Bromsgrove Strategic Parking Review

Part One: Strategic Review

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Comments

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1. Executive Summary

Overview

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

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

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

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

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

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

Strategic Review

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

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

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

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

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

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

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

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

2. Introduction

The Brief

2.1 Waterman Infrastructure & Environment ('Waterman') have been commissioned by Bromsgrove District Council (BDC) ("The Client") to undertake a Strategic Parking Review within the district.

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

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

2.4 This Strategic Parking Review provides an understanding of the current supply and demand for parking in Bromsgrove, and forecasts how parking is expected to change in the future (with consideration given to committed and allocated future development sites). This includes potential options for future parking provision.

2.5 Through analysis of parking occupancy and utilisation, the report seeks to ascertain the future of the Churchfields multi-storey car park. Since 2022, this car park in Bromsgrove town centre has been closed due to anti-social behaviour. Through analysis of parking demand in the town centre, the study seeks to determine whether the car park is still required, or if the car park / land can be disposed of for regeneration purposes. The future need of other, underutilised car parks is also discussed. The recommendations also call into question the future operation of the Shopmobility service, which notionally operates from premises at the car park. This is also discussed in the On-Street Parking Enforcement Review report, with recommendations made on the future operation and location of the service.

Report Format

2.6 The structure of this report is as follows:

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

3. Planning and Transport Policy

Introduction

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

National Policy

3.2 The review considers national legislation such as the Parking (Code of Practice) Act 2019 and the Traffic Management Act 2004. These documents outline the statutory requirements with regards to parking and enforcement, and therefore the duties placed on the local authorities when implementing parking policy. The key findings from the review are as follows:

- The Traffic Signs Regulations and General Directions (TSRGD) 2016 and Department for Transport (DfT) Circular 01/2016 provide detailed information on parking bay dimensions and related signage location, layout, text, and use of symbols. These should be read in conjunction and shall be referred to when designing parking facilities.

- The Road Traffic Regulation Act 1984 and (Parking) Act 1986 provided powers to local authorities and remain relevant in terms of developing chargeable and enforceable parking schemes.

- Local authorities must also adhere to the rules set out in the Civil Enforcement of Parking Contraventions (England) General Regulations 2007 relating to enforcing parking restrictions and the issue of penalty charge notices. The Representations and Appeals Regulations follow on from this and allow for penalty charges to be appealed by motorists under certain conditions.

- In terms of Blue Badge parking provision, the Disabled Persons (Badges for Motor Vehicles) (England) Regulations 2000 provides information for local authorities in terms of provision of Blue badges to manage eligibility. The regulations also include enforcement regulations. Guidance on the number and design of Blue Badge parking spaces to be provided is set out in the Manual for Streets and the Design Manual for Roads and Bridges (DMRB).

- If a local authority wishes to implement a workplace parking levy as part of its strategy, the relevant sections of the Transport Act 2000 would need to be adhered to.

- The Removal and Disposal of Vehicles Regulations 2007 sets out the circumstances in which a local authority or the police have the power to remove, store and dispose of illegally, obstructively, or dangerously parked, abandoned, or broken-down vehicles.

- The Traffic Management Act 2004 provides the core legal framework for parking, and regulates many civil enforcement powers, providing greater consistency across the country in conjunction with the provisions above. This legislation was introduced to tackle disruption and congestion on the road network, placing a clear network management duty on local authorities to make sure that traffic can move freely and smoothly.

3.3 The implications of not adhering to legislative requirements when exercising powers related to the development of policy and the design and operation of car parking are clear; a local authority would be unable to effectively manage and enforce in accordance with its network management duty and is at risk of acting unlawfully.

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

- The National Planning Policy Framework (NPPF) provides a single framework for preparing plans. It offers the opportunity to inform the key principles of the approach to parking that support any proposed regeneration proposals and future development whilst deterring unnecessary car use, preventing commuter parking pressure and reducing congestion.

- The NPPF also discusses parking standards for developments and the setting of maximum parking standards as appropriate, as well as the importance of providing overnight HGV parking facilities. This, supported by relevant Planning Practice Guidance (PPG), provides up-to-date and relevant advice on what is required in plan-making and subsequent planning applications.

- The Right to Challenge Parking Policies: Traffic Management Act 2004: Network Management Duty Guidance ensures that local businesses, the residential community, and other road users have a recognised voice in relation to network management and parking policies. It allows people the ability to challenge parking schemes or policies that are already implemented or proposed and is therefore relevant with regards to development of the Plan.

- The Guidance for Local Authorities on Civil Enforcement of Parking Contraventions provides information to ensure that parking arrangements meet mandatory requirements (set out in the Traffic Management Act 2004) but also offers suggestions for good practice, in areas such as training and professionalism in civil parking enforcement, and from institutions including the British Parking Association, the Local Government Technical Advisory Group (TAG), and the London Technical Advisors Group (LoTAG), as well as from other authorities.

- The CIHT Guidance Note on Residential Parking also provides a source for good practice approaches to parking provision and design in this context.

Regional Policy

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

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

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks;

- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change;

- To contribute to better safety, security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health;

- To promote greater equality of opportunity for all citizens; with the desired outcome of achieving a fairer society; and

- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

3.7   The Local Objectives are set out by the Worcestershire Partnership in the form of the Worcestershire Community Strategy (WSCS), these are:

- Communities that are safe and feel safe,

- A better environment for today and tomorrow,

- Economic success that is shared by all,

- Improving health and wellbeing,

- Meeting the needs of children and young people, and

- Stronger communities.

3.8   The core objectives of the LTP3 Strategy are:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks,

- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tacking climate change,

- To contribute to better safety security and health and longer life-expectancy by reducing the risk of death, injury and illness arising from transport and by promoting travel modes that are beneficial to health,

- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society, and

- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

Local Policy

3.9   Regional policy and strategy documents have also been reviewed. Relevant policy from the Bromsgrove District Plan 2011 – 2030 has been reviewed and can be seen below.

- BDP5A.4 A local centre should also be provided that provides a mix of retail and other A class uses. The local centre should be located adjacent to Sidemoor First School, include sufficient parking to cater for its own needs and the school at busy times and amenity green space should also be provided.

- BDP5A.5 The community facilities should consist of a community hall, large, equipped play areas, sports pitches, and an allotment site. There is a specific requirement for adult football pitches adjacent to the King George V playing fields and associated infrastructure including access, parking, and changing facilities should also be provided.

- BDP16.1 Development should comply with the Worcestershire County Council's Transport policies, design guide and car parking standards, incorporate safe and convenient access and be well related to the wider transport network.

- BDP16.3 The Council will support the use of low emission vehicles including electric cars through encouraging the provision of charging points in new developments.

- BDP16.5 The improvement of car parking and cycling provision at stations will be supported where appropriate and in accordance with other policies contained within this Plan.

- BDP17.3 Town Centre Car parking will be restructured to offer a network of fewer, more efficient car parks at key locations, opportunities for developing smaller more evenly distributed car parks will be considered.

4. Parking Provision

Context

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

Methodology

4.2 Existing parking provision within the district has been assessed, with a high-level review carried out to determine the location of Council owned car parks, there position within the town centre and relationship with other local parking facilities.

4.3 Where information has been provided by BDC, a high-level review of the type and management regime of the car parks (publicly run, use of permits, average length of stay) has been undertaken. This has included examination of the number of car parking bays, the percentage provision of bays for people with a disability (blue badge bays), as well as parking charges, charging and enforcement regimes.

4.4 Analysis of current utilisation for existing council operated available parking stock has been undertaken. The review captures key quantitative information associated with each car park. Data captured across the district in terms of quality (real vs. estimated), depth and coverage of sites (numbers of sites with parking occupancy data), and how occupancy is broken down, which indicates that a common approach to collecting car parking data is currently not utilised.

4.5 There are several wards across the district. A map showing the wards can be seen overleaf in **Figure 1**.

Figure 1:   Bromsgrove Ward Boundaries Map
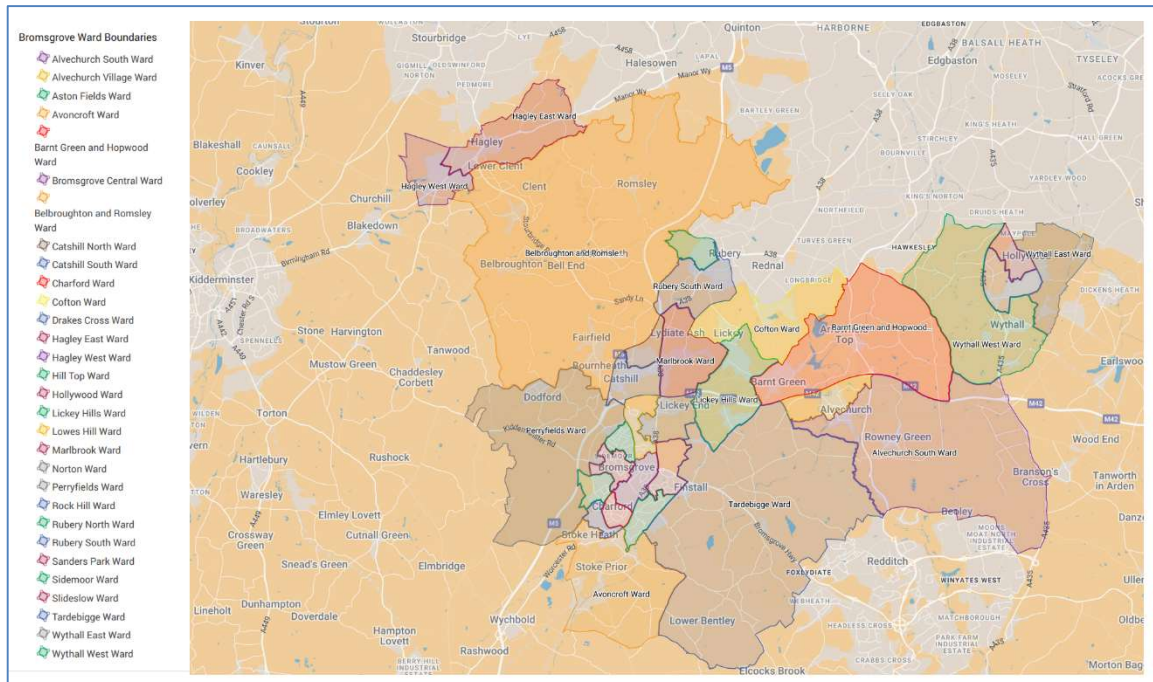
Public Off Street Parking across Bromsgrove

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

Table 1:   Car parks in Bromsgrove Area

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

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

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

Source: https://www.google.com/maps
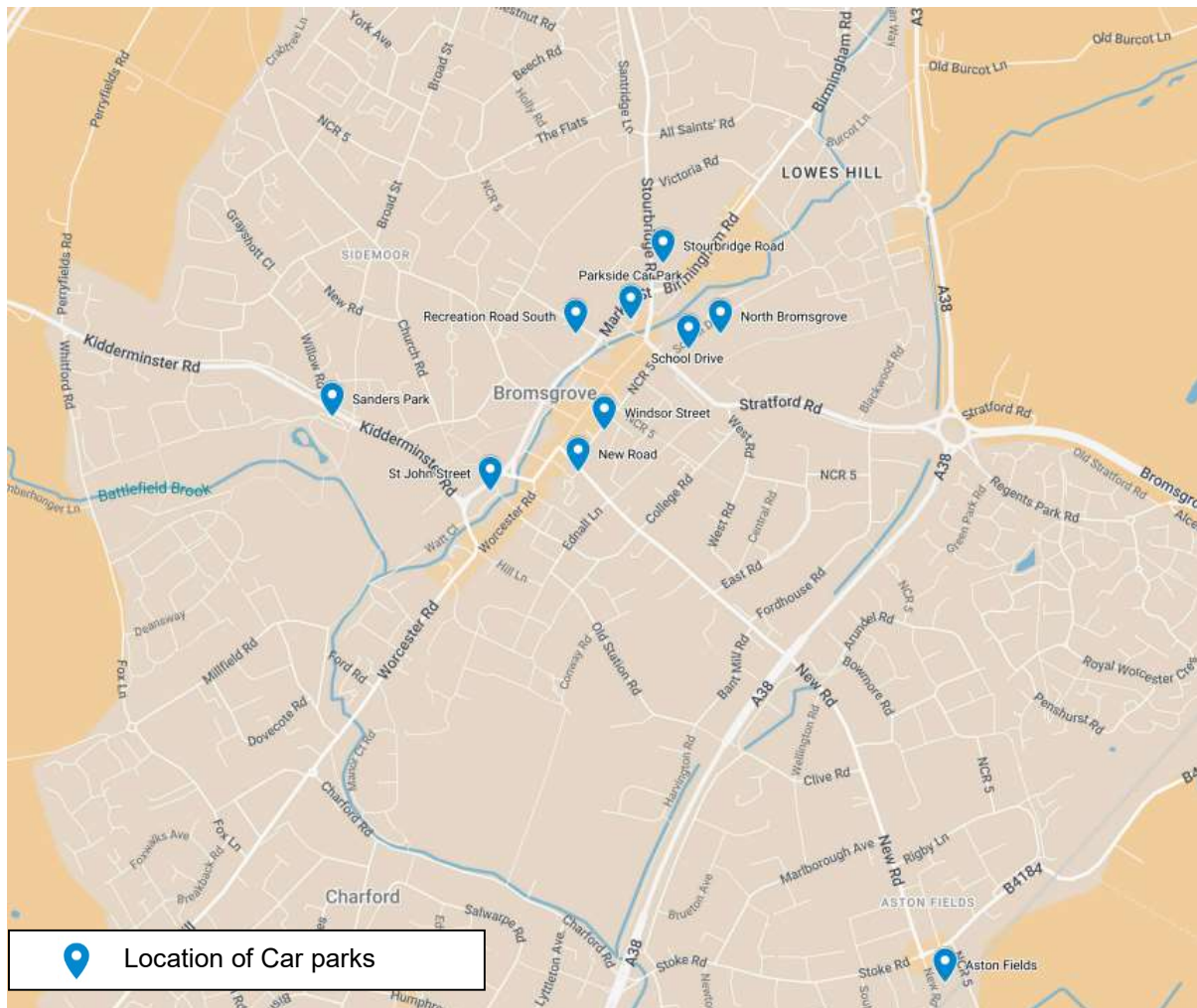
4.8   All the publicly owned car parks within the district are illustrated in **Figure 3**.

