

Draft Car Parking Strategy 2026 -2036

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1.0 Introduction

Car parks play an important role in supporting local communities. They help people access town centres, businesses, services and public facilities. Good parking management also supports the safe and efficient movement of traffic.

A well-managed parking service can reduce congestion, improve the local environment and create a better experience for residents, businesses and visitors. Since North Northamptonshire Council was formed on 1 April 2021, there has been an opportunity to review parking arrangements across the area. This strategy aims to create a consistent approach that is fair, transparent and easy to understand.

North Northamptonshire is a large rural area. Many people rely on private vehicles because public transport is not always available or practical. Opportunities for walking and cycling also vary across the area. Public car parks help people access work, shops, services and leisure activities safely and conveniently.

National guidance sets out how councils should manage parking. The Government's Statutory Guidance for Local Authorities in England on Civil Enforcement of Parking Contraventions highlights several important principles. These include supporting the movement of traffic, improving road safety and protecting the environment.

The guidance also recognises the importance of accessible transport. This includes meeting the needs of disabled people who may rely on private vehicles for essential journeys. It also highlights the need to manage parking fairly when demand for spaces is high.

Parking controls help make sure parking spaces are used fairly and efficiently. They support the safe movement of traffic and help reduce congestion. They can also encourage people to choose more sustainable ways to travel, such as walking, cycling or public transport. Accessible parking is also important for disabled people who rely on private vehicles for essential journeys.

The Council must set parking charges in line with the Road Traffic Regulation Act 1984. The Act requires councils to support the safe and efficient movement of traffic. This includes vehicles, pedestrians and cyclists. Councils must also make sure suitable parking is available both on and off street.

Parking charges can influence how people travel and where they choose to park. They can help manage demand for spaces and improve turnover in busy locations. This helps ensure parking remains available for residents, businesses and visitors. However, the introduction of charges is often unpopular, particularly where free parking has historically been available. The Council must therefore balance user expectations with the need to maintain and invest in parking assets.

National guidance recommends that parking enforcement should be self-funding where possible. Income from parking charges and Penalty Charge Notices (PCNs) should cover the cost of running the service.

If the service operates at a loss, the Council must fund the shortfall from its general budget. If a surplus is generated, it can only be used in line with national legislation.

Any surplus income may be used to:

- Cover parking account deficits from the previous four years.
- Maintain and improve Council car parks.
- Support public transport services and facilities.
- Contribute to highway and road improvement projects.

National guidance also highlights the importance of managing parking in a fair and sustainable way. Parking services should be financially sustainable and support wider transport objectives.

Any surplus income from parking activities must be reinvested in line with legal requirements. This can support improvements to parking, transport infrastructure and related services.

These principles form an important part of this Car Parking Strategy. They will help guide future decisions, investment and service improvements.

Objectives:

The objectives for North Northamptonshire are:

1. Reduce congestion, particularly in town centres, encouraging efficient use of car parks
2. Promote healthy and sustainable travel choices
3. Adopt a user pays principle for car parks
4. Reinvest and improve infrastructure within car parks, to include reliable, modern and efficient payment options
5. Improve user experience and ensure car parks are safe, secure and fit for purpose

National and Local Context:

National policy helps shape how councils manage parking. The Government encourages councils to use parking policies that support wider transport and environmental objectives. These include reducing unnecessary car use, encouraging public transport, walking and cycling, and improving air quality.

North Northamptonshire is a large rural area. Many residents and visitors rely on private vehicles to access work, education, services and leisure opportunities. This strategy seeks to balance those needs while supporting more sustainable travel choices where practical.

Although the Council does not currently have a formal Local Transport Strategy, this Car Parking Strategy will help support local transport priorities. It will improve access to parking, help manage congestion and support investment in transport infrastructure.

North Northamptonshire Council has committed to achieving net zero carbon emissions by 2050. This strategy supports that ambition by encouraging sustainable travel, expanding electric vehicle charging infrastructure and improving the efficient use of parking assets.

Supporting the Corporate Plan

The Car Parking Strategy supports the priorities set out in the North Northamptonshire Council Corporate Plan. These priorities are:

- Family
- Community
- Prosperity
- Smarter, Faster, Fairer Public Services

Supporting communities

The Corporate Plan aims to create safe, clean, well maintained and well-connected neighbourhoods. The Car Parking Strategy supports this by:

- Managing parking assets in a consistent and transparent way.
- Reducing anti-social parking through updated Traffic Regulation Orders (TROs).
- Improving accessibility through better signage, payment systems, electric vehicle charging facilities and accessible parking provision.

Supporting prosperity

The Corporate Plan aims to support local businesses and vibrant town centres.
The Car Parking Strategy supports this by:

- Introducing clear and consistent parking tariffs.
- Improving parking availability and reliability.
- Encouraging turnover of parking spaces in busy areas.
- Supporting access to public transport, electric vehicle charging and other sustainable travel options.
- Providing real time parking information to reduce congestion.
- Improving signage to help visitors find parking more easily.

Supporting modern public services

The Corporate Plan aims to provide modern, efficient and customer focused services.

The Car Parking Strategy supports this by:

- Introducing mobile and cashless payment options.
- Reducing reliance on traditional pay and display machines.
- Introducing digital permits and modernised Traffic Regulation Orders.
- Using data from parking systems and Automatic Number Plate Recognition (ANPR) to support service planning and improvement.
- Reinvesting parking income in line with national legislation and guidance.

Strategic outcomes

Overall, the Car Parking Strategy will help to:

- Improve safety and accessibility.
- Support local businesses and town centres.
- Create conditions that support regeneration and inward investment.
- Support environmental improvements and net zero ambitions.
- Deliver efficient and customer focused services.
- Support long term sustainable growth across North Northamptonshire.

This strategy forms an important part of the Council's wider vision for North Northamptonshire.

