

## APPENDIX G

### Canterbury Business Improvement District – Proposed Changes to Parking

Contribution from Nicholas Hall, Founder and CEO, Digital Tourism Think Tank

#### **General Input - Need for Vision on Mobility**

- There is a distinct lack of any sense of a real 'vision' for an integrated, multi-modal transport system for the City. The plans that do exist are quite limiting and lack ambition - sorry if that is blunt. The fact is that by declaring a 'Climate Emergency' the City has committed itself to creating an impact. Whilst our views aren't likely to be reflected by traders, research and the example of many other cities around the world shows that by investing in new, clean and multi-modal transport solutions, the City's economy will prosper greatly.
- There is a unique opportunity now to do something much bolder and more ambitious, but this requires a vision to be put forward, with consultation and input invited as part of a process looking beyond parking in isolation.
- We could for example maximise greenways, re-imagine and set a vision for electric and alternative transport solutions and boost the City's image, sense of place and prosperity by setting itself apart. This goes towards creating broader appeal by making a statement at a critical time of change. There are a lot of tarmac, underused industrial spaces, underused car parks, which could all form part of 'retro-fitting' a bold vision for mobility in Canterbury.

#### **Parking Proposals**

- I agree with the proposal to have demand based dynamic pricing, this makes sense but will only work if clearly communicated to users. I would propose to go a step further and have dynamic pricing based on real-time demand, that means you can manage the flow of traffic and demand according to availability. This would require investment but given the ANPR technology and signage, this should be entirely possible.
- There is clearly a difference between different car parks. Castle Street multi-storey is completely underused and yet it is quite a blotch on the city centre. I propose doing something here to see this used to its full potential. The same would go for Rosemary lane - we understand this is closed for development, but at the same time it doesn't help with the attractiveness of the city centre to leave a huge empty car park abandoned. Perhaps CCC can seek creative proposals in the interim.
- Research points to the fact that electric car owners are more affluent with a higher disposable income. Given this and the CCC commitments to the environment, why not heavily incentivise 'positive action' and invest in the future. For example, when Electric vehicles were a novelty, Westminster City Council made all on-street parking free of charge for electric car owners. This is an opportunity to promote positive action, make a statement and create appeal to a prime target group - beyond marginal subsidies.
- For business who are not retail, it would be good to allow them to order visitor permits, as can hotels and hospitality.

#### **Future Mobility**

- The trial being ran with Bird between the Universities and the City Centre can be used as a catalyst for a new wave of mobility solutions. Our strong recommendation is to establish further trials and expand such pilots in different areas - for example between Wincheap Park & Ride and the City Centre a 'greenway mobility route' can easily be created.
- Also - as we working with many such partners globally, such as Whim in Finland, Voi in Norway and so on - there real opportunities to create self-guided visitor discover routes which encourage visitors to the city to discover, experience and spend money in the City Centre as visitors in a 'playful' way.
- Between both stations and the City Centre, there are also more options where ideas can be piloted.
- Overall - I highly recommend looking at the 'Visitor Experience' and working hard to optimise that, from creating 'delights' which transform the experience of Visiting Canterbury, using mobility as *the reason* to visit the City Centre to making it a differentiation factor.
- The above recommendations consider best practices from other cities but also reflect a general sentiment with many of the businesses we work alongside here in Canterbury, who feel that there's a lack of a more progressive mobility plan beyond parking proposals.