

Supplement 1 to the agenda

Connected Communities Scrutiny Committee

Wednesday 15 April 2026, 2.00 pm

Conference Room 1 - Herefordshire Council, Plough Lane Offices, Hereford, HR4 0LE

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Title of report: Herefordshire Parking Strategy 2026–2041

Meeting: Connected Communities Scrutiny Committee

Meeting date: Wednesday 15 April 2026

Report by: Transport Planning Services Manager

Classification

Open

Decision type

This is not an executive decision

Wards affected

All Wards

Purpose

To invite Scrutiny Committee to review and comment on the draft Herefordshire Parking Strategy 2026–2041 prior to its submission to Cabinet for adoption. The strategy sets out a modern, evidence-based approach to how parking will be planned, managed, enforced and integrated across the county over the next 15 years.

The strategy aims to deliver safe, accessible, financially sustainable and user-centred parking services that support economic vitality, protect vulnerable users, and integrate parking with wider transport planning.

Recommendation(s)

That:

- a) That Scrutiny Committee reviews the draft Parking Strategy 2026–2041 and provides any recommendations it may wish to submit to Cabinet;
- b) Identifies any areas requiring further development, clarification or amendment before adoption.

Alternative options

Scrutiny have identified the Parking Strategy as an item they wish to scrutinise.

Key considerations

1. The strategy replaces outdated parking policies and establishes a comprehensive framework for how parking will operate across Herefordshire. It aligns with the key policy framework items – namely the Council Plan and LTP5, supporting priorities around
 - a. Economic vitality
 - b. Safety and accessibility
 - c. Climate change and environmental protection
 - d. Sustainable travel
 - e. Digital transformation
2. The strategy directly supports the Council Plan 2024–2028 priorities of People, Place, Growth and Transformation. For example:
 - a. It commits to “safe, accessible and inclusive parking for all users” (People)
 - b. It protects the environment through EV charging, reduced obstruction, and better design (Place).
 - c. It supports town centres, freight, tourism and development (Growth).
 - d. It modernises systems, governance and reporting (Transformation).
 - e. It is also a core supporting document to LTP5, helping deliver objectives around safety, accessibility, climate change, and economic prosperity.
3. A major feature of the strategy is the introduction of the Positive Parking Initiative, shifting the service from a punitive perception to a supportive, educational and safety-focused model.
4. The strategy states:
5. “Positive Parking is about creating a fair and easy to understand parking system... helping people, not catching people out.”
6. This includes:
 - a. more visible, approachable Civil Enforcement Officers
 - b. education-first enforcement
 - c. clearer signage and information
 - d. targeted enforcement at high-risk locations (schools, junctions, bus stops)

Community impact

The Parking Strategy directly supports the Herefordshire Council Plan 2024–2028 by contributing to all four priority areas:

- improving outcomes for People through safer, more accessible and inclusive parking;
- enhancing Place by protecting the environment, improving public spaces and supporting climate objectives;
- enabling Growth by strengthening town centres, supporting tourism and ensuring new developments include well-designed, future-proofed parking;
- and driving Transformation through modern, efficient and data-driven services including digital payment systems, virtual permits, better governance and transparent performance reporting. Together, these elements ensure parking plays a constructive role in improving quality of life, supporting communities and enabling sustainable economic prosperity.

The Parking Strategy is a core supporting document for Local Transport Plan 5 (2025–2041) and helps deliver its objectives by managing parking in ways that strengthen the local economy, improve safety, reduce congestion and support healthier, more sustainable travel choices.

It aligns with LTP5 by improving accessibility for all users, supporting active travel through better kerbside management, integrating parking with bus, rail and Park & Choose facilities, contributing to climate goals through EV infrastructure and smarter land use, and enhancing perceptions of safety via Park Mark accreditation, improved lighting and targeted enforcement. This ensures parking functions as an integral part of a modern, connected and resilient transport network.

9. The strategy is expected to have significant positive impacts by:
 - a. improving safety and accessibility
 - b. supporting town centres and local businesses
 - c. enhancing disabled access
 - d. reducing obstructive parking
 - e. supporting sustainable travel choices
 - f. improving public confidence in parking services
10. The document notes that the Positive Parking Initiative aims to “build trust between the council and the community.”

Environmental impact

11. The Parking Strategy 2026–2041 directly supports the council’s environmental policy commitments and aligns with the County Plan success measures in the following ways:
12. Reduce the council’s carbon emissions
 - a. The strategy promotes digitalisation—virtual permits, online payments, reduced paper use—and more efficient enforcement operations. These measures reduce officer mileage, minimise resource use and support lower-carbon service delivery.
13. Work in partnership with others to reduce county carbon emissions
 - a. The strategy integrates with the Local Transport Plan (LTP5), the Hereford Transport Hub, Park & Ride, Park & Choose, and active travel networks. By improving access to sustainable modes and reducing obstructive parking on walking and cycling

routes, it supports countywide carbon reduction in partnership with transport operators, businesses and communities.

14. Improve the air quality within Herefordshire
 - a. Reduced congestion, improved turnover, better loading management, and targeted enforcement at schools, junctions and bus stops all contribute to lower emissions in sensitive areas. The expansion of EV charging infrastructure across council car parks further supports cleaner vehicle use.
15. Improve energy efficiency of homes and build standards for new housing
 - a. The strategy supports planning policy by requiring new developments to include appropriate, future-proofed parking, EV charging, and sustainable travel infrastructure. This complements wider Local Plan policies on energy-efficient design and reduces reliance on private car use in new communities.
16. Increase the number of short-distance trips being done by sustainable modes of travel
 - a. This is a core outcome of the strategy. Measures include:
 - b. protecting cycle lanes and footways from obstructive parking
 - c. improving signage and wayfinding
 - d. integrating parking with active travel corridors
 - e. supporting e-bike hire and secure cycle parking
 - f. enabling Park & Choose and Park & Ride
17. These actions make walking, cycling and public transport more attractive and reliable for short journeys.

Equality duty

18. Due to the potential impact of this project being low, a full Equality Impact Assessment is not required. However, the following equality considerations should be taken into account when making a decision about this strategy:
 - a. Disabled people: The Parking Strategy includes significant positive measures for disabled residents, including improved Blue Badge provision, larger and better-located disabled bays, kerb and footway improvements, and stronger enforcement against pavement obstruction. Inconsiderate parking disproportionately affects wheelchair users, mobility-impaired residents and those using adapted cycles, who may be physically unable to navigate blocked pavements or may be forced into the carriageway.
 - b. Older people, children, and people with visual impairments: Obstructive parking on pavements, verges and crossing points creates safety risks for older residents, children and people with visual impairments. The Positive Parking Initiative, targeted enforcement at high-risk locations, and improved signage and design standards will help reduce these risks and support safer, more accessible movement around communities.
 - c. Low-income households and those without access to a car: Low-income households are more likely to rely on walking, cycling and public transport. Measures that reduce obstructive parking, improve footways, and protect bus stops and cycle lanes

support equitable access to essential services. The strategy also supports more affordable travel choices through Park & Choose, improved active travel links and clearer information for residents and visitors.

- d. Women and minority groups concerned about safety Improved lighting: CCTV, Park Mark accreditation and safer street design contribute to enhanced perceptions of safety, particularly for women and minority groups who may feel more vulnerable in poorly lit or obstructed environments.
19. Good relations and community cohesion: The Positive Parking Initiative promotes a more supportive, educational and community-focused approach to parking management. By improving communication, reducing conflict around parking, and ensuring fair and consistent enforcement, the strategy helps foster better relations between residents, businesses and visitors. Improve residents' access to green space in Herefordshire
- a. By reducing obstructive parking on pavements, verges and access routes, the strategy helps maintain safe walking routes to parks, riverside paths and open spaces. Inconsiderate parking of this kind creates significant safety risks, particularly where vehicles force pedestrians into the carriageway or block visibility at junctions and crossings.
 - b. These risks disproportionately affect people with protected characteristics, including:
 - i. Disabled people, especially wheelchair users, mobility-impaired residents and those using adapted cycles, who may be physically unable to navigate around parked vehicles.
 - ii. Older people, who may have reduced mobility, balance or confidence when walking in areas where pavements are obstructed.
 - iii. Parents and carers with pushchairs, who are often forced into the road when pavements are blocked.
 - iv. Children, who are more vulnerable to traffic danger and have limited ability to judge vehicle speeds.
 - v. People with visual impairments, for whom obstructed pavements and unpredictable obstacles pose serious hazards.
20. By addressing these issues through the Positive Parking Initiative, clearer enforcement, and improved design and signage, the strategy supports safer, more inclusive access to green spaces. Improved wayfinding and safer streets also encourage more short trips on foot or by bike.

Resource implications

- 21. The Parking Strategy itself does not commit the council to specific capital expenditure. Instead, it provides a strategic framework within which future investment decisions, operational changes and technology upgrades can be planned and prioritised.
- 22. Funding to support early implementation is already identified within the council's financial planning. The Local Transport Grant has allocated budget to support the delivery of key elements of the strategy, including improvements to signage and lines, digital upgrades, and the Positive Parking Initiative. This provides a secure foundation for initial phases of work.
- 23. In addition, the parking service operates on a self-financing basis. Surplus revenue generated through parking charges will be reinvested directly into the service, supporting:

- a. maintenance of car parks, signs and lines
 - b. digital and enforcement technology upgrades
 - c. accessibility improvements
 - d. EV charging infrastructure
 - e. safety and security enhancements
24. This reinvestment approach ensures that improvements are sustainable and that the service continues to deliver value for money.
25. Future infrastructure projects, such as major car park refurbishments, EV charging expansion or technology modernisation, may require additional funding. These will be subject to separate business cases and may draw on:
- a. capital programme allocations
 - b. external grants
 - c. partnership opportunities
26. No additional staffing resources are required for adoption of the strategy. However, delivery of specific projects may require coordination across departments and with external partners. ICT implications relate primarily to digital payment systems, virtual permits and data management tools, all of which will be planned and costed through existing governance processes.

Legal implications

27. The relevant legal provisions for this decision can be found in the council's constitution, www.herefordshire.gov.uk/constitution.

