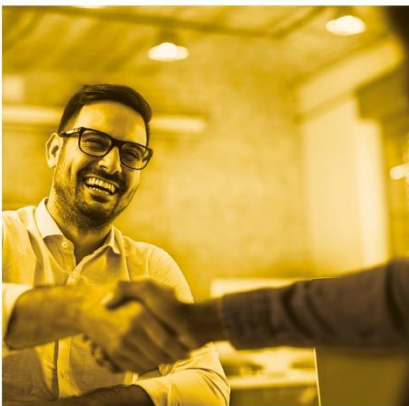


# Surrey Heath Borough Council

## PARKING STRATEGY



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# Executive Summary

## **A Comprehensive Parking Strategy for Sustainable Development and Community Well-being.**

A thoughtfully designed parking strategy considers more than just infrastructure. It seeks to strike a balance between economic prosperity, environmental improvement, social wellbeing, and community development. The strategy, stands as a blueprint for parking within the Borough of Surrey Heath, creating a commitment to protect the environment, deliver good customer service, provide social and financial value, and support wellbeing and social inclusion. This strategy has four key ambitions:

### **Protecting the Environment:**

We will prioritise eco-friendly initiatives, such as energy-efficient lighting, green infrastructure, and the promotion of electric vehicle charging stations to minimise our carbon footprint. The reduction of air pollution and increased greenery within parking facilities aligns with our commitment to improving air quality, reducing heat islands, and supporting biodiversity in urban areas.

### **Delivering Good Service:**

Exceptional customer service is essential to our strategy. We will focus on making parking more convenient, efficient, and user-friendly. Leveraging technology, we will implement real-time parking availability updates, streamlined payment options, and user-friendly mobile apps for an optimal parking experience. Our objective is to improve customer satisfaction, alleviate parking related stress, and to ensure a visible and approachable workforce.

### **Providing Social and Financial Value:**

We recognise that parking that must be cost neutral and should avoid council tax payers subsidising car drivers. In doing so we recognise some cross-subsidy between facilities, primarily due to the size, location or nature of some sites not being conducive to charging will be necessary. Tariffs will reflect the cost of providing parking, including annual operating and maintenance costs, as well as taking into account historic and future capital costs. This Parking Strategy acknowledges that parking is an enabler of economic growth and we will collaborate with business partners and elected members to ensure that parking supports economic activity and ensures accessibility and affordability without compromising on quality.

### **Supporting Well-Being and Social Inclusion:**

This strategy encompasses a range of measures to enhance our facilities including the creation of pedestrian-friendly spaces, accessible facilities, safe areas and where possible green spaces. This Parking Strategy takes a visionary approach that considers parking as an integral element of our communities.

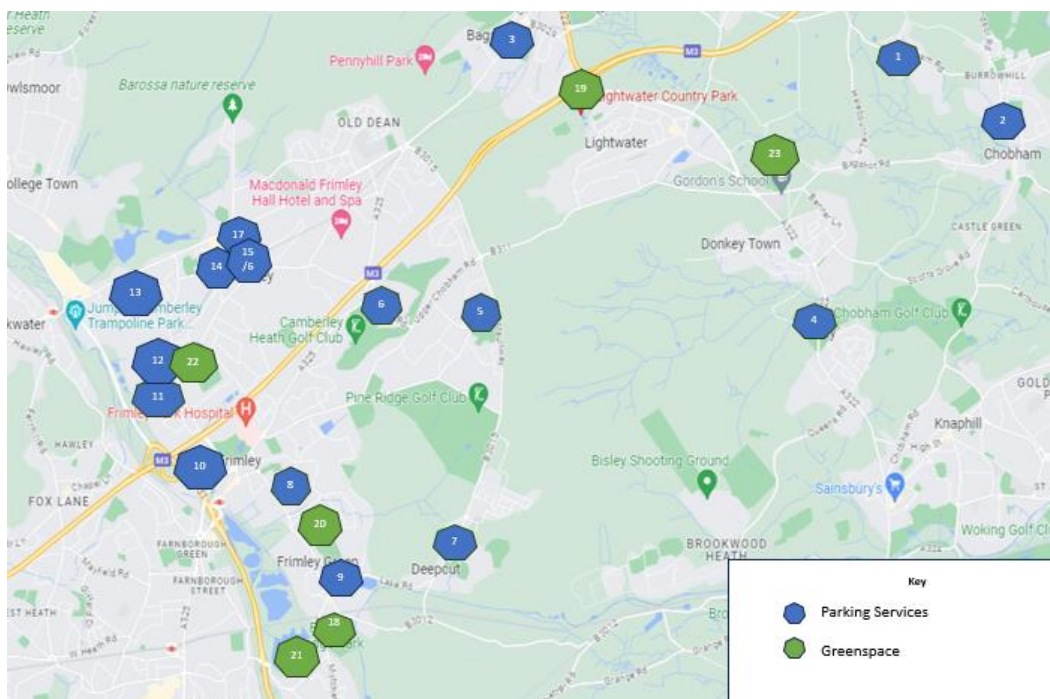
# Why do we need a strategy?

Parking is an asset for a council. Good quality, conveniently located and fairly priced car parking facilities are an asset for the borough's residents and businesses, as they help areas to thrive, reduce nuisance parking and improve accessibility for many, thereby improving the overall quality of life for all. Our Parking Strategy creates a framework within which we can develop a detailed action plan to achieve our vision for parking and deliver the following benefits:

- Investment in car parks through a planned Investment Strategy to ensure they are fit for the future
- Employment of enhanced technology and information to improve customer experience
- Appropriate management and charging structures to support vitality and economic growth.

## Parking in Surrey Heath

The Off-Street Parking provision in Surrey Heath, while offering convenience and accessibility, comes with the responsibility of ongoing investment, routine maintenance and support services, which in turn necessitates charges to be implemented on users to recover the costs of their operation. The existing Parking charges were last increased in April 2022. The implementation of a further increase, initially scheduled for October 1st, 2023 was delayed to allow the development of this Parking Strategy, ensuring a transparent and informed decision-making process regarding future parking fees in Surrey Heath. The parking facilities shown in the map above are managed by Parking Services and Recreation & Leisure teams and are colour-coded to show which service is responsible for their management.



