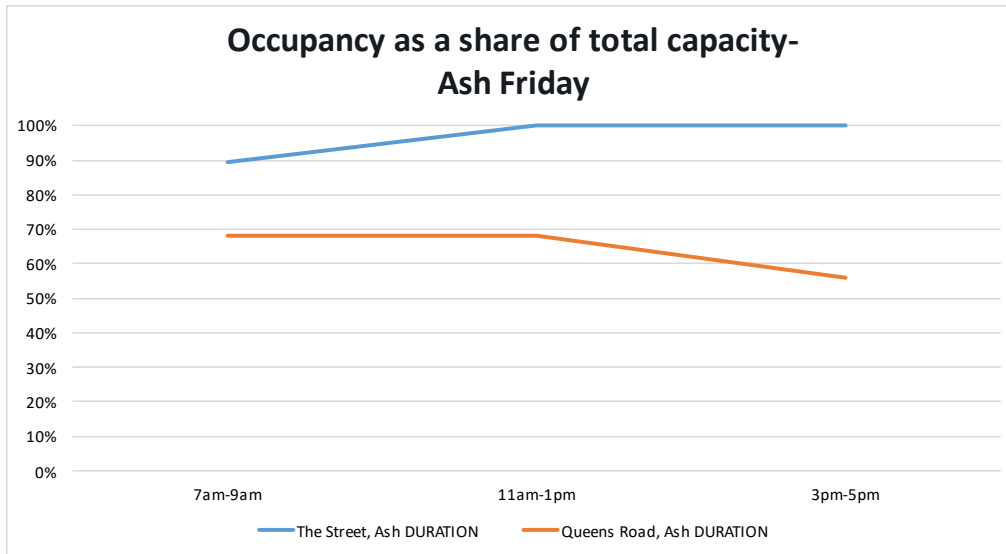
Example Outputs: Wingham Survey Analysis

Occupancy



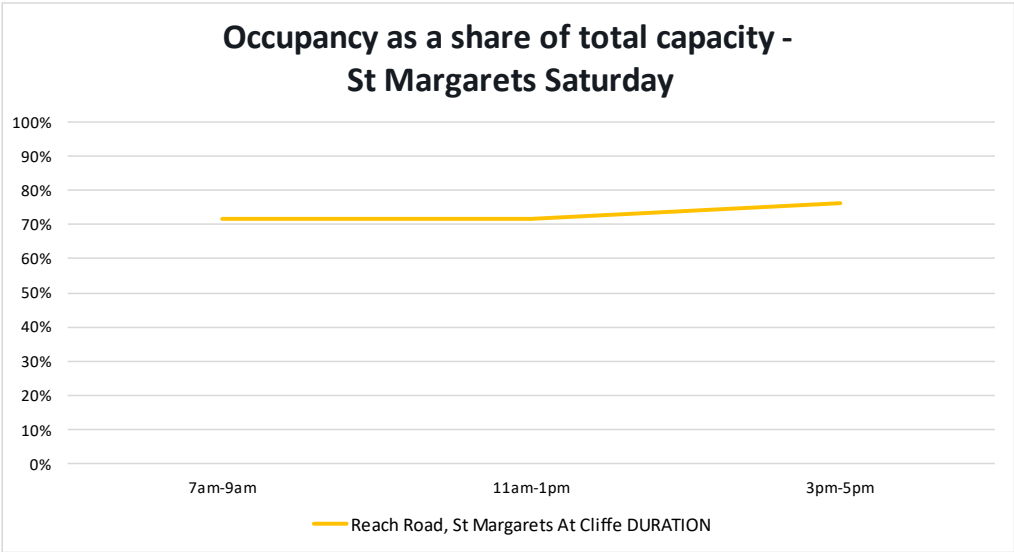
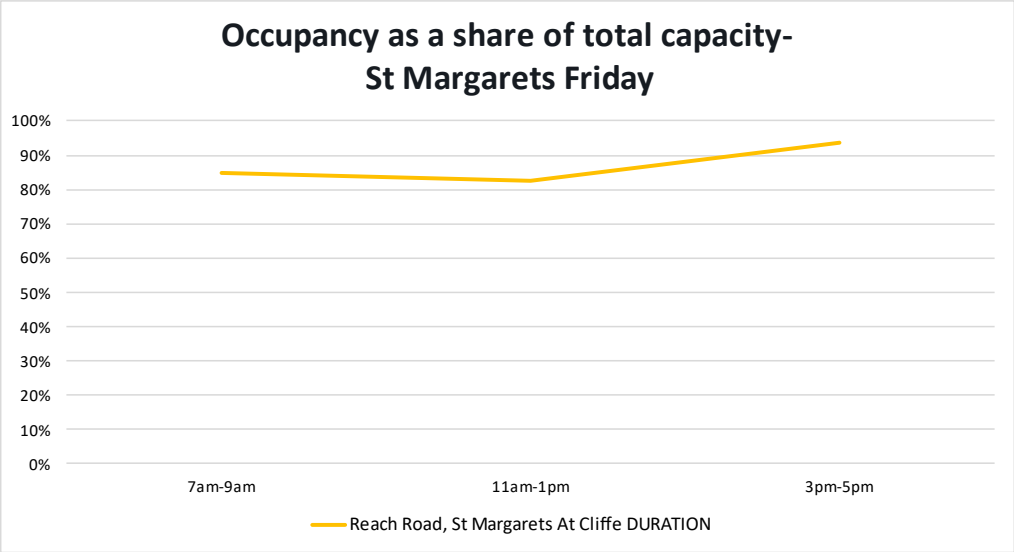
Example Outputs: Ash Survey Analysis

Occupancy



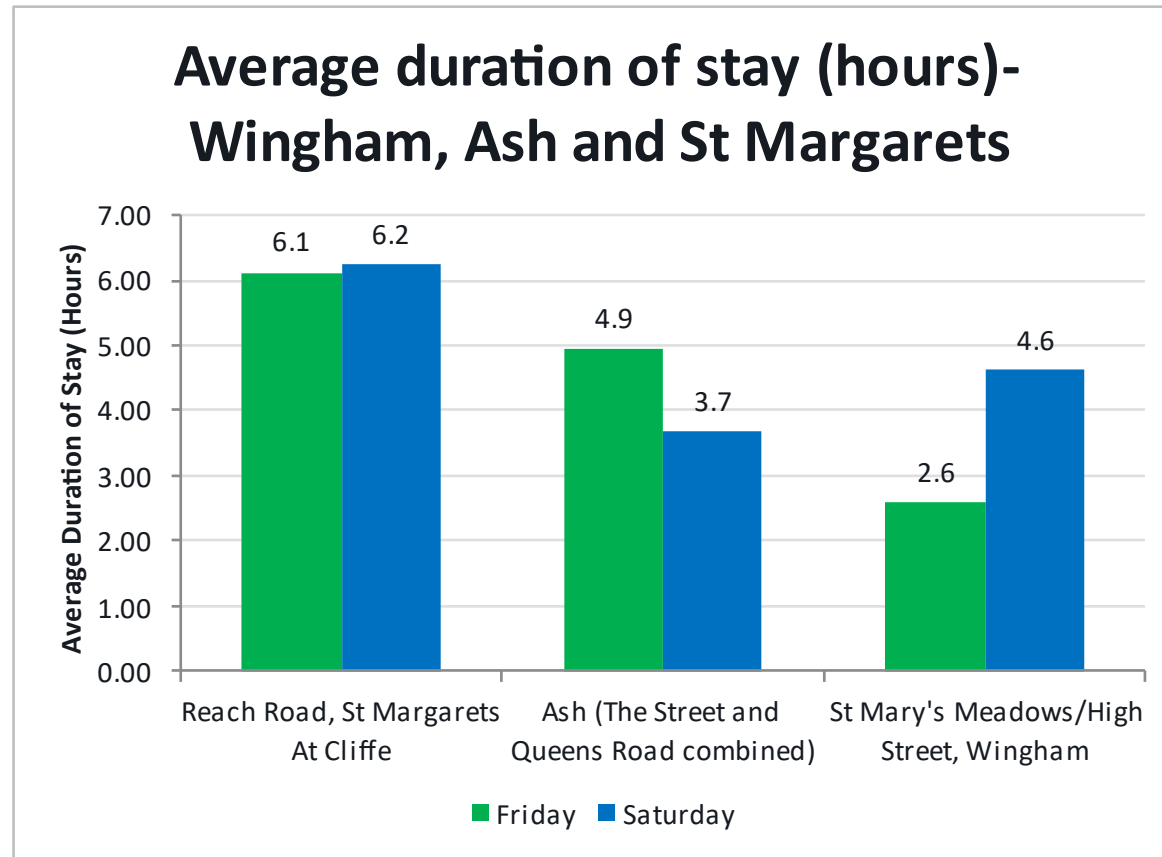
Example Outputs: St Margarets Survey Analysis

