

Decisions taken by the Cabinet Member for the Climate and Nature Emergency Decision Day on Tuesday, 14 July 2026

Agenda Item No	Topic	Decision	Reasons	Alternative Options
----------------	-------	----------	---------	---------------------

Part A – Items considered in public

A4	Managing Winchester's Parking Offer (DD91)	1. That the positive impact of the existing parking zoning approach in supporting the objectives of the Winchester Movement Strategy, including encouraging greater use of outer parking locations whilst maintaining strong levels of visitor access to the city centre, be noted. 2. That the proposed measures to modernise and simplify the parking offer across Winchester, including improvements to car park branding, signage, customer information and tariff structures, to support a	The Winchester City Council Movement and Access Strategy and the wider Council Plan set out an ambitious vision for the future of movement across Winchester creating a healthier, greener and better connected city that supports residents, businesses and visitors whilst protecting the historic environment and supporting sustainable growth. Parking plays a fundamental role in delivering that vision. It is not simply a means of managing spaces, but a key tool in shaping how people move around the city, supporting cleaner air,	1. Tariff bands and structures in the Winchester city area are well established and support a strong resident and visitor economy. Pricing reflects a balance between encouraging access to the city and managing the cost of that convenience. The Movement and Access Strategy aligns with the Council's overarching objective of reducing carbon emissions by limiting city centre traffic and promoting healthier travel choices, particularly walking and cycling, while supporting sustainable growth.
-----------	--	--	---	--

**Winchester City Council – Decisions taken by the Cabinet Member for the Climate and Nature Emergency Decision Day on
Tuesday, 14 July 2026**

Agenda Item No	Topic	Decision	Reasons	Alternative Options
		clearer and more customer-focused parking experience, be approved. 3. That the revised package of parking tariffs across the council's parking estate from November 2026, (subject to statutory consultation, advertisement and consideration of any objections), be approved. 4. That the introduction of a Coach Parking Tariff that is able to reflect seasonal demand (subject to statutory consultation, advertisement and consideration of any objections), be approved. 5. That delegate authority be granted to the Strategic Director with	encouraging healthier travel choices and helping to reduce unnecessary congestion within the city centre. This report therefore brings forward proposals relating to parking tariffs, car park branding and signage across the council's parking estate. Collectively, the proposals aim to create a clearer and more consistent parking offer across the city, improve signage and wayfinding, support residents and visitors in understanding the different parking options available, and encourage greater use of Park & Ride and Park & Walk where appropriate for different types of journeys. The proposals also retain the council's commitment to the	2. These proposals reflect a series of practical judgements. While lower-cost central parking may increase convenience, it risks encouraging additional city centre traffic and would conflict with the Council's strategic objectives. At the same time, the parking system must remain financially sustainable. Accordingly, the proposed approach places greater financial responsibility on users seeking central parking convenience, while limiting tariff increases in the outer zones to levels that remain sustainable, informed by local experience and benchmarking against

**Winchester City Council – Decisions taken by the Cabinet Member for the Climate and Nature Emergency Decision Day on
Tuesday, 14 July 2026**

Agenda Item No	Topic	Decision	Reasons	Alternative Options
		responsibility for parking, to finalise the operational implementation of the approved changes, including signage, branding and customer communications, within the overall policy framework and tariff structure agreed by Cabinet.	first hour free within Park & Walk car parks, recognising the importance of supporting convenient short stay visits into the city centre for residents and local businesses. The proposals support delivery of the council's wider Council Plan priorities, including tackling the climate emergency, supporting vibrant local communities and businesses, improving health and wellbeing, and delivering a high-quality place that works for residents and visitors alike.	comparable areas.