Risk management

Risk / opportunity	Mitigation
Risk: Public opposition to changes	Positive Parking Initiative, clear communication, phased rollout, member engagement and public consultation
Risk: Insufficient funding for upgrades or maintenance	Phased delivery, external funding bids, ring-fenced maintenance budgets, reinvestment of parking income
Risk: Legal challenge relating to TROs or asset decisions	Early legal involvement, compliance with statutory processes, clear evidence base
Opportunity: Improve safety and accessibility across the network	Targeted enforcement, Park Mark accreditation, improved bay design, kerb and footway enhancements
Opportunity: Support economic growth and town centre vitality	Better turnover management, improved loading arrangements, tourism-friendly parking, integration with Transport Hub
Opportunity: Deliver climate and sustainable travel benefits	EV charging expansion, Park & Choose development, protection of active travel routes, alignment with LTP5

28. Relevant risks and opportunities will be entered into the relevant service, directorate or corporate risk registers depending on their scale and impact, and monitored through established governance arrangements

Consultees

29. A structured consultation and engagement programme is planned to ensure that elected members, stakeholders, and the public have meaningful opportunities to shape the final strategy.
30. The proposed consultation sequence is as follows:
- a. Pre-consultation engagement with elected members
 - i. Following Scrutiny Committee's review, the draft strategy will be shared with all elected members for early engagement. This stage will allow members to provide detailed feedback, raise local issues, and identify any areas requiring clarification before the strategy is released for public consultation.
 - b. Public consultation (April–May 2026)
 - i. A four-week public consultation will take place in April/May 2026. This will include:
 - ii. online consultation materials
 - iii. opportunities for residents, businesses and stakeholders to comment
 - iv. targeted engagement with disability groups, town and parish councils, business networks and transport operators
 - v. This stage will ensure that the strategy reflects the needs and priorities of the wider community.

- c. Post-consultation member review
 - i. Once public consultation feedback has been analysed and the strategy revised, a further review by elected members will take place ahead of Cabinet consideration. This will ensure transparency, member oversight and alignment with local priorities.
- d. Cabinet review (July 2026)
 - i. The revised strategy, incorporating Scrutiny recommendations, member feedback and public consultation responses, will be presented to Cabinet for adoption in July 2026.
 - ii. This staged approach ensures that the Parking Strategy is shaped collaboratively, reflects the views of residents and stakeholders, and is subject to robust member oversight throughout its development.

Appendices

Appendix 1 – Draft parking strategy 2026-2041

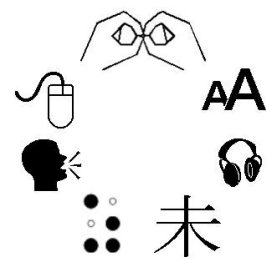
Background papers

None identified

Glossary of terms, abbreviations and acronyms used in this report

- LTP5 – Local Transport Plan 2025–2041
- RPZ – Residents’ Parking Zone
- EV – Electric Vehicle
- NPP – National Parking Platform
- TRO – Traffic Regulation Order
- LEVI – Local Electric Vehicle Infrastructure Fund

Herefordshire Council Parking Strategy 2026-2041



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Executive Summary

Parking plays a vital role in supporting the economic, social and environmental wellbeing of Herefordshire’s residents, businesses and visitors. This Parking Strategy sets out a clear, modern, evidence-led approach for how parking will be planned, managed and improved across the county over the next 15 years.

The strategy responds to several key challenges: outdated policy, rising visitor numbers, new development, shifts in travel behaviour, climate commitments, digital transformation and significant public expectations for safe, fair and accessible parking. It delivers a coherent framework that aligns with the Herefordshire Council Plan 2024–2028, the Local Transport Plan 5 (2025–2041), the Hereford City Masterplan, and emerging strategies such as freight, travel planning and EV infrastructure.

The strategy sets out a new direction for parking in the county that focuses on people, place and prosperity. It adopts a Positive Parking approach, prioritising education, clarity and fairness while maintaining targeted enforcement where safety, accessibility or network reliability is at risk. This ensures parking is not perceived as punitive, but as a supportive and enabling service.

Across its nine thematic chapters, the Strategy establishes how parking will contribute to safer streets, thriving town centres, sustainable growth, accessible communities and a greener future. It recognises the diverse needs of residents, disabled users, businesses, freight operators, visitors, and those choosing to travel actively or sustainably. It also addresses the operational realities of delivering a modern parking service—technology upgrades, digital payments, asset management, transparent governance and reinvestment into maintenance and safety improvements.

Key features of the strategy include:

- **Supporting people and communities** through safer, more inclusive and accessible parking, including enhanced disabled provision and fair, clearly communicated enforcement.
- **Strengthening the local economy** by improving access to town centres, coordinating with the Hereford Transport Hub, supporting tourism, events and freight, and enabling appropriate parking in new developments.
- **Managing growth and change** by future-proofing capacity—including the development of a new multistorey car park—and integrating with the Hereford City Masterplan.
- **Promoting sustainability and climate resilience** by supporting EV charging expansion, protecting active travel routes, discouraging obstructive parking, and integrating parking with public transport and Park & Choose facilities.

- **Improving safety, maintenance and public confidence** through Park Mark accreditation, better lighting and CCTV, modern equipment, clear standards, and structured performance reporting.
- **Delivering innovation and value for money** through virtual permits, pay-on-exit infrastructure, digital reporting tools, ring-fenced maintenance budgets and data-driven decision making.

Above all, the strategy is designed to be adaptable. As travel patterns change, new technologies emerge and major projects reshape the transport network, this framework ensures Herefordshire's parking system remains safe, functional, financially sustainable and supportive of wider council ambitions. It is a balanced, pragmatic and people-focused strategy that provides a strong foundation for Herefordshire's future mobility.

Foreword – Cabinet member section

I am pleased to introduce the Herefordshire Parking Strategy 2026–2041, a forward-looking and ambitious plan that will help shape how people move around our county for years to come. Parking affects every resident, business and visitor, and it plays a central role in supporting our local economy, protecting our communities, and creating the conditions for safer, more sustainable travel.



This strategy marks a significant step forward. It replaces outdated approaches with a modern, evidence-led framework that reflects the needs of a changing county. As Herefordshire grows—with new homes, new employment sites, increasing visitor numbers and major investment in our transport network—it is essential that parking is managed in a way that is fair, clear and supportive of the wider public interest.

A key theme throughout this strategy is Positive Parking: an approach built on education, clarity and partnership. We want parking to feel supportive rather than punitive, with well-maintained facilities, clear information, and enforcement focused on protecting safety, accessibility and fairness. Delivering this shift will help build confidence in the service and ensure parking plays a positive role in our communities.

The strategy also aligns closely with the Council Plan and the recently adopted Local Transport Plan 2025 - 2041, playing a key role in improving access to essential services, strengthening our town centres, supporting freight and business activity, and integrating parking with walking, cycling, bus and rail travel. It recognises the importance of disabled accessibility, the value of our visitor economy, and the need for digital innovation, improved maintenance and responsible asset management.

Our ambition is clear: a parking system that enables people to live, work, visit and travel safely and confidently—while supporting a thriving economy and a healthier, more resilient environment.

I would like to thank councillors, partners, stakeholders, enforcement officers and community groups who contributed to the development of this strategy. Your insights and local knowledge have helped shape a balanced and practical plan that will guide investment, service improvements and policy decisions over the coming years.

This strategy provides a strong foundation for delivering a modern, fair and future-ready parking service for Herefordshire. I look forward to working with colleagues and the community as we deliver its actions and help create a transport network that works for everyone.

Councillor Barry Durkin

Cabinet Member for Transport and Infrastructure

Aligning to our corporate plan and priorities

Herefordshire Council Plan 2024–2028

The Parking Strategy has been developed to directly support the overarching vision of the Herefordshire Council Plan 2024–2028:

“Delivering the best for Herefordshire in everything we do.”

The Council Plan sets out our four priority areas—People, Place, Growth and Transformation—which collectively reflect the ambitions of the organisation and its role in improving the quality of life for residents, supporting the local economy, and delivering value for money.

This Parking Strategy underpins these priorities in the following ways:

People

“We will enable residents to realise their potential, to be healthy and to be part of great communities who support each other. We want all children to have the best start in life.”

The parking strategy contributes by:

- Providing safe, accessible and inclusive parking for all users, including disabled residents, carers and vulnerable road users.
- Ensuring parking environments—on-street and off-street—are safe, well-lit and designed to reduce conflict and risk.
- Supporting access to healthcare, education, community facilities and employment through better-managed parking provision.

Place

“We will protect and enhance our environment and ensure that Herefordshire is a great place to live. We will support the right housing in the right place, we will support access to green spaces and we will do everything we can to recover the health of our rivers.”

The strategy supports this by:

- Improving the quality and appearance of public spaces through well designed, unobtrusive and environmentally sensitive parking infrastructure.
- Reducing antisocial parking behaviours that damage verges, footways and public realm.
- Supporting the right parking provision in new housing and mixed use developments, ensuring good design and reduced landscape impacts.

- Supporting climate objectives by integrating EV infrastructure and protecting active travel routes from obstructive parking.

Growth

“We will create the conditions to deliver sustainable growth across the county; attracting inward investment, building business confidence, creating jobs, enabling housing development along with providing the right infrastructure.”

The strategy contributes by:

- Ensuring that town centres remain accessible, attractive and easy to navigate for residents, businesses and visitors.
- Delivering appropriate parking for cycles, motorcycles, micromobility, freight (including last mile services), buses/coaches, taxis and construction to support economic activity without compromising safety or public realm.
- Providing clear parking arrangements to support tourism, events and the visitor economy.
- Ensuring development proposals include appropriate, futureproofed parking and access arrangements, aligned to the Local Plan and transport policies.

Transformation

“We will be an efficient council that embraces best practice, delivers innovation through technology and demonstrates value for money.”

The strategy drives transformation through:

- Modernisation of payment systems, including virtual permits, digital ticketing, and integration with the National Parking Platform.
- Using data, technology and clear governance arrangements to improve decision making, monitoring and enforcement.
- Ensuring car parks operate cost effectively and generate sustainable income that directly funds maintenance and service improvements.
- Establishing clear KPIs, annual reporting and transparent performance monitoring.

