



Parking Review

Version 1

November 2024

Castle Point Parking Review

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Executive Summary

Executive Summary

This section is to be completed once actions out of this review have been agreed

Part 1

Introduction

Introduction

About Castle Point

Castle Point Borough stretches out across the unique geography of coastal South Essex, split between the mainland to the north and Canvey Island to the south. Its urban fabric is broadly made up of four town centre areas, each acting as a focal point for local communities, and each with its own unique characteristics and geographical context.

Canvey, Benfleet, Hadleigh and Thundersley together form a multi-polar borough and each function as their own independent town centres. Distinctive Canvey Island is Castle Point's largest urban centre and offers visitors seafront access to the Thames Estuary. However, it is constrained in its dependence on the A130 and B1014 for connections to the mainland. South Benfleet is a gateway to London and the west, with both Benfleet station and the A13 connecting to the town. Hadleigh is a key local commercial centre and home to Hadleigh Castle. Thundersley is more suburban in nature, with links to nearby industrial estates and the Southend Arterial Road. Each area necessitates tailored consideration regarding parking and wider transport issues.

Castle Point has grown substantially over recent decades, from 31,000 in 1951 to almost 90,000 in 2021¹, according to UK Census results. This is predicted to increase further to 96,000 in 2043², as new housing developments are brought forward in line with the Local Plan.

The Role of Car Parking

Predominantly low-density development across the Borough, long 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 Borough. Over 68% journeys to work were made as a driver or passenger in a car or van according to the 2011 Census^{3,4} and 85% of households had access to at least one car or van in 2021¹.

¹ Census 2021. Nomis - Official Labour Market Statistics.

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

Moreover, an ageing population in the Borough has the potential to exacerbate mobility challenges, especially with greater reliance on private vehicles by those experiencing reduced mobility. In 2021, 25% of the population were aged over 65¹ and 3% were aged over 85¹. Across England, only 18% were aged over 65 and 2% aged over 85¹.

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

Offering more 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 our 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.



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.

Introduction

Why is the Parking Review 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 towns both now and in the future. The Review aims to identify the tools the Council can deploy to help it address social, economic, environmental and transport-related challenges by exploring the role of 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 Castle Point’s transport network, yet for the last fifteen years car parking policy and decisions affecting car parking provision have been considered across a range of separate policy documents. The Parking Review provides a consolidated approach across the four key town centres of the Borough, providing a single reference point for proposed future actions.



Aims of the Review



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 Review

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

- Existing parking provision and policy context (Part 2)
- Results of the 2024 User Survey in Canvey town centre (Part 3)
- Benchmarking against similar authorities and best practice (Part 4)
- Results of the 2024 occupancy and duration surveys (Part 5)
- Future scenarios and associated projections (Part 6)
- Recommendations (Part 7)

Part 2

Car Parking in Castle Point

Car Parking Policy Background

Link between parking and policy

Decisions about parking provision across Castle Point need to align with the principles set out in relevant national, sub-national, Essex-wide and local Castle Point 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 Castle Point'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. Essex), and off-street parking at the local planning authority level (i.e. Castle Point). 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 2022² 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.

²Department 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 East is the sub-national transport body covering the East of England, including Essex. Its Transport Strategy (2022) places emphasis on the need to decarbonise travel to net zero; better connecting growing towns; and energising coastal communities. In the context of travelling more sustainably, the strategy echoes national policy by advocating for a limit to parking provision in areas easily accessible by public transport and providing electric vehicle infrastructure in new developments. It identifies parking pricing and supply as key levers in making car use less attractive compared to alternatives such as public transport.

Essex policy direction

Parking policy in Castle Point is influenced by Essex County Council's Local Transport Plan (2011) and the Essex Vehicle Parking Standards (2009). The latter sets out minimum parking standards across residential and commercial use classes, as well as minimum provision for blue badge holder spaces. 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 to the standards may be considered where there is good public transport, walking and cycling links, as well as proximity to essential services. It should be noted that maximum standards for vehicles which seek to limit the supply of are increasingly deemed good practice.

Car Parking Policy Background

Essex policy direction (continued)

In Autumn 2023, the Essex Planning Officers Association carried out a consultation on revisions to the parking standards guidance. Key proposed changes include:

- compliance with updates to the National Planning Policy Framework;
- parking provision based on accessibility of a location;
- consideration of electric vehicle charging provision; and
- changes to cycle parking standards to align with new national guidance.

This update likewise sets out a series of proposed outcomes that car parking should support; these include encouraging wider modal choice, managing congestion, improving future flexibility, delivering quality places to live, supporting sustainable growth and responding to climate change.

The Draft Local Transport Plan (LTP4) for Essex County Council highlights priorities around supporting health and wellbeing, creating sustainable places and communities, and connecting people, places and businesses. It identifies the presence of cheap or free car parking, in contrast to more expensive bus fares, as a barrier to creating more sustainable places across the county.

Castle Point policy direction and supplementary guidance

The Borough's Adopted Local Plan (1998) sets out the Council's approach to car parking and allocates proposed developments in relation to existing and proposed car parking sites.

A new Local Plan (the Castle Point Plan) is in development at the time of writing; however, it is not expected to be adopted until 2026. An Issues and Options Consultation for the emerging Local Plan (2024) has been referenced with respect to proposed development allocations that would impact the supply of car parking across the four centres. These are considered in detail in Part 5 of this document.

The emerging Local Plan sets out a vision for Castle Point where:

- All residents have the opportunity to fulfil their potential and live happy, healthy and productive lives.
- High streets, seafront, shopping parades and business areas will provide good quality spaces, the right environment and infrastructure needed to attract customers and investment.
- The local transport network will be enhanced so that residents have more choice as to how and where they travel.
- The impacts of climate change are managed and mitigated to reduce potential disruption to day-to-day life by introducing green infrastructure and other natural processes.

The Issues and Options document notes that car parking in some areas does not provide the best value land use, and could be consolidated, for example by converting some existing sites to be multi-storey.

Supplementary Planning Documents have come forward in recent years, including masterplans for Canvey and Hadleigh, with proposals for changes to car parking.

The Canvey Town Centre Masterplan Supplementary Planning Document (2010) put forward a proposal for a redevelopment of the town centre, including conversion of the Knightswick Centre car park to become multi-storey to accommodate a larger and more pedestrian-focused retail space on the site of existing shopping centre. Moreover, it suggests conversion of the current gyratory around Knightswick into a two-way system for easier access and egress.

The Hadleigh Town Centre Supplementary Planning Document (2011) proposed changes to the public realm in the town centre and a number of commercial and residential redevelopment schemes, however noted the value of car parking to businesses and suggested that spaces are not lost overall. It put forward plans to increase Morrisons car park capacity at the time from 236 to 373 spaces.

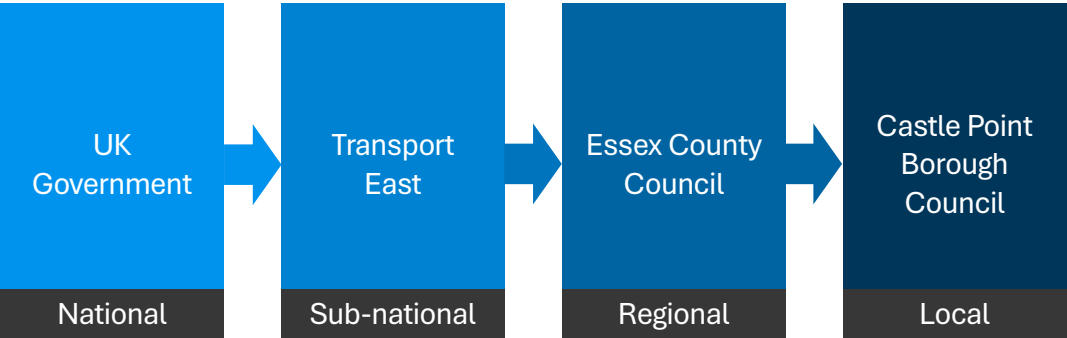
Car Parking Policy Summary

Key themes across policy

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 review 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



Current Parking Supply

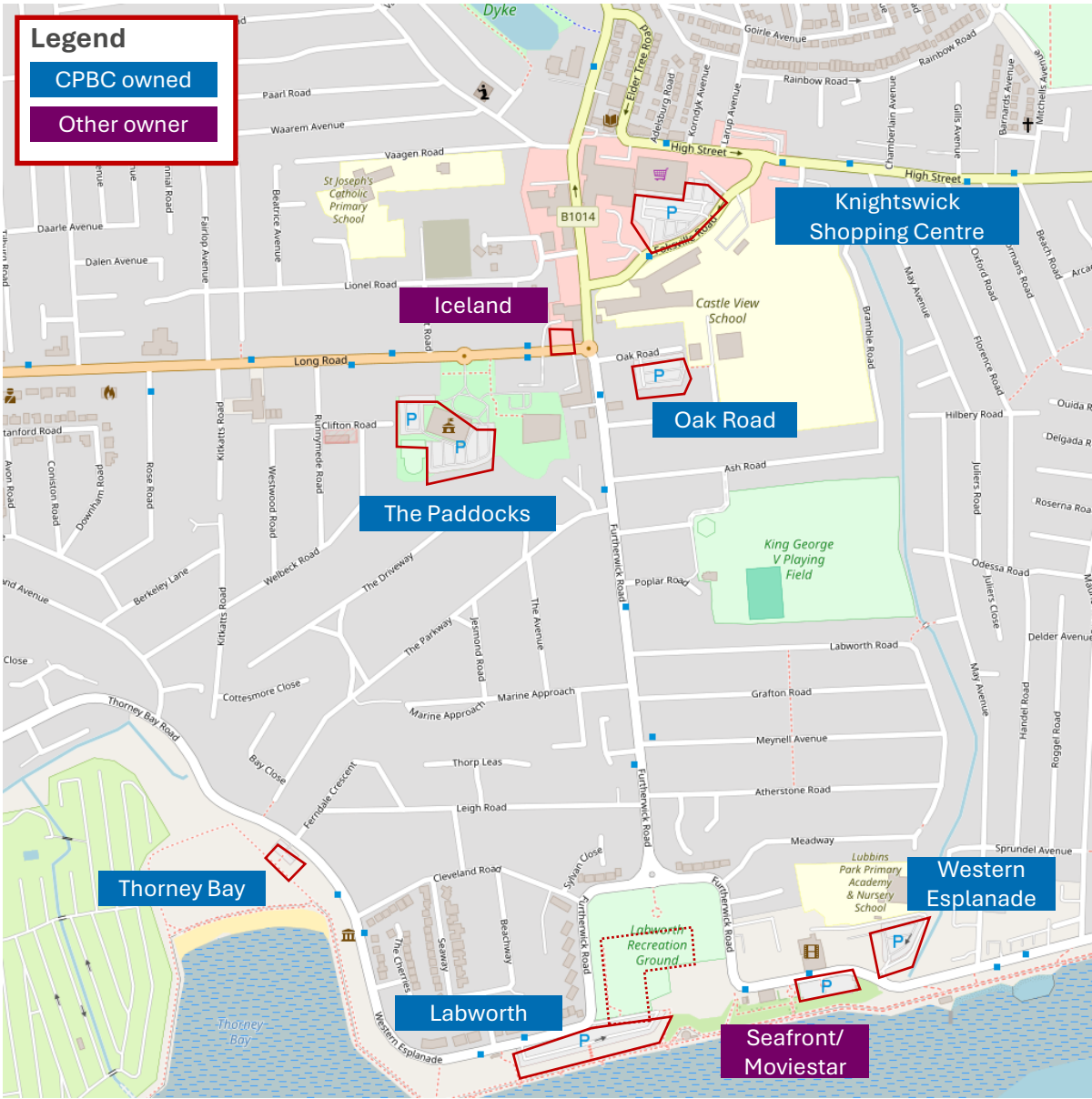
Parking supply in Canvey town and beach

Parking supply in Canvey can be considered in terms of two different geographies; sites serving the town centre and sites serving the seafront (referred to as Canvey Beach). The majority of off-street supply in Canvey is publicly owned. In Canvey town, a large site at Knightswick directly serves the shopping centre of the same name and surrounding commercial area. Oak Road acts a supplementary site, also serving businesses on the high street. The Paddocks serves the community centre and Central Canvey Primary Care Centre, however it also offers walking access to the town centre businesses.

At Canvey Beach, Western Esplanade and Moviestar sites serve the seafront commercial development and Fantasy Island park. Labworth serves a similar role and provides notable overflow capacity for the summer season. Thorney Bay car park is located further west and provides better access to Thorney Bay beach, Wooden park and adjacent residential areas. It is unlikely that users will park in the town to access the seafront and vice versa, therefore these two areas are considered separately.

Council parking supply by site

Car Park	Total spaces	Blue badge	Parent + toddler
Knightswick Shopping Centre	277	16	8
Oak Road	144	10	0
The Paddocks	250	9	3
Canvey Town Total (CPBC)	671	35	11
Labworth	250 + overflow	12	0
Thorney Bay	22	2	0
Western Esplanade	70	12	0
Canvey Beach Total (CPBC)	342	26	0



Source: Open Street Map

Current Parking Supply

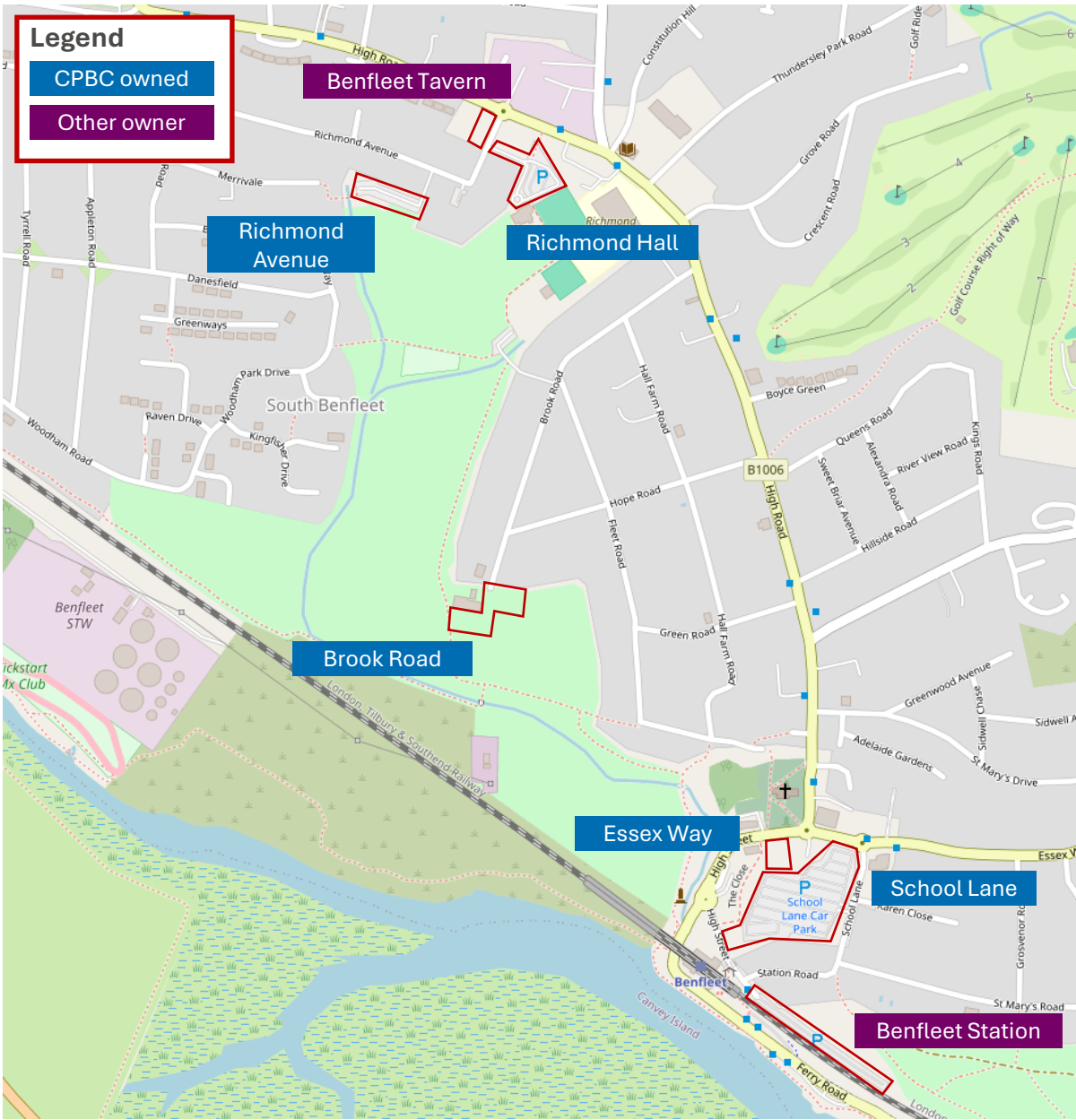
Parking supply in South Benfleet

Parking supply in South Benfleet is oriented towards commuters and users of commercial facilities. Car parks in proximity to Benfleet station are more likely to be used for ‘Park & Ride’ purposes, for example commuters taking the train into London. Of the public car parks, School Lane predominantly fulfils this role, offering long stay capacity. However, users are also able to park at Brook Road and walk to the station across the wetlands. The private NCP car park provides additional capacity for those travelling by train. As Essex Way is short stay only, it is more likely to be used for accessing local businesses surrounding the station.

Richmond Hall and Avenue serve the South Benfleet commercial area along the High Road. Richmond Hall is convenient for pick up and drop off to South Benfleet Primary School. Richmond Avenue offers convenient access to the park and playing fields, a role also fulfilled by Brook Road from the southern side.

Council parking supply by site

Car Park	Total spaces	Blue badge	Parent + toddler
Richmond Avenue	56	4	0
Richmond Hall	98	7	0
Brook Road	28	0	0
Essex Way	16	1	0
School Lane Long Stay	592	5	0
School Lane Short Stay	8	0	0
South Benfleet Total (CPBC)	798	17	0



Source: Open Street Map

Current Parking Supply

Parking supply in Hadleigh town centre

Hadleigh town centre is served by three Council-owned car parks, however a significant addition to town centre parking capacity stems from two large car parks at Morrisons and Lidl. The maximum stay at these is 2 hours and 1.5 hours respectively, suggesting that customers at either supermarket would be able to trip-chain by accessing other businesses and services in the town centre as well, without having to relocate their vehicle. Moreover, parking at both supermarkets is free of charge. Rectory Road is a paid site offering short term stay, while Castle Lane and Homestead offer free parking with longer durations of stay. All three offer convenient foot access to businesses and are located in relatively proximity to Hadleigh Infant and Nursery School and Hadleigh Junior School. Morrisons is the only site in Hadleigh to offer electric vehicle charging points.

Council parking supply by site

Car Park	Total spaces	Blue badge	Parent + toddler
Castle Lane	88	0	0
Homestead	17	0	0
Rectory Road	118	6	0
Hadleigh Total (CPBC)	223	6	0
Morrisons (surveyed)	380	20	8



Source: Open Street Map

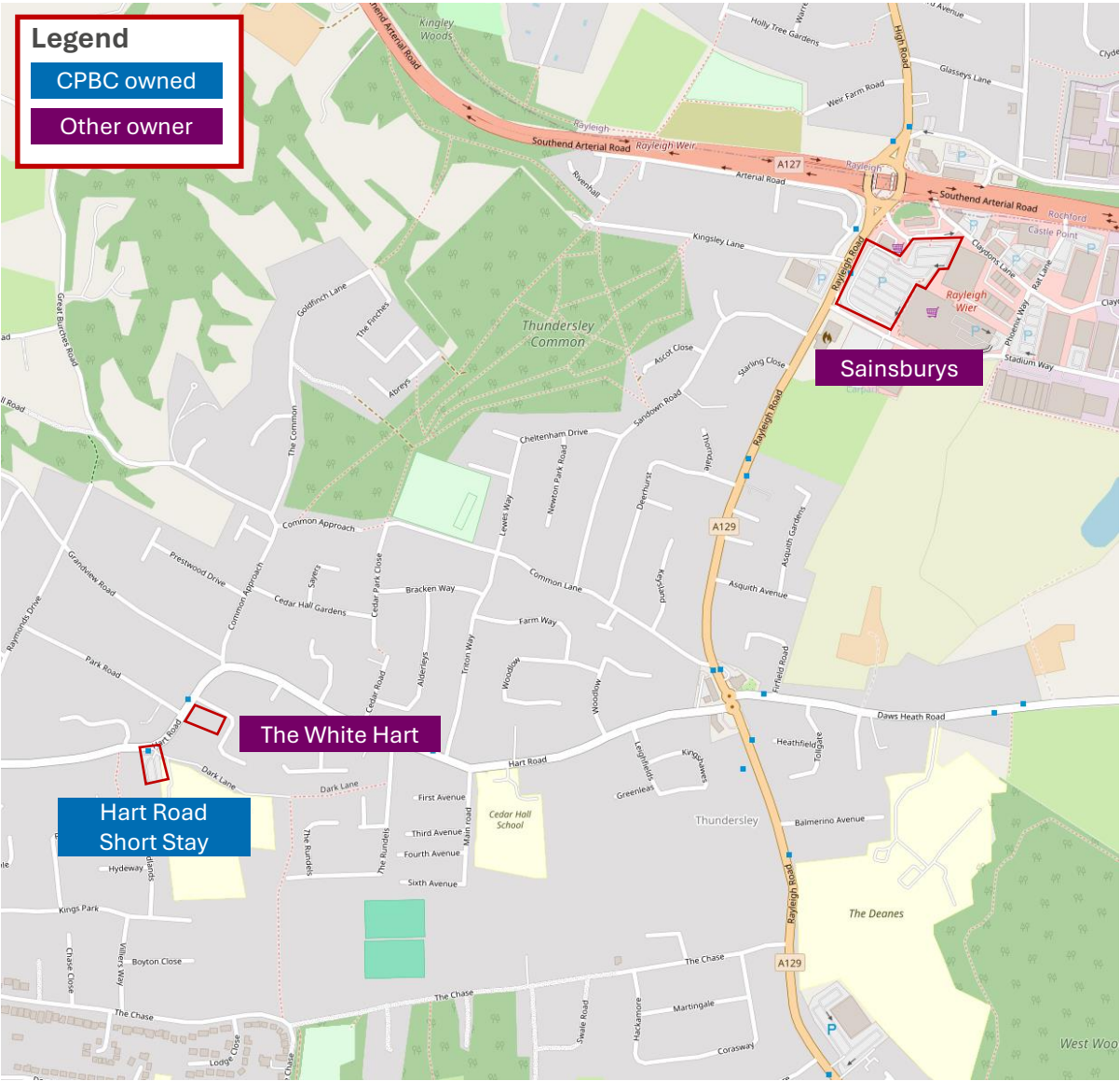
Current Parking Supply

Parking supply in Thundersley

Thundersley is a more suburban down with no distinct and significant town centre. Likewise, the commercial offer here is minimal, with residents instead using the Rayleigh Wier retail park, adjacent to the Southend Arterial Road (A127). Hart Road Short Stay is the only car park operated by the Council this area, and there are few other supplementary sites in the town itself from other operators. Hart Road is adjacent to Thundersley Primary School and the Hearing Hub audiologist centre.

Council parking supply by site

Car Park	Total spaces	Blue badge	Parent + toddler
Hart Road Short Stay	45	3	0
Thundersley Total (CPBC)	45	3	0



Source: Open Street Map

Current Management and Fare Collection

Management

All car parks managed by Castle Point Borough Council are joined up with consistent signage and information provision, including appropriate contact details for the Council. All car parks are locked at 9:00pm and opened in the mornings based on various arrangements. Some sites are opened by local residents while others are opened by Council staff. The Council provides CCTV surveillance at most sites, and manages toilet facilities at Labworth, Rectory Road and Richmond Hall car parks.

Fare collection

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

- Cash
- MiPermit
- Card (including contactless at School Lane)

All sites offer cash payment and online digital payments using the MiPermit website and app. MiPermit allows the Council to accept electronic payments for pay and display car parking and can account for permits and season tickets where applicable. Card payment is only available at School Lane and Knightswick Centre at the time of writing.

Free parking is offered at all times at The Paddocks in Canvey, Brook Road and Richmond Avenue in Benfleet, Castle Lane and Homestead in Hadleigh and Hart Road in Thundersley. Other sites have charging periods that extend only to certain hours or days of the week.

Some sites offer annual season tickets and permits, which are set out in the table to the right.

Car Park	Charging period	Assigned permits	Annual ticket
Knightswick Shopping Centre	8:00am – 9:00pm Mon – Sat	71 permits	-
Oak Road	9:00am – 6:00pm Mon to Fri ex. BH	-	-
Labworth	9:00am – 7:00pm Daily inc. BH	8 permits	£182.00
Thorney Bay	9:00am – 7:00pm Daily inc. BH	14 permits	-
Western Esplanade	9:00am – 7:00pm Daily inc. BH	-	-
Richmond Hall	9:30am – 3:00pm and 4:00pm – 6:00pm Mon to Thu 9:30am – 2:00pm and 3:30pm – 6:00pm Friday ex. BH	-	-
Essex Way	9:00am – 5:00pm Mon to Fri ex. BH	-	-
School Lane	9:00am – 5:00pm Daily ex. BH	15 permits	£246.00 residents only £866.00 Surgery only
Rectory Road	9:00am – 6:00pm Mon to Fri ex. BH	-	-

NB: 'BH' indicates where fares are including or excluding 'Bank Holidays'.

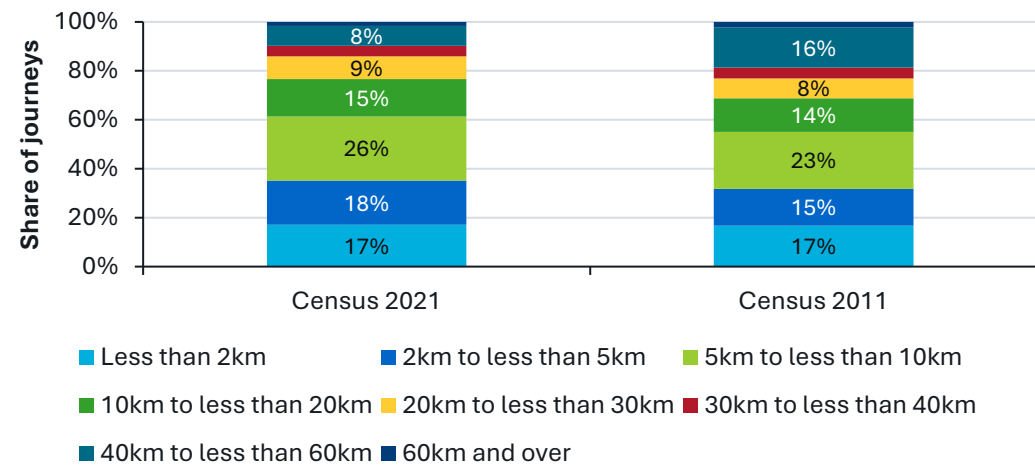
Travel Trends in Castle Point

Travel Trends

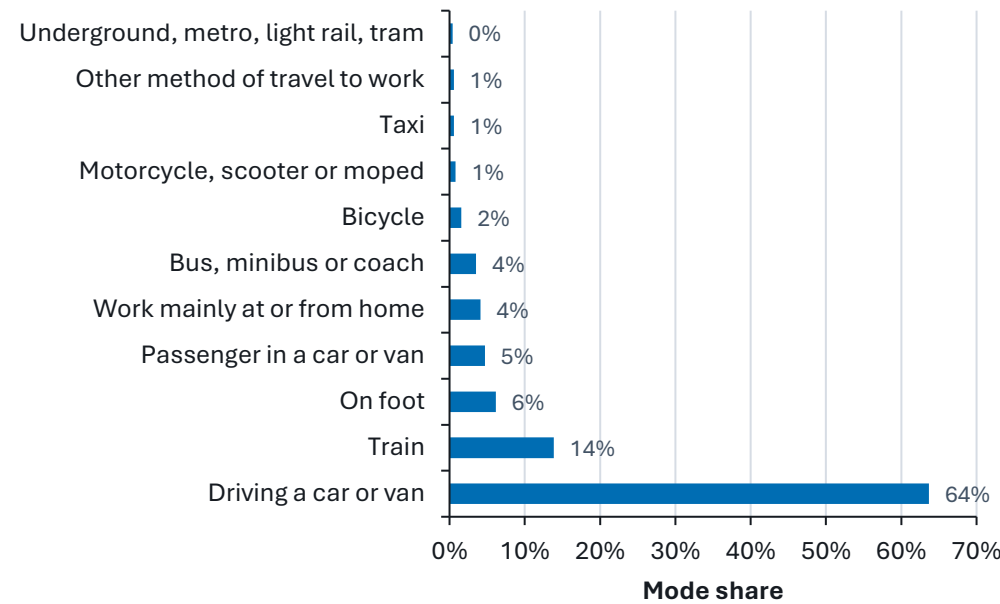
Car use and car ownership in Castle Point is high compared to the use of other modes of transport. Travel to work data shows that almost 70% of trips are taken either as a driver or passenger in a car or van. Only 17% of work commutes are within 2 kilometres and therefore of reasonable walking distance. In both 2011 and 2021, over 60% of work journeys were 5 kilometres or greater in distance, making the car a more convenient option for travel. While the bus or train can be used as a substitute here, they are only viable options along certain corridors.

Most households (85%) in Castle Point 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 52%. 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.

Distance travelled to work (Census 2021 and 2011)

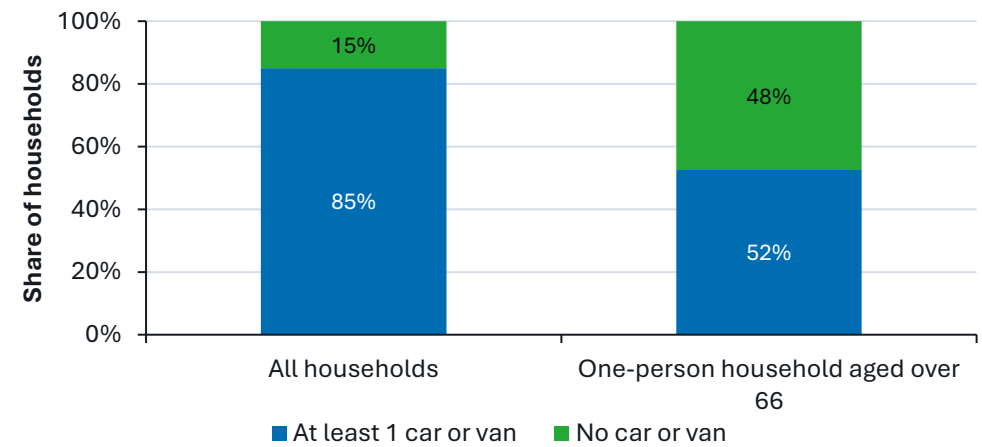


Travel to work mode share in Castle Point (Census 2011)



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.

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



Part 3

User Survey

User Survey: Sentiments towards Parking in Canvey Town

Overview

Street intercept user surveys were undertaken in Canvey Town along Furtherwick Road and near the western entrance to the Knightswick Shopping Centre. The goal was to understand the extent to which parking supply and other modes of travel influence how people travel to and use the town centre. The survey likewise captured issues and strengths of the parking provision in Canvey Town, and opinions on other travel modes.

Methodology

User surveys were undertaken on Saturday 12th October and Thursday 17th October, in parallel to the occupancy and duration surveys that are discussed in Part 4. People walking through the commercial heart of Canvey Town were given a short questionnaire asking about their travel patterns, thoughts on parking and use of local businesses. The survey ended on one open question, allowing respondents to openly discuss their thoughts on car parking and any other transport related issues. Across both days, 79 responses were received.

Qualitative sentiment on Canvey Town car parks

User survey respondents made comments about the quality of usability of town centre car parks. The table to the right summarises the outputs by each of the three public town centre car parks, with sentiment separated by positive or negative, and specific types of issues identified where they were mentioned.

These responses have been analysed and grouped using a ‘coding’ process, whereby responses making the same or very similar points are grouped together into codes. Each code represents a particular type of opinion. While these results cannot be considered fully representative, they provide an indication of the types of sentiment that are likely to more or less prevalent with regard to the town centre car parks. Specific quotes and opinions about these sites are presented in Appendix A.

Code	Number	Percentage (of 79)
Knightswick Shopping Centre		
Concern about previous charging method	11	14%
Concern current prices are too high	9	11%
Support current pricing structure	7	9%
Support current capacity	3	4%
Support convenient location	2	3%
Concern capacity is too low	1	1%
Oak Road		
Concern current prices are too high	5	6%
Support current pricing structure	3	4%
Support current capacity	2	3%
Concern location is far away from shops	1	1%
The Paddocks		
Support current pricing structure	6	8%
Support current capacity	4	5%
Support convenient location	1	1%
Concern capacity is too low	1	1%

NB: Respondents could raise multiple points or none at all, therefore percentages do not sum to 100%. Responses are aggregated across both survey days.

