

Hounslow Parking Strategy

JULY 2024



London Borough
of Hounslow

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Introduction

The London Borough of Hounslow's Parking Strategy provides a borough-wide vision for parking management, ensuring Council-managed car parking is a high quality and valued part of the borough's transport network.

The Council recognises walking, cycling and public transport are not suitable for every journey, and that car parking still plays an important role, especially for those with additional mobility requirements.

The strategy carefully balances parking priorities with the need to work towards delivery of a healthier, greener and safer Hounslow. The aim is to re-imagine our streets for the benefit of more residents, businesses and visitors.

The Parking Strategy will complement Hounslow's new Transport Plan, which will provide a comprehensive overview of all transport priorities in Hounslow.

This strategy will guide the Council, with a series of actions for the short (0-2 years), medium (2-5 years) and long-term (5-10 years). Actions are grouped within a series of seven themes:

-  **Parking Supply**
-  **Permits, Fees & Operations**
-  **Active Travel & Future Mobility**
-  **Accessible Parking**
-  **Technology, Signage & Information Provision**
-  **Policy & Enforcement**
-  **Marketing & Communications**



What we know

Hounslow is located in West London and extends westwards from Chiswick to Heathrow Airport. It has a population of 288,000 (2022).

The borough has four main town centres: Hounslow, Feltham, Brentford and Chiswick. Its transport geography is dominated by east-to-west radial roads and public transport routes.

Given the proximity of Heathrow Airport, Hounslow’s transport network accommodates a high proportion of through traffic across all modes, alongside servicing, logistics and supply chain activity to and from the airport. The borough also serves as a through-route for commuters and other trip purposes, including through the M3 and M4 motorways.

As an outer London borough, vehicle ownership and travel patterns vary, with lower levels of vehicle ownership in the east and central parts of the borough and higher levels in the west and north-west. Boroughwide, 39% of all journeys are made by car (TfL Travel Demand Survey 2023), comparable to other outer London boroughs. However, the Council has a target for 71% of journeys to be made by

sustainable modes by 2041, alongside an ambition to achieve zero carbon by 2030. 30% of Hounslow’s GP-registered population has at least one long term health condition, some of which are linked to poor air quality or a sedentary lifestyle.

The overall strengths, weaknesses, opportunities and threats for parking in Hounslow is summarised in Table 1.

Table 1. Hounslow Parking SWOT Analysis

Strengths

- ▶ Overall current parking supply is sufficient to accommodate existing and forecast future parking demand.
- ▶ Distribution of parking enables users to generally park near their destination.
- ▶ Cashless-only payment allows for enhanced back-office data collection and increased use of emissions-based charging.

Weaknesses

- ▶ Some car parks are less well used than others, due to their location, pricing and/or low quality.
- ▶ Information provision for users is limited in some areas, such as pricing information online.

Opportunities

- ▶ Technology can be used to influence user behaviour and improve parking management and enforcement.
- ▶ Emissions-based charging can support meeting sustainability goals and encourage car park use by those already parking within the borough where other modes are not a suitable alternative.
- ▶ National Parking Platform may improve user experience when parking.
- ▶ Opportunities to expand the offer within car parks to attract non-parking users or to transfer users from alternative parking locations.
- ▶ Improved wayfinding can enhance customer experience.

Threats

- ▶ Any reduction in parking capacity may lead to an increase in demand for on-street parking or use of private facilities.
- ▶ Increased use of emission based charging systems requires an associated increase in management and review.

Strategy Objectives

Five objectives have been established to guide the Parking Strategy. It is recognised that some objectives may conflict

with each other, and that the recommendations of the Parking Strategy need to achieve a balance among these.



Improved Health and Wellbeing

There is a strong correlation between air quality and equalities issues. Incentivising a shift to cleaner vehicles, improved wayfinding and making it easier to park for essential trips can minimise congestion and transport-related air pollution, helping improve Hounslow's health and quality of life outcomes.



More Sustainable Mobility

Progressive parking management can reduce the need for some non-essential private car trips, making Hounslow's streets easier and more enjoyable to walk, wheel, cycle and enabling easier access to shared mobility and public transport.



Better Accessibility & Inclusion

Well-designed streets and spaces benefit everyone, not just a few. We are designing our streets for all abilities, ages and incomes, ensuring that everyone can get around with more transport options. We will aim to provide safe, secure and accessible parking in all council-managed spaces.



Achieving Prosperity & Better Places

Parking plays an important role in stimulating our local economy. Including the right type and balance of parking in the right places can help strengthen our communities.



Futureproofing Hounslow

Embracing new technology and management models, including through fees and permits, will ensure Hounslow can effectively manage existing and future demand for parking.

Parking supply

Measures that improve the quality of parking help to provide parking that is safe, accessible and secure. Any changes to the quantity of parking need to ensure that current parking demand can be met, whilst also being resilient to anticipated employment and housing growth across the borough and changes in travel patterns.

There are around 30 car parks providing over 2,000 spaces across the borough, including both Council and private provision. Much of this capacity is located

in and around Hounslow town centre. The Council operates 14 car parks (Table 2), complemented by significant on-street parking.

What we know

There is varying demand for off-street parking across the borough and car parks provide a mixture of quality and quantity of parking provision.

Over a third of the borough is covered by Controlled Parking Zones (CPZs), primarily in Brentford, Chiswick, Hounslow and Isleworth. Most residents within a CPZ can obtain a permit to park in resident permit bays and shared use bays within the CPZ. There is considerable variance in the ratio of permits to bays across Hounslow's CPZs.

Almost all (91%) of respondents to the general consultation survey on the Draft Parking Strategy agree they like to know their vehicle is safe when parked. Proximity of parking to end destination was identified as a key factor when choosing where to park. The survey also showed support for CPZs and making it easier to request a new or amended CPZ.

Table 2. Council Car Parks

Car park	Capacity	Car park	Capacity
Brentford		Hounslow	
Albany Parade	71 (2 dis)	Bath Road	54 (4 dis)
Chiswick		Bell Road	50 (2 dis)
Chiswick Common Road	20	Inwood Road	12
Chiswick Town Hall	5	Kingsley Road	58 (4 dis)
Welstead Way	64	Montague Rd East	16
Feltham		Montague Rd West	88
Bethany Waye	22	Prince Regent Road	16 (2 dis)
Bridge House	44		
Isleworth			
Wisdom Court	12		

Notes:

- dis = including disabled parking bay
- Inwood Road unsurfaced

Car Park Standards

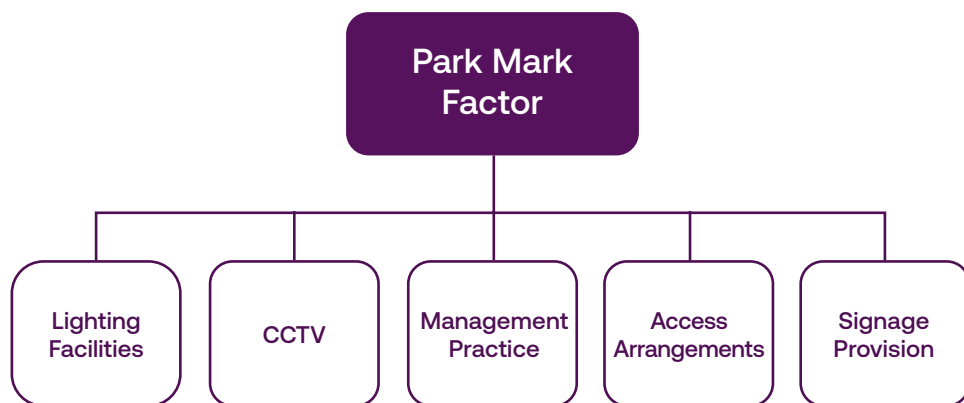
The Council has been working towards meeting the Park Mark standard, where possible, in all car parks that it operates.

A high level of service will be maintained within all car parks, with appropriate and

relevant maintenance budgets allocated to facilitate this. The Park Mark standard aims to reduce crime and the fear of crime in parking facilities.

It considers a range of metrics (see Figure 1) and meeting the standard can help to improve user experience and promote use.

Figure 1: Park Mark Metrics



Controlled Parking Zones

The Council takes an ad-hoc approach when prioritising CPZ changes and uses a request-based approach for implementing new and reviewing existing CPZs. It maintains a list of potential and committed future works, with requests from residents for new or expanded CPZs added when sufficient support from residents is demonstrated.

The Council will review the prioritisation process, with a two-stage review process enabling the Council to be proactive rather than reactive to CPZ changes. This will enable other factors to be taken into account when prioritising requests (see Table 3):

► **Stage 1:** Assessment of requests from residents / businesses to identify areas with the highest volume of requests; and

► **Stage 2:** Assessment of priority locations from Stage 1 against set criteria to further inform prioritisation of the annual CPZ programme.

Information on how to request a CPZ will be outlined on the Council’s website to increase resident awareness and assist with Stage 1.

A new app that allows residents to suggest changes to parking provision, ranging from new and amended CPZs to requests for cycle hangars, will be trialled. Information from this will inform the CPZ assessment process.

Table 3 identifies possible Stage 2 criteria. This approach will prioritise areas with specific circumstances and allows a clear framework to be followed to facilitate CPZ prioritisation.

Table 3. CPZ Prioritisation Criteria

Criteria	Description
Volume of resident and business requests and level of Ward Member support	Support from residents, businesses and Ward Members in the area of proposed change.
Impacts of Existing CPZs	Overspill parking or safety concerns resulting from the implementation of a neighbouring CPZ.
Proximity of Trip Generators	Such as retail / employment use, education facilities, places of worship and associated events, and sport venues.
Development Impacts	Consider impacts of large scale development, particularly car-free residential development, on parking demand. This includes proposals allocated within the Local Plan. CPZs play an important role in enabling new development. Development may lead to consultation on new CPZs where there is currently no demand.
Healthy Streets	Evidence the CPZ supports the Healthy Streets approach, such as alignment with People Friendly Streets programme and collision data.
Transport Network Changes	Changes to the local transport network that may impact parking availability or demand.
Supporting Technical Data	Results of and data collected through technical surveys, such as parking demand surveys.