Traffic Regulation Orders

Any changes to parking arrangements will be subject to the statutory TRO process.
TROs can be used to define:

- Who can use a car park.
- Parking charges and payment requirements.
- Maximum lengths of stay.
- Permit holder bays.
- Accessible parking bays.
- Electric vehicle charging bays.
- Vehicle size or vehicle type restrictions.
- Opening and closing times.
- Conditions of use and enforcement arrangements.

2.0 Scope

2.1 This strategy applies to all North Northamptonshire Council car parks. This includes car parks where parking charges apply through a TRO.

The following car parks are included within the scope of this strategy:

- Parkland Gateway, Corby
- Victoria Place, Corby
- Corby Railway Station
- London Road, Kettering
- Municipal Offices, Kettering
- Commercial Road, Kettering
- Wadcroft, Kettering
- Queen Street, Kettering
- School Lane, Kettering
- Country Parks

The following car parks are also included within the scope of this strategy and may be considered for parking charges or additional restrictions:

- Multi Storey Car Park, Wellingborough
- Jackson's Lane, Wellingborough
- Chancery Lane, Thrapston
- Sackville Street, Thrapston
- Duck Street, Rushden
- John Street, Rushden
- Rectory Road, Rushden
- Portland Street, Rushden
- North Street, Rushden
- Market Hill, Rothwell
- Bakehouse Lane, Burton Latimer
- New Street, Desborough
- Churchill Way, Burton Latimer
- Masfield Close, Desborough
- Chapel Lane, Corby
- Tunwell Lane, Corby
- Boden Close, Corby
- Danesholme Square, Corby
- Dovedale Road, Corby
- Farmstead Road, Corby
- Greenhill Rise, Corby
- Pytchley Court, Corby
- Saxilby Close, Corby
- Studfall Avenue, Corby

Other Council owned car parks and parking locations are also covered by this strategy, even where parking charges are not currently being considered. Each location will be reviewed individually, and any changes will be subject to the relevant TRO requirements. Information about Council owned car parks is available on the North Northamptonshire Council website.

Country Parks fulfil a different function to the Council's principal parking assets. Whilst town centre and neighbourhood car parks are primarily managed to support access, turnover and parking availability, Country Park car parks support recreational, environmental and wellbeing activities, where visitors typically stay for longer periods. A separate charging structure will therefore continue to apply, ensuring charges remain simple, proportionate and aligned to the purpose of the site, whilst contributing towards the maintenance and long term sustainability of these valued community assets.

Car parks can sometimes experience issues such as anti-social behaviour, vehicle abandonment and misuse. Sites with limited parking controls can be more vulnerable to these problems. As part of this strategy, the Council will review existing parking arrangements to make sure they remain appropriate, effective and consistent across North Northamptonshire.

2.2 Off street car parks provide parking for residents, visitors and people using local businesses and services. They play an important role in supporting town centres and high streets.

The availability, pricing and use of car parks is not always consistent across North Northamptonshire. In some locations, parking demand is higher than available capacity. In others, parking spaces are underused. Information about short stay and long stay parking is also not always clear online or on site.

The quality, appearance and facilities available at Council car parks vary. Some car parks are more accessible than others for disabled people and those with additional access needs. Payment arrangements also differ across locations. Different types of pay and display machines and multiple payment apps can create confusion for users and increase administration costs.



The way parking payments are currently managed can also create challenges for both users and the Council. Pay and display systems often require users to return to their vehicle before their parking session expires. This can be inconvenient and may result in shorter visits than planned.

Cashless payment systems offer greater flexibility and reduce operating costs. However, some users continue to prefer traditional payment methods, and any transition towards digital services must ensure that parking remains accessible to those without smartphones or digital payment facilities.

This strategy will explore the expansion of ticketless, contactless and cashless payment options. These systems can improve the customer experience, reduce operating costs and provide greater flexibility for users. Cash payment options will continue to be available to users across Council car parks. Payment machines will include cash options alongside contactless solutions.

2.3 On street parking plays an important role in managing traffic and providing parking close to town and village centres.

In many locations, on street parking is closer to shops, services and other destinations than off street parking. This makes it a convenient option for short visits.

To help keep spaces available, many on street parking locations have one, or two hour time limits. Some spaces are also reserved for accessible parking.

These restrictions help improve turnover and support local businesses by making parking available to more people throughout the day.

The strategy commits to review existing on street parking arrangements to ensure they remain consistent, effective and aligned with local demand.

2.4 Permit parking zones operate in several residential areas across North Northamptonshire. Many of these arrangements were introduced by the former district and borough councils and remain in place today.

Permit parking zones are used where demand for parking is greater than the number of available spaces. This may be due to local residents competing for parking, or because nearby shops, businesses or other destinations increase demand.

Permit schemes can help prioritise parking for residents in areas of high demand. However, permit controls can also lead to displacement into neighbouring streets, requiring ongoing monitoring and review.

As part of this strategy, the Council will review existing permit parking arrangements and consider opportunities for future improvements. This will help ensure the schemes remain consistent, effective and responsive to local needs.

Baseline Data Collection

The Council commissioned an investigation into parking charges in 2023. That study provided an important evidence base and identified Wellingborough and Rushden as locations where additional charges could be considered. The present proposals also draw on updated parking data, operational costs, asset condition, local circumstances and current transport priorities. The bands, individual car parks, tariffs and concessions remain proposals for consultation and may be amended in response to evidence received.