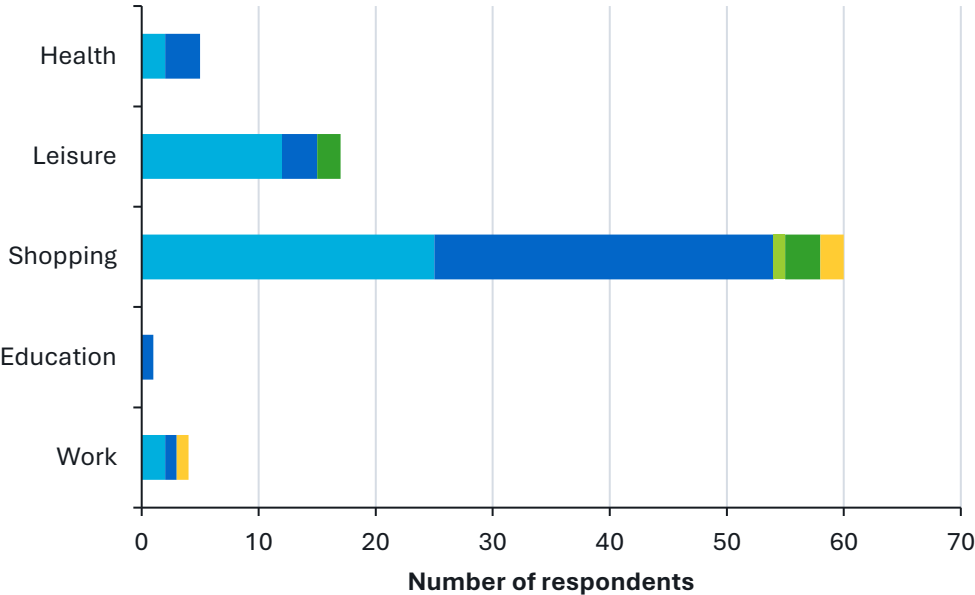
User Survey: Travel Behaviours and Use of the Town Centre

Overview

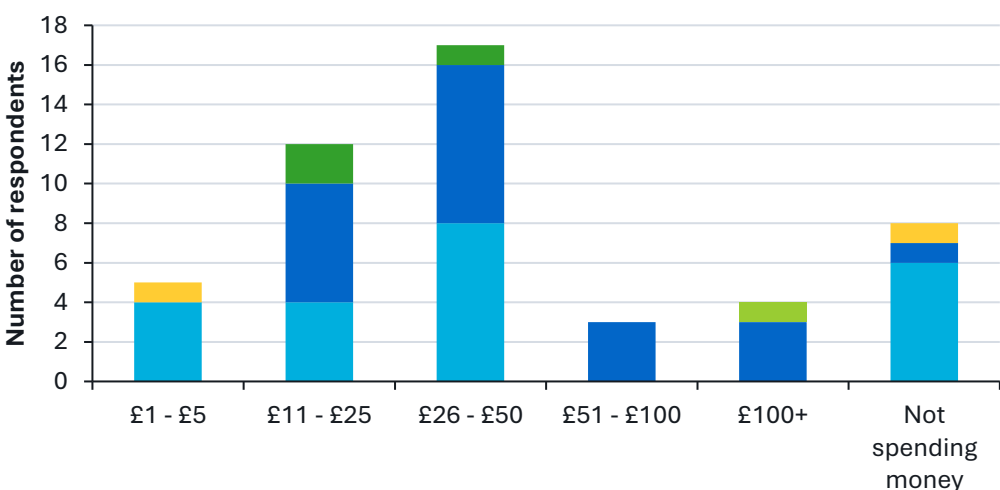
Among respondents, 45% walked to the town centre, and 44% took the car. Only 3% took the bus. Most respondents were in the town centre to shop, with the greatest share of these arriving by car. The average spend bracket was £26 – £50, with most of these being car users. Average monthly spend of car users based on their frequency of travel to the town centre was £327 per person. This is substantially higher than the average monthly spend of someone who walked to town, at only £164 per person. This suggests that car drivers contribute more on average to local businesses than those walking to the town centre.

- Walk/ Wheel (includes wheelchairs, mobility scooters etc)
- Car
- Taxi
- Bus
- Other (please specify)

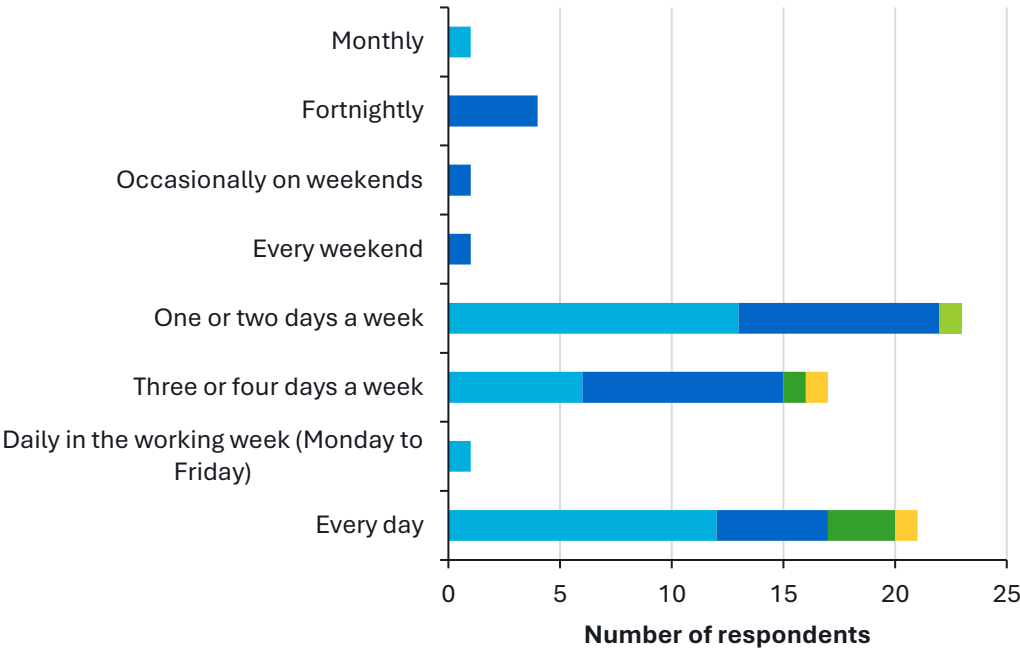
Mode of travel compared to purpose of travel



Mode of travel compared to town centre spend




Mode of travel compared to frequency of town centre visits





User Survey: Overview of Results


Overview


Key highlights from the user surveys are presented below.


- 


Age breakdown: Most survey respondents were older or middle aged, with 46% being 66 or older, and 50% being between 36 and 65 years old.
- 


Trip purpose: Most respondents were in the town centre for shopping (80%), followed by leisure activities (23%) and work (5%). Some were undertaking multiple activities in a single trip.
- 


Mode of travel: Those walking and driving to the town centre were almost evenly split, at 45% and 44% respectively. Under 3% took the bus.
- 

Trip origin: Most town centre visitors started their journey on Canvey Island (95%) and are local to the area.
- 

Parking location: Of those driving, most parked their vehicle at the Knightswick Shopping Centre (76%), with only 12% at Oak Road and 3% at the Paddocks. A further 6% parked on-street.
- 

Behaviour change: Of those driving, 50% said they would also consider taking the bus to town and 42% said they would consider walking to town as an alternative. Only 21% said they would not consider another mode of transport.
- 

Business spend: 86% of respondents were spending money in town that day. However, only 12% were expecting to spend more than £50. The most common spend bracket was £26 - £50 (30%).
- 

Frequency of visit: Most respondents were frequent visitors to the town centre. 33% would visit one or two days a week, while 30% would visit every day.
- 

Average monthly spend by mode of travel: The average monthly spend for car users was £327 and for those walking £164, suggesting that those driving contribute substantially more on average to businesses.

Part 4

Benchmarking and Best Practice

How Castle Point Compares

Overview

Parking supply in Castle Point’s town centre and associated issues and opportunities need to be considered in context. To do this, the Borough has been compared against a selection of similar ‘benchmark’ local authority areas, assessing the extent of their town centre car parking against the population, business floorspace and approach to pricing, among other factors. Basildon, Maldon, Rochford and Southend-on-Sea (‘Southend’) have been chosen as they share similar characteristics with Castle Point, from population size to coastal location, to geographies with multiple town centres. This section presents comparative analysis to benchmark Castle Point against these other local authority areas.

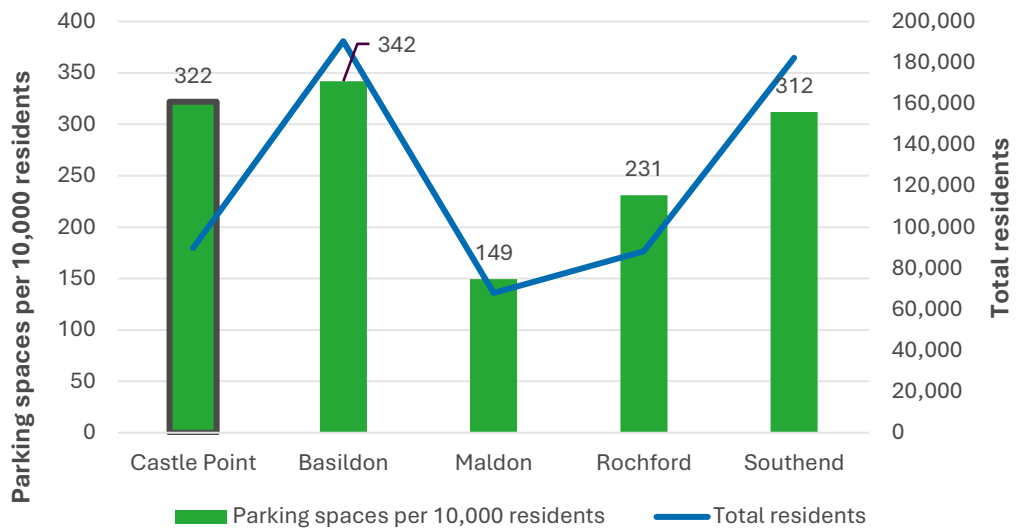
District level parking supply per 10,000 residents

Castle Point is towards the upper end of spaces per resident compared to the benchmarked local authority areas. Basildon has marginally more spaces per 10,000 with 342 spaces to Castle Point’s 322. Rochford and Maldon have considerably fewer spaces with 231 and 149 spaces per 10,000 residents.

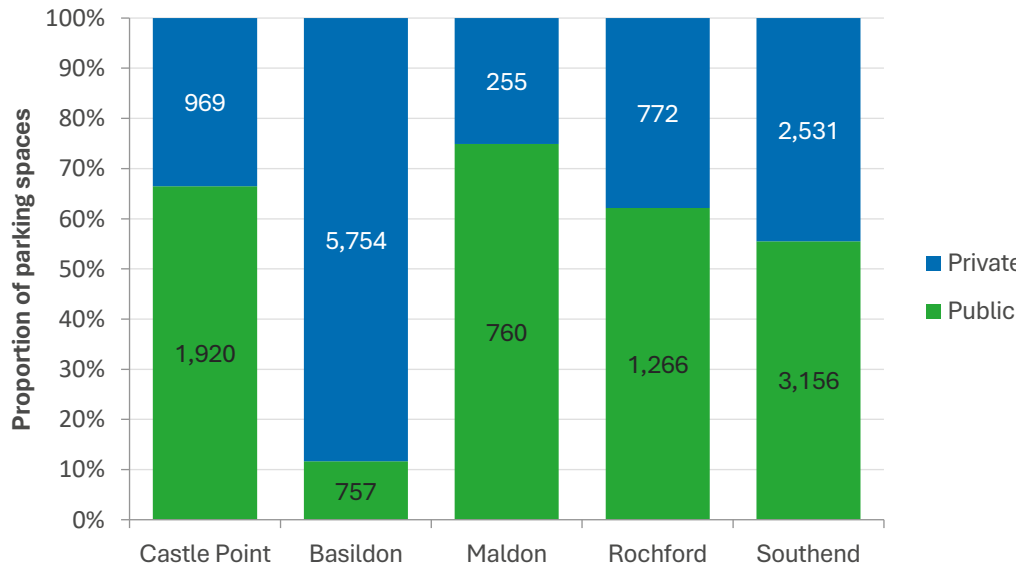
Public and private parking

In Castle Point, two thirds of car parking supply is publicly owned, and this is comparable to Southend, Rochford and Maldon. Having a reasonably high percentage under public ownership and control is useful in the management of parking to support wider council objectives. Only Basildon shows a significantly higher share of private parking supply.

Total residents and parking spaces per 10,000 residents (District level)



Public and private parking split (District level)

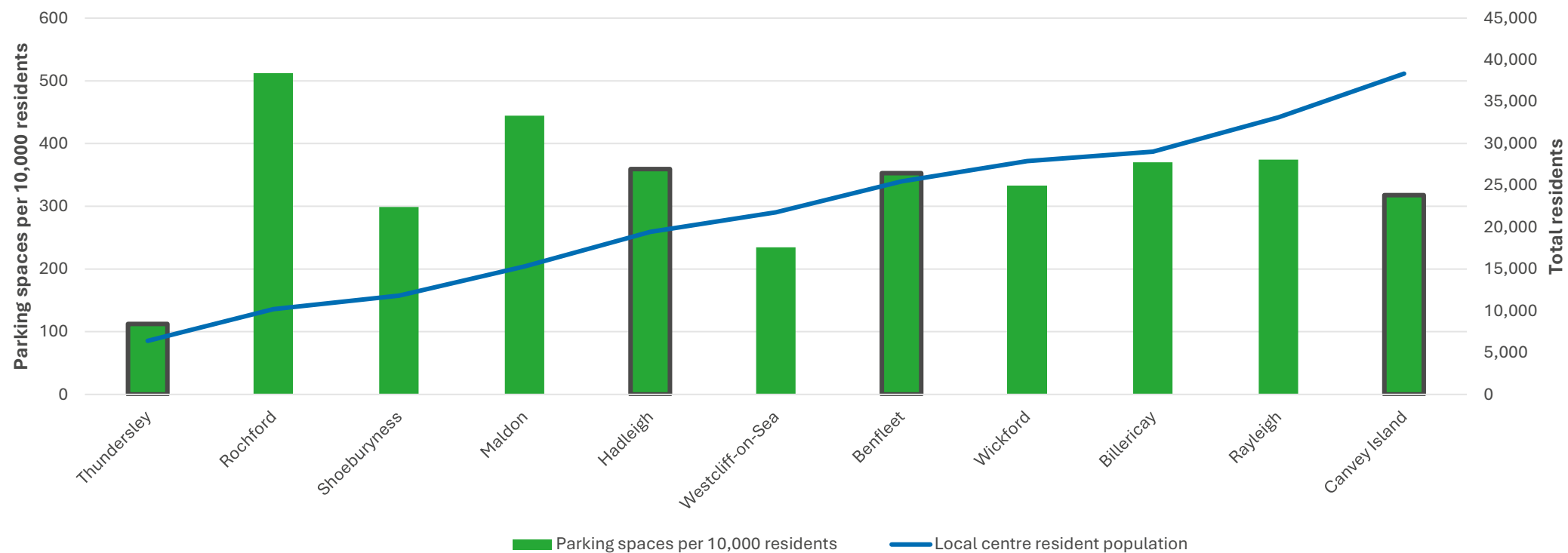


How Castle Point Compares

Town level parking supply per 10,000 residents for local centres

Supply per resident has also been benchmarked at the level of Castle Point’s local centres, compared with local centres with similar characteristics in the comparator local authority areas. Supply per resident on Canvey Island broadly in line with similar local centres, despite having the largest total population. Hadleigh sees the highest level of supply per resident among Castle Point’s centres, however this is similar to Benfleet and lower than nearby Billericay. Thundersley has notably lower supply per resident as there are only two small car parks in the town centre itself. However, as Thundersley is a much smaller centre.

Total residents and parking spaces per 10,000 residents (Local centres comparison)



How Castle Point Compares

Town level parking supply per 10,000 jobs

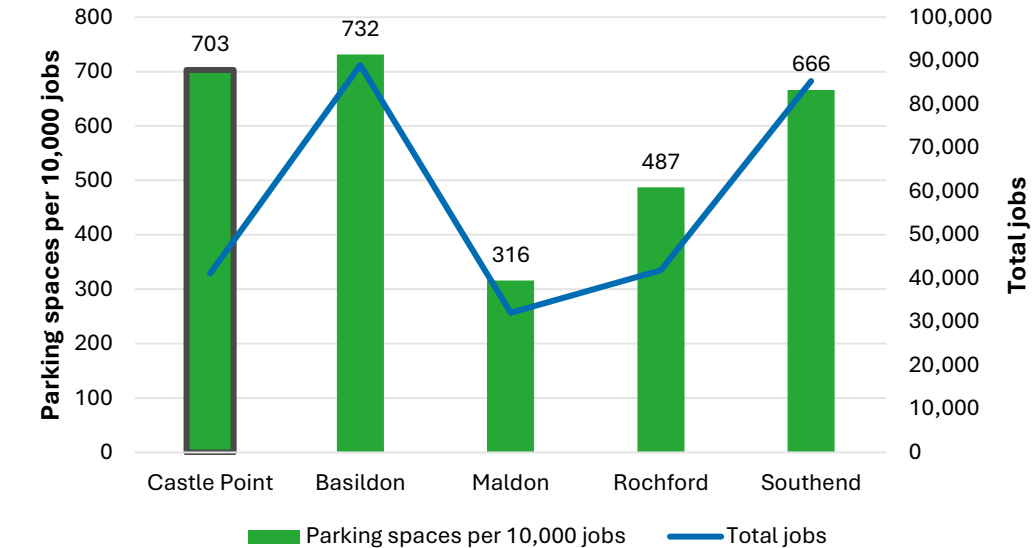
Considering the provision of car parking spaces per job, Castle Point is towards the top end, with 703 spaces per 10,000 jobs, despite having around half of total jobs compared to the nearest comparator local authority areas, Basildon. As with spaces per resident, there are high levels of parking provision in Castle Point despite having fewer jobs. This may be an indicator of oversupply in the town centres which could constrain future growth and development opportunities.

Average parking tariffs

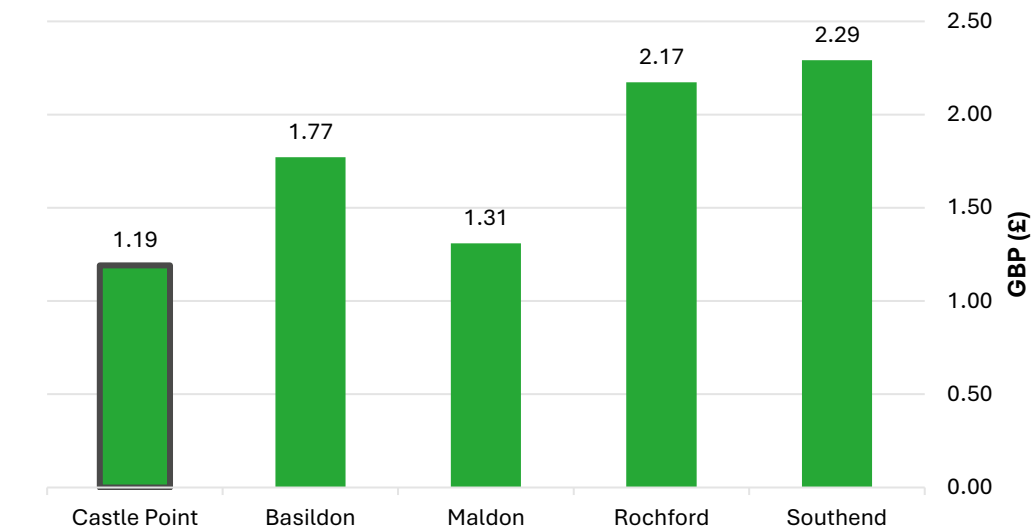
Calculating the value of average tariffs for a 2-hour stay shows that Castle Point has the cheapest tariffs among comparator districts, at £1.19. The average includes both public and private supply, as well as sites with free parking provision. The district with the next lowest tariffs is Maldon, with the average 2-hour stay fare 10% higher than in Castle Point. Basildon, which has generally matched Castle Point in parking provision per resident and per job sees much greater average tariffs, at £1.77 per 2 hours, or a 49% increase. However, higher tariffs set by private operators in Basildon must be taken into account here.

Overall, an increase in average tariffs would bring Castle Point in line with benchmarked authority areas. This may be achieved through a combination of increasing tariffs at existing charged car parks, and converting existing free parking to chargeable parking.

Total jobs and parking spaces per 10,000 jobs (District level)



Average parking fare for 2-hour stay in £ (District level)



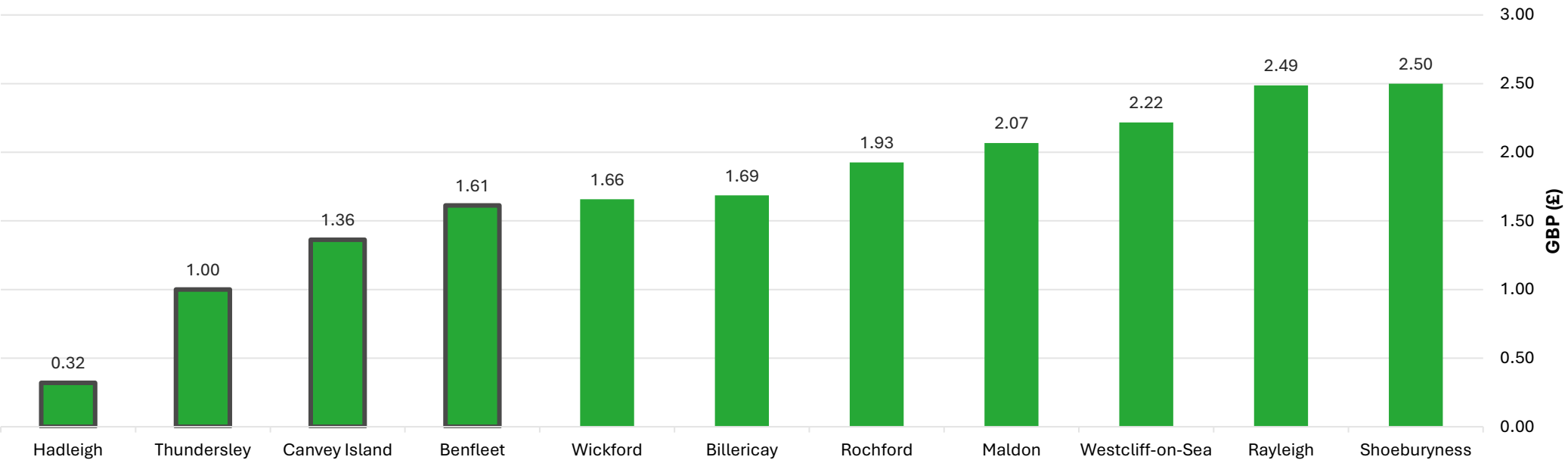
How Castle Point Compares

Average parking tariffs for local centres

Tariffs have been benchmarked at the level of Castle Point’s town centres, compared against town centres with similar characteristics in the comparator districts. Across every town centre, there is a continuation of the story at district level, with Castle Point seeing the lowest tariffs among comparators. All four local centres in Castle Point have lower tariffs than any other local centre, with Hadleigh at an average of only £0.32 for 2 hours.

Benfleet is the only local centre broadly in line with comparators (Wickford and Billericay). However, this average is driven up by the comparatively high tariffs at the private Benfleet Station car park, where a 2-hour stay costs £5.50 at the time of writing.

Average parking fare for 2-hour stay in £ (Local centres comparison)

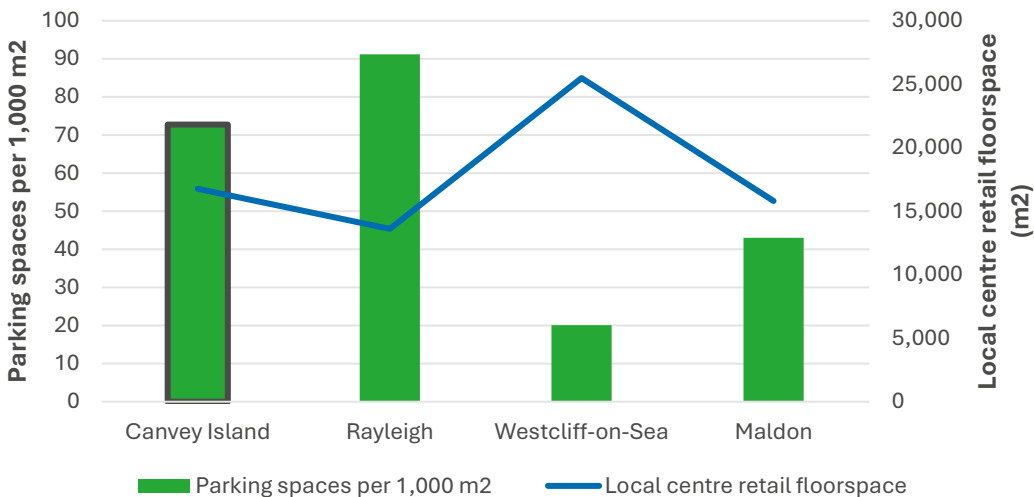


How Castle Point Compares

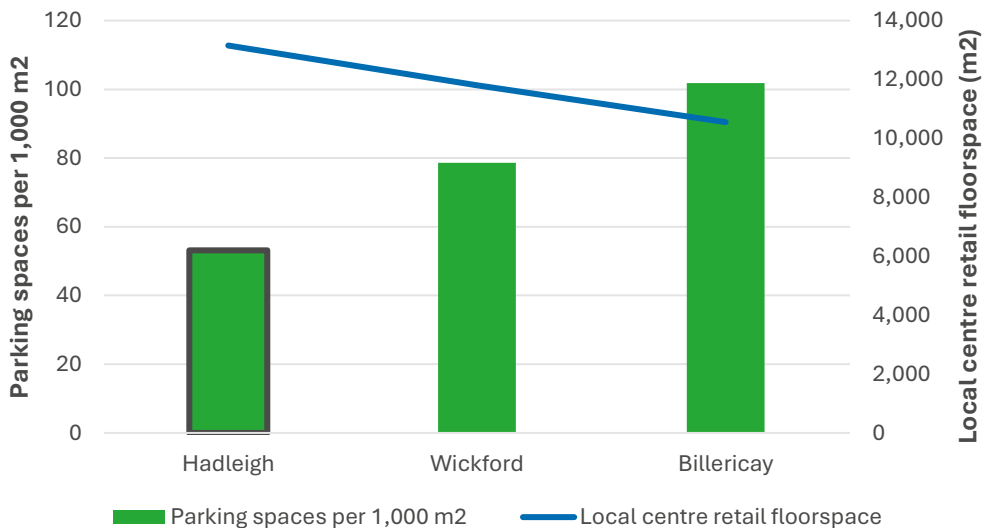
Retail floorspace and parking supply

The number of parking spaces by 1,000m² of retail floorspace have been benchmarked against town centres from comparator districts with similar characteristics. Canvey Island is broadly in line and average compared to other local centres, both in terms of total retail floorspace, and the parking supply per 1,000m². Data for Hadleigh indicates that there are notably fewer parking spaces compared to Wickford and Billericay. This may be an indicator of under supply. Up-to-date retail floorspace data for Benfleet and Thundersley was not available at the time of writing.

Canvey – Total retail floorspace and parking spaces per 1,000 m² (Local centres comparison)



Hadleigh – Total retail floorspace and parking spaces per 1,000 m² (Local centres comparison)



How Castle Point Compares

Comparator and convenience floorspace

The distribution of comparator and convenience floorspace can provide insight on the characteristics of a town centre’s retail offer and associated purchasing and travel behaviours. Convenience goods, such as groceries, are low cost and widely available. Customers often pay less attention to where they buy these and tend to make purchases more regularly. Comparator goods, such as technology or jewellery, tend to be more expensive and less regular purchases. Customers will spend more time analysis attributes and prices and will make conscious decisions about where to buy them.

Having a greater share of comparison floorspace may help local centres to compete against others, while the convenience offer is likely to be much more uniform at the local level. Moreover, consumers may be more likely to want to see comparator goods in person before making a purchase, compared to convenience goods. Despite this, both categories have been losing ground to online shopping in recent years. There is no clear and uniform correlation between the share of retail floorspace type and the number of car trips generated.

The distribution of comparison and convenience retail floor space by town centre and local centres in comparator districts is presented below.

Canvey benchmarking – retail floorspace by type

Local centre	Convenience	Comparison
Canvey Island	36%	64%
Rayleigh	55%	45%
Westcliffe-on-Sea	32%	68%
Maldon	22%	78%

Comparator and convenience floorspace by local centre

Canvey Island is broadly in line with the share of convenience and comparison floorspace seen in comparator local centres. This follows similar patterns to number of parking spaces per 1,000m2 of retail floorspace seen previously. Rayleigh is the only local centre where the share of convenience floorspace is greater than comparison floorspace.

Hadleigh has a greater share of convenience retail floorspace compared to both Wickford and Billericay. This is likely due to the presence of both Morrisons and Lidl in the town centre. With the increase in online grocery shopping, the number of vehicle trips generated by this floorspace is likely to have decreased. Despite this, Hadleigh still has more comparison floorspace than Billericay, while having much lower parking supply per square meter. Up-to-date retail floorspace data for Benfleet and Thundersley was not available at the time of writing.

Hadleigh benchmarking – retail floorspace by type

Local centre	Convenience	Comparison
Hadleigh	55%	49%
Wickford	25%	75%
Billericay	49%	51%

How Castle Point Compares

Local parking standards

Parking standards in Castle Point are mostly in line with comparator districts. The preferred bay size is consistent across all areas, with some discrepancy to the specification for minimum bay size. Compared to Basildon, Rochford and Southend, the minimum bay size in Castle Point is longer by 50cm, but 40cm narrower compared to Maldon. Use class standards are broadly consistent too, with Maldon having slightly higher requirements per square meter of retail space, and an even higher requirement for food stores. 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 local 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.

Standards by district

Local centre	Preferred bay size for cars (m)	Minimum bay size for cars (m)	B1 use class: Business standards	C3 use class: Dwelling houses standards
Castle Point	5.5 x 2.9	5.5 x 2.5	1 space per 30sqm	1 bedroom: 1 space per dwelling 2+ bedrooms: 2 spaces per dwelling
Basildon	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
Maldon	5.5 x 2.9	5.5 x 2.9	1 space per 24sqm (excluding food stores) 1 space per 14sqm for food stores	1 bedroom: 1 space per dwelling 2-3 bedrooms: 2 spaces per dwelling 4+ bedrooms: 3 spaces per dwelling 1 visitor space per 4 dwellings (communal)
Rochford	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
Southend	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

Emissions Based Charging – Best Practice Case Studies

Overview

Implementing emissions-based charging in car parks can be an effective tool for encouraging the transition towards low and zero emission vehicles, helping to meet the Council’s wider goals on decarbonisation. This section presents case studies of UK towns and cities where such schemes have been successfully delivered, or are in the process of being rolled out.

Bath and North East Somerset (B&NES)

Background figures	
Population	193,400 (in 2021)
Employment	96,000
Town centre public parking supply	1,773 spaces

Bath & North East Somerset (B&NES) Council have implemented parking charges based on vehicle CO₂e equivalent emissions, in line with DVLA Vehicle Excise Duty classifications. Carbon dioxide equivalent emissions combine emissions from different greenhouse gases to a common unit. Drivers using more emitting vehicles saw increased prices compared to the status quo, while those using zero emission vehicles or ICE vehicles that emit 130g/km or less of CO₂e have not seen tariffs rise. Separate charges are set out for petrol and diesel vehicles. Within the emission bands, pricing also varies by time and duration of stay. Once users enter their number plate, ticket machines collect vehicle emission data from the DVLA database. This works both through the MiPermit app (also used across Castle Point) and pay and display machines.

Further considerations for B&NES Council

- Looking to introduce emissions-based charging across all permit types.
- Looking to introduce a surcharge for diesel vehicles that do not meet the Euro VI emissions standard.
- Looking to phase out pay and display machines to replace with cashless parking across the board.

Emissions-based charges by CO₂e band for non-diesel vehicles

Length of stay	0 to 130 g/km	131 to 150 g/km	151 to 170 g/km	171 to 190 g/km	191 to 225 g/km	226 to 255 g/km	Over 255 g/km
1hr	£1.70	£1.80	£1.80	£1.90	£1.90	£2	£2
2hrs	£3.40	£3.50	£3.60	£3.70	£3.80	£3.90	£4
3hrs	£5.10	£5.30	£5.40	£5.50	£5.70	£5.80	£6
4hrs	£6.80	£7	£7.20	£7.40	£7.60	£7.70	£7.90
6hrs	£10.20	£10.50	£10.80	£11	£11.30	£11.60	£11.90
8hrs	£13.60	£14	£14.30	£14.70	£15.10	£15.40	£15.80
24hrs	£17.10	£17.60	£18	£18.50	£18.90	£19.40	£19.90
Evening charge (Charlotte Street car park): 6pm to 8pm	£1.50	£1.60	£1.60	£1.70	£1.70	£1.70	£1.80
Overnight charge: 8pm to 8am	£1.50	£1.60	£1.60	£1.70	£1.70	£1.70	£1.80

Source: Bath and North East Somerset Council

Potential implications for Castle Point

- Existing use of MiPermit system can help to facilitate introduction of emissions-based charging.
- Emissions-based charging can be focused on certain locations or certain times of day, making it flexible to different types of implementation.
- Averages tariffs are likely to rise given implementation of emissions-based chargers.

Emissions Based Charging – Best Practice Case Studies

Brighton and Hove Council (BHC)

Background figures	
Population	277,100 (in 2021)
Employment	150,000
Town centre public parking supply	1,137 spaces

Brighton and Hove City Council have implemented a three-tier emissions pricing structure for car parking in the town centre. These charges apply predominantly non-resident and visitor parking permit schemes, including Blue Badge resident permits.

- **Low emission:** non-diesel vehicles that produce 110g/km or less of CO₂e emissions.
- **Normal emission:** non-diesel vehicle that produces between 111g/km and 165g/km CO₂e emissions; or a diesel vehicle that producing up to 165g/km CO₂e missions.
- **High emission:** any vehicle that produces 166g/km or more of CO₂e emissions.