The ratio of resident permits issued compared to available parking spaces will be used to identify locations with scope for reallocation of kerbside space for alternative uses or parking types. Areas with the lowest ratio of permits (Figure 2) provide the greatest scope for such reallocation.

In locations where the number of issued permits exceeds the number of permit holder and shared use bays, targeted enforcement will help address any issues of inappropriate parking, or the introduction of differential pricing may help manage demand for parking.

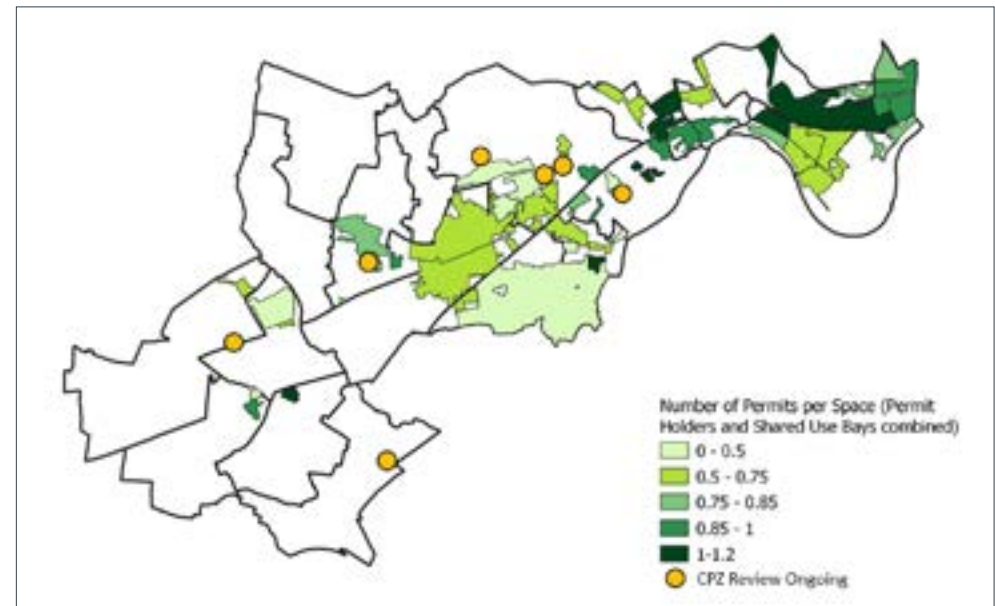
The Council's Kerbside Strategy sets out processes and priorities for the reallocation of kerbside space.

Footway Parking

Footway parking – where a vehicle parked partially on the carriageway and partially on the footway – can provide an important part of supply for local residents, visitors or businesses. However, inappropriate or illegal footway parking causes obstruction to pedestrians, particularly those with limited mobility, wheelchair users, or those with prams. It occurs in three ways:

- ▶ Areas where footway parking is formalised and permitted;
- ▶ Areas where formalised footway parking has been agreed to in principle, but not yet implemented; and
- ▶ Areas where footway parking is not formalised and is enforced against.

Figure 2. Resident Permits per Space (ratio), by CPZ



For footway parking to be introduced, a minimum remaining footway width of 1.5m is required and all fire hydrants and utility covers must be kept accessible. The Council does not permit exceptions to this to maintain pedestrian accessibility.

The Council will progress with formalising footway parking in areas it has been agreed to in principle but not yet formalised. Kerb strengthening will be carried out where required in the medium-term.

The Council will also reverse footway parking approvals that do not meet minimum engineering or footway width requirements.

Future Parking Demand

Extensive development is proposed in Hounslow and this is likely to increase parking demand, unless sustainable modes are supported. Based on current occupancy levels, the Council will support an approach that maximises use and efficiency of parking in town centres such as Hounslow. This may include promoting use of emptier car parks in favour of those that are busier, for example through appropriate pricing mechanisms. A careful balance is needed to ensure new vehicle trips are not generated.

The impacts and associated suitability of any proposed car park closures or

reductions in capacity will be considered on an individual case-by-case basis. This approach will be taken for both Council-operated and privately managed provision and consider factors such as:

- ▶ Car park location.
- ▶ Proximity to other parking opportunities, both Council- and privately-run, including capacity and use of on-street parking.
- ▶ Extent of parking provision to be removed.
- ▶ Usage levels across all car parks in the vicinity.
- ▶ Proximity to key trip generators and/or attractors.
- ▶ Public transport accessibility.
- ▶ Results of parking demand and user intercept surveys.
- ▶ Anticipated growth in future parking demand.

Prior to making any decisions that change

car parking provision, engagement will be required with relevant transport and parking teams at the Council, including through the planning process where appropriate, and consideration given to parking displacement.

Planning applications that include changes to privately-operated car parks will need to follow this criteria-led process and demonstrate sufficient capacity at the outset of the planning process, including through any parking re-provision, to accommodate displaced parking. If there is not sufficient spare capacity, either on-street or off-street, re-provision should be set against relevant standards within the London Plan alongside mode shift options, or suitable alternative measures to minimise displaced parking identified and approved. In some instances, the Council may wish to seek partial or full re-provision of parking, with the requirement for such re-provision to

be assessed both by the applicant and the Council's transport and parking team.

The Council will ensure that any planning application involving the permanent or temporary loss of more than 20 parking spaces, either on-street or off-street, is referred by the Council's transport officers to the Assistant Director of Transport & Parking, to enable consultation with the relevant Portfolio Holder where appropriate.

This assessment should also include any temporary re-provision required during temporary closures of car parks, for instance during any redevelopment. The phasing of any future changes to parking supply, whereby changes are proposed in multiple locations simultaneously, will need careful consideration.

Changes to parking supply or location may require a change in user behaviour by

those who may currently have a preferred car park they use, as potential congestion and lack of parking choice (both perceived and actual) could potentially deter trips to Hounslow or see users move to privately managed parking options.

Alternative Uses

Options for alternative and complementary uses of car park space will be explored. This can help to diversify use of underused car parks, raise awareness of parking provision and encourage a spread of parking demand across a greater number of locations. Such uses can be permanent or temporary and include smart lockers, greening, cycle parking and supporting infrastructure, shared mobility services such as cycle hire, pop-up markets, appliance repair workshops and event-based activity.

Actions

A1: Work towards the Park Mark standard in all Council-run car parks that can meet the standard, with improvement works carried out as required.

A2: Secure appropriate maintenance budget for parking upkeep.

A3: Review CPZ process and implement two-stage prioritisation process.

A4: Provide information on how to request a CPZ on the Council website.

A5: Support reallocation of kerbside space, in alignment with Kerbside Strategy.

A6: Formalise footway parking in locations agreed in principle, and reverse footway parking approvals if they do not meet minimum engineering or footway width requirements.

A7: Undertake kerb strengthening where needed in the medium-term.

A8: Maximise use and efficiency of existing parking spaces, ensuring any changes do not promote or generate new vehicular trips.

A9: Undertake case-by-case assessments of any future proposals for parking capacity reductions using criteria-led approach, including consideration for re-provision requirements.

A10: Develop and follow process to ensure planning applications with the permanent or temporary loss of more than 20 parking spaces is referred to the Assistant Director of Transport & Parking and progress / cumulative impact of such applications tracked.

A11: Consider opportunities for alternative / complementary uses of car park space in suitable locations, such as greening and active/future mobility options.

Permits, fees & operations

Pricing can be used to encourage parking usage in line with the Council’s aims to support sustainable travel uptake, enhance local air quality, improve public health, and help ease parking pressure and congestion by encouraging the use of underutilised parking locations in favour of those with higher demand. The Council provides a range of parking and permit types that are considered as part of the Parking Strategy.

Emissions-Based Charging

Emission-based charging means the less polluting a vehicle is, the less the user pays for parking and the more polluting a vehicle is, the more is paid for parking. It supports a transition to cleaner vehicles or more sustainable modes of travel,

leading to improvements to air quality and public health. The appropriate parking fee is automatically calculated by users supplying their vehicle registration number. The Council can define different emission bands and pricing structures which can be applied to all motorised vehicle types including cars, vans and motorcycles.

Table 4. Emission-Based Charging Bands

Band	Pricing
1	<p>Lowest</p> <p>Highest</p>
2	
3	
4	
5	
6	
7	

What we know

Off-street parking charges operate between 08:00 and 18:30, Monday to Saturday. Sunday charges are implemented in Hounslow town centre car parks between 11:00 and 17:00. Charging structures for on-street parking are similar to car parks and the same payment options are available.

Over half (58%) of respondents to the general consultation survey on the Draft Parking Strategy agreed all vehicles, regardless of emissions or fuel type, should pay to park. This compares to 31% who disagreed. More respondents (45%) agreed that what people pay to park should be in-line with how much pollution their car makes than disagreed (43%).

Over half of respondents (52%) said expanding the number of emissions-based categories made them feel happy / very happy (28%) or neutral (24%), whilst 47% said they feel unhappy or very unhappy. When asked how they feel about the introduction of a diesel surcharge, 51% of respondents said they feel happy / very happy (29%) or neutral (22%), compared to 49% who said they feel unhappy or very unhappy.

Over half (53%) agreed with limiting the number of permits issued per household in areas of parking pressure, to make it easier for residents to find a space, and 56% with limiting the number of permits issued to businesses in areas of parking pressure.

