

Staffordshire Moorlands District Parking Strategy

2021 - 2026



STAFFORDSHIRE
moorlands
DISTRICT COUNCIL

parking
matters

Introduction

Introduction from councillor or council comms team.

Picture of councillor?

Strategic Vision

The commitment for a new Parking Strategy were set out in the Staffordshire Moorlands Corporate Plan 2019 -2023 and the vision is taken from Aim 4 and the related Action: “Car parking arrangements that meet the needs of residents, businesses and visitors”.

We have adopted this as the vision for the Strategy to provide direction and set the framework for individual actions.

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Strategy Vision:

“Parking that meets the needs of residents, businesses and visitors”

Overview

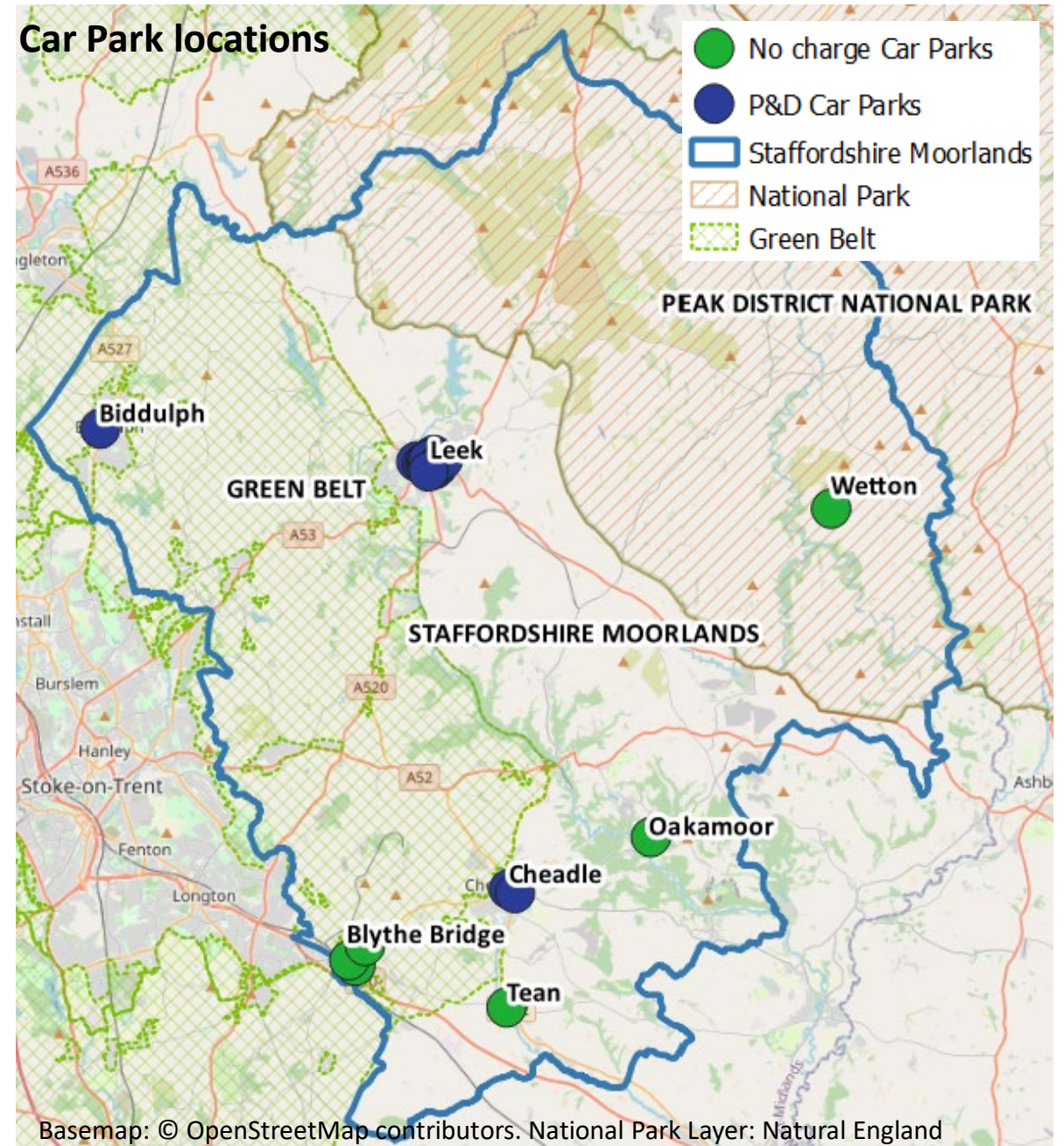
Parking management is important to local communities; helping residents and visitors to access businesses and services and to support local economies. For local authorities, off-street parking is an important asset providing a tool for town centre management and a source of revenue to deliver important services (within the limits set out by national legislation).

Poorly managed parking assets can have a detrimental impact on towns; encouraging traffic, contributing to a poor townscape, and exacerbating air pollution linked with poor health and inequality.

Staffordshire Moorlands controls around 1,750 spaces across 27 public car parks in towns and villages in the district (see map).

The Local Transport Plan recognises the limited travel choices within the District. Whilst there is a network of bus services these can be limited, particularly in rural areas. There is a higher than average travel to work by private motor vehicles (52% compared to 40% nationally).

The Strategy recognises that for many, driving is the only practical way of accessing employment, retail and other services and important to the District's economy. Parking has a key role to play in managing traffic and supporting the economy, but needs to be effectively managed.



COVID-19 Pandemic

The project commenced after the spread of the virus in the UK and consequently surveys could not be carried out. The Strategy uses available parking data prior to the outbreak. The recommendations in the strategy have regard to risks associated with the economic and societal impact of the virus.

Base Case - The Estate

Poor legibility, condition and information can lead to a poor first impression for visitors to towns. Cars circulating to find spaces in the town centre. This can exacerbate congestion and air quality issues.

Onward destination information is also important to help customers quickly find their way once they have arrived through the provision of legible wayfinding information.

Improvements will frame the town in a positive manner providing a good first impression. For example, key routes between car parks and town centre can be improved both with physical improvements and digital information to improve the customer experience.

Examples of opportunities to improve car parks



An Audit of the SMDC off-street car parks identified a number of issues including:

- Limited Payment Options
- Poor line marking and surfacing of some car parks
- Wayfinding and signage could be improved
- Car park names lack meaning to visitors
- No Electric Vehicle Charging Points are available
- Not all car parks have accessible parking bays.

Digital apps will also help with wayfinding, and it is therefore essential that open source data is available to at least confirm the location of car parks and the number of spaces.

Base Case Summary

- Poor payment options and the need for capital renewal for some car parks
- Poor and confusing way-finding, specifically in Leek
- 43% of overall parking transactions are in 1-hour band and produce 39% of revenue. In Cheadle 1 hour stays account for 53% of revenue. This revenue needs to be protected to ensure the service operates efficiently and can invest in estate improvements
- Only 7% of revenue is for longer stays, perhaps as a mix of few commuters and season ticket use
- Transaction numbers were reducing year-on-year even prior to COVID. This is in line with national trends for declining high street footfall.

