



Title of report: Herefordshire Parking Strategy 2026 - 2041

Meeting: Cabinet

Meeting date: Thursday 30 July 2026

Report by: Cabinet member roads and regulatory services;

Classification

Open

Decision type

Key

Notice has been served in accordance with Part 3, Section 9 (Publicity in Connection with Key Decisions) of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.

Wards affected

(All Wards);

Purpose

A report on the proposed 15 year strategy for parking to be adopted by Herefordshire Council

Recommendation(s)

That:

- a) That the new Parking Strategy for Herefordshire is adopted by cabinet;
- b) Delegated authority be given to the Chief Operating Officer for Economy and Environment in consultation with the Cabinet Member for Roads and Regulatory Services to take all operational decisions to implement the Parking Strategy and its delivery plan.

Alternative options

Do not adopt the Parking Strategy – This would mean the council lacks a strategic framework for parking and enforcement infrastructure, missing out on adopting a strategy that has aims to deliver the

council objectives and priorities and has been adapted to focus on the priorities the public have detailed in their consultation responses.

1. Adopt an alternative strategy – this would mean the priorities of the council and those the public have expressed would be ignored.

Key considerations

2. The proposed Herefordshire Parking Strategy is a key strategic document that will establish the long-term framework for how parking is managed, enforced and developed across the county. The strategy provides the overarching principles for parking, including safety, accessibility, enforcement, technology and the role of parking in supporting town centres and the wider transport network. Its adoption ensures a consistent and coordinated approach to parking management, supporting wider transport, economic and place-making objectives.
3. The current approach to parking management requires strengthening in response to increasing demand, changing travel behaviours, and evolving national policy and best practice. Whilst existing policies and operational approaches are in place, there is no single, up-to-date strategic framework guiding decision-making. This presents several challenges:
 - a. Safety and Network Impact: Evidence from the public consultation (472 responses) demonstrates that over 80% of respondents consider safety to be important or very important when using parking. Respondents identified widespread issues relating to unsafe and obstructive parking, particularly at junctions, around schools and within residential areas.
 - b. Inconsistent Approach: Without an agreed strategic framework, parking decisions are often made on a scheme-by-scheme basis, which can lead to inconsistency in delivery, enforcement and disproportionate prioritisation across the county.
 - c. Enforcement Challenges: Consultation responses highlight strong support for addressing parking issues through enforcement; however, views vary on the method of delivery, particularly in relation to the use of technology-enabled enforcement, indicating the need for a clear and balanced policy position to allow the council to improve its parking facilities.
 - d. Accessibility and Inclusion: Feedback identified concerns regarding the availability and suitability of parking provision, particularly for disabled users, demonstrating the need for a more consistent and inclusive approach.
4. Cabinet is asked to approve the adoption of the Herefordshire Parking Strategy 2026–2041. This will provide a clear strategic framework to guide future parking policies, investment and operational decisions, ensuring alignment with the council's wider transport and place-based priorities.
- 4a The Parking Strategy is essential to deliver council priorities and objectives:
 - a. It will provide a coordinated approach to parking management, ensuring that decisions are aligned with wider transport strategy, including the Local Transport Plan, and supporting sustainable travel, economic growth and the vitality of town centres.
 - b. It supports key council priorities, including:
 - i. Improving safety on the network by prioritising enforcement and design interventions in high-risk locations such as junctions and school environments.

- c. Supporting accessibility and inclusion by improving the consistency and quality of parking provision for all users.
 - d. Supporting economic growth by ensuring that parking provision enables access to town centres, businesses and key destinations.
 - e. Improving the efficiency and effectiveness of parking services through clearer policy direction and prioritisation.
5. The strategy will impact a wide range of stakeholders, including residents, businesses, visitors and service users across Herefordshire. The consultation process has demonstrated strong engagement, with clear trends emerging around safety, enforcement and accessibility. These findings align with wider national trends, where local authorities are increasingly adopting more proactive and structured approaches to parking management.
 6. Without the adoption of the strategy, there is a risk that parking management will continue to be reactive and inconsistent, leading to ongoing safety concerns, reduced effectiveness of enforcement, and missed opportunities to support wider transport and economic objectives.
 7. A communications plan will be implemented to support the adoption of the strategy, ensuring that stakeholders, including residents, businesses and local councils, are informed of the outcomes of the consultation and the next steps. This will be delivered through the council website, stakeholder networks and targeted engagement where required.
 8. Performance and outcomes will be monitored through existing service measures, including enforcement activity, compliance levels and customer feedback, with progress reported through established governance arrangements.