Emission-based charging opportunities will be expanded or introduced for:

- ▶ PayByPhone (Car Parks & On-Street)
- ▶ Season Tickets
- ▶ Resident & Business Permits
- ▶ Motorcycle Parking

- ▶ Visitor Permits
- ▶ Car Club Permits

Whilst focus has been given to these parking and permit types, the Council will undertake a review of its Parking Policy Document, including all other parking fees and permit

types, which may see emissions-based charging expanded further. Seven emissions bandings are proposed (Table 4). Annual reviews of bandings will be required as the uptake of low emission vehicles grows.

Diesel Surcharge

Diesel vehicles release more nitrogen oxides and particulate matter than petrol vehicles. A diesel surcharge for parking can reduce diesel vehicle use and ownership, encouraging switches to more environmentally friendly vehicles. The Council applies a diesel surcharge for resident permits, but not for other permit or parking types. Diesel surcharges are proposed for the permit types listed above.

Online Permits

Permits issued by the Council are currently paper-based. The Council is planning a trial of online-based permits and, if successful, will roll out across all permit types. This will include a two year transition period. These changes will be supported by a suitable communications and marketing strategy and appropriate changes to enforcement practices. Consideration will also be given to introducing a range of permit durations to provide greater flexibility, e.g., 3, 6, 9 and 12 months.

PayByPhone (Car Parks & On-Street)

Short-stay parking, both on-street and in car parks, is paid via PayByPhone and PayPoint (app, text, phone number) only. Fees for low and zero emission vehicles will be reduced in car parks to encourage

use of these vehicles, aligning more closely with private car park charges. Potential available cost savings will be promoted; however, it is important that new vehicle trips that would otherwise be made by sustainable modes are not encouraged.

Charges for on-street parking will remain more expensive than in car parks to reduce on-street parking demand and encourage use of Council car parks, allowing an improved balance between kerbside uses.

In the long-term, the Council will consider introducing dynamic pricing, where parking charges are adjusted based on demand. It can be implemented in three main ways:

Option 1

Fixed charges that differ across parking locations, with charges higher at 'prime' locations or those with high demand.

Option 2

Fixed charges with higher rates during peak occupancy periods and lower fees when demand is lower.

Option 3

Fluctuating charges that alter in real-time, based on available capacity and demand.





Fixed dynamic pricing, using either Option 1 or 2, will be considered in the first instance. Dynamic pricing is a long-term measure to avoid major changes to pricing structures being implemented simultaneously.

Season Tickets

Season tickets can be used in six car parks across the borough and provide regular users with cost savings compared to paying daily. They can be bought for individual vehicles (personal) or multiple vehicles (company), currently with no price difference between the two.

Emissions-based charging and a diesel surcharge will be introduced for individual vehicle season tickets. Season tickets for multiple vehicles will be charged at a higher rate reflecting the flexibility they offer.

Flexible approaches for multi-vehicle season tickets will be considered, such as allowing those purchasing multi-vehicle season tickets to choose the emissions banding and fuel type (diesel surcharge) the season ticket is valid for.

The Council will promote season ticket opportunities, for example to key employers within the borough and if considered feasible, provide discounts for other modes of travel, such as cycle hire or car clubs. Increasing season ticket eligibility to more car parks, particularly those currently less used, will be considered.

Resident Permits

Eligible residents who live within a CPZ can apply for resident permits for use in resident bays and shared use bays within the appropriate CPZ. Pricing is dependent on the number of vehicles within a household.

For example, a permit for a second vehicle costs more than for a first vehicle. Currently permits are free for low and zero emission vehicles. As part of the updated emissions-based charging structure, the Council will introduce charging for low and zero emission vehicles.

The Council will also implement a borough-wide cap on the number of permits a household can have, with a maximum of three.

Business Permits

Business permits allow the holder to park in business bays and appropriate shared use bays within a specific CPZ. The Council will expand emissions-based charging and introduce a diesel surcharge for business permits, maintaining the current private and commercial business vehicle categories.

Longer-term, the Council will consider changes to business permit eligibility, the application process and pricing, with increased costs for holding multiple permits using factors including type of business, location and accessibility by other transport modes.

Motorcycle Parking

Motorcycles can currently be parked for free and without time limit in resident permit bays, shared use bays and dedicated motorcycle bays. Payment is needed to use on-street PayByPhone bays and outside of dedicated motorcycle bays in car parks. Following a move to an online system for permits, new permit categories will be introduced for resident and business motorcycles.

The Council will also introduce charges for parking in dedicated motorcycle bays on-street and in car parks. Emissions-based principles and a diesel surcharge will be used. Ticket sales data will be used to confirm demand for additional dedicated motorcycle bays.

A universal permit that allows commercial motorcycles to park in all parking bay types will be considered.

Car Clubs

The Council is developing a framework to enhance car club permits as part of car club tender processes. The framework includes emissions-based and demand-based pricing. Demand-based pricing sees higher charges for permits in locations with the highest car club demand.

Visitor Permits

Residents can purchase paper visitor

parking permits for use within CPZs. The Council will follow a two-stage approach to introduce emission-based charging for visitor permits:

- ▶ **Stage 1:** Set up a virtual system for visitor permits, that will be available alongside paper based permits.
- ▶ **Stage 2:** Introduction of emissions based charging for virtual permits, and align pricing on paper permits with Band 6.

Carer permits

Residents who live in a CPZ and need regular visits from a carer to maintain an independent life, can apply for a carers parking permit. From summer 2024 these will be issued free of charge.

New Parent Permits

The Council will consider introducing new parent permits. These provide parents living in a CPZ with free parking for visitors in the first six months of their child's birth. Under the scheme, new parents will be eligible for 30 free hours of parking for visitors in the form of one-hour vouchers. In the first instance, to understand demand and whether such permits are suitable for permanent introduction, a trial will be undertaken.

Other Permits

The Council will undertake a detailed review of all permits in the short- to medium-term. As part of this, consideration will be given to the following permit types:

- ▶ **Tradespeople** permits, allowing tradespeople working at properties within a CPZ to park close to the property, when resident visitor permits may not be an appropriate solution, for example if the property is vacant;
- ▶ Permits for **oversized vehicles** (determined by width or length) which exceed the maximum limits currently set for resident permits, such as camper vans;
- ▶ **Charity** permits, allowing charities with essential vehicle requirements to park in CPZs to undertake their business; t
- ▶ Permits for **SEND nurseries and schools**, for use by parents when dropping-off or picking-up students from SEND schools;
- ▶ Business / commercial **universal parking** permits (to be aligned with car club free floating permits); and
- ▶ **Resident blue badge** holder permit – a virtual permit, reducing the risk of blue badge theft to residents, when parked in the borough.

Actions

B1: Introduce and expand emissions-based charging bands and diesel surcharge for identified parking types.

B2: Undertake annual review of fees and permits, including emissions-based charging bands and structures, and consideration of new permit types.

B3: Trial online-based permit system and different permit durations, and roll out if successful.

B4: Consider dynamic pricing within town centres, particularly Hounslow.

B5: Promote season tickets, for example to key employers within the borough.

B6: Consider expanding season ticket eligibility to more car parks.

B7: Consider providing discounted access to other modes of travel for season ticket holders.

B8: Cap resident permit ownership to three borough-wide.

B9: Consider changes to business permit eligibility, including increasing costs for holding multiple permits.

B10: Following a move to an online system for permits, introduce motorcycle permits for resident and business parking.

B11: Introduce parking charges in dedicated motorcycle bays.

B12: Develop a framework to refine car club permits as part of car club tender processes, including emissions- and location-based pricing.

B13: Create a new permit category for free-floating vehicles to enable use across the borough.

B14: Introduce free carer parking permits from summer 2024.

B15: Trial new parent permits and, if successful, introduce permanently.



Active travel & future mobility

The Council declared a Climate Emergency in June 2019 and aims to achieve zero net carbon emissions by 2030. A programme of investment has been developed focusing on several key areas, including transport. In addition, the Mayor of London has set a target for Hounslow to achieve a 71% mode share for all trips to be made by foot, cycle or public transport by 2041.

What we know

Formal cycle parking is provided in some Council-run car parks, but the level and quality of provision is mixed and usage varies across car parks.

Electric vehicle charging points are provided by the Council on-street and in car parks. Within CPZs, lamp column charge points can only be used with a CPZ permit, but fast chargers can be used by non-permit holders.

Different types of charge points are provided across the borough, with pay

as you go or monthly membership options available.

Car club bays are provided in in a number of on-street locations and three car parks.

The vast majority of consultation survey respondents (86%) were aware of Hounslow's shared e-cycle hire scheme, but only 11% had used the scheme. Using a private cycle, not cycling at all, and scheme fees were the main reasons identified.

Parking policy can play a key role in supporting the Council's net zero targets. Currently parking provision is not linked to encouragement of either active travel or the use of public transport. However, the nature and cost of car parking can be used to encourage mode shift away from the car for either part of, or whole journeys. This is particularly important as high levels of development are committed and proposed across the borough.

In addition, the roles of electric vehicles, public cycle, vehicle hire schemes and possibly automated vehicles will likely expand in coming years. Parking provision will not only need to react to these changes but can also help determine how they grow.

Cycle Parking

Cycle parking in car parks across the borough is limited. Although convenience and natural surveillance means some cyclists prefer parking in on-street locations, increased space could be provided within car parks for cycle parking.

The Council will investigate opportunities to provide more cycle parking in its car parks. Locations will only be taken forward if they are safe and secure, overlooked by other buildings where possible, receive relatively high footfall levels, and kept free from litter and graffiti. Potential locations include Bath Road (Hounslow), Kingsley Road (Hounslow), Montague Road East (Hounslow), Prince Regent Road

(Hounslow), Chiswick Common Road (Chiswick) and Bethany Way (Feltham). Cycle parking can be provided through Sheffield stands close to car park access / egress points.

