APPENDIX 2

Dover District Parking Strategy

DOVER DISTRICT COUNCIL

Version 2.1

24 September 2025

Dover Parking Strategy

Contents

Executive Summary

Executive Summary

This Parking Strategy document has been created to supplement the Dover District Local Plan, which was adopted in October 2024 and sets out the policies and plans to guide future development of the District to 2040.

The Strategy specifically aims to achieve the following:

- Create an updated understanding of the car parking situation in Dover, Deal and Sandwich town centres, as well as selected rural car parks (**Part 2**)
- Benchmark the District's parking offer against appropriate regional comparators in Kent and neighbouring counties (**Part 3**)
- Present the results of parking surveys commissioned to provide evidence for the Strategy (**Part 4**)
- Analyse future scenarios for parking in the District to 'future-proof' Strategy recommendations (**Part 5**)
- Engage with key stakeholders to ensure their views are reflected in the Strategy (**Part 6**)
- Make a series of recommendations for parking in the District, split into area-specific and District–wide recommendations (**Part 7**)

The **top five recommendations** made in Part 7 (in terms of overall impact) are summarised on the next slide, followed by a full introduction to the Strategy and its context (**Part 1**).

Aims of the Strategy

Provide data and insight needed to tackle existing and future challenges around car parking

Consolidate the Council's policy approach towards car parking

Set out actionable measures to improve the Council's car parking offer

Key Activities Underpinning the Strategy

Parking surveys recording occupancy and duration of car parks across the District

Future demand supply analysis and benchmarking against comparator towns

Engagement through a public engagement survey and engagement sessions with Dover District Councillors, Town and Parish Councillors, and the Port of Dover

Top five recommendations

ID	Recommendation	Lead	Timescale	Cost to DDC	Economic Impact	Social impact	Environment impact	Revenue impact	Rationale
DO5	**Planned developments on car parking sites:** as per the Local Plan at Albany Place, Camden Crescent and Woolcomber Road	DDC / Developers	Long	Low	+++	++	0	Developer contributions: **£££** Parking revenue: **Negative**	Will unlock investment and growth in Dover town centre, including developer contributions, whilst still meeting forecast parking demand.
DE1	**Changes to tariffs and maximum stays**: 3 hours at Stanhope Road, Union Street, Beach Street off street and West Street, and higher charges for longer stay parking	DDC	Short	Low	+	+	+	**££**	Encourages higher turnover of parking, meaning more people are able to visit Deal town centre if parking demand exceeds supply.
SA1	**Changes to tariffs and maximum stays**: 3 hours at Guildhall, and higher charges for longer stay parking	DDC	Short	Low	+	+	+	**££**	Encourages higher turnover of parking, meaning more people are able to visit Sandwich town centre if parking demand exceeds supply.
O1	**Introduce charging at rural car parks**: for stays of more than one hour	DDC	Short to Medium (ongoing)	Low/ Medium	0	0	+	**£**	Covers the costs of maintaining rural car park assets.
O6	**Review of permit zones and caps**: whether existing zones should be split and whether permits should be capped	DDC	Short	Low	0	+	+	0	Key next step to ensure that permits are managed in line with Strategy recommendations and wider priorities.

Part 1

Introduction

Introduction

Why is the Parking Strategy needed

In the context of a growing population and the need for decarbonisation, it is vital for the Council to assess the role of car parking in our town centres both now and in the future. The Strategy aims to identify the tools the Council can deploy to help it address social, economic, environmental and transport-related challenges by exploring the role that car parking can play in decarbonisation, development and economic growth, and ensuring access to services and opportunities for all.

Parking is a crucial element of Dover's transport network, yet car parking policy and decisions affecting provision have often been considered across a range of separate policy documents. This Parking Strategy provides a consolidated approach across the three key town centres and rural and coastal areas, resulting in a single point of reference for proposed future actions.

Aims of the Strategy

- Provide data and insight needed to tackle existing and future challenges around car parking
- Consolidate the Council's policy approach towards car parking
- Set out actionable measures to improve the Council's car parking offer

What is the Parking Strategy

The Parking Strategy provides recommendations for the Council to implement and manage. The recommendations identified build on an assessment of existing conditions and forecasting of future conditions. The following chapters of this report provide:

- Existing parking provision and policy context (Part 2)
- Benchmarking against similar authorities (Part 3)
- Results of the 2024 occupancy and duration surveys (Part 4)
- Future scenarios and associated projections (Part 5)
- Summary of engagement activities (Part 6)
- Recommendations (Part 7)

Introduction

About Dover

Dover District stretches out across the southeast Kent coast, from Port Richborough in the north to Capel-le-Ferne in the south. Its urban fabric is broadly made up of three town centre areas, each acting as a focal point for local communities, and each with its own unique characteristics and geographical context.

Dover, Deal and Sandwich together form a multi-polar borough and each function as their own independent town centres. Dover proper is the District's largest urban centre and a major international gateway for logistics and passenger traffic. The Major Road Network (A256 and A20) therefore runs directly into and through the town centre. Deal is a local retail and coastal destination, and the smaller Sandwich also has a strong visitor economy, with all three towns connected sequentially by rail. Each area necessitates tailored consideration regarding parking and wider transport issues.

Dover has grown modestly over recent decades, from almost 99,000 in 1991 to 116,000 in 2021[1], according to UK Census results. This is predicted to increase further to 139,000 in 2040[2], as new housing developments are brought forward in line with the Local Plan.

The Role of Car Parking

Relatively low-density development across the District, distances between town centres and numerous 'out of town' employers mean that driving has often been the preferred choice for trips across and out of the District. Over 65% journeys to work were made as a driver or passenger in a car or van according to the 2011 Census[3 4] and 80% of households had access to at least one car or van in 2021[1].

Moreover, an ageing population in the District has the potential to exacerbate mobility challenges. In 2021, 24% of the population were aged over 65[1] and 3% were aged over 85[1]. Across England, only 18% were aged over 65 and 2% aged over 85[1].

Given the key role private vehicle travel plays across Dover, the topic of parking, specifically car parking, is of high importance to residents, businesses and visitors. Whilst Dover has a reasonably strong bus network in terms of coverage and frequency, and opportunities for walking and cycling at the local level are often high for shorter journeys, some people are ultimately reliant on private vehicles for access to key services and opportunities.

Offering greater travel choices to communities is important in facilitating flexibility and independence. Moreover, with the UK committed to achieving net zero carbon emissions by 2050, and a push at all levels of government to decarbonise transport and travel, it is important to consider the role of car parking in an evolving transport system, and how it can be used in responding to existing and emerging challenges.

[1] Census 2021. Nomis - Official Labour Market Statistics.

[2] Population projections for local authorities. Table 2. Office for National Statistics.

[3] Census 2021. Nomis - Official Labour Market Statistics.

[4] Census 2011 data for travel to work is preferred as it was not impacted by restrictions to travel imposed in 2021 because of the Covid-19 pandemic.

Part 2

Car Parking in Dover

Car Parking Policy Background

Link between parking and policy

Decisions about parking provision across Dover need to align with the principles set out in relevant national, sub-national, Kent-wide and local Dover policy and supplementary planning documentation where applicable. Parking straddles both transport planning and spatial / development planning as it is fundamental for part of the transport network (i.e. at the start and end of all journeys); and often occupies high-value land parcels across town centres, thus competing with other land uses. Policy documents from the national to the local level set out a range of priorities in relation to parking and car use more generally, which need to be considered when shaping Dover's future car parking offer.

National policy direction

In line with the Traffic Management Act (2004), management of public parking is the responsibility of the local authorities – typically on-street parking at the local highway authority level (i.e. Kent), and off-street parking at the local planning authority level (i.e. Dover). However, planning, transport and other related policy set out by the government at the national level will have consequences on vehicle use and planning decisions involving parking sites.

The UK government has committed to achieve net zero carbon by 2050, and most recently pledged to cut carbon emissions by 81% before 2035. The UK transport sector accounted for 34% of carbon emissions in 2022[2] meaning that decarbonisation of road traffic, whether by changing to alternative sources of energy or shifting to using alternative modes of travel (or even less travel), is an increasing priority. In 2023, the Transport Decarbonisation Plan built on the previous Road to Zero Strategy (2018). It identified using parking policies as part of the approach to decarbonising transport, including the provision of electric vehicle charge points in residential and commercial developments.

[2]Department for Energy Security and Net Zero (2023). 2022 UK greenhouse gas emissions, provisional figures.

The National Planning Policy Framework (2023) sets out a requirement for 'promoting sustainable transport', emphasising the need to integrate sustainable transport policies into urban planning and development, including consideration of car parking provision. It suggests that parking standards need to account for accessibility, public transport availability, surrounding type of mix of land uses, local car ownership levels and adequate provision of electric charging infrastructure. Consideration of parking in urban centres should account for convenience and safety/security.

Sub-national policy direction

Transport for the South East is the sub-national transport body covering the South East of England, including Kent. Its Transport Strategy (2020) places emphasis on leveraging transport policy to reach a range of economic, social and environmental goals. The strategy discusses a lack of lorry parking around international gateways in the region and calls for additional provision. In urban areas, it identifies parking pricing and supply as key levers in making encouraging sustainable alternatives to car use.

Kent policy direction

Kent County Council's Draft Local Transport Plan (LTP5) sets out the over-arching strategy and objectives for improving local transport in Kent, outlining several relevant policy outcomes and associated objectives as follows:

- Outcome 5: Deliver a transport network that is quick to recover from disruptions and future-proofed for growth and innovation, aiming for an infrastructure-first approach to reduce the risk of highways and public transport congestion due to development.
- Objective 5a: Modernising the provision of on-street parking enforcement, reducing the amount of forecast future congestion and crowding by delivering the LTP, and using innovations in transport services to help achieve Policy Outcome 5.

Car Parking Policy Background

Kent policy direction (continued)

The Kent Vehicle Parking Standards (2006) set out minimum parking standards across residential and commercial use classes, as well as minimum provision for blue badge holders. It likewise considers best practice for the design and layout of parking bays and accommodation for powered two-wheelers and bicycles. The document makes some exemptions for urban areas, where a reduction in standards may be acceptable where there are good public transport, walking and cycling links, as well as proximity to essential services. It should be noted that maximum standards for vehicles are increasingly deemed good practice.

There was a Kent Design Guide update to these parking standards in 2021, emphasising the need for parking for all types of vehicles to be considered (adding standards for electric vehicle parking) and seeking to achieve a balance between ensuring adequate provision and encouraging travel by sustainable modes.

Although standards for parking provision in town centres/urban areas remained largely unchanged, minimum bay sizes were increased slightly to 5.0x2.5 metres (m), up from 4.8x2.4m in the 2006 document.

Dover policy direction and supplementary guidance

The Dover Local Plan sets out a vision and framework for the future development of Dover District. The Local Plan is a key document at the centre of the planning process and provides the framework against which all planning decisions are assessed.

The Local Plan states that electric vehicle charging infrastructure should be provided for all new houses and flats with dedicated parking, and for all other new developments where 10 or more new car parking spaces are provided.

The document sets out that the Council will be reviewing all parking standards as part of a wider review which will define maximum car parking standards for new developments. Ahead of this Dover will continue to rely upon KCC derived standards. Residential development with no parking provision will be encouraged in appropriate locations but is not mandatory.

The Local Plan also sets out planned development sites up to 2040, including on sites that are currently used for off-street parking. This fed into the future scenarios work carried out for this Strategy, to ensure that likely plans for changes to provision up to 2040 were considered.

In terms of enforcement, the Dover Parking Enforcement Policy outlines the objectives and approach to parking enforcement in Dover, a key tenet of car parking management and ensuring that wider transport goals can be achieved. This policy is reviewed on an annual basis.

The objectives of the policy cover maintaining traffic flow, maintaining equitable distribution of spaces, ensuring safety and access for all vehicles (such as those Blue Badge, taxis, goods vehicles). The statement of intent outlines that enforcement will be fair and consistent in approach and applied daily including holidays.

The Dover Off-Street Car Parking Order establishes regulations for the use of car parking spaces by type of vehicle and by purpose of stay. This covers all types of parking including permits and ticketed parking.

Car Parking Policy Summary

Key policy themes

There are themes that appear in multiple policy documents and planning guidance. These 'key' themes underscore the evolving role of car parking in planning and transport policy for the coming years and highlight challenges and opportunities for this strategy to address through its recommendations. The key themes are:

- Ensuring access for all to key services and opportunities by providing sufficient parking capacity, particularly for 'blue badge' holders.
- Creating attractive and healthy environments, by mitigating the impact of car parking on the public realm.
- Decarbonising the transport sector through greater uptake of public transport and active travel where possible.
- Decarbonising vehicle use by transitioning to electric vehicles and providing appropriate infrastructure to support this.
- Reviewing costs of parking to ensure the attractiveness of alternatives, without compromising the financial viability of vehicle use for those that rely on it.

Policy hierarchy

UK Government	→	Transport for the South East	→	Kent County Council	→	Dover District Council
National		Sub-national		Regional		Local

Current Parking Supply

Parking supply in Dover town centre

Parking supply in Dover town centre is characterised by a network of Council-owned and managed car parks supplemented by substantial private parking. The Pencester Road high street area is well-served by Pencester Road, Maison Dieu, Stembrook and Norman Street car parks, whilst towards the seafront there is provision in terms of Woolcomber Road, Camden Crescent and (to a lesser extent) Albany Place. On-street parking is available primarily along Pencester Road, Castle Street and the waterfront.

St James Retail and Leisure Park provides over 400 parking spaces in a strategic central location but is privately owned and managed. Morrisons/Castleton and Charlton Shopping Centre are two large private car parks on the outskirts of the town centre. Dover Priory station also has a car park, though again this is slightly further afield of the main town centre area. There are further hundreds of additional parking spaces at the Port of Dover, just south west of the town centre.

Source: Open Street Map

Council parking supply by site

Car Park	Total spaces	Blue badge	EV charging
Albany Place	92	2	2
Camden Crescent	75	2	0
Maison Dieu	81	5	4
Norman Street	43	2	0
Pencester Road	54	2	0
Stembrook	78	7	0
Woolcomber Road	51	1	0
Dover Total (DDC)	**474**	**21**	**6**

Current Parking Supply

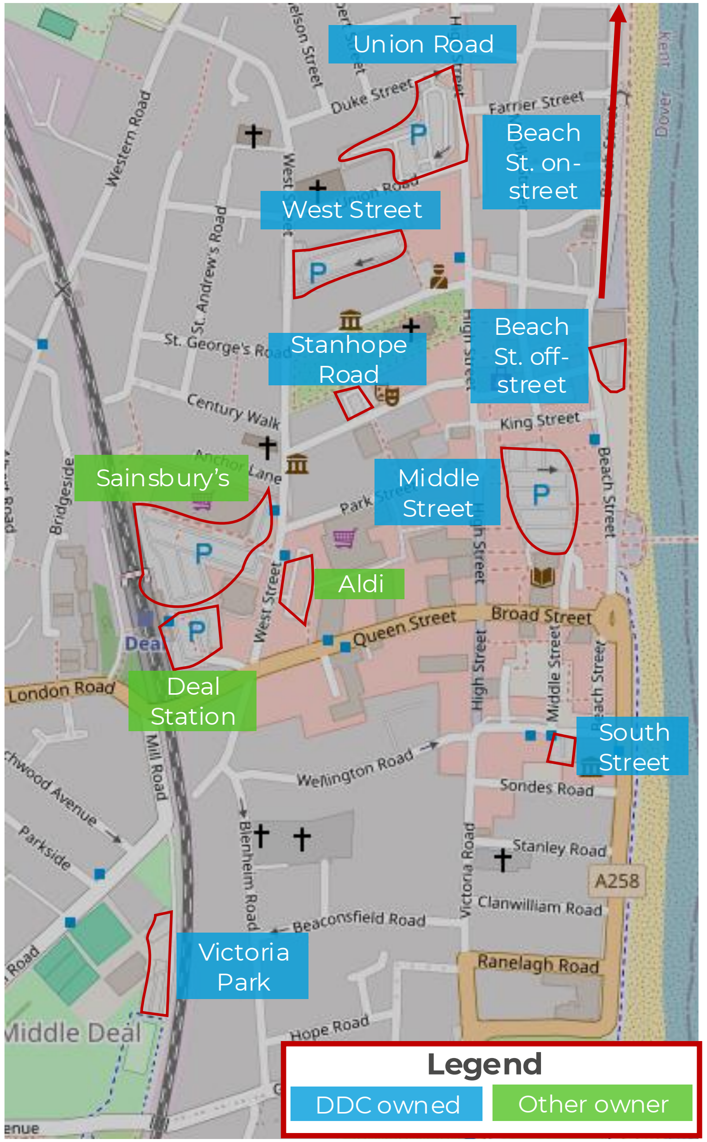
Parking supply in Deal town centre

Parking supply in Deal town centre is characterised by off-street Council owned and managed car parks supplemented by limited private parking. Middle Street car park is the largest in the town centre and the most centrally located, closely followed by Union Road to the north in terms of size. There is substantial on-street parking on Beach Street between The Royal Hotel and Dolphin Street (just off map to the north).

Private parking supply is concentrated just west of the town centre in terms of Deal railway station, Sainsbury's and Aldi, though the latter is customers only. Victoria Park car park is a free car park, maximum stay 5 hours, located south of the town centre closest to Deal railway station.

Council parking supply by site

Car Park	Total spaces	Blue badge	EV charging
Beach Street off-street	38	4	2
Beach Street on-street	119	11	0
Middle Street	175	11	3
South Street	14	2	0
Stanhope Road	29	2	0
Union Road	151	5	4
Victoria Park	30	0	0
West Street	107	6	4
Deal Total (DDC)	**663**	**41**	**13**



Source: Open Street Map

Current Parking Supply

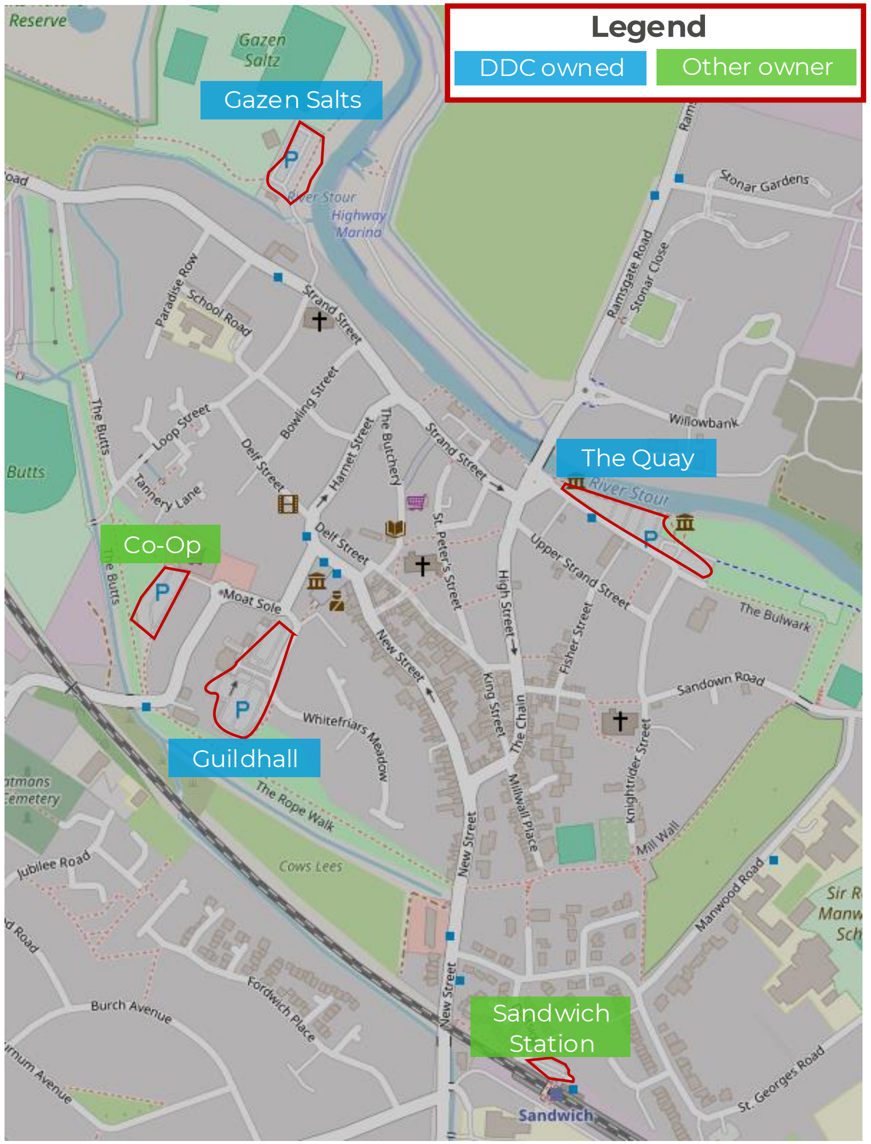
Parking supply in Sandwich town centre

Parking supply in Sandwich town centre is dominated by three key Council car parks at Gazen Salts, Guildhall and The Quay, respectively. Guildhall is the most centrally located, though all three are within walking distance of retail and leisure opportunities and key services in the town centre.

There is limited private parking supply at the Co-Op supermarket and further afield at Sandwich railway station.

Council parking supply by site

Car Park	Total spaces	Blue badge	EV charging
Gazen Salts	101	4	3
Guildhall	175	5	3
The Quay	146	5	4
Sandwich Total (DDC)	**422**	**14**	**10**



Source: Open Street Map

Current Parking Supply

DOVER DISTRICT COUNCIL

Further parking supply to note

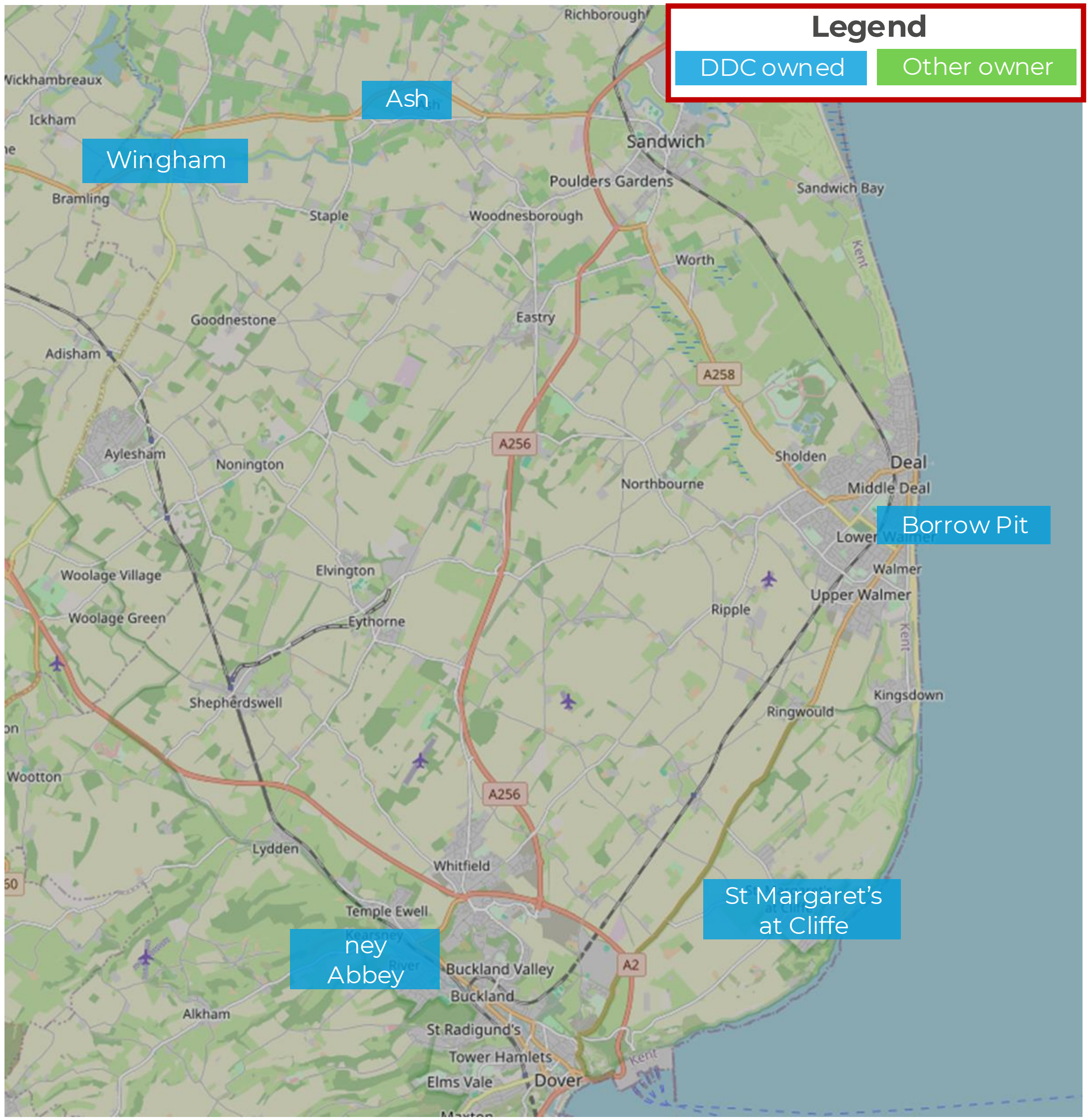
Several other car parks in the District were also looked at as part of occupancy and duration surveys. These are:

- ney Abbey Main car park in Dover
- Borrow Pit car park, to the south of Deal towards Walmer
- St Mary's Meadows/High Street car park in the village of Wingham
- The Street and Queens Road car parks in the village of Ash
- Reach Road car park in the village of St Margaret's at Cliffe

These car parks were surveyed to gain a better understanding of rural and coastal parking in the District in a proportionate way, as well as to cover specific areas of interest to the Council. They are all currently free car parks.

Council parking supply by site

Car Park	Total spaces	Blue badge	EV charging
ney Abbey Main	93	2	0
Borrow Pit	120	0	0
St Mary's Meadows/High Street, Wingham	18	0	0
The Street, Ash	19	1	0
Queens Road, Ash	25	2	2
Reach Road, St Margaret's at Cliffe	46	1	0
Other Total (DDC)	**258**	**6**	**2**



Source: Open Street Map

Current Management and Fare Collection

Management

All car parks managed by Dover District Council are joined up with consistent signage and information provision, including appropriate contact details for the Council. The Council provides CCTV surveillance at most sites whilst toilet facilities are generally managed by Town Councils (e.g. at Borrow Pit car park in Walmer and The Quay in Sandwich).

Fare collection

The Council offers three payment options across the car parks, including:

- Cash (coins only)
- RingGo
- Credit or debit

All sites offer cash payment by coin and online digital payments using the RingGo website and app. RingGo allows the Council to accept electronic payments for pay and display car parking and charges a flat rate of 20p in addition to the normal fare. Contactless payment is available at some sites and by calling the number provided at pay and display points at others.

Free parking is offered at ney Abbey in Dover, Victoria Park in Deal, as well as at Borrow Pit, Wingham, Ash and St Margaret's at Cliffe. Other sites have charging periods that extend to certain hours or days of the week, typically 8am or 9am to 6pm. There is no charge on Sundays at several car parks. See **Appendix A** for details by individual car park.

Permits

Most surveyed sites offer or are included in various annual and semi-annual season tickets and permits, as follows:

- Residents permits, for example Deal Zone 2 which includes Beach Street on-street parking and costs up to £165 for twelve months
- Business permits, costing £170 for twelve months or £650 for long stay at a selection of car parks across the three town centres
- Off-street parking permits, also across the three town centres and costing £455 for twelve months or £180 for Sandwich only
- Gazen Salts parking permit, a permit specifically for Gazen Salts car park costing £70 for twelve months

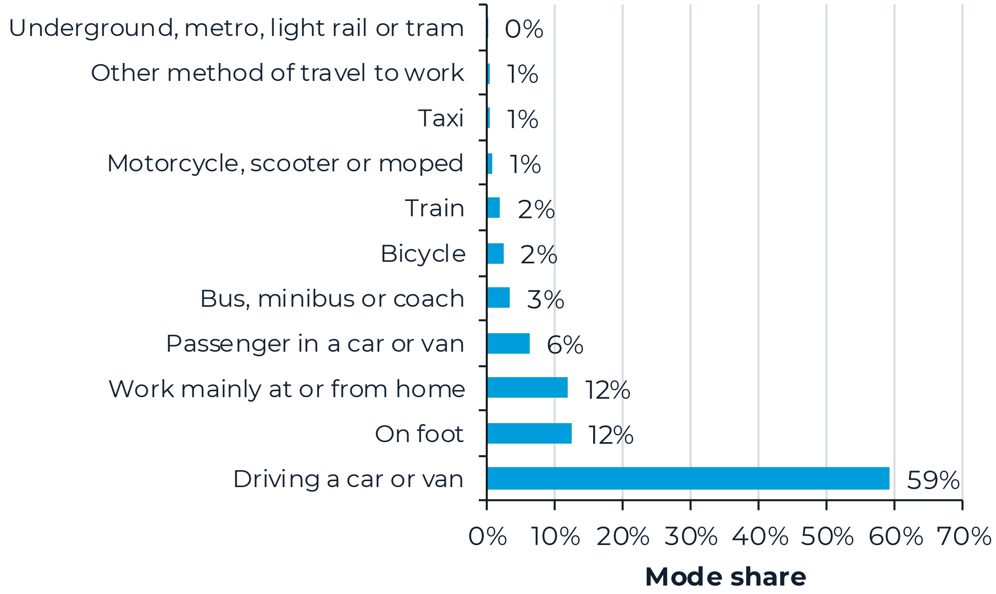
Travel Trends in Dover

Travel trends

Car use and car ownership in Dover is high compared to the use of other modes of transport. Travel to work data shows that 65% of trips are taken either as a driver or passenger in a car or van. Only 22% of work commutes are less than 2 kilometres and therefore of reasonable walking distance. In both 2011 and 2021, over 60% of work journeys were more than 5 kilometres in distance, making the car typically a more convenient option for travel. While the bus or train can be used as a substitute, they are only viable options along certain corridors.

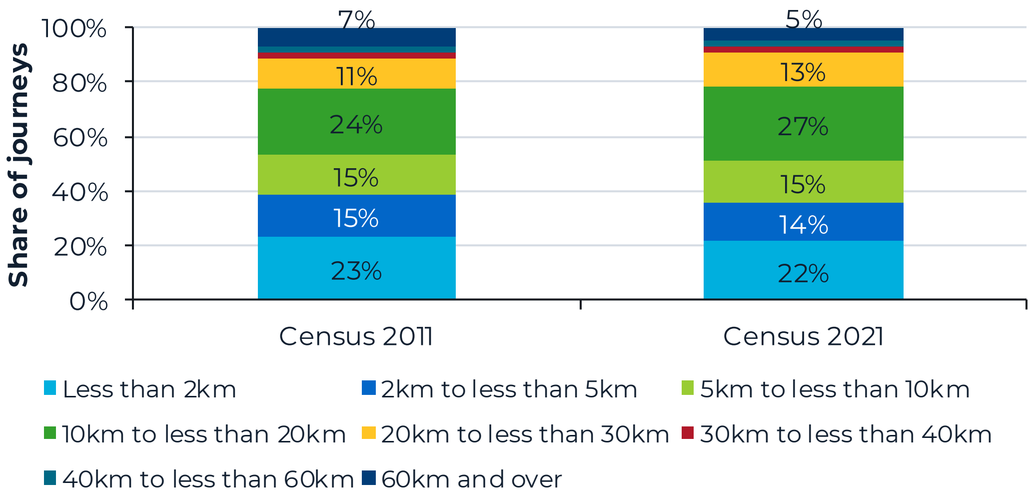
80% of households in Dover own at least one car or van, however this is not distributed equally among all household types. Among older people living by themselves, car or van ownership is notably lower at 60%. This indicates that the utility of parking supply is significantly greater for some demographic groups than others, which should be considered when assessing the impacts of adding or removing supply from town centres. For example, strengthening alternatives to the car can also help young people travel more independently.

Travel to work mode share in Dover (Census 2011)

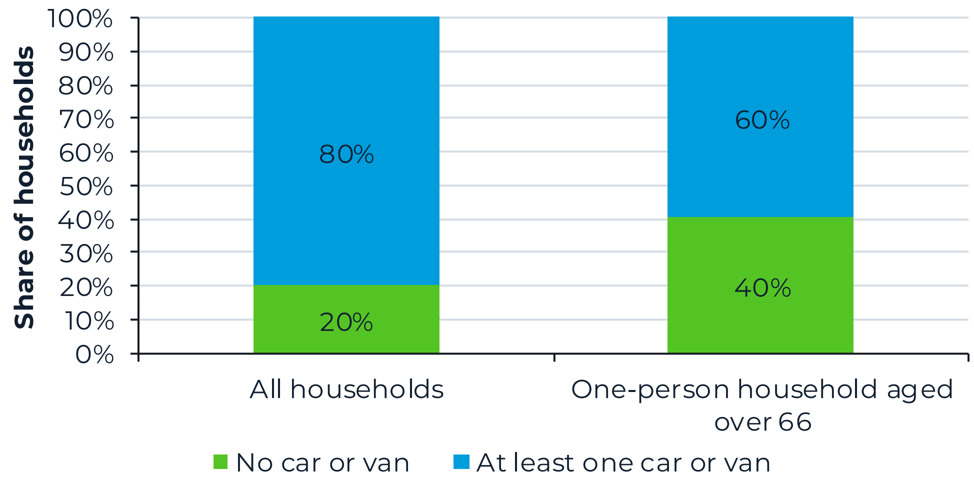


NB - Census 2011 data for travel to work is preferred as it was not impacted by restrictions to travel imposed in 2021 because of the Covid-19 pandemic.

Distance travelled to work (Census 2011 and Census 2021)



Household access to a car or van in Dover (Census 2021)



Part 3

Benchmarking

How the District Compares

Benchmarking approach

Parking supply in Dover's town centres and associated issues and opportunities need to be considered in context. To this end, town centres in the District have been compared against a selection of similar 'benchmark' areas in other local authorities, assessing the extent of their town centre parking against their population, approach to pricing, and other factors.

These comparators have been chosen as they share similar characteristics with Dover, Deal and Sandwich, respectively, from population size to coastal location, to position within the regional economy. They are as follows:

- Dover: Ashford, Canterbury and Margate
- Deal: Folkestone and Whitstable
- Sandwich: Rye

This chapter presents comparative analysis to benchmark town centres in Dover against these other local authority areas.

Data sources

The benchmarking charts on the following slides in this chapter are bespoke, constructed by combining third-party data sources. These are as follows:

- Resident numbers were derived by applying 2023 ONS mid-year population estimates to Census 2021 population.
- Job numbers were derived by applying local employment rates to Census 2021 working age population.
- Council websites and third-party aggregators such as Parkopedia were used to construct the parking supply, including public/private parking split and average parking fare in Dover's three town centres and their comparators.
- Parking standards were taken from planning policy documents at upper-tier local authority (i.e. County Council). level.
- All data covers town centres and their catchment areas.