Figure 3: Bromsgrove District Council operated Car parks

Location of Car parks

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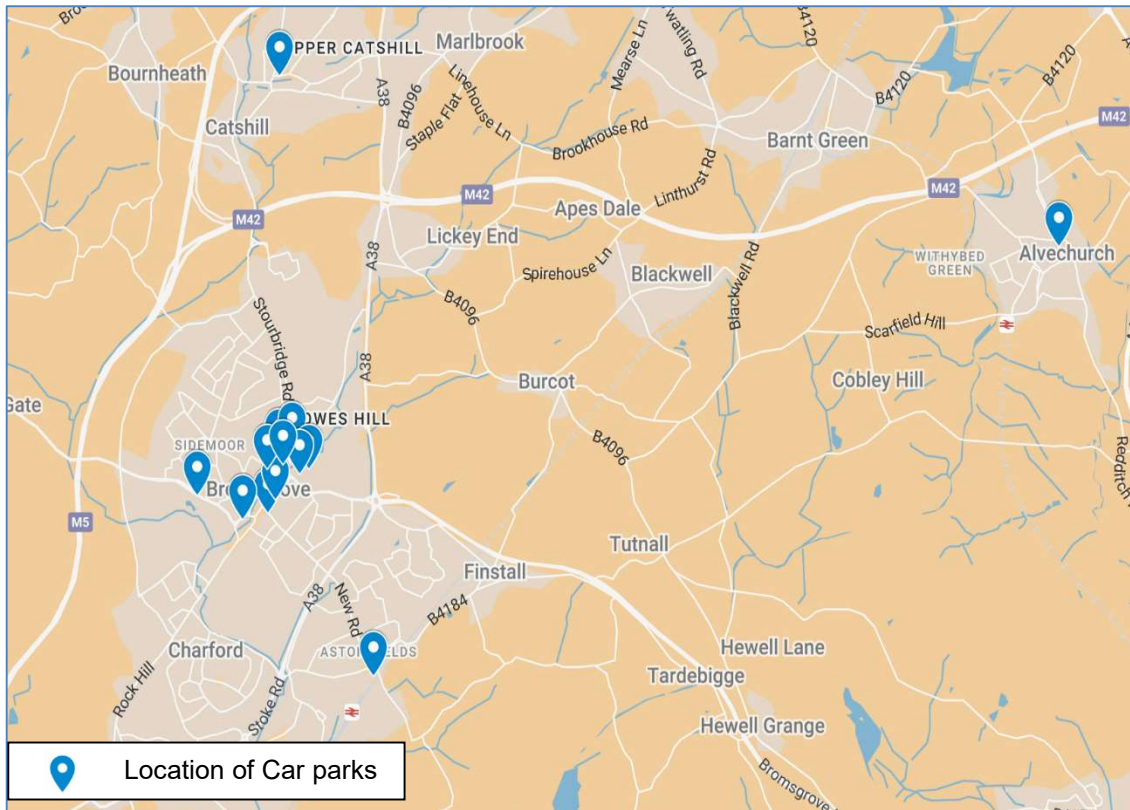
4.9 Across the car parks operated by BDC, there are approximately 1,133 parking spaces. This includes 16 (1%) electric vehicle (EV) charging spaces and 62 blue badge bays (6%). Of the 1,133 total number of spaces available, 185 (16%) are 'Short Stay' (less than 3 hours). This is shown in **Table 2**.

Table 2: Off Street Parking Capacity

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

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

Parking Enforcement

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

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

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

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

5. Benchmarking

Parking Capacity Comparison

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

Table 3: Parking Provision Comparison

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

5.2 As can be seen in **Table 3** the overall number of spaces in Bromsgrove is similar in comparison to the other towns, with a parking ratio per resident of 0.03. This compares to Warwick which is the highest with an average of 0.5 spaces per resident, which has a similar population to Bromsgrove at 37,000. Tipton has the lowest parking ratio per resident with an average of 0.003 spaces per resident.

5.3 Overall, the provision of Blue Badge spaces across Bromsgrove is 5% of all spaces available. Across the comparator towns, this is comparable with Tipton and Dudley, each having 5% of all spaces as Blue Badge Spaces.

5.4 The towns which have a slightly higher percentage of Blue Badge spaces are Droitwich Spa and Kidderminster at 4%. The towns with the lowest Percentage were Worcester with 2% and Warwick with 3%. DFT Guidance (Inclusive Mobility Guide 2021) suggests that where a car park has more than 50 spaces, a 4% provision should be made for Blue Badge parking. Applying this guidance to Bromsgrove indicates that sufficient space is provided for Blue Badge holders.

Cost of Parking

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

Table 4: Car park Charges

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

5.6 The comparison with neighbouring towns demonstrates that short stay parking is of a lower cost in Bromsgrove compared to towns of a similar nature. Long stay parking in Bromsgrove is broadly similar to towns used in the benchmarking exercise. All day parking in Bromsgrove is also broadly like towns used in the benchmarking exercise.

5.7 Some neighbouring towns have a nighttime tariff while some offer free parking or no nighttime parking. Those that offer a nighttime tariff offer different times (see notes below). Most towns like Bromsgrove do not offer a nighttime tariff and that parking after 6pm is free.

5.8 As of June 2024, Bromsgrove increased their car parking charges by 20p an hour up to 3 hours and the all-day tariff increased from £5 to £6. This moves it more in line with the comparator towns, making it the 3rd most expensive for an all-day tariff compared to the towns summarised above.

6. Bromsgrove Town Centre off-streetcar park Overview and Conditions

6.1 As part of this study, 12 car parks were reviewed in Bromsgrove town centre. This review was undertaken in June 2024.

6.2 These car parks have been analysed using numerous metrics to establish the existing condition and to identify where improvements are necessary. The scoring is from 1 to 4 as shown below:

- **0 Very Poor**
- **1 Poor**
- **2 Satisfactory**
- **3 Good**
- **4 Very Good**
- **N/A Not Applicable to Site**
- **U Unclear at time of Assessment**

6.3 This review has allowed for a spider diagram to be created showing the areas where individual car parks perform well and poorly.

- **Safety and Security**
    - **Is the car park well-lit during day and night?**
    - **Are there security cameras installed, are they covering the whole car park?**
    - **Are there emergency call stations?**
    - **Are there any structural issues such as cracks, potholes, or broken barriers?**

- **Accessibility**
    - **Are the entries and exits clearly marked?**
    - **Is the car park easy to navigate?**
    - **Is the car park design wide enough for all desired vehicle types manoeuvring the car park?**
    - **If applicable, are pathways and ramps provided for wheelchair access?**
    - **Are there clear markings for one-way and two-way traffic?**
    - **Are there any congestion points that could cause delays?**
    - **Are the parking rules and regulations clearly displayed?**

- **Convenience and usability of Car park**
    - **Are the spaces adequately sized for modern vehicles?**
    - **What payment methods are available (cash, card, mobile payment)?**
    - **Are payment machines functional and conveniently located?**
    - **Is there a designated area for bike parking and how many?**
    - **Is there a designated area for motor bike parking?**
    - **Is there a designated area for Blue Badge parking and how many?**
    - **Are the Blue Badge spaces close to exits/entrances and facilities?**
    - **Is there designated area for electric vehicles and how many?**
    - **Is there sufficient parking for peak times?**
    - **Are there indicators or systems in place to show capacity or available spaces?**

    - **Are the parking bays, lanes and pedestrian walkways clearly marked?**

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

New Road car park

6.4   New Road car park has 59 spaces, three of which are Blue Badge and is located towards the south of the town centre. It is likely to be popular with people visiting food and entertainment venues across the town. Access and egress to New Road car park is via a single entrance from New Road. Pedestrians can access the car park from New Road.

6.5   New Road car park is a pay and display car park accepting both machine payments as well as app payments.

6.6   As shown in **Figure 4**, New Road car park scores well on most areas with an average score of 2.75 so this car park is satisfactory.

Figure 4:   New Road Car Park Scoring
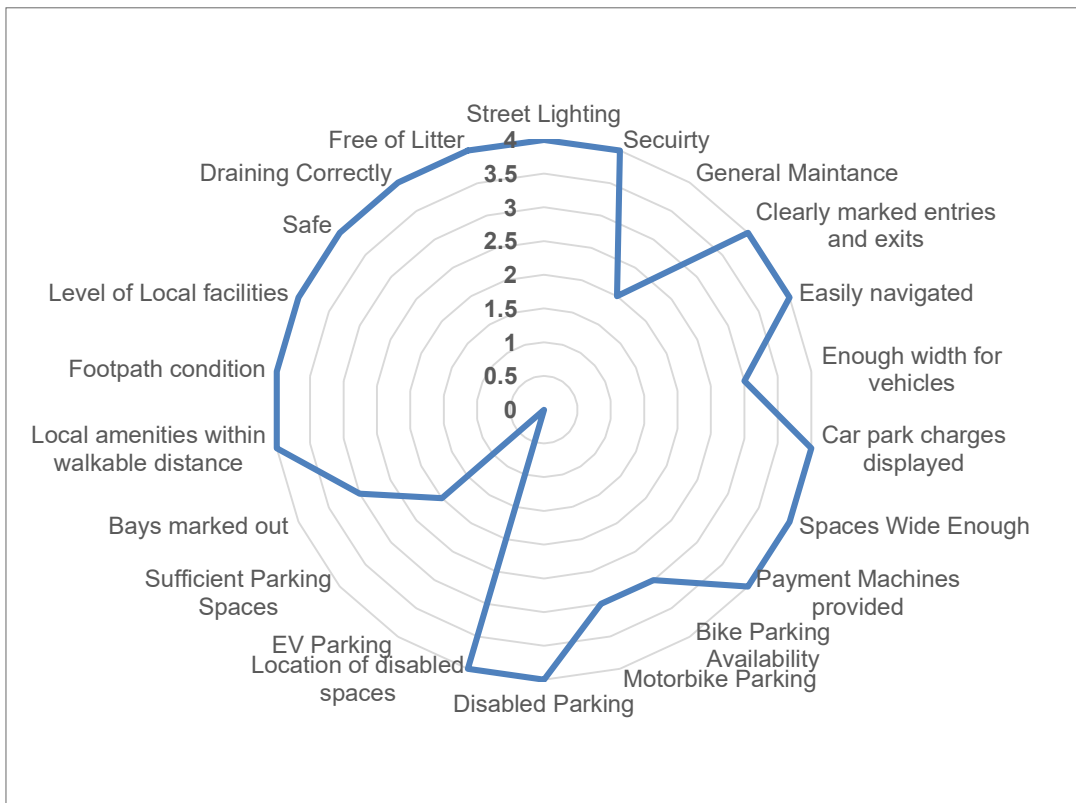
6.7 On the day of the site visit both Pay and Display machines were out of action. The key points where New Road car park scored poorly are detailed below:

- 'EV Parking,'

- 'Bike & Motorbike Parking,' and

- 'Wheelchair Accessible.'