Community impact

9. The Herefordshire Parking Strategy will contribute to a range of corporate priorities and wider policy objectives, including those set out in the council's Corporate Plan, Local Transport Plan and Health and Wellbeing Strategy. In particular, the strategy supports the council's ambitions to improve safety, accessibility and quality of place, recognising the role that effective parking management plays in supporting healthy, sustainable communities and enabling access to services, employment and local centres.
10. The development of the strategy has been informed by a robust local evidence base, including public consultation, operational experience and wider policy context. A total of 472 responses were received to the consultation, providing both quantitative and qualitative feedback. This demonstrated strong community concern regarding unsafe and obstructive parking, particularly at junctions, around schools and within residential areas, as well as issues relating to accessibility, including the provision of disabled parking. These findings are consistent with local operational evidence and align with wider trends identified through transport and place-based strategies.
11. The strategy has also been informed by ongoing engagement with internal services and partners, including highways, enforcement and planning functions, to ensure a coordinated and deliverable approach.
12. The strategy will have a direct impact on residents, businesses and visitors across Herefordshire. By prioritising safety and improving consistency in parking management, it is expected to have a positive impact on community wellbeing, particularly through reducing unsafe parking behaviours and improving access to key services and destinations.

13. There are no identified direct impacts on children in care, care leavers or care experienced young people because of adopting the strategy. However, in line with the council's corporate parenting responsibilities, the potential indirect benefits of improved safety, accessibility and access to services are recognised as supporting better outcomes for all residents, including vulnerable groups.

Environmental impact

14. The adoption of the Herefordshire Parking Strategy aligns with Herefordshire Council's environmental policy and the County Plan's success measures. It supports efforts to reduce carbon emissions, improve air quality, and increase the number of short-distance trips made by sustainable modes of travel. By managing parking demand and availability, the strategy helps influence travel behaviour and supports a gradual shift away from private car use where appropriate, contributing to reduced congestion and vehicle emissions.
15. It is important to note that the objectives of the Local Transport Plan is to provide travel choice to those traveling in Herefordshire; whether that be by car, bus, walking cycling, this is reflected by the past the strategy covers cars, cycling, train and car share.
16. The strategy also supports improvements in local environmental quality by addressing inefficient vehicle movements such as circulating and idling, particularly in busy urban areas. Through more effective parking management and enforcement, it contributes to improved air quality and safer, more accessible environments within town centres and communities as it ensures appropriate facilities are where people want them stopping the need for circulating to find a space. Whilst the strategy itself does not directly deliver green infrastructure, it enables better use of public space and supports wider initiatives aimed at improving the quality of place and access to local amenities.
17. Where parking interventions or services are delivered through external contractors, environmental considerations will be embedded within service specifications. This will include requirements to minimise waste and resource use, reduce energy and carbon emissions, and align with the council's carbon reduction commitments. These requirements will be monitored through ongoing contract management where applicable.

Equality duty

18. The Public Sector Equality Duty requires the Council to consider how it can positively contribute to the advancement of equality and good relations, and demonstrate that it is paying due regard in its decision making in the design of policies and the delivery of services.
19. The mandatory equality impact screening checklist has been completed for this decision and it has been identified as having a low equality impact. As a strategic framework, the Parking Strategy does not directly introduce specific schemes; however, it will guide future decisions and interventions.
20. Due to the potential impact of this decision being low, a full Equality Impact Assessment is not required. However, the following equality considerations should be taken into account when making a decision:
 - a. Accessibility and disabled users: The strategy reinforces the protection and prioritisation of disabled users, recognising the importance of accessible, appropriate and enforceable parking provision. Consultation responses highlighted concerns regarding disabled parking availability and misuse. The strategy provides a clear

framework to strengthen compliance, improve provision and ensure that future parking decisions support the needs of disabled users.

- b. Safety and vulnerable groups: The strategy places a strong emphasis on improving safety, including addressing obstructive parking at junctions, around schools and in residential areas. These measures are expected to have a positive impact on vulnerable groups, including elderly people, children and people with mobility impairments.
- c. Fair and proportionate enforcement: While there is support for improved enforcement, consultation responses indicate varying views on delivery methods. Care should be taken to ensure that enforcement approaches remain proportionate, transparent and do not disproportionately impact any particular group.