Occupancy



Example Outputs: Wingham, Ash and St Margarets Survey Analysis

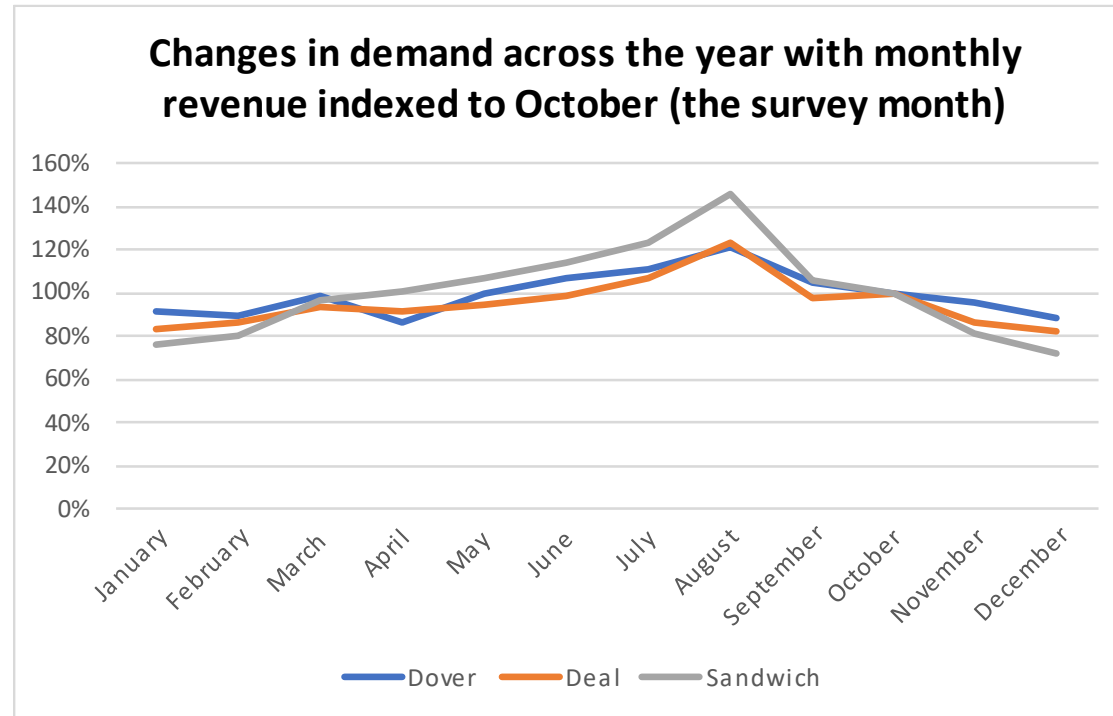
Duration



Future Supply and Demand Scenarios

Example Outputs: Future Supply and Demand Scenarios

Approach and Assumptions



- **Ticket sales data** supplied by Dover District Council
- Monthly revenue across car parks in the three town centres **indexed to October**
- Found that **August is the busiest month across all three**
- **Survey demand data uplifted to August levels** to estimate 'busiest month demand'

Future Supply

- Future supply scenarios were created by adjusting capacity for **planned developments on car parks** in the Local Plan
- This was discussed with DDC to ensure that more uncertain or long-term developments were not put in scope

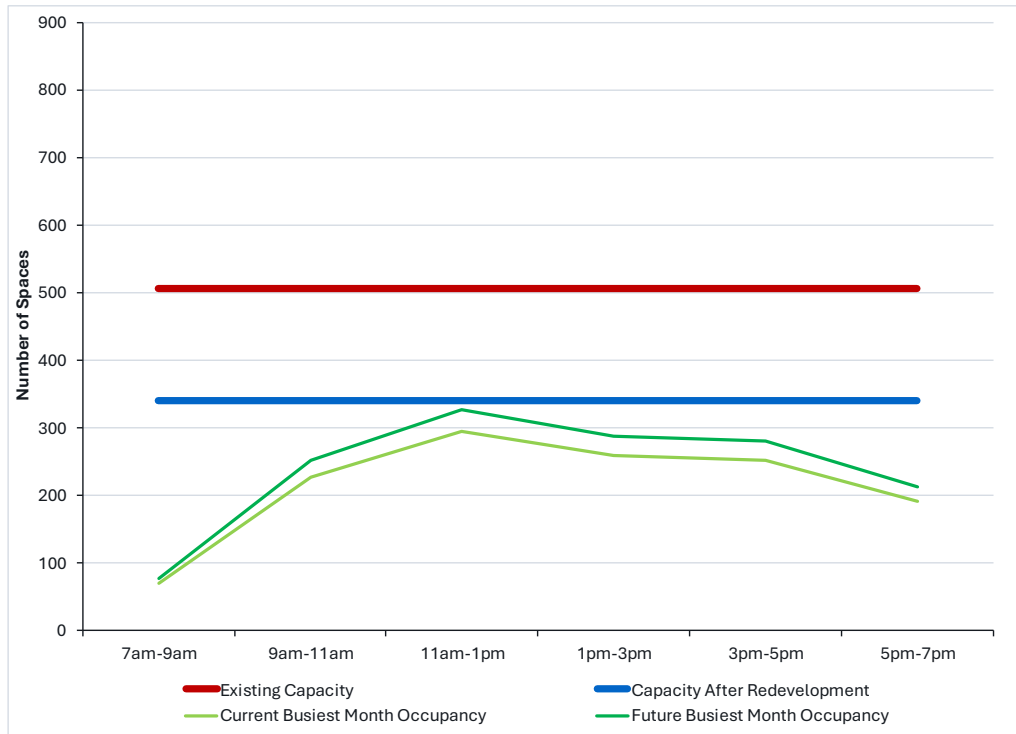
Future Demand

- Busiest month demand was adjusted for **population growth up to 2040** (the end of the Local Plan period) using ONS population projections
- This created '**future busiest month demand**'
- Three scenarios were tested; **High Growth, Medium Growth and Low Growth**, with High and Low Growth changing the population projections by **+/- 10%**, respectively

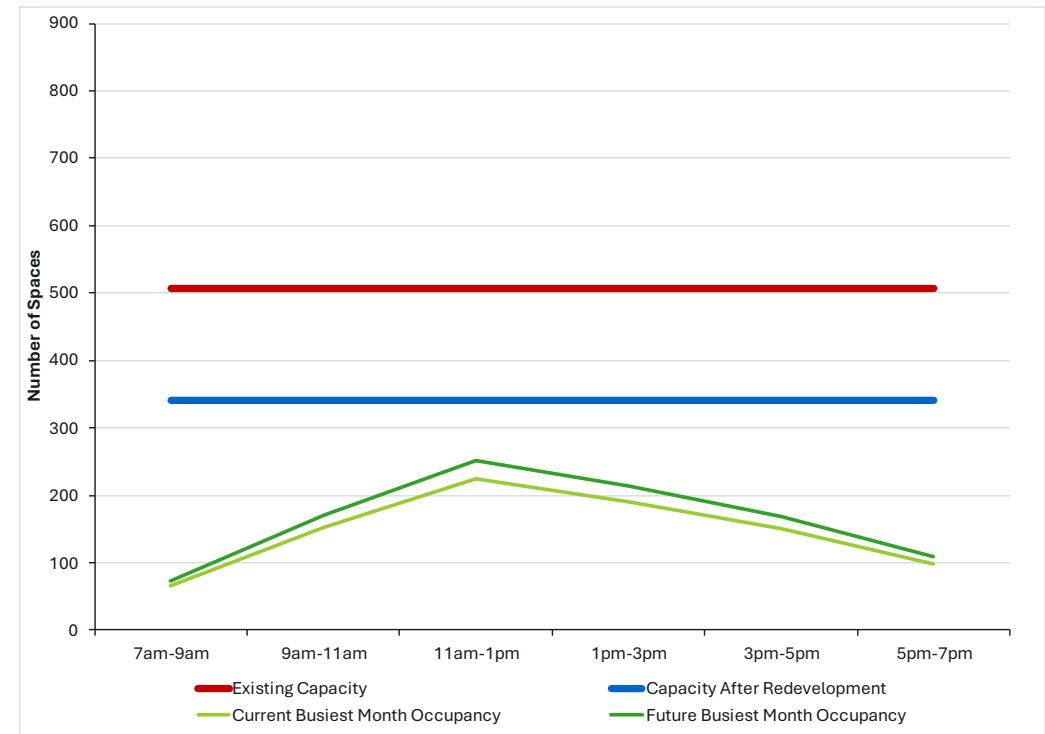
Example Outputs: Future Supply and Demand Scenarios

Dover

Friday – Medium Growth



Saturday – Medium Growth

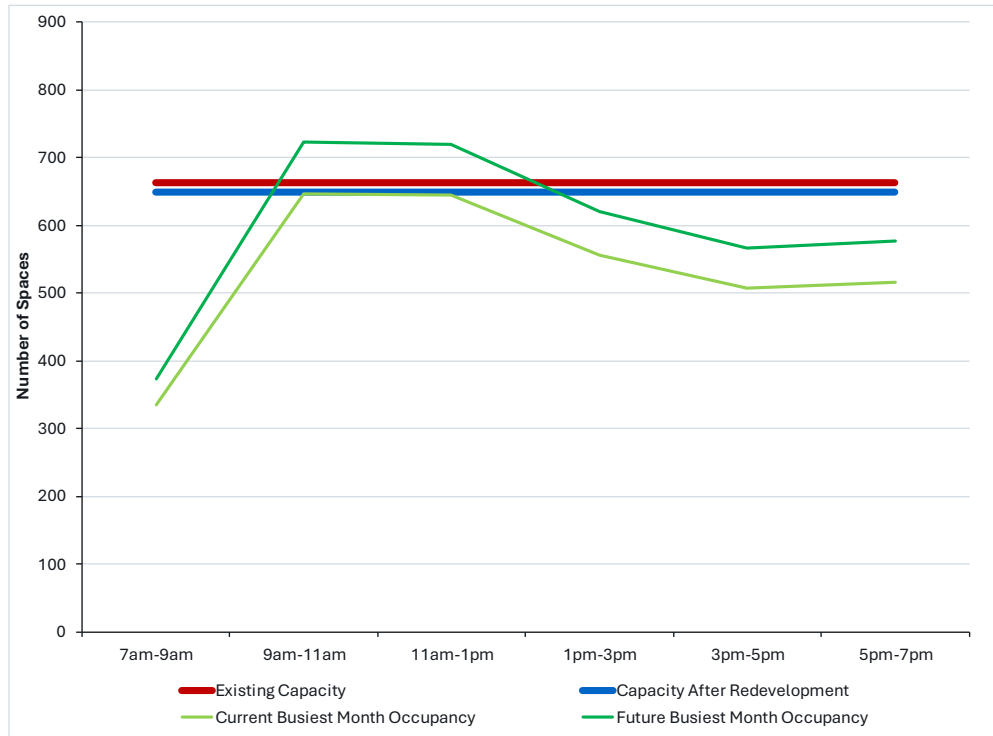


Not including 'surge capacity' such as Port of Dover parking, St James Retail and Leisure Park, Morrisons/Castleton, Charlton Shopping Centre (all hundreds of additional spaces)