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

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

North Bromsgrove car park

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

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

Figure 5:   North Bromsgrove Car park Scoring
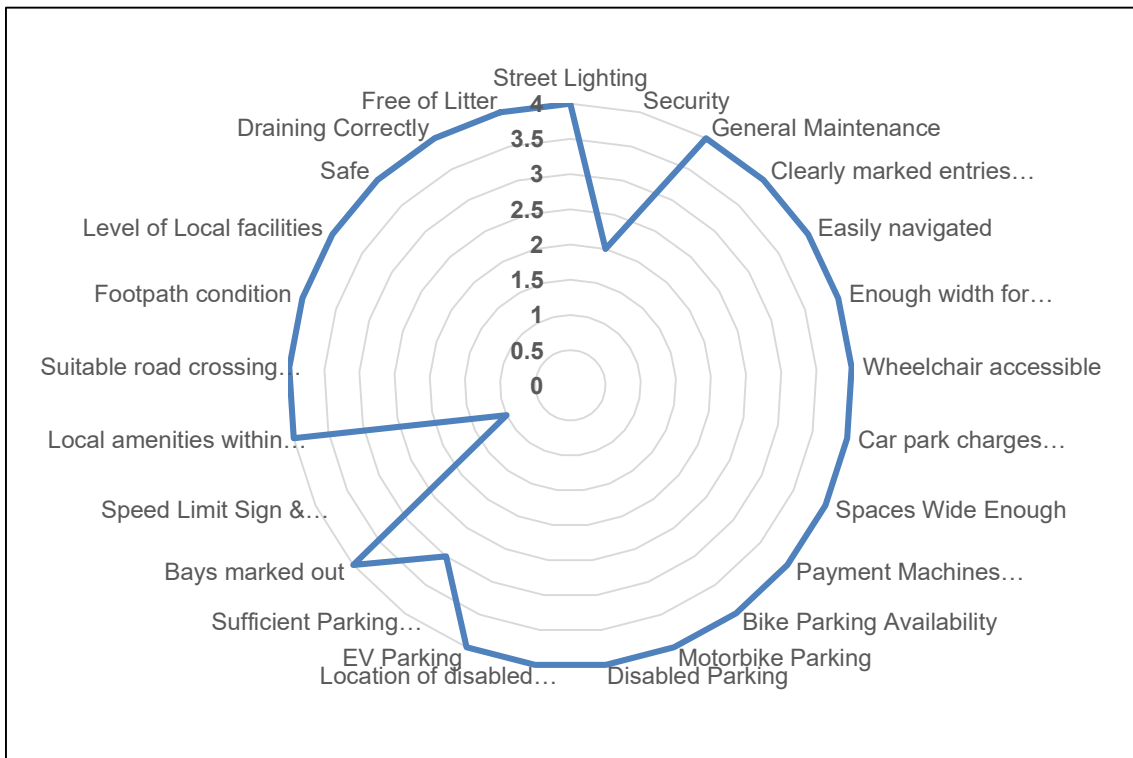
6.12 The key points where New Road car park scored poorly are detailed below:

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

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

Parkside Car Park

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

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

Figure 6: Parkside Car Park Scoring
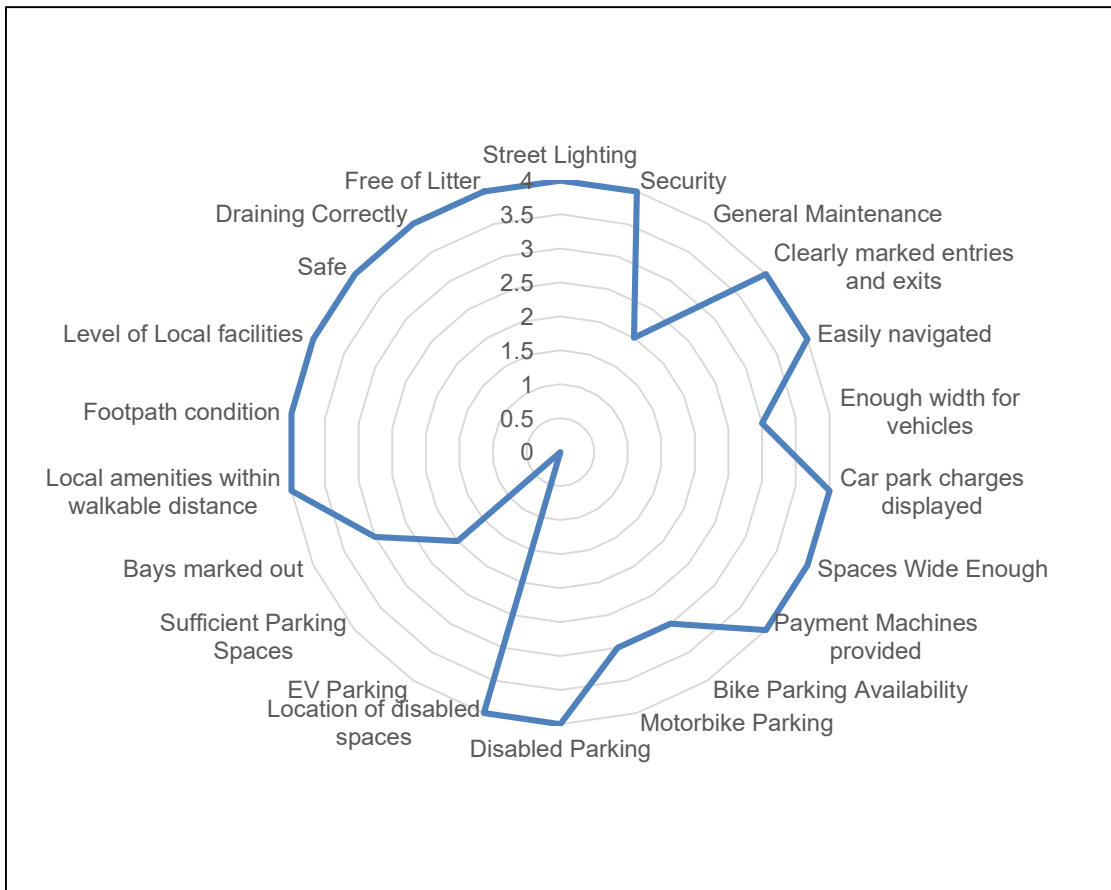
6.16 The key points of which Parkside Car Park scored poorly are detailed below:

- 'EV Parking,' and
- 'Surfacing'

6.17 Guidance indicates that 10-20% of all spaces should be an EV charging space. For Parkside this would result in between 9 and 18 EV spaces.

6.18 Parkside car park scored 2 for surfacing, and therefore could benefit from improvements, with a few directional and bay markings needing updating within the next 5 years. An image showing the current condition of Parkside can be seen below.

Photograph 1:   Parkside Car Park Photo

Recreation Road South car park

6.19 Recreation Road South car park has a total of 312 spaces, 20 of which are blue badge spaces and is accessed and egressed for vehicles by a single entrance on Recreation Road. Pedestrians access the car park from available entrances off Market Street and Recreation Road. It is located adjacent to ASDA supermarket as well as a walking distance of the town centre.

6.20 Recreation Road South is a pay and display car park accepting both machine payments as well as app payments.

6.21 As shown in **Figure 7**, Recreation South car park scores well on most areas with an average score of 3 so is deemed to be good.

Figure 7:   Recreation Road South Car park Scoring.
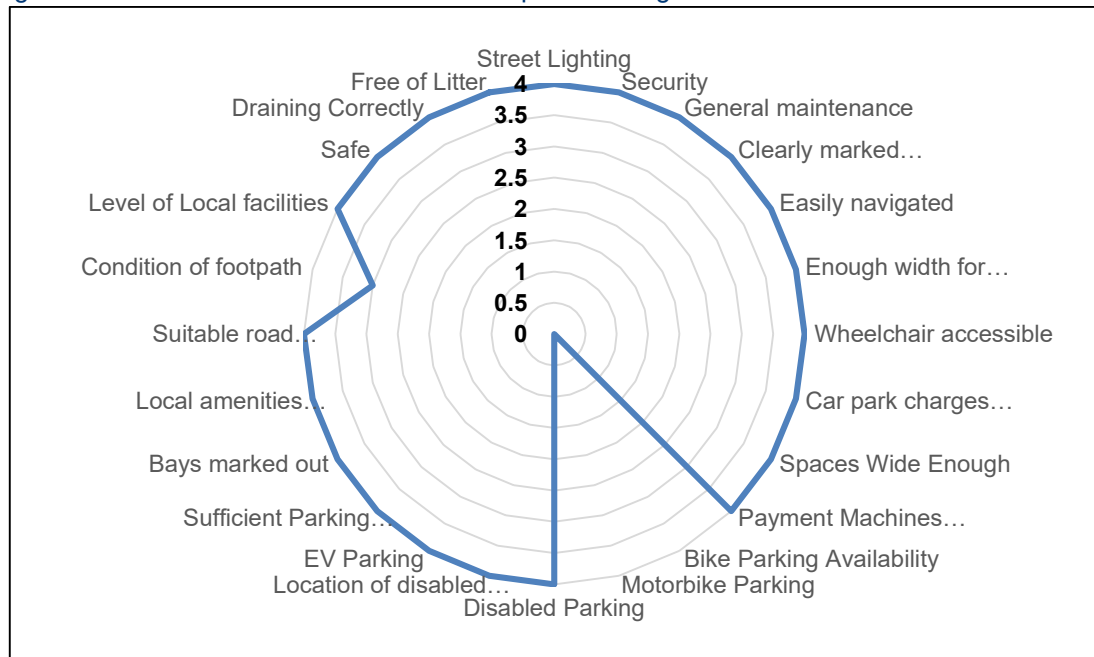
6.22   The only point where which Recreation Road South car park scored poorly are detailed below:

- 'Bike & Motorbike Parking.'

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

Photograph 2:   Recreation Road South Car park Photo

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

Photograph 3:   Recreation Road Car Park Photo

School Drive car park

6.25   School Drive car park has a total of 128 spaces, 2 of which are blue badge spaces, and is accessed, and egressed is a single entrance off School Drive which leads to Stratford Road. The pedestrian access to the car park is off School Drive.

6.26   School Drive car park is a pay and display car park accepting both machine payments as well as app payments. As shown in **Figure 8**, School Drive Car park scores well on most areas with an average score of 2.5 so is deemed to be satisfactory.

Figure 8:   School Drive Car park Score.
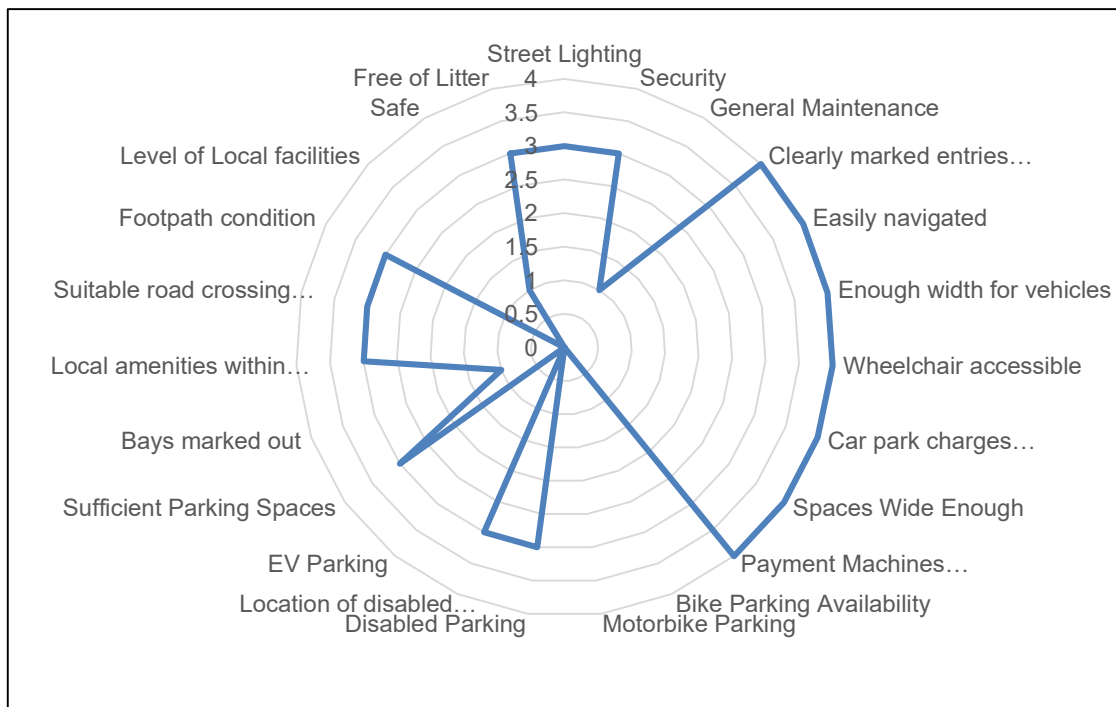
6.27   The key points of which School Drive car park scored poorly are detailed below:

- 'EV Parking.'

