

OVERVIEW & SCRUTINY **BOARD**

CAR PARKING SHORT SHARP REVIEW



January 2015



Bromsgrove
District Council
www.bromsgrove.gov.uk

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MEMBERSHIP OF THE SHORT SHARP REVIEW



Councillor Sean Shannon (Chairman)



Councillors Roy Clarke and Pete Lammas



Councillors Luke Mallett and Rory Shannon

SUPPORTING OFFICER DETAILS

Amanda Scarce – Democratic Services Officer
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Foreword from the Chairman

As the name suggests this review has taken place over a few weeks rather than the normal task group process of months.

Nevertheless, cross party have worked in harmony recognising the concerns raised at the September 25th O&S Board during the financial monitoring report, and also recent heavy media coverage of national car park usage trends including comments from motoring organisations, consumer groups. Also from the Government, Secretary for State and Communities Mr Eric Pickles has been very critical of how local authorities have been operating their car parks, which he suggests is linked to falling numbers of motorists parking and shopping.

Task group examined extensive data and reports from BDC officers. Studied a Bromsgrove Town Centre Survey carried out during November / December by a member of the task group. Group studied what actions similar authorities across the country have taken to address the falling numbers of car park users.

We now bring forward our recommendations that aspire to halt the decline in numbers of visitors and shoppers to the much improved town centre environment by making the car parking arrangements more attractive to residents and visitors.

Councillor Sean Shannon
Chairman of the Car Parking Short Sharp Review

Summary of Recommendations

After consideration of the evidence available and interviewing witnesses the Review Members have proposed the following recommendations:

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| Recommendation 1 |
| <p>(The Review Group wish to reiterate Recommendation 4 of the previous Recreation Road South Car Park Task Group report (August 2011), with further supporting evidence provided within the main body of this report.)</p> <p><i>That free car parking on a Sunday be introduced for a 6 month trial period, to include the summer period in order to encourage people to visit the town centre.</i></p> |
| <p>Financial Implications: The income generated from Sunday parking between April and September 2014 (6 months) was:</p> <p>Pay and Display - £15,686 excluding VAT</p> <p>Pay on Foot - £15,616 excluding VAT</p> |
| <p>Resource Implications: None</p> |

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| Recommendation 2 |
| <p>(The Review Group wish to reiterate Recommendation 3 of the previous Recreation Road South Car Park Task Group report (August 2011), with further supporting evidence provided within the main body of this report.)</p> <p><i>That the Pay on Foot system be expanded to other car parks as part of the Town Centre Regeneration Programme, for example at the Hanover Street Car Park and the Dolphin Centre.</i></p> |
| <p>Financial Implications: The cost of installing the existing Pay on Foot system in 2010 was £193K therefore with inflation in 2015 this would be nearer £213K. This project did include additional barriers to the Multi Storey however the pay stations were shared between the two. Therefore an estimate of the cost per car park converted to Pay on Foot would be between £150K and £200K.</p> |
| <p>Resource Implications: Please note that not all the car parks are suitable for the Pay on Foot system.</p> |

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| Recommendation 3 |
| <i>That consideration be given to the re-introduction of a car parking permit scheme for the over 65 year olds in order to encourage people to visit the town centre on a more regular basis.</i> |
| Financial Implications: We are not able to provide details of the possible loss of income for this recommendation unfortunately there are too many variables, such as the number of permits issued and the number of times people use the car parks. |
| Resource Implications: Consideration would need to be given to the process of applying for and being issued with a permit |

Background Information

Following consideration of the Finance Monitoring Quarter 1 Report at the Overview and Scrutiny Board meeting on 25th September 2014 it was noted that there appeared to be both a decline in revenue from Civil Parking Enforcement together with a decrease in use of car parking facilities within the Town Centre. Members discussed residents' preferences when parking in Bromsgrove and referred back to the Recreation Road South Car Parking Task Group Report which had recommended that the Pay on Foot system be introduced where possible at other Council owned car parks.

To ensure that car parking arrangements remained fit for purpose Members agreed that the contents of the Task Group's final report should be revisited as part of a Short Sharp Review. It was therefore resolved at that meeting that a Short Sharp Review of car parking arrangements in the district, made up of the members, and taking into account the findings, of that original Task Group's final report.

At the meeting of the Overview and Scrutiny Board held on 13th October it was noted that unfortunately only 2 original Members of the Recreation Road South Car Park Task Group had responded and confirmed that they would be interested in participating in the exercise. The Board therefore agreed that other Members should be offered an opportunity to participate in the review if the original Members of the Task Group were not available to do so. The membership was therefore agreed as that detailed within this report.

At its first meeting held on 22nd October the Members discussed the areas they wished to cover together with details of specific data they required from the Environmental Services Manager, who was invited to attend the following meeting of the Group.

The Review Group held a total of 3 meetings.

Chapter 1

Review of the Recreation Road South Car Park Task Group Report (August 2011)

The Review Group was formed as a consequence of the Overview and Scrutiny Board considering the Finance Monitoring Quarter 1 Report at its meeting held on 25th September 2015, when a projected variance had been recorded in that report of £44,000 in respect of car parks/civil enforcement. Members noted that Wychavon District Council, who provided the parking service under a Service Level Agreement, were investigating the variances, but were still concerned at the level of these at such an early stage in the financial year. The group noted that this variance referred to a decline in the revenue from Civil Parking Enforcement and a decrease in use of the car parking facilities in the Town Centre. Whilst it was acknowledged that the decrease in car parking usage was in line with the national trend it was felt that there may be an opportunity for the Council to make improvements which would counteract the decrease.