Use of cycle parking in car parks will be monitored and provision increased when demand reaches close to capacity.

In locations where cycle parking is installed, consideration will be given to providing parking for accessible or adapted cycles and cargo cycles. Guidance produced within the London Cycle Design Standards, or published by Wheels for Wellbeing will be followed for good practice.

The suitability of converting one car parking space in car parks to provide accessible cycle parking will be assessed using factors such as car park size and parking demand.

Supporting cycle infrastructure and facilities, such as secured cycle parking access through subscription services (e.g. cycle lockers for workplaces where this is not provided on-site), electric cycle charging points and CCTV coverage, can improve the attractiveness of cycle parking within car parks. The Council will consider opportunities for provision in car parks subject to lower levels of vehicle use, such as Kingsley Road, Chiswick Common Road and Bethany Way.

The Council will consider whether car parks can accommodate shared micro-mobility parking (such as dockless

Lime cycles) by converting one car parking space.

The Council's Kerbside Strategy considers the importance of cycle parking and shared micro-mobility solutions at the kerbside as a way of promoting modal shift away from private car use.

Workplace Parking Levy

A Workplace Parking Levy (WPL) is a charge levied by a local authority on businesses dependent on the number of car parking spaces provided for employees.

A WPL can provide several benefits including reduced parking demand resulting in air quality improvements and congestion reduction, land value uplift and enhanced public transport capacity, as money generated can be ringfenced for investment in public transport and active travel.

The Council investigated the potential for the provision of a WPL in the Great West Corridor, but this work was suspended indefinitely following changes to working practices as a result of the COVID-19 pandemic. WPL could still be a potential option for consideration in the longer term.

Electric Vehicle Charging

With an increased focus on the Climate Emergency, the uptake of electric vehicles is expected to grow. Adequate Electric

Vehicle Charging Point (EVCP) provision is needed to sustain increased use. The availability of charging infrastructure can be a major limiting factor in the uptake of electric vehicles.

The Council is committed to expanding EVCP provision and has produced an Electric Vehicle Charging Strategy (November 2022). The strategy seeks to deliver 2,000 new charge points by 2026, which will achieve a 30-second walking distance to the nearest charging point in areas with little off-street parking, and a five-minute walking distance in areas with mostly off-street parking.

A mixture of charging point types will be provided. Expanded provision of fast / rapid charging in car parks is also proposed. All charging points will have dedicated parking bay provision associated with them to improve availability and accessibility.

The Council will assess opportunities to gradually repurpose standard parking bays within Council-owned car parks to provide EVCPs. A graduated approach will be taken dependent on demand.

The Council trialled the use of parking sensors in public electric vehicle charging bays to determine whether sensors can reduce instances of non-electric vehicles parking within these bays, which prevents electric vehicle charging. The trial confirmed high compliance with requirements and the Council is considering trialling sensors in alternative locations.



Actions

C1: Install cycle parking in identified car parks and, subject to demand, expand cycle parking coverage to additional car parks, and introduce parking for adapted and cargo cycles.

C2: Provide supporting facilities for cyclists in locations with identified demand for cycle activity.

C3: Convert standard parking space(s) in suitable car parks to accommodate shared micro-mobility parking.

C4: Increase provision of EVCPs in on- and off-street locations, in line with the Council's Electric Vehicle Strategy.

C5: Consider the introduction of sensors in EV bays in new locations beyond those in the initial trial.

C6: Increase car club provision across the borough through collaborative discussions with operators, as set out in the Kerbside Strategy.

C7: Maintain awareness of progress in the CAV sector to understand implications on parking policy and the ways in which CAV technology can be harnessed in Hounslow.

Car Clubs

Car clubs are an easy and affordable way to use a car without the need for private vehicle ownership. Benefits of car clubs include reduced private car ownership and trip mileage, modal shift, increased vehicle accessibility for low-income households, reduced air pollution, and more efficient use of parking space.

Two car club providers operate in Hounslow, Zipcar and Enterprise. Combined, they offer 39 vehicles and have almost 7,000 members. Analysis undertaken by CoMoUK (2022) suggests that over one fifth of households in Hounslow that own a vehicle could

substitute it for use of a car club. The Council will expand car club provision across the borough, as part of its Kerbside Strategy.

Regular (annual or bi-annual) monitoring will be undertaken to assess the impact of car club vehicles on wider parking operations and patterns, in collaboration with operators, to identify whether any changes are required.

Connected Autonomous Vehicles

Much uncertainty remains around the practicalities of Connected Autonomous Vehicles (CAVs), both legislatively and

in terms of how they will work in urban environments. However, it can be expected that they will become a form of transport supply in the future. The Automated Vehicles Bill, announced in November 2023, will introduce legislation for self-driving vehicles to enable safe deployment within the UK. Therefore, how CAVs are stored, fuelled and move around will be an issue to consider. Parking supply will be an important factor to consider.

The Council will monitor progress and changes within the CAV sector, including the Autonomous Vehicles Bill, to fully understand any implications on parking policy and the ways in which CAV technology can be harnessed.

Accessible parking

Accessible parking refers to provision for persons with disabilities or vulnerable characteristics. Ensuring that parking provision is not discriminatory to disabled people is fundamental and aligns with legislation against discrimination. As such, appropriate provision of parking for Blue Badge holders is important.

What we know

On average, disabled parking spaces comprise 3% of parking capacity in Council-run car parks. Nine car parks do not provide any disabled bays, whilst five meet the recommended 5% threshold for disabled bays as a percentage of overall provision.

There are approximately 620 disabled bays on-street (Figure 3). These can be used without charge or time limit when displaying a valid Blue Badge. Vehicles displaying a valid Blue Badge

can park in several other on-street parking locations without cost. Residents can apply for a disabled bay to be installed close to their home. In specific circumstances, such bays can be allocated to an individual disabled person and permit. There are 55 allocated disabled bays located across the borough. Over one third (35%) of consultation survey respondents agreed that more disabled parking should be provided on-street.

Increases to the average population age may increase demand for disabled parking, resulting in a need to increase provision of accessible parking spaces in town centres close to amenities and services, along direct routes. Recent

changes in Blue Badge eligibility criteria may also increase demand. Furthermore, ensuring provision is made available in suitable locations for priority groups, including women and those with children, is an important consideration.

Disabled Parking

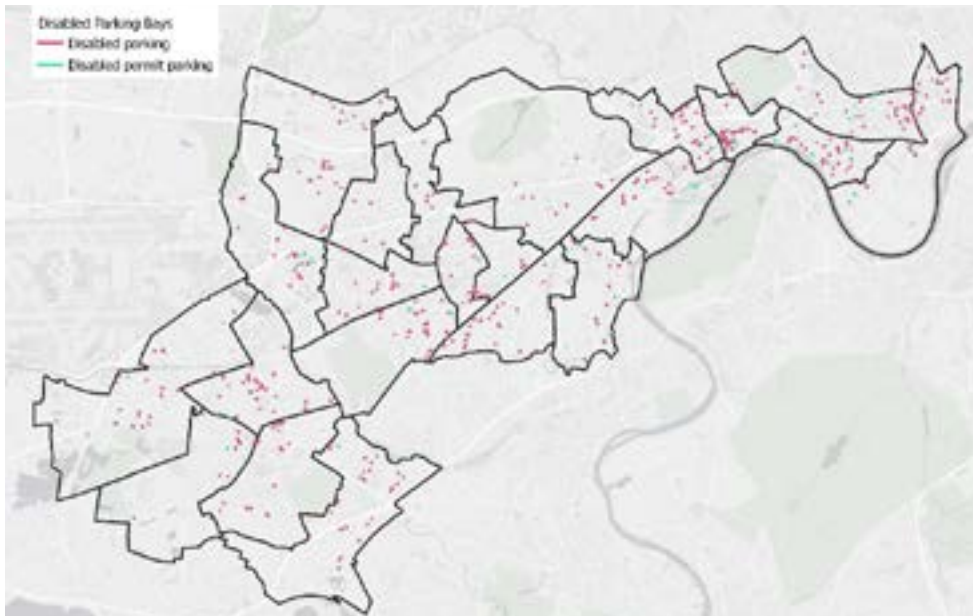
At present, disabled parking spaces comprise 3% of the Council's total off-street parking capacity, on average. In appropriate locations, the standard threshold of 5% of overall provision will be targeted. At present, five car parks already meet the 5% threshold. New or expanded provision of disabled parking is not suitable in some car parks, either due to their size or individual requirements. As disabled parking should be located in central areas and close to major services and trip attractors, provision will be expanded at Chiswick Common Road and Montague Road West car parks in the first instance. Provision will subsequently be expanded across all suitable remaining car parks. Following this, the Council will implement and maintain a reactive approach to customer feedback and requests for additional disabled parking bays.

There are approximately 620 disabled bays on-street. These can be used when displaying a valid blue badge.

It is important that disabled parking is accessible and properly enforced to ensure bays are used only by those who require them. The Council will assess locations of disabled parking and monitor use to determine if current supply meets demand and if issues of non-compliance exist.



Figure 3. Disabled parking bays'



Across the borough there are 55 disabled bays that are allocated to an individual disabled person and permit. No process is currently implemented to confirm the requirement for individual bays remains following installation. The Council will develop a process to check on use and the need for dedicated disabled bays to confirm whether they are no longer required or redundant, for example if the user moves home. This will be checked at regular intervals.

Priority Bays

Council-run car parks do not provide priority parking for users except Blue Badge holders.

