

Level

Tier

Scope

Service

District, Unitary

Parking Services



**North Kesteven**  
DISTRICT COUNCIL

# Linking People, Place and Parking

Characteristic(s) / CSF(s):  
Managing Income



## Problem and Approach

- North Kesteven District Council undertook a customer-led review of their parking management and looked at parking quality, quantity and cost within Sleaford town centre.
- The review sought to establish changes which would generate income and improve the range of parking for customers/ local business. outcomes are improved benefits for a range of town centre.
- It also established a 'data dashboard' so the successes could be tracked and easily shared with stakeholders.
- The types of parking (short term, medium term and long term) were dispersed based on the customer need for easy access.

## Outcomes

- These measures will allow the council to adapt to demand as it may change.
- The dashboard can now be used to track Quality (journey and ease of use), Quantity (peak and average usage), Cost (average level of annual income per bay) and Footfall (town centre footfall per hour).

<https://www.local.gov.uk/linking-people-place-parking-sleaford-town-centre>

<https://people-places.net/wp-content/uploads/People-Places-Parking-Review-for-Sleaford-summary.pdf>



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