The remit of the Review Group was to revisit the Recreation Road South Car Park Task Group Report and to assess whether the recommendations within that report would still be of benefit to the Council and could contribute towards increasing the use of the Council's car parks and the economic development of the Town Centre.

22nd October 2014

At the Review Group's first meeting, it considered the earlier report and recommendations and discussed the areas it wished to investigate in more detail including comparative data it would like to receive from the Environmental Services Manager.

Whilst the original report had concentrated on the Recreation Road South Car Park, a number of the final recommendations were related to car parking in general within the Town Centre and it was those recommendations which the Review Group chose to concentrate its investigation around and in particular those which referred to providing free parking at particular times and the Pay on Foot system, that being recommendations 3, 4 and 5 which are set out below for information (together with the Cabinet responses received):

Recommendation 3 – That the Pay on Foot system be expanded to other car parks wherever possible.

Cabinet Response – That the benefits of the Pay on Foot system be fully acknowledged, however in view of the Town Centre regeneration project which includes a comprehensive traffic management review, it would be premature to consider the introduction of a Pay on Foot system on other car parks at this stage.

Recommendation 4 – That free car parking be provided (in all car parks) all day on a Sunday in order to encourage people to visit the Town Centre.

Cabinet Response – That the operation of the car parking service would be reviewed as part of the Shared Services and Transformation Programme and matters such as the structure of car parking fees would be considered as part of that review. It was acknowledged however that the financial implications of this recommendation would inevitably be a significant issue.

Recommendation 5 – That free car parking be provided (in all car parks) after 7.00 pm in order to encourage people to visit the Town Centre.

Cabinet Response – That the operation of the car parking service would be reviewed as part of the Shared Services and Transformation Programme and matters such as the structure of car parking fees would be considered as part of that review. It was acknowledged however that the financial implications of this recommendation would inevitably be a significant issue.

13th November 2014

At the second meeting of the Review Group detailed data was provided in respect of usage of all car parks and Councillor Rory Shannon also provided a Town Centre Health Check (Appendix 2) which contained details of the retail shops and food outlets within the Town Centre (a further updated version of this document was provided at the December meeting). This provided Members with a real insight into what was available within the Town Centre and they were pleasantly surprised to note that not only were there not as many vacant shops as believed, but also there was a much wider variety of retail shops and food outlets. The mix of shops and the detailed information provided within the health check led Members to begin to consider what changes, if any, to car parking in the Town Centre, would be of most benefit to not only the residents and visitors, but also retailers and the economic development of the Town Centre as a whole.

Additional information was requested at that meeting, which led Members to be confident that they would be in a position to formulate recommendations at the next meeting and agree which areas should be included within the final report.

22nd December 2014

(The Group had a meeting scheduled for 3rd December; however this had to be postponed due to an additional Overview and Scrutiny Board meeting being called.)

At this meeting Members discussed the notice of motion in respect of free evening car parking which had been brought before Council at its meeting on 19th November. Whilst not being against the proposal, the Review Group wished to record within this report their disappointment that this had been brought forward despite the Review Group's investigation still being carried

out and Members being aware of the work of the Group. It was agreed by members of the Review Group that it would have been more useful for such a motion to have been considered after the findings of the Review Group had been made available. Members were informed that as the motion had been agreed by Council, it was understood that a report would be brought before Cabinet at its meeting on 7th January 2015 to consider implementing a 12 month trial on Pay and Display car parks offering free parking after 7.00 pm each evening. The financial implication of this was a shortfall in projected income of approximately £60,000 with additional costs for changes to signage also being incurred. This was similar to the recommendation made in the original Recreation Road South Car Park Task Group Report in August 2011, when it was recommended that free parking be provided in all car parks, with an estimated financial cost to the Council of £140,000.

Whilst the Review Group understood the thinking behind the provision of free evening parking, when it considered all the evidence and data available, it believed that this may not be the best option if the Council wished to encourage the overall economic development of the Town Centre. After careful consideration the Review Group unanimously agreed that overall it would be more beneficial to provide free parking on a Sunday.

The Members gave the following reasons as to why they felt the option of providing free evening parking would have limited benefit to the Town Centre, in comparison to the financial cost to the Council:

- Whilst it was acknowledged that free evening car parking would be beneficial to residents and visitors, there was limited scope for this to lead to further enhancement of the night time economy, as those premises which opened during the evening would do so anyway with or without free parking being provided for their users.
- Off road parking was more readily available during the evening and therefore people who do not want to pay for car parking already have free parking available to them and already take advantage of this.
- As the food outlets within the Town Centre were well attended, particularly at the weekend period, it was likely that those residents and visitors that frequented them would do so whether car parking was free or charged.
- During the evenings only food and drinks outlets were open in the Town Centre with limited scope for greater economic growth.

However, if the Council were to consider providing free car parking on a Sunday the Review Group felt that the following benefits could be achieved:

- The financial cost to the Council would be similar to that for free evening car parking.
- If the appropriate marketing campaign was carried out there was a greater opportunity for economic growth – currently there were 36 retail outlets open for at least part of Sunday (see Appendix 2) with the potential for many more to open with the incentive of free parking for residents and visitors.

- If it was seen that the provision of free Sunday car parking proved to be a boost to the economic development in the Town Centre, then that boost may also encourage new retail shops to consider moving to the Town Centre and help to support the current regeneration programme.
- The opportunity to hold specific events over the weekend period at specific times of year, for example during the summer months or the Christmas period to further promote the Town Centre and the availability of free car parking.