The data looked at:

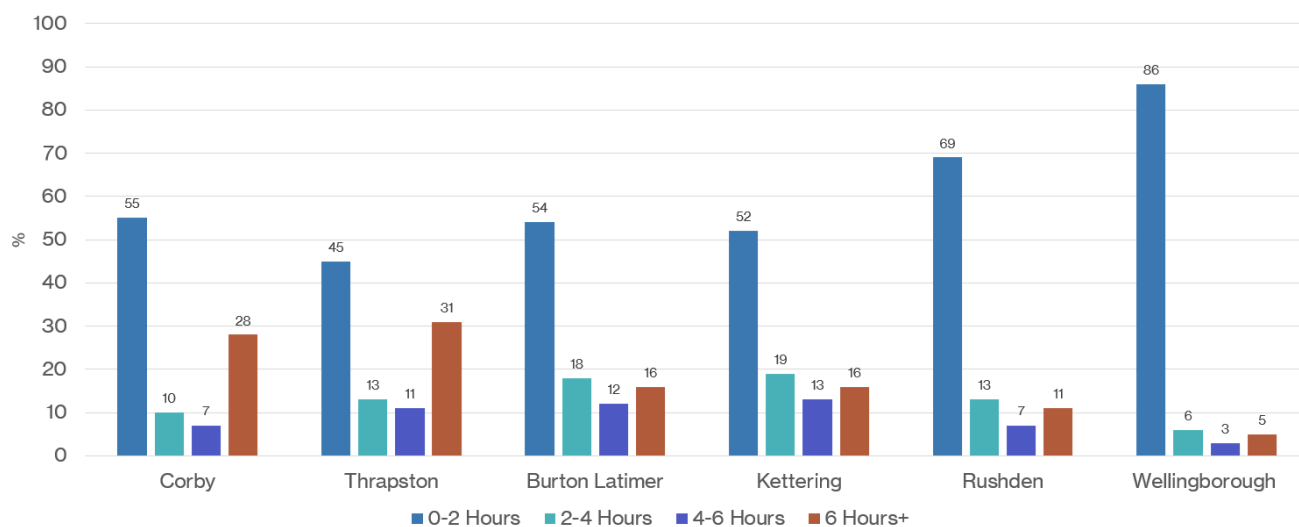
- Parking occupancy.
- Length of stay.
- Availability of spaces.
- Factors that influence parking behaviour.

The findings show that North Northamptonshire does not have an overall shortage of parking spaces. Instead, parking demand varies between locations. Charges are intended to manage behaviour, improve utilisation, fund maintenance and create consistency.

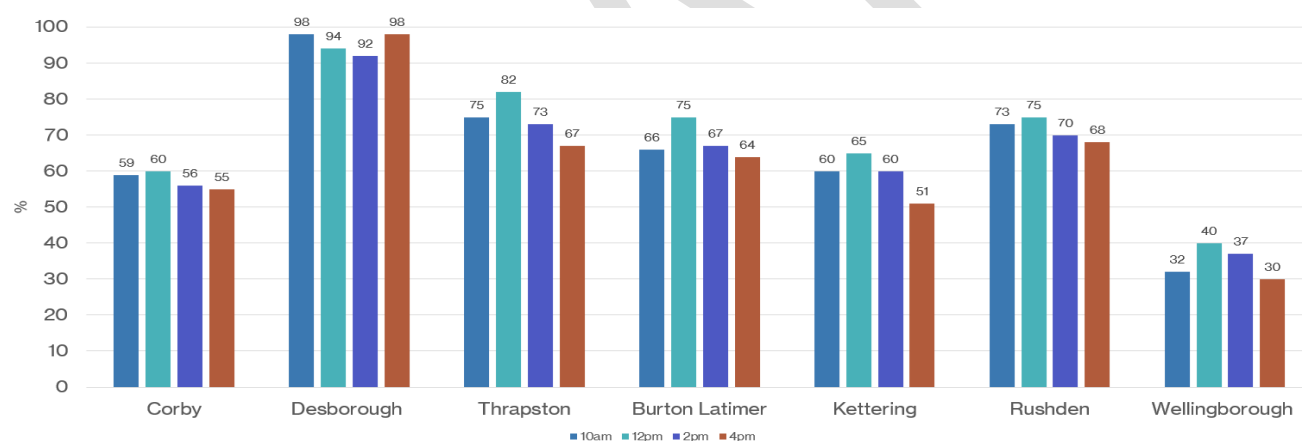
Some car parks have more spaces than they need, while others experience higher demand. Demand is also higher on Saturdays than on other days.

The challenge is not to create more parking spaces. The challenge is to make better use of the spaces already available and direct drivers to locations with spare capacity.