Local Transport Plan 5 (2025 – 2041)

The new parking strategy is a core supporting document to LTP5, which sets out the long-term vision for transport across the county. Its objectives include:

- Supporting a thriving and prosperous economy
- Enabling healthy behaviours and improving wellbeing
- Tackling climate change and protecting and enhancing natural and built environments
- Improving accessibility and inclusivity

- Improving transport safety and perceptions of security

The strategy aligns with and directly supports these objectives by:

Supporting a thriving and prosperous economy

- Ensuring parking capacity and turnover are managed in a way that supports local businesses and town centre vitality.
- Providing appropriate access for freight, taxis and deliveries to support commercial activity.

Enabling healthy behaviours and improving wellbeing

- Reducing illegal and obstructive parking on pavements, cycle lanes and bus routes.
- Supporting active travel modes by ensuring safe infrastructure, improved crossings and better footway access.

Tackling climate change and enhancing the environment

- Integrating EV charging networks across council-operated car parks.
- Supporting climate resilient parking infrastructure and reducing land impacts through smarter management.

Improving accessibility and inclusivity

- Enhancing disabled parking standards.
- Review existing and proposed bay locations.
- Prioritise step-free access at identified locations during the design phase of new bay locations
- Ensuring residents, carers and Blue Badge holders can park close to essential services.

Improving transport safety and security

- Enhancing lighting, CCTV, design standards, enforcement approaches and Park Mark accreditation across the estate.

Why a new parking strategy?

The Local Transport Plan 5 commits to the creation of a new car parking strategy for Herefordshire, stating that it will “better manage parking demand, including providing more on-street parking.” This reflects the need for a modern, responsive and evidence-led approach to parking management across the county.

A new parking strategy is needed because:

- The existing parking policies are outdated and no longer reflect the Council Plan or current transport priorities.
- There is a growing need to integrate parking with wider policies on climate change, public health, sustainable travel and placemaking.
- Population growth, new developments and increased tourism require a clear, consistent and futureproofed approach to parking provision and management.
- Technological advances, behaviour change and national best practice call for modernised payment systems, enforcement tools, and operational models.
- A new strategy ensures parking supports, rather than hinders, the council's ambitions for economic vitality, environmental protection, and community wellbeing.

Parking strategic priorities

Our strategic priorities are to:

- **Support people and communities** by providing safe, inclusive and accessible parking that enables residents to reach essential services, education, work and community facilities.
- **Create high-quality places** by ensuring parking is well designed, reduces street clutter, prevents antisocial parking and protects the natural environment.
- **Enable sustainable and prosperous growth** by supporting town centres, tourism, freight and new developments with the right type and amount of parking.
- **Drive innovation and value for money** through modern payment systems, better use of data, efficient operations and clear performance monitoring.
- **Promote health, safety and active travel** by reducing obstructive parking, improving walking and cycling conditions, and designing safer streets.
- **Tackle climate change and build resilience** with EV charging, climate resilient infrastructure and smarter land management.
- **Improve accessibility and inclusivity** so that Blue Badge holders, carers and those with mobility needs can park close to the services they rely on.
- **Integrate parking with the wider transport network** by supporting Park & Ride, Park & Choose, bus services, and sustainable travel choices across the county.

These priorities ensure that parking supports the county's economic vitality, protects its unique environment, and helps people move around safely and sustainably.

Delivering the Positive Parking initiative in Herefordshire

What is the Positive Parking initiative?

The Positive Parking initiative is a new approach to parking that focuses on helping people, not catching people out.

We want our resident and businesses to instead of seeing parking enforcement as something negative or punitive, Positive Parking is a way of creating a fair and easy to understand parking system.

It aims to improve safety, make parking more accessible for everyone, reduce confusion, and build trust between the council and the community.

Officers will focus on education first, provide clear information, encourage considerate parking, and use enforcement only when necessary to keep streets safe and accessible.

Why we are introducing it?

We know that parking can be a source of frustration - whether it's finding a space, dealing with obstructive parking, or understanding restrictions.

At the same time, poorly parked vehicles can make streets unsafe, block pavements, damage public spaces, cause congestion and affect access for disabled people, emergency services and buses.

We want to focus on the positives of parking and support and focus on the majority of the community; not the minority who park unsafely and inconsiderately.

The Positive Parking initiative helps us:

- Keep streets safer and easier to use
- Improve access for people who need it most
- Support local shops, cafes and businesses
- Reduce confusion by providing clearer information
- Build a parking service people trust and feel confident using

It moves parking away from being seen as “just enforcement” and towards a service that supports healthier, more welcoming communities.

What does this means for you

A friendlier, more helpful Parking Service

Our Civil Enforcement Officers (CEOs) will be more visible and approachable. Their role isn't just to issue tickets—they are trained to:

- Help with information and guidance
- Explain rules clearly
- Support safe and accessible streets
- Act as a friendly point of contact
- Support safeguarding
- Proactively report highway defects and environmental issues

Clearer signs, markings and information

We will make parking easier to understand by improving:

- Signage and road markings
- Online maps and parking guidance
- Payment information so it is clear and easy to understand
- Explanations of why certain restrictions are needed (e.g., safety, accessibility, emergency access)

Safer streets and better access

The initiative will help prevent:

- Pavement and dropped kerb blocking
- Parking in bus stops and cycle lanes
- Dangerous parking at junctions and school gates
- Obstructions that make life harder for wheelchair users, people with pushchairs and older residents

Keeping our streets safe and accessible benefits everyone.

Supporting local shops and town centres

A positive approach to parking means:

- Turning parking spaces over more regularly
- Making it easier for people to visit shops and markets
- Providing clearer information for visitors and tourists
- Managing loading and delivery better so businesses can thrive

We want town centres to feel welcoming, convenient and easy to get around.

Using new technology to make parking easier

We will continue modernising our systems, including:

- More digital payment options like pay on exit
- Virtual permits you don't need to display in your car
- Easier ways to report problems like broken machines or damaged signs

- Better use of data to make improvements and plan for the future

These changes will reduce hassle and help us respond more quickly to any issues.

How it will work in practice

Here's what you can expect to see as the Positive Parking Initiative rolls out:

- More help from officers out on the street
- Educational campaigns explaining why certain rules exist
- Targeted enforcement in areas where safety is a concern (such as schools, crossings and disabled bays)
- Better communication with communities, disability groups and businesses
- Regular reviews to make sure parking stays fair, accessible and easy to understand

We'll also publish information each year on how the parking service is performing, what we've improved and what we're planning next.

The benefits for everyone

For residents

- Safer, clearer and more accessible streets
- Better protection for disabled users and vulnerable pedestrians
- A fair and supportive approach to parking issues

For businesses

- Easier access for customers
- Better managed loading and delivery
- A more welcoming town center environment

For visitors

- Clearer signage and simpler payments
- A more positive impression of Herefordshire
- Improved access to attractions and events

For the county

- Streets that are safer and more pleasant
- Reduced congestion and obstruction
- Stronger trust between the public and the council

The Positive Parking Initiative is about working with you, not against you. It means:

- Fairness, not frustration

- Support, not just enforcement
- Clear information, not confusion
- Safer, more accessible streets for all

Parking plays a big part in how our communities feel and function. With this initiative, we're taking a big step towards making parking in Herefordshire easier, friendlier and more positive for everyone.

Growth, Developments & Events

Supporting Economic Growth in Herefordshire

The Parking Strategy plays a central role in supporting Herefordshire's economy by improving access to shops, services and employment, strengthening the performance of town centres, and making it easier for visitors and residents to move around the county. Improved loading arrangements, clearer wayfinding and reliable access to parking all help to create vibrant commercial areas and attract more people into our towns.

Integrating parking with the new Hereford Transport Hub

Herefordshire Council is delivering a major transformation project through the creation of a new integrated Transport Hub next to Hereford Railway Station. The Hub will bring together bus, rail, walking and cycling facilities, creating a modern gateway for visitors, commuters and local residents.

The Hub will provide:

- An enclosed waiting room
- A redesigned bus interchange
- Covered cycle storage and improved pedestrian/cycle access
- Realtime information boards and accessible public realm
- A restructured short-stay/accessible parking and taxi area

These improvements are designed to tie together public transport, local heritage and active travel, while creating a welcoming public space that supports the local economy.

As the main arrival point for the city, the Transport Hub will be supported by a parking strategy that ensures visitors can find parking easily, move confidently between modes of travel, and navigate the city centre through clearer, tourism friendly wayfinding.

Linking to the Hereford City Masterplan

The emerging Hereford City Masterplan provides a long term blueprint for how the city will evolve over the next generation. It sets out a vision for a greener, healthier and safer city with better movement choices, improved public spaces and enhanced connections between key destinations.

Key themes include:

- Improving the public realm to support local businesses and city centre footfall
- Creating a more coherent and attractive arrival experience for visitors.
- Reducing congestion and short car trips.
- Repurposing some existing car parks over time as development opportunities arise

- Creating a more coherent, attractive arrival experience for visitors
- Providing better options for walking, cycling and public transport – linking to the Local Transport Plan and Local Cycling, Walking and Wheeling Infrastructure Plan

The Parking Strategy must work hand-in-hand with the Masterplan by ensuring that parking provision is:

- Located where it best supports business activity
- Designed to complement public realm improvements
- Integrated with new movement routes and active travel corridors
- Capable of adapting over time as travel patterns change

The Masterplan explicitly notes that Hereford currently has more car parks than demand requires, with opportunities for future repurposing as the transport network evolves. This reinforces the need for a flexible, future focused parking strategy that supports economic vitality.

As the Masterplan is adopted and implemented it is recognised the Parking Strategy may need to be updated to ensure it's continues alignment.

Planning for a new multistorey car park in Hereford

Herefordshire Council is progressing plans for a new multistorey car park in the city as part of wider transport changes. The multistorey is intended to:

- Replace parking capacity expected to be lost as parts of Merton Meadows are redeveloped
- Support hospital staff, patients and visitors by providing dedicated spaces
- Strengthen access to the railway station, Transport Hub and city centre
- Improve parking availability for commuters and contractors

This major infrastructure investment will ensure that Hereford retains appropriate parking capacity during redevelopment phases, supports economic resilience, and provides a reliable supply of spaces for workers, visitors and businesses.

Creating tourism friendly movement and wayfinding

As part of both the Transport Hub programme and the Hereford Masterplan, improved wayfinding, clearer signage and more intuitive walking and cycling routes will help visitors navigate the city more easily. The Parking Strategy will support this by:

- Standardising parking signage across the county
- Improving digital maps and information for visitors
- Ensuring parking routes connect directly to key attractions and economic centres

- Making it easier for visitors to find coach parking, overnight parking, and multiday stay options

These improvements will help strengthen the tourism offer across the city and wider county, making it easier for people to stay longer and spend more in local shops, hospitality and cultural venues.

