

Public Document Pack



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE COUNCIL

WEDNESDAY 19TH FEBRUARY 2025, AT 6.00 P.M.

PARKSIDE SUITE - PARKSIDE

APPENDICES DOCUMENTATION

PLEASE NOTE THAT, AS OUTLINED IN THE MAIN AGENDA PACK, THE PUBLIC APPENDICES FOR AGENDA ITEMS 10a, 10b and 10d ARE CONTAINED IN THIS SUPPLEMENTARY PAPERS PACK.

- 10a **Pay Policy 2025 - 2026** (Pages 3 - 10)

- 10b **Strategic Parking Review** (Pages 11 - 188)

- 10d **Local Development Scheme** (Pages 189 - 196)

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11th February 2025

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APPENDIX 1

BROMSGROVE DISTRICT COUNCIL PAY POLICY STATEMENT

Introduction and Purpose

1. Under section 112 of the Local Government Act 1972, the Council has the “power to appoint officers on such reasonable terms and conditions as authority thinks fit”. This pay policy statement sets out the Council’s approach to pay policy in accordance with the requirements of Section 38 of the Localism Act 2011. It shall apply for the financial year 2025 and each subsequent financial year, until amended.
2. The purpose of the statement is to provide transparency with regard to the Council’s approach to setting the pay of its employees by identifying;
 - a. the methods by which salaries of all employees are determined;
 - b. the detail and level of remuneration of its most senior staff i.e. ‘chief officers’, as defined by the relevant legislation;
 - c. the Committee(s) responsible for ensuring the provisions set out in this statement are applied consistently throughout the Council and for recommending any amendments to the full Council
3. Once approved by the full Council, this policy statement will come into immediate effect and will be subject to review on a minimum of an annual basis, in accordance with the relevant legislation prevailing at that time.

Legislative Framework

4. In determining the pay and remuneration of all of its employees, the Council will comply with all relevant employment legislation. This includes the Equality Act 2010, Part Time Employment (Prevention of Less Favourable Treatment) Regulations 2000, The Agency Workers Regulations 2010 and where relevant, the Transfer of Undertakings (Protection of Earnings) Regulations. With regard to the equal pay requirements contained within the Equality Act, the Council ensures there is no pay discrimination within its pay structures and that all pay differentials can be objectively justified through the use of equality proofed Job Evaluation mechanisms. These directly relate salaries to the requirements, demands and responsibilities of the role.

Pay Structure

5. The Council’s pay and grading structure comprises grades 1 – 11. These are followed by grades for Managers, Assistant Director 1, Assistant Director 2, Director WRS, Executive Director, Deputy Chief Executive and then Chief Executive; all of which arose following the introduction of shared services with Redditch Borough Council.

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6. Within each grade there are a number of salary / pay points. Up to and including grade 11 scale, at spinal column point 43, the Council uses the nationally negotiated pay spine. Salary points above this are locally determined. The Council's Pay structure is set out below.

| Grade | Spinal Column Points | | Nationally determined rates | |
|------------------------------|----------------------|-----|-----------------------------|-----------|
| | | | Minimum £ | Maximum £ |
| 1 | 2 | 2 | 23,656 | 23,656 |
| 2 | 2 | 5 | 23,656 | 24,790 |
| 3 | 5 | 9 | 24,790 | 26,409 |
| 4 | 9 | 14 | 26,409 | 28,624 |
| 5 | 14 | 19 | 28,624 | 31,067 |
| 6 | 19 | 24 | 31,067 | 34,314 |
| 7 | 25 | 30 | 35,235 | 39,513 |
| 8 | 30 | 34 | 39,513 | 43,693 |
| 9 | 34 | 37 | 43,693 | 46,731 |
| 10 | 37 | 40 | 46,731 | 49,764 |
| 11 | 40 | 43 | 49,764 | 52,805 |
| Manager Hay | Hay Evaluated | 38% | 55,407 | 57,645 |
| Manager Hay Grade 1 | Hay evaluated | 43% | 64,112 | 66,640 |
| Manager Hay Grade 2 | Hay evaluated | 45% | 66,618 | 69,293 |
| Assistant Director 1 | Hay evaluated | 51% | 75,679 | 78,685 |
| Assistant Director 2 | Hay evaluated | 61% | 90,074 | 93,668 |
| Director of WRS | Hay evaluated | 68% | 100,622 | 104,230 |
| Executive Director | Hay evaluated | 74% | 110,738 | 115,013 |
| Deputy Chief Executive & 151 | Hay evaluated | 80% | 117,305 | 121,814 |

| | | | | |
|-----------------|---------------|------|---------|---------|
| Chief Executive | Hay evaluated | 100% | 145,807 | 153,750 |
|-----------------|---------------|------|---------|---------|

7. All Council posts are allocated to a grade within this pay structure, based on the application of a Job Evaluation process. Posts at Managers and above are evaluated by an external assessor using the Hay Job Evaluation scheme. Where posts are introduced as part of a shared service, and where these posts are identified as being potentially too 'large' and 'complex' for this majority scheme, they will be double tested under the Hay scheme, and where appropriate, will be taken into the Hay scheme to identify levels of pay. This scheme identifies the salary for these posts based on a percentage of Chief Executive Salary (for ease of presentation these are shown to the nearest whole % in the table above). Posts below this level (which are the majority of employees) are evaluated under the "Gauge" Job Evaluation process.
8. In common with the majority of authorities the Council is committed to the Local Government Employers national pay bargaining framework in respect of the national pay spine and annual cost of living increases negotiated with the trade unions.
9. All other pay related allowances are the subject of either nationally or locally negotiated rates, having been determined from time to time in accordance with collective bargaining machinery and/or as determined by Council policy. In determining its grading structure and setting remuneration levels for all posts, the Council takes account of the need to ensure value for money in respect of the use of public expenditure, balanced against the need to recruit and retain employees who are able to meet the requirements of providing high quality services to the community; delivered effectively and efficiently and at all times those services are required.
10. New appointments will normally be made at the minimum of the relevant grade, although this can be varied where necessary to secure the best candidate. From time to time it may be necessary to take account of the external pay market in order to attract and retain employees with particular experience, skills and capacity. Where necessary, the Council will ensure the requirement for such is objectively justified by reference to clear and transparent evidence of relevant market comparators, using appropriate data sources available from within and outside the local government sector.
11. For staff not on the highest point within the salary scale there is a system of annual progression to the next point on the band.

Senior Management Remuneration

12. For the purposes of this statement, senior management means 'chief officers' as defined within S43 of the Localism Act. The posts falling within the statutory definition are set out below, with details of their basic salary as at 1st April 2025 (assuming no inflationary increase for these posts).

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13. Bromsgrove District Council is managed by a senior management team who manage shared services across both Bromsgrove District and Redditch Borough Councils. All of the posts listed below have been job evaluated on this basis, with the salary costs for these posts split equally between both Councils.

| Title | % of Chief executive salary | Pay range (minimum) £ | Pay range (maximum) £ | Incremental points | Cost to Bromsgrove District Council £ |
|---|------------------------------------|------------------------------|------------------------------|---------------------------|--|
| Chief Executive | 100% | 145,807 | 153,750 | 3 | 50% |
| Deputy Chief Executive & S151 | 80% | 117,305 | 121,814 | 3 | 50% |
| Executive Director Environment and Communities | 74% | 110,738 | 115,013 | 3 | 35% |
| Director Worcestershire Regulatory Services | 68% | 100,622 | 104,230 | 3 | <i>This is a shared post across 6 district Authorities. Bromsgrove equates to 14.45%</i> |
| Assistant Director Finance and Customer Services | 61% | 90,074 | 93,668 | 3 | 50% |
| Assistant Director Planning and Leisure Services | 61% | 90,074 | 93,668 | 3 | 50% |
| Assistant Director Transformation, Organisational Development | 61% | 90,074 | 93,668 | 3 | 50% |

| | | | | | |
|--|-----|--------|--------|---|-----|
| and Digital Services | | | | | |
| Assistant Director Legal, Democratic and Election Services | 61% | 90,074 | 93,668 | 3 | 50% |
| Assistant Director Environmental and Housing Property Services | 61% | 90,074 | 93,668 | 3 | 35% |
| Assistant Director Community and Housing Services | 61% | 90,074 | 93,668 | 3 | 35% |
| Assistant Director Regeneration & Property Services | 61% | 90,074 | 93,668 | 3 | 50% |

Recruitment of Chief Officers

14. The Council's policy and procedures with regard to recruitment of chief officers is set out within the Officer Employment Procedure Rules as set out in the Council's Constitution. When recruiting to all posts the Council will take full and proper account of its own equal opportunities, recruitment and redeployment Policies. The determination of the remuneration to be offered to any newly appointed chief officer will be in accordance with the pay structure and relevant policies in place at the time of recruitment. Where the Council is unable to recruit to a post at the designated grade, it will consider the use of temporary market forces supplements in accordance with its relevant policies.

15. Where the Council remains unable to recruit chief officers under a contract of service, or there is a need for interim support to provide cover for a vacant substantive chief officer post, the Council will, where necessary, consider and utilise engaging individuals under 'contracts for service'. These will be sourced through a relevant procurement process ensuring the council is able to demonstrate the maximum value for money benefits from competition in securing

the relevant service. The Council does not currently have any Chief Officers under such arrangements.

Performance-Related Pay and Bonuses – Chief Officers

16. The Council does not apply any bonuses or performance related pay to its chief officers. Any progression through the incremental scale of the relevant grade is subject to satisfactory performance which is assessed on an annual basis.

Additions to Salary of Chief Officers (applicable to all staff)

17. In addition to the basic salary for the post, all staff may be eligible for other payments under the Council's existing policies. Some of these payments are chargeable to UK Income Tax and do not solely constitute reimbursement of expenses incurred in the fulfilment of duties. The list below shows some of the kinds of payments made.
- a. reimbursement of mileage. At the time of preparation of this statement, the Council pays an allowance of 45p per mile for all staff, with additional or alternative payments for carrying passengers or using a bicycle;
 - b. professional fees. The Council pays for or reimburses the cost of one practicing certificate fee or membership of a professional organisation provided it is relevant to the post that an employee occupies within the Council.
 - c. long service awards. The Council pays staff an additional amount if they have completed 25 years of service and having completed 40 years service.
 - d. honoraria, in accordance with the Council's policy on salary and grading. Generally, these may be paid only where a member of staff has performed a role at a higher grade;
 - e. fees for returning officer and other electoral duties, such as acting as a presiding officer of a polling station. These are fees which are identified and paid separately for local government elections, elections to the UK Parliament and EU Parliament and other electoral processes such as referenda;
 - f. pay protection – where a member of staff is placed in a new post and the grade is below that of their previous post, for example as a result of a restructuring, pay protection at the level of their previous post is paid for the first 12 months. In exceptional circumstance pay protection can be applied for greater than 12 months with the prior approval of the Chief Executive.
 - g. market forces supplements in addition to basic salary where identified and paid separately;
 - h. salary supplements or additional payments for undertaking additional responsibilities such as shared service provision with another local authority or in respect of joint bodies, where identified and paid separately;
 - i. attendance allowances.

Payments on Termination

18. The Council's approach to discretionary payments on termination of employment of chief officers prior to reaching normal retirement age is set out within its policy statement in accordance with Regulations 5 and 6 of the Local Government (Early

Termination of Employment) (Discretionary Compensation) Regulations 2006 and Regulations 12 and 13 of the Local Government Pension Scheme (Benefits, Membership and Contribution) Regulations 2007.

19. Any other payments falling outside the provisions or the relevant periods of contractual notice shall be subject to a formal decision made by the full Council or relevant elected members, committee or panel of elected members with delegated authority to approve such payments.
20. Redundancy payments are based upon an employee's actual weekly salary and, in accordance with the Employee Relations Act 1996, will be up to 30 weeks, depending upon length of service and age.

Publication

21. Upon approval by the full Council, this statement will be published on the Council's website. In addition, for posts where the full time equivalent salary is at least £50,000, the Council's Annual Statement of Accounts will include a note on Officers Remuneration setting out the total amount of:
 - a. Salary, fees or allowances paid to or receivable by the person in the current and previous year;
 - b. Any bonuses so paid or receivable by the person in the current and previous year;
 - c. Any sums payable by way of expenses allowance that are chargeable to UK income tax;
 - d. Any compensation for loss of employment and any other payments connected with termination;
 - e. Any benefits received that do not fall within the above.

Lowest Paid Employees

22. The Council's definition of lowest paid employees is persons employed under a contract of employment with the Council on full time (37 hours) equivalent salaries in accordance with the minimum spinal column point currently in use within the Council's grading structure. As at 1st April 2025 this is £23656 per annum.
23. The Council also employs apprentices (or other such categories of workers) who are not included within the definition of 'lowest paid employees' (as they are employed under a special form of employment contract; which is a contract for training rather than actual employment).
24. The relationship between the rate of pay for the lowest paid and chief officers is determined by the processes used for determining pay and grading structures as set out earlier in this policy statement.
25. The statutory guidance under the Localism Act recommends the use of pay multiples as a means of measuring the relationship between pay rates across the workforce and that of senior managers, as included within the Hutton 'Review of

Fair Pay in the Public Sector' (2010). The Hutton report was asked by Government to explore the case for a fixed limit on dispersion of pay through a requirement that no public sector manager can earn more than 20 times the lowest paid person in the organisation. The report concluded that "it would not be fair or wise for the Government to impose a single maximum pay multiple across the public sector". The Council accepts the view that the relationship to median earnings is a more relevant measure and the Government's Code of Recommended Practice on Data Transparency recommends the publication of the ratio between highest paid salary and the median average salary of the whole of the authority's workforce.

26. As part of its overall and ongoing monitoring of alignment with external pay markets, both within and outside the sector, the Council will use available benchmark information as appropriate.

Accountability and Decision Making

28. In accordance with the Constitution of the Council, the Council is responsible for setting the policy relating to the recruitment, pay, terms and conditions and severance arrangements for employees of the Council. Decisions about individual employees are delegated to the Chief Executive.
29. The Appointments Committee is responsible for recommending to Council matters relating to the appointment of the Head of Paid Service (Chief Executive), Monitoring Officer, Section 151 Officer and Chief Officers as defined in the Local Authorities (Standing Orders) Regulations 2001 (as amended);
30. For the Head of Paid Service, Monitoring Officer and the Chief Finance Officer, the Statutory Officers Disciplinary Action Panel considers and decides on matters relating to disciplinary action.



Bromsgrove Strategic Parking Review

Part One: Strategic Review

September 2024

Waterman Infrastructure & Environment Ltd

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Quality Assurance – Approval Status

This document has been prepared and checked in accordance with Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

| Revision | Status | Date | Prepared by | Checked by | Approved by |
|----------|--------|------------|---|---------------------------------------|-------------------------------------|
| P01 | S3 | 02/08/2024 | Connor Webb Undergraduate Transport Planner | Jack Wellings Transport Consultant | David Whalley Associate Director |
| C01 | S4 | 07/10/2024 | Connor Webb Undergraduate Transport Planner | Jack Wellings Transport Consultant | Richard White Associate Director |
| C02 | S5 | 13/01/2025 | Connor Webb Undergraduate Transport Planner | Jack Wellings Transport Consultant | Richard White Associate Director |

Comments

Final Issue following client comments.

| Revision | Status |
|---|---|
| Pnn Preliminary (shared; non-contractual) | S1 Coordination |
| Cnn Contractual | S2 Information |
| | S3 Review & Comment |
| | S4 Review & Authorise |
| | S5 Review & Acceptance |
| | A0, A1, An Authorised & Accepted (n=work stage if applicable) |

Disclaimer

This report has been prepared by Waterman Infrastructure & Environment Ltd, with all reasonable skill, care, and diligence within the terms of the Contract with the client, incorporation of our General Terms and Condition of Business and taking account of the resources devoted to us by agreement with the client.

We disclaim any responsibility to the client and others in respect of any matters outside the scope of the above.

This report is confidential to the client, and we accept no responsibility of whatsoever nature to third parties to whom this report, or any part thereof, is made known. Any such party relies on the report at its own risk.

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1. Executive Summary

Overview

As part of a Strategic Review of Car Parking for Bromsgrove District Council (BDC), Waterman have reviewed the supply and demand for parking in Bromsgrove town centre and the surrounding areas both now and in the future.

BDC has employed Wychavon District Council (WDC) to undertake Civil Parking Enforcement for over 10 years. The services covered by this include the delivery of on and off-street parking enforcement and the associated full administration including appeals and adjudication. With the Service Level Agreement (SLA) having expired, a Strategic Review of requirements for parking services including enforcement has been undertaken. Our Strategic Review of Car Parking is made up of three standalone reports:

- **Part One – Strategic Review**
- **Part Two – Car Parking Management**
- **Part Three – On-Street Parking Enforcement**

The Strategic Review of Car Parking has reviewed existing parking requirements including supply and demand for now and in the future. We have reviewed all sites on a site-by-site basis, providing options to address existing parking issues. We have linked our recommendations to the wider Worcestershire Transport Strategy, to align with regeneration objectives, to increase town centre living and footfall, to support retention of existing traders. We have also considered leisure centre users and a review of the Shopmobility service.

As part of this report, which is a Strategic Review, and also covered in the Car Parking Management report, we have reviewed car park management arrangements with solutions identified to reduce the need for off-street parking enforcement, including an outline of costs, together with the legislative framework to follow to implement it. We have also recommended time of day restrictions to address existing parking issues and assess enforcement requirements for identified parking management design options.

Finally, mainly covered in the On-Street Parking Enforcement report, we have reviewed of on-street parking enforcement to address member and resident concerns around coverage of activities. A review of concentration of enforcement and hotspots for law breaking/nuisance was undertaken, focusing on hotspots and repeat offences. In the On-Street Parking Enforcement Report, a variety of thematic options are recommended, emphasising the comprehensive approach the study has taken to reviewing car parking supply, usage, location and the land use planning and transport agendas that are shaping it.

Strategic Review

The first part of our review, the Strategic Review, has found that there is a significant amount of parking in Bromsgrove town centre, of a similar scale to comparator towns of similar populations. Committed developments in the pipeline, within the vicinity of Bromsgrove town centre, could affect demand for parking spaces in Bromsgrove town centre. There is a need to achieve the best balance between the sometimes-conflicting requirements of a parking strategy, i.e. its role in supporting the town centre economy, the public realm, income to BDC and other operators, traffic congestion and the objective to encourage sustainable transport and development. In developing the principles of a future parking strategy for Bromsgrove town centre, we were mindful throughout our review of the need to avoid causing unintended consequences.

Public transport plays a limited role in the movement of people to and from the town centre, in comparison with many other towns that have better bus services. Therefore, Bromsgrove is relatively car-dominated. We have found that the charging tariff utilised in Bromsgrove town centre is well balanced with short stay parking available in all public car parks and long stay in all but one. The parking charges are consistent with similar towns and the condition of the public car parks is good, but some potential improvements have been identified.

As part of our review, we analysed parking utilisation and ticket sale data, as shared by BDC. This showed that Saturdays are significantly busier than weekdays, except in a few car parks that are popular with commuters and season ticket holders during the week (i.e. Parkside). We have considered the results of our analysis and have highlighted six crucial recommendations of our review that BDC should progress further. These aspects are detailed below:

- **Improve car park directional signage to town centre car parks and associated way-finding signage to direct visitors to nearby facilities in the town centre.**
- **Investigate a nighttime car parking tariff that can be used as a basis to advertise the nighttime offer in Bromsgrove and encourage the evening economy.**
- **Consider improvements to town centre car parks, which could be generated by increasing parking tariffs as the benchmarking exercise suggests there is scope for an increase. This would support improvements to the town centre overall and an increase in the town centre offering.**
- **Invest in redeveloping School Drive car park to make it more attractive to people wishing to use the car park.**
- **Place yellow lining on the on-street parking outside of the leisure Centre to encourage people to use the paid parking there instead of parking for free.**
- **Aim to get more people to pay for parking charges by using card payments or by the app, with the long-term aim to go cashless, to reduce costs for BDC as well as making sure that all transactions are secure.**

Further, detailed recommendations for each car park have been provided in the Conclusions and Recommendations section.

One of the key aspects of this Strategic Review is to determine the need to reopen Churchfields car park. Since 2022, this car park in Bromsgrove town centre has been closed due to anti-social behaviour and has been decommissioned. However, from analysis of existing parking demand through the utilisation figures shared by BDC, we have ascertained that Bromsgrove town centre has more than adequate car parking provision both now, and in the future, without the need to reopen Churchfields car park. This is because in Bromsgrove town centre, only two short stay car parks (Windsor Street and St John Street) have utilisation consistently of above 60%, and this is only in the afternoons and the evening.

Furthermore, findings from traffic growth analysis using the TEMPRO tool show that levels of parking provision are adequate to even meet a future growth year of 2039, with only St John Street and Windsor Street car parks predicted to operate at full capacity in 2039 across both weekdays and weekends, if traffic growth continues unabated. Although Parkside and New Road car parks are expected to be at a high utilisation level in 2039, should the demand be managed across the car parks which have spare capacity, by using tools such as wayfinding or Variable Message Signs, then the demand on these car parks can be managed.

Therefore, on this basis it can be safely determined that Churchfields car park is no longer required. Existing Bromsgrove town centre car parks can comfortably meet demand, both now and in 2039. It is recommended that BDC explore disposal of the site so that the land can be used for regeneration purposes.

2. Introduction

The Brief

- 2.1 Waterman Infrastructure & Environment ('Waterman') have been commissioned by Bromsgrove District Council (BDC) ("The Client") to undertake a Strategic Parking Review within the district.
- 2.2 BDC has employed Wychavon District Council to undertake Civil Parking Enforcement for over 10 years. The services covered by this include the delivery of on and off-street parking enforcement and the associated full administration including appeals and adjudication. With the Service Level Agreement (SLA) having expired, a Strategic Review of requirements for parking services including enforcement has been undertaken.
- 2.3 The Strategic Review of Car Parking has reviewed existing parking requirements including supply and demand for now and in the future. We have reviewed all sites on a site-by-site basis, providing options to address existing parking issues. We have linked our recommendations to the wider Worcestershire Transport Strategy, to align with regeneration objectives, to increase town centre living and footfall, to support retention of existing traders. We have also considered leisure centre users and a review of the Shopmobility service.
- 2.4 This Strategic Parking Review provides an understanding of the current supply and demand for parking in Bromsgrove, and forecasts how parking is expected to change in the future (with consideration given to committed and allocated future development sites). This includes potential options for future parking provision.
- 2.5 Through analysis of parking occupancy and utilisation, the report seeks to ascertain the future of the Churchfields multi-storey car park. Since 2022, this car park in Bromsgrove town centre has been closed due to anti-social behaviour. Through analysis of parking demand in the town centre, the study seeks to determine whether the car park is still required, or if the car park / land can be disposed of for regeneration purposes. The future need of other, underutilised car parks is also discussed. The recommendations also call into question the future operation of the Shopmobility service, which notionally operates from premises at the car park. This is also discussed in the On-Street Parking Enforcement Review report, with recommendations made on the future operation and location of the service.

Report Format

- 2.6 The structure of this report is as follows:
 - **Section 2** reviews relevant policy documents;
 - **Section 3** describes existing parking facilities and charges;
 - **Section 4** compares Bromsgrove to other towns of a similar scale;
 - **Section 5** presents the scoring for each individual car park;
 - **Section 6** presents the results of the usage surveys and ticket sales analysis;
 - **Section 7** features a review of the pricing across Bromsgrove;
 - **Section 8** is an assessment of future parking demand and its impact on existing facilities;
 - **Section 9** considers alternative parking measures and presents the recommended strategy;
 - **Section 10** summarises the future trends;
 - **Section 11** provides a summary of the report findings.

3. Planning and Transport Policy

Introduction

- 3.1 A comprehensive review of national, regional, and local policies and strategies related to parking have been undertaken. The following sections provide a summary of the findings of the review and key points for consideration.

National Policy

- 3.2 The review considers national legislation such as the Parking (Code of Practice) Act 2019 and the Traffic Management Act 2004. These documents outline the statutory requirements with regards to parking and enforcement, and therefore the duties placed on the local authorities when implementing parking policy. The key findings from the review are as follows:
- The Traffic Signs Regulations and General Directions (TSRGD) 2016 and Department for Transport (DfT) Circular 01/2016 provide detailed information on parking bay dimensions and related signage location, layout, text, and use of symbols. These should be read in conjunction and shall be referred to when designing parking facilities.
 - The Road Traffic Regulation Act 1984 and (Parking) Act 1986 provided powers to local authorities and remain relevant in terms of developing chargeable and enforceable parking schemes.
 - Local authorities must also adhere to the rules set out in the Civil Enforcement of Parking Contraventions (England) General Regulations 2007 relating to enforcing parking restrictions and the issue of penalty charge notices. The Representations and Appeals Regulations follow on from this and allow for penalty charges to be appealed by motorists under certain conditions.
 - In terms of Blue Badge parking provision, the Disabled Persons (Badges for Motor Vehicles) (England) Regulations 2000 provides information for local authorities in terms of provision of Blue badges to manage eligibility. The regulations also include enforcement regulations. Guidance on the number and design of Blue Badge parking spaces to be provided is set out in the Manual for Streets and the Design Manual for Roads and Bridges (DMRB).
 - If a local authority wishes to implement a workplace parking levy as part of its strategy, the relevant sections of the Transport Act 2000 would need to be adhered to.
 - The Removal and Disposal of Vehicles Regulations 2007 sets out the circumstances in which a local authority or the police have the power to remove, store and dispose of illegally, obstructively, or dangerously parked, abandoned, or broken-down vehicles.
 - The Traffic Management Act 2004 provides the core legal framework for parking, and regulates many civil enforcement powers, providing greater consistency across the country in conjunction with the provisions above. This legislation was introduced to tackle disruption and congestion on the road network, placing a clear network management duty on local authorities to make sure that traffic can move freely and smoothly.
- 3.3 The implications of not adhering to legislative requirements when exercising powers related to the development of policy and the design and operation of car parking are clear; a local authority would be unable to effectively manage and enforce in accordance with its network management duty and is at risk of acting unlawfully.

3.4 In addition to legislation, the review has also included national policy and guidance documents which may be considered when implementing a parking strategy. This is important as not every aspect of a policy may be subject to law and there is scope to go beyond the minimum requirement. Key points are as follows:

- The National Planning Policy Framework (NPPF) provides a single framework for preparing plans. It offers the opportunity to inform the key principles of the approach to parking that support any proposed regeneration proposals and future development whilst deterring unnecessary car use, preventing commuter parking pressure and reducing congestion.
- The NPPF also discusses parking standards for developments and the setting of maximum parking standards as appropriate, as well as the importance of providing overnight HGV parking facilities. This, supported by relevant Planning Practice Guidance (PPG), provides up-to-date and relevant advice on what is required in plan-making and subsequent planning applications.
- The Right to Challenge Parking Policies: Traffic Management Act 2004: Network Management Duty Guidance ensures that local businesses, the residential community, and other road users have a recognised voice in relation to network management and parking policies. It allows people the ability to challenge parking schemes or policies that are already implemented or proposed and is therefore relevant with regards to development of the Plan.
- The Guidance for Local Authorities on Civil Enforcement of Parking Contraventions provides information to ensure that parking arrangements meet mandatory requirements (set out in the Traffic Management Act 2004) but also offers suggestions for good practice, in areas such as training and professionalism in civil parking enforcement, and from institutions including the British Parking Association, the Local Government Technical Advisory Group (TAG), and the London Technical Advisors Group (LoTAG), as well as from other authorities.
- The CIHT Guidance Note on Residential Parking also provides a source for good practice approaches to parking provision and design in this context.

Regional Policy

3.5 Worcestershire's third Local Transport Plan (LTP3) was adopted in February 2011; this LTP sets out the strategy to deliver 'an efficient, affordable and multimodal transport network'.

3.6 The five main priorities of the LTP3 are taken from the DfT - Delivering a Sustainable Transport System (DaSTS) report:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks;
- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change;
- To contribute to better safety, security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;
- To promote greater equality of opportunity for all citizens; with the desired outcome of achieving a fairer society; and
- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

- 3.7 The Local Objectives are set out by the Worcestershire Partnership in the form of the Worcestershire Community Strategy (WSCS), these are:
- Communities that are safe and feel safe,
 - A better environment for today and tomorrow,
 - Economic success that is shared by all,
 - Improving health and wellbeing,
 - Meeting the needs of children and young people, and
 - Stronger communities.
- 3.8 The core objectives of the LTP3 Strategy are:
- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks,
 - To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change,
 - To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury and illness arising from transport and by promoting travel modes that are beneficial to health,
 - To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society, and
 - To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

Local Policy

- 3.9 Regional policy and strategy documents have also been reviewed. Relevant policy from the Bromsgrove District Plan 2011 – 2030 has been reviewed and can be seen below.
- BDP5A.4 A local centre should also be provided that provides a mix of retail and other A class uses. The local centre should be located adjacent to Sidemoor First School, include sufficient parking to cater for its own needs and the school at busy times and amenity green space should also be provided.
 - BDP5A.5 The community facilities should consist of a community hall, large, equipped play areas, sports pitches, and an allotment site. There is a specific requirement for adult football pitches adjacent to the King George V playing fields and associated infrastructure including access, parking, and changing facilities should also be provided.
 - BDP16.1 Development should comply with the Worcestershire County Council's Transport policies, design guide and car parking standards, incorporate safe and convenient access and be well related to the wider transport network.
 - BDP16.3 The Council will support the use of low emission vehicles including electric cars through encouraging the provision of charging points in new developments.
 - BDP16.5 The improvement of car parking and cycling provision at stations will be supported where appropriate and in accordance with other policies contained within this Plan.
 - BDP17.3 Town Centre Car parking will be restructured to offer a network of fewer, more efficient car parks at key locations, opportunities for developing smaller more evenly distributed car parks will be considered.

4. Parking Provision

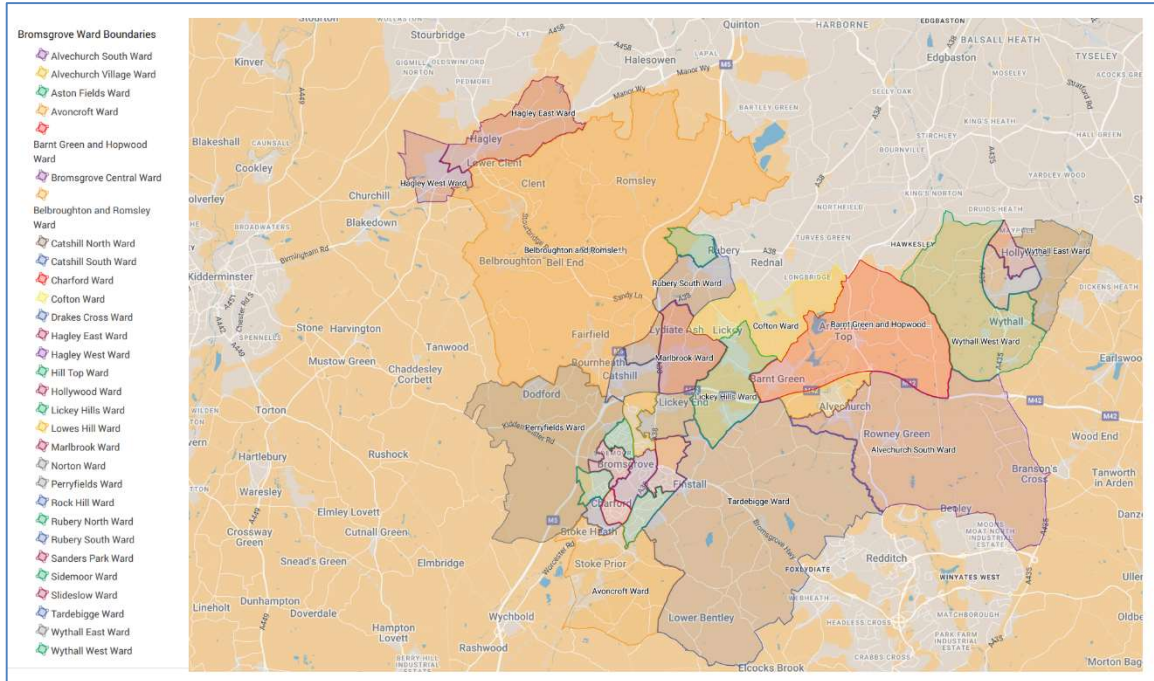
Context

- 4.1 Bromsgrove is a traditional market town located in North Worcestershire, with a population of approximately 99,200 (Census, 2021). Bromsgrove borders the built-up area of Birmingham to the north. Other towns and villages in the district include Alvechurch, Aston Fields, Belbroughton, Catshill, Clent, Hagley, Rubery, Stoke Prior and Wythall.

Methodology

- 4.2 Existing parking provision within the district has been assessed, with a high-level review carried out to determine the location of Council owned car parks, their position within the town centre and relationship with other local parking facilities.
- 4.3 Where information has been provided by BDC, a high-level review of the type and management regime of the car parks (publicly run, use of permits, average length of stay) has been undertaken. This has included examination of the number of car parking bays, the percentage provision of bays for people with a disability (blue badge bays), as well as parking charges, charging and enforcement regimes.
- 4.4 Analysis of current utilisation for existing council operated available parking stock has been undertaken. The review captures key quantitative information associated with each car park. Data captured across the district in terms of quality (real vs. estimated), depth and coverage of sites (numbers of sites with parking occupancy data), and how occupancy is broken down, which indicates that a common approach to collecting car parking data is currently not utilised.
- 4.5 There are several wards across the district. A map showing the wards can be seen overleaf in **Figure 1**.

Figure 1: Bromsgrove Ward Boundaries Map



Public Off Street Parking across Bromsgrove

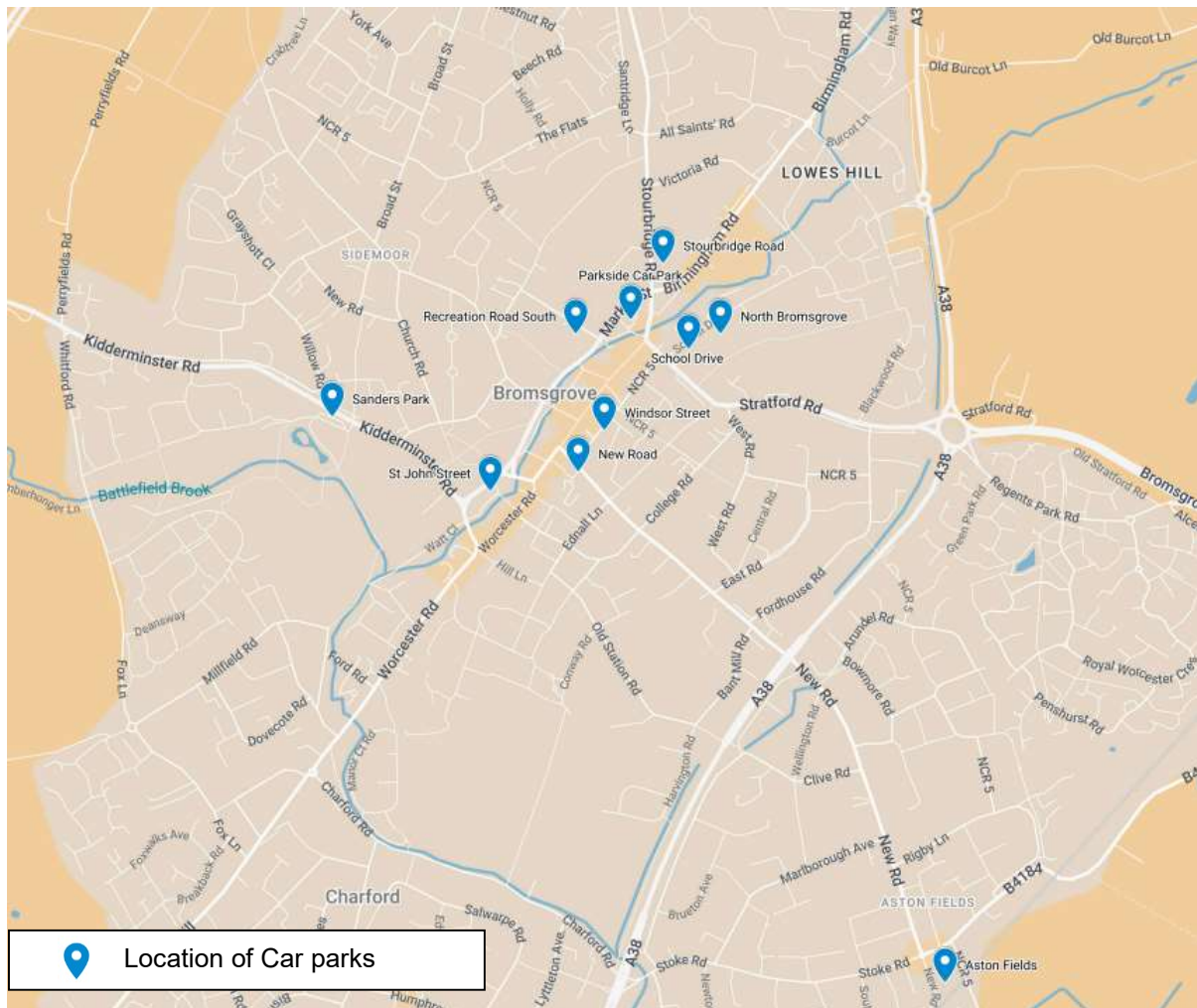
4.6 The existing public car parks in Bromsgrove are shown in **Table 1**.

Table 1: Car parks in Bromsgrove Area

| Car park | No. of Spaces | Charged |
|--------------------------------|---------------|---------|
| New Road Car Park | 58 | Yes |
| North Bromsgrove Car Park | 195 | Yes |
| Parkside Car Park | 94 | Yes |
| Recreation Road South Car park | 292 | Yes |
| School Drive Car park | 128 | Yes |
| St John Streetcar park | 80 | Yes |
| Stourbridge Road Car park | 88 | Yes |
| Windsor Streetcar park | 65 | Yes |
| Aston Fields Car park | 40 | No |
| Sanders Park | 93 | No |
| Catshill Car park | 15 | No |
| Alvechurch Car park | 45 | No |

4.7 The publicly owned and operated car parks in Bromsgrove town centre are illustrated in **Figure 2**.

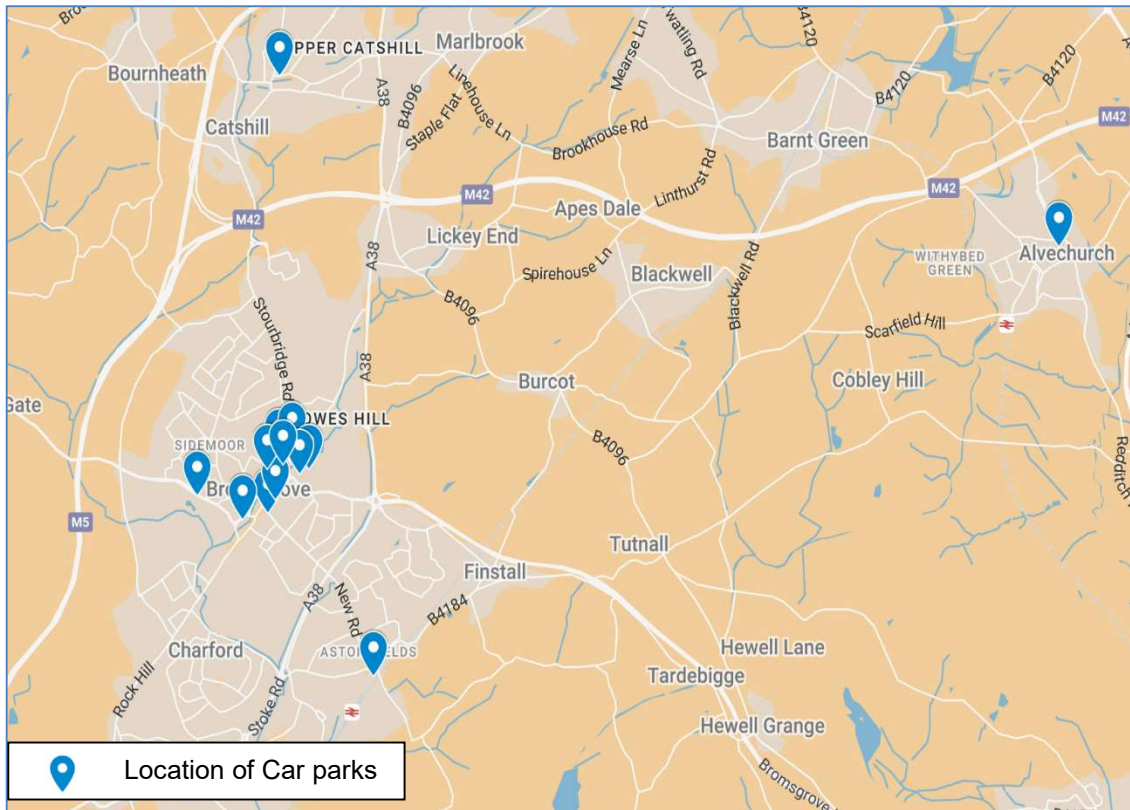
Figure 2: Bromsgrove Town Centre Public Off Street Parking Location Plan



Source: <https://www.google.com/maps>

4.8 All the publicly owned car parks within the district are illustrated in **Figure 3**.

Figure 3: Bromsgrove District Council operated Car parks



Source: <https://www.google.com/maps>

4.9 Across the car parks operated by BDC, there are approximately 1,133 parking spaces. This includes 16 (1%) electric vehicle (EV) charging spaces and 62 blue badge bays (6%). Of the 1,133 total number of spaces available, 185 (16%) are 'Short Stay' (less than 3 hours). This is shown in **Table 2**.

Table 2: Off Street Parking Capacity

| Car park | Car parks | No. of Spaces | EV Charging Spaces | Blue Badge Spaces |
|------------|-----------|---------------|--------------------|-------------------|
| Short Stay | 3 | 185 | 4 | 12 |
| Long Stay | 9 | 973 | 12 | 59 |
| Total | 15 | 1133 | 16 | 62 |

4.10 Currently, only six of the car parks have EV charging facilities.

Parking Enforcement

4.11 The enforcement of on-street parking restrictions is managed by BDC under an agency agreement with Worcestershire County Council. The Civil Enforcement of parking is undertaken by Wychavon District Council on behalf of BDC. They have carried out Civil Parking Enforcement for over 10 years.

4.12 The services covered by this include the delivery of On and Off street parking enforcement and the associated full administration including appeals and adjudication, general administration of queries from a range of stakeholders, reporting issues related to Worcestershire County

Council's responsibilities around signage and markings, DVLA Audits, Issuing Parking Dispensations, administration of a Permit system, Shopmobility Management, Regular checks and stocking of tickets to Pay and Display Machines and Disabled Blue Badge Inspections. There are no Pay & Display parking locations on-street in Bromsgrove town centre.

- 4.13 The locations and the enforcement of On Street Parking is considered in the On Street Enforcement Review report.

5. Benchmarking

Parking Capacity Comparison

- 5.1 An analysis of similar towns to Bromsgrove both nearby and across the UK has been undertaken to understand parking need. The towns reviewed are detailed in **Table 3**.

Table 3: Parking Provision Comparison

| Town | Population | All Car parks | | | | |
|---------------|------------|---------------------|------------------|----------------------------|-------------------|---------------------------------|
| | | Number of Car parks | Number of Spaces | Parking Ratio Per Resident | Blue Badge Spaces | Percentage of Blue Badge Spaces |
| Bromsgrove | 35,000 | 10 | 1,133 | 0.03 | 62 | 5% |
| Lichfield | 33,000 | 16 | 1,379 | 0.04 | 77 | 6% |
| Warwick | 37,000 | 11 | 1,659 | 0.05 | 42 | 3% |
| Kidderminster | 57,000 | 8 | 777 | 0.01 | 32 | 4% |
| Tipton | 47,000 | 3 | 152 | 0.003 | 8 | 5% |
| Dudley | 79,000 | 13 | 1,031 | 0.01 | 48 | 5% |
| Droitwich Spa | 26,000 | 8 | 850 | 0.03 | 37 | 4% |
| Worcester | 103,000 | 16 | 2,358 | 0.02 | 48 | 2% |

- 5.2 As can be seen in **Table 3** the overall number of spaces in Bromsgrove is similar in comparison to the other towns, with a parking ratio per resident of 0.03. This compares to Warwick which is the highest with an average of 0.5 spaces per resident, which has a similar population to Bromsgrove at 37,000. Tipton has the lowest parking ratio per resident with an average of 0.003 spaces per resident.
- 5.3 Overall, the provision of Blue Badge spaces across Bromsgrove is 5% of all spaces available. Across the comparator towns, this is comparable with Tipton and Dudley, each having 5% of all spaces as Blue Badge Spaces.
- 5.4 The towns which have a slightly higher percentage of Blue Badge spaces are Droitwich Spa and Kidderminster at 4%. The towns with the lowest Percentage were Worcester with 2% and Warwick with 3%. DFT Guidance (Inclusive Mobility Guide 2021) suggests that where a car park has more than 50 spaces, a 4% provision should be made for Blue Badge parking. Applying this guidance to Bromsgrove indicates that sufficient space is provided for Blue Badge holders.

Cost of Parking

- 5.5 A comparison exercise was undertaken on parking charges to determine the difference in the cost of parking in other UK towns. The charges across Bromsgrove and similar towns can be seen in **Table 4**.

Table 4: Car park Charges

| Town | Up to 30 mins | Up to 1 hour | Up to 2 hours | Up to 3 hours | Up to 4 hours | All Day | Night-Time tariff |
|---------------|---------------|--------------|---------------|---------------|---------------|---------|-------------------|
| Bromsgrove | £1 | £1 | £2 | £3 | £6 | £6 | N/A |
| Lichfield | £1.50 | £1.50 | £1.50 | £1.50 | £1.50 | £4 | £1 |
| Warwick | £1.40 | £1.40 | £2.60 | £3.90 | £5.10 | £8 | £2.20 |
| Kidderminster | 70p | £1.20 | £2.30 | £3.50 | £5.70 | £5.70 | £2 |
| Tipton | 30p | 60p | £1.10 | £1.60 | £2.10 | £4.50 | £4.50 |
| Dudley | Free | Free | Free | £2 | £5 | £5 | Free |
| Droitwich Spa | £1 | £1 | £2 | £3 | £4 | £4 | N/A |
| Worcester | £1.10 | £1.10 | £2.10 | £3.20 | £4.20 | £6.40 | N/A |

- 5.6 The comparison with neighbouring towns demonstrates that short stay parking is of a lower cost in Bromsgrove compared to towns of a similar nature. Long stay parking in Bromsgrove is broadly similar to towns used in the benchmarking exercise. All day parking in Bromsgrove is also broadly like towns used in the benchmarking exercise.
- 5.7 Some neighbouring towns have a nighttime tariff while some offer free parking or no nighttime parking. Those that offer a nighttime tariff offer different times (see notes below). Most towns like Bromsgrove do not offer a nighttime tariff and that parking after 6pm is free.
- 5.8 As of June 2024, Bromsgrove increased their car parking charges by 20p an hour up to 3 hours and the all-day tariff increased from £5 to £6. This moves it more in line with the comparator towns, making it the 3rd most expensive for an all-day tariff compared to the towns summarised above.

6. Bromsgrove Town Centre off-street car park Overview and Conditions

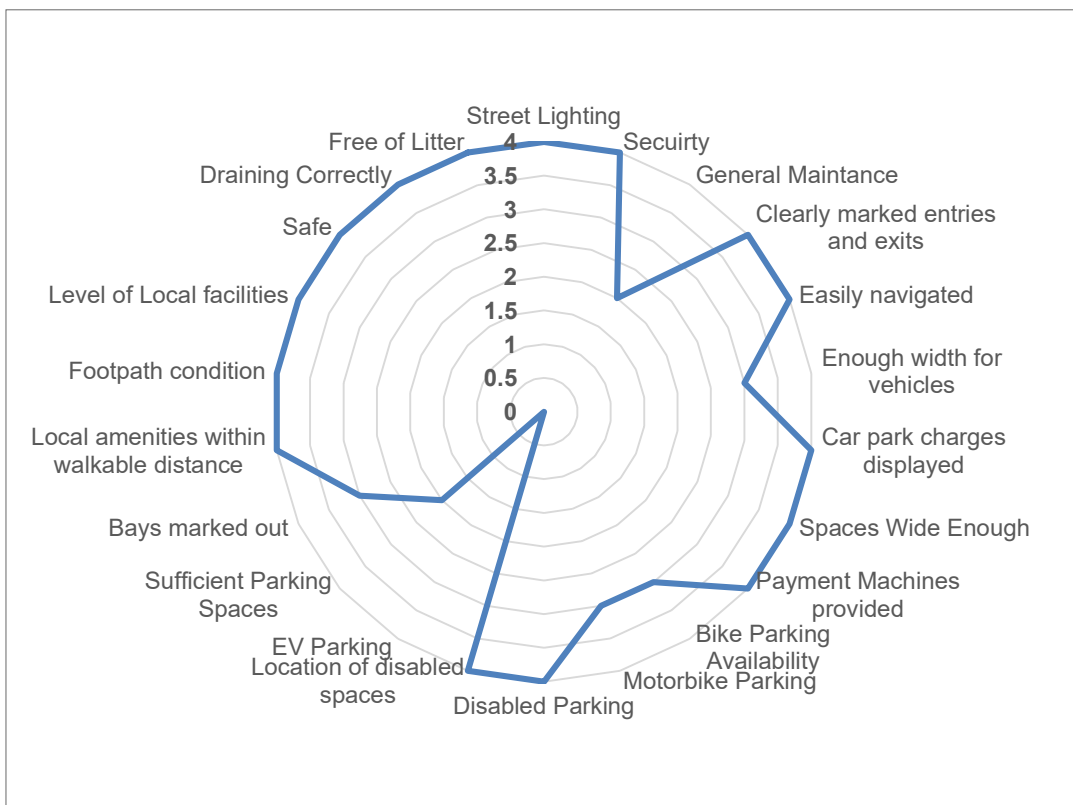
- 6.1 As part of this study, 12 car parks were reviewed in Bromsgrove town centre. This review was undertaken in June 2024.
- 6.2 These car parks have been analysed using numerous metrics to establish the existing condition and to identify where improvements are necessary. The scoring is from 1 to 4 as shown below:
- **0 Very Poor**
 - **1 Poor**
 - **2 Satisfactory**
 - **3 Good**
 - **4 Very Good**
 - **N/A Not Applicable to Site**
 - **U Unclear at time of Assessment**
- 6.3 This review has allowed for a spider diagram to be created showing the areas where individual car parks perform well and poorly.
- **Safety and Security**
 - Is the car park well-lit during day and night?
 - Are there security cameras installed, are they covering the whole car park?
 - Are there emergency call stations?
 - Are there any structural issues such as cracks, potholes, or broken barriers?
 - **Accessibility**
 - Are the entries and exits clearly marked?
 - Is the car park easy to navigate?
 - Is the car park design wide enough for all desired vehicle types manoeuvring the car park?
 - If applicable, are pathways and ramps provided for wheelchair access?
 - Are there clear markings for one-way and two-way traffic?
 - Are there any congestion points that could cause delays?
 - Are the parking rules and regulations clearly displayed?
 - **Convenience and usability of Car park**
 - Are the spaces adequately sized for modern vehicles?
 - What payment methods are available (cash, card, mobile payment)?
 - Are payment machines functional and conveniently located?
 - Is there a designated area for bike parking and how many?
 - Is there a designated area for motor bike parking?
 - Is there a designated area for Blue Badge parking and how many?
 - Are the Blue Badge spaces close to exits/entrances and facilities?
 - Is there designated area for electric vehicles and how many?
 - Is there sufficient parking for peak times?
 - Are there indicators or systems in place to show capacity or available spaces?
 - Are the parking bays, lanes and pedestrian walkways clearly marked?