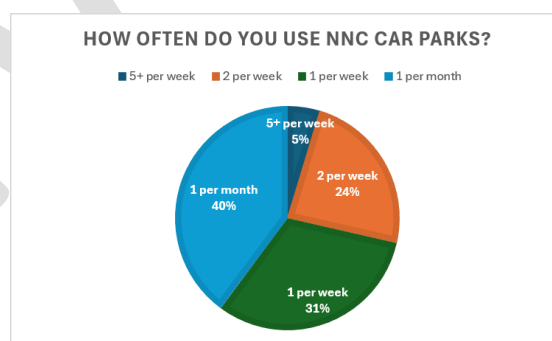
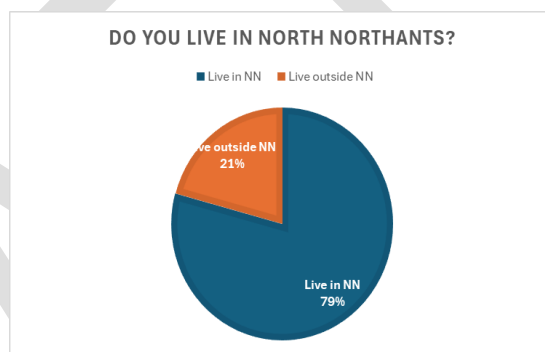
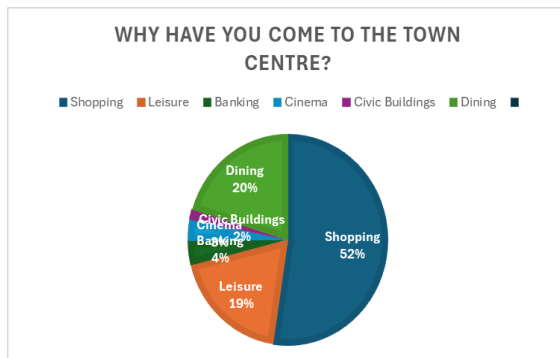
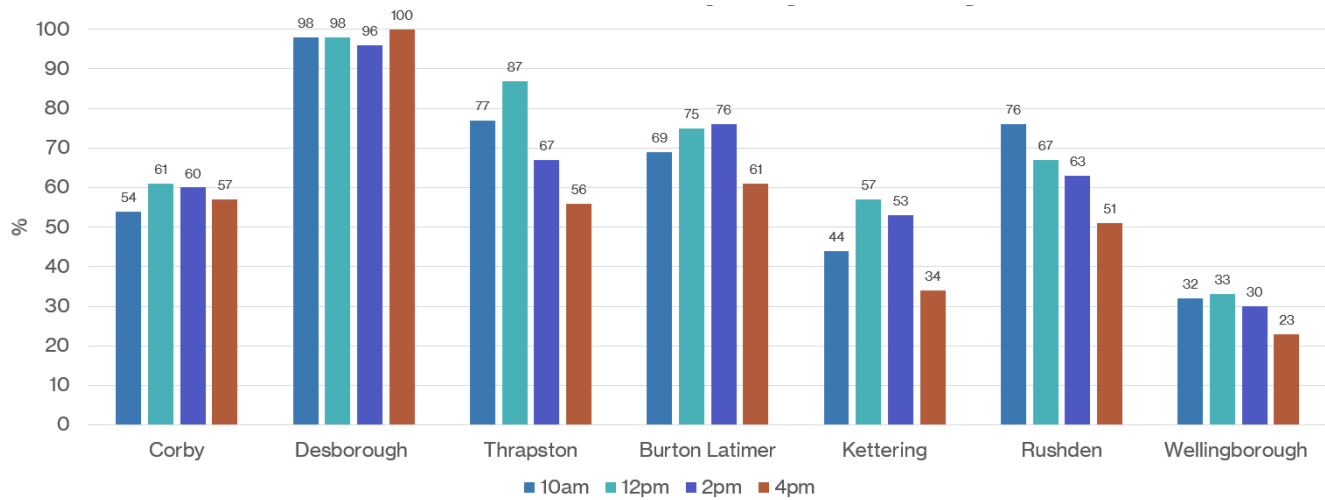
Duration of Stay



Occupancy – Weekday



Occupancy – Saturday



3.0 Strategy outcomes

3.1 Congestion Reduction

Effective management of parking can help reduce congestion in town centres and surrounding residential areas.

Parking controls can encourage a better turnover of spaces and make parking more readily available for visitors. This can help reduce the amount of time drivers spend looking for parking.

Parking services will be developed to take a coordinated approach to managing both on street and off street parking. This will help ensure parking is available where it is needed and support the safe movement of traffic.

Parking policies can also support wider transport objectives by encouraging people to consider alternative travel options where suitable. These include walking, cycling and public transport.

The overall aim is to make better use of existing parking provision, improve access to town centres and support a safer, more efficient transport network.

3.2 Enabling Regeneration

Effective parking management can help support regeneration and attract investment into town centres.

Town centres are changing. While retail, leisure and commercial activities remain important, there are increasing opportunities to introduce new housing within town centre locations.

More people living in town centres can increase footfall and spending throughout the day. This can help support local businesses, shops and other services.

Providing accessible, well-managed parking can support these changes by helping people access town centres, workplaces, homes and local amenities.

3.3 Encouraging Modal Shift and zero emission transport

The Council wants to support healthier and more sustainable ways to travel. This includes walking, cycling, e scooters and public transport where these options are available and practical.

Supporting a wider range of travel choices can help reduce congestion and contribute to the Council's environmental objectives.

The strategy will also support the transition to electric vehicles through the installation of additional electric vehicle (EV) charging points in Council car parks.

Increasing EV charging provision supports the transition towards lower emission vehicles. However, charging infrastructure requires investment and can reduce the number of conventional parking spaces available in some locations. Future provision will therefore be targeted at areas where demand is greatest.

Funding for new charging points has been secured through the Local Electric Vehicle Infrastructure (LEVI) project. Delivery will take place in phases up to 2030.

3.4 Banding

A banding mechanism is proposed to quantify the level of tariff or restrictions within parking assets. Applying the following metric to consider location, proximity of the asset to desired location, turnover of spaces, likelihood of obtaining a space and car parking capacity an individual score will be calculated using $a(b+c+d)+e$

Band	Score
A	35 and above
B	21 - 34
C	11 - 20
D	10 and below

Rank Score (a)	Location
1	Localised car parking as- set
2	Market Town
3	Large Town Centre Lo- cation

Score (b)	Location, proximity and convenience to final destinations assessments
1	Not that convenient a location for access to local conven- iences, final destinations a fair distance away /not easily accessible.
2	Not too good a location for access to local conveniences, destination a fair distance away, not that easily accessi- ble.
3	A good location for access to local conveniences / desti- nation.
4	Premium location for access to local conveniences, final destinations a minimal distance away and easily accessi- ble.
5	Absolute premium location for access to local conven- iences, final destinations an absolute minimal distance away and very easily accessible.

Score (c)	Desired turnover of spaces
1	Very low
2	Low
3	Average
4	High
5	Very High

Score (d)	Likelihood of obtaining a space
1	Very high
2	High
3	Average
4	Low
5	Very low

Score (e)	Capacity
1	200 + Spaces
2	101-200
3	31 -100
4	up to 30

The following assets fall within band A.

Band	Score	Location
A	43	London Road, Kettering
	43	Queen Street, Kettering
	42	Municipal Offices, Kettering
	42	Commercial Road, Kettering
	42	Wadcroft, Kettering
	42	School Lane, Kettering
	42	Victoria Place, Corby

	42	Parkland Gateway, Corby
	37	MSCP, Commercial Way, Wellingborough
	37	Jacksons Lane, Wellingborough

The following assets fall within band B.