Permit pricing depends on the controlled parking zone that it applies to, and these are separated into ‘light touch’, ‘full scheme’ and ‘high demand’ zones, with emission prices getting gradually steeper with each category.

Blue Badge pricing is heavily discounted, as these users only pay an admin fee to use the zone. This costs no more than £15.90 for a high emission vehicle for a 12-month permit.

Visitor permits are limited to a certain annual number, and these are capped differently depending on the zone type. For ‘high demand’ zones, only 25 visitor permits per year may be acquired. For ‘light touch’ zones, up to 100 visitor permits per year may be acquired.

Emissions based resident parking permit pricing for ‘full scheme’ zones.

3 month (90 days) permit

- Low emission vehicle: £39.60
- Standard emission vehicle: £52.20
- High emission vehicle: £91.80

12 month (365 days) permit

- Low emission vehicle: £146
- Standard emission vehicle: £193.45
- High emission vehicle: £335.80

Source: Brighton and Hove Council

Potential implications for Castle Point

- Emissions-based charging does not have to impact blue badge holders in Castle Point, and other exemptions could be applied if needed.
- Both public car parking sites and on-street car parking could be transitioned to an emissions-based tariff scheme in the future.
- Higher tariff structures could be implemented in more in-demand areas, such as School Lane for Benfleet station.

Emissions Based Charging – Best Practice Case Studies

St Albans City and District Council

Background figures	
Population	147,100 (in 2022)
Employment	65,000
Town centre parking supply	1,563 spaces

The latest Parking Strategy for St Albans Council has set out plans to strengthen emissions-based charging for residential parking permits. Banding accounts for either emissions category and engine cubic capacity (CC), depending on the year of registration. Likewise, pricing increases by the number of permits acquired.

Currently, emissions-based charging is limited to permits, however the Council is looking to extend this to pay and display facilities as well, and to ultimately cover all permit types.

The Council is predominantly using paper tickets but is considering the transition to ticketless payments through virtual permits and cashless pay and display systems. As part of this, pay and display machines at public car parks would be phased out.

Potential implications for Castle Point

- The case study demonstrated that emissions-based parking can be effectively implemented given a predominantly paper-ticket-based system. This means that cash payments can continue to be supported.
- Tariffs can be more stringent for those that own and use multiple vehicles.

Emissions based resident parking permit pricing in St Albans.

New Emission Based Banding	Emission (Vehicles Registered after March 2001)	Engine CC (Pre March 2001-Registered)	1 st Permit	2 nd Permit	3 rd Permit
1	Zero emission	N/A	£15.80	£31.50	£47.30
2	CO2 emissions rated up to 90/km	Engine capacity up to 999cc	£24.20	£60.40	£120.80
3	CO2 emissions rated up to 91/km to 110g/km	Engine capacity up to 1,099cc	£48.30	£120.80	£241.50
4	CO2 emissions rated up to 111/km to 150g/km	Engine capacity up to 1,299cc	£60.40	£181.10	£301.90
5	CO2 emissions rated up to 151/km to 185g/km	Engine capacity between 1,300cc and 1,849cc	£72.50	£217.40	£362.30
6	CO2 emissions rated up to 186/km to 225g/km	Engine capacity between 1,850cc and 2,449cc	£84.50	£225.20	£422.60
7	CO2 emissions rated over 226g/km	Engine capacity greater than 2,450cc	£96.60	£289.80	£483.00
Motorcycle	Annual		£27.30		

Part 5

Occupancy and Duration Surveys

Overview and Methodology

Background

As an integral part of developing this review, the Council commissioned occupancy and duration of stay surveys for car parks across Castle Point's four centres. These surveys took place in October 2024 and provide an up-to-date snapshot of how key publicly-owned car parks are typically used by vehicles and their occupants. 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. These results form the baseline of future demand scenarios, which are explored in Part 5.

Methodology

To understand the variation of demand across the working week and weekend, a typical Thursday (17/10) and a typical Saturday (12/10) were selected for surveys in October. Thursday was selected out of the working week due to this being market day in Canvey town centre. Moreover, with increased prevalence of hybrid working patterns in recent years, the middle of the week is more often preferred for travel-to-work, with Mondays and Fridays tending to be quieter. 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 had 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. The one exception to this is Morrisons in Hadleigh, which was included as it forms a substantial part of the parking offer for this town centre but is being considered for partial redevelopment, as part of the emerging Local Plan. 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 special occupied spaces, such as blue badge holder spaces and parent and toddler spaces, where relevant.

Duration of stay surveys

Duration of stay surveys aim to show how long users tend to leave their vehicles at each site and therefore can 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 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 for 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. Both Waterside Farm Leisure Centre and Hart Road Short Stay are geographically stand-alone and have not been included in the aggregated town centre analysis.

Canvey Town

Car Park	Occupancy survey	Duration survey	Duration from tickets
Knightswick Shopping Centre	✓		✓
Oak Road	✓		✓
The Paddocks	✓	✓	

Canvey Beach

Car Park	Occupancy survey	Duration survey	Duration from tickets
Labworth	✓		✓
Thorney Bay	✓		✓

Other sites

Car Park	Occupancy survey	Duration survey	Duration from tickets
Waterside Farm Leisure Centre (Canvey Island)	✓	✓	
Hart Road Short Stay (Thundersley)	✓	✓	

Benfleet

Car Park	Occupancy survey	Duration survey	Duration from tickets
School Lane (long and short stay)	✓		✓
Essex Way	✓		✓
Richmond Avenue	✓	✓	
Richmond Hall	✓		✓
Brook Road	✓		

Hadleigh

Car Park	Occupancy survey	Duration survey	Duration from tickets
Castle Lane	✓	✓	
Homestead	✓	✓	
Rectory Road	✓		✓
Morrisons (private)	✓		

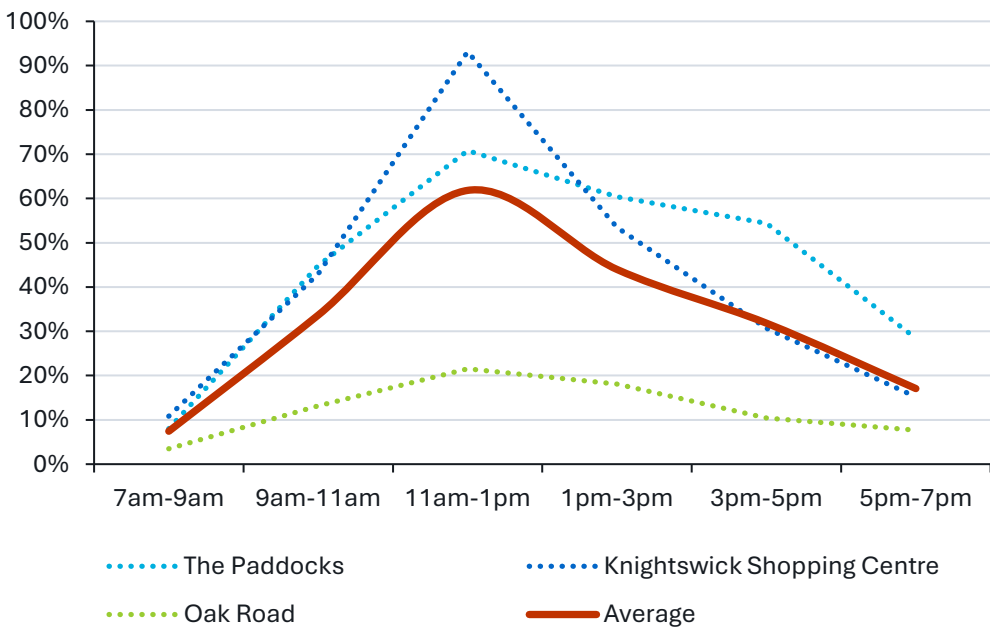
Canvey Town – Survey Results

Occupancy patterns in Canvey Town Centre

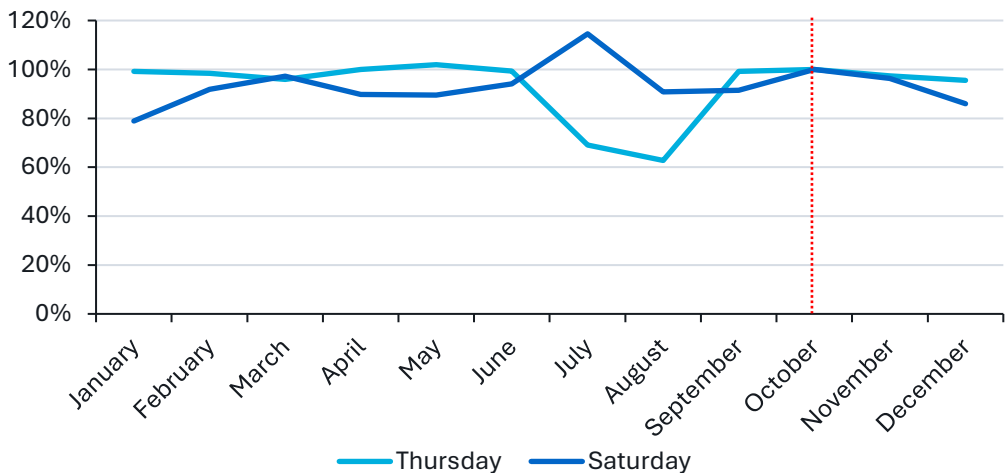
Parking demand in Canvey town centre is characterised by an early afternoon peak, with the highest occupancy achieved between 11:00am and 1:00pm on both the Thursday and Saturday. Oak Road tends to be busier on the weekend when it is free to use, while the Paddocks shows higher occupancy on weekdays, in part due to the opening hours of the medical centre. The Knightswick Centre 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.

Based on ticket sales analysis, October occupancy is expected to be broadly reflective of the wider year, except for summer months when weekday occupancy declines, and weekend occupancy increases.

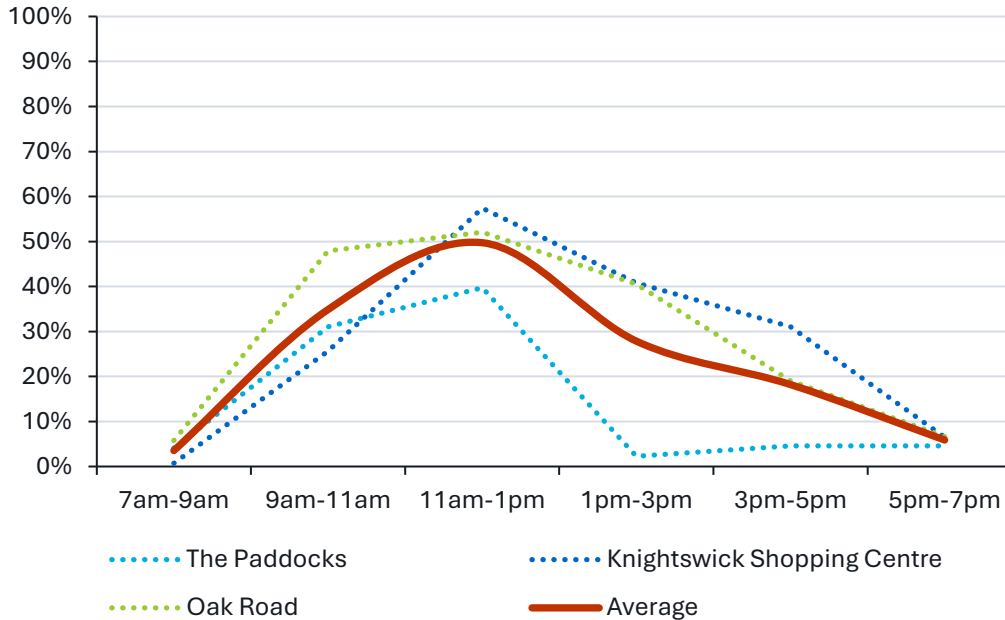
Thursday total occupancy



Estimated change in demand from October (ticket sales data)



Saturday total occupancy



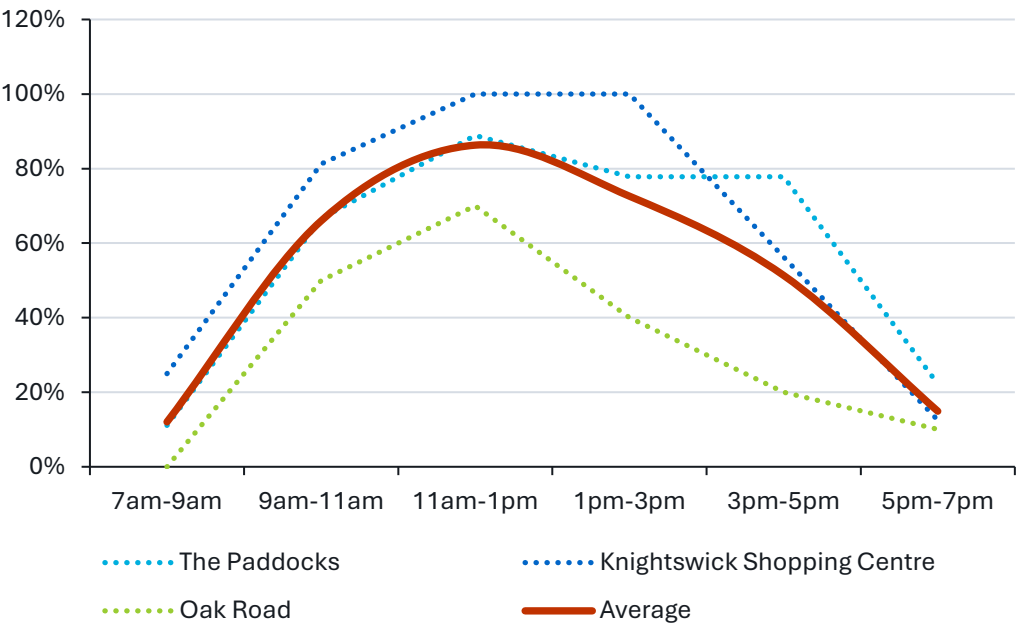
Canvey Town – Survey Results

Blue Badge occupancy in Canvey Town

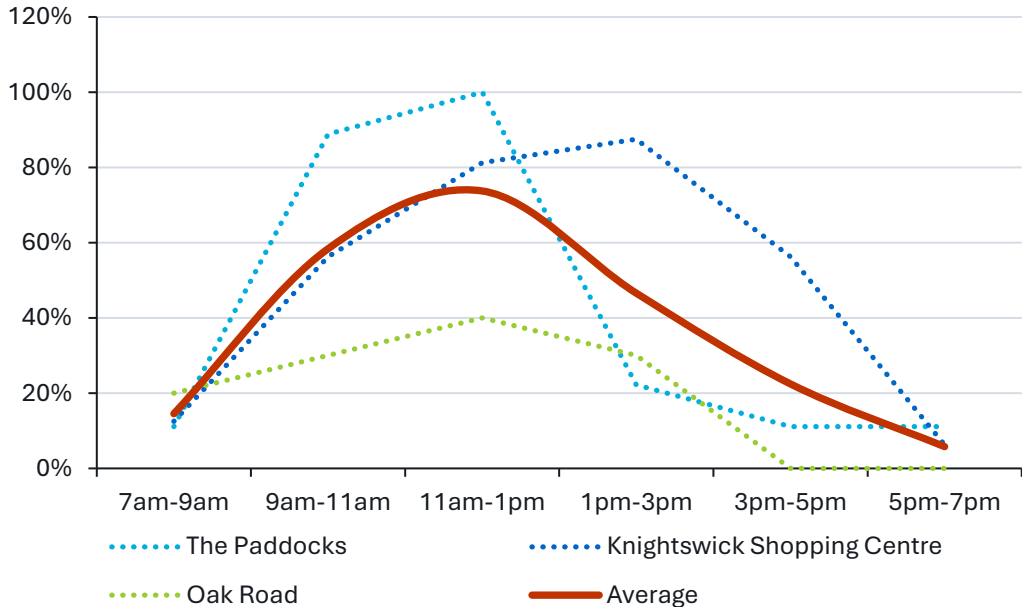
Canvey town centre offers vital community services, including access to the Central Canvey Primary Healthcare Centre and a significant retail offering a Knightswick shopping centre and along the high street. As such, it is important that those who are disabled, particularly those experiencing reduced mobility, can reach these services effectively. Survey results show that blue badge spaces are heavily used in Canvey town centre, with the Knightswick site reaching full capacity in the mid-afternoon on Thursday, and the Paddocks reaching full capacity in the early afternoon on Saturday. Blue badge holder provision at Oak Road tends to be more lightly used, likely because Knightswick offers better proximity to most local businesses. There is potentially a need to consider more blue badge space provision at the Knightswick to meet demand.



Thursday blue badge occupancy



Saturday blue badge occupancy



Canvey Town – Survey Results

Duration of stay in Canvey Town Centre

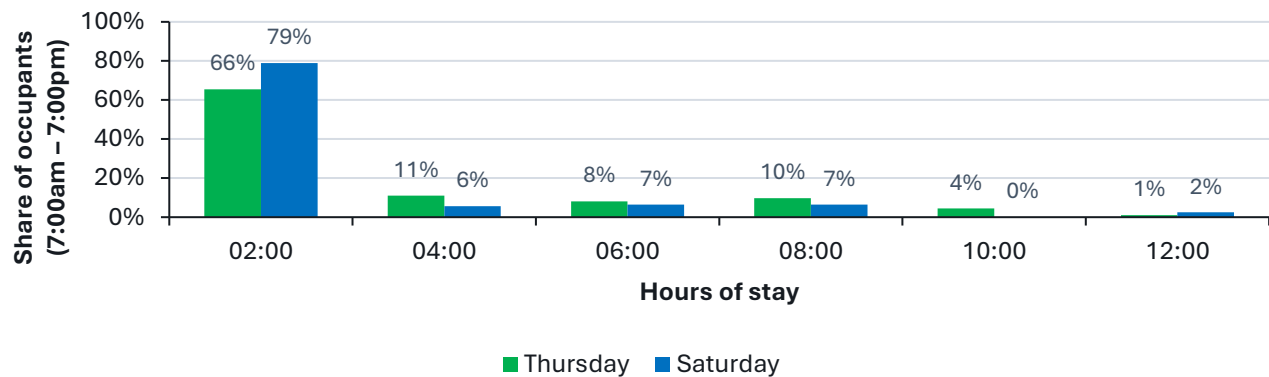
A combination of registration plate survey data and paid duration data from ticket sales have been used to develop a picture of how long vehicles remain parked at sites across Canvey town centre.

Across all three sites, short duration is most common across the week, as would be expected from a town centre where the majority of trips would be for shopping or using other services in the town. Both Oak Road and the Knightswick Centre have maximum caps on duration (3 hours and 5 hours respectively), while this is not the case at the Paddocks, and this is evidence in the small share of vehicles that are left here for 6 hours or more. At the Paddocks, 23% of vehicles stayed for 6 hours or more on Thursday, and 15% vehicles did so on Saturday. Longer durations of stay were more common on the Thursday compared to the Saturday, likely indicative of people leaving their vehicles for a full working day.

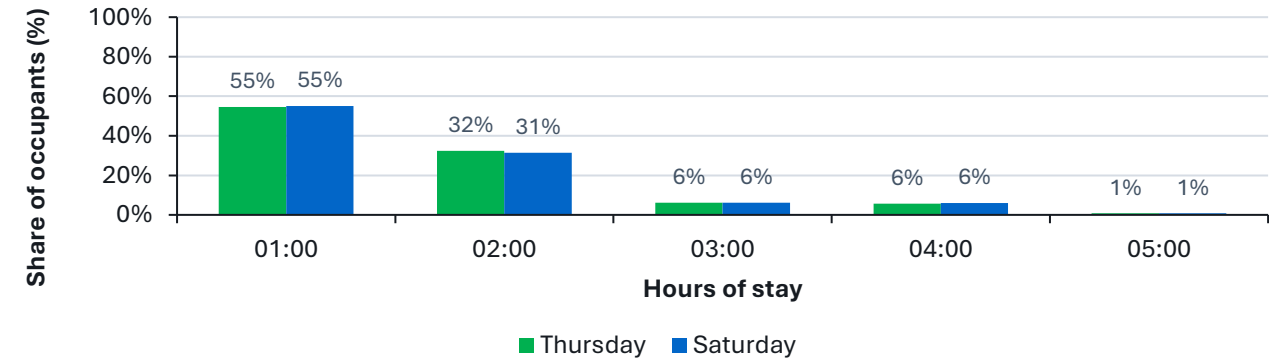
Key highlights

- Predominantly short trips to the town centre of 2 hours or less.
- Long stay only accommodated at the Paddocks.
- The Paddocks sees more longer stays on Thursdays than Saturdays.

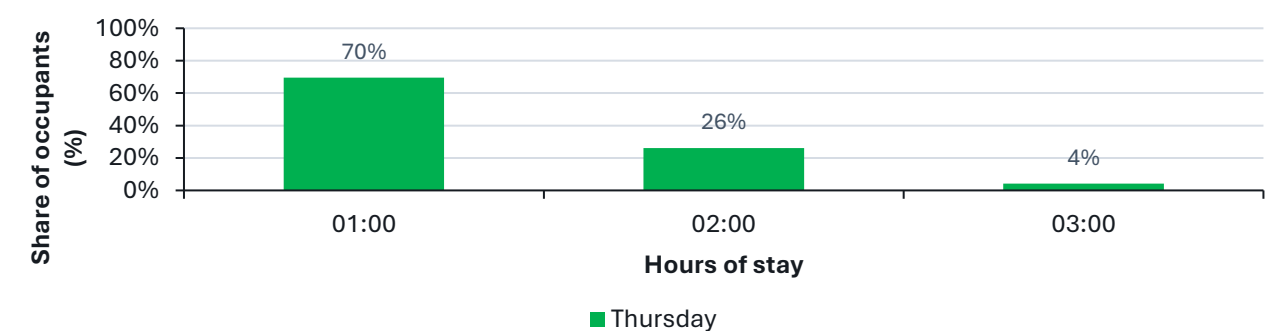
The Paddocks (survey data)



Knightswick Centre (paid duration)



Oak Road (paid duration)

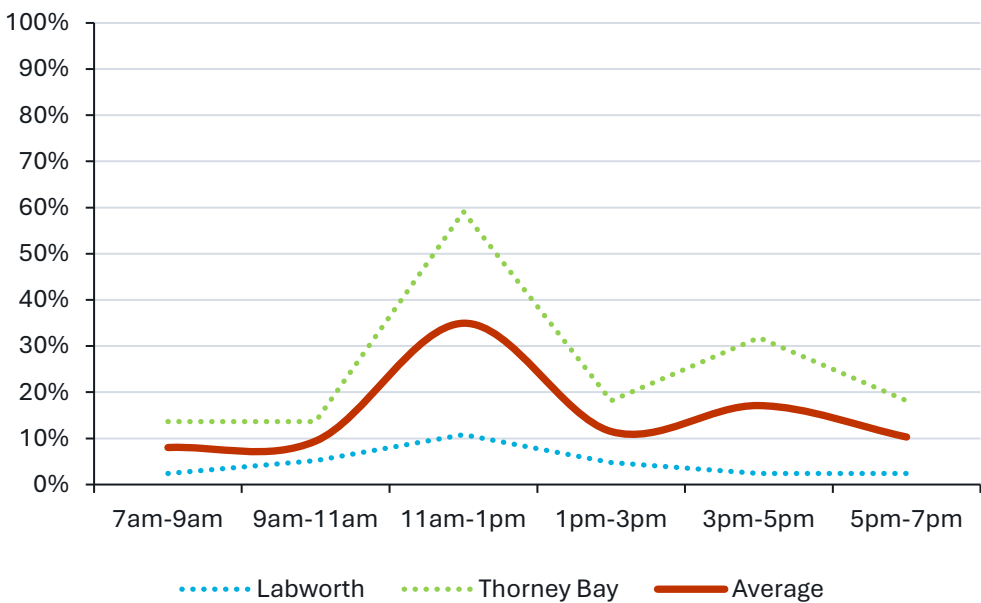


Canvey Beach – Survey Results

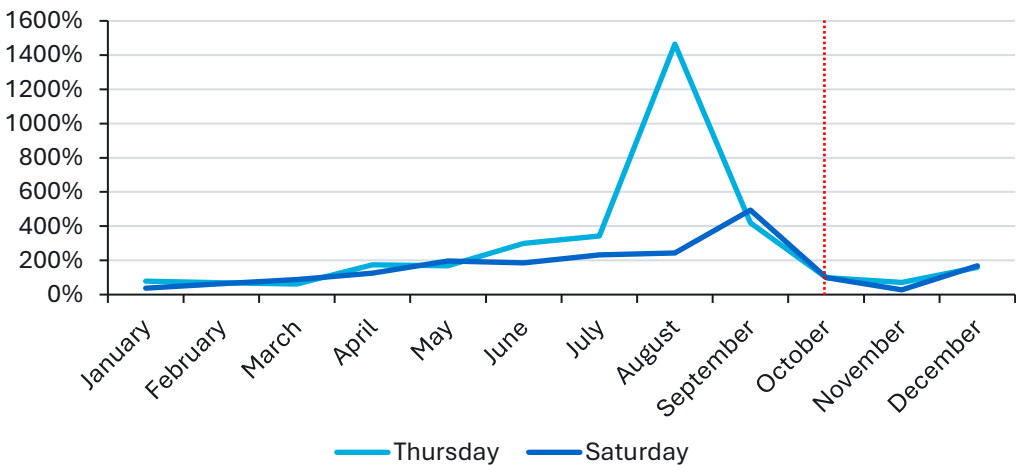
Occupancy patterns at coastal Canvey car parks

Parking demand at Canvey beach is notably seasonal in nature. In October, when surveys were carried out, occupancy at both sites was relatively low, particularly at Labworth. Similarly to Canvey Town, occupancy peaks were noted in the early afternoon for the 11:00am – 1:00pm slot. Thorney Bay was used more intensely on the weekday, while Labworth was used slightly more on the weekend. Ticket sales data indicates that occupancy peaks occur during the summer period, with an over 14-fold increase on Thursdays. This is likely to be accommodated at Labworth using the extensive overflow parking facilities. Occupancy outside of summer is relatively low and mostly indicative of the October results.

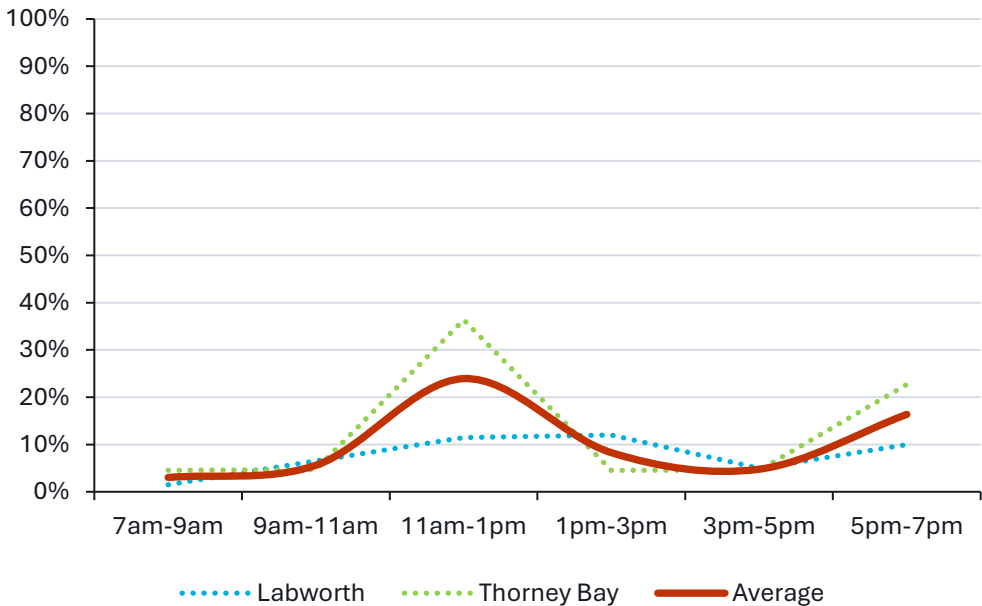
Thursday occupancy



Estimated change in demand from October (ticket sales data)



Saturday occupancy



Canvey Beach – Survey Results

Duration of stay in Canvey Beach

Paid duration data from ticket sales has been used to develop a picture of how long vehicles remain parked at sites across the Canvey seafront.

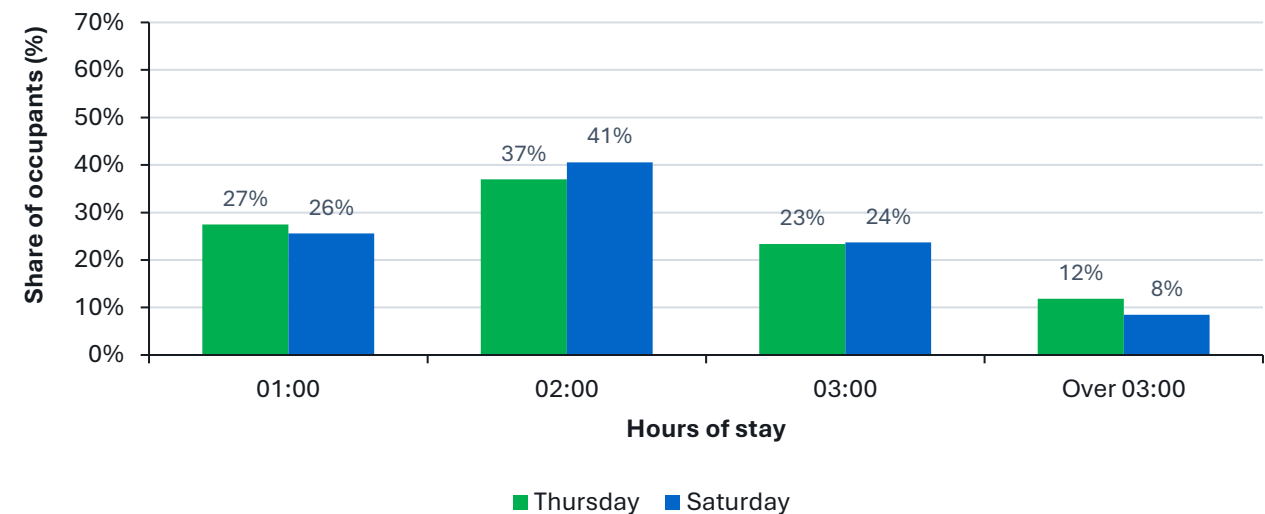
Occupants at Thorney Bay tended to spend less time parked on average, with a tendency towards paying for only 1 hour. At Labworth, this pattern was less distinctive, with the greatest share of occupants paying for a two hour stay both on Thursdays and Saturdays. Few vehicles stayed for longer than 3 hours, however this share was again greater at Labworth than Thorney Bay.

Across both sites, stays of up to 1 hour were more common on Thursdays while stays of 2 to 3 hours were more common on Saturdays. This may be indicative of longer leisure trips on the weekends, as opposed to the working week.

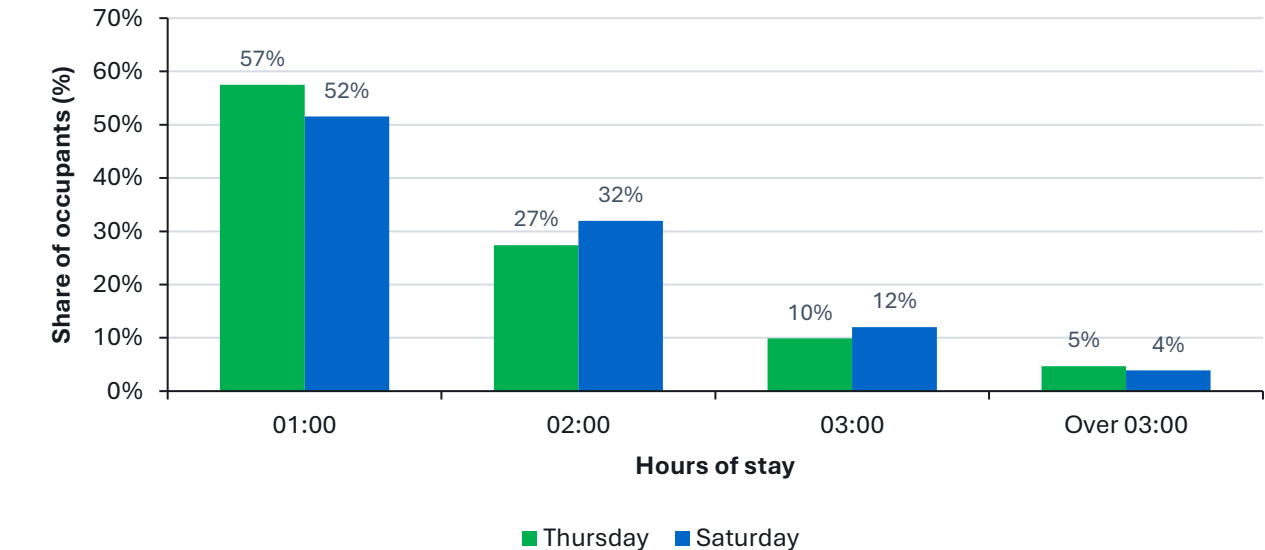
Key highlights

- Tendency for shorter stays at Thorney Bay compared to Labworth.
- Longer stays of 2 – 3 hours more common on Saturdays.
- Shorter stays of up to 1 hour more common on Thursdays.