Resource implications

- 21. Funding to support the initial delivery of the Parking Strategy has been identified within existing budgets. A total of £350,000 has been allocated within the Local Transport Grant for the delivery of both the Parking Strategy and Freight Strategy in the current financial year. No additional funding is being requested as part of this decision.
- 22. Future resource implications will be dependent on the specific schemes and interventions brought forward to deliver the strategy. Any projects beyond those deliverable within the current financial year allocation will require separate approval and will be supported by individual business cases, including full financial, operational and risk assessments. Funding for these projects will be considered through the Medium Term Financial Strategy and, where appropriate, the capital programme.
- 23. The implementation of the strategy also includes a change in service responsibility for the maintenance of council-owned car parks. As Property Services does not hold a dedicated budget for this function, responsibility for maintenance will be transferred to the Parking Service; maintenance and improved safety of the car parks has been a clear priority from the public consultation therefore this change will allow the council to focus and prioritise what the public want. Associated costs will be met through parking income, which will be reinvested into the maintenance and management of parking assets, supporting a more sustainable and self-contained service model.
- 24. There are no immediate ICT, property or human resource implications arising directly from the adoption of the strategy. Any future changes in these areas, including the introduction of new technology or infrastructure, will be considered as part of subsequent decision reports.
- 25. Given that there are no committed additional costs associated with the adoption of the strategy at this stage, further financial information cannot be provided at this time. These will be included as part of the requirements for future project-specific approvals.

Legal implications

- 26. The adoption of the Herefordshire Parking Strategy does not in itself commit the council to changes in parking charges or income. The strategy establishes a strategic framework for parking management and identifies areas for future improvement, including potential infrastructure enhancements such as additional parking provision, including multi-storey facilities, and the expansion of residents' parking schemes. The costs associated with these improvements are not included within this report and will be subject to separate business cases and decision-making.

27. Although specific proposals are not included within this report, section 55 of the Road Traffic Regulation Act 1984 requires that certain revenue from designated parking spaces (on/off street enforcement activities and on-street parking charges) must be accounted separately and used for the purposes of parking expenditure. Any surpluses may only be used for parking or certain transport related purposes such as the provision and maintenance of off street parking, road maintenance/improvements or bus services.
28. The relevant legal provisions for this decision can be found in the council's constitution, www.herefordshire.gov.uk/constitution.

Risk management

29. The adoption of the Herefordshire Parking Strategy presents a number of strategic, operational and reputational risks, which have been identified alongside associated mitigation measures.

Risk / Opportunity	Mitigation
Lack of delivery following adoption: As the strategy is a high-level framework, there is a risk that benefits are not realised if projects are not brought forward.	Delivery will be supported through the existing £350,000 Local Transport Grant allocation for the Parking and Freight Strategies. Further projects will be progressed through individual business cases and governance processes, ensuring prioritisation and funding alignment.
Financial risk associated with future infrastructure proposals (e.g. multi-storey provision, residents' parking expansion): Costs are currently undefined and may be significant.	No financial commitment is made through this decision. All future schemes will require separate approval and detailed business cases, including full financial appraisal and funding strategy.
Reputational risk relating to enforcement changes: Consultation responses indicate mixed views on enforcement, which may generate public concern.	The strategy establishes clear principles rather than immediate changes. Any operational changes will be subject to consultation, communication and appropriate equality and impact assessment to ensure proportionality and transparency.
Service capacity and delivery risk: There is a risk that the Parking Service does not have sufficient capacity to deliver the ambitions of the strategy.	Delivery will be managed within existing service structures and prioritised through annual business planning. Any significant changes to service delivery will be considered through future decision reports and use of internal resources such as the Project Management Office will mitigate the impact.
Asset management risk (car parks): Transferring maintenance responsibility from Property Services to the Parking Service introduces a risk if funding or management is insufficient.	Parking income will be ringfenced and reinvested into asset maintenance, providing a more sustainable and accountable approach to managing car park infrastructure. Currently there is no dedicated budget for car park maintenance therefore
Risk of not adopting the strategy: Without a clear strategic framework, parking management will remain reactive and inconsistent, with ongoing safety concerns and missed opportunities to support wider transport and economic objectives.	Adoption of the strategy provides a clear, evidence-based framework to guide future decisions and improve consistency and outcomes.