Parking in new builds and developments

We will be updating design guidance for new developments to ensure places are designed to provide sufficient parking spaces for residents and visitors and making sure through new restrictions that new development roads are not full of obstructive vehicles creating safety risks.

Developers will be required to implement sustainable travel modes such as walking, bike and bus facilities plus add Park and Choose facilities in the larger sites.

Park and Ride

As growth continues in the south of Hereford, we want to give people more reliable and attractive options to travel into the city without adding to congestion. One of the key actions we will explore is the development of a new Park and Ride site along the Southern Link Road.

This location has the potential to intercept car journeys before they enter the busiest parts of the network, helping to ease traffic levels and support cleaner, more sustainable travel choices.

To make the Park and Ride a success, we will work closely with bus operators to make sure services are frequent, reliable and convenient. A big part of this will be improving the road network between the site and the city by looking at ways to give buses priority, such as:

- Targeted bus priority measures at junctions
- Selective road space reallocation where appropriate
- Technology solutions such as traffic signal priority
- Ensuring the route offers journey time benefits over driving into the city

Our aim is to create a Park and Ride that offers a genuine time and convenience advantage, making it an easy first choice for commuters, visitors and residents.

Park and Choose

Park and Choose sites are places where people can leave their car and continue their journey by healthier or more sustainable means. At the moment, these sites mainly support the bike hire scheme, but we want them to offer much more. As this policy evolves, Park and Choose sites will become flexible community mobility hubs, offering

walking and cycling connections, carshare options, and links to public transport—all designed to make it easier for people to have a choice in how they travel.

As Hereford grows, we'll look to include new Park and Choose sites within major developments. This will help new communities access sustainable travel from day one and reduce the amount of unnecessary traffic entering the city and give more choice to the public. These sites will be planned into new developments where they can be most effective—close to good walking and cycling routes, existing bus services, and key desire lines into the city.

Beyond the city itself, we'll explore opportunities to expand Park and Choose sites across the wider county, especially in places where new housing or employment development creates extra demand for travel. By placing these sites in the right locations, we can help manage future traffic growth, improve local travel choices, and reduce pressure on the main roads into towns and the City.

Where appropriate, we'll also look at adding mobility hub features to some sites and car parks, turning them into well used community spaces. This could include things like parcel and delivery lockers for national and local businesses, giving people convenient options for collections while helping cut down on last mile delivery traffic.

Travel Plans

A new Travel Plan Strategy is currently being developed, and this parking strategy will align closely with it. Travel plans will set out how businesses, schools, developers and major employers can support sustainable travel choices through measures such as active travel facilities, public transport incentives, shared mobility options and smarter parking management.

Parking policy will support this work by:

- ensuring that parking provision complements the aims of workplace, school and residential travel plans.
- integrating cycle, motorcycle and EV parking standards into future travel plan requirements
- supporting behaviour change through pricing, design and digital tools
- ensuring new developments deliver parking and travel infrastructure that encourages sustainable choices
- coordinating with travel plans to manage demand, reduce congestion and improve accessibility

This connection ensures that parking is not treated in isolation but forms part of a wider, coordinated approach to how people travel across Herefordshire.

Parking for events and temporary needs

Large events and unexpected situations can put extra pressure on Herefordshire’s road network and parking supply. To manage these additional pressures on the public highway network, we will establish clearer processes for how temporary parking is planned, approved and delivered.

Temporary event parking

For concerts, festivals, fairs, sporting fixtures and other large gatherings, the Council will:

- Work with event organisers to identify suitable temporary parking areas that do not create traffic or safety issues.
- Encourage the use of Park and Ride, Park and Choose, walking and cycling, and work with bus operators to put on additional services where needed.
- Require clear plans for signage, stewarding, traffic management and post event site restoration, ensuring local communities are not negatively affected.
- Make sure temporary parking is used only where absolutely necessary and that sustainable options are always prioritised.

Emergency and contingency car parks

In rare situations—such as major incidents, road closures or infrastructure problems—the Council may need to activate temporary or emergency parking areas.

We will:

- Maintain a list of pre-identified contingency sites that can be opened quickly when needed.
- Ensure these sites are safe and have clear access and exit arrangements.
- Coordinate with emergency services, local partners and affected communities to minimise disruption.

Disaster response

During flooding, severe weather, or other significant events like pandemics where people may need to relocate or emergency workers require guaranteed access, or we need to change the use of a car park to respond temporary parking may form part of the wider response.

The Council will:

- Use temporary parking areas to support evacuation centres, emergency logistics, and volunteer coordination hubs.
- Prioritise parking for emergency vehicles, essential workers and displaced residents when needed.
- Ensure any use of land for emergency parking is brief, safe and well communicated.

Volunteer support during natural events

During severe weather and other natural events, the Council recognises the vital role that volunteers play in helping their communities. To make their work easier—and to acknowledge the contribution they make—we will look to provide temporary parking permits for verified volunteers. These permits will give them easier access to the areas where they are needed most, helping them carry out their support safely and efficiently. This approach also shows our appreciation for the time and effort volunteers give during challenging periods.

Assessing offers of new temporary car park sites

Landowners sometimes offer fields, hard standing or other land for use during events or emergencies. To handle these efficiently, the Council will develop a simple assessment process to check:

- Suitability for safe entry, exit and vehicle circulation
- Impact on local traffic and nearby communities
- Environmental and drainage considerations
- Any need for temporary permissions or agreements
- Whether the site genuinely supports sustainable management of demand

Sales and acquisitions of car parks

Managing our parking assets well is essential for making sure they deliver value for money, support the wider transport network, and meet the needs of local communities.

To do this, the Council will conduct regular asset review analyses, looking at how each car park performs financially and how it contributes to the wider transport system.

Where the costs outweigh the income and it is not in the community interest to keep funding it's maintenance, we will explore commercial optimisation which means we look at ways to raise revenue or reduce operating costs on the council.

Alongside this, we will follow national expectations around responsible asset management. Government guidance stresses that public bodies should only sell assets where they no longer serve a clear public purpose and where a sale represents value for money and supports long term public benefit; there are laws, guidance and principles for the council to work with in this situation and these will guide all decisions involving car parks and related land.

When someone wants to buy one of our car parks

Occasionally, private buyers or organisations may approach the Council about purchasing a car park. When this happens, we will:

- Review the site's current and future value to the transport network.

- Compare its financial performance with what a sale could achieve, ensuring best consideration is properly assessed using independent valuation or market evidence.
- Consider any wider social, economic or environmental benefits linked to keeping the site in public ownership.
- Check whether the car park serves an essential role during events, emergencies or as part of future public transport plans.

Only where a site is genuinely surplus to requirements—and a sale offers value for money—will the Council consider disposal.

When someone wants to buy public highway that includes council parking

Where requests involve purchasing land that forms part of the public highway, including on street or off street council parking spaces, the process is more complex. Highway land carries additional public responsibilities, and any disposal must consider:

- Highway safety
- The impact on parking supply
- Legal duties under highway and planning law
- Whether any part of the land performs a wider community or transport function

In some cases, authorities may need to consider powers such as compulsory purchase or formal stopping up orders to alter the status of highway land. National guidance highlights that compulsory purchase powers must only be used where there is a clear public interest, backed by engagement and justification.

When someone wants the Council to buy a new car park

Sometimes private landowners, developers or organisations may offer land for a potential new car park. To evaluate these proposals, the Council will:

- Assess the site's location, transport value and alignment with local parking demand
- Check whether the site supports strategic needs—such as development growth, event resilience, or sustainable travel
- Review financial implications, including long term maintenance, revenue potential and operational viability
- Apply value for money principles consistent with Government asset management guidance

We will only acquire new carpark sites where they clearly support the wider parking strategy, provide a benefit to the community and do not add unnecessary long term costs.

When someone wants the Council to operate their car park

Landowners and organisations sometimes ask the Council to operate their parking areas on their behalf. Where this is proposed, we will look at:

- Whether operating the site supports wider transport goals—e.g., reducing congestion, supporting local centres, or enabling Park & Choose or mobility hub services
- Whether the arrangement is financially sustainable
- The level of control the Council would need to guarantee consistent management standards
- How the site integrates with existing public parking provision

If a partnership model delivers benefits for both the community and the Council, we will explore appropriate agreements.

Commercial Activity: Freight, Taxis & Deliveries

Freight, taxis and delivery services are essential to the local economy. They keep shops supplied, support local businesses, enable online retail, and help people move around safely and efficiently. Our parking strategy will work closely with the forthcoming Freight Strategy, the Council Plan, LTP5 and wider transport policies to ensure these activities are supported in a safe, sustainable and well managed way.

Supporting freight parking and rest stops

Freight movement is the backbone of our economy. Even as vehicle technology improves and emissions fall, lorries will remain vital for supplying our communities. We want to make goods vehicle movements as efficient and safe as possible.

To support this, we will:

- work closely with the to be developed Freight Strategy (due 2026/27) to ensure full alignment across policies
- identify strategic rest stops and parking locations along key freight routes
- review existing rest stops and identify and prioritise improvements
- link to the Western Bypass project and the emerging Local Plan to identify locations for rest facilities
- direct freight movements to the most appropriate roads, reducing conflict with vulnerable road users
- explore opportunities for last mile delivery hubs, including links with Park & Choose sites
- ensure freight parking is safe, well located and does not impact residential areas unnecessarily

Providing suitable rest stops and clear routes helps freight operators plan efficiently while protecting communities from noise, pollution and Heavy Goods Vehicle movements in unsuitable areas.

Improving delivery driver behaviour and supporting last mile logistics

Delivery activity has grown rapidly, and we want to support it in a way that keeps streets safe and accessible.

We will:

- provide appropriately located and timed loading bays to support responsible delivery behaviour
- improve signing and lining so delivery drivers know where they can stop
- enforce Weight and Width Limits and prevent unsuitable vehicle movements through the introduction of new restrictions if needed

- support the development of last mile delivery solutions, reducing the need for large vehicles in town centres

This approach helps delivery drivers do their jobs efficiently while reducing pavement obstruction, congestion and safety risks.