Labworth (paid duration)



Thorney Bay (paid duration)

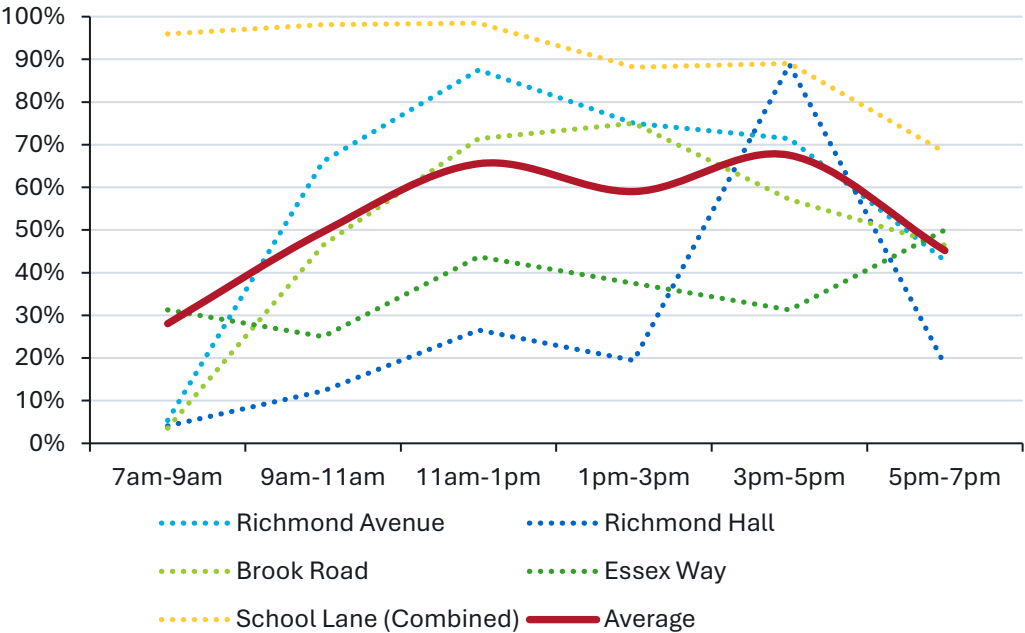


Benfleet – Survey Results

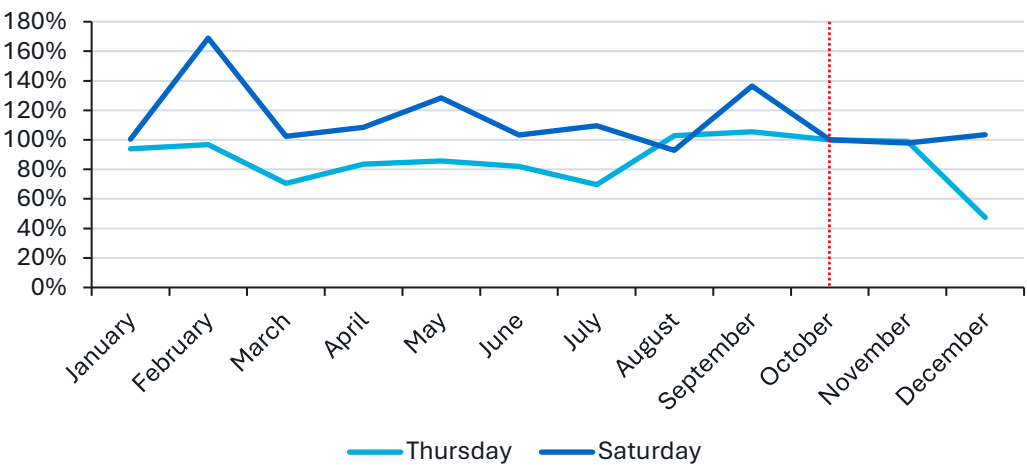
Occupancy patterns in South Benfleet

Richmond Hall and Avenue car parks tend to serve the local centre, while School Lane, Essex Way and, to a lesser extent Brook Road, are often used as park and ride for Benfleet station. This is highlighted by the high occupancy of School Lane on Thursday (assumed to be commuters) and comparatively low occupancy on the Saturday. Essex Way becomes significantly busier on the weekend as parking here is free. Richmond Hall shows high occupancy on Thursday afternoon, reflective of the school pick-up period, while both Richmond Avenue and Brook Road are notably busier on the weekday than on the weekend. Ticket sales data shows that October is relatively typical in terms of occupancy; however, some months Saturdays exhibit higher peaks which may align with West Ham match days or other significant events that lead people to use the railway station.

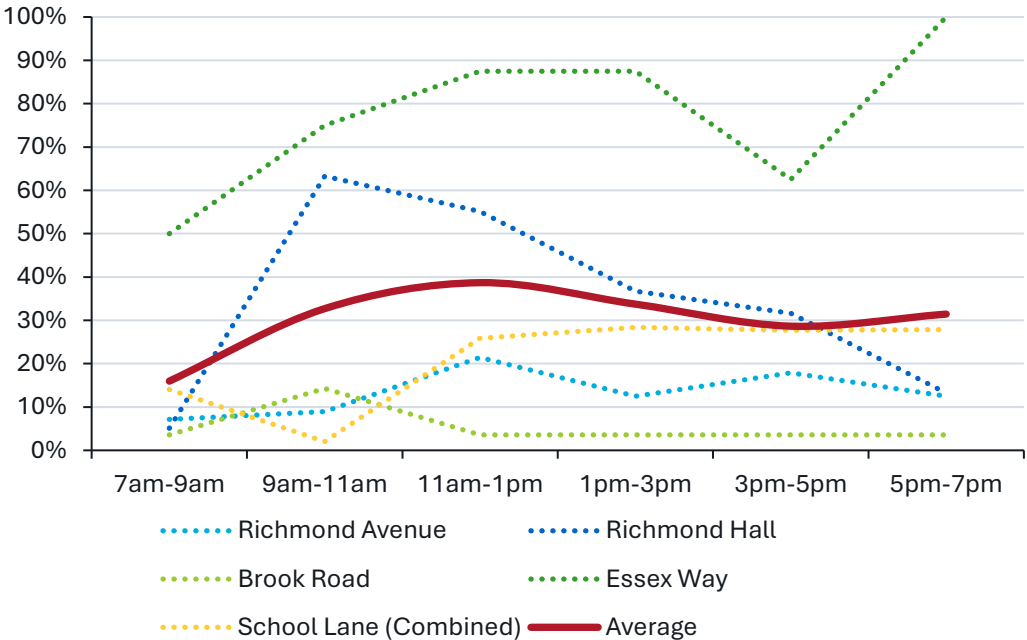
Thursday occupancy



Estimated change in demand from October (ticket sales data)



Saturday occupancy



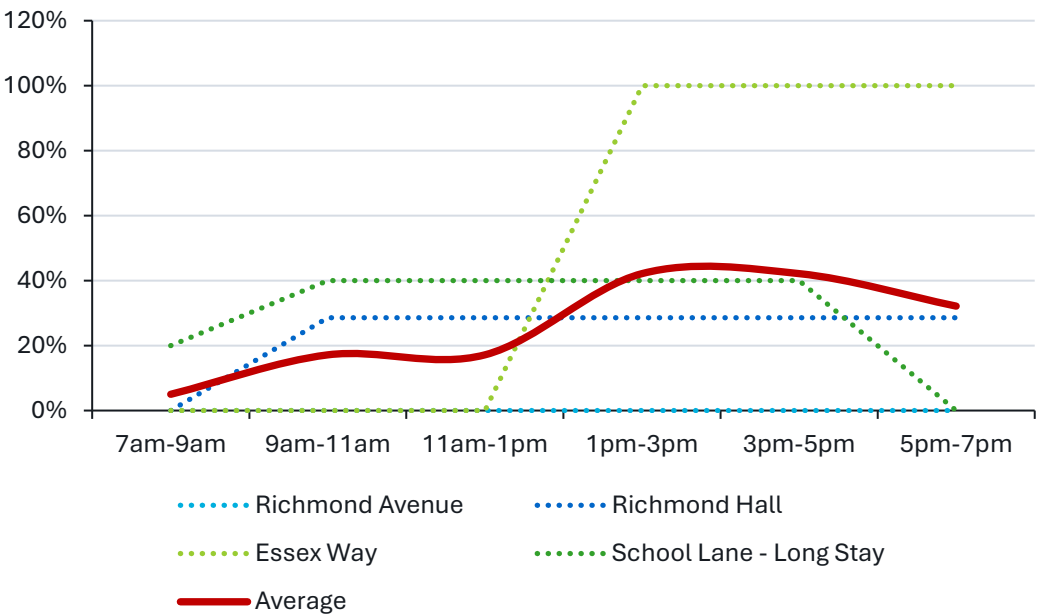
Benfleet– Survey Results

Blue Badge occupancy in South Benfleet

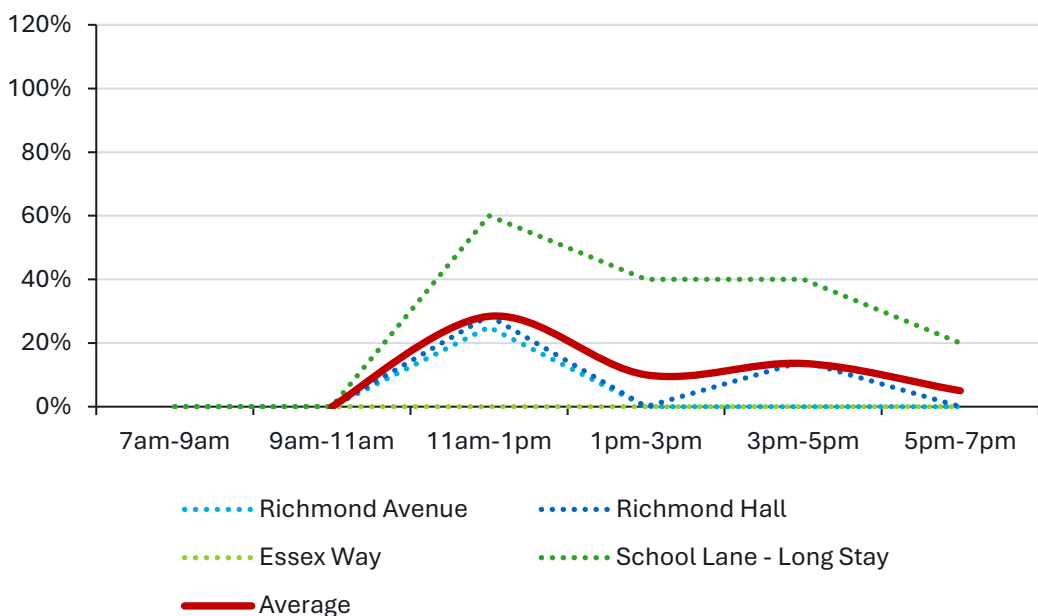
South Benfleet centre offers vital community services, including access to local pharmacies, South Benfleet library, Benfleet railway station and a range of shops. As such, it is important that those who are disabled, particularly those experiencing reduced mobility, can reach these services effectively. Survey results show that blue badge occupancy is relatively low across all surveyed car parks, with sites generally not exceeding 60% occupancy at any time on Thursday or Saturday. Use of blue badge spaces was not recorded at Richmond Avenue on Thursday, and at Essex Way on Saturday. However, both sites have a small amount of blue badge spaces, meaning that a small change in the number of occupants can make a large difference to the occupancy share. It is not considered that extra blue badge capacity is required in this area.



Thursday blue badge occupancy



Saturday blue badge occupancy



Benfleet – Survey Results

Duration of stay in South Benfleet

A combination of registration plate survey data and paid duration data from ticket sales have been used to develop a picture of how long vehicles remain parked at sites across south Benfleet.

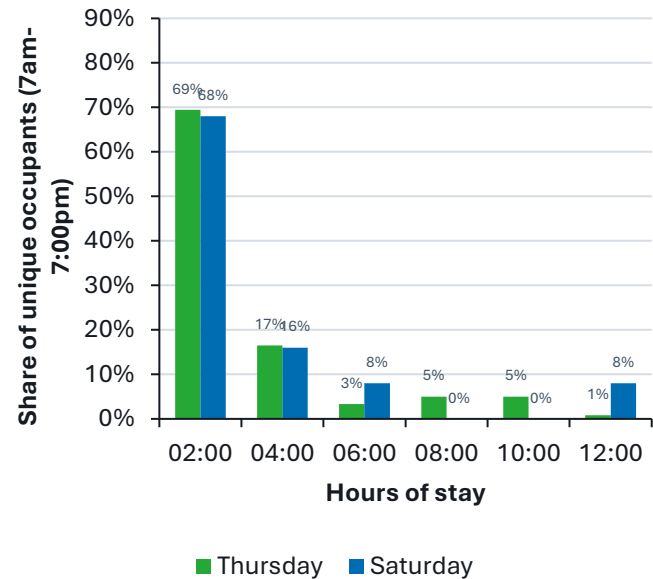
At the northern side, both Richmond Avenue and Richmond Hall lean towards short duration times, with over two thirds of stays under 2 hours at Richmond Avenue, and over two thirds of stays under 1 hour at Richmond Hall. Saturdays tend to see slightly longer stays on average at both sites.

School Lane and Essex Way are located near Benfleet station. School Lane is used primarily by commuters which is evident in the 84% share of occupants who pay for 8 hour stays during the working week. Essex Way is short stay only, with a tendency towards shorter stays of up to 1 hour.

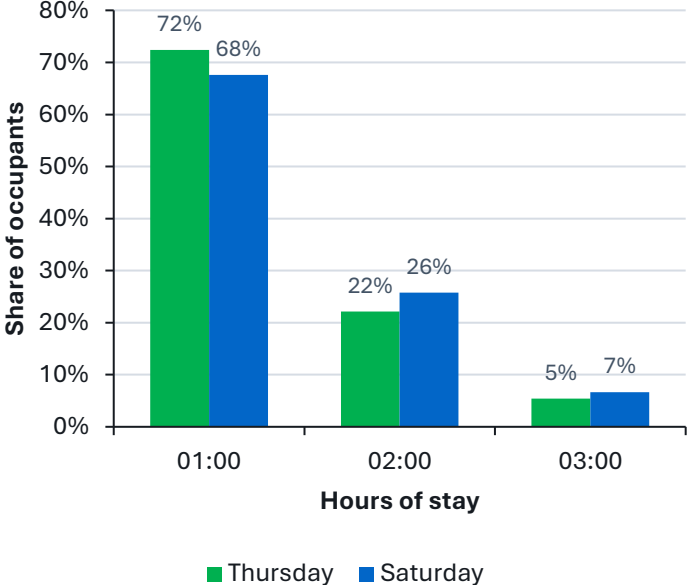
Key highlights

- Richmond Avenue and Richmond Hall see predominantly short stays of 1-2 hours.
- Richmond Avenue and Richmond Hall see a tendency towards longer stays on Saturday.
- School Lane is a key long stay site, catering to commuters in the working week.

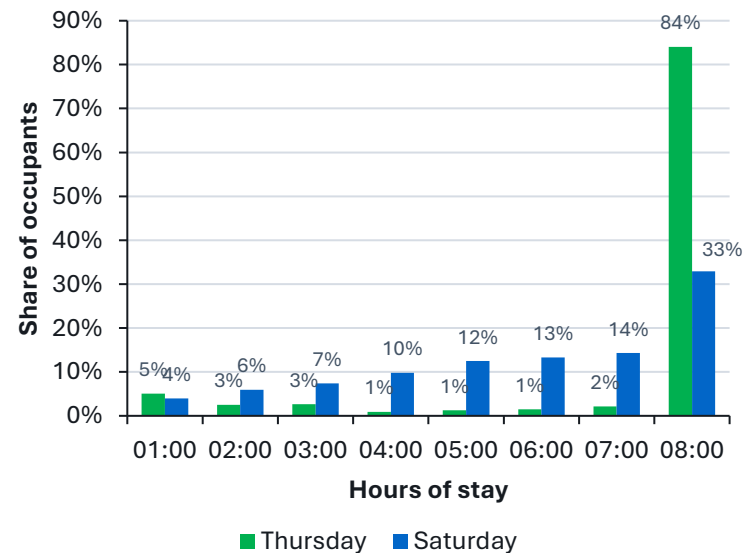
Richmond Avenue (survey data)



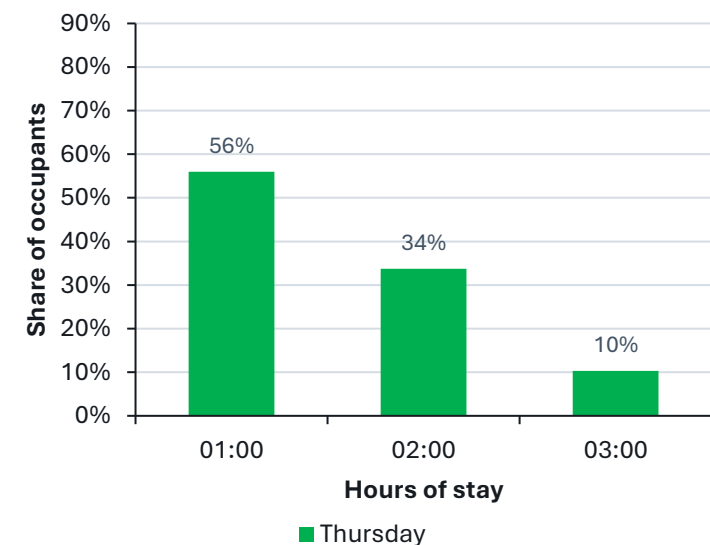
Richmond Hall (paid duration)



School Lane (paid duration)



Essex Way (paid duration)

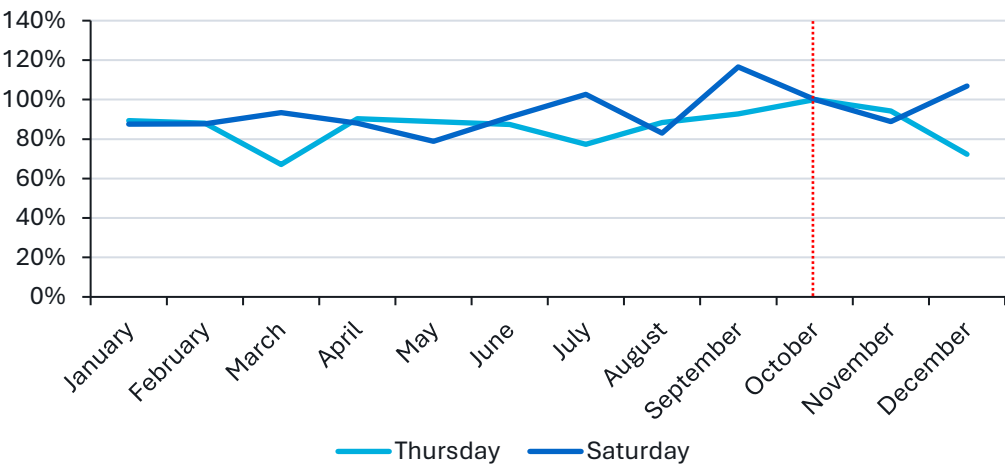


Hadleigh – Survey Results

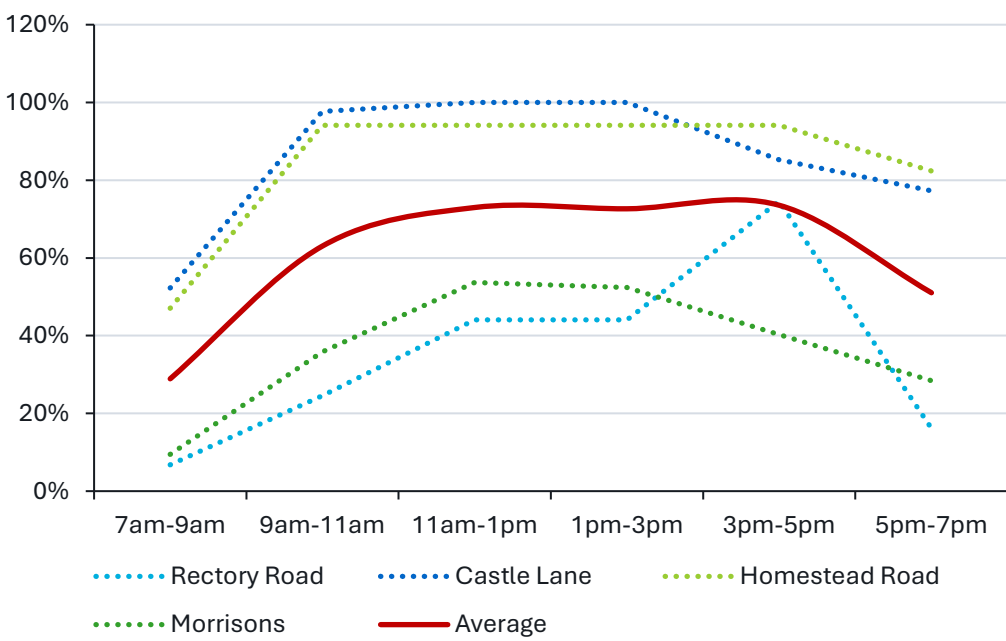
Occupancy patterns in Hadleigh

All four surveyed car parks serve the Hadleigh town centre and are close to each other. Castle Lane and Homestead are shown to be particularly busy on the Thursday, with Castle Lane reach full capacity during the early afternoon. Both sites offer free parking, which is the likely driver behind high occupancy, in contrast to Rectory Road. The occupancy peak is significantly more spread on Thursday compared to Saturday, with the latter showing a mid-afternoon peak for all car parks. The Morrisons car park never exceed 60% occupancy on both survey days. Ticket sales data shows that October is generally indicative of demand across the year, with no notable seasonal peaks and throughs in this town centre.

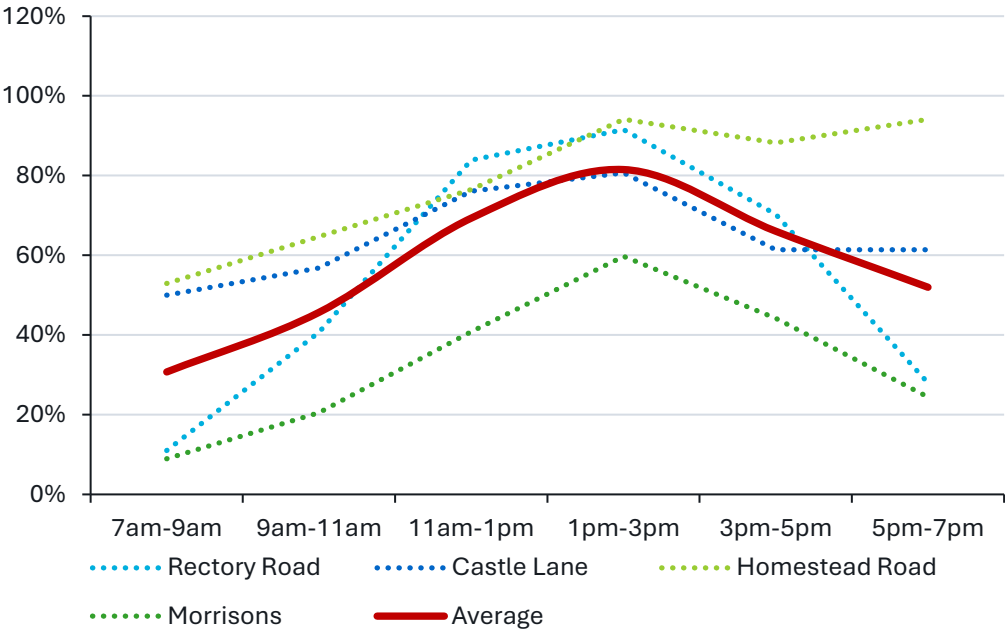
Estimated change in demand from October (ticket sales data)



Thursday occupancy



Saturday occupancy



Hadleigh – Survey Results

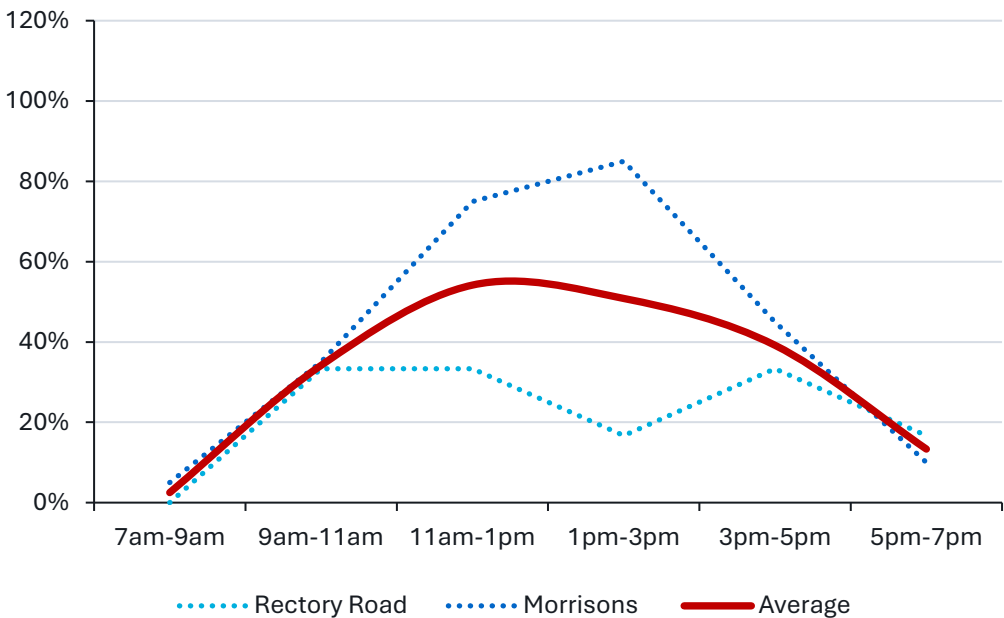
Blue Badge occupancy in Hadleigh

Hadleigh town centre offers vital community services, including access to local pharmacies and a range of shopping opportunities. As such, it is important that those who are disabled, particularly those experiencing reduced mobility, can reach these services effectively. Survey results show that while blue badge space occupancy can be low during the week, it is notably higher on the weekend, with Rectory Road at capacity and Morrisons above 80%. The Saturday peak is most evidence in the mid-afternoon between 1:00pm and 3:00pm.

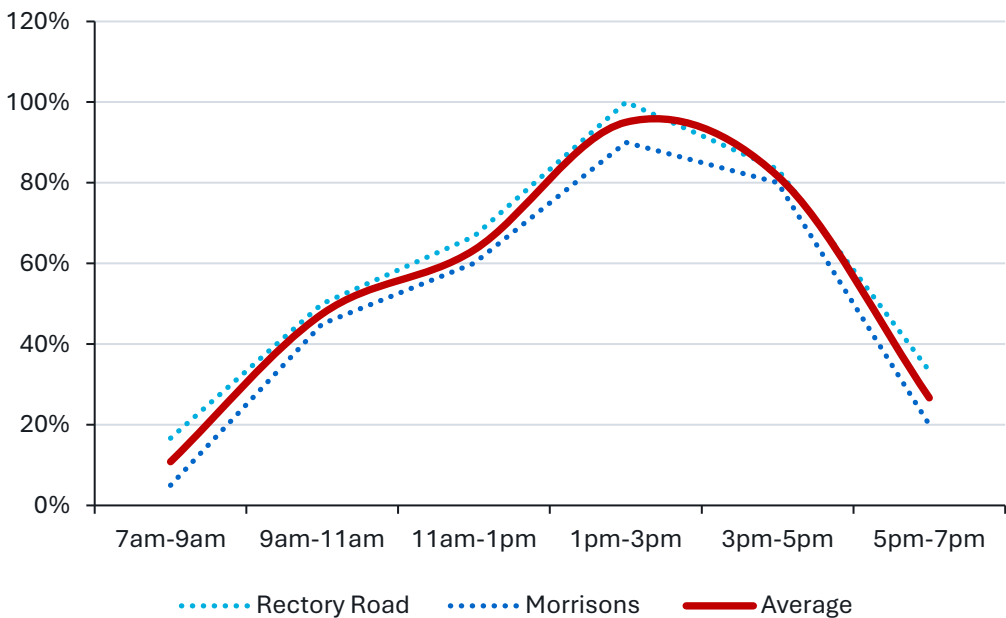
There is potentially a need to consider limited additional blue badge spaces to ensure that blue badge holders can be accommodated at the weekends.



Thursday blue badge occupancy



Saturday blue badge occupancy



Hadleigh – Survey Results

Duration of stay in Hadleigh

A combination of registration plate survey data and paid duration data from ticket sales have been used to develop a picture of how long vehicles remain parked at sites across Hadleigh.

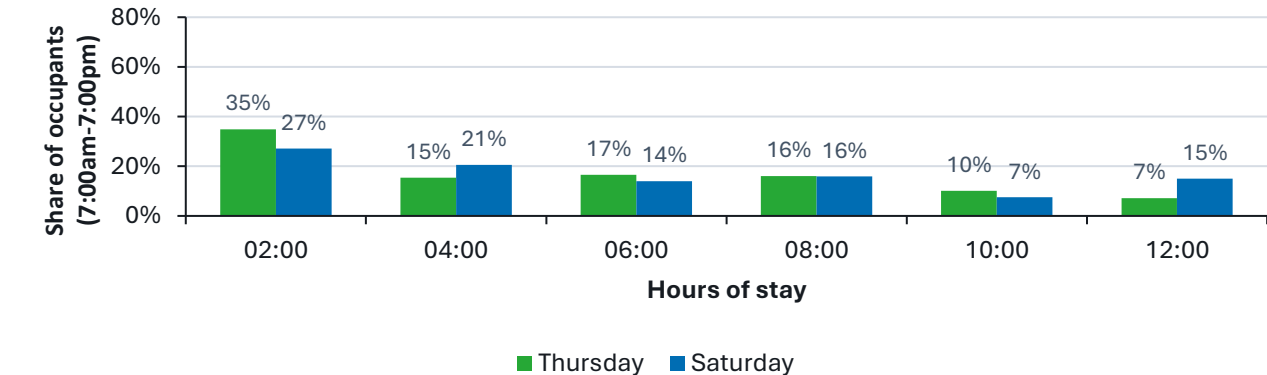
Both Castle Lane and Homestead offer free parking with no restrictions to stay under 24 hours. Survey results show a broad spread of durations as a consequence of this, including notable shares of vehicles being left for 12 hours or more, suggesting that they may be left here overnight. Homestead is used for more short stays (under 2 hours) on Saturday, while Castle Lane is used for slightly more short stays on Thursday.

In contrast, Rectory Road offers a short stay limit of up to 3 hours, with the majority of vehicles paying for up to 1 hours on both Thursdays and Saturdays. It is expected that anyone wishing to leave their vehicle for three hours or more is likely to use Castle Lane and Homestead instead.

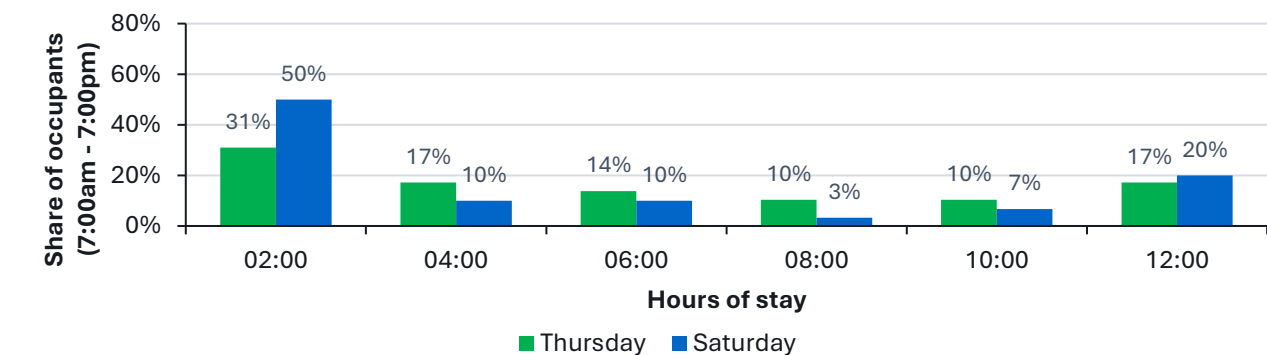
Key highlights

- Spread of duration lengths for Castle Lane and Homestead, with some vehicles likely left overnight.
- Rectory Road used primarily for short stays of 1 hour or less.

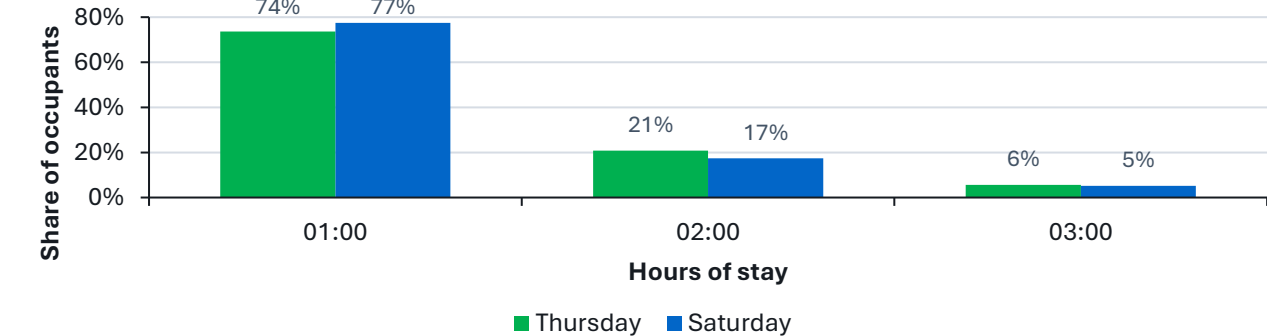
Castle Lane (survey data)



Homestead (survey data)









Rectory Road (paid duration)














Summary of Issues and Opportunities

Overview

Parking across Castle Point acts to fulfil a range of roles across various contexts. This presents both issues and opportunities for how these roles are able to be fulfilled across the town centres and raises questions about whether these roles are aligned with the Borough’s future goals and policy direction. Based on the summary of evidence presented in the 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.