### Parking Services

1. Chobham Place Woods (SAN)
2. Chobham High Street(POF)
3. Bagshot Town (POF)
4. Bisley- Guildford Road
5. Heatherside
6. Prior Road
7. Deepcut
8. Balmoral Drive
9. Wharf Road (POF)
10. Burrell Road (POF)
11. Wilton Road (FS)
12. Watchetts Road (POF)
13. York Town (POF)
14. Main Square Multi-storey
15. Knoll Road Multi - storey
16. Camberley Library (POF)
17. Surrey Heath House (POF)

### Greenspace Team

1. Frimley Lodge
2. Lightwater Country Park
3. Frimley Green Rec
4. Mychett Rec
5. Watchetts Recreation Group
6. Windlemere SANG

# Council Parking Supply

The table below shows the type of car park, size and restrictions applicable to each

Car Park Name	Duration	Type of Facility	Permits Available	Distribution of spaces			
				Car	Disabled	Motorcycle	EV Charging
Bagshot	NTR 2Hrs	POF	Res / Visitor	95	3	No	10
Balmoral Drive FS)	No Overnight	Free	No	36	2	No	None
Bisley	5 Hr Max	Free	No	16	1	No	None
Burrel Road	NTR 2Hrs	POF	Res / Visitor	60	3	No	6
Chobham	NTR 2Hrs	POF	Res / Visitor	96	3	No	6
Chobham Place Wood	No restrictions	Free	No	10	0	No	None
Deepcut	18 hours max	Free	No	40	3	No	None
Heatherside	will be no return within 2hrs	Free	No	38	3	No	4
Knoll Road	T&C's apply	Multi-Storey	Visitor	606	11	No	0
Main Square	T&C's apply	Multi-Storey	Visitor	770	35	Yes	2
Prior road	No restrictions	Free	No	6	0	No	None
Portesbury	Residents only	Permit	Res	15	0	No	2
Surrey Heath House	Evening and Weekends only	POF	No	144	2	No	No Public
Watchetts Road	NTR 2Hrs	POF	Res / Visitor	36	3	No	4
Wharf Road	NTR 2Hrs	POF	Visitor	23	3	No	None
Wilton Road	5hrs Max plus permits	POF- June 2024	Visitor	83	4	No	None
Yorktown	Coming in line with POF	POF	Res / Visitor	137	6	No	9
Frimley Lodge Park	No Overnight	Free	Business Permits (9)	500	3	No	None
Lightwater Country Park	No Overnight	Free	No	180	5	No	None
Frimley Green Rec	No Overnight	Free	No	60	0	No	None
Mychett Rec	No Overnight	Free	No	30	0	No	None
Watchetts Rec	No Overnight	Free	No	100	3	No	None
Windlemere SANG	No Overnight	Free	No	30	0	No	None

Key	
Type of facility	
POF	Pay on Foot
Multi-Storey	Pay Machines Located at pedestrian entrances
Free	No Charge to Use
Permit	Permit Holders Only
NTR 2Hrs	No Return for 2 hrs after leaving
Specific Parking	Evening and Weekends only
Type of Permit	
Res	Resident permits available
Visitor	Visitor Permits available
Both	Both Permits available
Disabled Parking	
Disabled parking is free at all parking facilities excluding Knoll Road and Main Square Multi-storey facilities	

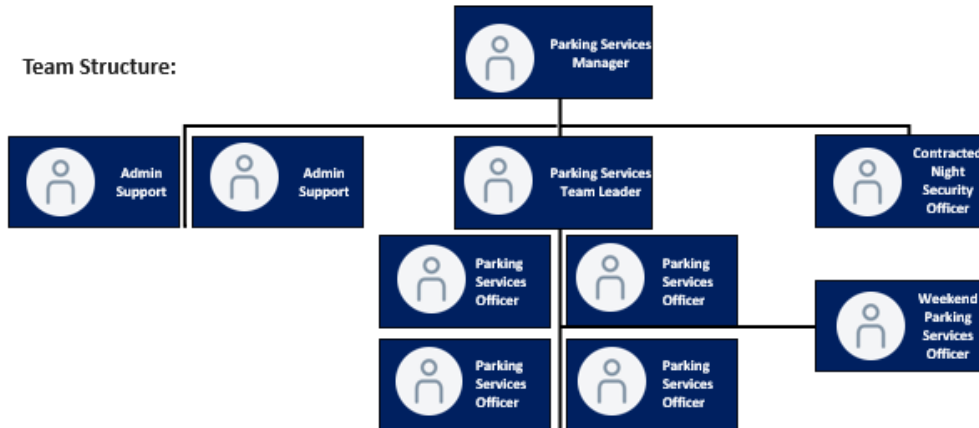
# How Parking is Managed



## The Parking Services Team

The SHBC Parking Services team plays a vital role in managing and maintaining the 17 non-leisure & recreation car parks owned by the council. Their dedicated patrols ensure the smooth operation of these parking facilities, offering assistance to customers as needed. Moreover, they are proactive in identifying and reporting defects to ensure our car parks remain safe, functional, and well-maintained, ultimately contributing to a positive experience for all visitors and users.

### Team Structure:



- Key**
- Currently Chargeable (POF)
  - No Parking Charges (NPC)
  - Feasibility Study for implementing charges (FS)

1. Chobham Place Woods (NPC)
2. Chobham High Street(POF)
3. Bagshot Town (POF)
4. Bisley- Guildford Road (NPC)
5. Heatherside (NPC)
6. Prior Road (NPC)
7. Deepcut (NPC)
8. Balmoral Drive
9. Wharf Road (POF)
10. Burrell Road (POF)
11. Wilton Road (FS)
12. Watchetts Road (POF)
13. York Town (POF)
14. Main Square (POF)
15. Knoll Road (POF)
16. Camberley Library (POF)
17. Surrey Heath House (POF)

Our objective is to ensure that these facilities not only meet the evolving needs of our community but also optimise resources and attract more customers through parking accreditation such as Park Mark. As part of the improvements proposed in for parking portfolio, a proposal will be developed for the introduction of an additional Civil Enforcement Officer to provide additional patrols of the Council’s car parks.

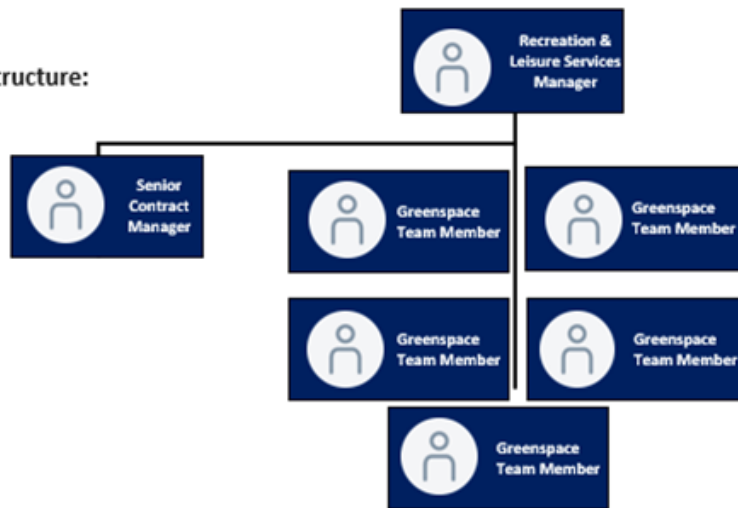
## Recreation and Leisure Services Team



The car parks in the Borough's recreational areas are a shared responsibility within the Recreation and Leisure Services team. The day to day cleanliness including litter picking, bin emptying and vegetation maintenance is undertaken by our Grounds Maintenance Contractor, Glendale, who also lock and unlock parks/car parks within the borough on a daily basis. The performance of this contract is managed by the Recreation and Leisure Service who will arrange to repair anything that is damaged and needs fixing, replace signs and make any emergency repairs, including potholes. These responsibilities form part of wider responsibilities within these teams.

