



Bromsgrove Strategic Parking Review

Part Three: Review of On-Street Enforcement

10 May 2024

Waterman Infrastructure & Environment Ltd

5th Floor, One Cornwall Street, Birmingham B3 2DX

www.watermangroup.com

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Comments

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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:

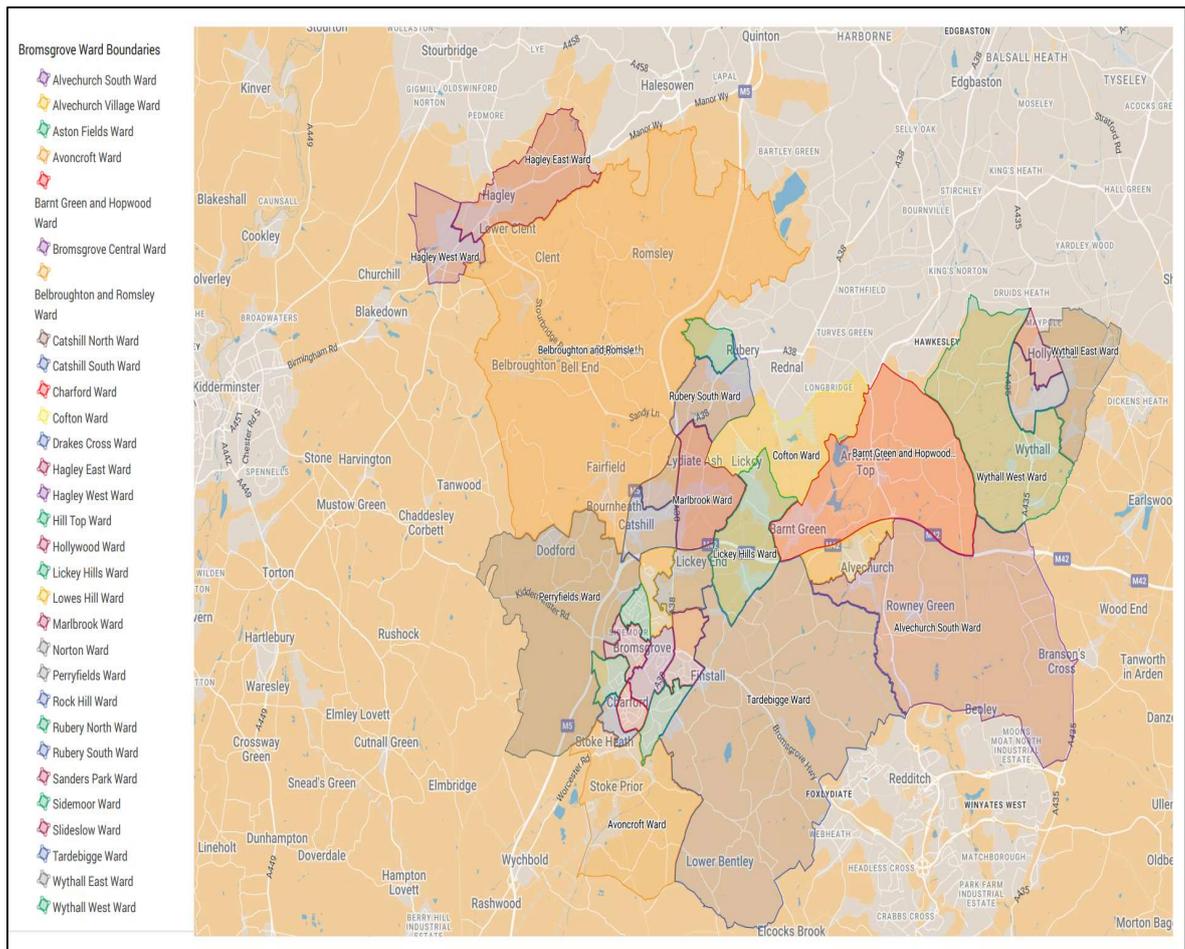
- A BDC social media and community engagement campaign, targeted at drivers, to encourage considerate parking outside of shops and schools, as a “softer measure” behavioural change campaign.
- Further investigation and action to review and amend “harder measure” parking restrictions and increase coverage 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.