	Canvey Town
	A combination of cheap and free parking supply attracts visitors to engage with town centre businesses.
	Low parking fees make public transport financially uncompetitive, making driving the go-to option for many.
	Existing opportunity for a substantial share of journeys to be made by bus and walking instead of driving, especially as most visitors are local to Canvey Island.
	Lack of unique commercial offer and limited variety of businesses limit trip demand to Canvey town centre.
	Canvey Beach
	Significant capacity at Canvey Beach is not accessible by foot from the town centre and serves relatively few developments and services.
	Opportunity to use spare parking capacity at Canvey Beach in the off-season for other purposes to support economic growth.

	South Benfleet Town
	Low fares at Richmond Hall and free parking at Richmond Road help to attract visitors to high street businesses.
	Strong bus network with reliable links to Canvey, Hadleigh, Southend and Basildon presents opportunities for mode shift.
	Free parking at Richmond Avenue is often used by residents, restricting capacity for visitors and encouraging car use.
	Brook Road offers poor infrastructure, including no lighting and paving, restricting its usability.
	Benfleet station area
 	School Lane is both convenient and well utilised, however demand depends notably on commuting patterns and special events such as football matches in London.
 	Limited short stay supply restricts vehicle trips to local businesses around the station. However, this is mitigated by strong bus network connections.
	Hadleigh
	Substantial free parking supply attracts visitors to engage with town centre businesses.
	Free parking makes public transport financially uncompetitive, making driving the go-to option for many.
	Large share of supply is privately owned (Morrisons and Lidl) making it challenging for the Council to materially impact journeys and how supply is used.

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
↓	No provision for electric charging infrastructure at publicly owned car parks. This supply is only available at Morrisons in Hadleigh.
↑	Consistent signage and information provision across all publicly owned car parks facilitates navigation.
↓	Lack of card payment options at most car parks limits flexibility and usability.
↑	Key services across the town centres are within accessible distance of parking locations.
↓	Arrangements with residents for manual opening of car parks results in reduced reliability.
↓	Quality of surface markings is not consistent across all car parks. This has negative impacts on legibility.
↓	Overflow arrangements at Waterside Leisure Centre and Labworth could see improvements to organisation and signs.



Part 6

Recommendations

Overview

Overview

The following section sets out a series of recommendations for parking management and provision at the level of local centres and includes cross-cutting recommendations for the public parking stock in Castle Point 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 Review, including occupancy and duration survey data, as well as the outcomes of the site quality audit.

Proposed timescales

Each recommendation has been assigned a proposed timescales for implementation, in line with the 2043 timescales of the emerging Local Plan and the growth forecasts considered in this document. Indicative timebands have been set out as follows:

Timescale bands	Years
Short	2025 – 2027
Medium	2027 – 2032
Long	2032 – 2043

Responsibility and engaged parties

Each recommendation has been assigned indicative third parties that they Council would likely need to engage with to deliver the recommendations. Responsibility for all actions primarily sits with Castle Point Borough Council.

Recommendations for Canvey Island

ID	Recommendation description	Proposed timescales	Involved Parties
C1	Review of tariffs Review the potential for increasing parking charges at sites in Canvey Town, particularly at Knightswick and the Paddocks. <ul style="list-style-type: none"> Consider implementing payment at the Paddocks for all who are not visiting the health centre, with proof of receipt from the centre required. Review opportunity to increase all tariffs for under 4 hours at Knightswick. 	Short	CPBC
C2	Implement EV infrastructure Supply publicly available electric vehicle chargers, starting with Knightswick centre and aiming to install these at Oak Road and the Paddocks in the long term.	Short (ongoing)	CPBC, EV infrastructure provider
C3	Blue badge space realignment Add five (50%) of blue badge spaces from Oak Road to Knightswick. This will help ease the demand there; Oak Road is seen as a less convenient location for those with limited mobility. 'Standard' spaces lost at Knightswick would be transferred to Oak Road instead prior to development taking place.	Short	CPBC
C4	Removal of obstructions at the Paddocks Ensure that blue badge spaces at the Paddocks are free from obstruction. At the time of writing, two spaces are blocked by a container.	Short	CPBC
C5	Use of spare capacity at Canvey Beach to boost local growth In the off-peak between November and May, it is possible to repurpose the significant spare capacity at Labworth for markets, community get-togethers and other events to attract people and help boost economic growth.	Short (on-going)	CPBC, third parties

Recommendations for Canvey Island

ID	Recommendation description	Proposed timescales	Involved Parties
C6	Bus provision around Canvey Work with bus operators and Essex County Council to strengthen additional bus corridors across Canvey Island, including a review of the route and frequency of the Number 21 service. This could help encourage town centre users to switch to the bus.	Short to Medium	CPBC, ESCC, bus operators
C7	Card payment technology Deploy card payment to all sites where tariffs are in place to give residents and visitors more options to pay. Include provision for contactless payment where possible.	Short to Medium	CPBC, payment provider(s)
C8	Waterside Farm Leisure Centre Formalise overflow capacity at the Leisure Centre, to ensure that signage and instructions for vehicles using overflow areas are clear. This includes both adjacent fields and paved surfacing behind the Leisure Centre. There is an opportunity to implement long-stay charging at the Leisure Centre, as most users do not stay over 2 hours. For stays of 3 hours or longer, charging at £1.60 per vehicle can be introduced, with exemptions for Leisure Centre staff. This would help to ease overall demand pressures at the site.	Short to Medium	CPBC

Recommendations for Benfleet

ID	Recommendation description	Proposed timescales	Involved Parties
B1	Brook Road Deliver improvements to parking offer at Brook Road, including installation of lighting and CCTV. Work with residents to ensure the site opens and closes at appropriate times on a daily basis. Improve quality of pedestrian paths between Brook Road and Benfleet station, including installation of lighting, to make Brook Road a more viable alternative to School Lane and Essex Way.	Short to Medium	CPBC, residents
B2	Implement EV infrastructure Supply publicly available electric vehicle chargers, starting with School Lane and aiming to install these at Richmond Hall in the long-term.	Short (ongoing)	CPBC, EV infrastructure provider
B3	Review of tariffs Consider implementing tariffs for short stay only at Richmond Avenue in line with the pricing at Richmond Hall. Consider implementing tariffs on Saturdays for Essex Way.	Short	CPBC
B4	Engagement Engage with South Benfleet Academy Primary to understand what alternative arrangements for pick-up and drop-off can be put forward to ease pressure on Richmond Hall, particularly in light of redevelopment at Richmond Avenue.	Short	CPBC, School
B5	Benfleet Station Travel Plan development and delivery Deliver a new Travel Plan for Benfleet station to help encourage more first and last mile sustainable travel for people accessing train services. This is intended to ease demand on School Lane, reduce local congestion, while still promoting rail travel.	Development – Short Delivery – Short (ongoing)	CPBC, C2C
B6	Card payment technology Deploy card payment to all sites where tariffs are in place to give residents and visitors more options to pay. Include provision for contactless payment where possible.	Short to Medium	CPBC, payment provider(s)

Recommendations for Benfleet

ID	Recommendation description	Proposed timescales	Involved Parties
B7	<p>Emissions-based charging</p> <p>There is an opportunity to implement emissions-based charging at School Lane, with a focus on weekday demand. This would help to ensure consistent revenue streams for the Councils while encouraging some users to take the bus or cycle to Benfleet station instead.</p> <p>Emissions-based charges should be set at similar or lower levels than chargers at Benfleet Station NCP car park, to ensure the retention of demand at School Lane.</p> <p>It is suggested that emissions-based charging at School Lane is initially implemented as a trial for a set period (e.g. 6 to 12 months). Based on the outcome of the trial, the Council could consider expanding emissions-based charging to other car parks in Castle Point.</p>	Medium	CPBC, Payment provider (MiPermit or other)

Recommendations for Hadleigh

ID	Recommendation description	Proposed timescales	Involved Parties
H1	Review of tariffs Review the potential for increasing parking tariffs at sites in Hadleigh, particularly at Castle Lane and Homestead. There is opportunity to align short stay tariffs with those currently at Rectory Road.	Short	CPBC
H2	Scope of development and business engagement Removing capacity at Castle Lane, Homestead and Morrisons might facilitate the need to provide alternative parking or more sustainable alternatives. It is suggested that the Council considers the impact of all three developments on businesses and undertakes appropriate engagement with businesses regarding mitigation measures that could be put in place given the expected loss of supply in Hadleigh.	Medium to Long (linked to development)	CPBC, local businesses
H3	Strengthen active travel options Improve the scope and quality of cycle parking provision in Hadleigh town centre. Signpost 'quietway' style routes along local back roads for those cycling to access the town centre while avoiding the busy A13. Undertake promotion and engagement around the potential to cycle to Hadleigh town centre with the local community.	Short (ongoing)	CPBC
H4	Card payment technology Deploy card payment to all sites where tariffs are in place to give residents and visitors more options to pay. Include provision for contactless payment where possible.	Short to Medium	CPBC, payment provider(s)
H5	Expand EV infrastructure Work with Morrisons to discuss option for increasing the number of electric vehicle chargers supplied at their car park. Supply publicly available electric vehicle chargers at Rectory Road.	Short (ongoing)	CPBC, Morrisons, EV infrastructure provider

Appendix A

Review of individual car parks

Canvey Town: The Paddocks

Spaces:

 250

 9

 3

Charging regime

- Free Parking

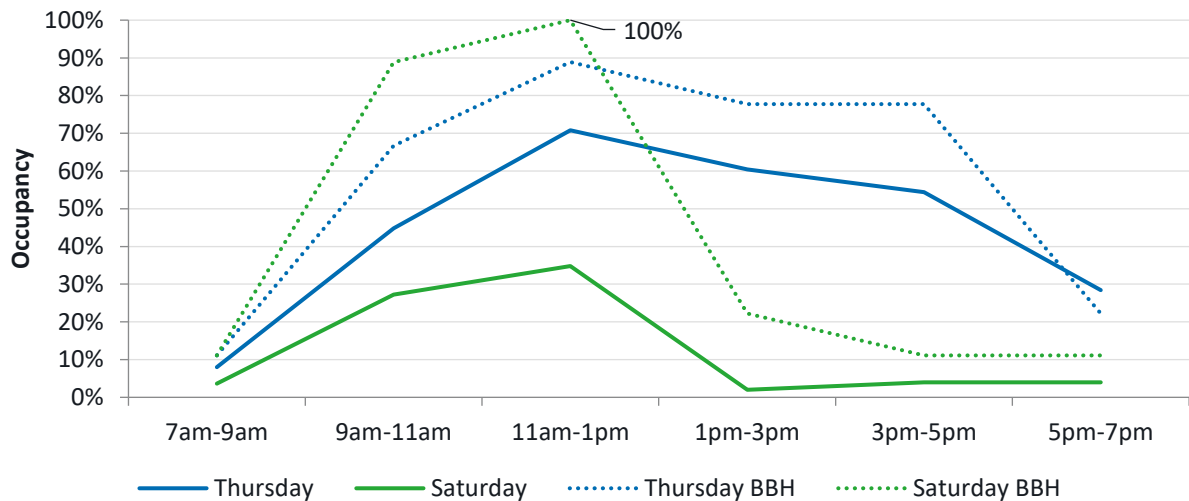
Observations

- Sufficient spare capacity seen across both survey days, particularly at the western end of the car park.
- Two blue badge bays towards the north-western side of the car park are blocked by a container, rendering them unusable.
- At the time of surveys taking place, works were being carried out to refurbish the Community centre at the heart of the car park. This resulted in temporary closure of a limited number of spaces.

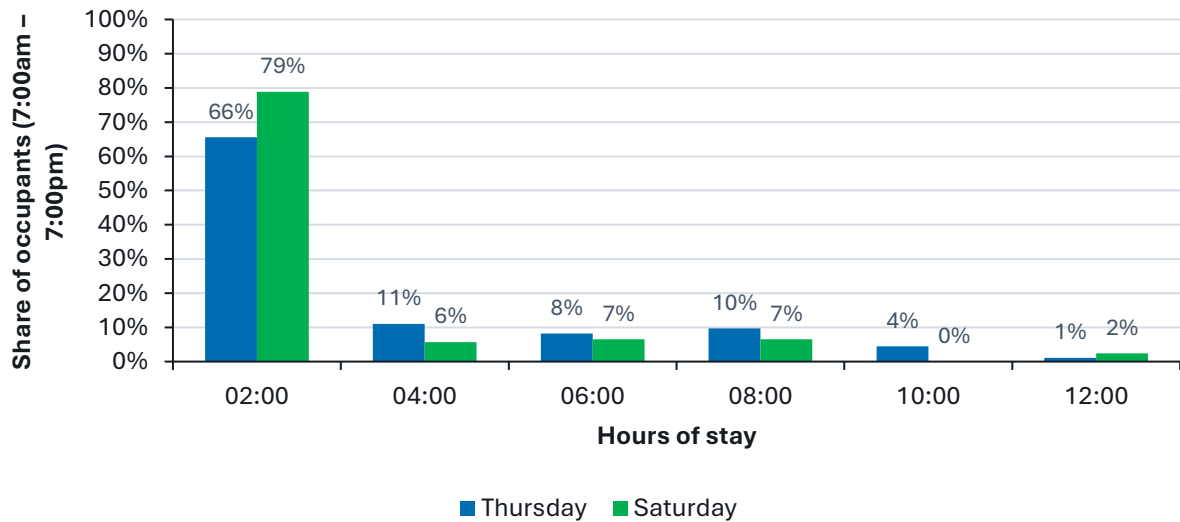
Recommendations

- ✓ Consider implementing payment at the Paddocks for all who are not visiting the health centre, with proof of receipt from the centre required.
- ✓ Ensure that blue badge spaces at the Paddocks are free from obstruction.

Occupancy across time of day



Duration of stay (based on survey data)



Canvey Town: Knightswick Shopping Centre

Spaces:

 277

 16

 8

Charging regime:

Charges apply Monday to Wednesday, Saturday (8:00am – 8:00pm), Thursday – Friday (8:00am-9:00pm) and Sunday (10:00am-4:00pm).

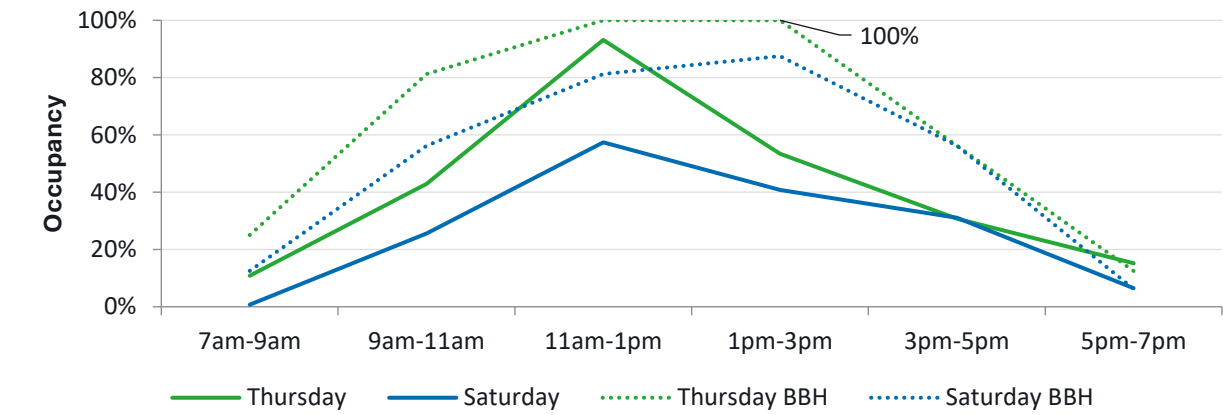
Up to 1 hour	£0.30
Up to 2 hours	£0.50
Up to 3 hours	£0.60
Up to 4 hours	£0.80
Up to 5 hours	£1.50
Over 5 hours	£10.00
Sunday	Free

Refund available when you spend £3.00 or more in Sainsburys.

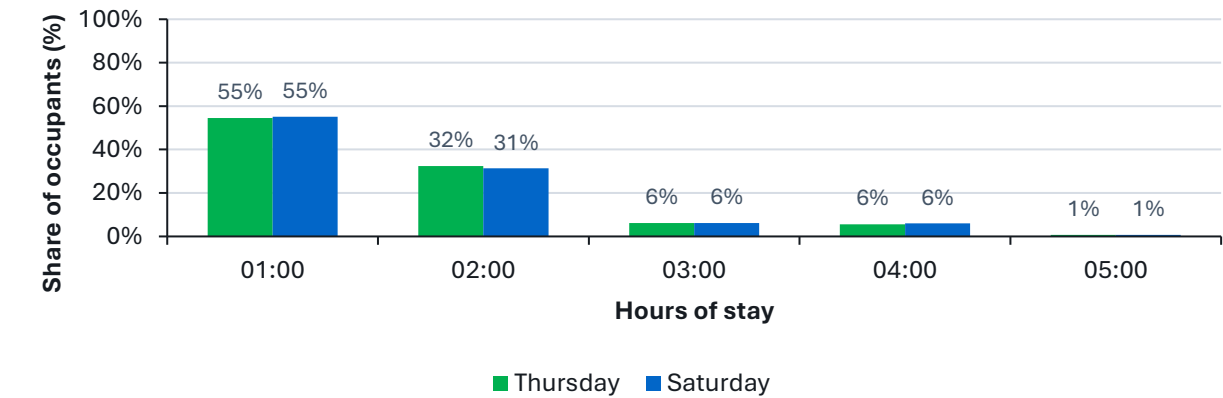
Observations:

- Car washing facilities present on site.
- Many people parking here also visit shops along Furtherwick Road, thereby trip chaining multiple leisure destinations.
- Blue badge capacity fully met on Thursday afternoon.

Occupancy across time of day



Paid duration of stay (based on ticket sales)



Recommendations:

- ✓ Opportunity to increase all fares under 4 hours at Knightswick.
- ✓ Relocate five of blue badge spaces from Oak Road to Knightswick to ease pressure on demand for blue badge spaces at this convenient location.

Canvey Town: Oak Road

Spaces:

144

10

0

Charging regime:

Charges apply Monday to Friday (9:00am – 6:00pm)

Up to 1 hour	£1.00
Up to 2 hours	£1.60
Up to 3 hours	£3.00

- Maximum stay 3 hours (7:00am – 6:00pm)
- No return within 2 hours
- Blue badge holders – up to 3 hours free

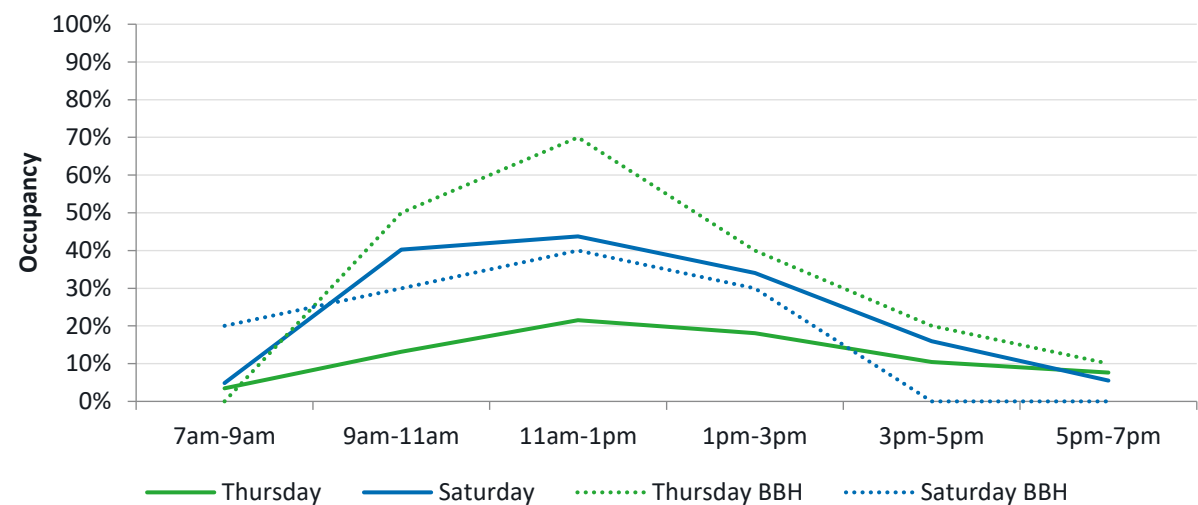
Observations:

- Bins and recycling facilities available on site.

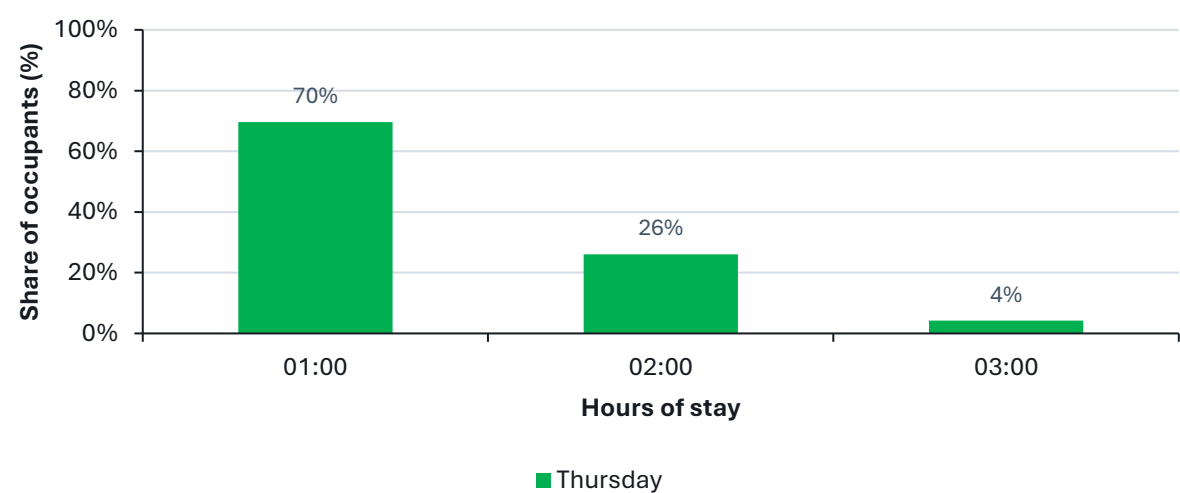
Recommendations:

- ✓ Relocate five blue badge spaces from Oak Road to Knightswick. As a result, Oak Road will gain five standard spaces.
- ✓ Install electric vehicle chargers.
- ✓ Provide card payment options.

Occupancy across time of day



Paid duration of stay (based on ticket sales)



Canvey Beach: Labworth

Spaces:

250

12

0

Charging regime:

Charges apply Monday to Sunday (9:00am – 7:00pm)

Up to 1 hour	£1.00
Up to 2 hours	£1.60
Up to 3 hours	£3.00
Over 3 hours	£5.00

- Maximum stay of 16 hours
- No overnight parking
- Blue badge holders – free parking

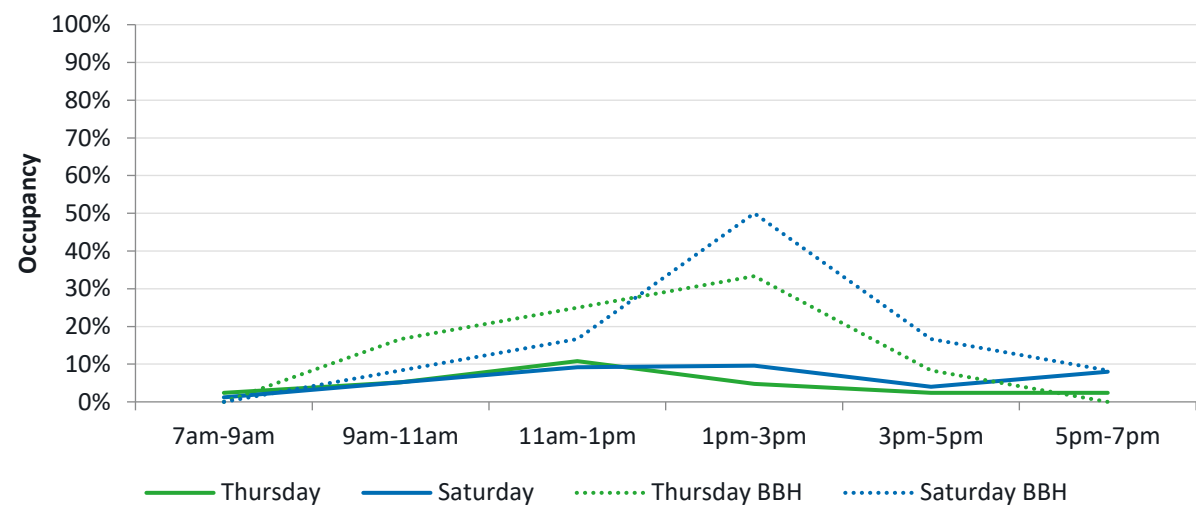
Observations:

- Public toilets available on site.
- Significant overflow capacity available on the adjacent field. However, this gate restricted and opened only at peak times.

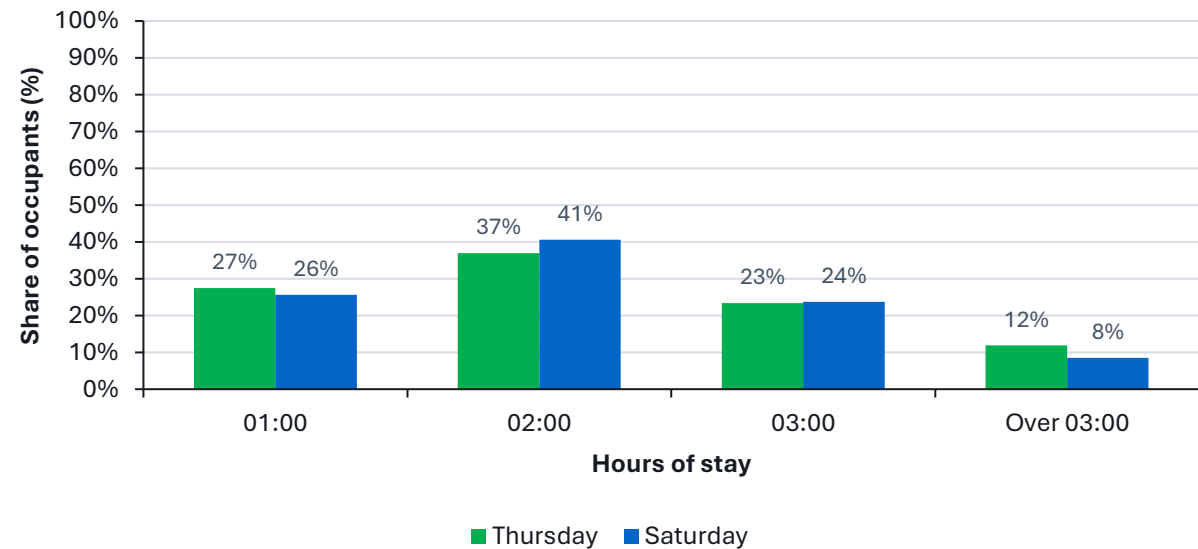
Recommendations:

- ✓ In the off-peak between November and May, it is possible to repurpose the significant spare capacity at Labworth for markets, community get-togethers and other events to attract people and help boost economic growth.
- ✓ Provide card payment options.

Occupancy across time of day



Paid duration of stay (based on ticket sales)



Canvey Beach: Thorney Bay

Spaces:

 22

 2

 0

Charging regime:

Charges apply Monday to Friday (9:00am – 7:00pm)

Up to 1 hour	£1.00
Up to 2 hours	£1.60
Up to 3 hours	£3.00
Over 3 hours	£5.00

• Maximum stay of 16 hours

• No overnight parking (car park gets locked)

• Blue badge holders – free parking

Observations:

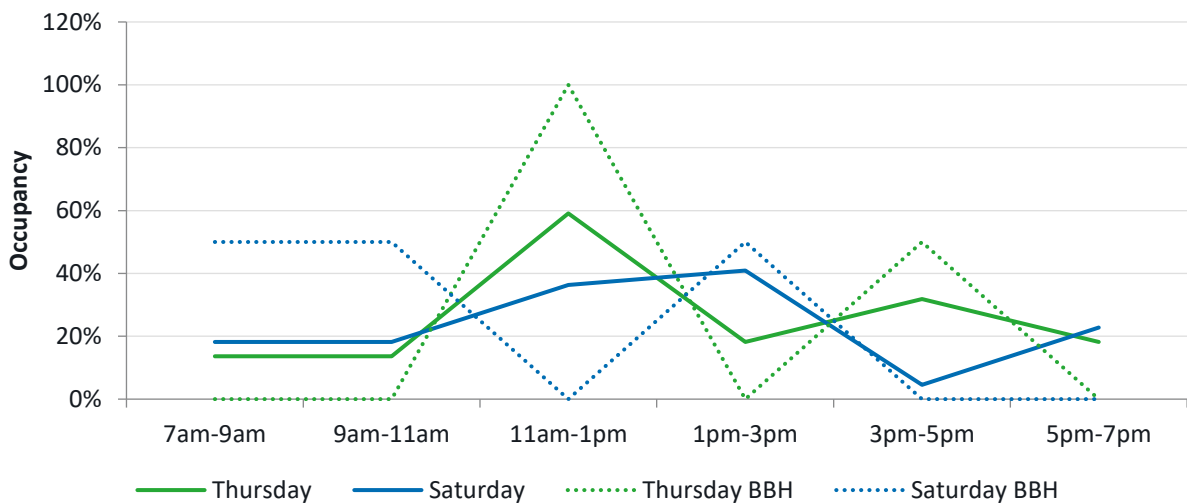
• Construction works cover much of the previously larger car park.

Recommendations:

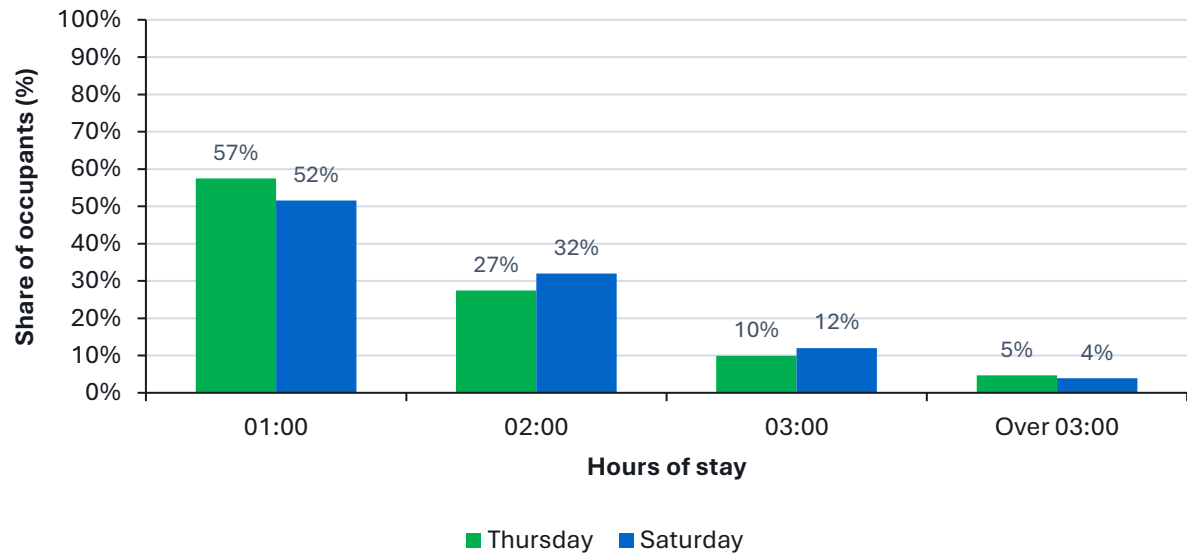
✓ Provide card payment options.

✓ Monitoring blue badge occupancy to ensure capacity bottlenecks do not arise in future years, particularly for weekday occupancy.

Occupancy across time of day



Paid duration of stay (based on ticket sales)



Benfleet: Richmond Avenue

Spaces:

 56

 4

 0

Charging regime:

- Free Parking
- Maximum stay 16 hours
- Blue badge holders – free parking

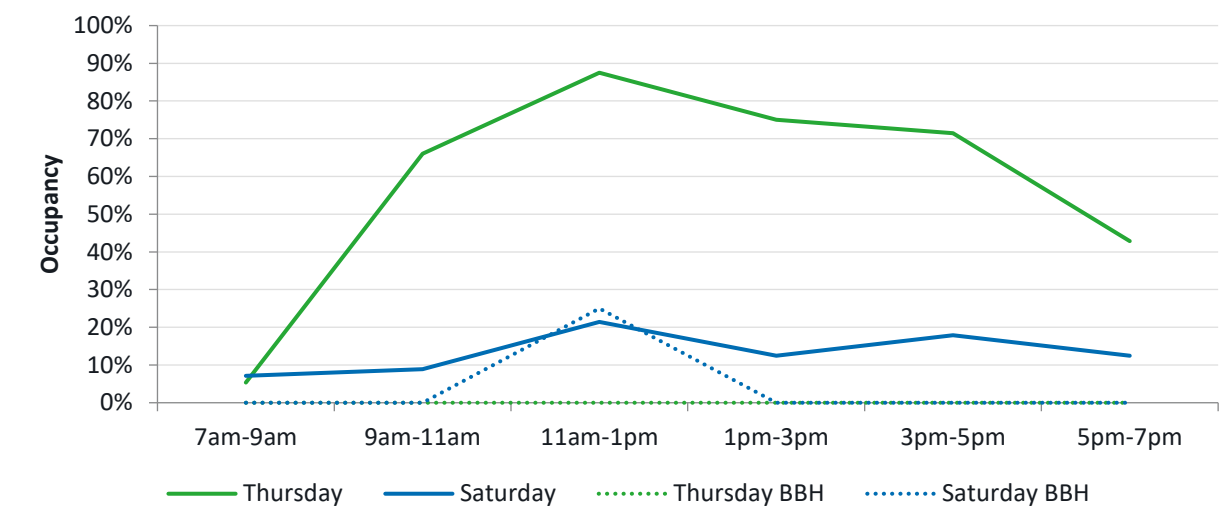
Observations:

- Car park maintenance levels are below those expected and seen at other sites.
- Blue badge parking is rarely used, likely due to the inconvenient location for accessing South Benfleet high street.