- 'Bicycle & Motorcycle Parking' and

- 'Surfacing'

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

Photograph 4:   School Drive Car park   Photograph 5:   School Drive Car park

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

St John Street car park

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

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

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

Figure 9: St John Street Car park
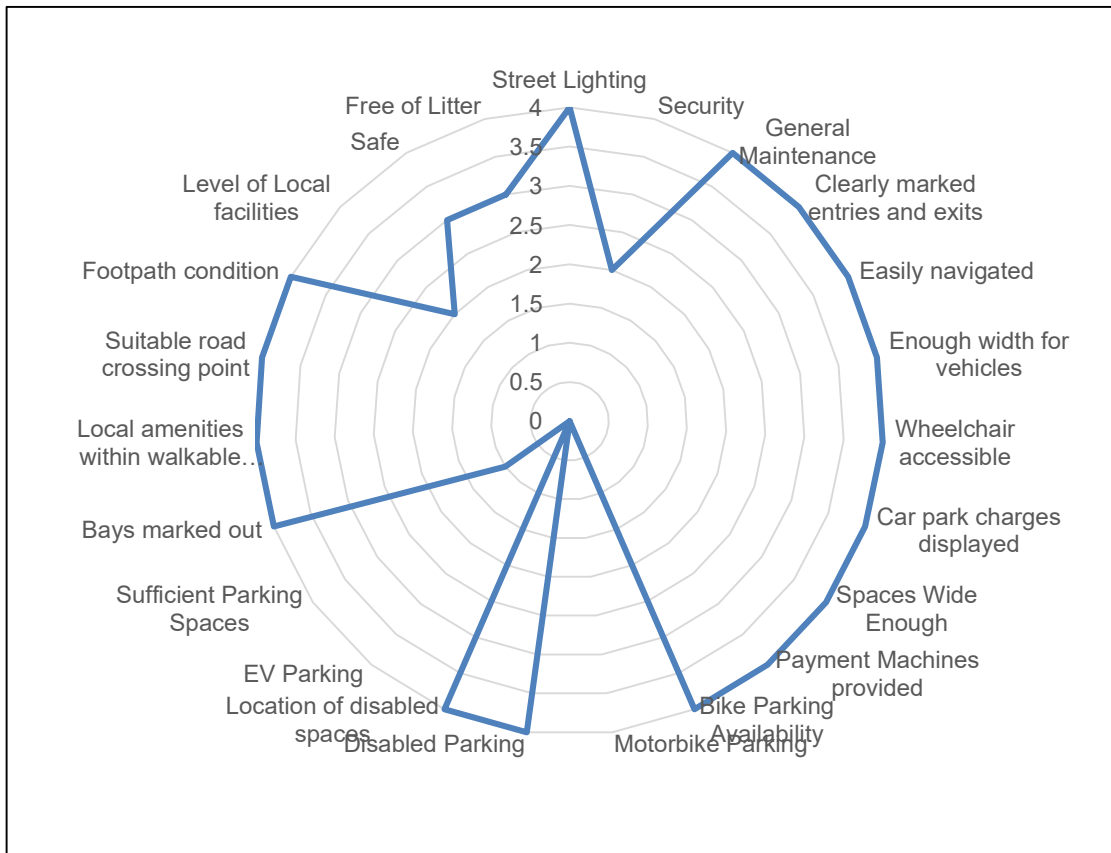
6.33 The key points of which St John Street car park scored poorly are detailed below:

• 'EV Parking,' and

• 'Motorcycle Parking'

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

Stourbridge Road car park

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

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

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

Figure 10:   Stourbridge Road Car park Score
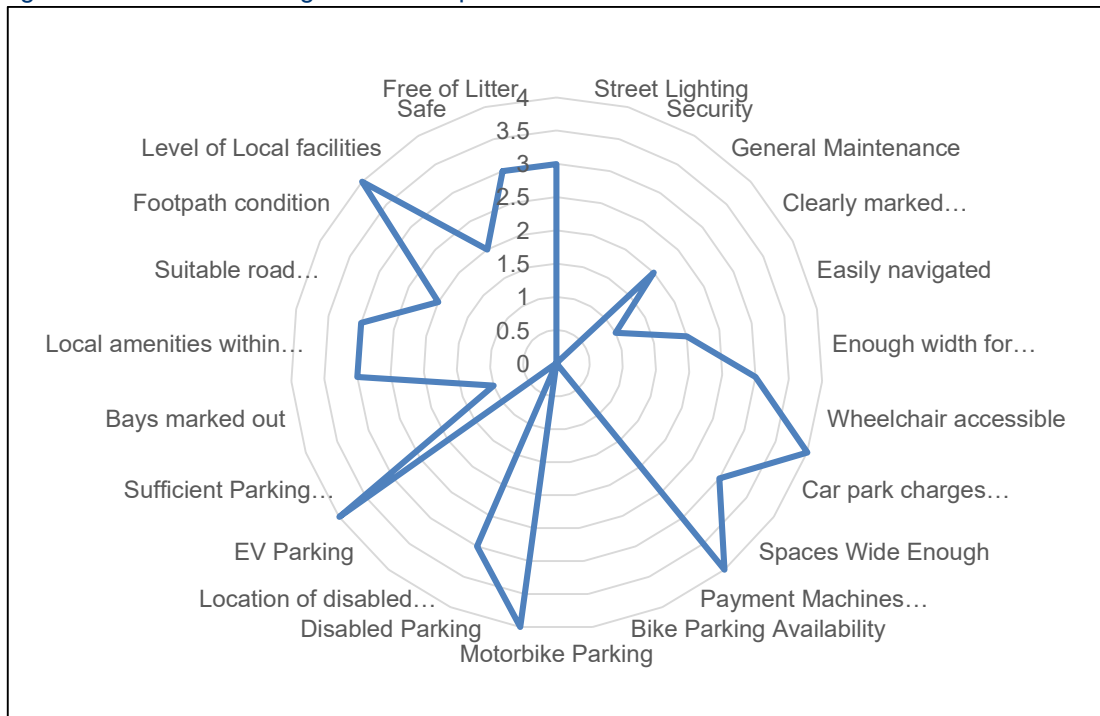
6.38   The key points of which Stourbridge Car Park scored poorly are detailed below:

- 'Secure,'

- 'Motorcycle and Bicycle Parking'

- 'EV Parking,' and

- 'Surfacing'

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

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

6.41   If it is redeveloped EV charging spaces are recommended, similar to other car parks across the town centre, offering a further incentive for people to park there.

6.42   Also, there is a lack of motorcycle parking within the car park so the car park could benefit from including motorcycle parking provision.

Windsor Street car park

6.43   Windsor Street car park is a short stay car park with a maximum stay of 3 hours and has a total of 71 spaces, 6 of which are blue badge spaces and 2 EV charging spaces. The car park is located along Windsor Street which is a road that runs parallel to the High Street making this car park attractive to visitors and shoppers to the town centre. This is supported by the car park having the highest occupancy rates over a day.

6.44   There is a car park entrance and a separate exit although both feed onto Windsor Street. Pedestrians access the car park from Windsor Street. Windsor Street car park is a pay and display car park accepting both machine payments as well as app payments.

6.45   As shown overleaf in **Figure 11**, Windsor Street car park scores well on most areas with an average score of 3.1 so is deemed to be good overall.

Figure 11:   Windsor Street Car park Scoring
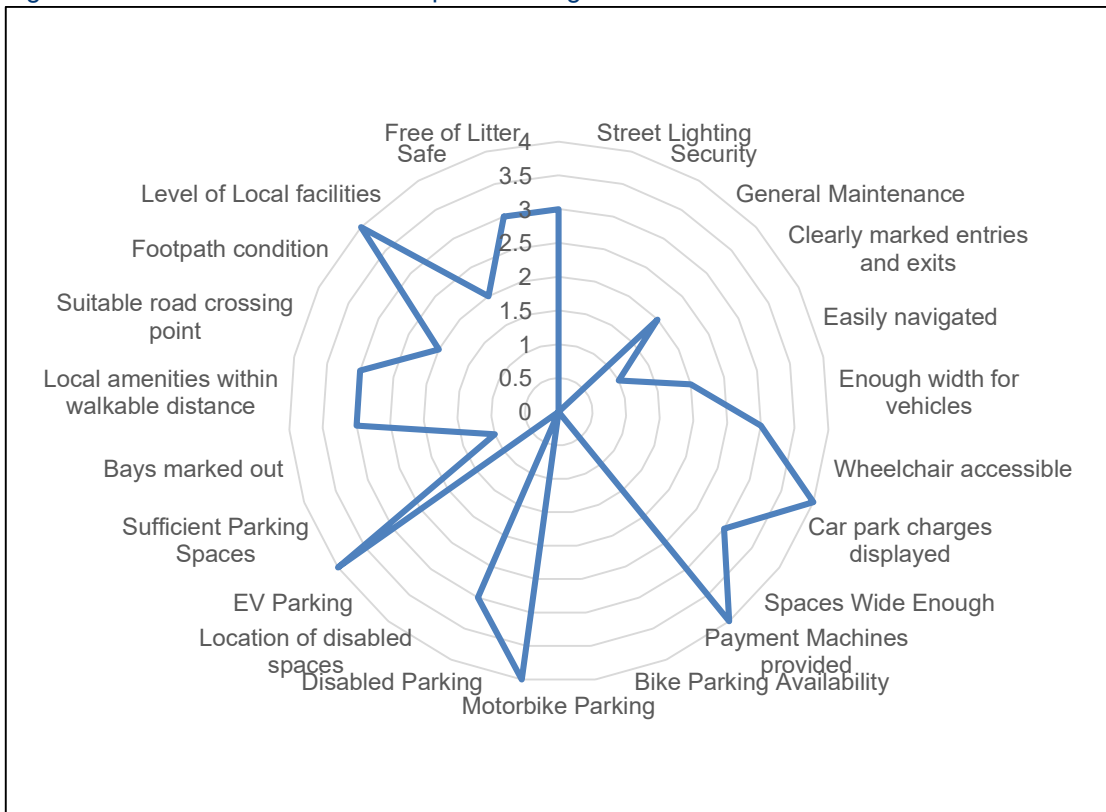
6.46   The key points of which Windsor Street Car park scored poorly are detailed below:

• 'Sufficient Parking Spaces,' and

• 'Motorcycle and Bicycle Parking'

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

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

Aston Fields car park

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

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

Figure 12:   Aston Fields Car park Scoring
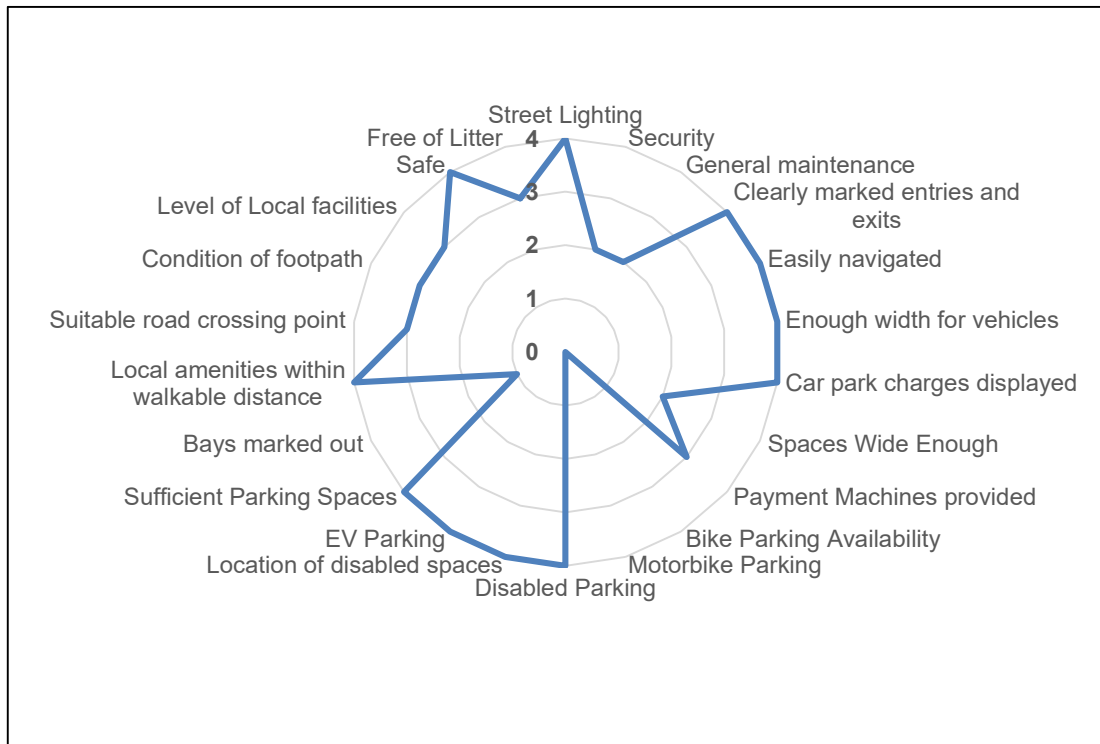
6.51   The key points of which Aston Fields car park scored poorly are detailed below:

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

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

Sanders Park Car park

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

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

Figure 13:   Sanders Park Car park Scoring
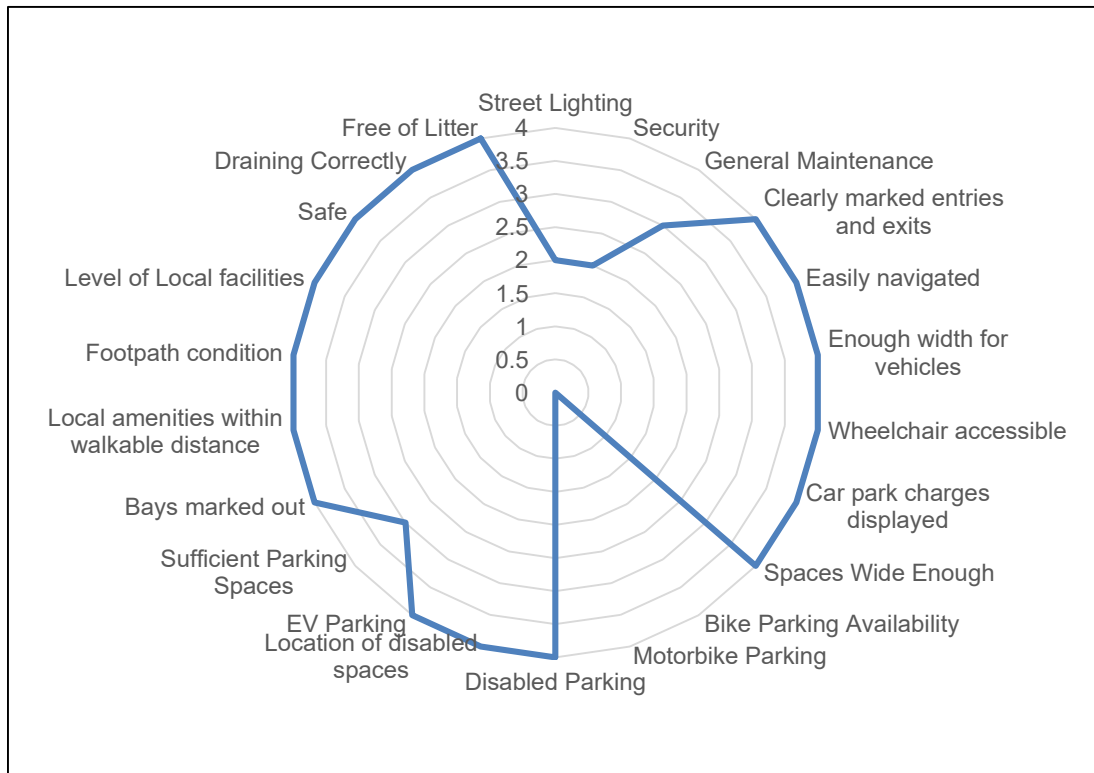
6.55   The key point of which Sanders Park car park scored poorly are detailed below:

- 'Motorcycle and Bicycle Parking'

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

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

Alvechurch Car park

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

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

Figure 14:   Alvechurch Car park Scoring
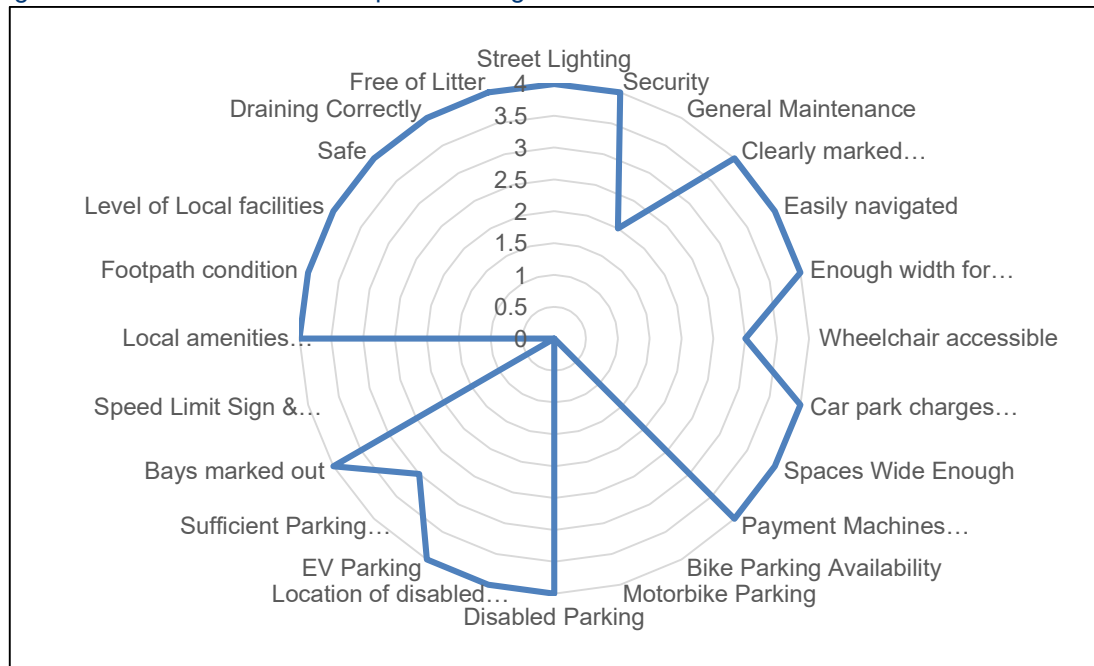
6.60   The key points of which the car park scored poorly are detailed below:

- 'Motorcycle and Bicycle Parking'

- 'Speed Limit Signage'

- 'General Maintenance'

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

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

Catshill Car park

6.63   Catshill car park is a free car park and has a total of 15 spaces, 1 of which are blue badge spaces. The car park also has 2 EV charging spaces. The car park is located on Golden Cross Lane near to Catshill Village Hall and local shops and amenities.

6.64   As shown in **Figure 15**, Catshill Park car park scores well on most areas with an average score of 3.2 so is deemed to be good overall.

Figure 15:   Catshill Car park Scoring
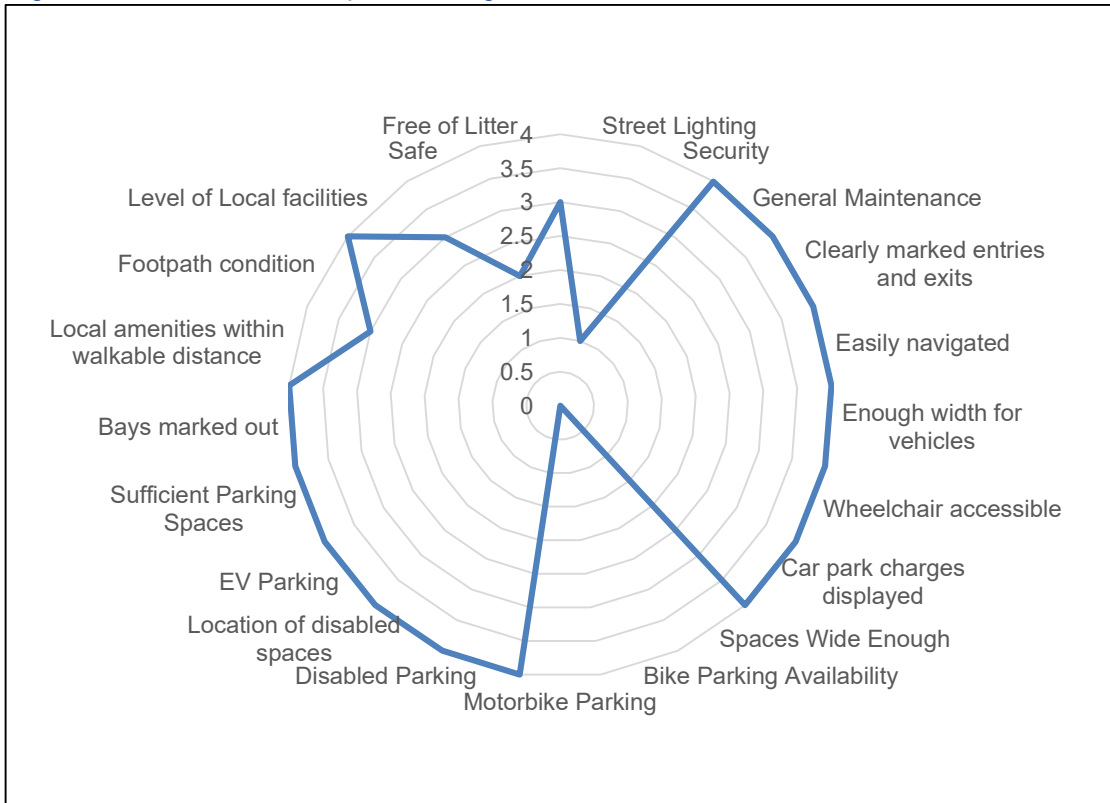
6.65   The key points of which the car park scored poorly are detailed below:

- 'Motorcycle and Bicycle Parking'

6.66   The metric stated above in which Catshill car park scored poorly is 'Motorcycle and Bicycle Parking,' given the car park only has 15 spaces it is not deemed necessary for cycle or bicycle parking to be installed given the location of the car park.

6.67   Images below highlight the current conditions at Catshill car park can be seen below.

Photograph 10: Catshill Car park
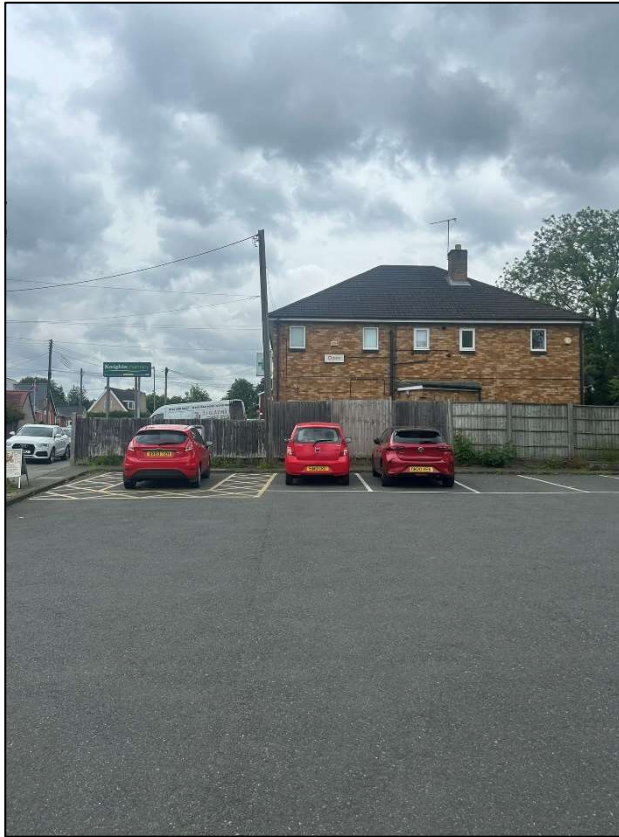
Photograph 11: Catshill Car park

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

# 7. Parking Occupancy

Average Occupancy by car park

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

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

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

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

Table 5: Average Occupancy by Car park

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

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

7.5   As well as St John Street car park, Windsor Street car park had a high utilisation rate of 77% on a weekday evening, 95% on a Saturday afternoon and 22% on a Sunday morning. Overall, across all the chargeable times, the average utilisation was 50% across all 3 days.

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

Photograph 11: Stourbridge Road Car park   Photograph 12: Stourbridge Road Car park

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

Existing Utilisation of Car parks

7.8   Using payment data collected from transaction reports analysing all methods of payments, Debit Card, Credit Card, Cash and Online/App payments, utilisation estimates for each car park has been calculated.

7.9   For a weekday, a Saturday and a Sunday, each car park has been split into three periods, Morning, Afternoon, Evening as well as a map showing the average throughout the total opening hours of the car park.