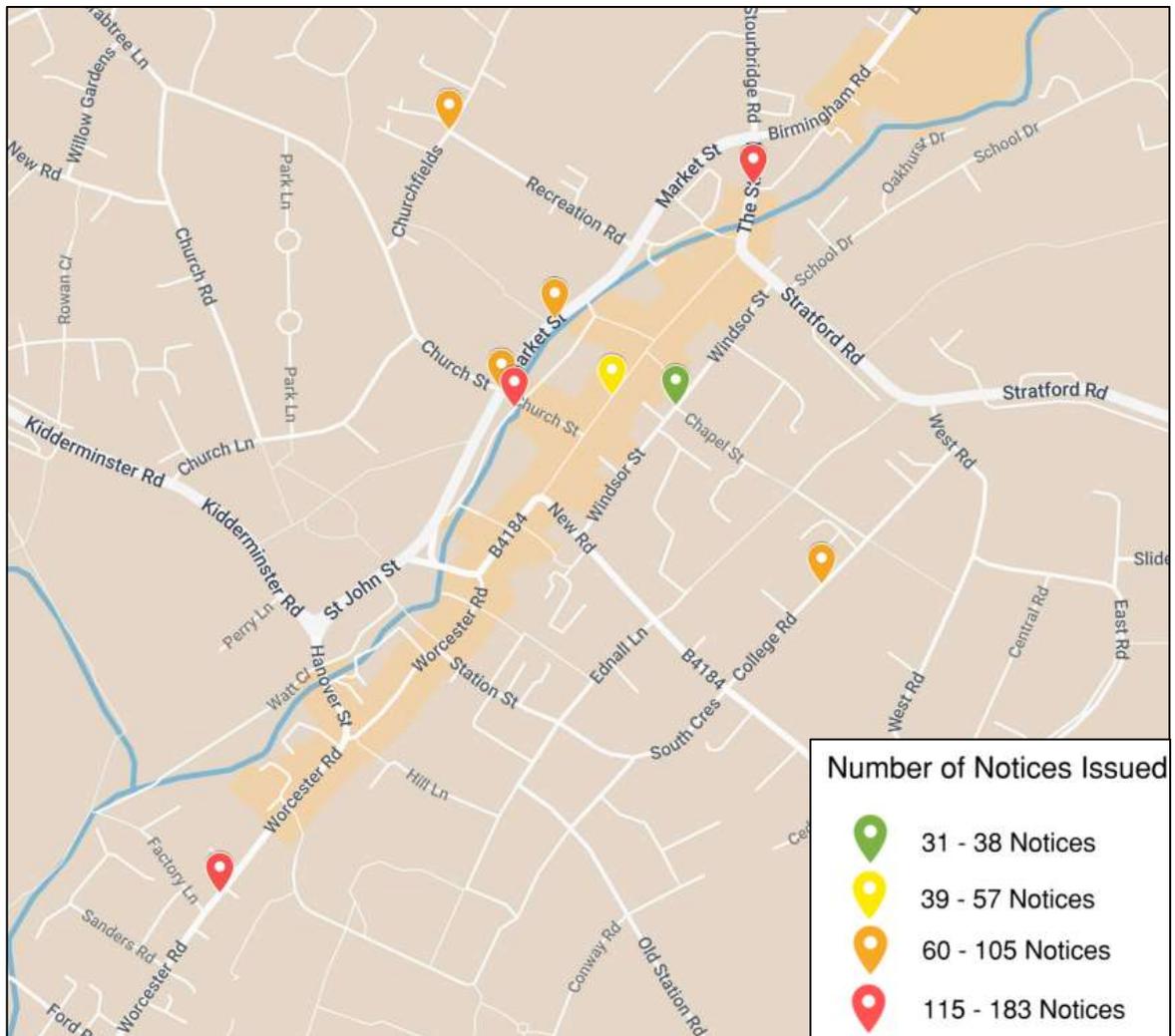
Off the 14 locations with the most PCNs issued, Bromsgrove town centre locations make up 8 locations in this list.