Protecting safety and reducing pollution

Freight and delivery routes will be planned and managed to minimise impacts on vulnerable people and sensitive locations.

We will:

- direct heavy vehicles away from schools, residential streets and busy pedestrian areas
- introduce or enforce weight limits where appropriate
- support cleaner vehicle technologies through wider EV and alternative fuel strategies

This ensures freight activity supports the economy without compromising safety or air quality.

Reviewing taxi rank locations, capacity and hours

Taxis and private hire vehicles play a vital role in providing accessible, flexible transport — especially for people who cannot easily use buses or bikes.

We will:

- review taxi rank locations to ensure they are safe, visible and well placed
- assess capacity and hours of operation to match demand
- work closely with the taxi industry to understand their needs and support their role in the transport network
- ensure ranks are clearly signed, well maintained and easy for passengers to find

A well designed taxi network supports the nighttime economy, improves accessibility and provides safe travel options for residents and visitors.

Residents, Disabled Users & Equitable Access

Residents' Parking zones (RPZ) and permits

Introducing a RPZ is a formal legal process. We must follow national regulations when creating parking restrictions, including producing a Traffic Regulation Order (TRO). This is a legal document required under the Traffic Management Act 2004.

There are currently several Residents' Parking zones around the county; these are listed on the Council's [website](#).

How residents can ask for a new residents' parking zone

We know that parking pressures can have a real impact on daily life—especially in areas where commuters, shoppers or visitors make it difficult for residents to park near their homes. If you believe your street or neighbourhood would benefit from an RPZ, before you contact the council residents are asked to -

- Speak with your neighbours to gather support.
- Document the parking issues you experience.
- Submit your request to Herefordshire Council, including evidence of local support.

We're here to help guide you through the process and make sure your concerns are carefully considered.

All zones will have to be compliant with the council's terms and conditions found [here](#).

Our commitment to disabled users

Herefordshire Council is committed to ensuring that all residents and visitors—including people with mobility impairments or hidden impairments, can access parking safely and conveniently. The following section sets out how our parking strategy will support disabled users, including legal duties, bay design requirements, kerb heights, and how we will learn from best practice across the UK and our responsibilities under the Equality Act.

Blue Badge Scheme

The Department for Transport sets the national framework for the Blue Badge Scheme, further details can be found [here](#). This is not something that Herefordshire Council administer or any have influence over.

All users of disabled bays will be required to display a valid Blue Badge and used in accordance with the rules of the scheme contained in the Blue Badge Handbook. If a badge is displayed incorrectly, or not at all, a PCN will be issued. If there is evidence of misuse of the badge it will be confiscated and returned to the blue badge service.

Designing disabled parking bays

Bay dimensions

Disabled bays must be larger than standard parking spaces to ensure users have enough space for wheelchairs, mobility aids, and vehicle ramps. Herefordshire Council commit to meet the national guidance and, where possible, exceed this with larger bays:

- On street parallel bay size: Minimum 6.6m long and 2.7m wide
- On-street echelon bay size: Minimum 3.6 wide and 5m long
- Off-street bay size: Minimum 2.4m width + a 1.2m access zone around the bay.

We commit to this as this helps ensure users can get in and out of vehicles safely and comfortably.

Marking and signage

The Council also aspire that all accessible bays should be:

- Clearly marked with the wheelchair symbol or the word “DISABLED”
- Supported by upright signage at driver eye level
- Well-lit where possible to ensure visibility
- Compliant with regulations or best practice

Kerb heights, dropped kerbs and level access

Ensuring safe movement between parking bays and nearby footways is essential. The Council commits to:

- Dropped kerbs with tactile paving must be provided where disabled users need to cross a road or transition from parking to footway.
- Kerb heights should ensure level or near level access, helping wheelchair users, people with walking aids, or those with limited strength.
- Footways leading from disabled bays should be smooth, well maintained, and unobstructed.

We will prioritise improvements to kerb gradients and crossing points in areas where disabled parking is provided. Where kerb heights do not or cannot meet the above standard, a disabled bay will be placed elsewhere.

How many disabled bays should be provided?

Different types of sites require different levels of accessible parking provision.

- **Employment sites:** At least 5% of parking spaces should be accessible, plus additional dedicated bays for disabled employees who need them.
- **Shopping, leisure and recreational sites:** A minimum of 6% of total spaces should be accessible.
- **General council managed car parks:** Government guidance (Inclusive Mobility) suggests allocating 6% of spaces where possible.

We will review our car parks to ensure where possible, we meet or exceed these standards. Through the Travel Plan policy we will ensure where possible, all new sites also meet the minimum stated above.

Monitoring and preventing misuse of disabled parking bays

Making sure disabled parking bays remain available for those who genuinely need them is essential for ensuring fairness and accessibility. Herefordshire Council will introduce a clear and transparent monitoring framework that includes:

Regular enforcement

We will ensure that disabled bays—whether on street or in council managed car parks—are reserved strictly for Blue Badge holders. This will include:

- Regular patrols by Civil Enforcement Officers
- Issuing Penalty Charge Notices where misuse occurs
- Clear and consistent signage so drivers understand the rules

This reflects common best practice used by other UK councils, where visible enforcement and clear communication help maintain confidence in the system.

Ongoing monitoring of usage levels

We will actively monitor how disabled bays are used across our towns and parishes.

Our approach will include:

- Tracking occupancy at different times of day
- Identifying locations where bays are frequently full or rarely used
- Reviewing misuse reports from residents, Blue Badge holders and disability groups

This will help us understand where additional bays may be required or where bays should be redesigned for better access and allow us to target enforcement where blue badges are being misused or spaces used by those not eligible.

Adjusting bay numbers and layouts based on need

Where monitoring shows that current provision is not meeting demand we will update bay numbers, sizes or locations. Inclusive design guidance emphasises that accessible parking should respond to users' needs, including the proximity to entrances, kerb layouts and safe, level access routes.

This evidence led approach will ensure that our parking provision stays responsive, fair and inclusive.

Our commitment to continuous improvement

Herefordshire Council recognises that accessibility is not a one off task; it requires ongoing effort, updates and collaboration. Guided by national inclusive design standards and good practice from other authorities, we will:

- Review disabled parking provision across the County
- Upgrade kerbs and footways where accessibility barriers exist
- Work with disability groups to identify local priorities
- Local knowledge from Blue Badge holders, disability groups and access forums is vital. We will engage regularly with these groups to understand: Barriers to access, locations where additional bays or infrastructure improvements are needed, emerging mobility needs
- Ensure all new transport or regeneration projects include inclusive parking from the start; this ensures accessibility is built in—never added on later.
- Regularly evaluate whether the number, quality and location of disabled bays meets demand

This commitment ensures our disabled parking provision remains fit for purpose, responsive to community needs, and aligned with best practice.

Blue badge fraud and misuse

It is a criminal offence to misuse a Blue Badge, and doing so can lead to a £1,000 fine.

If the badge holder is using the parking concessions as a passenger (as opposed to driving the car themselves), it is their responsibility to make sure that the driver is aware of the rules governing the scheme.

We take Blue Badge misuse very seriously and enforcement officers carry out regular checks to ensure badges are being used legally.

Where a Blue Badge is found to be misused, the badge will be seized and an investigation will be carried out including an interview by post under caution.

Many cases have resulted in the driver being prosecuted. As well as risking a fine, the driver also receives a criminal record.

Reporting misuse of a Blue Badge

If you think someone is using a Blue Badge that does not belong to them, please let us know. You can call us on 01432 260974 or email civilparkingenforcement@herefordshire.gov.uk

Please give as much information as possible. We do accept anonymous reports but if you wish to leave your details, these will remain confidential.

Pavement Parking

In 2026 the government announced they will be giving councils the powers to enforce Pavement Parking which previously has been only enforceable by the police. When the Local Transport Plan 2025 was consulted on many residents and visitors raised the issue of illegal parking on a pavement. The Council recognise this problem that our residents face daily. It causes safety concerns and damages the pavement increasing safety risks and maintenance costs. The Council will be working with the public on how best to roll out these powers.

Updates to this section will be made as guidance and information from government is available.

Renting out private driveways and garages

The Council is aware that more people are choosing to rent out their driveway or garage as a parking space, while this isn't something the council will normally be involved in, this policy gives some guidance to those wanting to explore this option. It is important to note that residents cannot rent out the public highway and can only do this on their land.

In most cases, homeowners don't need planning permission to rent out a single parking space, if it's just for one vehicle and isn't causing problems for neighbours. This follows national guidance that says renting out one space usually doesn't count as a change of use.

The Government has also made it clear that a homeowner can rent out their driveway without planning permission so long as it doesn't create nuisance or breach any conditions already attached to the property.

There are a few situations where planning permission *might* be needed:

- If someone starts renting out multiple spaces or the activity starts to look more like a commercial car park.
- If the number of cars coming and going begins to noticeably affect neighbours and increases demand on the highway network.

- If the homeowner needs to build or change the driveway—for example, adding new surfacing or creating a dropped kerb. These types of changes can fall under normal planning rules for driveways.

Residents should also remember:

- Any income earned may need to be declared for tax purposes.
- Spaces in permit controlled areas usually can't be rented out.

Herefordshire Council supports the responsible renting of private driveways and garages where it helps reduce demand for on street parking. The council will not intervene unless there are clear planning, neighbour impact, or highway safety issues.

Visitors, Tourism & Overnight Parking

Supporting tourism and the visitor economy

Tourism is a major part of our local economy, and we want to make it easier for people to visit, stay longer and enjoy everything the area has to offer. To support this, we will introduce multiday parking tickets so visitors can park for 48 hours, 72 hours or even a full week without needing to return to their vehicle every day. This will make longer stays simpler and reduce unnecessary vehicle movements.

We will also work closely with hotels, B&Bs and holiday providers to create joined up parking options for guests. This may include discounted parking, digital passes that can be arranged as part of a booking, or dedicated visitor permits. By partnering with the tourism sector, we can help ensure that parking supports local businesses and improves the overall visitor experience.

Coach parking and group travel

Coaches bring thousands of visitors to the area each year, and we want to make sure they can arrive and depart safely and efficiently.

As part of this strategy, we will identify and map all existing coach parking facilities, review their suitability, and improve signage so operators can easily find them.

We will also create or improve dedicated coach drop off and pickup points in key town centre locations, allowing passengers to access shops, attractions and events without causing congestion.