- Are there signs indicating speed limits and pedestrian crossings?
- **Assessment of Location**
 - Is the car park within reasonable walking distance (400m) to the relevant amenities it's there for?
 - If it's required to cross highway to amenities is there a suitable crossing?
 - Are nearby footpaths in appropriate condition?
 - How many shops are nearby and how many are vacant?
- **Additional Considerations**
 - Does the car park feel safe and inviting?
 - Is there adequate drainage to prevent flooding, or large puddles that could cause inconvenience?
 - Is the car park clean and free from litter and debris?

New Road car park

- 6.4 New Road car park has 59 spaces, three of which are Blue Badge and is located towards the south of the town centre. It is likely to be popular with people visiting food and entertainment venues across the town. Access and egress to New Road car park is via a single entrance from New Road. Pedestrians can access the car park from New Road.
- 6.5 New Road car park is a pay and display car park accepting both machine payments as well as app payments.
- 6.6 As shown in **Figure 4**, New Road car park scores well on most areas with an average score of 2.75 so this car park is satisfactory.

Figure 4: New Road Car Park Scoring



6.7 On the day of the site visit both Pay and Display machines were out of action. The key points where New Road car park scored poorly are detailed below:

- 'EV Parking,'
- 'Bike & Motorbike Parking,' and
- 'Wheelchair Accessible.'

6.8 This car park could be improved by providing EV charging on the car park. Guidance indicates that 10-20% of all spaces should be an EV charging space. For New Road this would result in between 6 and 11 EV spaces being required.

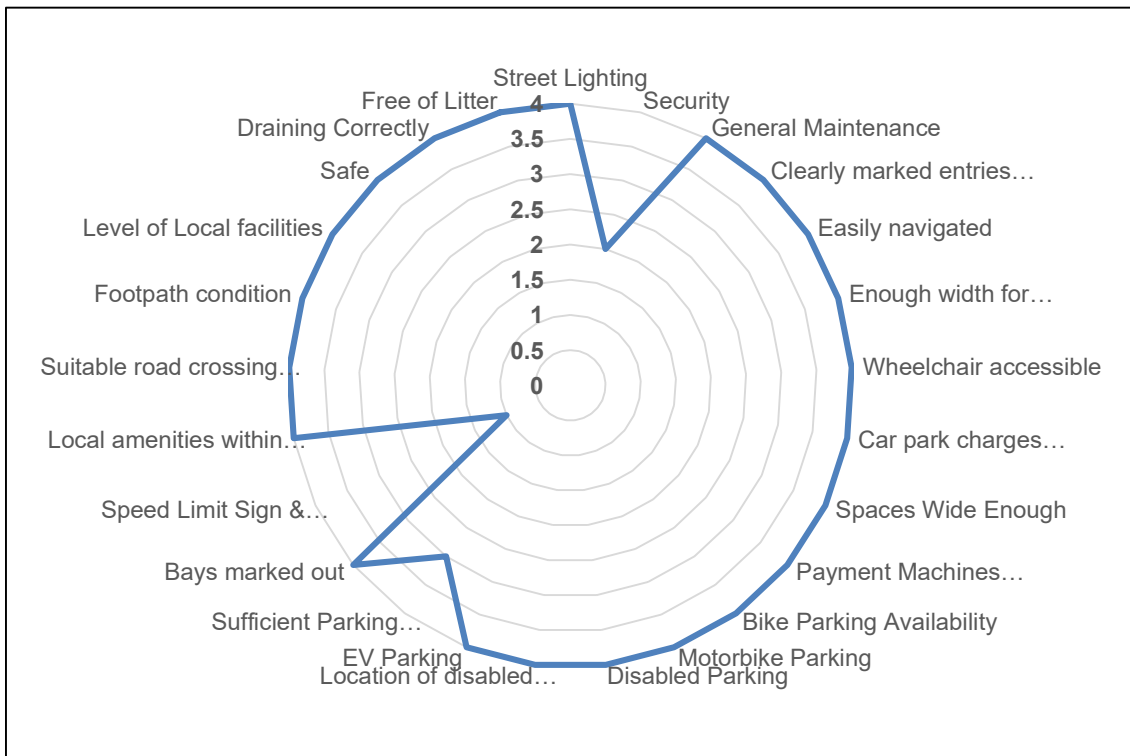
6.9 The Car park also scores lower for 'Wheelchair Accessibility.' This is due to a narrow footway which has a steep gradient for a wheelchair user from the town centre.

North Bromsgrove car park

6.10 North Bromsgrove car park has 195 spaces, 9 of which are Blue Badge and is located towards the northeast of the town centre. It is likely to be popular with people visiting food and entertainment venues across the town, as well as accessing the leisure centre. Access and egress are via a single entrance from School Drive. Pedestrians can access the car park from School Drive.

6.11 North Bromsgrove car park is a pay and display car park accepting both machine payments as well as app payments. As shown in **Figure 5**, North Bromsgrove car park scores well on most areas. Overall, this car park has an average score of 3.6 so is classified as being good.

Figure 5: North Bromsgrove Car park Scoring



6.12 The key points where New Road car park scored poorly are detailed below:

- 'Security,'
- 'Speed Limit Signing.'

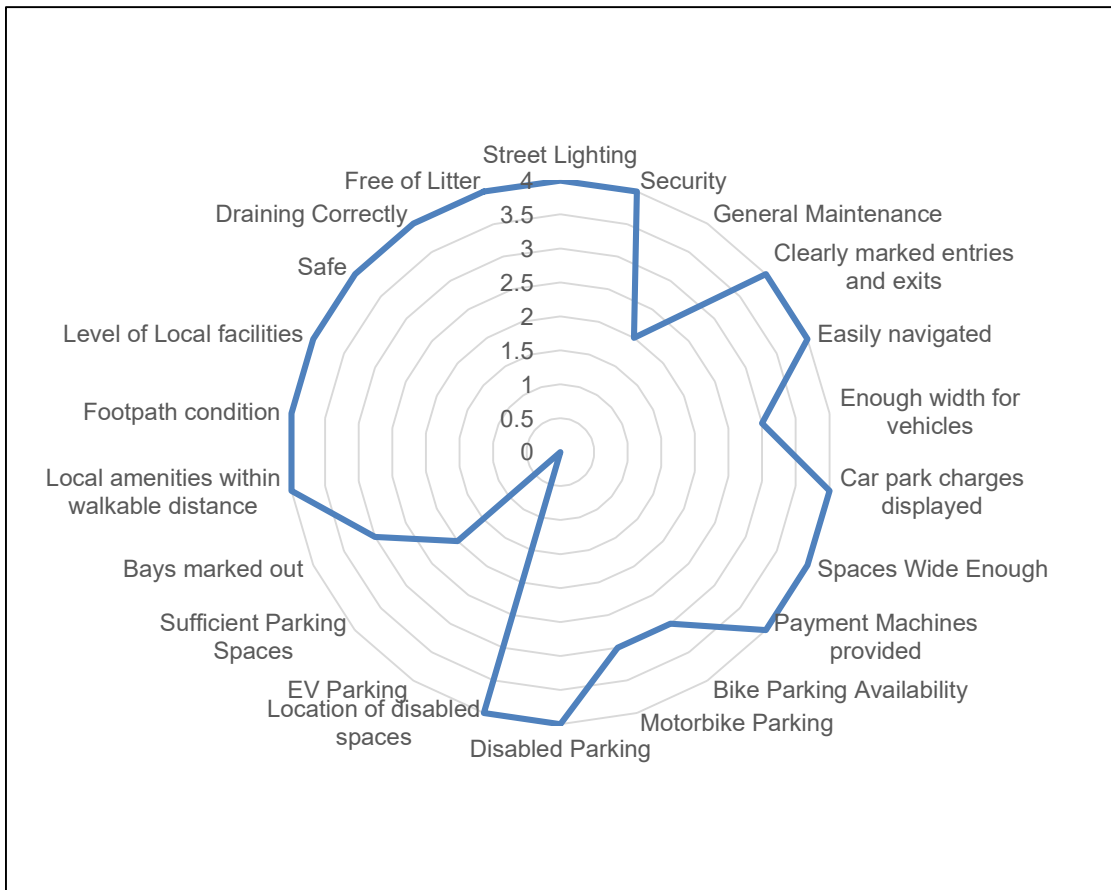
6.13 The car park would benefit from the installation of security cameras to make people feel like their vehicles are safe when being left in the car park. As well as this 5mph speed limit signing would help improve traffic speeds and make people aware to go slow in the car park due to pedestrians crossing.

Parkside Car Park

6.14 Parkside Car Park has a total of 92 spaces, with 6 of these being Blue Badge Spaces and is located near the Library and District Council offices at the north end of the town centre. There is a car park entrance and a separate exit onto Market Street. The entrance to the car park is close to the junction which could potentially cause a road safety risk with vehicles queuing back onto the A road while waiting to gain access to the car park.

6.15 Parkside car park is a pay and display car park accepting both machine payments as well as app payments. As shown below in **Figure 6**, Parkside Car Park scores well on most areas with an average score of 3 so is deemed to be good.

Figure 6: Parkside Car Park Scoring



6.16 The key points of which Parkside Car Park scored poorly are detailed below:

- 'EV Parking,' and
- 'Surfacing'

- 6.17 Guidance indicates that 10-20% of all spaces should be an EV charging space. For Parkside this would result in between 9 and 18 EV spaces.
- 6.18 Parkside car park scored 2 for surfacing, and therefore could benefit from improvements, with a few directional and bay markings needing updating within the next 5 years. An image showing the current condition of Parkside can be seen below.

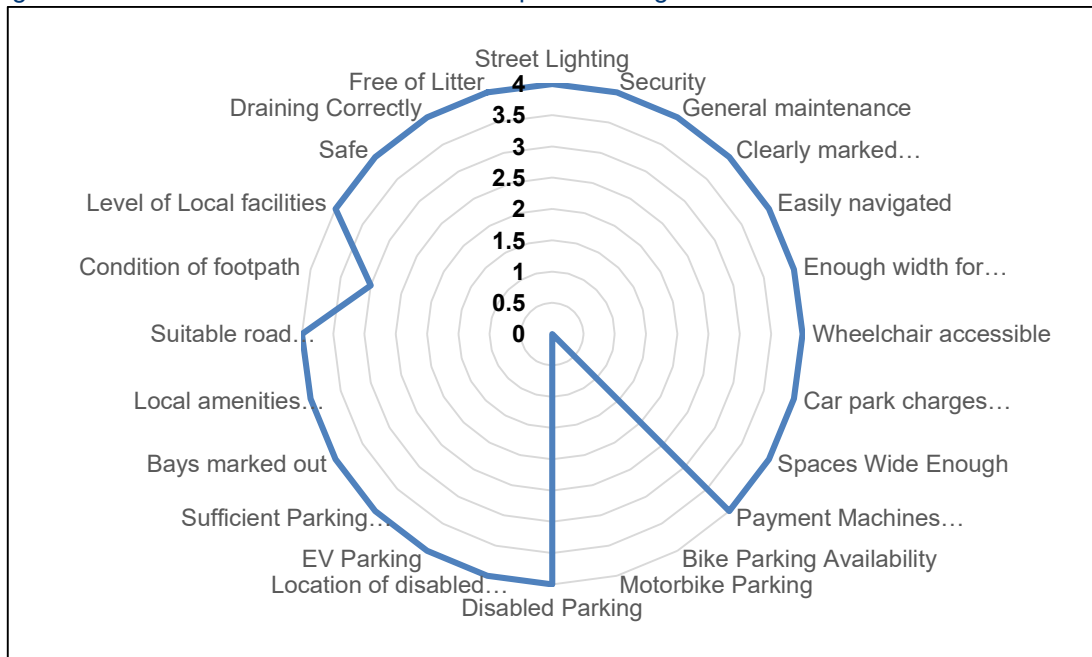
Photograph 1: Parkside Car Park Photo



Recreation Road South car park

- 6.19 Recreation Road South car park has a total of 312 spaces, 20 of which are blue badge spaces and is accessed and egressed for vehicles by a single entrance on Recreation Road. Pedestrians access the car park from available entrances off Market Street and Recreation Road. It is located adjacent to ASDA supermarket as well as a walking distance of the town centre.
- 6.20 Recreation Road South is a pay and display car park accepting both machine payments as well as app payments.
- 6.21 As shown in **Figure 7**, Recreation South car park scores well on most areas with an average score of 3 so is deemed to be good.

Figure 7: Recreation Road South Car park Scoring.



6.22 The only point where which Recreation Road South car park scored poorly are detailed below:

- 'Bike & Motorbike Parking.'

6.23 Overall, the car park is in a good condition with surfacing to a high quality and two EV parking spaces, there are several payment machines with the tariffs clearly displayed across the car park. An image of the car park can be seen overleaf.

Photograph 2: Recreation Road South Car park Photo



6.24 During a site visit motorcycles were observed to be parked on footways due to the lack of motorcycle parking available.

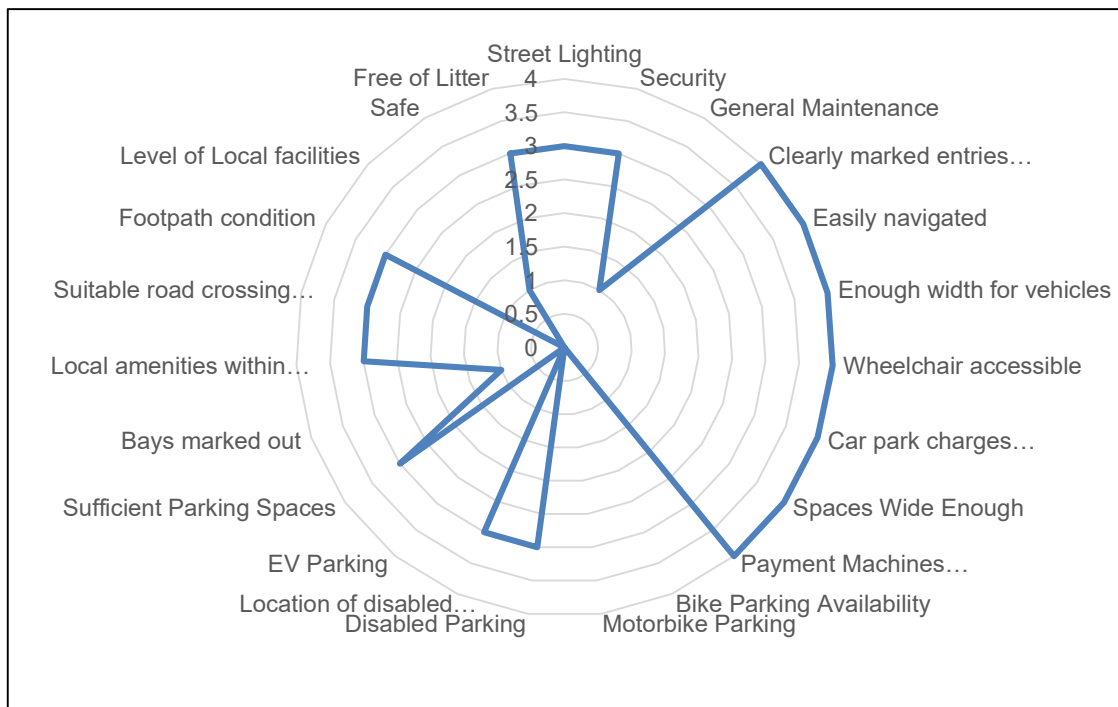
Photograph 3: Recreation Road Car Park Photo



School Drive car park

- 6.25 School Drive car park has a total of 128 spaces, 2 of which are blue badge spaces, and is accessed, and egressed is a single entrance off School Drive which leads to Stratford Road. The pedestrian access to the car park is off School Drive.
- 6.26 School Drive car park is a pay and display car park accepting both machine payments as well as app payments. As shown in **Figure 8**, School Drive Car park scores well on most areas with an average score of 2.5 so is deemed to be satisfactory.

Figure 8: School Drive Car park Score.



6.27 The key points of which School Drive car park scored poorly are detailed below:

- 'EV Parking.'
- 'Bicycle & Motorcycle Parking' and
- 'Surfacing'

6.28 Overall, School Drive car park is in a poor condition with surfacing and lining to a low quality and no EV parking provision. There are several payment machines with the tariffs clearly displayed across the car park. An image of the car park can be seen below:

Photograph 4: School Drive Car park

Photograph 5: School Drive Car park



6.29 As shown above the surfacing and lining would benefit from being refreshed. However, given the levels of utilisation for this car park it is unclear whether it would offer economic benefit to BDC to resurface the car park due to the low levels of utilisation recorded.

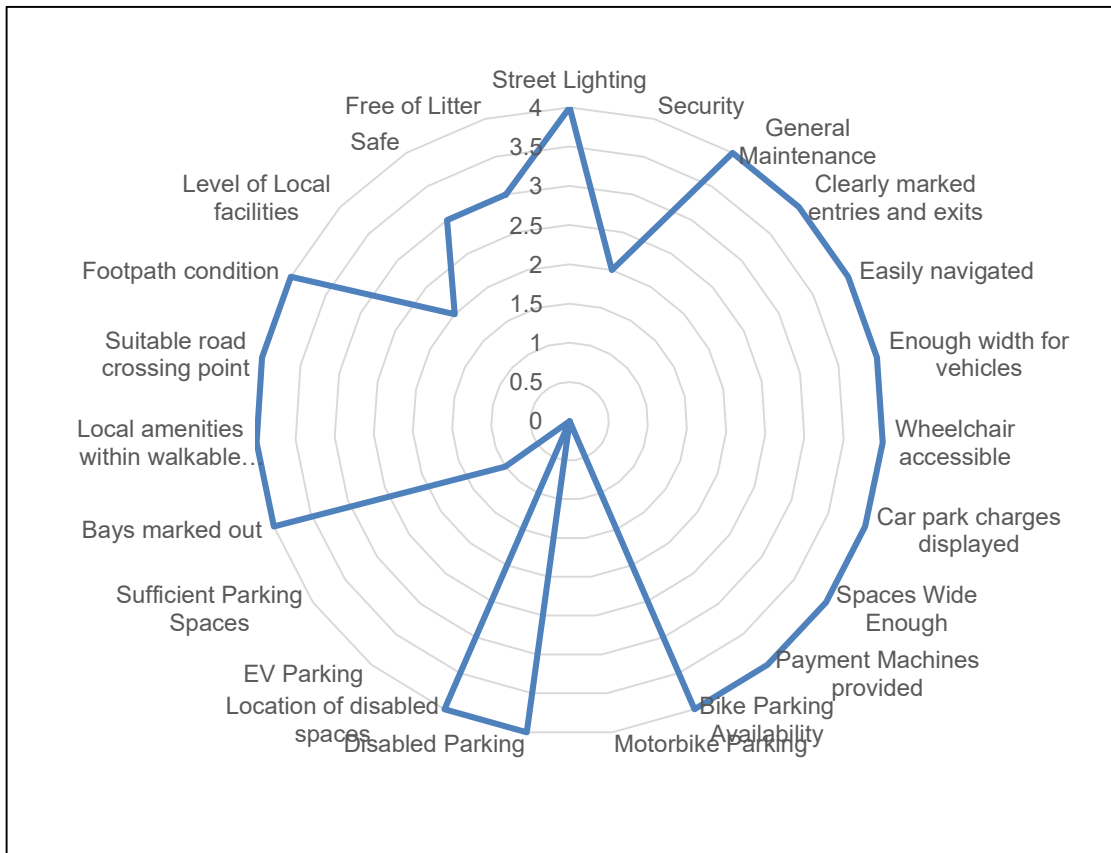
St John Street car park

6.30 St John Street car park is a short stay car park with a maximum stay of 3 hours and has a total of 60 spaces, 4 of which are blue badge spaces. The car park is located outside Waitrose and its primary function is to serve customers shopping in Waitrose.

6.31 However, due to its proximity to the town centre and visibility for visitors it is well used for town centre visitors and shoppers. The access and egress are via a single entrance from Market Street. Pedestrians can access the car park from Market Street and through a footpath that leads to Worcester Road.

6.32 St John Street car park is a pay and display car park accepting both machine payments as well as app payments. As shown overleaf in **Figure 9**, St John Street car park scores well on most areas with an average score of 2.5 so is deemed to be satisfactory.

Figure 9: St John Street Car park



6.33 The key points of which St John Street car park scored poorly are detailed below:

- 'EV Parking,' and
- 'Motorcycle Parking'

6.34 Overall, the car park is in a good condition with surfacing to a good quality. For improvement, the car park could benefit from EV provision. Given the high occupancy and the short stay nature, the car park would benefit from fast EV charging capacity. There is a lack of motorcycle parking within the car park, so the car park could benefit from including motorcycle parking provision.

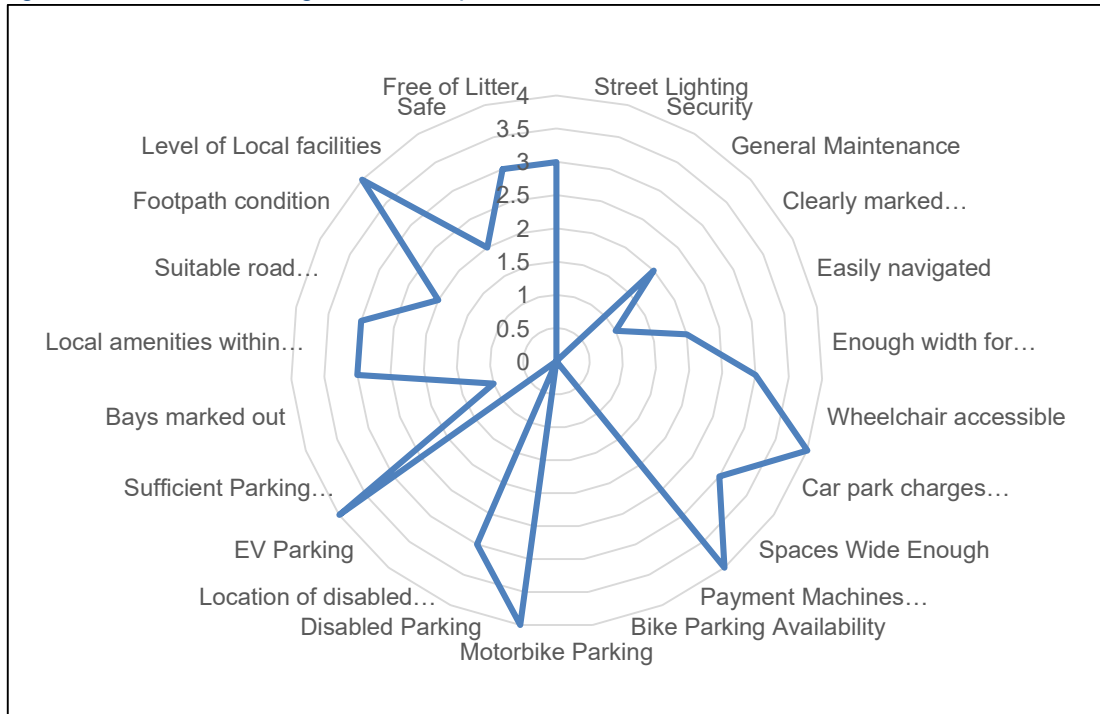
Stourbridge Road car park

6.35 Stourbridge Road car park has a total of 76 spaces, 5 of which are blue badge spaces. The car park is located near the library and District Council offices. The access and egress are via a single entrance from Stourbridge Road. Pedestrians can access the car park via Stourbridge Road and Birmingham Road.

6.36 Stourbridge Road Car park is a pay and display car park accepting both machine payments as well as app payments.

6.37 As shown in **Figure 10**, Stourbridge Road Car park scores poorly on most areas with an average score of 2.2 so is deemed to be satisfactory.

Figure 10: Stourbridge Road Car park Score



6.38 The key points of which Stourbridge Car Park scored poorly are detailed below:

- 'Secure,'
- 'Motorcycle and Bicycle Parking'
- 'EV Parking,' and
- 'Surfacing'

6.39 Overall, the car park is in a poor condition with the bay markings worn away and several potholes within the car park making it very unappealing for people to want to park there.

6.40 The car park scored poorly for the 'Secure' category due to it not being appealing to leave a car at as well as a lack of CCTV across the whole car park. This could be a major factor as to why there are such low levels of utilisation seen within this car park. An image displaying the current conditions can be seen overleaf.

Photograph 6: Stourbridge Road Car park

Photograph 7: Stourbridge Road Car park

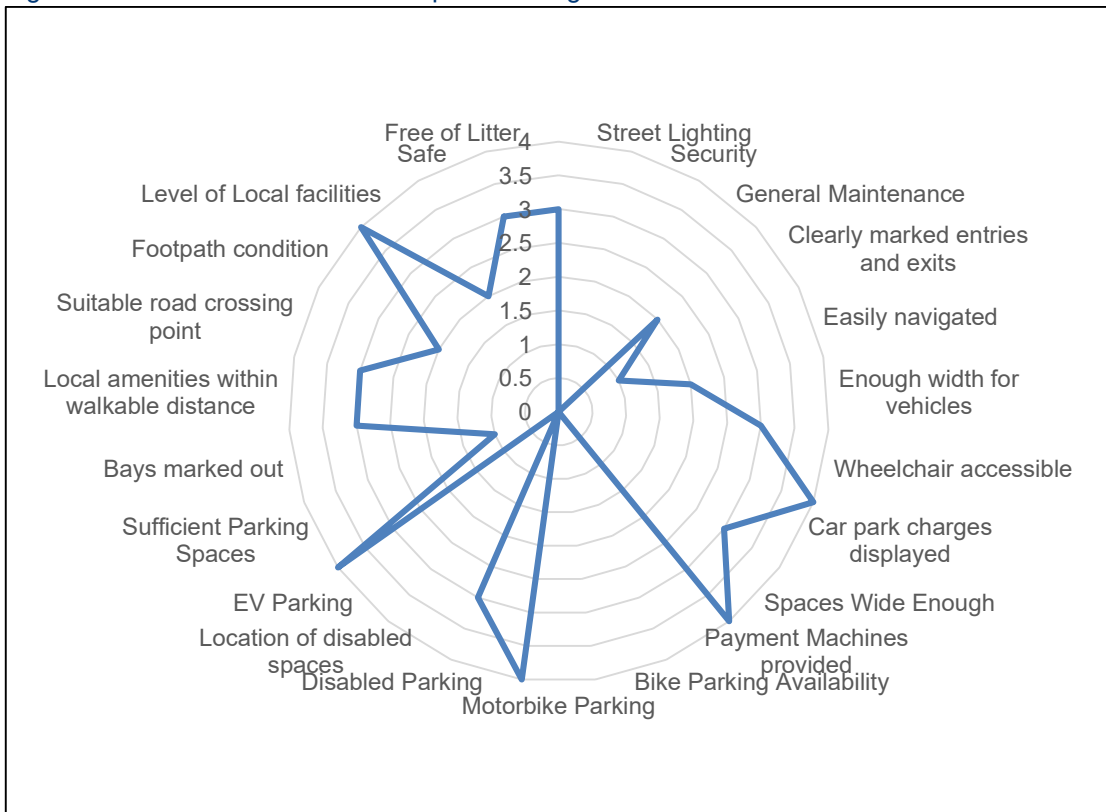


- 6.41 If it is redeveloped EV charging spaces are recommended, similar to other car parks across the town centre, offering a further incentive for people to park there.
- 6.42 Also, there is a lack of motorcycle parking within the car park so the car park could benefit from including motorcycle parking provision.

Windsor Street car park

- 6.43 Windsor Street car park is a short stay car park with a maximum stay of 3 hours and has a total of 71 spaces, 6 of which are blue badge spaces and 2 EV charging spaces. The car park is located along Windsor Street which is a road that runs parallel to the High Street making this car park attractive to visitors and shoppers to the town centre. This is supported by the car park having the highest occupancy rates over a day.
- 6.44 There is a car park entrance and a separate exit although both feed onto Windsor Street. Pedestrians access the car park from Windsor Street. Windsor Street car park is a pay and display car park accepting both machine payments as well as app payments.
- 6.45 As shown overleaf in **Figure 11**, Windsor Street car park scores well on most areas with an average score of 3.1 so is deemed to be good overall.

Figure 11: Windsor Street Car park Scoring



6.46 The key points of which Windsor Street Car park scored poorly are detailed below:

- ‘Sufficient Parking Spaces,’ and
- ‘Motorcycle and Bicycle Parking’

6.47 The first metric stated above where it scored poorly was ‘Sufficient Parking Spaces,’ whereas stated in the occupancy data the car park is at capacity so there may not be enough space for people to be able to park there. A solution would be to redirect users using signage to other nearby car parks which have capacity such as New Road.

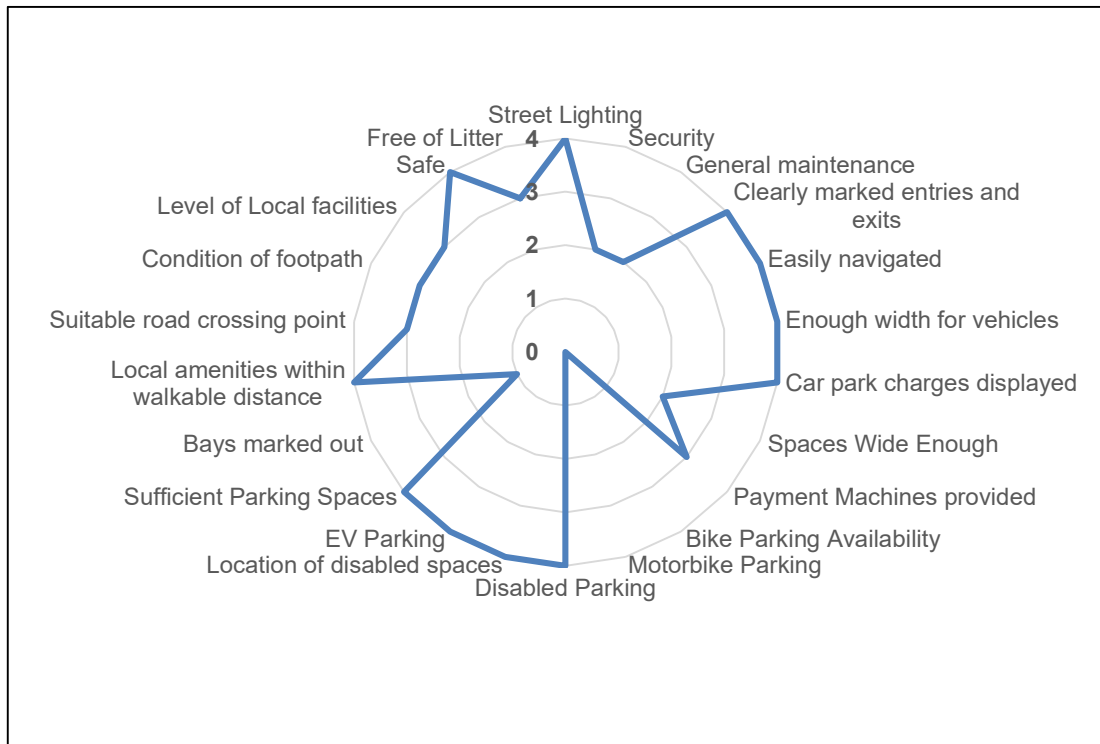
6.48 The second metric stated above in which the car park scored poorly is ‘Motorcycle and Bicycle Parking.’ To correct this, secure cycle parking could be provided on the footway next to the car park. As for motorcycle parking, due to the car park being at capacity at its peak, there isn’t the space to reallocate a space for motorcycle parking within this car park specifically.

Aston Fields car park

6.49 Aston Fields car park is a short stay car park with a maximum stay of 2 hours and has a total of 40 spaces, 2 of which are blue badge spaces. The car park also has 2 EV charging spaces. The car park is located outside of Bromsgrove Town Centre near to Bromsgrove Train Station, which already has its own designated car park. Aston Fields Car park is a free car park.

6.50 As shown overleaf in **Figure 12**, Aston Fields Car park scores well on most areas with an average score of 3 so is deemed to be good overall.

Figure 12: Aston Fields Car park Scoring



6.51 The key points of which Aston Fields car park scored poorly are detailed below:

- 'Bays Marked Out,' and
- 'Motorcycle and Bicycle Parking'

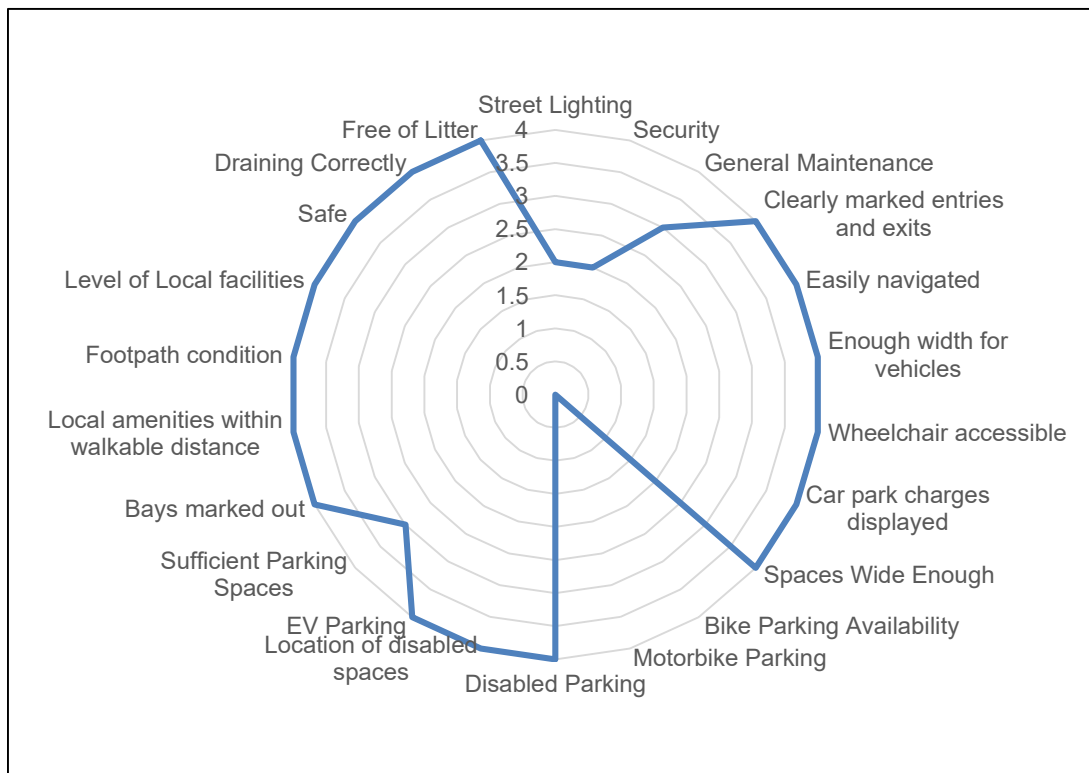
6.52 The first metric of which the car park scored poorly was 'Bays Marked out,' this is due to the car park being gravel surfaced at the time of the visit, and the bays not being marked out apart from a small white marker on the kerb. As of the time of revising this report, the car park had been resurfaced and relined, which will boost both metrics accordingly.

Sanders Park Car park

6.53 Sanders Park car park is a free car park and has a total of 80 spaces, 6 of which are blue badge spaces. The car park also has 2 EV charging spaces. The car park is located along on the edge of Bromsgrove Town Centre and adjacent to Sanders Park.

6.54 As shown in **Figure 13**, Sanders Park car park scores well on most areas with an average score of 3.4 so is deemed to be good overall.

Figure 13: Sanders Park Car park Scoring



6.55 The key point of which Sanders Park car park scored poorly are detailed below:

- 'Motorcycle and Bicycle Parking'

6.56 The metric stated above in which the car park scored poorly is 'Motorcycle and Bicycle Parking,' due to its location adjacent to Sanders Park, cycle parking would be useful to be installed. As for Motorcycle Parking, due to the car park having capacity at its peak, there is space to reallocate a space for motorcycle parking within this car park.

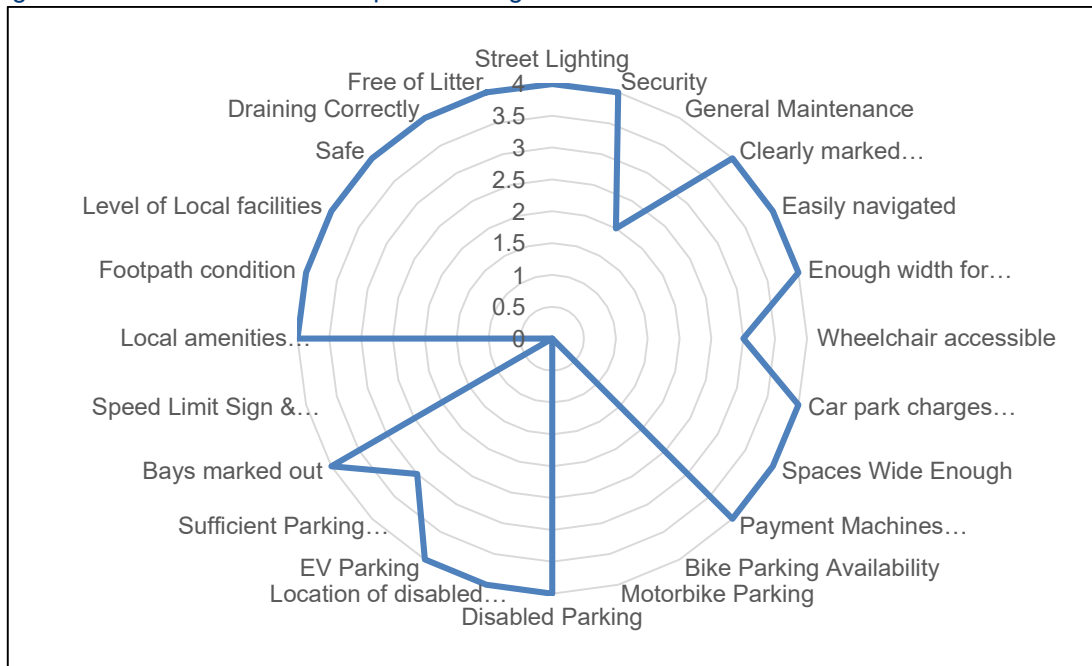
6.57 Overall, the car park scored well across most metrics and is ideally placed for people to be able to park securely to use Sanders Park on the outskirts of Bromsgrove Town Centre

Alvechurch Car park

6.58 Alvechurch car park is a free car park and has a total of 45 spaces, 3 of which are blue badge spaces. The car park also has 2 EV charging spaces. The car park is located near the centre of Alvechurch Village and close to the Village Hall.

6.59 As shown in **Figure 14**, Alvechurch car park scores well on most areas with an average score of 3.4 so is deemed to be good overall.

Figure 14: Alvechurch Car park Scoring



6.60 The key points of which the car park scored poorly are detailed below:

- 'Motorcycle and Bicycle Parking'
- 'Speed Limit Signage'
- 'General Maintenance'

6.61 The metric stated above in which Alvechurch car park scored poorly is 'Motorcycle and Bicycle Parking,' given that it is the only car park in the village it could benefit from the installation of Motorcycle and cycle parking spaces and there is adequate space for it to be installed.

6.62 The car park currently has no speed signage to alert drivers to lower their speed however it does have speed humps to control speed as drivers enter/exit the car park which can be seen overleaf in **Photographs 8 and 9**. Currently, the car park is in a good condition but in 5 years could potentially require resurfacing.

Photograph 8: Alvechurch Car park



Photograph 9: Alvechurch Car park



Catshill Car park

- 6.63 Catshill car park is a free car park and has a total of 15 spaces, 1 of which are blue badge spaces. The car park also has 2 EV charging spaces. The car park is located on Golden Cross Lane near to Catshill Village Hall and local shops and amenities.
- 6.64 As shown in **Figure 15**, Catshill Park car park scores well on most areas with an average score of 3.2 so is deemed to be good overall.

Figure 15: Catshill Car park Scoring



- 6.65 The key points of which the car park scored poorly are detailed below:
- 'Motorcycle and Bicycle Parking'
- 6.66 The metric stated above in which Catshill car park scored poorly is 'Motorcycle and Bicycle Parking,' given the car park only has 15 spaces it is not deemed necessary for cycle or bicycle parking to be installed given the location of the car park.
- 6.67 Images below highlight the current conditions at Catshill car park can be seen below.

Photograph 10: Catshill Car park



Photograph 11: Catshill Car park



6.68 Overall, the car park scored well across most metrics and is ideally placed for people to be able to park securely to use the local amenities within Catshill.

7. Parking Occupancy

Average Occupancy by car park

7.1 Car parking occupancy data has been provided by BDC and analysed to understand occupancy rates at car parks operated by BDC.

7.2 Data has been provided for the period 22/04/24 – 28/04/24. This considered to be a typical week within a neutral month with no school holidays or public holidays to impact the findings.

7.3 The data is therefore considered to give an accurate representation of typical occupancy levels. The results can be seen in **Table 5**, with the following colour coding:

- **Red** = Less than 30% Occupancy
- **Orange** = 30% - 60% Occupancy
- **Green** = Greater than 60% Occupancy

Table 5: Average Occupancy by Car park

| Car park | Weekday Average Occupancy | | | Saturday Average Occupancy | | | Sunday Average Occupancy | | |
|--------------------------------|---------------------------|-----------|---------|----------------------------|-----------|---------|--------------------------|-----------|---------|
| | Morning | Afternoon | Evening | Morning | Afternoon | Evening | Morning | Afternoon | Evening |
| New Road car park | 35% | 35% | 13% | 56% | 68% | 18% | 29% | 46% | 9% |
| North Bromsgrove car park | 7% | 10% | 7% | 21% | 19% | 2% | 13% | 13% | 1% |
| Parkside car park | 42% | 68% | 30% | 47% | 77% | 18% | 14% | 32% | 6% |
| Recreation Road South car park | 30% | 40% | 32% | 43% | 61% | 32% | 20% | 33% | N/A |
| School Drive car park | 11% | 25% | 19% | 12% | 33% | 25% | 4% | 8% | 12% |
| St John Street car park | 43% | 83% | 96% | 64% | 98% | 88% | 13% | 37% | 13% |
| Stourbridge Road car park | 7% | 5% | 2% | 1% | 11% | 7% | 1% | 2% | 0% |
| Windsor Street car park | 39% | 73% | 77% | 73% | 95% | 53% | 22% | 10% | 11% |

7.4 As can be seen above in **Table 5**, there are 3 car parks which have the highest occupancy rates of above 60% in both Monday-Friday as well as on the weekend, with St John Street having a 96% average occupancy rate on a weekday evening, 98% peak average occupancy rate on Saturday afternoon. Overall, across the chargeable times, the car park was at 60% utilisation.

- 7.5 As well as St John Street car park, Windsor Street car park had a high utilisation rate of 77% on a weekday evening, 95% on a Saturday afternoon and 22% on a Sunday morning. Overall, across all the chargeable times, the average utilisation was 50% across all 3 days.
- 7.6 The car parks with the lowest utilisation are Stourbridge Road car park and School Drive car park. Firstly, Stourbridge Road car park had a peak average utilisation rate of only 7% on a weekday morning, 11% on a Saturday afternoon and 2% on a Sunday afternoon. The overall utilisation rate for Stourbridge Road was 4% across all the chargeable hours. A factor as to why the utilisation is low on the car park is due to Aldi being adjacent which has free parking for customers, as well as Bromsgrove retail park to the east which also has free parking. Utilisation was low during a site visit on 24th June 2024 which can be seen in **Photographs 12 and 13**.

Photograph 11: Stourbridge Road Car park

Photograph 12: Stourbridge Road Car park



- 7.7 School Drive was also mainly below 30% peak utilisation on the surveyed week, with the weekday utilisation being 19%, the Saturday being 23%, and the Sunday being the lowest at 8%. The overall average utilisation across all the chargeable hours was slightly higher than Stourbridge Road at 17%.

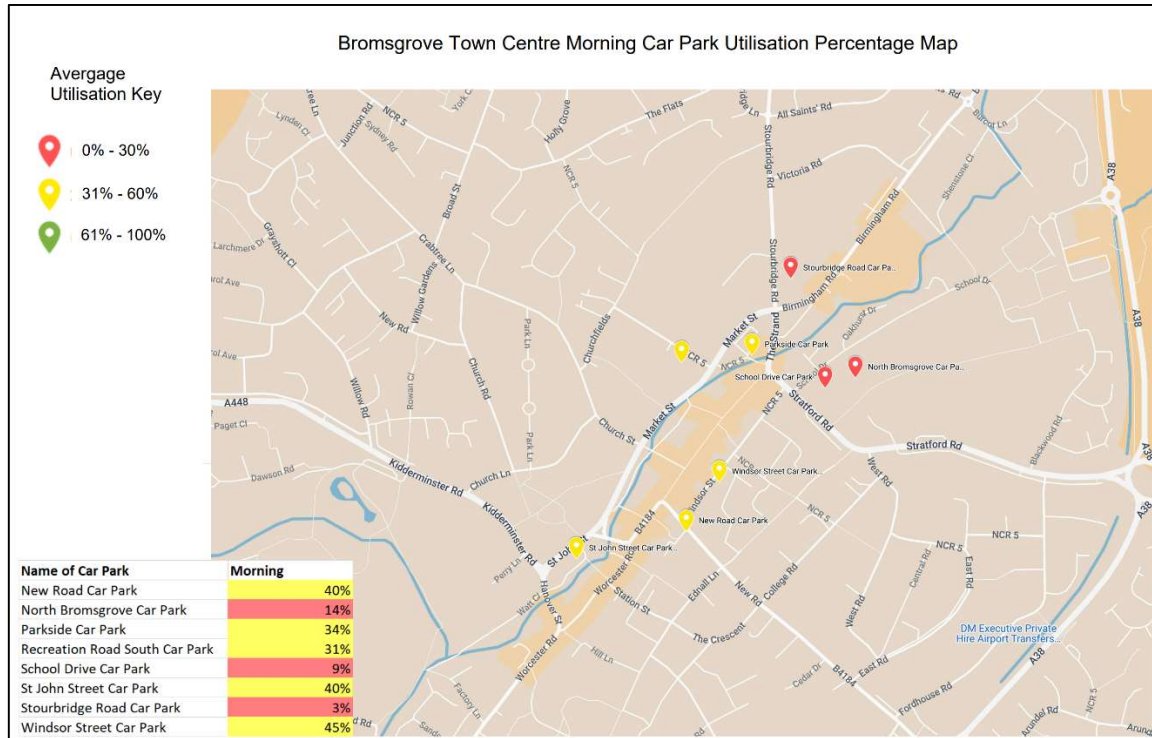
Existing Utilisation of Car parks

- 7.8 Using payment data collected from transaction reports analysing all methods of payments, Debit Card, Credit Card, Cash and Online/App payments, utilisation estimates for each car park has been calculated.
- 7.9 For a weekday, a Saturday and a Sunday, each car park has been split into three periods, Morning, Afternoon, Evening as well as a map showing the average throughout the total opening hours of the car park.

7.10 In the figures below, an average utilisation map for the morning, afternoon and evening periods has been provided.

7.11 The following map in **Figure 16** shows a utilisation estimate for the morning period across a standard Weekday, Saturday, and Sunday.

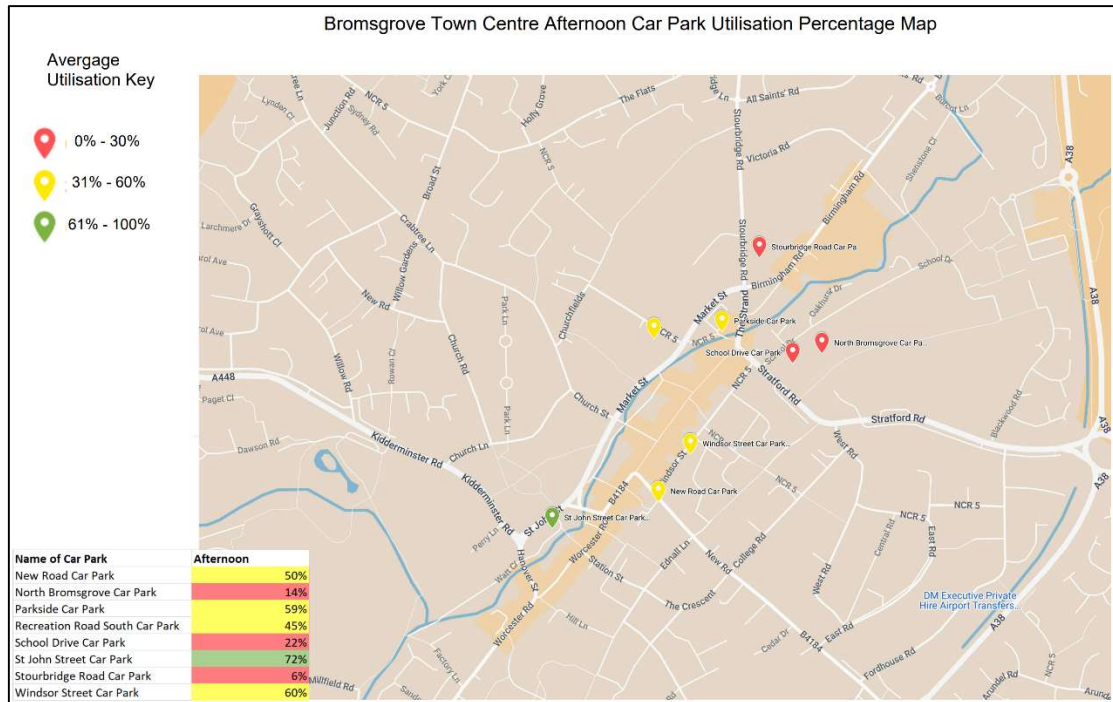
Figure 16: Morning Period Utilisation Map Bromsgrove Centre



7.12 As can be seen in the figure above, in the morning period across the three days, no car parks in Bromsgrove are fully utilised, whilst 5 out of the 8 car parks have a utilisation percentage of approximately 31-60%, with North Bromsgrove car park, Stourbridge Road car park and School Drive car park having the lowest utilisation percentage (less than 30%), with Stourbridge Road car park having just 3%.