30. The risks identified span a range of categories including financial, operational and reputational risk, and have been considered in line with the council's Performance, Risk and Opportunity Management Framework (PROM).
31. Consideration has been given to both the risks of proceeding with the recommendation and the risks of not adopting the strategy. The adoption of the strategy presents a managed level of risk, primarily associated with future delivery, whereas not adopting the strategy presents a higher strategic risk in terms of continued inconsistent decision-making and unmanaged parking pressures.
32. Subject to approval, the risks associated with delivery of the Parking Strategy will be managed at service level within the Transport Planning and Parking Service, with escalation to directorate-level risk management where appropriate. Relevant risks will be recorded and monitored through the appropriate service risk register.

Consultees

33. A public consultation on the draft Herefordshire Parking Strategy was undertaken between 13 May and 3 June 2026. A total of 471 responses were received through the online survey platform, alongside wider engagement through stakeholders including businesses, town and parish councils and social media channels.
34. The consultation was open to all residents, businesses and stakeholders across the county. Whilst respondents were self-selecting, the volume and breadth of responses provides a robust and representative evidence base of parking issues experienced across Herefordshire. Responses included both quantitative survey data and a significant volume of qualitative feedback, providing detailed insight into user experiences and priorities.
35. The consultation was delivered via an online questionnaire hosted on the council's consultation platform and supported by a communications plan, including promotion through stakeholder networks, targeted emails and social media activity. The consultation included a mix of multiple-choice, ranked and open-text questions to capture both structured responses and detailed feedback.
36. The results of the consultation identified several consistent themes:
 - a. Strong emphasis on safety, with over 80% of respondents identifying it as important or very important
 - b. Widespread concern regarding unsafe and obstructive parking, particularly at junctions, around schools and within residential areas
 - c. Concerns relating to accessibility, including the availability and protection of disabled parking
 - d. General support for improved enforcement, with ANPR enforcement broadly supported in particular when it supports improved safety and congestion reduction.
37. The consultation findings have been directly used to inform the final strategy. In particular:
 - a. The emphasis on safety has been strengthened as a core principle of the strategy
 - b. Proposals to improve enforcement and compliance reflect the issues raised through consultation

- c. The strategy reinforces the protection and prioritisation of disabled users, responding to identified accessibility concerns
 - d. A balanced approach to enforcement has been reflected, recognising differing views from respondents
 - e. Updated delivery plan to deliver the work respondents prioritise
- 38. A political group consultation (PGC) was held on 16th July 2026 where copies of the slides, this report and appendixes were sent prior to the meeting
- 39. Feedback was received within the PGC and via email following the meeting which will continue to support the delivery of the strategies objectives.
- 40. Green Party provided a formal response as below
 - a. Supported the strategy however identified areas of improvement such as
 - i. Move from predict and provide to decide and provide
 - ii. Differentiate Herefford, the market towns and rural areas properly
 - iii. Tie inflation-linked charge rises to reinvest in the alternative not just to maintenance
 - iv. Support EV charging, Renewables and Climate Adaption
 - v. Fund Cyle and e-bike parking as a delivery commitment, not an aspiration
 - vi. Park and choose and Park and Ride
 - vii. Motorbikes
- 41. Members from the Conservative Party spoke about
 - a. Dedicated road safety budget
 - b. Residents' parking schemes and parking in private developments
 - c. Disabled parking and misuse of blue badges
 - d. Motorhome parking
 - e. Improved links with the tourism sector
- 42. Liberal Democrat Councillors spoke on
 - a. Bay sizes within the car parks and on street
 - b. Holistic approach to on and off street parking in market towns
 - c. Pavement parking and vulnerable users
 - d. Weight limits and freight movement
- 43. Members from all political parties identified individual locations where there was parking concerns which have been noted by officers.

44. Where suggestions could not be directly incorporated into the strategy, this is primarily because the document is a strategic framework rather than a delivery plan. Specific requests for local changes, infrastructure or individual schemes will be considered separately through operational processes and future business cases.
45. Feedback will be provided to consultees through the publication of the final consultation report and updates via the council's website and stakeholder channels. This will ensure transparency and demonstrate how responses have informed the final strategy and associated recommendations.

Appendices

Appendix 1 – Parking Strategy

Appendix 2 – Delivery Plan

Glossary of terms, abbreviations and acronyms used in this report