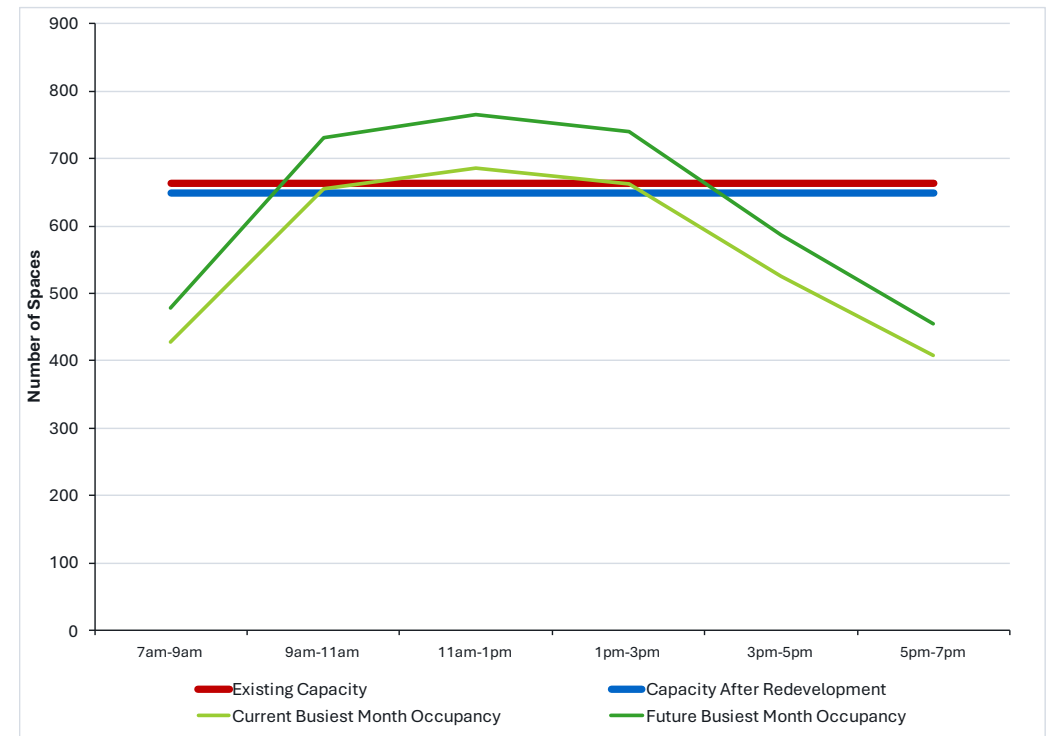
- Future supply scenario:**
- Albany Place redeveloped (losing all 92 spaces)
 - Ladywell reopens (retaining all 33 spaces)
 - Camden Crescent redeveloped (losing all 75 spaces)

Example Outputs: Future Supply and Demand Scenarios Deal

Friday – Medium Growth



Saturday – Medium Growth



Future supply scenario: • South Street redeveloped (losing all 14 spaces)

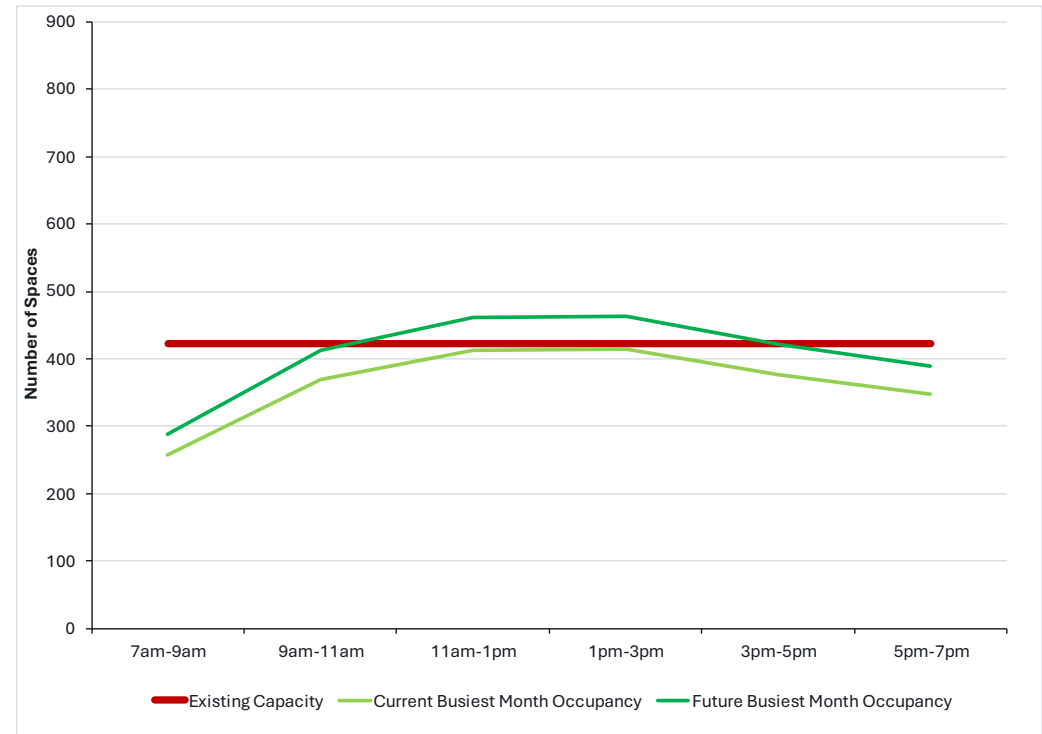
Example Outputs: Future Supply and Demand Scenarios