The Members of the Review therefore recommend the following:

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| Recommendation 1 |
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| (The Review Group wish to reiterate Recommendation 4 of the previous Recreation Road South Car Park Task Group report (August 2011).) |
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| <i>That free car parking on a Sunday be introduced for a 6 month trial period, to include the summer period in order to encourage people to visit the town centre.</i> |
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Members believed that it was important for the Council to find a means of encouraging residents and visitors to the town centre, whether this is during the day or in the evening. As previously noted, the original report had concentrated in particular on the Recreation Road South Car Park and it was clear from that investigation and from updated information received from the Environmental Services Manager that the Pay on Foot system used at this car park was the most popular system, as it allowed people to pay at the end of their visit to the town centre, rather than having to anticipate how long their visit would last and make the necessary payment before it commenced. The data provided highlighted that the Recreation Road South Car Park was one of only 2 car parks which had in fact seen a slight increase in usage in the first 6 months of 2014, the other being the Churchfields Multi Storey which was also Pay on Foot.

The benefits of the Pay on Foot system had been highlighted within the original report and a recommendation made for it to be rolled out to other car parks wherever possible. Cabinet had responded by acknowledging the benefits of the Pay on Foot system but that due to the town centre regeneration project being underway and a comprehensive traffic management review taking place, it would be premature to consider the introduction of such a system at other car parks.

Members of the Review Group believed that as the Town Centre regeneration was now moving at a pace this was the ideal opportunity to once again highlight the positives of the Pay on Foot system and encourage the Council to take these into consideration during any negotiations within the redevelopment programme. This was particularly timely in respect of both the redevelopment of the Hanover Street site, which it was hoped would take

place in the not too distant future, together with the Dolphin Centre site and the building of the new Leisure Centre which was also eagerly awaited.

The Review Group therefore wished to take the opportunity once again to highlight both the benefits of this system and the opportunity for the Town Centre regeneration programme to include it wherever possible.

The Members of the Review therefore recommend the following:

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| Recommendation 2 |
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| (The Review Group wish to reiterate Recommendation 3 of the previous Recreation Road South Car Park Task Group report (August 2011).) |
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| <i>That the Pay on Foot system be expanded to other car parks as part of the Town Centre Regeneration Programme, for example at the Hanover Street Car Park and the Dolphin Centre.</i> |
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Chapter 2

General Observations

Members received information from a variety of sources when considering car parking within the district. It noted from a report, which was published during their investigation, by the automobile club RAC that across the country car park surpluses had risen by 12% to a total of £650m. The report also suggested that local authorities were using car park incomes to prop up Council revenue funds, rather than reinvesting any surplus revenue from parking in local transport or road improvements, in line with the Secretary of State's parking guidance. From other reports it was also noted that in an AA/Populus survey responded to by 15,860 AA members, the cost of parking was considered the most important issue when deciding to make a trip into town (81%), with only 7% considering it unimportant.

It was confirmed to Members that the Council had no specific schemes that were funded from car parking revenue generated, as the income was allocated in full to the Council's General Fund.

From its investigations, it was clear to the Review Group that car parking had long been a contentious area amongst residents and one which had been considered by the Overview and Scrutiny Board on a number of occasions through either a report to the Board or Task Group investigations.

The reports previously received by the Board included:

- 10th September 2012 - Blue Badge Holder Consultation Presentation
Car Parking Disability Usage/Marketing Campaign Report
- 16th December 2013 - Car Parking Review Report

The Board has also carried out a number of Task Groups over recent years:

- March 2007 Car Parking Task Group
- August 2011 Recreation Road South Car Park Task Group

It was also noted that on a number of occasions representatives from the Older Peoples Forum had put forward scrutiny topic proposals asking the Overview and Scrutiny Board to consider carrying out a review of discounted parking charges (January 2012) and car park charges generally (July 2013).

Members discussed ways in which residents generally could benefit from some sort of discount scheme or whether it was appropriate for this to be focused on a particular group, for example older people or those who used a "blue badge". From the information provided in Appendix 1 it was noted that generally the charges made by the Council for car parking were in line with, if not slightly more attractive than those listed within the "nearest neighbour group", the main difference being the provision of free parking during the

evening and/or on a Sunday and for disabled users. Whilst this has been further addressed in Chapter 1 of this report, Members wished to highlight that free parking for the disabled was something which the majority of other local authorities provided, as opposed to a charge being made by this Council.

During the course of its investigations, the Members of the Review had individually spoken to a number of residents, within their own Wards and Groups within the community. The Older Peoples' Forum had as stated above previously put forward topic proposals and during the course of discussions more recently had referred to an earlier scheme which allowed for discounted parking for older residents. Members considered the benefits of reinstating such a scheme, which it was believed would not only benefit the group of residents, but would encourage them to visit the town centre more often and therefore contribute to the regeneration/economic development of it. Whilst it was accepted that there was a significant financial implication to such a scheme Members agreed that this was out weighed by the benefits the town centre would gain.

The Members of the Review therefore wish to make the following recommendation:

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| Recommendation 3 |
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| <p><i>That consideration be given to the re-introduction of a car parking permit scheme for the over 65 year olds in order to encourage people to visit the town centre on a more regular basis.</i></p> |
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Whilst considering the data provided in respect of Nearest Neighbour Car Parking facilities, Members noted that some Local Authorities provided a small number of car parking bays which allowed for either 30 minutes or 1 hour free parking. The Review Group requested comparative data from the Environmental Services Manager in respect of 30 minute and 1 hour ticket sales for all car parks and from that data it did not appear that there was a change in the number of people purchasing these tickets, but just a general decline in all but the Pay on Foot car parks.