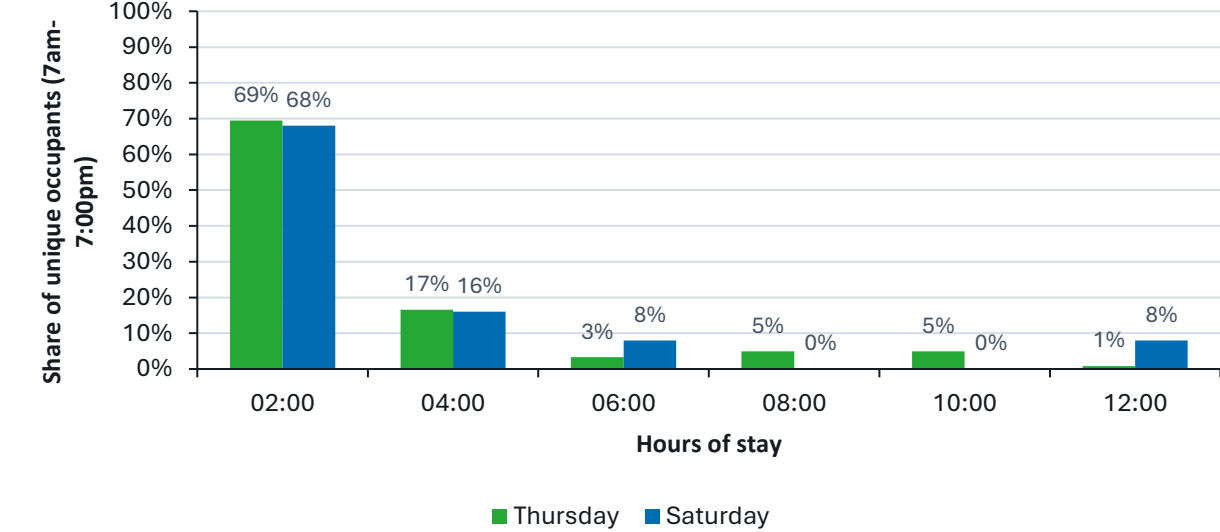
Recommendations:

- ✓ This car park is set to be redeveloped; hence any recommendations would only apply in the case this doesn't go ahead.
- ✓ Opportunity to implement tariffs for short stay only at Richmond Avenue in line with the pricing at Richmond Hall.
- ✓ Improve wayfinding to the site from Richmond Avenue itself.
- ✓ Provide card payment options.

Occupancy across time of day



Duration of stay (based on survey data)



Benfleet: Richmond Hall

Spaces:

 98

 7

 0

Charging regime:

Charges apply Monday to Friday (9:30am-3:00pm and 4:00pm-6:00pm)

Up to 1 hour	£1.00
Up to 2 hours	£1.60
Up to 3 hours	£3.00

- Maximum stay 3 hours (between 7:00am-6:00pm)
- No return within 2 hours
- Blue badge holders – up to 3 hours free parking

Observations:

- Public toilets available on site.
- Minor water logging noted on site after rain.
- Damaged cycle parking stands.

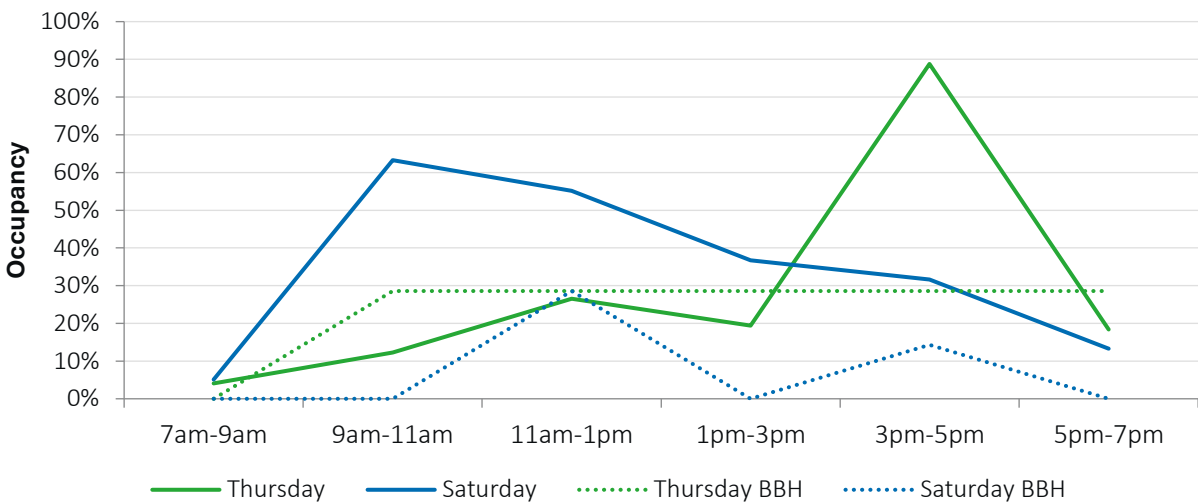
Recommendations:

✓ Engage with South Benfleet Academy Primary to help reduce demand during pick-up and drop-off.

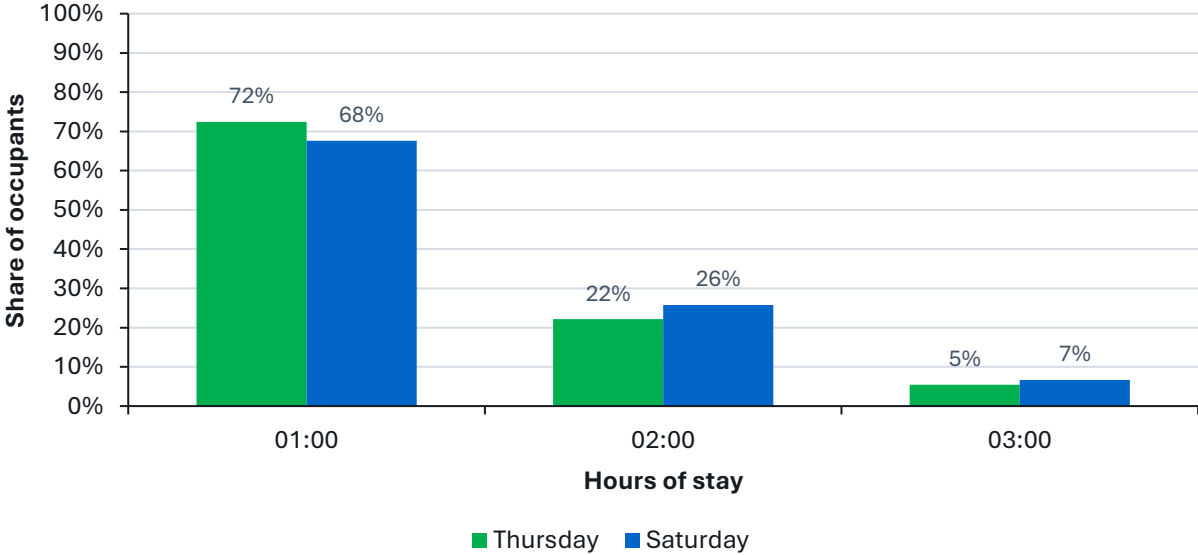
✓ Install electric vehicle chargers.

✓ Provide card payment options.

Occupancy across time of day



Paid duration of stay (based on ticket sales)



Benfleet: Brook Road

Spaces:

 28

 0

 0

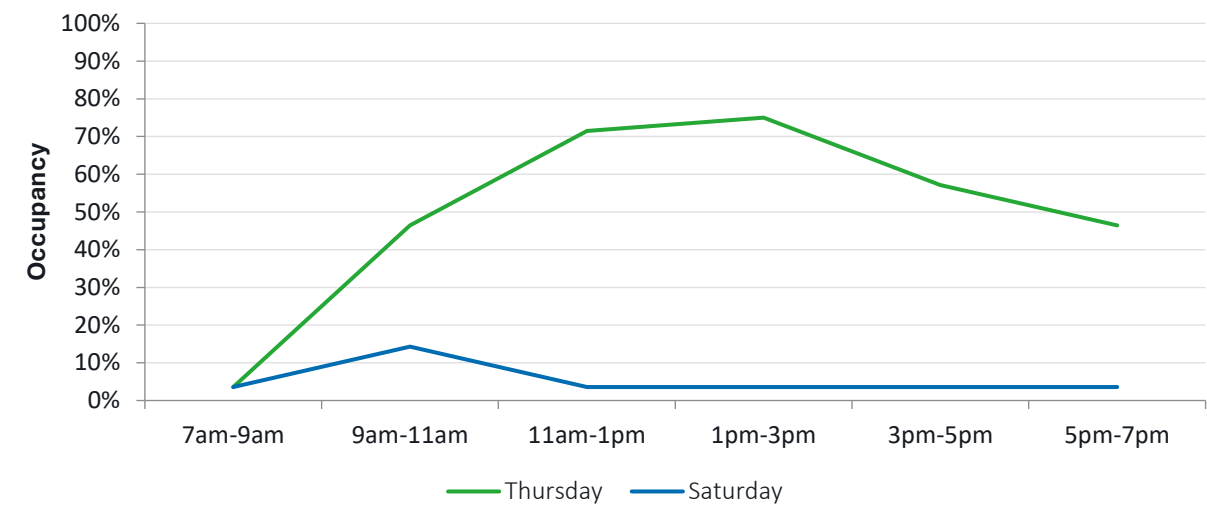
Charging regime:

Free parking

Observations:

- On both survey days, the gates to access this site were opened later than the stated opening time. Lack of surface paving and potholes which fill up with water reduce accessibility.
- Lack of lighting and CCTV provision reduces feeling of personal safety during poor lighting conditions.
- Notably higher occupancy on Thursday suggests this site may be used to access Benfleet station by commuters during the working week, either when School Lane is at capacity or to avoid parking charges.
- Provision of litter bin on site.

Occupancy across time of day



Recommendations:

- ✓ Deliver improvements to parking offer at Brook Road, including installation of lighting and CCTV.
- ✓ Work with residents to ensure the site opens and closes at appropriate times on a daily basis.
- ✓ Improve quality of pedestrian paths between Brook Road and Benfleet station, including installation of lighting, to make Brook Road a more viable alternative to School Lane and Essex Way.

Benfleet: Essex Way

Spaces:

 16

 1

 0

Charging regime:

Charges apply Monday to Friday (9:00am – 5:00pm)

Up to 1 hour	£1.00
Up to 2 hours	£1.60
Up to 3 hours	£3.00

- Maximum stay 3 hours (between 7:00am-6:00pm)
- No return within 2 hours
- Blue badge holders – up to 3 hours free parking

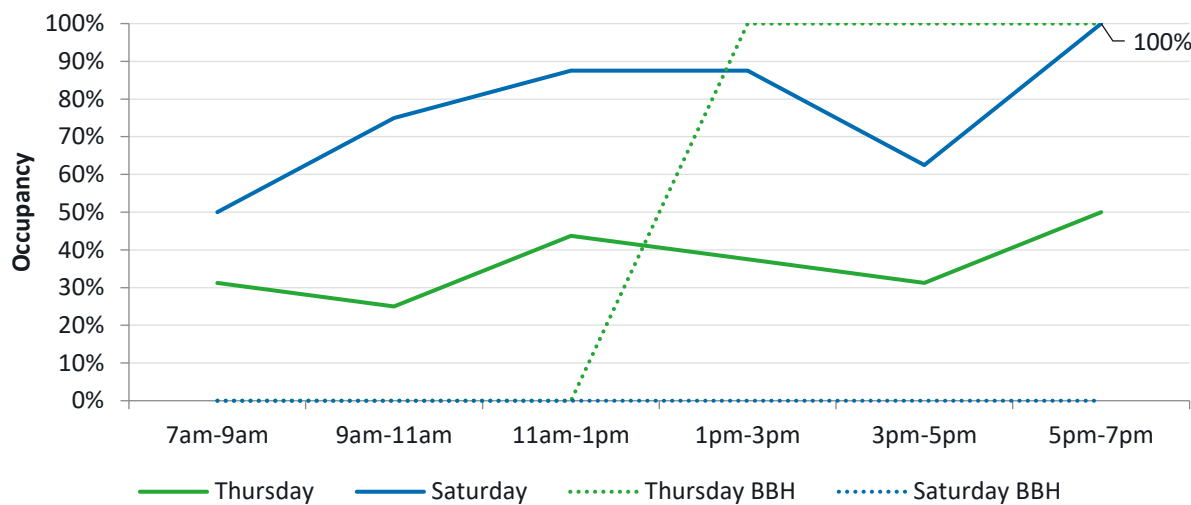
Observations:

- Lack of pedestrian through access to School Lane makes pedestrian journeys towards the station less convenient.

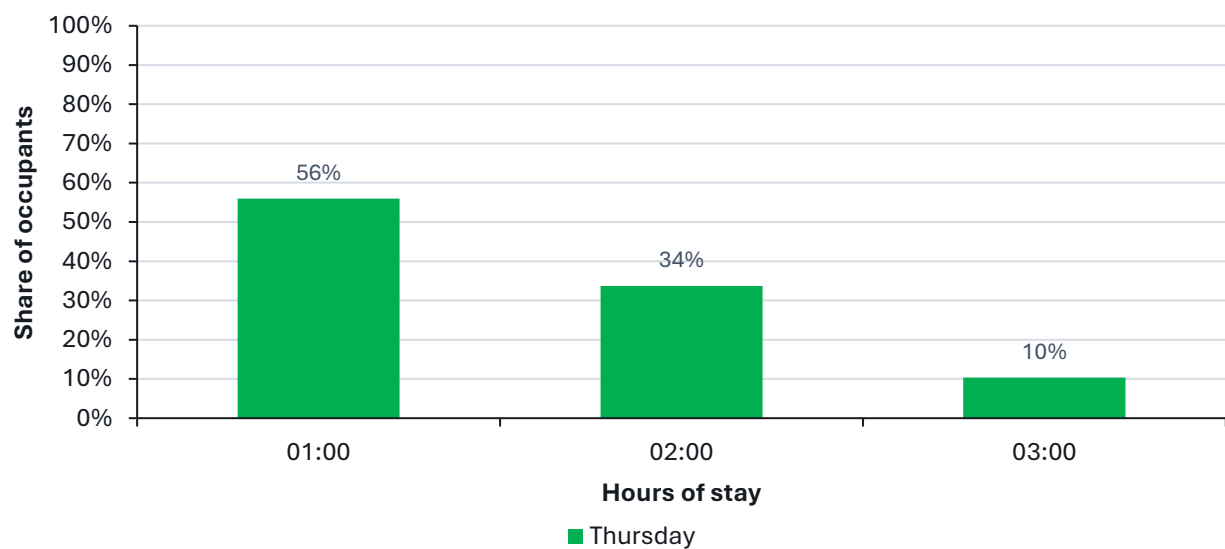
Recommendations:

- ✓ Consider implementing Saturday fares at Essex Way. This will also act to spread to demand towards School Lane.
- ✓ Provide card payment options.

Occupancy across time of day



Paid duration of stay (based on ticket sales)



Benfleet: School Lane

Spaces:

 592

 5

 0

Charging regime:

Charges apply Monday to Sunday (9:00am – 5:00pm)

Monday to Friday	£6.50
Saturday to Sunday	£3.50

No charge on bank holidays

Blue badge holders- standard charges apply

Observations:

Permit holder spaces

Poor signage indicating presence of pedestrian exit directly onto the B1014.

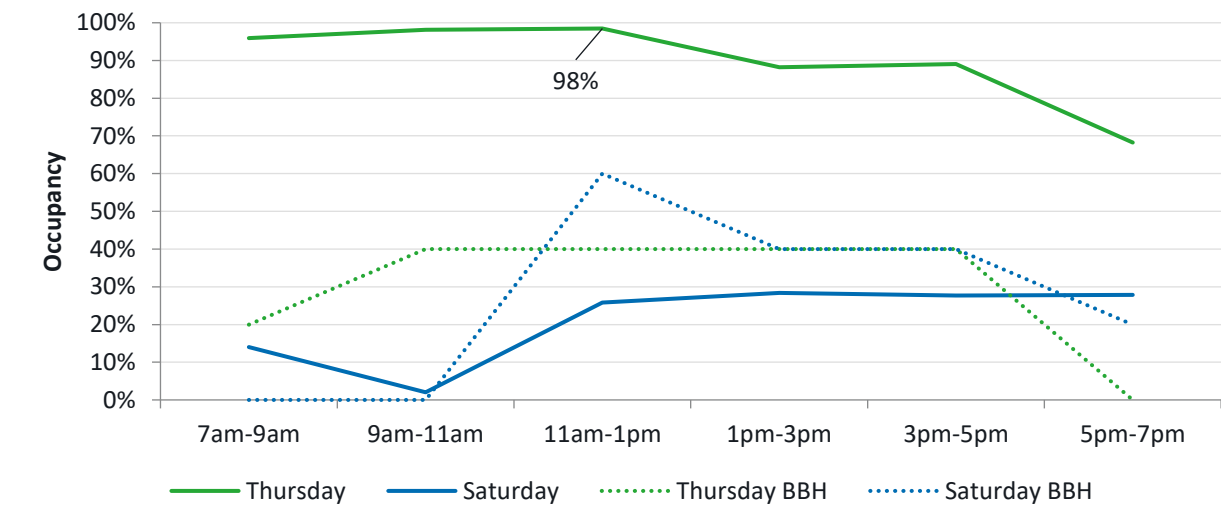
Car park located on a significant slope; however blue badge bays are closest to station.

Recommendations:

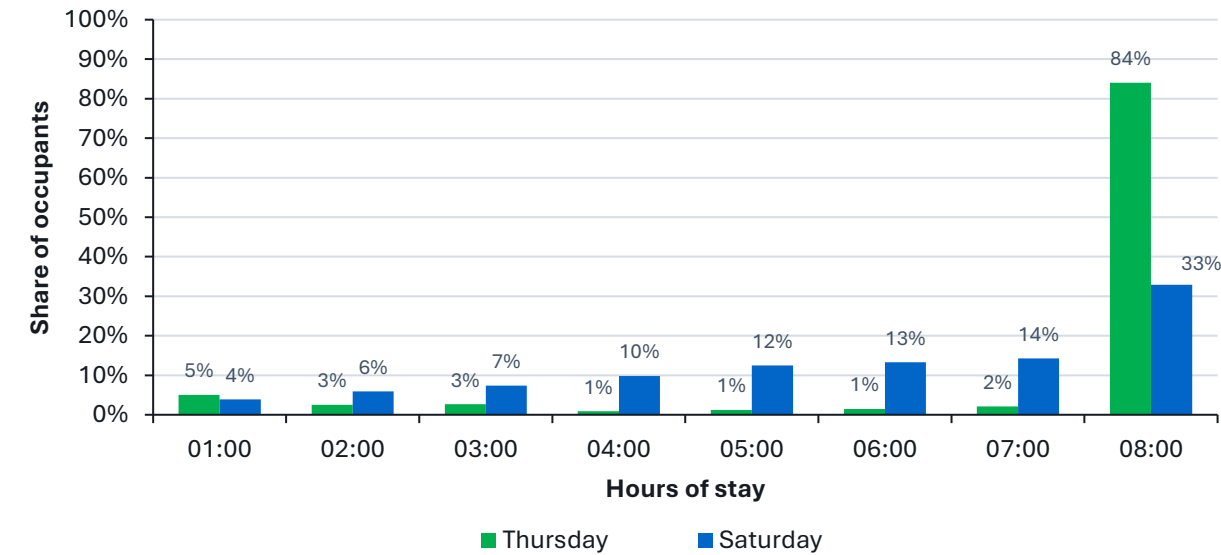
✓ There is an opportunity to implement emissions-based charging at School Lane long stay, with a focus on weekday demand.

✓ Supply publicly available electric vehicle chargers, starting with School Lane.

Occupancy across time of day – long stay only



Paid duration of stay (based on ticket sales) – long and short stay



Benfleet: School Lane – Short Stay

Spaces:

 8

 0

 0

Charging regime:

Charges apply Monday to Friday (9:00am – 6:00pm)

Up to 1 hour	£1.00
Up to 2 hours	£1.60
Up to 3 hours	£3.00

- No charge on bank holidays
- Maximum stay 3 hours
- No return within 2 hours
- Blue badge holders – standard charges apply

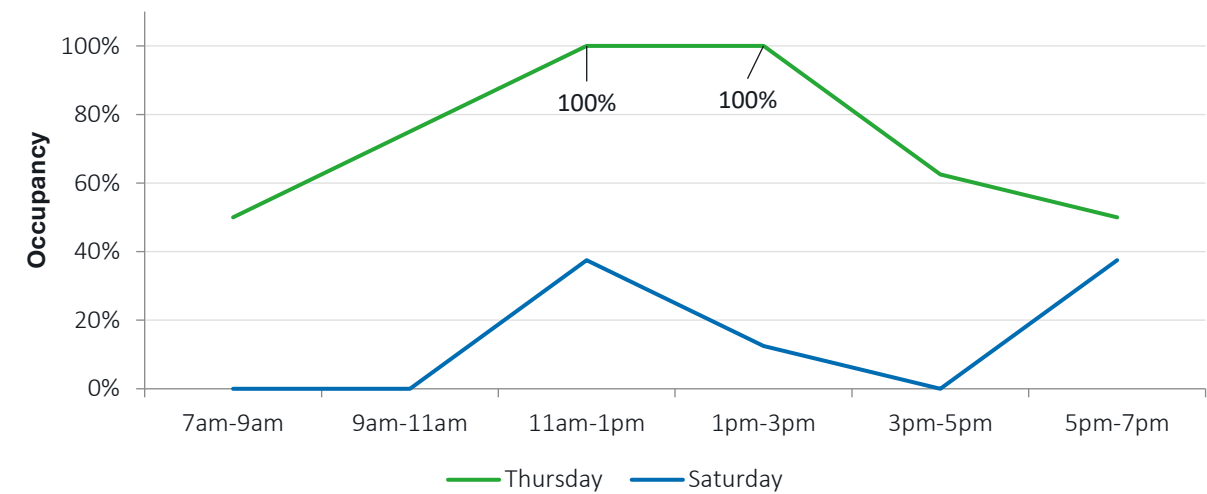
Observations:

- Short stay spaces are located furthers away from the rail station.
- Capacity is met during on Thursday afternoons.

Recommendations:

- ✓ Supply publicly available electric vehicle chargers, starting with School Lane.

Occupancy across time of day – short stay only



Benfleet: Waterside Farm Leisure

Spaces:

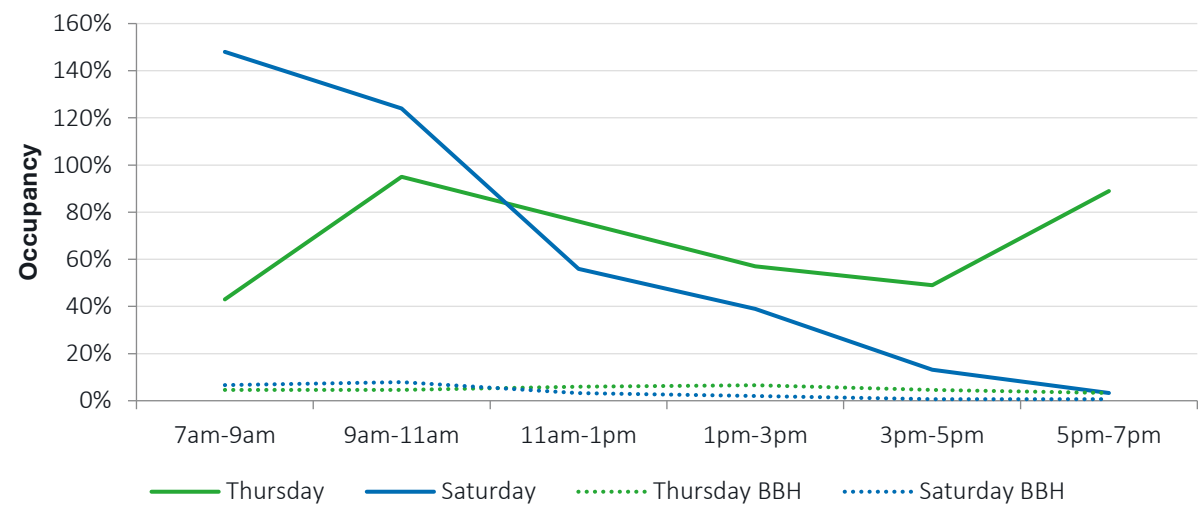
 22

 2

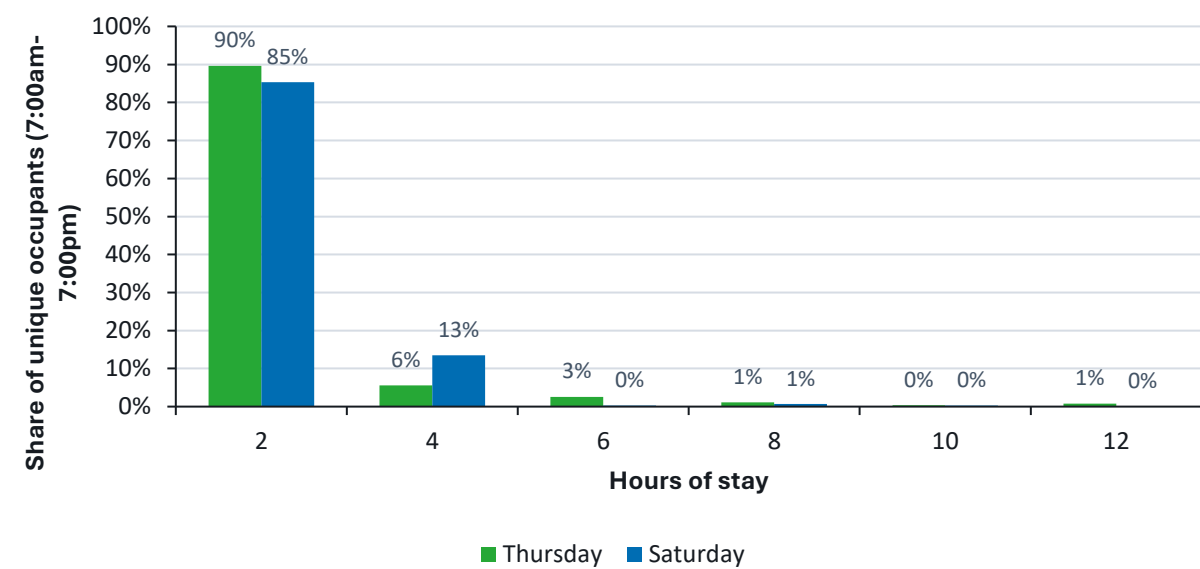
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- Charging regime:
- Free parking
 - Maximum stay 4 hours
 - No return within 2 hours
- Observations:
- Coach parking spaces available on site.
 - Significant overflow use on Saturday mornings, coinciding with football events and other sports club weekend sessions.
 - Poor surface markings in some areas.
 - Site predominantly used for short stay (2 hour or less), coinciding with the average duration of sport activity sessions.
 - Blue badge spaces are not heavily used.
- Recommendations:
- ✓ Formalise overflow capacity at the Leisure Centre to ensure clear signage and instructions for users.
 - ✓ Opportunity to implement long-stay charging at the Leisure Centre, as most users do not stay over 2 hours.

Occupancy across time of day



Duration of stay



Hadleigh and Thundersley: Rectory Road

Spaces:

 118

 6

 0

Charging regime:

Charges apply Monday to Friday (9:00am – 6:00pm)

Up to 1 hour	£1.00
Up to 2 hours	£1.60
Up to 3 hours	£3.00

- Maximum stay 3 hours (between 7:00am-6:00pm)
- No return within 2 hours
- Blue badge holders- up to 3 hours free parking

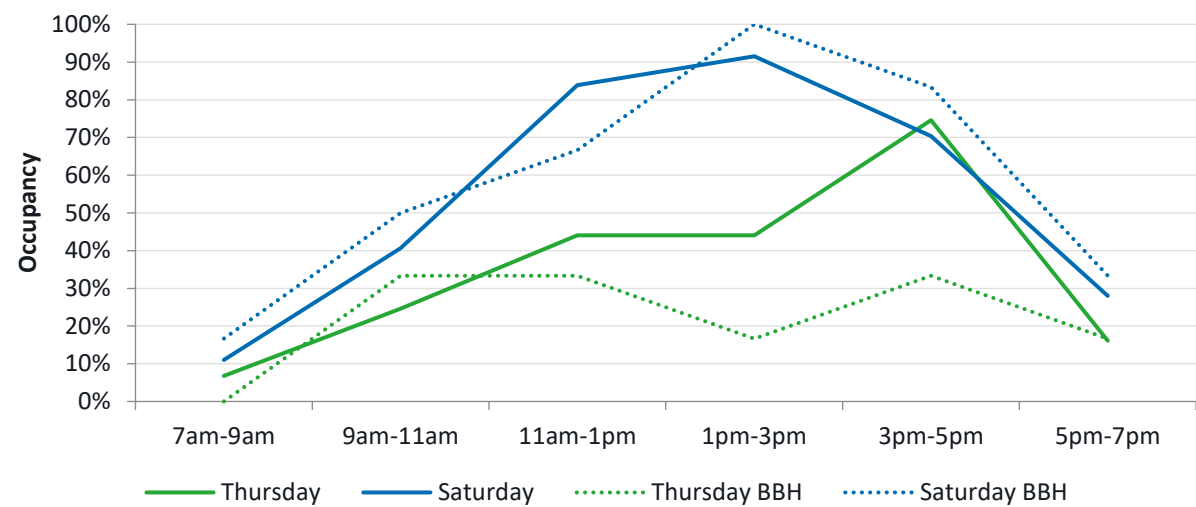
Observations:

- Public toilets available on site.
- Pedestrian footpath connection from the western end of the car park to the A13.

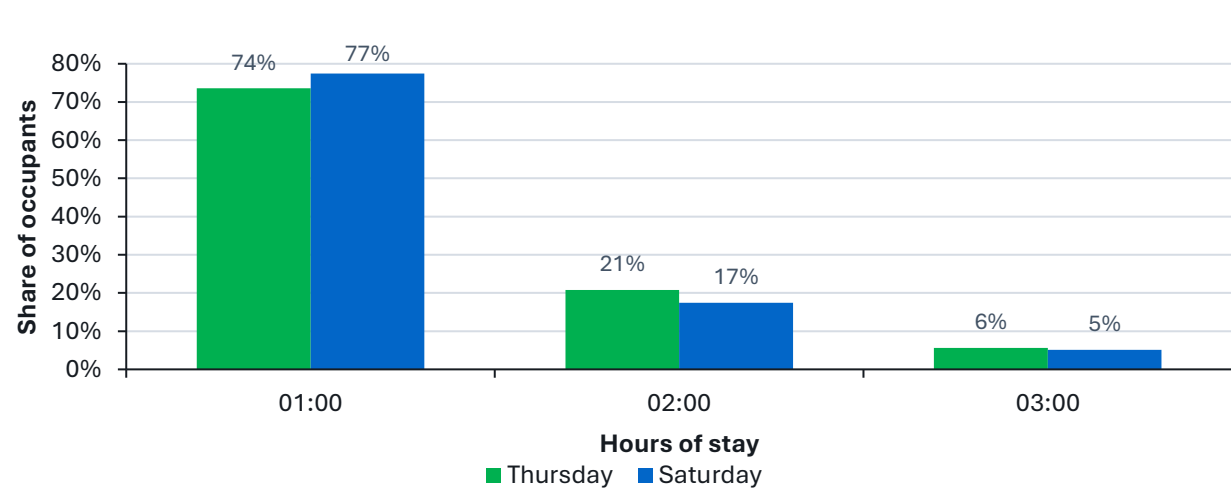
Recommendations:

- ✓ Supply publicly available electric vehicle chargers.