How the District Compares

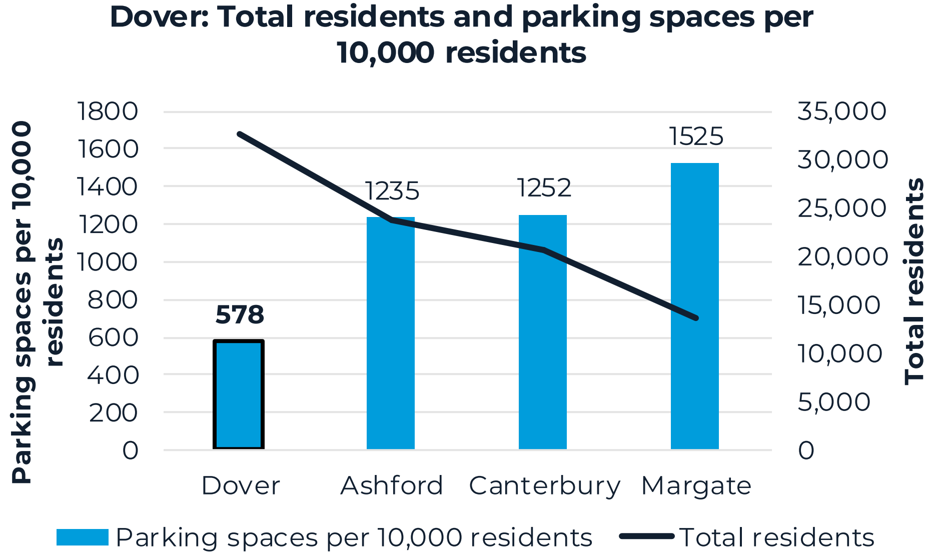
Town centre parking supply per 10,000 residents

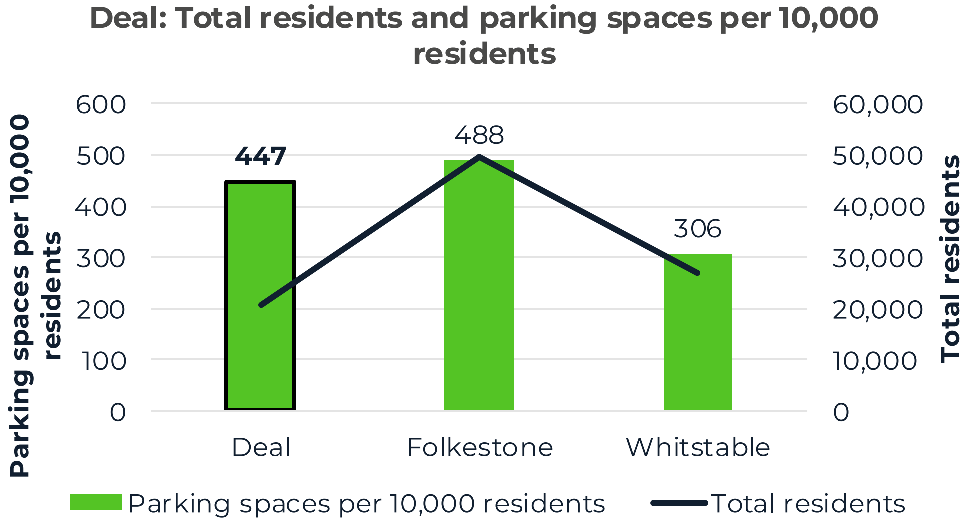
Supply per resident has been benchmarked at the level of Dover's town centres, compared with town centres with similar characteristics in the comparator local authority areas.

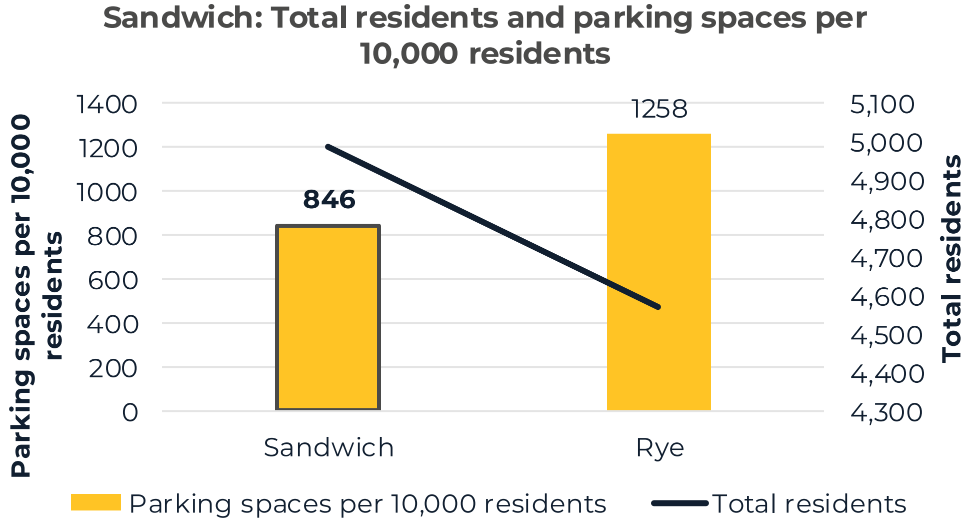
Dover town centre has far fewer parking spaces per 10,000 residents than **Ashford, Canterbury** and **Margate**, reflecting:

- Dover's constrained topography and geography between the cliffs and the sea, with less usable land for car parks and multi storeys
- The need for a significant amount of space around Dover town centre to be dedicated to Port of Dover-related infrastructure
- Dover's larger town centre population
- The role of Ashford International and Canterbury historic centre as significant regional commuting and cultural destinations, respectively

Deal town centre is comparable to **Folkestone** and **Whitstable** in terms of its number of spaces per 10,000 residents. **Sandwich** town centre has fewer spaces than **Rye** but notably more residents as an absolute number, which may be indicative of the larger visitor economy offer in Rye.





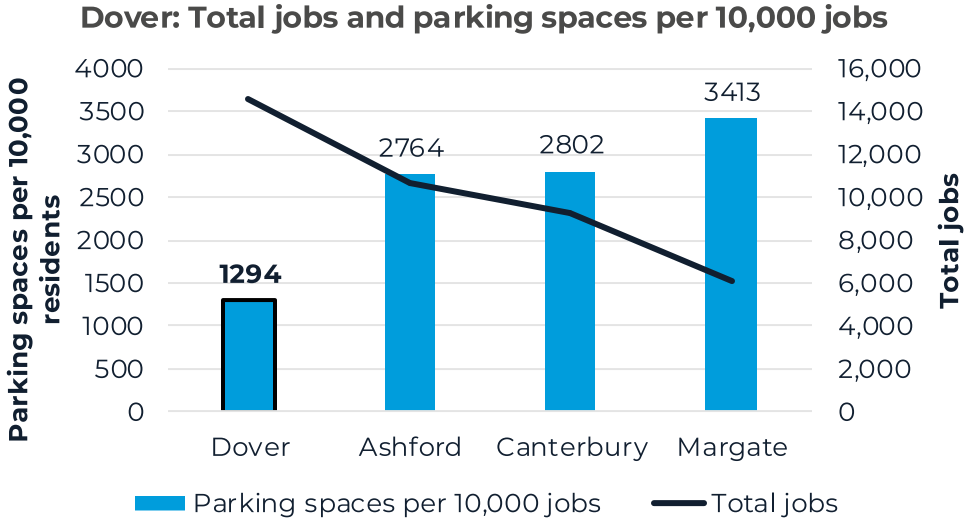


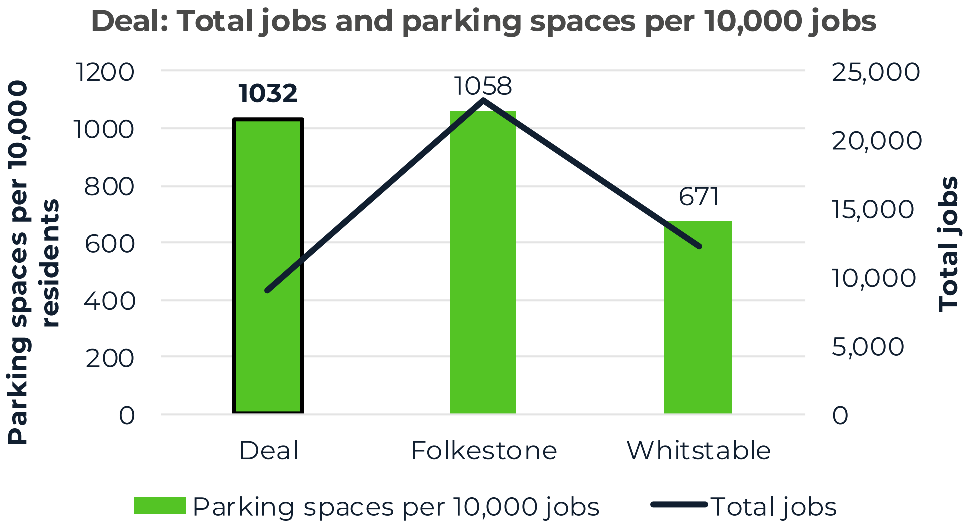
How the District Compares

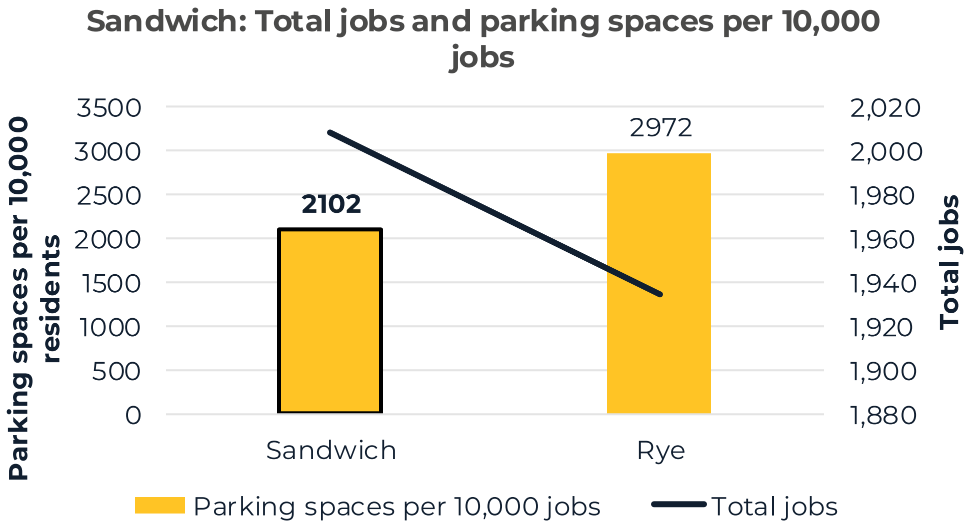
Town centre parking supply per 10,000 jobs

The provision of car parking spaces per job was also analysed across the three town centres and their comparators, with the trends being very similar to those found for spaces per resident.

Deal town centre has slightly more provision relative to **Folkestone** than on a per resident basis, and relatively fewer total jobs, which may be an indicator that commuter parking is not the main issue in Deal.







How the District Compares

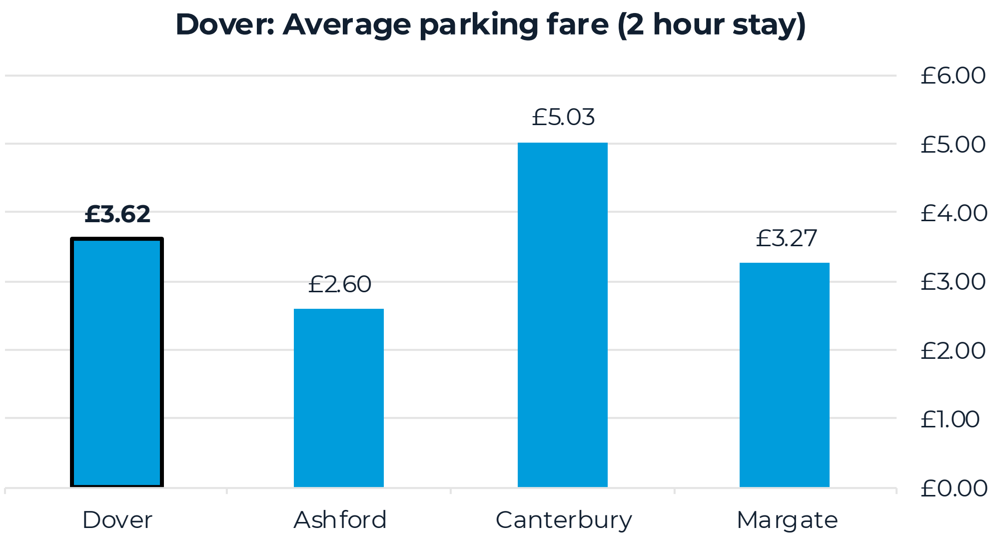
Average parking tariffs in town centres

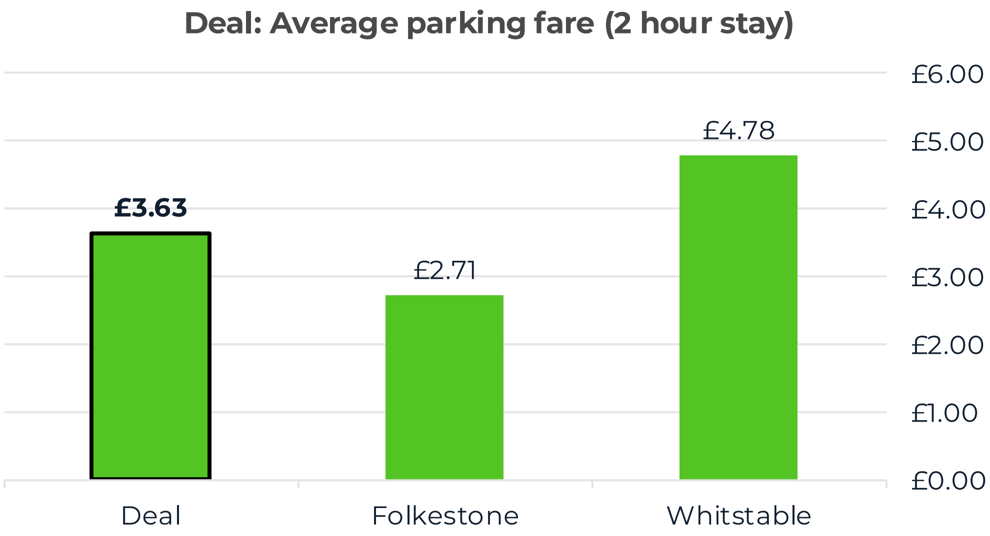
Tariffs have been benchmarked at the level of Dover's town centres, compared against town centres with similar characteristics in the comparator districts.

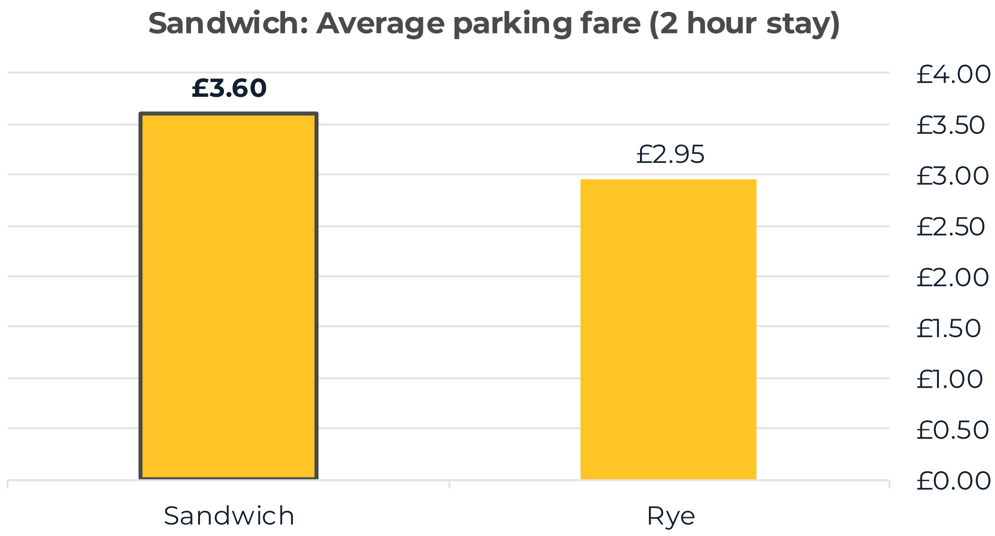
Dover town centre has a higher average parking fare for a 2 hour stay than **Ashford** and slightly higher than **Margate**, but much lower than **Canterbury**, where banded car park pricing is in place.

Deal town centre is broadly comparable to **Folkestone** and **Whitstable** in terms of average parking fare for a two hour stay. Whitstable has the highest average parking fare of any of the town centres looked at.

Sandwich town centre has a slightly higher average parking fare for a two hour stay than **Rye**.







How the District Compares

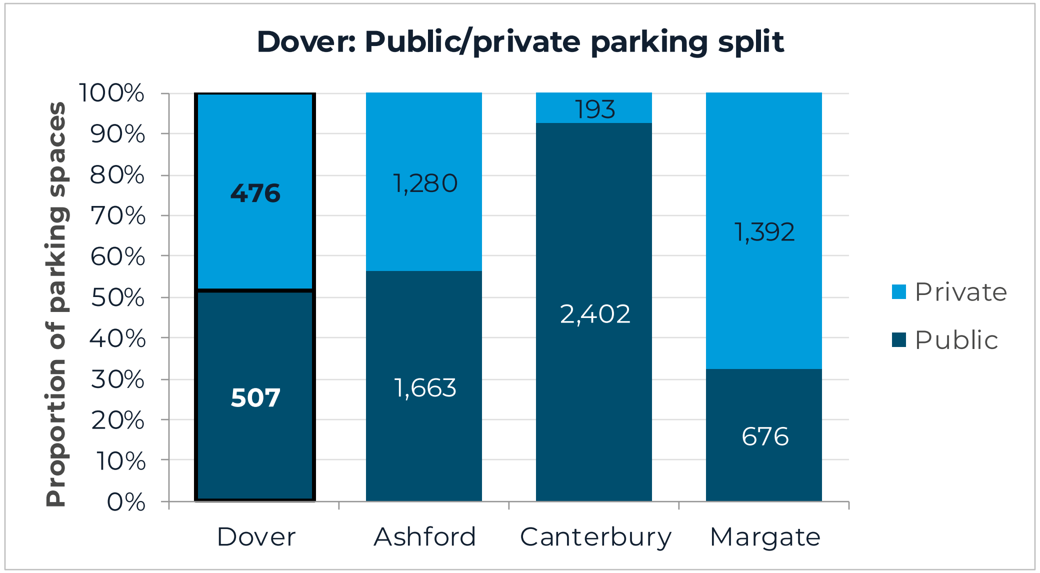
Public/private parking split in town centres

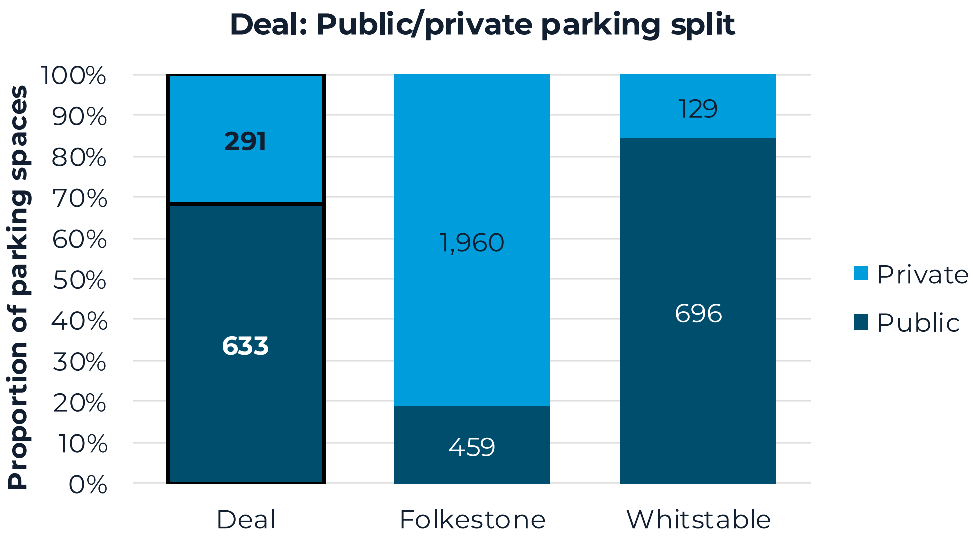
Dover town centre has a greater share of private parking spaces than **Canterbury**, a somewhat smaller share than **Margate** and broadly equivalent to **Ashford**. This reflects the inclusion of St James Leisure and Retail Park in Dover's benchmarked supply.

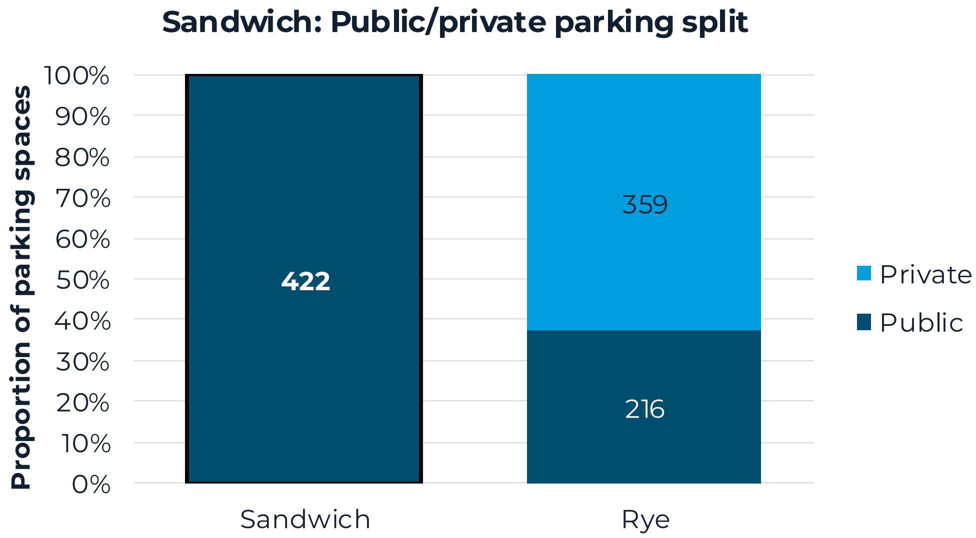
Deal town centre has a comparable public/private parking split to **Whitstable**, whereas **Folkestone** has a far greater share of private parking spaces.

Sandwich town centre has entirely publicly owned/managed parking, in contrast with **Rye** which has more of a public/private parking split.

It should be noted here that some private car parks that might have been included in the benchmarked supply, e.g. Morrisons/Castleton in Dover or Sandwich railway station, were not included on the basis of walkability to the town centre relative to the car parks included for the comparators.







How the District Compares

Local parking standards

Parking standards in Dover are mostly in line with comparator districts. The preferred bay size is broadly consistent, though a little wider for districts in Essex (East Suffolk and Tendring). Compared to East Suffolk, Tendring, Lewes and Rother, the minimum bay size in Dover is shorter by 20cm and narrower by 10cm, though this has been brought into line in the Kent Design Guide update (see slide 10). Use class standards are broadly consistent too, with districts in Kent (Dover, Folkestone and Hythe and Canterbury) tiering their B1 use class standards by size of business property. Overall, it can be suggested that parking standards do not play a significant role in determining the differences in parking supply across the districts and their town centres.

There is potential to introduce maximum parking standards to supplement the minimum standards set out below. Maximum standards would allow greater control over the prevalence of residential and commercial parking and would therefore act to disincentivise high levels of car ownership. Maximum standards could be lower in areas with good access to public transport (particularly to key services and amenities), to encourage use of public transport as opposed to driving where possible. This will likewise help to ease demand on existing car parks.

District *Town centre*	Preferred bay size for cars (m)	Minimum bay size for cars (m)	B1 use class: Business standards	C3 use class: Dwelling houses standards
Dover	**5.5 x 2.5**	**4.8 x 2.4**	**1 space per 30sqm (properties over 2,500sqm)**	**1 bedroom: 1 space per dwelling 2+ bedrooms: 1 space per dwelling**
East Suffolk	5.5 x 2.9	5.0 x 2.5	1 space per 30sqm	1 bedroom: 1 space per dwelling 2+ bedrooms: 2 spaces per dwelling
Tendring	5.5 x 2.9	5.0 x 2.5	1 space per 30sqm	1 bedroom: 1 space per dwelling 2+ bedrooms: 2 spaces per dwelling
Lewes	None	5.0 x 2.5	1 space per 30sqm	1 and 2 bedroom: 2 spaces per dwelling 3+ bedrooms: 2 spaces per dwelling
Folkestone and Hythe *Folkestone*	5.5 x 2.5	4.8 x 2.4	1 space per 30sqm (properties over 2,500sqm)	1 bedroom: 1 space per dwelling 2+ bedrooms: 1 space per dwelling
Canterbury *Whitstable*	5.5 x 2.5	4.8 x 2.4	1 space per 30sqm (properties over 2,500sqm)	1 bedroom: 1 space per dwelling 2+ bedrooms: 1 space per dwelling
Rother *Rye*	None	5.0 x 2.5	1 space per 30sqm	1 and 2 bedroom: 2 spaces per dwelling 3+ bedrooms: 2 spaces per dwelling

Part 4

Occupancy and Duration Surveys

Background

As an integral part of developing this Strategy, the Council commissioned occupancy and duration of stay surveys for car parks across Dover's three town centres and several rural and coastal car parks. These surveys took place in October 2024 and provide an up-to-date snapshot of how key publicly-owned car parks are typically used. Survey results have been calibrated against ticket sales where possible to provide an indication of how representative this data is compared to other months of the year. This is explored further in the future demand scenarios in Part 5.

Methodology

To understand the variation of demand across the working week and weekend, a typical Friday (11/10) and a typical Saturday (12/10) were selected for surveys in October. Friday was selected to better understand current parking needs at the end of the working week including early evening, whilst Saturday captured the busiest day for retail and leisure trips and for many areas the busiest day overall.

Surveys took place between 7:00am and 7:00pm on both days to capture both morning and evening travel patterns. Weather on both days was partly cloudy with some light rain on the Saturday, and average temperatures for the time of year. It is unlikely that weather patterns impacted occupancy on either day.

Surveys were carried out at publicly-owned car parks as this is where the Council has powers to make changes to the scope and quality of provision.

Car parks were selected based on their relevance to town centre access; those considered to be 'out of town' were not included in surveys. All surveys were carried out by enumerators on the ground; no surveillance cameras were used in the process.

Occupancy surveys

Parking occupancy surveys aim to show how demand for parking changes throughout the day and how much free capacity exists at each site. Occupancy data was collected every 2 hours (2-hour beats) at each site between 7:00am and 7:00pm, resulting in six data points per day. For each car park, the total number of occupied spaces was noted, as well as the number of special occupied spaces, such as blue badge holder spaces and electric vehicle charging spaces, where relevant. Occupancy by motor homes, if any, was also noted.

Duration of stay surveys

Duration of stay surveys aim to show how long users tend to leave their vehicles at each site and can therefore indicate the distribution of demand between short, medium and long stay provision. Duration of stay surveys took place at sites where ticket sales data is not collected. For sites where ticket sales data exists, paid duration was used as a proxy for duration of stay.

To calculate duration of stay, surveys recorded the last three digits of vehicle registration plates on site every 2 hours (2-hour beats). The location of each vehicle in the car park was also noted, to help distinguish multiple different vehicles with the same last three digits using the sites. The number of continuous of hours for which the same registration plate was recorded was used to indicate duration of stay of that vehicle. Where the same vehicle would appear twice in non-consecutive fashion throughout the day, this would be considered as two separate stays.

This Chapter

The remainder of this chapter presents surveys results aggregated by each town centre. This is done because many car parks can often act as alternatives to one another to satisfy demand in a town centre.

Scope of Surveys

Overview

The car parks surveyed across all town centres are presented in tables below, alongside indication of how duration of stay was calculated by site. The Wingham, Ash and St Margaret's car parks are geographically stand-alone and have their own category outside the aggregated town centre analysis.

Dover			
Car Park	**Occupancy survey**	**Duration survey**	**Duration from tickets**
Albany Place	✓		✓
Camden Crescent	✓	✓	
Maison Dieu	✓		✓
Norman Street	✓	✓	
Pencester Road	✓		✓
Stembrook	✓		✓
Woolcomber Street	✓	✓	

Deal			
Car Park	**Occupancy survey**	**Duration survey**	**Duration from tickets**
Beach Street off-street	✓		✓
Beach Street on-street	✓	✓	
Middle Street	✓		✓
South Street	✓	✓	
Stanhope Road	✓		
Union Road			✓
Victoria Park	✓	✓	
West Street			✓

<table>
<tr><th colspan="4">Wingham, Ash and St Margaret's</th></tr>
<tr><th>Car Park</th><th>Occupancy survey</th><th>Duration survey</th><th>Duration from tickets</th></tr>
<tr><td>St Mary's Meadows/High Street, Wingham</td><td>✓</td><td>✓</td><td></td></tr>
<tr><td>The Street, Ash</td><td rowspan="2">✓</td><td rowspan="2">✓</td><td rowspan="2"></td></tr>
<tr><td>Queens Road, Ash</td></tr>
<tr><td>Reach Road, St Margaret's at Cliffe</td><td>✓</td><td>✓</td><td></td></tr>
</table>

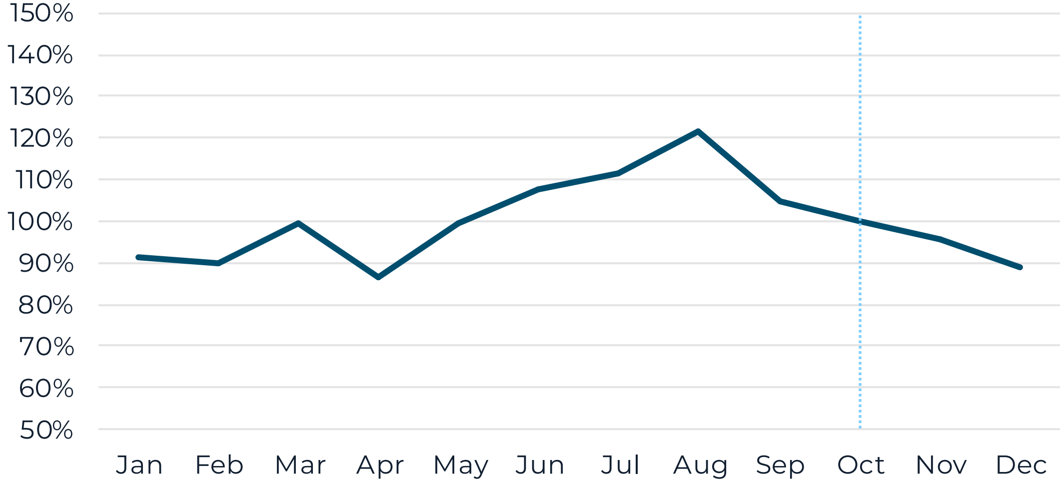
Sandwich			
Car Park	**Occupancy survey**	**Duration survey**	**Duration from tickets**
Gazen Salts	✓	✓	
Guildhall	✓	✓	
The Quay	✓	✓	

Occupancy patterns in Dover Town Centre

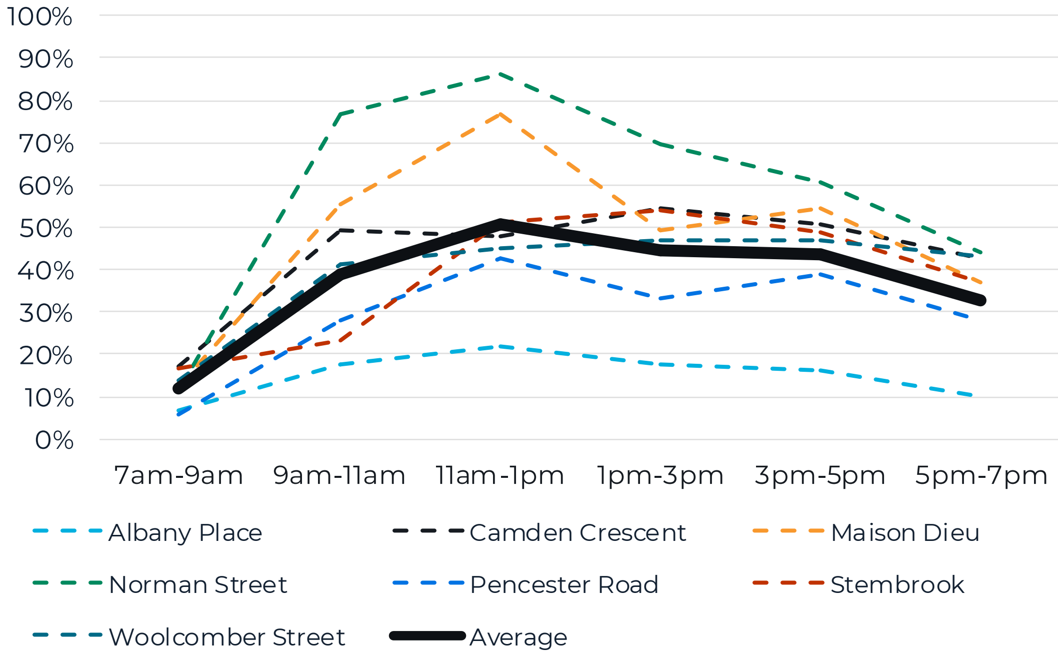
Parking demand in Dover town centre is characterised by an early afternoon peak, with the highest occupancy achieved between 11:00am and 1:00pm on both the Friday and Saturday. Pencester Road tends to be busier on the weekend, while Maison Dieu shows higher occupancy on weekdays, possibly due to its proximity to weekday trip attractors such as East Kent College. The Norman Street car park comes close to being fully utilised in the early afternoon, and measures to incentivise peak spreading could ensure that better availability is maintained across the day. Norman Street has the highest rate of occupancy on both days.

Based on ticket sales analysis, October occupancy is expected to be broadly reflective of the wider year, except for summer months when occupancy increases by up to 20% on October levels.

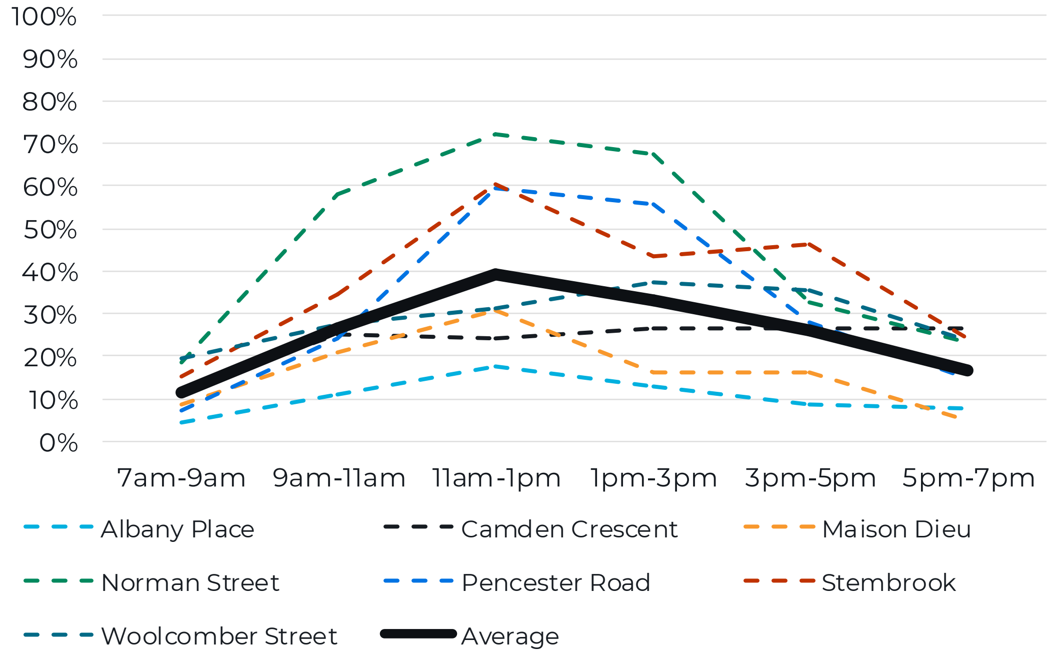
Estimated change in demand from October (ticket sales data)



Friday total occupancy



Saturday total occupancy

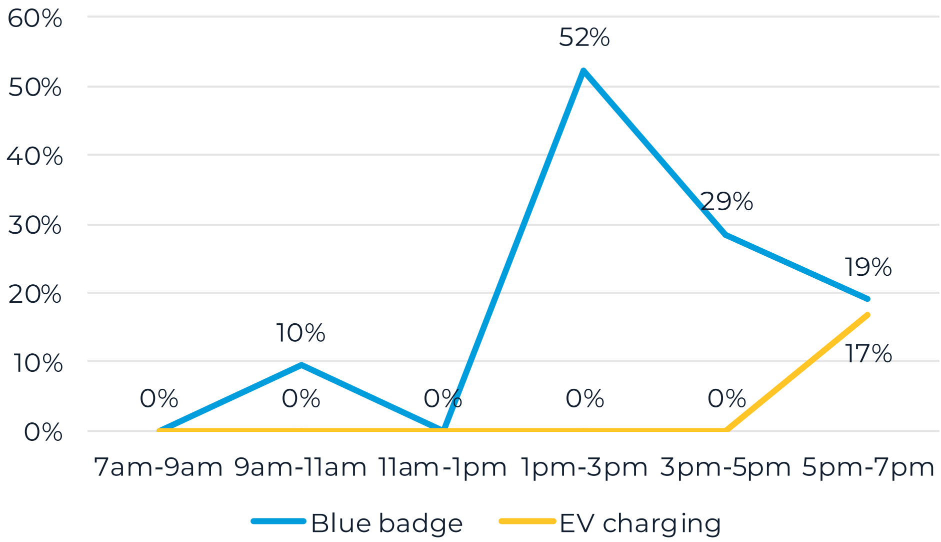


Blue Badge and Electric Vehicle (EV) occupancy in Dover

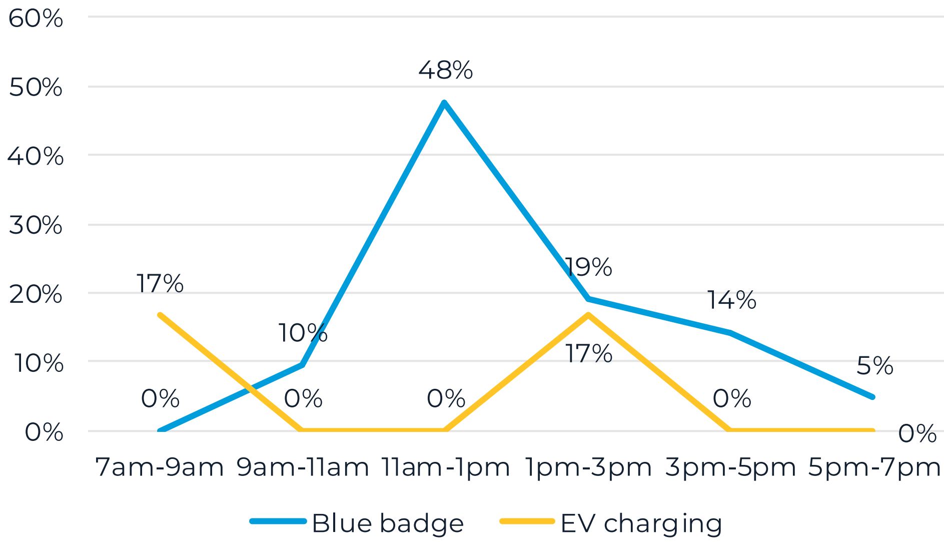
Dover town centre offers vital community services, including access to Dover Health Centre, local pharmacies, Dover Library, and a range of shops. As such, it is important that those who are disabled, particularly experiencing reduced mobility, can reach these services effectively. Survey results show that blue badge occupancy is relatively low at an aggregate level, generally peaking at 50% occupancy at any time on Friday or Saturday. Occupancy is at its lowest during the morning, when it is almost zero on both days.