It was also noted that there appeared to be an increase in the number of privately owned car parks within the Town Centre area and that these were competitively priced in comparison to the Council owned ones, in particular for all day parking and weekend parking. Members were reminded that car parking charges had not increased since 2010 and that no increase was planned for 2015/16.

Whilst the Review Group considered making changes to the car parking charges, it was acknowledged that the Council's charges were reasonable when compared to those considered within the Nearest Neighbour List and that to do so would have a significant cost to the Council. It was confirmed that if free parking at specific times was applied then no changes to the

machines were necessary, but merely revised signage needed to be provided, whereas if changes to the tariffs were put in place, then the machines would need to be re-programmed, with a financial implication to the Council.

Members also discussed the change in people's shopping habits and it was acknowledged that it was difficult for any small town to compete with online shopping and the growing number of out of town retail parks which provided a larger selection of both retail shops and food outlets.

These changes in shopping habits included the introduction at many stores of a "click and collect" service which could necessitate a shorter stay at a car park. From the data provided in respect of the shops within the Town Centre area (detailed in Appendix 2) it was noted with interest that 92 provided an online service, although Members were unable to verify how many of those also provided a "click and collect" service. In any case it was acknowledged that the greater availability on any online service would undoubtedly have a detrimental effect on any Town Centre.

Taking all these points into account the Review Group agreed that it was therefore important to consider all ways of encouraging residents and visitors to come to the Town Centre. Whilst the Members did not think it appropriate to recommend making a number of parking bays available for short periods of time, it was agreed that perhaps it was something which could be considered in the future.

Appendix 1

Car Parking – Comparison Charges as at 31st October 2014

BROMSGROVE

| Car Park | Up to 30 mins | 1 hour | 2 hours | 3 hours | 4 hours | 5 hours | All day |
|-------------------------------|---------------|--------|---------|---------|---------|---------|---------|
| Recreation Road South | 40p | 80p | £1.60 | £2.40 | £3.20 | £4.00 | n/a |
| Churchfields Multi-storey | 40p | 80p | £1.60 | £2.40 | - | - | £3.00 |
| Recreation Road North | 40p | 80p | £1.60 | £2.40 | - | - | £5.00 |
| Parkside | 40p | 80p | £1.60 | £2.40 | £3.20 | £4.00 | n/a |
| Stourbridge Road | 40p | 80p | £1.60 | £2.40 | - | - | £5.00 |
| School Drive | 40p | 80p | £1.60 | £2.40 | - | - | £5.00 |
| Hanover Street | 40p | 80p | £1.60 | £2.40 | - | - | £5.00 |
| New Road | 40p | 80p | £1.60 | £2.40 | £3.20 | £4.00 | - |
| Windsor Street | 50p | £1.00 | £2.00 | - | - | - | - |
| Bromsgrove Railway Station | n/a | n/a | n/a | n/a | n/a | n/a | £3.00 |
| Dolphin Centre (Permits only) | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

OTHERS – Using Nearest Neighbour List

| | Up to 30 mins | 1 hour | 2 hours | 3 hours | 4 hours | 5 hours | All day |
|---|---------------|--------|---------|----------------------|---------------------|---------------|---------|
| <u>Selby District Council</u> – Short Stay | - | 50p | £1.00 | Over 2 hrs £5.40 | | | |
| – Long Stay 8 am – 6 pm Mon – Sat Free on a Sunday Free for disabled | - | - | - | Up to 3 hrs £1.20 | Over 3 hrs £3.00 | | |
| <u>Maldon District Council</u> – Short Stay (some car parks include 5 free 30 minute parking bays) | - | 90p | £1.20 | £1.60 | £3.10 | Over 4 hrs £8 | |
| - Long Stay 8 am – 6 pm | | 90p | £1.20 | £1.60 | £2.20 | £4.00 | |
| <u>Stroud District Council</u> Short Stay | - | 80p | £1.50 | £2.00 | | | |
| Long Stay 8 am – 5 pm Mon – Sat Free on a Sunday Free for disabled One pay on foot which is payable Mon to Sun. | - | 60p | £1.00 | £1.50 | £1.80 | £2.50 | |

| | Up to 30 mins | 1 hour | 2 hours | 3 hours | 4 hours | 5 hours | All day |
|--|---------------|--------|---------|----------------------|---------|---------|---------|
| <u>High Peak Borough Council</u> Some were free for first hour but must display a ticket after that) 8 am – 6 pm Residents with parking permits can park free after 4.pm and all day on a Sunday in any Council Car Park. | - | 80p | £1.30 | - | £2.50 | £3.50 | |
| <u>Rushcliffe Borough Council</u> A number of free car parks and 3 pay and display 7.30 am – 6.00 pm 6pm – 11.59 pm £1 Sundays Free | - | - | £1 | Up to 3 hrs £3.50 | | | |
| <u>Tewkesbury Borough Council</u> 8 am – 5.30 pm Sunday 12.30 pm – 5.30 pm | - | £1 | £2 | £3.50 | £5 | £8 | |