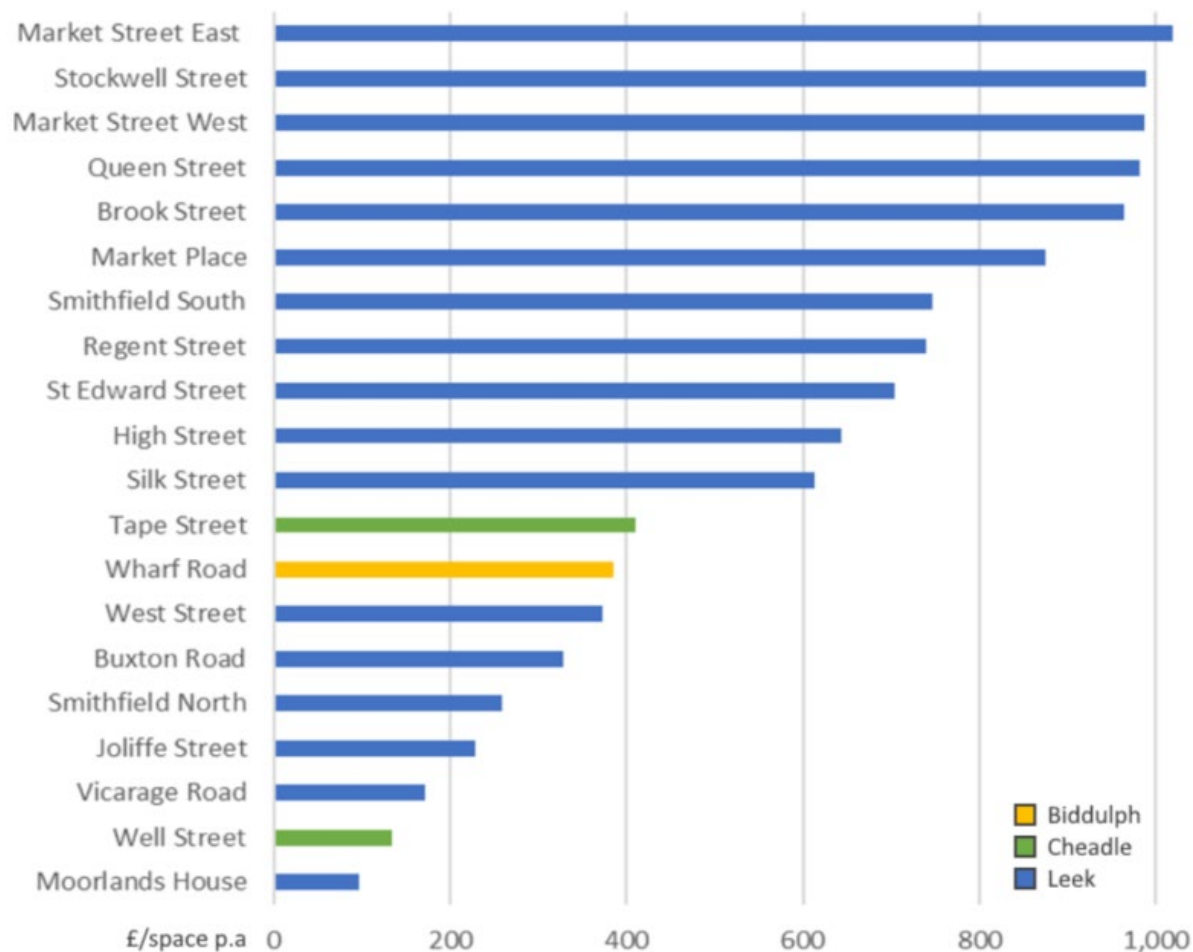
Base Case – revenue and occupancy

Of the Council operated public parking spaces in the District:

- 137 are in Biddulph
- 577 are in Cheadle
- 843 are in Leek
- 144 are in village and uncharged car parks.

Revenue is variable with some car parks in Leek achieving over £800 per space per year, but others, including those in Biddulph and Cheadle earning £400 or less per year.

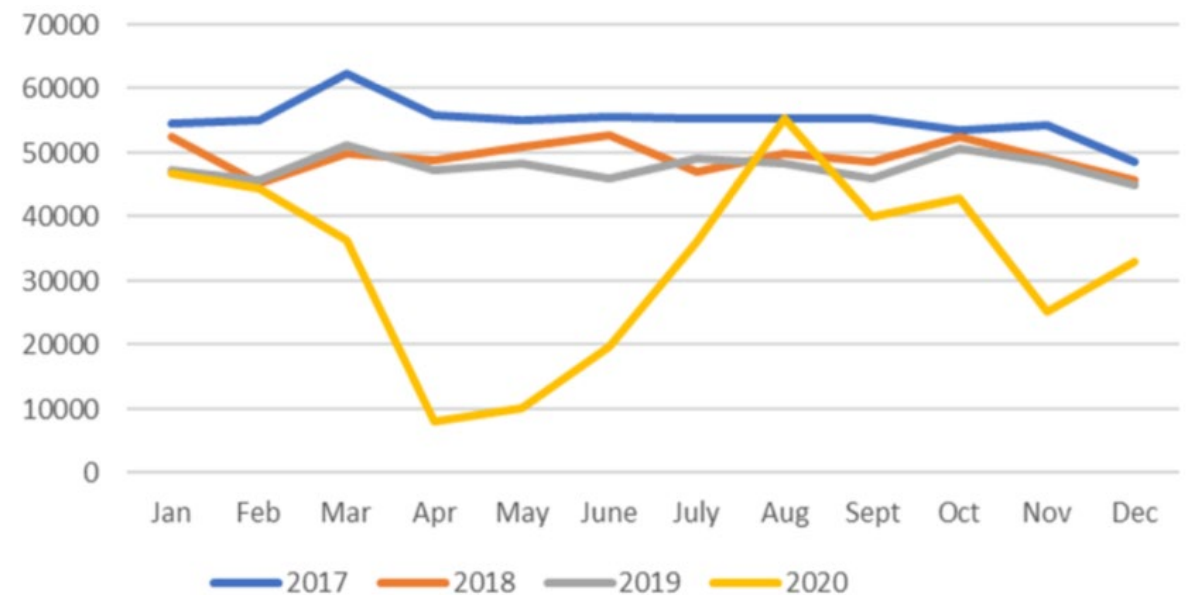
Car Park revenue 2019/20 (net VAT)



The lack of survey data has made it more difficult to understand the type of user visiting each car park and ‘normal’ occupancy levels prior to the C19 outbreak.

However, even prior to C19, overall paid parking volumes in the district were declining. This appears to be in line with wider UK reduced high street footfall across the UK, although the fall in 2018/19 is particularly sharp (c10% drop).

Pay and Display total transactions (all car parks)



The spike in August 2020 follows national trends and therefore is unlikely to be predominantly due to the impact of free 3-hour parking offer that was offered during this time.

Even before COVID-19 pay and display transactions were reducing.

Consultation

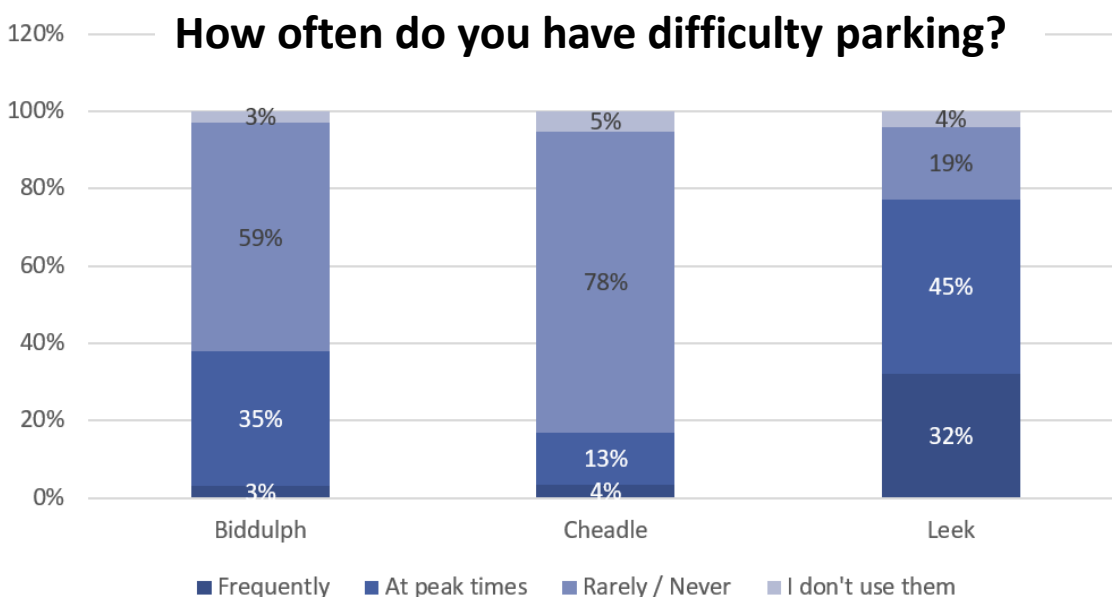
Public Consultation was carried out to engage with stakeholders and the public including:

- Staff Moorlands Councillors
- Other Authorities (e.g. National Park)
- Separate town workshops for each town
- Online survey which received 770 responses.