## Recreation and Leisure Services team structure

Team Structure:



## Recreation & Leisure Car Parks



## **Our Vision for Positive Parking**

Surrey Heath Borough Council has a clear vision for how we can enhance the overall parking experience, ensuring convenience and accessibility for all visitors. We are dedicated to providing efficient management, clear signage, and a user-friendly experience, ultimately contributing to the satisfaction and ease of access for everyone who utilises our parking facilities. By improving the ease of access and availability of parking, local businesses are likely to experience increased foot traffic, leading to higher customer engagement and sales. In turn, this can foster economic growth, boost job opportunities, and contribute to the overall prosperity of the community.

By creating a more seamless and user-friendly parking experience, residents and visitors can save time and effort, resulting in increased satisfaction and a sense of wellbeing. The positive approach outlined in this strategy looks to improve our spaces with an aspiration to boost local economies, facilitate effective traffic management, and promote the wellbeing of all residents.

### **Themes for the Strategy**

This strategy has been developed with a focus on four primary themes:

#### **I. Protecting the Environment**

Protecting the Environment whilst enhancing user safety underscores our commitment to sustainable practices, reducing our ecological footprint, and actively contributing to the preservation of our planet. Ensuring our car parks are safe and secure is paramount for the wellbeing of our patrons. Proper lighting, regular cleaning, resurfacing, and repainting are essential not only to maintain the aesthetics but also to reduce our carbon footprint through energy-efficient solutions. We will manage landscaping to beautify our assets and promote biodiversity. Structural assessment and remedial work is essential to extend the lifespan of our car parks and where replacement of key infrastructure such as lighting is required, the switch to environmentally sustainable solutions will demonstrate our dedication to environmental stewardship and the safety and satisfaction of our customers.

#### **We will:**

**Aim to ensure all our customers feel safe using the Council's facilities, day or night, through:**

- **Energy-Efficient Lighting:**  
We will install and upgrade energy-efficient LED lighting systems in all our car parks. These systems will not only improve visibility and security but also reduce energy consumption thus minimising our carbon footprint.
- **Surveillance and Security Measures:**  
Ensuring the safety and security of our car parks is paramount. We will employ surveillance systems, civil enforcement officers, and other security measures to maintain a secure environment for our customers.

#### **Facilitate a flourishing environment**



Our goal is to create an environment within our car parks that are pleasant, sustainable spaces for generations to come.

#### **Ensure support and assistance is on hand**

We are committed equality for all users within our car parking facilities, we will thus ensure that we have sufficient Disabled and Parent & Toddler bays across our parking portfolio and we will prioritise the safety and convenience of our customers. We are dedicated to installing call/help points on every level within our multi-storey parking structures. These strategically placed points will not only provide aid and guidance to visitors but also enhance the overall security and accessibility of our facilities. We believe that by combining environmental responsibility with good service, we can create a harmonious and eco-friendly parking experience for all.

#### **Implement a 5-year plan to ensure property lifecycle optimisation**

Our parking facilities have previously operated without preventative planned maintenance schedules and relied primarily on reactive measures when issues arose. This has led to the gradual degradation of our car parks. In response to this, we will develop a 5 year comprehensive PPM plan.

By incorporating preventative planned maintenance schedules, we will ensure the effective maintenance of our properties whilst achieving environmental best practice, reducing our carbon footprint, throughout our parking facilities.

#### **Ensure Pay on Foot (POF) car parks run on solar power**

We will prioritise the utilisation of solar power wherever possible, specifically in our Pay on Foot (POF) facilities. We will also make it a priority to equip all our facilities with electronic payment options to further enhance convenience for our customers and lessen our carbon footprint. We will make solar technology the standard for all new installations, solidifying our dedication to a greener, more sustainable future for our car parking facilities.

#### **Self-Generation of Electricity**

We are dedicated to exploring sustainable practices, particularly in the realm of energy generation. We are actively developing the business case for the self-generation of electricity for our multi-storey parking facilities. By harnessing clean and renewable energy sources, we aim to reduce our carbon footprint and minimise our dependency on conventional power grids.

## **2. Delivering Good Service**

Delivering Good Service to our customers is a key part of this strategy and crucial for ensuring a smooth and efficient experience for users. We are committed to providing top-notch services to our customers, ensuring their satisfaction and loyalty. We will do this through:

#### **The implementation of way finder signage and Civil Enforcement Patrols**

We will introduce additional wayfinder signage that clearly signposts people to and from our

parking facilities. A review will be conducted to design and strategically place clear signage promoting our facilities. These will guide drivers to available parking spaces and also have regard to broader traffic flow and usage patterns within the vicinities of our car parks.

### **The adoption of innovative payment solutions**

We will streamline the payment process, moving towards contactless and app-based payments to avoid the necessity of carrying cash. Users will enjoy greater convenience through quick and secure transactions right from their mobile devices. We will review how cashless payments can support promotional offers, allowing users to take advantage of discounts, loyalty rewards, and exclusive deals, enhancing their overall parking experience.

### **Providing a service that meets our customer needs.**

We are committed to meeting our customers' expectations and providing the best possible support. We will implement improvements, such as installing help points and refuge intercoms throughout our facilities. These safety features will ensure that our customers can easily access assistance when needed, promoting a sense of security and peace of mind. We will focus on creating safe walking routes within our spaces, designed to facilitate smooth and convenient navigation for our customers.

### **Exceptional service**

Our aim will be to deliver first-class customer service in the delivery of our car parking functions. Our officers will work with a genuine desire to help, fostering trust and integrity which ensures that our actions align with our words.

## **3. Providing Social & Financial Value**

The cost of providing good parking extends well beyond the basic expenses associated with maintaining ticket machines and issuing enforcement notices. Additional operational expenses arise from other factors, such as ensuring the safety of the parking facility, maintaining adequate lighting, regular cleaning, resurfacing, repainting, managing landscaping and foliage, and addressing significant structural issues when necessary. In the fiscal year 24/25, Parking Services have allocated a budget of approximately £2.05 million in revenue and capital to meet the necessary service levels and cover repair bills for our parking facilities. This figure excludes costs associated with issues such as potholes, graffiti, and damage caused by anti-social behaviour (ASB). These additional factors contribute to a further increase in the overall cost of providing and maintaining quality parking services, these include but are not limited to:

- Building Maintenance and Repairs
- Security
- Vandalism to buildings
- Safety Systems
- Lift Maintenance
- Electricity
- Cleaning
- Signs & Lines

- Vehicle Fuel
- Financial Charges (Payment processing)

With suppliers' costs rising annually, regular tariff reviews become necessary to ensure that end users cover operating expenditures, preventing the diversion of operating costs from other budgets. This proactive approach is essential for maintaining fiscal responsibility and sustaining the quality of our parking services.