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

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

Figure 16: Morning Period Utilisation Map Bromsgrove Centre

Bromsgrove Town Centre Morning Car Park Utilisation Percentage Map

Avergage Utilisation Key

- 0% - 30%
- 31% - 60%
- 61% - 100%

Name of Car Park	Morning
New Road Car Park	40%
North Bromsgrove Car Park	14%
Parkside Car Park	34%
Recreation Road South Car Park	31%
School Drive Car Park	9%
St John Street Car Park	40%
Stourbridge Road Car Park	3%
Windsor Street Car Park	45%
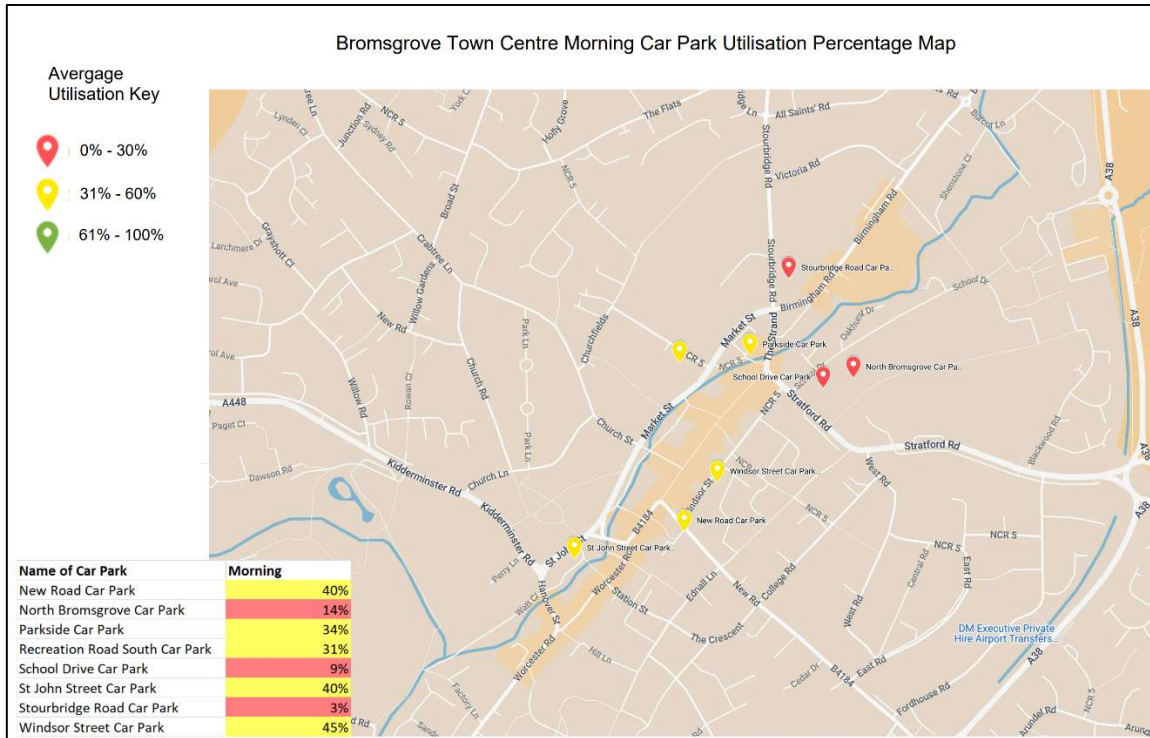
7.12 As can be seen in the figure above, in the morning period across the three days, no car parks in Bromsgrove are fully utilised, whilst 5 out of the 8 car parks have a utilisation percentage of approximately 31-60%, with North Bromsgrove car park, Stourbridge Road car park and School Drive car park having the lowest utilisation percentage (less than 30%), with Stourbridge Road car park having just 3%.

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

Figure 17:   Afternoon Period Utilisation Map Bromsgrove Centre
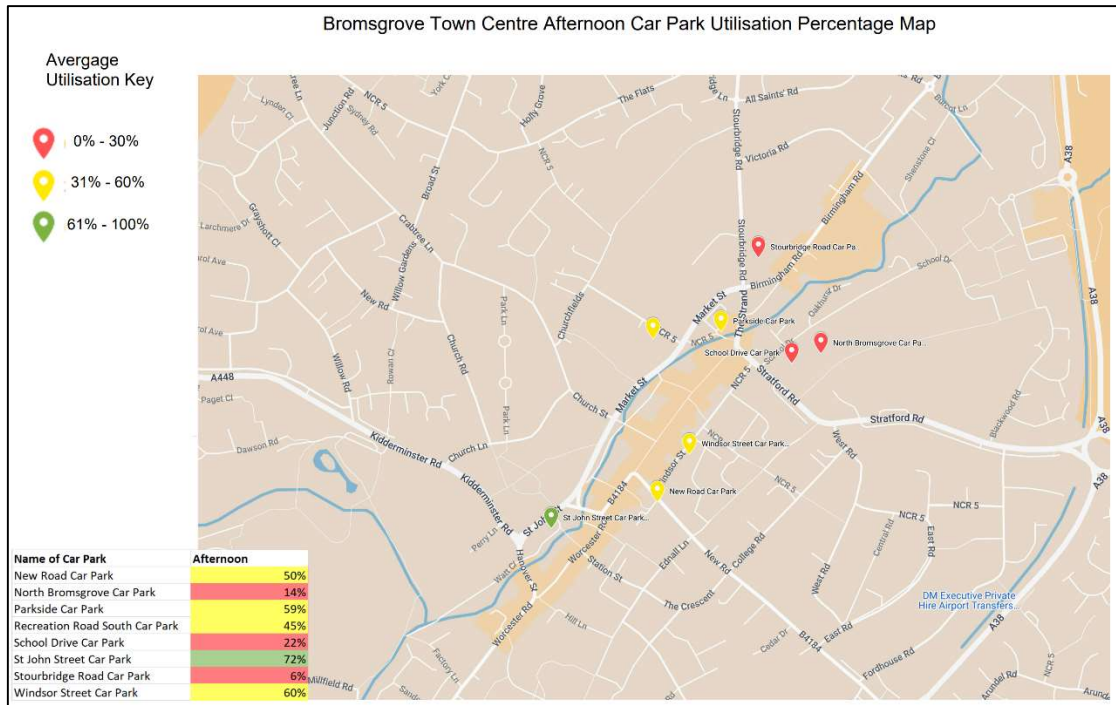
7.14   Similarly to the morning period, most car parks are in the red utilisation bracket or the yellow. However, St John Street car park has a utilisation percentage of 72%, whilst Windsor Street car park' has a utilisation percentage of 60%.

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

Figure 18:   Evening Period Utilisation Map Bromsgrove Centre

Bromsgrove Town Centre Evening Car Park Utilisation Percentage Map

Avergage Utilisation Key

- 0% - 30%
- 31% - 60%
- 61% - 100%

Name of Car Park	Evening
New Road Car Park	13%
North Bromsgrove Car Park	3%
Parkside Car Park	18%
Recreation Road South Car Park	22%
School Drive Car Park	19%
St John Street Car Park	66%
Stourbridge Road Car Park	3%
Windsor Street Car Park	47%
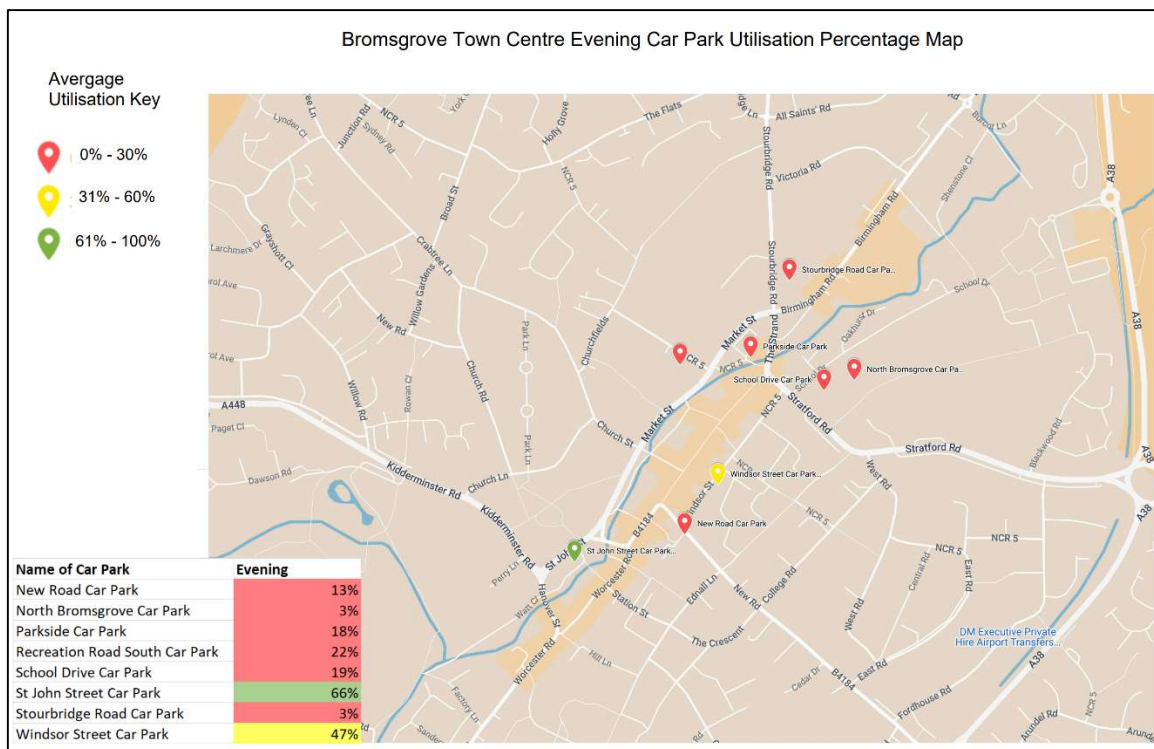
7.16   'St John Street car park' and Windsor Street car park' are consistently the car parks with the highest utilisation into the evening. On the other hand, many of the other car parks are estimated to be majorly under-utilised, with Stourbridge Road car park and North Bromsgrove car park having just 3% estimated utilisation throughout the entire period.

Summary

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

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

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

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

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

Change between Weekday and Weekend Occupancy

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

Figure 19:   Change between weekday and weekend average occupancy

	New Road Car Park	North Bromsgrove Car Park	Parkside Car Park	Recreation Road Car Park	School Road Car Park	St Johns Car Park	Stourbridge Road Car Park	Windsor Street Car Park
■	13%	-3%	-13%	22%	3%	5%	8%	22%
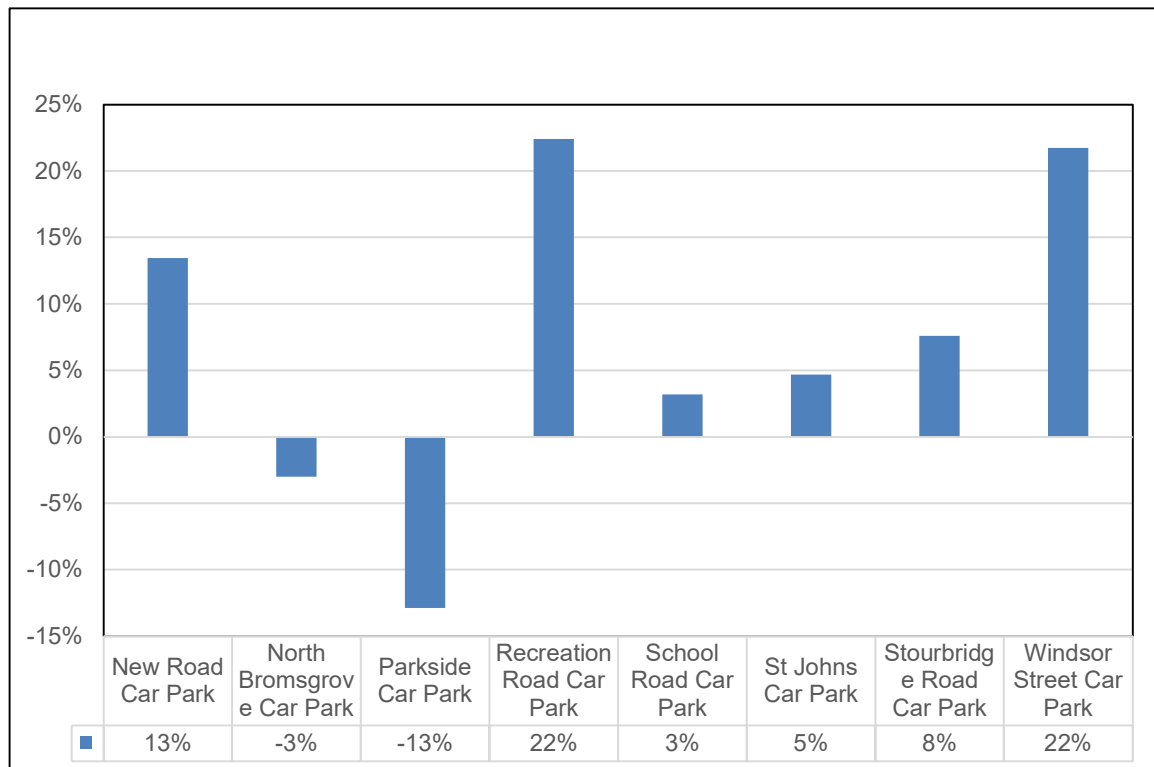
7.23   None of the publicly owned car parks have equal usage between the weekdays and weekends, although School Drive and North Bromsgrove car parks have the smallest change between the weekdays and the weekend.

7.24   This could be due to their proximity to the leisure centre which sees a large number of spaces utilised on the evenings as highlighted earlier, and there would be a similar amount using the leisure centre during the weekend when people aren't working, to go to the gym, attend swimming lessons etc.

7.25   Three of the car parks have a difference of below 5% between the weekday and the weekend, and these are School Road, North Bromsgrove, and St Johns car parks which have a change of +3%, -3%, and +5% respectively.

7.26   The highest percentage change seen is on both Recreation Road and Windsor Street car parks at 22% higher on the weekend than on a weekday. For Recreation Road specifically, this is due to it being located adjacent to Asda supermarket and people typically tend to go food shopping on a Saturday when they are not working.

7.27   For Windsor Street, utilisation is higher on the weekend due to its proximity to the town centre and more people using the facilities of Bromsgrove town centre on the weekends.