7.13 The figure overleaf shows the afternoon period across all three days:

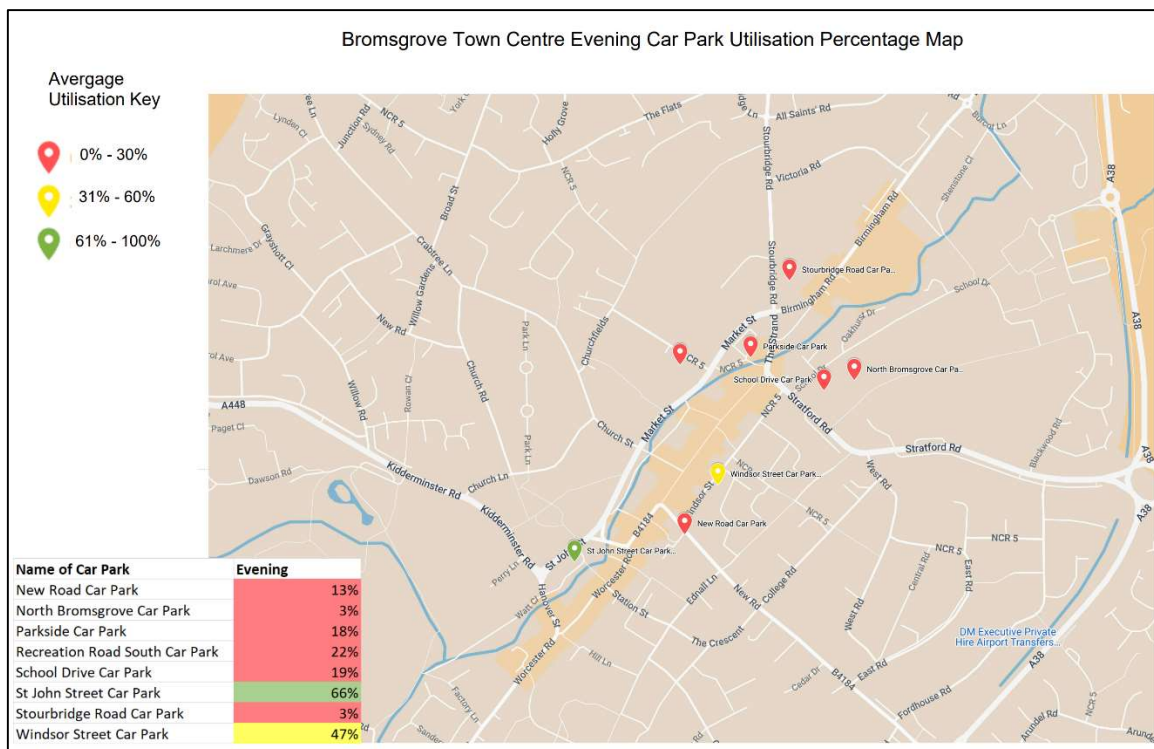
Figure 17: Afternoon Period Utilisation Map Bromsgrove Centre



7.14 Similarly to the morning period, most car parks are in the red utilisation bracket or the yellow. However, St John Street car park has a utilisation percentage of 72%, whilst Windsor Street car park has a utilisation percentage of 60%.

7.15 The figure overleaf shows the Evening period across all three days.

Figure 18: Evening Period Utilisation Map Bromsgrove Centre



7.16 'St John Street car park' and Windsor Street car park' are consistently the car parks with the highest utilisation into the evening. On the other hand, many of the other car parks are estimated to be majorly under-utilised, with Stourbridge Road car park and North Bromsgrove car park having just 3% estimated utilisation throughout the entire period.

Summary

7.17 Overall, the two short stay car parks (Windsor Street and St John Street) had the highest utilisation, consistently of above 60% in the afternoon and the evening on average. For these two car parks, the morning saw the lowest utilisation at 45% and 40% respectively, on average.

7.18 The car parks with the lowest utilisation on average during the morning hours was Stourbridge Road, School Drive, and North Bromsgrove car parks which had 3%, 9%, and 14% utilisation respectively, this follows similar themes shown in **Table 5**.

7.19 The car parks with the lowest utilisation on average during the afternoon hours was again Stourbridge Road, School Drive, and North Bromsgrove car parks which had slightly higher values than was recorded in the mornings at 6%, 22%, and 14%, respectively.

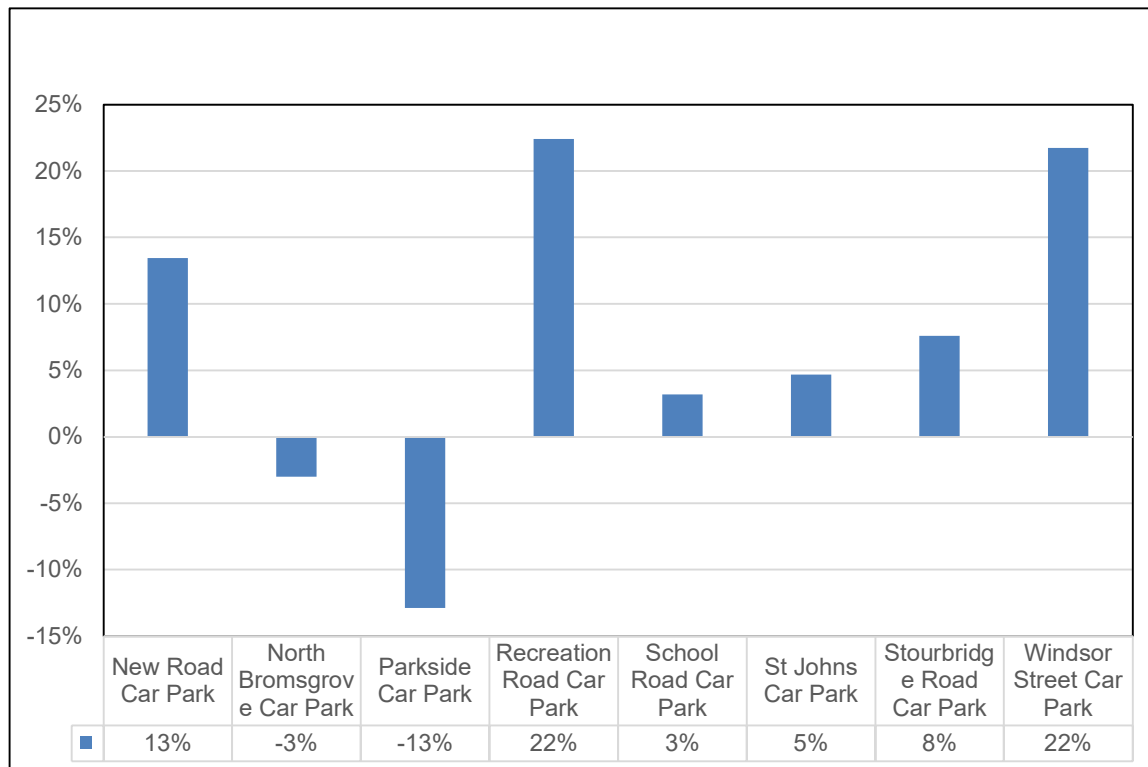
7.20 The car parks with the lowest utilisation on average during the morning hours was Stourbridge Road and North Bromsgrove car parks which had only 3% utilisation each, respectively.

7.21 A key theme seen from the figures above is that the car parks with the lowest utilisation are all located to the northeast of the town centre.

Change between Weekday and Weekend Occupancy

7.22 The graph in **Figure 19** highlights the change between weekday and weekend average occupancy values to see if there are any trends across the car parks.

Figure 19: Change between weekday and weekend average occupancy



- 7.23 None of the publicly owned car parks have equal usage between the weekdays and weekends, although School Drive and North Bromsgrove car parks have the smallest change between the weekdays and the weekend.
- 7.24 This could be due to their proximity to the leisure centre which sees a large number of spaces utilised on the evenings as highlighted earlier, and there would be a similar amount using the leisure centre during the weekend when people aren't working, to go to the gym, attend swimming lessons etc.
- 7.25 Three of the car parks have a difference of below 5% between the weekday and the weekend, and these are School Road, North Bromsgrove, and St Johns car parks which have a change of +3%, -3%, and +5% respectively.
- 7.26 The highest percentage change seen is on both Recreation Road and Windsor Street car parks at 22% higher on the weekend than on a weekday. For Recreation Road specifically, this is due to it being located adjacent to Asda supermarket and people typically tend to go food shopping on a Saturday when they are not working.
- 7.27 For Windsor Street, utilisation is higher on the weekend due to its proximity to the town centre and more people using the facilities of Bromsgrove town centre on the weekends.

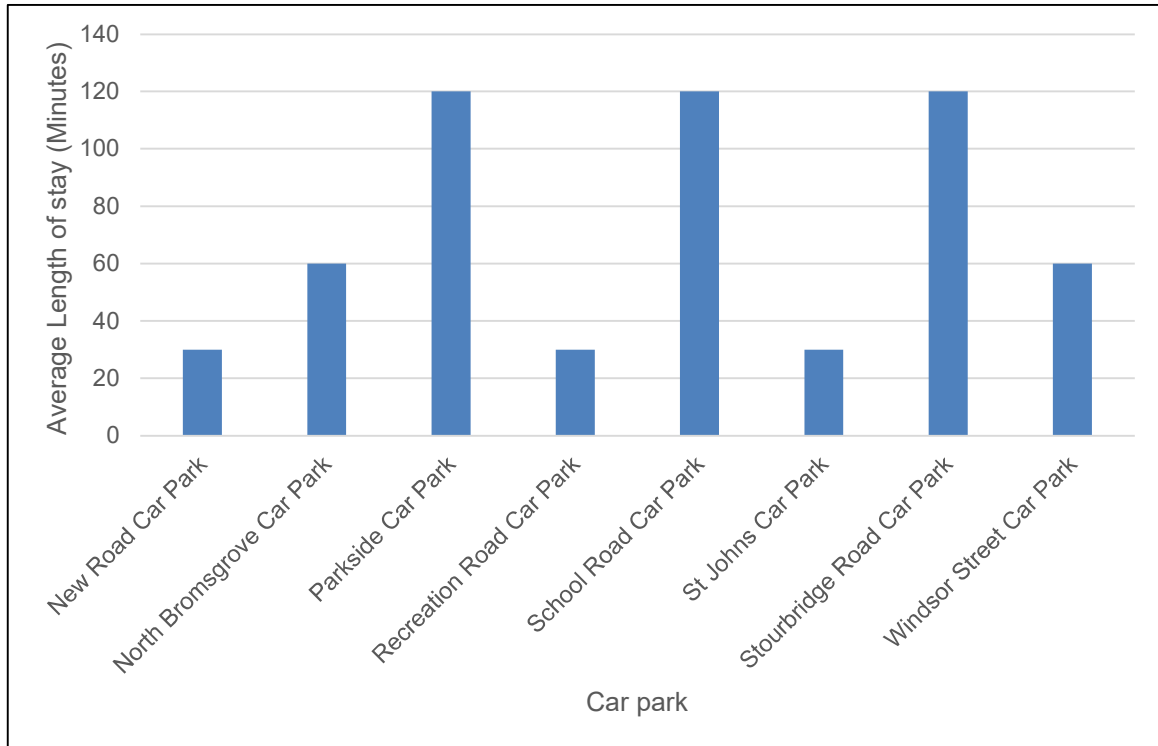
Average Length of Stay per Car park

- 7.28 The average length of stay for each car park has been identified by finding the most common amount of time purchased for each car park and seeing what amount of time that equates to for the tariff. This is the most accurate way of calculating the value however an assumption that the user of the car park stays for the whole amount of time purchased has been made to calculate this.

Weekday

7.29 The graph in **Figure 20** shows the Average Length of stay for an average weekday for each car park.

Figure 20: Average length of stay for an average weekday.

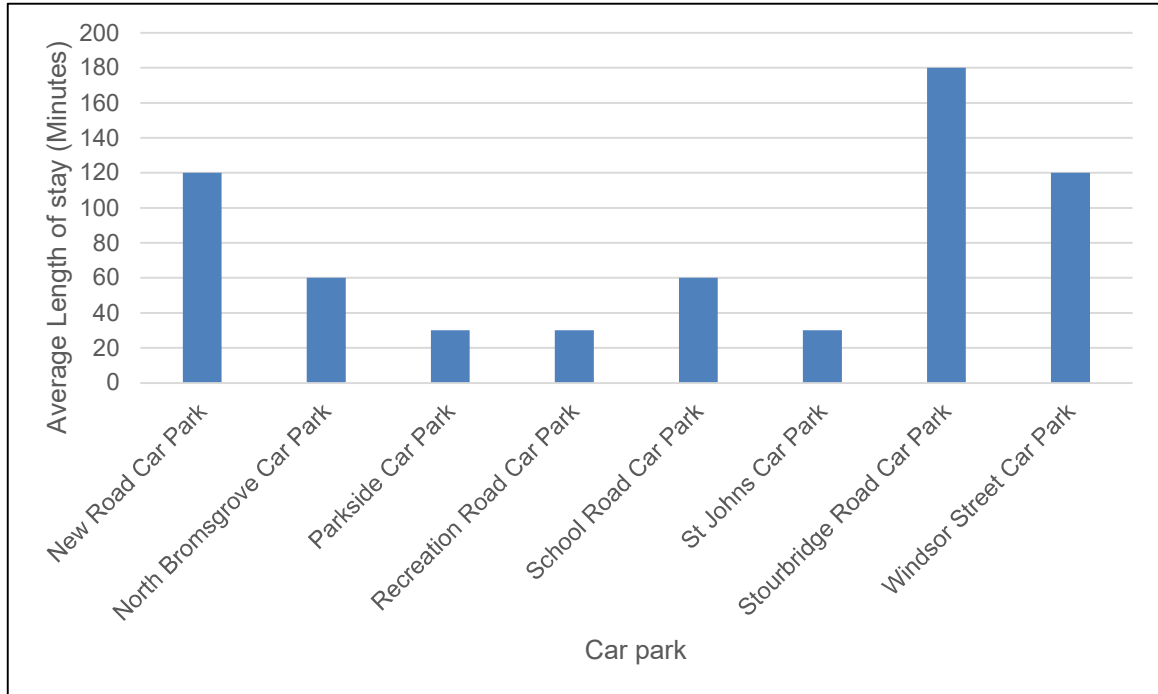


7.30 As shown above, the average length of stay for a weekday was highest on Parkside car park, School Drive car park and Stourbridge Road car park at 120 minutes (3 hours). The car parks with the lowest average length of stay for a weekday were New Road, Recreation Road, and St Johns car parks at 30 minutes in length.

Saturday

7.31 The graph in **Figure 21** shows the Average Length of stay for a Saturday for each car park.

Figure 21: Average Length of stay for a Saturday.

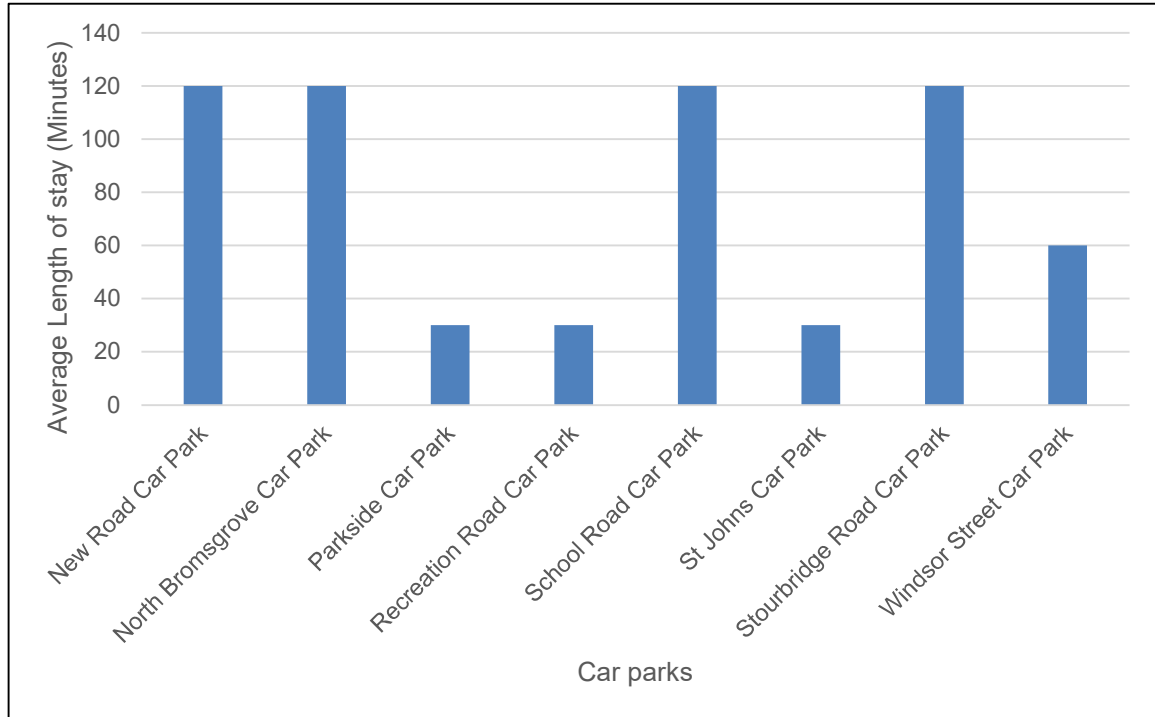


7.32 As shown above, the average length of stay for a Saturday was highest on Stourbridge Road car park at 180 minutes (3 hours) and New Road car park & Windsor Street car park at 120 minutes (2 hours). The car parks with the lowest average length of stay for a Saturday were Parkside Road, Recreation Road, and St Johns car parks at 30 minutes in length.

Sunday

7.33 The graph in **Figure 22** shows the Average Length of stay on a Sunday for each car park.

Figure 22: Average Length of stay for a Sunday



7.34 As shown above, the average length of stay for a Sunday was highest on New Road car park, North Bromsgrove car park, School Drive car park and Stourbridge Road car park at 120 minutes (2 hours). The car parks with the lowest average length of stay for a weekday were Parkside Road, Recreation Road, and St Johns car parks at 30 minutes in length.

Overview

7.35 As highlighted above, the average length of stay for all transactions made on the payment apps as well as the machine transactions was calculated through trip data provided by BDC.

7.36 Overall, New Road car park had longer stays recorded on both Saturday and Sunday at 120 minutes (3 hours) in length in comparison to an average stay of 30 minutes on a weekday.

7.37 North Bromsgrove car park had shorter stays recorded on a weekday as well as on a Saturday with stays averaging 60 minutes (1 hour). This differs to Sunday in which the average stay was 120 minutes (2 hours).

7.38 On Saturday and Sunday, Parkside car park, Recreation Road car park and St Johns car park all had average stays of 30 minutes. This remained the same for Recreation Road and St Johns car park on Thursday with the average stay once again being 30 minutes. However, Parkside car park slightly increased with an average stay of 60 minutes (1 hour).

7.39 School Road car park had stays of 120 minutes (2 hours) on both a weekday and Sunday. This differs to Saturday which had an average stay recorded of 60 minutes (1 hour).

7.40 Stourbridge Road car park has the longest average stay on Saturday at 180 minutes (3 hours). The average stay recorded on a weekday and Sunday was 120 minutes (2 hours) respectively.

- 7.41 Finally, Windsor Street car park had the longest average stay on Saturday at 120 minutes (2 hours) in length. This is greater than the average stay recorded for a weekday and Sunday at 60 minutes (1 hour) in length.
- 7.42 Interestingly, the average length of stay recorded across most of the car parks over the three surveyed dates were below 2 hours, with only Stourbridge Road on Saturday having an average length of stay of 3 hours.

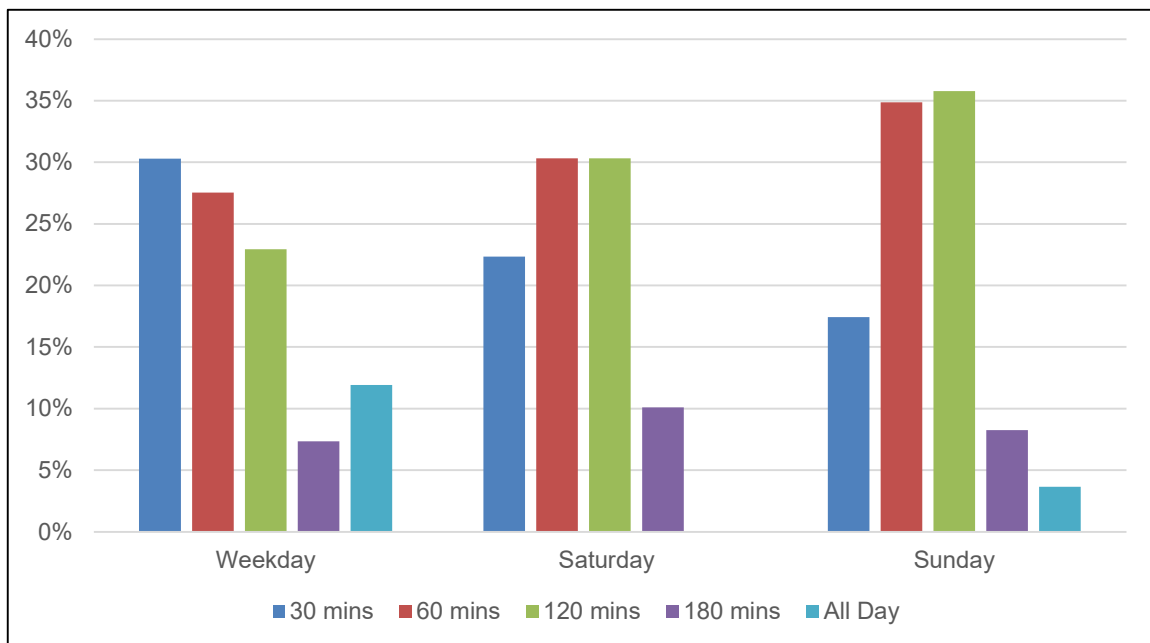
Length of Time Purchased by Car park

- 7.43 This section reviews the average length of time purchased for each car park for both machine transactions as well as app and online transactions.

New Road

- 7.44 The graph in **Figure 23** indicates the percentage split for the length of time of all transactions for New Road car park for a weekday, Saturday, and Sunday.

Figure 23: Percentage split for the length of time of all transactions for New Road Car park



- 7.45 For a weekday, 30% of all transactions on New Road Car park were for 30 minutes of parking. 28% and 23% was recorded for 60 minutes and 120 minutes of parking time, respectively.
- 7.46 The lowest percentage of transactions on a weekday was for 180 minutes at 7%. This is followed by all day transactions which accounted for 12% of all transactions on New Road Car park on a weekday.
- 7.47 On Saturday, the percentage of transactions for 30 minutes decreases in comparison to a weekday to 22% of all transactions recorded on Saturday. The percentage of transactions for 120 minutes and 180 minutes is 30% each and is the greatest amount of time people choose to park for. The lowest proportion of transactions was for stays of 180 minutes at 10% of all transactions recorded on Saturday. There were no transactions recorded for stays greater than 3 hours on Saturday for New Road Car park.

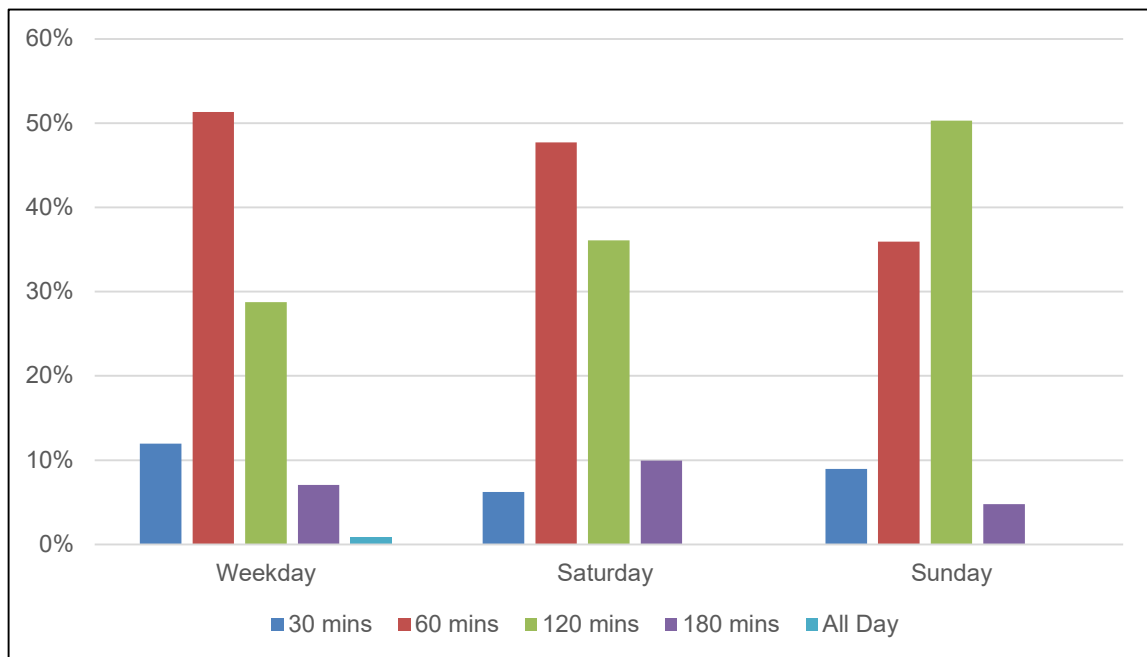


7.48 On Sunday, the lowest proportion of stays across all 3 surveyed days for 30 minutes was recorded at being 17% of all transactions made on Sunday. The highest proportion of stays was seen for 120 minutes with 36% of all transactions on Sunday being for this length of time. This is followed by 60 minutes which has 35% of all transactions recorded. Overall, Sunday has a larger proportion of people choosing to stay for up to an hour than any other day.

North Bromsgrove

7.49 The graph in **Figure 24** indicates the percentage split for the length of time of all transactions for North Bromsgrove car park for a weekday, Saturday, and Sunday.

Figure 24:Percentage split for the length of time of all transactions for North Bromsgrove car park



7.50 For a weekday, 51% of all transactions on North Bromsgrove car park were for 60 minutes of parking times. 29% and 7% was recorded for 120 minutes and 180 minutes of parking time, respectively. The lowest percentage of transactions on a weekday was for all day transactions at 1%. This is followed by 30-minute stays which accounted for 12% of all transactions on North Bromsgrove car park on a weekday.

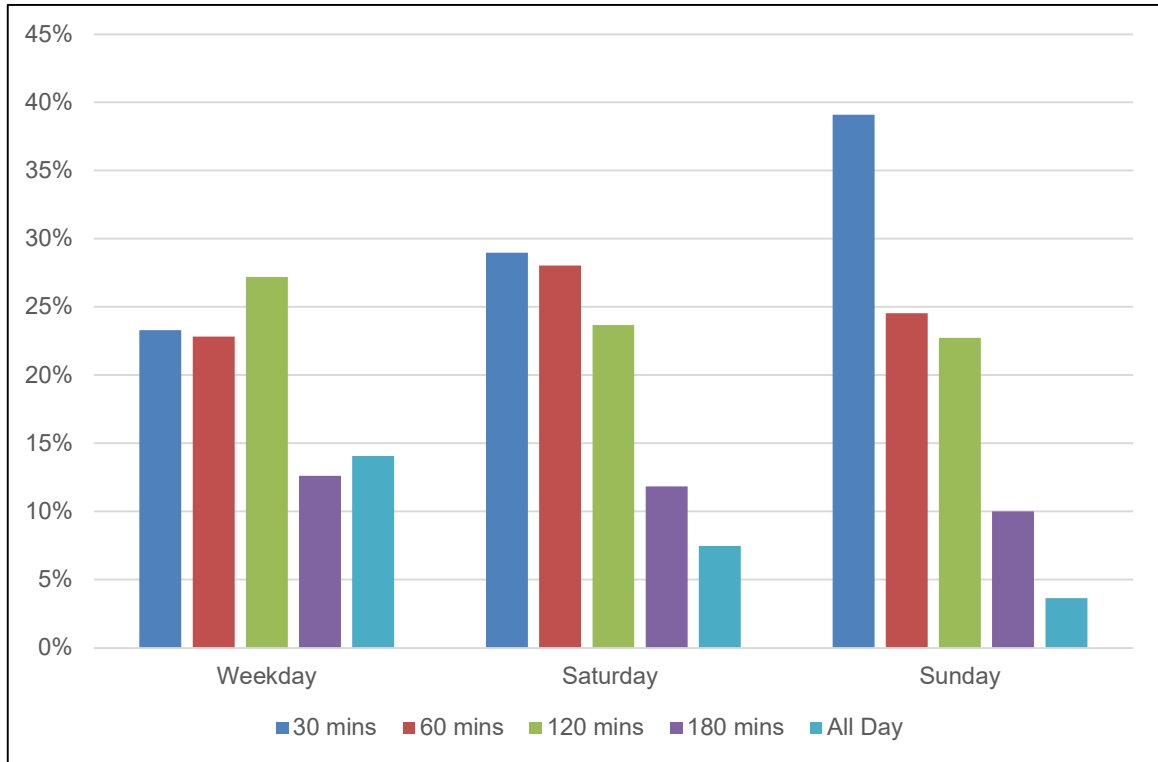
7.51 On Saturday, the percentage of transactions for 30 minutes decreases in comparison to a weekday to 6% of all transactions recorded on Saturday. The percentage of transactions for 120 minutes and 180 minutes is 36%, and 10%, respectively. The greatest proportion of transactions was for stays of 60 minutes at 48% of all transactions recorded on Saturday. There were no transactions recorded for stays greater than 3 hours on Saturday for North Bromsgrove car park.

7.52 On Sunday, the lowest proportion of stays across all 3 surveyed days for 60 minutes was recorded at being 36% of all transactions made on Sunday. The highest proportion of stays was seen for stays of 120 minutes at 50% of all transactions made on Sunday. There are a small proportion of stays between 2 and 3 hours in length which was recorded as 5% of all the transactions recorded on Sunday. There were no transactions for stays longer than 3 hours recorded.

Parkside

7.53 The graph in **Figure 25** indicates the percentage split for the length of time of all transactions for Parkside car park for a weekday, Saturday, and Sunday.

Figure 25: Percentage split for the length of time of all transactions for Parkside car park



7.54 For a weekday, 27% of all transactions on Parkside car park were for 120 minutes of parking times. 23% was recorded respectively for 30 minutes and 60 minutes of parking time. The lowest percentage of transactions on a weekday was for transactions between 2 and 3 hours in length at 13%. This is followed closely by all day transactions which accounted for 14% of all transactions on Parkside car park on a weekday.

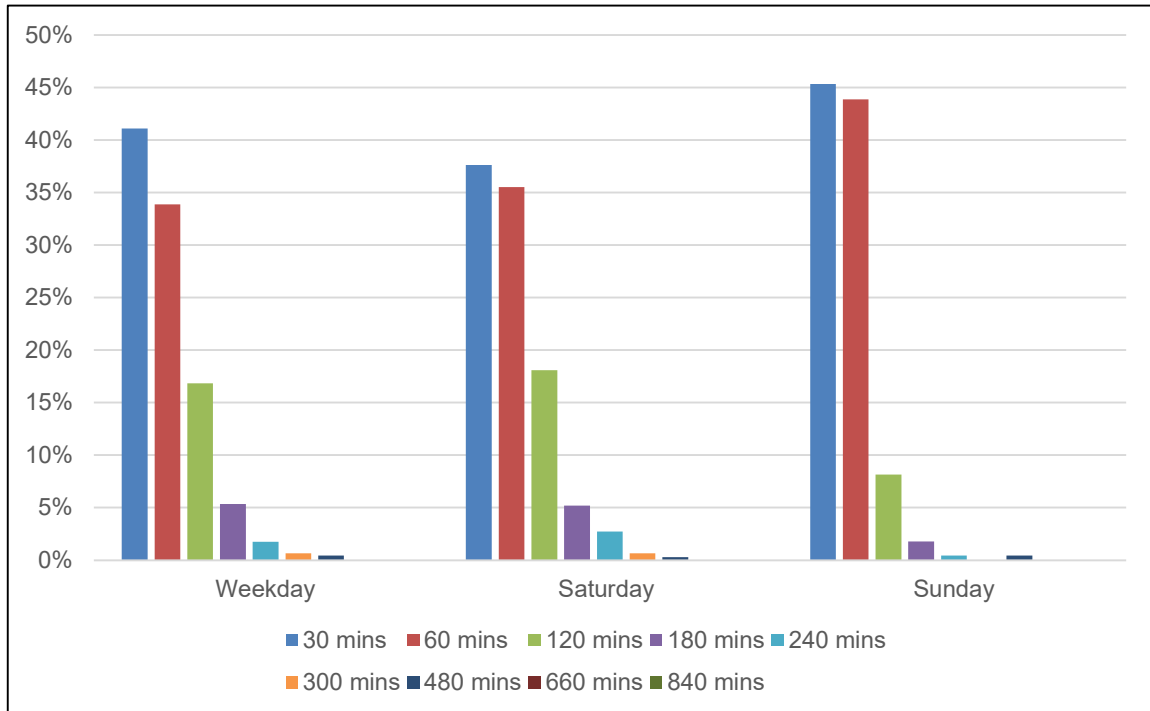
7.55 On Saturday, the percentage of transactions for 30 minutes increases in comparison to a weekday to 29% of all transactions recorded on Saturday. The percentage of transactions for 120 minutes and 180 minutes is 24%, and 12%, respectively. The second greatest proportion of transactions was for stays of 60 minutes at 28% of all transactions recorded on Saturday. The proportion of all day stays accounted for 7% and was the lowest recorded overall.

7.56 Sunday recorded the highest proportion of all transactions for 30 minutes in length at 39% of all transactions recorded on Sunday. The highest proportion of stays was seen for stays of 120 minutes at 25% of all transactions made on Sunday. There are a smaller proportion of stays between 2 and 3 hours in length which was recorded as 23% of all the transactions recorded on Sunday. The proportion of transactions for stays longer than 3 hours were recorded as being 4% of the total transactions recorded on Sunday.

Recreation Road South

7.57 The graph in **Figure 26** indicates the percentage split for the length of time of all transactions for Recreation Road car park for a weekday, Saturday, and Sunday. Recreation Road operates slightly differently to all the other car parks in Bromsgrove with longer stay tariffs included on this graph up to 14 hours (840 minutes) in length.

Figure 26: Percentage split for the length of time of all transactions for Recreation Road car park



7.58 For a weekday, 41% of all transactions on Recreation Road car park were for 30 minutes of parking times. 34% was recorded for 60 minutes of parking time. This is followed by 16% of transactions on a weekday being for stays between 1 and 2 hours. Finally stays of between 2 and 3 hours were recorded as 5% of all transactions on as weekday. After this, transactions of length between 4 and 14 hours were recorded as 4% of all transactions.

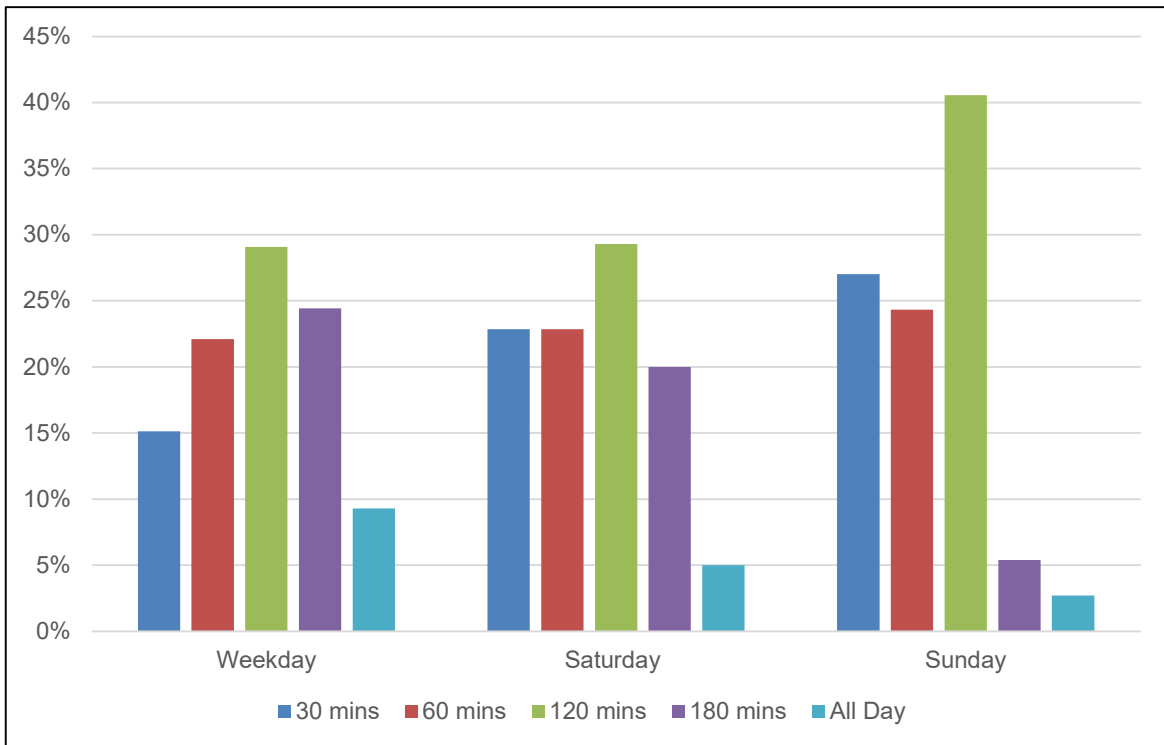
7.59 On Saturday, the percentage of transactions for 30 minutes increases in comparison to a weekday to 38% of all transactions recorded on Saturday. The percentage of transactions for 120 minutes and 180 minutes is 18%, and 5%, respectively. The second greatest proportion of transactions was for stays of 60 minutes at 35% of all transactions recorded on Saturday. Again, as stated for the weekday transactions of length between 4 and 14 hours were recorded at 5% of all transactions recorded on Saturday.

7.60 Sunday recorded the highest proportion of all transactions for 30 minutes in length at 45% of all transactions recorded on Sunday. This is followed by stays of 60 minutes at 44% of all transactions made on Sunday. There are a smaller proportion of stays between 1 and 2 hours in length which was recorded as 8% of all the transactions recorded on Sunday. The proportion of transactions for stays longer than 2 hours were recorded as being 4% of the total transactions recorded on Sunday.

School Drive

7.61 The graph in **Figure 27** indicates the percentage split for the length of time of all transactions for School Drive car park for a weekday, Saturday, and Sunday.

Figure 27: Percentage split for the length of time of all transactions for School Drive car park



7.62 For a weekday, 29% of all transactions on School Drive car park were for 120 minutes of parking time. 15% and 22% was recorded respectively for 30 minutes and 60 minutes of parking time. The second highest proportion of transactions were for 3 hours of parking time, this being 24% of all transactions. All-day parking on a weekday is high here, being 9% of all transactions on a weekday.

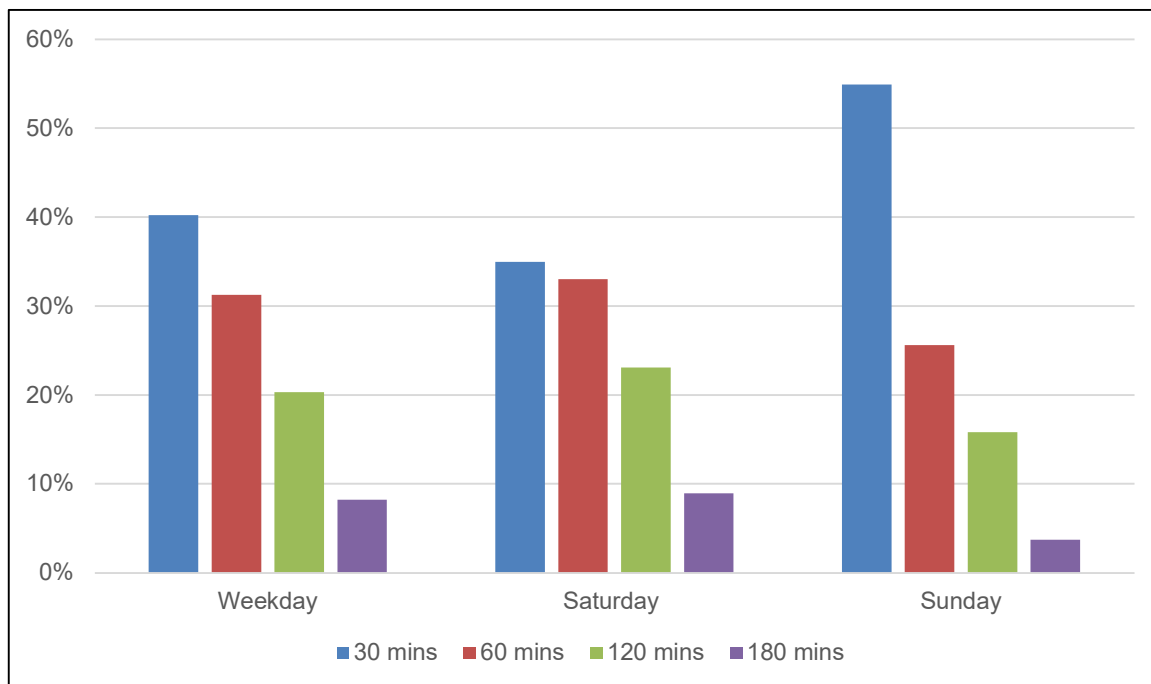
7.63 On Saturday, the percentage of transactions for 30 minutes increases in comparison to a weekday to 23% of all transactions recorded on Saturday. This proportion is the same for stays of 60 minutes in length. The percentage of transactions for 120 minutes and 180 minutes is the highest at 29%. Parking stays of 180 minutes fall slightly in comparison to the weekday at 20% of all transactions on Saturday. The proportion of all day parking stays accounted for 5% and was the lowest recorded overall.

7.64 Sunday recorded the highest proportion of all transactions for 30 minutes in length, at 27% of all transactions recorded. The highest proportion of stays was for 120 minutes at 41% of all transactions. There was a smaller proportion of stays for 3 hours in length, which was recorded as 5% of all the transactions recorded on the Sunday. The proportion of transactions for stays longer than 3 hours were recorded as being only 3% of the total transactions recorded.

St John Street

7.65 The graph in **Figure 28** indicates the percentage split for the length of time of all transactions for St John Street car park for a weekday, Saturday, and Sunday.

Figure 28: Percentage split for the length of time of all transactions for St John Street car park



7.66 For a weekday, 20% of all transactions on St John Street car park were for 120 minutes of parking times. 40% and 31% was recorded respectively for 30 minutes and 60 minutes of parking time. Stays of 180 minutes accounted for 8% of all weekday transactions.

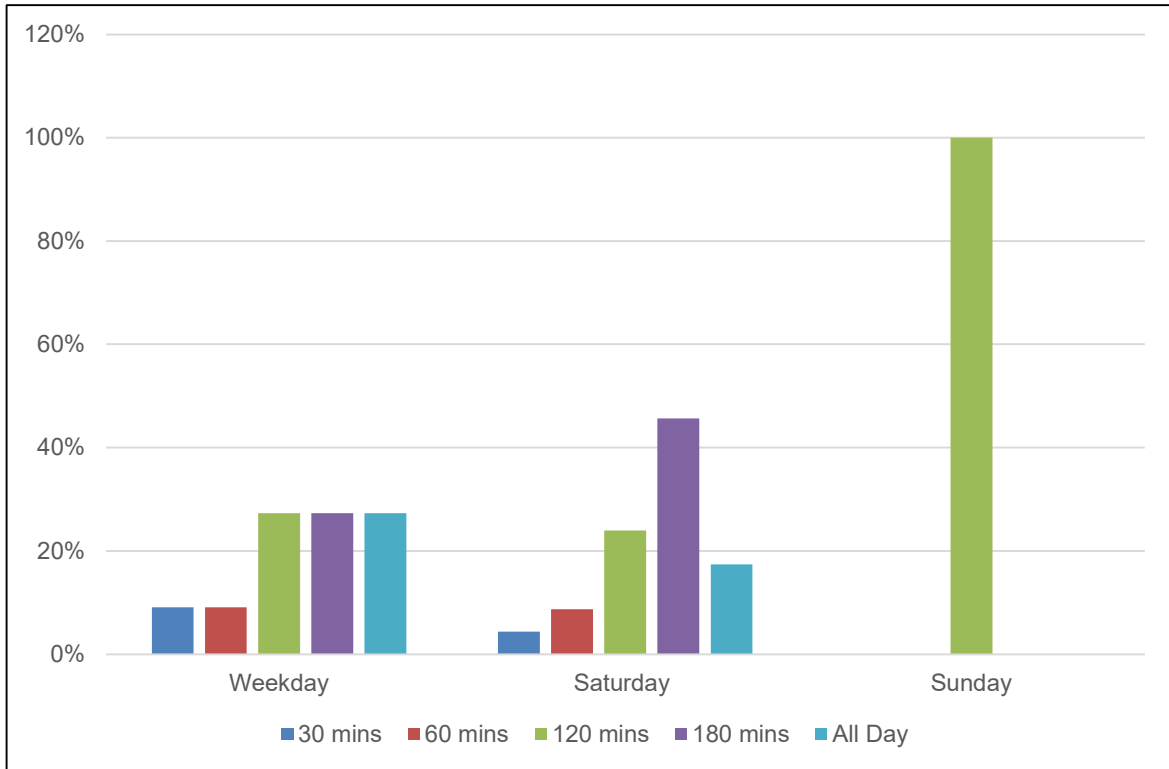
7.67 On Saturday, the percentage of transactions for 30 minutes decreased in comparison to a weekday, to 35% of all transactions recorded on Saturday. 33% of stays were for 60 minutes in length. The percentage of transactions for 120 minutes and 180 minutes was at 23% and 9%, respectively.

7.68 Sunday recorded the highest proportion of all transactions for 30 minutes in length, at 55% of all transactions recorded. Stays of 1 hour made up 25% of all transactions on Sunday and stays of 2 hours made up 16% of all transactions on Sunday. There was a small number of transactions for 3 hour stays on Sunday at 4%.

Stourbridge Road

7.69 The graph in **Figure 29** indicates the percentage split for the length of time of all transactions for Stourbridge Road Car park for a weekday, Saturday, and Sunday.

Figure 29:Percentage split for the length of time of all transactions for Stourbridge Road Car park



7.70 For a weekday, 9% of all transactions on Stourbridge Road Car park were for 30 and 60 minutes of parking times, respectively. 27% was recorded respectively for stays of 120 minutes, 180 minutes, and all-day transactions.

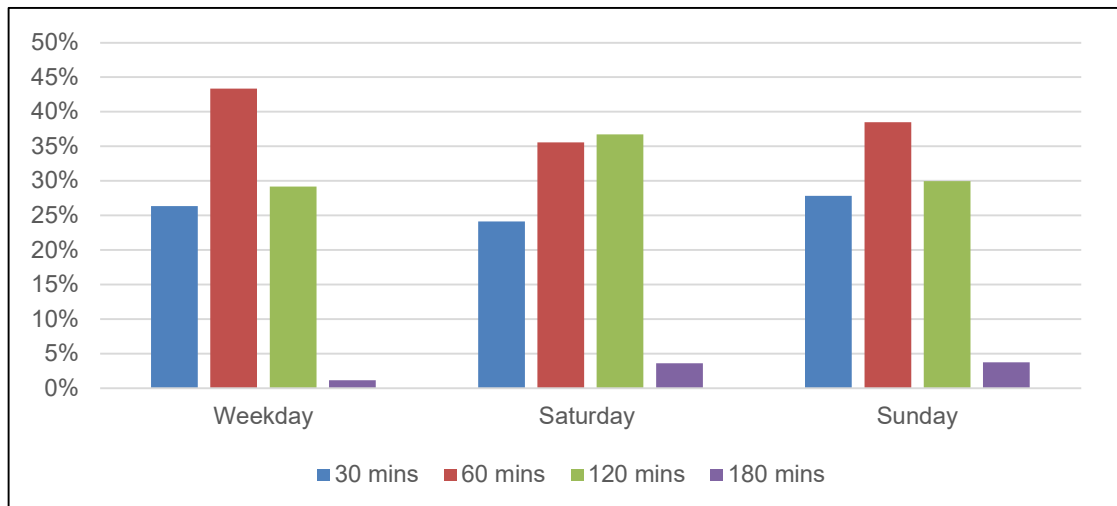
7.71 Saturday has a much more varied picture in comparison to the weekday, with the highest proportion of stays being for 3 hours at 46%. This is followed by stays of 2 hours in length at 22%. The lowest overall proportion of stays was for 30 minutes and 60 minutes at 4% and 9%, respectively. All day stays made up around 18% of all transactions on Saturday.

7.72 Due to there being only a handful of customers using the car park on Sunday, customers only stayed at the car park for a maximum of 2 hours, and there were no other lengths of time purchased. This once again highlights the underutilised nature of this car park.

Windsor Street

- 7.73 The graph in **Figure 30** indicates the percentage split for the length of time of all transactions for Windsor Street car park for a weekday, Saturday, and Sunday.

Figure 30: Percentage split for the length of time of all transactions for Windsor Street car park



- 7.74 For a weekday, 43% of all transactions on Windsor Street car park were for 60 minutes of parking times. The second highest recorded length of time purchase was for 2 hours at 29%. 26% was recorded for 30 minutes of parking time. Stays of 180 minutes account for 1% of all weekday transactions.
- 7.75 On Saturday, the percentage of transactions for 30 minutes decreased in comparison to a weekday to 24% of all transactions recorded on Saturday. 36% of stays were for 60 minutes in length. The percentage of transactions for 120 minutes and 180 minutes were 37% and 4%, respectively.
- 7.76 The highest proportion of stays on Sunday were stays of 60 minutes in length at 38% of users. This is followed by stays of 120 minutes in length at 30%, and then stays of 30 minutes which made up 28% of the total transactions recorded on the Sunday. Stays of 3 hours in length were recorded to make up around 4% of the transactions recorded on Sunday.