### **Pricing for parking**

Setting the pricing for parking is a crucial aspect of our strategy to promote sustainability and balance the cost of providing parking services across the whole borough for the benefit of residents, businesses and visitors. It is imperative that our pricing structure not only recovers the full costs associated with offering parking but also aligns with our environmental and other key service goals.

### **Investment**

Revenues generated from parking will be reinvested back into the improvement of the facilities, ensuring that the spaces are well-maintained, safe, eco-friendly and user-friendly.

## **4. Supporting Wellbeing & Social Inclusion**

We are committed to thoroughly reviewing and addressing the accessibility needs of our community. The following measures will ensure we fully consider wellbeing and inclusion:

### **Accessible Parking**

We understand the importance of ensuring that individuals with specific needs have equitable access to parking spaces. We will undertake an in-depth assessment of current provision, including Blue Badge parking scheme, evaluating its accessibility, and making the necessary adjustments to meet the standards of inclusivity. Our goal is to guarantee that there is a sufficient and well-maintained provision of Blue Badge parking spaces, empowering individuals with disabilities to navigate their daily lives with ease and independence.

### **Safe Walking Routes**

Where possible we will facilitate safe walking routes and access points that cater to our customers' needs. We will take proactive measures to assess and enhance our infrastructure, so customers can access our facilities without hindrances.

### **Safety Systems**

Our safety systems are fully compliant with equalities legislation. We take into consideration the accessibility needs of individuals with disabilities and work diligently to create an environment that is both safe and accommodating for everyone.

### **Security Measures**

We want all our customers to feel safe and confident when parking in our facilities. We plan to implement robust security measures that include 24/7 surveillance, well-lit parking areas, access control systems, and dedicated civil enforcement officers to provide a visible presence and swift response in case of any issues. We will continuously invest in cutting-edge technology and

training to ensure that our security measures are of the highest standard. To provide further reassurance, we will work to achieve recognised external accreditation for our car parks.

**Ensure parking payment options are designed to offer access to all**

We are committed to ensuring that customers have a choice in the way in which they pay. With the level of cash payments reducing, we will strive to offer a range of payment options including contactless and app-based solutions that suit customer needs and remain affordable. We will change our POF machines to allow contactless payments, which will avoid customers incurring a 20 pence convenience charge from the app provider.

## Condition Reports - Multi-storey Car Parks

An assessment of the condition of all of the Council's car parks has been conducted by officers as set out below and summarised in the Maintenance and Improvement Summary on page 24.



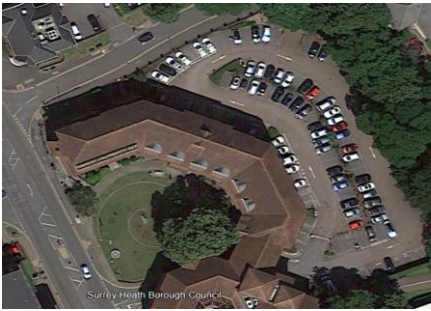
**Main Square** is a multi-storey 770-space car park situated in the heart of Camberley Town Centre, serving the council-owned Square Shopping Centre. This facility, approximately 50 years old, underwent a refurbishment project in 2018 to reinstate some surface areas and line markings. However, the car park is in need of reinvestment to ensure the asset's future and keep it as a preferred parking destination for customers to move easily into the main shopping centre, the Square. Our assessment of the facility revealed several pressing issues, including the general poor condition, the need for a thorough cleaning, addressing graffiti, repairing damage, and upgrading critical systems such as CCTV, Fire Safety, and Access Control (ANPR) to enhance security. To promote a safe environment, we aim to working towards achieving a Safer Parking Scheme accreditation. improvement plan.



**Knoll Road**, Camberley, is a 606-space multi-storey parking facility, making it the second of its kind within the Camberley Town Centre, owned by SHBC. Distinguished from Main Square, this facility also offers parking bays outside and is located adjacent to a 10-space library parking facility, owned by Surrey County Council. Knoll Road is not open 24-hours a day, operating from 6.30am to 8pm, with extended hours during theatre nights. Our review indicates that despite being relatively new compared to Main Square, it grapples with issues like graffiti, criminal damage, and antisocial behaviour, necessitating frequent repairs. Moreover, the facility suffers from outdated fire safety, access control (ANPR), and CCTV systems.

## Condition Reports – Other Borough Pay on Foot (POF) car parks

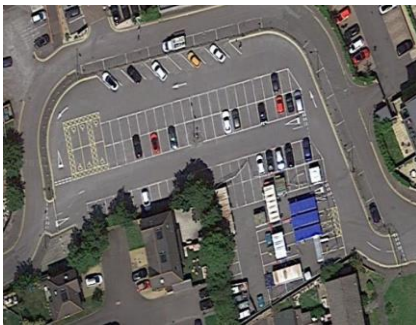
For our pay-on-foot facilities the only available means of payment for parking are through a parking app (currently Ringo) or cash. The absence of card payment facilities necessitates the Council paying for cash collection & handling, which adds significantly to the already high costs involved incurring in managing the car parks.



### **Surrey Heath House**

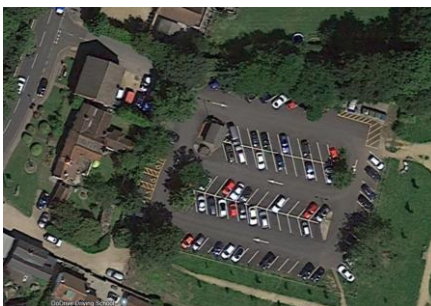
Located behind Surrey Heath House, this parking facility has 144 spaces, primarily intended to support the council and other tenants' parking requirements from Monday to Friday. It operates on a chargeable basis on Saturdays (from 8am to 6pm) and Sundays and Bank Holidays (from 10am to 5pm). The car park is generally well maintained by the local facilities team, although certain areas require renewal of line markings.

Additionally, the access control elements, including car park barriers and Pay on Foot Machines used during weekends, are outdated. However, with the long-term plans for Surrey Heath House not currently known, significant investment is not justified; hence, aside from preventative planned maintenance and refreshing the line markings, no system upgrades will be under taken.



**Yorktown**, located on Sullivan Road, Camberley GU15 3BA, York Town Car Park is a 137-space facility where charges are payable Monday to Friday, 8 am until 6 pm (excluding Bank Holidays). Pre-COVID, it was a popular choice for local businesses. However, since the pandemic, the working styles of these businesses have changed, leading to a significant decrease in footfall, resulting in a drop in revenue from this facility.

Several areas need attention: 1) Grounds Maintenance must be enhanced to improve the overall customer experience; 2) The Point of Payment (POP) system is outdated and unable to accept card payments; 3) High collection costs for cash transactions; 4) Line marking needs refreshing; and 5) The car park primarily serves residents for free parking after 6 pm.