Occupancy across time of day



Paid duration (ticket sales data)



Hadleigh and Thundersley: Castle Lane

Spaces:

 88

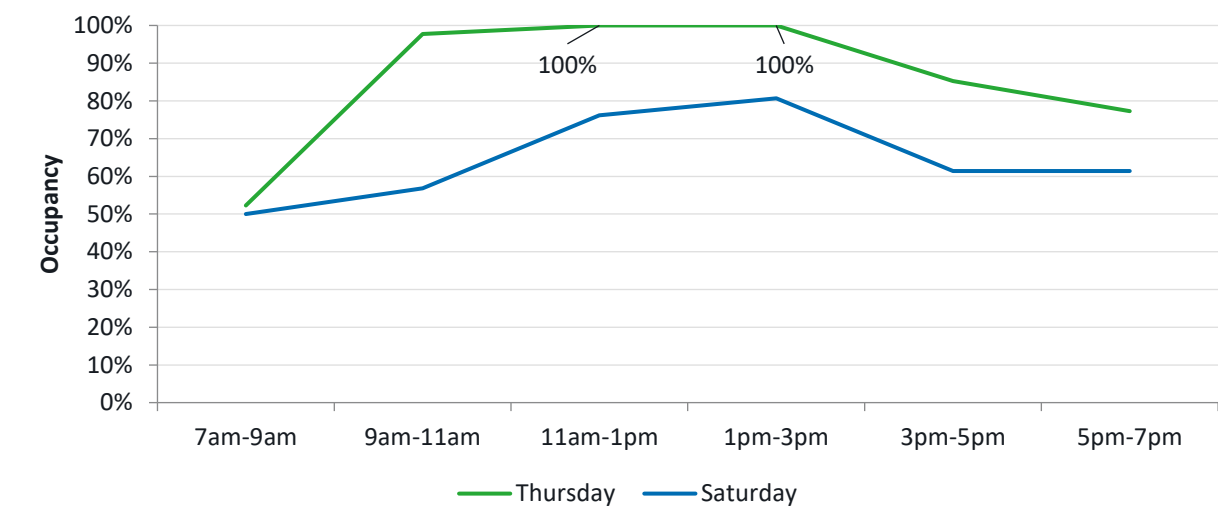
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 0

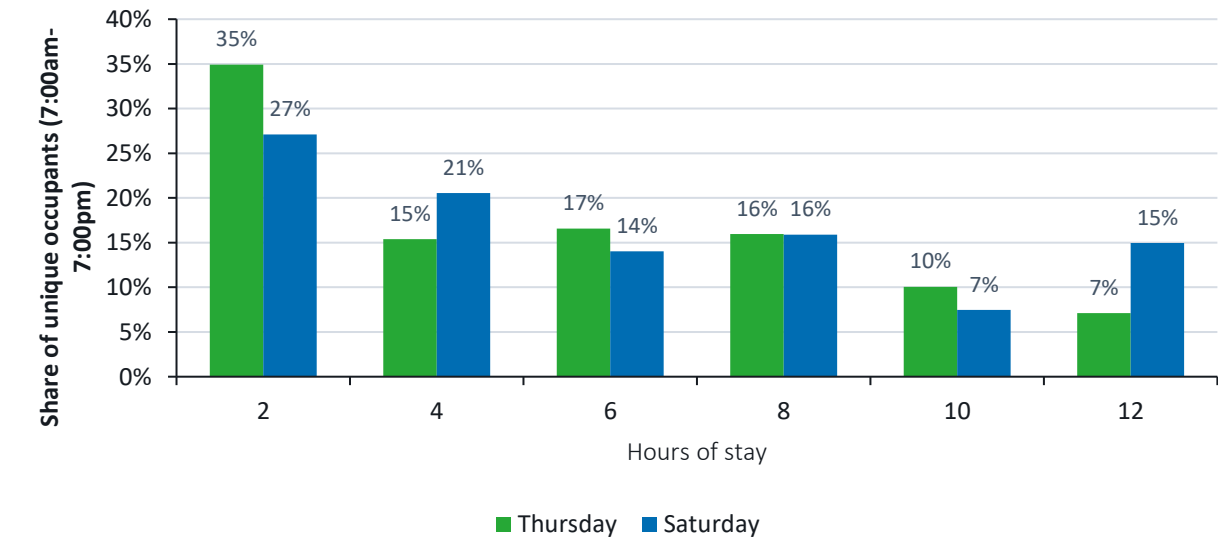
- Charging regime:
- Free Parking
 - Maximum stay 24 hours
 - Blue badge holders – free parking
- Observations:
- Poor surface markings in some areas and vegetation not well maintained.
 - Two pedestrian exists, one connecting via McDonalds to the High Street, the second to Homestead Gardens.
 - No step-free off ramp to Endway (for High Street pedestrian exit) without walking back to the car park entrance.

- Recommendations:
- ✓ This car park is set to be redeveloped; hence any recommendations would only apply in the case this doesn't go ahead.
 - ✓ Opportunity to implement charges for short stay at Castle Lane, matching tariffs at Rectory Road.

Occupancy across time of day



Duration of stay



Hadleigh and Thundersley: Homestead Road

Spaces:

 17

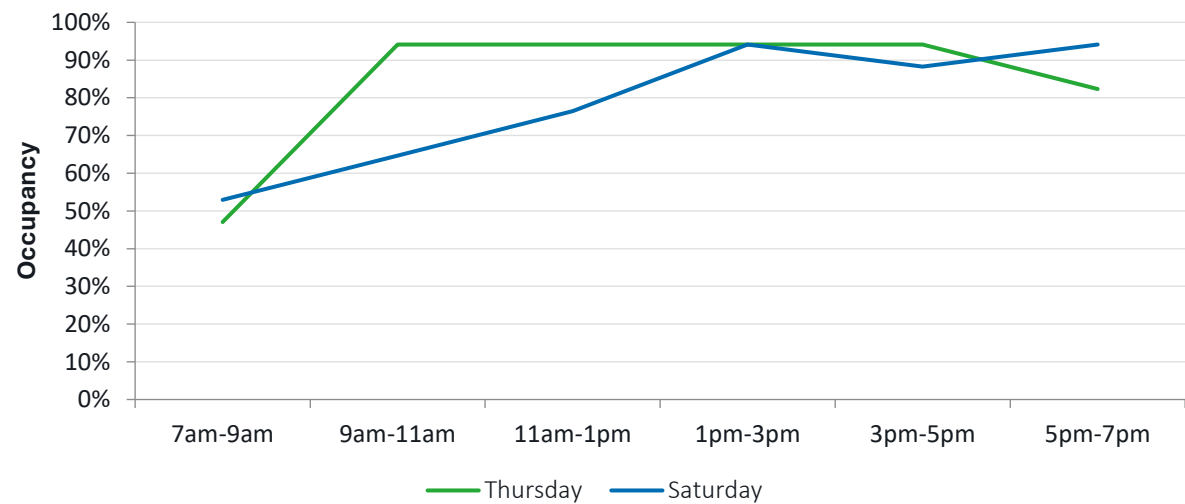
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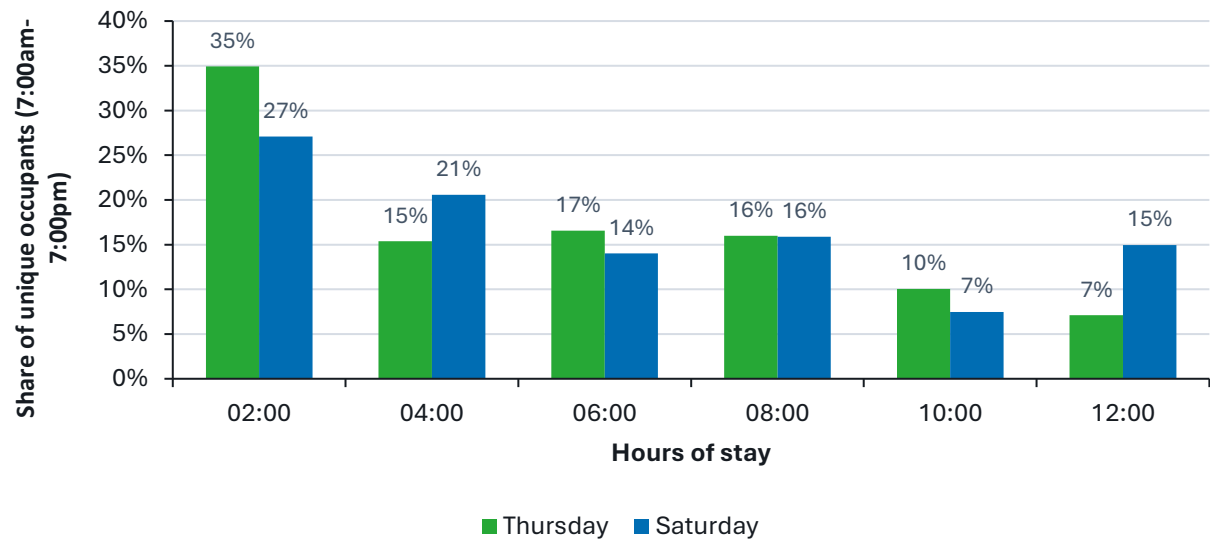
- Charging regime:
- Free Parking
 - Maximum stay 3 hours (between 7:00am – 6:00pm)
 - No return within 2 hours
 - Blue badge holders – free parking
- Observations:
- Small site, adjacent to private Homestead car park which serves customers at The Castle pub.
 - No step-free ramp directly from High Street, without entering via the car park entrance from Homestead Road.

- Recommendations:
- ✓ This car park is set to be redeveloped; hence any recommendations would only apply in the case this doesn't go ahead.
 - ✓ Opportunity to implement charges at Homestead to match tariffs at Rectory Road.

Occupancy across time of day



Duration of stay



Hadleigh and Thundersley: Morrisons

Spaces:

 380

 20

 8

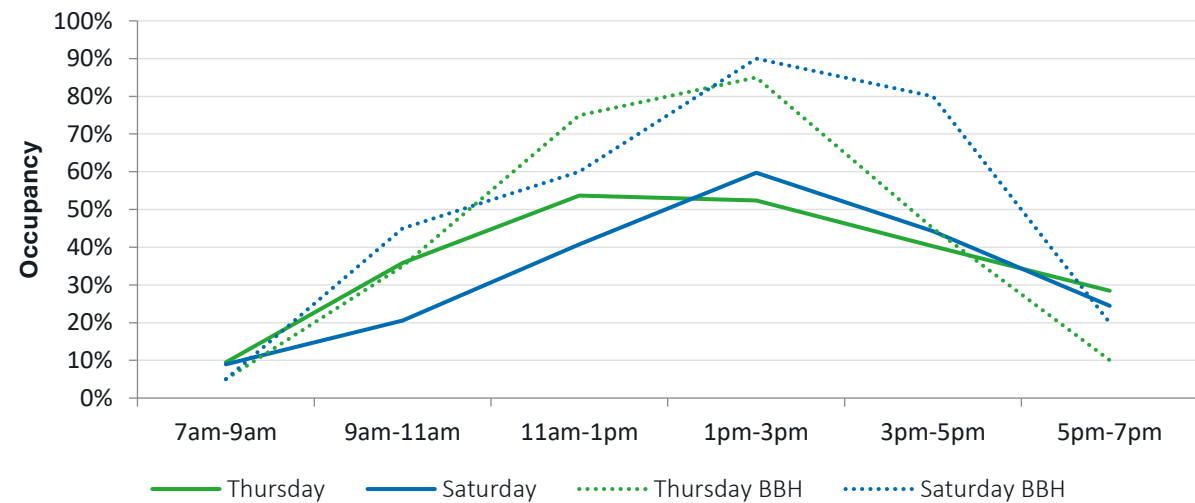
Charging regime:

- Free parking
- Maximum stay 3 hours
- No return within 2 hours

Observations:

- EV charging bays are available on site. This is the only area in Hadleigh town centre, alongside the Lidl car park, where publicly available charging is present.
- Cycle parking present.
- Car wash facility on site.
- Spaces tend to fill up nearest to the supermarket entrance first.

Occupancy across time of day



Recommendations:

- ✓ Work with Morrisons to consider options for increasing the number of electric vehicle chargers supplied at their car park.
- ✓ Opportunity for CPBC to engage with Morrisons and developers to create plans that would retain most of the at-risk capacity as either underground or ground level parking.

Hadleigh and Thundersley: Hart Road – Short Stay

Spaces:

 45

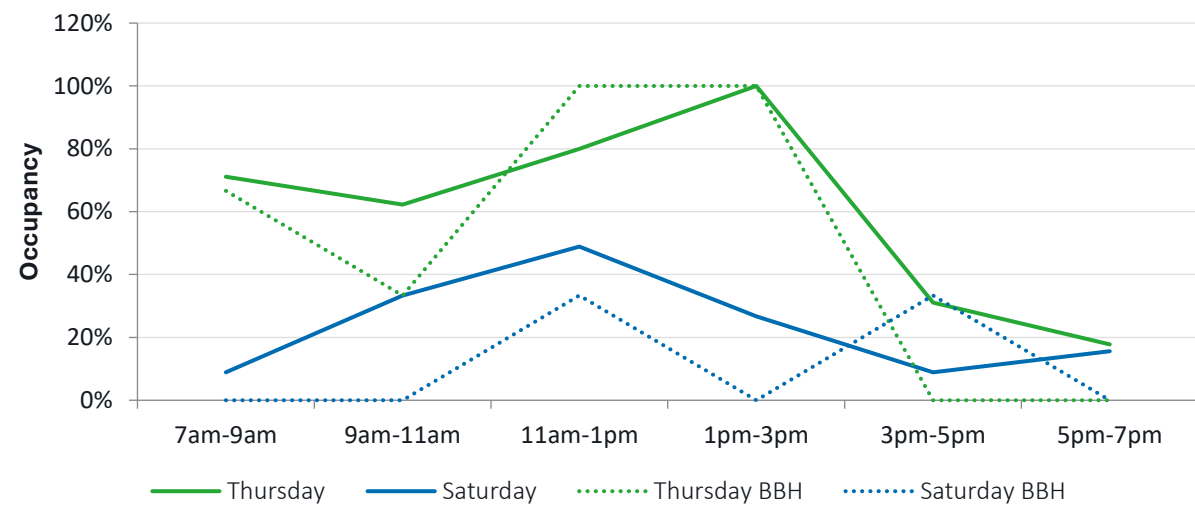
 3

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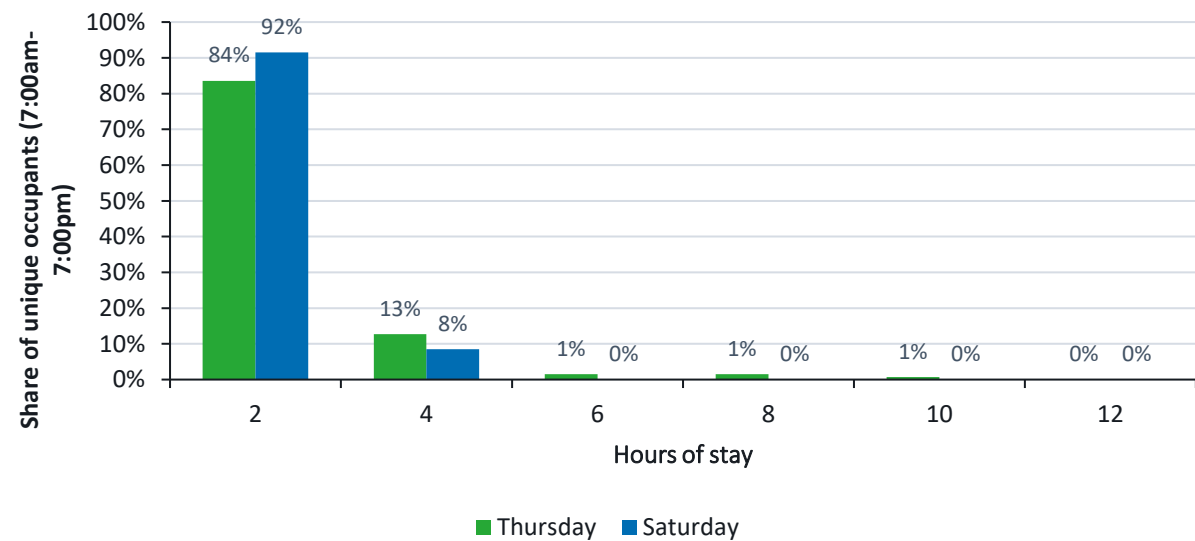
- Charging regime:
- Free Parking
 - Maximum stay 3 hours (between 7:00am-6:00pm)
 - No return within 2 hours
- Observations:
- Clothes, shoes and mixed glass recycling offered on site.
 - Car park serves the nearby primary school and medical centre.
 - Paving is vulnerable to flooding around the far side of the car park.

- Recommendations:
- ✓ Undertake surface maintenance on the far side of the car park to reduce flooding risk.
 - ✓ Supply publicly available electric vehicle chargers.

Occupancy across time of day



Duration of stay



Appendix B

Parking Quality Audit

Site Quality Audit

Overview

This section presents a site-by-site quality assessment of the individual car parks considered throughout this Strategy. The assessment criteria have been complied with reference to Park Mark guidance. Park Mark is an award given by the Police to sites that meet standards designed to reduce the risk of crime and fear of crime. The Park Mark Safer Parking Assessment Guidelines¹ have been consulted as part of this assessment.



The Park Mark guidelines set out the following assessment criteria:

- Lighting
- Management Practice (including payment facilities)
- Pedestrian Access
- Vehicle Access
- Parking Areas (site layout)
- Signage
- Surveillance
- Crime Statistics

The above criteria groups have been used as the basis for assessment, and requirements under each have been considered and stated where applicable. Crime statistics at the level of individual car parks were not made available as part of this Strategy and are not considered in the assessment.

Quality Rating

Each audit point has been categorised as a ‘strength’ or ‘weakness’. These have been allocated with reference to the Park Mark assessment criteria.

-  Strength – point indicates positive aspect of quality and / or where alignment with Park Mark criteria is likely to be achieved.
-  Weakness – point indicates short coming in quality, and where Park Mark criteria are unlikely to be met.

The split of strength and weakness points for each car park determines the Overall Quality Rating, which is defined as follows:

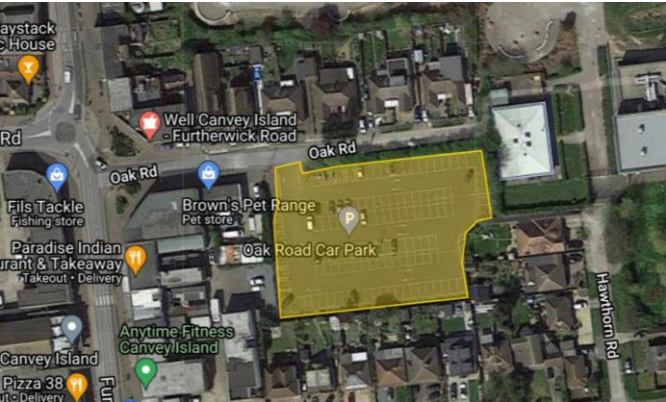
Quality Rating	Share of strengths
Very High	Above 80%
High	61% to 80%
Medium	41% to 60%
Low	25% to 40%
Very Low	Below 25%

¹[SPS Assessment Guidelines 2010.pdf](#)

Canvey Island: Oak Road

Overall Quality Rating:

High



Signage and information

- One-way circulation system in place and signed by arrows on the ground.
- Clear site sign at entrance displaying car park name, charges, operational hours, exemptions and operator contact details.
- Park Mark sign visible.
- Minimal wayfinding to key services and places of interest in the town for pedestrians.

Payment options and facilities

- One payment machine on site with cash and MiPermit facilities.

Site access and environment

- One ingress/egress point for vehicles and pedestrians.
- Parking bays are well defined, and arranged in straight rows, avoiding blind spots.

Lighting and surveillance

- Moderate lighting: columns provided at site entrance and some illumination from nearby tall lighting columns.
- Poor illumination from nearby buildings.

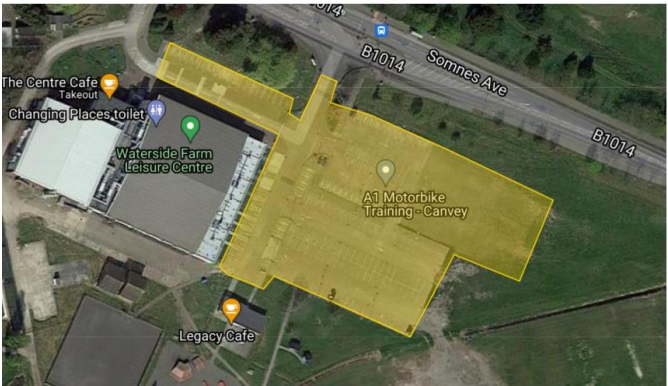
Layout and additional facilities

- Blue badge holder bays well located by car park entrance/exit.
- No electric vehicle charging points.
- Clothes, shoes and glass recycling provided on site.

Canvey Island: Waterside Farm Leisure Centre

Overall Quality Rating:

Medium



Site access and environment

- ☒ Main signalised access/egress point to site.
- ☒ Segregated pedestrian access/egress point.
- ☒ Barriers allow for site closure.
- ☐ No height restrictions or narrowing for vehicular access.

Lighting and surveillance

- ☒ Multiple lighting columns provide sufficient illumination in main car park area. There are no exposed cables or fixtures.
- ☐ Areas used for overflow have no artificial lighting.
- ☐ CCTV installed on the leisure centre building; however, this does not cover all parking.

Layout and additional facilities

- ☒ Blue badge holder bays well located and within step-free access of leisure centre entrance.
- ☐ Parking spaces in main part of car park are arranged in rows with clear markings.
- ☐ Unmarked overflow parking on adjacent fields and on unmarked concrete south of the leisure centre.

Signage and information

- ☒ Clear signage is located near entrance to the car park.
- ☒ Ownership details as well as the pricing structure and operational hours are clearly set out.
- ☐ Surface markings are faded in places, reducing legibility.
- ☐ Surrounding land is used for overflow parking however there are no signs or instructions referencing this.

Payment options and facilities

- ☒ Parking is provided free of charge at all times; therefore, no payment facilities are provided on site.

Canvey Island: The Paddocks

Overall Quality Rating:

Low

Signage and information

Poor car park signage at site entrance. One small sign indicating site owner located nearby on Long Road.

Direction of movement markings on ground are limited, and do not cover the entire car park.

No information provided regarding operational hours.

Minimal wayfinding to key services and places of interest in the town for pedestrians.

Payment options and facilities

Parking is provided free of charge at all times; therefore, no payment facilities are provided on site.



Site access and environment

Blind spots where parking is not arranged in straight rows.

Multiple pedestrian ingress/egress access points from adjoining roads.

Some overgrown foliage reduces visibility of pedestrians.

Temporary overspill of construction work into car parking bays, reducing capacity.

Lighting and surveillance

Lighting columns provide illumination in main car park area.

Limited illumination from nearby buildings.

CCTV installed at site entrance, though this does not cover the whole site.

Layout and additional facilities

Blue badge holder bays located close to Central Canvey Primary Care Centre.

Two blue badge bays are blocked by a container.

Some bays are not defined by painted markings, or paint has fully faded.

Canvey Island: Knightswick Shopping Centre

Overall Quality Rating:

High

Signage and information

Clear site sign at entrance displaying car park name, charges, operational hours, exemptions and operator contact details.

Speed limit signage installed at entrance and also indicated via painted markings.

No designated pedestrian paths through the car park.

'Pay Here' signage located above payment machines.

Payment options and facilities

Three payment machines available, including at the car park entrance, and near to the blue badge parking.

Payment by cash, contactless card and MiPermit included.



Site access and environment

Clearly defined entrance/exit, and barriers allow for site closure.

No one way system in place.

Parking bays are well defined, and arranged in straight rows, minimal blind spots.

Lighting and surveillance

Partial lighting from Shopping Centre buildings and street-lights on the adjacent roads, but the site doesn't feature lighting columns.

CCTV present on-site.

Layout and additional facilities

Blue badge holder bays and parent and toddler bays located the closest to the Shopping Centre entrance.

Car Wash service available on site.

No electric charger facilities on site.

Canvey Island: Labworth

Overall Quality Rating:

High

Signage and information

Sign at entrance displaying car park name and that car parking charges apply.

Information on site opening hours is not visible on the sign at site entrance.

Payment options and facilities

Two payment machines available, including at the car park entrance, and near to the blue badge parking.

Cash payment and MiPermit facilities.



Site access and environment

- Clearly defined boundary, and barriers allow for site closure.
- Traffic spikes at the entrance and exit of the car park to control one way traffic flow.
- Vehicular height restrictions in place.
- Pedestrian access possible from Western Esplanade road.

Lighting and surveillance

- Site contains some tall lighting columns which can illuminate the site
- Some CCTV on-site, located near parking machines

Layout and additional facilities

- Significant overflow capacity.
- Public toilets available.
- Pedestrian ramps permitting step-free access to walkway by beach.
- No electric vehicle charging facilities.

Overall Quality Rating:

Medium



Signage and information

- Clear signage on closing hours located at entrance.
- Payment signage located at three locations, displaying car park name, charges exemptions and operator contact details.
- Information on detailed opening hours is not visible on the sign at site entrance and is only displayed on separate sign within car park itself.

Payment options and facilities

- Payment machines located at the far ends of the car park, including one before the pedestrian path.
- Cash payment and MiPermit facilities.

Site access and environment

- Designated path for pedestrian ingress/egress.
- Vehicular height restrictions in place.
- Barriers allow for site closure.
- Potholes at site entrance.

Lighting and surveillance

- Site doesn't contain lighting columns.
- Site is not well lit by residential or commercial buildings nearby.

Layout and additional facilities

- Parking spaces are well-marked, and arranged into straight rows, avoiding blind spots.
- Low manoeuvrability during high occupancy.
- Construction works occurring nearby.

Benfleet: Richmond Avenue

Overall Quality Rating:

Medium



Signage and information

- Clear site signage at entrance displaying car park name, charges exemptions and operator contact details.
- Information on opening hours is not visible on the sign at site entrance and is only displayed on a separate sign within car park.
- No wayfinding to key services and places of interest in the town for pedestrians.
- No signs indicating entrance from Richmond Avenue itself.

Payment options and facilities

- Parking is provided free of charge at all times; therefore, no payment facilities are provided on site.

Site access and environment

- Vehicular access is controlled through single a ingress/egress point with barrier access.
- Narrowed entrances and vehicle height restrictions are included.
- Pedestrian access/egress is by a raised pavement to parallel to the vehicular access or from the neighbouring field which is demarcated by a fence and raised pavement.

Lighting and surveillance

- Limited number of lighting columns are provided just on one side of car park.
- Car park has access to limited lighting from neighbouring residential properties, partially due to high fence.

Layout and additional facilities

- Parking spaces are arranged into straight rows and are clearly marked. There are no blind corners.
- No electric vehicle charging facilities.

Benfleet: Richmond Hall

Overall Quality Rating:

Medium

Signage and information

Clear site sign in centre of car park displaying car park name, charges, operational hours, exemptions and operator contact details.

One way circulation system in place but markings on ground don't cover the entire car park.

Park Mark signage visible.

Payment options and facilities

Cash payment and MiPermit facilities.



Site access and environment

- Vehicular access is by single access/egress point with access barriers.
- No vehicular height restrictions exist but entrance is narrowed by way of bollard at entrance to the car park.
- Pedestrian access is by walkways connected to surrounding streets however no pedestrian access exists parallel to vehicular access and pedestrian access by this entrance has restricted visibility.

Lighting and surveillance

- Site contains surrounding lighting columns for site illumination.
- Limited lighting from nearby residential and commercial properties.

Layout and additional facilities

- Parking spaces are arranged in rows and clearly marked out.
- Free public toilets available on site.
- Cycling parking arches are in poor condition.
- No electric vehicle charging facilities.

Benfleet: Brook Road

Overall Quality Rating:

Low



Signage and information

- ☒ Clear site sign at entrance displaying car park name.
- ☒ Smaller sign displaying car park opening hours further into car park but visible to all drivers.
- ☐ No wayfinding to key services and places of interest in the town for pedestrians.

Payment options and facilities

- ☒ Parking is provided free of charge at all times; therefore, no payment facilities are provided on site.

Site access and environment

- ☒ Vehicular access is by single access/egress point with access barriers.
- ☒ Narrowed entrances and height restrictions are included.
- ☐ Access barriers are opened by local residents.
- ☐ Pedestrian access is via neighbouring fields or via vehicular access point.

Lighting and surveillance

- ☐ Site has no lighting columns.
- ☐ Site is not well lit by nearby residential or commercial building.
- ☐ No CCTV cameras.

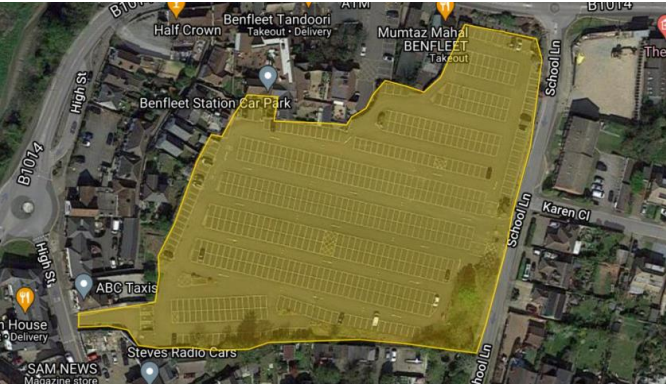
Layout and additional facilities

- ☐ Poor paving on site, including numerous potholes.
- ☐ Parking spaces are not marked.

Benfleet: School Lane

Overall Quality Rating:

High



Signage and information

- ☒ One-way circulation system in place and marked by arrows on the ground.
- ☒ Clear site sign at entrance displaying car park name, charges, operational hours, exemptions and operator contact details.
- ☐ Insufficient wayfinding towards pedestrian only access routes.

Payment options and facilities

- ☒ Cash and card payment, as well as MiPermit facilities.
- ☒ Some parking meters conveniently near blue badge spaces, on the exit side to Benfleet station.

Site access and environment

- ☒ Vehicular access (for non-disabled bays) from singular access/egress point.
- ☒ Range of paved of low-capacity pedestrian access points across site.
- ☒ No vehicular height restrictions but narrowed entrances.

Lighting and surveillance

- ☒ Multiple lighting columns for good illumination.
- ☒ Access to additional unobstructed illumination from neighbouring residential and commercial properties.

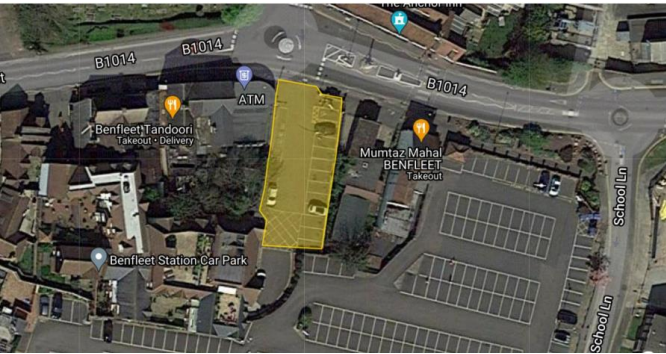
Layout and additional facilities

- ☒ Blue badge parking spots are in separate site with no vehicular access between the sites.
- ☐ Parking spaces are well marked but drivers sometimes park out of marked spaces.
- ☐ No electric vehicle charging facilities.

Benfleet: Essex Way

Overall Quality Rating:

High



Site access and environment

- No access barriers, narrowed entrances or height restrictions.
- Vehicular access by single access/egress point.
- Raised paved pedestrian access/egress point.
- Vehicular access is direct turnoff from roundabout at a busy junction.

Lighting and surveillance

- Lighting column provides illumination for car park.
- Neighbouring residential/commercial buildings provide additional illumination.

Layout and additional facilities

- Parking spaces are well marked.
- Parking out of marked spaces.

Hadleigh: Castle Lane

Overall Quality Rating:

High



Signage and information

- Clear site sign at entrance displaying car park name, charges, operational hours, exemptions and operator contact details.

Payment options and facilities

- Parking is provided free of charge at all times; therefore, no payment facilities are provided on site.

Site access and environment

- No access barriers, narrowed entrances or height restrictions
- Vehicular access by single ingress/egress point.
- Raised paved pedestrian access/egress point.
- No step-free off ramp to Endway (for High Street pedestrian exit) without walking back to the car park entrance.

Lighting and surveillance

- Lighting columns provide illumination for car park.
- Neighbouring residential/commercial buildings provide some additional illumination.

Layout and additional facilities

- Parking spaces are generally well marked, although markings are fading in some locations.
- Drivers sometimes park out of marked spaces.
- No electric charging facilities.

Overall Quality Rating: High



Signage and information

- Clear site sign at entrance displaying car park name, charges, operational hours, exemptions and operator contact details.

Payment options and facilities

- Parking is provided free of charge at all times; therefore, no payment facilities are provided on site.



Site access and environment

- No access barriers or narrowed entrance.
- Vehicle height restrictions at entrance.
- Vehicular access by single ingress/egress point.
- Raised paved pedestrian access/egress point.

Lighting and surveillance

- Lighting column provides illumination for car park.
- Neighbouring residential/commercial buildings provide additional illumination.
- CCTV column on Homestead Road. However, it is likely to have a partially obstructed view of the site.

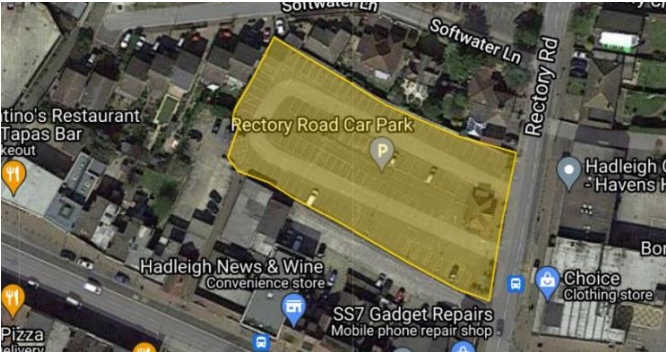
Layout and additional facilities

- Parking spaces are generally well marked, although markings are fading in some places.
- No electric vehicle charging facilities.

