

Appendix A – summary of progress against Strategy Actions

REF	Action	Progress
AA1	Promote the use of cycling by improving cycling infrastructure throughout East Herts.	<p>The Parking Strategy is a tool to help encourage and nudge behaviour change, particularly through tariff changes to discourage car visits to town centres. However we recognise a comprehensive approach is required with investment in additional infrastructure.</p> <p>The LCWIP is a key part of this approach, consultation for which is now complete. Further details, including the full report, may be found here. Routes with the greatest potential demand and benefit for local people have been identified as ‘priority network’ and assessed for suggested changes. These are currently concepts and all routes will undergo further design/feasibility work and public engagement after the plan is adopted. The Parking Strategy will accommodate any approved changes or improvements as they come forward.</p>
AA2	Work with the Hertfordshire County Council/Schools to engage and educate families on alternative modes of transport.	<p>Most schools in the district have adopted sustainable travel plans setting out how this can be achieved. East Herts enforcement agents visit all schools in the district (secondary and junior) twice every month during drop off and pick up times. This helps act as a deterrent rather than leading to lots of tickets being issued as most drivers will not contravene parking restrictions when they are present. Changing behaviours outside of these visits is more challenging however.</p> <p>In the spring and summer of 2025, the council ran a social media campaign ‘Pedal or Stroll’ to highlight local walking and cycling routes and encourage active travel. This used calendar hooks for the content, such as school holidays and national walking days and months.</p> <p>National ‘Walk to School Week’ takes place from 20-25 May 2026. The council will use this as an opportunity to work with Hertfordshire County Council to promote active travel within our local schools.</p>

<p>AA3</p>	<p>Collaborate with partners to expand the provision of off-street and on-street EV chargepoint infrastructure</p>	<p>EV Concession recently awarded to ensure 10% of all spaces in EH car parks (collectively) will be EV in time. Roll out will begin in Sawbridgeworth and then follow to other areas. The project will initially deliver 193 live chargers over three years with 44 more made ready for future demand.</p> <p>The Local Electric Vehicle Infrastructure (LEVI) tender is also now awarded and will deliver a proposed 478 onstreet chargers, again over three years, throughout the district.</p> <p>Both projects have used commercial leverage to ensure rural areas with less demand will also be well served with charging provision.</p> <p>The council is confident that the EV bays will be well utilised to ensure car parks operate at the optimum in terms of supply and demand to support local businesses, residents and visitors. Officers will closely monitor usage.</p>
<p>AA4</p>	<p>Introduce time-based pricing for parking whereby there are higher tariffs during peak times and lower tariffs during off-peak times.</p>	<p>The proposed new tariff structure is not based on premium times (except for Sundays which are cheaper). Instead there is a recognition that the main towns (Hertford, Bishop's Stortford and Ware) are busier and therefore have higher rates than the smaller towns (Sawbridgeworth, Buntingford and Stansted Abbots). Within this there is also a recognition that some car parks such as Apton Road and Basbow Lane in Bishop's Stortford are "premium" levels with cheaper rates at Northgate End (this is also the case for Old London Road in Hertford). The idea behind this is encourage more usage of the cheaper car parks, freeing up capacity elsewhere.</p>
<p>AA5</p>	<p>Explore opportunities to implement an emissions-based charging structure to permit parking or car park charges.</p>	<p>This was considered as part of the recent review of the RPZ policy and included as a possible recommendation for future implementation by Citisense, who undertook the review. However due to the complexity of implementing it has not been progressed at this time. For car parks, it requires an expensive integration with the P&D machines to the DVLA database to ensure vehicle details are correct and appropriate charges can be applied in real time. If at any point our P&D arrangements go fully online, this would be much easier to implement (the integration for this for online payments only is much more straightforward)</p>