Overview

- 7.77 Overall, most car parks that offer all day tariffs saw a low parking utilisation and higher proportion of stays up to 3 hours in length. Therefore, BDC should consider whether there is a benefit to increasing tariffs on shorter stays at the car parks and to look at changing the way the tariffs work, to exclude more of the long stay tariffs.
- 7.78 On the Short Stay car parks at St John Street and Windsor Street, most stays were only up to 2 hours instead of the 3 hours which they are allowed at a maximum. Shorter stays were found to be more popular on Sundays. This analysis can help to shape the pricing strategy to increase revenue based on the current patterns of use of each car park.
- 7.79 Recreation Road South car park saw a high proportion of stays up to 2 hours and after that time, the proportion of users of the car park is very low. Therefore, an adjustment of the tariffs could be better suited to look at implementing an all-day tariff on the car park for people who choose to stay more than 2 hours, to increase revenue.

8. Pricing

Off Street Parking Tariffs

8.1 Parking charges across Bromsgrove are consistent, with most Long Stay car parks charging the same tariff for users, the only exception being Recreation Road car park. This location has an hourly tariff up to a stay of 5 hours in comparison to the other Long Stay car parks, which only go up to a stay of 3 hours, before the user needs to pay for an all-day tariff. Short stay car parking is consistent with the two Short Stay car parks charging the same tariff up to 3 hours.

8.2 A detailed breakdown of the tariffs charged across all car parks across Bromsgrove can be seen in **Table 6**.

Table 6: Bromsgrove Public Off Street Car parking Tariffs

| Car park | 1 hour | 2 hours | 3 hours | 4 hours | 5 hours | All Day |
|--------------------------------------|--------|---------|---------|---------|---------|---------|
| Recreation Road South | £1 | £2 | £3 | £4 | £5 | £8 |
| North Bromsgrove | £1 | £2 | £3 | - | - | £6 |
| Parkside | £1 | £2 | £3 | - | - | £6 |
| Stourbridge Road | £1 | £2 | £3 | - | - | £6 |
| School Drive | £1 | £2 | £3 | - | - | £6 |
| New Road | £1 | £2 | £3 | - | - | £6 |
| St Johns Street (Short Stay 3 hours) | £1.30 | £2.50 | £3.80 | - | - | - |
| Windsor Street (Short Stay 3 hours) | £1.30 | £2.50 | £3.80 | - | - | - |
| Aston Fields (Short Stay 2 hours) | Free | | | | | |
| Sanders Park | Free | | | | | |
| Alvechurch | Free | | | | | |
| Catshill | Free | | | | | |

Pricing as a demand tool

Research

- 8.3 From our analysis, current parking tariffs in BDC are reasonable, having regard to current demand levels and a comparison with neighbouring towns. There is an opportunity to review tariff levels, particularly if revenue raised is reinvested to improve the parking experience.
- 8.4 Available research by the British Parking Association¹ and the Local Government Association² suggests that space availability is more important than pricing. Car park charging is often perceived, particularly amongst businesses, as being a key determinant for changes in footfall levels in town and city centres. Over three-quarters of the business owners / workers interviewed for research in 2015³, suggested that car parking options have an impact on the number of people coming into the town centre and therefore on their custom.
- 8.5 Most research concludes that the general availability of spaces is felt by visitors to be more important than cost in their overall decision about visiting. This is understandable as parking provision is only useful if customers can utilise appropriate parking at the right locations to suit their needs.
- 8.6 Primarily, customers value the certainty of being able to park when and where they want to. Whilst this does not always meet the objectives for the town, convenience is a quality for which most people are willing to pay.

Tariff Recommendations

- 8.7 As a finite resource, parking in Bromsgrove town centre needs to be managed and tariffs are one of the main ways of doing this, with an application of setting reasonable charges to the following principles:
- Ensuring they are fair and reasonable for all user groups having regard to the needs of the individual community.
 - Manage turnover of spaces effectively
 - Off-set the Council's costs of operating the car parks.
 - The need to generate revenue for investing in future physical and technological improvements as highlighted earlier in this report, to ensure the continuous improvement and sustainability of parking services. For example, is it appropriate and sustainable to continue to offer free parking at some car parks and free evening/Sunday parking at others?
 - Providing lower cost all day parking (where possible) for workers
 - Preventing rail commuters from occupying bays that are needed for visitors and workers.
 - Concessions should only be applied where there is a SMART objective for doing so and where their impact can be tracked and measured to ensure that identified objectives are met.

¹ British Parking Association (2013) - Re-Think! Parking on the High Street: Guidance on Parking Provision in Town and City Centres

² Local Government Association (2020) - Revitalising town centres: a toolkit for councils

³ Welsh Government (2015) - Assessing the impact of car parking charges on town centre footfall

Evening Charging

- 8.8 From our investigations, free evening parking is only offered at some public car parks in neighbouring authorities. Privately owned shopping centres always charge for evening and Sunday parking, which would suggest that from their experience, reasonable charges do not impact footfall. We have limited or no data to evidence occupancy of off-street car parks during evenings and Sundays, therefore more surveys and consultation would be required to support our options.
- 8.9 Based upon the data we have analysed, our experience of other similar locations and the fact that charges are applied at nearby towns, it is not anticipated that the introduction of low and reasonable charges during these periods would materially influence parking demand. Income derived from evening and Sunday would help fund service improvements at the car parks and additional capacity. Therefore, BDC should assess the introduction of evening charges at car parks in the main settlements.
- 8.10 Based upon our analysis and experience elsewhere, if an evening and Sunday tariff of £1 per visit was introduced by BDC throughout the district, this could result in a potential additional income of c£200,000 per annum.

Free Parking in District or Local Centres

- 8.11 Whilst parking charges may deter some convenience retail customers where parking costs may represent a much larger proportion of retail spend, if set at a fair level they could help ensure that parking spaces in Bromsgrove town centre frequently turnover, thereby increasing overall footfall.
- 8.12 This effect can sometimes also be achieved by utilising limited stay restrictions without charging motorists, however the successful management and enforcement of car parks comes at a financial cost that needs to be funded to be sustainable, usually by charging for these parking visits. No parking provision is actually free, as costs must be funded, even if not by the motorist. For example, at out-of-town retail parks, where free parking is often quoted as a major attraction, these parking management costs are paid for by retail tenants via lease service charges. At a time when local authority budgets are under immense pressure, it is increasingly important that parking services are self-sufficient, whilst ensuring that parking continues to support local businesses and communities. Implementing a reasonable charging policy can meet these objectives. Free parking is currently available on car parks in Alvechurch, Catshill, Aston Fields and Sanders Park.
- 8.13 A potential option is that charges are implemented, where possible, in Alvechurch car park, and Aston Fields, due to their respective locations, and usage could benefit from a small charge. In both locations, elected Members complained of the car parks being used for anti-social activities or vehicles being left overnight. Having a charging regime would bring both car parks into the patrol regime of CEOs, which would mean that usage would be regularly monitored. At Sanders Park, because this location serves a recreation purpose and is not open 24 hours a day, it is recommended to retain free parking here.
- 8.14 It is difficult to accurately forecast the potential revenue from introducing the charges on free car parks as there is no usage data available, however we estimate that it would be more than c£100,000 per annum.

Cleaner Vehicle Concessions

- 8.15 To encourage the use of lower emission vehicles, an option could be to freeze future tariff increases for electric or low emission vehicles so that their use is incentivised.

9. Future Growth & Trends

Overview

- 9.1 In this section, a review has been conducted to investigate future growth and potential trends; this review focuses on trends in car parking provision and how this is being influenced by changes in travel behaviour, as well as changing habits for shopping, working, education and leisure.
- 9.2 Consideration has also been given in terms of the COVID-19 pandemic and Brexit implications on retail growth and trends in town centres, which includes modal shift and a reduced retail demand. This has been considered to determine the possible implications and demand for future parking capacity.

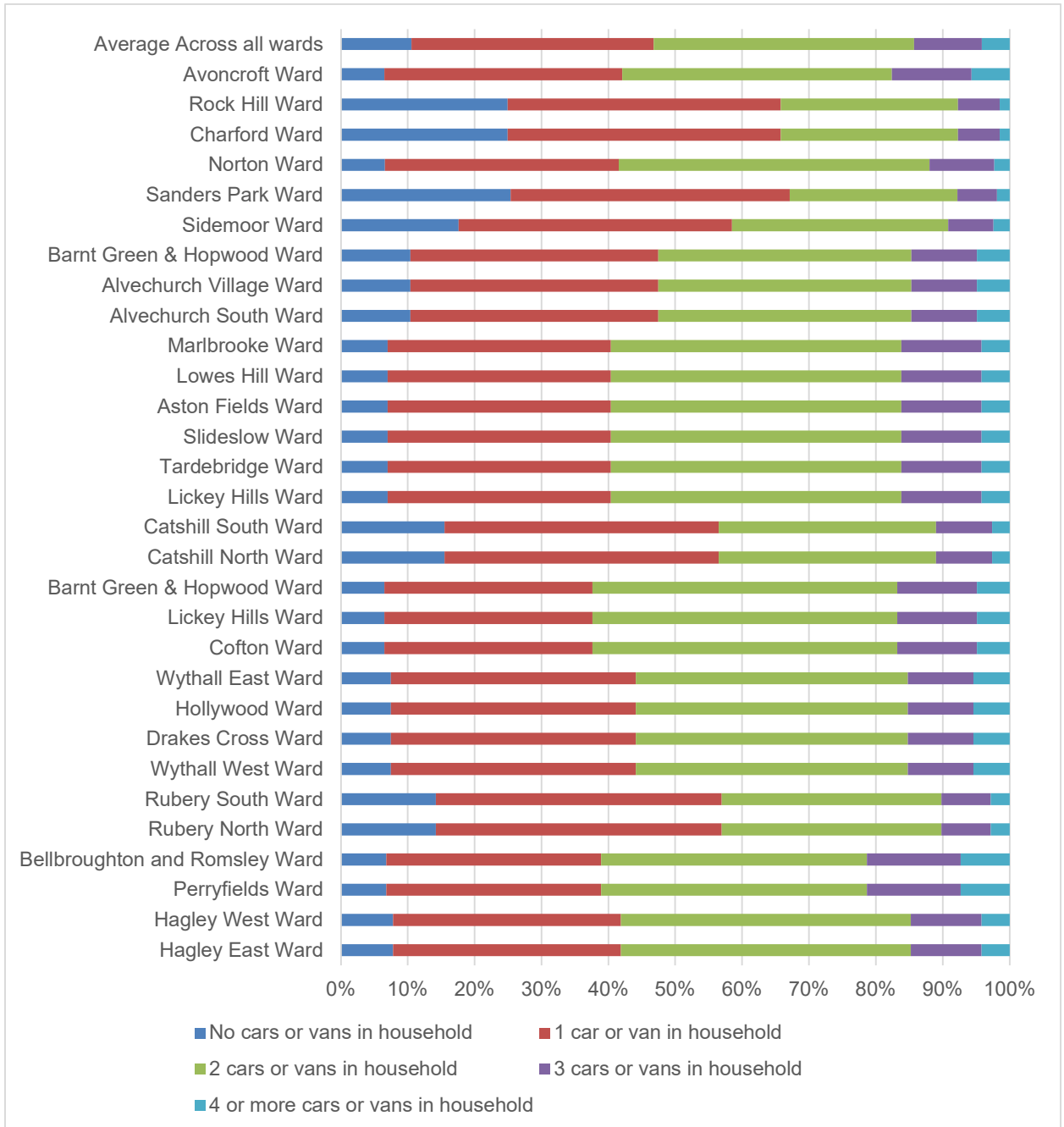
Worcestershire County Council Local Plan Aims

- 9.3 As the local highway authority for Bromsgrove is Worcester County Council it is useful for an insight into their objectives within their local plan and a summary of this can be seen below:
- To reduce the impacts of transport in Worcestershire on the local environment, by reducing transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health.
 - To contribute towards better safety, security, health, and longer life expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel.
- 9.4 The key objectives outlined specifically for BDC as part of the Worcestershire Local Plan are:
- To enable and promote growth;
 - To relieve congestion;
 - To tackle air quality issues;
 - To enhance transport network reliability and resilience.
- 9.5 Overall, there is a clear shift towards active travel and public transport, shifting people from private car use. This could have an impact on the level of occupancy seen in car parks across the district.

Public Transport Modal Shift

- 9.6 Car ownership and travel trends have been analysed as part of this study, and an analysis of the ownership of cars across each respective ward can be seen overleaf in **Figure 31**.

Figure 31: Car Ownership by Ward



9.7 As can be seen above, some of the wards have around 36% of households owning 1 vehicle; the wards with the largest percentage of households with one vehicle are Rubery South, Rubery North, Sanders Park, Catshill North and Catshill South, at around 42%.

9.8 The percentage of households which own two vehicles is on average 39% with the following wards having the greatest percentages - Cofton, Lickey Hills, Barnt Green and Hopwood Park which all have 45.5% of households having 2 vehicles. Norton has the highest percentage at 46.5% of households owning 2 vehicles.

9.9 The number of households which own 3 or 4 vehicles is around 10% on average for 3 vehicles and 4% on average for households which own 4 vehicles.

- 9.10 Across all the data, an average has been created shown at the top of Figure 31. This shows that across all wards the largest proportion of people own 2 cars/vans within a household at 39%, this is followed by 1 car/van per household at 36%. The lowest proportion overall was households with 4 or more cars/vans at 4%. Therefore, most households own 2 cars or less at 86%, with only 14% of households across the district owning 2 or more vehicles.
- 9.11 **Table 7** below highlights the number of Cars/Vans owned per household on a national scale.

Table 7: National Car/Van Availability

| Number of Cars/Vans per Household | Percentage |
|-----------------------------------|------------|
| No cars or vans in household | 26% |
| 1 car or van in household | 42% |
| 2 cars or vans in household | 25% |
| 3 cars or vans in household | 6% |
| 4 cars or vans in household | 1% |

- 9.12 The national average has been analysed in the above table which shows the most common is to own 1 car/van per household nationally at 42%. Bromsgrove on average is lower than this by 6% at 36%. The proportion of households which do not own a vehicle across Bromsgrove is significantly lower than the national average at 10% compared to the 26% stated above. In comparison to this the number of households within Bromsgrove which own 4 or more vehicles is similar to the national trend at 4% compared to the 1% above.
- 9.13 Given the high level of car ownership, significant modal shift is required to encourage more people to use public transport.

Car Parking Usage

- 9.14 Traditionally, car parking in centres has been intended for retail, employment, and educational uses. However, given changes in retail spending habits, the repopulation of centres (greater residential development and changes to permitted development rights), and the strategic purpose of centres over recent years, the use of centres is likely to have changed accordingly, and therefore the purpose of car parking may also need to adapt to ensure that it meets the needs of users.
- 9.15 A study in 2019⁴ provides insight into retail changes on the high street due to the increase of online purchasing, which may have an impact on the demand or town centre and high street parking.
- 9.16 The report found that 10% of consumers would shop less in physical stores in the next 12 months. **Figure 32** shows that the proportion of shopping occasions per month that occurred online was equal to or less than using the high street. There still seems to be a future demand for the high street for shopping, albeit this may also be affected by the effects of the COVID-19 pandemic.

⁴ Retail Economics and Womble Bond Dickinson (2019) - Digital Tipping Point Retail Report.

Figure 32: Shopping Occasions Per Month By Age



- 9.17 The improvement in mobile data connectivity, such as expansion of 4G and new 5G networks, as well as growth of online retailers such as Amazon, coupled with the grocery businesses' (e.g. Tesco) gradual expansion into non-food items over the past 20 years, has had significant consequences for physical shopping destinations, and the retail offer in centres, throughout the UK.
- 9.18 In slow decline over the past 20 years, the massive expansion of online retail has led to even lower levels of footfall across the high streets including impacting on retail parks and shopping centres. Online sales have massively accelerated this decline in recent years.
- 9.19 If this continues it would mean that demand for car parking would reduce and a reduction in car park capacity should follow to balance the costs of maintenance and operation. Valuable land taken up by under-utilised car parks may be better used for other needs, such as employment and housing development.

Projected Parking Demand 2024 to 2039

Growth Rates

- 9.20 The car parking supply in Bromsgrove town centre overall is currently adequate for the demand. Traffic growth data from the TEMPRO tool has been applied to the surveyed data to project future parking demand within the town centre. The growth in car ownership within Bromsgrove has been applied, rather than trip end growth, as the projected growth is greater.
- 9.21 TEMPRO, the Trip End Model Presentation Program, is a tool designed to allow for detailed analysis of pre-processed trip-end, journey mileage, car ownership and population/workforce planning data from the DfT National Trip End Model (NTEM).
- 9.22 TEMPRO is the industry standard tool for estimating traffic growth, which is required when assessing the traffic impact of a development on the local highway network (including car parking demand).
- 9.23 **Table 8** shows the predicted growth levels for Bromsgrove from TEMPRO based on the existing town centre conditions.

Table 8: Predicted growth levels for Bromsgrove from TEMPRO

| Day | Years Between | Average Trip Growth |
|------------------|---------------|---------------------|
| Average Weekday | 2024-2039 | 1.2069 |
| Average Saturday | 2024-2039 | 1.2123 |
| Average Sunday | 2024-2039 | 1.2182 |

Future Parking Occupancy Levels

9.24 Following the current parking occupancy analysis conducted in **Table 5**, the above growth factors from the TEMPRO traffic growth tool have been applied to the levels seen from the initial analysis, to give an approximate value for the occupancy of car parks within Bromsgrove town centre in 2039. The future occupancy levels calculated can be seen below in **Table 9**.

- **Red** = Less than 30% Occupancy
- **Orange** = 30% - 60% Occupancy
- **Green** = Greater than 60% Occupancy

Table 9: Average 2039 Occupancy by Car park

| Car park | Weekday Average Occupancy | | | Saturday Average Occupancy | | | Sunday Average Occupancy | | |
|--------------------------------|---------------------------|-----------|---------|----------------------------|-----------|---------|--------------------------|-----------|---------|
| | Morning | Afternoon | Evening | Morning | Afternoon | Evening | Morning | Afternoon | Evening |
| New Road Car park | 67% | 82% | 22% | 67% | 82% | 22% | 36% | 56% | 11% |
| North Bromsgrove Car park | 9% | 12% | 9% | 26% | 30% | 2% | 18% | 18% | 1% |
| Parkside Car park | 50% | 82% | 36% | 56% | 93% | 22% | 17% | 39% | 8% |
| Recreation Road South Car park | 36% | 48% | 39% | 52% | 74% | 39% | 25% | 41% | N/A |
| School Drive Car park | 13% | 30% | 23% | 14% | 39% | 30% | 5% | 10% | 14% |
| St John Street Car park | 52% | 100% | 100% | 77% | 100% | 100% | 16% | 45% | 16% |
| Stourbridge Road Car park | 9% | 5% | 2% | 1% | 14% | 9% | 1% | 2% | 0% |
| Windsor Street Car park | 47% | 88% | 93% | 88% | 100% | 65% | 26% | 13% | 13% |

Summary of Future Growth

- 9.25 As discussed, from the findings of our growth analysis, the current level of parking provision is deemed acceptable for the future growth year of 2039 in Bromsgrove town centre, with only St John Street and Windsor Street car parks predicted to operate at capacity across both weekdays and weekends.
- 9.26 Although Parkside and New Road Car parks are expected to be at a high utilisation level in 2039, should the demand be managed across the car parks which have spare capacity, by using tools such as wayfinding or VMS (as discussed later in this report) the demand on these car parks can be managed.

Future Requirement for Churchfields Car Park

- 9.27 Since 2022, the Churchfields multi-storey car park in Bromsgrove town centre has been closed due to anti-social behaviour.
- 9.28 From analysis of existing parking demand through the utilisation figures shared by BDC, we have ascertained that Bromsgrove town centre has adequate car parking provision both now, and in the future, without the need to reopen Churchfields car park. This is because in Bromsgrove town centre, only two short stay car parks (Windsor Street and St John Street) have utilisation consistently of above 60%, and this is only in the afternoons and the evening.
- 9.29 Furthermore, as discussed in the section above, findings of TEMPRO traffic growth analysis show that current level of parking provision is adequate even for the future growth year of 2039, with only St John Street and Windsor Street car parks predicted to operate at capacity across both weekdays and weekends. Although Parkside and New Road Car parks are expected to be at a high utilisation level in 2039, should the demand be managed across the car parks which have spare capacity, by using tools such as wayfinding or VMS (as discussed later in this report) the demand on these car parks can be managed.
- 9.30 Therefore, it can be safely determined that Churchfields car park is no longer required. Existing Bromsgrove town centre car parks can comfortably meet demand, both now and in 2039. It is recommended that BDC explore disposal of the car park / land for regeneration purposes.

Future Requirement of Stourbridge Road Car Park

- 9.31 The car park with the lowest utilisation on average is Stourbridge Road car park which had less than 20% utilisation, even at extreme peak times, and as low as under 5% utilisation at other times. This underuse could be due to a variety of reasons, due to the poor relative condition of the car park in terms of surfacing, lighting, or that it is located away from the town centre shopping core.
- 9.32 The Strategic Review has identified that the site requires significant improvements in many factors to bring it up to standard, however it is unlikely that improvements alone will increase utilisation and therefore the investment would be unwise where enhancements could be better made elsewhere.
- 9.33 It is therefore recommended that BDC take the necessary steps to explore disposal of the site so it they can be used for regeneration purposes. From the utilisation figures shared by BDC, it is extremely unlikely that the disposal of the site will have a negative impact on parking capacity at other sites. Although there will be a transfer of current users to other car parks across the town centre, this is expected to be of such a low figure as to be unnoticeable.

10. Redevelopment & Improvement to Public Parking Across Bromsgrove Town Centre

Redevelopment Options

- 10.1 School Drive Car park requires significant improvements such as resurfacing and better lighting. However, given the underutilisation of this car park and its prime location it is deemed ideal to take some of the burden off other car parks with the recommended disposal of Churchfields car park.
- 10.2 Another factor which could increase utilisation and therefore revenue on both North Bromsgrove car park and School Drive is to address the free on street parking directly outside the leisure centre, which is completely uncontrolled and can be seen below.

Photograph 14: School Drive On Street Parking



- 10.3 The above highlights the current on street parking provision which is used as free parking for the leisure centre, to avoid the parking fee at North Bromsgrove car park. Therefore, this area could be redesigned as a short-stay overspill of the North Bromsgrove car park, to ensure that people use North Bromsgrove and School Drive car parks.
- 10.4 Furthermore, if the redevelopment of School Drive Car park should go ahead and given its location to the Town Centre as well as other short stay car parks such as Windsor Street, this should be considered as short stay parking given the high levels of utilisation seen across the existing short term car parks, and therefore, extra capacity would be required in the future.

- 10.5 To further assist the increase in levels of short stay parking within Bromsgrove town centre, New Road could be converted to a short stay car park allowing BDC to increase parking revenues due to the higher tariffs seen for short stay car parks.
- 10.6 Aston Fields car park has a low utilisation due to its inaccessibility and overall, this car park is limited by the 2-hour limit on short stay, this causes the low utilisation levels seen and this should be extended if the car park is retained.
- 10.7 The car park could have a small charge implemented which is lower than what Bromsgrove Train Station car park charges, so it becomes a viable choice for people choosing to leave their car at the train station when they commute.

EV Charging Spaces

- 10.8 Given the increase in take up of electric vehicles, there is a reasonable assumption to be made that the car parks within Bromsgrove should have a suitable EV charging provision available. Currently, only 6 car parks (50%) have EV charging available.

Charging Types

- 10.9 There are currently 3 broad types of charging station currently in use:
- Rapid are the fastest type, able to charge an EV to 80% in 20-40 minutes depending on battery capacity and starting state of charge. These are mostly installed in motorway service areas or similar facilities.
 - Fast chargers are the most common in car parks and are available in two power capabilities (7kW and 22kW). These can charge a compatible EV in 3-5 hours, or in 1-2 hours if both vehicle and charger are compatible with the higher power.
 - Slow charging units are rated at 3kW. Charging times vary on unit speed and vehicle.
- 10.10 As the technology develops other charger types will appear.

EV Charging

- 10.11 BDC should continue installing EV charging provision at the same rate as existing. This would allow for the uptake in the use of electric vehicles to continue to increase overall.

Providing a Positive Parking Experience

- 10.12 The use of technology could improve the customer experience. This can be achieved by the following:

Communication with Motorists and influencing behaviour

- 10.13 The data gathered from parking technology can be used to communicate with and inform motorists, influencing their behaviour to help relieve congestion at peak periods. Effective use of this opportunity would enable drivers to make informed choices about whether to drive or use other forms of transport, when and where spaces are most likely to be available and the best route to use.
- 10.14 If the information is provided, integrated information systems would also have the potential to recommend alternative travel methods, encouraging the use of public transport for all or part of journeys based on a combination of speed, convenience, and price.

- 10.15 For example, systems could advise drivers travelling to Bromsgrove town centre that Recreation Road car park is likely to be full and advise the use of an alternative car park or arrival, during less busy periods. This information would help manage demand and ensure that where capacity is an issue, all spaces are used as efficiently as possible throughout the day.

Acceptance of a variety of Payment Methods

- 10.16 The use of electronic payment methods (including contactless at the parking facility and payment by app) are already of increasing importance and are already in use in the district. Digitisation is essential to accommodate future car and transport advances.
- 10.17 In terms of immediate benefits, it would make it easier to create time-based permits and special permits for specific functions, enabling the Council to tailor products to meet the needs of the communities it serves. Creating convenient alternatives to cash is an essential pre-requisite for any parking operator that aims to reduce or remove cash payment.

Pay by licence plate.

- 10.18 This can be used in several ways. At payment terminals (aka pay and display machines). Requiring customers to enter their licence plate number when paying removes the need for customers to return to their vehicles to place a ticket in the windscreen.
- 10.19 It enables monitoring of parking places by mobile ANPR and provides data on length of stay and return rates. We understand that some of the existing pay and display machines have this capability, but it is not currently used. Whilst initially, some car park users may be resistant to typing in numbers, we would expect this to only be a short-term familiarity issues as these systems are widely used successfully elsewhere (increasingly so when linked to ANPR enforcement systems on privately operated car parks).
- **Pay on Foot - An ANPR system would assist with vehicle identification (for example with lost tickets, issues at exit etc) and with usage statistics.**
 - **Pay by app - The licence plate is the vehicle identifier.**
 - **Permits and long-term passes - When combined with ANPR, customers can use these permits and passes seamlessly in pay on foot car parks; when combined with the new payment terminals these can be used in short term car parks. Other long term ticket types can also be created for specific types of users (e.g. commuter, tourist, rural residents, carers) to support other council policies.**
 - **Discounts and offers - Payment by licence plate simplifies the process of offering discounts and validations, using an online system to manage the process of applying a discount to the parking session.**

Pay for time used rather than pay on arrival

- 10.20 As the current pay and display system requires payment on arrival, users are required to predict their length of stay. In 2017 City of York Council and the local Business Improvement District commissioned customer research, and one of the key findings of which was that 67% of respondents expressed a preference for “pay on exit” systems as they were not certain of their length of stay upon arrival.
- 10.21 There are alternative to pay on arrival that have been successfully implemented elsewhere. Although pay on foot with barriers in larger or more strategically important car parks is not currently used in Bromsgrove as most places it is restricted to multi-storey car parks, however

barriered systems (sometimes linked to ANPR) are becoming more commonly used by local authorities on larger surface car parks.

- 10.22 Pay on foot has the advantage that users must pay to leave, reducing the need to patrol and issue PCNs (note that PCNs can still be relevant for those who park inappropriately, e.g. in Blue Badge bays).
- 10.23 As this is an engineered system, it can fail, therefore appropriate maintenance and support contracts would be required to manage any breakdowns. On larger surface car parks where, adjoining properties have rights of access, RFID passes would have to be supplied to allow these rights to continue. Alternatively, if ANPR is installed, licence plate details for rightsholders can be stored to provide access automatically.

Case Study – Cheshire West and Chester

Cheshire West and Chester Council (CWCC) operates both on and off-street parking within its boundary. It had historically operated its off-street car park using pay and display except for one car park in Chester which had pay and display on some floors and pay on exit on the remainder. Due to issues with the pay on exit system, CWCC considered options for its replacement and the potential to extend the system to other car parks in Chester. This was for several reasons including:

- Improving compliance rates at off street car parks – enforcement resources had been prioritised to on street to ensure statutory obligations were complied with.
- To improve payment options. Existing machines accepted only coins and no change was given.
- To provide functionality for the introduction of concession arrangements with local businesses A WPS Pay on Foot and ANPR (licence plate recognition) system was subsequently installed at 7 of its car parks in Chester and new pay and display machines at other which now allow contactless payment and provide change for cash payment. Functionality includes: -
- Recognition of season ticket/pre-payment card holders with barriers raising automatically
- CWCC resident Blue Badge Holders Park free for up to 4 hours using a chip system applied to the badge which the pay on foot system recognises.
- A system to manage free parking for specific users such as visitors to surgeries. A custom-built Ticket Entry Terminal in each entry lane enabling visitors to choose between concession parking and public parking. If a concession ticket is chosen the system automatically analyses the parking status and provides visitors with a 'concession parking available' ticket (to be validated within the concession
- A web-based application that allows business to pay towards or for its customers' parking.
- An intercom system linked to the Council's car park management office during operational hours. Outside these periods, issues are managed by the CWCC's main CCTV control room.
- A flexible WPS maintenance contract, supported by front line maintenance from CWCC officers if required.

Since installation, revenue has increased significantly with the capital costs being recouped within 12 months. The system has allowed CWCC to focus more resources on enforcing on-street parking contraventions to keep traffic moving in the city. As reasonable provision was made for customer support and equipment maintenance there have been no material issues with system reliability.

The Case for Cashless

- 10.24 For the customer, the need to carry change for cash payments can be inconvenient. Where coins are accepted, the Council currently needs to securely collect and process the income at a cost to the authority. There is also the risk of break-ins to payment machines with a potential loss of income. Reducing the number of coins collected by the authority would decrease the cost of processing this income and reduce the potential for theft. However, while reducing the number of parking payment machines could lead to revenue savings on maintenance, saving on the collection and processing costs would only be achieved if the actual proportion of coins coming through the system is reduced.
- 10.25 Despite new payment choices, previous research⁵ shows that many customers remain keen to use cash. However, contactless cards are changing the way customers pay for other products and services, and it may be time to use this as a way of removing cash from parking. Customers expect to be able to pay for services as seamlessly as possible, using new technologies where appropriate, and want a quick and effortless service.
- 10.26 The rationale is clear for moving to card only payment, removing the risk of theft and vandalism through the removal of cash storage in car park pay machines. However, experience to date suggests that other Councils have elected to retain the option to pay by cash in one form or other. While not a statutory requirement, retaining the option to pay in cash is often retained has been justified to encourage people to visit and support local business, to accommodate disadvantage and address equality concerns.

Summary

- 10.27 BDC should aim to become cashless. An increase in customers using credit/debit card is anticipated once all pay and display machines have contactless available. In car parks with multiple terminals, the Council should consider replacing some of their machines with cashless only terminals to encourage the use of credit/debit card transactions.
- 10.28 A marketing campaign highlighting the availability and convenience of card payments should also be proposed by BDC to increase awareness and increase cashless uptake. As cashless usage increases the Council would be able to opt to convert more machines to contactless only.

⁵ Link (2024) – Access to Cash Review

11. Future Trends Summary

Parking and the Net Zero Carbon Agenda

- 11.1 In 2019, the UK Government and the devolved administrations committed to the Net Zero target as recommended by the Climate Change Committee. Reaching net-zero greenhouse gas (GHG) emissions requires extensive changes across the economy, but the foundations are in place. Major infrastructure decisions need to be made soon and quickly implemented. These changes are unprecedented in their overall scale, but large-scale transitions have been achieved successfully in the UK before, such as the natural gas switchover in the 1970s or the switch to digital broadcasting in the 2000s.
- 11.2 Achieving the long-term goal of a zero-carbon economy would call for many far-reaching and structural changes to how we live and how we travel. The type of vehicles we drive, how many of us would own them and where we work are significant factors in the overall picture.
- 11.3 In the shorter term, there is a need to improve multi-modal access to town centres, offices, hospitals, and public services. For the foreseeable future, privately owned cars would remain a predominant mode of transport. Improving access in a zero-carbon economy means finding ways to accommodate cars while minimising the environmental impact and providing maximum flexibility for the future.
- 11.4 As covered above, in that greater provision of charging infrastructure should be provided, but also that the need for cars should be reduced by making Smarter Choices such as active travel (i.e. walking, cycling and public transport) the easiest option. To this effect, new developments should be car-free or have restricted on-site parking or be situated within controlled parking zones and have adequate cycle facilities.

Future Trends and Mobility Summary

- 11.5 This section has reviewed future growth and potential trends such as car parking provision, changes in travel behaviour and changing habits for retail.
- 11.6 The prominence of buses in the Bromsgrove, which serve communities with low car ownership, as well as being the only public transport mode to some of the centres, means that bus usage would remain stable.
- 11.7 The combination of recent changes in retail spending habits, accelerated through factors such as the increase in online retail and the pandemic as well as the repopulation of centres, through greater residential development and changes to permitted development rights, means that the use of centres is likely to have changed accordingly. Some of these changes could significantly reduce the longer-term demand on high streets and shopping centres, resulting in less car parking being required. The purpose of car parking may also need to adapt to ensure that it meets the needs of users, including availability of secure freight or coach parking.
- 11.8 It has also found that when looking at attitudes of parking users that expenditure is not a major consideration for the average car owner, yet location, convenience and the sized bays are high priorities. Any cost-related considerations more so relate to payment preferences that have shifted due to a change in public attitudes to app-based platforms away from handling cash and touching buttons or screens.
- 11.9 Public car parks in centres are likely to be impacted by future development and growth through the Bromsgrove Local Plan. Targets to meet the future under-supply of housing and employment land need may bring pressure on under-utilised car parks to be disposed of to provide residential development opportunities or accessible investment sites in centres. Car

parks that are under occupied within strategic centres and town centres provide an opportunity for employment sites, as they are accessible and have a large surface area, making them ideal. They are also quicker to deliver on such sites. Indeed, some authorities are currently carrying out reviews of the potential for development within strategic centres, including housing development beyond existing housing allocations and commitments.

Signage Across Bromsgrove

- 11.10 Across all the local centres and wards across Bromsgrove where public parking is available, clear signage should be provided to make drivers aware of all the options available to them. This is due to there being a direct link between a town centre economy and how easy the town centre is to access for all modes of transport. Ideally a town centre should be walking distance to all major transport hubs such as car parks, bus stations, and rail stations. Whilst Bromsgrove has a rail station it is located over one mile away from the town centre.

Bromsgrove Town Centre

- 11.11 The only reliable method of allowing visitors to make this decision is through signage. There is currently only a handful of car parking signs within the town centre and the quality is considered poor. There is very little information included with virtually all signs simple stating a direction where parking is available. This isn't sufficient to create an efficient town centre parking experience and is likely to result in certain car parks being used regardless of the intended location.
- 11.12 Another key feature for accessing the town centre is how straight forward and clear signage is for visitors from their transport mode to the destination. The success of good car park directional signage for vehicles would be completely undone if the subsequent signage directing visitors from the car park to their destination is poor. Therefore, wayfinding is used to support directional signage.
- 11.13 This is most commonly signed through use of finger posts with key destinations such as town centre, toilets, bus/rail station, and others being signed in the direction of travel. These can be supported through simple and complex monolith signs that can include maps and key information. These can also be modern day tourist information systems.
- 11.14 The location and number of way-finding signs is as important as vehicular signs. It should be possible for a visitor to have no understanding of a town centre, to make their way from a car park to their destination without any confusion.
- 11.15 This is important as it may steer people towards car parks with lower utilisation instead of parking at busier car parks simply by making them aware that they are there.
- 11.16 There are four types of car parking signage that have been considered as part of this signage review. These are:
- **Strategic car parking signage that provides car parking directional information for a number of car parks or parking locations in the town centre.**
 - **Car park advanced directional signage that provides directional information for a few car parks in an area such as Parkside and Recreation Road South.**
 - **Providing advanced directional signage to Aston Fields Car park when travelling towards the train station.**
 - **Car park Variable Message Signs that provide car parking directional information across the town centre.**

- Specific car park sign that can be static or Variable Message Sign for individual car park
- Direct traffic towards Sanders Park as a leisure destination

11.17 Figures 35 and 36 below show examples of these signs.

Figure 33: Directional Car park Sign Example



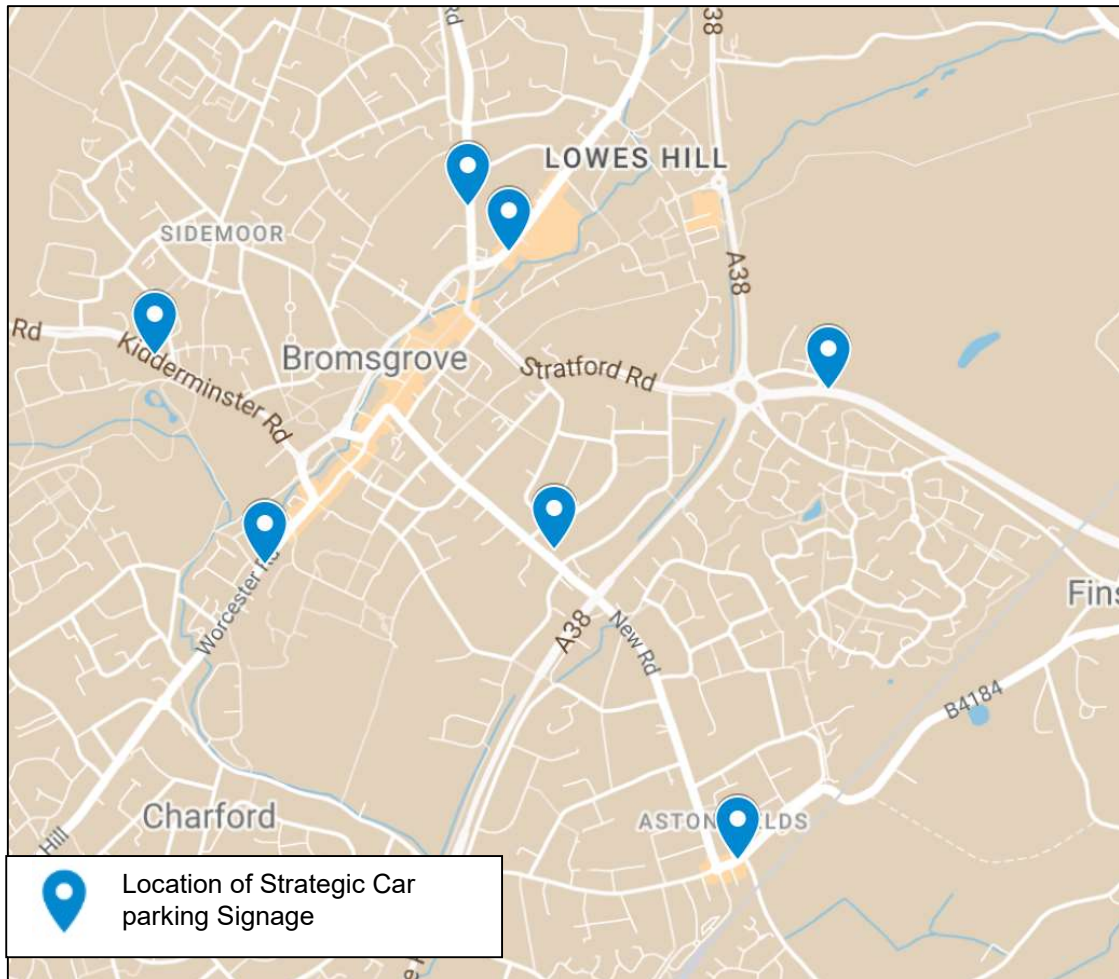
Figure 34: Directional Car park Sign Example



11.18 The examples above highlight how simple directional signs can have great effectiveness in shaping the direction in which people choose to travel and is a crucial factor to help redistribute the occupancy of car parks across Bromsgrove Town Centre.

11.19 To achieve the most effectiveness, the signs should be positioned in the following places shown on Figure 37.

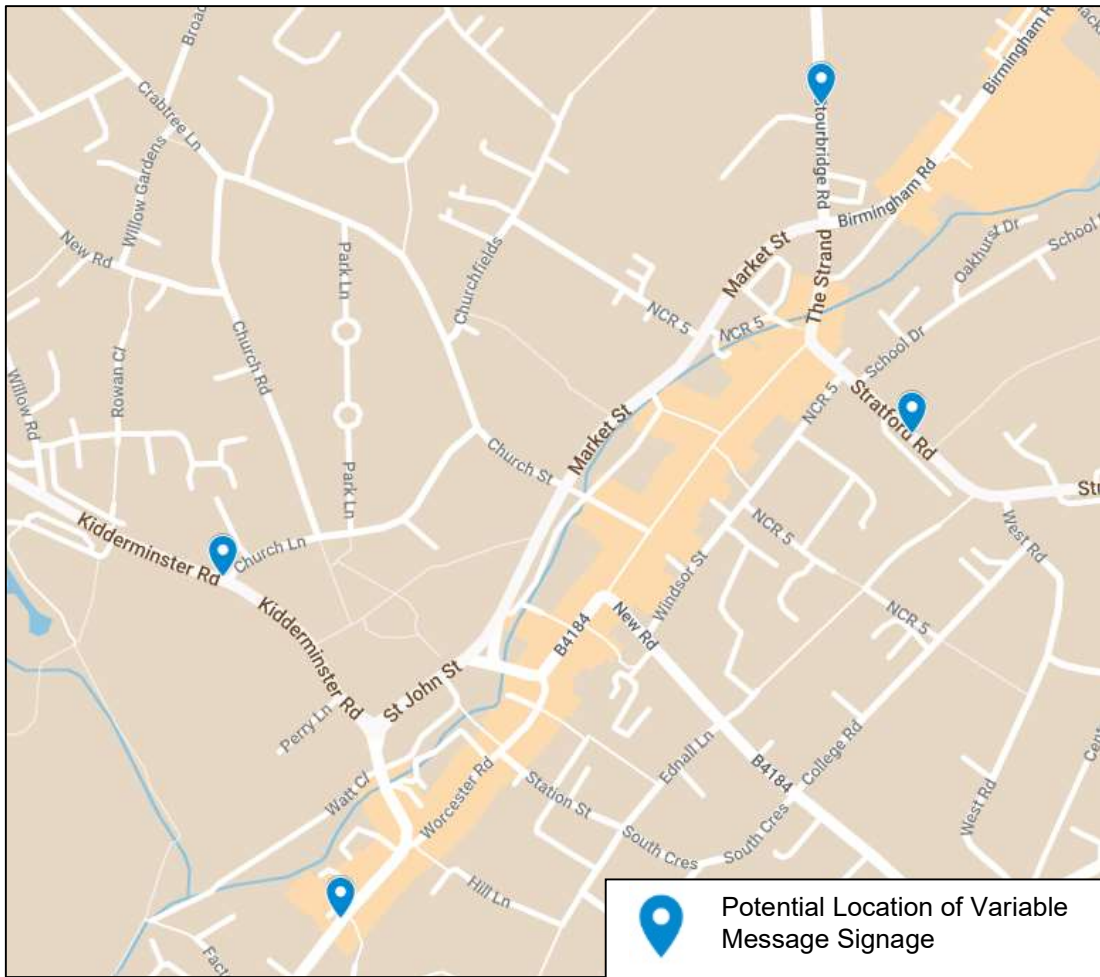
Figure 35: Location of Strategic Car park Signage In Bromsgrove Town Centre



Variable Message Signs (VMS)

- 11.20 A Variable Message Sign (VMS) is classified as “a device capable of displaying, at different times, two or more aspects.” These aspects may take the form of a sign prescribed by the TSRGD 2016.
- 11.21 A VMS is one of the most effective methods of providing key clear concise information to drivers as they travel to their destination. Car park guidance VMS provides car park information such as the number of spaces available within a car park. VMS can use both forms such as a free text sign displaying “Car Park A Full, Please Use Car Park B.”
- 11.22 Bromsgrove town centre is compact which makes locating VMS more straightforward. Potential locations where variable message signage could be installed can be seen overleaf in **Figure 38**.

Figure 36: Potential Locations of Variable message signage



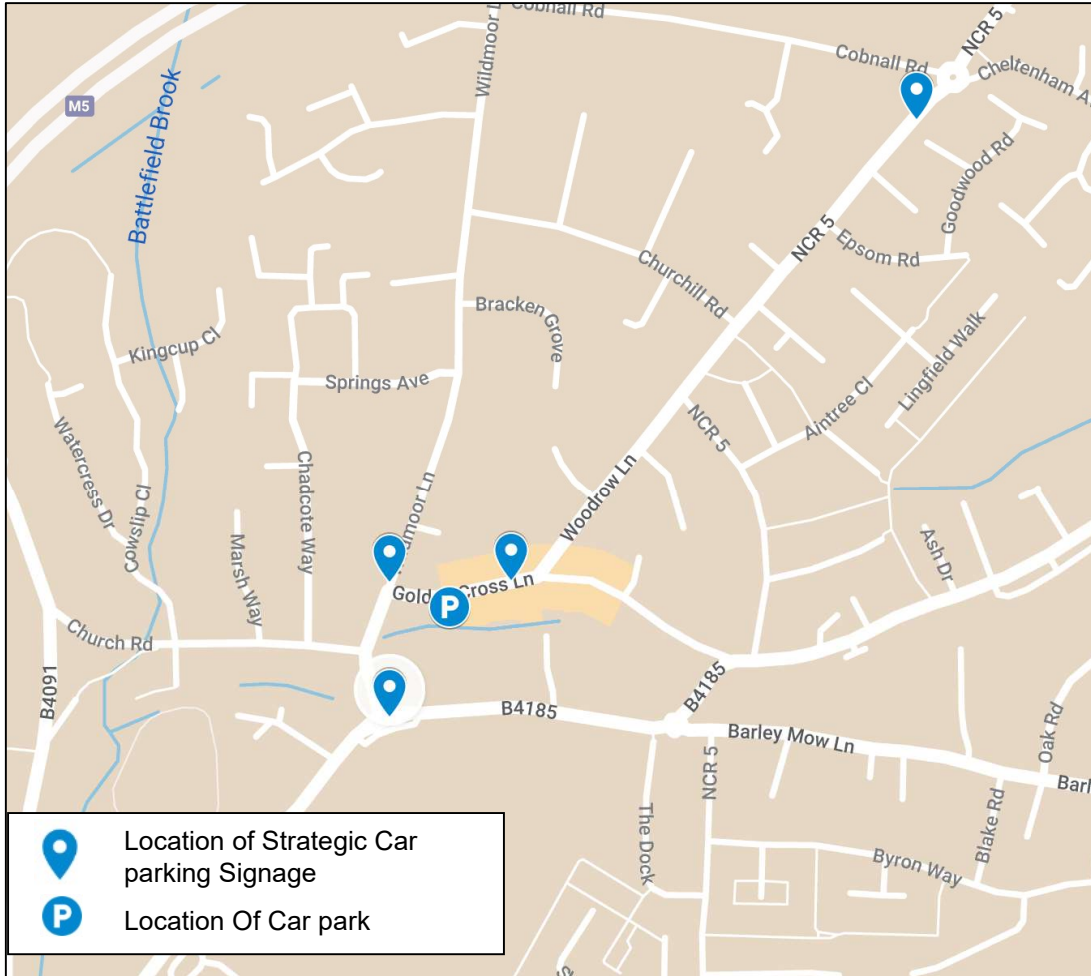
11.23 The locations highlighted above have been chosen due to being the key access roads into Bromsgrove town centre and would give drivers plenty of time to decide on where is best to park, the VMS sign states that their favoured car park is full.

Alvechurch and Catshill

11.24 Given that Alvechurch only has one publicly owned off-street car park, some advanced signage on key roads entering would benefit the town, especially for users who do not park there regularly. Requirements for Catshill are similar, however Catshill would also benefit from implementing VMS which details the EV charging that is available on its car park.

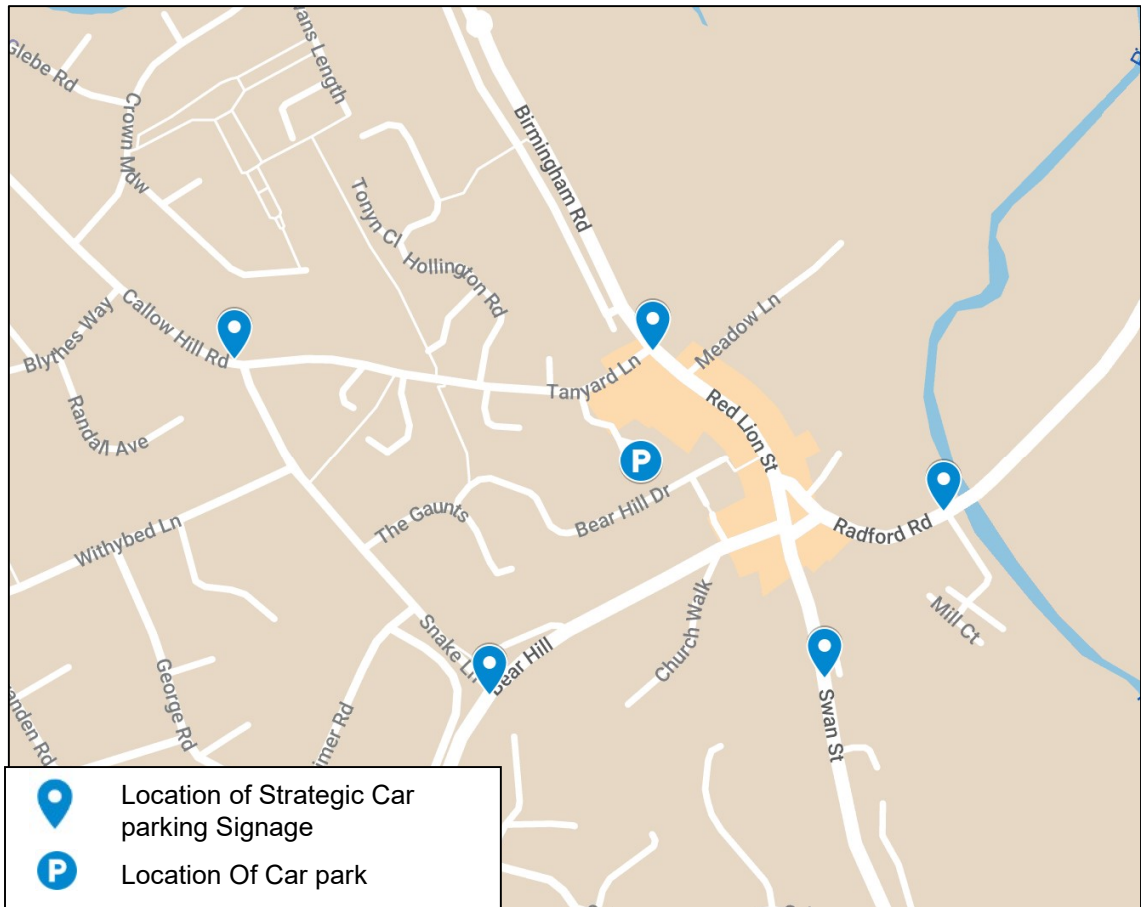
11.25 The suggested location of VMS for Catshill car park can be seen overleaf in **Figure 39**.