- 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



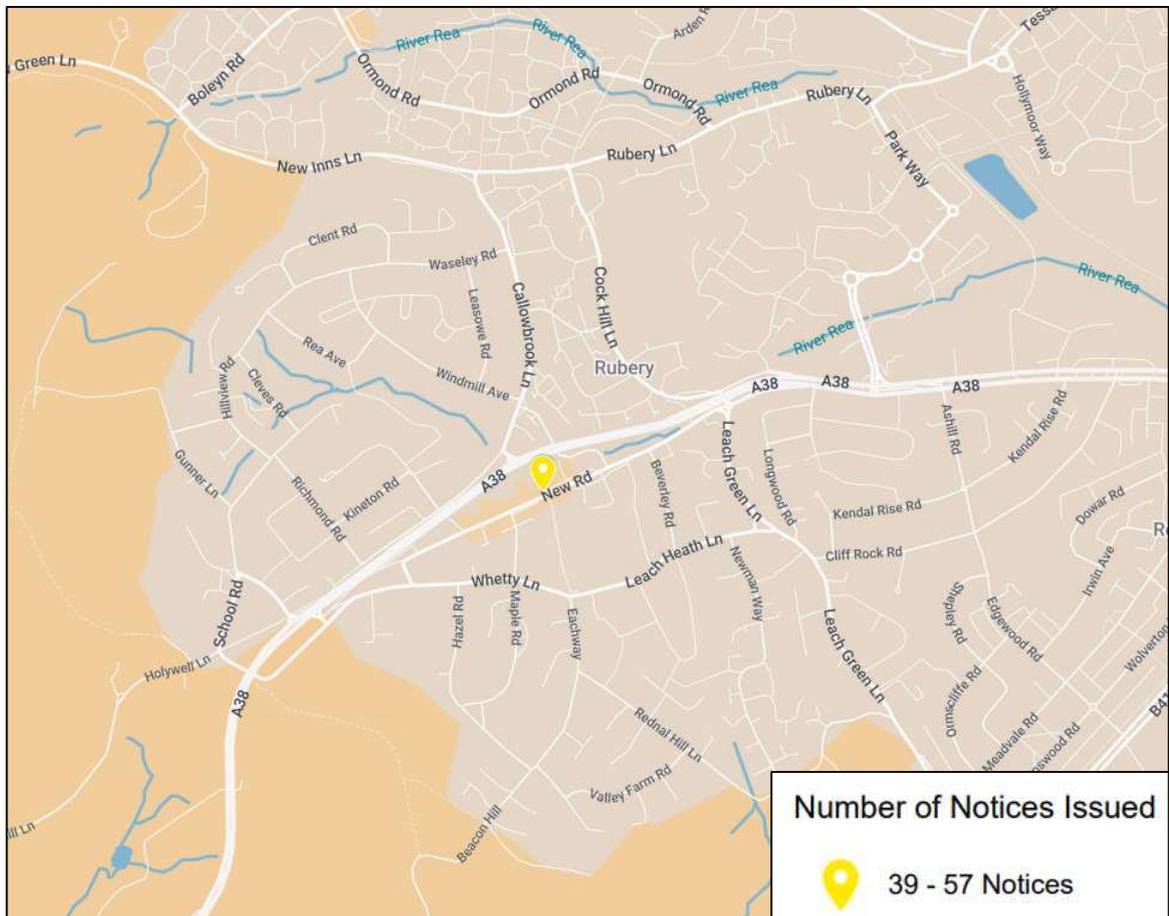
3.11 **Figure 2** shows that the majority of the PCNs issues are in the centre of Bromsgrove and it can be seen where the main parking attractors are in the town.

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

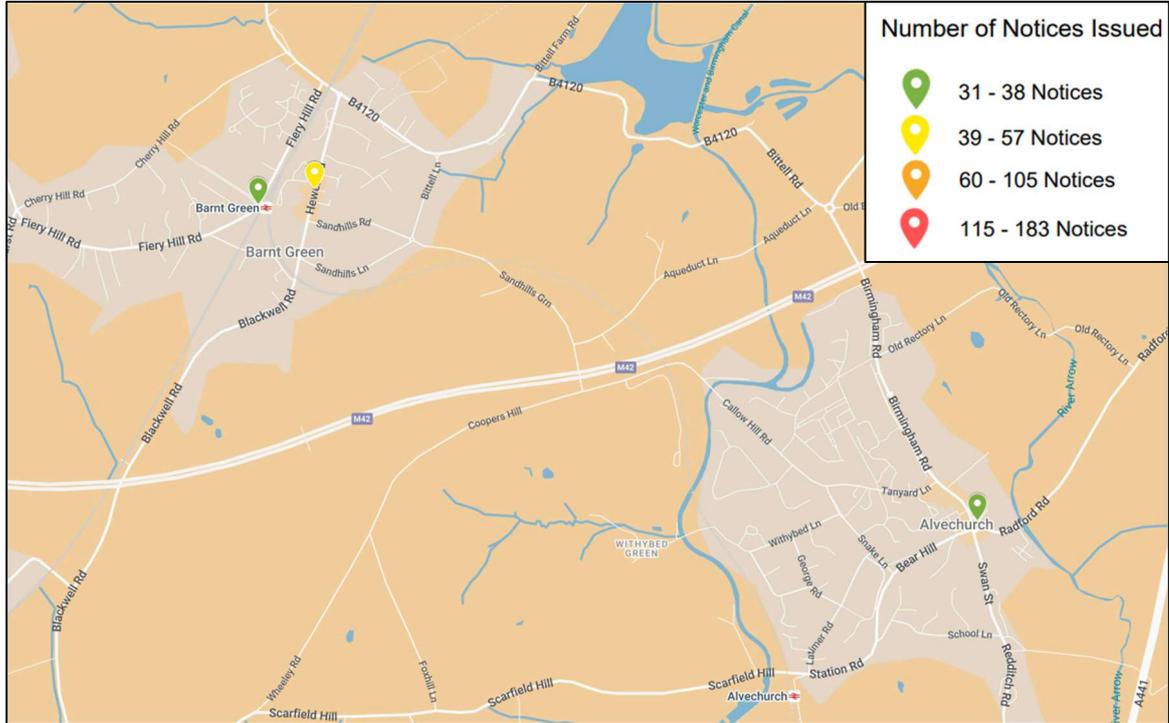


3.14 **Figure 3** shows that the majority of the PCN's are located on New Road in the centre of Rubery. As this is the main shopping street in Rubery it makes sense to target enforcement action here, however issues were raised by Members over inconsiderate parking on adjoining streets and at The Avenue 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