<p>AA6</p>	<p>Lobby Hertfordshire County Council and public transport providers to enhance public transportation infrastructure.</p>	<p>This is an ongoing objective and done mostly through larger developments such as HGGT. Public Transport providers will always be concerned about the viability of routes and services and require surety of patronage before they are willing to invest. Strategic scale schemes can offer reasonably accurate forecasts on patronage and such schemes can be required to fund new provision and routes through legal agreements for a period of time. Developers can be required to offer incentive packages such as welcome packs and travel vouchers to encourage patronage, but longer term success and viability of public transport services relies upon multiple factors external to the strategic sites, including regimes over parking cost and availability at key destinations. If it is cheaper to park in town for a few hours than to take a family of four by bus there and back, taking the car is the more attractive option.</p> <p>Strategic planning, which takes account of cross-border growth can encourage authorities to plan for more strategic provision of public transport such as the HERT (Herts and Essex Rapid Transit) scheme, which is intended to connect large centres of growth across Hertfordshire into the neighbouring town of Harlow in Essex. However, the scale of intervention and investment required to deliver such schemes will require national funding and support to deliver. Major developments such as the Gilston Area (10,000 homes) can forward plan now to be able to support the HERT services in the future but County-wide support and funding will be required.</p> <p>Much interest is given to reducing the number of spaces provided at homes as a way of discouraging multiple car ownership and encouraging walking and cycling as the more convenient option, and new strategic developments are planned to provide day to day services within walking distances of new homes. But this must be balanced with ensuring informal parking does not cause problems elsewhere when home owners have multiple vehicles regardless.</p>
<p>BA1</p>	<p>Review the all-day parking</p>	<p>Changes proposed from 6 April which include changing existing configurations to enable</p>

	tariff option for some town centre car parks to better utilise car parking spaces for shoppers/users.	more short stay and quicker turnover. For example on Gascoyne Way level A, removal of some blue badge spaces on NGE ground floor, removing Long Stay from one part of Kibes Lane and introducing a 3 hour maximum stay at the Library Car Park, Ware)
BA2	Review parking tariffs to maximise the use of under-utilised car parks and rationalise car parking where appropriate.	Changes proposed for 26/27 and links to BA1 and AA4. Aswell as encouraging greater turnover of spaces by creating more short term use, Northgate End in Stortford and Old London Road in Hertford remain with a cheaper rate to encourage further use. Both of these car parks are not operating at capacity currently.
BA3	Benchmark parking charges against neighbouring or similar authorities	This was undertaken as part of the changes to the 2025/26 tariff changes to ensure we are in line with similar areas. As part of the proposed changes to blue badge charges, benchmarking was also undertaken on other areas who have adopted similar approaches. Benchmarking will be undertaken again in the 2027/28 fees and charges process on overall tariffs.
BA4	Review parking tariffs to improve dwell time in high footfall areas	This links to BA2, BA1 and AA4. We know that some of the proposed changes such as premium pricing in some Stortford car parks is making an impact in terms of directing cars to Northgate End however the level of impact on behaviour change and dwell time is unknown. By the end of the financial year we will have 12 months' worth of data in which to identify any trends.
BA5	Review all off street concession parking including blue badge and carers	Changes proposed for implementation from 6 April 2026. This includes creating a chargeable period for blue badge permit holders after 3 hours.

BA6	Review existing charges, including locations and hours. Work to make charges easier, fairer and more consistent while acknowledging the different characteristics of each town and village	Changes proposed for implementation from 6 April 2026. This includes implementing consistent tariffs for weekend charges in Sawbridgeworth, Stanstead Abbots and Buntingford, which are different to the larger towns (Hertford, Bishop's Stortford and Ware)
BA7	Review the current Resident Permit Zones (RPZs) and the need for new RPZs.	<p>New RPZ policy was adopted by Council in October 2025. This follows on from a review conducted by a Citisense to look at possible changes and ways of making it easier to implement schemes. As a result of this we have been able to unlock appetite to progress some schemes. Currently the roadmap for considering new schemes is as follows:</p> <ul style="list-style-type: none"> • Gladstone Road, Ware: scheme about to be formally launched through creation of new traffic regulation order (will also include some changes to yellow lines). Likely implementation in 2-5 months (depending on time to seal order following statutory consultation and implementation of signage, etc) • New Road, Ware: survey completed. Consultation with residents due to begin. If this is supported, likely implementation to be 12 months • Tamworth Road and/ or Currie Street. Public petition received expressing an interest, supported by Ward Members. Survey will begin as soon as Gladstone Road scheme is implemented. Section 106 funding in place to support this. • Woodlands and/ or Stortford Hall Park (Stortford). Residents gathering evidence of issues caused by airport parking. Parking Team in consultation with MAG about funding to support moving to consultation stage. • Park Street, Hertford. Residents have expressed interest and supported by Ward Members. Survey timescales not yet defined. • West Street, Hertford. Survey timescales not yet defined.
BA8	Exploring the introduction of business and resident permits for car parks	There are already some business and resident permit arrangements in place. For example B7, Stortford, which some dedicated business permit use spaces in place. In Bowling Green Lane Buntingford, and Crown Terrace, Stortford residents permits are also available at market rate. No one has applied as of yet. In regards to Northgate End there are also bays