Of the online survey respondents:

- The majority said they were residents, shoppers or service users
- The age profile was slightly skewed towards older age groups (41% under 50 compared to 57% of population)
- 55% of respondents would prefer to pay by card.

Difficulty finding a space provides and insight into parking occupancy at different periods during the day and helps to add context to free text and other answers, for example there were less calls for 'free' parking in Leek.



Key messages from the consultation are outlined below:

Consultation – Key Messages

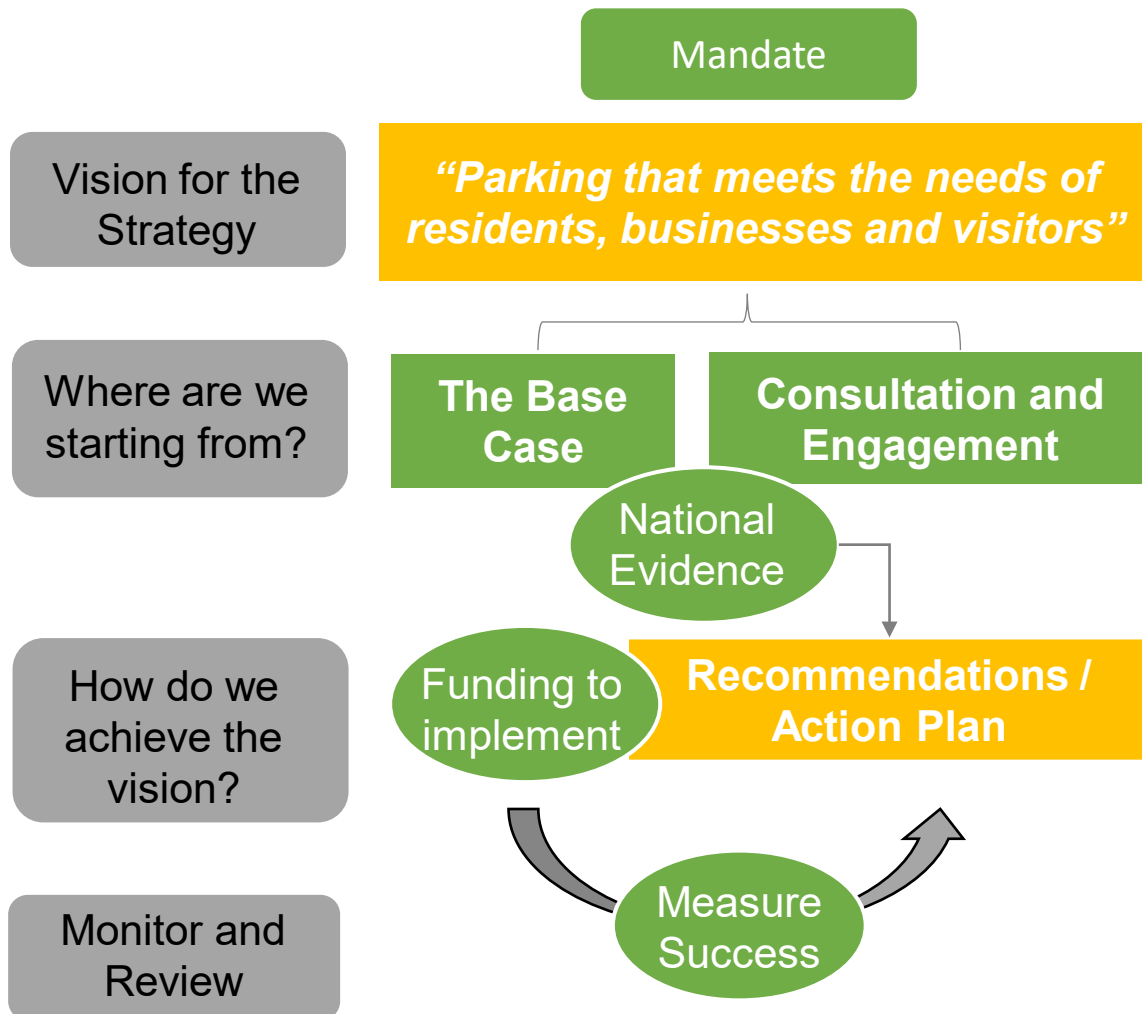
- The Strategy must treat the three towns differently, with different recommendations for tariffs and policies
- Regeneration, growth and C-19 recovery must be a key priority
- Customers want better and more convenient payment options
- Customers and some other stakeholders feel that there should be a free period to support quick trips and convenience shopping
- There is general support for a parking pass for tourists
- 40% of respondents who did not have an electric vehicle stated that they would use EVCPs in car parks. Although 50% were not considering an EV at all at present
- Support to improve the look and feel of car parks.

Consultation – Town Specific

- Biddulph - Issues with on street parking
- Biddulph – potential change of management in town car park
- Cheadle – No consensus on if there is too much or too little parking
- Cheadle – Tape Street car park should be improved with better pedestrian links and more community uses
- Cheadle – Strong views that a free period should be retained
- Cheadle – potential for coach parking should be identified
- Leek – Recognition that demand for parking is high and corresponding acceptance for tariffs and restrictions to improve turn-over
- Leek - As a tourist destination, wayfinding signage needs improvement
- Leek – The 'many and small' nature of the parking estate could be an advantage, but drivers need to be able to find them
- Rural – New sites for car parks at key tourists spots could be considered along with places for camping cars to park overnight.

The Strategy

The overall strategy ties together the various work streams and topics into a coherent plan which relates back the Base Case and consultation and applies national evidence.



Specific Recommendations are made under topic areas in the following sections

The Parking Operation

The parking operation is the day-to-day management of the car parking estate. Currently SMDC have a service level agreement (SLA) with Stoke on Trent City Council (STCC) to carry out enforcement on the off-street car parks.

Benchmarking of the service has been carried out to compare it with average statistics derived from information provided by other councils in England and Wales. The data suggests that the number of Penalty Charge Notices (PCNs) challenged and subsequently cancelled is higher than the average, as is the number cancelled by the Civil Enforcement Officers (CEOs) patrolling the car park. This issue will be investigated and appropriate action taken, however the provision of additional officer resource is recommended in the service to ensure that service delivery standards are improved and maintained in accordance with the strategy recommendations.

PCN Statistical Benchmarks	Staff. Moorlands	Average
Discount recovery rates	52%	62%
Overall recovery rates	70%	73%
Compliance Levels	Not monitored	85% - 90%
Cancelled CEO error	2.5%	0.5%
CEO productivity	0.55	0.8
Cancellation (not including write off) %	19%	16%
% of PCNs challenged	36%	24%
% Appeal to adjudicator	0.28%	0.24%
% Appeal cases lost	100%	56%

Recommendations for the parking service:

Item	Recommendations
Strategic Management Resource	Although the slim management regime is cost efficient, the absence of a dedicated resource prevents strategic intervention and proactive management of parking. This resource will be key in delivery change and improvements in the future, and its absence represents a risk in delivering the strategy and Action Plan.
Compliance Management	The existing operation, in partnership with the county, remains the best option for delivery, with changes to the service level agreement.
Service Level Agreement	The SLA should be reviewed in order to; reduce the number of KPIs in order to concentrate on quality and efficiency and; review the number of deployed hours, using Compliance Surveys, to ensure an appropriate level in different areas of the district.
Appeal Cases	The high number of appeals should be investigated and SMDC should adopt their own appeals policy to provide the notice processor with a clear steer on the process which should be followed.