Although EV occupancy is very low throughout Friday and Saturday, this is based on a supply of six spaces (two at Albany Place and four at Maison Dieu). Demand for EVs is expected to continue increasing over time, with sales of petrol and diesel-only cars phased out nationally from 2030 (and hybrid cars phased out from 2035).

Friday blue badge and electric vehicle occupancy



Saturday blue badge and electric vehicle occupancy



Duration of stay in Dover Town Centre

A combination of registration plate survey data (shown opposite) and paid duration data from ticket sales have been used to develop a picture of how long vehicles remain parked at sites across Dover town centre.

Short durations of two hours or less are most common during the week except at Norman Street, where this makes up 87% of the share of unique occupants on Saturday.

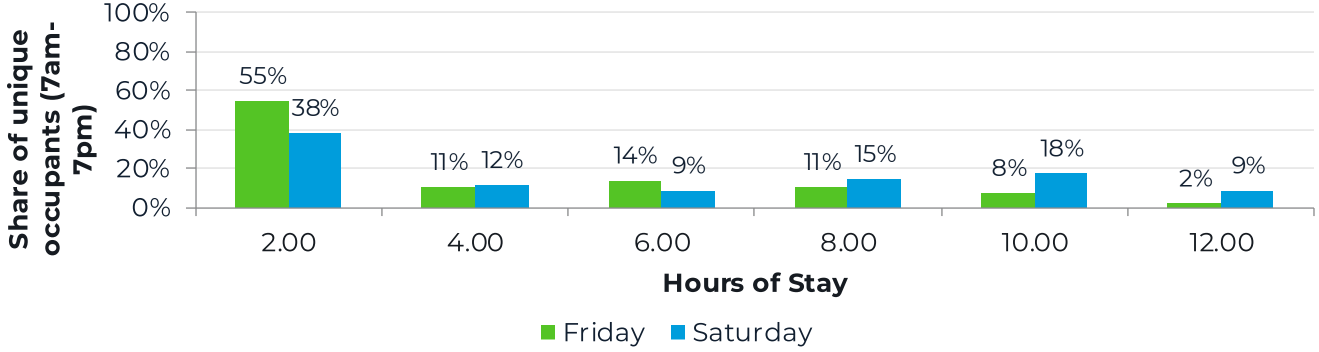
Norman Street and Camden Crescent have a maximum stay time of ten hours, whilst Woolcomber Street has a maximum stay time of four hours. It is therefore notable that more than 25% of unique occupants stayed longer than four hours at Woolcomber Street on both survey days, and almost 40% on Saturday.

Longer durations of stay were more common at Camden Crescent, particularly on Saturday when 27% of unique occupants left their car for ten hours or more, likely reflective of the leisure potential of the waterfront area at weekends.

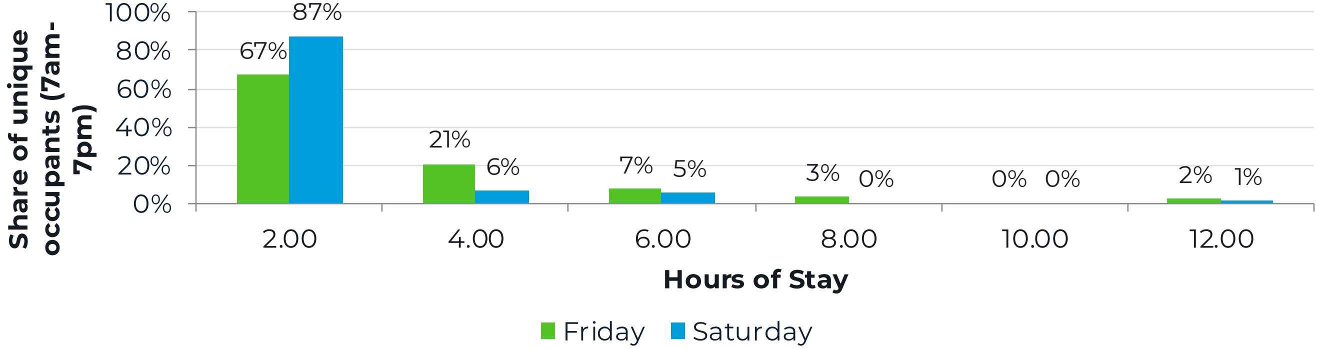
Key highlights

- Predominantly short trips to the town centre of 2 hours or less, particularly at Norman Street.
- Potential overstaying at Woolcomber Street.
- Camden Crescent sees more longer stays on Saturdays than Fridays.

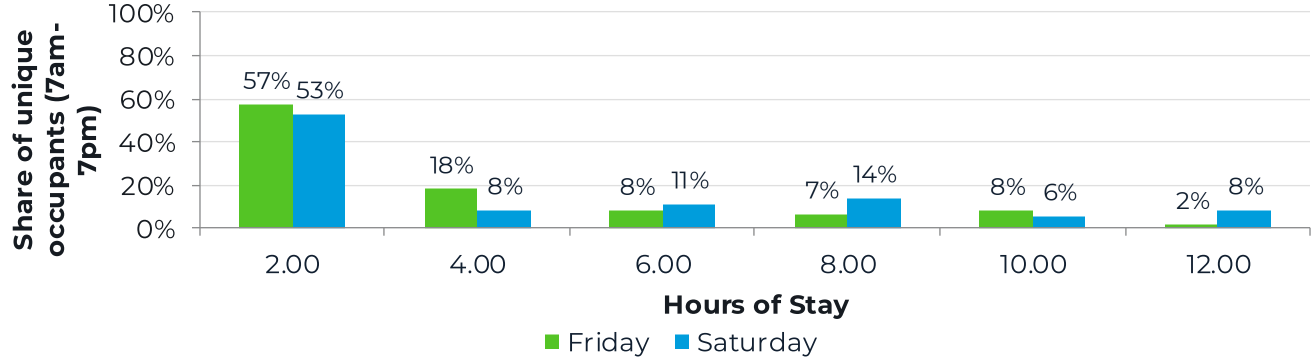
Camden Crescent (survey data)



Norman Street (survey data)



Woolcomber Street (survey data)



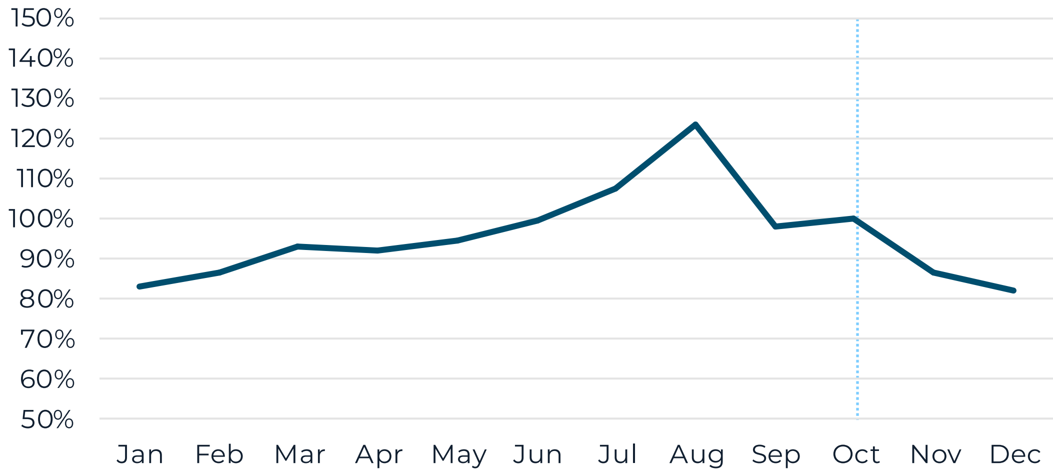
Deal – Survey Results

Occupancy patterns in Deal Town Centre

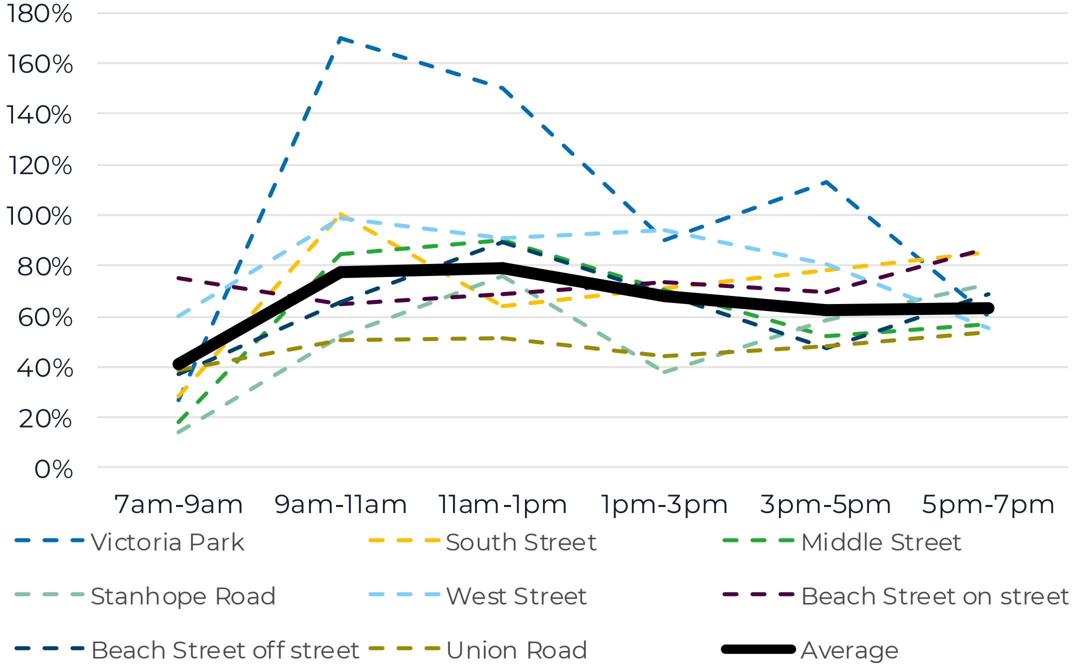
Average occupancy in Deal town centre is relatively high throughout, never falling below 40% on Friday or 50% on Saturday. The busiest time of day is again early afternoon, with 79% occupancy on Friday and 84% occupancy on Saturday between 11:00am and 1:00pm. The results are skewed by higher-than-expected levels of parking at Victoria Park, particularly on Friday morning, with some vehicles parked on the grass as informal overflow capacity. West Street stays close to fully occupied throughout most of Friday, whilst Middle Street, South Street and Beach Street on-street stay close to fully occupied throughout most of Saturday.

Similarly to Dover, ticket sales analysis shows that October is broadly reflective of the wider year, except for the summer months when occupancy increases by up to 20% on October levels.

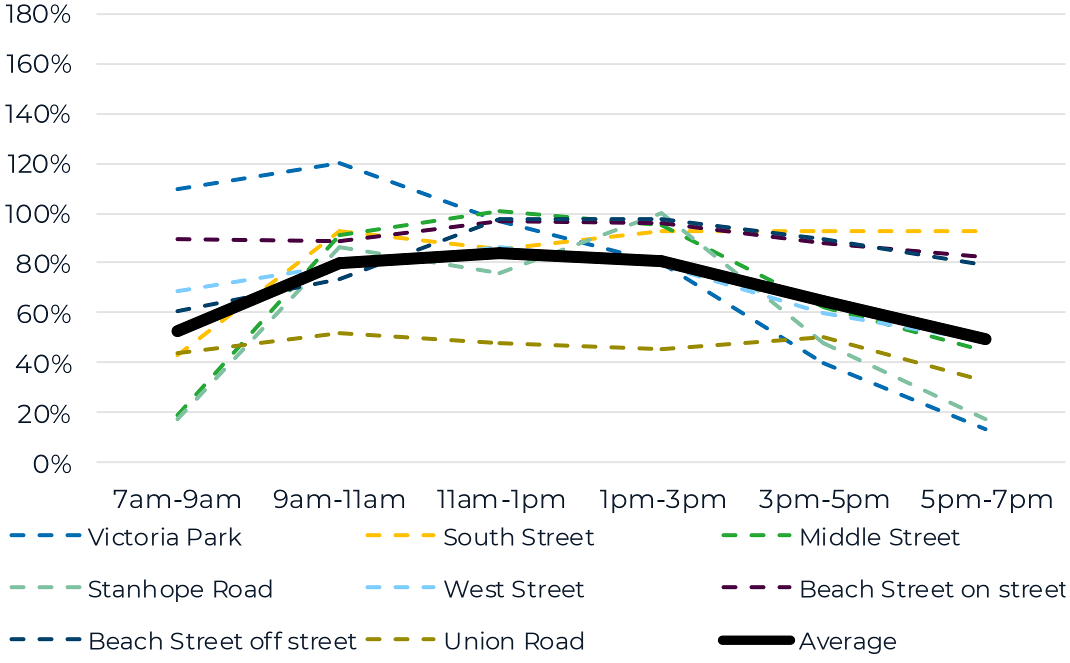
Estimated change in demand from October (ticket sales data)



Friday total occupancy



Saturday total occupancy

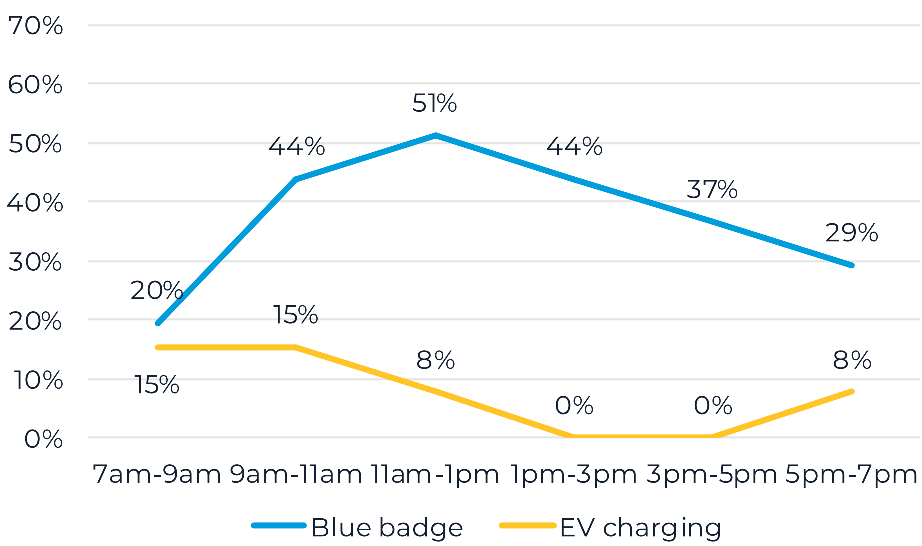


Blue Badge and Electric Vehicle (EV) occupancy in Deal

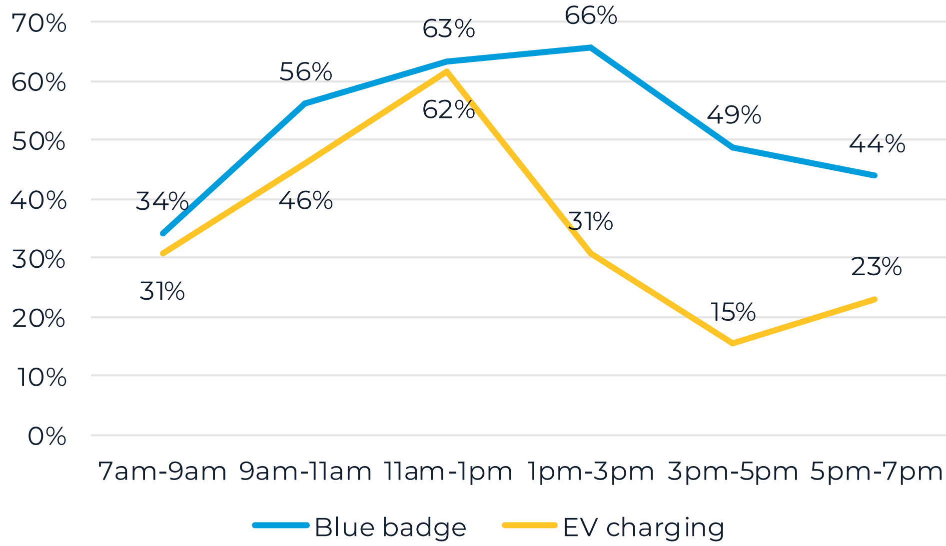
Blue Badge occupancy in Deal town centre is relatively similar across Friday and Saturday, through somewhat higher on Saturday when it peaks at 66% between 1:00pm and 3:00pm. Blue Badge occupancy stays at least 20% throughout both days and at least 40% for a prolonged period, from 9:00am to 3:00pm on Friday and from 9:00am to 7:00pm on Saturday.

EV occupancy is much higher on Saturday than on Friday, peaking at 62% between 11:00am and 1:00pm on Saturday but staying minimal throughout Friday. This may reflect a different profile of visitor to the town centre on weekends.

Friday blue badge and electric vehicle occupancy



Saturday blue badge and electric vehicle occupancy



Deal – Survey Results

Duration of stay in Deal Town Centre

A combination of registration plate survey data (shown opposite) and paid duration data from ticket sales have been used to develop a picture of how long vehicles remain parked at sites across Deal town centre.

Short durations of around two hours are most common at South Street, making up around 84% of unique occupants on Friday and 76% on Saturday. Short durations are also common at Victoria Park, though a notable proportion of occupants stay for up to around four hours.

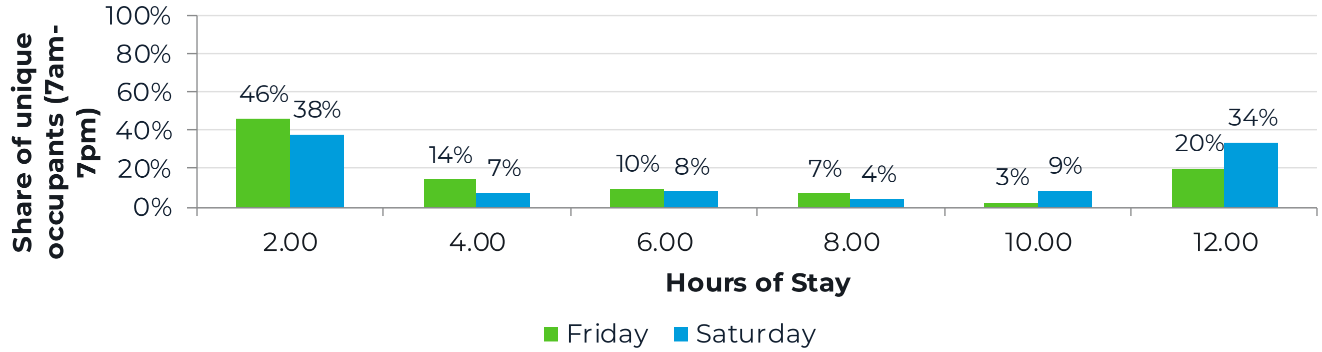
A wider spread of stay durations was found at Beach Street on-street along the waterfront, with very long stays of around twelve hours particularly common on Saturday when this made up 34% of unique occupants.

Though it appears there may be a minor amount of overstaying at South Street, where the maximum stay is currently four hours, this is small enough that it could be reflective of vehicles returning to the car park at another time of the day.

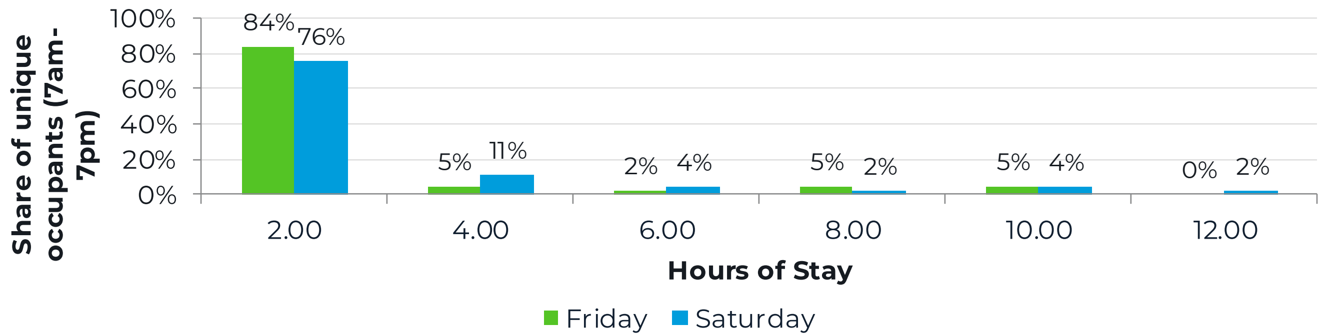
Key highlights

- Predominantly short trips to South Street, e.g. for retail opportunities in the town centre.
- Short stays at Victoria Park up to around 5 hours, reflecting the maximum stay time.
- Longer stays at Beach Street on-street, reflecting leisure opportunities along the waterfront and residents permits.

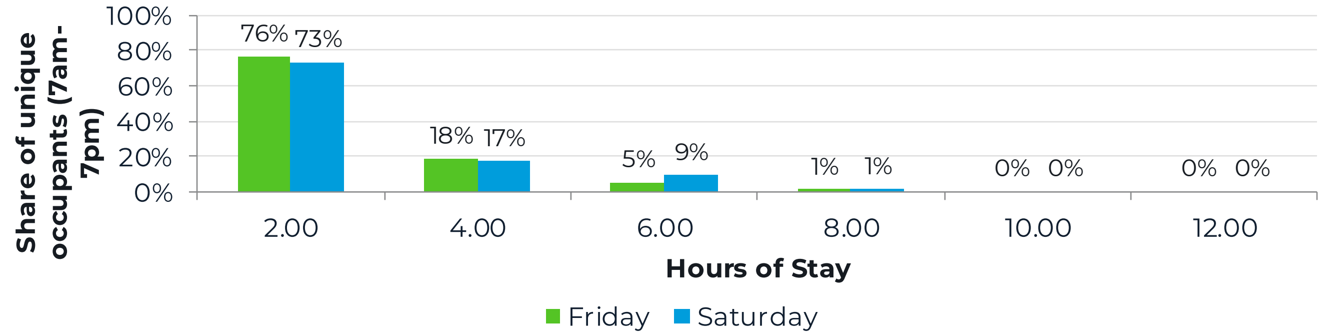
Beach Street on-street (survey data)



South Street (survey data)



Victoria Park (survey data)



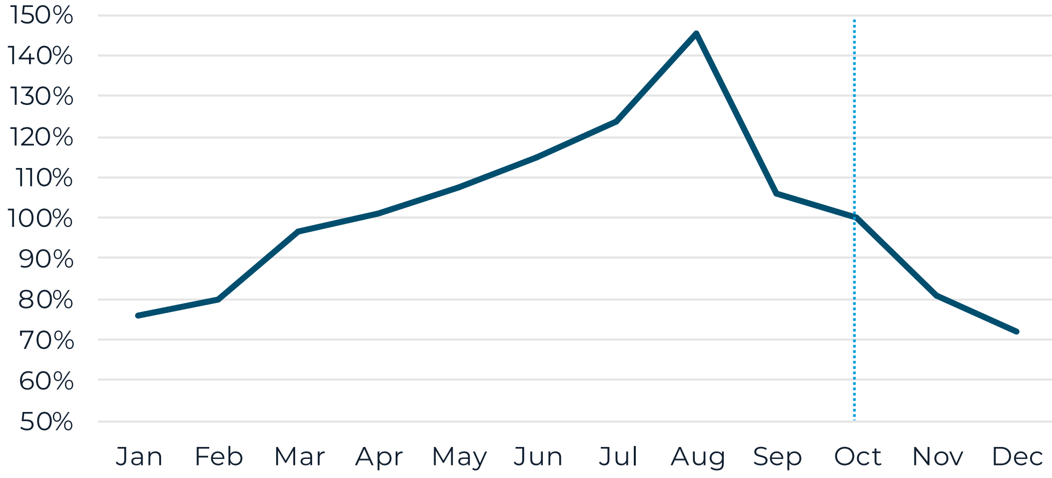
Sandwich – Survey Results

Occupancy patterns in Sandwich Town Centre

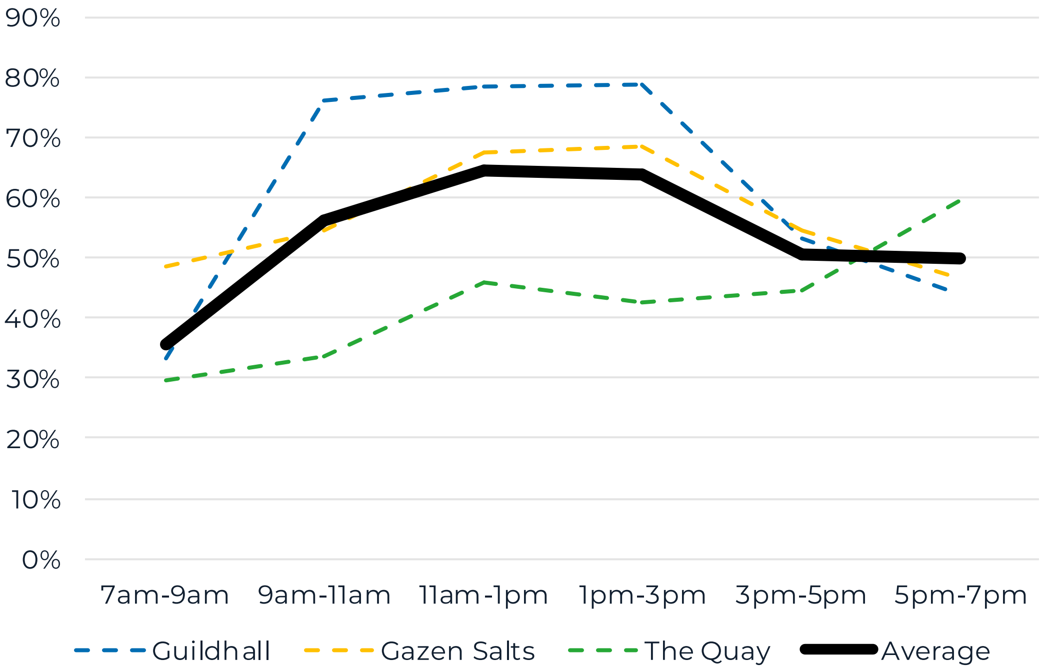
Parking demand in Sandwich town centre is characterised by an early afternoon peak, with the highest occupancy achieved between 11:00am and 3:00pm on both Friday and Saturday. Guildhall is relatively more popular on Friday, whilst The Quay is relatively more popular on Saturday, with high levels of occupancy persisting well into the evening on Saturday at The Quay and Gazen Salts. However, average occupancy does not exceed 70% at any point on either day.

Based on ticket sales analysis, October occupancy is expected to be broadly reflective of the wider year, except for summer months when occupancy increases by up to 50% on October levels. This summer peak in parking demand is notably higher in Sandwich than in Dover or Deal.

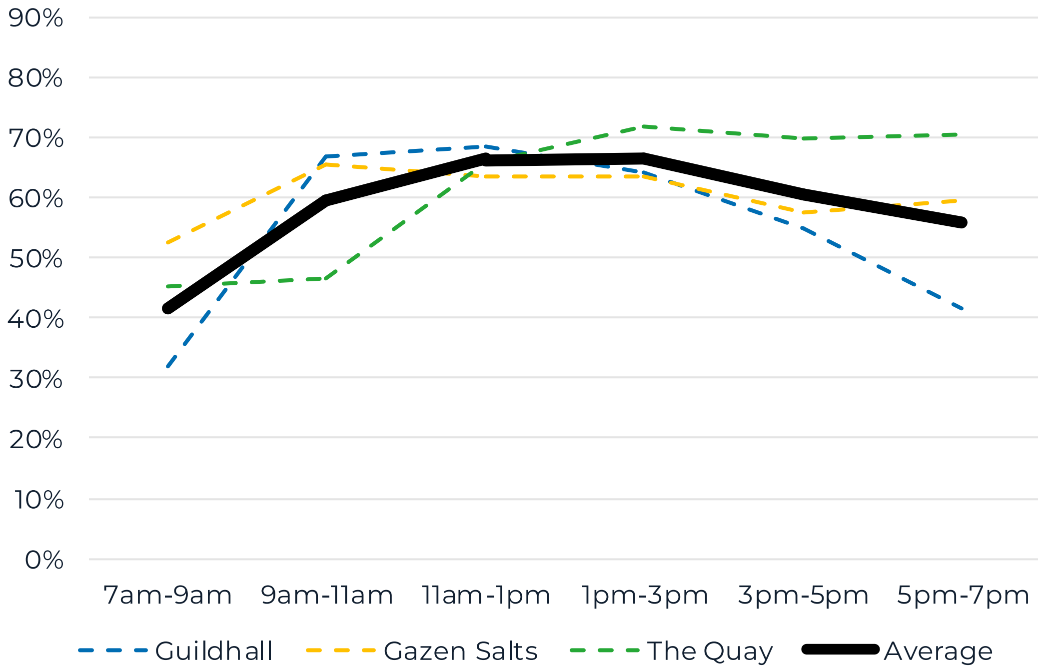
Estimated change in demand from October (ticket sales data)



Friday total occupancy



Saturday total occupancy



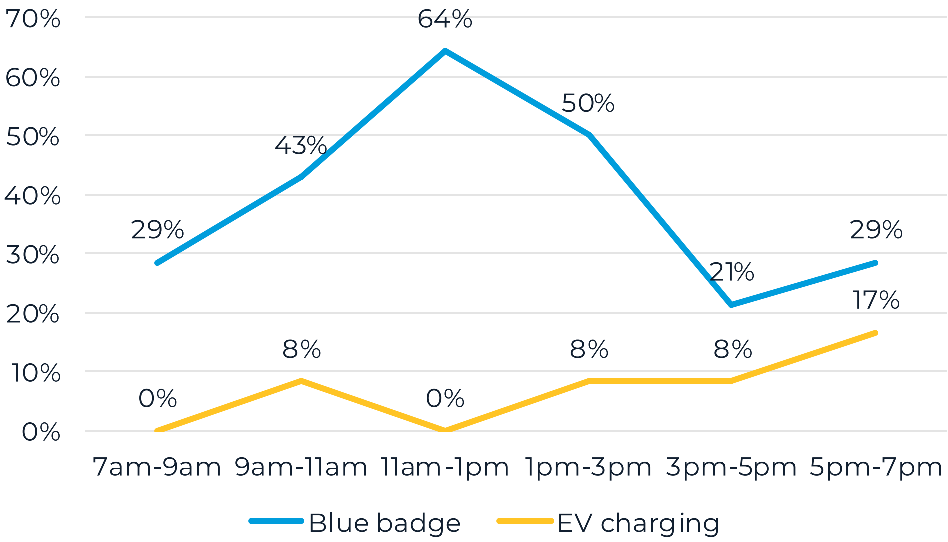
Sandwich – Survey Results

Blue Badge and Electric Vehicle (EV) occupancy in Sandwich

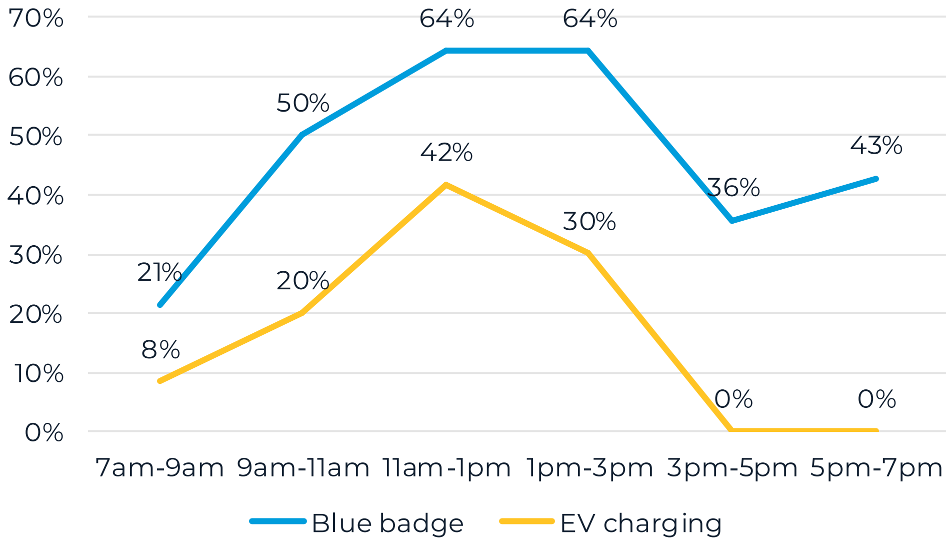
Blue Badge occupancy in Sandwich town centre peaks relatively high at 64% on both days, between 11:00am and 1:00pm on Friday and 11:00am and 3:00pm on Saturday.

EV occupancy is higher on Saturday than on Friday, peaking at 42% between 11:00am and 1:00pm on Saturday but staying minimal throughout Friday. This may reflect a different profile of visitor to the town centre on weekends.

Friday blue badge and electric vehicle occupancy



Saturday blue badge and electric vehicle occupancy



Sandwich – Survey Results

Duration of stay in Sandwich Town Centre

Registration plate survey data (shown opposite) has been used to develop a picture of how long vehicles remain parked at sites across Sandwich town centre.

Short durations of two hours or less were most observable at Guildhall and particularly The Quay, where 62% of unique occupants stayed for two hours or less on Friday.