Longer stay coach parking will be directed to satellite sites where space is more suitable. In line with our wider transport plans, we will support the ambition to increase the number of accredited coach stops in the region, making the area more attractive to tour operators.

A clear and consistent overnight parking policy

At present, overnight parking rules vary between different car parks, which can be confusing for visitors. We will introduce a single, consistent overnight parking policy across all council managed car parks.

This will involve reviewing every site to decide where overnight stays should be allowed, where they should be restricted, and what facilities are needed to support them.

We will provide clear information through signage, online maps and digital parking apps so visitors know exactly where they can stay overnight and what the rules are.

Managing van life and motorhome stays

The rise of campervans and motorhomes — often known as “van life” — brings new opportunities and challenges. These visitors contribute to the local economy and we want to encourage them to come and enjoy the beauty of our county, but unmanaged overnight stays can lead to waste issues, noise, or damage to sensitive natural areas.

To manage this responsibly, we will create designated locations for van life and motorhome stays, chosen carefully to avoid residential areas and protect the environment.

These designated sites will include appropriate facilities such as:

- Waste disposal points for grey water and chemical toilet waste
- Fresh water refill stations
- Clear signage and guidance on responsible behaviour
- Charging points where feasible, including future EV ready bays
- Appropriate size bays to make attractive and usable facilities
- Fair, transparent charges to cover maintenance and environmental protection

By providing proper facilities, we can support responsible travel while reducing the impact on local communities and landscapes.

Alongside this, we will strengthen enforcement in areas where overnight stays are not permitted, using clear communication and proportionate action to prevent environmental harm.

We will work with communities to identify areas where we need to provide facilities. Where problem areas are identified, we will focus on management and enforcement.

Safety, Security and User Confidence

We will make council managed parking facilities safe, secure and welcoming for everyone. This means delivering visible improvements that reduce crime and antisocial behaviour, protect users and staff, and build public confidence through clear standards, consistent delivery and transparent monitoring.

Park Mark

We will pursue Park Mark accreditation for all council managed car parks where it is appropriate. Park Mark is a nationally recognised, police supported award that shows a car park has been independently assessed and found to meet clear standards for safety, security and management. Our aim is to make car parks safer, reduce vehicle crime, and give residents and visitors greater confidence when they park.

What Park Mark Is

Park Mark is part of the Safer Parking Scheme and is awarded after an independent assessment by police approved inspectors. The assessment looks at both the physical condition of a car park and how it is managed. Key areas considered include lighting, surveillance and monitoring, signage and information, cleanliness and maintenance, access and pedestrian routes, and measures for vulnerable users. A Park Mark award confirms that a car park has been designed and managed to reduce the risk of crime and antisocial behaviour.

The council obtained the accreditation in three of our car parks

- Gaol Street Car Park
- Garrick Street Multi Storey Car Park
- Maylord Orchards Car Park

Why Park Mark matters

Park Mark gives people a clear, trusted signal that a car park is safe to use. For the public it means greater reassurance when leaving a vehicle, for businesses it helps attract customers, and for the council it provides an auditable standard to guide investment.

Accredited car parks typically see reductions in vehicle crime and antisocial behaviour, and the accreditation strengthens our case when applying for external funding or working with partners such as the police and tourism organisations.

How we will achieve accreditation

We will follow a staged, transparent process to secure Park Mark for suitable sites:

- Site audits: carry out a Park Mark risk assessment at every council managed car park to identify gaps.
- Improvement plans: publish a timebound plan for each site showing required works, the responsible officer and target completion dates.
- Deliver works: implement physical improvements such as lighting upgrades, CCTV where appropriate, clearer signage, improved surfacing and pedestrian routes, and formalised maintenance regimes.
- Management changes: introduce or strengthen site management, inspections and staffing where needed.
- Police assessment: invite Park Mark assessors to inspect sites once improvements are complete and maintain accreditation through regular reviews.

We will be open about progress and publish improvement plans so residents can see what is being done and when.

Lighting standards and maintenance

All council car parks will meet a consistent lighting standard to improve visibility and reduce fear of crime. New and upgraded lighting will be designed to deliver uniform illumination, minimise glare and avoid light spill into neighbouring properties. Where practical we will adopt LED lighting with smart controls to balance safety and energy efficiency.

CCTV and monitoring

We will expand CCTV coverage in a phased, risk based programme, prioritising the Hereford car parks, high footfall town centre sites and locations with a history of crime or antisocial behaviour.

Staffing and manned facilities

We will align the operation of any new multistorey car parks with the latest national guidance and emerging legislation that requires a staffed presence to improve safety and customer service. The multistorey Car Parks (Safety) Bill, currently progressing through Parliament, proposes measures including mandatory staffing of multistorey car parks and enhanced physical safety standards; we will design our new facilities, so they meet these requirements as they become law.

Civil Enforcement Officer safety and equipment

The safety of Civil Enforcement Officers (CEOs) is a priority. We will introduce a minimum equipment and training standard for all CEOs that includes:

- Body worn video with secure storage and clear use policies.
- Personal alarm and two-way radio or mobile communications with direct link to control or emergency services.

- Personal protective equipment appropriate to role and risk assessment.
- Lone worker monitoring, regular updates to risk assessments and check in procedures for officers working alone.
- Deescalation, safeguarding and conflict management training, refreshed annually.
- Clear incident reporting and welfare support following any assault or threatening incident.
- We will prosecute any incident against CEO's

CEOs will be issued equipment that is robust, regularly maintained and replaced on a defined lifecycle. Use of body worn video will be governed by a published policy covering activation, retention, access and disclosure.

Maintenance and reporting

We want our car parks to be clean, safe and well maintained, and that means dealing with problems quickly. To support this, we will run a programme of regular inspections across all council managed car parks. These checks will cover lighting, CCTV, signage, surfacing, drainage and general cleanliness. Staff will record issues digitally so they can be sent straight to our maintenance teams and prioritised for repair.

Alongside these inspections, we will introduce a simple online reporting tool so the public can tell us about problems as soon as they spot them.

Tackling crime, antisocial behaviour and protecting people

We want everyone using our car parks, highway or facilities whether they are customers, visitors or staff - to always feel safe. That's why we will take a zero-tolerance approach to crime and antisocial behaviour in and around our parking facilities and towards our customers and staff.

If serious incidents occur, we will work closely with the police to take swift and appropriate action. CCTV in car parks and body worn video used by our Civil Enforcement Officers will help us identify offenders, support investigations and, where necessary, assist in prosecutions. These tools are there to protect the public and to ensure our staff can carry out their duties safely.

Our enforcement activity will always be fair and transparent, but it will also be firm. We will focus on behaviour that puts people at risk, damages property or prevents others from safely using our car parks. Abuse or threats towards staff will not be tolerated under any circumstances, and we will take action against anyone who behaves in a way that compromises the safety of our teams or the public.

CEOs will be trained to identify safeguarding issues on street and report any concerns to the appropriate safeguarding teams.

By combining strong enforcement with visible safety measures, we aim to send a clear message: our car parks are safe places to use, and we will not tolerate behaviour that threatens the wellbeing of customers or staff.

Management and Enforcement

Our approach to enforcement is built on the principles of the Positive Parking Policy: being fair, consistent, transparent and focused on supporting communities. Enforcement is not about issuing more penalties — it is about keeping streets safe, accessible and functioning for everyone by maximising compliance. To do this well, we need the public to tell us where problems occur so we can target our efforts where they will make the biggest difference.

We want residents, businesses and visitors to feel confident coming to us with concerns about unsafe or inconsiderate parking. Whether it's a blocked dropped kerb, repeated issues outside a school, or problems in a residents' zone, public reports will help shape our enforcement priorities. By working together, we can ensure that enforcement is directed at the behaviours that genuinely impact people's daily lives.

Using camera enforcement only where it improves safety

We want enforcement to feel fair, sensible and focused on the things that genuinely matter to people. That's why we are not planning to introduce blanket enforcement of all moving traffic offences across the county. Many of these powers are designed for dense urban areas with heavy congestion, and they are not always the right fit for a largely rural county where traffic patterns, road layouts and community needs are very different.

Instead, we will use camera enforcement carefully and responsibly, focusing only on locations where it clearly improves safety and traffic flow, protects vulnerable road users or responds directly to community concerns.

Where we *will* use camera enforcement

We will expand camera enforcement in places where dangerous or illegal behaviour puts people at risk or causes serious disruption. This includes:

- School Streets, to protect children at busy drop off and pickup times
- Residents' Parking Zones, to ensure fair access for permit holders, reduce the need for paper permits and allow residents to update their details immediately and not reliant on a physical permit being issued.
- Red Routes and no stopping areas, where stopping can cause congestion or hazards
- Weight restricted roads, to protect vulnerable bridges and rural communities
- Access only roads

Camera enforcement will always be clearly signposted, used only where it is genuinely needed, and supported by clear public information.

Why we are not enforcing all moving traffic offences

Many moving traffic offences — such as banned turns, yellow box junctions or minor lane restrictions — are designed for large cities with complex junctions and high traffic volumes. Applying these powers everywhere would not be proportionate and could create confusion or unnecessary penalties in areas where the benefits are low.

Our approach is simple:

- If it's a direct safety issue, we will consider enforcement.
- If the public reports a recurring problem, we will investigate and act where appropriate.
- If it doesn't improve safety, traffic flow or fairness, we won't enforce it.

This ensures enforcement is targeted, reasonable and focused on the issues that matter most to local people.

Working with communities to set priorities

We want residents, schools, parish councils and local businesses to feel confident coming to us about problems they face. Public reports will help shape where we focus camera enforcement, ensuring we act on the issues that genuinely affect people's daily lives — such as unsafe junctions, repeated illegal access, or dangerous behaviour near schools.

This community led approach means enforcement is not something done *to* people, but something we do *with* them to keep streets safe and accessible.

Supporting Local Businesses with better loading arrangements

We know how important deliveries and collections are for local shops, cafés, restaurants and services. When loading bays don't work well — or when they're in the wrong place or used at the wrong times — it can lead to vans and lorries stopping on pavements, blocking traffic or parking on double yellow lines. That's frustrating for businesses, inconvenient for residents and unsafe for pedestrians.

Instead of taking a one size fits all approach, we want to create loading arrangements that genuinely work for each area. Every high street, market town and neighbourhood has different needs, so we will work directly with local businesses to understand when and where loading is most needed.