Sandwich

Friday – Medium Growth



Saturday – Medium Growth

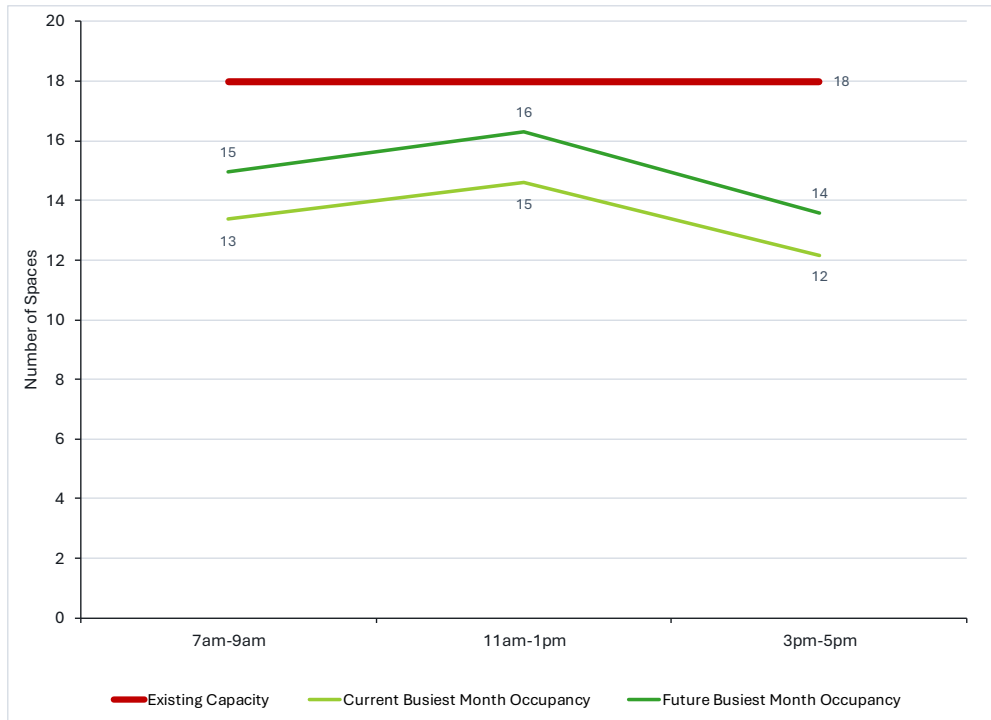


Future supply scenario: • No planned developments on car parks in the Local Plan

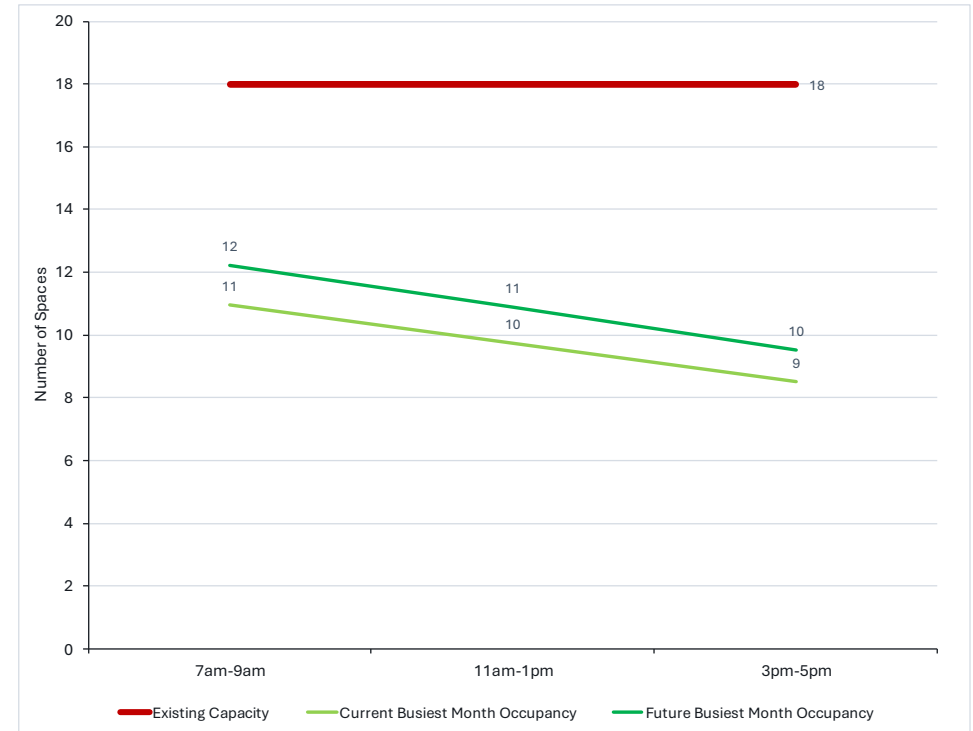
Example Outputs: Future Supply and Demand Scenarios

Wingham

Friday – Medium Growth



Saturday – Medium Growth

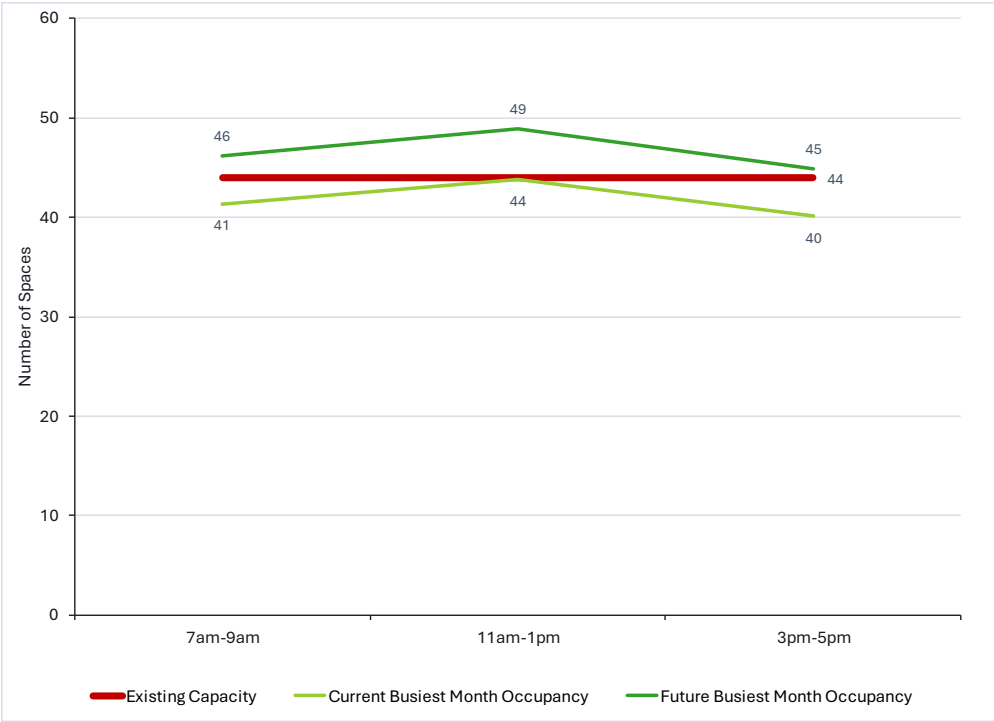


Future supply scenario: • No planned developments on car parks in the Local Plan

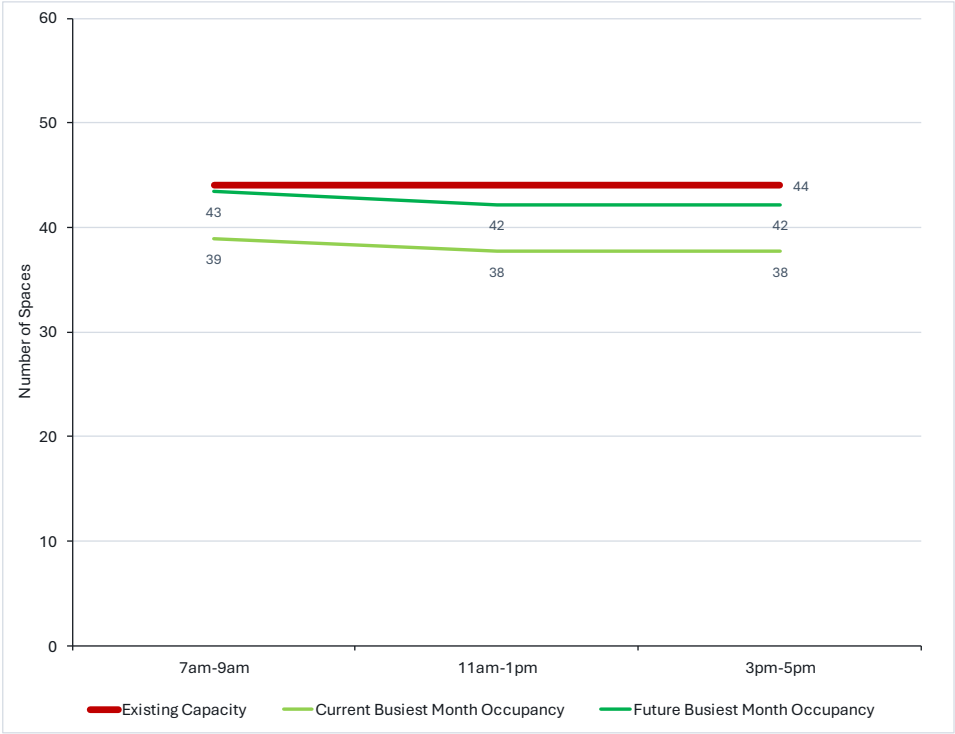
Example Outputs: Future Supply and Demand Scenarios