Average Length of Stay per Car park

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

Weekday

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

Figure 20:   Average length of stay for an average weekday.
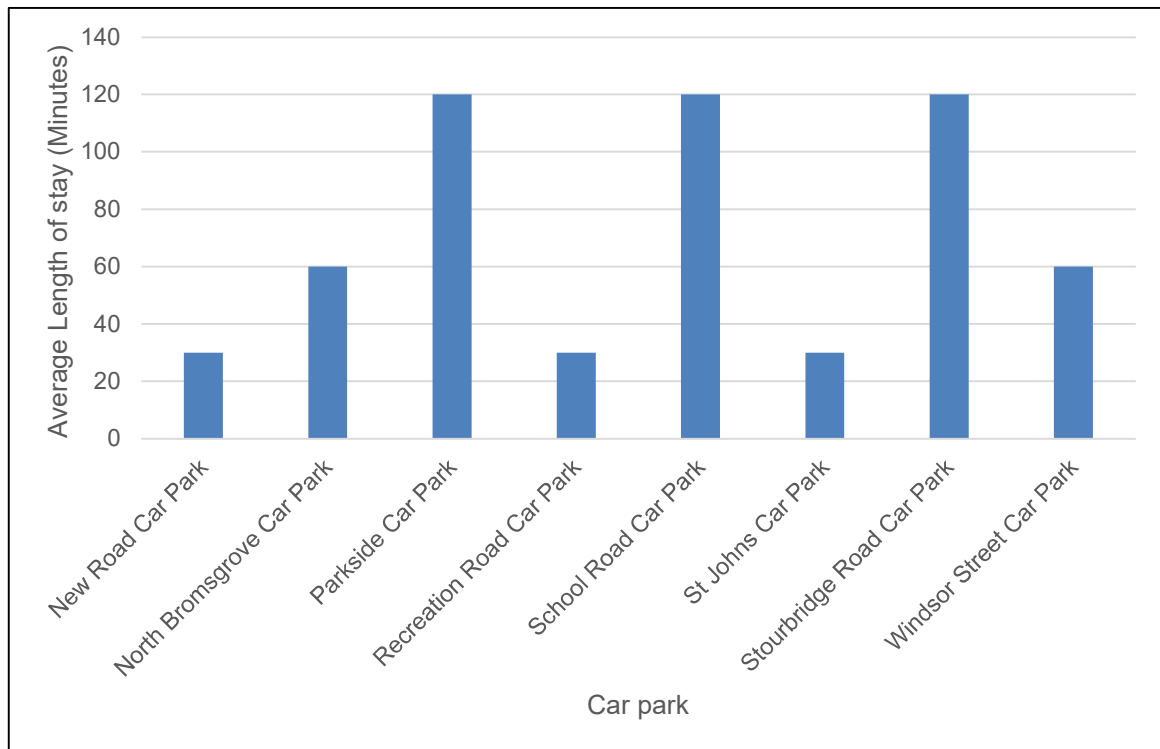
7.30   As shown above, the average length of stay for a weekday was highest on Parkside car park, School Drive car park and Stourbridge Road car park at 120 minutes (3 hours). The car parks with the lowest average length of stay for a weekday were New Road, Recreation Road, and St Johns car parks at 30 minutes in length.

Saturday

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

Figure 21:   Average Length of stay for a Saturday.
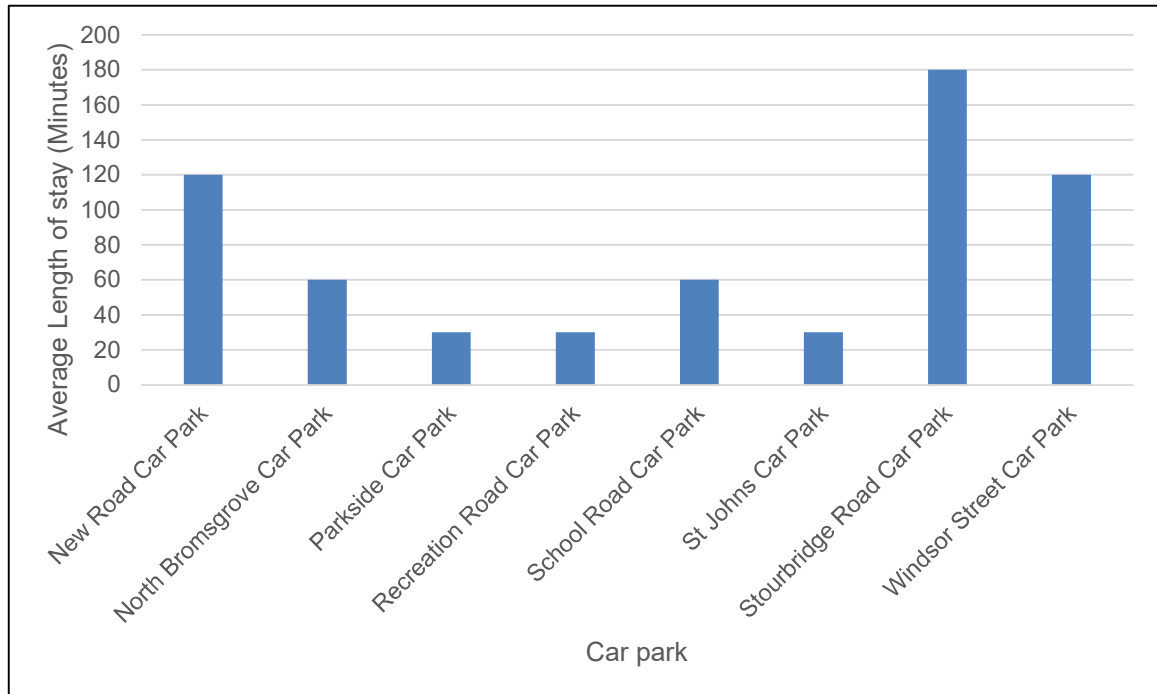
7.32   As shown above, the average length of stay for a Saturday was highest on Stourbridge Road car park at 180 minutes (3 hours) and New Road car park & Windsor Street car park at 120 minutes (2 hours). The car parks with the lowest average length of stay for a Saturday were Parkside Road, Recreation Road, and St Johns car parks at 30 minutes in length.

Sunday

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

Figure 22: Average Length of stay for a Sunday
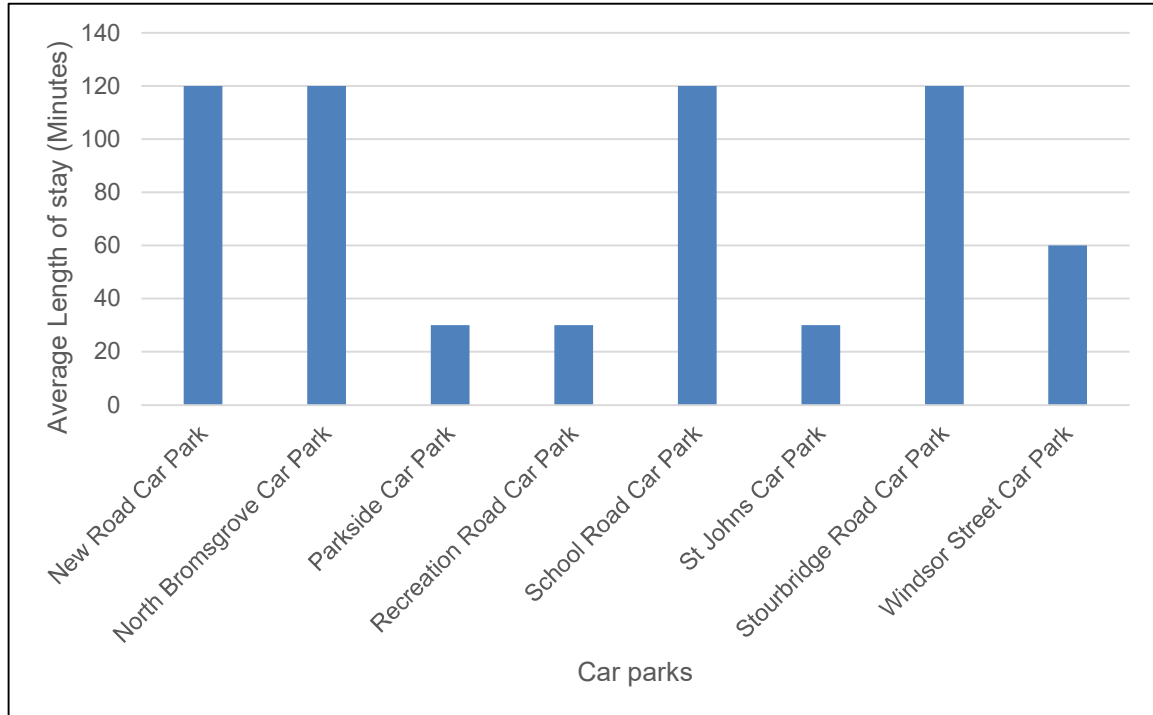
7.34 As shown above, the average length of stay for a Sunday was highest on New Road car park, North Bromsgrove car park, School Drive car park and Stourbridge Road car park at 120 minutes (2 hours). The car parks with the lowest average length of stay for a weekday were Parkside Road, Recreation Road, and St Johns car parks at 30 minutes in length.

Overview

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

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

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

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

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

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

7.41   Finally, Windsor Street car park had the longest average stay on Saturday at 120 minutes (2 hours) in length. This is greater than the average stay recorded for a weekday and Sunday at 60 minutes (1 hour) in length.

7.42   Interestingly, the average length of stay recorded across most of the car parks over the three surveyed dates were below 2 hours, with only Stourbridge Road on Saturday having an average length of stay of 3 hours.

Length of Time Purchased by Car park

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

New Road

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

Figure 23:   Percentage split for the length of time of all transactions for New Road Car park
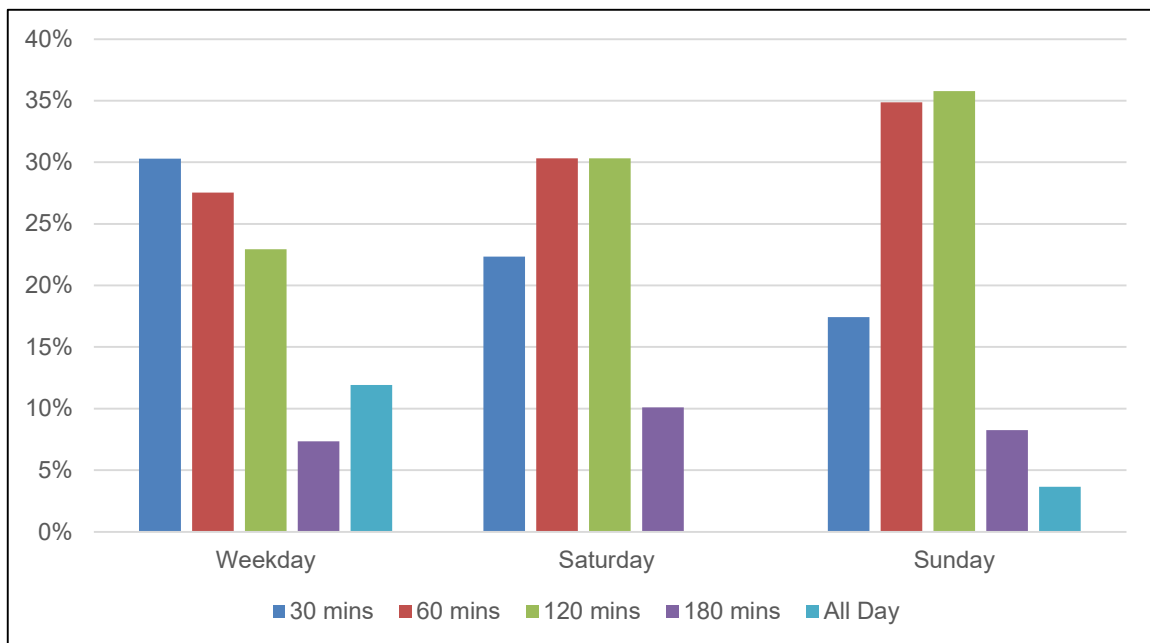
7.45   For a weekday, 30% of all transactions on New Road Car park were for 30 minutes of parking. 28% and 23% was recorded for 60 minutes and 120 minutes of parking time, respectively.

7.46   The lowest percentage of transactions on a weekday was for 180 minutes at 7%. This is followed by all day transactions which accounted for 12% of all transactions on New Road Car park on a weekday.

7.47   On Saturday, the percentage of transactions for 30 minutes decreases in comparison to a weekday to 22% of all transactions recorded on Saturday. The percentage of transactions for 120 minutes and 180 minutes is 30% each and is the greatest amount of time people choose to park for. The lowest proportion of transactions was for stays of 180 minutes at 10% of all transactions recorded on Saturday. There were no transactions recorded for stays greater than 3 hours on Saturday for New Road Car park.