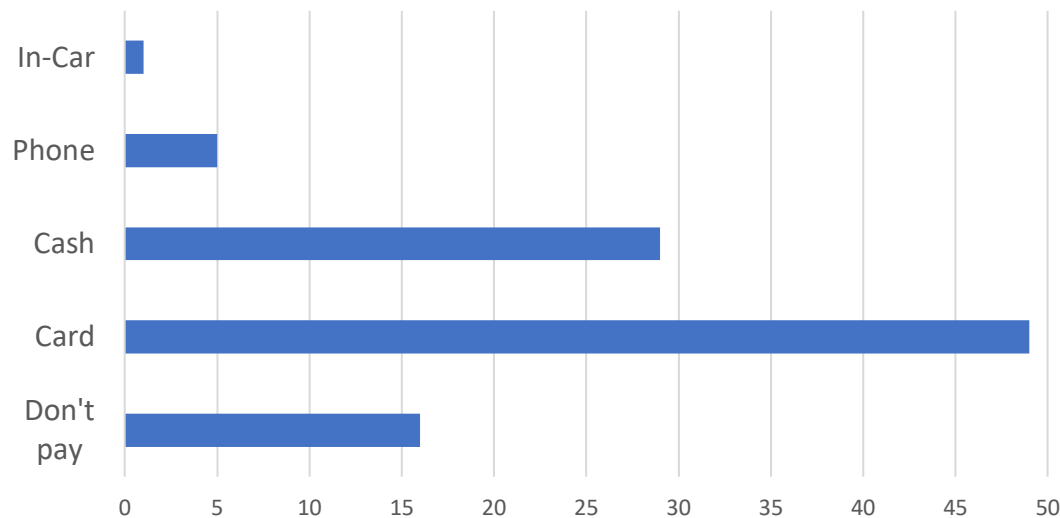
The Parking Operation performs as well as can be expected but suffers from a lack of resource to provide strategic direction.

Payment Systems

The Council's fee paying surface car parks are operated using pay and display (P&D) machines which only accept coins and with no change given.

Given changes in technology, including making data available to third party providers, a variety of payment options will be necessary to secure customers. Survey respondents and other stakeholders were clear that alternative payment methods are desired and COVID-19 has only accelerated industry moves away from cash.

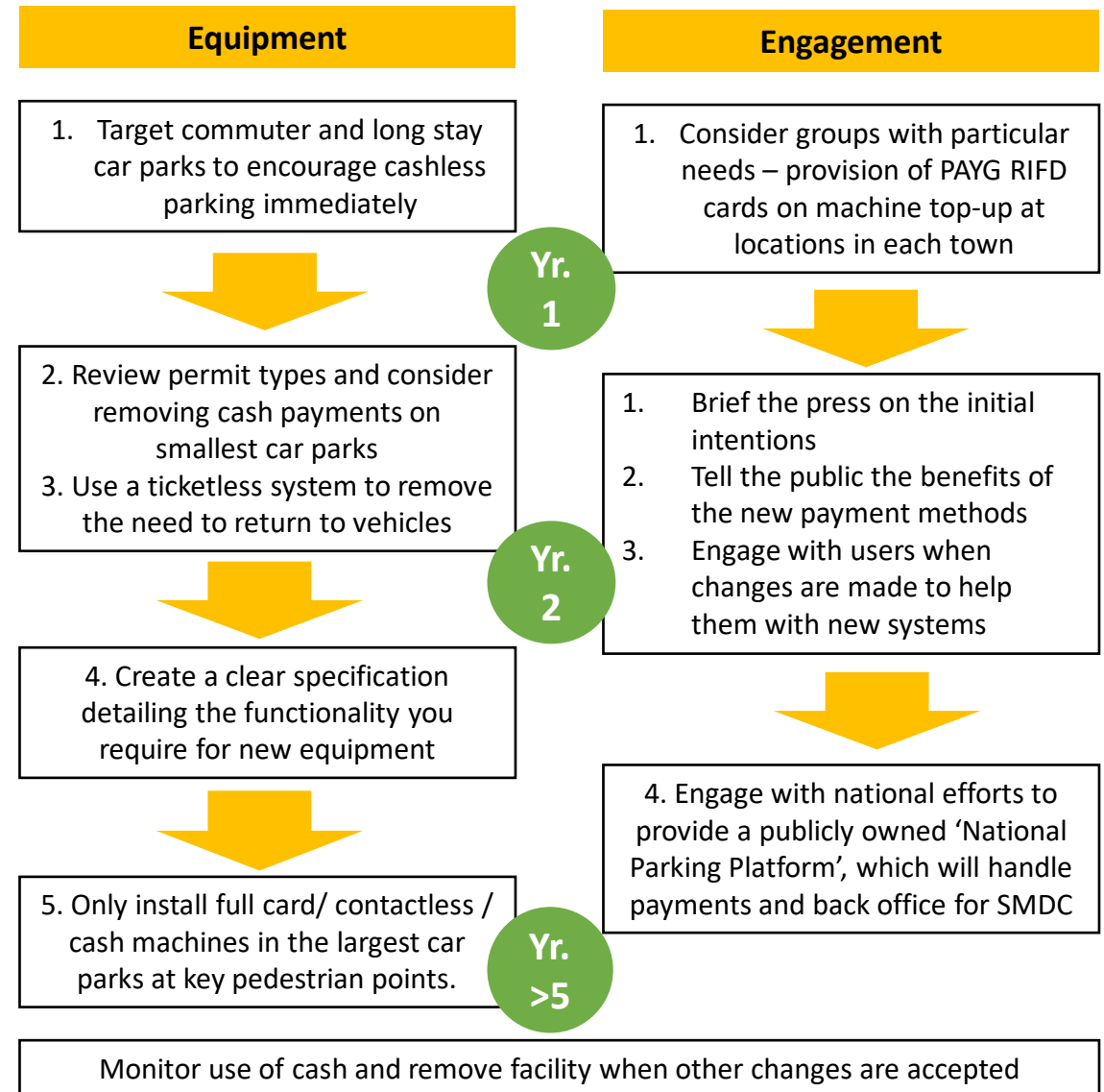
Consultation responses – Preferred Method of Payment



It will not be affordable or practical to replace every single P&D machine across the district with machines capable with contactless/ chip and PIN and so a phased approach is recommended..

Item	Recommendations
Payment Systems	A phased approach is recommend which starts with providing pay-by-phone.

Phased Approach to payment systems



Offering card/cash in larger sites car parks and only accepting pay-by-phone / app payments in smaller car parks is an option that has been implemented by other authorities. SMDC will need to gauge the local appetite for this approach.

Electric Vehicle Charging

Although increasing in absolute numbers, as of Q1 2021, there were only 340 EVs in Staffordshire Moorlands. Which represents 0.48% of the total vehicles registered in the District.

With technological improvements emerging and little data on charging habits, it would be premature to set a fixed number of % of EV chargers in car parks. Whilst there was some appetite for EVs and charging in car parks through the consultation cost remains a barrier to many across the country.



The continuing development of charging technology suggests that modest investment in car park charging stations is the best course of action but that the underlying capacity of the electricity supply should be established.

Further investigation is required into the best types to install. When specifying a charging unit, it will be important to identify how it will be used; in a car park used for short term parking it may be important to install higher power fast chargers in order to enable a customer to obtain a useful charge, whereas in commuter car parks, a larger number of slow chargers may be more useful as they are cheaper and will be connected to one vehicle all day or for residents use overnight.

SMDC should consider a separate EV charging strategy and work with other authorities to produce this. The number of charging points should be under review and increase the number available when required up to the limit of the available supply.

Item	Recommendations
Strategy	Work with the county and neighbouring districts to develop a EVCP strategy and system which minimises ongoing revenue commitment
Roll-out	Employ a measured roll-out, that keeps pace with demand
Residents Charging	Overnight charging for those without off-street parking could be provided in certain circumstances. This should be managed through paperless ticketing systems.