Ash

Friday – Medium Growth



Saturday – Medium Growth

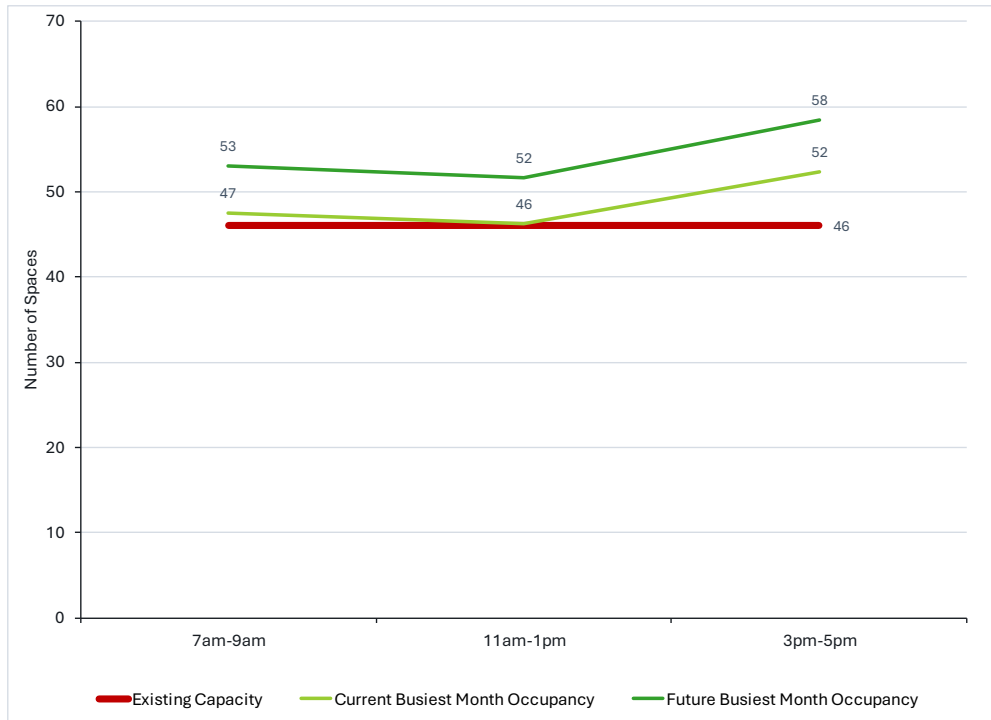


Future supply scenario: • No planned developments on car parks in the Local Plan

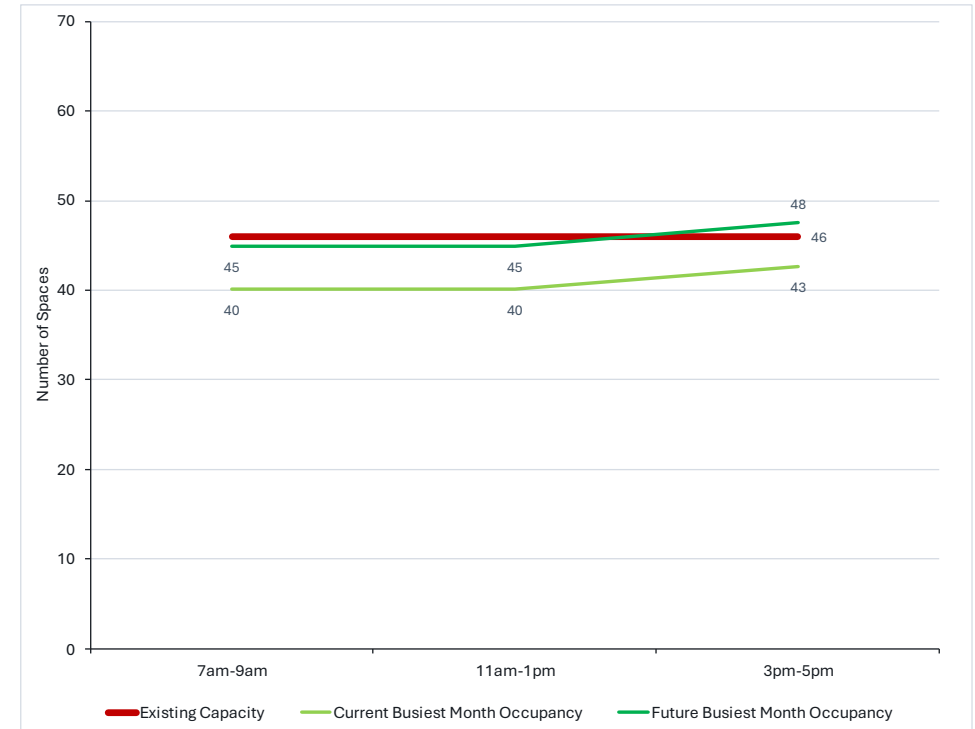
Example Outputs: Future Supply and Demand Scenarios

St Margarets

Friday – Medium Growth



Saturday – Medium Growth



Future supply scenario: • No planned developments on car parks in the Local Plan

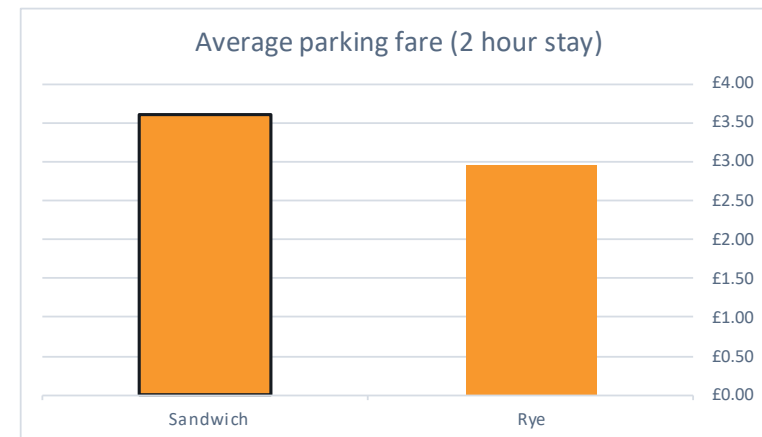
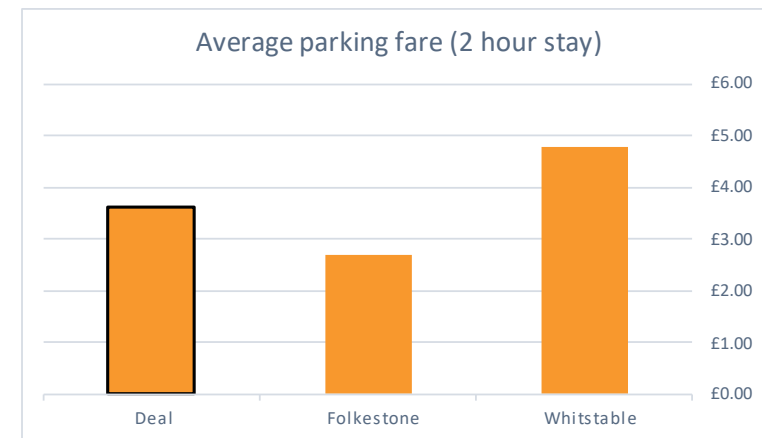
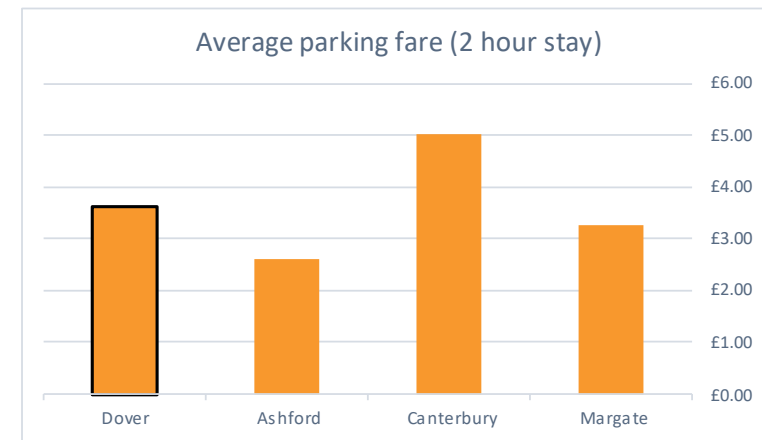
Benchmarking

Example Outputs: Benchmarking

Average parking fares

Key takeaways

- **Dover** town centre has a higher average parking fare for a 2 hour stay than **Ashford** and slightly higher than **Margate**, but much lower than **Canterbury**, where banded car park pricing is in place
- **Deal** town centre is comparable to **Folkestone** and **Whitstable** in terms of average parking fare for a 2 hour stay. Whitstable has the highest average parking fare of any of the towns looked at
- **Sandwich** town centre has a slightly higher average parking fare for a 2 hour stay than **Rye**



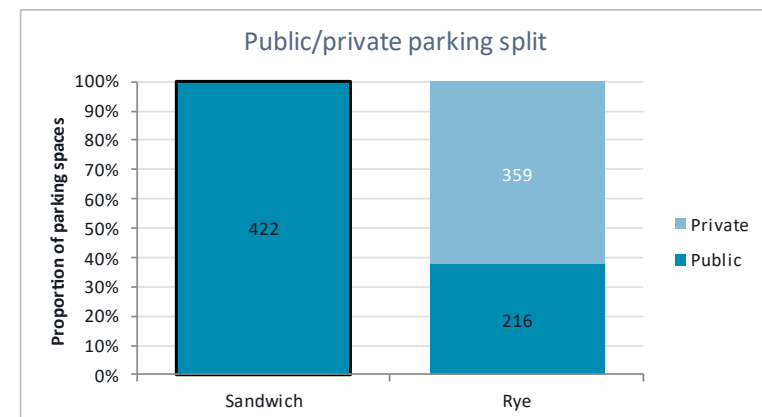
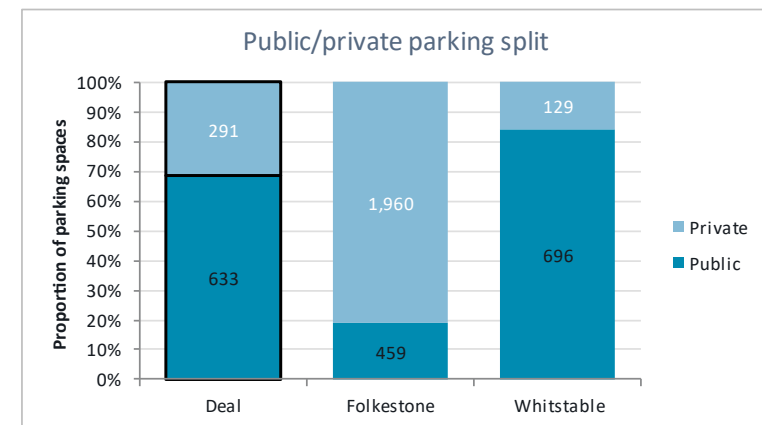
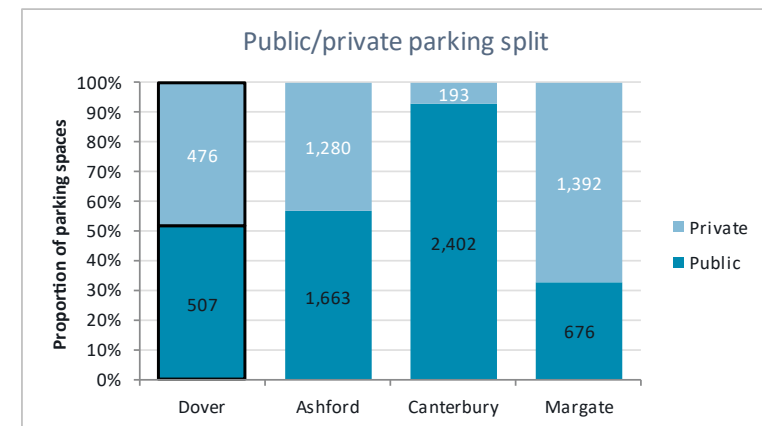
steer