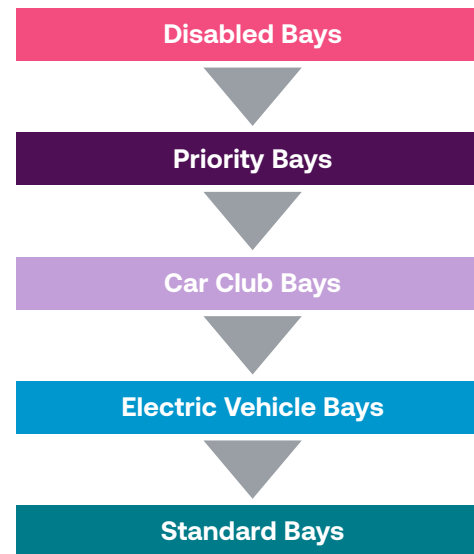
There are specific groups for whom safety and security concerns can arise when parking, including women travelling alone and parking users with children. There are several examples across the United Kingdom and Europe of car parks providing bays marked for use as Parent & Child or Women-Only bays.

Given the relatively small size of the Council's car parks, these two user types could be merged to provide 'Priority Bays'. The Council will investigate the feasibility of providing such bays. If taken forward, a threshold of 10% of all parking bays to be designated as 'Priority Bays' will be targeted in suitable car parks. In the first instance this will be focused in specific car parks located close to major

services and trip attractors and in central areas. As such, bays are not enforceable in the same manner as disabled bays; they would operate through goodwill by motorists to only park in such bays if appropriate.

Priority bays may not be suitable in all car parks, particularly those with lower levels of capacity. Most car parks with capacity for less than 20 vehicles are likely to be too small to necessitate priority bays to be provided.

Recognising the importance of accessible parking, a hierarchy for the provision of different bay types will be implemented:



The Council will seek to relocate car club provision from within car parks to on-street locations. However, it is recognised that in some locations there may be insufficient space to achieve this.

Actions

D1: Review quantity and location of all disabled bays against current use.

D2: Increase disabled parking to meet the 5% threshold in appropriate priority car parks and subsequently expand provision in remaining suitable car parks to meet this threshold.

D3: Implement and maintain a reactive approach to customer feedback and requests for additional disabled parking bays.

D4: Maintain appropriate enforcement to deter misuse of disabled bays.

D5: Develop and implement process to confirm ongoing need for allocated disabled bays.

D6: Investigate feasibility of providing Priority Bays in appropriate car parks.

Technology, signage & information provision

Technology can be used to improve the experience of car parking users and simultaneously support management and enforcement practices. Easy-to-follow wayfinding and signage in and around car parks helps to enhance navigation for both visitors and residents.

Payment Technology

In Council car parks and on-street, users pay to park via the PayByPhone app, website or phone number. People without a smartphone can pay for parking at over 200 PayPoint outlet machines located at participating retailers across the borough. These outlets offer a range of other payment services beyond parking, such as council tax. The Council will annually monitor use of these outlets for parking payments to understand demand and engage with retailers to increase provision if needed. It will also ensure signs in car parks confirm where the nearest PayPoint machine is located.

What we know

Signs identifying the locations of car parks are provided on roads across Hounslow, although such signage is not always easy to follow.

Real-time occupancy information is not provided for most Council-run car parks. Signs displaying this information are installed on some approaches to Hounslow town centre providing occupancy information for strategic car parks.

Phone-based payment options provide significant back-office data, including near-instantly available electronic information. The Council will liaise with PayByPhone, and any other service providers appointed, to ensure data on parking behaviour provides maximum benefit. Bi-annual reviews of ticket sales data will confirm parking trends such as key locations, arrival periods, duration

Live occupancy information for four car parks in Hounslow town centre is provided on the Council's website, using counters at car park exits and entrances. Issues with counters mean data can be inaccurate. Pedestrian directional signage is not provided in car parks at present.

The majority (89%) of consultation survey respondents agreed they need to be easily able to pay to park.

of stay purchased and under-utilised locations and provide an evidence base to inform future decisions on parking.

Data such as arrival time and duration purchased can support enforcement, helping to identify hotspot areas for non-compliance. This will allow Civil Enforcement Officers to be directed to locations and specific vehicles that have contravened restrictions.





Did you know?

The Council is trialling contactless payment terminals in 13 car parks and seven on street locations. A bank card, or phone banking app, can be used to pay for parking at these locations. The terminals accommodate free parking for Blue

Badge holders, as well as 30 minutes' free parking sessions at locations, and emissions-based charging. The Council will review findings from the trial once it has ended to decide whether to expand and make these permanent.

The National Parking Platform, a DfT-led initiative, will see parking payment move to an open-market structure, where customers choose which parking provider app they use to pay. The platform is due to launch in 2024 and will allow parking users to use one payment app across all locations, rather than having to download multiple apps. Payment operators would likely incentivise use of their services, encouraging innovation. The Council will monitor progress of the National Parking Platform and investigate how it can best serve Hounslow.

information to users and the Council. Data can identify parking trends across time, allowing the Council to make informed decisions on pricing structures, time restrictions and the potential to introduce dynamic pricing.

Costs to install and maintain sensor-based platforms can be high and vary considerably. Factors including location, sensor type, the number of sensors required and the number of car parks requiring coverage influence costs. Based on the Council's parking offer, there is not a need for individual sensors to be installed in every parking bay.

Real-Time Occupancy Information

Information concerning parking availability can be provided to users through smart parking platforms and payment data provided via PayByPhone. Smart parking platforms use sensors located at car park entry or exit points or in individual parking bays to provide real-time

At present, live occupancy information is provided on the Council's website for two private and two Council-run car parks in Hounslow town centre. This is informed by counters located at each car park exit and entrance; however, reliability issues mean data can be inaccurate. The Council will identify and address data accuracy issues.

The Council will trial the use of vehicle counters / sensors at the entry and exit points at one or two strategic car parks, improving on sensors installed currently. If the trial is successful, it will be rolled out to additional car parks.

This can be complemented by ticket sales data and the Council will engage with operators to investigate how this data can be presented. Payment data will be cross-referenced against sensor data to determine its suitability for ongoing use across all car parks.

Occupancy information will be made available on the Council's website and through signage to help spread parking demand across a wider number of car parks.

Signage

Signs identifying car park locations are provided in some locations across Hounslow. This informs drivers on routes to reach specific parking locations but is not always easy to follow. The Council will undertake a review to identify opportunities for improvement to such signage across the borough.

Signs showing real-time parking occupancy are installed on some approach roads to Hounslow town centre, providing data for strategic private and Council-run car parks. Signage will be regularly reviewed and updated to reflect any changes to the number of spaces provided. The Council will consider expanding provision on

routes into Hounslow town centre where there is the greatest concentration of Council-run car parks. Subsequently, the feasibility of providing similar signs for other town centres will be assessed, including consideration of costs for installation and maintenance.

Some smaller car parks may not be suited to real-time occupancy as a low number of available spaces would be reported, discouraging use. Signs can note that parking is available in these locations without providing occupancy figures.

Easy-to-follow signage and real-time occupancy information lets users decide where to park based on availability and helps the Council direct drivers to under-utilised car parks. This can reduce journey times and the number of vehicles circulating on the road network looking for a parking space, providing benefits in terms of congestion and air quality and supporting Climate Emergency objectives.

The Council will engage with signage providers to investigate options that allow wider transport information to be incorporated in signs, such as locations of congestion, promoting alternative transport and air quality messaging.

Pedestrian Information

Pedestrian directional signage informs users of the best routes to take to reach their destination and is particularly beneficial for those who do not visit

Hounslow often. The Council will install these signs, prioritising larger town centre car parks with high levels of use, such as Prince Regent Road, Montague Road East and Bell Road. Subject to funding, signage will subsequently be provided at all Council-run car parks.

Signs will show a map of the car park and surrounding area with walk and cycle time isochrones as well as directional arrows to key destinations, trip attractors and landmarks. They will be designed to align with wider wayfinding information provided across the borough, following the Legible London design, and be located alongside payment signs or at car park access points. Similar information will be provided online for all car parks to increase user awareness and help inform car park choice before travel.

Increased awareness of pedestrian routes and travel times may encourage people to park further from their destination, redistributing demand between car parks and on-street locations.

Information Provision

The Council is looking to trial an app across the borough that includes publicly available mapping of parking restrictions and allows users to request CPZs and disabled parking bays in particular locations. Information contained within the app can increase user awareness on parking locations and restrictions in place.

Did you know?

The Council used smart parking technology in its trial of parking sensors in public electric vehicle charging bays. Non-electric vehicles parking in electric vehicle charging bays prevents charging of electric vehicles.

The trial aimed to determine if sensors can reduce instances of this happening. The parking sensors communicate to the charge points via Bluetooth and provide real-time data to identify whether a vehicle

is parked and, if so, whether it is plugged in and charging.

The trial showed there to be existing high compliance with use of EV bays, limiting their benefit. The Council is considering extending the trial to alternative locations. It is also considering a similar trial for disabled parking bays in car parks to investigate if sensors can enhance enforcement, management and user experience.



Actions

E1: Develop and implement a communications package regarding parking payment options, including PayByPhone and alternative payment options.

E2: Annually monitor use of PayPoint outlets for parking.

E3: Engage with retailers and, subject to demand, expand PayPoint outlet coverage across the borough to enable use for a larger number of parking locations.

E4: Provide signage in car parks to confirm the nearest PayPoint outlet.

E5: Review findings of contactless payment terminal trial and decide whether to make permanent and expand.

E6: Liaise with PayByPhone and any other future operators to ensure data provides maximum benefit for Hounslow and supports implementing the Parking Strategy.

E7: Review ticket sales data bi-annually to understand parking trends and maintain an evidence base to inform future decisions on parking.

E8: Monitor progress of the National Parking Platform and investigate how it can best serve Hounslow.