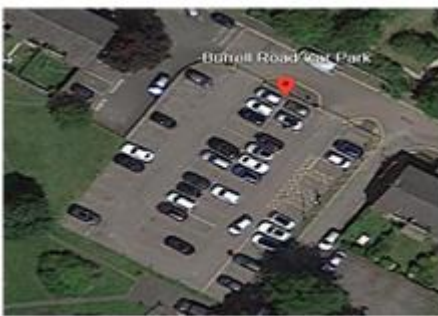
**Chobham High Street**, this car park, featuring 96 spaces, stands out within our parking services portfolio due to its unique public facilities available during core hours. It not only serves the busy high street but also provides parking for visitors to the Suitable Alternative Natural Greenspace (SANG). This 24-hour facility currently operates with charging in effect from Monday to Sunday, 8 am until 6 pm, ensuring it covers its operating expenditure. Our recent findings have unveiled some key areas

for improvement. First, there is no Preventive Planned Maintenance (PPM) Schedule in place, leading to entirely reactive work. While the facility performs well during daytime hours, it often reaches maximum capacity, potentially denying residents the chance to fully appreciate its offerings.



**Bagshot**, located at The Square, Bagshot, GU19 5AY, this facility is a vital resource for the community, operating 24 hours a day with 95 parking spaces. To sustain its services, it implements charging from Monday to Sunday, 8 am to 6 pm. Situated in the heart of Bagshot, it is a favoured destination for our residents, frequently used by those in the village. Our findings have revealed a need for improvement: firstly, there is no Planned Preventative Maintenance (PPM) schedule, causing

some line markings to need refreshing. Additionally, the current Pay on Foot Machine lacks card payment or smart app facilities, limiting payment options for customers.



**Burrell Road**, our Burrell Road facility, conveniently situated just off Frimley High Street, offers a total of 60 parking spaces, complete with a charging station to cover operational expenses. Its prime location adjacent to the local gym not only caters to its members but also provides a valuable service to the customers of the retailers and local businesses on Frimley High Street. However, our recent assessment has revealed some pressing issues. The lack of a Preventive

Planned Maintenance (PPM) plan has resulted in the fading of line markings and hatched lines in certain areas. Additionally, the existing Pay on Foot (POF) machine is outdated, lacking essential features such as solar power, card payment capabilities, and mobile payment apps, like Apple Pay.



**Watchetts Road**, located on Watchetts Road, Camberley GU15 2UZ, this 24-hour parking facility offers a total of 36 spaces for the convenience of its patrons. To support maintenance and upkeep expenses, charges are applied from Monday to Sunday, between 8 am and 6 pm, facilitated through a Pay on Foot Machine (POF). However, our recent findings have revealed remnants of an old barrier system in the left hand corner of this facility, raising a significant health and safety

concern, which is currently under scrutiny with action plans in place for resolution. Additionally, it is imperative to ensure the upkeep of grounds maintenance to enhance our customer experience.



**Wharf Road**, located in Frimley Green, GU16 6LE, comprises 23 parking spaces, primarily serving the retail outlets in the vicinity. In 2022 parking charges were introduced to cover maintenance and upkeep. However, our assessment revealed a lack of a planned preventive maintenance (PPM) schedule for this facility, which may explain the deteriorating condition of line markings and safe walkways in certain areas.

## Current Non-chargeable Car Parks



**Heatherside** is a 24-hour facility located on Martindale Avenue. Heatherside has 38 parking spaces and plays a crucial role in the local community. Situated between the community centre and a small shopping parade, it is considered a necessity for residents. There are several issues that need immediate attention including:

- A lack of Preventive Planned Maintenance (PPM) plan in place,
- Safety concerns due to trip hazards such as potholes.
- Faded line markings and a lack of clear signage for disabled bays

Moreover, the car park is consistently full, which contradicts community shopping usage reports by local stores, indicating potential misuse of the space. There is a need to impose time restrictions on vehicle stays without imposing parking tariffs, as vehicles left for extended periods can impede customers from easily accessing the businesses. Therefore, the safety concerns and signage issues will be addressed with a supporting PPM plan, furthermore, a parking restriction with a maximum dwell time of 12 hours with a no return within 12 hours will be implemented, supported by CEO patrols. This will ensure the facility meets the local community and business needs and is not misused.



**Balmoral Drive** is located in Paddock Hill and offers 36 parking spaces to local residents. Situated near Beaumaris Parade, the facility is designed to cater to the immediate needs of the local population and businesses, rather than long-term parking. While our safety assessment did not uncover any hazards, the absence of a Planned Preventative Maintenance (PPM) plan has left room for improvement. We intend to:

- Implement a PPM schedule with allocated budgets for maintenance and repairs
- The refreshing of line markings to enhance the customer experience.
- Creating safe walking routes for young families

There is also a need to impose time restrictions on vehicle stays without imposing parking tariffs as vehicles left for extended periods can impede customers from easily accessing the businesses. Therefore, a parking restriction with a maximum dwell time of 12 hours with a no return within 12 hours will be implemented, supported by CEO patrols. This will ensure the facility meets the local community and business needs and is not misused.





### **Wilton Road**

This versatile site features a Community Recycling Centre and serves as the primary parking area for the Camberley and District indoor bowls club. Open around the clock, it boasts 83 parking spaces and is conveniently located within an industrial park owned and managed by SHBC.

However, our recent findings have revealed some concerning issues. Firstly, vehicles frequently occupy both sides of the entrance to this facility, potentially obstructing access for customers and essential services such as

emergency responders, utilities, and refuse and recycling collections. Additionally, there is a need for improved grounds maintenance to enhance the overall customer experience. Furthermore, it was observed that there is no planned preventive maintenance (PPM) schedule in place; all maintenance activities are reactive, therefore, the identified concerns are in the process of being addressed. Given that the facilities most frequent users appear to be business related and the need to cover the facilities operating costs, it is proposed that parking charges, with permit options and enforcement patrols are implemented in 2024. This will ensure the facility meets the needs of the local community, clubs and local businesses and is not misused.



**Deepcut** is located on Woodend Road, Deepcut. This facility offers 40 parking spaces, making it a valuable resource for the community. However, it has come to our attention that the facility consistently appears to be operating at full capacity, with very few vacant spaces available during each visit. It has been suggested that the primary user of this parking area is an adjacent business. Upon further



investigation, our findings indicate that the facility is in dire need of a preventative planned maintenance (PPM) plan. There are several health and safety concerns, including numerous potholes, worn-out line markings, and a lack of proper grounds maintenance. Considering these issues, we recommend implementing a comprehensive PPM schedule with corresponding budgets to address these concerns, and during this period, temporarily closing the facility for necessary repairs. This includes costing and repairing the potholes, refreshing the line markings, and enhancing grounds maintenance.

There is a need to consider the imposition of time restrictions on vehicle stays due to vehicles staying for excessive periods of time, particularly where the location is being used for commercial activities. Therefore, the existing 18 hour maximum parking restriction will be reduced to 12 hours with a no return within 12 hours, supported by CEO patrols. This will ensure the facility meets the community and local business needs and is not misused.