This means:

- identifying the right locations for loading bays, based on real business activity
- setting sensible operating hours that reflect when deliveries actually happen
- reducing the need for unsafe or illegal loading on pavements or busy roads
- supporting the local economy by making it easier for businesses to operate smoothly

- freeing up space for all other vehicles when demand for loading/unloading is minimal

We also want the public to feel confident telling us when loading issues are causing problems — whether that's repeated blocking of footways, dangerous stopping points, or bays that no longer meet local needs. These reports will help us target enforcement and make improvements where they will have the biggest impact.

Our goal is simple: loading arrangements that support local businesses, keep streets safe and accessible, and reflect the needs of the community.

Protecting junctions

Safe junctions are essential for everyone — whether you're walking, cycling or driving. When cars park too close to a junction, it becomes harder to see what's coming, and that split second loss of visibility can lead to near misses or serious collisions. It's one of the issues residents raise with us most often, and it's something we take seriously.

We will prioritise enforcement at junctions where the public has told us there is a problem. If people in a neighbourhood report repeated unsafe parking, we will investigate and take action. This ensures our enforcement is focused on the places that genuinely affect people's daily lives, not on blanket rules that don't reflect local needs.

Our approach is:

- If parking at a junction puts people at risk, we will act.
- If residents report a recurring issue, we will prioritise it.
- If a junction is working well, we won't enforce unnecessarily.

By listening to communities and targeting the locations that matter most, we can make streets safer, reduce dangerous maneuvers, and give people more confidence when moving around their neighbourhoods.

This is enforcement shaped by the public, for the public — focused on safety, fairness and the real issues people face every day.

Keeping bus stops clear for safe and reliable travel

Bus stops need to stay clear so buses can pull in safely and passengers can get on and off without stepping into traffic. When a car or van blocks a bus stop — even for a short time — it forces buses to stop in the road, delays services, and creates real risks for older people, wheelchair users, parents with prams and anyone who relies on public transport.

We want bus travel to be safe, reliable and easy to use, so we will keep a strong focus on bus stop enforcement. Our teams will use a mix of patrols and, where appropriate, camera enforcement to make sure these important spaces stay unobstructed.

This isn't about catching people out — it's about keeping the network moving and protecting the people who depend on it every day. When bus stops are kept clear:

- buses run more reliably
- passengers can board safely and confidently
- traffic flows more smoothly
- vulnerable users are better protected

We also want the public to feel comfortable telling us when a particular bus stop is regularly blocked. These reports help us target our efforts where they are most needed, ensuring enforcement supports the community and keeps public transport working well for everyone.

This is all part of our commitment to safer streets, better travel choices and a transport system that works for the whole community.

Dropped kerb enforcement to support accessibility

Dropped kerbs are small features that make a huge difference. They allow wheelchair users, people with mobility impairments, parents with prams and anyone who needs a level crossing point to move around safely and independently. When a vehicle blocks a dropped kerb, it can force people into the road or cut off access to pavements — turning a simple journey into something stressful or unsafe. We want our streets to be accessible and inclusive for everyone, so we will take a firm and proactive approach to keeping dropped kerbs clear. Pedestrian dropped kerbs are actively enforced.

How residents can request enforcement at their own dropped kerb

If a vehicle is blocking the privately owned dropped kerb outside your home, you will be able to contact us directly to request enforcement. When a resident makes a formal request, we will attend and take action where appropriate. To make sure the system is fair and used correctly, we will ask for proof that you live at the affected property — for example, a permit, council tax reference or other simple verification.

Clear guidance on how to request this service, what information is needed and how quickly we respond will be published as part of the new enforcement process.

A community led approach

Your reports help us understand where the real problems are. If residents tell us that a particular dropped kerb is regularly blocked, we will investigate and prioritise enforcement in that area. Our commitment is straightforward:

- If a blocked dropped kerb is putting people at risk, we will act.
- If residents raise concerns, we will prioritise those locations.
- If a street is working well, we won't enforce unnecessarily.

By working with communities and responding to the issues people face every day, we can make our streets safer, more accessible and easier for everyone to move around.

Tackling Blue Badge misuse to protect those who need support

We talk about the approach to how we support disabled users earlier on in the strategy however unfortunately there are people who don't adhere to the restrictions in place for disabled users meaning unfortunately we need to also enforce these restrictions. Blue Badge spaces exist for one simple reason: to help disabled people park closer to the places they need to go. When someone misuses a Blue Badge — whether by using one that doesn't belong to them, using an expired badge, or parking in a disabled bay without a valid badge — it takes a vital space away from someone who genuinely needs it.

We know how important these spaces are for independence, dignity and day to day life, so we will take a firm but fair approach to tackling Blue Badge misuse.

Why this matters

Misuse doesn't just break the rules — it can stop a disabled person from:

- getting to a medical appointment
- accessing shops or services
- travelling independently
- feeling safe and supported in their community

Protecting these spaces is a key part of creating an inclusive, accessible county.

How we will enforce Blue Badge rules

- We will continue to enforce Blue Badge legislation in line with national law. This includes:
 - Targeted checks in areas where misuse is regularly reported
 - Working with the police where fraud or deliberate misuse is suspected
 - Clear communication so people understand the rules and the consequences of breaking them

Our goal is not to penalise genuine mistakes — it is to stop the small number of people who make life harder for others by misusing a Blue Badge.

How the public can help

We want residents to feel confident reporting concerns about Blue Badge misuse. Public reports help us understand where problems are happening and allow us to target our enforcement where it will have the biggest impact.

By working together, we can protect disabled parking spaces, support those who rely on them, and send a clear message: Blue Badge misuse will not be tolerated.

Managing Abandoned Vehicles and Vehicle Removal

Abandoned vehicles are more than just an eyesore — they can be unsafe, attract antisocial behaviour, and take up valuable parking space that residents and visitors rely on. When a vehicle is left for long periods, damaged, or clearly no longer in use, it can make an area feel neglected and create real problems for the people who live and work nearby.

We want our streets and car parks to feel safe, well looked after and welcoming, so we will take a proactive and firm approach to dealing with abandoned vehicles.

How we will manage abandoned vehicles

We will strengthen our processes for identifying, investigating and removing abandoned vehicles by:

- Responding quickly when the public reports a suspected abandoned vehicle
- CEOs will actively report vehicles which appear to be abandoned
- Working closely with the police and DVLA to check ownership and confirm whether a vehicle is genuinely abandoned
- Issuing notices and carrying out inspections to make sure the process is fair and transparent
- Removing vehicles promptly when they pose a safety risk, block essential access or meet the legal criteria for abandonment

This ensures that action is taken responsibly, legally and in a way that protects both the community and the rights of vehicle owners.

How the public can help

Residents often spot abandoned vehicles before anyone else. If you believe a vehicle has been left in a dangerous condition, is blocking access, or appears to have been abandoned, you will be able to report it to us easily through our online reporting tools.

Your reports help us act quickly and keep neighbourhoods safe, tidy and accessible.

Why this matters

Removing abandoned vehicles:

- improves safety and visibility on streets
- frees up parking spaces for genuine users
- reduces antisocial behaviour
- keeps neighbourhoods looking clean and cared for

By working together, we can make sure our streets remain places people feel proud of and safe using every day.

Clear Rules for suspending parking restrictions

There are times when parking restrictions need to be temporarily lifted — for example, when utility companies carry out essential works, when residents are moving house, or when a funeral or community event needs short term access. These suspensions are sometimes necessary, but they must be handled fairly, consistently and with good communication so people know what to expect.

We will introduce a clear and transparent process for suspending parking restrictions, making it easier for residents, businesses and visitors to understand how and why a suspension has been granted.

What this will include

- Clear criteria explaining when suspensions can be approved and when they cannot
- Transparent information on costs, including both the administrative cost of arranging the suspension and any loss of revenue from the parking spaces being taken out of use
- Advance public communication, giving residents notice when a suspension is planned
- Onsite signage that clearly states the reason for the suspension and how long it will last
- Support in identifying suitable alternative parking, so residents and businesses affected by a suspension know where they can park instead

This ensures that suspensions are used only when genuinely necessary, and that the cost of providing them is recovered fairly rather than being passed on to general taxpayers.

Why this matters

A fair and consistent suspension process means:

- residents and businesses can plan ahead
- essential works can take place safely and efficiently
- parking spaces are managed responsibly
- the public understands what is happening and why
- the council recovers the true cost of providing the service
- people affected by a suspension have clear, practical alternatives

By setting out clear rules and communicating openly, we can make sure parking suspensions support the needs of the community without causing unnecessary disruption.

Working with the community to improve streets

Our enforcement approach is designed to be:

- Fair and consistent, with clear rules applied across the county
- Transparent, so people understand why enforcement happens
- Responsive, with public reports helping shape our priorities
- Focused on safety, especially around schools, junctions, bus stops and dropped kerbs
- Supportive of communities and businesses, ensuring access and essential services can operate smoothly

By combining modern enforcement tools with strong community engagement, we aim to create streets that are safer, more accessible and easier for everyone to use.

Pricing, Maintenance & Governance

A modern parking service needs fair pricing, well maintained facilities and transparent governance. This chapter sets out how we will manage parking charges, protect maintenance budgets, improve public reporting and publish clear performance information each year.

Our approach is designed to be fair, consistent and easy to understand, while supporting wider transport and sustainability goals.

A fair and transparent pricing policy

Parking charges will typically follow an inflation-linked annual adjustment, though Cabinet may amend this approach if required.

This means:

- prices will increase once a year in line with inflation
- increases will be rounded for clarity and simplicity

This strategy is not about what charges are set but it will state the required method for setting prices.

When reviewing charges, we will consider:

- fairness for residents and visitors including consideration of protected characteristics as set out in the Equality Act 2010
- the need to balance demand across car parks
- the cost of public transport alternatives
- the importance of encouraging off-street parking rather than on street
- the full cost of providing and maintaining parking infrastructure

Pay on exit across suitable car parks

Pay on exit is a shift to more modern, integrated technology, meaning those parking will pay before they leave the car park rather than when they initially park. This is not just a change in how people pay — it is a wider upgrade of the systems that sit behind our parking service.