E9: Identify and address data accuracy issues with existing car park sensors.

E10: Trial entry / exit sensors in strategic car parks, complemented by PayByPhone data, to provide occupancy information to users and roll out if successful.

E11: Engage with PayByPhone service providers to understand best ways to present data.

E12: Review existing car park signage to identify locations where signs are missing, required or could be enhanced, and update existing signs when changes in capacity occur.

E13: Install directional signage listing car parks on key approach routes, firstly to Hounslow town centre then to other town centres.

E14: Explore the potential to expand provision of real-time occupancy signs for car parks in Hounslow town centre and subsequently for other locations.

E15: Engage with signage providers on options for signs to provide wider transport information.

E16: Install pedestrian wayfinding signage and isochrone mapping in town centre car parks. Subject to funding, expand to cover all car parks.

E17: Provide pedestrian wayfinding information for all car parks online.

E18: If considered suitable trial use of sensors in disabled bays in car parks. Implement trial of app and monitor use by residents.

E19: Implement app trial for CPZ / disabled bay requests and parking restriction information provision.

Policy & enforcement

The Council's Parking Policy document that sets out the ways in which parking is managed and enforced across Hounslow. The Council will review and update the policy to ensure actions within the Parking Strategy are incorporated.

What we know

The Council uses a range of enforcement practices with Civil Enforcement Officers (CEOs) on foot or using vehicles. Enforcement activity is carried out every day of the week. Enforcement hours vary depending on operational needs and the demands of specific areas.

Additional CEOs are deployed in the vicinity of large-scale events where there is an expectation visitors may cause pressure on nearby parking restrictions.

This includes Twickenham Stadium, Brentford FC Stadium and Chiswick Car Boot Sale.

Similar reviews and updates will be undertaken of other policy that relates to parking, such as the Council's Crossover Policy. These policies, alongside the Parking Strategy, will be reviewed at regular intervals.

The Council is responsible for the enforcement of parking on-street and in car parks it operates throughout the borough. Improving enforcement practices will ensure that car parking locations are

used as intended and remove instances of inappropriate parking, such as on double yellow lines, across dropped kerbs or on pavements where this is not permitted.

Revenue generated through Penalty Charge Notices is reinvested into wider parking and transport-related measures across Hounslow.

Improved enforcement practices can be developed through enhancements in

technology and data collection. Many of the actions concerning technology will benefit the Council's approach to enforcement, increasing the efficiency of officers and making it easier to patrol on-street and in car parks.

The Council will consider undertaking targeted enforcement in locations with the highest demand for parking, such as CPZs with the highest ratio of resident parking permits to on-street parking capacity, to address any issues of inappropriate parking.

Actions

F1: Update the Council's Parking Policy and wider policies that cover parking, and regularly review alongside the Parking Strategy.

F2: Review current enforcement practices and consider how technological improvements could support enforcement.

F3: Target enforcement in hotspot areas of non-compliance.



Marketing & communication

Effective marketing and communication can inform the choices that people make before or as they travel. The provision of easily accessible information can raise awareness of the Council's parking provision across the borough to current and prospective users and spread parking demand by supporting use of car parks that are currently underutilised.

What we know

Information on parking is provided on the Council website. However, some information is not easily accessible. The Council undertakes targeted marketing and promotion of season ticket opportunities, including with specific businesses. There is not significant general marketing beyond this.

It can potentially reduce the time spent looking for a space, vehicle idling and traffic congestion, bringing about wider direct and indirect benefits in terms of air quality, pollution and road safety. Reviewing how such information is provided and marketing approaches could

help rebalance parking demand as well as improve user experience.

It is important that, for any changes made to parking, a comprehensive accompanying marketing and communications strategy is developed, budgeted for and implemented prior to and following any changes. This ensures user awareness and supports buy-in.

The role of communications is important in supporting a range of actions within the Parking Strategy. The Council will develop and implement a suitable marketing and communications package prior to undertaking these actions. This includes for:

- ▶ Changes to parking fees, including emissions-based charging structures, or dynamic pricing mechanisms;
- ▶ Changes to parking supply, including improvement works to enhance car park quality, changes to capacity or hours of operation;

- ▶ Promotion of disabled parking opportunities, including availability of parking outside of dedicated disabled bays;
- ▶ Promotion of alternative travel modes, including where provision is catered for in car parks following implementation of actions set out in the Parking Strategy;
- ▶ Consultation exercises regarding introduction of new, or changes to existing CPZs;
- ▶ Promotion of season ticket opportunities; and
- ▶ Raising awareness of Council-operated parking stock across the borough.

Where appropriate, marketing and communication practices will be integrated into wider transport messaging and communication opportunities, helping to support alternative forms of transport and aligning with wider Council sustainability goals. This can be undertaken through a range of means including via the Council's social media channels, on the Council's website, through physical leaflets / information provision within town centres or at specific events.

Examples on when this will be suitable include in instances when car parks are temporarily closed, close to or at capacity, or if there is localised congestion on specific routes that may impact access to parking locations. Alternative car parks

located within an accessible walking distance of those chosen by motorists, or car parks served by public transport or other active travel provision, can be suggested as potential alternatives, with a switch to more suitable transport modes promoted for at least one leg of the trip.

The Council will review all information on its website concerning parking to ensure it is up-to-date and all appropriate details are provided.

Actions

G1: Review what, how and where information is provided with respect to car parking.

G2: Implement targeted marketing campaigns on specific elements and options as brought forward through the Parking Strategy.

G3: Integrate marketing and communication strategy and interventions with wider sustainable transport messaging.

Strategy Action Plan

Hounslow requires a progressive and consistent car parking strategy that manages and enhances existing provision. A balance is needed to deliver actions that best meet the overall strategy goals whilst also offering value for money and aligning with the Council’s wider aims and objectives.

Table 5 details the Action Plan for the Parking Strategy. It identifies actions against three timescales:

Short-Term: 0-2 years
Medium-Term: 2-5 years
Long-Term: 5-10 years

Benefits and limitations of each action, alongside an indication of capital costs, is provided. Extra costs may be incurred where additional staff resource is needed to develop and manage the delivery of these actions and this will be assessed as part of the next stage of feasibility work. Costs are grouped into three categories:

Low: £0 to £19,999
Medium: £20,000 to £99,999
High: Over £100,000

Monitoring

An appropriate monitoring programme is set out that enables the Council to assess the impact of actions implemented. It will also allow further review of the suitability and identification of specific timeframes for the introduction of the medium- and long-term actions identified. Monitoring will also incorporate both the satisfaction of parking users (and where relevant local residents, businesses, etc.) as well as use of car parks and on-street parking locations. It will also include ensuring compliance with Equality Impact Assessment (EqIA) requirements.

The Council will investigate the different means available to undertake customer / parking user satisfaction surveys and monitoring both before and after implementing actions, with this carried out as a regular review process, as actions are progressed. Key monitoring requirements include, but are not limited to:

- ▶ Parking provision use, including disabled provision;

- ▶ Make up of vehicles registered in Hounslow, including the proportion of zero-emission and electric vehicles;
- ▶ Parking trends collated through ticket sales data;
- ▶ Car club demand and travel patterns; and
- ▶ Cycle parking use.

Monitoring data collected for the Parking Strategy could be incorporated into wider transport-related surveys undertaken by both the Council and TfL. Data collected through these surveys will also provide invaluable information to consider the impact of the Parking Strategy. This includes:

- ▶ Borough-level mode share data, which can be used to confirm the Parking Strategy is not encouraging the generation of additional vehicle trips;
- ▶ General performance of Hounslow’s high streets and local centres, including data from high street surveys (such as travel mode); and
- ▶ Air quality data including transport-related emissions.

Review and monitoring requirements to ensure suitability and assess the impact of measures detailed within the Parking Strategy are identified in Table 5.

Table 5. Strategy Action Plan

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
PARKING SUPPLY								
A1: Park Mark Standard	Work towards the Park Mark standard in all Council-run car parks that can meet the standard, with improvement works carried out as required.	Short-Term	Improved customer experience, greater willingness to use under-utilised car parks.	High	Infrastructure works, maintenance costs.	Cost, especially for car parks that are subject to lower utilisation levels.	Usage data, customer satisfaction surveys.	3, 4
A2: Maintenance Budget	Secure an ongoing maintenance budget for car park works to maintain Park Mark criteria.	Medium-Term	Improved customer experience, greater willingness to use under-utilised car parks.	High	Maintenance costs.	Cost, especially for car parks that are subject to lower utilisation levels.	Usage data, customer satisfaction surveys.	3, 4
A3: Review Current CPZ Process & Implement Prioritisation Process	Review current prioritisation process and implement prioritisation process for new and changes to existing CPZs.	Short-Term	Allows potential for enhancement to be identified and implemented. Enables more robust approach to CPZ implementation.	Low	Review process resourcing. Resourcing and monitoring of process.	-	Regular review of CPZ process.	3, 4, 5
A4: CPZ Request Process Online	Provide information on how to request a CPZ on the Council website.	Short-Term	Allows user engagement and helps identify demand locations.	Low	Website update and review.	-	Number of CPZ requests made.	3, 4, 5
A5: Kerbside Reallocation Location Identification	Identify possible locations for kerbside reallocation from parking for alternative uses (align with Kerbside Strategy).	Short-Term	Increased space for alternative uses, reduce dominance of motor vehicles, enhanced public realm, potential safety benefits.	Low	Consultation exercise. Resourcing and monitoring of process.	-	Review of suitable locations for kerbside reallocation.	All