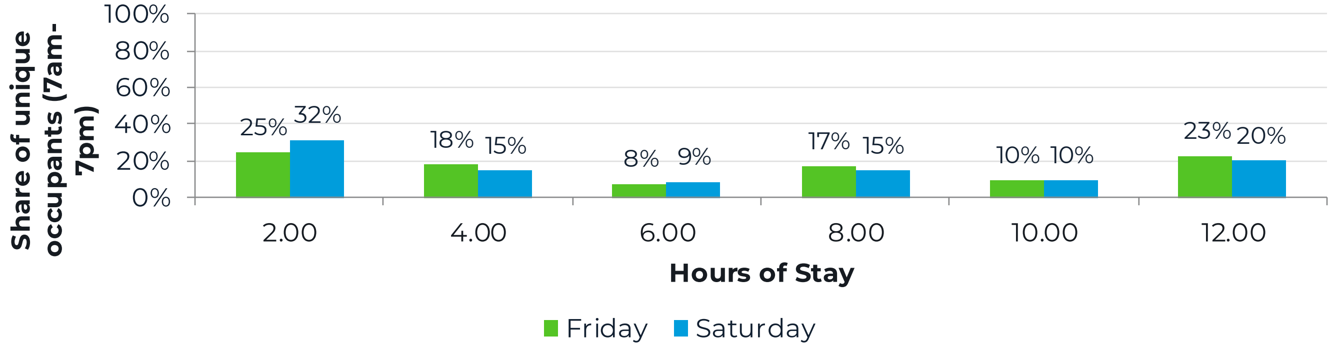
Guildhall has a slightly more even spread of duration than The Quay, with relatively longer stays potentially reflecting its central location and proximity to key services such as Sandwich Medical Practice, The Market Place Surgery, Co-Op supermarket and shops.

Gazen Salts saw the most even spread of duration, likely reflecting its permit scheme with roughly equivalent proportions of unique occupants staying for two hours or less and twelve hours or more, respectively, across both survey days. This implies that there are a large number of residents taking up car park capacity.

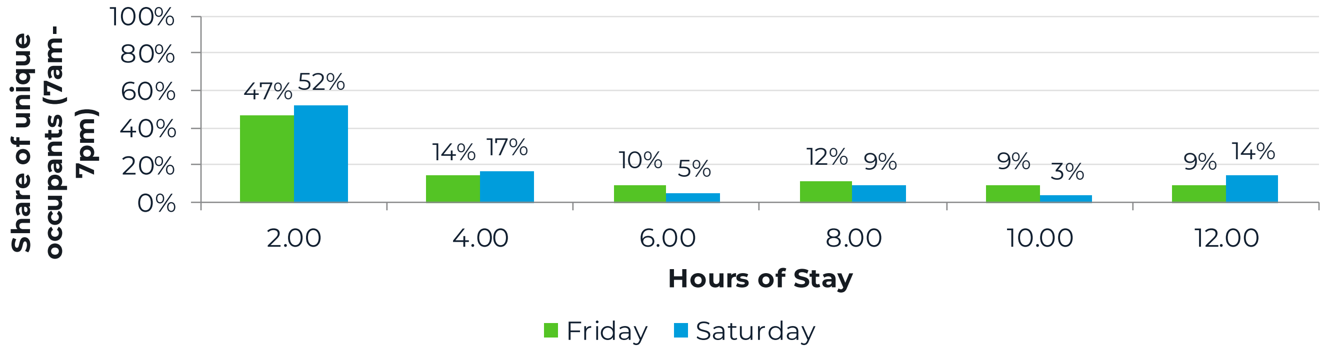
Key highlights

- Predominantly short trips to the town centre of 2 hours or less at The Quay.
- Though still mostly shorter stays, slightly longer durations at Guildhall (the most central car park) relative to The Quay.
- Wider spread of durations at Gazen Salts where a permit scheme is in place.

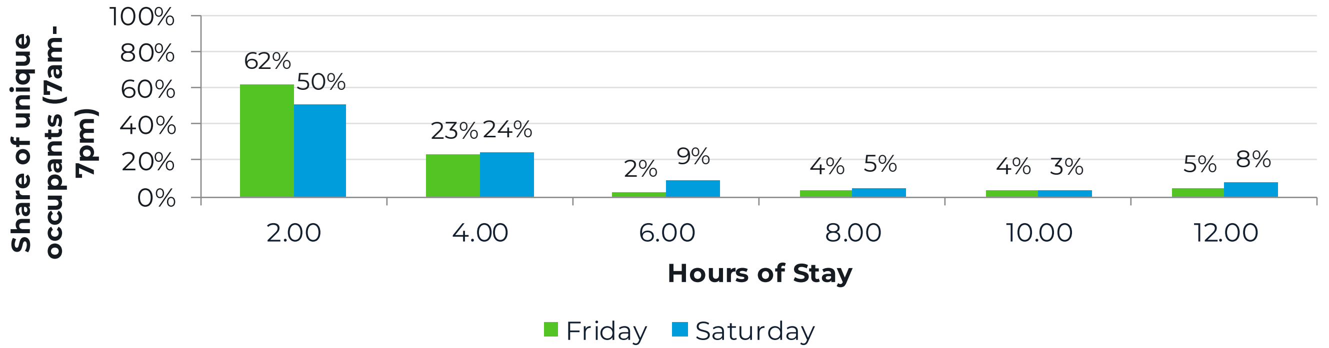
Gazen Salts (survey data)



Guildhall (survey data)



The Quay (survey data)

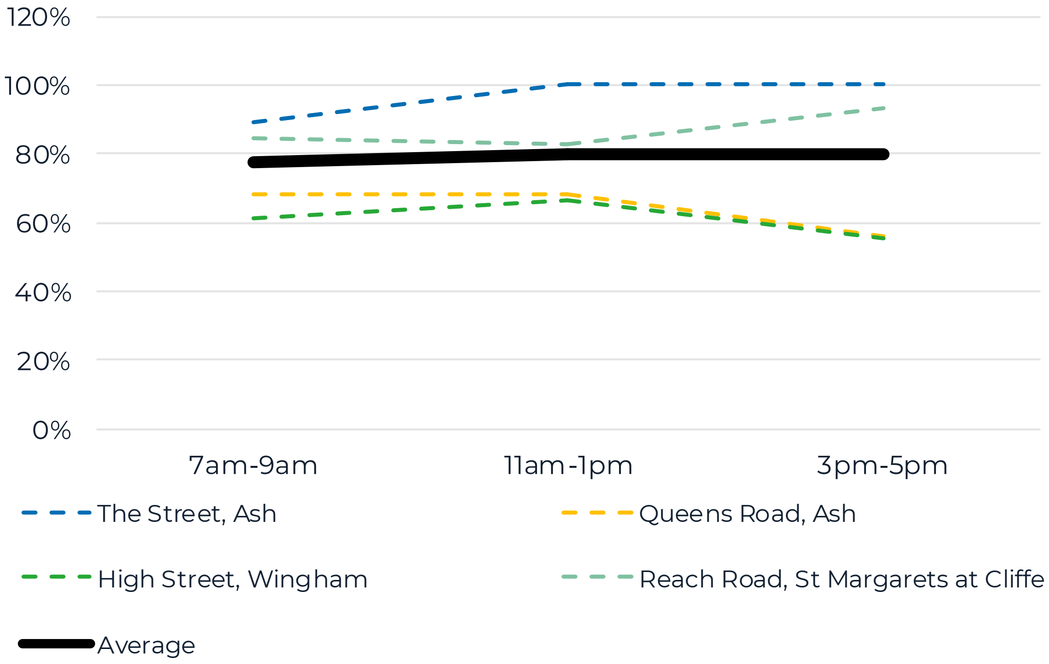


Occupancy patterns in Wingham, Ash and St Margarets

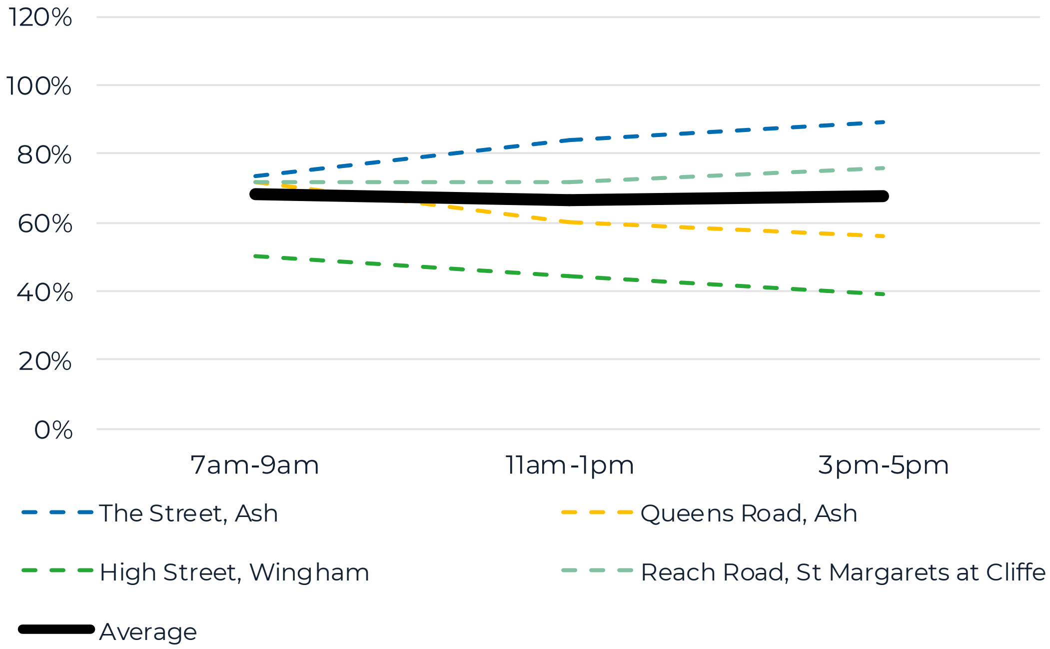
Parking demand in surveyed village centres was extremely consistent over the course of both survey days, staying at around 80% on average on Friday and 70% on Saturday. Occupancy was highest at The Street, Ash, which stayed close to capacity throughout both days, and Reach Road, St Margarets at Cliffe. Occupancy was lowest at St Mary's Meadows/High Street, Wingham, at around 60% capacity on Friday and 40% on Saturday, and Queens Road, Ash.

As these car parks are all free, there is no ticket sales data from which to abstract demand for parking by month. Based on ticket sales data for the main three centres (Dover, Deal and Sandwich), demand is likely to be highest in August and/or other summer months, though October should be broadly representative of demand over the whole year.

Friday total occupancy



Saturday total occupancy



Wingham, Ash and St Margaret's – Survey Results

Duration of stay in Wingham, Ash and St Margaret's

Registration plate survey data (shown opposite) has been used to develop a picture of how long vehicles remain parked at sites across surveyed village centres.

It should be noted that the distribution of data for the surveyed village centres is more volatile because, for reasons of logistical practicality, these were included in three of the six beats on each survey day.

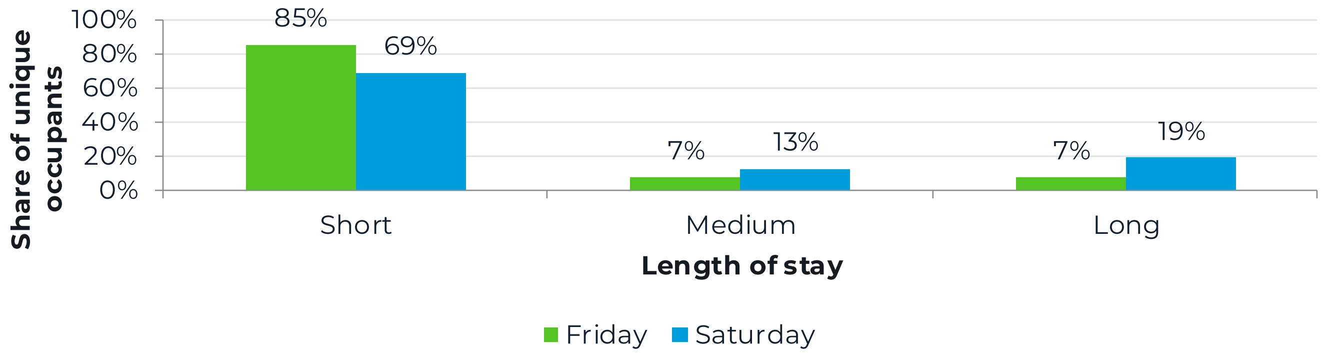
The spread of duration has still been captured over a period of up to eight hours, as seen in the charts and defined as follows:

- Short stay means the occupant was parked for less than four hours.
- Medium stay means the occupant was parked for between four and eight hours.
- Long stay means the occupant was parked for at least eight hours.

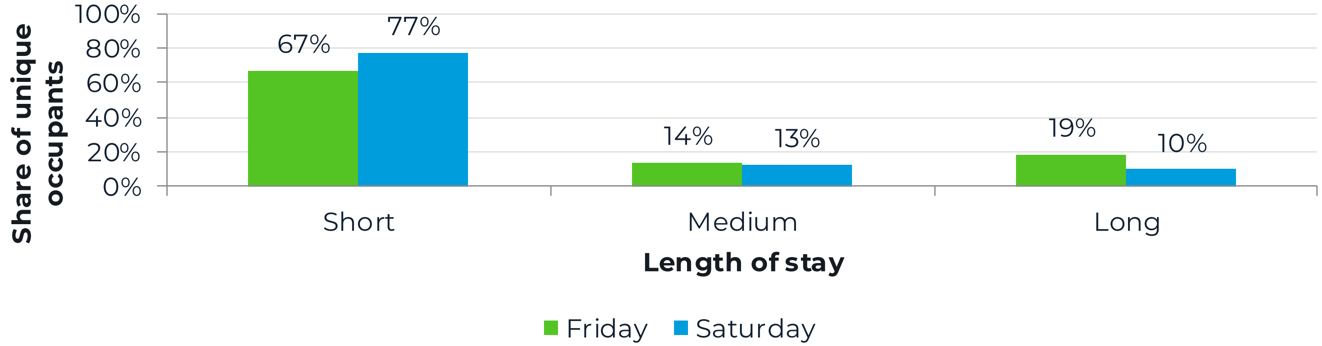
Short durations of four hours or less are most common during the week in Wingham, where this makes up 85% of the share of unique occupants on Friday, and at the weekend in Ash, where this makes up 77% of unique occupants on Saturday. Predominantly short stays were observed in both Wingham and Ash across both survey days.

On the other hand, longer durations were seen in St Margaret's at Cliffe across both survey days, with only 49% of unique occupants staying for two hours or less on Friday and 37% on Saturday.

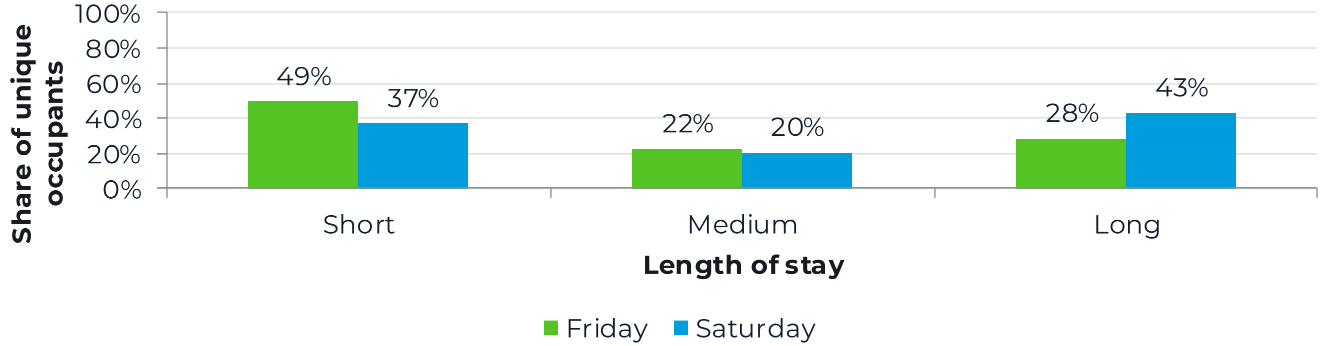
St Mary's Meadows/High Street, Wingham (survey data)



The Street, Ash and Queens Road, Ash (combined, survey data)



Reach Road, St Margaret's at Cliffe (survey data)



Part 5

Future Scenarios

Overview

This Strategy forecasts future parking demand to 2040 to align with the end date of the Dover District Local Plan, adopted October 2024. Considering the scope of potential future demand is vital for effective forward planning and will allow the Council to make more informed decisions regarding development opportunities that could have significant implications for local parking supply. This chapter sets out projections for what future supply and demand is likely to look like in the town centres based on forthcoming developments and population growth estimates.

Methodology

Future demand has been derived from the starting point of current peak demand. This allows any supply constraints to be quickly identified, however it is also worth noting that peak demand is not representative of average demand. To this end, estimated peak month demand for a Friday and Saturday has been used.

Peak month occupancy stems from the analysis of ticket sales data presented in the previous section. Occupancy data recorded in the October 2024 surveys has been factored by the ticket sales difference from October to the peak month, which is August for all three town centres.

Future peak month demand has been forecast by applying population growth estimates to current peak month demand. Population projections from the Office for National Statistics (ONS) were used, suggesting a 12% increase in the population of Dover between now and 2040.

However, population growth can be influenced by economic conditions, planning policy, migration levels and other external factors. To account for this uncertainty, a ‘high growth’ and ‘low growth’ scenario has been developed for each town centre. These assume a 10% increase and decrease on the ONS projections, respectively (i.e. 10.8% population growth for low and 13.2% for high).

Likely proposed developments on car parking sites

A list of proposed developments on existing car parking sites that would result in either full or partial loss of capacity have been confirmed by the Council as being likely for approval and delivery before 2040. These are set out as follows:

Car park	Development	Loss of parking spaces
Dover		
Albany Place	Housing (15 units)	All 92 (inc. 2 blue badge and 2 EV charging)
Camden Crescent	Mixed use development (263 housing units)	All 73 (inc. 2 blue badge)
Ladywell	Currently closed for Maison Dieu restoration project (so not surveyed). 33 total spaces; re-opening in 2025.	
Deal		
South Street	Re-development of The Regent cinema.	All 14 (inc. 2 blue badge)
Sandwich		
None	N/A	N/A

NB - In addition to the above, Bench Street car park in Dover was permanently closed in January 2024, with the loss of all 48 spaces. This was taken account of in existing supply.

Scenarios

For each town centre where development is proposed to take place, forecasts have been presented for a Friday and Saturday according to the low, medium and high growth scenarios. Each chart shows capacity lines indicating no development (existing supply) and what future supply would look like if developments were to go ahead (supply after proposed development). Current and future peak month demand are mapped onto these supply curves. There are therefore effectively six scenarios under consideration as follows:

Scenarios under consideration	
Low growth (10.8%) + no development	Low growth (10.8%) + proposed development
Medium growth (12%) + no development	Medium growth (12%) + proposed development
High growth (13.2%) + no development	High growth (13.2%) + proposed development

Future Scenarios – Dover

Medium growth forecast for Dover

In line with the standard ONS projection, peak parking demand on Saturdays in the busiest month of August is likely to reach 251 spaces. On Fridays, this is likely to reach 327 spaces. In both instances, the existing supply of Council parking in Dover town centre would be sufficient to accommodate this growth, with 180 spaces of spare capacity on Friday and around 250 on Saturday.

When considering developments at Albany Place and Camden Crescent, there is still likely to be spare capacity on both Friday and Saturday. However, on Friday between 11:00am and 1:00pm this is forecast to be just 13 spaces, creating a potential supply bottleneck at this time of day and to a lesser extent the times either side of it. There are still around 90 spaces of spare capacity on Saturday.

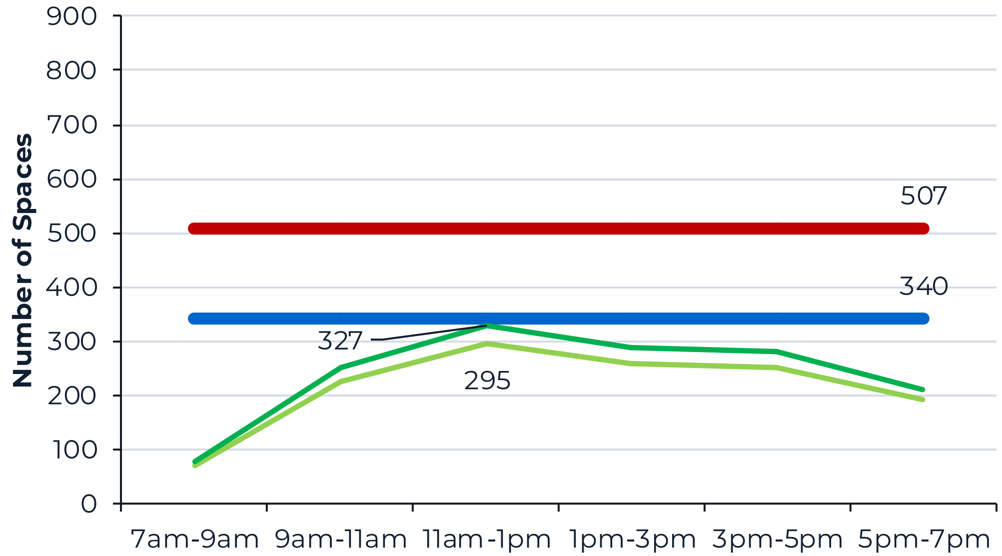
When taking private car parks into account, even when considering proposed development there is likely to be substantial overflow capacity in the town centre on Friday, such as at St James Retail and Leisure Park (445 total spaces), Morrisons/Castleton slightly further afield (300 total spaces) and hundreds of spaces in the Port of Dover area.

High and low forecasts

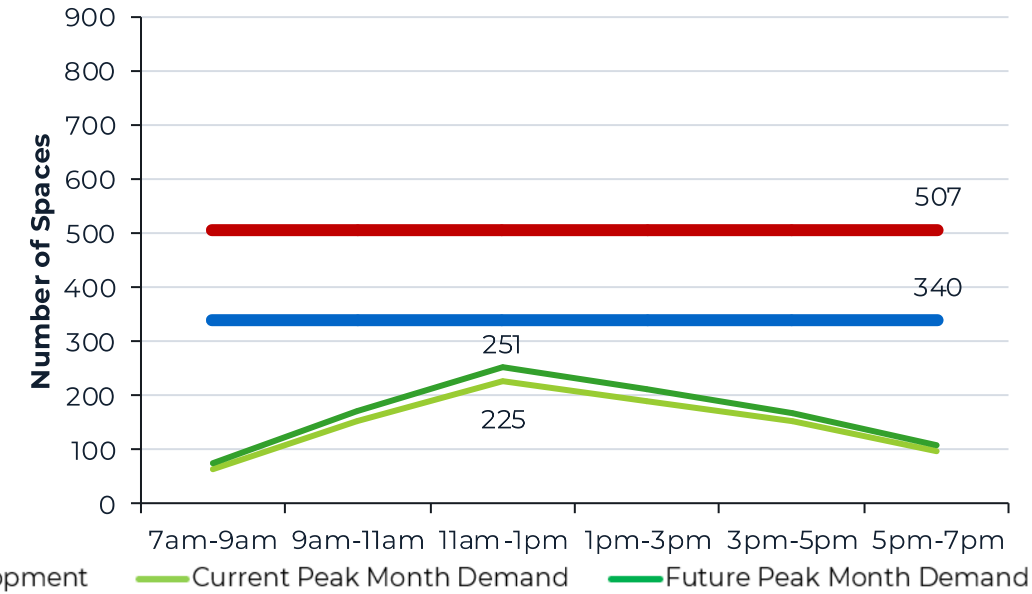
Detailed visualisations of high and low growth forecasts are provided in **Appendix B**.

Future peak month demand under high growth is expected to come closer to but still not reach supply between 11:00am and 1:00pm. A low growth scenario slightly eases the pressure of Friday demand and there are expected to be no significant issues in terms of Saturday demand in any scenario.

Medium Growth: Friday



Medium Growth: Saturday



Future Scenarios – Deal

Medium growth forecast for Deal

Demand for parking in Deal town centre is already straining capacity when uplifting to the peak month of August. On Friday, there is estimated current peak month demand of 647 spaces against 663 spaces of existing supply between 9:00am and 11:00am on Friday, and demand of 685 spaces exceeding existing supply between 11:00am and 1:00pm on Saturday.

The issue is exacerbated when taking ONS projections and the proposed South Street development into account. Future peak month demand exceeds supply after proposed development by around 75 spaces on Friday and 120 spaces on Saturday. On both days, supply is exceeded for much of the day and between 9:00am and 3:00pm on Saturday.

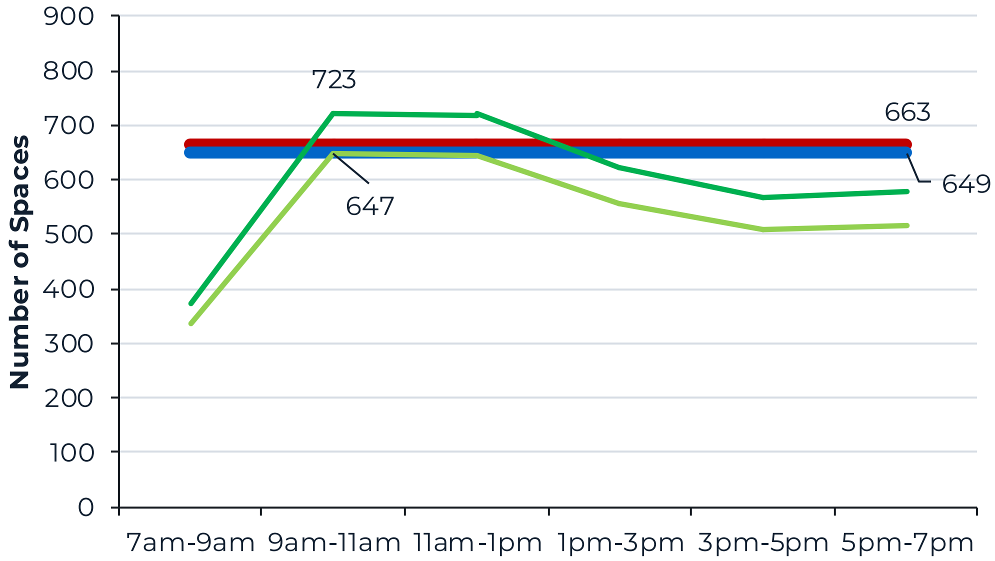
There are few credible alternatives to Council car parks in Deal town centre, particularly for visitors, as there are limited private car parks beyond the railway station, Sainsbury's and Aldi (the latter being customers only). There may therefore be real challenges to parking in Deal town centre by 2040 without intervention.

High and low forecasts

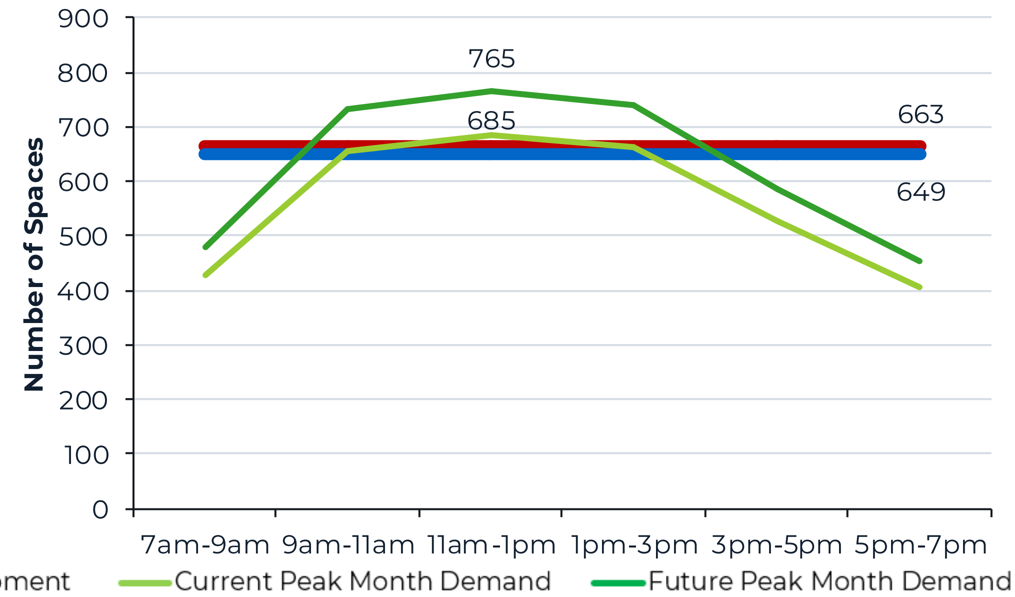
Detailed visualisations of high and low growth forecasts are provided in **Appendix B**.

Future peak month demand under high growth is expected to exceed supply slightly more substantially on both Friday and Saturday; by up to around 85 spaces between 9:00am and 1:00pm on Friday and up to around 125 spaces between the same times on Saturday after accounting for proposed development. Under low growth, future peak month demand is expected to expected to exceed supply slightly less substantially.

Medium Growth: Friday



Medium Growth: Saturday



Medium growth forecast for Sandwich

Similarly to Deal, current peak month demand in Sandwich town centre already strains existing supply when uplifting to the busiest month of August. There are currently around 20 spaces of spare capacity on Friday and 8 on Saturday. No parking developments are proposed in Sandwich town centre, therefore only existing supply is shown.

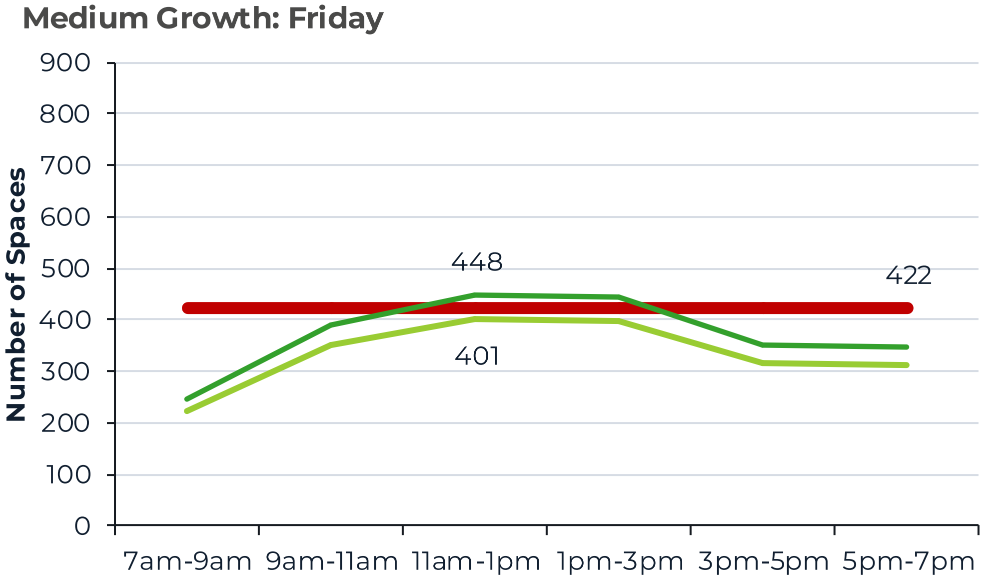
When taking ONS projections into account, future peak month demand exceeds supply by around 25 spaces on Friday and 40 on Saturday.

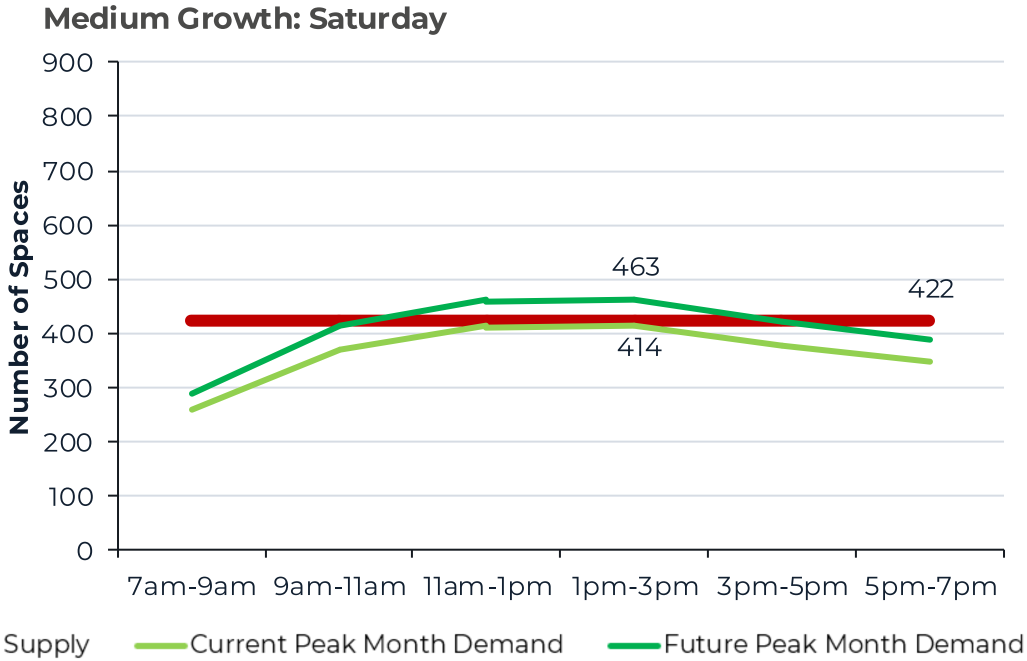
Although this may be manageable by taking measures outside increasing the parking supply, there are also few credible alternatives to Council parking in Sandwich town centre, with the only significant private car parks being Sandwich railway station and the Co-Op supermarket near Guildhall. It is therefore unlikely that any excess demand could be accommodated elsewhere without intervention.

High and low forecasts

Detailed visualisations of high and low growth forecasts are provided in **Appendix B**.

Future peak month demand under high growth is expected to exceed supply slightly more substantially on both Friday and Saturday; by up to around 30 spaces between 11:00am and 3:00pm on Friday and up to around 50 spaces between the same times on Saturday after accounting for proposed development. Under low growth, future peak month demand is expected to expected to exceed supply slightly less substantially.





Part 6

Engagement Activities

Engagement Survey – Overview and Respondent Demographics

Overview

To help ensure the findings and recommendations of the strategy are responsive to local residents' and stakeholders' needs, the Council launched an engagement survey running from 20th December 2024 to 19th January 2025. The survey aimed to capture key elements of respondents' most frequent journeys to town and village centres in the district, their appraisal of sustainable alternatives to using the car and their feasibility, and their priorities for parking, as well as giving an opportunity to provide any further comments. There were 1,096 responses to the engagement survey in total.

Respondent Demographics

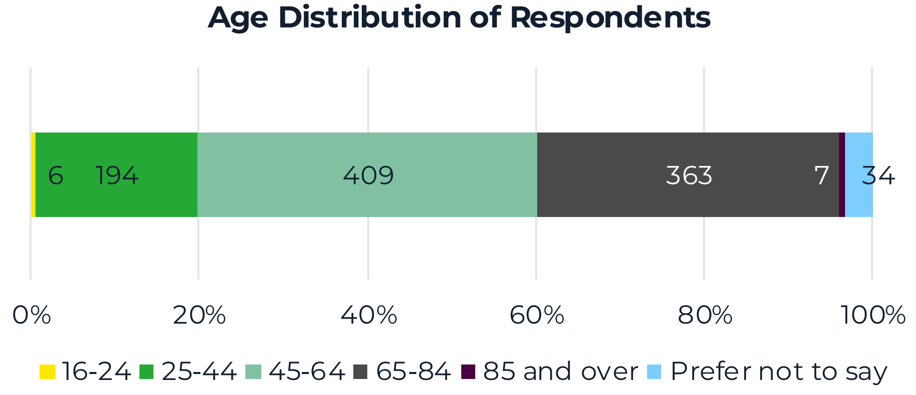
The charts opposite capture who responded to the survey in terms of age, sex/gender and disability/long-term illness.

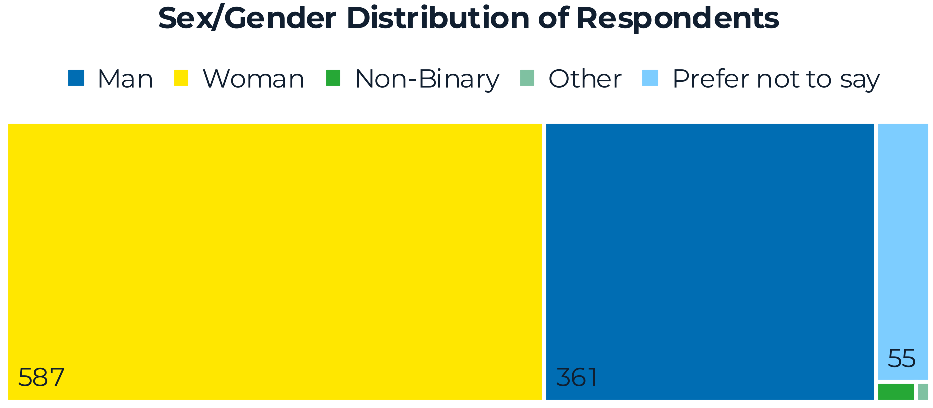
Of the 979 respondents who answered with their age, 42% were aged 45-64, 37% were 65-84, 20% were 25-44, 1% were either 85 and over or below 16-24.