		exclusively for business use, at market rate. Further work analysis planned in 2026/27 to explore issues around lack of take up on residential side. Learning from a trial scheme in Chantry Lane, Stortford, where businesses could use residential spaces, indicated an issue were the restrictions on use (eg. Cant use Saturday) and the requirement to pay the full amount upfront.
BA9	Explore opportunities for making parking payments more consistent across the district	National Parking Platform has launched – this enables all customers to pay using any car park app.
BA10	Explore the introduction of a seasonal parking pass for local workers.	Links to BA8 – further work planned in 2026/27.
BA11	Conduct a district-wide review of the functionality and operability of all pay and display machines	These are kept under review in terms of maintenance and status. ACPOA provide a monthly report in their status which we act upon where required. Issues on the day are also reported however where they aren't working this often relates to the online payment software rather than the machines themselves The P&D machines are considered reliable overall with an average of one machine going out of order daily and returned to service within four hours. Longer term, there may be an appetite to remove these machines and have online only payments; however support for this approach is not yet significant enough to take forward.
CA1	Promote existing support for Carers to park throughout the District.	The RPZ policy does make provision for carer's parking. Currently there are 185 carer's permits being used in the district. Most of these are for carers registered to specific companies who visit residents living in permit zones. A small number are also for family members who undertake caring responsibilities. The charge for these are £50 per year.
CA2	Encourage the use of virtual permits over paper permits to facilitate a more environmentally conscious approach	Residents are encouraged to go online for permits however the online system doesn't offer the level of flexibility they sometime require – often hourly slots between different vehicles for people visiting who could be family members, construction vehicles etc. Residents will visit reception to obtain paper copies of these vouchers. Our longer term plan is to phase these out however that can only be done when permitsmarti (the online system) offers this additional flexibility. Currently we have not allocated any additional investment for this.

CA3	Regularly review car park capacity	Car park capacity and spend is monitored regularly and the Portfolio Holder receives a monthly update. By the end of the 25/26 year we may be in a position to identify patterns which could lead to a change in overall capacity and distribution. Current information indicates that Elm Road is the only car park in the district generating less revenue than previous year.
CA4	Review charge levels for vehicles based on size, including motorcycles.	Links to AA5. This was considered as part of the recent review of the policy review and included as a possible recommendation for future implementation. However due to the complexity of implementing it has not been progressed at this time.
CA5	Improve parking enforcement operations to ensure they actively contribute to environmental objectives.	New contract awarded in late 2025 and will launch in January 2026. Enforcement agents are also using air quality monitors to help track air quality in our town centres. This data is being shared with colleagues in East Herts Council.
CA6	Explore opportunities to provide incentives for car-sharing/car-pooling	<p>East Herts trialled an e-car scheme between 2018 – 2022, using leased electric vehicles. They were for EH use only during business hours and then hireable by members of the public outside of these hours. After running the scheme for 3 years we couldn't make it financially sustainable – the level of demand from the public was not enough to cover the additional insurance and maintenance costs. As part of the Old River Lane development however we will be implementing a car share scheme with Cityheart to support the residential units being built. This is likely to be designed closer to the completion date of the scheme (TBC but earliest will be 2028/29)</p> <p>There is also scope to consider allocation of spaces within existing or new RPZs specifically and exclusively for the use of shared cars/car club vehicles. This would seem like an ideal test as it would offer a balance between the space for vehicles being constantly under</p>

		<p>pressure and the attraction of a number of households sharing access to a car(s) and just having the responsibility for a car when they need to use it. If successful, this could potentially lower the overall number of vehicles and so release more space to those that retain individual cars. A suitable test/ pilot scheme would need to be found.</p>
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