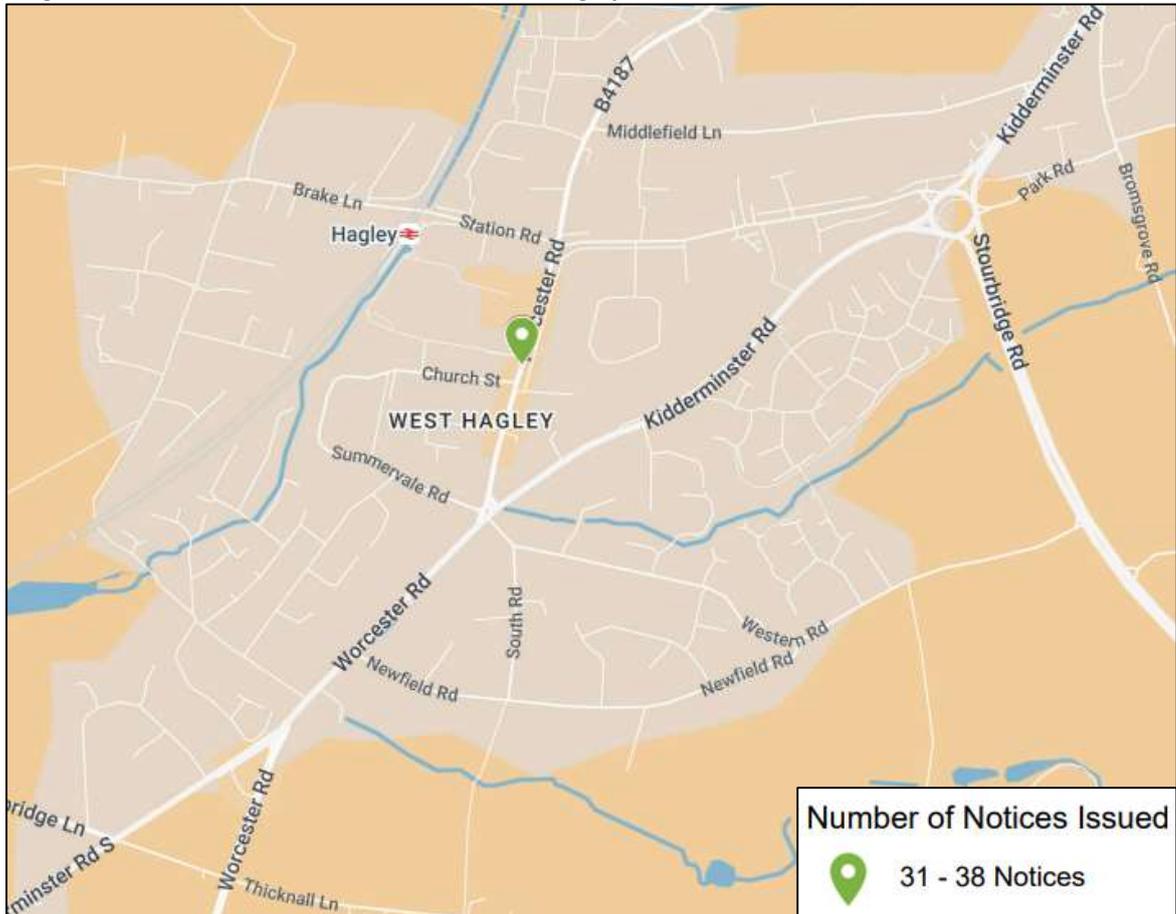
3.16 The map extract in **Figure 4** shows that the majority of the PCN's in Barnt Green were issued on Hewell Road, where the main shopping activity takes place, and directly outside Barnt Green train station on Fiery Hill Road. Members and residents have raised issues with parking on Sandhills Road 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