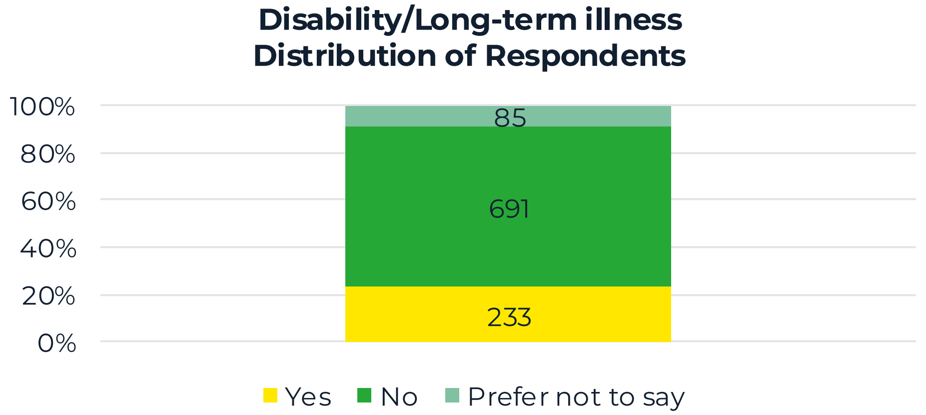
Of the 952 respondents who answered the sex/gender question, 62% identified as a woman and 38% as a man.

Of the 924 respondents who answered the disability/long-term illness question, 25% did have a disability or long-term illness and 75% did not.

Respondents to the survey were therefore predominantly aged between 45 and 84 (79%) and women (62%), with slight overrepresentation of disabled people compared to the average for Dover (25% vs. 20%). For reference, 49% of residents in the district are aged between 45 and 84 and 51% are women. The results of the survey may therefore be biased to the respondent demographics rather than the broader demographics of the district.

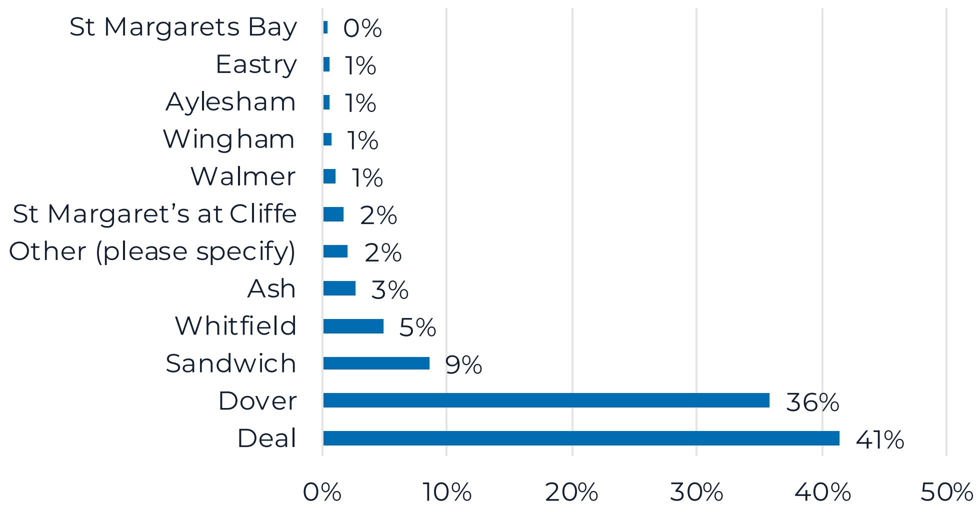




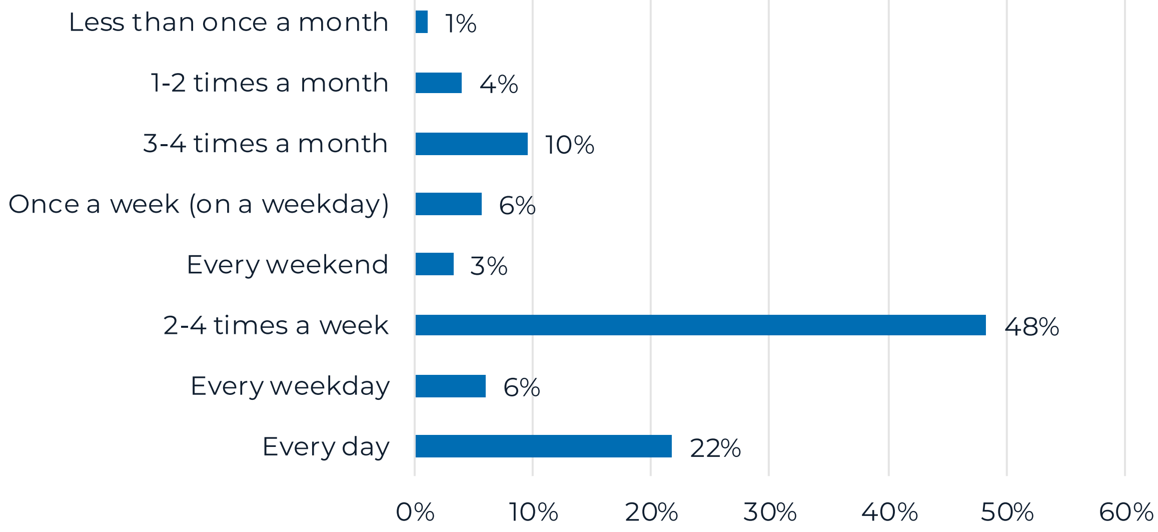


Engagement Survey – Typical Journey

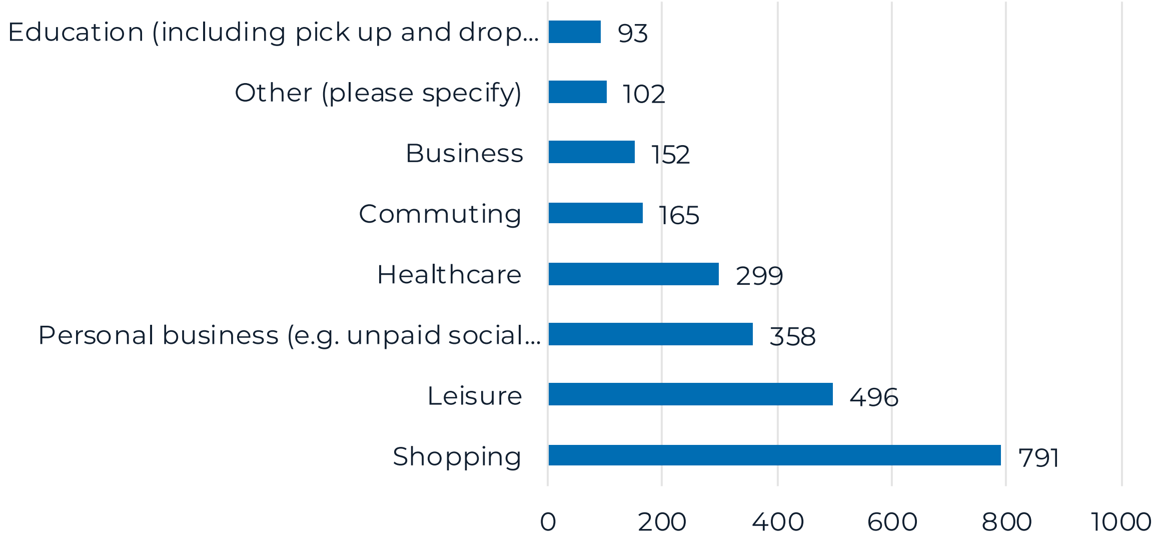
Which town or village centre in the district do you usually travel to most frequently?



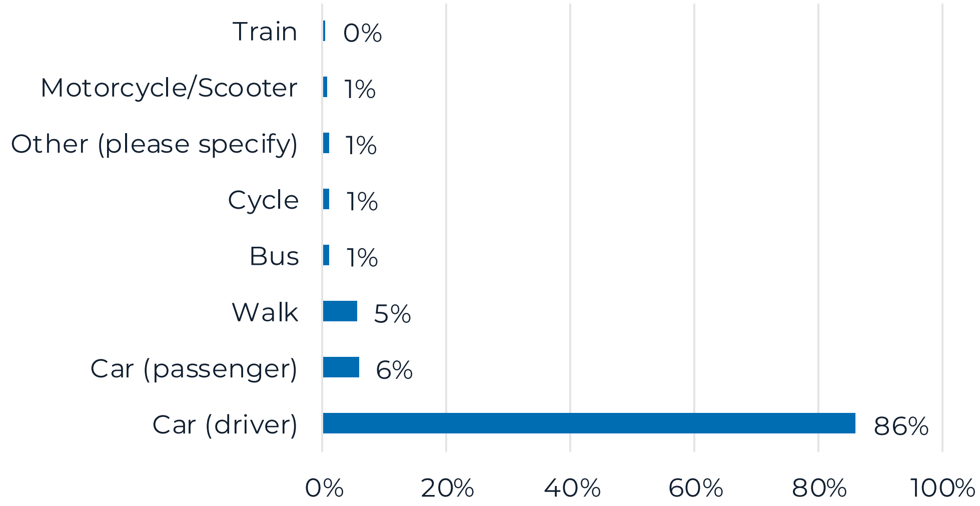
How often do you travel there?



Why do you travel there? Select all that apply.



How do you usually travel there - what is your main form of travel?



Analysis

The charts on the previous slide identify the town or village centre in the district that respondents travel to most frequently, how often they travel there, why and how (i.e. their main form of travel).

Deal (41%) and Dover (36%) are by far the most popular responses in terms of most frequent journeys, reflecting their role as the two largest conurbations in the district. Smaller proportions answered Sandwich (9%), Whitfield (5%) and various village centres. Overall, Dover, Deal and Sandwich accounted for 86% of responses.

People most commonly travel to their town and village centres 2-4 times a week (48%) or every day (22%). The responses reflect the mix of roles that parking plays in the district, capturing commuters, regular retail visitors (i.e. people coming to use shops and local businesses) and occasional visitors, with 15% of respondents making their most frequent journey 3-4 times a month or less.

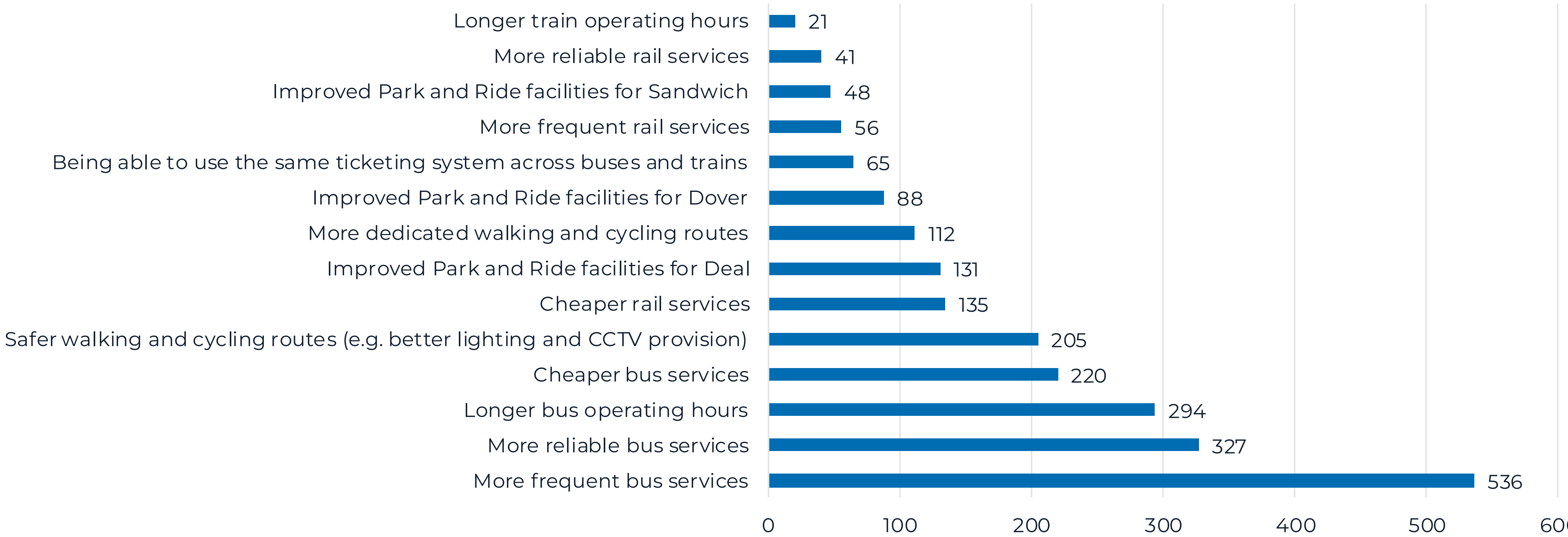
This theme carries through to answers around why people make their most frequent journeys to a town or village centre in the district. Shopping was the most common answer with 791 selections, followed by Leisure (496), Personal business (358), Healthcare (299) and Commuting (165). This also suggests that most respondents are primarily travelling for retail and leisure purposes, which may be a consequence of respondent demographics capturing relatively few people aged under 45.

Finally, respondents overwhelmingly travel by car as their main mode either as a driver (86%) or passenger (6%), which is to be expected from a survey focused on parking. A further 5% of respondents said that they usually walk.

The observed overrepresentation of Deal as the most frequent destination relative to population, employment and parking supply and demand may be the result of campaigning relating to Deal Gymnastics Club and Victoria Park Bowling Club.

Engagement Survey – Sustainable Alternatives

What would make you likely to travel more frequently by sustainable modes - bus, train, walk or cycle? Select up to three.



Analysis

The chart above reflects respondents' top selections from the suggestions given for improving sustainable alternatives to car. More frequent and reliable bus services with longer operating hours summarises the top three responses to this question, with safer walking and cycling routes (e.g. better lighting and CCTV provision), cheaper rail services and improved Park and Ride facilities for Deal being the top suggestions for sustainable alternatives other than bus.

It should also be acknowledged that for some people and journeys, sustainable alternatives will not be as feasible, for example for disabled people or tradespeople carrying heavy goods/equipment. However, improving sustainable alternatives for applicable journey types remains a key policy lever for managing parking demand and supply.

Engagement Survey – Permits

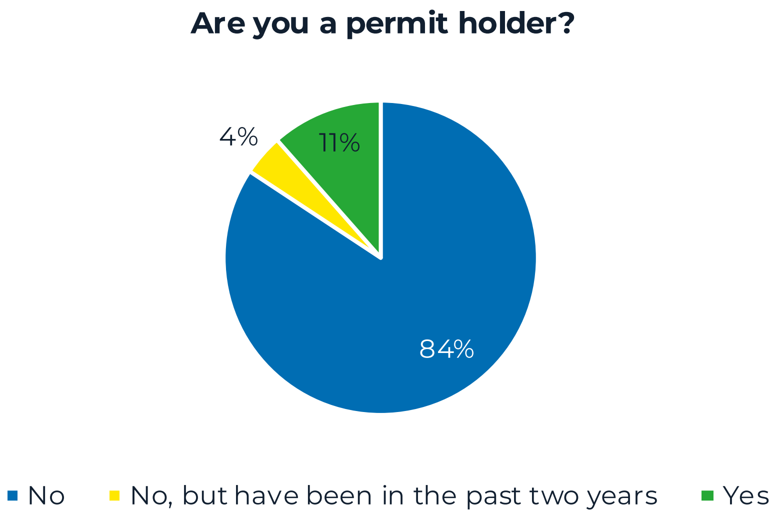
Analysis

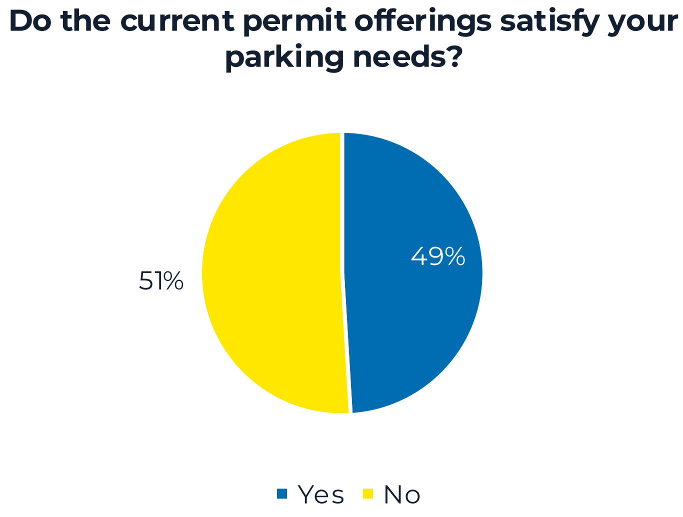
The charts opposite show the proportion of respondents who are permit holders or recent permit holders, as well as whether these respondents are happy with the current permit offerings. An open response question was then asked to capture why some people are not satisfied.

11% of respondents are current permit holders in the district, whilst a further 4% have been in the past two years. Of this 15%, 49% are happy with the current permit offerings meaning the open response question was asked of the remaining 51%.

Top issues identified from the permits open response question are as follows:

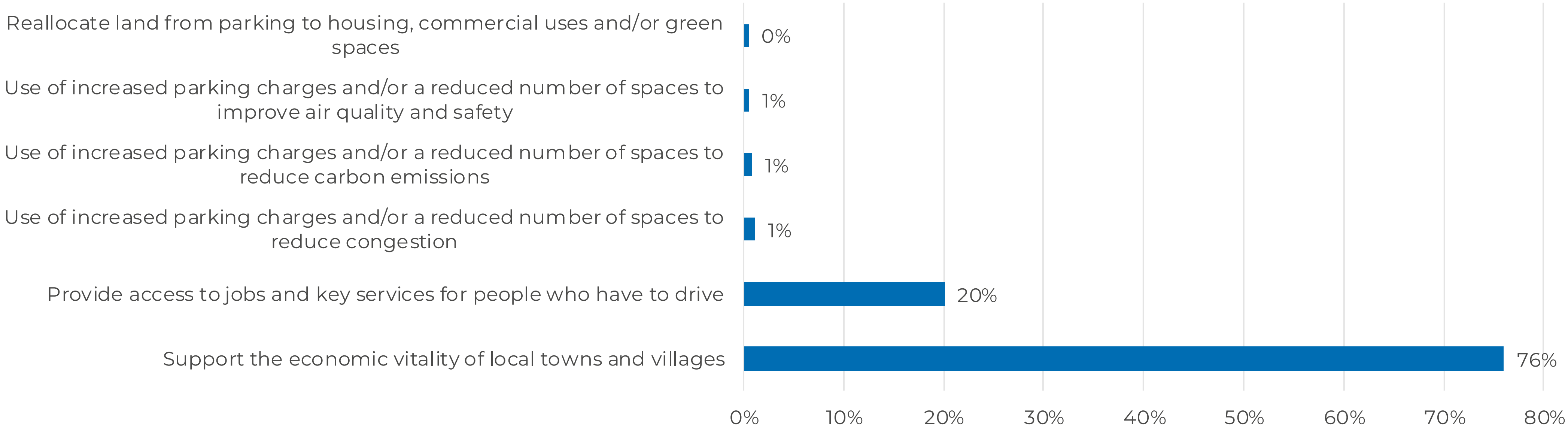
- Permits being 'too expensive'
- Not being able to park due to a lack of available space despite having a permit
- Insufficient enforcement, with non-permit holders, taxis and other users taking up parking spaces
- Opposition to visitor permits, specifically their expiration dates and the need to purchase them in blocks
- Opposition to emissions-based pricing





Engagement Survey – Priorities

What role do you want parking to provide to support local priorities? Select one.



Analysis

The chart above captures respondents' overriding priorities for parking. This shows that people overwhelmingly see parking as primarily supporting the economic vitality of local towns and villages (76%), with a smaller sub-section most concerned with provision of access to jobs and key services for people who have to drive (20%).

Respondents were also given a series of agree/disagree statements around potential measures to improve parking in the district. The three most/least popular statements are listed below:

Top three most popular statements – Strongly agree/Agree %

- Greater levels of security (e.g. lighting and CCTV) should be provided at car parks – 80%
- Improved signage to local destinations should be provided at car parks – 67%
- Additional facilities (e.g. toilets, click and collect parcel lockers) should be provided at car parks – 66%

Top three least popular statements – Strongly disagree/Disagree %

- Increased parking charges should be applied to encourage people to travel by more sustainable modes – 92%
- Fewer parking spaces should be provided for cars to encourage people to travel by more sustainable modes – 91%
- Fewer parking spaces should be provided for cars to unlock the land for other uses e.g. housing, commercial development, green spaces – 89%

Engagement Survey – Other Comments and Survey Outcomes

Analysis

Towards the end of the survey, respondents were given an opportunity to provide any other comments about parking or travel in respect to the towns and villages they visit.

Top issues identified from this final open response question are as follows:

- The need for parking to support local businesses, e.g. by making parking free for at least up to one hour
- Opposition to charging for parking at Victoria Park in Deal, particularly for users of Deal Gymnastics Club and Victoria Park Bowling Club
- Concern about parking enforcement
- The need for better public transport options
- The retention of cash and payment options

Survey Outcomes

The results of the engagement survey formed a key throughput to this strategy's recommendations. Consideration was given to retaining free parking periods of at least up to one hour to support local businesses in places where charging may be introduced or altered, scaling up to three hours at Victoria Park to respond to the need to protect users of the local sports clubs.

The need for greater enforcement at specific sites, and in general, has also been carried through to the recommendations, as has the need for better public transport options. The retention of cash and payment options will be assured in the short term (i.e. over the next five years). Changes to permits will be considered in closer detail as a next step.

Engagement Workshops

Overview

To help ensure the findings and recommendations of the strategy are responsive to the priorities of local elected members, input was also sought from Councillors at District and Town and Parish levels, respectively. This was done through delivery of a series of workshops presenting the evidence underpinning the strategy (parking survey analysis, future supply and demand, benchmarking and engagement survey) and inviting feedback on emerging recommendation areas.

Outcomes and Influence on Strategy: Dover District Council

Two sessions were held with Dover District Council; one in November 2024 covering evidence and Councillors' priorities for parking in the District, and another in March 2025 presenting the Draft Strategy.

The key outcomes of this engagement and their influence on the strategy were as follows:

- The need to identify specific car parks to target recommendations where measures to mitigate current and future demand against available supply would be most effective, e.g. in Deal town centre.
- Councillors strongly support improvements to local bus services and active travel to provide an attractive alternative to parking but note this must often be in an advocacy role, relying on support and funding at County Council level and above.
- When rolling out digital payment technology, it will be important to do this in a phased way to ensure access to cash and payment options is retained in line with the renewals of machines.

Outcomes and Influence on Strategy: Town and Parish Councils

A consolidated session was held with Town and Parish Councils in March 2025 covering evidence, Councillors' priorities for parking in their Towns and Parishes, and emerging recommendation areas.

The key outcomes of this engagement and their influence on the strategy were as follows:

- Although reliable population growth forecasting is available at a District-wide level, there is a need to carefully monitor the different growth rates of different parts of the district in line with the Local Plan to identify any disproportionate changes in parking need.
- The need for consistent and effective parking enforcement in all parts of the District.
- The need to make sure that adequate parking restrictions are in place in nearby on-street areas where there are any changes to car parks.
- The importance of maintaining good quality of surfaces, with Maison Dieu and Borrow Pit (up to the seafront) car parks cited specifically as areas for attention.

Engagement Workshops

Outcomes and Influence on Strategy: Port of Dover

A short session was held with Port of Dover in April 2025 to ascertain any major planned changes to parking at the port that might affect the parking situation in Dover town centre. Plans for the Port of Dover site and operation up to 2050 are also captured in the Port of Dover 2050 Masterplan Framework.

The key outcomes of this engagement and their influence on the strategy were as follows:

- The main challenge for Port of Dover is to accommodate expected increased vehicle congestion and dwell times ahead of the implementation of the EU Entry/Exit System border processing system later in 2025. This involves land reclamation south of Union Street to create additional space to process vehicles.
- Additional parking, possible multi-storey parking, will be provided around Union Street to increase resilience and serve other planned and aspirational developments in the waterfront area.
- Marina North car park will be retained, whilst De Bradelei Wharf car park will be retained but may be developed on in the long term.
- Overall, the session did not identify cause for concern in terms of the findings and recommendations around parking in Dover town centre.

Part 7

Recommendations

Summary of Issues and Opportunities

Overview

Parking across Dover acts to fulfil a range of roles across various contexts. This presents both issues and opportunities for how these roles can be fulfilled and raises questions about whether this is aligned with the District's future goals and policy direction. Based on the summary of evidence presented in previous chapters, as well as survey outputs and engagement with Council officers, key issues and opportunities for parking provision are set out at the level of each town centre and for rural and coastal areas.

Dover	
⇧	Delivery of the Dover Fastrack scheme provides an opportunity to make sustainable alternatives more attractive.
⇩	The scheme will necessitate the removal of some on-street blue badge spaces on Pencester Road.
⇧⇩	Opportunity from several car park sites in Dover town centre being identified or considered for development, so long as this does not result in there being insufficient parking supply.
⇧⇩	Lack of park and ride sites, though these may be made more viable by Dover Fastrack.
Deal	
⇩	Insufficient capacity overall in the town centre, resulting in visitors in particular struggling to park at weekends, and limited sustainable alternatives.
⇧⇩	Much less private parking than Folkestone and higher average fares, suggesting limited options to relieve capacity, but some scope to increase fares relative to Whitstable.

Sandwich	
⇧	Strategically placed car parks ensure that all areas of the town centre are served and support Sandwich's visitor economy.
⇩	Issues of undercapacity, validated by the benchmarking with relative under-provision of parking supply against Rye.
⇩	Additional blue badge spaces may be needed at Guildhall commensurate with the local medical centre expansion.
⇧⇩	Local bus services run fairly often connecting to adjacent village centres but are not always reliable.
Rural and coastal	
⇧⇩	Free parking means that maintenance of the facilities provided come at a cost to the Council, but the impact of charging likewise needs to be considered.

Summary of Issues and Opportunities

Overview

Additional consideration of issues and opportunities are set out below. These are often cross-cutting between town centres or apply to the entirety of the Council's parking supply.

Additional considerations	
↑	Consistent signage and information provision across all publicly owned car parks facilitates navigation.
↑	Key services across the town centres are within accessible distance of parking locations.
↓	A lack of formal parking provision for coaches and motorhomes across the District.
↓	A lack of formal parking provision for delivery drivers and riders, leading to increased movements through town centres.
↑↓	A need to keep permits under review to ensure that they still 'work' for residents, businesses and visitors.

Recommendations

Overview

The following slides set out recommendations for parking management and provision for the three town centres, rural and coastal areas, and includes cross-cutting recommendations for the public parking stock in Dover as a whole. Recommendations indicate potential future actions that the Council would be able to take to address existing issues and to capitalise on opportunities.

Consideration has been given to measures that would support the Council in successfully implementing proposed developments at existing car parking sites while mitigating detrimental impact to parking provision and associated implications for accessibility and growth. Likewise, wider policy goals regarding decarbonisation, improved accessibility, providing wider modal choices and facilitating economic growth have been taken into account.

Recommendations are underpinned by the body of evidence set out in this Strategy, including occupancy and duration survey data, benchmarking and future analysis.

Proposed timescales

Each recommendation has been assigned a proposed timescale for latest implementation, in line with the 2040 timescales of the adopted Local Plan and the growth forecasts considered in this document. Indicative timebands have been set out as follows:

Timescale bands	Years
Short	2025 – 2029
Medium	2030 – 2034
Long	2035 – 2040

Responsibility and engaged parties

Each recommendation has been assigned indicative third parties that the Council would likely need to engage with to effectively progress the recommendations. Responsibility for all actions sits with Dover District Council in the first instance.

Recommendations for Dover

ID	Recommendation description	Proposed timescales	Involved parties
DO1	**Marketing and communications campaign to promote sustainable alternatives** Active efforts to promote the Dover Fastrack scheme in particular would help maximise its potential effects on parking in Dover town centre in terms of further reducing demand and supporting other strategic goals, such as decarbonisation, growth and regeneration.	Short (ongoing)	DDC, bus operators
DO2	**Address parking issues at Market Square** Issues have been raised with effective parking enforcement around Market Square, as well as separate proposals to convert part of its loading bays into a taxi rank.	Short	DDC
DO3	**Blue badge space realignment** Replace blue badge spaces lost along Pencester Road due to the Dover Fastrack scheme by moving them where possible to the Pencester Road off-street car park. This will mitigate any negative impact of the scheme on people with restricted mobility and can be readily accommodated at Pencester Road off-street or else more conservatively distributed amongst multiple nearby car parks to dilute the loss of standard spaces.	Short	DDC
DO4	**Identify a new Park and Ride site for Dover** A new Park and Ride site for Dover along the Dover Fastrack route could significantly displace demand from car parks in the town centre, again supporting the pursuit of other strategic goals for the town centre. One efficient possibility would be repurposing an existing car park, such as the one at White Cliff, serving the Whitfield Urban Expansion site. This site could be in permanent or semi-permanent operation depending on need.	Medium	DDC, KCC, bus operators
DO5	**Planned developments on car parking sites** The adopted Dover Local Plan and related proposals have earmarked Albany Place and Camden Crescent car parks for development. Occupancy and duration survey analysis, benchmarking and future analysis has not revealed an acute problem with parking supply in Dover Town Centre in terms of satisfying current and future demand, even accounting for these developments.	Long	DDC, third parties

Recommendations for Deal

ID	Recommendation description	Proposed timescales	Involved parties
DE1	**Changes to tariffs and maximum stays** • Identify car parks that could have a maximum stay of three hours: Stanhope Road, Union Street, Beach Street off street, West Street • Increase tariffs for short stays between two and four hours to £2 per hour • Increase tariffs for long stay parking of more than four hours to £2.50 per hour • Introduce charging for seafront parking north of Deal Beach Street • Excludes permit parking This would be designed to encourage higher turnover of vehicles at selected car parks and may involve commensurate changes to permits based on further work to determine the knock-on impacts on residents, businesses and visitors.	Short	DDC, residents, businesses
DE2	**Address issues at Victoria Park car park** Victoria Park car park, currently free, already has issues caused by excess demand including cars parking on the grass. Reviewing arrangements to ensure a pleasant public realm and orderly parking for park and sports club users is therefore appropriate. This would involve charging for stays of more than two hours.	Short	DDC
DE3	**Advocate for improvements to local bus services and active travel** Faster and more reliable local bus services (with a minimum frequency of four buses per hour at peak times) and improved cycle and e-mobility infrastructure would effectively expand the catchment of further afield car parks like Borrow Pit, helping to alleviate capacity in Deal town centre against projected future demand. This will also help provide credible sustainable alternatives to using the car to mitigate expected increased demand.	Short to Medium (ongoing)	DDC, KCC, bus operators
DE4	**Planned developments on car parking sites** Although Deal town centre is projected to be significantly overcapacity by 2040, this would be the case even without the development at South Street car park, which has just 14 total spaces. A separate solution is needed, and it would therefore be disproportionate to recommend against pursuing the development given it supports other strategic priorities for the area.	Long	DDC, third parties

Recommendations for Sandwich

ID	Recommendation description	Proposed timescales	Involved parties
SA1	**Changes to tariffs and maximum stays** • Identify car parks that could have a maximum stay of three hours: Guildhall • Increase tariffs for short stays between two and four hours to £2 per hour • Increase tariffs for long stay parking of more than four hours to £2.50 per hour • Excludes permit parking This would be designed to encourage higher turnover of vehicles at selected car parks and may involve commensurate changes to permits based on further work to determine the knock-on impacts on residents, businesses and visitors.	Short	DDC
SA2	**Additional blue badge spaces at Guildhall** Although this may necessitate a small loss of standard spaces, the expansion of the local medical centre at Guildhall car park has created a need for additional blue badge spaces give that there are otherwise likely to be capacity constraints on blue badge spaces in the busiest month(s) of the year.	Short	DDC

Other recommendations

ID	Recommendation description	Proposed timescales	Involved parties
O1	**Introduce charging at rural car parks** Introduce charging at currently free rural car parks for stays of more than one hour in line with short stay charging across the rest of the district. This should maximise turnover at the car parks and help cover the costs of asset operation and maintenance. This will include making sure adequate parking restrictions are in place in on-street areas.	Short	DDC, Parish and Town Councils
O2	**Introduce a resident permits system at Reach Road, St Margarets car park** With excess demand identified at Reach Road through the survey analysis, a resident permits system might help manage this by discouraging non-essential parking.	Short	DDC, St Margaret's At Cliffe Parish Council
O3	**Introduce charging at ney Abbey** A charging structure at ney Abbey like that used at the Kent Country Parks (see Appendix A) would also be appropriate to help cover the costs of asset operation and maintenance.	Short	DDC
O4	**Parking enforcement at Dover District Leisure Centre** Increased enforcement at Dover District Leisure Centre will be useful in the short term to make sure parking is being used as intended by members of the leisure centre.	Short	DDC
O5	**Coach and delivery driver pick up and drop off zones** Ensure coach pick up and drop off zones are clearly identified around any car parks on the waterfront or where coach parking was observed during the surveys. This will avoid coaches taking up limited space in town centre car parks (e.g. Beach Street on and off-street). Related to this, identify delivery driver pick up/drop off/waiting zones on the edge of town centres to discourage movements through the town centre.	Short	DDC
O6	**Review of permit zones and potential caps on number of permits** Further analysis of permit zones, particularly whether existing zones should be further split to help alleviate capacity issues and whether permits should be capped, should be a key follow-on from the strategy.	Short	DDC

Other recommendations (cont.)

ID	Recommendation description	Proposed timescales	Involved parties
O7	**Committed motorhome parking** Sites with spaces available for motorhome parking in the District could alleviate some demand at some town centre, rural and coastal car parks. Potentially suitable sites include Marine Parade in Dover, The Strand/The Beach Deal/Walmer, and Gazen Salts in Sandwich. Tariffs will be in line with the £13 overnight stay charge currently in place in Deal, with a forty-eight-hour maximum stay and monitoring of demand to ensure appropriate usage.	Short to Medium	DDC, KCC
O8	**Tackling anti-social behaviour** Continue to work closely with the Community Safety Team and Kent Police to address anti-social behaviour within car parks.	Short (ongoing)	DDC, Kent Police
O9	**Digital payment technology** Rolling out digital or online payment at certain car parks has the potential to reduce costs by removing the operation of coin payments (i.e. moving to RingGo and payments only). This would be implemented in the short to medium term on an ongoing basis in line with renewals of machines to allow for the equality impacts to be carefully assessed and for mobile connectivity and payment technologies to become further ubiquitous.	Short to Medium (ongoing)	DDC, payment provider(s)

Appendix A

Overview of Individual Car Parks

Dover: Albany Place

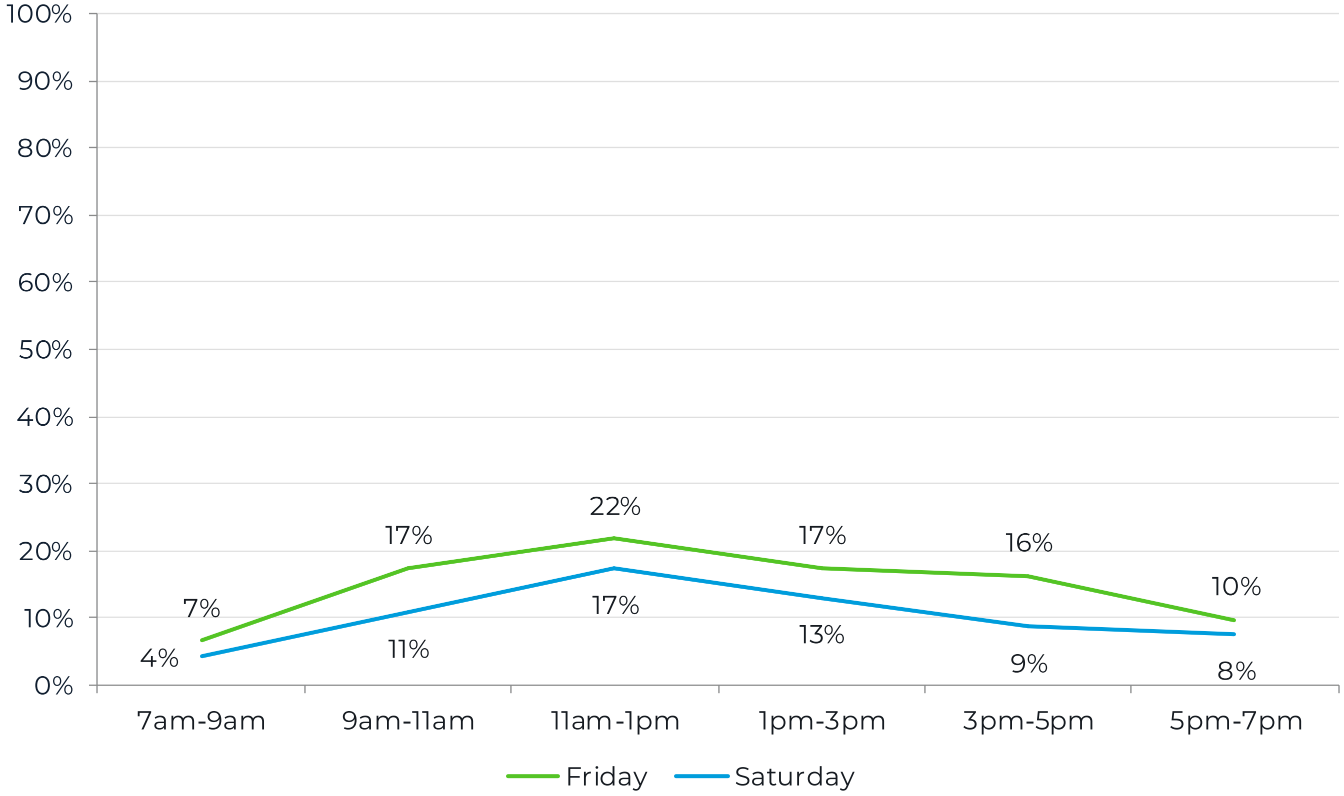
Spaces: 92 | 2 | 2

Charging regime:

Charges apply Monday to Saturday (8:00am – 6:00pm). Maximum stay 24 hours.