Appendix 2

Breakdown of business types

| | High St | Worcester Rd and others | |
|-----------------|---------|----------------------------|----|
| Bookmaker | 3 | 1 | 4 |
| Sweetshop | 2 | 0 | 2 |
| Catalogue | 1 | 0 | 1 |
| Clothing | 11 | 3 | 14 |
| Shoes | 2 | 0 | 2 |
| Charity | 8 | 1 | 9 |
| Pub/Restaurant | 7 | 4 | 11 |
| Bank | 8 | 0 | 8 |
| Pawn shop | 1 | 0 | 1 |
| Mobile phone | 3 | 1 | 4 |
| Cobbler | 1 | 1 | 2 |
| Fast Food | 3 | 5 | 8 |
| Newsagent | 2 | 1 | 3 |
| Books/Gifts | 1 | 0 | 1 |
| Travel agent | 2 | 1 | 3 |
| Cards/gifts | 4 | 0 | 4 |
| Café | 3 | 3 | 6 |
| Chemist | 1 | 0 | 1 |
| Furniture | 1 | 0 | 1 |
| Optician | 4 | 0 | 4 |
| Hairdresser | 2 | 11 | 13 |
| Estate Agent | 3 | 5 | 8 |
| Cosmetics | 3 | 0 | 3 |
| Butchers | 1 | 0 | 1 |
| Homecare | 1 | 0 | 1 |
| Jewellery | 2 | 1 | 3 |
| Photography | 2 | 0 | 2 |
| Computer repair | 1 | 1 | 2 |
| Stationary | 1 | 0 | 1 |
| Arcade | 1 | 0 | 1 |
| Post Office | 1 | 0 | 1 |
| Recruitment | 1 | 0 | 1 |
| Health Food | 1 | 0 | 1 |
| Toy Shop | 1 | 0 | 1 |
| Furniture | 1 | 0 | 1 |
| Homebrew | 0 | 1 | 1 |
| Printing | 0 | 1 | 1 |
| Interior Design | 0 | 3 | 3 |
| Bridal wear | 0 | 1 | 1 |
| Tuition | 0 | 2 | 2 |
| Supermarket | 0 | 3 | 3 |

| | | | |
|----------------------------|------------|-----------|------------|
| Greengrocer | 0 | 1 | 1 |
| Nail Bar | 0 | 3 | 3 |
| Printer cartridges | 0 | 1 | 1 |
| Takeaway | 0 | 4 | 4 |
| Florist | 0 | 1 | 1 |
| Electrical equipment | 0 | 3 | 3 |
| Insurance | 0 | 1 | 1 |
| Cars | 0 | 1 | 1 |
| Political party | 0 | 1 | 1 |
| Night club | 0 | 1 | 1 |
| Chiropodist | 0 | 1 | 1 |
| Skincare | 0 | 1 | 1 |
| Cake decorating | 0 | 1 | 1 |
| Tattoo | 0 | 1 | 1 |
| Carpets | 0 | 1 | 1 |
| Empty Unit | 14 | 7 | 21 |
| Total shops on High Street | <u>104</u> | <u>79</u> | <u>183</u> |

Open on Sunday

| | | | |
|-----|-----------|-----------|------------|
| Yes | 21 | 15 | 36 |
| No | 69 | 57 | 126 |
| | <u>90</u> | <u>72</u> | <u>162</u> |

Online Shopping

| | | | |
|-----|-----------|-----------|------------|
| Yes | 32 | 65 | 97 |
| No | 58 | 7 | 65 |
| | <u>90</u> | <u>72</u> | <u>162</u> |

Town Centre Survey 11th November 2014 (High Street)

| Number | Business Name | Type | Mon to Fri | Sat | Sun | Online |
|---------------|----------------------|--------------------|-------------------|--------------|------------|---------------|
| | William Hill | Bookmaker | 9 till 5 | 9 till 5 | 10 till 4 | Yes |
| | Sweets | Sweetshop | 9 till 5 | 9 till 5 | | No |
| | Argos | Catalogue/Homeware | 9 till 6 | 9 till 5 | 10 till 4 | Yes |
| | Sports Direct | Sports Clothing | 9 till 5 | 9 till 5 | 10 till 4 | Yes |
| | Shoe Zone | Shoes | 9 till 5.30 | 9 till 5.30 | | No |
| | Cancer Research | Charity | 9 till 5 | 9 till 5.30 | | No |
| | Empty | | | | | |
| | Slug and Lettuce | Pub/Restaurant | 10 till 12 | 10 till 1 | 12 till 11 | No |
| | NatWest | Bank | 9 till 5 | 9 till 12.30 | | Yes |
| | Halifax | Bank | 9 till 5 | 9 till 12.30 | | Yes |
| | Peacocks | Clothing | 9 till 5.30 | 9 till 5.30 | 10.30 till | No |

| | | | | | | |
|-----|------------------|-----------------|----------------|----------------|----------|-----|
| | | | | | 4.30 | |
| | Barclays | Bank | 9.30 till 4.30 | 9.30 till 2 | | Yes |
| | The Money Shop | Pawn Shop | 9.30 till 5.30 | 9.30 till 5.30 | | Yes |
| | EE | Mobile Phone | 9.30 till 5.30 | 9 till 5.30 | | Yes |
| | Empty (Sense) | | | | | |
| | Timpson | Cobbler | 9 till 5.30 | 9 till 5 | | No |
| 112 | Lloyds | Bank | 9 till 5 | 9 till 12 | | Yes |
| 110 | Hoti Toyti | Toy Shop | 9 till 5 | 9 till 5 | | No |
| 108 | Mad about Sweets | Sweet shop | 9 till 5 | 9 till 5 | | No |
| | The Peer Group | Clothing | 9 till 5 | 9 till 5 | | No |
| | Empty | | | | | |
| | Martins | Newsagents | 8 till 5.30 | 8 till 5.30 | 8 till 2 | No |
| | The Works | Book Shop/Gifts | 9 till 5.30 | 9 till 5 | | No |