Figure 37: Approximate Suggested Location for Parking Signage In Catshill



11.26 The suggested location of VMS for Alvechurch Car park can be seen overlaid in **Figure 40**.

Figure 38: Approximate Suggested Location for Parking Signage In Alvechurch



12. Conclusion and Recommendations

- 12.1 This Strategic Review has reviewed the supply and demand for parking in Bromsgrove town centre and the surrounding areas both now and in the future.
- 12.2 Committed development in the pipeline could affect the number of parking spaces that are occupied. There is a need to achieve the best balance between the sometimes-conflicting requirements of a parking strategy, i.e. its role in supporting the town centre economy, the public realm, income to BDC and other operators, traffic congestion and the objective to encourage sustainable transport and development. In developing a future parking strategy there is a need to avoid causing unintended consequences.
- 12.3 There is a significant amount of parking in the town centre, of a similar scale to comparator towns of similar populations. Public transport plays a limited role in the movement of people to and from the town centre, in comparison with many other towns that have better bus services. Therefore, Bromsgrove is relatively car-dominated.
- 12.4 The charging tariff utilised in Bromsgrove town centre is well balanced with short stay parking available in all public car parks and long stay in all but one. The parking charges are consistent with similar towns and, the condition of the public car parks is good, but some potential improvements have been identified.
- 12.5 The surveys and ticket sales show that Saturdays are significantly busier than weekdays, except in a few car parks that are popular with commuters and season ticket holders during the week (i.e. Parkside).
- 12.6 We have considered the results of our analysis and have highlighted the five most crucial aspects of the study that BDC should progress further. These aspects are detailed below:
- **Improve car park directional signage to town centre car parks and associated way-finding signage to direct visitors to nearby facilities in the town centre.**
 - **Investigate a nighttime car parking tariff that can be used as a basis to advertise the nighttime offer in Bromsgrove and encourage the evening economy.**
 - **Consider improvements to town centre car parks, which could be generated by increasing parking tariffs as the benchmarking exercise suggests there is scope for an increase. This would support improvements to the town centre overall and an increase in the town centre offering.**
 - **Invest in redeveloping School Drive car park to make it more attractive to people wishing to use the car park.**
 - **Place yellow lining on the on-street parking outside of the leisure Centre to encourage people to use the paid parking there instead of parking for free.**
 - **Aim to get more people to pay for parking charges by using card payments or by the app, with the long-term aim to go cashless, to reduce costs for BDC as well as making sure that all transactions are secure.**
- 12.7 Detailed recommendations for each car park can be seen in **Table 10**.

Table 10: Summary of Recommendations

| Car park | Recommendations |
|--------------------------------|---|
| New Road car park | <ul style="list-style-type: none"> • Consider implementing an evening charge • Consider installing an ANPR system to manage ticketing in the car park • Consider the possibility of making New Road a short stay car park to take some of the strain off existing short stay car parks |
| North Bromsgrove car park | <ul style="list-style-type: none"> • Installation of 5mph speed limit signs to make the car park safer for pedestrians • Consider implementing an evening charge • Consider installing yellow lining along school drive to prevent drivers from parking in the free on street bays adjacent from the charged car parks • Consider installing an ANPR system to manage ticketing in the car park |
| Parkside car park | <ul style="list-style-type: none"> • Consider implementing an evening charge • Consider installing an ANPR system to manage ticketing in the car park • Consider the installation of EV charging spaces |
| Recreation Road South car park | <ul style="list-style-type: none"> • Consider introducing an all day tariff for stays of over 3 hours • Consider implementing an evening charge • Consider installing an ANPR system to manage ticketing in the car park • Consider installation of motorcycle & bicycle parking |
| School Drive car park | <ul style="list-style-type: none"> • Renovate the lining and surfacing in the car park • Installation of EV charging spaces • Consider the possibility of converting part/all the car park to a short stay to take some of the strain off existing short stay car parks. • Installation of high-quality signage to guide people to the car park • Consider installing an ANPR system to manage ticketing in the car park |
| St John Street car park | <ul style="list-style-type: none"> • Consider the installation of EV charging spaces • Consider installation of motorcycle & bicycle parking • Consider installing an ANPR system to manage ticketing in the car park |
| Stourbridge Road car park | <ul style="list-style-type: none"> • Consider disposing of this car park site due to low utilisation and high renovation costs |
| Windsor Street car park | <ul style="list-style-type: none"> • Installation of high-quality signage to guide people to other town centre car parks to ease capacity issues • Consider installing an ANPR system to manage ticketing in the car park |

| | |
|-----------------------|--|
| Aston Fields car park | <ul style="list-style-type: none"> • Consider removing the short stay restrictions • Consider bringing in charging which is competitive with Bromsgrove Train Station Car Park |
| Sanders Park car park | <ul style="list-style-type: none"> • Consider installation of motorcycle & bicycle parking |
| Alvechurch car park | <ul style="list-style-type: none"> • Consider the viability of bringing in a small charging regime for the car park • Installation of 5mph speed limit signs to make the car park safer for pedestrians • Consider installation of motorcycle & bicycle parking • Installation of high-quality signage to guide people to the car park |
| Catshill car park | <ul style="list-style-type: none"> • Consider the viability of bringing in a small charging regime for the car park • Installation of high-quality signage to guide people to the car park |

- 12.8 As a finite resource, parking in Bromsgrove town centre needs to be managed and tariffs are one of the main ways of doing this, with an application of setting reasonable charges. There is a need to generate revenue for investing in future physical and technological improvements, to ensure the continuous improvement and sustainability of parking services. Based upon the data we have analysed, our experience of other similar locations and the fact that charges are applied at nearby towns, it is not anticipated that the introduction of low and reasonable charges during these periods would materially influence parking demand. Income derived from evening and Sunday would help fund service improvements at the car parks and additional capacity. Therefore, BDC should assess the introduction of evening charges at car parks in the main settlements.
- 12.9 Based upon our analysis and experience elsewhere, if an evening and Sunday tariff of £1 per visit was introduced by BDC throughout the district, this could result in a potential additional income of c£200,000 per annum. A potential option is that charges are implemented, where possible, in Alvechurch car park, and Aston Fields, due to their respective locations, and usage could benefit from a small charge. In both locations, elected Members complained of the car parks being used for anti-social activities or vehicles being left overnight. Having a charging regime would bring both car parks into the patrol regime of CEOs, which would mean that usage would be regularly monitored. It is difficult to accurately forecast the potential revenue from introducing the charges on free car parks as there is no usage data available, however we estimate that it would be more than c£100,000 per annum.
- 12.10 From analysis of existing parking demand through the utilisation figures shared by BDC, we have ascertained that Bromsgrove town centre has adequate car parking provision both now, and in the future, without the need to reopen Churchfields car park. This is because in Bromsgrove town centre, only two short stay car parks (Windsor Street and St John Street) have utilisation consistently of above 60%, and this is only in the afternoons and the evening.
- 12.11 Furthermore, as discussed earlier in the report, findings of TEMPRO growth analysis show that current level of parking provision is adequate even for the future growth year of 2039, with only St John Street and Windsor Street car parks predicted to operate at capacity across both weekdays and weekends.
- 12.12 Although Parkside and New Road Car parks are expected to be at a high utilisation level in 2039, should the demand be managed across the car parks which have spare capacity, by

using tools such as wayfinding or VMS (as discussed later in this report) the demand on these car parks can be managed.

- 12.13 Therefore, it can be safely determined that Churchfields car park is no longer required. Existing Bromsgrove town centre car parks can comfortably meet demand, both now and in 2039. It is recommended that BDC explore decommissioning the site so that the land can be disposed of for regeneration purposes.



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Bromsgrove Strategic Parking Review

Part Two: Car Park Management Review

2 August 2024

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| P01 | S3 | 02/08/2024 | Oliver Truelove Undergraduate Transport Planner | James Picton Senior Transport Planner | David Whalley Associate Director |
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| C01 | S5 | 13/01/2025 | Connor Webb Undergraduate Transport Planner | Jack Wellings Transport Consultant | Richard White Associate Director |

Comments

Final Issue following client comments

| Revision | Status |
|---|---|
| Pnn Preliminary (shared; non-contractual) | S1 Coordination |
| Cnn Contractual | S2 Information |
| | S3 Review & Comment |
| | S4 Review & Authorise |
| | S5 Review & Acceptance |
| | A0, A1, An Authorised & Accepted (n=work stage if applicable) |

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Executive Summary

This report covers Part Two of the Strategic Review of Car Parking in Bromsgrove. As part of this report, we have reviewed car park management arrangements with solutions identified to reduce the need for off-street parking enforcement including an outline of costs, together with operational and enforcement issues. We have also recommended time of day restrictions to address existing parking issues and assess enforcement requirements for identified parking management design options.

During our review, we have considered how Bromsgrove District Council's car parks are currently being managed. This is particularly timely given the town has undergone changes in land use and shopping behaviour over recent years which has impacted upon the popularity and functions of the town centre. Retail developments and regeneration projects in Bromsgrove have impacted on the demand for travel and the popularity of different parking areas, so there is a need to review whether the current parking provision is meeting the needs of the town, both at present and in the future. Currently, all car parks are within reasonable walking distance of most of the town centre, and that residents and visitors have a good range of existing provision to choose from.

The report includes a review of existing car park management strategies in Bromsgrove town centre compared to local authority areas with a similar demographic on social and economic needs. These have been assessed using factors such as existing conditions and enforcement methods. In comparing the effectiveness of different parking management approaches, lessons learned have been established from other areas, and the report determines how these approaches can be adopted by Bromsgrove to meet future needs.

Our proposed management approach recommends that parking enforcement should remain a sufficient deterrent to encourage motorists to comply with the regulations, however the primary purpose of penalty charge notices (PCNs) should only be to encourage compliance with parking restrictions in Bromsgrove, and not for the purposes of revenue generating. Rather, by further improving the parking offer, through offering cashless parking in all Bromsgrove town centre car parks for example, efficiencies can be found which in turn could increase revenue. The main efficiency would come with a potential reduction in the need for Civil Enforcement Officer (CEO) presence in Bromsgrove town centre, if for example the parking infrastructure at certain sites changed to embrace innovative enforcement methods. Also, use of new and existing technologies can enhance the user experience, in making parking easier and providing different ways to pay. There is also the potential to reduce back-office administration and allow for an improved offer relative to season tickets and contract parking.

An analysis of the impacts of future developments on Bromsgrove town centre car parking shows that there are several new residential developments which could influence traffic flow within Bromsgrove town centre, and parking provision, in particular car parks. The primary concern is the potential impact from the Land at Perryfields Road and Whitford Road developments. The larger site is following a phased development approach, and that due to the proximity to the town centre, it can be assumed that many residents will access the centre through sustainable transportation methods. However, the St John Street car park, in particular, could see an increase in traffic leading to the car park capacity being reached, as it is already the most utilised car park from the data analysed. The Recreation Road South car park could also see an increase in usage as it is one of the car parks nearest to new residents. Therefore, the impacts from both developments need to be considered by BDC as part of any future parking strategy for the town centre. Implementation of a zoning system in Bromsgrove to assist with identifying the geographical distribution of town centre developments could help to allocate associated parking demand to appropriate car park locations. When considered alongside a car park pricing strategy, the zoning system could also help to focus

more expensive parking towards the central areas of Bromsgrove, with less expensive parking options located around the edges of the town centre, with the aim of reducing the impact of vehicles penetrating the town centre.

Our review analysed typical CEO enforcement activity in the town centre over a typical weekday period, within a neutral month. We found that some car parks within the town centre were frequently visited by CEOs, with a considerable amount of time spent at the North Bromsgrove and Recreation Road South sites in particular, but very few PCNs were issued at either. This indicates that, whilst the threat of a PCN acts as a deterrent in Bromsgrove town centre, compliance with parking regulations is currently high, and therefore, alternative approaches could be considered to reduce the level of CEO presence and resource required within the town centre. In analysing car park user payment patterns, we have ascertained that car parking in Bromsgrove town centre is suitable for exploring alternative car parking management arrangements. Currently, most payments for parking are made by credit/debit card at the payment machines, however, cash payment remains high across all sites, in particular School Road car park where around 45% of all transactions were cash transactions.

There is a considerable economic case for car parking within Bromsgrove town centre going cashless, as it would reduce maintenance costs for the operation of Pay and Display machines as well as the cost of collecting the cash from the machines. App/online payments are currently very low, so it is further recommended that more information/signage is provided to make users aware that they do not have to necessarily use the pay and display machines to pay for car parking.

As part of our review, a SWOT (*Strengths – Weaknesses – Opportunities – Threats*) analysis of potential car parking management arrangements was conducted. Adopting a “business as usual” approach is not optimal as the only benefits appear to be that the service provider and service users are familiar operating and using the service as it is at present. However, this is far outweighed by factors such as maintaining systems and infrastructure that support cash payment, and security concerns such as protecting revenue in the payment machines. Installing an ANPR system across Bromsgrove town centre car parks offers significant benefits in terms of security, efficiency, and revenue management. From the SWOT analysis, ANPR is deemed the most advantageous method to install at off-street town centre public car parks due to the strengths and weaknesses outweighing the strengths and weaknesses of a barrier system and “business as usual.”

There is a legal framework for BDC to follow to implement fixed ANPR cameras in off-street public car parks in Bromsgrove, if this recommendation is to be pursued. However, before using ANPR cameras in off-street public car parks (under both civil and criminalised regimes), BDC must satisfy themselves that they have the power to install and use the cameras as intended. This is a complex area of the law. It is critical that BDC establish the necessary power to use cameras for parking enforcement, otherwise any enforcement action taken on the basis of evidence generated may be invalid. We advise that BDC involve their legal advisers on this crucial point from the outset.

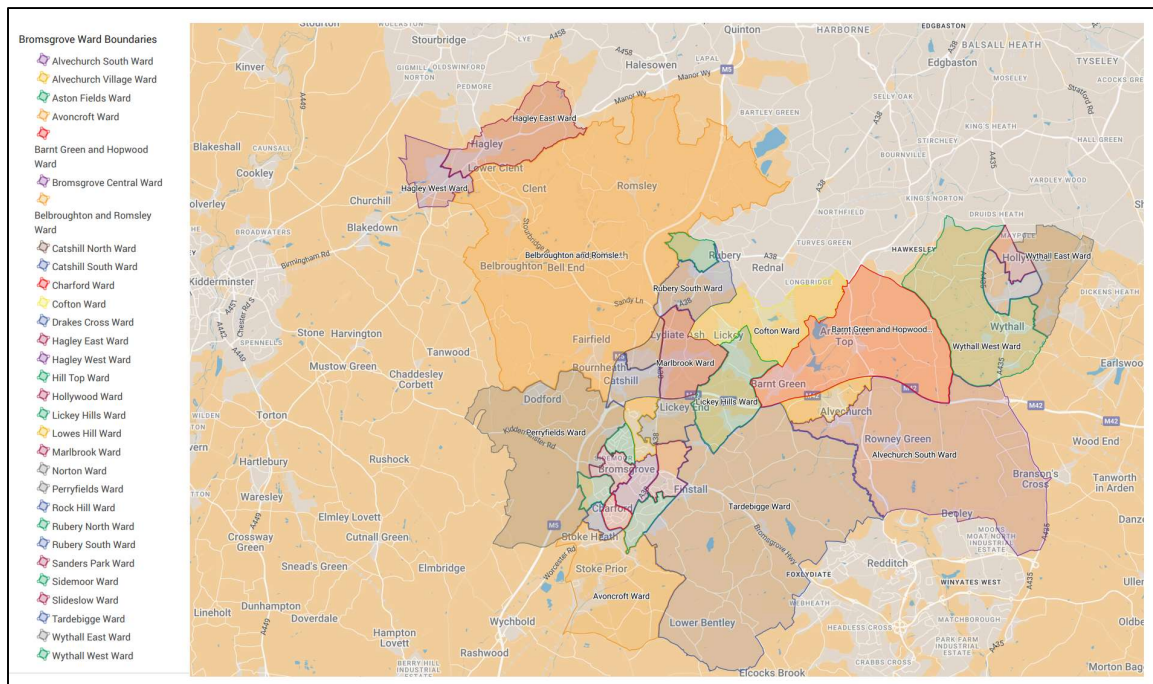
There are cost, maintenance, and potential privacy concerns to overcome, and to maximise the benefits and mitigate the risks, BDC will need to undertake careful planning, compliance with regulations, and robust cybersecurity measures. Integrating ANPR with the existing online payment/smart parking solution could further enhance the user experience and operational efficiency. Furthermore, installation of ANPR offers significant opportunities for BDC to receive detailed data on parking habits across their car parks, helping to make informed decisions on tariffs, redevelopment, and improvements to car parks. Our Management Review has taken revenue generation, costs of installing an ANPR system and the return on investment into account in evaluating the preferred option. Should the current management arrangement be enhanced with ANPR technology in Bromsgrove town centre car parks, the CEO resource could be freed up to patrol other areas of the district with a focus on on-street enforcement.

1. Introduction

The Brief

- 1.1 Waterman Infrastructure & Environment ('Waterman') have been commissioned by Bromsgrove District Council to undertake a Car Park Management Review of Bromsgrove Town Centre and the surrounding areas.
- 1.2 As part of this review, we have considered existing car park management arrangements with solutions identified to reduce the need for off-street parking enforcement, including an outline of costs, together with operational and enforcement issues. We have also recommended time of day restrictions to address existing parking issues and assess enforcement requirements for identified parking management design options.
- 1.3 The district boundary and the respective wards within Bromsgrove are illustrated in **Figure 1**.

Figure 1: Bromsgrove Wards



Background

- 1.4 This Management Review considers how Bromsgrove District Council's car parks are being managed. This is particularly timely given the town has undergone changes in land use and shopping behaviour over recent years which has impacted upon the popularity and functions of the town centre.
- 1.5 Retail developments and regeneration projects in Bromsgrove have impacted on the demand for travel and the popularity of different parking areas, so there is a need to review whether the current parking provision is meeting the needs of the town, both at present and in the future.
- 1.6 This study includes a review of existing car park management strategies in Bromsgrove town centre and local wards compared to local authority areas with a similar demographic on social and economic needs. These have been assessed using factors such as existing conditions and enforcement methods.

- 1.7 Additionally, the report provides solutions to address car parking management, reducing the need for off street parking enforcement at certain locations allowing wardens to cover greater distances outside of the town centre. This is also discussed in the On-Street Parking Enforcement Review report.
- 1.8 Further in this Management Review, the possibility of Automatic Number Plate Recognition (ANPR) camera use is explored, outlining the costs, as well as operational and enforcement issues.

Report Format

- 1.9 The structure of this report is as follows:
- **Section 2** reviews other local authorities car park management strategies.
 - **Section 3** presents the existing parking provision.
 - **Section 4** reviews proposed developments across the Bromsgrove District Council Boundary.
 - **Section 5** analyses the current payment trends across the car parks managed by Bromsgrove District Council.
 - **Section 6** conducts a SWOT analysis of the preferred management method.
 - **Section 7** considers the alternative parking strategy measures and presents the recommended strategy; and
 - **Section 8** provides a summary of the report findings.

2. Car Park Management Approach Comparisons

Introduction

- 2.1 The purpose of this section is to compare the effectiveness of different parking management approaches from local authority areas, to establish any lessons learned from other areas, and to determine how these approaches can be adopted by Bromsgrove to meet future needs.
- 2.2 Bromsgrove is a traditional market town located in Worcestershire, with a population of approximately 99,200 (Census, 2021). Bromsgrove borders the built-up area of Birmingham to the north. Other towns and villages in the district include Alvechurch, Aston Fields, Belbroughton, Catshill, Clent, Hagley, Rubery, Stoke Prior and Wythall.
- 2.3 For Bromsgrove District Council, currently off-street car parking enforcement is contracted to Wychavon District Council (WDC) to administer. They have a finite resource of 5.5 Full-Time Equivalent (FTE) Civil Enforcement Officers (CEOs) spread across the district and CEOs are based out of Bromsgrove town centre.
- 2.4 From analysis of the beat patterns of the Civil Enforcement Officers, which was covered in the Strategic Review, the most common areas being enforced are within Bromsgrove town centre, notably public car parks within the core town centre area.
- 2.5 A review has been undertaken of the car parking management arrangements of the following three local authorities who have recently either completed a 5-year plan for car parking, renegotiated their parking enforcement contracts, or have recently updated their car parking strategies to meet parking needs both for the present and in the future:
 - Bracknell Forest
 - Oldham
 - Cheshire West and Chester
- 2.6 The three areas were chosen as comparators, as they have similar values to Bromsgrove in terms of demographics, as well as social and economic needs. These have been assessed using factors such as existing conditions and enforcement methods.

Bracknell Forest

- 2.7 The Enforcement and Parking Management Strategy for Bracknell Forest Council between 2019 – 2024 has been reviewed. Lessons learned from Bracknell's approach, and how it could be applied in Bromsgrove's approach, are as follows:
 - In terms of enforcement and management, enforcement should remain an important part of delivering a parking strategy for Bromsgrove, as a sufficient deterrent to encourage motorists to comply with the regulations.
 - Parking measures should be used to support continued economic growth and increasing dwell times, manage traffic and secure enough revenue to cover the cost of car parking. However, the primary purpose of penalty charge notices should be to encourage 100% compliance with parking restrictions, and as such raising revenue should not be an objective of parking enforcement, and therefore, going forward, targets should not be set in respect of numbers of PCNs issued or revenue collected from PCNs.
 - There is no doubt that contract efficiencies could be made via a redefinition of staffing roles and responsibilities whereby existing roles are combined; this also provides a great resilience for redeployment of staff.

- The traditional approach has been to ensure a physical presence of staff, but modern technological capabilities and infrastructure allow for a reduction in workforce with the move to central control and automation as is the industry norm. There is however a balance to be struck as a move such as this is likely to have a perceived reduction in customer service.
- Use a Variable Messaging System (VMS), located at key entry points into Bromsgrove town centre; this would provide information to motorists about parking availability in the main town centre car parks. VMS data counters can record all entries and exits to estimate occupancy. This can be used to direct and control parking (at busy times and for large events) and reduce congestion at key times.
- Offer cashless parking in all Bromsgrove's car parks. By further improving the offer, Bracknell found efficiencies which in turn could increase revenue. The main efficiency would come with a potential reduction in civil enforcement officer staffing if for example the parking infrastructure at certain sites changed from pay and display to ANPR.
- Use new and existing technologies to enhance the user experience, in making parking easier and providing different ways to pay. Digital technology can be used to better inform motorists of the choices available to them and parking availability information.
- Consider the development of an online portal system, which will have the potential to reduce back-office administration and allow for an improved offer relative to season tickets and contract parking. The intention is that this web-based system could enable the user to make an application for either a single season ticket on an individual basis or for several season tickets on behalf of a company. There is the potential that this system could also allow for a complete cashless parking solution whereby a bank card is registered and debited each time a registered vehicle leaves the car park.

Oldham

2.8 Oldham Town Centre is situated in a similar location to Bromsgrove, both being in close proximity to a major city. Population sizes are also similar with both their town centres and surrounding wards having a population of approximately 100,000. Lessons learned from Oldham's approach, and how it could be applied in Bromsgrove's approach, are as follows:

- Implement of a zoning system to assist with identifying the geographical distribution of town centre developments and help to allocate associated parking demand to appropriate car park locations.
- The aim of this zonal system would be to create a more evenly distributed provision of car parking spaces around the town centre. When combined with a complementary routeing and signage strategy, this will allow drivers to be guided quickly to an appropriate car park depending on the direction from which they approach the town centre. This should reduce incidences of traffic circulating the town centre searching for a car parking space.
- When considered alongside a car park pricing strategy, a zoning system could also help to focus more expensive parking towards the central areas, with less expensive parking options located around the edges of the town centre, with the aim of reducing the impact of vehicles penetrating the town centre.

Cheshire West & Chester

- 2.9 Cheshire West and Chester Council (CWCC) operates both on and off-street parking within its boundary. It had historically operated its off-street car park using pay and display except for one car park in Chester, which had pay and display on some floors and pay on exit on the remainder.
- 2.10 Due to issues with the pay on exit system, CWCC considered options for its replacement and the potential to extend the system to other car parks in Chester. Lessons learned from CWCC's approach, and how it could be applied in Bromsgrove's approach, are as follows:
- To install a Pay on Foot and ANPR (licence plate recognition) system at designated car parks with functionality including recognition of season ticket/pre-payment card holders with barriers raising automatically, resident Blue Badge Holders parking free for up to 4 hours using a chip system applied to the badge which the pay on foot system recognises.
 - Implement a web-based application that allows businesses to pay towards or for its customers' parking.
 - A flexible maintenance contract, supported by front line maintenance from Bromsgrove officers if required. Since installation, CWCC found that revenue increased significantly with the capital costs being recouped within 12 months. The system could also help with Bromsgrove's' parking enforcement operations, allowing WDC to focus more resources on enforcing on-street parking contraventions to keep traffic moving in the district.

Summary

- 2.11 In this section we have compared the effectiveness of different parking management approaches, to establish any lessons learned from other areas, and to determine how these approaches can be adopted by Bromsgrove to meet future needs. In areas that have similar values to Bromsgrove in terms of demographics, as well as social and economic needs, existing conditions and enforcement methods were reviewed.
- 2.12 It was found that parking enforcement should remain a sufficient deterrent to encourage motorists to comply with the regulations, however the primary purpose of penalty charge notices should only be to encourage compliance with parking restrictions, and not to raise revenue; thereby targets should not be set in respect of numbers of PCNs issued or revenue collected.
- 2.13 Contract efficiencies can be made via a redefinition of staffing roles and responsibilities whereby existing roles are combined; this also provides a great resilience for redeployment of staff. Modern technological capabilities and infrastructure allow for a reduction in workforce with the move to central control and automation as is the industry norm. There is however a balance to be struck as a move such as this is likely to have a perceived reduction in customer service.
- 2.14 At key entry points into Bromsgrove town centre, use a Variable Messaging System (VMS) could provide information to motorists about parking availability in the main town centre car parks. This can be used to direct and control parking (at busy times and for large events) and reduce congestion at key times.
- 2.15 By further improving the parking offer through offering cashless parking in all Bromsgrove's car parks, efficiencies could be found which in turn could increase revenue. The main efficiency would come with a potential reduction in civil enforcement officer staffing if for example the parking infrastructure at certain sites changed from pay and display to ANPR. Use new and existing technologies to enhance the user experience, in making parking easier and providing different ways to pay.

- 2.16 More prevalent utilisation of digital technology can be used to better inform motorists of the choices available to them and parking availability information. Also, to consider the development of an online portal system, which will have the potential to reduce back-office administration and allow for an improved offer relative to season tickets and contract parking.
- 2.17 Implement of a zoning system in Bromsgrove to assist with identifying the geographical distribution of town centre developments and help to allocate associated parking demand to appropriate car park locations. When considered alongside a car park pricing strategy, the zoning system could also help to focus more expensive parking towards the central areas, with less expensive parking options located around the edges of the town centre, with the aim of reducing the impact of vehicles penetrating the town centre.

3. Review of Existing Car Parking Provision

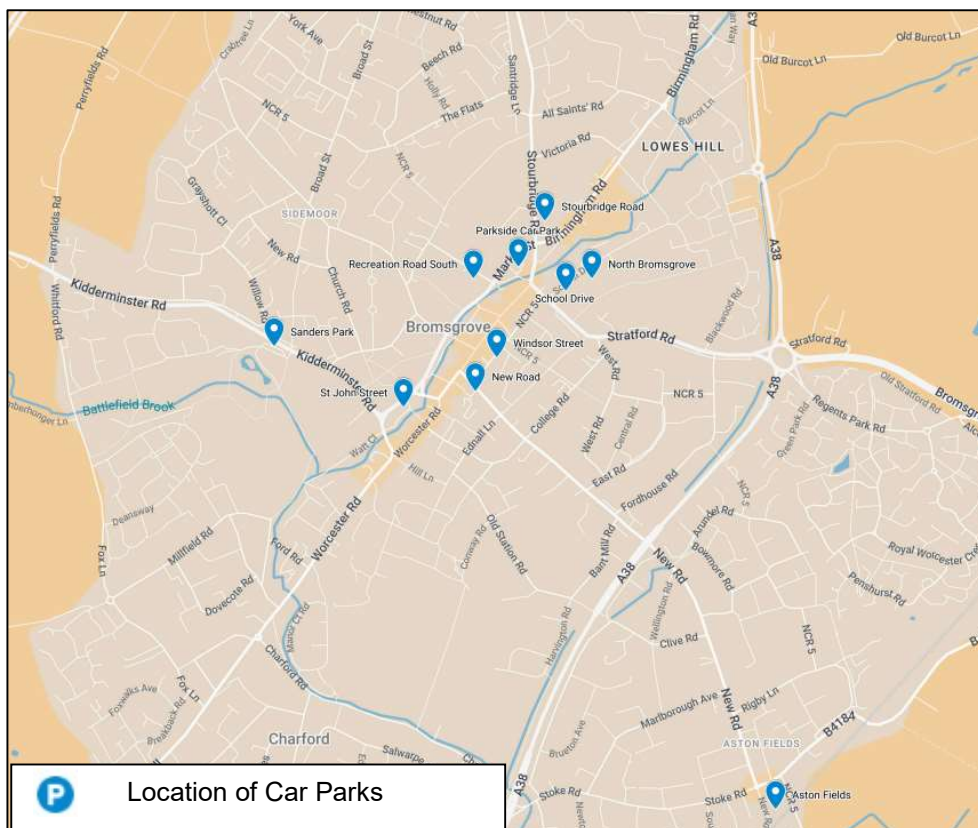
Introduction

- 3.1 In this section we have undertaken a review of existing off-street car parking provision within Bromsgrove town centre, including the spatial distribution of off-street car parks.
- 3.2 Our review has also looked at typical CEO enforcement activity over a typical weekday period, within a neutral month. This was to ascertain a baseline for typical enforcement activity within the town centre.
- 3.3 We have analysed the number of visits to each location and compared this with the number of PCNs issued. We have also analysed the average time spent monitoring each car park by CEOs, and where particular locations attract the highest resources. We have given the approximate total time spent monitoring by enforcement officers over the 7-day period and an average time spent in each car park.
- 3.4 To help predict future trends and management propositions, we have provided various reasons users park at each car park within the town centre. This is in order to make the case for change for an enforcement approach at these locations.

Off-Street Car Parking Enforcement

- 3.5 Bromsgrove town centre and surrounding wards have 10 car parks. **Figure 2** below shows the locations of the Off-Street car parks in Bromsgrove town centre.

Figure 2: Bromsgrove Parking Locations Enforced by Bromsgrove District Council



3.6 **Table 1** overleaf shows the off-street areas featured in the **Figure 2**, monitored by enforcement officers between 22/04/24 – 28/04/24. **Figure 3** below shows the number of enforcement notices issued between 22/04/24 – 28/04/24 in Bromsgrove Town Centre.

Figure 3: Bromsgrove Town Centre Enforcement Notices Issued 22/04/24 – 28/04/24

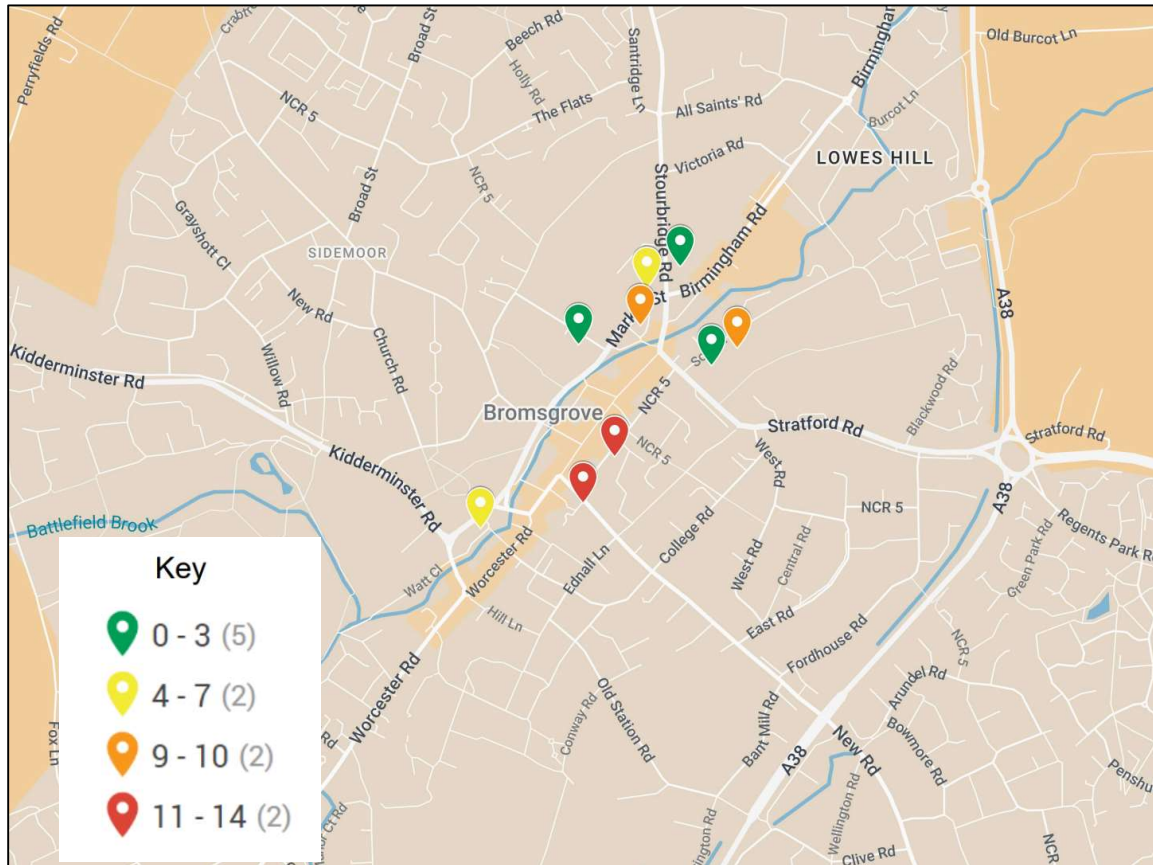


Table 1: Car Park Enforcement 22/04/24 – 28/04/24

| Location | Number of Visits | Observed Vehicle Count | Notices Issued | Average Time | Total Time |
|----------------------------------|------------------|------------------------|----------------|--------------|------------|
| Alvechurch Tanyard Lane Car Park | 5 | 3 | 3 | 00:03:59 | 00:19:57 |
| Aston Fields Car Park | 9 | 4 | 1 | 00:05:20 | 00:47:59 |
| New Road Car Park | 18 | 16 | 11 | 00:08:08 | 02:26:15 |
| North Bromsgrove Car Park | 15 | 26 | 10 | 00:12:03 | 03:00:45 |
| Parkside Car Park | 38 | 22 | 9 | 00:06:14 | 03:56:50 |

| Location | Number of Visits | Observed Vehicle Count | Notices Issued | Average Time | Total Time |
|---------------------------------------|------------------|------------------------|----------------|--------------|------------|
| Parkside Offices Car Park | 7 | 4 | 4 | 00:05:07 | 00:35:51 |
| Recreation Road South Car Park | 73 | 11 | 3 | 00:06:39 | 08:05:39 |
| School Drive Car Park | 27 | 8 | 3 | 00:08:25 | 03:47:10 |
| St John Street Car Park | 19 | 19 | 7 | 00:09:16 | 02:55:58 |
| Stourbridge Road Car Park | 5 | 0 | 0 | 00:05:21 | 00:26:43 |
| Windsor Street Car Park | 37 | 42 | 14 | 00:07:19 | 04:30:54 |

- 3.7 As can be seen in **Table 1** above, 'Recreation Road South' car park is the most visited car park by enforcement officers with 73 visits over the 7-day period, this comes to approximately 10 visits per day. Despite the high number of visits from enforcement officers, and the fact the car park is the busiest in Bromsgrove town centre and surrounding wards, there are a low number of notices issued with just 3.
- 3.8 The car parks with the highest notices issued are, 'Windsor Street Car Park,' 'New Road Car Park' and 'North Road Car Park' with 14, 11 and 10 Notices issued by enforcement officers. 'Stourbridge Road Car Park' and 'Aston Fields Car Park' have the lowest number of Notices Issued with 0 and 1. A number of car parks have 3 Notices issued including 'Recreation Road South'.
- 3.9 The car park with the highest average time spent monitoring by enforcement officers is 'North Bromsgrove Car Park' with an average time of 00:12:03 each visit. Therefore, 'North Bromsgrove Car Park' is the car park where enforcement officers spend the most time in a week with just over 3 hours being spent there.
- 3.10 To conclude, the approximate total time spent monitoring by enforcement officers over the 7-day period is 30:54:01, with an average time spent in each car park of 00:07:05.

Car Park User Preferences

- 3.11 With 9 car parks within reasonable walking distance of most of the town centre, Bromsgrove residents and visitors have a range of car parks to choose from.
- 3.12 To help predict future trends and management propositions **Table 2** below shows a number of reasons users park at each car park within the centre.

Table 2: Benefits of Parking in each Car Park

| Car Park | Possible Reasons of Parking here | Possible Reasons to Avoid |
|--------------------------------|---|--|
| New Road Car Park | Easy walking distance to High Street | Majority of Car Park on a slope |
| North Bromsgrove Car Park | Main Car Park for the Leisure Centre | |
| Parkside Car Park | Easy walking distance to High Street | |
| Parkside Offices Car Park | Facilities nearby such as Churchfields Surgery and Bromsgrove Library | Further out from town centre |
| Recreation Road South Car Park | Proximity to Asda Superstore. Large site and easy to navigate, easy walking distance to High Street | |
| School Drive Car Park | Proximity to Leisure Centre | Likely to park in 'North Bromsgrove Car Park' for Leisure Centre |
| St John Street Car Park | Proximity to Waitrose Car Park, within reasonable walking distance to High Street | Reputation of being busy |
| Stourbridge Road Car Park | Possible Aldi Overflow | More likely to park in Aldi Car Park for Aldi, Condition is not as appealing as nearby alternatives. Parking available over the road |
| Windsor Street Car Park | Easy walking distance to High Street | Reputation of being busy |

3.13 As seen in the figures and tables above, many car parks within the town centre share similar reasons to park there, thus the choice of usage comes down to user preferences (including start/end destination) for visitors to Bromsgrove town centre. The car parks are well used, compliance with regulations appears to be high, and therefore, alternative approaches could be considered to reduce CEO resource at these locations.

3.14 'Stourbridge Road Car Park' and 'School Drive Car Park' lack direct incentives to park and would therefore be classed as back-up / overflow car parks only.

Summary

3.1 In this section we have undertaken a review of existing off-street car parking provision within Bromsgrove town centre, including the spatial distribution of off-street car parks. We have found that all car parks are within reasonable walking distance of most of the town centre, and that residents and visitors have a good range of existing provision to choose from.

- 3.2 Our review has also analysed typical CEO enforcement activity in the town centre over a typical weekday period, within a neutral month. We found that some car parks within the town centre were frequently visited by CEOs, with a considerable amount of time spent at the Recreation Road South site in particular, but very few PCNs were issued.
- 3.3 This indicates that, whilst the threat of a PCN acts as a deterrent, compliance with parking regulations is currently high, and therefore, alternative approaches could be considered to reduce the level of CEO presence and resource required within the town centre.
- 3.4 We have provided various reasons users park at each car park within the town centre. Many car parks within the town centre share similar reasons to park there, thus ultimately coming down to user preferences (including start/end destination). They are well used, compliance with regulations appears to be high, and therefore, alternative approaches could be considered to reduce CEO resource at these locations.

4. Meeting Future Car Parking Needs

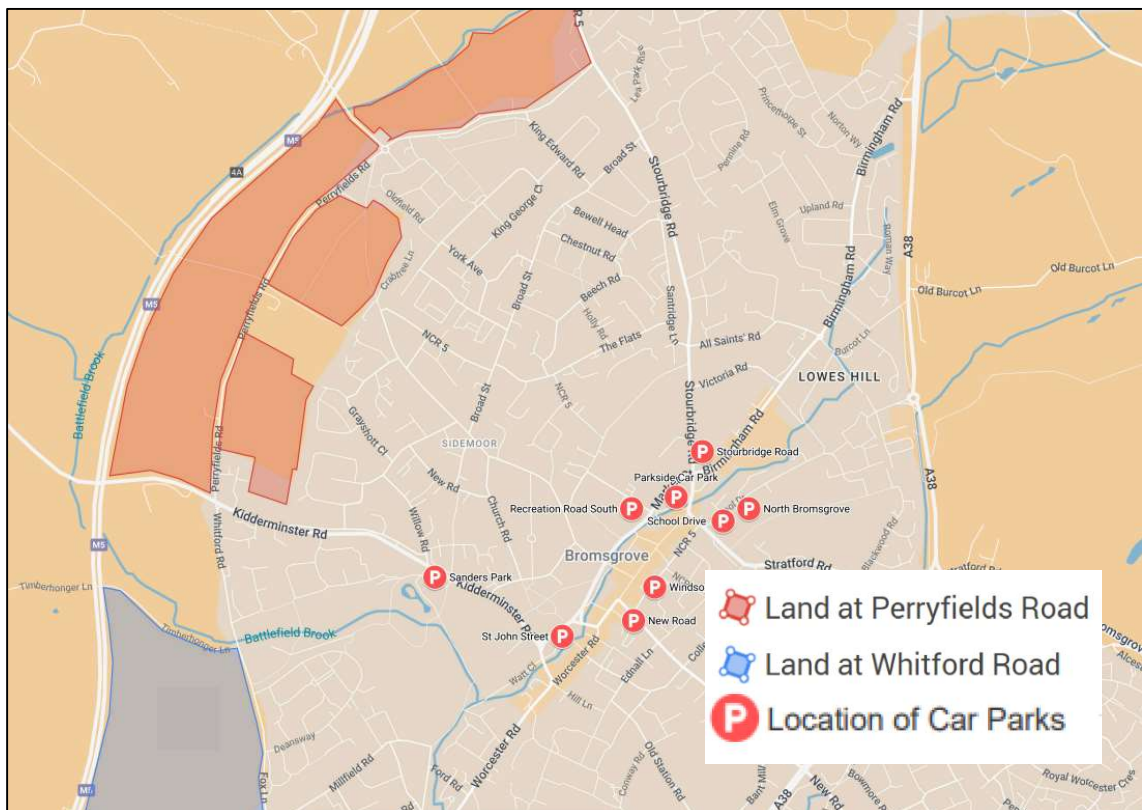
Introduction

- 4.1 As part of our Management Review, we have investigated whether Bromsgrove town centre car parking provision is fit to meet the future needs of residents and visitors, and whether additional provision is required.
- 4.2 In this section, we have reviewed the impacts of future developments as outlined in the adopted Bromsgrove Local Development Plan 2011-2030. These future developments are identified as “Committed Developments” in the LDP and therefore, BDC has confidence in these coming forward within the plan period.

Impacts of Committed Developments

- 4.3 From analysing the spatial distribution of committed developments, we have identified that there are several new residential developments which could have an effect on traffic flow within Bromsgrove town centre and parking provision in particular car parks.
- 4.4 Primarily amongst these is the impacts derived from the following developments as found in **Figure 4** below.

Figure 4: Committed Developments in vicinity of Bromsgrove Town Centre



- 4.5 As can be seen in the figure above, there are two developments on the western side of Bromsgrove Town Centre which could have an impact on future provision:
 - Land at Perryfields Road development - phased development for up to 1,300 dwellings
 - Whitford Road - up to 490 dwellings

4.6 The development of these sites would naturally increase parking occupancy within the town centre. Due to the proximity to the town centre, it can be assumed that many residents would access the centre through sustainable transportation methods, however despite this, the St John Street car park could see an increase in traffic leading to the car park capacity being reached, moreover as it is already the most utilised car park across the 3 days analysed.

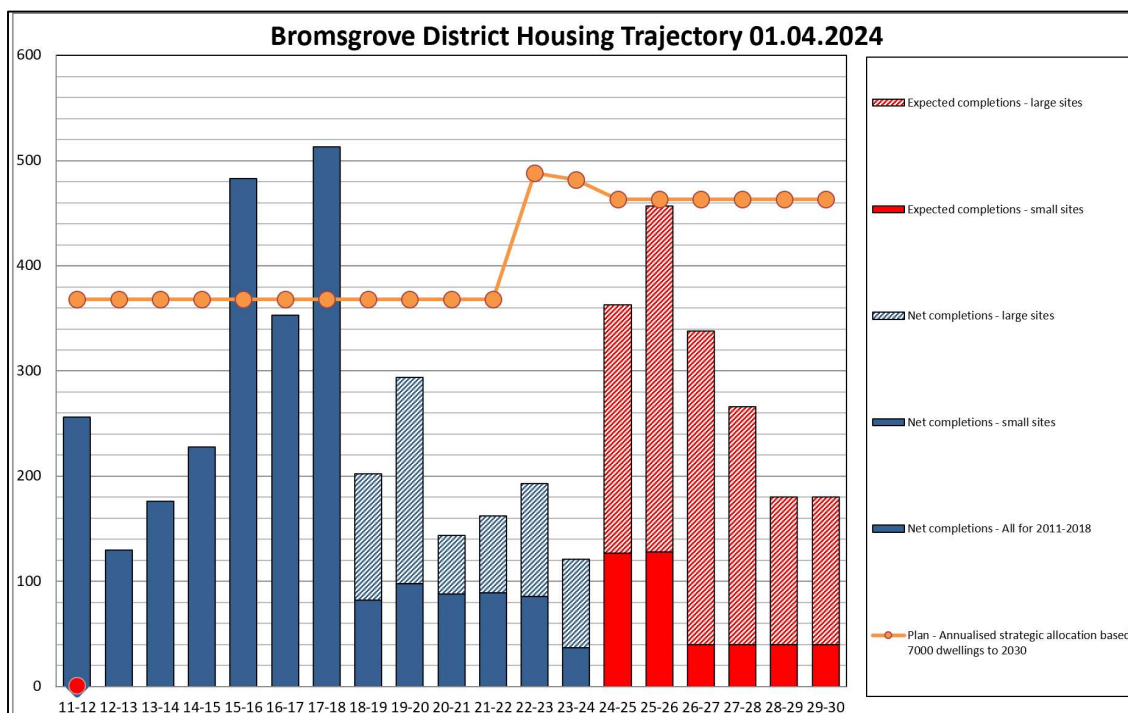
4.7 **Table 3** shows the previous 3 years of dwellings delivered compared to the requirements:

Table 3: Previous Three Years Housing Delivery

| Year | Completions | Plan requirement |
|--------------|-------------|------------------|
| 2020 / 21 | 144 | 368 |
| 2021 / 22 | 162 | 368 |
| 2022 / 23 | 193 | 368 |
| Total | 499 | 1104 |

4.8 The total delivery of houses is 499. The total planned requirements were 1,104. Therefore, 45% of proposed houses have been built within the district. This indicates that development is not currently coming forward as planned, although impacts need to be considered as part of an overall parking strategy. This is further portrayed in **Figure 5** below:

Figure 5: Bromsgrove District Housing Trajectory



Summary

- 4.9 As part of our Management Review, we have reviewed the impacts of future developments as outlined in the adopted Bromsgrove Local Development Plan 2011-2030.
- 4.10 We have identified that there are several new residential developments which could influence traffic flow within Bromsgrove town centre and parking provision in particular car parks. The primary concern is the potential impact from the Land at Perryfields Road and Whitford Road developments.
- 4.11 The development quantum for both sites combined is nearly 2,000 homes, and these will naturally increase parking occupancy within the town centre.
- 4.12 The larger site is following a phased development approach, and that due to the proximity to the town centre, it can be assumed that many residents will access the centre through sustainable transportation methods.
- 4.13 However, the St John Street car park in particular could see an increase in traffic leading to the car park capacity being reached, as it is already the most utilised car park across the 3 days analysed. The Recreation Road South car park could also see an increase in usage as it is one of the car parks nearest to new residents.
- 4.14 Therefore, the impacts from both developments need to be considered by BDC as part of any future parking strategies for the town centre.

5. Analysis of Existing Payment Patterns

Introduction

- 5.1 To ascertain the suitability of exploring alternative management arrangements for Bromsgrove town centre car parks, we have analysed user payment behaviour to understand payment patterns.
- 5.2 In this section, we analyse the paid council operated car parks to ascertain the proportion of transactions that are made by cash or card at a pay and display machine, or by online payments which BDC have recently commenced operating.