Less than 1 hour	£0.50
1 hour	£1.50
2 hours	£3.00
3 hours	£4.50
4 hours	£6.00
5 hours	£7.50
More than 5 hours	£9.00

Occupancy across time of day



Dover: Camden Crescent

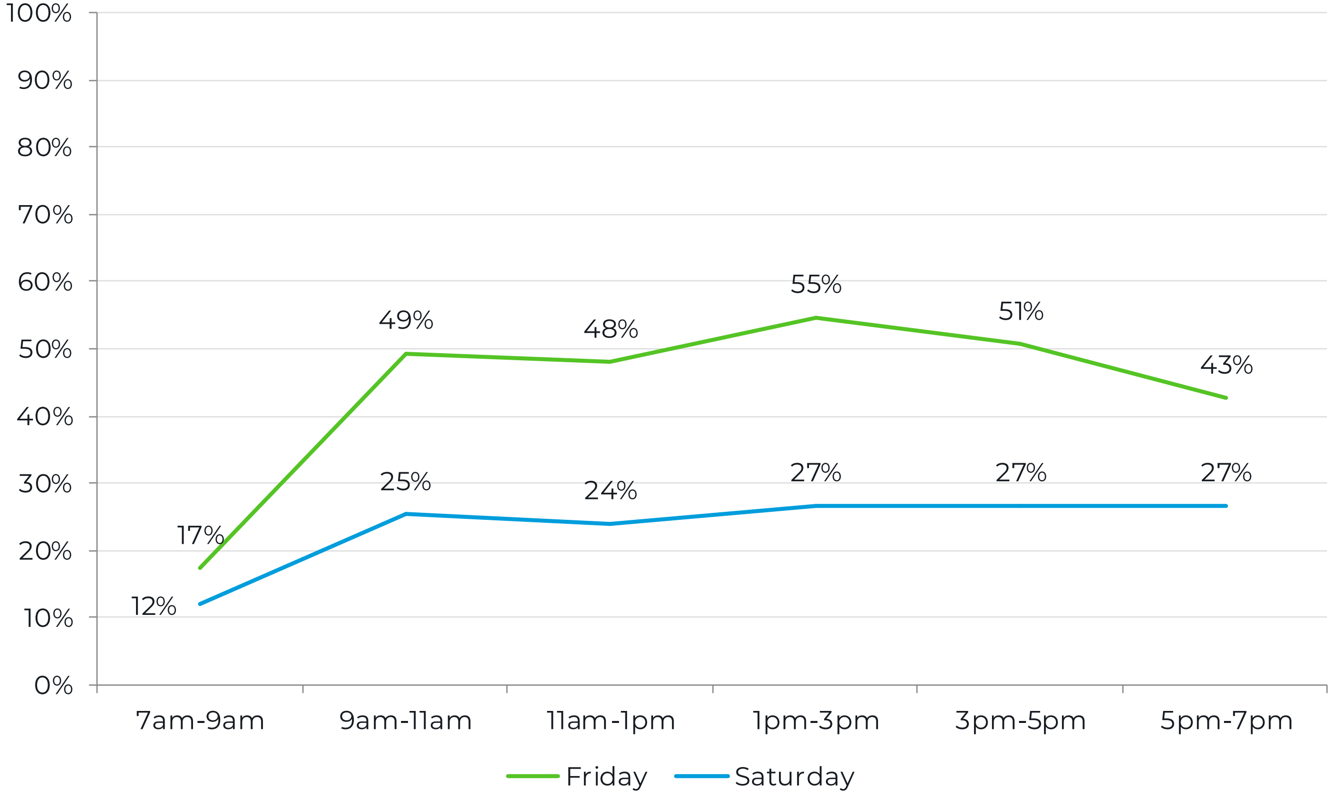
Spaces: 75 | 2 | 0

Charging regime:

Charges apply Monday to Sunday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Occupancy across time of day



Dover: Maison Dieu

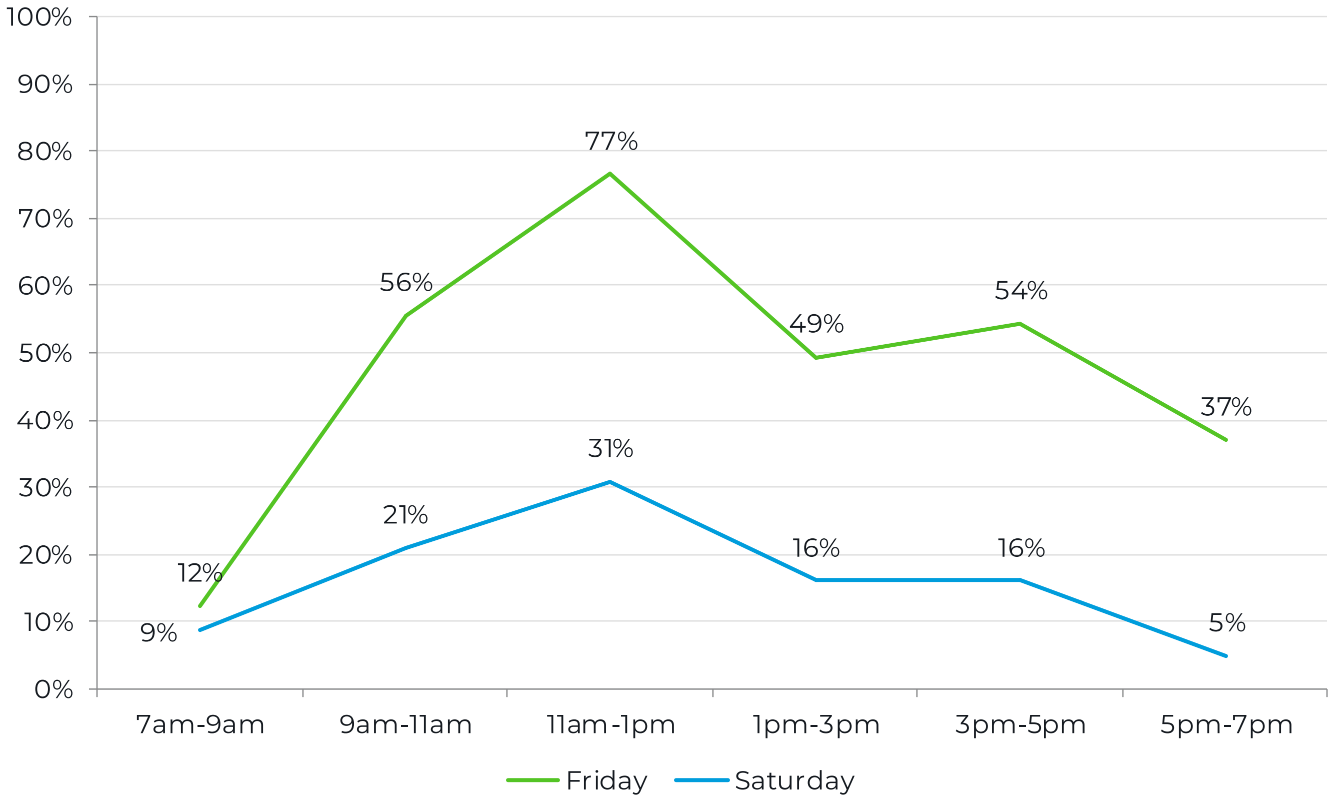
Spaces: 81 | 5 | 4

Charging regime:

Charges apply Monday to Saturday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Occupancy across time of day



Dover: Norman Street

Spaces: 43 | 2 | 0

Charging regime:

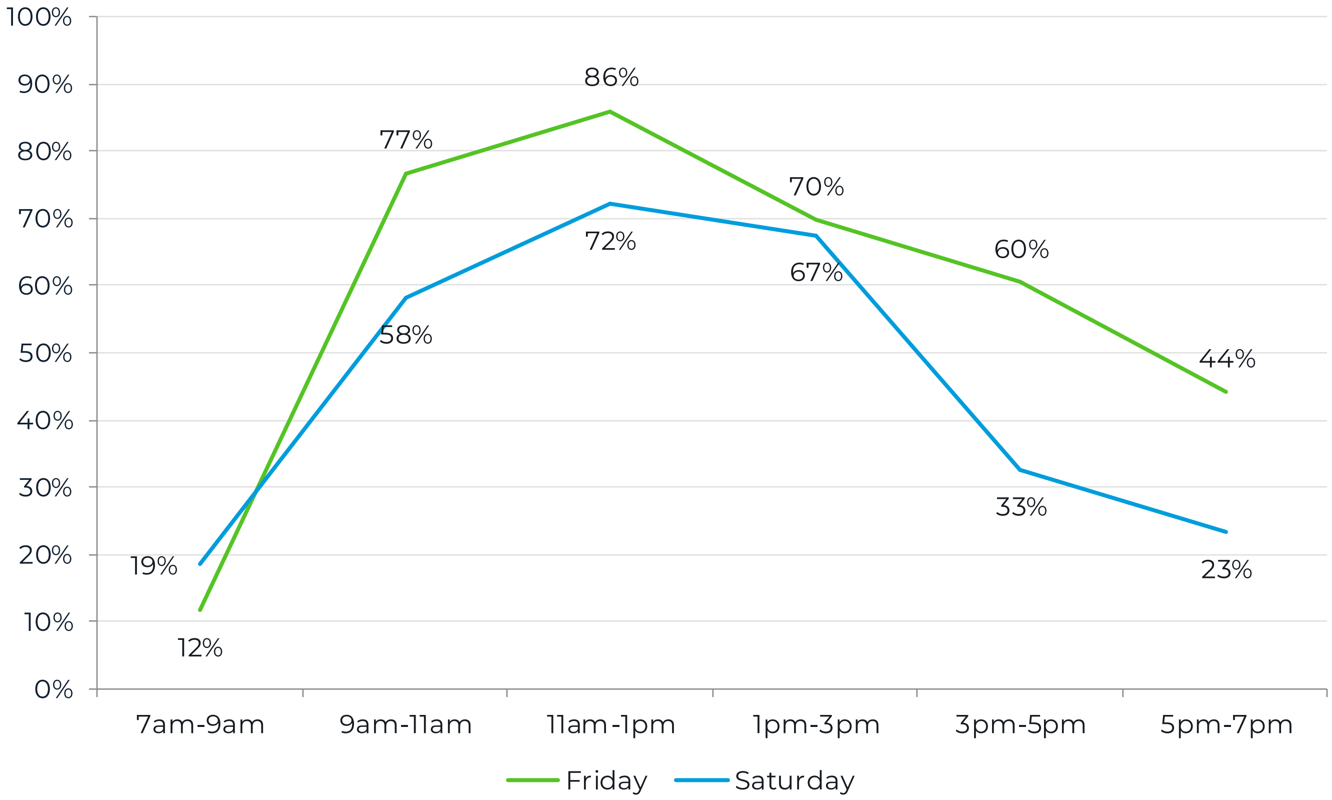
Charges apply Monday to Saturday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Observations:

- Higher than average level of occupancy for Dover.

Occupancy across time of day



Dover: Pencester Road

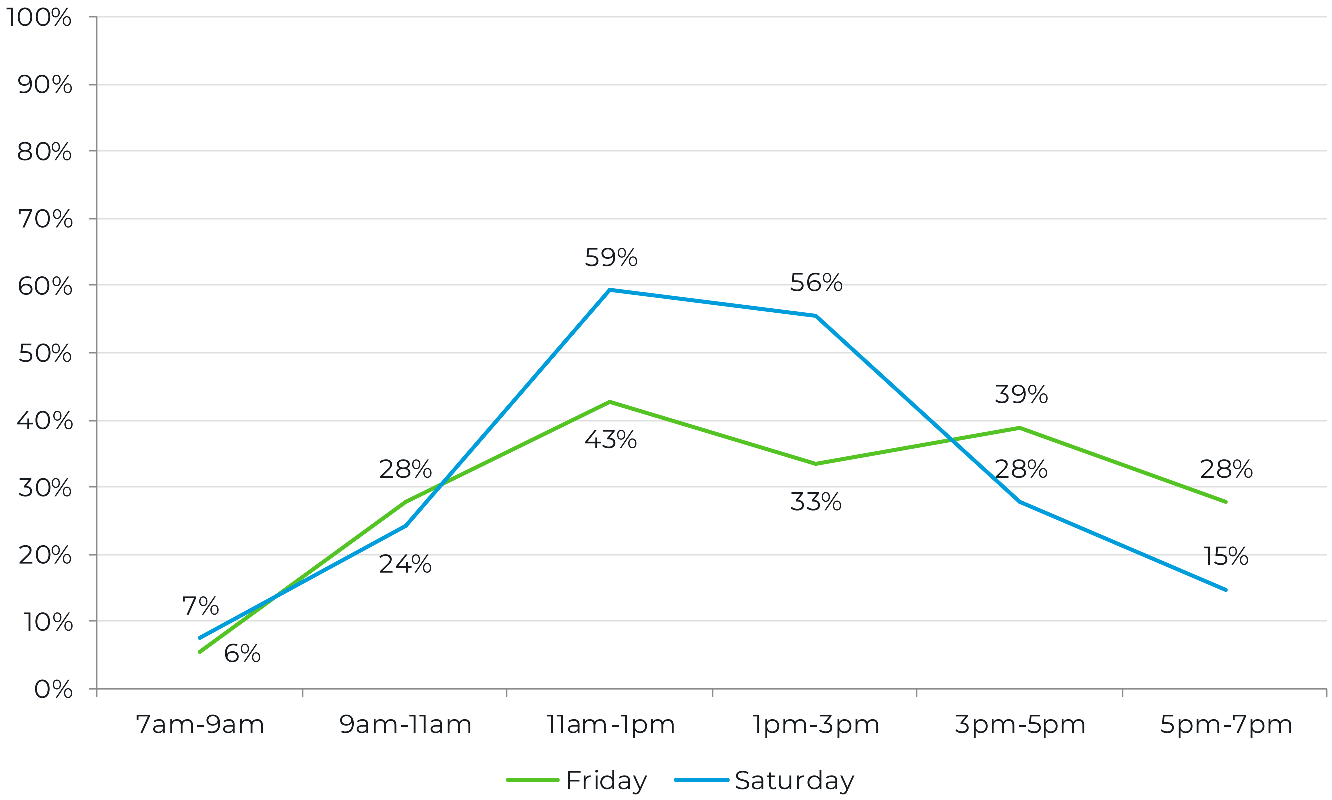
Spaces: 54 | 2 | 0

Charging regime:

Charges apply Monday to Saturday (8:00am – 6:00pm). Maximum stay 4 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20

Occupancy across time of day



Dover: Woolcomber Road

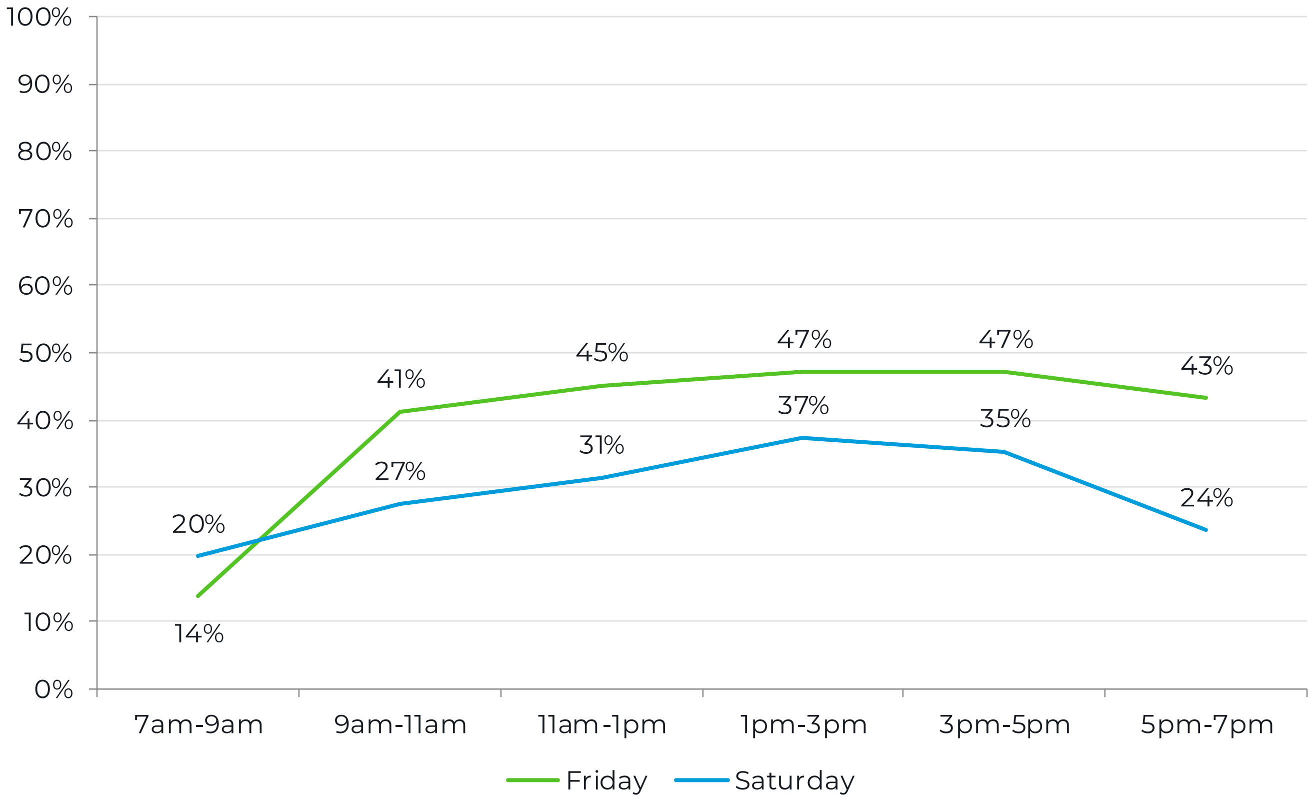
Spaces: 51 | 1 | 0

Charging regime:

Charges apply Monday to Saturday (8:00am – 6:00pm). Maximum stay 4 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20

Occupancy across time of day



Deal: Beach Street off-street

Spaces: 38 | 4 | 2

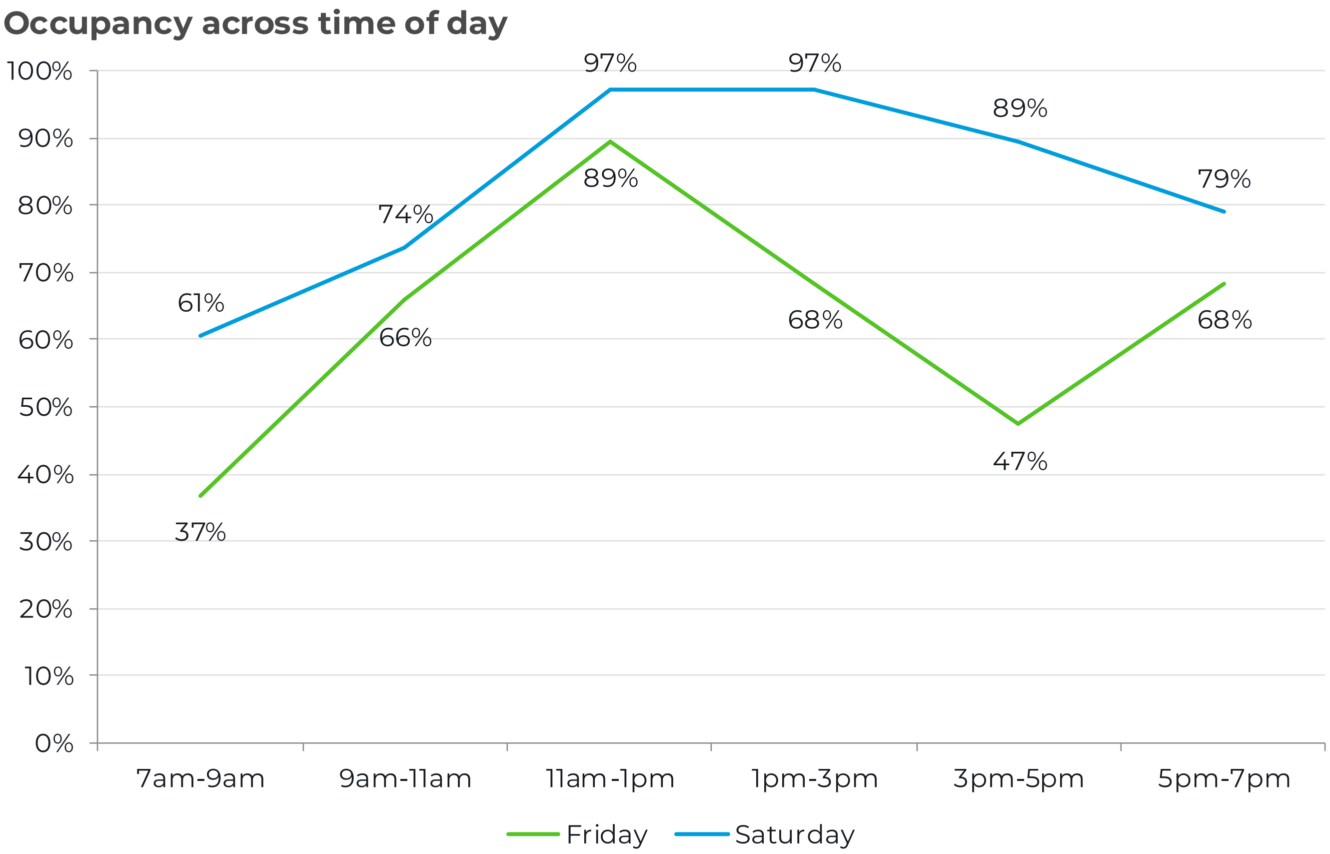
Charging regime:

Charges apply Monday to Sunday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Observations:

- Large proportion of very long stays indicating integral use of residents permits.



Deal: Beach Street on-street

Spaces: 119 | 11 | 0

Charging regime:

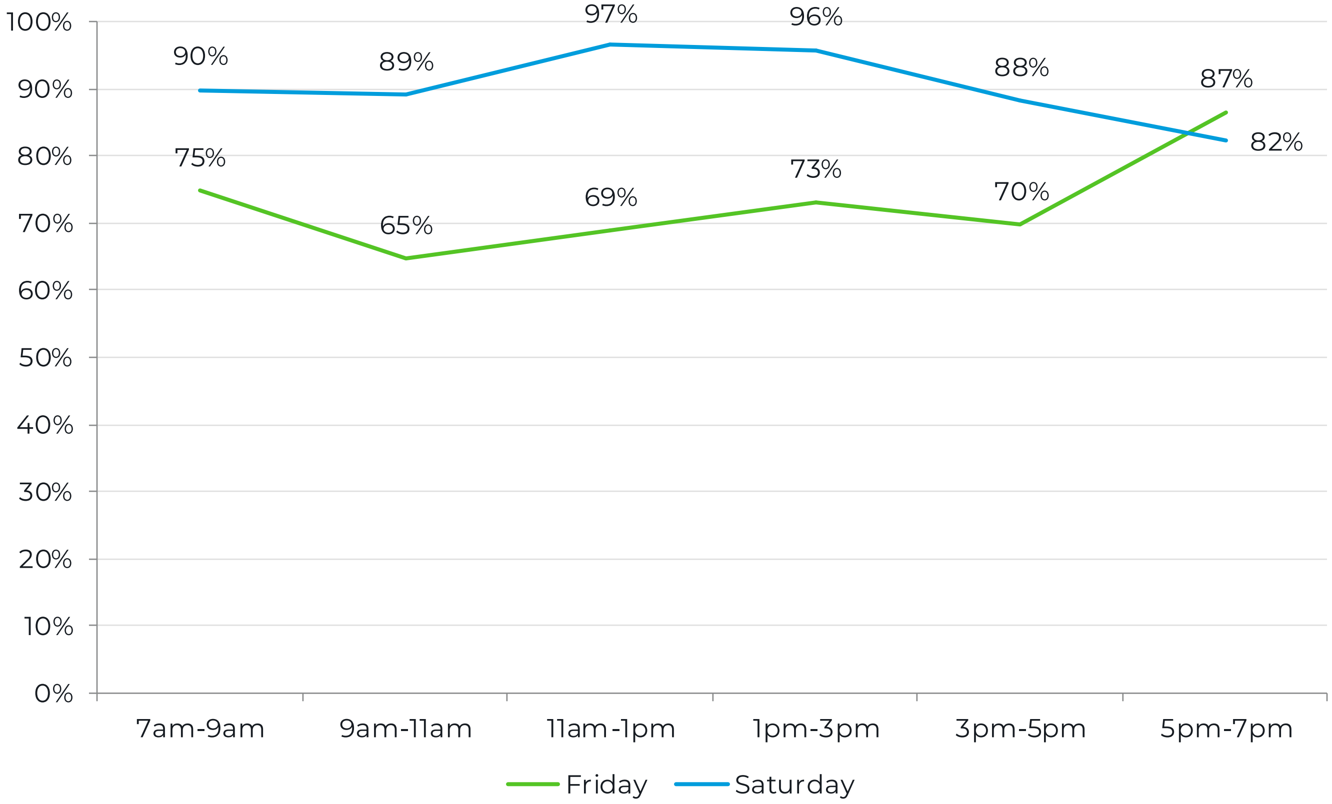
Charges apply Monday to Sunday (8:00am – 6:00pm). Maximum stay 24 hours.

Less than 1 hour	£0.50
1 hour	£2.00
2 hours	£4.00
3 hours	£6.00
4 hours	£8.00
5 hours	£10.00
More than 5 hours	£12.00

Observations:

- Up to 2 motorhomes observed on Friday and 3 on Saturday.

Occupancy across time of day



Deal: Middle Street

Spaces: 175 | 11 | 3

Charging regime:

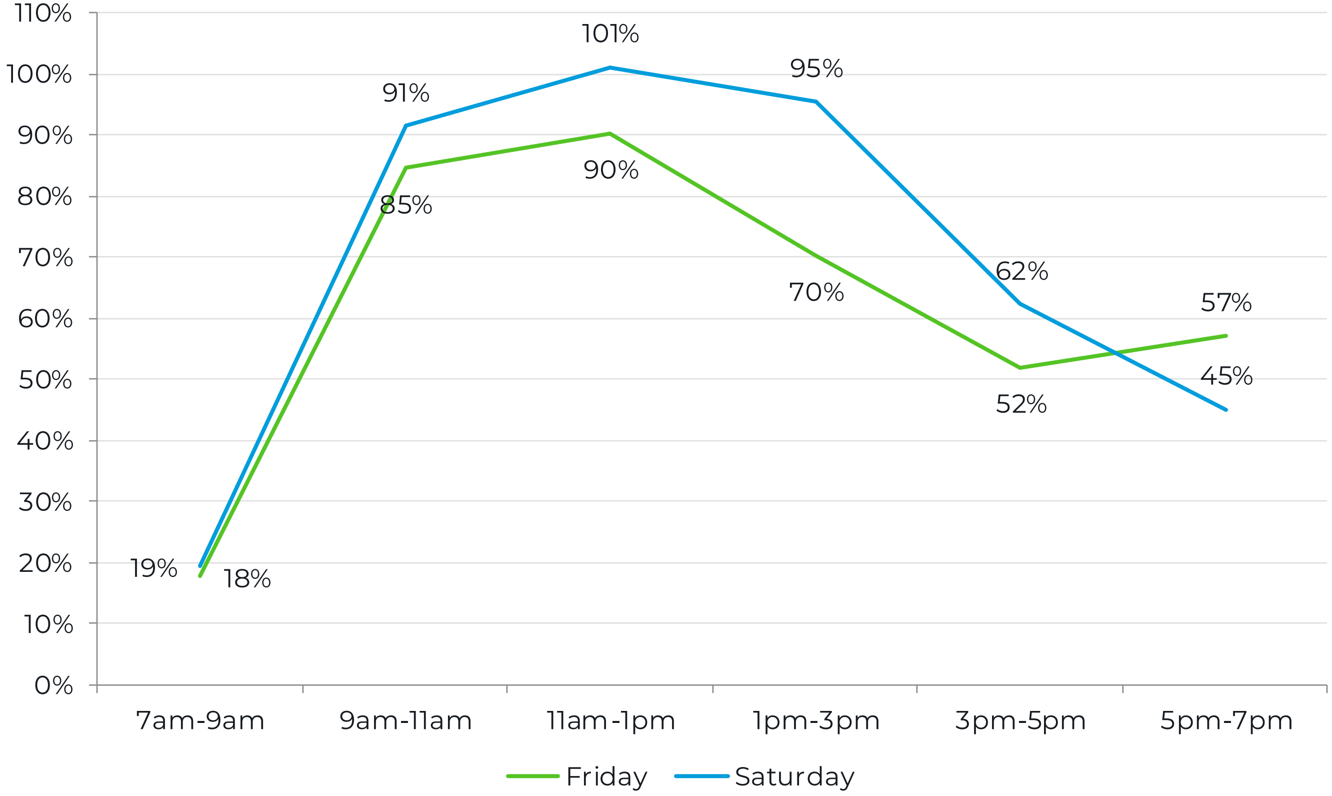
Charges apply Monday to Sunday (8:00am – 6:00pm). Maximum stay 3 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40

Observations:

- Maximum parking time of three hours noted as not enough in survey responses.

Occupancy across time of day



Deal: South Street

Spaces: 14 | 2 | 0

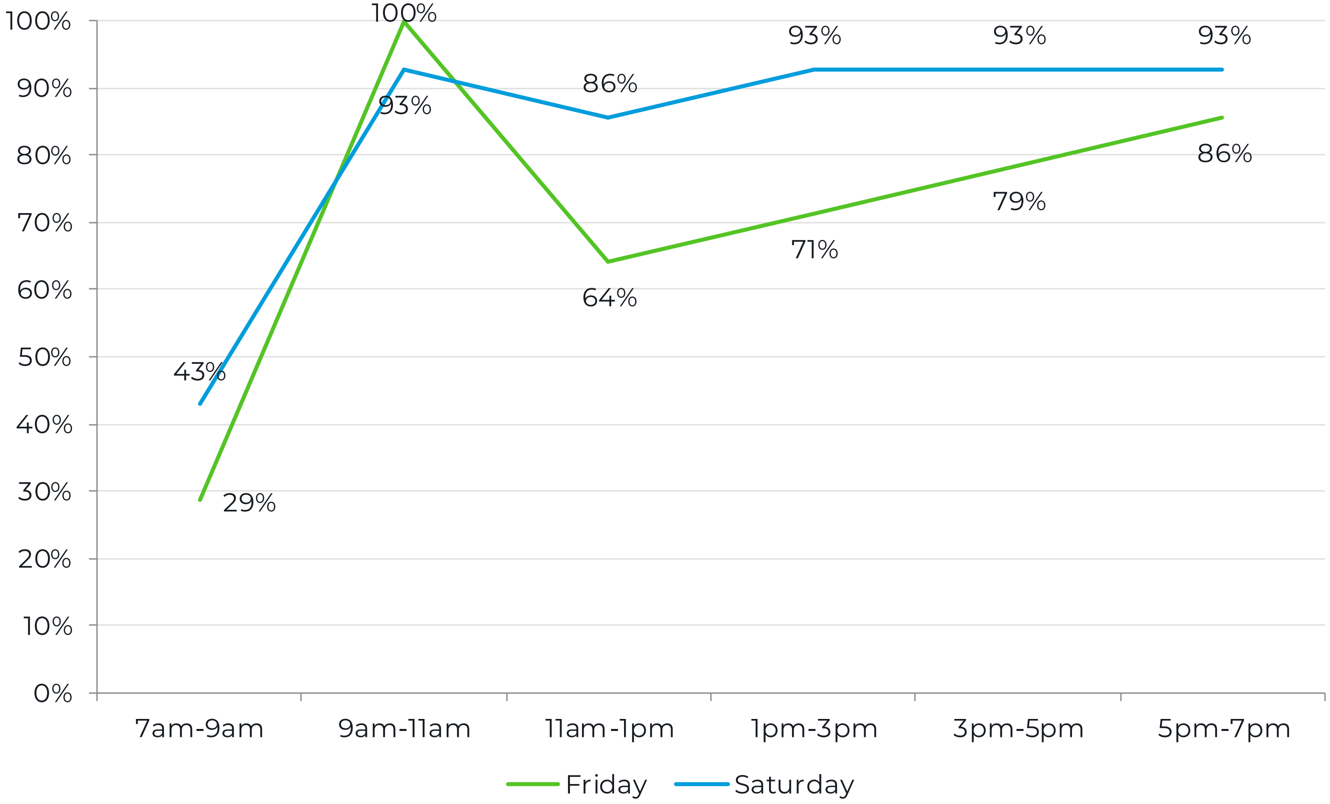
Charging regime:

Charges apply Monday to Saturday (8:00am – 6:00pm). Maximum stay 4 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20

Observations:

- Some opposition to the development of South Street car park noted in survey responses.