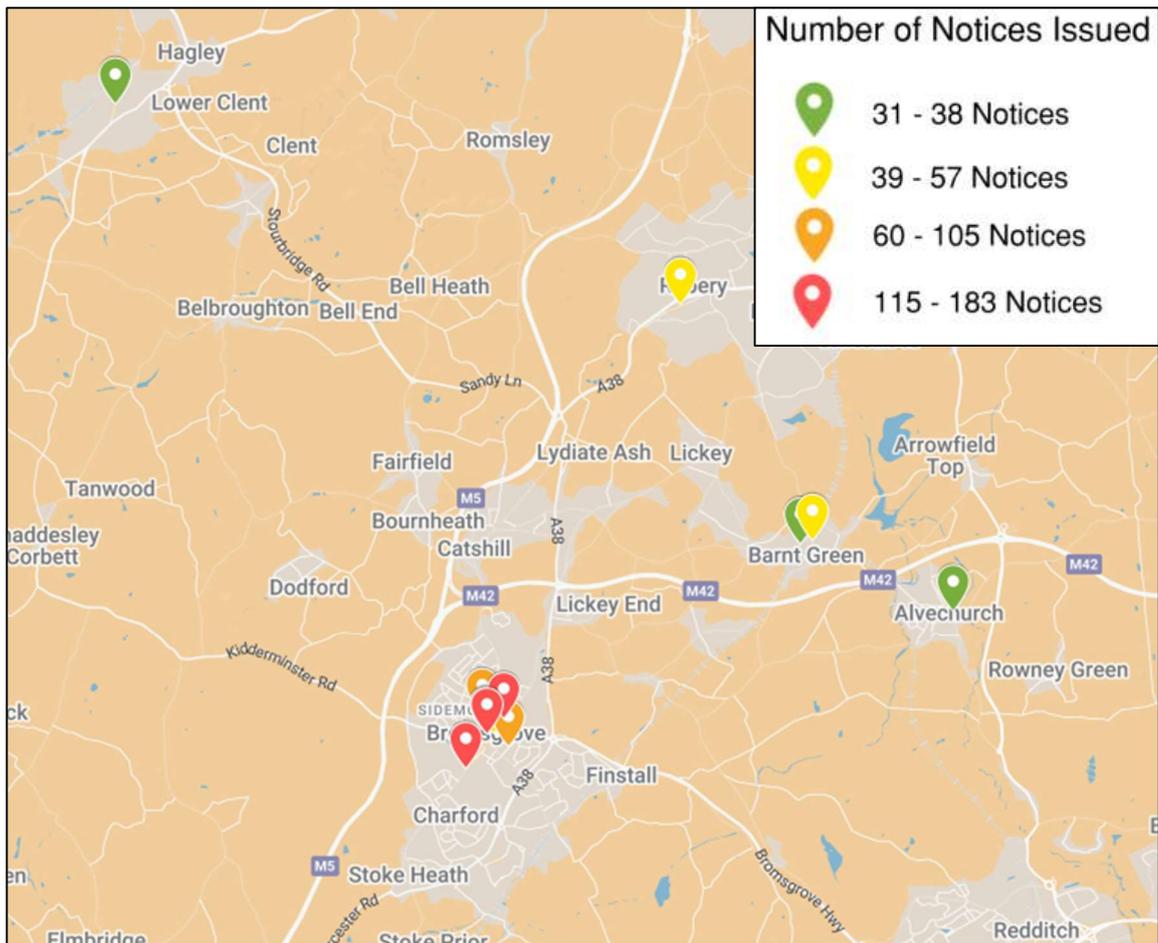


- 3.19 The map extract in **Figure 5** shows that the majority of the PCN's were issues on Worcester Road in Hagley village centre. There are, however, wider parking issues in Hagley associated with parking outside schools and colleges on Station Road and Park Road, where only a small number of PCNs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

Barnet 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 difference 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