Payment Patterns

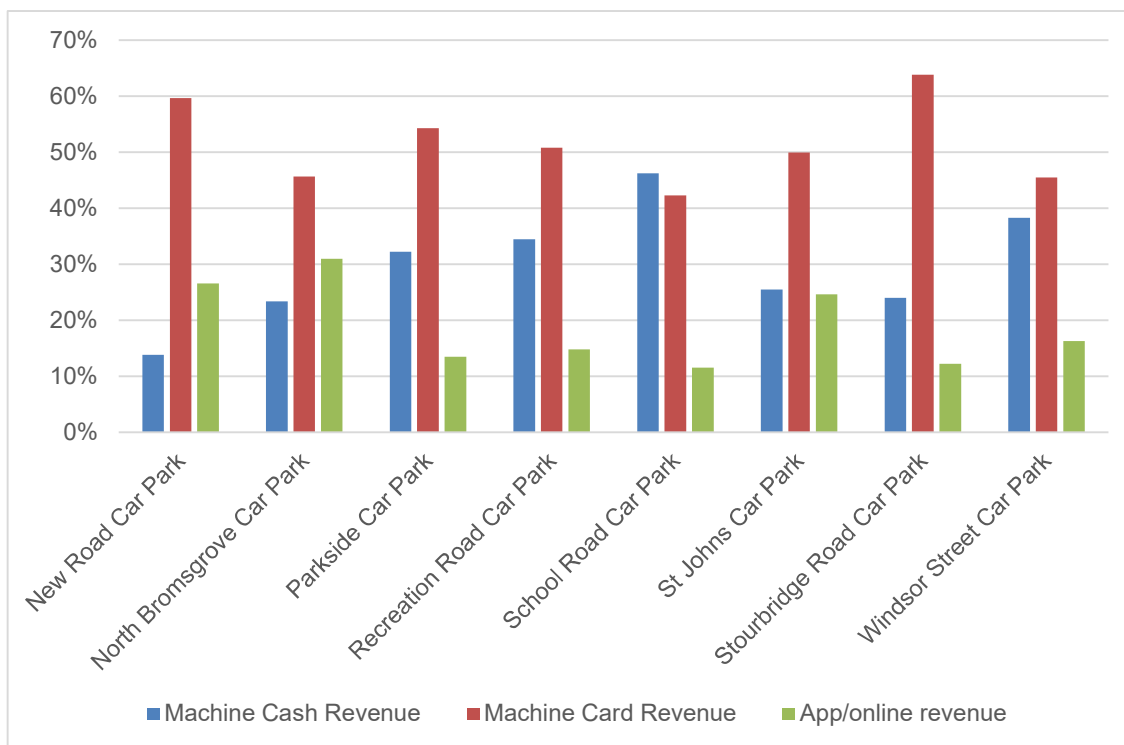
- 5.3 The analysis was conducted between the dates 22/04/2024 and 28/04/2024. The dates were chosen due to it being within a neutral month, with no school holidays or public holidays to impact the findings. This was so a realistic representation could be made of the payment methods that are currently used in a typical week.
- 5.4 Overall, the split of transactions for the chosen week can be seen below in **Table 4**.

Table 4: Percentage of Revenue by Method

| Payment Method | Percentage of Revenue |
|---------------------|-----------------------|
| Cash at Machine | 31% |
| Card at Machine | 50% |
| App/Online Payments | 19% |

- 5.5 From the data analysed, around 50% of users choose to pay with a debit/credit card when paying for parking in car parks across Bromsgrove town centre. Significantly, 31% of users still choose to pay by cash, with App/Online payments only being 19%.
- 5.6 A further, in-depth review of the current payments received from the specific car parks around Bromsgrove is provided in **Figure 7**.

Figure 5: Payment Type by Car Park



- 5.7 **Figure 7** shows that most payments during a typical week in a neutral month were made by paying by credit/debit card at payment machines. However, cash payment remains high across all sites, in particular School Road Car Park where around 45% of all transactions were cash transactions. This is the most popular method of payment at this site.
- 5.8 New Road Car Park which has the lowest proportion of cash transactions at 13% and one of the highest card transaction proportions at 59%.
- 5.9 A common trend is that app/online payments are below 35% on all car parks with the lowest being 11% at School Road. This is most likely due to people not being aware that they are able to pay by app/online.

Summary

- 5.10 In this section, through analysing car park user payment patterns, we have ascertained that car parking in Bromsgrove town centre is suitable for exploring alternative car parking management arrangements.
- 5.11 Currently, most payments for parking are made by credit/debit card at the payment machines, however, cash payment remains high across all sites, in particular School Road car park where around 45% of all transactions were cash transactions.
- 5.12 There is a considerable economic case for car parking within Bromsgrove town centre going cashless, as it would reduce maintenance costs for the operation of Pay and Display machines as well as the cost of collecting the cash from the machines.
- 5.13 Operating a cashless system across all car parks would allow for revenue to be protected as well as reducing operating costs. To implement this however, users' habits of choosing to pay with cash would need to change. App/online payments are currently very low, so it is further recommended that more information/signage is provided to make users aware that they do not have to necessarily use the pay and display machines to pay for car parking.

6. Car Park Management Options Appraisal

Introduction

- 6.1 Having established that Bromsgrove town centre car parks are suitable for exploring alternative car parking management arrangements, in this section we explore options for alternative arrangements through a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis
- 6.2 This has been conducted for Option 1 – Implementing an ANPR system, and Option 2 – Installation of Ticketed Barriers, as well as a “Do Nothing” (Business as Usual) option.
- 6.3 This has been conducted to formulate an options appraisal through leveraging strengths, addressing weaknesses, exploiting opportunities, and mitigating threats:

Do Nothing (Business as Usual)

| | |
|---|---|
| <p>Strengths</p> <ul style="list-style-type: none"> 1. Organisational Familiarity 2. Familiarity for Users | <p>Weaknesses</p> <ul style="list-style-type: none"> 1. Maintenance and Technical Issues 2. Dependence on Existing Systems 3. Technological Obsolescence 4. Revenue Protection Risks |
| <p>Opportunities</p> <ul style="list-style-type: none"> 1. Continuity of service | <p>Threats</p> <ul style="list-style-type: none"> 1. Regulatory Changes 2. Technological Obsolescence 3. Revenue Protection Risks |

The SWOT analysis above shows that the Strengths in adopting a “business as usual” approach would be organisational familiarity with operating the service as it is at present. This approach would also give existing users familiarity, in that the approach would not be changed. This may best support the users who currently pay by cash.

Opportunities derived from adopting a “business as usual” approach come from the continuity of service it would provide for the existing operation.

Weaknesses and Threats concern an ongoing requirement to maintain the systems and infrastructure that support cash payment. There would be a dependence on maintaining existing systems and infrastructure which may become obsolete with advances in payment methods and parts to maintain them. Protecting revenue in the payment machines is also an ongoing weakness and threat in that they are currently, or could be in the future, a target for criminal activity, given that they are currently a source of cash.

Option 1: Implementing an ANPR system

Introduction

- 6.4 An automatic number plate recognition (ANPR) system captures the vehicle registration number of vehicles when they drive in and out of a car park. Rather than buy a ticket when the customer arrives, they will need to pay before they exit the car park, so there will be no ticket to display. A receipt can be printed from the payment machines.
- 6.5 When paying at the machines the customer will need to put in their registration number into the machine, and the machine will calculate how long they have been in the car park. They allow for credit/debit card payment (including contactless).
- 6.6 A system is typically set to allow for vehicles to pick up/drop off or find a space. If the customer spends longer than the limit, they will need to pay for parking. If they do not pay for parking, they can get issued with a PCN.

| | |
|---|--|
| <p>Strengths</p> <ol style="list-style-type: none"> 1. Improved Security 2. Efficiency in Parking Management 3. Enhanced Revenue Management 4. Data Collection 5. Convenience for Users | <p>Weaknesses</p> <ol style="list-style-type: none"> 1. High Initial Cost 2. Maintenance and Technical Issues 3. Privacy Concerns 4. Dependence on Technology |
| <p>Opportunities</p> <ol style="list-style-type: none"> 1. Integration with Smart Parking Solutions 2. Enhanced Customer Service 3. Futureproofing | <p>Threats</p> <ol style="list-style-type: none"> 1. Regulatory Changes 2. Public Resistance 3. Technological Obsolescence 4. Cybersecurity Risks |

In terms of implementing an ANPR system for car parks in Bromsgrove, the Strengths are in improved security - Automatic Number Plate Recognition (ANPR) systems can enhance the security of a car park by identifying and recording all vehicles entering and exiting. This helps in deterring criminal activities such as theft and vandalism. The strengths also provide efficiency in parking management; ANPR systems streamline parking operations by automating entry and exit processes. This will reduce the need for manual checks and can speed up the flow of traffic, reducing congestion at peak times. Also, enhanced revenue management can be derived from an ANPR system; it could be integrated with payment systems to enforce parking fees accurately, ensuring all users are charged correctly. This minimises revenue loss due to unpaid parking. Data collection is also a strength, as the systems can provide valuable data on parking usage patterns, helping to optimise space utilisation and inform future improvements. Finally, it is a convenient option, in that users could benefit from a smoother and quicker parking experience as ANPR reduces the need for physical tickets and barriers.

In terms of Weaknesses, there is a high initial cost. The installation and setup of ANPR systems can be expensive, requiring significant upfront investment in hardware, software, and infrastructure. ANPR systems require regular maintenance and updates to ensure accuracy and functionality.

Technical failures could lead to operational disruptions. The use of ANPR involves the collection and storage of vehicle data, which can raise privacy issues among users. Compliance with data protection regulations like GDPR will be essential. Also, over-reliance on ANPR technology can be problematic if there are system failures or power outages, potentially causing operational bottlenecks.

Opportunities derived from installing an ANPR system allow for integration with smart parking solutions; these systems can be integrated with other smart parking technologies, such as real-time space availability indicators, mobile app payments, and reservation systems, enhancing the overall user experience. Enhanced customer service can also be derived, with data from ANPR able to be used to offer personalised services, such as loyalty programs for frequent users or targeted promotions. Moreso, implementing ANPR systems position BDC to adapt to future developments in automated and connected vehicle technologies.

In terms of Threats, regulatory changes such as potential future changes in data protection and privacy regulations could impose additional compliance requirements or restrict the use of ANPR technology. Users may also have concerns about privacy and data security, leading to resistance or reduced patronage if they feel their personal information is not adequately protected. Rapid advancements in technology could render current ANPR systems obsolete, necessitating further investment in upgrades or replacements. Also, ANPR systems are vulnerable to cyber-attacks, which could compromise sensitive data and disrupt operations. Robust cybersecurity measures are essential to mitigate this threat.

Summary

- 6.7 Installing an ANPR system in a car park offers significant benefits in terms of security, efficiency, and revenue management. However, it also entails high costs, maintenance requirements, and potential privacy concerns.

Option 2 – Installation of Ticketed Barriers

- 6.8 A barrier-controlled car park is a parking facility that uses barriers to regulate vehicle access and exit. Typically, vehicles must pass through a barrier that raises or lowers based on specific conditions, such as payment status or the presence of a valid parking ticket.
- 6.9 Vehicles must stop at the barrier, which either raises automatically after payment is made or allows exit after the driver presents a ticket or validates their stay. Payments can be made at machines located near the entrance or exit, or through mobile apps. Some systems may also allow for pre-booking. Many barrier-controlled car parks are equipped with surveillance cameras and other security measures to enhance safety and monitor activity. These car parks often charge based on the duration of stay, making it easier to manage parking time and fees.
- 6.10 This type of system helps to manage parking availability, reduce congestion, and ensure that only paying customers have access to the parking facility.

| | |
|---|---|
| <p>Strengths</p> <ol style="list-style-type: none"> 1. Improved Security 2. Revenue Management 3. Reduced Theft and Vandalism | <p>Weaknesses</p> <ol style="list-style-type: none"> 1. High Installation Costs: 2. Maintenance Requirements: 3. Operational Disruptions: 4. Limited Scalability 5. User Inconvenience |
| <p>Opportunities</p> <ol style="list-style-type: none"> 1. Integration with Modern Technology 2. Enhanced Customer Service 3. Data Collection | <p>Threats</p> <ol style="list-style-type: none"> 1. Technological Obsolescence: 2. Regulatory Changes: 3. Public Resistance: 4. Competition from Alternative Solutions: <ul style="list-style-type: none"> • |

In terms of implementing ticketed barriers to car parks in Bromsgrove town centre, the Strengths of this approach are the security benefits; barrier systems control entry and exit points, reducing unauthorised access to car parks and enhancing overall security. Also, they would ensure accurate fee collection by controlling vehicle entry and exit based on payment or validation, and function as a deterrent to potential thieves and vandals by creating a controlled environment.

Weaknesses include the significant initial investment required for the purchase and installation of barrier systems. Ongoing maintenance would be necessary to keep the barriers operational, which could incur additional costs. Also, barrier malfunctions could cause delays and operational disruptions, leading to user dissatisfaction. A traditional barrier system may not be easily scalable or adaptable to future technological advancements. Finally, physical barriers can be seen as inconvenient by users, particularly during peak times when queues may form.

In terms of Opportunities, a barrier system could be integrated with technologies like ANPR, RFID, or contactless payment systems to enhance functionality and user experience. By implementing automated ticketing and payment systems, the parking process could be streamlined, improving customer satisfaction. Also, barrier systems can collect data on parking usage patterns, which could be used to optimise parking management operations and inform future improvements.

Threats come from the technological obsolescence that could occur from implementing such a system; rapid advancements in technology could render existing barrier systems obsolete, necessitating further investment in upgrades. Changes in regulations regarding access control and data privacy could impact the use and functionality of barrier systems. Also, users may resist the installation of barriers due to perceived inconvenience or privacy concerns. Finally, increasing availability of alternative parking management solutions, such as ANPR-only systems or app-based entry systems, could reduce the attractiveness of traditional barrier systems.

Summary

- 6.11 Installing a barrier system in Bromsgrove town centre car parks could offer several strengths, including enhanced security, effective access control, and better revenue management. However,

it also comes with weaknesses such as high initial and ongoing costs, potential for operational disruptions, and user inconvenience.

Recommendation of Preferred Option for Car Park Management

- 6.12 The SWOT analysis shows that adopting a “business as usual” approach is not optimal as the only benefits appear to be that the service provider and service users are familiar operating and using the service as it is at present. However, this is far outweighed by factors such as maintaining systems and infrastructure that support cash payment, and security concerns such as protecting revenue in the payment machines.
- 6.13 Installing an ANPR system across Bromsgrove town centre car parks offers significant benefits in terms of security, efficiency, and revenue management. There are cost, maintenance, and potential privacy concerns to overcome, and to maximise the benefits and mitigate the risks, BDC will need to undertake careful planning, compliance with regulations, and robust cybersecurity measures. Integrating ANPR with the existing online payment/smart parking solution could further enhance the user experience and operational efficiency.
- 6.14 Installing a barrier system in Bromsgrove town centre car parks could offer several strengths, including enhanced security, effective access control, and better revenue management. However, it also comes with weaknesses such as high initial and ongoing costs, potential for operational disruptions, and user inconvenience.
- 6.15 Therefore, from the SWOT analysis, ANPR is deemed the most advantageous method to install at off-street town centre public car parks due to the strengths and weaknesses outweighing the strengths and weaknesses of a barrier system and “business as usual.” Furthermore, installation of ANPR also offers significant opportunity for BDC to receive detailed data on parking habits across their car parks, helping them to make informed decisions on tariffs, redevelopment, and improvements to car parks.

7. Costs and ROI of Preferred Car Park Management Option

Introduction

- 7.1 In this section we explore the preferred option to improve car park management within the district through installing an ANPR system at Bromsgrove town centre public car parks.
- 7.2 The installation of ANPR cameras would provide a system to monitor vehicles entering and exiting the car parks and would provide information on length of stay (without the requirement for the installation of a barrier at the entrance and exit of the car park). The estimated cost of installing ANPR cameras and the legal framework to implement the system is detailed in the sections below.

Cost of an ANPR System

- 7.3 The cost of installing and maintaining an ANPR parking management system depends upon several variables and factors that need to be considered. However, we have given a broad order of magnitude cost of the elements that would be involved in the installation. These are broken down below:
- Video Camera Cost (Not including server and software) - £470 - £700.
 - Specialised ANPR Camera Cost (One off) - £1,000 - £3,000
 - Average Installation Cost Range: £700 - £1,000
 - Barrier or Gate Installation Cost Range: £1,500 - £3,000
 - Server / software – £35,000 - £55,000
 - Maintenance – Variable depending on contractor

Legal Framework to Implement an ANPR System

- 7.4 Broadly speaking, there are two scenarios when fixed ANPR cameras may be deployed in off-street public car parks in Bromsgrove. These are:
- **within a civil or special enforcement area (C/SEA) where enforcement is undertaken using powers set out in the Traffic Management Act 2004 (civil regime); and**
 - **within areas where parking enforcement is undertaken using powers set out in the Road Traffic Regulation Act 1984 (criminalised regime).**
- 7.5 In either the civil or criminalised regime, car parks should be provided on the basis of proper orders under the Road Traffic Regulation Act (RTRA) 1984 (e.g. the powers in Section 32 and 33 with Orders under Section 35 and Contraventions under Section 35A).
- 7.6 Before using ANPR cameras in off-street public car parks (under both civil and criminalised regimes), BDC must satisfy themselves that they have the power to install and use the cameras as intended. This is a complex area of the law. BDC should carefully consider the provisions of Section 35 of the RTRA 1984 and decide whether they enable an order to be made by the authority for the use of ANPR cameras at particular locations.
- 7.7 BDC might also consider the potential use of more general or ancillary powers, for example, under the Local Government Act 1972 or the Localism Act 2011. It is critical that BDC establish the necessary power to use cameras for parking enforcement, otherwise any enforcement action taken on the basis of evidence generated may be invalid. We advise that BDC involve their legal advisers on this crucial point from the outset.

- 7.8 Regulated car parks that are within a Civil or Special Enforcement Area (C/SEA) must be managed in accordance with the powers set out in the Traffic Management Act (TMA) 2004. As noted above, TMA 2004 enforcement still requires a Traffic Order (TRO/TMO) or Parking Places Order to be made under the RTRA 1984.
- 7.9 The Government confirmed a major set of reforms amending the TMA in the form of the Deregulation Act in April 2015 to make parking policy in England more motorist-friendly via restrictions on camera enforcement by local authorities. However, the reforms mainly concerned on-street parking only.
- 7.10 In C/SEA where parking contraventions only carry civil financial penalties BDC must still satisfy themselves that the same points discussed above regarding the need to establish the power to use the camera, and to ensure its use is lawful. In addition, cameras may only be used to capture evidence upon which a penalty charge is issued if they are 'approved devices'.
- 7.11 In summary, the key points for C/SEA are that:
- The car parks are within a C/SEA as specified in schedule 8 of the TMA (Greater London), or by an order made by the Secretary of State under Schedule 8. The way any such order is couched is important. If the order is only couched in terms of roads then arguably it may not apply to off-street parking. However, provided the order is defined in terms of an area (or areas) then it is likely that this encompasses any off-street car parks within the area(s). Alternatively specific car parks may be identified in CEA Orders.
 - The PCN level has been set in accordance with Schedule 9 of the TMA. The vehicle owner's copy of the PCN should be fixed to the windscreen, so it must be weatherproof or able to fit a weatherproof envelope. It should be fixed in such a way that it cannot easily be removed by wind or passers-by.
 - The cameras are 'approved devices' as required by the General Directions and meet the requirements in the Approved Devices Regulations.
 - BDC has due regard to the relevant Statutory Guidance issued by the Department for Transport (or Welsh Ministers in Wales), and other relevant considerations such as data protection and privacy law.
- 7.12 The rationale for the previous points regarding the use of ANPR cameras within a C/SEA are as follows:
- The TMA and associated Regulations and Orders**
- 7.13 The government confirmed a major set of reforms amending the TMA 2004 in the form of the Deregulation Act 2015 to make parking policy in England more motorist-friendly via restrictions on camera enforcement by local authorities.
- 7.14 So far as off-street parking is concerned, the Secretary of State for Transport wrote to all English local authorities in September 2014 indicating that the Government opinion was that it was unlawful for local authorities to use CCTV/ANPR in public car parks and informed them that DVLA would not supply information in those circumstances. That remains the Government's position.
- 7.15 However, local authorities have challenged this position and claim to have legal opinion to the contrary. English local authorities such as Lichfield and Crawley have already installed ANPR in their off-street car parks and it is recommended that BDC engage with both authorities on their approach and lessons learned.
- 7.16 Part 6 of the TMA sets out a regime for the civil enforcement of road traffic violations. Section 73 sets out the types of road traffic contravention which are subject to civil enforcement, including

parking contraventions. Section 74 and Schedule 8 make provisions about which areas are civil enforcement areas or may be designated civil enforcement areas. Paragraph 1 of Part 1 of Schedule 8 states that the whole of Greater London is a civil enforcement area for parking violations, and paragraph 1 of Part 2 states that the appropriate national authority (i.e. the Secretary of State for Transport in England or the Welsh Ministers in Wales) may designate other areas as civil or special enforcement areas.

- 7.17 Section 72 of the Act empowers the appropriate national authority to make regulations regarding the imposition and payment of penalty charges. The relevant regulation in this context is the Civil Enforcement of Parking Contraventions (England) General Regulations 2007 (the 'English Regulations').
- 7.18 Section 92 (1) of the TMA 2004 defines an 'approved device' simply as 'a device of a description specified in an order made by the appropriate national authority'. Further provisions about this process of approval are contained in Orders (made under sections 89 and 92 of the TMA), which is the Civil Enforcement of Parking Contraventions (Approved Devices) (England) Order 2007.
- 7.19 In this case the Orders contain a schedule which sets out various technical requirements which approved ANPR devices must meet (such as that the device must include a securely mounted camera that is connected to a recording system and so on). The Orders state (at article 2) that an approved device is simply a device which has been certified by the Secretary of State as meeting the technical requirements set out in the Schedule.
- 7.20 In England the approval of devices is undertaken by the Vehicle Certification Authority on behalf of the Department for Transport. The British Parking Association (BPA) has a list of certifications of approved devices.

The Statutory Guidance

- 7.21 Section 87 of the TMA requires local authorities to 'have regard' to guidance issued by the appropriate national authority as to how they should exercise their civil enforcement functions. The relevant guidance in England is the 'Secretary of State's Statutory Guidance to Local Authorities on the Civil Enforcement of Parking Contraventions' dated 28 February 2008 (the 'English Guidance').
- 7.22 Paragraphs 48 to 50 of the English Guidance concern enforcement using approved devices. Paragraph 48 states:
- 'The Secretary of State recommends that approved devices are used only where enforcement is difficult or sensitive and CEO enforcement is not practical. Approved devices should not be used where permits or exemptions (such as resident permits or Blue Badges) are not visible to the equipment may apply.'*
- 7.23 This part of the Guidance potentially creates restrictions on the use of ANPR cameras which are not contained in the legislation. The effect of this part of the Guidance is not straight forward and would ultimately need to be considered in the particular context in which BDC would be thinking of using the cameras.
- 7.24 All the parking Penalty Charge Notices, regardless of whether the contravention was detected by person or camera, must be issued by a human. CEOs must check the validity of any contraventions captured by camera before agreeing to serve a PCN. The CEO may potentially become a witness in any subsequent adjudication or court action.

Return on Investment (ROI) of an ANPR system

- 7.25 Despite the initial outlay, ANPR cameras would provide a return on investment in several ways after they are installed. The returns fall within the following four categories:
- **Improved Security:** ANPR systems can significantly enhance security measures, potentially reducing crime rates and associated costs.
 - **Efficient Traffic Management:** These systems can streamline traffic flow and reduce congestion, leading to time and fuel savings for citizens.
 - **Automated Revenue Collection:** ANPR can automate toll collection and parking fee management, potentially increasing revenue and reducing operational costs.
 - **Data-Driven Decision Making:** The data collected by ANPR systems can inform urban planning and policy decisions, leading to long-term cost savings.
- 7.26 They also offer benefits in terms of:
- Automated Vehicle Access;
 - Easy User Experience;
 - Opportunity to grow revenue allowing pre-booking;
 - Can filter vehicles that are charged at the car park, authorised vehicles that effectively have a permit can automatically be approved to the desired parking rate;
 - Drivers do not need any technology attached or equipped to vehicles.
 - Can temporarily store data until a condition is met (such as paying a parking ticket).
- 7.27 The installation of ANPR cameras at the significant car parks around Bromsgrove town centre would allow for CEOs to dedicate more resource towards enforcing on-street parking issues.

Recommended Locations for ANPR systems

- 7.28 ANPR parking systems are recommended at the following car parks:
- **Recreation Road South Car Park;**
 - **Windsor Street Car Park;**
 - **St John Street Car Park;**
 - **New Road Car Park;**
 - **Parkside Car Park;**
 - **North Bromsgrove Car Park;**
 - **School Drive Car Park; and,**
 - **Aston Fields Car Park.**
- 7.29 These car parks have been selected as there is sufficient parking demand, on a regular basis, for an ANPR system to be beneficial.

Income & Costs

- 7.30 **Table 5** shows a breakdown of the income from parking charges and penalty charges, exclusive of VAT, per year, for the last 3 years that data is available:

Table 5: Income from Parking Charges

| Year | Income from parking charges exclusive of VAT | Income from penalty charges exclusive of VAT |
|-----------|--|--|
| 2021 – 22 | £470,183.61 | £20,571.42 |
| 2022 – 23 | £1,004,128.92 | £48,547.31 |
| 2023 – 24 | £875,133.54 | £45,068.88 |

- 7.31 As can be seen above, taking the most recent year in a post Covid-19 economy, £875,133.54 was generated from parking charges and £45,068.88 from penalty charges for Bromsgrove District Council. Using these figures, a standard week generates £16,830 from parking charges and £866 from penalty charges.
- 7.32 An ANPR camera is estimated to cost circa £5,700 for full installation per car park (excluding maintenance/software etc).
- 7.33 If installed at 8 car parks as proposed above, this would cost Bromsgrove District Council £45,600 plus between £35,000 and £55,000 to establish a server, with variable maintenance costs.

Installation & Signage

- 7.34 Examples of how cameras can be positioned as well as the signage required can be seen below.

Photograph 1: Example of ANPR Camera



Summary

- 7.35 In this section, we have outlined the preferred option to improve car park management within the district through installing an ANPR system at Bromsgrove town centre public car parks.
- 7.36 The estimated cost of installing ANPR cameras, if installed at 8 car parks as proposed above, would cost Bromsgrove District Council a broad order of magnitude £46,000 plus between £35,000 and £55,000 for establishing a server, not including maintenance costs. This cost could be offset against roughly £925,000 of annual income generated from parking charges and penalty charges combined.
- 7.37 There is a legal framework for BDC to follow to implement fixed ANPR cameras in off-street public car parks in Bromsgrove, if this recommendation is to be pursued. However, before using ANPR cameras in off-street public car parks (under both civil and criminalised regimes), BDC must satisfy themselves that they have the power to install and use the cameras as intended. This is a complex area of the law. BDC should carefully consider the provisions of Section 35 of the RTRA 1984 and decide whether they enable an order to be made by the authority for the use of ANPR cameras at particular locations.
- 7.38 BDC might also consider the potential use of more general or ancillary powers, for example, under the Local Government Act 1972 or the Localism Act 2011. It is critical that BDC establish the necessary power to use cameras for parking enforcement, otherwise any enforcement action taken on the basis of evidence generated may be invalid. We advise that BDC involve their legal advisers on this crucial point from the outset.
- 7.39 Despite the initial outlay, ANPR cameras could provide a return on investment in several ways after they are installed, including improved security, efficient traffic management, automated revenue collection and data-driven decision making.

8. Summary and Recommendations

- 8.1 The study includes a review of existing car park management strategies in Bromsgrove. We have assessed the existing conditions and enforcement methods and have provided the basis of solutions to address car parking management in the town centre, reducing the need for off-street car parking enforcement at certain locations allowing CEOs to cover greater distances outside of the town centre.
- 8.2 There is a large amount of parking in Bromsgrove town centre, of a similar scale to comparator towns of similar populations. Committed developments in the pipeline may affect the number of parking spaces that need to be provided and the demand for public parking in the town centre.
- 8.3 There is a need to achieve the best balance between the sometimes-conflicting requirements of a parking strategy, i.e. its role in supporting the town centre economy, the public realm, income to Bromsgrove District Council and other operators, traffic congestion and the objective to encourage sustainable transport and development. In developing a future parking strategy there is a need to avoid causing unintended consequences.
- 8.4 Bromsgrove District Council CEO enforcement data was analysed between 22nd April 2024 and 28th April 2024. This was to ascertain a baseline for typical CEO enforcement activity over a typical weekday period, within a neutral month. The data analysed shows Recreation Road South to be the most visited car park by CEOs with 73 visits over the 7-day period. The car park with the highest average time spent monitoring by CEOs was found to be North Bromsgrove Car Park with an average time of over 12 minutes for each visit. This town centre car park is the car park where enforcement officers spend the most time in a week, with just over 3 hours being spent there. The approximate total time spent monitoring Bromsgrove town centre car parks by CEOs over the 7-day period we analysed was 30 hours per CEO, with an average time spent in each car park being roughly 7 minutes.
- 8.5 Our recommendation to improve car parking management is to install ANPR parking cameras at town centre car parks. This would provide a system to monitor vehicles entering and exiting the car park at all times of the day, the length of stay, and payment. This hugely reduces the chances of cars that have overstayed being missed, since the cameras would operate 24 hours a day, 7 days a week.
- 8.6 Broadly speaking, there is a legal framework for BDC to follow to implement fixed ANPR cameras in off-street public car parks in Bromsgrove, if this recommendation is to be pursued. However, before using ANPR cameras in off-street public car parks (under both civil and criminalised regimes), BDC must satisfy themselves that they have the power to install and use the cameras as intended. This is a complex area of the law. BDC should carefully consider the provisions of Section 35 of the RTRA 1984 and decide whether they enable an order to be made by the authority for the use of ANPR cameras at particular locations. BDC might also consider the potential use of more general or ancillary powers, for example, under the Local Government Act 1972 or the Localism Act 2011. It is critical that BDC establish the necessary power to use cameras for parking enforcement, otherwise any enforcement action taken on the basis of evidence generated may be invalid. We advise that BDC involve their legal advisers on this crucial point from the outset.
- 8.7 A drawback to the ANPR camera proposal is that there is a considerable initial cost of buying and installing the infrastructure, but despite this, the benefits provided appear to outweigh the initial cost.
- 8.8 Should the current management arrangement be enhanced with ANPR technology in Bromsgrove town centre car parks, CEO resource could be freed up to patrol other areas of the district with a focus on on-street enforcement.



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Bromsgrove Strategic Parking Review

Part Three: Review of On-Street Enforcement

10 May 2024

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This document has been prepared and checked in accordance with Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

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Comments

Final Issue following client comments

| Revision | Status |
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| Pnn Preliminary (shared; non-contractual) | S1 Coordination |
| Cnn Contractual | S2 Information |
| | S3 Review & Comment |
| | S4 Review & Authorise |
| | S5 Review & Acceptance |
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Executive Summary

As part of a Strategic Review of Car Parking in Bromsgrove, Waterman Infrastructure and Environment have been commissioned by Bromsgrove District Council (BDC) to provide analysis and recommendations of enforcement for on-street parking in the district. The issues of on-street parking, both within centres, on residential streets, and outside schools at peak times have been raised as a concern by BDC elected Members and members of the public. Our analysis suggests that there are several parking issues within the district, including parking outside of shops, take aways and schools. Commencing with a BDC Parking Cabinet Advisory Group in May 2024, which gathered strong Member interest, all issues raised were investigated through summer 2024 by means of numerous site visits, meetings with elected Members out on site and a public engagement event in Aston Fields. Comments made by elected Members and members of the public have been addressed in this document through observations out on site, with recommendations for each issue, on a thematic basis.

On-street parking enforcement is currently contracted to Wychavon District Council (WDC) under a Service Level Agreement. BDC has employed Wychavon District Council (WDC) to undertake Civil Parking Enforcement for over 10 years. The services covered by this include the delivery of on and off-street parking enforcement and the associated full administration including appeals and adjudication. With the SLA having expired, there is an opportunity to look at alternatives. WDC have a finite resource of 5.5 Full-Time Equivalent (FTE) Civil Enforcement Officers (CEOs) spread across a mainly rural district, and this brings challenges in both coverage and logistics. However, our investigations found that there are several locations and streets which are frequently visited by civil enforcement officers in preference to others. From analysis of the beat patterns of the Civil Enforcement Officers, the most common areas being enforced are Bromsgrove town centre, Barnt Green and Rubery. This could be due to historical factors, logistics or commonality of repeat offences, but it is clearly a situation that is a cause for frustration within BDC.

The general pattern of enforcement action means that there are several locations in the district, such as Hagley, Alvechurch and Belbroughton in which enforcement action could be targeted, where elected Members and residents have raised concerns with the perceived lack of presence of CEOs when and where it really matters. In our view, WDC could be better supported through a simpler conduit by which residents can report their concerns on parking violations / inconsiderate parking to enable the service to be more responsive. An awareness-raising campaign, mainly through social media platforms and community engagement, could be coordinated by BDC and Worcestershire County Council (WCC) as Highway Authority to encourage considerate parking. The recent update of the Highway Code and the gathering impetus towards criminalising pavement parking in the future, could be a good hook in which to frame the campaign. The current contract with WDC is currently under review and, in line with Statutory Guidance for Local Authorities in England on Civil Enforcement of Parking Contraventions, which was updated in 2022, we have made some suggestions where the contract can be enhanced so it follows the latest guidance and that WDC can do everything within its powers to enforce parking violations.

Parking outside schools at peak times was frequently raised as a concern during our engagement and is a long-term historical issue in most places. Some schools have taken their own approaches to addressing parking concerns, such as measures to directly appeal to drivers, however this does not appear to have been coordinated at district or county level. There are examples of good practice within the district that could be suitable for other locations, and/or where BDC can learn from neighbouring Local Authorities who are facing similar problems. For example, lack of coverage of Traffic Regulation Orders (TROs) outside some schools do not give CEOs the powers to enforce parking violations; we suggest there is a need for more to be implemented around the district, so that CEOs have the powers to address problem hotspots.

We have made several recommendations through this document which could go some way towards alleviating illegal parking in the district. These include:

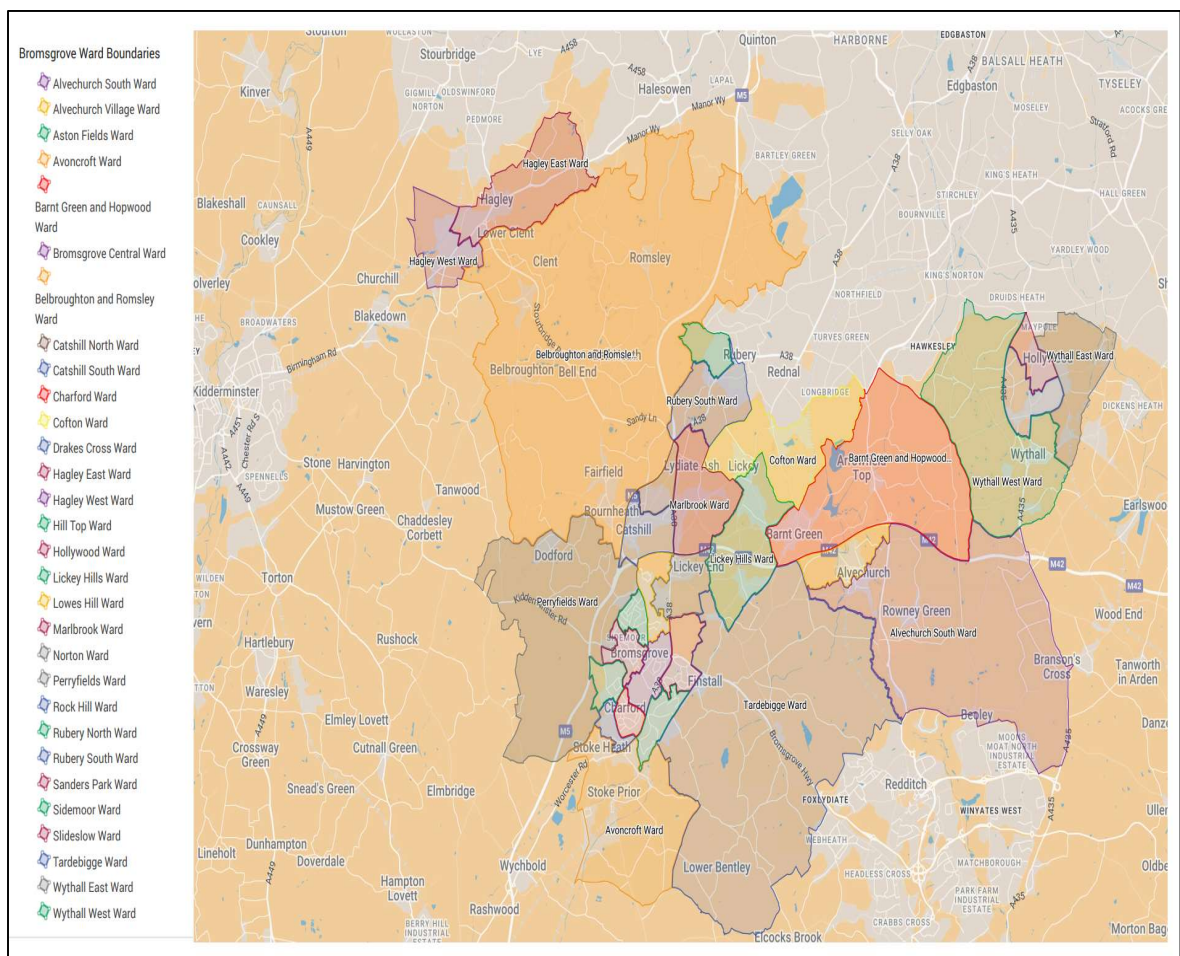
- A BDC social media and community engagement campaign, targeted at drivers, to encourage considerate parking outside of shops and schools, as a “softer measure” behavioural change campaign.
- Further investigation and action to review and amend “harder measure” parking restrictions and increase coverage of signing and lining options (i.e. double yellow lines, designated parking areas).
- BDC and WCC to investigate the potential of developing an online tool to enable BDC residents to log parking violations and persistent offences, linked to the current WCC system to report environmental concerns and problems with street furniture (i.e. street lighting, pavements). This could be used by WDC as a measure to target resources from local intelligence.
- Consideration by WDC of potential opportunities to free-up CEOs from patrolling off-street car parks in Bromsgrove Town Centre through the recommendations to use ANPR enforcement in certain locations, thus enabling the freeing-up of resources to patrol locations where problems have been reported to persist and presence is currently low. It is recommended that CEO coverage be increased to 20% of all CEO patrols to be undertaken outside of Bromsgrove Town Centre.
- Coverage of TROs, outside of schools, in the district to be reviewed and increased where problems persist. This will give CEOs the powers to enforce parking violations and will discourage inconsiderate parking.
- BDC and WDC to investigate the feasibility of using vehicle-mounted ANPR enforcement at parking hotspots outside of schools, thus further freeing up CEO resource to target problem areas.
- In line with updated Statutory Guidance for Local Authorities in England on Civil Enforcement of Parking Contraventions, adopt the suggestions where the contract can be enhanced so it follows the latest guidance and that WDC can do everything within its powers to enforce parking violations.
- A further public consultation exercise on the future of the Shopmobility Service as an update to previous consultation carried out in 2021.
- Investigate the feasibility of resiting the Shopmobility service to the High Street.

On consideration of our findings and recommendations, we suggest a “Parking Task Group” should be established between BDC, WDC and WCC to put these recommendations into action.

1. Introduction

- 1.1 This report focuses on on-street car parking enforcement and identifies 'hot spots' for where traffic/parking enforcement issues exist. The report explores solutions that could be implemented to improve this situation. This also includes a review of the enforcement service provided by Wychavon District Council (WDC).
- 1.2 A review of on-street enforcement has been carried out to address member and resident concerns. A review of concentration of enforcement and hotspots for law breaking/nuisance has also been undertaken, focusing on repeat offences.
- 1.3 A variety of thematic options have been recommended, emphasising the need for a comprehensive approach towards addressing on-street parking issues.
- 1.4 To gain a local view on the issues of on street parking, elected Members were engaged with through summer 2024, and a public engagement event was carried out in one ward in July 2024. Any local intelligence shared by elected Members through email was investigated further.
- 1.5 The district boundary and the respective wards within Bromsgrove are illustrated in **Figure 1**.

Figure 1: Bromsgrove Wards



Report Format

1.6 The structure of this report is as follows:

- **Section 2** reviews on street enforcement;
- **Section 3** analyses the on street parking;
- **Section 4** is the summary of councillor issues;
- **Section 5** identifies hot spots;
- **Section 6** explains Traffic Regulation Orders;
- **Section 7** summaries the Contract;
- **Section 8** provides a summary of the report findings; and,
- **Section 9** is the summary and conclusions.

2. Background

- 2.1 On street parking enforcement is currently undertaken by Wychavon District Council (WDC). The CEOs patrol between 7am – 10pm. The areas that are patrolled are:
- **Bromsgrove;**
 - **Hagley;**
 - **Belbroughton;**
 - **Barnt Green;**
 - **Wythall;**
 - **Rubery**
- 2.2 The most recurring complaints from elected Members and residents concerns on street parking around drop off and pick up times at schools with limited Traffic Regulation Orders (TROs) in the district.
- 2.3 During June and July 2024, several meetings were held with WDC to discuss on street parking enforcement in Bromsgrove and surrounding areas. There have been recent major changes to Recreation Road and Churchfields car parks which have changed from “pay on foot” to Pay & Display. There are approximately 5.5 Full-Time Equivalent (FTE) CEOs currently patrolling. The team is a joint resource between Bromsgrove and Redditch District Council areas, so they have a considerable area to enforce.
- 2.4 Due to several parking offenses being undertaken outside of entertainment venues on Friday and Saturday evenings, a series of late shift patterns can be undertaken which take place between 8pm to 10pm. If availability of staff falls short of the required number, shifts patterns and beats are amended accordingly.

3. On Street Parking Enforcement Analysis

- 3.1 Through engagement during summer 2024, the issues of on-street parking were raised as an ongoing concern by elected Members and residents. Therefore, WDC provided information on all roads in which a CEO visited, as part of their beat patterns.
- 3.2 The roads in which the highest number of Penalty Charge Notices (PCNs) were issued, between 01/04/2023 and 31/03/2024, within the Bromsgrove District, are provided in **Table 1** below. The full output is provided in **Appendix A**.

Table 1: On Street Parking Analysis

| Road | Number of Visits | Observed Counts | Notice Issued (PCN's) | Percentage Visits where PCNs issued | Percentage Counts where PCNs issued |
|------------------------------|------------------|-----------------|-----------------------|-------------------------------------|-------------------------------------|
| Worcester Road, Bromsgrove | 981 | 2,402 | 183 | 19% | 7% |
| Crown Close, Bromsgrove | 1,134 | 292 | 181 | 16% | 62% |
| The Strand, Bromsgrove | 1,945 | 211 | 115 | 6% | 54% |
| Church Street, Bromsgrove | 1,468 | 209 | 105 | 7% | 50% |
| Churchfields, Bromsgrove | 1,626 | 6,535 | 87 | 5% | 1% |
| College Road, Bromsgrove | 553 | 2,924 | 65 | 12% | 2% |
| Market Street, Bromsgrove | 3,834 | 1,117 | 60 | 1% | 5% |
| High Street, Bromsgrove | 2,270 | 158 | 57 | 2% | 36% |
| Hewell Road, Barnt Green | 185 | 805 | 55 | 29% | 7% |
| New Road, Rubery | 61 | 563 | 39 | 64% | 7% |
| Worcester Road, Hagley | 126 | 659 | 38 | 30% | 5% |
| Fiery Hill Road, Barnt Green | 193 | 138 | 37 | 19% | 27% |
| Windsor Street, Bromsgrove | 1,604 | 92 | 34 | 2% | 37% |
| The Square, Alvechurch | 119 | 430 | 31 | 31% | 7% |

- 3.3 The information provided by WDC show that most PCNs were issued on Worcester Road in Bromsgrove with 183 PCN's issued within the year. There are 14 locations across the district where 31 or more PCN's have been issued in the course of a year.
- 3.4 Two roads in Bromsgrove town centre, Worcester Road and Crown Close, have by far the most numbers of PCNs issued; there is an average of one PCN issued at these locations every two days.

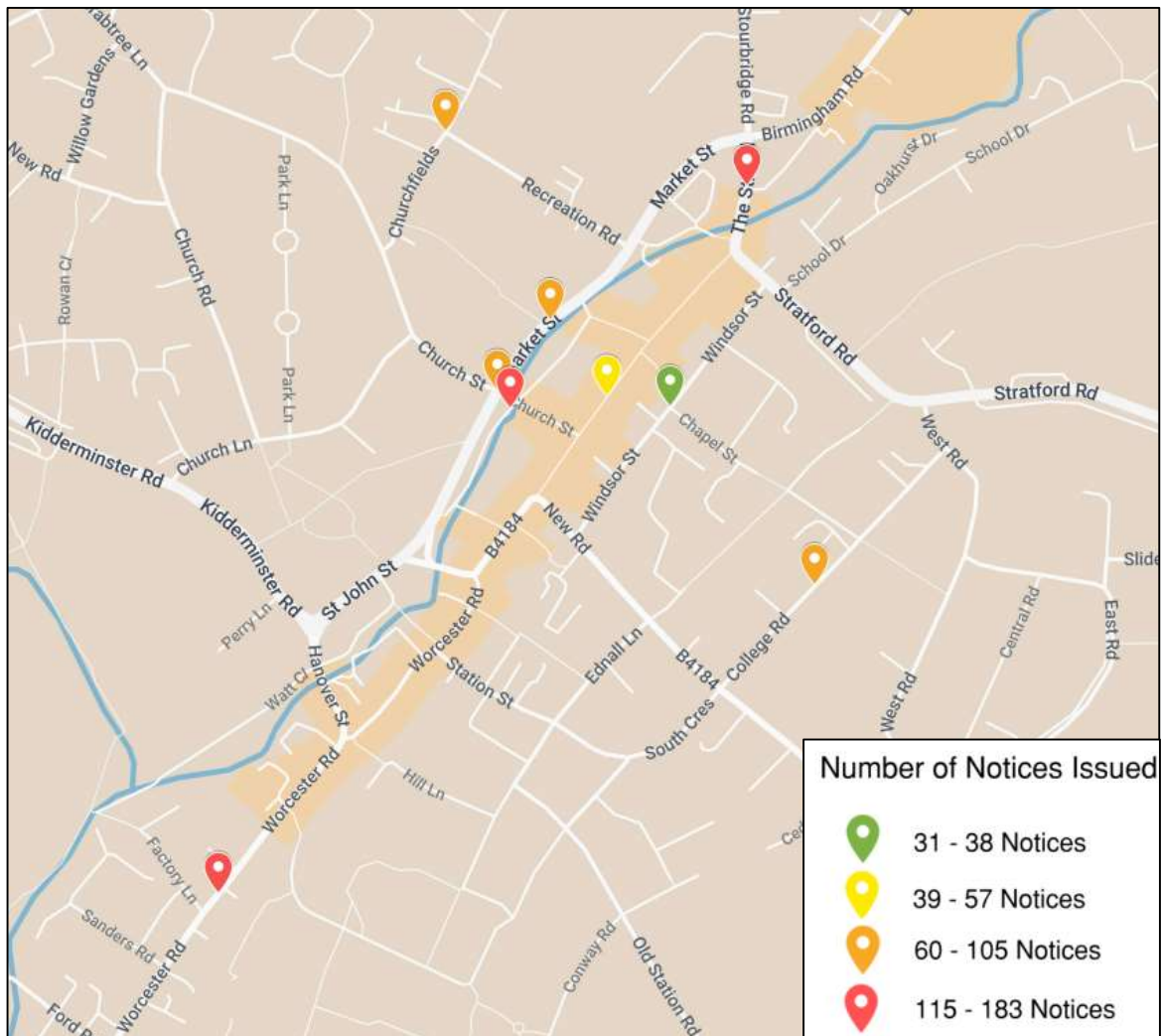
Off the 14 locations with the most PCNs issued, Bromsgrove town centre locations make up 8 locations in this list.

- 3.5 The observed counts were taken on occasions when a vehicle was observed for a discretionary period before a CEO issued the driver with a PCN. An example of this would include a vehicle parked on double yellow lines. In this instance, the CEO would observe the vehicle for a period of time, typically between 1 and 5 minutes, to determine whether any activity is taking place (e.g. loading/unloading, a passenger boarding or alighting the vehicle).
- 3.6 On most occasions, vehicles will drive away within the observation time. If no activity is taking place during the observation time, a PCN will be issued.
- 3.7 WDC's system records how many observations are made, regardless of whether a PCN had been issued or not.
- 3.8 A PCN is issued if a car is parked illegally (over the vehicles allotted time or parked on restrictions). This is issued by a CEO when monitoring roads in the district.
- 3.9 In the sections below, we have provided maps to show where PCNs are being issued in each local centre, to visualise where enforcement activity is concentrated:

Bromsgrove Town Centre

- 3.10 The points on the map extract in **Figure 2** below shows the locations of PCNs being issued between 01/04/2023 and 31/03/2024 within Bromsgrove town centre.

Figure 2: Number of PCN's issued in Bromsgrove

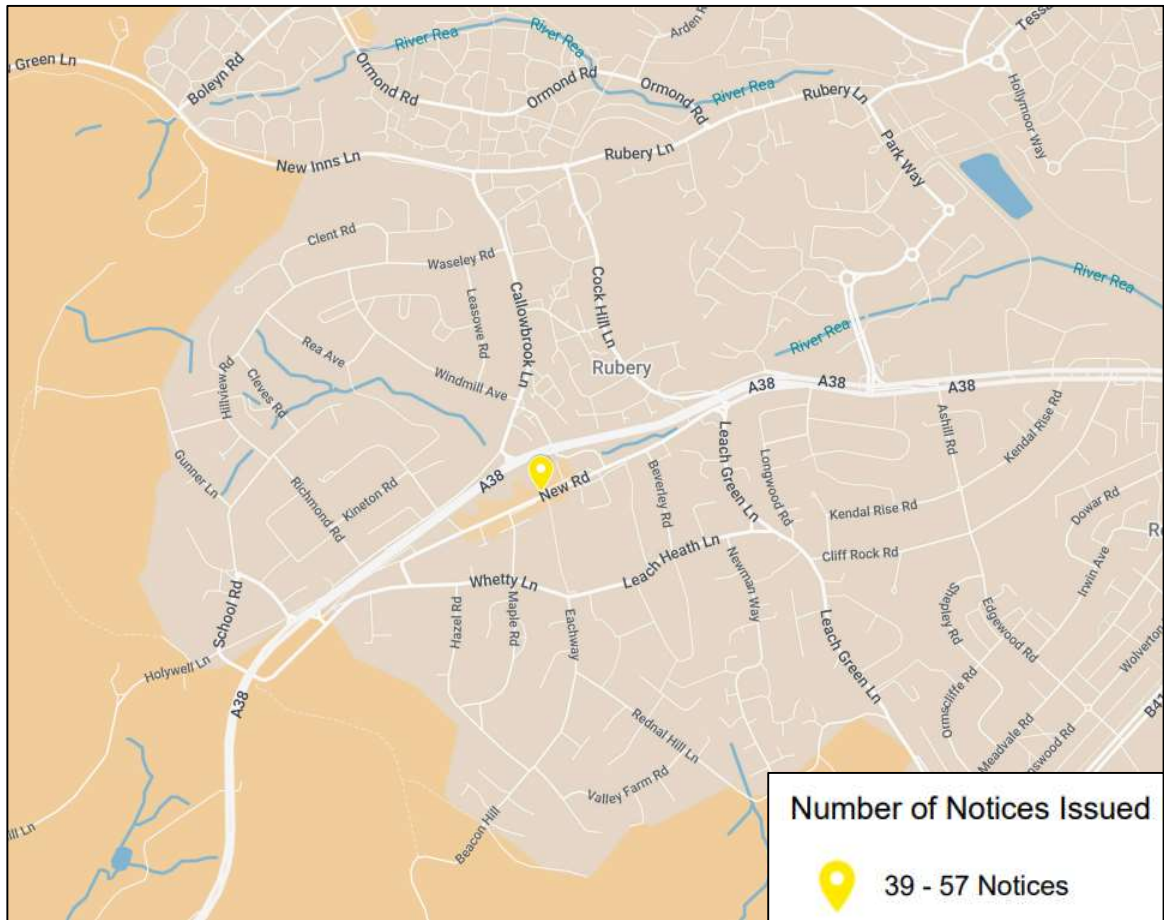


- 3.11 **Figure 2** shows that the majority of the PCNs issues are in the centre of Bromsgrove and it can be seen where the main parking attractors are in the town.
- 3.12 It is noted that Bromsgrove town centre has excellent coverage of CEOs, that beat patterns pick up the problematic locations and that CEOs are responsive to issuing PCNs at these locations. This may be due to the fact economic activity within Bromsgrove is concentrated here, as well as the fact the CEO welfare unit is located here also.