	25	Duck Street, Rushden
	25	John Street, Rushden
	25	Rectory Road, Rushden
	25	Portland Street, Rushden
	25	North Street, Rushden
	25	North Street, Rushden

The following assets fall within band C.

Band	Score	Location
	14	Churchill Way, Burton Latimer
	14	Bakehouse Lane, Burton Latimer
	14	Masefield Close, Desborough
	14	New Street, Desborough
	14	Market Hill, Rothwell
	14	Chancery Lane, Thrapston
	14	Sackville Street, Thrapston
	15	Tunwell Lane, Corby
	15	Chapel Lane, Corby

The following assets fall within band D.

D	9	Boden Close, Corby
	9	Danesholme Square, Corby
	9	Dovedale Road, Corby
	9	Farmstead Road, Corby
	9	Greenhill Rise, Corby
	9	Pytchley Court, Corby
	9	Saxilby Close, Corby
	9	Studfall Avenue, Corby
	9	

3.5 Tariffs

A core objective is to establish a clear and consistent framework for parking management and tariffs, whilst recognising that some specialist locations require alternative charging arrangements. A clear and well communicated approach to pricing will create a fair and transparent system that is simple for users to understand, improves the customer experience and ensures the sustainability of car parking assets.

The proposed tariffs for Band A parking assets are:

Period	Tariff
0-2 hours	£1.50
2-4 hours	£2.50
4-6 hours	£4.00
> 6 hours	£10.00

Period	Tariff
2000 - 0500 hrs	£1.00

Charges apply Monday - Saturday
Free Parking Sundays and Bank Holidays

The proposed tariffs for Band B car parking assets are:

Period	Tariff
0-2 hours	£1.00
2-4 hours	£2.00
4-6 hours	£3.00
> 6 hours	£4.00

Period	Tariff
2000 - 0500 hrs	£0.50

Charges apply Monday - Saturday
Free Parking Sundays and Bank Holidays

Band C car parks are proposed to have restrictions in place to limit waiting time to 3 hours free with no return within 2 hours.

Band D car parks are proposed to be free, with or without restrictions.

Corby Train Station car park is classified as a long stay car park, current tariffs at this location are:

Peak hours			Off-peak hours			Season tickets	
Period	Charge per vehicle		Period	Charge per vehicle		Period	Charge per vehicle
24 hours	£10		Monday to Friday - 10am to 2:30am	£5		1 week	£30
48 hours	£20		Saturday to Sunday	£5		1 month	£100
72 hours	£25		Bank holidays	£5		3 monthly	£270
96 hours	£27.50					Annually	£1,000
1 week	£30						

BLUE BADGES

The proposed concession seeks to provide a consistent approach across North Northamptonshire. The Council recognises that views on Blue Badge charging arrangements are likely to vary, and consultation feedback will form an important part of determining the final scheme.

It is proposed that Blue Badge holders would be entitled to up to two hours free parking in eligible Council car parks, subject to the terms and conditions of use.

To qualify, a valid Blue Badge and Blue Badge parking clock would need to be clearly displayed. The clock should be set to the time of arrival.

Where available, vehicles should be parked in a designated accessible parking bay and must not cause an obstruction to other users.

The free parking period would apply only to participating Council car parks. Users would still need to comply with any other parking restrictions, including maximum stay limits and safety requirements.

Drivers would be responsible for ensuring that the Blue Badge and parking clock remain clearly visible throughout their stay. Failure to display correctly may result in a PCN being issued.

Drivers should always check on site signage before leaving their vehicle, as local conditions and restrictions may apply.



Review of permits

The review of TROs will include the management of parking permits, within car parks.

The aim is to ensure that permits are issued fairly and consistently. The Council must balance the needs of permit holders with the need to keep parking spaces available for other users.

Permits and scratch cards remain important for people who need regular access to parking. However, the number of permits issued must be carefully managed, especially in busy locations where parking demand is high. These arrangements will be reviewed to ensure permits continue to be issued where there is a clear need.

Where appropriate, dedicated permit holder bays may be introduced. This will help manage permit use and ensure agreed allocations are not exceeded.

In car parks serving public buildings, permits will normally be limited to:

- Council staff with an identified business need.
- Elected members.
- Tenants with a contractual entitlement.

Limiting permit numbers will help ensure parking remains available for visitors and other users. It will also support the turnover of spaces in busy locations.

These measures will help create a parking system that is fair, consistent and easy to understand. They will also support the effective management of Council car parks. These permits are considered separately to residential on street parking permits.

3.6 Benchmarking

The proposed local tariffs have been assessed for comparison and benchmarking purposes.

Authority	1-2 hours	2-4 hours	4-6 hours	All day / long stay
NNC (proposed Band A)	£1.50	£2.50	£4.00	£10.00
Leicester (city centre)	£2.50 (1h)	£5.00 (3h)	£6.30 (4h)	£12.50–£15
Peterborough	£1.50–£2.00	£3.00–£5.00	£5.00–£7.00	£8–£12
West Northamptonshire	£1.50–£2.00	£3.00–£5.00	£5.00–£7.00	£7–£10
Market Harborough	£1.20–£1.50	£2.50–£3.50	£3.50–£5.00	£6–£8

Rutland	£1.00– £1.50	£2.00– £3.00	£3.00– £4.50	£5–£7
Bedford	£1.60– £2.40	£3.00– £4.50	£5.00+	£8–£12

Our proposed tariffs are in line with comparable authorities. They are lower than major urban centres, broadly consistent with neighbouring councils, and appropriate for our mix of towns. The key change is introducing charges in areas that are currently free, alongside the transition towards managed parking within town centres.