Example Outputs: Benchmarking

Public/private parking split

Key takeaways

- **Dover** town centre has a greater share of private parking spaces than **Canterbury**, a somewhat smaller share than **Margate** and broadly equivalent to **Ashford**. This reflects the inclusion of St James Leisure and Retail Park in Dover's benchmarked supply
- **Deal** town centre has a comparable public/private parking split to **Whitstable**, whereas **Folkestone** has a far greater share of private parking spaces
- **Sandwich** town centre has entirely publicly managed parking, in contrast with **Rye** which has more of a public/private parking split



Consultation Results

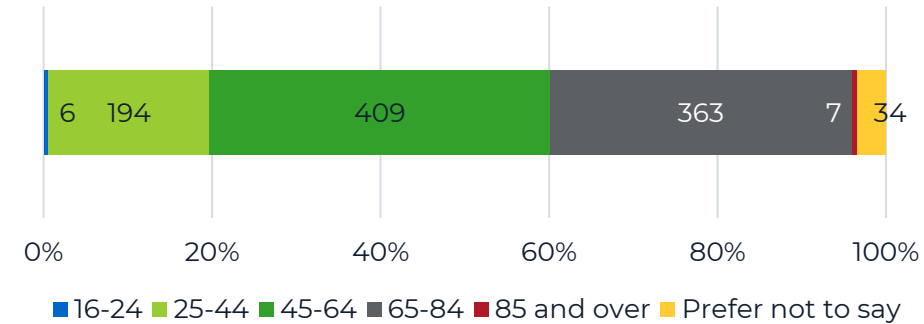
Example Outputs: Consultation Results

Overview and respondent demographics

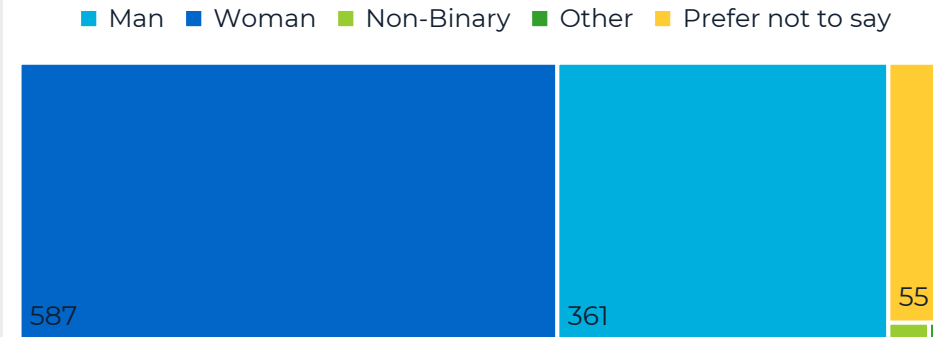
The engagement survey ran from 20th December 2024 to 19th January 2025. The survey aimed to capture key elements of respondents' most frequent journeys to town and village centres in the district, their appraisal of sustainable alternatives to using the car and their feasibility, and their priorities for parking, as well as giving an opportunity to provide any further comments. There were 1,096 responses to the engagement survey in total.

- Of the 979 respondents who answered with their age, 42% were aged 45-64, 37% were 65-84, 20% were 25-44 and 3% were 85 and over.
- Of the 952 respondents who answered the sex/gender question, 62% identified as a woman and 38% as a man.
- Of the 924 respondents who answered the disability/long-term illness question, 25% did have a disability or long-term illness and 75% did not.
- Respondents to the survey were therefore predominantly aged between 45 and 84 (79%) and women (62%), with slight overrepresentation of disabled people compared to the average for Dover (25% vs. 20%).

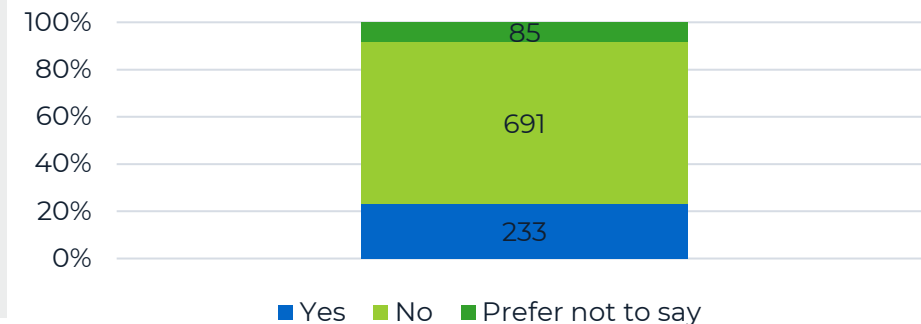
Age Distribution of Respondents



Sex/Gender Distribution of Respondents



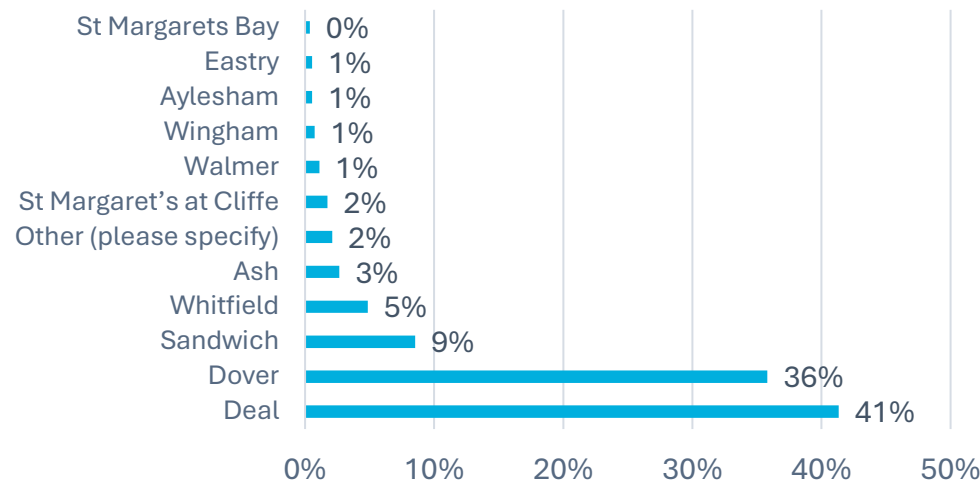
Disability/Long-term illness Distribution of Respondents



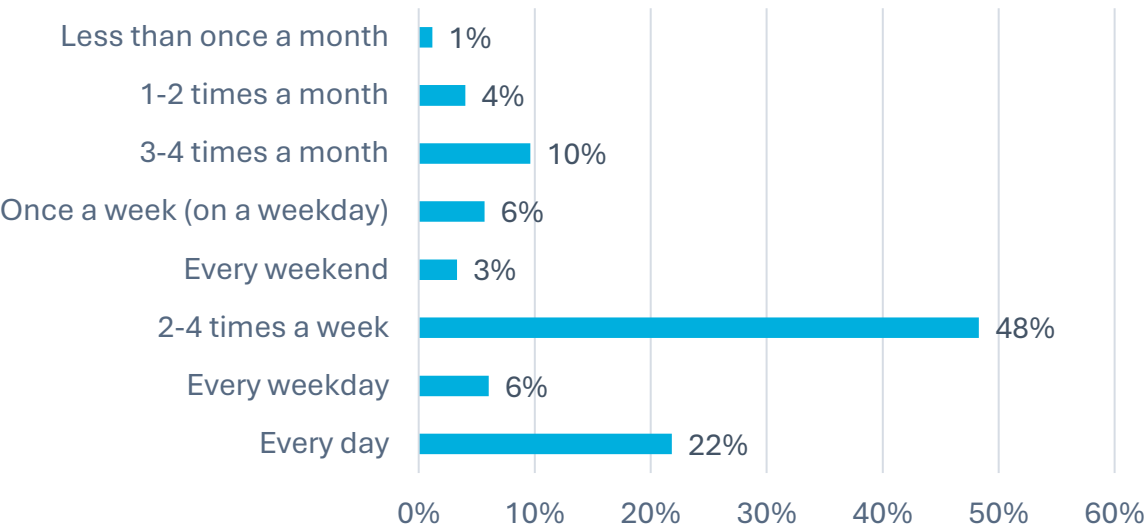
Example Outputs: Consultation Results

Typical journey

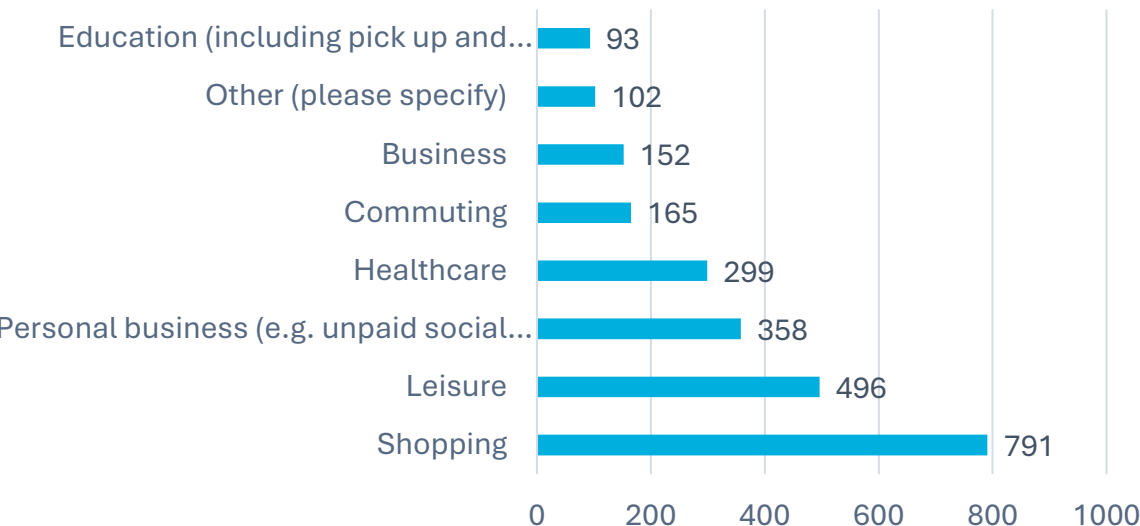
Which town or village centre in the district do you usually travel to most frequently?