### Prior Road

The Parking Facility at Prior Road, situated adjacent to the school in GU15 IDA, is a modest area that lacks marked bays and bears very little evidence to signify its status as a parking facility. Our observations suggest that this location sees minimal use and is devoid of any road markings or designated parking



bays. Instead, it seems to be predominantly frequented by dog walkers, users of our leisure facilities or perhaps serves the school in some capacity. Therefore, we will ensure signs and lines are deployed and the facility is monitored and concerns addressed as part of a PPM plan



**Bisley**, the parking facility at Bisley, located at GU24 9EP, offers a total of 16 parking spaces and enjoys a prime location just off the main roundabout on Guildford Road. It is conveniently situated across the road from an express supermarket, providing easy access for shoppers and commuters. However, our recent assessment has revealed some



significant issues. Firstly, the absence of a Preventative Planned Maintenance (PPM) plan has resulted in a lack of way finder signage from the main roads, making the facility almost invisible due to a poorly planned placement behind a tall hedge row. Furthermore, concerns about ground maintenance and the overgrown hedge foliage need urgent attention. To address these concerns, we will deploy line markings, suitable way-finder signage and implement a PPM plan to maintain the facility moving forward. We will also apply a 12 hour maximum stay restriction with a no return within 12 hours, supported by CEO patrols.

## Recreation & Leisure Services Car Parks



### Frimley Lodge Park

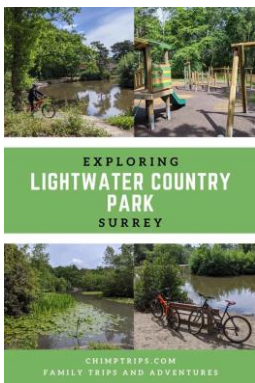
Located between Frimley Green and Mytchett, Frimley Lodge Park accommodates approximately 500 vehicles in a mixed gravel and tarmac parking area. The current condition of the car park is beyond reasonable repair and presents a safety risk which prompts a comprehensive redevelopment plan. Failure to address identified concerns and invest in this facility's parking areas could have serious consequences. If the issues are not resolved, safety concerns may force the closure of some of the parking areas to the public. This could result in significant

inconvenience for visitors, as well as potential financial losses for the park and franchises. It is crucial to prioritise the necessary improvements to ensure compliance with regulations and to maintain the accessibility and functionality of the parking areas for all users.

The estimates presented by the Quantity Surveyor for resurfacing the parking facility show a cost of £2.6 million. The proposed upgrades encompass tarmac resurfacing, lighting installation in the main car park and provision for future EV charging. These project costs would need to be tested in undertaking a tender exercise.

Frimley Lodge Park is not only a local favourite but also attracts visitors from outside the borough and county. The park's popularity is evident in the weekly parkrun, drawing an average of 365 participants every Saturday at 9 am. Despite the current parking challenges, visitor figures over the last three months indicate consistent usage, with September recording 22,121 cars, October with 19,653, and November with 17,418. The monthly average of 19,730 cars reflects sustained engagement, with the majority of visitors staying for over an hour.

The proposed enhancements to the car park come at a substantial cost and without significant investment there is a risk that sections of car park would need to close on safety grounds, limiting access to the public to this much-loved asset. By strategically addressing maintenance needs and optimising spaces, we not only ensure safety and functionality but also explore opportunities for generating additional income. As the park continues to be a focal point for the community, especially during the summer months, there is an urgent need to resolve the condition of the car parks and determine the feasibility of implementing charges to cover the costs of repair and enhancement. Further feasibility work is required to evaluate the most appropriate options with a subsequent report to Executive in due course



### **Lightwater Country Park**

Lightwater Country Park spans 59 hectares of diverse natural landscapes, featuring heathland, ponds, woodlands, meadows, and scrub areas. Notably, the heathland holds the distinction of being designated as a Site of Special Scientific Interest (SSSI), emphasising its high nature conservation value. The park's parking facility, accommodating approximately 200 vehicles, plays a crucial role in supporting visitors exploring the park's offerings, including a café, playgrounds, adventure golf, and day course fishing. Additionally, the Lightwater Leisure Centre operates independently within the site, with around 80 parking spaces falling under its demised lease.

Visitor counting, recently introduced at the park's entrance, aims to provide accurate insights into the number of visits the country park receives. Until these figures are available, conservative estimates suggest an average of 300 daily visitors, all of whom stay longer than an hour.

The current tarmac and gravel surface of Lightwater Country Park's car park are significantly deteriorated, reaching the end of their life cycle and requiring immediate attention due to the increasing risks to public safety that they pose, with the potential for closing sections of the car park causing users of the park to congest adjacent residential roads. To address issues such as potholes, puddling, and worn surface areas, a comprehensive resurfacing and repair project is proposed. The estimated cost for this endeavor, covering both the car park and the main access road throughout

the site, is approximately £800,000. With a projected life expectancy of 20-25 years, this investment ensures a durable and sustainable solution, reaffirming our commitment to maintaining the park's infrastructure for long-term benefit. This investment, if undertaken, would not only enhance the overall visitor experience but also contribute to the sustained functionality and aesthetics of the park's infrastructure. With a substantial level of investment required in the Lightwater Country Park's parking facility, further feasibility work is required to evaluate the most appropriate options with a subsequent report to Executive being brought forward in due course.



### **Frimley Green Recreation Ground**

Frimley Green Recreation Ground accommodates around 100 parking spaces, facilitating visitors enjoying the park's various amenities. Boasting a vibrant atmosphere, the park hosts sports activities such as tennis, football, and cricket. Frimley Phoenix Cricket Club and Frimley Green Football Club, both with substantial memberships, call this recreation ground home. The park's

landscape primarily features open grass areas, complemented by a sizable hill and woodland to the northeast.

The current state of the parking facility reveals aging tarmac and faded bay markings. Although an immediate surfacing upgrade may not be imperative, a review of bay layouts and the application of fresh markings would likely enhance the overall functionality of the area. The visitor numbers witnessed during peak periods underscores the park's popularity within both the local and sporting communities. To address the concern regarding bay layouts we will deploy line markings and implement a PPM plan to maintain the facility moving forward.



### **Mytchett Recreation Ground**

The car park at the recreation ground caters to the needs of visitors to this quaint local park. Comprising approximately 40 unmarked spaces on tarmac and grasscrete surfaces, the park offers a modest yet functional parking area. Mytchett Bowls Club, tennis courts, a small playground, and skate ramps contribute to the diverse recreational activities available within the park.

While the surfacing displays signs of wear, it remains serviceable, providing a suitable base for park visitors. Notably, the tarmac car park would benefit from the addition of marked parking lines to optimise the available space. Despite its compact size, this local park plays a vital role in serving the community, offering a range of activities for residents and visitors alike. The park's amenities, though modest, contribute to a well-rounded recreational experience for the local population, therefore, a refresh of the line markings and bay layouts will be implemented along with a PPM plan to maintain the facility moving forward.