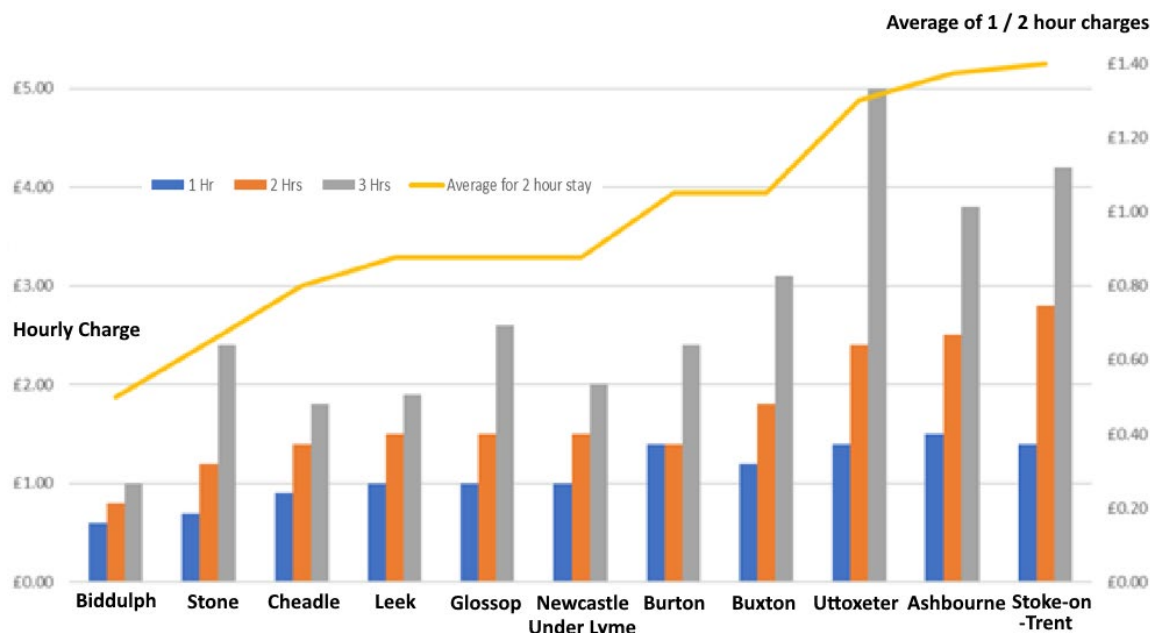
Tariffs and Charging Periods

Tariffs are the main way that demand for parking is managed and a key means of influencing driver behaviour. How tariffs are set depends very much on the objectives of the operator. A retail park or shopping centre is likely to set tariffs to encourage medium dwell times and discourage commuters for example.

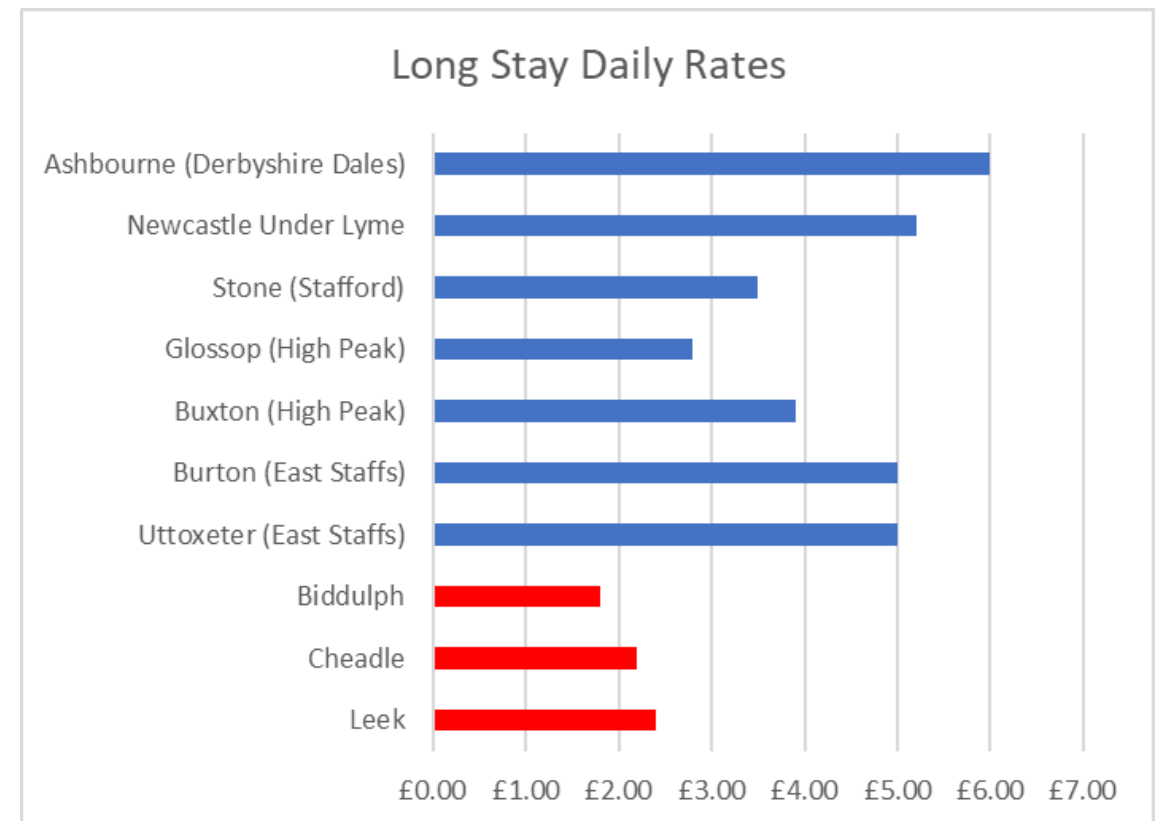
Local Authorities have a much more difficult job and have to balance a whole range of policy objectives.

In looking at the appropriate tariffs, the objectives of the strategy are paramount, and this is informed by comparisons with other towns and car parking sites in other places in the surrounding region.

Hourly charge rates and 1/2 hr average charge rates at car parks in nearby towns.



Tariffs in the district have not been reviewed since April 2018 and as a result they are now amongst the lowest in the local area for both long and short stay.



A range of revised tariff options have been considered and the financial impact of their implementation modelled. These included:

- An inflationary rise, bringing tariffs up to where they would have risen with annual inflationary increases.
- A 'market' level bringing tariffs up to levels more comparable with other towns and sites
- Options which reflected the market rate but also included a range of free parking periods in response to the consultation feedback.
- Extended operating hours and Sunday charges.

Tariff Recommendations

The recommended option is summarised below. It responds directly to the specific needs of each town and considers the value of individual car parks based on transaction data and their location.

Crucially, it acknowledges consultation feedback by introducing a free parking period to support both quick trips for convenience goods or goods collections and to support off-street drop-off and pick-up from local schools. to help protect existing parking revenue budgets, extending the operating charging period to between 08:00 – 18:00 is recommended to bring the district in line with the majority of councils

Recommended Tariffs (0800 to 1800 Monday to Saturday, excluding Bank Holidays)

Leek		1/2 Hour	1 hour	2 hours	3 hours	10 hours
Prime Short Stay	Existing		£1.00	£1.50	£1.90	N/A
Market Place, Brook St, Queen St, Regent St, Silk St, Market St W and Market St East	Proposed		£1.20	£1.90	£2.80	N/A
Short Stay	Existing		£1.00	£1.50	£1.90	N/A
	Proposed	Free	£1.20	£1.90	£2.80	N/A
Long Stay Variable	Existing		£1.00	£1.50	£1.90	£2.40
	Proposed	Free	£1.20	£1.90	£2.80	£3.50
Cheadle						
Tape St (Standard area)	Existing		£0.90	£1.40	£1.80	N/A
	Proposed		£1.00	£1.70	£2.50	N/A
Tape St (New Short Stay Area)	Existing		£0.90	£1.40	£1.80	N/A
	Proposed	Free	£1.00	£1.70	£2.50	N/A
Tape St (New Long Stay Area)	Existing		£0.90	£1.40	£1.80	N/A
	Proposed		£0.90	£1.50	£2.20	£3.50
Well St	Existing		£0.90	£1.40	£1.80	£2.20
	Proposed	Free	Free	£1.50	£2.30	£3.00
Biddulph						
Wharf Rd	Existing		£0.60	£0.80	£1.00	£1.80
	Proposed	Free	Free	£1.20	£1.80	£2.50

A half hour free period is to be introduced at car parks in Leek, except for those that are already operating close to capacity at peak times (which are identified as Prime Short Stay). This whilst supporting convenience trips and school pick-ups, will also help encourage peak demand to re-balance towards the other car parks in the town, thereby helping reduce congestions and ensuring that there is also more space availability at the most popular car parks.