Deal: Stanhope Road

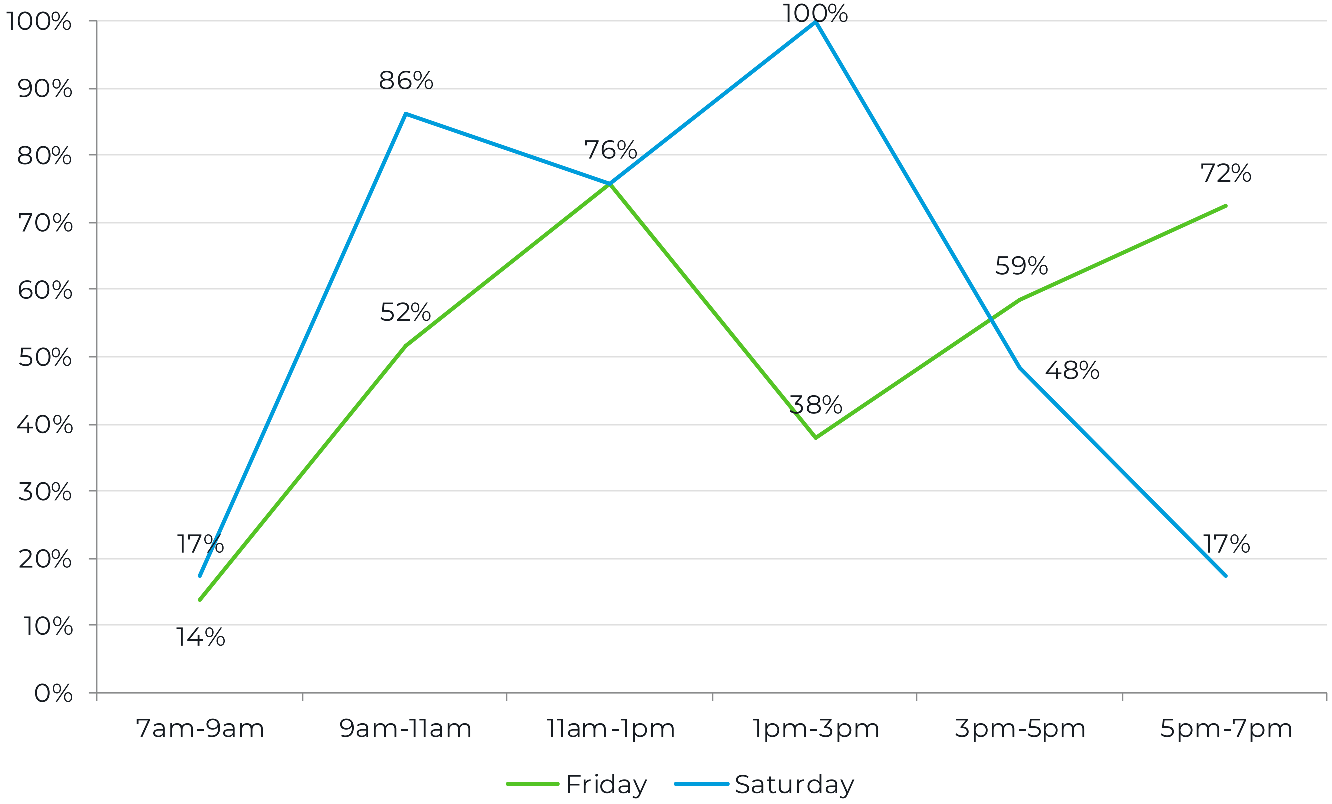
Spaces: 29 | 2 | 0

Charging regime:

Charges apply Monday to Sunday (8:00am – 6:00pm). Maximum stay 4 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20

Occupancy across time of day



Deal: Union Road

Spaces: 151 | 5 | 4

Charging regime:

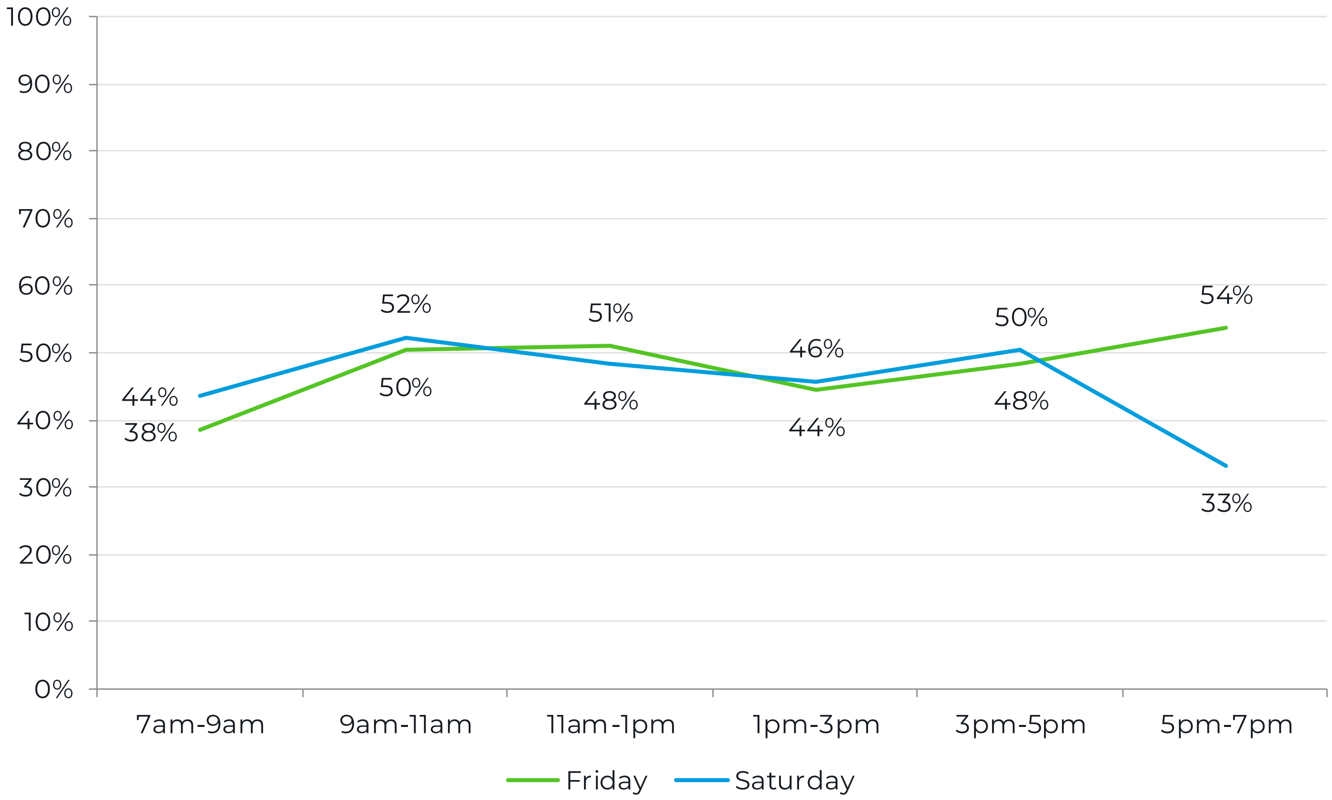
Charges apply Monday to Sunday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Observations:

- Half of the spaces are unavailable on Saturdays due to the local market; however, occupancy was still comparable to Friday, even marginally exceeding it at certain times of day.

Occupancy across time of day



Deal: Victoria Park

Spaces: 30 0 0

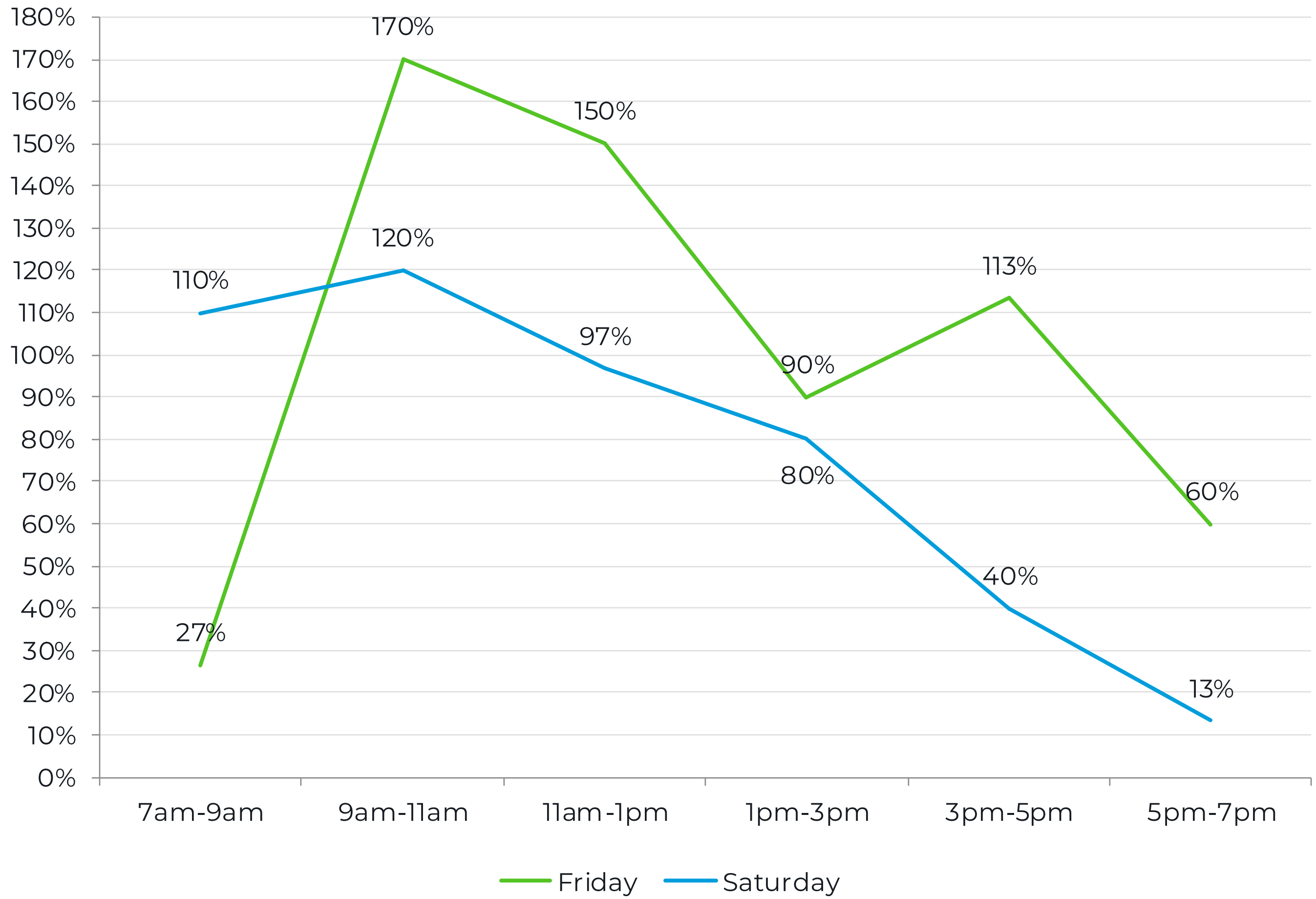
Charging regime:

Free car park. Maximum stay 5 hours.

Observations:

- Several cars were seen parked on the grass during the busiest times on Friday.

Occupancy across time of day



Deal: West Street

Spaces: 107 | 6 | 4

Charging regime:

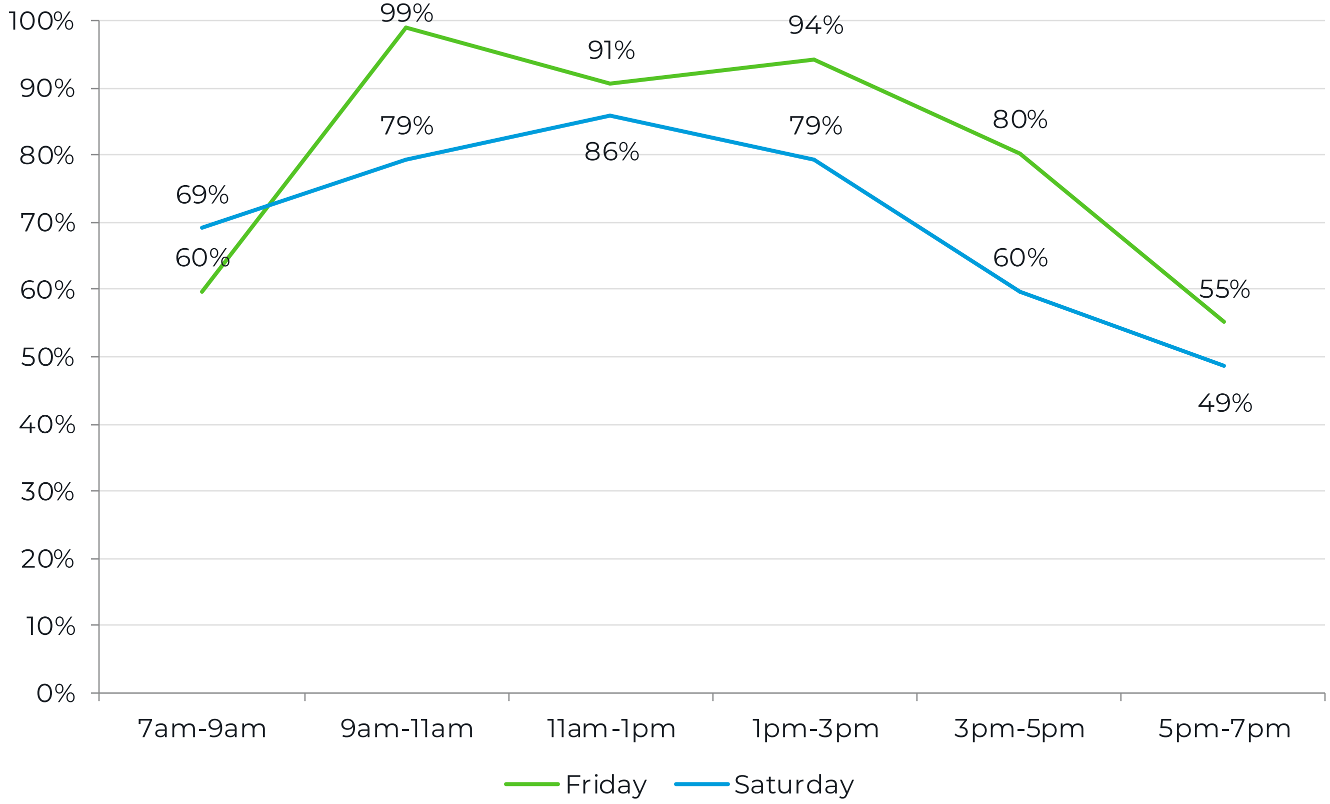
Charges apply Monday to Sunday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Observations:

- 1 motorhome observed on Friday and up to 2 on Saturday.

Occupancy across time of day



Sandwich: Gazen Salts

Spaces: 101 | 4 | 3

Charging regime:

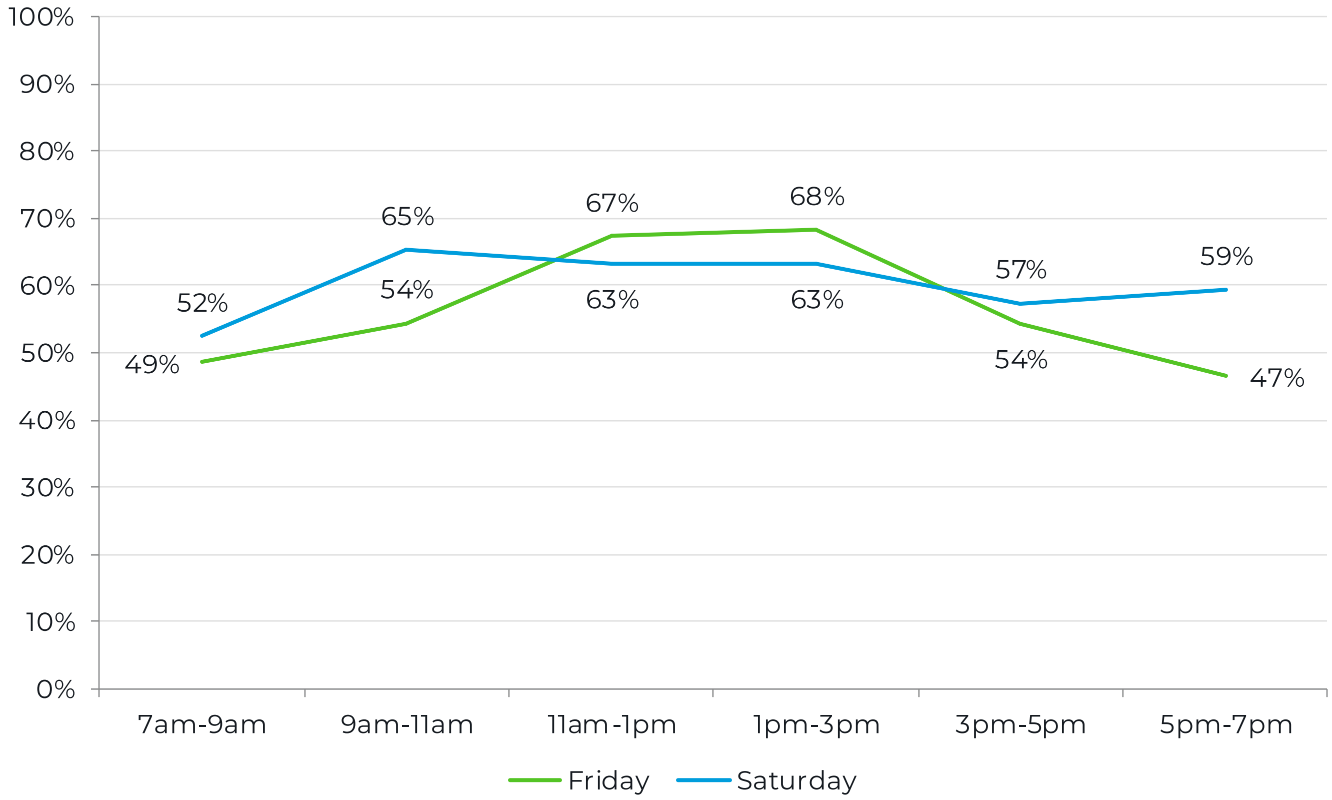
Charges apply Monday to Saturday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Observations:

- 6 motorhomes observed on Friday, all between 5:00pm and 7:00pm, and up to 2 on Saturday.

Occupancy across time of day



Sandwich: Guildhall

Spaces: 175 | 5 | 3

Charging regime:

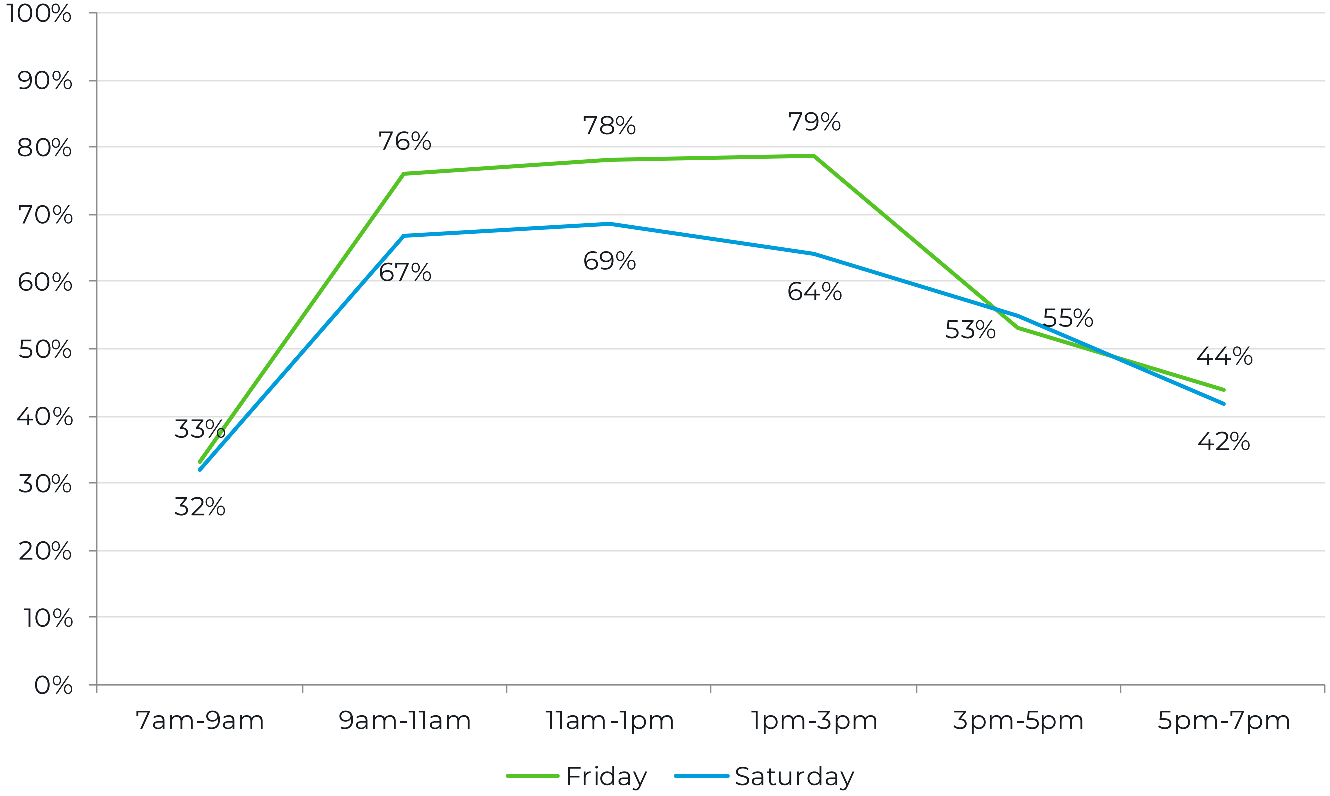
Charges apply Monday to Saturday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Observations:

- Up to 2 motorhomes observed on Friday and 1 on Saturday.
- Relative lack of blue badge parking observed given nearby medical practice and surgery.

Occupancy across time of day



Sandwich: The Quay

Spaces: 146 | 5 | 4

Charging regime:

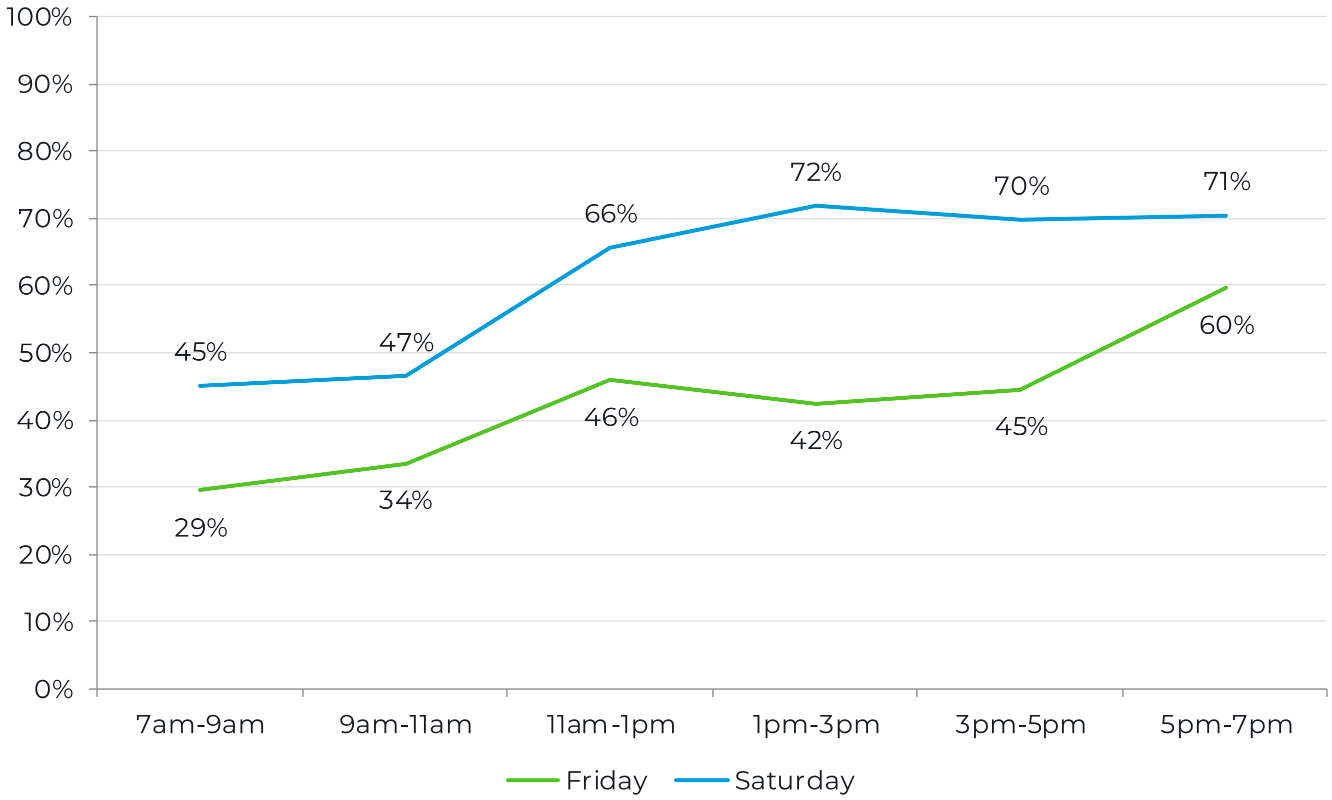
Charges apply Monday to Sunday (8:00am – 6:00pm). Maximum stay 10 hours.

Less than 1 hour	£0.50
1 hour	£1.80
2 hours	£3.60
3 hours	£5.40
4 hours	£7.20
5 hours	£9.00
More than 5 hours	£10.80

Observations:

- 1 motorhome observed on Friday and 1 on Saturday.

Occupancy across time of day



ney Abbey Main

Spaces: 93 | 2 | 0

Charging regime:

Free car park. Maximum stay 4 hours.

Observations:

- 26 standard concrete parking spaces plus 65 grasscrete overflow spaces.
- Charging structure comparison to Kent Country Parks:

  - Brockhill – £2.50 per day on weekdays, £3.50 per day on weekends

  - Lullingstone – as above

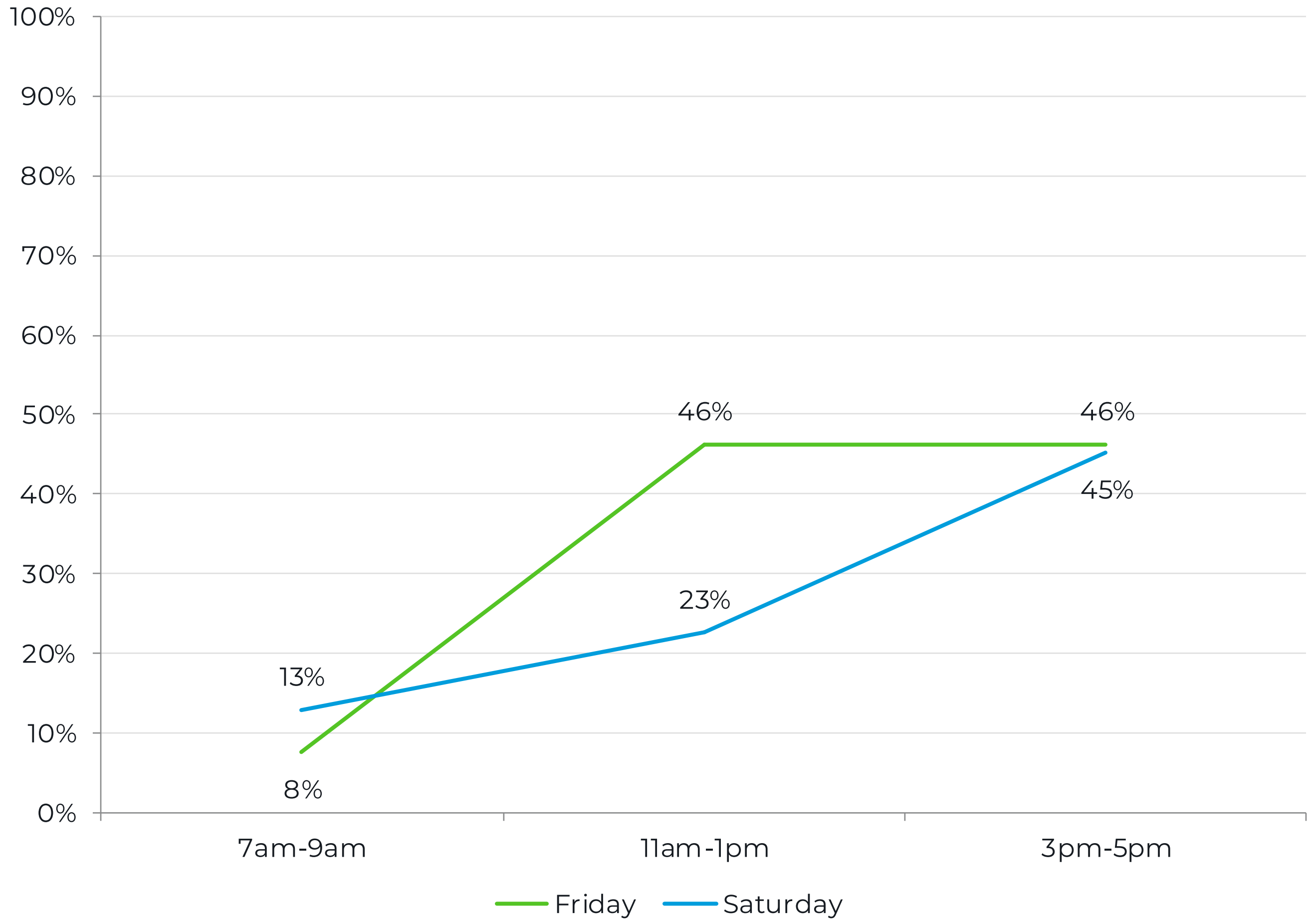
  - Manor Park – £2 per day on weekdays, £3 per day on weekends

  - Pegwell Bay – as above

  - Shorne Woods - £3 per day on weekdays, £4 per day on weekends

  - Annual season ticket – valid for all Kent Country parks, £67 or £20 for Blue Badge holders
- Nearby sustainable alternatives are ney railway station and the 15, 67, 68, 88/88A, 91/91A, 93, 96A and 981 bus routes.

Occupancy across time of day



Borrow Pit

Spaces: 120 | 0 | 0

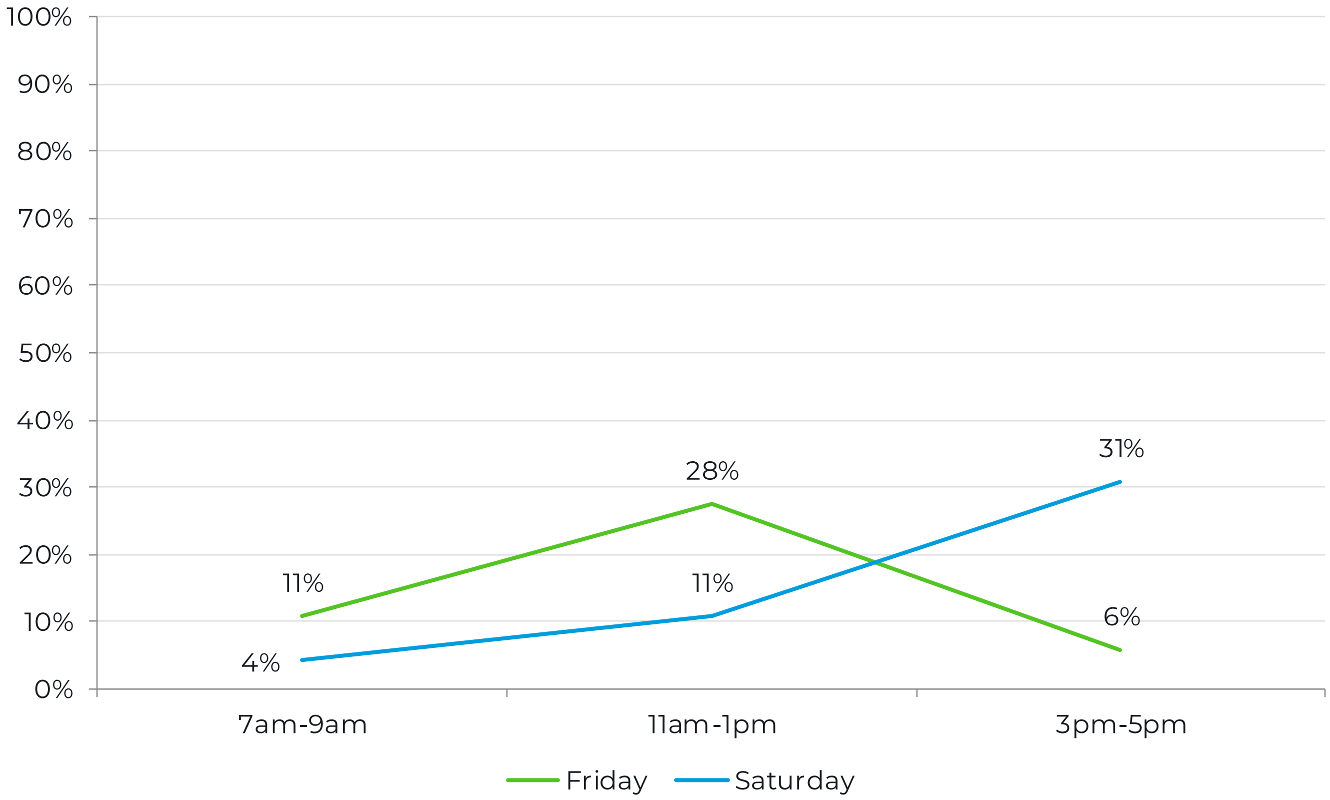
Charging regime:

Free car park.

Observations:

- 1 motorhome observed on Saturday.
- Potential location for dedicated motorhome parking.
- For a charging structure to be put in place, on street restrictions on surrounding roads may be needed and should be investigated further.

Occupancy across time of day



St Mary's Meadows/High Street, Wingham

Spaces: 18 | 0 | 0

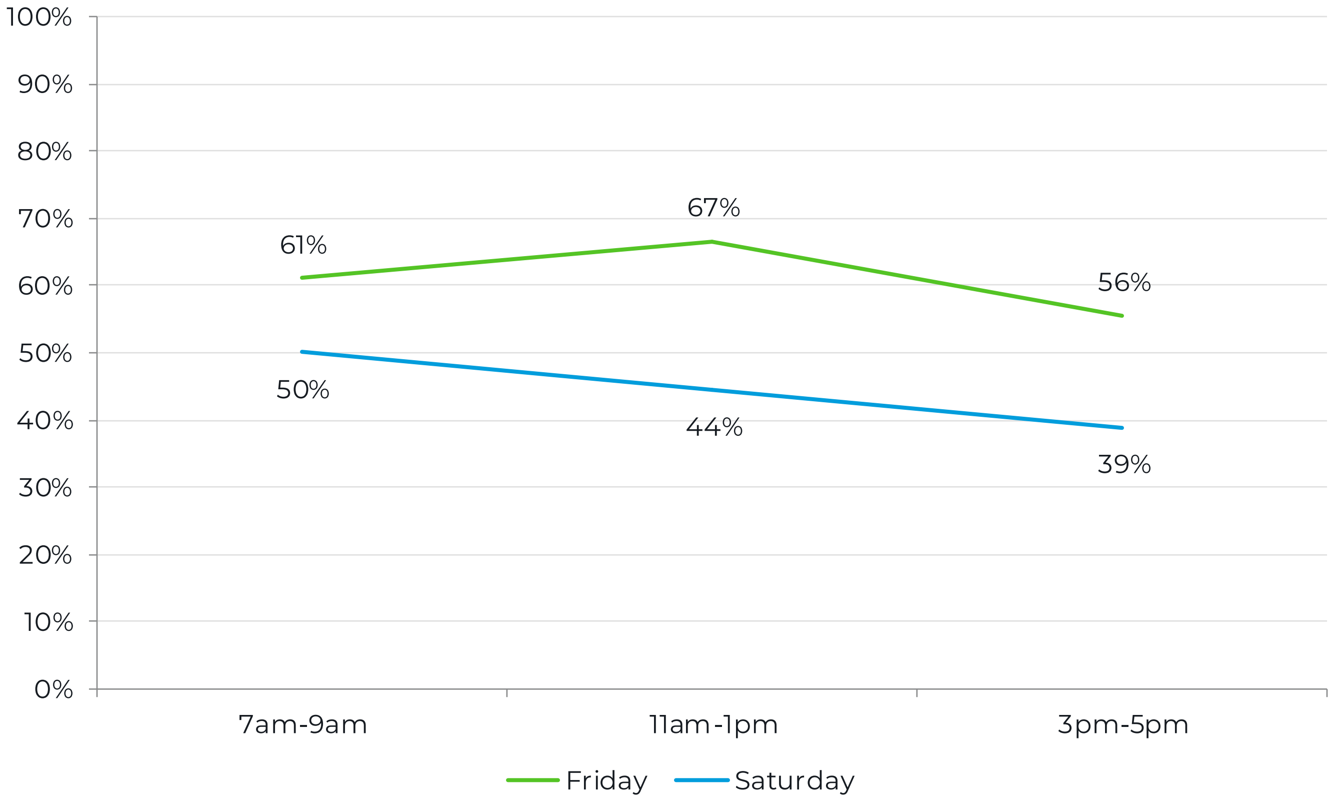
Charging regime:

Free car park.

Observations:

- 1 motorhome observed on Saturday.
- Improved bus services suggested in survey responses, e.g. a bus route to Aylesham.