### Watchetts Recreation Ground

The car park at Watchetts Recreation Ground plays a crucial role in serving a diverse range of users. With approximately 100 spaces, this recently resurfaced and re-lined facility is in excellent condition, ensuring a smooth parking experience for visitors. The park caters to a variety of activities, serving as the home ground for Camberley Rugby Club, hosting Camberley Tennis Club, a bustling nursery, and accommodating the grounds maintenance contractor's depot for SHBC.

Additionally, the recreation ground features amenities such as a bowling green, cricket square, playground, and a dog park, contributing to its popularity among residents. With this facility in excellent condition, a PPM plan will be implemented to ensure its upkeep.



### Windlemere Suitable Alternative Natural Greenspace (SANG)

Windlemere's car park serves a unique purpose, providing access to the Suitable Alternative Natural Greenspace (SANG), spanning 15 hectares of natural beauty. Formerly a golf club, remnants of its past, such as bunkers and rows of conifer trees, still contribute to the site's character. Notably, Windlemere is home to a sizable population of the highly protected Great Crested Newt, adding ecological significance to the greenspace.

The gravel car park, accommodating approximately 40 unmarked spaces, ensures a seamless entry point for those seeking to explore this natural haven.

In alignment with Natural England Guidance for SANGs, the car park adheres to conditions that allow for its specific use without deterring users through short-stay parking charges or restrictions. The neutrality in cost to the Council is a distinctive feature, as the SANG is strategically developed to facilitate construction in areas with Special Protection Areas, safeguarding ground-nesting birds. Contributions from developers play a crucial role in funding both the initial purchase and the ongoing maintenance of the car park, ensuring its sustained operation without direct financial burden on the Council. Windlemere stands as a testament to the harmonious integration of ecological preservation, recreational access, and responsible funding practices.

### Chobham Place Wood - Suitable Alternative Natural Greenspace (SANG)



Chobham Place Woods boasts a 20-space car parking facility nestled within a tranquil woodland environment, enveloped by a verdant canopy of trees. It stands out as the first of its kind in alignment with Natural England Guidance for Suitable Alternative Natural Greenspace (SANGs), ensuring compliance with conditions that permit its specific use without imposing short-stay parking charges or restrictions.



While the facility doesn't achieve cost neutrality for the Council, its strategic development aligns with the goal of providing areas for construction in regions with Special Protection Areas, thereby safeguarding ground-nesting birds.

Anticipating a seasonal customer base, the parking area expects dog walkers as primary users year-round, with families becoming more prevalent during the summer months. Owing to its unique woodland setting it is recommended that the recreation & leisure team continues to maintain the facility in accordance with Natural England Guidelines, ensuring its harmonious integration with the surrounding environment.

## Customer Engagement



Ensuring a successful implementation of our strategy involves active engagement with our customers, fostering a collaborative journey where their concerns are addressed, and our offerings are continually enhanced. We recognise the importance of justifying and transparently sharing the rationale behind any changes, particularly when it comes to the implementation of

increased charges. By communicating the substantial improvements to our infrastructure, such as the establishment of safe walking routes, designated family and disabled bays, and electric charging stations, we aim to emphasise our commitment to enhancing the overall customer experience.

## Customer Survey Results

A customer survey was undertaken in December 2023 to establish customer perception of the Council's car parks. The qualitative data received from customers will be used to inform the action plan which will be developed as part of this strategy. Quantitative data around methods of payment and perception of the car parks will inform future amendments to the strategy and how our car parks operate. Future surveys will be conducted to determine if the improvements made in our car parks are reflected by a more positive customer perception.

The key headlines from the customer consultation are:

- Only 25% agreed (or strongly agreed) that our car parks are in good condition or well maintained with 36% neither agreeing or disagreeing and 28% disagreeing or strongly disagreeing.
- Only 53% of respondents were satisfied with the availability of (Council-owned) parking spaces
- Only 18% of respondents paid by cash as a preferred method of payment.
- 78% of respondents stated that having council-owned car parks in the proximity of my destination is important to them
- 54% said they would prefer more secure car park options, for example, more CCTV and Help Points

- 29% frequently and 33% occasionally had difficulty in finding an off-street parking space
- 80% of respondents said they would not be willing to pay more for improved parking facilities with 21% stating that they might or would be willing to pay.

## Multi-Storey and Pay on Foot Footfall – Year on Year & Year to Date

The latest analysis of our footfall data reveals a decline in visitor numbers across the majority of our off-street car parks particularly compared to pre-COVID levels. This decline underscores the lingering impact of the pandemic on consumer behavior and business and employee working patterns. However, amidst this trend, there is a glimmer of optimism as Main Square, Wharf Road, and Watchetts Road stand out as exceptions.

These particular locations are demonstrating resilience, maintaining footfall figures that align with pre-pandemic levels. This anomaly could be attributed to various factors such as strategic positioning, accessibility, or unique attractions that continue to draw visitors despite broader trends of reduced mobility. Understanding the dynamics at play in these areas could provide valuable insights for adapting our strategies to navigate the evolving landscape of post-pandemic consumer habits.

Year	Facility		Facility		Facility		Facility		Facility		Facility		Facility		Facility		Facility	
	MSCP	%	KRCP	%	Bagshot POF	%	SHH-POF	%	Chobham POF	%	Burrell Road POF	%	Wharf Road POF	%	Watchetts Road POF	%	Yorktown POF	%
2019/20	646,340	0	201,772	0	94,743	0	7,788	0	74,572	0	57,168	0	0	0	34,627	0	7,025	0
2020 /21	298,480	-54%	58,846	-71%	9,620	-90%	1,187	-85%	18,530	-75%	5,938	-90%	0	0	1,084	-97%	320	-95%
2021/22	596,811	-8%	142,300	-29%	80,953	-15%	4,476	-43%	50,869	-32%	49,270	-14%	0	0	29,196	-16%	7,412	6%
2022/23	656,397	10%	127,971	-37%	81,865	-14%	3,494	-55%	72,837	-2%	41,177	-28%	17,774	0%	33,189	-4%	3,791	-46%
2023/24 YTD	510,117	-21%	73,357	-64%	78,957	-17%	5,208	-33%	70,362	-6%	38,319	-33%	20,224	14%	30,450	-12%	7,851	12%
2023 / 24 forecast	680,156	5%	97,809	-52%	105,276	11%	6,944	-11%	93,816	26%	51,092	-11%	26,965	52%	40,600	17%	10,468	49%



## Operating expenditure



The operating expenditure for our parking facilities has displayed a consistent upward trend year after year, reaching an anticipated figure of £1.59 million for the 2023/24 fiscal year. This projection exceeds the initial forecast for this year by £143k, signalling a significant deviation from our earlier financial expectations due to unforeseen maintenance costs. Looking ahead to the baseline budget for the fiscal year 2024/2025, we are faced with an estimated operating budget of £1.426 million, surpassing the previous baseline by £131,081. These escalations can be attributed to a multitude of factors, including the prevailing energy crisis, augmented processing fees for electronic transactions, costs associated with cash processing, escalating staff salaries forecast at 4%, and the imperative need for maintaining aging assets. Additionally, the pressing demands to address issues related to Anti-Social Behaviour (ASB), graffiti, and unlawful property damage have imposed further financial strain.