| | | | | | | |
|--|---------------------|------------------|----------------|----------------|----------------|-----|
| | Thomas Cook | Travel Agent | 9.30 till 5.30 | 9.30 till 5.30 | | Yes |
| | Clintons | Cards and Gifts | 9.30 till 5.30 | 9.30 till 5.30 | | No |
| | Costa | Café | 8.30 till 6 | 8.30 till 6 | 10 till 4 | No |
| | Lambrooks | Bookmaker | 8.30 till 10 | 8.30 till 10 | 9.30 till 7.30 | Yes |
| | Carphone Warehouse | Mobile Phone | 9.30 till 5.30 | 9.30 till 5.30 | | Yes |
| | Boots | Chemist | 9.30 till 5.30 | 9.30 till 5.30 | | No |
| | Betel UK | Furniture | 9 till 5 | 9 till 5 | | No |
| | Coffee 2 | Café | 9 till 5 | 9 till 5 | | No |
| | Empty (Waterstones) | | | | | |
| | Boots | Optician | 9 till 5.30 | 9 till 5.30 | | No |
| | Empty | | | | | |
| | Store Twenty One | Clothing | 9 till 5.30 | 9 till 5.30 | | No |
| | WH Smith | Newsagents/Books | 8.30 till 5.30 | 8.30 till 5.30 | | Yes |

| | | | | | | |
|----|-----------------------|----------------|----------------|--------------------|------------|-----|
| 52 | Nationwide | Bank | 9 till 5 | 9.30 till 12.30 | | Yes |
| 54 | The British Red Cross | Charity | 9.30 till 5.30 | 9.30 till 5.30 | | No |
| | The West Brom | Bank | 9 till 5 | 9.30 till 12.30 | | Yes |
| 46 | Eye Deal Eye Care | Optician | 9.30 till 5.30 | 9 till 5 | | No |
| 44 | Empty (Standard) | | | | | |
| | UK Barbershops | Hairdresser | 9 till 5 | 9 till 5 | | No |
| | The Regency | Café | 9 till 5 | 9 till 5 | | No |
| 38 | Empty | | | | | |
| | Prezzo | Restaurant | 12 till 11 | 12 till 11 | 12 till 10 | No |
| | The Golden Cross | Pub/Restaurant | 7 till 12 | 7 till 12 | 8 till 10 | No |
| 18 | Alan Morris | Estate Agent | 9 till 5.30 | 9 till 5.30 | | Yes |
| | Empty (Pizza Hut) | | | | | |
| | Primrose Hospice | Charity | 9 till 4.30 | 9 till 4.30 | | No |

| | | | | | | |
|--|---------------------------|------------------|----------------|----------------|---------------|-----|
| | Urban Angel | Gifts | 9.30 till 5.30 | 9.30 till 5.30 | | No |
| | | | | | | |
| | Empty (Advertiser) | | | | | |
| | India Spice | Restaurant | 12 till 12 | 12 till 12 | 12 till 10 | No |
| | Empty (Tony and Guy) | | | | | |
| | The Grove | Pub | 12 till 12 | 12 till 12 | 12 till 10 | No |
| | Empty (Holland & Barratt) | | | | | |
| | Betfred | Bookmaker | 8.30 to 10 | 8.30 till 10 | 10 till 10 | Yes |
| | The Co-op | Funeral Director | 9 till 5 | | | No |
| | Pizza Express | Restaurant | 11.30 till 11 | 11.30 till 11 | 11.30 till 11 | No |
| | Empty (McDonalds) | | | | | |
| | Empty (McDonalds) | | | | | |
| | Dixons | Estate Agent | 9.30 till 5 | 9 till 4 | | Yes |

| | | | | | | |
|----|-------------------|------------------|-------------|-------------|-----------|-----|
| | Salvation Army | Charity | 9 till 5 | 9 till 5 | | No |
| | Poundland | Homeware | 8 till 6 | 8 till 6 | 10 till 4 | No |
| | Bodycare | Cosmetics | 9 till 5 | 9 till 5 | | No |
| 47 | HSBC | Bank | 9 till 5 | 9 till 2 | | Yes |
| | Empty (Vodafone) | | | | | |
| | Empty (Hallmark) | | | | | |
| | Leigh Jones | Butchers | 9 till 5 | 9 till 5 | | No |
| | Holland & Barrett | Health Foods | 9 till 5 | 9 till 5 | | Yes |
| | F.Hinds | Jewellery | 9 till 5 | 9 till 5 | | Yes |
| | Oulsnam | Estate Agent | 9 till 5 | 9 till 5 | | Yes |
| | Max Spielmann | Photography | 9 till 5.30 | 9 till 5.30 | | Yes |
| | Lesley Ashworth | Clothing | 9 till 5 | 9 till 5 | | No |
| | Oswald Bailey | Outdoor Pursuits | 9 till 5 | 9 till 5 | | No |