Tape street in Cheadle will be re-sectioned to include an area of 54 spaces to benefit from 30 mins free allowing school park and walk scheme. The area around the B&M Bargains store will become long stay. One hour's free parking will be offered at Well Street in Cheadle and Wharf Road in Biddulph.

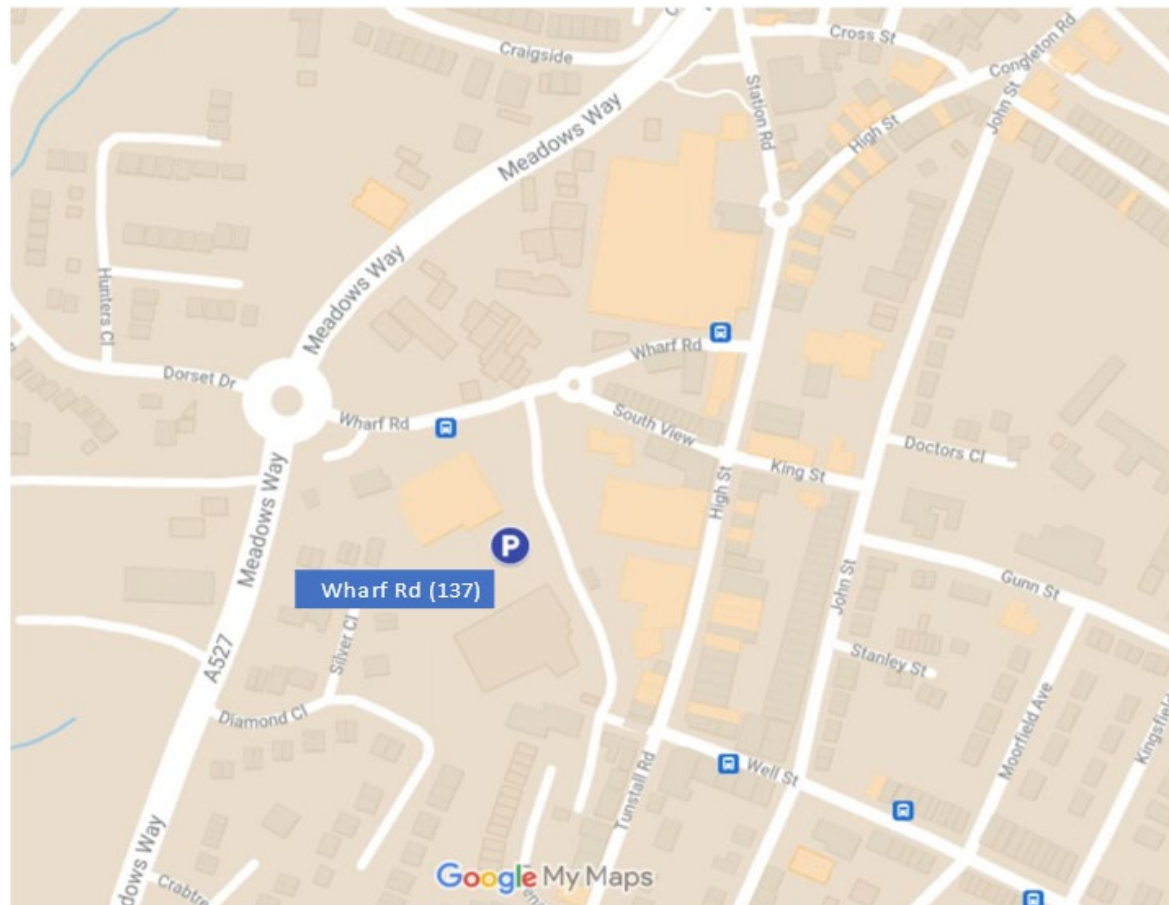
The introduction of Sunday charges is not proposed at the current time given the uncertainty surrounding economic recovery from the impact of Covid 19.

The strategic tariff recommendations are summarised below.

Item	Tariff Recommendations
New Tariff Structure	Adopt a new tariff structure based on the recommendation above as an appropriate response to the specific environment in each of the three towns
Free parking periods	Half or one hour free parking on selected sites, initially through £nil pay and display tickets, but as payment options improve, though paperless tickets via app and pay-by-phone
Annual Review	Review tariffs and charges on an annual basis to ensure they are still the best fit for towns and individual car parks.

Town Specific - Biddulph

The Council operates one car park in Biddulph which serves the town and the local health centre. Sainsbury's have a large car park adjacent to its supermarket allowing free parking subject to a 3 hour maximum stay and a number of online survey respondents stated that they used this car park to visit the town. Limited stay free on street parking is also available on-street.



With regards to the consultation the importance the SMDC car park was limited, respondents stated that used the supermarket car park and on-street parking rather than the Wharf Rd.

Item	Biddulph
Strategic	Make best use of existing asset through charging and tariff regime including a new, 1hr free period with extension of charging periods to 08:00 to 18:00
Estate	Wharf Rd is in good condition. Seek opportunities to increase SMDC parking assets in the town. The business case for any proposals will need to be considered their own merits.
Other	Work with the county to reduce on-street problem parking and monitor the on-street parking around the High Street, considering residents if this can be justified

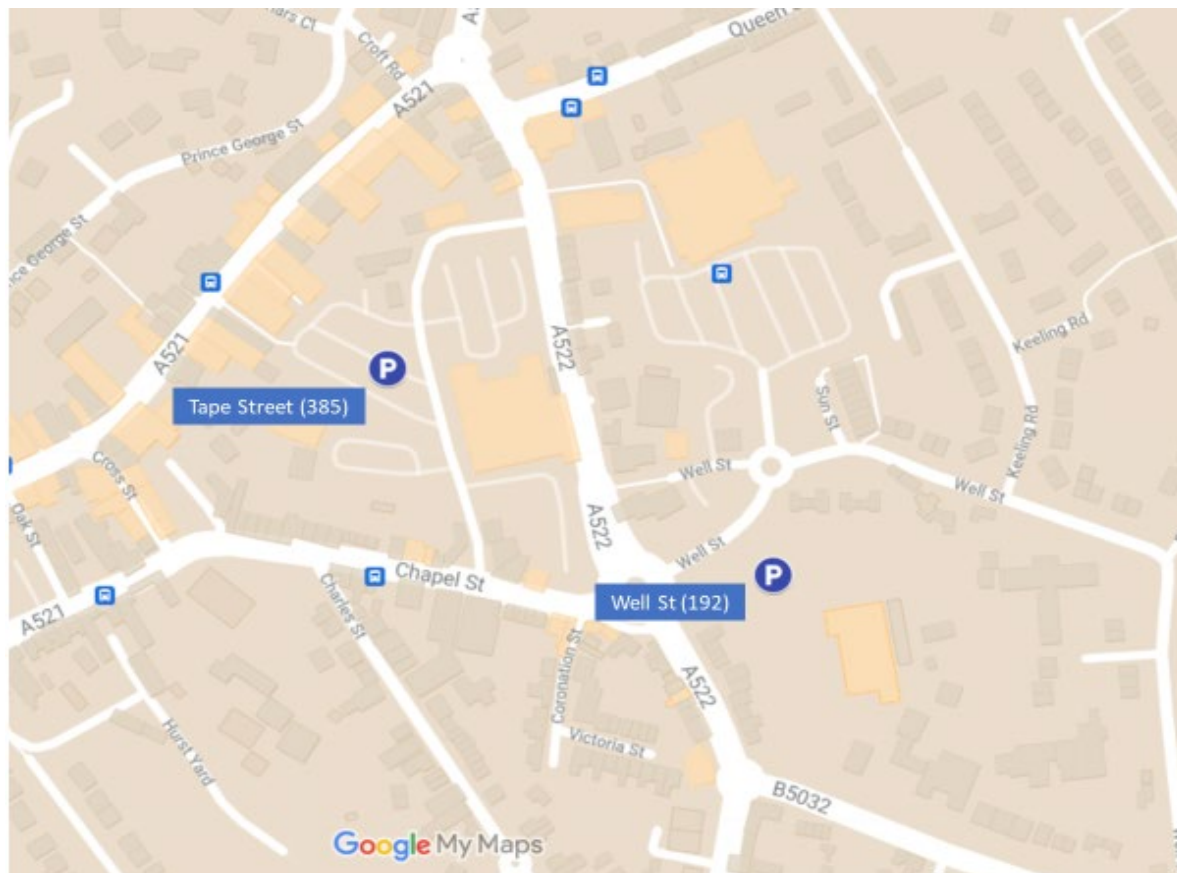


Town Specific - Cheadle

The Council operates 2 car parks in Cheadle; Tape Street which is well located and designated as short stay and Well Street which is less busy and intended for commuters.