Rubery

- 3.13 The points on the map extract in **Figure 3** below shows the locations of PCN's being issued in Rubery between 01/04/2023 and 31/03/2024:

Figure 3: Number of PCN's issued in Rubery

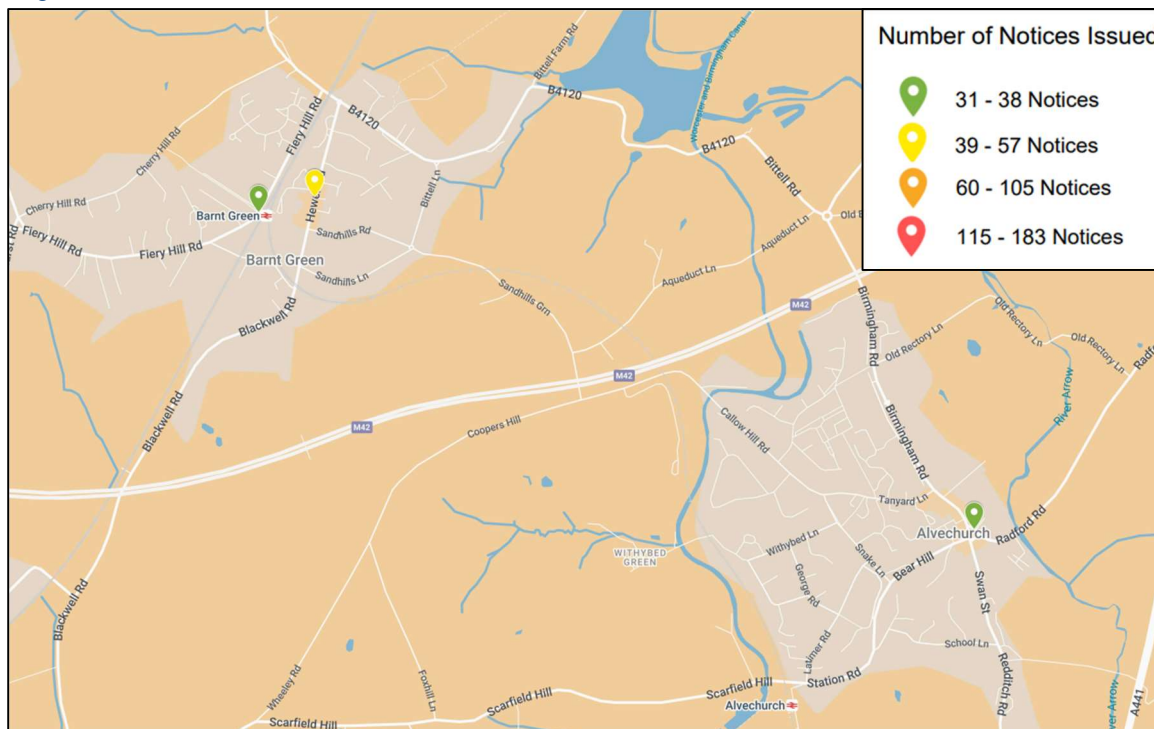


3.14 **Figure 3** shows that the majority of the PCN's are located on New Road in the centre of Rubery. As this is the main shopping street in Rubery it makes sense to target enforcement action here, however issues were raised by Members over inconsiderate parking on adjoining streets and at The Avenue industrial estate, which do not appear to have been observed as frequently.

Barnt Green and Alvechurch

- 3.15 The points on the map extract in **Figure 4** below shows the locations of PCN's being issued in Barnt Green and Alvechurch between 01/04/2023 and 31/03/2024:

Figure 4: Number of PCN's issued in Barnt Green and Alvechurch

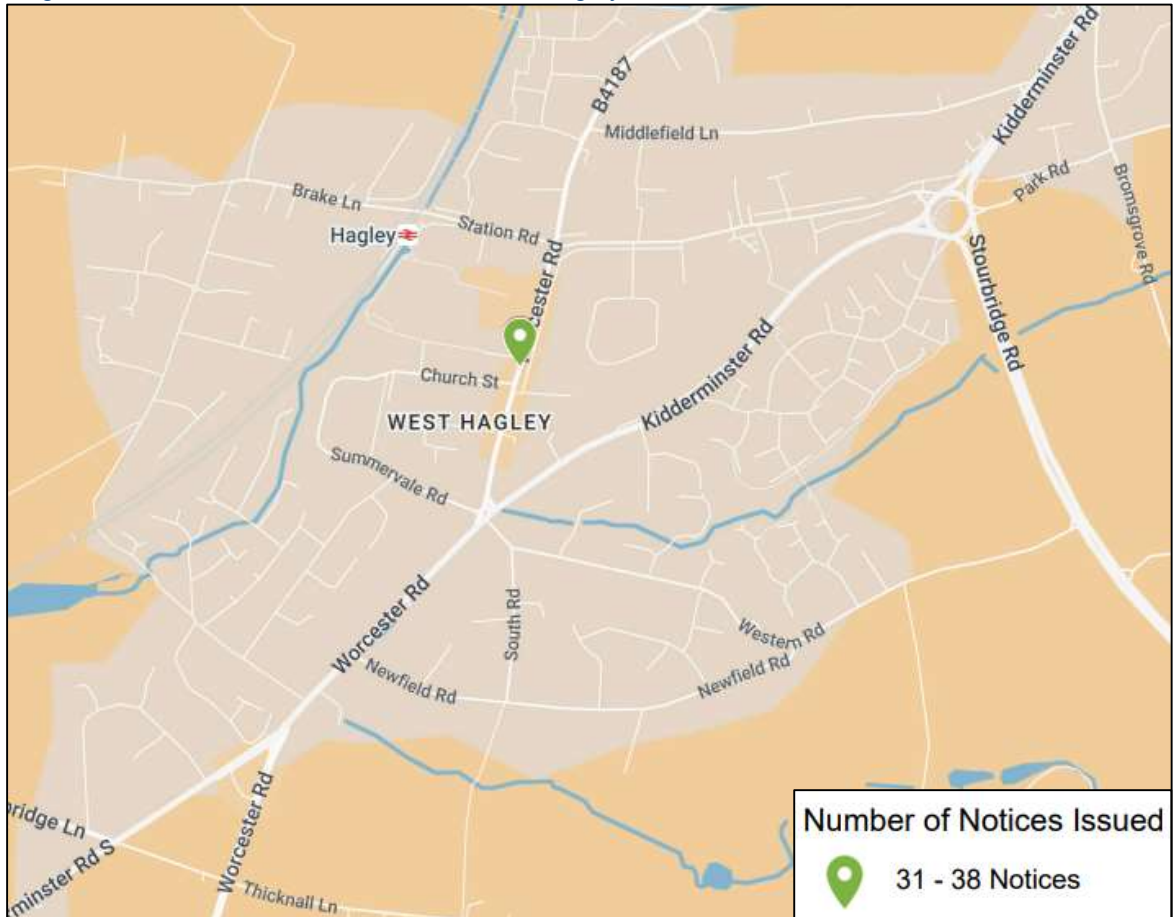


- 3.16 The map extract in **Figure 4** shows that the majority of the PCN's in Barnt Green were issued on Hewell Road, where the main shopping activity takes place, and directly outside Barnt Green train station on Fiery Hill Road. Members and residents have raised issues with parking on Sandhills Road and Sandhills Lane, which do not appear to have been observed by CEOs as frequently.
- 3.17 For Alvechurch, the majority of PCNs were issued by the village centre car park on Birmingham Road. It should be noted that the centre covers a wide area, and this includes a number of schools where problematic parking has been raised by Members, including further along Birmingham Road towards the M42 bridge.

Hagley

- 3.18 The points on the map extract in **Figure 5** shows the locations of PCNs being issued between 01/04/2023 and 31/03/2024:

Figure 5: Number of PCN's issued in Hagley

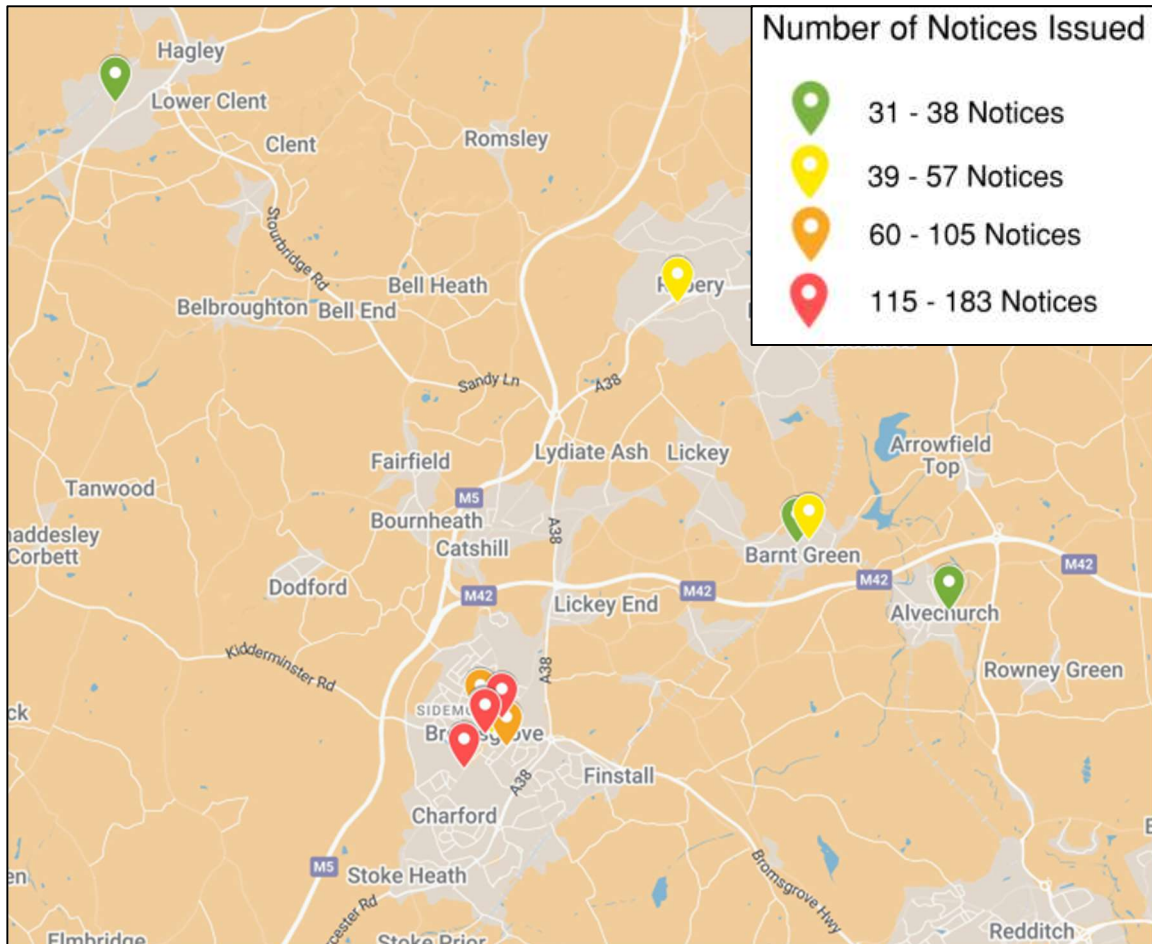


- 3.19 The map extract in **Figure 5** shows that the majority of the PCN's were issues on Worcester Road in Hagley village centre. There are, however, wider parking issues in Hagley associated with parking outside schools and colleges on Station Road and Park Road, where only a small number of PCNs were issued.

Bromsgrove District

3.20 The points on the map extract in **Figure 6** shows the locations of PCN's being issued between 01/04/2023 and 31/03/2024 across the whole district. A map is provided at **Appendix F** for the Bromsgrove District area.

Figure 6: Highest Number of PCN's issued in Bromsgrove District



Summary

- 3.21 Analysis of enforcement activity shows that CEO activity is concentrated in Bromsgrove town centre, which is where the CEO welfare unit is located. Other highly visited places are the village centres of Barnt Green, Rubery and Hagley.
- 3.22 There are several places which did not have a high number of PCN's issued. This includes Belbroughton, Hagley and Alvechurch. However, these locations are visited regularly. The places with a high number of visits and low PCNs issued are detailed in **Section 5** of this report.
- 3.23 There are further gaps in enforcement activity that could be targeted by local intelligence to discourage repeat offences. The villages of Catshill, Romsley, Lickey and Rowney Green do not appear to be visited as frequently as could be, and there is a risk that parking issues will remain entrenched. In the following sections, we discuss how parking issues can be targeted and addressed through coordinated action, targeting hotspots and contractual enhancements.

4. Targeting of Parking Issues - Addressing Elected Member and Resident Concerns

- 4.1 During engagement with elected Members and residents in Summer 2024, numerous concerns were raised about parking at problematic locations and with regular frequency. Therefore, in July and August 2024, a site visit was undertaken by members of the project team to each of the places of concern.
- 4.2 These visits were carried out to enable the team to observe parking issues, to determine the root cause, as well as observe any associated issues caused by illegal or inconsiderate parking.
- 4.3 The summary of elected Member and residents' comments, any notes from the site visits and the body responsible for this, are provided in **Table 2** below. The table provides a summary of comments made by location, what was observed during the site visits and the recommendation, along with action owner.
- 4.4 The full table including site visit photos are provided in **Appendix G**.

Acronyms = WDC – Wychavon District Council (Parking Enforcement)

WCC – Worcestershire County Council (Highways)

BDC – Bromsgrove District Council

WMRE – West Midlands Rail Executive (as part of West Midlands Combined Authority)

WMP – West Mercia Police

NFA – No further action required

Table 2: Summary of Issues

| District | Comments | Recommendation | Action Owner |
|--------------|---|--|--------------|
| Rubery | Lack of enforcement for vehicles parked illegally. | Increase frequency of CEO activity on New Road | WDC |
| | Frequent parking outside shop frontages and illegal parking by American Candy and Banophool restaurant. | Increase frequency of CEO activity on New Road. | WDC |
| | Diagonal parking at shops, cars now too big. | Reline spaces to better economise spacing and increase capacity. | WCC |
| | Poor parking bay marking and lining outside takeaways (Ruby Chinese). | Reline parking spaces. | WCC |
| | Parking issues on Whetty Lane including opposite Coppice Close and on Leach Heath Lane. | N/A | NFA |
| Aston Fields | On Stoke Road there are reports of lack of enforcement. | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. | WDC |
| | Needs dedicated lined parking bays – outside row of shops. | Investigate opportunities to increase parking capacity. | WCC |

| | | | |
|------------------|--|--|---------------|
| | Inconsiderate parking by large vehicles. | Work with Co-Op store to encourage use of dedicated loading bay. | WDC |
| | School parking issues affecting the rugby club. | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. Work with school to encourage considerate parking and investigate possibility of implementing a TRO. | BDC, WDC, WCC |
| | Parking in the vicinity of Fringe Green Road causes traffic from the traffic signals to merge due restricted carriageway spaces and limits visibility. | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. | WDC |
| | Key issues are lack of parking for residents as they have no driveways and a garage opposite on Stoke Road. | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. | WDC |
| | It has been suggested to use old station car park and issue permits to residents. | Await resurfacing work in Summer / Autumn 2024 and monitor usage | BDC |
| Alvechurch | Lack of enforcement in the town centre. Long stay parking beyond limits | Increase frequency of CEO activity in Alvechurch, targeted at problem locations. | WDC |
| | Lack of EV charging on street. | Investigate opportunity for an EV charging station outside Village Hall. | WCC |
| | School parking issues – needs enforcement and better signage. | Increase frequency of CEO activity in Alvechurch, targeted at problem locations. Work with school to encourage considerate parking and investigate possibility of implementing a TRO. | WDC, WCC BDC |
| | Village Hall parking bays need repainting. | N/A | NFA |
| Beoley (Portway) | Lack of enforcement, cars dumped, needs better lining and double yellows (near to Fishing Republic) on Alcester Road. | Increase frequency of CEO activity in Portway, targeted at this location. Investigate double-yellow lining along length of Alcester Road to Penn Road junction. Provide hatching at junction of Alcester Road and Penn Road to discourage parking on junction. | WDC, WCC |
| | Lack of enforcement on Dumble Pit Lane. Better signage needed. Make a one-way street? | Increase frequency of CEO activity in Portway, targeted at this location. | WDC, WCC |
| Hagley | Issues around school – lack of enforcement, ignoring parking restrictions, lack of double yellow or faded road markings. | Increase frequency of CEO activity in Hagley, targeted at Park Road and Station Road. Investigate relining along Park Road and Station Road. | WDC, WCC |

| | | | |
|--------------|--|--|--------------------|
| | Issues with school traffic and inconsiderate parking from both Hagley Catholic and Haybridge Schools – needs better lining and enforcement | | |
| | Parish car park – workers use it when it should be for shoppers, look at enforcement arrangements, needs EV provision, better lining | Investigate feasibility of resurfacing the car park with better lining of spaces, signage to advise of parking restrictions and EV charging provision. | WDC, BDC, WCC |
| | Better lining and spacing for improving capacity on side of Worcester Road opposite shops | Investigate re-lining parking bays to economise space along Worcester Road. | WCC |
| | Train car park – many drop-offs near to station to avoid parking charges, needs better lining on residential streets. | BDC officers to raise parking issues at Hagley with WMRE with a view to finding a solution for the station car park. Investigate further double-yellow lines and clearly defined parking spaces on Station Road, Brake Lane and Sweetpool Road. | BDC, WCC, WMRE |
| Belbroughton | Outside infant school – reline double yellow? | Investigate relining at this location | WCC |
| | Outside Talbot Pub – needs better lining and management. Lack of enforcement especially when big events are going on | Increase frequency of CEO activity in Belbroughton, targeted at this location. | WDC, WMP |
| Clent | Lack of parking management near to National Trust car parks – people parking in village centre or on surrounding roads. Needs double yellows and enforcement | Increase frequency of CEO activity in Clent, targeted at this location, and coordinate with WMP. Investigate further double-yellow lines and clearly defined parking spaces on Hagley Wood Lane. | WDC, BDC, WCC, WMP |
| Fairfield | Inconsiderate parking outside Fairfield school, needs better lining (currently faded), needs double yellows not single, needs to be enforced | Investigate relining at this location | WCC |
| Romsley | Bays outside Co-op need better lining | Investigate lining clearly defined parking spaces at this location | WCC |
| | One way in/out for accessing parade of shops, being used inconsiderately | Investigate reducing entrance / exit width to shopping parade to encourage on-way flow. | WCC |

| | | | |
|-------------|--|---|------------|
| Barnt Green | Better management of car parking around rail station – double yellows and enforcement needed | Investigate lining clearly defined parking spaces at this location | BDC / WDC |
| | Use Victoria / social club car park for overflow shoppers parking? | BDC to speak to Social Club about this opportunity | BDC |
| | Rationalise high street parking times, should be 1 hour across the board? | BDC / WDC to investigate feasibility of rationalising wait times to discourage long-stay parking. | BDC WDC |
| | Better marking and signage around schools | Investigate relining at this location | WCC |
| | Reline bays and lines | Investigate relining at this location | WCC |
| | Longer double yellows to deter long-stay parking on residential street | Investigate relining at this location | WCC |
| Catshill | Parking management by Catshill First School – better signing and lining | Investigate relining at this location | WCC |
| | Better parking management around shops – lining bays etc | Investigate relining at this location | WCC |
| | Better parking management outside One Stop, paint bays in and hatching at junction? | Investigate relining at this location | WCC |
| | Paint parking bays on the highways to deter pavement parking | Investigate relining at this location | WCC |

Summary of Actions

WDC – Wychavon District Council (Parking Enforcement)

- Increase frequency of CEO activity at problem locations

WCC – Worcestershire County Council (Highways)

- Investigate further double-yellow lining at problem locations.
- Provide junction hatching at problem locations to discourage parking on junctions.
- Reline on-street spaces at particular locations to better economise spacing and increase capacity.
- Reline parking spaces.
- Investigate implementing TROs outside schools where they currently do not exist and where parking issues are persistent.

BDC – Bromsgrove District Council

- Work with schools and local businesses where parking issues persist to encourage considerate parking or use of dedicated facilities.

- Investigate feasibility of rationalising wait times within village centres, to ensure usage of shops. Restaurants etc is balanced and equitable, and that spaces are used for the correct purposes.
- Investigate issuing residents parking permits at problem locations.
- Speak to landowners about opportunities for overspill parking.
- Await resurfacing /upgrading work to particular car parks and monitor usage.
- Investigate further Electric Vehicle charging provision in car parks and on-street spaces in village centres.

WMRE – West Midlands Rail Executive (as part of West Midlands Combined Authority)

- BDC officers to raise parking issues at Hagley with WMRE with a view to finding a solution for the station car park.

WMP - West Mercia Police

- Coordinated action between WDC and WMP to address parking issues in Belbroughton and Clent.

Conclusion

- 4.10 The issues raised by Members were supported through our own observations during the site visits. These included large vehicles parking in restricted areas and vehicles parked at junctions. Some of the comments are at specific times of the day such as school drop off and pick up, parking on certain roads and issues around takeaways.
- 4.11 Following the comments raised by Members and residents, and the subsequent site visit to view these areas of concern, a number of 'hot spots' have been identified where enforcement and / or potential solutions are possible.

5. Targeting of Parking Issues - Hot Spots

- 5.1 From the PCN data received from WDC, coupled with the councillor comments, it has been identified that within the Bromsgrove District, there have been many PCN's issued to cars parked illegally over a 12-month period. The places with the highest number of PCN's issued is identified in **Table 1** (in **Section 3**).
- 5.2 Cars tend to illegally park when they are parking for short periods of time. Clusters and hot spots tend to be within the vicinity of schools, shops, and takeaways.
- 5.3 An extract of **Table 1** is provided in **Table 3**. Roads that had less than 60 PCN's over a year issued have been removed from the extracted table.

Table 3: On Street Parking Analysis (Extract of Table 1)

| Road | Number of Visits | Observed Counts | Notice Issued (PCNs) | Percentage of PCNs issued |
|----------------------------|------------------|-----------------|----------------------|---------------------------|
| Worcester Road, Bromsgrove | 981 | 2,402 | 183 | 19% |
| Crown Close, Bromsgrove | 1,134 | 292 | 181 | 16% |
| The Strand, Bromsgrove | 1,945 | 211 | 115 | 6% |
| Church Street, Bromsgrove | 1,468 | 209 | 105 | 7% |
| Churchfields, Bromsgrove | 1,626 | 6,535 | 87 | 5% |
| College Road, Bromsgrove | 553 | 2,924 | 65 | 11% |
| Market Street, Bromsgrove | 3,834 | 1,117 | 60 | 1% |

- 5.4 There have also been locations where there has been many observed illegal parking but a lower number of PCN's issued. This is identified in **Table 4**.

Table 4: High Observed Counts

| Road | Number of Visits | Observed Counts | Notice Issued (PCNs) | Percentage of PCN's issued |
|-----------------------------|------------------|-----------------|----------------------|----------------------------|
| Churchfields, Bromsgrove | 1,626 | 6,535 | 87 | 1% |
| College Road, Bromsgrove | 553 | 2,924 | 65 | 2% |
| Recreation Road, Bromsgrove | 1,293 | 1,277 | 16 | 1% |
| Burcot Lane, Bromsgrove | 53 | 84 | 2 | 2% |
| New Road, Bromsgrove | 829 | 129 | 1 | 1% |

- 5.5 From **Table 4**, the reasons why a low percentage of PCNs have been issued is possibly due to a high number of vehicles moving on upon seeing the CEO and, therefore only one or two percent of tickets have been issued.

- 5.6 Specifically, this was observed outside schools when parents / guardians are dropping off pupils at the start of the day and picking up and the end of the school day. There could be additional times when cars are parked for after school activities such as parents evening and school performances for example. CEO's cannot issue PCN's if there is no Traffic Regulation Order in place (there is more information on Traffic Regulation Orders in **Section 6**).

Rubery

- 5.7 During the site visit, it was observed that cars were parked on double yellow lines along New Road and outside shop frontages. There were no CEOs on patrol during the site visit. However, as shown in **Appendix A**, CEOs visited New Road 61 times.
- 5.8 As suggested by the elected Members here, the diagonal parking bays are inadequate to accommodate modern vehicle dimensions. To accommodate larger parking spaces, a redesign of the parking areas on New Road would be required. This could potentially result in the loss of parking space availability.

Aston Fields

- 5.9 The parking bays outside the Co-op on Stoke Road were clearly marked and sufficient for three vehicles, however, during the site visit, it was observed that vehicles, including an HGV, were parked illegally on Stoke Road outside the Co – op. There were no CEO's on patrol during this visit, although, as shown in **Appendix A**, CEO's visited Stoke Road 62 times.
- 5.10 The issues around the school on Rigby Lane would be affected during school start and finish times. The site visit was undertaken during the school summer holidays, so no issues were viewed on the day.
- 5.11 Regarding the issues at the Stoke Road / Fringe Green Road priority junction, there were vehicles parked opposite Fringe Green Road, however, there was no queuing back from the junction the A38. A potential to improve traffic flow and sight lines in and out of the junction is to extend the double yellow lines to improve sight lines for vehicles exiting onto Stoke Road, especially during times when it is queueing back from the A38.
- 5.12 There was no illegal parking recorded at dwellings around the garage on Stoke Road. There is a lack of driveways, and the garage is operational. The potential solution is to allow residents to apply to permit parking along Stoke Road.
- 5.13 There have been suggestions to use Aston Fields Social Club Car Park and better utilise the old station car park (Aston Fields Car Park). Both car parks had no vehicles parked on them during the site visit. The social club car park is a private car park which would require liaison with the social club and Aston Fields Car Park is two hours free parking and the machine issues tickets for this, but that is the maximum stay permitted.

Alvechurch

- 5.14 One of the issues in Alvechurch is that there is a lack of enforcement in the town centre and vehicles park for longer than the permitted time limits. There were no CEO's on patrol during this visit, although, as shown in **Appendix A**, CEO's visited The Square, Alvechurch 119 times. Also, no vehicle electric charging points were observed on street.
- 5.15 The parking bays outside the Village Hall were in the process of being re-painted as this issue was raised by the Members.

- 5.16 At Alvechurch CofE Middle School, there are parking issues. The councillor has suggested enforcement and improved signage. Cones were placed along the curb line to prevent vehicles from parking.
- 5.17 These issues could be resolved by re-painting the yellow lines and making Alvechurch a higher priority on the CEO's beat.

Beoley, Portway

- 5.18 On Alcester Road in Portway, there have been Parish Councillor complaints about a lack of enforcement and vehicles parked on double yellow lines. During the site visit, it was observed that vehicles were parked on both sides of the road on double yellow lines as well as on the verges. These issues could be resolved by making Portway a priority on the CEO's beat (which as shown in **Appendix A**, CEO's visited Alcester Road 33 times) or the installation of a camera along this section of Alcester Road.
- 5.19 There was also a comment about parking along Dumble Pit Lane. During the site visit, a vehicle was parked on the double yellow lines. There is also a suggestion to make the road one-way. However, the road serves the petrol filling station. The petrol filling station can also be accessed from the A435 northbound carriageway. A further review of the impact of making the road one-way would have to be undertaken in terms of capacity and vehicle routing.

Hagley

- 5.20 The issues in Hagley are parking issues at the primary school on Park Lane and the two secondary schools on Brake Lane. It was observed that a number of the road markings were faded. There were no CEOs on patrol during this visit, although, as shown in **Appendix A**, CEOs visited Park Road 54 times and Brake Lane 6 times during 2023/2024.
- 5.21 The car park in the centre of Hagley, the Shopper's Car Park, was relatively full during the site visit. The overflow is vehicles parking on Worcester Road. It was viewed during the site visit that the on-street parking was fully utilised and no illegal parking was observed. As shown in **Appendix A**, CEO's visited Worcester Road 126 times.

Belbroughton

- 5.22 The lining outside the infant school was faded. On roads outside the Talbot Pub, there was no cars parked illegally and the lining was adequate. There were no CEOs on patrol during this visit, although, as shown in **Appendix A**, CEO's visited High Street 104 times. There is, however, an issue of the number of vehicles being driver after visiting a pub which may be addressed by the police.

Clent

- 5.23 The councillor raised the issue that there was lack of parking management near to the National Trust Car Park and vehicles park on surrounding roads. It was observed on the site visit that vehicles park on both sides of Hagley Wood Lane to avoid paying for the National Trust Car Park. There were no CEOs on patrol during this visit, although, as shown in **Appendix A**, CEO's visited Holy Cross Green three times. A potential solution to this issue is to provide directional signage to the Walton Hill Car Park which is located approximately 0.75km to the east of the National Trust Car Park on Hagley Wood Road.
- 5.24 These issues could be resolved by re painting the yellow lines and making Hagley a higher priority on the CEO's beat.

Fairfield

- 5.25 The lining outside the school had faded. Therefore, re painting the lines would be required. There were no CEOs on patrol during this visit, although, as shown in **Appendix A**, CEO's visited B4091 Stourbridge Road 10 times.

Romsley

- 5.26 The lining outside the Co-op were adequate during the site visit and there we no vehicles observed using the in and out accessing the parade of shops inconsiderately. There were no CEOs on patrol during this visit, although, as shown in **Appendix A**, CEOs visited B4091 Stourbridge Road 10 times.

Barnt Green

- 5.27 At the railway station in Barnt Green, the councillor suggest that better enforcement is required on roads around the station. This includes Hewell Road, Fiery Hill Road and Station Approach. They suggest double yellow lines and enforcement. There were no cars parked illegally during the site visit and there were no CEOs on patrol during this visit, although, as shown in **Appendix A**, CEO's visit Fiery Hill Road 193 times and Hewell Road 185 times.
- 5.28 There have been suggestions to use Barnt Green Social Club Car Park as an additional facility to add capacity. The social club car park had no vehicles parked on it during the site visit. The social club car park is a private car park which would require BDC to liaise with the social club and seek an agreement.
- 5.29 There is a suggestion by the councillor to rationalise high street parking times. During the site visit it was observed the parking was limited to a maximum of 30 mins outside the Tesco. Elsewhere on Hewell Road, parking is restricted to a maximum of 2 hours. All the available parking was utilised, however, a high number of cars were arriving and departing, especially in the 30 min parking section outside Tesco's.
- 5.30 It was also observed during the site visit that the lining was faded on Hewell Lane. This was lining for the parking bays and lining around in the vicinity of St Andrew's CofE First School. Therefore, the re painting of these lines will be required.

Catshill

- 5.31 During the site visit, it was observed that lining was faded around Catshill First School. There were suggestions from Members for better parking management around shops on Golden Cross Lane, better parking management at One Stop on Woodrow Lane and for painting parking bays on the highway to deter pavement parking.
- 5.32 A van was parked on the footway whilst a delivery outside one of the restaurants on Golden Cross Lane. Therefore, better signing and lining would be required as well as obstruction so vehicles cannot park on the footway.

Committed Developments

- 5.33 A review of the committed developments in the district has identified that there are several new residential developments which could have an effect on the number of vehicles parking on street.
- 5.34 The analysis undertaken of the existing car parks within Bromsgrove town centre identify that there is currently capacity available for additional vehicles from these proposed developments. Therefore, on street parking issues should not exacerbated by these new developments.
- 5.35 The impact of the committed developments on district and local centres is not currently known. Further work is required to understand demand and impact on the local highway network and parking capacity within these centres.

Summary

- 5.36 The on street parking issues identified by the councillors, coupled with the number of PCN's issued and the subsequent site visits, have been summarised, and potential solutions for each district have been provided.
- 5.37 It is also stated that there are several committed developments across the district, however, these are not likely to have an impact on the level of on-street parking in Bromsgrove town centre. It is unclear whether they would have an impact on local centres, and so further work is required to understand the impacts.

6. Targeting of Parking Issues - Traffic Regulation Orders (TROs)

- 6.1 A TRO is the responsibility of the highway authority. The highway authority for BDC (and WDC) is Worcestershire County Council (WCC).
- 6.2 To enable a CEO to issue a PCN on a vehicle, a TRO must be in place for the PCN to be issued. “Zig-zag” yellow markings outside schools are only enforceable if a TRO is present.
- 6.3 There are currently only four locations in Bromsgrove District that have TROs on the yellow “Zig Zag” lines on the road outside schools, and these are:
- **Shawhurst Lane, Coppice Primary School and Woodrush Hight School, Wythall;**
 - **Bradford Lane, Belbroughton Primary School, Belbroughton;**
 - **B4551 Bromsgrove Road, St Kenelms Primary, Romsley; and,**
 - **Gunner Lane, Holywell Primary School, Rubery.**
- 6.4 Therefore, given the lack of coverage, in order to allow CEOs to address parking issues outside of schools through enforcement, BDC must request that WCC implement more TRO’s so that CEOs can issue PCNs if vehicles are parked illegally.
- 6.5 There is a large amount of parking that occurs outside schools when dropping off and picking up pupils. There have been instances of illegal parking in Barnt Green, Alvechurch, Hollywood and Hagley.
- 6.6 Despite the schools having advisory signing and lining, informing drivers that there are restrictions to parking in this location, there are many reported instances where this on street illegal parking is an issue.
- 6.7 As previously mentioned, there are a high number of PCN’s issued on Shawhurst Lane as there is a TRO in place which allows CEO’s to issue PCN’s. However, schools in Barnt Green, Alvechurch, Lickey, and Hagley, amongst others, do not have these TRO’s. The current parking restrictions on roads by the schools are shown below in **Figures 7, 8, 9 and 10.**

Figure 7: Barnt Green



Figure 8: Alvechurch



Figure 9: Hagley Primary School



Figure 10: Haybridge School



The roads where TRO's have been adopted to and the PCN's are enforceable are Shawhurst Lane and Bradford Road and as such there are a high number of PCN's issued. The parking restrictions on Shawhurst Lane and Bradford Road are shown below in **Figure 11** and **12**.

Figure 11: Shawhurst Lane, Hollywood



Figure 12: Bradford Road, Belbroughton



- 6.8 Many of the problems raised by elected Members and residents, and observed during site visits, appear to be outside schools, shops, and takeaways.
- 6.9 Therefore, the introduction of greater coverage of TROs in problem hot spots would allow CEOs to issue PCNs in these locations, and therefore a TRO would need to be applied for and implemented by WCC at the following locations.
- 6.10 We have listed these by order of strategic priority:
- **New Road, Rubery;**
 - **Stoke Road, Aston Fields (particularly outside Co-op);**

- **On Rigby Lane outside Rigby Hall School;**
 - **Hagley Primary School, Park Road, Hagley;**
 - **Haybridge High School and Sixth Form, Brake Lane, Hagley;**
 - **Hagley Catholic High School, Brake Lane, Hagley;**
 - **Hewell Road, Hewell Lane and Fiery Hill Road, Barnt Green; and,**
 - **Catshill First School, B4185 Gibb Lane.**
- 6.11 A TRO in these locations would allow CEO's to issue PCN's to the vehicles parked illegally. The number of visits could potentially increase with the ability to issue PCN's to those vehicle parked illegally.
- 6.12 Currently, the issue of arriving to a location without a TRO, illegal parking can only be observed and not acted upon.

7. Targeting of Parking Issues - Wychavon District Council (WDC) Parking Enforcement Contract and Shopmobility Service

- 7.1 The contract between Wychavon District Council (WDC) and Bromsgrove District Council (BDC) is summarised in this section. This covers both parking enforcement and the Shopmobility service.
- 7.2 On-street parking enforcement is currently contracted to Wychavon District Council (WDC) under a Service Level Agreement. BDC has employed Wychavon District Council (WDC) to undertake Civil Parking Enforcement for over 10 years. The services covered by this include the delivery of on and off-street parking enforcement and the associated full administration including appeals and adjudication.
- 7.3 For the Patrol services, the requirements of WDC are currently carried out by 5.5 FTE employees, consisting of CEOs. These CEOs are also a shared resource with Redditch District Council. The employees carry out patrols on BDC Car Parks and to enforce on street parking regulations. These patrols are carried out primarily between 7am and 10pm, Monday to Sunday.
- 7.4 A key requirement of the current contract is that 10% of patrol time is required to be undertaken in areas such as Rubery, Hagley, Wythall and Barnt Green. From the data analysed, it appears that this requirement is being met, although it is worth noting that this still leaves large areas with lack of coverage of CEOs.
- 7.5 As part of this review, discussions were held with WDC regarding the efficacy of the current contract. Matters such as coverage, levels of enforcement and use of local intelligence were discussed, however the main issue WDC face is the retention of CEOs, given the nature of the work. As can be seen in previous chapters, our investigations of patrols and PCNs found that there are several locations and streets which are frequently visited by civil enforcement officers in preference to others.
- 7.6 The general pattern of enforcement action means that there are several locations in the district, such as Worcester Road, Hagley, The Square, Alvechurch and New Road, Aston Fields in which enforcement action could be targeted, where elected Members and residents have raised concerns with the perceived lack of presence of CEOs when and where it really matters.
- 7.7 With the SLA having expired, there is an opportunity to look at alternatives to the existing arrangements. In considering the wide range of options for BDC parking enforcement services, and how to deliver them, we discuss which option provides the best value for money, is efficient and effective and demonstrates Best Value through continuous improvement. Throughout the three-part Strategic Review, we have done this by critically assessing the current arrangements and by looking at how services are provided by other councils and other organisations.

2022 Statutory Guidance for Local Authorities in England: Civil Enforcement of Parking Contraventions

- 7.8 First and foremost, before considering the recommended option, it is advised that BDC update any future SLA in line with recently updated Statutory Guidance for Local Authorities in England on Civil Enforcement of Parking Contraventions (2022).
- 7.9 In the updated Statutory Guidance, there are now provisions that allow for CEOs to issue information leaflets or warning notices. This could be particularly useful at locations such as outside of a school where we have recommended for a TRO to be adopted, and, whilst it is going through the formal processes, to provide those carrying out parking violations ample warning of future enforcement action.

- 7.10 Furthermore, provisions allow, if the CEOs have the time available, such as from the freeing up of resource, to carry out related traffic management tasks. There is the opportunity for CEOs to carry out tasks such as informing the police of criminal parking activity and reporting suspected abandoned vehicles, both issues which have been raised during engagement and encountered during site visits.
- 7.11 Provisions also allow for officers to be classified as “Dual Function” CEOs where they can carry out functions under more than one act. For example, a CEO may be authorised under the Traffic Management Act for the purposes of carrying out parking enforcement duties, but that same CEO may also be authorised under environmental legislation for the purposes of carrying out environmental enforcement duties such as issuing fixed penalty notices for littering or dog fouling. This could bring benefits for both environmental and public health outcomes but would need to be discussed/agreed between services as to the requirements and how it could be implemented, if this is an option that is of interest.
- 7.12 More pertinently, the updated provisions allow local authorities outside of London to, for the first time, enforce “moving traffic contraventions”, such as endorsable offences as dangerous parking, obstruction, failure to comply with police “no parking” signs placed in emergencies, and any vehicle where security or other traffic policing issues are involved, including the need to close roads or set up diversions. Parking offences at pedestrian crossings or zigzag lines may be enforced by the police or the authority but any action by the police currently takes precedence.
- 7.13 A Commencement Order in the updated guidance gives those local authorities in England outside London with existing civil parking enforcement powers, the ability to apply to the Secretary of State for an order designating all or part of their network as a civil enforcement area for moving traffic contraventions. From the guidance being enacted in October 2022, to October 2023, up to 52 Local Authorities had applied for a commencement order under the first two tranches.
- 7.14 It is recommended that BDC review the further passage of legislation in this regard as creating a cohesive civil enforcement regime will remove numerous inconsistencies which inherently arose due to the disparate enabling legislation, enabling more efficient future administration.

Option Assessment

- 7.15 Three options have been considered for a future SLA and are discussed in this section:

Option 1 – Do-Nothing

For the Do-Nothing option, this implies that the SLA remains as it currently stands and is merely updated according to additional provisions in the 2022 Guidance.

Option 2 – SLA Enhancements

The Contract Enhancements option implies that for the parking enforcement element, the new SLA would need to integrate our recommendations for contractual enhancements, so that it follows the latest guidance and best practice and integrates the recommendations of our reports.

Option 3 – Alternative Provider

The final option, an Alternative Provider, implies that BDC do not continue with WDC and retender for the service, perhaps opening up parking enforcement for an SLA with a private contractor.

- 7.16 For the Shopmobility element, we believe a further review is required, including an updated survey of service users, to understand their views and needs, especially with regards to maintenance of Shopmobility equipment, response times to customer enquiries, or comments on the booking

system and registration, so that BDC can ensure the service is fit for purpose and can provide strategic direction and support.

Option 1 – Do-Nothing

- 7.17 'Do nothing' means the SLA is simply carried over for WDC to deliver parking enforcement services for another set period. This would represent the 'status quo' by retaining the current arrangements.
- 7.18 There could be benefits from the continuity of service, but this option would not address resident of Member concerns about the efficacy of the service and would not fulfil the strategic objectives set by BDC or the recommendations of our review.
- 7.19 There would be a loss of collaboration opportunity to deliver cost savings. This option would not require any financial investment, but BDC would also receive no cost savings and efficiencies from recommendations made in our reports. BDC will still have a compliant CEO team but will lose potential resilience benefits.

Option 2 – SLA Enhancements

- 7.20 This option implies that for the parking enforcement element, a new SLA be agreed with WDC with negotiated enhancements that integrate our recommendations in the reports.
- 7.21 In the second document of our strategic review, regarding off-street car parking facilities, we have recommended that BDC adopt enforcement by ANPR cameras at certain high-volume car parks in Bromsgrove town centre. This would free up resource to enable CEOs to spend a greater amount of time outside of Bromsgrove town centre, as they would not be required to patrol certain public car parks.
- 7.22 We recommend that BDC negotiate a 10% increase in the requirement of patrol time to be undertaken outside the town centre and that this requirement explicitly includes areas where poor coverage has been reported, such as Catshill and Belbroughton. This would mean that in the revised contract, there would be a requirement that 20% of patrol time be carried out in outlying areas. This would of course be subject to the recommendation being adopted from the previous element of our strategic review, in that ANPR equipment is adopted at the 8 Bromsgrove town centre car parks, to free up CEO resource to patrol elsewhere in the district.
- 7.23 This option will demonstrate ownership of change in the face of the government funding challenge and will embed a change culture. It will deliver cost savings and protect or enhance frontline services in priority areas.
- 7.24 Due to rise of contactless payments, BDC will be able to reduce cash collection, providing a saving of around £50,000 per annum. The reduced amounts taken in cash as a result of the above should mean that the amounts in the payment machines are unlikely to decrease as customers switch to card or online payments.
- 7.25 Further, there could be benefits from continuity of service and BDC will benefit from the additional enforcement presence and/or deterrence that ANPR will provide in Bromsgrove town centre. Under the current arrangements, if one of the CEOs are ill, there is smaller pool of staff to cover the district, and the impact is that there is less reach of the CEOs. This could result in more dropped PCNs and decreased resilience.

Option Three - Alternative Provider

- 7.26 A third option, an Alternative Provider, implies that BDC do not continue with WDC and outsource the service, perhaps opening up parking enforcement to a private contractor, with a new SLA to be agreed that integrates the recommendations made in the reports.

- 7.27 There are a number of economies of scope and economies of scale that could be derived, although lessons learned from other LA's that had implemented such an option would need to be followed.
- 7.28 Under a private provider, there are naturally opportunities for innovation and investment, as well as potential for increased productivity, however there could be risk management issues as parking enforcement on behalf of BDC is now undertaken by a third-party.
- 7.29 Further, there is a risk that any new provider may seek their own service model and this may be driven by different objectives, for example to boost revenue by targeting the most lucrative areas for enforcement. In which case the recommendation to raise CEO coverage outside of Bromsgrove town centre to provide better CEO coverage to outlying areas may not be followed through.

Preferred Option: It is recommended that **Option 2 – SLA Enhancements** is pursued. The SLA should be renegotiated with WDC to enhance the service offer. The key objective should be freeing up resource to enable CEOs to spend a greater amount of time outside of Bromsgrove town centre. We recommend that BDC negotiate a 10% increase in the requirement of patrol time to be undertaken outside the town centre and that this requirement explicitly includes areas where poor coverage has been reported, such as Catshill and Belbroughton. This would mean that in the revised contract, there would be a requirement that 20% of patrol time be carried out in outlying areas. This would of course be subject to the recommendation being adopted from the previous element of our strategic review, in that ANPR equipment is adopted at the 8 Bromsgrove town centre car parks, to free up CEO resource to patrol elsewhere in the district. This option will demonstrate ownership of change in the face of the government funding challenge and will embed a change culture. It will deliver cost savings and protect or enhance frontline services in priority areas. Due to rise of contactless payments as a result in the change of payment methods, BDC will be able to reduce the need for cash collection. Further, there could be benefits from continuity of service and BDC will benefit from the additional enforcement presence and/or deterrence that ANPR will provide in Bromsgrove town centre.

Further Considerations - Shopmobility

- 7.30 BDC's Shopmobility scheme provides mobility scooters for the purposes of shopping in Bromsgrove town centre. It is a member's only scheme and registrations / bookings are taken through telephone and email bookings. During the weekday, depending on provision of equipment, it can be a "turn up and go" service, but for Saturday bookings, it is advised that bookings are taken 24 hours in advance of visits to guarantee availability.
- 7.31 Under the Shopmobility element of the contract, WDC use reasonable endeavours to ensure that the Shopmobility service is operated in accordance with its opening hours, practices, and procedures.
- 7.32 The current service is listed as operating out of Churchfields Multi-story car park, which has been closed since 2022 and, from the supply and demand surveys we conducted in the first part of our strategic review, is currently surplus to requirements. If the service is to continue in its current format, a new venue is required.
- 7.33 There are currently several vacant units on Bromsgrove High Street which could be ideal for a new site, to ensure convenience for current/potential users and maximum presence and exposure for potential users.

- 7.34 A survey of users was conducted in 2021 however results are not publicly available. Data has not been made available by WDC for matters such as maintenance of Shopmobility equipment, response times to customer enquiries, or comments on the booking system and registration. However, BDC has a contractual obligation to fund the repair and replacement of the Shopmobility equipment as necessary and provide strategic direction and support.
- 7.35 As part of the contract, the level of service provision for Shopmobility can be varied at the request of BDC, dependent on decisions as to the future of the service.
- 7.36 Given the time that has passed since the previous survey, and that it was conducted during the height of the COVID-19 pandemic, it is recommended that a further review is required of the efficacy of the current service, including with service users, in the post-pandemic environment. This is because both service users' shopping habits and willingness to share public spaces have largely returned to pre-pandemic levels, and therefore a survey conducted from this point onwards may be more reflective of the current and future needs of service users.

Summary

- 7.37 It is recommended that SLA enhancements are pursued in a new SLA with WDC to provide parking enforcement services. The key objective should be freeing up resource to enable CEOs to spend a greater amount of time outside of Bromsgrove town centre. We recommend that BDC negotiate a 10% increase in the requirement of patrol time to be undertaken outside the town centre and that this requirement explicitly includes areas where poor coverage has been reported, such as Catshill and Belbroughton.
- 7.38 This would mean that in the revised contract, there would be a requirement that 20% of patrol time be carried out in outlying areas. This would of course be subject to the recommendation being adopted from the previous element of our strategic review, in that ANPR equipment is adopted at the 8 Bromsgrove town centre car parks, to free up CEO resource to patrol elsewhere in the district.
- 7.39 This option will demonstrate ownership of change in the face of the government funding challenge and will embed a change culture. It will deliver cost savings and protect or enhance frontline services in priority areas. Due to rise of contactless payments as a result in the change of payment methods, BDC will be able to reduce the need for cash collection.
- 7.40 Further, there could be benefits from continuity of service and BDC will benefit from the additional enforcement presence and/or deterrence that ANPR will provide in Bromsgrove town centre.
- 7.41 The key issues are the retention of CEOs, and that they mainly visit the same streets. Therefore, other areas in the district are not visited as regularly and PCN's are not issued to vehicles parking illegally. Therefore, any CEO activity must be increased to provide better coverage and target problem locations.
- 7.42 The issuing of information leaflets or warning notices could be particularly useful outside of a school where we have recommended for a TRO, to provide those committing parking violations ample warning of future potential enforcement action.
- 7.43 Regarding Shopmobility, there is a requirement for a re-survey of service users as the previous survey was conducted during the COVID-19 pandemic. Additionally, the current Shopmobility location is Churchfields Multi Storey, which was closed in 2022, and the location of the service needs to be reviewed to better serve its users.