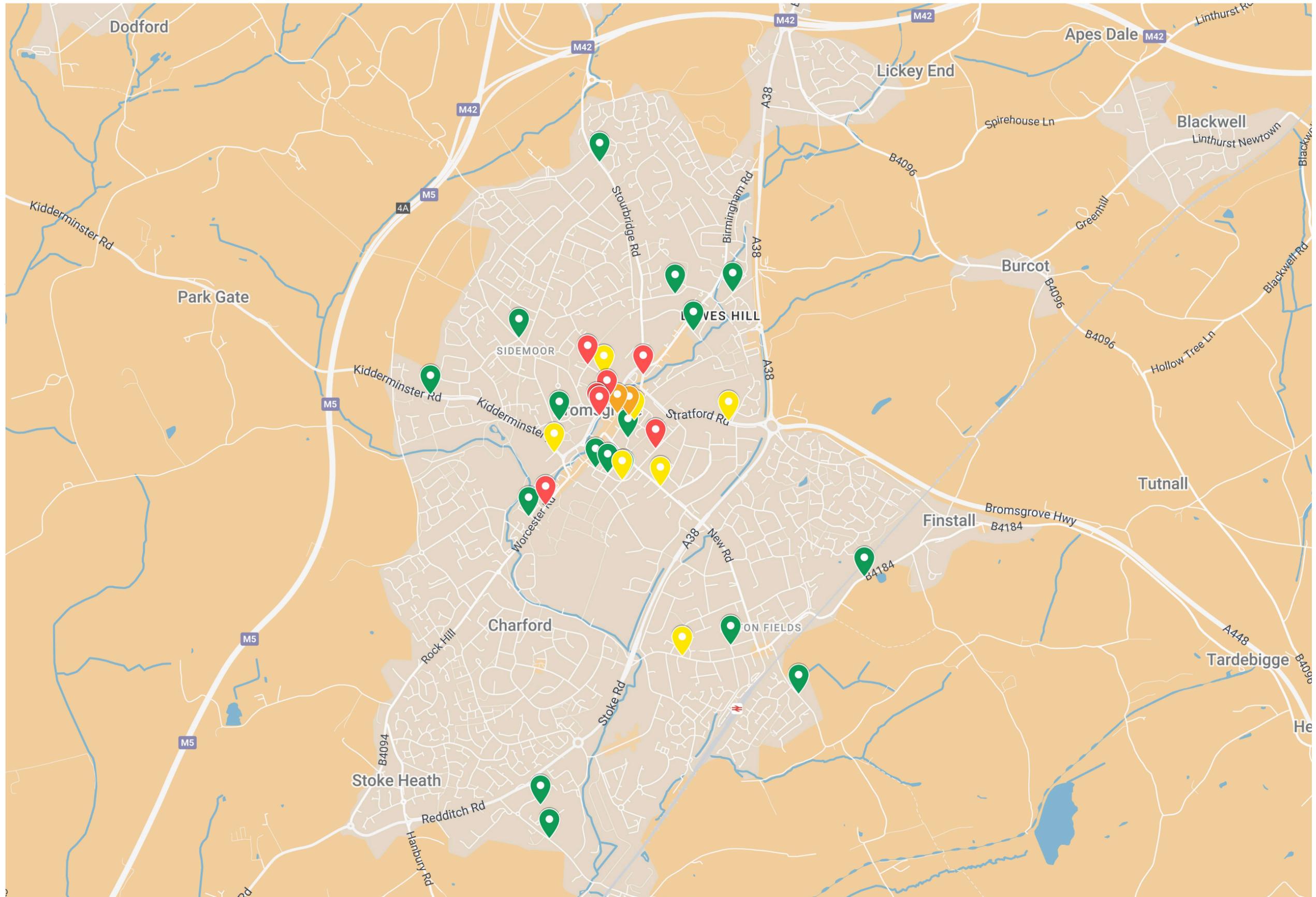
New Road - Northern Service Road,	2	0	0
New Road (Stub Road), Rubery	1	0	0
New Road, Belbroughton	1	0	0
Newton Road, Rubery	1	0	0
Old Birmingham Road, Lickey	40	3	0
Old Rectory Lane, Alvechurch	1	0	0
Old Station Road, Bromsgrove	4	0	0
Orchard Croft, Barnt Green	3	0	0
Park Road, Bromsgrove	1	0	0
Providence 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