There are also a number of small privately operated car parks operated to the rear of businesses, such as pubs, in the town.

Large car parks serving supermarkets provide no-charge parking which is subject to a 2 hour maximum stay. Finally, no-charge on-street parking is also available subject to limited stays.



The emerging Masterplan Options recognises the “healthy provision of reasonably priced car parking”. In light of the masterplan proposals, the supply and demand for parking should be assessed through the planning and development process.

Cheadle was over represented in the consultation survey and meetings were well attended demonstrating the strength of feeling in the Town. There was no broad consensus on a number of issues, including on the overall level of parking, and charging periods.

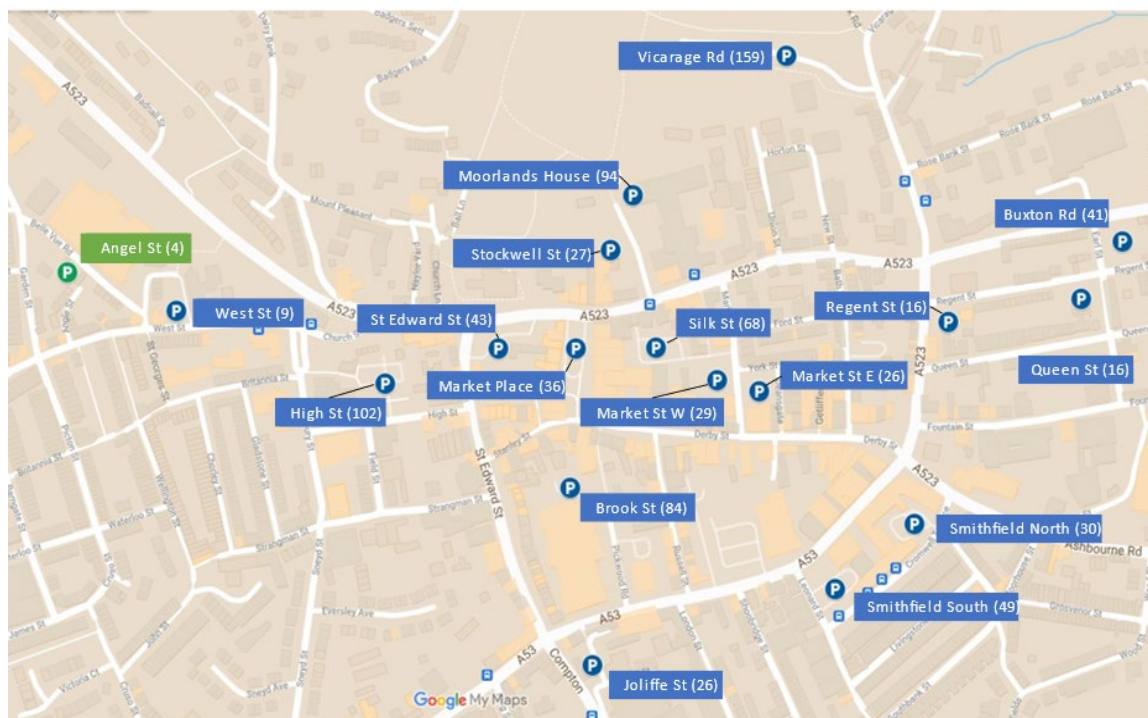
There was broad agreement on the need for improved payment systems, sites, and the requirement for a free period for quick visits to shops.

Item	Cheadle
Strategic	Adopt tariff recommendation changes including providing free parking for 1hr in Well Street and changes the charging period for 08:00 to 18:00 in both car parks. The free period will allow school drop-off and pick up and access to the town centre for quick trips.
Estate	Improve the general condition and look and feel of Well Street Car Park. Provision of card/cash payments alongside pay-by-phone.
Regeneration	Consider carefully the appropriate level of parking required as and when regeneration proposals come forward, including carrying out usage surveys when traffic levels stabilise.
High Street Support	Improve amenity e.g. easier pedestrian access to High Street.
Community Value	Adopt a policy for other uses on both sites such as markets, community fairs and car boot sales.

Town Specific - Leek

SMDC's car parks in Leek are comprised of generally smaller surface car parks across the town centre. There is a mix of short stay (with a 3hour maximum stay) and long stay.

In addition to the SMDC sites, there are privately operated car parks including a rooftop car park at Brook Street operated by RCP, and car parks serving supermarket customers which are free but subject to limited stay or purchase restrictions. Free on street parking is also available within the town centre subject to short limited stays.



The Leek Town Centre Masterplan (TCMP) highlights the role of the Town as the administrative centre for the district, its rich townscape and thriving town centre. The small and dispersed nature of car parks is considered to be adding to congestion and so the plan states that an improved car parking strategy is needed.

The consultation revealed parking pressure with more people finding it difficult to find a space when they need one and so less call for free parking and free periods. The small and dispersed nature of parking was seen as a 'blessing and a curse' as it allows customers to get close to their destinations, but results in traffic. Wayfinding and better payments methods were highlighted during the consultation.

Item	Leek
Consolidation and removal of car parks	Seek options for a development site linked with regeneration to consolidate parking in fewer sites and allow for the disposal of smaller sites to improve townscape and support the masterplan, although this needs to be subject to feasibility on a case-by-case basis
Way-finding and signage	Work with the County to remove signage and directional clutter on-street as sat-navs and information become the norm, signposting to fewer, larger car parks of Vicarage Rd (from the E via Buxton Rd), High Street, (from the NW via Mill St), Smithfield North and South (from the SE via Ashbourne Rd) and Brook Street (from the S via Cheddleton Rd).
Capacity Information	Sensors / cameras are unlikely to be costs effective for smaller sites in the medium term, although opportunities may arise in the longer term. In the meantime, direct traffic to the larger and quieter car parks.
Payment Options	.In line with the payments strategy, once phone payments are adopted, remove cash machines from smaller car parks, with card payments available in larger car parks.

Rural Car Parks

SMDC also manages a number of rural and village car parks. Although there is no charge to use them, these car parks cost SMDC money to maintain and are chargeable for business rates.

The table below lists their location, size and potential user base.

Site	Spaces	Pot. Users
Blythe Bridge Library	7	Library / School
Blythe Bridge - Uttoxeter Rd	22	Residents
Tean - Old Rd	55	Residents / Pub
Forsbrook - Chapel Lane	13	Residents / Shoppers
Wetton - Car Lane	25	Leisure Users
Oakamoor - Hunt View Rd	18	Leisure Users

Because surveys were not possible during the preparation of the strategy it is not possible to make concrete recommendations. We recommend the following approach on a case-by-case basis:

1. Get a better understanding of usage and role;
2. Consider the rationale for their provision – what strategic function does it have, who is using it?
3. Is there potential to introduce charges to help fund operational costs.
4. Is there another operator better placed to run it?
5. Are there better uses for the site?

There are some examples of charging for tourist visitors in car parks in the nearby area for example in the village of Edale, the parish council charges visitors a flat rate of £5 per day to park in a temporary. Whether charges can be justified at Oakamoor or Wetton is unclear, the size of the sites suggests installing machines may not be economic, cash could be at risk and mobile coverage may limit paperless tickets. Surveys would need to be carried out to investigate this further.