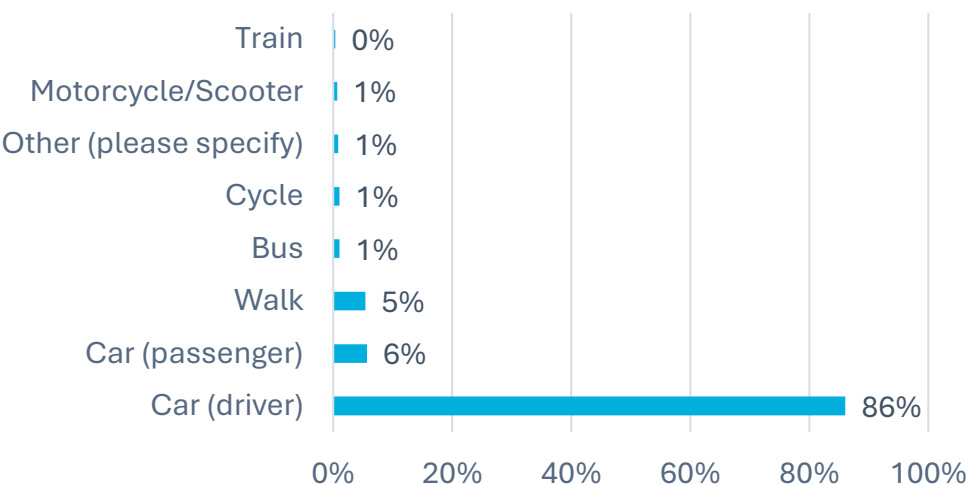
How often do you travel there?



Why do you travel there? Select all that apply.



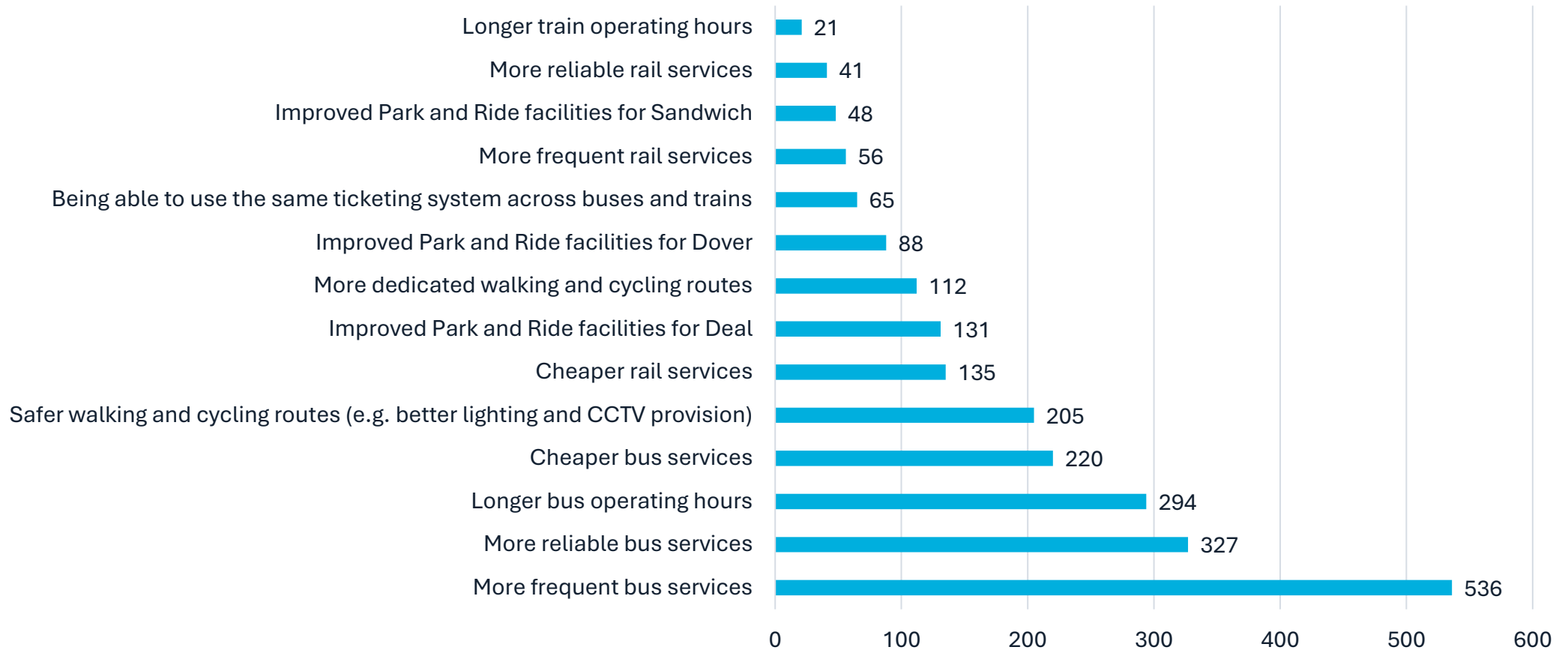
How do you usually travel there - what is your main form of travel?



Example Outputs: Consultation Results

Sustainable alternatives

What would make you likely to travel more frequently by sustainable modes - bus, train, walk or cycle? Select up to three.



Example Outputs: Consultation Results

Permits

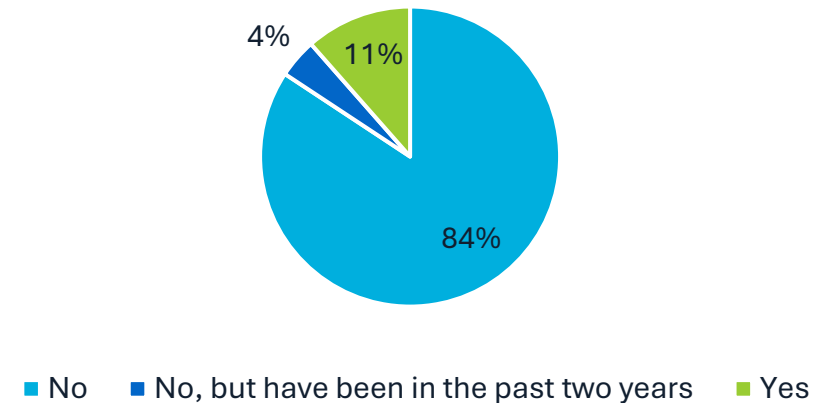
In addition to the charts opposite, an open response question was asked to capture why some people are not satisfied.

11% of respondents are current permit holders in the district, whilst a further 4% have been in the past two years. Of this 15%, 49% are happy with the current permit offerings meaning the open response question was asked of the remaining 51%.

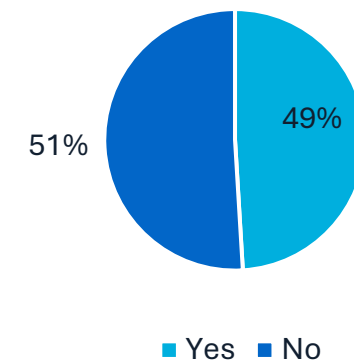
Top issues identified from the permits open response question are as follows:

- Permits being 'too expensive'
- Not being able to park due to a lack of available space despite having a permit
- Insufficient enforcement, with non-permit holders, taxis and other users taking up parking spaces
- Opposition to visitor permits, specifically their expiration dates and the need to purchase them in blocks
- Opposition to emissions-based pricing

Are you a permit holder?



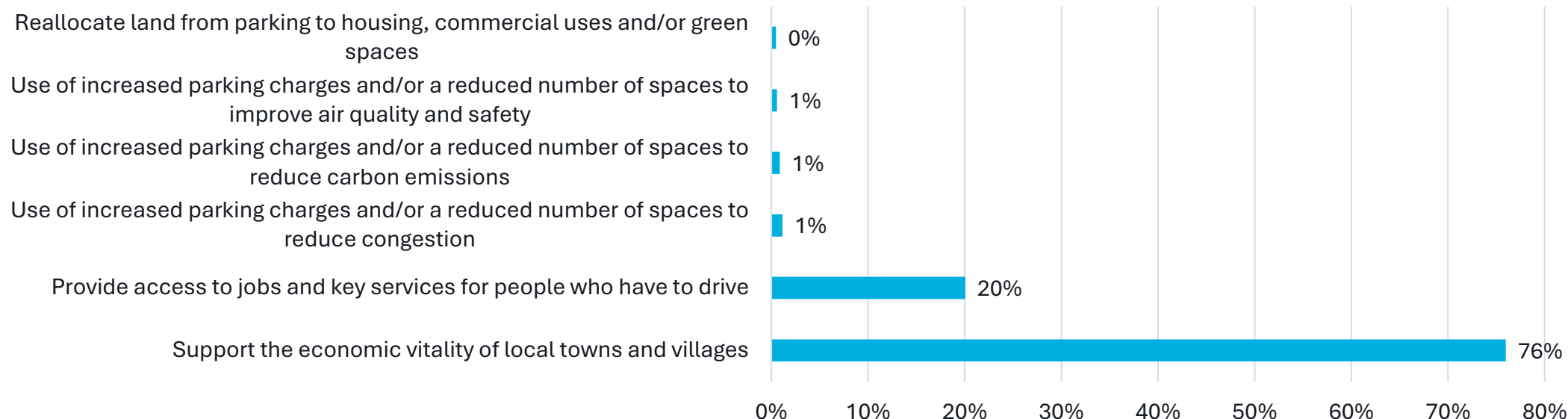
Do the current permit offerings satisfy your parking needs?