8. Recommendations and Next Steps

8.1 The analysis provided suggests that there are parking issues within the Bromsgrove district. These are parking outside of shops, take aways and schools. Therefore, there are a few recommendations which could alleviate illegal parking. These are:

- Increase the number of CEO's and include a variety of places to patrol (including Belbroughton, Clent and Portway);
- Update signing and lining (reline faded road markings and programme maintenance of road markings);
- Review signing and lining (is their adequate signage to deter vehicles from parking);
- Implement TRO's on restricted parking at schools where currently there is no TRO in place;
- Schools to examine the potential for providing a drop off and pick up zones / areas;
- A social media and community engagement campaign to be rolled out in Autumn 2024, targeted at drivers, to encourage considerate parking outside of shops and schools, as a "softer measure" behavioural change campaign.
- Further investigation and action to review and amend "harder measure" parking restrictions and increase coverage of signing and lining options (i.e. double yellow lines, designated parking areas).
- BDC and WCC to investigate the potential of developing an online tool to enable BDC residents to log parking violations and persistent offences, linked to the current WCC system to report environmental concerns and problems with street furniture (i.e. street lighting, pavements). This could be used by WDC as a measure to target resources from local intelligence.
- Consideration by WDC of potential opportunities to free-up CEOs from patrolling off-street car parks in Bromsgrove Town Centre through the recommendations to use ANPR enforcement in certain locations, thus enabling the freeing-up of resources to patrol locations where problems have been reported to persist and presence is currently low. It is recommended that CEO coverage be increased to 20% of all CEO patrols to be undertaken outside of Bromsgrove Town Centre.
- Coverage of TROs, outside of schools, in the district to be reviewed and increased where problems persist. This will give CEOs the powers to enforce parking violations and will discourage inconsiderate parking.
- BDC and WDC to investigate the feasibility of using vehicle-mounted ANPR enforcement at parking hotspots outside of schools, thus further freeing up CEO resource to target problem areas.
- In line with updated Statutory Guidance for Local Authorities in England on Civil Enforcement of Parking Contraventions, adopt the suggestions where the contract can be enhanced so it follows the latest guidance and that WDC can do everything within its powers to enforce parking violations.
- A further public consultation exercise on the future of the Shopmobility Service as an update to previous consultation carried out in 2021.
- Investigate the feasibility of resiting the Shopmobility service to the High Street.

- Leaflets / flyers / social media campaign to remind drivers of where not to park. Reinforce that double yellows are there for a reason.
- In Aston Fields, encourage better communication between Rigby Hall School and Bromsgrove Rugby Club. This is in the case of events occurring at the same time, such as, weekday evening matches and parents evening or school production.
- An issue identified on Hagley Wood Lane is the amount of parking which currently is undertaken. This is due to Nimmings Wood Car Park being a National Trust car park which requires payment to park. There is, however, another car park approximately 0.75km to the east of this car park at Walton Hill which is free and cars parked on Hagley Wood Lane could utilise this car park. Therefore, improved directional signage on Hagley Wood Road to Walton Hill Car Park would reduce the number of vehicles parked on the roadside on Hagley Wood Road;
- Better road maintenance across all areas clearing tree debris off the road; and Review that drainage is adequate.

8.2 These recommendations are for the consideration of Bromsgrove District Council. It is recommended that a Parking Task Group be established between stakeholders to put the recommendations into action.

Appendices

A. On-Street Car Parking Analysis

| Road | Number of Visits | Observed Counts | Notice Issued Percentage |
|---------------------------------|------------------|-----------------|--------------------------|
| Worcester Road, Bromsgrove | 981 | 2,402 | 183 |
| Crown Close, Bromsgrove | 1,134 | 292 | 181 |
| The Strand, Bromsgrove | 1,945 | 211 | 115 |
| Church Street, Bromsgrove | 1,468 | 209 | 105 |
| Churchfields, Bromsgrove | 1,626 | 6,535 | 87 |
| College Road, Bromsgrove | 553 | 2,924 | 65 |
| Market Street, Bromsgrove | 3,834 | 1,117 | 60 |
| High Street, Bromsgrove | 2,270 | 158 | 57 |
| Hewell Road, Barnt Green | 185 | 805 | 55 |
| New Road, Rubery | 61 | 563 | 39 |
| Worcester Road, Hagley | 126 | 659 | 38 |
| Fiery Hill Road, Barnt Green | 193 | 138 | 37 |
| Windsor Street, Bromsgrove | 1,604 | 92 | 34 |
| The Square, Alvechurch | 119 | 430 | 31 |
| Birmingham Road, Bromsgrove | 532 | 395 | 28 |
| New Road, Aston Fields | 156 | 170 | 22 |
| Chapel Street, Bromsgrove | 523 | 31 | 21 |
| Shawhurst Lane, Hollywood | 50 | 32 | 21 |
| Stoke Road, Bromsgrove | 62 | 102 | 17 |
| Recreation Road, Bromsgrove | 1,293 | 1,277 | 16 |
| Perry Lane, Bromsgrove | 175 | 32 | 15 |
| The Crescent, Bromsgrove | 200 | 188 | 14 |
| High Street, Belbroughton | 104 | 36 | 13 |
| A448 Stratford Road, Bromsgrove | 960 | 26 | 11 |
| Alcester Road, Beoley | 33 | 10 | 10 |
| Buntsford Hill, Bromsgrove | 61 | 14 | 10 |
| Park Road, Hagley | 54 | 22 | 9 |
| Lydiate Ash Road, Lydiate Ash | 100 | 10 | 8 |
| South Crescent, Bromsgrove | 114 | 14 | 8 |
| Gunner Lane, Rubery | 20 | 12 | 7 |
| Leach Heath Lane, Rubery | 32 | 14 | 7 |
| B4091 Stourbridge Road, | 518 | 9 | 6 |
| Ednall Lane, Bromsgrove | 194 | 59 | 6 |
| St Godwalds Road, Aston Fields | 52 | 104 | 6 |
| Bear Hill, Alvechurch | 82 | 5 | 4 |
| Finstall Road, Aston Fields | 85 | 25 | 4 |
| St Kenelms Road, Romsley | 49 | 43 | 4 |
| Windsor Gardens, Bromsgrove | 11 | 6 | 4 |
| A448 Kidderminster Road, | 207 | 4 | 3 |
| All Saints Road, Bromsgrove | 161 | 7 | 3 |
| Bromsgrove Road, Romsley | 50 | 18 | 3 |
| Buntsford Drive, Bromsgrove | 22 | 3 | 3 |
| Station Street, Bromsgrove | 96 | 9 | 3 |
| The Dock, Bromsgrove | 11 | 4 | 3 |
| Westbourne Terrace, Bromsgrove | 15 | 6 | 3 |
| Blackmore Lane, Bromsgrove | 315 | 2 | 2 |
| Bradford Lane, Belbroughton | 16 | 2 | 2 |
| Burcot Lane, Bromsgrove | 53 | 84 | 2 |
| Carlyle Road, Aston Fields | 5 | 4 | 2 |
| Church Lane, Bromsgrove | 247 | 9 | 2 |
| Crabtree Lane, Bromsgrove | 72 | 3 | 2 |
| Golden Cross Lane, Catshill | 34 | 41 | 2 |
| Old Birmingham Road, Bromsgrove | 35 | 6 | 2 |

| | | | |
|-----------------------------------|-----|-----|---|
| Sandhills Road, Barnt Green | 23 | 5 | 2 |
| Shawhurst Croft, Hollywood | 31 | 3 | 2 |
| St Chads Road, Rubery | 14 | 4 | 2 |
| Station Road, Hagley | 23 | 6 | 2 |
| A38 Birmingham Road, Bromsgrove | 29 | 1 | 1 |
| Beverley Road, Rubery | 27 | 2 | 1 |
| Birmingham Road, Alvechurch | 7 | 1 | 1 |
| Callow Brook Lane, Rubery | 3 | 1 | 1 |
| Chapel Street, Hagley | 7 | 2 | 1 |
| Coronation Terrace, Bromsgrove | 3 | 3 | 1 |
| George Street, Bromsgrove | 3 | 1 | 1 |
| Groveley Lane, Crofton Hackett | 21 | 1 | 1 |
| Hanover Street, Bromsgrove | 297 | 3 | 1 |
| Hazel Road, Rubery | 7 | 6 | 1 |
| Hill Lane, Bromsgrove | 108 | 1 | 1 |
| Kidderminster Road, Bromsgrove | 80 | 4 | 1 |
| Kinver Drive, Hagley | 1 | 1 | 1 |
| Malvern Road, Lickey | 3 | 1 | 1 |
| New Road, Bromsgrove | 829 | 129 | 1 |
| Newfield Road, Hagley | 1 | 1 | 1 |
| North Road, Bromsgrove | 1 | 1 | 1 |
| Oakhurst Drive, Bromsgrove | 3 | 1 | 1 |
| Oldfields, Hagley | 2 | 1 | 1 |
| Parsonage Drive, Crofton Hackett | 17 | 1 | 1 |
| Poplar Drive, Barnt Green | 1 | 1 | 1 |
| Red Lion Street, Alvechurch | 70 | 6 | 1 |
| Santridge Lane, Bromsgrove | 126 | 2 | 1 |
| School Drive, Bromsgrove | 957 | 5 | 1 |
| School Drive, Wythall | 35 | 2 | 1 |
| Station Drive, Hagley | 3 | 1 | 1 |
| Swan Street, Alvechurch | 15 | 5 | 1 |
| Warmington Road, Hollywood | 3 | 1 | 1 |
| Wellington Road, Bromsgrove | 3 | 1 | 1 |
| West Road, Bromsgrove | 323 | 1 | 1 |
| Woodrow Lane, Bromsgrove | 14 | 4 | 1 |
| A441 Redditch Road, Alvechurch | 1 | 1 | 0 |
| A448 New Road, Bromsgrove | 9 | 0 | 0 |
| A456 Worcester Road, Hagley | 4 | 0 | 0 |
| A491, Bromsgrove | 3 | 0 | 0 |
| Abbey Close, Bromsgrove | 4 | 0 | 0 |
| Aintree Close, Catshill | 5 | 0 | 0 |
| Alcester Road, Bromsgrove | 5 | 0 | 0 |
| All Saints Place, Bromsgrove | 60 | 0 | 0 |
| B4091 Stourbridge Road, Fairfield | 10 | 1 | 0 |
| B4096 Old Birmingham Road, | 6 | 2 | 0 |
| B4187 Worcester Road, Hagley | 6 | 0 | 0 |
| B4551 Bromsgrove Road, Romsley | 3 | 0 | 0 |
| Barkers Lane, Wythall | 12 | 0 | 0 |
| Barley Mow Lane, Catshill | 1 | 0 | 0 |
| Barrington Road, Rubery | 2 | 0 | 0 |
| Beaudesert Road, Hollywood | 1 | 0 | 0 |
| Belvedere Drive, Bromsgrove | 22 | 0 | 0 |
| Birmingham Road, Lydiate Ash | 72 | 0 | 0 |
| Bittell Road, Barnt Green | 3 | 0 | 0 |





| | | | |
|----------------------------------|-----|---|---|
| Blackwood Road, Bromsgrove | 8 | 0 | 0 |
| Braces Lane, Bromsgrove | 48 | 1 | 0 |
| Braces Lane, Catshill | 18 | 0 | 0 |
| Brake Lane, Hagley | 6 | 2 | 0 |
| Broad Street, Bromsgrove | 11 | 0 | 0 |
| Charford Road, Bromsgrove | 11 | 7 | 0 |
| Church Hill, Belbroughton | 2 | 0 | 0 |
| Church Road, Belbroughton | 32 | 0 | 0 |
| Church Road, Bromsgrove | 65 | 2 | 0 |
| Church Street, Hagley | 11 | 4 | 0 |
| Cottage Lane, Catshill | 26 | 0 | 0 |
| Crabtree Drive, Bromsgrove | 6 | 0 | 0 |
| Crabtree Lane, Aston Fields | 1 | 0 | 0 |
| Dark Lane, Romsley | 1 | 0 | 0 |
| Dovecote Road, Bromsgrove | 3 | 0 | 0 |
| Dragoon Fields, Bromsgrove | 1 | 0 | 0 |
| Drawbridge Road, Aston Fields | 1 | 1 | 0 |
| Drayton Road, Belbroughton | 3 | 0 | 0 |
| Drummond Road, Aston Fields | 1 | 0 | 0 |
| Eachway, Rubery | 1 | 0 | 0 |
| Echells Close, Bromsgrove | 2 | 0 | 0 |
| Forge Drive, Bromsgrove | 1 | 0 | 0 |
| Golden Cross Lane, Bromsgrove | 1 | 0 | 0 |
| Hagley Hill, Bromsgrove | 2 | 0 | 0 |
| Hagley Wood Lane, Romsley | 57 | 3 | 0 |
| Hanbury Road, Bromsgrove | 1 | 0 | 0 |
| Hartle Lane, Belbroughton | 18 | 0 | 0 |
| Hewell Lane, Barnt Green | 30 | 0 | 0 |
| Highfield Road, Bromsgrove | 2 | 0 | 0 |
| Holy Cross Green, Clent | 3 | 0 | 0 |
| Latimer Road, Alvechurch | 1 | 0 | 0 |
| Leach Lane, Rubery | 2 | 1 | 0 |
| Legion Road, Rubery | 8 | 0 | 0 |
| Lickey Road, Rubery | 5 | 0 | 0 |
| Lickey Square, Lickey | 21 | 0 | 0 |
| Linehouse Lane, Catshill | 12 | 2 | 0 |
| Lodge Crescent, Hagley | 20 | 1 | 0 |
| Manor Court Road, Bromsgrove | 4 | 0 | 0 |
| Manor Court Road, Lickey | 1 | 0 | 0 |
| Maple Road, Rubery | 4 | 0 | 0 |
| Market Street Service Road, | 16 | 0 | 0 |
| Marlborough Avenue, Aston Fields | 8 | 0 | 0 |
| Marlgrave Court, Bromsgrove | 1 | 0 | 0 |
| Martin Close, Bromsgrove | 1 | 0 | 0 |
| May Lane Service Road, Wythall | 1 | 0 | 0 |
| May Lane, Hollywood | 24 | 0 | 0 |
| Meadow Road, Bromsgrove | 1 | 0 | 0 |
| Meadow Road, Wythall | 25 | 3 | 0 |
| Meadowfield Road, Rubery | 2 | 0 | 0 |
| Meadowvale Road, Bromsgrove | 1 | 0 | 0 |
| Middlefield Road, Aston Fields | 6 | 2 | 0 |
| Mill Lane, Bromsgrove | 293 | 0 | 0 |
| Mill Lane, Wythall | 1 | 0 | 0 |
| Nash Lane, Belbroughton | 32 | 0 | 0 |

| | | | |
|-----------------------------------|-----|---|---|
| New Road - Northern Service Road, | 2 | 0 | 0 |
| New Road (Stub Road), Rubery | 1 | 0 | 0 |
| New Road, Belbroughton | 1 | 0 | 0 |
| Newton Road, Rubery | 1 | 0 | 0 |
| Old Birmingham Road, Lickey | 40 | 3 | 0 |
| Old Rectory Lane, Alvechurch | 1 | 0 | 0 |
| Old Station Road, Bromsgrove | 4 | 0 | 0 |
| Orchard Croft, Barnt Green | 3 | 0 | 0 |
| Park Road, Bromsgrove | 1 | 0 | 0 |
| Providence Road, Bromsgrove | 11 | 0 | 0 |
| Radford Road, Alvechurch | 3 | 0 | 0 |
| Rigby Lane, Aston Fields | 29 | 0 | 0 |
| Sanders Road, Bromsgrove | 7 | 1 | 0 |
| Sandhills Lane, Barnt Green | 16 | 2 | 0 |
| Santridge Lane, Barnt Green | 1 | 0 | 0 |
| Sawn Street, Alvechurch | 1 | 0 | 0 |
| School Drive, Barnt Green | 1 | 0 | 0 |
| School Road, Rubery | 4 | 0 | 0 |
| Sherwood Road, Aston Fields | 85 | 2 | 0 |
| Sherwood Road, Stoke Prior | 1 | 0 | 0 |
| Silver Street, Wythall | 5 | 0 | 0 |
| Snake Lane, Alvechurch | 3 | 0 | 0 |
| Sommerville Road, Hagley | 1 | 0 | 0 |
| St John Street, Bromsgrove | 282 | 0 | 0 |
| Station Road, Aston Fields | 7 | 0 | 0 |
| Station Road, Bromsgrove | 13 | 2 | 0 |
| Station Road, Wythall | 3 | 0 | 0 |
| Stoke Road, Wythall | 1 | 2 | 0 |
| Summervale Road, Hagley | 2 | 0 | 0 |
| Swift Close, Bromsgrove | 8 | 0 | 0 |
| Tanyard Lane, Alvechurch | 28 | 0 | 0 |
| Tanyard Lane, Bromsgrove | 2 | 0 | 0 |
| The Avenue, Rubery | 50 | 2 | 0 |
| The Flats, Bromsgrove | 15 | 0 | 0 |
| The Hedgerows, Bromsgrove | 1 | 0 | 0 |
| The Square, Bromsgrove | 5 | 0 | 0 |
| Victoria Road, Bromsgrove | 63 | 1 | 0 |
| Westbourne Close, Bromsgrove | 2 | 0 | 0 |
| Whetty Lane, Rubery | 53 | 1 | 0 |
| Wildmoor Lane, Bromsgrove | 1 | 0 | 0 |
| Woodrow Lane, Belbroughton | 1 | 0 | 0 |
| Worcester Close, Hagley | 3 | 1 | 0 |
| Worcester Lane, Hagley | 2 | 0 | 0 |
| York Road, Hagley | 1 | 0 | 0 |

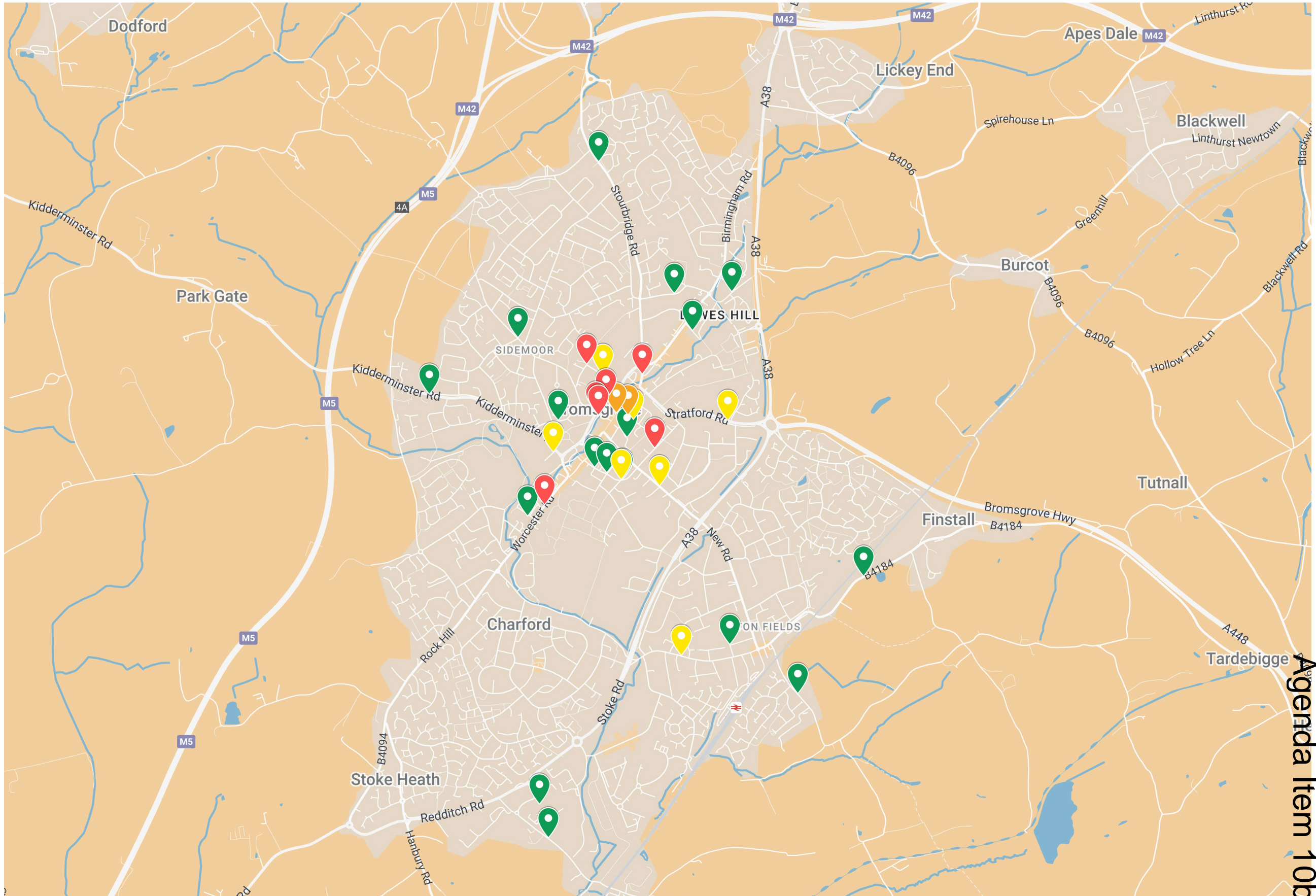
B. Bromsgrove Parking Charge Notices

Bromsgrove Town Centre Map of On Street Enforcement between 01.04.23 - 31.03.24

Number of Notices Issued

-  2 - 10 Notices
-  11 - 27 Notices
-  28 - 59 Notices
-  60 - 183 Notices



age 172

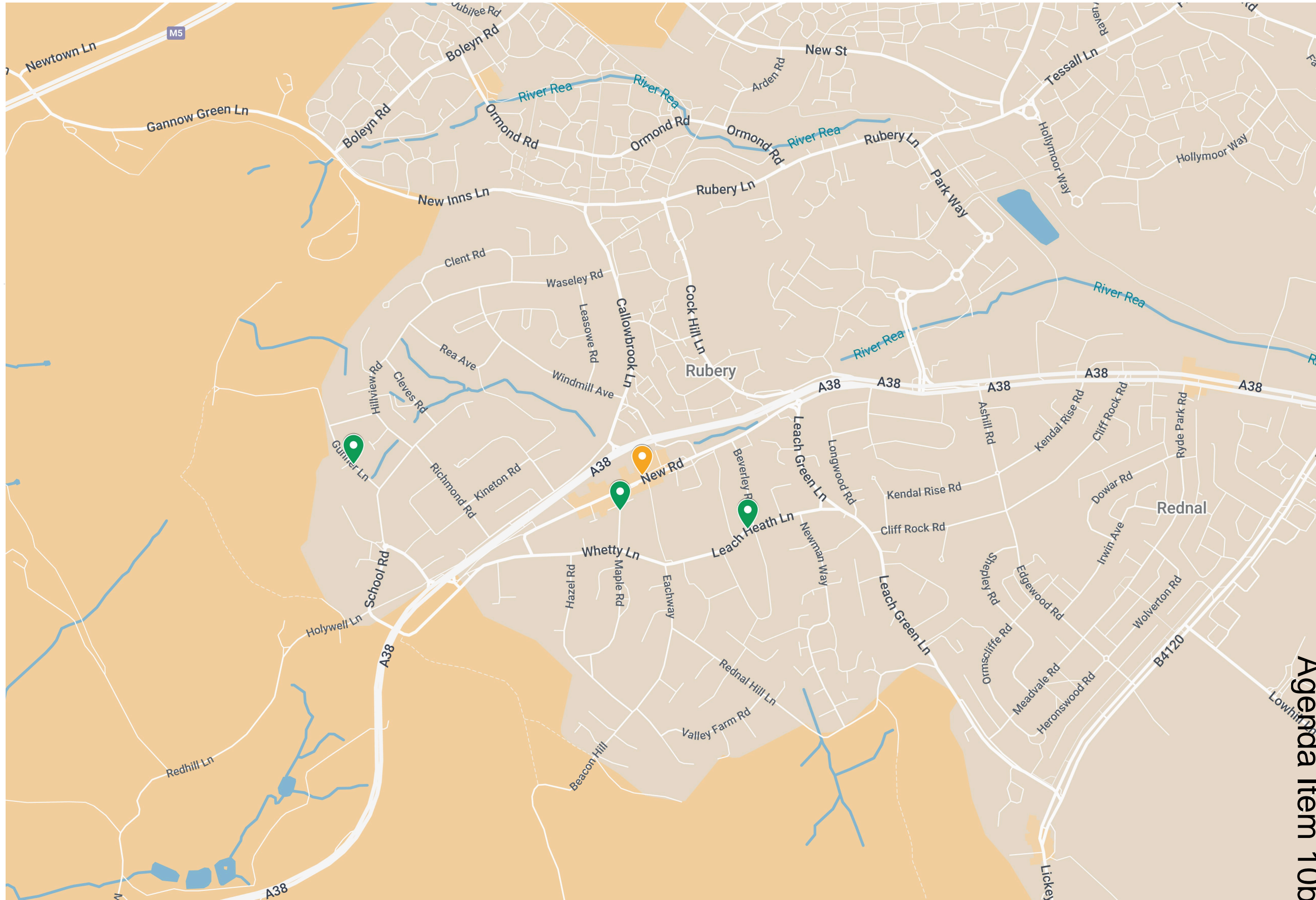


C. Rubery Parking Charge Notices

Rubery Map of On Street Enforcement between 01.04.23 - 31.03.24

Number of Notices Issued

-  2 - 10 Notices
-  28 - 59 Notices





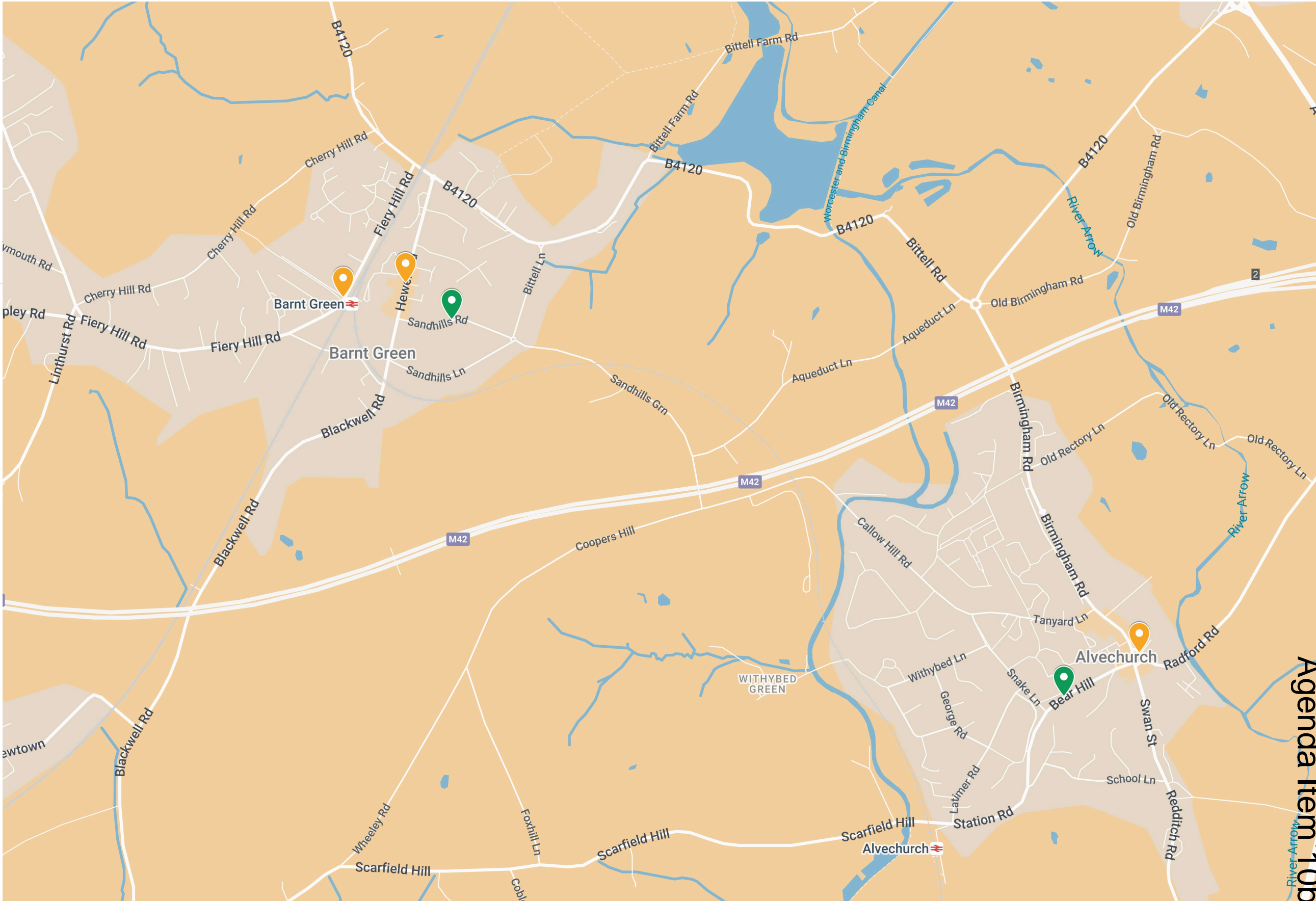
0174

D. Barnt Green and Alvechurch Parking Charge Notices

Barnt Green & Alvechurch Map of On Street Enforcement between 01.04.23 - 31.03.24

Number of Notices Issued


-  2 - 10 Notices
-  28 - 59 Notices




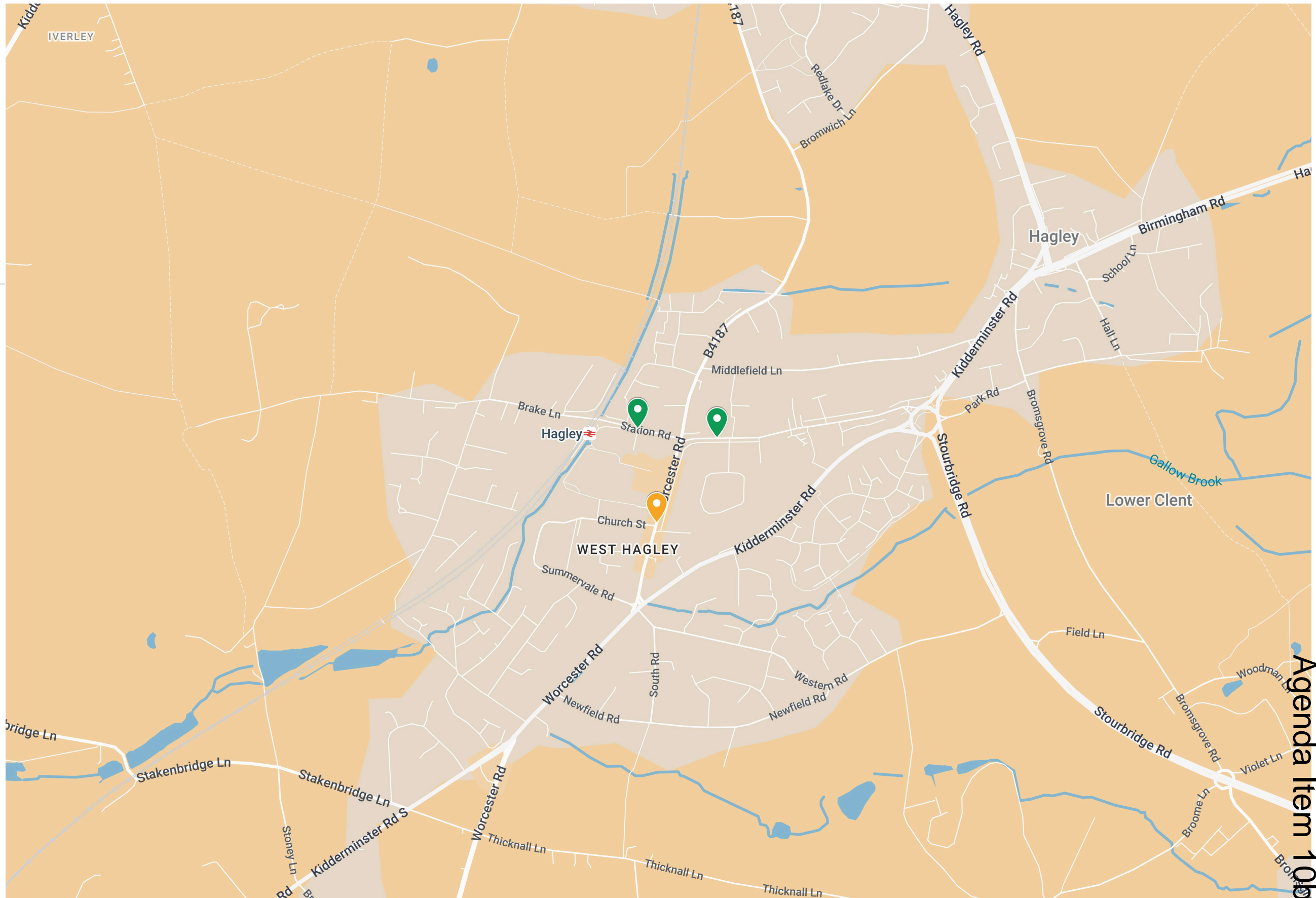
E. Hagley Parking Charge Notices

West Hagley Map of On Street Enforcement between 01.04.23 - 31.03.24

Number of Notices Issued

 2 - 10 Notices

 28 - 59 Notices







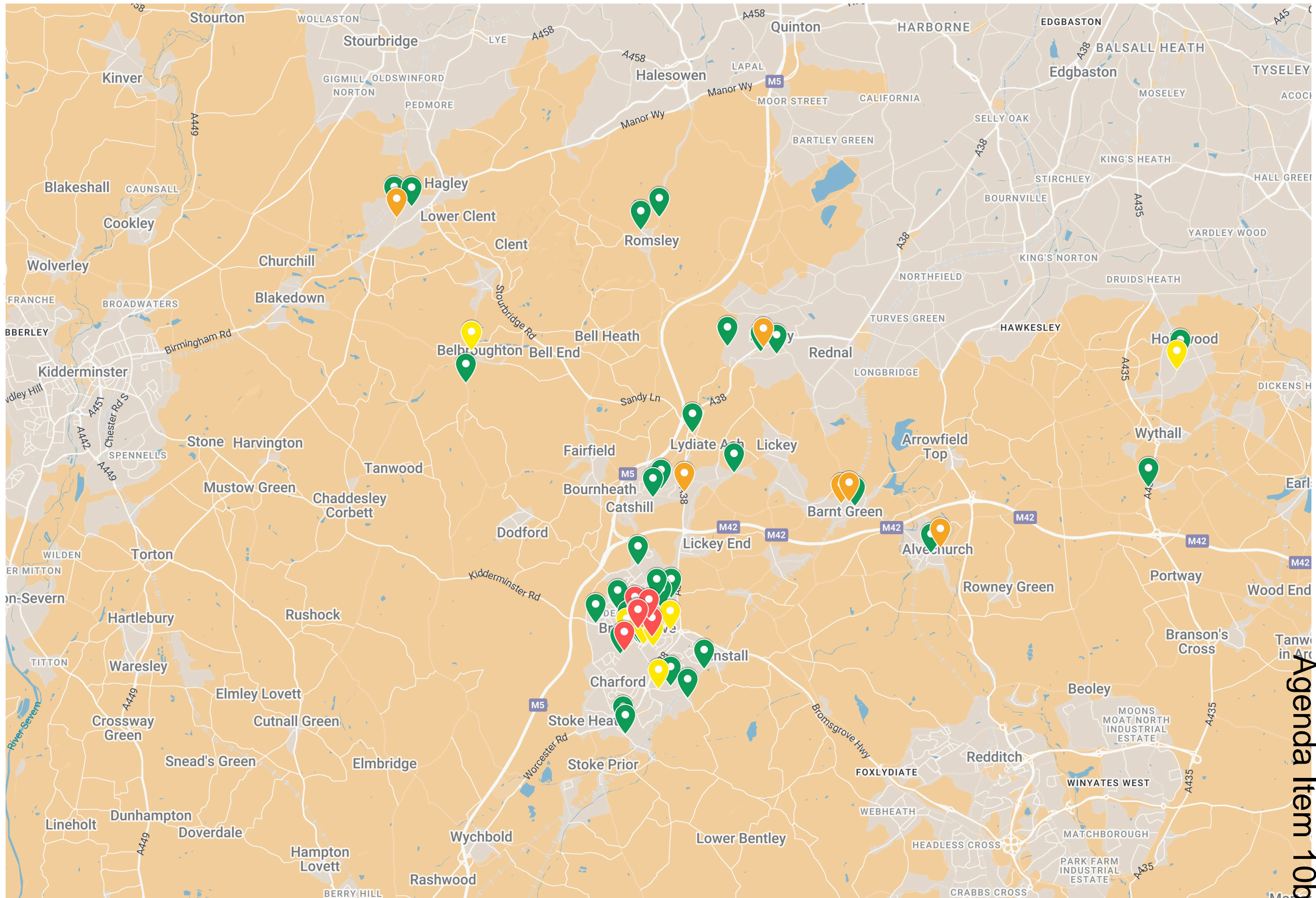
Page 178

F. Bromsgrove District Parking Charge Notices

Bromsgrove and Surrounding Wards Map of On Street Enforcement between 01.04.23 - 31.03.24

Number of Notices Issued









-  2 - 10 Notices
-  11 - 27 Notices
-  28 - 59 Notices
-  60 - 183 Notices






















Age 180






Agenda Item 10b

G. Councillor Comments

| District | Councillor Comments | Photo from Site Visit | Site Visit Notes | District | Councillor Comments | Photo from Site Visit | Site Visit Notes |
|----------|---|--|--|--------------|--|---|---|
| Rubery | Lack of enforcement for vehicles parked illegally. |  | Increase frequency of CEO activity on New Road | Aston Fields | On Stoke Road there are reports of lack of enforcement. | | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. |
| | Frequent parking outside shop frontages and illegal parking by American Candy and Banophool restaurant. |  | Increase frequency of CEO activity on New Road. | | Needs dedicated lined parking bays – outside row of shops. |  | Investigate opportunities to increase parking capacity. |
| | Diagonal parking at shops, cars now too big. |  | Reline spaces to better economise spacing and increase capacity. | | Inconsiderate parking by large vehicles. |  | Work with Co-Op store to encourage use of dedicated loading bay. |
| | Poor parking bay marking and lining outside takeaways (Ruby Chinese). |  | Reline parking spaces. | | School parking issues affecting the rugby club. | | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. Work with school to encourage considerate parking and investigate possibility of implementing a TRO. |
| | Parking issues on Whetty Lane including opposite Coppice Close and on Leach Heath Lane. |  | N/A | | Parking in the vicinity of Fringe Green Road causes traffic from the traffic signals to merge due restricted carriageway spaces and limits visibility. |  | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. |

| District | Councillor Comments | Photo from Site Visit | Site Visit Notes | District | Councillor Comments | Photo from Site Visit | Site Visit Notes |
|-----------------------------|--|---|---|-------------------------|--|---|---|
| Aston Fields (cont.) | Parking in the vicinity of Fringe Green Road causes traffic from the traffic signals to merge due restricted carriageway spaces and limits visibility. |  | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. | Beoley (Portway) | Lack of enforcement, cars dumped, needs better lining and double yellows (near to Fishing Republic) on Alcester Road. |   | Increase frequency of CEO activity in Portway, targeted at this location. Investigate double-yellow lining along length of Alcester Road to Penn Road junction. Provide hatching at junction of Alcester Road and Penn Road to discourage parking on junction. |
| | Key issues are lack of parking for residents as they have no driveways and a garage opposite on Stoke Road. |  | Increase frequency of CEO activity in Aston Fields, targeted at problem locations. | | | | |
| | It has been suggested to use old station car park and issue permits to residents. |  | Await resurfacing work in Summer / Autumn 2024 and monitor usage | | | | |
| Alvechurch | Lack of enforcement in the town centre. Long stay parking beyond limits | | Increase frequency of CEO activity in Alvechurch, targeted at problem locations. | Hagley | Issues around school – lack of enforcement, ignoring parking restrictions, lack of double yellow or faded road markings. Issues with school traffic and inconsiderate parking from both Hagley Catholic and Haybridge Schools – needs better lining and enforcement Parish car park – workers use it when it should be for shoppers, look at enforcement arrangements, needs EV provision, better lining |   | Increase frequency of CEO activity in Hagley, targeted at Park Road and Station Road. Investigate relining along Park Road and Station Road. Investigate feasibility of resurfacing the car park with better lining of spaces, signage to advise of parking restrictions and EV charging provision. |
| | Lack of EV charging on street. | | Investigate opportunity for an EV charging station outside Village Hall. | | | | |
| | | | | | | | |
| | School parking issues – needs enforcement and better signage. |  | Increase frequency of CEO activity in Alvechurch, targeted at problem locations. Work with school to encourage considerate parking and investigate possibility of implementing a TRO. | | | | |
| | Village Hall parking bays need repainting. |  | N/A | | | | |
| | | | | | Better lining and spacing for improving capacity on side of Worcester Road opposite shops | | Investigate re-lining parking bays to economise space along Worcester Road. |
| | | | | | Train car park – many drop-offs near to station to avoid parking charges, needs better lining on residential streets. |  | BDC officers to raise parking issues at Hagley with WMRE with a view to finding a solution for the station car park. Investigate further double-yellow lines and clearly defined parking spaces on Station Road, Brake Lane and Sweetpool Road. |

| District | Councillor Comments | Photo from Site Visit | Site Visit Notes | District | Councillor Comments | Photo from Site Visit | Site Visit Notes |
|----------------|--|--|--|-------------|--|--|---|
| Hagley (cont.) | Issues around school – lack of enforcement, ignoring parking restrictions, lack of double yellow or faded road markings. |  | Increase frequency of CEO activity in Hagley, targeted at Park Road and Station Road. Investigate relining along Park Road and Station Road. | Barnt Green | Better management of car parking around rail station – double yellows and enforcement needed |  | Investigate lining clearly defined parking spaces at this location |
| | Issues with school traffic and inconsiderate parking from both Hagley Catholic and Haybridge Schools – needs better lining and enforcement | | | | Use Victoria / social club car park for overflow shoppers parking? |  | BDC to speak to Social Club about this opportunity |
| | | | | | Rationalise high street parking times, should be 1 hour across the board? |  | BDC / WDC to investigate feasibility of rationalising wait times to discourage long-stay parking. |
| Belbroughton | Outside infant school – reline double yellow? |   | | | Better marking and signage around schools |   | Investigate relining at this location |
| | Outside Talbot Pub – needs better lining and management. Lack of enforcement especially when big events are going on |  | | | Reline bays and lines | | Investigate relining at this location |

| District | Councillor Comments | Photo from Site Visit | Site Visit Notes | District | Councillor Comments | Photo from Site Visit | Site Visit Notes |
|----------------------------|---|---|---------------------------------------|-----------------------------|---|---|---|
| Barnt Grenn (cont.) | Longer double yellows to deter long-stay parking on residential street | | Investigate relining at this location | Catshill (continued) | Better parking management outside One Stop, paint bays in and hatching at junction? |  | Investigate relining at this location |
| Catshill | Parking management by Catshill First School – better signing and lining |  | Investigate relining at this location | | | | |
| | Better parking management around shops – lining bays etc |  | Investigate relining at this location | | | | |
| | | | | | | | |
| | | | | Romsley | Bays outside Co-op need better lining |  | Investigate lining clearly defined parking spaces at this location |
| | | | | | One way in/out for accessing parade of shops, being used inconsiderately |  | Investigate reducing entrance / exit width to shopping parade to encourage on-way flow. |



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UK & Ireland Office Locations



Appendix 4
Bromsgrove PCN Information – Quarterly Summary

| Bromsgrove PCN Information - Quarterly Summary | | | | | | | | | | | | |
|--|------------|-------|------------|-------|------------|-------|------------|-------|------------|-------|------------|-------|
| | Q1 2024 | | Q1 2023 | | Q2 2024 | | Q2 2023 | | Q3 2024 | | Q3 2023 | |
| | Number | % | Number | % | Number | % | Number | % | Number | % | Number | % |
| On-Street PCNs Issued | 536 | 38.29 | 294 | 37.60 | 406 | 32.64 | 273 | 35.36 | 613 | 40.79 | 301 | 43.06 |
| Off-Street PCNs Issued | 864 | 61.71 | 488 | 62.40 | 838 | 67.36 | 499 | 64.64 | 890 | 59.21 | 398 | 56.94 |
| Total PCNs Issued | 1400 | | 782 | | 1244 | | 772 | | 1503 | | 699 | |
| Out of Town On-Street PCNs Issued | 192 | 13.71 | 72 | 9.21 | 120 | 9.65 | 46 | 5.96 | 210 | 13.97 | 51 | 7.30 |
| Time Spent On-Street (Town) Mins | 33969 | 47.44 | 20933 | 39.12 | 28339 | 44.02 | 20610 | 39.72 | 37245 | 49.67 | 18849 | 48.37 |
| Time Spent On-Street (Other Areas) Mins | 10290 | 14.37 | 7868 | 14.70 | 10752 | 16.70 | 6016 | 11.59 | 13316 | 17.76 | 4699 | 12.06 |
| Time Spent Off-Street Mins | 27344 | 38.19 | 24706 | 46.17 | 25281 | 39.27 | 25266 | 48.69 | 24419 | 32.57 | 15419 | 39.57 |
| Total Patrol Time Mins | 71603 | | 53507 | | 64372 | | 51892 | | 74980 | | 38967 | |
| Income Received from PCNs | £38,440.57 | | £21,569.96 | | £32,559.30 | | £25,142.98 | | £41,604.20 | | £22,559.44 | |

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Bromsgrove Local Development Scheme 2025

Contents

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| Bromsgrove District Plan | 4 |
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Introduction

The Local Development Scheme (LDS) is a project plan, which sets out details of key planning policy documents which the local authority seeks to produce over the next three years. The LDS outlines opportunities for public and stakeholder involvement, as well as periods of evidence gathering and plan preparation. A Local Development Scheme is required under Section 15 of the Planning and Compulsory Purchase Act 2004 (as amended by the Localism Act 2011). The legislation states that Councils must prepare and maintain a Local Development Scheme specifying:

- the documents which are to be Local Development Documents (LDDs) and Development Plan Documents (DPDs);
- the subject matter and geographical area of each document;
- which documents (if any) are to be prepared jointly with one or more other local planning authorities;
- any matter or area in respect of which the authority have agreed (or propose to agree) to the constitution of a joint committee; and,
- the timetable for the preparation and revision of the documents.

The National Planning Practice Guidance (NPPG) states that the LDS must specify (among other matters) the documents which, when prepared, will comprise the Local Plan for the area. It must be made available publically and kept up-to-date. It is important that local communities and interested parties can keep track of progress. Local planning authorities should publish the LDS on their website.

This Local Development scheme was agreed by the Council on the 19th of February 2025

Existing Policy Context

The National Planning Policy Framework (NPPF) sets out how local planning authorities should produce planning documents that will guide the development and use of land within a local authority area. The NPPF requires each local authority to produce a local plan for its area.

The Bromsgrove District Plan (2011-30) was formally adopted by Bromsgrove District Council in January 2017, following an independent examination in public and receipt of the Inspector's Report into the examination of the plan, concluding that the plan was judged to have been found 'sound'. The adoption of the District Plan superseded all policies contained within the previous Bromsgrove Local Plan 2004 and became the statutory development plan for the District.

The District Plan comprises: a vision and strategic objectives for the development of the District over the course of the plan period; strategic policies including site allocation policies to meet the development needs of Bromsgrove and, where relevant, adjacent authorities; and, development management policies which guide more detailed development proposals. The adopted plan also includes a Key Diagram and Policies Map, representing the policies and proposals in the plan visually.

Under the Localism Act 2011, Neighbourhood Plans can be produced by a Parish Council, or an organisation or body designated as a Neighbourhood Forum to provide more detailed guidance on specific local issues. Neighbourhood plans are subject to independent examination and a local

referendum. If ultimately approved by referendum then the Neighbourhood Plan is 'made' and the Council must bring the Neighbourhood Plan into force as part of the development plan for the local authority. As it is the decision of Parish Councils or Neighbourhood Forums to decide whether to produce a Neighbourhood Plan, it is not appropriate for the LDS to specify when or how they will be produced.

LDS 2025 – Proposed Development Plan Document

Bromsgrove District Plan

The adopted Bromsgrove District Plan (2011-30) provides a spatial strategy specific to the needs of Bromsgrove. It contains a set of policies for delivering the overall strategy and identifies strategic allocations for development through the production of a policies map. This map illustrates broad locations for strategic development and land-use designations.

This plan is now out of date and is in the process of being replaced with a successor plan. The new Bromsgrove District Plan Review will extend to a new time horizon, to approximately 2043 and will plan for the new development requirements for that period. Significant progress has been made and it is still the aim to progress the new plan to adoption at the earliest opportunity.

Plan Preparation and Supporting Evidence

Progress on the Plan Review to date has comprised of two separate comprehensive consultation periods.

- September 2018 - Bromsgrove District Plan Review 'Issues and Options'
- September 2019 - Bromsgrove District Plan Review 'Review Update and Further Consultation' and Call for Sites.

The Call for Sites process has resulted in over 400 possible development sites across Bromsgrove District being brought to the Council's attention and understandably this has increased the time it will take to progress to a Preferred Option version of the Plan. As can be seen from the timetable the next significant stage is a draft plan consultation which has been timetabled in for publication in May/June 2025

Work on the evidence base has also progressed significantly with key pieces of work underway, ready to inform the decisions taken when putting together the draft plan. This evidence will be published as part on the consultation.

Timetable

The following chart (Figure 1) indicates the timetable for the production of the new plan. This chart identifies the key indicative dates in the process. A further summary profile of the Plan Review is contained in Appendix1. This timetable has attempted to include the proposed reforms to the plan making process, should these reforms not be enacted in a timely manner or the content of these reforms differs from those which have been previously been published the LDS will be amended to reflect the final reforms.

Figure 1: Bromsgrove District Plan Programme 2025-2028

| 2025 | | | | | 2026 | | | | | | | | | | | 2027 | | | | | | | | | | | 2028 | | | | | | | | | | | | | |
|-------------------------|---|---|---|---|---|---|---|---|---|----------------------|---|---|---|---|-------------------------------|------|---|----|----|----------------------|----|----|----|----|-------------------------------|----|------|----|----|---------------------|----|----|----|----|-------------|----|----|----|--|---------------------------|
| M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | J | A | S | O | N | D | J | F | M | A | M | J | J | | | | | | | |
| Draft Plan Consultation | | | | | Notice of start of plan making under reformed | | | | | Gateway 1 (Advisory) | | | | | Public consultation (8 weeks) | | | | | Gateway 2 (Advisory) | | | | | Public consultation (6 weeks) | | | | | Gateway 3 (Stop/Go) | | | | | Examination | | | | | Finalisation and adoption |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | |

Table 1 – Summary Profile of Bromsgrove District Plan Review

| Bromsgrove District Plan Review | | |
|---------------------------------|---------------------------------|---|
| Document Details | Role and Content | <p>New plan setting out the vision, spatial strategy and core policies for the spatial development of the District. Will include strategic allocations to accommodate Bromsgrove development needs to approximately 2043.</p> <p>A Policies Map will need to accompany the BDPR, which will illustrate geographically the policies in the plan and replace the current Policies Map associated with the existing BDP.</p> |
| | Status | Development Plan Document |
| | Position in chain of conformity | General conformity with National Planning Policy Framework |
| | Geographic coverage | District wide |

Contact Details

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Bromsgrove District Council

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For further information please visit the Strategic Planning section of the website:

www.bromsgrove.gov.uk/strategicplanning

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