| | | | | | | |
|--|------------------------|------------------|----------------|----------------|------------|-----|
| | Vodafone | Mobile Phone | 9 till 5.30 | 9 till 5.30 | | Yes |
| | Claire's | Cosmetics | 9 till 5.30 | 9 till 5.30 | | No |
| | Red Lion | Pub | 12 till 11 | 12 till 11 | 12 till 10 | No |
| | Blunts | Shoes | 9.30 till 5.30 | 9 till 4 | | No |
| | Card Factory | Cards/Gifts | 9 till 5.30 | 9 till 5.30 | | No |
| | Edinburgh Woollen Mill | Clothing | 9 till 5.30 | 9 till 5.30 | | No |
| | Elements | Jewellery | 9.30 till 5.30 | 9.30 till 5.30 | | No |
| | French Connection | Fast Food | 7 till 4 | 7 till 4 | | No |
| | Comucare | Computer Repairs | 9 till 5 | 9 till 5 | | No |
| | Thomas Cook | Travel Agent | 9 till 5.30 | 9 till 5.30 | | Yes |
| | Bromsgrove Menswear | Clothing | 9 till 5 | 9 till 5 | | No |
| | Santander | Bank | 9 till 5 | 9 till 5 | | Yes |
| | Ryman's | Stationary | 9 till 5.30 | 9 till 5.30 | 10 till 4 | Yes |

| | | | | | | |
|-----|-------------------------|-------------|----------------|----------------|--|-----|
| | New look | Clothing | 9.30 till 5.30 | 9.30 till 5.30 | | Yes |
| | Card Party | Cards/Gifts | 9 till 5 | 9 till 5 | | No |
| | Oxfam | Charity | 9 till 5 | 9 till 5 | | No |
| | Chapman | Optician | 9 till 5.30 | 9 till 5 | | No |
| | Savers | Cosmetics | 9 till 5 | 9 till 5 | | No |
| | Acorns | Charity | 9 till 5 | 9 till 5 | | No |
| | Shipley's | Arcade | | | | |
| | Burtons/Dorothy Perkins | Clothing | 9.30 till 5.30 | 9 till 5 | | Yes |
| | M&Co | Clothing | 9 till 5.30 | 9 till 5.30 | | Yes |
| | Post Office | Post Office | 9 till 5.30 | 9 till 1 | | Yes |
| 123 | Fotofactory | Photography | 9 till 5 | 9 till 5 | | No |
| | PDSA | Charity | 9 till 5 | 9 till 5 | | No |
| | BlueCross | Charity | 9 till 5 | 9 till 5 | | No |

| | | | | | | |
|--|-----------------|-------------|-------------|------------|------------|-----|
| | Premiere People | Recruitment | 9 till 5 | 9 till 5 | | No |
| | Specsavers | Opticians | 9 till 5.30 | 9 till 5 | 10 till 4 | No |
| | Subway | Fast Food | 7 till 7 | 7 till 7 | 10 till 6 | No |
| | Chapters | Hairdresser | 9 till 8 | 9 till 5 | | No |
| | Dominos | Fast Food | 10 till 12 | 10 till 12 | 12 till 10 | Yes |

Town Centre Survey 21st December 2014 (Worcester Road, and other side streets)

| Number | Business Name | Type | Mon to Fri | Sat | Sun | Online |
|---------------|-------------------|--------------------|--------------|-------------------|-----------------|--------|
| Church Street | Nails Avenue | Nail Bar | 9 till 5 | 9 till 5 | 10 till 4 | No |
| | Bromsgrove Sports | Sports Clothing | 9 till 5 | 9 till 5 | | No |
| | Cartridge World | Printer Cartridges | 9 till 5.30 | 9 till 5 | | Yes |
| | Snipz | Hairdresser | 9 till 5 | 8.30 till 3.30 | | No |
| | Empty | | | | | |
| | Country Casuals | Clothing | 9 till 5 | 9 till 5 | | No |
| | Hair Shack | Hairdresser | 10 till 7 | 9 till 5 | 10 till 1 | No |
| | School Days | School Clothing | 9 till 5 | 9 till 5 | | No |
| | Corner Kitchen | Fast Food | 7 till 3 | 7 till 3 | | No |
| | Wok Kitchen | Take Away | 4 till 10.30 | 4 till 10.30 | 4 till 10.30 | No |

| | | | | | | |
|---------------|-------------------------|----------------------|-------------|-------------------|-----------|-----|
| | K Bassam | Jewellery | 9.30 till 5 | 9.30 till 4 | | No |
| | Bromsgrove Cobbler | Cobbler | 9 till 5 | 9 till 5 | | No |
| | Clippers | Hairdresser | 9 till 5 | 8.30 till 5.30 | | No |
| Mill Lane | The Co-operative Travel | Travel agent | 9 till 5 | 9 till 5 | | Yes |
| | Fresh Flowers | Florist | 9 till 5 | 9 till 5 | | Yes |
| | Thompsons | Electrical Equipment | 9 till 5 | 9 till 5 | | No |
| | Extra Care | Charity | 9 till 5 | 9 till 5 | | No |
| | John's Fruit and Veg | Greengrocer | 9 till 5 | 9 till 5 | | No |
| | Iceland | Supermarket | 8 till 6 | 8 till 6 | 10 till 4 | Yes |
| Market Street | ASDA | Supermarket | | | | Yes |
| Chapel Street | Sports' Barbers | Hairdresser | 9 till 6 | 9 till 5 | | No |
| | The Lemon Tree Café | Café | 8 till 4 | 9 till 5 | | No |
| | The Phone Club | Mobile phone | 9 till 5 | 9 till 5 | | No |