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
A6: Footway Parking Formalisation	Formalise footway parking in locations agreed in principle. The Council will reverse any approved sites that do not meet the necessary requirements.	Short-Term	Provides user certainty on parking arrangements, supports enforcement process, in some locations may increase parking availability.	Low / Medium	Formalisation process, marketing of change, enforcement.	Important to ensure remaining footway width is suitable for all users, including wheelchair users and those with prams.	Delivery of formalisation against programme and budget. Monitor requests for future footway parking.	3, 4, 5
A7: Kerb Strengthening	Undertake kerb strengthening where required as part of footway parking formalisation process.	Medium-Term	Provides user certainty on parking arrangements, supports enforcement process, in some locations may increase parking availability.	Medium / High	Kerb strengthening works, formalisation process, marketing of change, enforcement.	See A6.	See A6.	3, 4, 5
A8: Maximise Use & Efficiency of Parking	Maximise use and efficiency of existing parking spaces through the actions outlined in other sections of the strategy.	Short-Term	Improved parking management, supports wider Council policies and objectives, supports enforcement process.	Medium	Specific to other individual actions / options taken forward.	Ensuring any changes do not promote / generate new vehicular trips	Monitor use of on-street and off-street parking locations annually (including through ticket sales data).	3, 4, 5
A9: Parking Change Assessment	Undertake case-by-case assessment of any proposals for closures / changes of parking.	Short-Term, Medium-Term & Long-Term	Provides evidence-led decision making to be undertaken, ensures capacity for displacement / reprovision.	Low	Assessment resourcing, potential for parking demand surveys.	Important for dialogue between multiple different stakeholders.	-	3, 5
A10: Planning Application Monitor	Develop and implement process to track planning applications with large-scale parking changes.	Short-Term, Medium-Term & Long-Term	Allow holistic view of parking changes to be captured.	Low	Staff resourcing	Important for dialogue between different stakeholders.	Number and status of planning applications.	3, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
A11: Opportunities for Alternative Uses	Consider potential for alternative / complementary uses of car park space (e.g. smart lockers, shared mobility services, cycle parking).	Short-Term & Medium-Term	Raise awareness of underused car parks.	Medium	Assessment process resourcing, infrastructure associated with alternative uses.	Ensure locations are suitable to accommodate such uses.	-	All
PRICING, FEES & OPERATIONS								
B1: Emissions-Based Charging & Diesel Surcharge	Introduce emissions-based charging bands and diesel surcharge for identified parking types.	Short-Term	Encourages shifts to lower emission vehicles and other modes.	Low / Medium	Marketing, signage, information provision, regular monitoring.	Emissions-based charging requires regular review / update to reflect changes in vehicle ownership.	Annual review of vehicle fleet and parking demand. Air quality data.	1, 2, 4, 5
B2: Fees & Permits Review	Undertake annual review of fees and permits,, including emissions-based charging structures, and consideration of new permit types.	Short-Term, Medium-Term & Long-Term	Ensures pricing structures are appropriate for Hounslow.	Low	Regular monitoring, marketing of any changes.	-	Annual review of vehicle fleet, revenue and parking demand.	All
B3: Online Permit System	Trial online-based permit system and different permit durations, and roll out if successful.	Short-Term	Improved user experience, supports enforcement and management.	Low / Medium	Operator engagement, marketing, resourcing, enforcement.	Requires permit holders to have online access.	Uptake of trial, non-compliance rates.	3, 4, 5
B4: Dynamic Pricing	Consider dynamic pricing within town centres, particularly Hounslow.	Long-Term	Encourage use of car parks with spare levels of capacity as well as alternative modes.	Medium / High	Marketing, signage, information provision.	May promote use of private managed parking in favour of Council provision.	Monitor parking demand and trends annually to consider suitability of dynamic pricing.	3, 4, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
B5: Season Ticket Promotion	Enhance promotion of season tickets, for example to key employers within the borough.	Short-Term	Increased use of provision, increased revenue generation.	Low	Marketing, signage, information provision.	Balance with sustainability priorities and not promoting shift in favour of car use.	Monitor uptake of season tickets.	3, 5
B6: Season Ticket Eligibility	Consider expanding season ticket eligibility to additional car parks.	Short-Term & Medium-Term	Greater use of Council car parks, spread parking demand across greater number of locations.	Low	Marketing, signage, information provision.	Balance with sustainability priorities and not promoting shift in favour of car use.	See B6.	3, 5
B7: Discounts for Alternative Modes	Provide discounted access to other modes of travel (e.g. future cycle hire scheme) for season ticket holders.	Short-Term & Medium-Term	Promote modal shift to more sustainable modes.	Medium	Marketing, potential subsidies for alternative modes.	Requires agreement with alternative mode operators.	Monitor uptake and use of such discounts.	1, 2, 3, 5
B8: Permit Ownership Cap	Cap resident permit ownership borough-wide.	Short-Term	Reduced demand for on-street parking, enabling use of kerbside for other means. Encourage use of other modes.	Low	Marketing, implementation, information provision.	-	Regular review of permits per household.	All
B9: Business Permit Eligibility	Consider potential changes to business permit eligibility, including increasing costs for multiple permits.	Long-Term	Encourages shifts to alternative modes (e.g. cargo cycles) for business travel.	Low	Process review / implementation, marketing, information provision.	Would need to define criteria and timing based on availability of alternatives.	Regular review of business permit uptake and permits registered per business.	4, 5
B10: Motorcycle Permits	Introduce resident / business motorcycle permits following a move to online permit system.	Short-Term	Reduce parking demand. encourage shifts to alternative modes.	Low	Process review / implementation, marketing, information provision.	User acceptance may be limited, increased enforcement requirements.	Monitor uptake of motorcycle permits.	3, 4, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
B11: Motorcycle Bay Charging	Introduce parking charges in motorcycle bays.	Short-Term	Supports use of other modes.	Low	Marketing, signage, information provision.	User acceptance may be limited, increases to enforcement requirements.	Monitor changes in use of motorcycle bays, user feedback.	1, 3, 5
B12: Car Club Permit Framework	Develop framework to refine car club permits as part of operator tender process.	Short-Term	Support growth in car club provision and use, with multiple related benefits.	Low	Contractual agreements, marketing, signage for back to base bays, information provision.	Potentially reduced parking availability for other vehicle types.	Number and location of car club bays across Hounslow. Membership data from operators.	All
B13: Free-Floating Car Club Permits	Create a new permit category for free-floating vehicles to enable use across the borough.	Short-Term	Reduce private car ownership / use, encourage sustainable transport, air quality improvements, economic savings for users.	Low	Contractual agreements, marketing, information provision.	Potentially reduced parking availability for other vehicle types.	Monitor (in collaboration with operators) car club use and travel patterns.	All
B14: Free Carer Permits	Residents who live in a CPZ and need regular visits from a carer to maintain an independent life, can apply for a carers parking permit. From summer 2024 these will be issued free of charge.	Short-Term	Supports residents who need regular visits from a carer to maintain an independent life.	Low	Removal of permit fee.	None	Uptake of permits.	1, 3, 5
B15: New Parent Permits	Trial new parent permits and make permanent if successful.	Short-Term	Supports new parents and visitors, enhances parking offer.	Low	Permit development, marketing, information provision.	Uptake may be limited.	Uptake of permits.	3, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
ACTIVE TRAVEL & FUTURE MOBILITY								
C1: Cycle Parking Provision	Install cycle parking in identified car parks, expand coverage to additional car parks, and introduce parking for adapted and cargo cycles.	Short-Term & Medium-Term	Encourage cycle mode shift.	Medium	Capital Infrastructure.	Not sufficient alone to drive behaviour change; car parks may not provide most convenient locations for cyclists.	Use of cycle parking, mode share for cycling, user feedback.	1, 2, 5
C2: Supporting Facilities for Cyclists	Provide supporting facilities for cyclists in locations with identified demand for cycle activity.	Short-Term & Medium-Term	Encourage cycle mode shift.	Medium	Capital Infrastructure.	Not sufficient alone to drive behaviour change; car parks may not provide most convenient locations for cyclists.	Use of facilities, address operational issues.	1, 2, 5
C3: Shared Micro-Mobility Parking	Convert standard parking space(s) in identified car parks to allow for parking for shared micro-mobility solutions.	Short-Term & Medium-Term	Encourage mode shift to shared mobility modes.	Medium	Capital Infrastructure.	Requires shared micro-mobility schemes to be implemented in Hounslow.	Use of bays against capacity.	1, 2, 5
C4: Expand EVCP Provision	Increase EVCP provision on- and off-street in line with the Council's EV Strategy.	Short-Term	Provision of charging facilities for users, promotes uptake of electric vehicles.	Medium / High	Capital infrastructure.	Installation and management costs, potential additional street clutter.	Monitor impacts of EV Strategy and use of EV bays.	1, 3, 4, 5
C5: EV Sensor Trial	Consider the introduction of sensors in EV bays in new locations beyond those in the initial trial.	Short-Term	Allows appropriate use of EV bays.	Low / Medium	Review, monitoring, reporting.	Trial may not be effective.	EVCP usage data.	1, 3, 4, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
C6: Car Club Bay Expansion	Increase car club provision in line with the Kerbside Strategy.	Short-Term & Medium-Term	Encourage scheme uptake, allow scheme growth, potential to reduce private car use, ownership and parking pressure.	Medium	Installation and marketing costs, consultation, enforcement costs, contractual arrangements.	Requires liaison and agreement with operators.	Monitor car club usage, membership and travel patterns.	1, 3, 4, 5
C7: CAV Sector Awareness	Maintain awareness of CAV sector to understand implications on parking policy and ways in which CAV technology can be harnessed.	Short-Term & Medium-Term	Ensures ability to react to market changes,	Low	Resourcing.	Unclear market at present.	-	5
ACCESSIBLE PARKING								
D1: Disabled Parking Review	Review quantity and location of all disabled bays against current levels of usage.	Short-Term	Ensure provision is appropriate to needs.	Low	Commissioning and undertaking of review.	-	Usage of disabled bays against available capacity. Customer feedback.	3, 4, 5
D2: Increased Disabled Parking	Increase disabled parking to meet the 5% threshold in appropriate priority car parks and subsequently expand across remaining suitable car parks.	Short-Term & Medium-Term	Improved experience of disabled users.	Low / Medium	Implementation	Potential reduction in availability of standard spaces.	See D1.	3, 4, 5
D3: Approach to Future Disabled Parking	Implement and maintain a reactive approach to customer feedback and requests for disabled parking.	Short-Term, Medium-Term & Long-Term	Ensure provision is suitable to meet needs of residents and visitors to Hounslow.	Low	Monitoring and implementation of changes.	Potentially could reduce number of standard bays.	Review feedback from parking users; delivery of spaces against programme and budget.	3, 4, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
D4: Disabled Parking Enforcement	Maintain appropriate enforcement to deter misuse of disabled bays.	Short-Term, Medium-Term & Long-Term	Ensures that disabled parking is available for appropriate users.	Low	Training, enforcement equipment.	May restrict time available for other enforcement activities.	Number of PCNs issued. Use of disabled bays against available capacity.	3, 4, 5
D5: Allocated Disabled Bays	Develop and implement process to confirm ongoing need for allocated disabled bays.	Short-Term	Ensures appropriate use of the kerbside.	Low	Staff resourcing, monitoring.	-	Registration of allocated bays.	3, 4, 5
D6: Priority Bays	Investigate feasibility of providing Priority Bays in appropriate car parks.	Short-Term & Medium-Term	Ensures provision dedicated to priority groups, can enhance user safety.	Low	Implementation, marketing.	Potential reduction in availability of standard spaces.	Usage of priority bays against available capacity	3, 4, 5
TECHNOLOGY, SIGNAGE & INFORMATION PROVISION								
E1: PayByPhone Communications	Implement a communications package regarding parking payment options available.	Short-Term	Increase and maintain user awareness, reduce inappropriate parking, promote use of Council car parking.	Low	Marketing package, information provision.	-	Customer feedback and engagement.	3, 5
E2: PayPoint Outlet Monitoring	Monitor use of PayPoint outlets for parking.	Short-Term	Determine if PayPoint outlets are well used for parking and expand provision if demand requires.	Low	Monitoring and review.	-	Use of PayPoint outlets for parking transactions.	3, 5
E3: Retailer Engagement	Engage with retailers to expand PayPoint outlet coverage, subject to demand.	Short-Term	Enables use for a larger number of parking locations.	Low	Engagement and resourcing.	Retailers could be unwilling to provide a PayPoint outlet in their unit.	Retailer liaison / engagement.	3, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
E4: PayPoint Outlet Signage	Install signage in car parks to confirm location of nearest PayPoint outlet.	Short-Term	Raises user awareness of payment options available.	Low	Signage production and installation.	Requires regular review if outlet provision increases.	Maintenance, location of outlets.	3, 5
E5: Contactless Payment Trial	Review of contactless payment trial and decide whether to make permanent / expand.	Short-Term	Increases range of payment options available.	Medium	Terminal installation and maintenance, marketing.	Cost requirements.	Use of terminals, customer feedback.	3, 5
E6: PayByPhone Liaison	Liaise with PayByPhone to ensure service provides maximum benefit for Hounslow.	Short-Term	Ensure best arrangements for Hounslow, including the Council and users.	Low	Engagement and resourcing.	All desired outputs / technology to best serve the Parking Strategy may not be available.	Operator liaison / engagement.	3, 5
E7: Data Review	Regularly review ticket sales data to understand key parking trends.	Short-Term & Medium-Term	Maintains an evidence base to inform future decisions regarding parking.	Low	Monitoring, resourcing, data analysis.	Possible for problems with data accuracy.	Regular review (e.g. annual) of ticket sales data to understand parking trends.	3, 5
E8: National Parking Platform	Monitor progress of the National Parking Platform.	Short-Term	Can support parking operations and management in Hounslow.	Low	Review.	Reliant on progress by DfT.	Information / update releases.	3, 5
E9: Existing Sensor Issues	Identify and address data accuracy issues with existing sensors at car park entry and exit points.	Short-Term	Addresses current issues and improves user experience.	Medium	Review and sensor repair / replacement.	May be limited benefit of repairing existing sensors given age.	Car park usage data. Customer surveys. Monitoring of operational issues.	3, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
E10: Initial Parking Sensors Trial	Trial entry / exit sensors in strategic car parks and roll out if successful.	Short-Term & Medium-Term	Provides real time occupancy data that can be easily provided to users and Council. Improves car park efficiency.	High	Capital infrastructure; IT infrastructure; analysis and processing.	High cost to install and maintain sensors in large number of locations.	See E9.	3, 5
E11: Payment System Provider Engagement	Engage with PayByPhone service providers to understand best ways to present data.	Short-Term	Allows information to be easily presented to users, improving customer experience.	Low	Staff resourcing, information provision.	-	Feedback from service providers.	3, 5
E12: Signage Review	Review existing car park signage and identify locations for change.	Short-Term	Identification of locations where signage is missing, required or needs updating.	Low / Medium	Completion of review.	-	Signage review.	1, 3, 5
E13: Signage Installation	Install directional signage listing car parks on key approach routes, first in Hounslow then other town centres.	Short-Term & Medium-Term	Aid navigation for drivers, reduce vehicle circulation. Helps users make informed decision on where to park.	Medium / High	Installation and maintenance costs.	Extent of spatial coverage required.	Car park usage data. Customer feedback.	1, 3, 5
E14: Real-Time Information Expansion	Explore the potential to expand provision of real-time occupancy signs first in Hounslow town centre then other locations.	Short-Term & Medium-Term	Promote use of greater number of car parks, reduce unnecessary circulation, promote alternative transport modes.	Medium / High	Signage design and installation, installation of sensors and/ or PayByPhone technological solutions.	Requires live occupancy data.	Review of accuracy of information provided. Customer feedback.	1, 3, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
E15: Signage Provider Engagement	Engage with signage providers to investigate options for using signage to provide wider transport information.	Short-Term	Understand market availability and potential costs for implementation.	Low / Medium	Resources for engagement.	-	Provider engagement / liaison.	1, 2, 3, 5
E16: Pedestrian Wayfinding Signage	Design and install pedestrian wayfinding signage (with isochrone mapping) in identified town centre car parks. Cover to all car parks, subject to funding.	Short-Term & Medium-Term	Aid navigation of pedestrians in general as well as car park users. Encourage active travel through increased awareness of travel times.	Medium / High	Capital infrastructure.	-	Review of accuracy of information provided. Car park usage. Customer surveys.	1, 2, 5
E17: Pedestrian Wayfinding Information Online	Provide pedestrian wayfinding information including isochrone mapping online for all car parks.	Short-Term	Promotion of active travel, reduce parking demand within town centre.	Low	Design and installation, supporting marketing programme, maintenance for changes to service provision.	Requires changes to user behaviour and parking practices.	Customer feedback, website visits.	1, 2, 5
E18: Disabled Bay Sensors	Consider suitability of trial of sensors in disabled bays.	Short-Term	Understand use and demand of disabled bays, support enforcement against non-compliance.	Medium / High	Sensor purchase, installation and maintenance. Staff resourcing for review of trial.	Cost implications, data reliability, geographic scope.	Data from sensors, enforcement feedback.	3, 5
E19: App Trial	Implement app trial for CPZ / disabled bay requests and parking restriction information provision.	Short-Term	Raise user awareness, allows requests for particular parking to be made by residents.	Low / Medium	App contract, maintenance, promotion activity.	Limited to particular functionality, potential lack of user awareness.	Number of requests made, download data, app usage.	1, 3, 5