3.7 Use of Technology

The strategy commits to the continued provision of cash payment options in its car parks. At the same time, it will increase the range of contactless and cashless payment methods available to users.

Technology has the potential to improve service delivery and reduce operational costs. The pace of technological change also presents challenges, including the need for investment, system resilience and ongoing customer support. Providing more payment options could improve convenience for users and reduce operating costs.

Cashless payment systems can improve reliability. They reduce the risk of theft and vandalism and help minimise disruption caused by faulty machines or coin blockages.

Mobile payment systems are now widely used in parking services. They allow users to pay quickly through a smartphone or other digital device. This removes the need to find a pay and display machine and can make parking easier for residents and visitors.

Providing flexible payment options can improve the customer experience and support town centres by making parking more convenient for shoppers and visitors.

Mobile payment systems also allow users to extend their parking session remotely. This means they do not need to return to their vehicle or car park to purchase more time. Traditional payment methods will remain available to ensure services are accessible to those who do not wish to use digital platforms.

This can be particularly beneficial for disabled people and others who may find it difficult to return to their vehicle. It can also reduce the risk of receiving a PCN for overstaying.

The ability to extend a parking session may encourage people to spend more time in local shops, businesses and town centres.

Digital payment systems may reduce the need for some traditional payment machines. These machines can be expensive to install, maintain and replace.

Increasing the use of contactless and digital payment options can improve reliability, simplify administration and reduce operating costs for the Council.

Digital parking systems can also provide valuable information about how car parks are used.

This information can help the Council understand parking demand, identify busy periods and monitor changes in parking behaviour. It can also support future decisions about parking provision, investment and the management of car parks.

The information collected can identify locations where parking demand is high and highlight car parks with spare capacity. This can help the Council make better use of existing parking spaces before considering additional provision.



Parking data may also support wider projects across North Northamptonshire. It can inform business cases, support regeneration projects and contribute to town centre planning. Understanding visitor numbers and parking trends can help demonstrate the capacity for future growth and investment.

Overall, digital payment technology can help provide a modern and efficient parking service. It can improve the customer experience, support environmental objectives and help the Council manage parking more effectively.

Automatic Number Plate Recognition

ANPR can support a smoother parking experience by recording vehicle entry and exit times automatically. This can reduce the need for paper tickets and help simplify parking administration.

ANPR can also improve payment accuracy and reduce the need for some routine maintenance activities associated with traditional ticketing systems.

However, current legislation does not allow local authorities to use ANPR alone to enforce parking contraventions.

A PCN must still be issued by a Civil Enforcement Officer in accordance with statutory requirements.

ANPR can help identify locations where non-payment or overstaying may be occurring. This information can assist enforcement teams in prioritising sites for inspection. However, ANPR data cannot be used on its own to issue a PCN.

Parking information signs

Clear roadside parking information signs can help drivers find suitable parking more easily.

Where appropriate, signs can direct drivers to nearby car parks and provide information about available spaces. This may help reduce unnecessary vehicle movements and improve the overall visitor experience.

In locations where technology allows, real time parking information could be displayed. This would provide drivers with up to date information before they reach a car park and help them make informed choices about where to park.

Parking information can also help the Council understand how different locations are used. This may support future decisions about parking investment, traffic management and town centre improvements.

3.8 Environmental Issues

Reducing environmental impact is an important part of this strategy.

The Council wishes to encourage more sustainable travel options where practical. However, North Northamptonshire remains a predominantly rural area and many residents will continue to rely on private vehicles for the foreseeable future. Encouraging a wider range of travel options can help reduce emissions, improve air quality and support healthier communities.

The number of EVs registered in North Northamptonshire increased by more than 50% during the last year. To support this growth, the installation of additional EV charging points in Council car parks will continue.

Increased EV charging provision may encourage more visitors to use Council car parks. This can increase footfall in town centres and support local businesses.

Over the next five years, it is expected that between 8% and 14% of parking spaces will have EV charging facilities. Some charging bays will be designed to PAS 1899:2022 standards to improve accessibility for disabled users and people with additional access needs.

New charging points will be prioritised in locations with the highest demand. This will help ensure that facilities are available where they are most needed.

The strategy will also continue to support alternative forms of transport. Existing e scooter facilities have shown that car parks can support a wider range of travel options while making efficient use of available space.

Where appropriate, underused parking spaces may be adapted for other purposes. This could include collection points for delivery services. These facilities may help reduce vehicle trips into busy town centres and support lower emission deliveries.

The Council will also explore opportunities to install renewable energy infrastructure in its car parks.

Open air car parks may be suitable locations for solar panels. Energy generated on site could be used to support Council operations and electric vehicle charging facilities.

Installing solar infrastructure requires significant investment. However, it may provide long term environmental and financial benefits.

Some locations may offer greater opportunities than others. These include Parkland Gateway in Corby and London Road in Kettering, where renewable energy could support nearby Council facilities.

Opportunities will be assessed in phases. Priority will be given to locations that offer the greatest environmental benefits, operational savings or support for wider transport objectives.

A balanced approach will be taken to the use of available space. This includes EV charging, renewable energy generation and other sustainable transport facilities.

The aim is to provide car parks that are safe, accessible and well managed while supporting the Council's long term carbon reduction ambitions.

3.9 On Street Parking

On street parking plays an important role in supporting access to town and village centres. It provides convenient parking close to shops, businesses, services and community facilities.

Many on street parking spaces have waiting restrictions managed through TROs. These restrictions help ensure that parking remains available for short visits and supports turnover of spaces in busy locations.

Existing on street parking restrictions will be reviewed to ensure they remain appropriate, effective and responsive to local demand. The review will also help ensure parking arrangements are clear, consistent and easy to understand.

There are currently no proposals within this strategy to introduce on street parking charges. Parking demand will continue to be monitored, and future interventions will be considered where supported by evidence and local need.

Residential permit parking

Residential permit schemes help residents park close to their homes in areas where parking demand is high.