| | | | | | | |
|------------------|----------------------------|------------------|----------------|----------------|-------------|-----|
| | Plaza Café | Café | 8 till 6 | 8 till 5 | | No |
| | Scruples | Hairdresser | 9 till 5.30 | 9 till 5.30 | | No |
| | Art Café | Café | 9.30 till 4.30 | 9.30 till 4.30 | | No |
| 6/7 High Street | A plan | Insurance broker | 9 till 5 | 9 till 3 | | Mo |
| 2 Worcester Road | Empty | | | | | |
| | Empty | | | | | |
| | Ladbrokes | Bookmaker | 9 till 10 | 9 till 10 | 9 till 9.30 | Yes |
| | Empty | | | | | |
| | Simply Letts | Estate agent | 9 till 5 | 9 till 5 | | No |
| | Bromsgrove School of Music | Tuition | 12 till 7 | 9 till 7 | | No |
| | Ann Marie | Bridalwear | 10 till 3 | 10 till 3 | | No |
| 19 | Hairs and Graces | Hairdresser | 10 till 5 | 10 till 5 | | No |
| | The Little Ale House | Pub | 12 till 11 | 12 till 11 | 12 till 10 | No |

| | | | | | | |
|----|-----------------------|------------------|--------------|--------------|--------------|-----|
| | Neal's Garage | Cars | 9 till 6 | 9 till 6 | 10 till 5 | No |
| 35 | Istanbul Grill | Fast Food | 12 till 11 | 12 till 11 | 4 till 10.30 | No |
| | Conservative Party | Political Party | ? | ? | ? | Yes |
| | Love 2 Love | Night Club | | 9 till 4 | | No |
| | Capillago | Hairdresser | 9 till 5 | 9 till 5 | | No |
| | Hair and Beauty Nails | Nail Bar | 9 till 5 | 9 till 5 | | No |
| | Empty | | | | | |
| | Adrian Kriss | Chiropodist | 9 till 6 | | | No |
| | Pinfields | Computer Repairs | 9 till 5 | | | No |
| 53 | Rosmetics | Skincare | 9 till 5 | 9 till 5 | | No |
| | Anarkal | Take Away | 4 till 10.30 | 4 till 10.30 | 4 till 10.30 | No |
| | New Orient | Take Away | 12 till 10 | 12 till 10 | 12 till 10 | No |
| | Charlie's Kebabs | Fast Food | 12 till 10 | 12 till 10 | 4 till 10 | No |

| | | | | | | |
|----|----------------------------|-----------------|--------------|--------------|-----------|----|
| 56 | Sugar craft | Cake decorating | 10 till 5 | 9.30 till 4 | | No |
| | Newsagent | Newsagent | 7 till 4 | 7 till 4 | | No |
| | Kip McGrath | Tuition | 3 till 8.30 | 9 till 2 | | No |
| | Bicknell | Interior Design | 9 till 5 | 9 till 5 | | No |
| | GR | Hairdresser | 10 till 6 | 9 till 4 | | No |
| | On the rocks | Restaurant | 4 till 10.30 | 4 till 10.30 | | No |
| | The Sandwich Lady and sons | Take Away | 8 till 5 | 8 till 5 | | No |
| | Zig Zags | Hairdresser | 9 till 5 | 9 till 5 | | No |
| | Manhattag | Nail Bar | 10 till 6 | 10 till 6 | | No |
| 38 | DJ Chipshop | Fast Food | 12 till 12 | 12 till 2.30 | 6 till 10 | No |
| | The Max | Tattoo | 10 till 6 | 10 till 6 | | No |
| | Antonio | Fast Food | 12 till 12 | 12 till 12 | 4 till 10 | No |
| | Bromsgrove Carpet Centre | Carpets | 9 till 5 | 9 till 5 | 10 till 3 | No |

| | | | | | | |
|--------------|-----------------------|----------------------|--------------------|------------|-----------|----|
| | The Dog and Pheasant | Pub | | 4 till 2 | | No |
| 18 | KSH | Interior Design | 9 till 5 | 9 till 5 | | No |
| | KK Mart | Supermarket | 9 till 5 | 9 till 5 | | No |
| | Bromsgrove Printing | Printers | 9 till 5 | | | No |
| | Maekag Thai | Restaurant | 12 till 10 | 12 till 10 | 4 till 10 | No |
| | Brew Badger | Homebrew | 10.30 till 5.30 | | | No |
| | Emily Jayne | Interior Design | 9 till 5 | 9 till 5 | | No |
| | Bromsgrove Ego Centre | Electrical Equipment | 9 till 5 | | | No |
| | Empty | | | | | |
| | AP Morgan | Estate agent | 9 till 5 | 9 till 5 | | No |
| George House | Empty | | | | | |
| New Road | Spain's | Electrical Equipment | 9 till 5 | 9 till 5 | | No |
| | GB | Hairdresser | 10 till 6 | 10 till 6 | | No |

| | | | | | | |
|--|---------------|--------------|----------|----------|--|----|
| | Hanson's | Estate agent | 9 till 5 | 9 till 5 | | No |
| | Fisher German | Estate agent | 9 till 5 | 9 till 5 | | No |
| | Andrew Grant | Estate agent | 9 till 5 | 9 till 5 | | No |
| | Alberto | Hairdresser | 9 till 5 | 9 till 5 | | No |

ACKNOWLEDGEMENTS

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KEY DOCUMENTS

Recreation Road South Car Park Task Group Report (August 2011)
BDC Parking Review (December 2013)
BDC Car Park Quick Review (October 2014)



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