Item	Rural and Village Car Parks
Strategic	Carry out site surveys to gain a better understanding of usage and role that the rural car parks play
Estate	Consider the rationale for each site and; whether charges to fund operational costs could be introduced; another operator may be better placed to run it; and/or if there are better uses for the site to support regeneration/ housing.



Tourism

The public consultation, meetings with economic and tourism staff, and councillors displayed a keenness to attract more tourists to the area and a sense of pride that the District was a tourist destination. The Local Plan presents evidence about the importance of tourism to the local economy.

Where the Council can impact tourism through parking, three questions outline the approach:

1. How can parking reduce the impact of tourism?
2. How can parking support tourism?
3. Can any new sites improve the visitor experience (for example by reducing problem on-street parking)?

The ability of SMDC to reduce the impact of tourism outside of the three main towns is limited simply because it does not control many sites. New sites will be subject to policy constraints (National Park / Green Belt) as well as require a robust business case .

In the case of the three main towns, the visitor experience will be improved by general improvements to the car parks and their management regimes.

The concept of a tourist permit for certain periods was mooted throughout consultation and this would be relatively easy to administer through pay-by-phone / paperless ticket technology. This is a well establish product offered in many places across the country.

Camping Car site were mentioned during the consultation. Whilst there exist low cost options which include unstaffed sites with chemical toilet disposal, as used across Europe even with this low-cost option, there will be an ongoing revenue cost and each site would need to be subject to feasibility on its own merits.

Coach Parking is an issue across the country for towns with tourist attractions and is very difficult to tackle. Again, what SMDC can do is limited by their estate, although coach parks do not have to owned or controlled by the Council. For example, in Cheltenham, coaches drop off in the town centre before moving to the racecourse to park longer term.

Item	Tourism
Tourist Pass	Introduce a Tourist permit, managed using pay-by-phone and other ticketless means, giving ~30% discount on the all day rate.
Way-finding and signage	Replace welcome boards where they are worn and renew onward pedestrian signage at key sites
New Sites / Camping Car Sites	Seek opportunities for new sites to improve the visitor experience, but consider on a case-by-case basis.
Cheadle Coach parking	Seek and appropriate site for drop-off/pick up and parking with the county and town council.

Action Plan

The action plan takes the recommendations of the report and puts them into a strategic framework with approximate timescales against clear measurable actions under several themes.

There will be a variety of funding sources that the council will need to secure to implement the strategy. One of the very first and most important actions, pay-by-phone, may require no upfront cost at all. For some, such as EVCPs and physical improvements, central government or county highways money may need to be sought. For ongoing revenue funding, the tariff changes could be sufficient on their own to fund improvements.

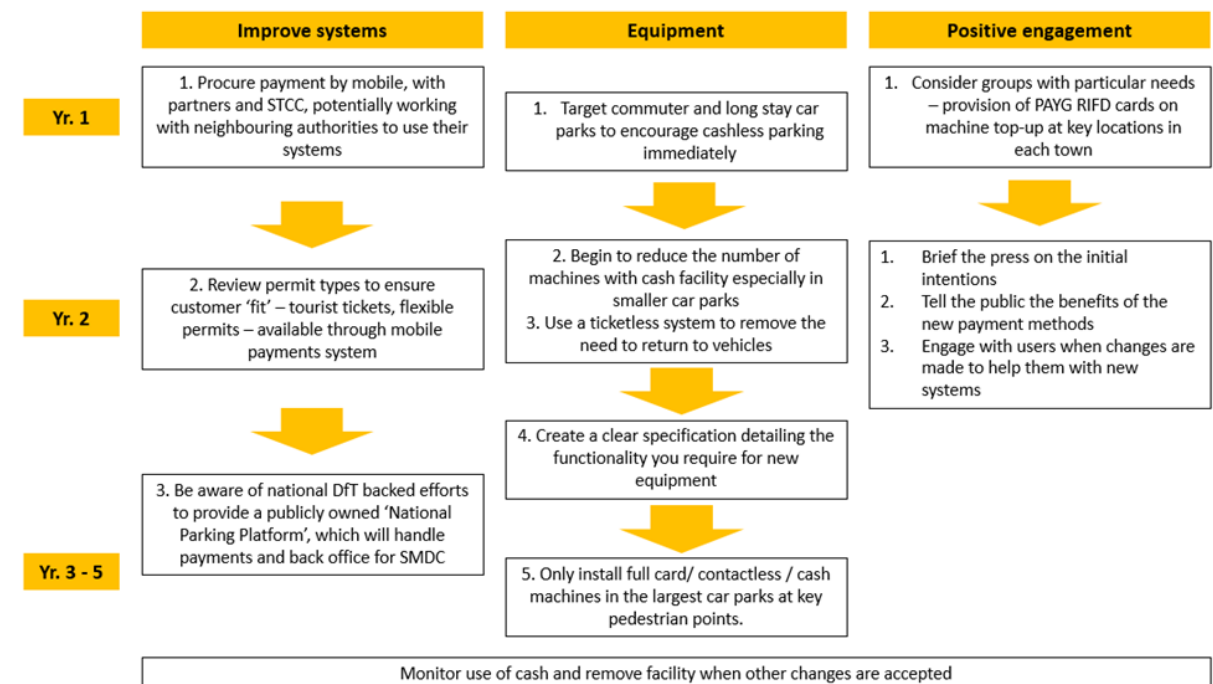
Absolutely key to the strategy will be adequate staff resource.



Strategic and Service Management

Yr	Theme	Action
0 - 1	Strategic	Consider the business case for a strategic full time management resource to oversee and implement the Strategy and Action Plan
0 - 1	Payments	Procure a pay-by-phone provider (and associated web portal), working in partnership with STCC and neighbouring authorities to save resources and improve customer service. This action is key in enabling many of the other actions and recommendations in the strategy
1 - 5	Payments	Adopt a payments strategy, as shown below, ensuring to communicate changes to customers and the public
1 - 2	Compliance management	Carry out Compliance Surveys and review the Service Level Agreement with STCC to reduce the number of KPIs in order to better focus on compliance management and appropriate resource allocation
1 - 2	Compliance Management	Investigate the high rate of cancellations and appeals and adopt a policy for these to better guide STCC.

Payment Strategy



Action Plan

The action plan takes the recommendations of the report and puts them into a strategic framework with approximate timescales against clear measurable actions under several themes.

The Parking Estate

Yr	Theme	Action
2 – 3	Strategic	Develop a Capital Investment Programme for costed renewal of surfacing, signage and curtilage barriers
2 +	Electric Vehicle Charging	Adopt a measured approach to deployment and work with partners (such as the County and NPA) to develop a wider EVCP Strategy which considers the needs of residents without off-street parking
2 – 5	Tourism	Mandate a project to consider new sites at key points if deemed necessary once travel and holiday patterns have stabilised following the pandemic
2 – 5	Estate	Following development of an Investment Programme and EVCP strategy, carry out a rolling programme of capital improvements to sites
1 - 2	Wayfinding and signage	Following the development of an Investment Programme, and working with the county and town councils, look to improve vehicle wayfinding (fewer sites signed) and pedestrian information from Car Parks including renewal of maps and interpretation signage.

Town and Village Car Parks

Yr	Theme	Action
1 +	Biddulph	Highlight problem on-street parking to the county council and implement tariff review
0 – 1	Villages	Carry out site surveys to gain a better understanding of usage and role that the village car parks play
1 – 3	Cheadle, Leek & Biddulph	Develop a policy for community uses on parking estate (e.g. fairs, pop-up cinemas, car-boot sales, markets etc.)
2 – 3	Cheadle	Improve general look and feel of Well St car park
2 – 5	Cheadle	Work with local community and county to develop options for coach parking
1+	Cheadle	Ensure parking is fully considered in regeneration and development proposals
1+	Leek	Seek opportunities for new or consolidated car parks as part of wider regeneration initiatives and central govt. funding opportunities
2 – 5	Leek	Specific focus on Leek with regards wayfinding and signage improvements and removal. Harness technology in the longer term to show occupancy as and if this becomes economic
2 +	Villages	Review rationale for each site and further actions on a case-by-case basis.