C. Rubery Parking Charge Notices

Rubery Map of On Street Enforcement between 01.04.23 - 31.03.24

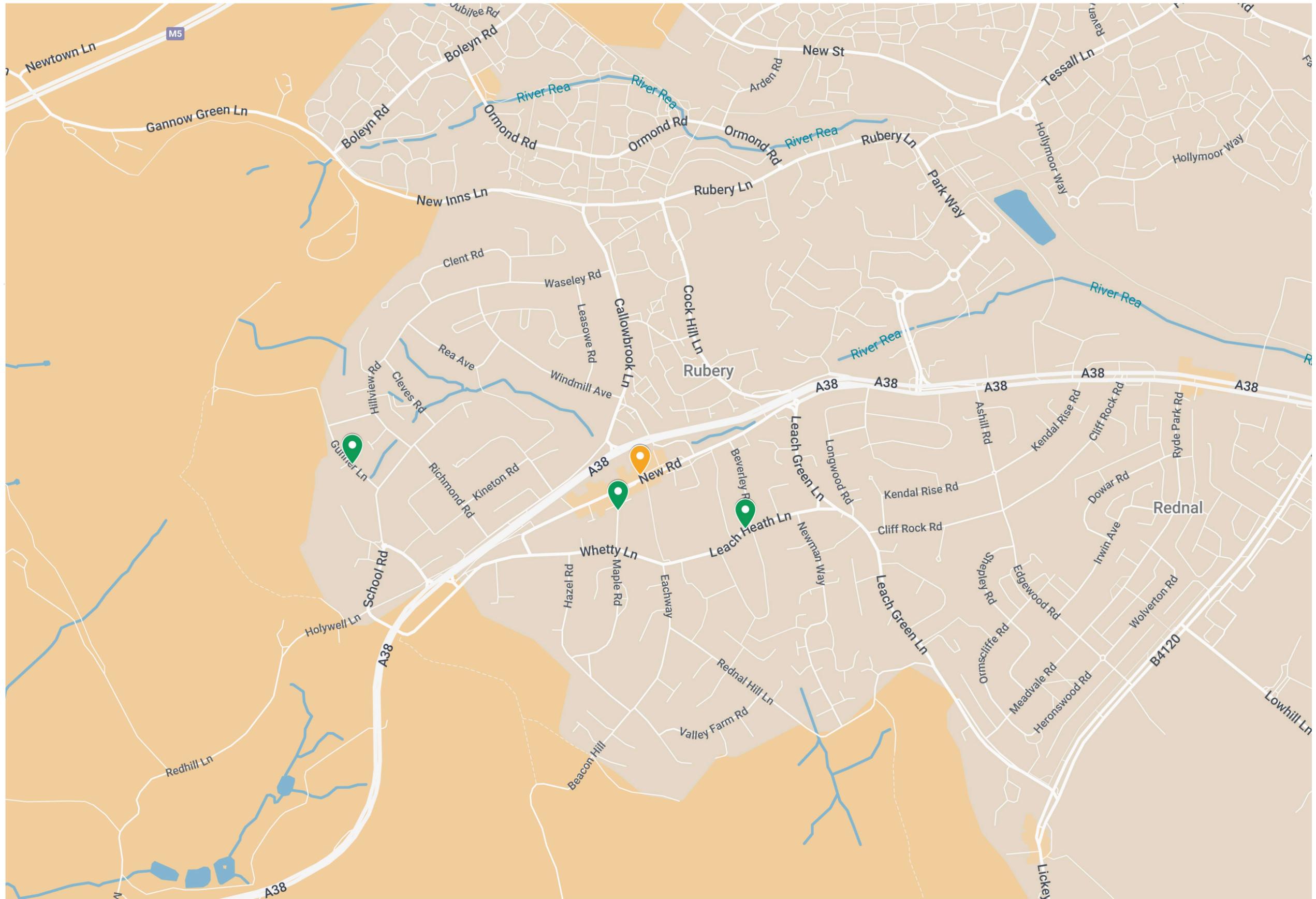
Number of Notices Issued



2 - 10 Notices



28 - 59 Notices

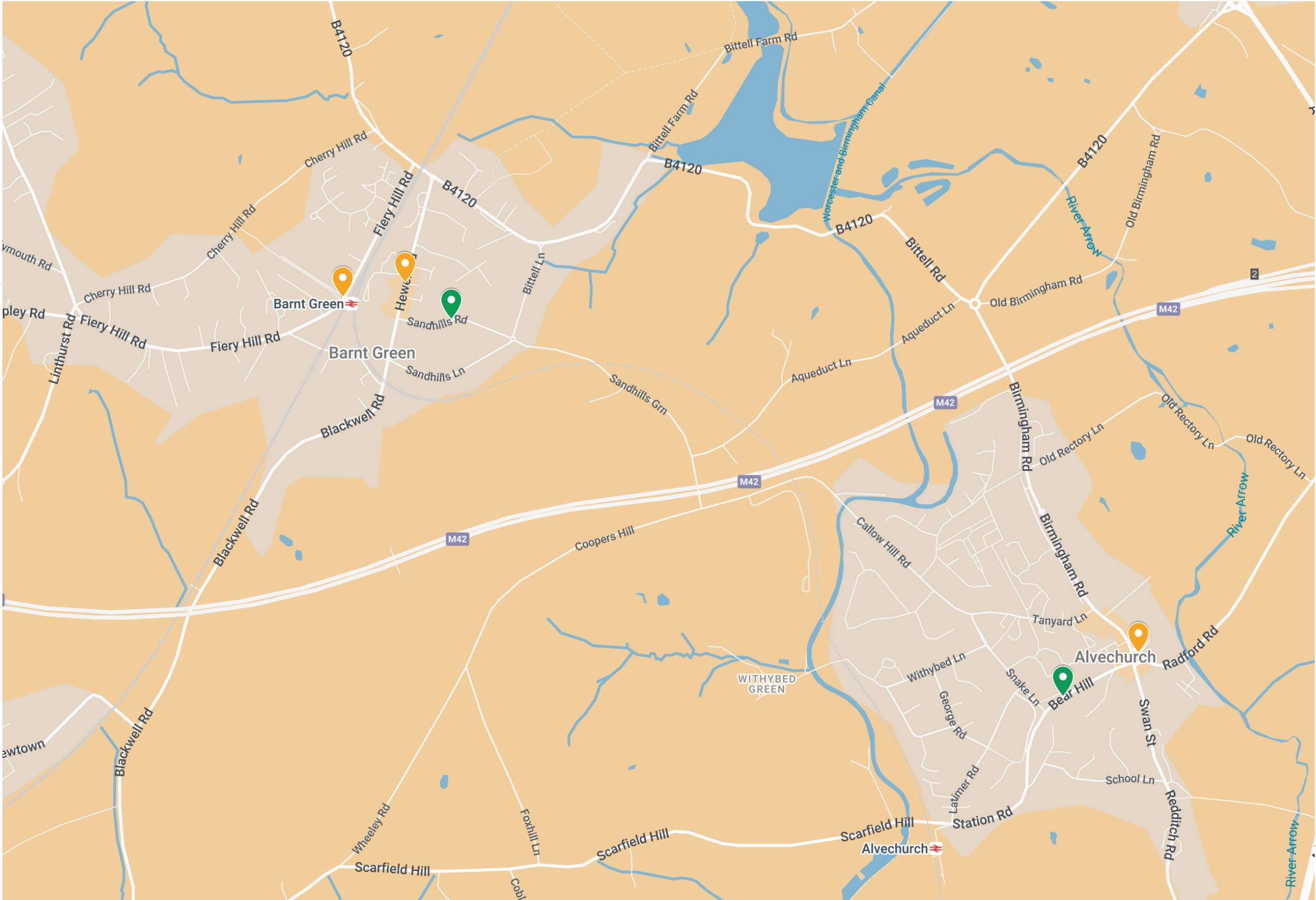


D. Barnt Green and Alvechurch Parking Charge Notices

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



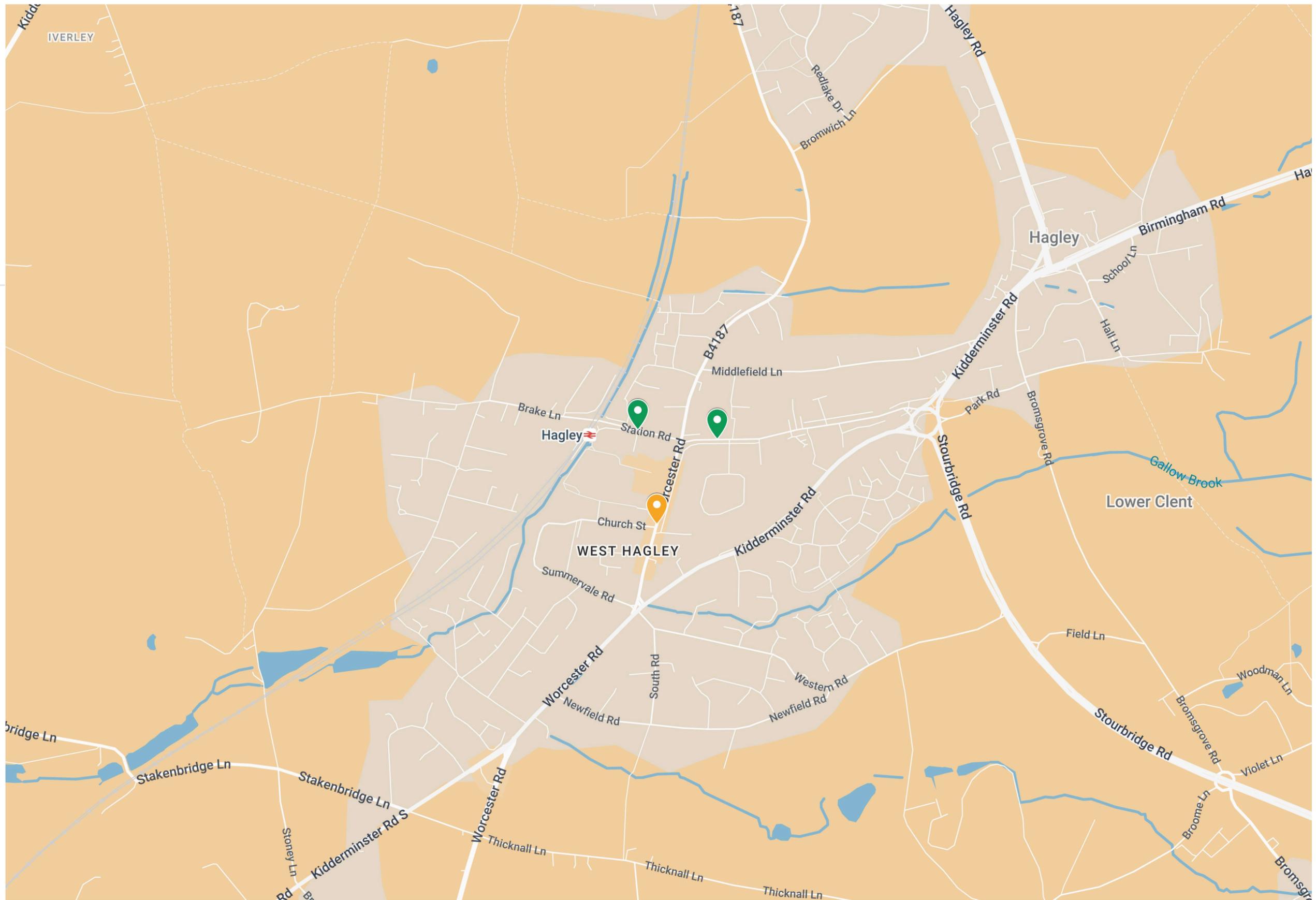
E. Hagley Parking Charge Notices

West Hagley Map of On Street Enforcement between 01.04.23 - 31.03.24

Number of Notices Issued

 2 - 10 Notices

 28 - 59 Notices



F. Bromsgrove District Parking Charge Notices

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.			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.
	Village Hall parking bays need repainting.		N/A			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	
					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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