These schemes can reduce parking pressures, improve road safety and help address anti-social parking.

As part of the wider review of TROs, a review existing permit arrangements will be undertaken. The aim is to ensure schemes remain fair, consistent and easy to understand.

Digital permits will continue to be developed where appropriate. Digital permits are easier to manage, cannot be lost or stolen, and reduce administration costs.

The use of digital permits may also provide opportunities to introduce concessions or priority arrangements where these are justified and sustainable.



On street electric vehicle charging

Demand for on street electric vehicle charging facilities is continuing to increase as more people switch to electric vehicles.

Emerging technologies, funding streams and delivery opportunities will be kept under review to support future investment in parking infrastructure.

Any future installation of electric vehicle charging points will need to balance the demand for charging facilities with the availability of kerbside parking space.

The Council will also continue to maintain supporting infrastructure, including road markings, signs and road surfaces. Well maintained infrastructure helps ensure parking restrictions remain clear, safe and effective.

This approach will help ensure that on street parking continues to support residents, businesses and visitors. It will also support the Council's wider objectives for accessibility, safety and environmental sustainability.

3.10 Off street Parking

Effective management of the Council's parking portfolio will be supported through the maintenance of accurate and current asset data.

Investment in car parks will help ensure that parking remains safe, accessible and easy to use. Improvements to facilities can enhance the customer experience and support the wider regeneration of town centres.

Clear signage will help users understand parking arrangements, including tariffs, payment options and any restrictions that apply. This will help people make informed choices and support visitors travelling to town centres and local businesses.

Any future changes to tariffs, waiting restrictions or parking arrangements will be supported by evidence. This will include information about parking demand, occupancy levels and length of stay. Local circumstances and community needs will also be considered.



Simple, consistent and accessible payment systems will be developed across the Council's parking estate. Users will be able to pay using a range of methods, including cash, card, online and app-based platforms.

Season tickets will continue to be available at selected car parks. They provide a longer-term parking option for people who regularly use a particular car park.

The number of season tickets available may be limited in some locations. This will help ensure that parking spaces remain available for visitors and support the turnover of spaces where demand is high.

Residential permits are separate from season tickets and are managed through dedicated permit parking schemes.

3.11 Inclusive mobility, Car Park Design and Park Mark standards

The Council is committed to providing car parks that are accessible, safe and easy to use.

Improvements to existing car parks and the design of new facilities will be informed by national guidance, including the Department for Transport's Inclusive Mobility guidance and relevant industry standards.

The Council will aim to:

- Provide an appropriate number of accessible parking bays.
- Ensure accessible bays are located close to destinations where possible.
- Improve access for disabled people and those with additional access needs.
- Provide clear signs and information.
- Offer a range of payment options, including digital and contactless methods.
- Locate payment machines close to accessible parking bays where payment machines are required.

Consideration will be given to the latest guidance on parking bay sizes. This reflects the increasing size of modern vehicles and the need to ensure parking remains accessible and practical for all users.

Opportunities will be explored to improve car parks in line with recognised national standards and accreditation schemes.

These include:

- Park Access, which promotes accessible parking design for disabled users.
- Park Mark, which recognises car parks that meet standards for safety, security and crime prevention.

Where it is practical and represents value for money, standards will be incorporated and delivered.

Providing a positive experience for all users is a key principle of this strategy. Future investment and improvements will seek to create car parks that are accessible, welcoming and easy to use.



4.0 Monitoring and Implementation

4.1 Financial Aspects

A key objective of this strategy is to create a sustainable parking service. Income from parking charges will help meet the cost of operating, maintaining and improving Council car parks.

Parking income can also be used to support related transport services and improve parking facilities for residents, businesses and visitors.

Financial planning and revenue forecasting will help ensure that the service remains sustainable and that funding is available for future improvements.

The Council is committed to being transparent about how parking income is used. Information about parking income and expenditure will continue to be published in line with legal requirements.

Providing clear information about how income is reinvested will help residents understand the benefits of the parking service and the improvements it supports.

In addition to parking charges, income may also come from:

- PCNs, issued where parking regulations have not been followed.
- Season tickets and permits, which provide parking options for regular users.
- Advertising and sponsorship opportunities, including signs and digital displays where appropriate.
- Commercial partnerships, such as parcel collection or collection and drop off facilities at suitable locations.

These income sources can help support investment in parking facilities and related services.

4.2 Key Performance Indicators (KPIs)

The following KPIs will be tracked regularly to evaluate the success of the parking strategy:

- Optimisation: Number of vehicles using the car parks
- Revenue generation: The total income from parking charges, permits, and PCNs.
- Revenue from ancillary services such as EV charging stations.

- Environmental impact: The number of electric vehicles using the charging stations.
- Reduction in emissions within town centres, potentially measured through local air quality data or through vehicle type assessments (EV vs. traditional fuel).
- Customer satisfaction: Surveys to assess public opinion on the fairness, convenience, and usability of the new parking system. These surveys should target residents, businesses, and visitors to ensure a comprehensive understanding of the strategy's impact and be undertaken every two years.

4.3 Review Process and Timelines

Monitoring and evaluation will occur at several key intervals to ensure the strategy remains effective:

- Monthly reports: The parking team will generate monthly reports on revenue and enforcement activity. These reports will be shared with senior management to identify any immediate issues.
- Quarterly reviews: A more in-depth review will occur quarterly, analysing broader trends in parking behaviour, congestion, and public feedback. If any major concerns are identified (e.g., revenue shortfalls or significant public dissatisfaction), adjustments to the strategy can be made at this stage.
- Annual Reviews: Annual reviews analysing all data and producing detailed reports of revenue and ongoing reinvestment will be undertaken.
- Bi-Annual tariff review to ensure parking charges reflect the current economic standing of the local area and are comparable to neighbouring areas and privately operated car parks.