Occupancy across time of day



The Street, Ash

Spaces: 19 | 1 | 0

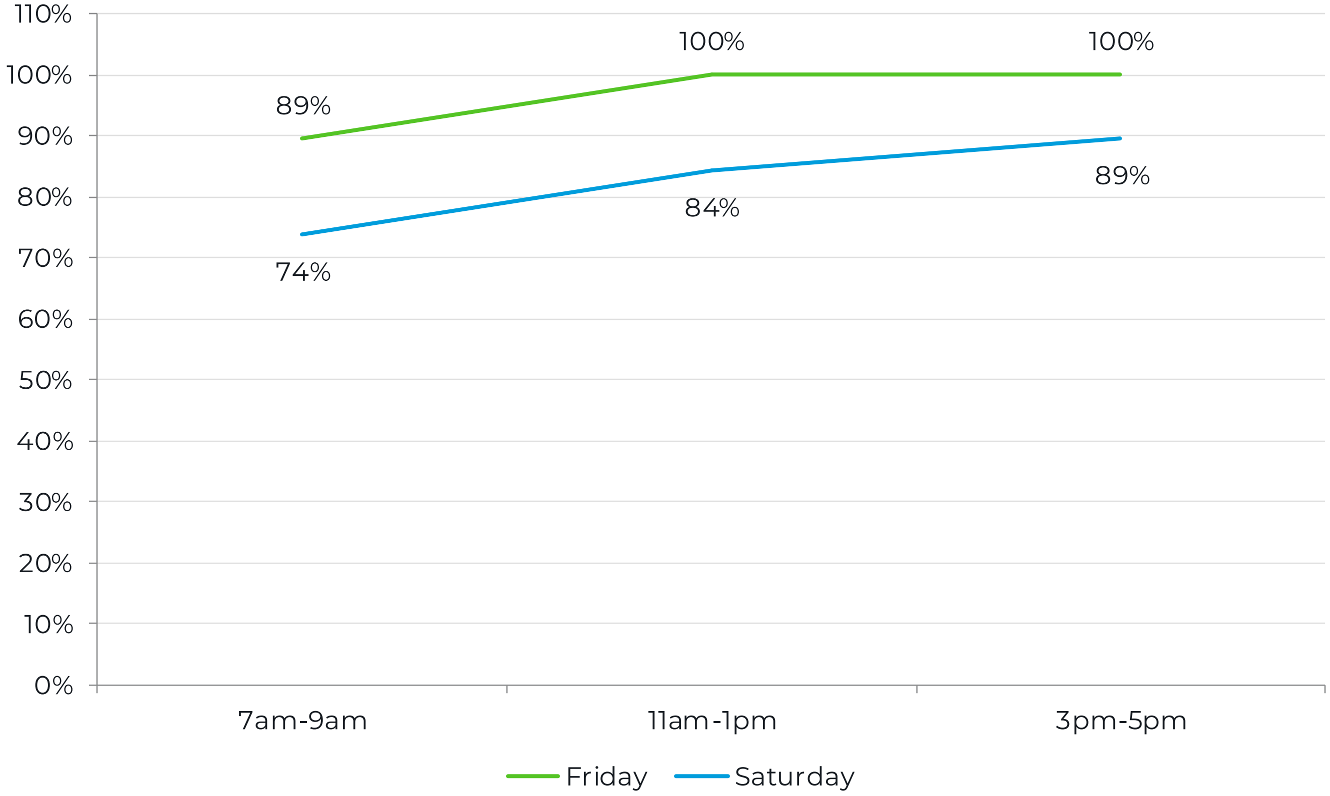
Charging regime:

Free car park.

Observations:

- Lack of disabled spaces noted in survey responses.
- At least up to one hour free suggested in survey responses to support local businesses.
- Overstaying noted as a potential issue in survey responses.

Occupancy across time of day



Queens Road, Ash

Spaces: 25 2 2

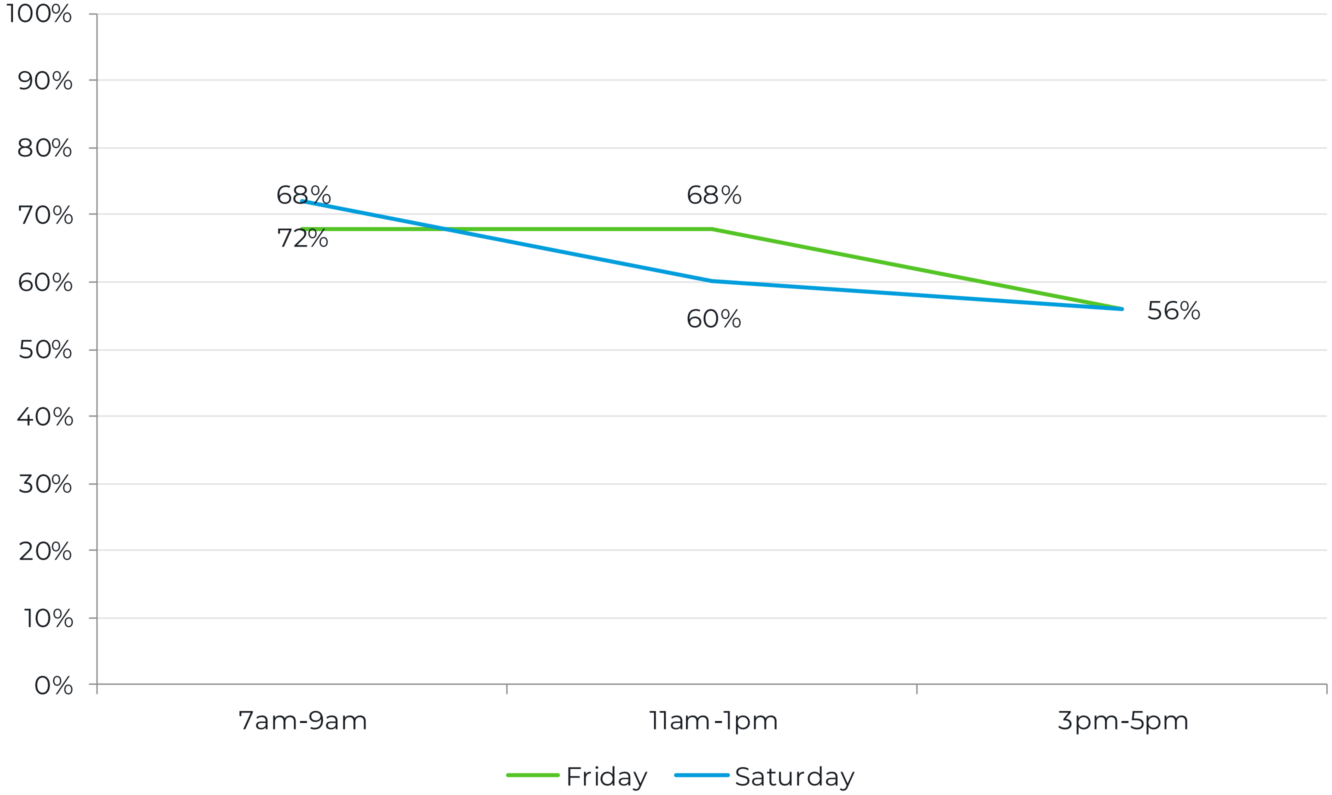
Charging regime:

Free car park.

Observations:

- At least up to one hour free suggested in survey responses to support local businesses.
- Overstaying noted as a potential issue in survey responses.

Occupancy across time of day



Reach Road, St Margaret's at Cliffe

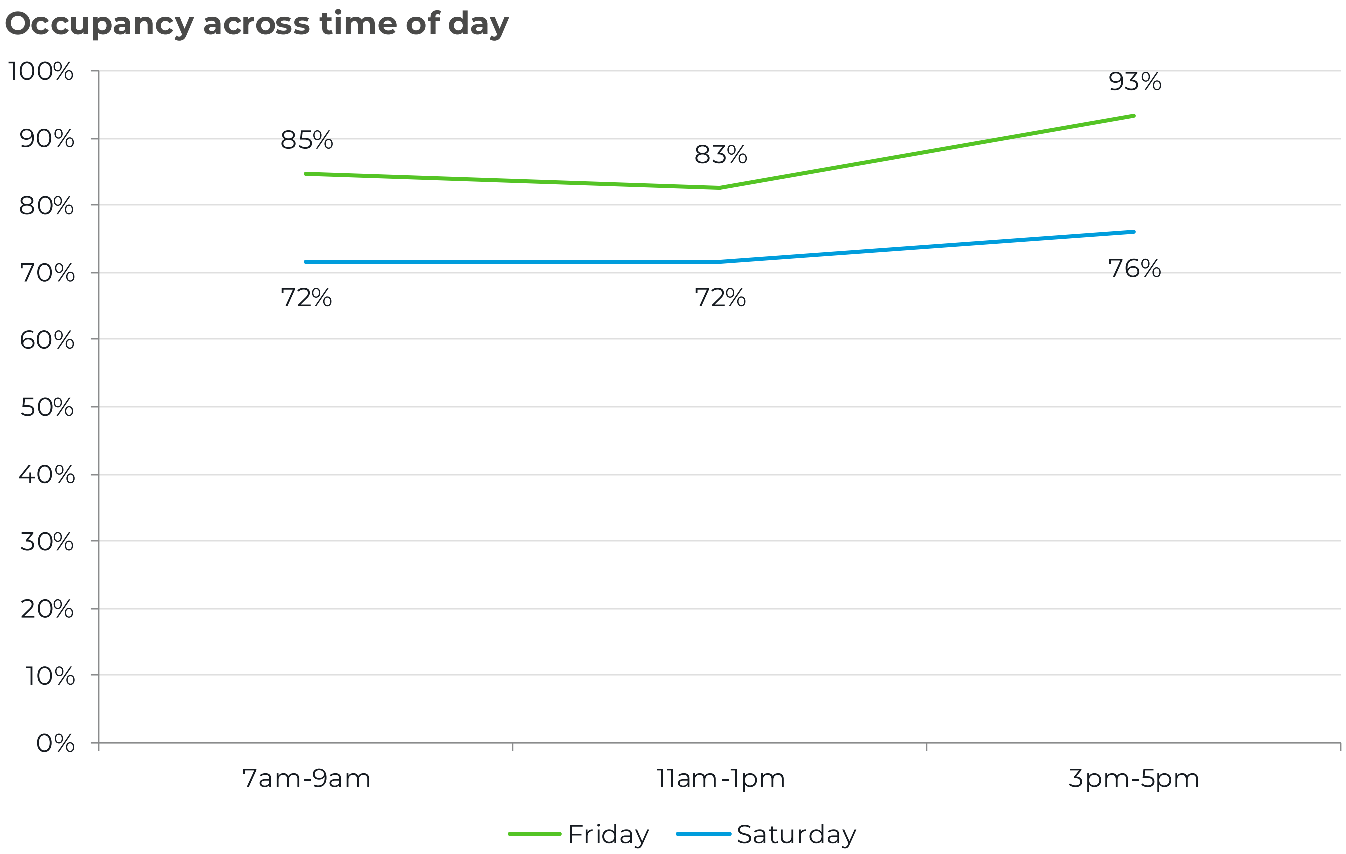
Spaces: 46 1 0

Charging regime:

Free car park.

Observations:

- Very high level of occupancy relative to other surveyed rural car parks, particularly considering the survey month of October and likely seasonal variations.



Appendix B

Future Scenarios – High and Low Forecasts

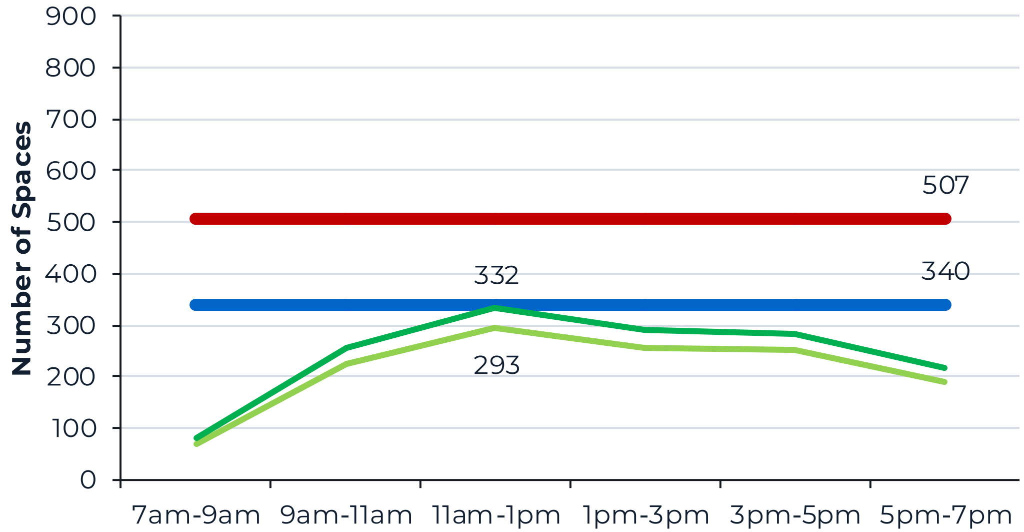
Future Scenarios – Dover

High growth forecast for Dover

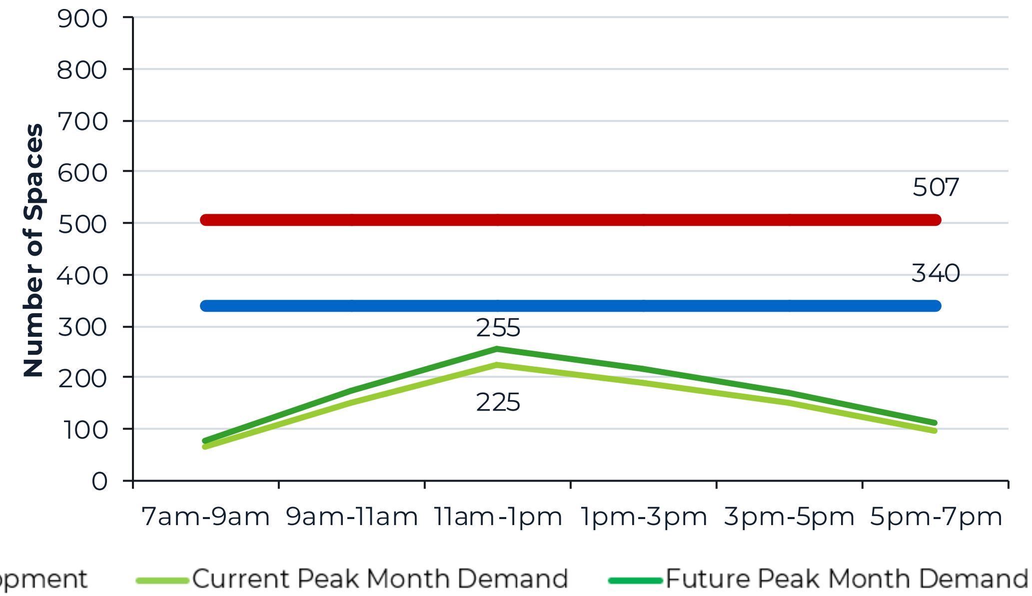
Given higher population growth of 13.2%, future peak month demand on Friday is expected to come closer to but still not reach supply between 11:00am and 1:00pm. This again does not account for overflow capacity at private car parks in or near the town centre, such as St James Retail and Leisure Park and Port of Dover parking.

As with the medium growth scenario, there are expected to be no significant issues in terms of Saturday demand.

High Growth: Friday



High Growth: Saturday

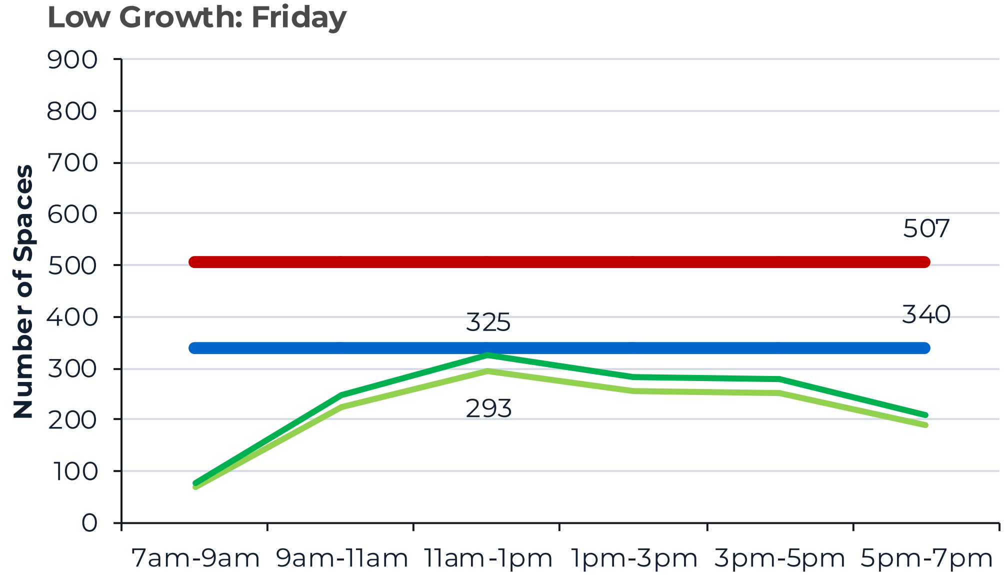


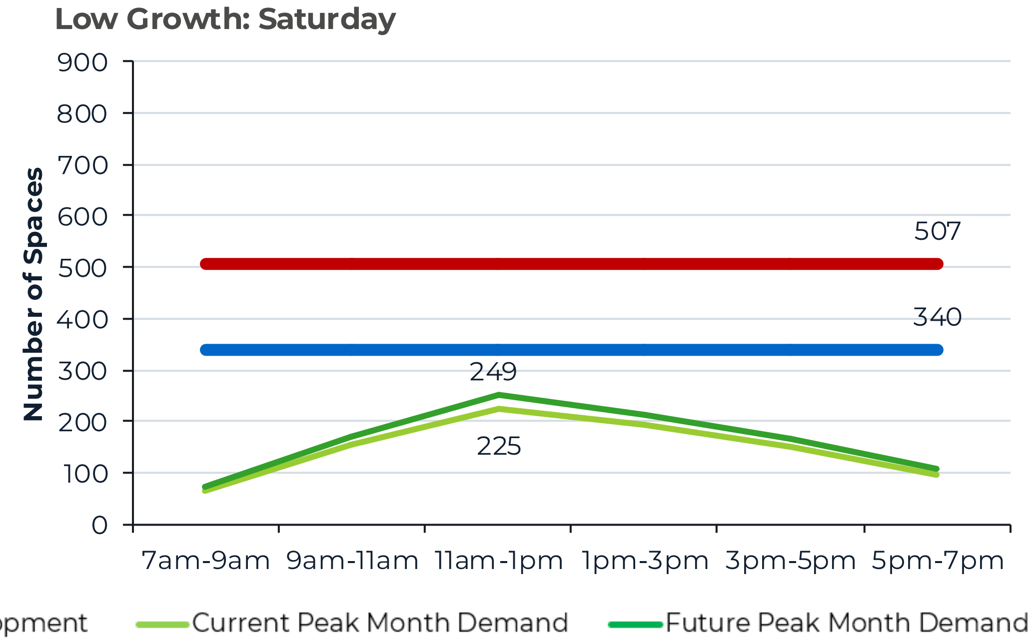
Future Scenarios – Dover

Low growth forecast for Dover

Given lower population growth of 10.8%, future peak month demand on Friday is expected to come slightly less close to supply between 11:00am and 1:00pm. It is important to reiterate that this is at an aggregate town centre level; demand at specific car parks may still become supply constrained and monitored and managed accordingly.

As with the medium growth scenario, there are expected to be no significant issues in terms of Saturday demand.

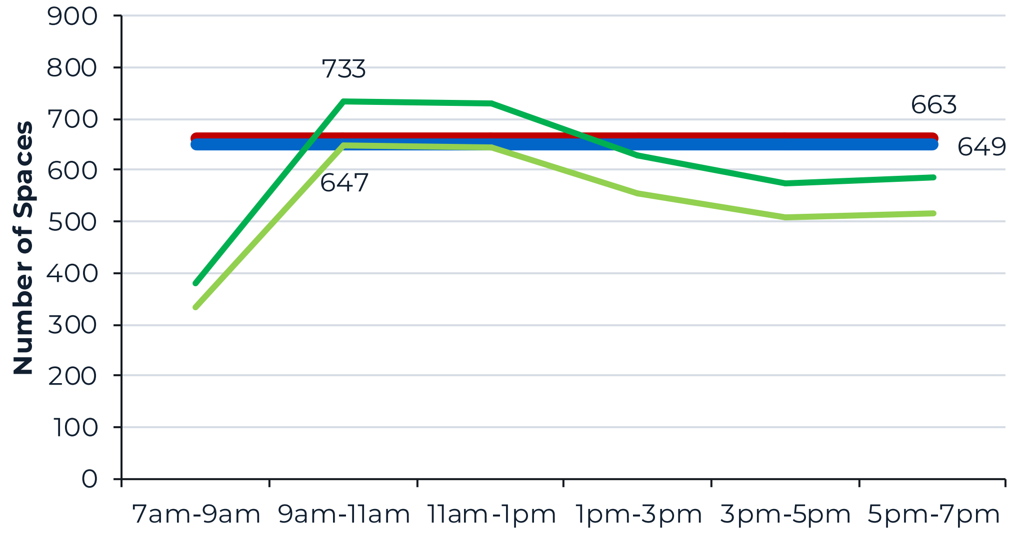




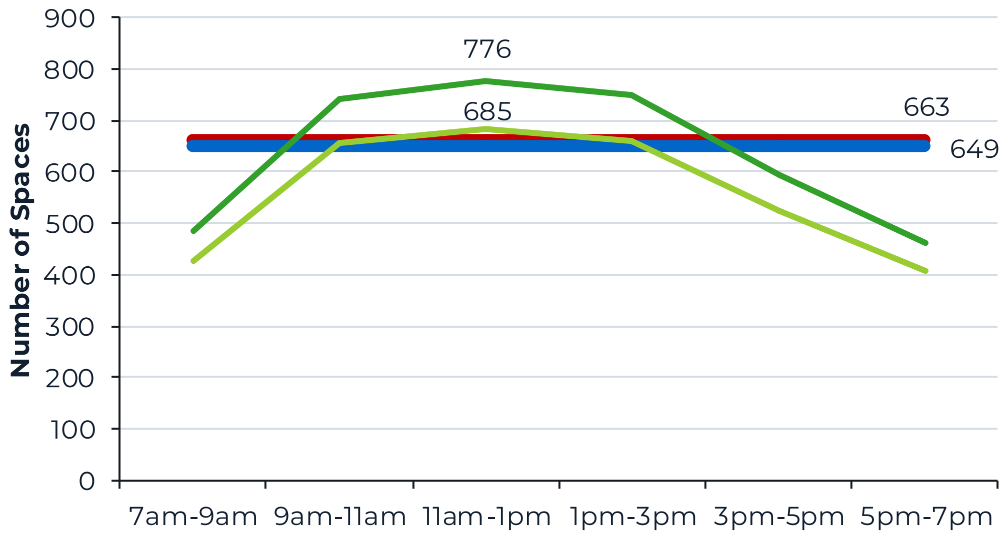
High growth forecast for Deal

Given higher population growth of 13.2%, future peak month demand is expected to exceed supply slightly more substantially on both Friday and Saturday; by around 85 spaces between 9:00am and 1:00pm on Friday and up to around 125 spaces between the same times on Saturday after accounting for proposed development.

High Growth: Friday



High Growth: Saturday

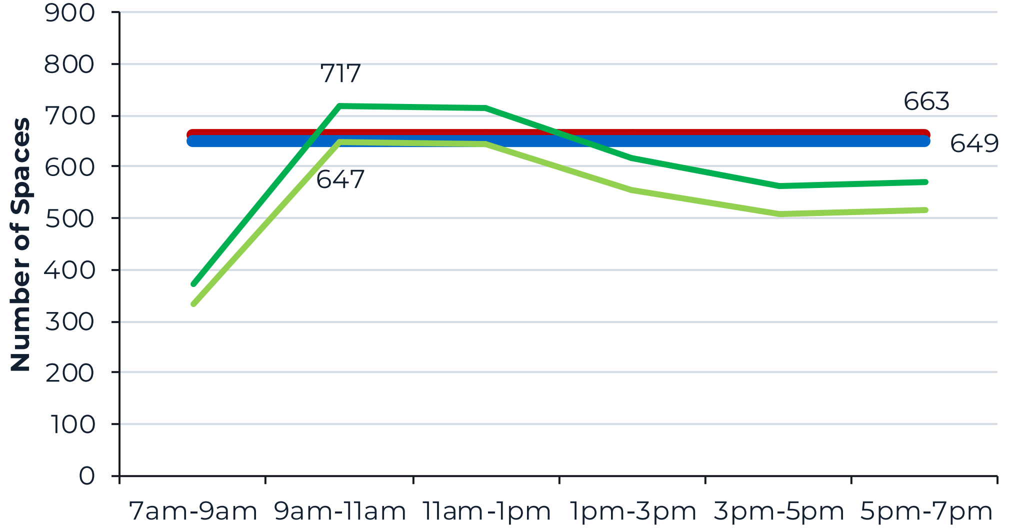


Existing Supply · Supply After Proposed Development · Current Peak Month Demand · Future Peak Month Demand

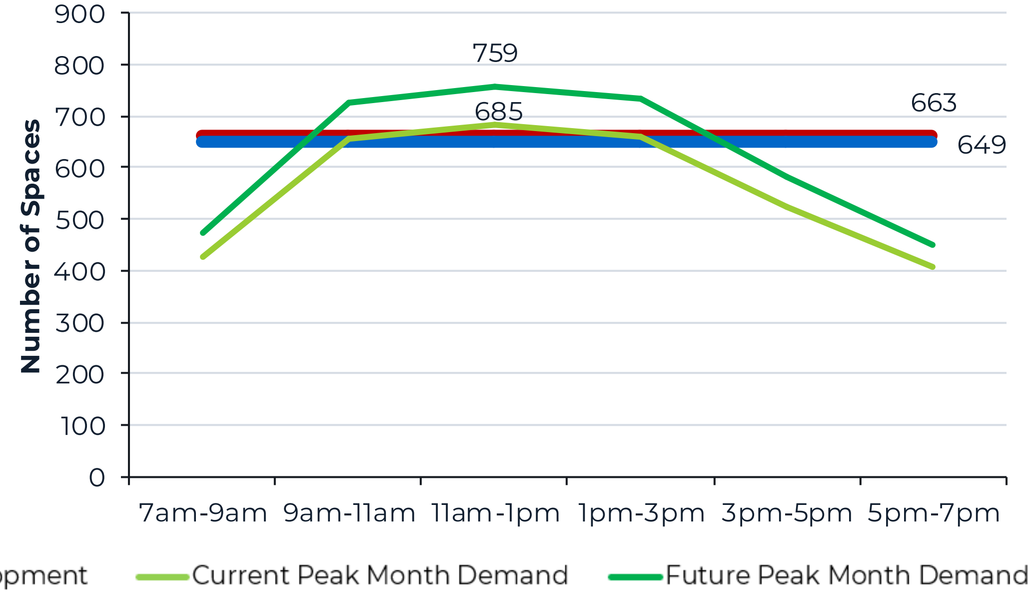
Low growth forecast for Deal

Given lower population growth of 10.8%, future peak month demand is expected to expected to exceed supply slightly less substantially on both Friday and Saturday; by around 70 spaces between 9:00am and 1:00pm on Friday and up to 110 spaces between the same times on Saturday after accounting for proposed development.

Low Growth: Friday



Low Growth: Saturday



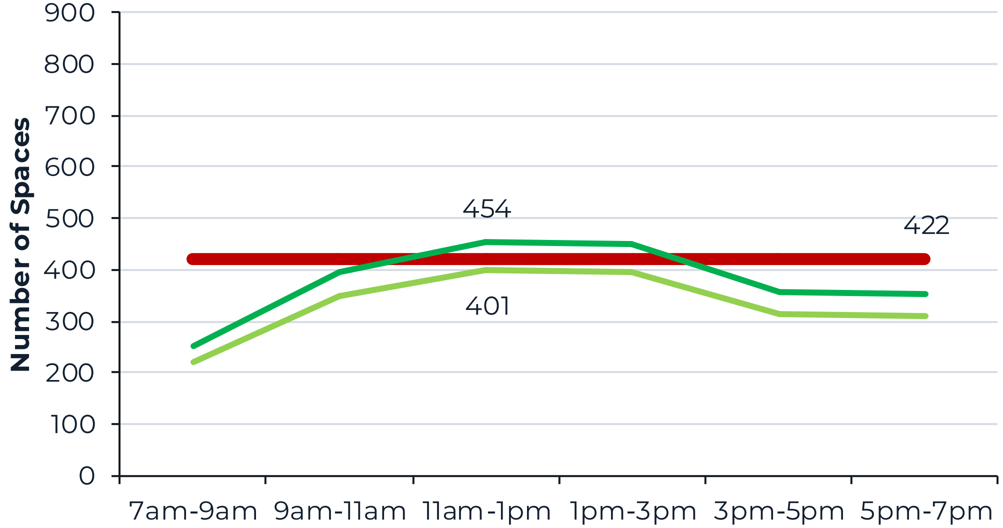
Future Scenarios – Sandwich

High growth forecast for Sandwich

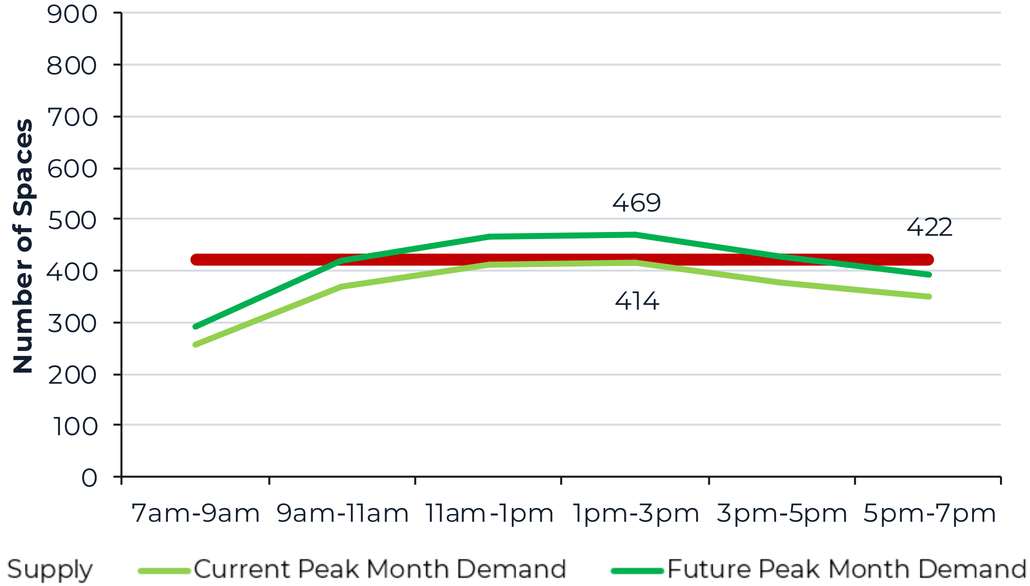
Given higher population growth of 13.2%, future peak month demand is expected to exceed supply slightly more substantially on both Friday and Saturday; by up to around 30 spaces between 11:00am and 3:00pm on Friday and up to around 50 spaces between the same times on Saturday after accounting for proposed development.

Though the change from the medium growth scenario is relatively small, it may be particularly significant in Sandwich due to the closeness of current peak month demand to existing supply on both days, meaning a small change could be the difference between cars being accommodated or not on certain days.

High Growth: Friday



High Growth: Saturday



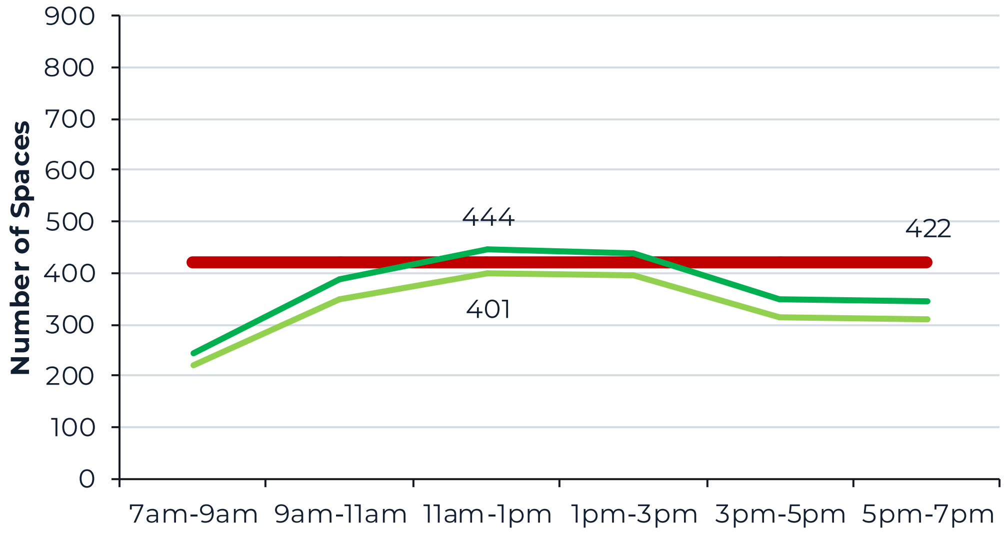
Future Scenarios – Sandwich

Low growth forecast for Sandwich

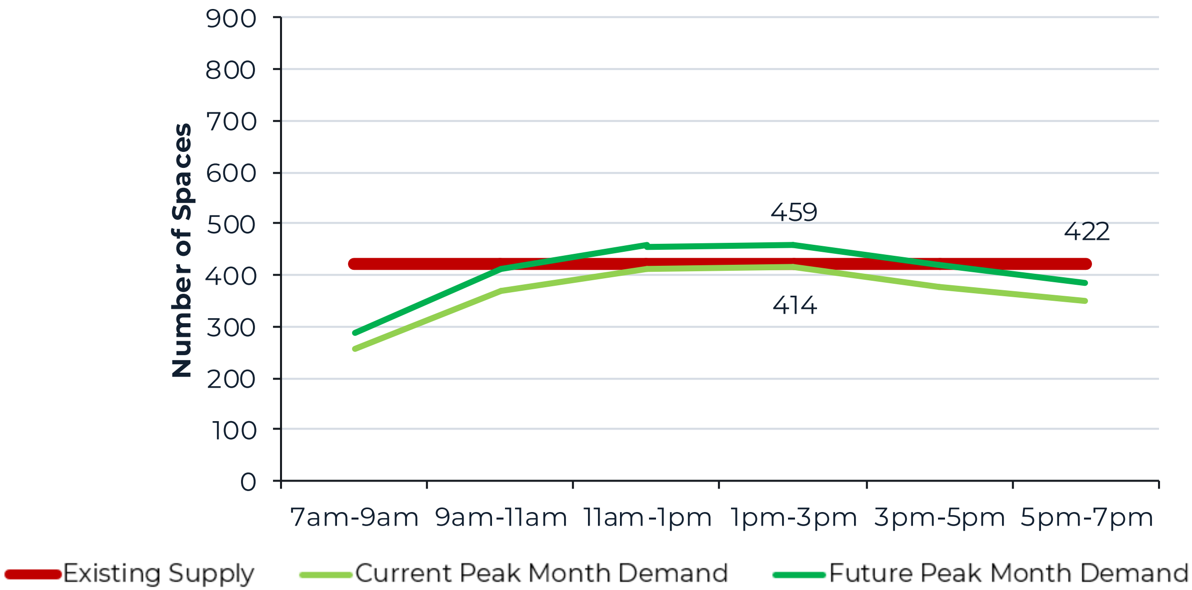
Given lower population growth of 10.8%, future peak month demand is expected to exceed supply slightly less substantially on both Friday and Saturday; by up to around 20 spaces between 11:00am and 3:00pm on Friday and up to around 35 spaces between the same times on Saturday after accounting for proposed development.

Though the change from the medium growth scenario is relatively small, it may be particularly significant in Sandwich due to the closeness of current peak month demand to existing supply on both days, meaning a small change could be the difference between cars being accommodated or not on certain days.

Low Growth: Friday



Low Growth: Saturday



For further information please contact

Client Name
Client Title
Email address