Example Outputs: Consultation Results

Priorities

What role do you want parking to provide to support local priorities? Select one.



Respondents were also given a series of agree/disagree statements around potential measures to improve parking in the district. The three most/least popular statements are listed below:

Top three most popular statements – Strongly agree/Agree %

- Greater levels of security (e.g. lighting and CCTV) should be provided at car parks – 80%
- Improved signage to local destinations should be provided at car parks – 67%
- Additional facilities (e.g. toilets, click and collect parcel lockers) should be provided at car parks – 66%

Top three least popular statements – Strongly disagree/Disagree %

- Increased parking charges should be applied to encourage people to travel by more sustainable modes – 92%
- Fewer parking spaces should be provided for cars to encourage people to travel by more sustainable modes – 91%
- Fewer parking spaces should be provided for cars to unlock the land for other uses e.g. housing, commercial development, green spaces – 89%

Example Outputs: Consultation Results

Other comments and survey outcomes

Towards the end of the survey, respondents were given an opportunity to provide any other comments about parking or travel in respect to the towns and villages they visit.

Top issues identified from this final open response question are as follows:

- The need for parking to support local businesses, e.g. by making parking free for at least up to one hour
- Opposition to charging for parking at Victoria Park in Deal, particularly for users of Deal Gymnastics Club and Victoria Park Bowling Club
- Concern about parking enforcement
- The need for better public transport options
- The retention of cash and card payment options

Survey Outcomes

Consideration was given to retaining free parking periods of at least up to one hour to support local businesses in places where charging may be introduced or altered, scaling up to two hours at Victoria Park to respond to the need to protect users of the local sports clubs. This will not be possible at all car parks due to the detrimental impact it would have on the income stream, identified capacity issues in Deal and Sandwich, and the consequent impact on sustainability and wider strategic priorities.

The need for greater enforcement at specific sites, and in general, has also been carried through to the recommendations, as has the need for better public transport options. A phase out of cash payment options will be considered as machines need replacing but retaining card and RingGo payment options. Changes to permits will be considered in closer detail as a next step.

Questions and Comments

Areas for Recommendations

Categories of Recommendations

Pricing

Review charges to achieve a fair balance between operating and maintenance costs and benchmarked comparators



Sustainable alternatives

Assess the potential role of improved public transport and active travel links in alleviating the demand for parking, including committed schemes such as Dover Fastrack



Safety and security

Discuss the benefits of enhanced safety and security (e.g. lighting and CCTV) at car parks and how this can enhance the value of the parking offer



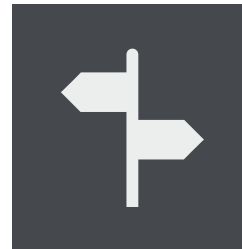
Parking supply

Supporting demand for travel to local towns and villages balancing future demand, development, benchmarking, and wider objectives



Signage and wayfinding

Discuss the benefits of improved signage and wayfinding to enhance the value of the parking offer, particularly for the visitor economy



Travel planning

Acknowledge the role of new travel plan guidance in supporting all other categories of recommendations



Parking Pricing



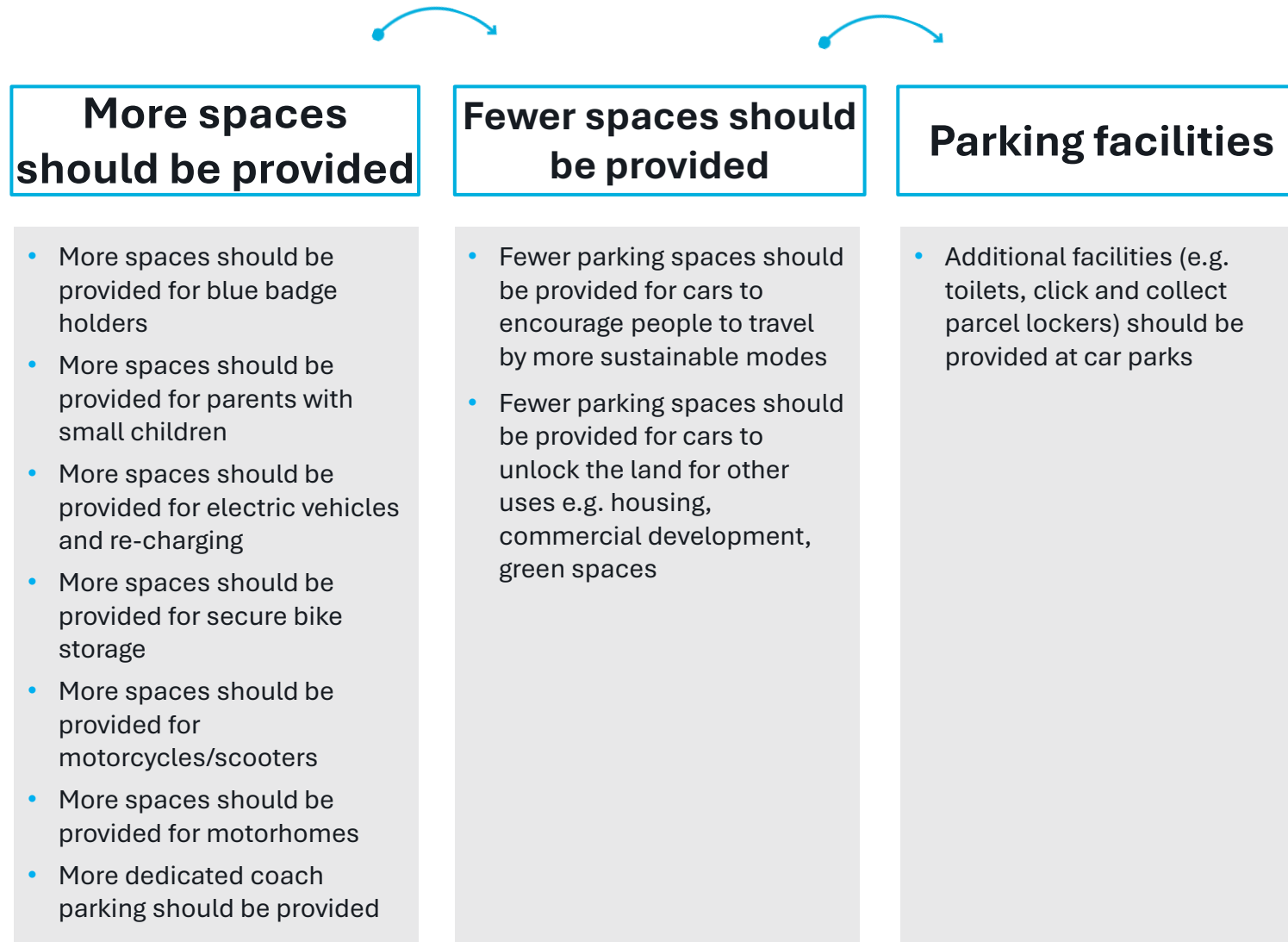
When we should pay more (or not)

- Tariffs should be deployed to balance long and short demand in the right locations (e.g. higher tariffs for long stay in areas that would benefit from higher turnover / lower cost for long stay away from retail areas)

Why we should pay more (or not)

- All parking should have reasonable tariffs charged as long as it is easy to find a convenient space
- Increased tariffs should be applied to encourage people to travel by more sustainable modes and encourage turnover of spaces
- Tariffs should reflect the true cost of creating the asset and its operation, maintenance and renewal / enhancements

Parking Supply



Sustainable Alternatives



Role of sustainable alternatives

- Improved bus services should be provided (e.g. more frequent, longer operating hours, cheaper fares)
- Improved rail services should be provided (e.g. more frequent, longer operating hours, cheaper fares)
- New Park & Ride facilities should be provided
- Improved walkways in and out of car parks to local destinations should be provided
- Level of influence DDC has over these services needs to be considered

From previous slides

- More spaces should be provided for secure bike storage
- Increased parking charges should be applied to encourage people to travel by more sustainable modes / quicker turnover of spaces
- Fewer parking spaces should be provided for cars to encourage people to travel by more sustainable modes

Signage and Wayfinding

Role of signage and wayfinding

- Improved signage to local destinations should be provided at and near car parks
- Real-time information about the number of vacant spaces should be readily available

Safety and Security

Role of safety and security

- Greater levels of security (e.g. lighting, CCTV, secure cycle parking) should be provided at car parks
- Work towards gaining Park Mark certification for key / all car parks

Travel Planning

Role of Travel Planning

- Develop Neighbourhood Plans and advocate for station travel plans that promote sustainable alternatives and more optimal use of existing parking

Questions and Comments

Next Steps

Next Steps

- Summarise today's engagement workshop **end of March 2025**
- Incorporate into development of the Parking Strategy **end of April 2025**
- Draft Final Parking Strategy for Dover District Council review **by May 2025**

Thank you

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