4.4 Phased Implementation Approach

A carefully structured implementation plan is critical to the success of the parking strategy. By phasing the rollout of the tariff, technology, and infrastructure improvements, the Council can minimise disruptions, gather feedback, and make necessary adjustments. This section outlines the step-by-step approach to deploying the strategy in North Northamptonshire.

The rollout of the car park strategy will occur in a series of phases, each addressing a different aspect of the overall plan. This phased approach allows for:

- Adaptability: Adjustments based on real-time performance and feedback.
- Community engagement: Time to educate the public and engage with stakeholders.
- Resource management: Efficient allocation of financial, technical, and human resources over time.
- Community Asset Transfer of sites where the benefit could be realised by Town/Parish Councils.

4.4.1 Phase 1: Infrastructure Preparation and Initial Setup

Timeline: 2027

This phase focuses on laying the groundwork for the broader implementation, preparing car parks for the transition, and ensuring all systems are in place before the tariff is introduced.

- Traffic Regulation Order process- Consolidation Order, in line with the statutory obligation to move all orders to the new Digital Traffic Regulation Order system.
- Stakeholder identification and engagement – implement consultation through established processes, including online consultation, press announcements and engagement.

- Undertake a feasibility study to incorporate the use of ANPR cameras for data collection, occupancy modelling and payment validation. It will not be used for issuing PCNs. Explore further, contactless payment systems (including mobile and cashless payments). This will require coordination with technology providers, installation teams, and local contractors to minimise disruptions to car park users.
- Signage and communications: Clear signage must be placed at all car parks to inform users of the upcoming changes, new technology (ANPR and mobile payments), and eventual parking tariffs.
- Staff training: Parking enforcement officers, customer service teams, and IT support staff must be trained in the new technology, enforcement processes, and customer service protocols related to the new system.
- EV charging stations: Continue with the installation of EV charging stations in key car parks as part of the Council's commitment to improving local facilities, promoting sustainability and reducing emissions. This will be included as part of the LEVI project.

4.4.2 Phase 2: Introduction of Parking Tariffs and Enforcement

Timeline: 2028

After infrastructure setup, this phase introduces the new parking tariffs, enforcement mechanisms, and user education campaigns.

- Implementation of consistent tariffs: Roll out parking tariffs across all designated pay and display car parks. Charges will be uniform, unless based upon demand, such as Corby Train Station, where a unique tariff will be used.
- Public information campaign: A comprehensive information campaign will be launched to explain the new tariffs, payment options (mobile, cashless), and issue relevant TROs.

This campaign will involve:

- Online information: Distributed to residents and businesses.
- Public consultations and information sessions: To address any concerns.

4.4.3 Phase 3: Expansion of EV Infrastructure (LEVI Project) and Service Optimisation

Timeline: 2029 - 2036

The focus in this phase will be on expanding the infrastructure and ensuring the parking strategy's long-term success.

- Expansion of EV charging points: Build on the pilot phase by installing additional EV charging stations across more car parks, responding to growing demand for sustainable transport options.
- Optimisation of pricing models: Review tariffs based on real-world data on car park usage, revenue generation, and public feedback. Tariffs may be adapted to encourage use of under-utilised car parks or reduce pressure on high-demand areas.
- Introduction of green initiatives: Explore the potential for incorporating sustainable features, such as solar arrays for EV charging stations, battery storage, or green roofs on car park structures.

- Public transport integration: Begin discussions and pilot initiatives to integrate parking with public transport solutions, such as park-and-ride schemes, which could be supported by the revenue generated from parking tariffs.

5.0 Next steps

5.1 Parking Charge Recommendation

The Council proposes to introduce a consistent approach to parking charges across its car parks. Changes will be delivered through the TRO process and the introduction of Digital Traffic Regulation Orders (DTROs), where required by legislation.

The proposed parking tariffs are based on time periods. For example, a single charge may apply for parking between 0 and 2 hours.

This approach provides a simple and easy to understand charging structure. It also gives users flexibility and may encourage people to spend more time in town centres, supporting local businesses and services.

Parking charges and restrictions will be reviewed regularly to ensure they remain appropriate and reflect local demand. Any future changes will be subject to consultation and the relevant legal process.

Decisions on parking charges and restrictions will be informed by evidence, including:

- Parking occupancy levels.
- Length of stay.
- Parking demand.
- User feedback.
- Local circumstances.

This will help ensure that parking arrangements remain fair, consistent and effective across North Northamptonshire.

5.2 Regular Review and Adaptation

As with any complex initiative, the strategy will need to evolve over time in response to changing conditions, including shifts in technology, public sentiment, and environmental targets.

Regular reviews will be undertaken to monitor key performance indicators (KPIs) such as revenue, occupancy rates, and environmental impact which will provide the data needed to refine the strategy.

5.3 Future Vision for Parking in North Northamptonshire

This strategy sets out a long-term approach to managing parking across North Northamptonshire.

The aim is to provide parking that is safe, accessible and easy to use. The strategy also supports town centre regeneration, sustainable travel and investment in local infrastructure.

By managing parking effectively, the Council can help support residents, businesses and visitors while making the best use of existing parking facilities.

Income generated through parking services can be reinvested in accordance with national legislation. This will help maintain and improve parking facilities and support related transport services.

The strategy also supports wider regeneration projects by improving access to town centres and helping create conditions that encourage investment.

As technology continues to develop, future reviews will consider new parking solutions where they provide clear benefits for users and represent value for money.

This may include new payment methods, ticketless parking systems and other emerging technologies. Any future changes will be introduced in line with legislation and user needs.

6.0 Glossary of terms

Term	Definition
ANPR	Automatic Number Plate Recognition
PCN	Penalty Charge Notice
TRO	Traffic Regulation Order
DTRO	Digital Traffic Regulation Order
EV	Electric Vehicle
LEVI	Local Electric Vehicle Infrastructure
PAS 1899	Electric Vehicles Accessible Charging Regulations