Hadleigh: Rectory Road

Overall Quality Rating:

High



Signage and information

- Clear site sign at entrance displaying car park name, charges, operational hours, exemptions and operator contact details.
- Clear parking signage from the street.

Payment options and facilities

- Cash payment and MiPermit facilities.

Site access and environment

- No access barriers, narrowed entrances or height restrictions.
- Separate ingress and egress points for vehicles.
- One-way circulation system around the site.
- Raised paved pedestrian access/egress point and additional direct access to A13.
- Vehicular access is direct turnoff from roundabout at a busy junction.

Lighting and surveillance

- Lighting column provides illumination for car park.
- Neighbouring residential/commercial buildings provide additional illumination.

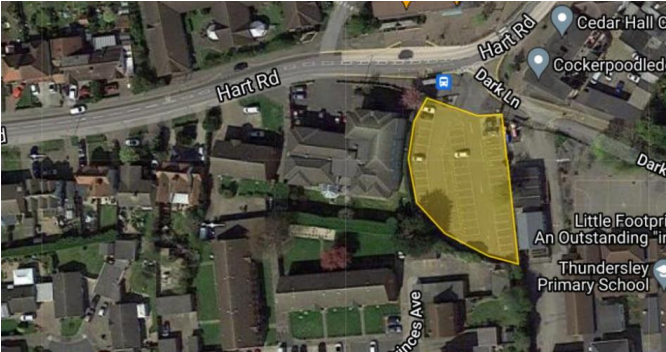
Layout and additional facilities

- Public toilets are provided on site.
- Parking spaces are generally well marked but paint is fading in some places.
- Clothes and shoes recycling facilities.
- No electric vehicle charging facilities.

Thundersley: Hart Road Short Stay

Overall Quality Rating:

High



Signage and information

Clear site sign at entrance displaying car park name, charges, operational hours, exemptions and operator contact details. However, this could be better maintained.

Payment options and facilities

Parking is provided free of charge at all times; therefore, no payment facilities are provided on site.

Site access and environment

- No access barriers, narrowed entrances or height restrictions
- Vehicular access by single access/egress point
- Raised paved pedestrian access/egress point
- Part of the site towards the far end floods.

Lighting and surveillance

- Sufficient lighting columns provide illumination for car park
- Adjacent medical centre and school provide additional flow of people and passing surveillance.

Layout and additional facilities

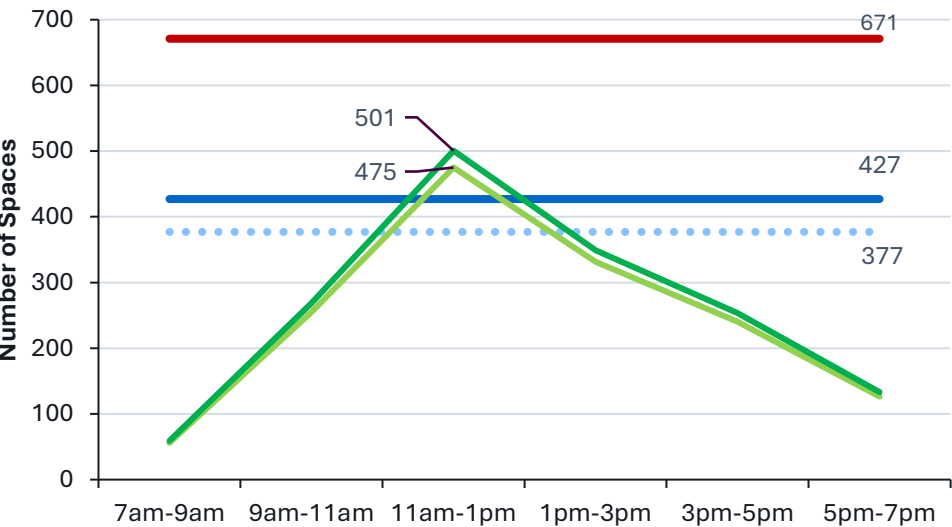
- Parking spaces are well marked including blue badge bays.
- Clothes and shoe disposal facilities are available on site.
- Council bin containers available on site.
- No electric vehicle charging facilities.

Appendix C

Future Scenarios – High and Low Forecasts

Future Scenarios – Canvey Town

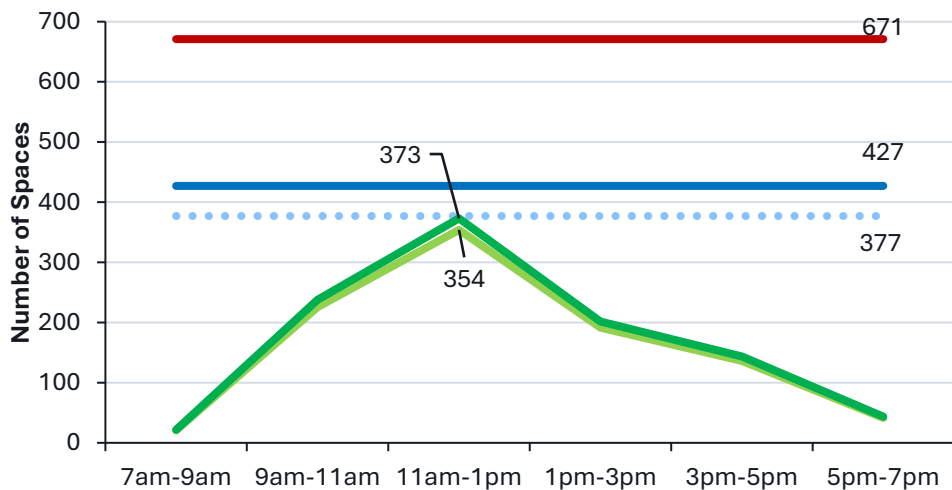
Low Growth: Thursday



Low growth forecast for Canvey Town

Given lower population growth at 5.4%, supply bottlenecks are likely to be similar to those seen under the medium growth scenario, with supply exceeded on Thursdays between 11:00am and 1:00pm given developments and loss of spaces. A low growth scenario further eases pressure of Saturday demand. However, peak spreading or accommodation at on-street parking sites would still need to be considered.

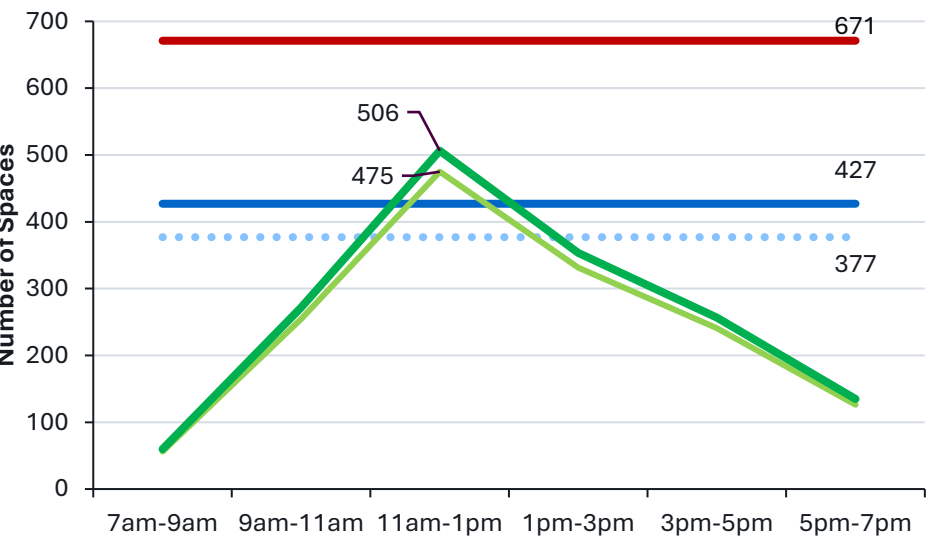
Low Growth: Saturday



- Existing Capacity
- Capacity After Redevelopment (Paddocks 100)
- Capacity After Redevelopment (Paddocks 150)
- Current Busiest Month Occupancy
- Future Busiest Month Occupancy

Future Scenarios – Canvey Town

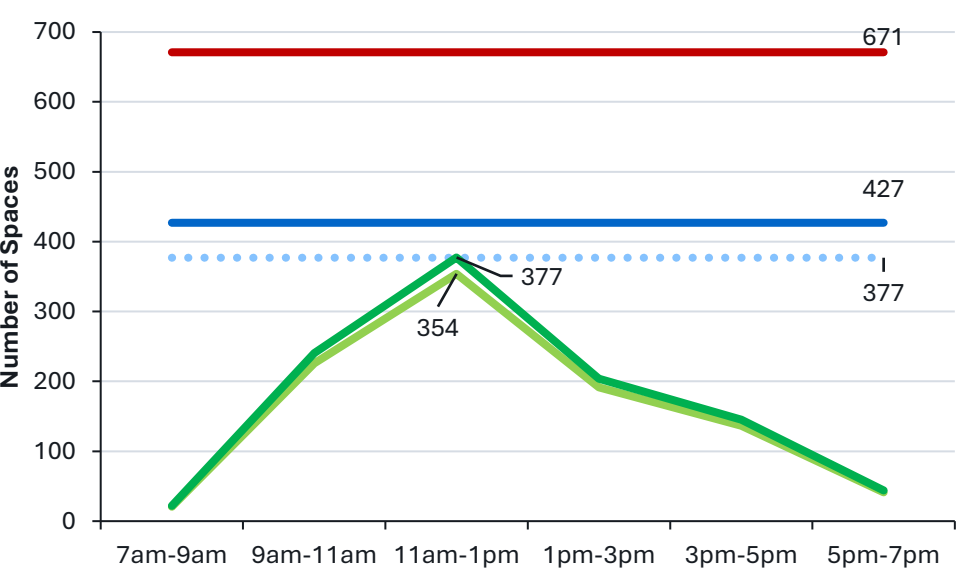
High Growth: Thursday



High growth forecast for Canvey Town

Given higher population growth at 6.6%, supply bottlenecks are likely to become more pronounced given developments and loss of spaces. Unlikely the medium and low growth scenarios, future busiest month occupancy is expected to fully meet supply on Saturday. With an excess of up to 129 vehicles left unaccommodated at the Paddocks on Thursday. It is worth noting that, given this the estimated peak for the busiest month, the strain on supply is likely to be less pronounced at other times of the year, and on average.

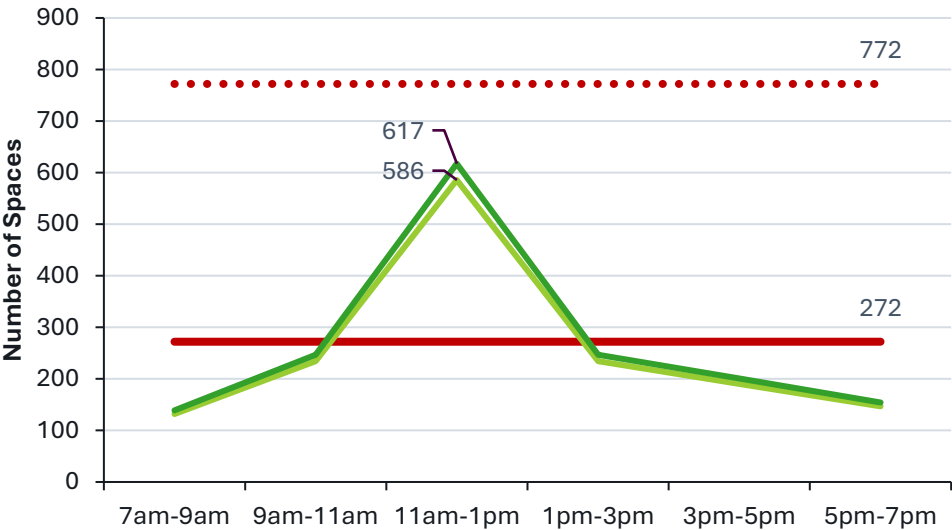
High Growth: Saturday



- Existing Capacity
- Capacity After Redevelopment (Paddocks 100)
- Capacity After Redevelopment (Paddocks 150)
- Current Busiest Month Occupancy
- Future Busiest Month Occupancy

Future Scenarios – Canvey Beach

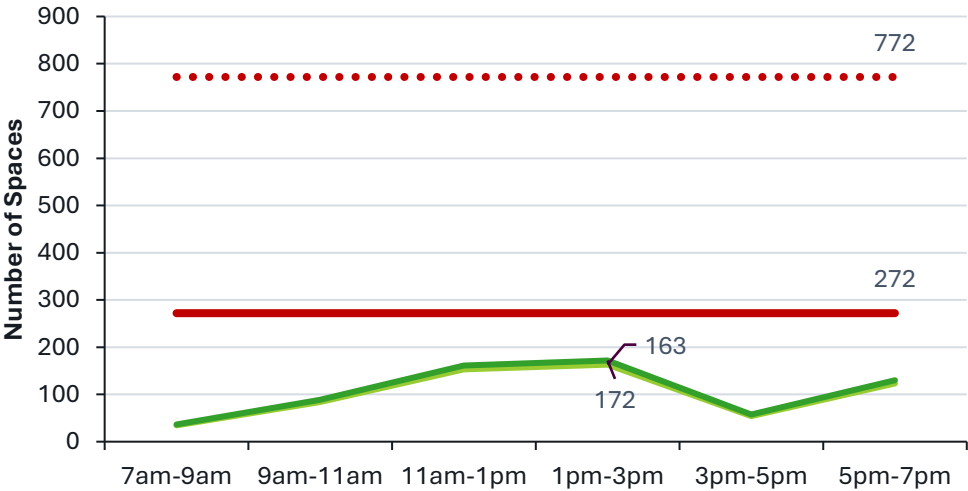
Low Growth: Thursday



Low growth forecast for Canvey Beach

Given lower population growth at 5.4%, the pattern of future occupancy compared to supply is likely to be much the same, with all vehicles accommodated under existing capacity.

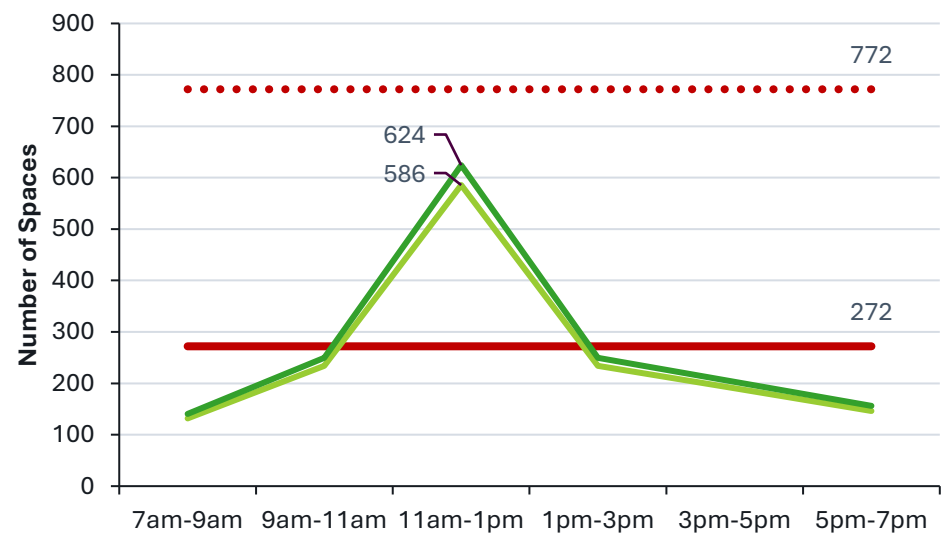
Low Growth: Saturday



- Formal Capacity
- Informal Overflow Capacity
- Current Busiest Month Occupancy
- Future Busiest Month Occupancy

Future Scenarios – Canvey Beach

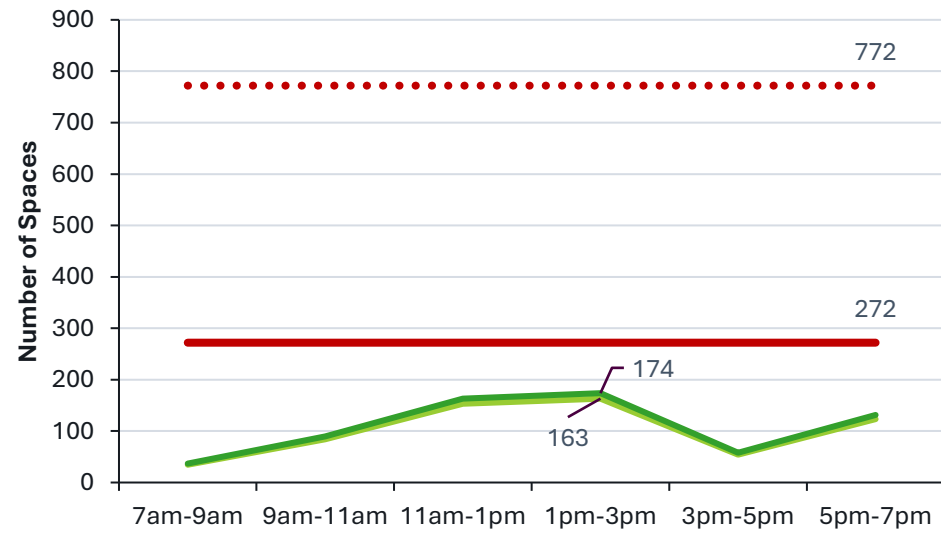
High Growth: Thursday



High growth forecast for Canvey Beach

Given higher population growth at 6.6%, the pattern of future occupancy compared to supply is likely to be much the same, with all vehicles accommodated under existing capacity. At the daily peak, 624 parking spaces will be occupied here, including 352 vehicles at the Labworth overflow.

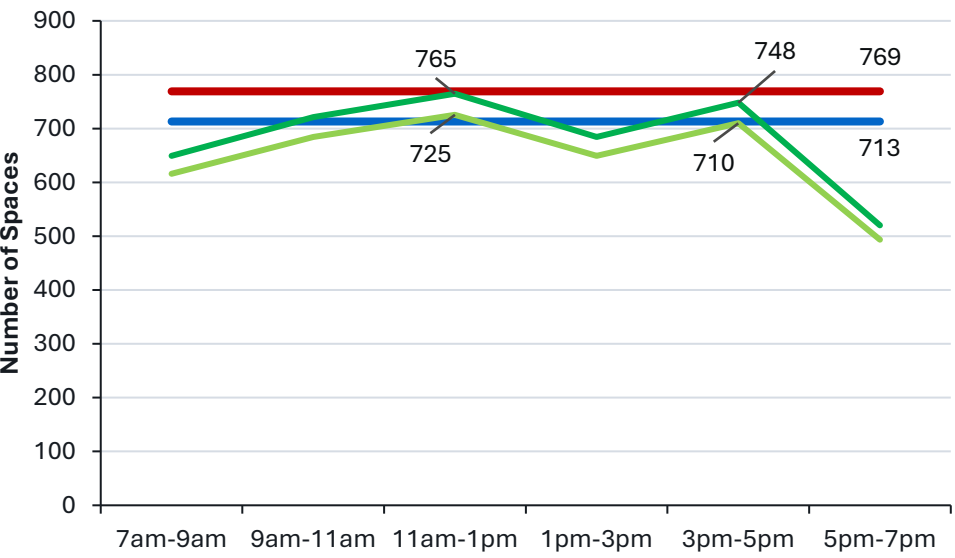
High Growth: Saturday



- Formal Capacity
- Informal Overflow Capacity
- Current Busiest Month Occupancy
- Future Busiest Month Occupancy

Future Scenarios – Benfleet

Low Growth: Thursday

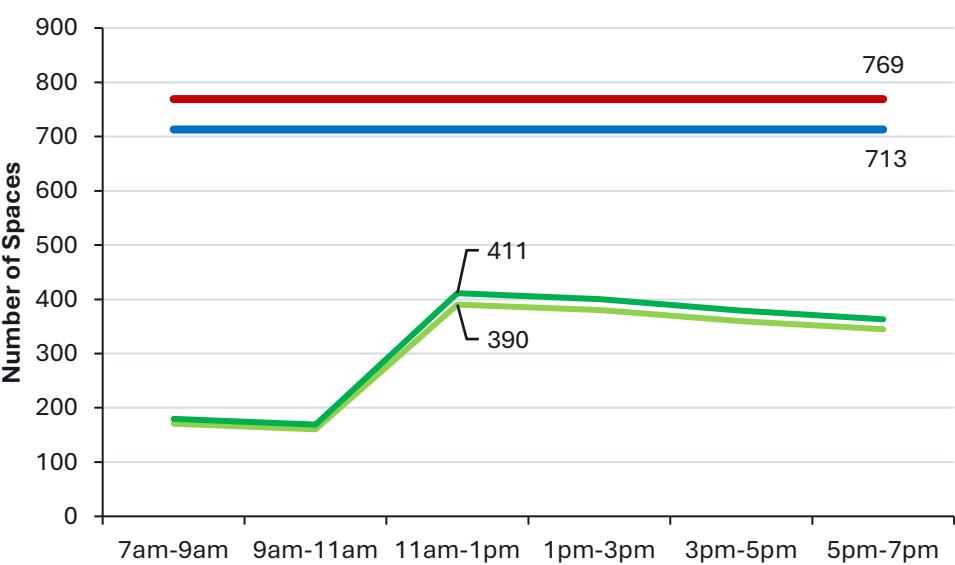


Low growth forecast for Benfleet

Given lower population growth at 5.4%, future peak month occupancy on Thursdays is expected to come close but not reach supply between 11:00am and 1:00pm. Despite this, demand is still likely to outstrip supply between 9:00am and 1:00pm and between 3:00pm and 5:00pm if Richmond Avenue car park is developed.

As with the medium growth scenario, there are expected to be no issues for Saturday demand.

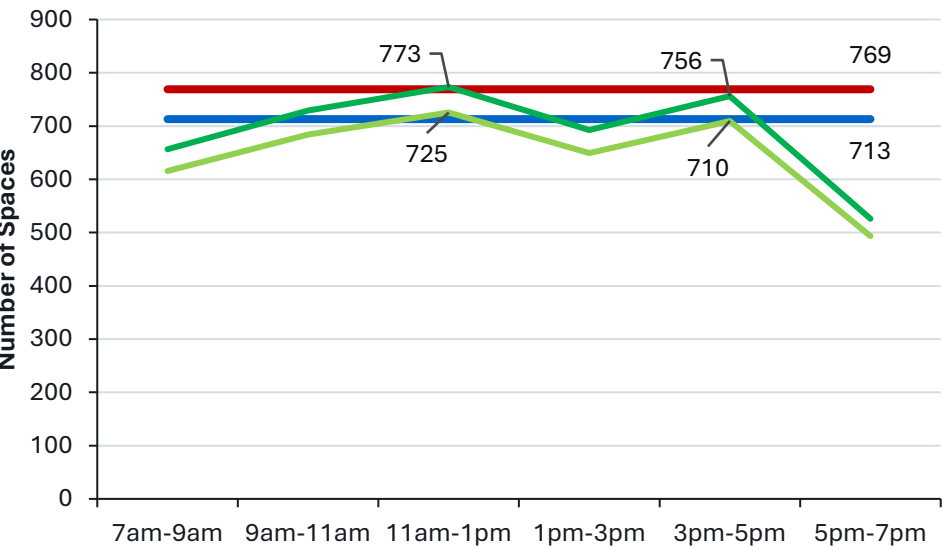
Low Growth: Saturday



- Existing Capacity
- Capacity After Redevelopment
- Current Busiest Month Occupancy
- Future Busiest Month Occupancy

Future Scenarios – Benfleet

High Growth: Thursday

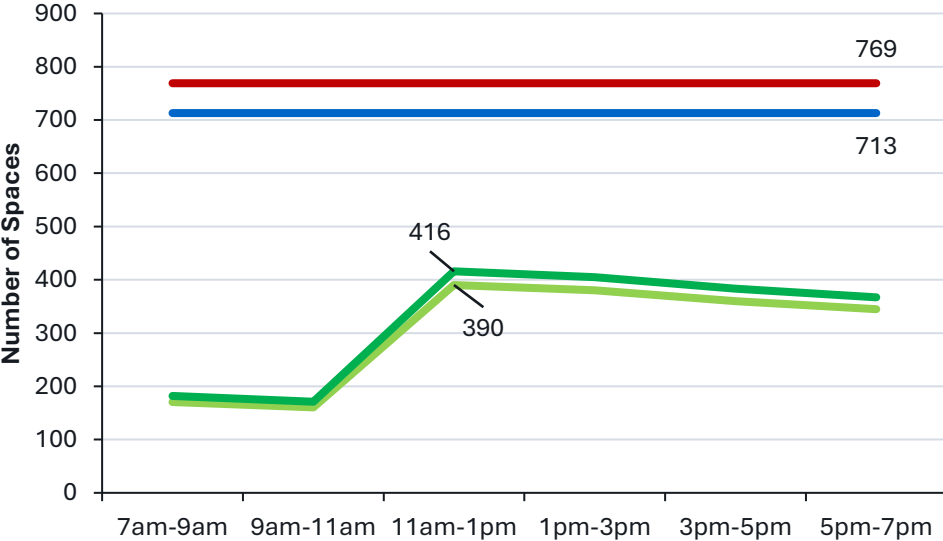


High growth forecast for Benfleet

Given the higher population growth of 6.6%, demand is expected to exceed supply on Thursday between 11:00am and 1:00pm, with up to four vehicles unaccommodated. As with the medium growth scenario, demand is also expected to come very close to current supply in the mid-afternoon peak. If Richmond Avenue is redeveloped, up to 60 vehicles will be unaccommodated at the peak. However, as with the medium growth scenario, demand will outstrip supply between 9:00am and 1:00pm, and between 3:00pm and 5:00pm.

As with the medium growth scenario, there are expected to be no issues for Saturday demand.

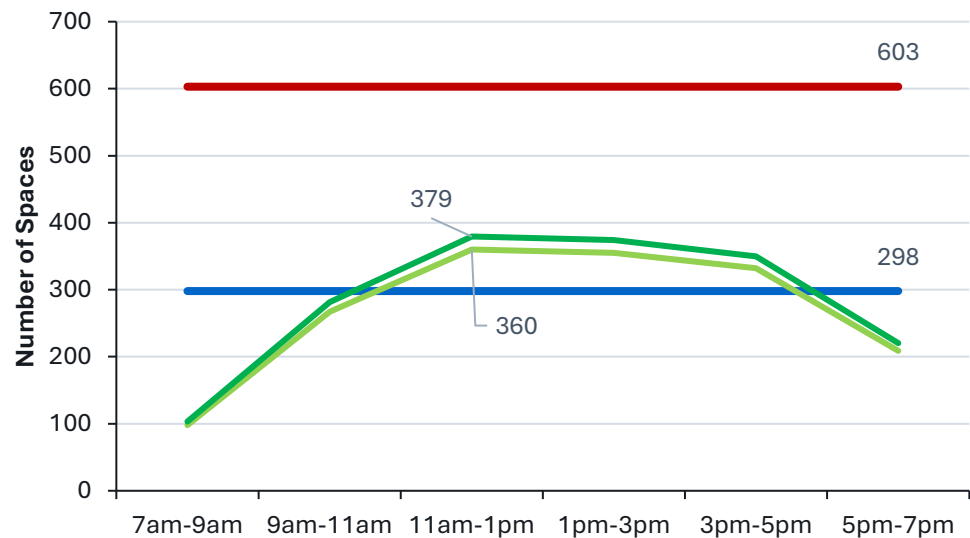
High Growth: Saturday



- Existing Capacity
- Capacity After Redevelopment
- Current Busiest Month Occupancy
- Future Busiest Month Occupancy

Future Scenarios – Hadleigh

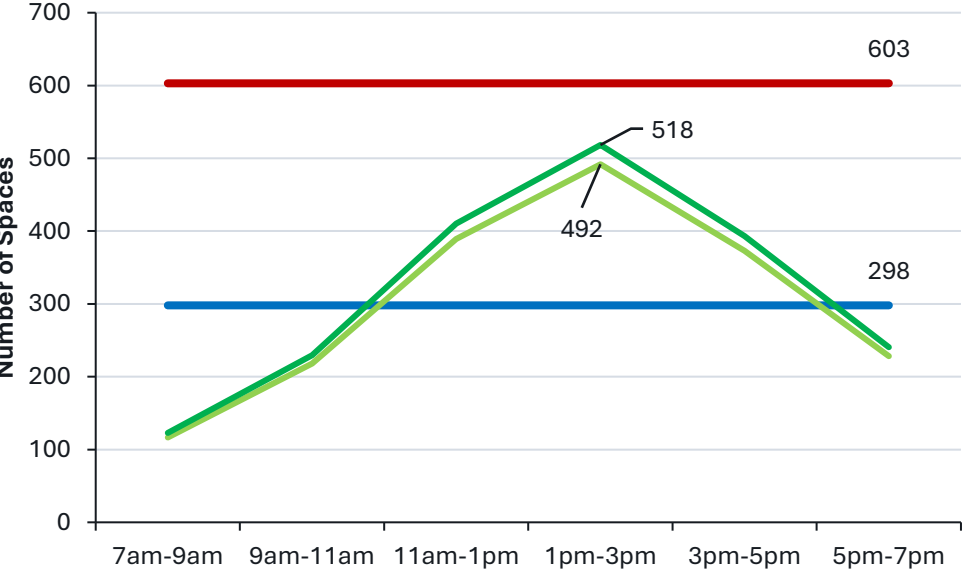
Low Growth: Thursday



Low growth forecast for Hadleigh

Given lower population growth of 5.4%, the overall picture for Hadleigh does not significantly change compared to the medium growth scenario. Assuming development is going ahead, forecast peak demand is likely to exceed supply during the same hours of the day, albeit to a lesser extent.

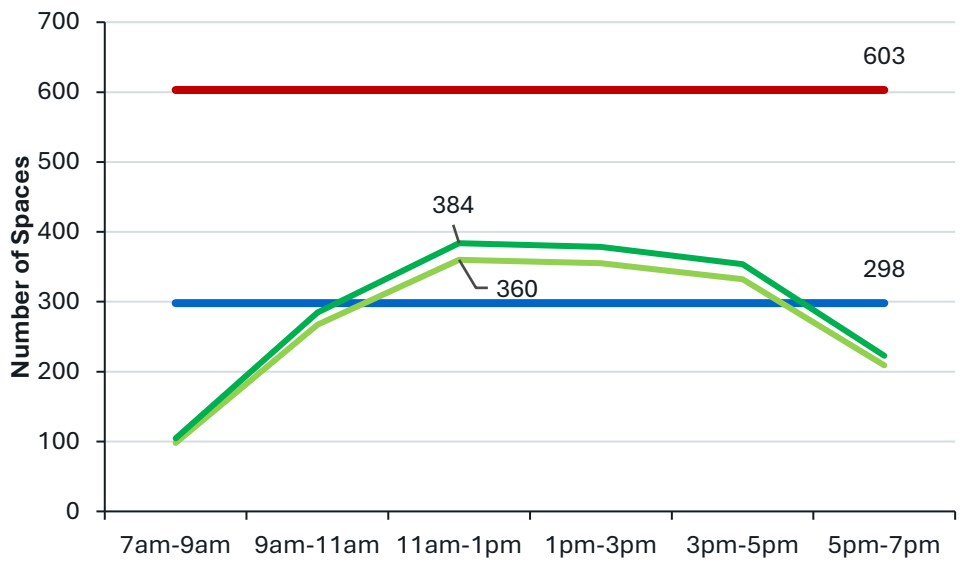
Low Growth: Saturday



- Existing Capacity
- Capacity After Redevelopment
- Current Busiest Month Occupancy
- Future Busiest Month Occupancy

Future Scenarios – Hadleigh

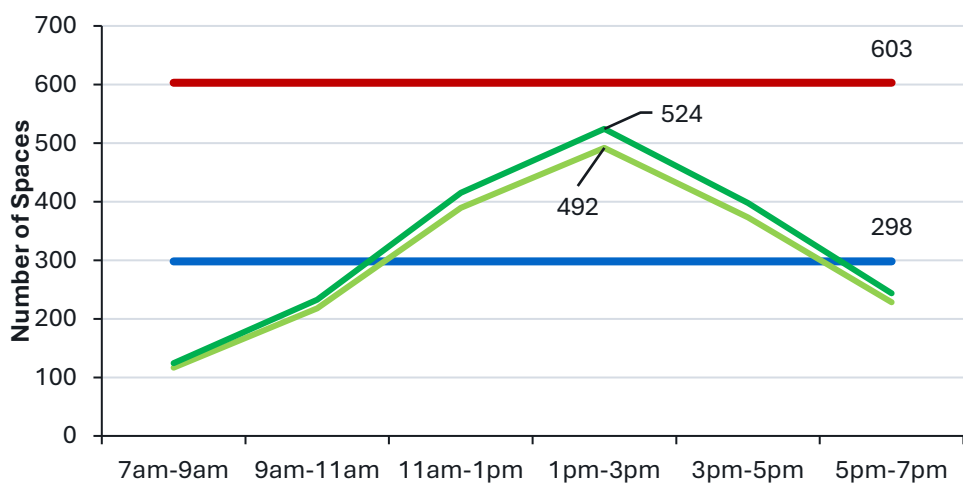
High Growth: Thursday



High growth forecast for Hadleigh

Given the higher population growth of 6.6%, the overall picture for Hadleigh does not significantly change compared to the medium growth scenario. Assuming development is going ahead, forecast peak demand is likely to exceed supply during the same hours of the day, albeit to a greater extent. At the Saturday peak, up to 226 vehicles may be unaccommodated in the town centre.

High Growth: Saturday



- Existing Capacity
- Capacity After Redevelopment
- Current Busiest Month Occupancy
- Future Busiest Month Occupancy

For further information
please contact



Client Name

Client Title

Email address

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