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
POLICY & ENFORCEMENT								
F1: Parking Policy Update	Update Parking Policy and wider policies that impact parking and regularly review alongside Parking Strategy.	Short-Term	Ensure alignment between policy and Parking Strategy.	Low	Staff resourcing.	-	Review of policy and strategy and success of strategy actions.	All
F2: Review Enforcement Practices	Review current enforcement practices and consider how technology can support enforcement team.	Short-Term	Basis for improving enforcement approach.	Low	Completion of review.	-	Enforcement efficiency; PCNs issued; proportion appealed / overturned; user feedback.	2, 3, 4, 5
F3: Targeted Enforcement	Target enforcement on hotspot areas of non-compliance.	Short-Term & Medium-Term	Improved compliance, potential increases in revenue generation from PCNs.	Low	Officer training, increased resourcing.	-	Enforcement efficiency; PCNs issued; proportion appealed / overturned; user feedback.	2, 3, 4, 5
MARKETING & COMMUNICATION								
G1: Review Marketing & Comms Strategy	Review what, how and where information is provided with respect to car parking.	Short-Term	Basis for improving marketing and information provision.	Low	Completion of review.	-	Review information provided and its accuracy; Customer surveys.	All

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
G2: Targeted Marketing Campaigns	Implement targeted marketing campaigns on specific elements and options as brought forward through the Parking Strategy (for example benefits of emissions-based charging, promotion of car park improvement works).	Short-Term, Medium-Term & Long-Term	Improved Travel Demand Management and user experience.	Medium	Implementation.	-	Accuracy of information provided, impacts of campaigns. Car park usage data. Customer surveys.	All
G3: Wider Sustainable Transport Messaging	Integrate marketing and communication strategy and interventions with wider sustainable transport messaging.	Short-Term & Medium-Term	Encourage modal shift, promote use of active travel. Utilises signage installed for parking messaging.	Low	Information provision, implementation.	-	Car park usage data. Mode share data.	All