Given these circumstances, across the board increases in the Council's parking charges are not only a strategic necessity but are clearly a prudent financial measure to ensure that SHBC parking facilities remain viable and do not over burden the Borough Council Tax payers.

## Capital expenditure



In response to the pressing need for asset upgrades and replacements within our facilities, the Automatic Numberplate Recognition System (ANPR) and Stairwell Project the financial forecast for the current year necessitates a capital expenditure requirement of £715,262 for the 2024/5 fiscal year. Recognising the urgency of these requirements a further £142k has been allocated for immediate action and allocated for the 2023/4 fiscal year. Much like the increases in our operational budget, these capital investments are primarily attributed to the maintenance and replacement of aging assets.

## Maintenance & Improvement Summary

Location	Structural Survey	ANPR	Graffiti	PPM	Cleaning	Fire Safety Systems	Lighting	Safe Routes	CCTV	Signage	Pay Machines	Markings	Potholes/repairs	Lift Replacement	Shrubbery / Landscaping	
Bagshot	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	Yes	Yes	No	N/A	Yes
Balmoral Drive	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	No	N/A	Yes
Bisley	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	No	N/A	Yes
Burrell Road	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	No	N/A	Yes
Chobham High Street	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	Yes	Yes	No	N/A	Yes
Chobham Place Wood SANG	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	No	Yes	N/A	Yes
Deepcut	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	Yes	N/A	Yes
Frimley Green Recreation Ground	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	Yes	N/A	Yes
Frimley Lodge Park	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	N/A	No	N/A	Yes
Heatherside	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	Yes	N/A	Yes
Knoll Road	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Lightwater Country Park	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	Yes	N/A	Yes
Main Square	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Mychett Recreation Ground	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	Yes	N/A	Yes
Prior Road	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	Yes	N/A	Yes
Portesbury Road	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	No	N/A	Yes
Surrey Heath House	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	Yes	Yes	No	N/A	Yes
Watchetts Recreation Ground	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	Yes	No	N/A	Yes
Watchetts Road	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	Yes	Yes	No	N/A	Yes
Wharf Road	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	Yes	Yes	No	N/A	Yes
Wilton Road	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	Yes	Yes	Yes	N/A	Yes
Windlemere SANG	N/A	N/A	No	Yes	Yes	Yes	N/A	Yes	Yes	N/A	Yes	N/A	N/A	No	N/A	Yes
Yorktown	N/A	N/A	Yes	Yes	Yes	Yes	N/A	Yes	Yes	No	Yes	Yes	Yes	Yes	N/A	Yes

Key	
Yes	Work is required
No	No work identified at the time of the Survey
N/A	This category is not applicable to this location

## 2024 Proposed Parking Tariffs

The research on this strategy uncovers a historical lapse in implementing Preventative Planned Maintenance (PPM) plans, and investment in facility improvements to keep pace with regulations and resident expectations, leading to the deterioration of SHBC parking facilities. Coupled with rising operating expenditure, energy costs, and supplier expenses, there is an additional operating expenditure of £152k for the current fiscal year and an anticipated £131k for the next, excluding capital costs (principal and interest). Whether attributed to past budgetary shortcomings or administrative lapses, safeguarding the public purse clearly requires that these costs are borne by the end user. The council aims to cover all its car parking related costs, across the whole portfolio of locations, be they operating or capital, to avoid subsidising users be they resident or non-resident, leisure or business related.

To address these financial challenges, the recommended approach involves aligning most council-owned facilities tariffs and moving to a 7-day tariff where the charge is the same across the whole week. These adjustments constitute strategic measures toward ensuring a more sustainable financial model for the future, the car parking portfolio becoming sustainably cost neutral across the borough, and upholding the continued provision of well-maintained parking services.

POF	2023	Proposed
	TARIFFS	2024 TARIFFS
Up to 30 minutes	Free with Ticket	
Up to 1 hour:		£1.00
Up to 2 hours	£1.00	£1.50
Up to 3 hours	£1.50	£2.00
Up to 4 hours	£2.00	£2.50
Up-to 5 Hours	£2.50	£3.00
Up to 6 hours	£3.00	£3.50
Up to 7 Hours	£3.50	£4.00
Up to 8 hrs	£4.00	£4.50
Over 8 hrs	£4.50	£5.00
Evening Rates 18:30 to 06:00	Free with Ticket	
A ticket must be displayed during free periods		

Main Square	2023	Proposed
	TARIFFS	2024 TARIFFS
Up to 2 hours	£2.20	£2.60
Up to 3 hours	£2.90	£3.50
Up to 4 hours	£4.30	£5.20
Up to 6 hours	£6.20	£7.40
Up to 10 hours	£9.00	£10.80

SHH Weekends Only	2023	Proposed
	TARIFFS	2024 TARIFFS
Up to 2 hours	£1.60	£2.30
Up to 3 hours	£2.60	£3.10
Up to 4 hours	£3.60	£4.60
Up to 10 hours	£5.00	£6.00

York Town	2023	Proposed
	TARIFFS	2024 TARIFFS
Up to 30 minutes		Free
Up to 1 hour:		£1.00
Up to 2 hours	£1.00	£1.50
Up to 3 hours		£2.00
Up to 4 hours		£2.50
Up-to 5 Hours	£2.50	£3.00
Up to 6 hours		£3.50
Up to 7 Hours		£4.00
Up to 8 hrs		£4.50
Over 8 hrs	£3.00	£5.00
Evening Rates 18:30 to 06:00	Free with Ticket	
A ticket must be displayed during free periods		

Knoll Road	2023	Proposed
	TARIFFS	2024 TARIFFS
up to 1 hour	£1.20	
Up to 2 hours	£1.90	£2.30
Up to 3 hours	£2.60	£3.10
Up to 4 hours	£3.80	£4.60
Up to 10 hours	£5.00	£6.00

Resident Permits	2023 Cost	2024 Cost
Bagshot	£100	£120
Burrell Road	£100	£120
Chobham High Street	£100	£120
Watchetts Road	£100	£120
York Town Car Park	£100	£120
Portesbery Road	£100	£120

## **Continuous Review & Action Plan**

This document will be subject to periodic review to ensure it remains current and relevant. An Action Plan will be developed which will prioritise the works specified within the Strategy and more specifically focus on the works set out within the Maintenance and Improvement Summary. Progress against the Action Plan will be routinely reported as part of the Council's quarterly Annual Plan updates.

**February 2024**

Surrey Heath Borough Council  
Knoll Road, Camberley GU15 3HD