To support this transition, we will invest in the technology needed to operate pay on exit reliably and efficiently. This includes:

- Upgrading entry and exit infrastructure, such as barriers, sensors or ANPR (Automatic Number Plate Recognition) systems
- Integrating payment systems that can calculate charges automatically based on the time a vehicle is parked

- Ensuring compatibility with mobile apps, virtual permits and future digital platforms
- Improving connectivity so that equipment communicates reliably with central systems
- Updating back office software to support real time monitoring, reporting and enforcement
- Designing layouts and traffic flows within car parks to accommodate new equipment and reduce congestion at exits

Expanding season ticket options

We will widen the range of season tickets available and ensure they offer better value for regular users. This may include:

- more flexible durations
- multicar park options
- pricing that reflects modern working patterns and value for money

Season tickets will support commuters, workers and residents who rely on our car parks regularly.

Protected maintenance budget for signs and lines

Clear signs and well maintained line markings are essential for fairness and safety. To ensure this remains a priority a ring fenced budget funded by income generated through parking, ensuring that the money raised from parking is reinvested directly into improving and maintaining the parking service. This includes:

- consistent standards across the county
- timely repairs and renewals
- prioritisation based on safety and need

By ringfencing funding in this way, we can keep the parking network clear, accessible and easy to understand — and ensure that those who use the service directly contribute to its upkeep and improvement.

KPIs and annual reporting

To ensure transparency and accountability, we will:

- publish a clear set of Key Performance Indicators (KPIs)
- adopt an open data approach, making information accessible to the public
- produce an annual report summarising performance, trends and improvements

This will help residents understand how the parking service is performing and where we are investing in improvements.

Technology, Payments & Innovation

Modern, reliable and easy-to-use technology is essential for a parking service that meets the needs of today's residents, businesses and visitors. This chapter sets out how we will modernise our systems, improve payment options, support electric vehicles and make parking simpler, smarter and more sustainable.

Our approach is guided by the council's Digital First policy, but always with a commitment to accessibility, fairness and clear communication.

Upgrading Pay & Display machines and moving towards cashless parking

Many of our current pay and display machines are reaching the end of their life or no longer meet minimum standards. We will introduce a replacement programme to ensure all machines are modern, reliable and accessible.

Our long term aim is to move towards cashless parking, which is more cost effective to operate and maintain. This means:

- all new pay and display schemes will prioritise cashless payments
- cash options may be retained however not encouraged
- digital payments will be encouraged as the primary method

This approach supports more flexible pricing in the future and reduces the environmental and financial cost of maintaining cash handling equipment.

Transitioning to Pay on Exit

We will work towards introducing pay on exit systems in suitable car parks. This modern approach means drivers only pay for the time they actually use, removing the pressure to guess how long they'll need and helping make parking fairer and more convenient.

Supporting town centre economies

Pay on exit gives people the freedom to stay longer if they want to — whether that's an extra coffee, a spontaneous lunch, or more time browsing local shops. This flexibility supports town centre businesses by encouraging people to spend more time (and money) locally without worrying about rushing back to their car or risking a penalty.

More choice, less stress

With pay on exit:

- you don't need to decide your parking duration in advance
- you won't have to return to the machine to extend your stay
- you don't need a parking app to top up your time
- you simply pay when you leave, based on the time you actually used

This makes parking easier for people who don't use smartphones, visitors who aren't familiar with local apps, and anyone who wants a more relaxed experience.

Mobile apps and digital payments

We will encourage the use of mobile apps and digital payments as the main way to pay for parking. These systems offer:

- quick and convenient payment
- reminders when parking is about to expire
- the ability to extend parking remotely
- reduced need for physical machines

We will continue to monitor the market for new parking technologies and payment systems, including the National Parking Platform (NPP). The NPP is a new national system being developed by the Department for Transport to make parking simpler and more consistent across the country. It allows different parking apps and systems to work together, so drivers can use their preferred app in any participating car park.

We are actively pursuing our participation in the current NPP trial to make sure it genuinely benefits local users — by improving choice, reducing confusion and making parking easier for residents, businesses and visitors.

Virtual permits

We will move to virtual permits, removing the need for physical paper permits. These will be managed online or through a call centre, making them easier to apply for, renew and update.

Virtual permits reduce administration, prevent misuse and support a more modern, flexible system.

Improving connectivity for digital services

Reliable connectivity is essential for digital parking systems. We will:

- map areas with poor 5G or SIM coverage
- work with network providers to improve connectivity
- ensure parking technology functions reliably across the county

This will support digital payments, virtual permits and future innovations.

Advertising opportunities in car parks

We will explore opportunities to use car parks for responsible advertising, including:

- onsite posters and digital screens
- advertising on parking tickets

- partnerships with local businesses

Any advertising will be carefully managed to ensure it is appropriate, unobtrusive and supports local economic growth.

Electric vehicle charging

Supporting the transition to electric vehicles is an important part of our sustainability objectives. We will:

- **Expand electric vehicle charging infrastructure in line with our EV Strategy**, recognising that current LEVI funding applies only to on-street locations. Charging provision in council car parks will continue to be delivered through existing concession arrangements, including the Wenea contract and the three Highways England-funded charge points already in place.
- **Support the wider transition to electric vehicles across the county**, including exploring opportunities to engage with local businesses as set out in the EV Strategy.
- **Monitor, review and update the Herefordshire Council EV Strategy** to ensure it remains evidence-based and aligned with national policy and technological developments.
- **Support the delivery of EV charging infrastructure** in accordance with the EV Strategy. At present, the strategy and associated funding streams do not cover other alternative fuels.
- **Aim to provide EV charging facilities in every suitable council-owned car park**, acknowledging that not all sites are technically or financially viable for charge point installation.
- **Ensure all new installations are reliable, accessible and compliant with current government regulations**, and updated as required to meet future regulatory or technological changes.

As set out in LTP5, “there are to be more electric vehicle charging points,” and our parking strategy will help deliver this ambition.

Sustainable Travel Integration

Parking doesn't exist in isolation — it plays a key role in how people choose to travel. By designing parking systems that link smoothly with buses, trains, cycling, walking and shared transport, we can make it easier for people to choose cleaner, healthier and more sustainable ways of getting around.

Better cycle and motorcycle parking

As more people choose to travel by bike, e-bike, cargo bike or motorcycle, we want to make sure they have safe, convenient and secure places to park. These vehicles can be expensive, and owners need confidence that their property is protected when they leave it.

To support this, we will expand and improve parking for cycles and motorcycles by:

- Identifying the right locations for cycle parking in town centres, residential areas and transport hubs
- Exploring secure bike lockers and other high quality storage options that offer added protection
- Delivering secure parking for a wide range of cycles, including cargo bikes, adapted cycles and ebikes
- Introducing app based payment for motorcycle parking, creating a fair and modern system
- Developing premium, chargeable secure bike parking, recognising that many modern bikes and e bikes are high value items and that owners want safe, reliable facilities

Providing high quality, secure options helps people feel confident choosing active travel, knowing their bike or motorcycle will be safe while they work, shop or travel onward.

This approach supports sustainability, encourages healthier travel choices and ensures our parking offer reflects the needs of modern riders.

Expanding cycle and e-bike sharing

We want to make it easier for people to choose cycling for short trips. As set out in LTP5, we will:

- expand bike and cycle sharing schemes, including e-bikes and e-cargo bikes
- ensure shared bikes are available at key destinations such as stations, town centres and Park & Choose sites

This gives people more flexible, low carbon travel options without needing to own a bike.

Better links between parking, rail and bus services

Parking should support public transport, not compete with it. We will improve the way parking connects with rail and bus services by:

- working closely with the Bus Service Improvement Plan (BSIP)
- aligning with the emerging rail strategy
- supporting improvements to station facilities, as referenced in LTP5
- ensuring car parks and cycle parking are located where they make onward travel simple and convenient

This will help create seamless journeys and encourage more people to use public transport.

Closing cycle lane TRO gaps

All cycle lanes currently will have a legal Traffic Regulation Orders (TROs) needed to prevent vehicles from parking in them. This creates confusion and reduces safety for cyclists.

We will:

- identify and close TRO gaps
- ensure cycle lanes are properly protected
- make it clear where parking is and isn't allowed

This will help create safer, more reliable cycling routes across the county.

E-Scooters: Preparing for future travel options

E-scooters remain part of a national trial, so we cannot guarantee when or if they will come to Herefordshire. However, we want to be ready if they do. That means planning for:

- safe and appropriate storage and parking areas
- integration with wider active travel routes
- clear rules to ensure they are used responsibly

Preparing now means we can introduce them smoothly if national legislation changes.

Delivery Plan

Year 0-1

Theme	Projects
Growth, Developments and Events;	Identification of coach parking concerns and solutions Travel Plans Multi-Storey car park in city
Commercial activity: Freight, Taxis and Deliveries;	Loading improvements New freight strategy Review taxi provisions
Residents, Disabled Users and Equitable Access;	
Visitors, Tourism and Overnight Parking;	Overnight parking policy implementation Identification of van life concerns and solutions
Safety, security and User Confidence,	Park Mark Weight limit enforcement
Management and Enforcement;	Virtual permits Junction projection Dropped kerb enforcement Bus stops and School keep clears
Pricing, Maintenance and Governance	Improved public reporting tools
Technology, Payments & Innovation;	Virtual permit NPP
Sustainable Travel Integration;	Improvements to existing Park and Choose sites Rail station parking improvements

Years 2-5

Theme	Projects
Growth, Developments and Events;	Multi-Storey car park in city
Commercial activity: Freight, Taxis and Deliveries;	Freight rest stops Implement taxi improvements

Residents, Disabled Users and Equal Access;	
Visitors, Tourism and Overnight Parking;	Install van life facilities
Safety, security and User Confidence,	Park Mark
Management and Enforcement;	
Pricing, Maintenance and Governance	
Technology, Payments & Innovation;	
Sustainable Travel Integration;	New Park and Choose sites Rail station parking improvements

Years 5+

Theme	
Growth, Developments and Events;	Multi story car park in city
Commercial activity: Freight, Taxis and Deliveries;	Freight rest stops and facilities
Residents, Disabled Users and Equitable Access;	
Visitors, Tourism and Overnight Parking;	
Safety, security and User Confidence,	Park Mark
Management and Enforcement;	
Pricing, Maintenance and Governance	
Technology, Payments & Innovation;	
Sustainable Travel Integration;	New Park and Choose sites Rail station parking improvements