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

North Bromsgrove

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

Figure 24:Percentage split for the length of time of all transactions for North Bromsgrove car park
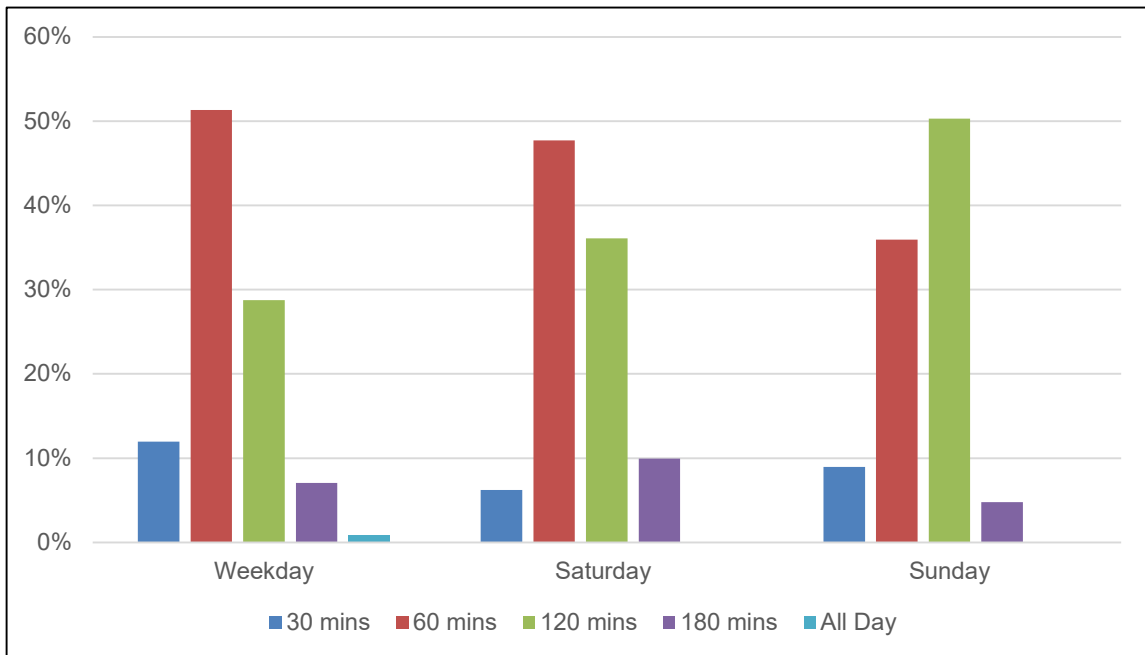
7.50   For a weekday, 51% of all transactions on North Bromsgrove car park were for 60 minutes of parking times. 29% and 7% was recorded for 120 minutes and 180 minutes of parking time, respectively. The lowest percentage of transactions on a weekday was for all day transactions at 1%. This is followed by 30-minute stays which accounted for 12% of all transactions on North Bromsgrove car park on a weekday.

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

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

Parkside

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

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

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

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

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

Recreation Road South

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

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

7.58   For a weekday, 41% of all transactions on Recreation Road car park were for 30 minutes of parking times. 34% was recorded for 60 minutes of parking time. This is followed by 16% of transactions on a weekday being for stays between 1 and 2 hours. Finally stays of between 2 and 3 hours were recorded as 5% of all transactions on as weekday. After this, transactions of length between 4 and 14 hours were recorded as 4% of all transactions.
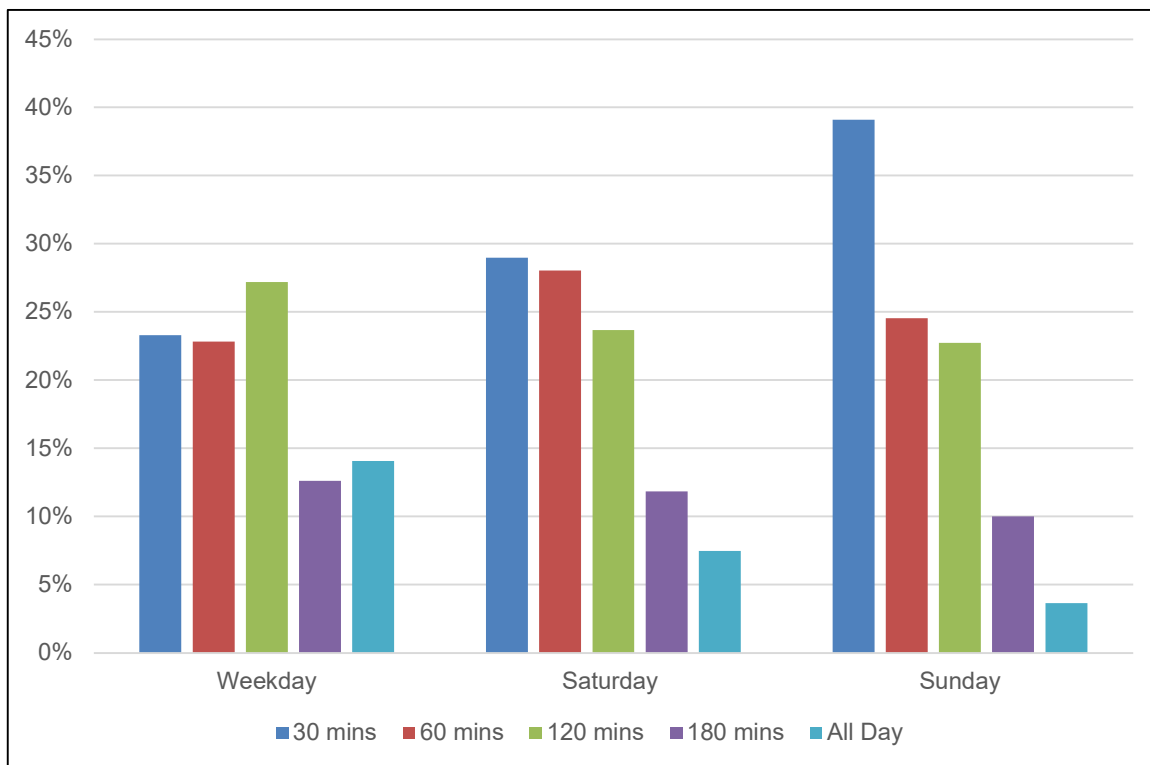
7.59   On Saturday, the percentage of transactions for 30 minutes increases in comparison to a weekday to 38% of all transactions recorded on Saturday. The percentage of transactions for 120 minutes and 180 minutes is 18%, and 5%, respectively. The second greatest proportion of transactions was for stays of 60 minutes at 35% of all transactions recorded on Saturday. Again, as stated for the weekday transactions of length between 4 and 14 hours were recorded at 5% of all transactions recorded on Saturday.

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

School Drive

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

Figure 27:   Percentage split for the length of time of all transactions for School Drive car park
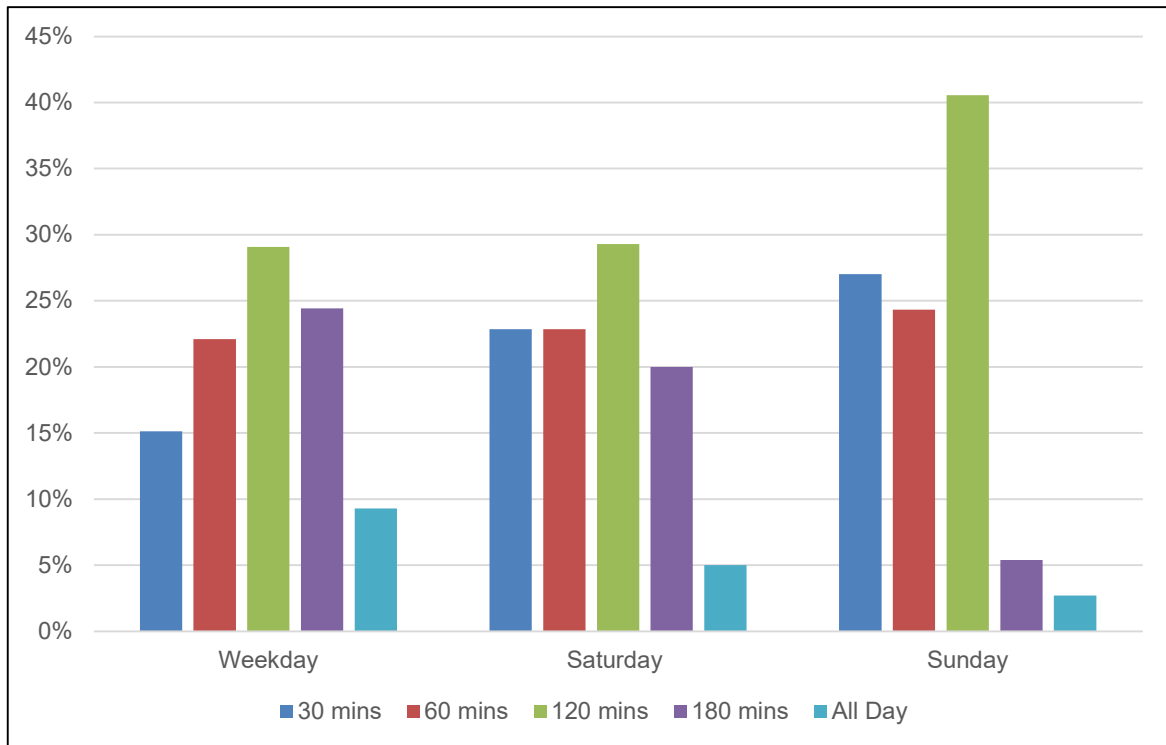
7.62   For a weekday, 29% of all transactions on School Drive car park were for 120 minutes of parking time. 15% and 22% was recorded respectively for 30 minutes and 60 minutes of parking time. The second highest proportion of transactions were for 3 hours of parking time, this being 24% of all transactions. All-day parking on a weekday is high here, being 9% of all transactions on a weekday.
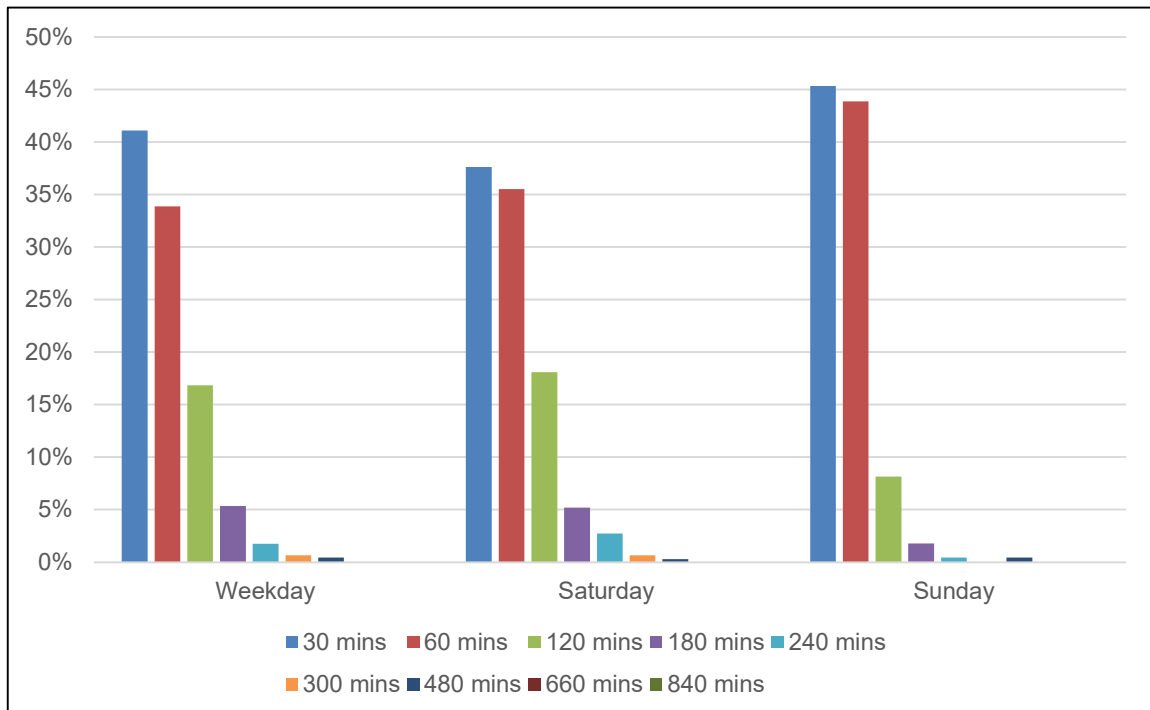
7.63   On Saturday, the percentage of transactions for 30 minutes increases in comparison to a weekday to 23% of all transactions recorded on Saturday. This proportion is the same for stays of 60 minutes in length. The percentage of transactions for 120 minutes and 180 minutes is the highest at 29%. Parking stays of 180 minutes fall slightly in comparison to the weekday at 20% of all transactions on Saturday. The proportion of all day parking stays accounted for 5% and was the lowest recorded overall.

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

St John Street

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

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

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

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

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

Stourbridge Road

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

Figure 29:Percentage split for the length of time of all transactions for Stourbridge Road Car park
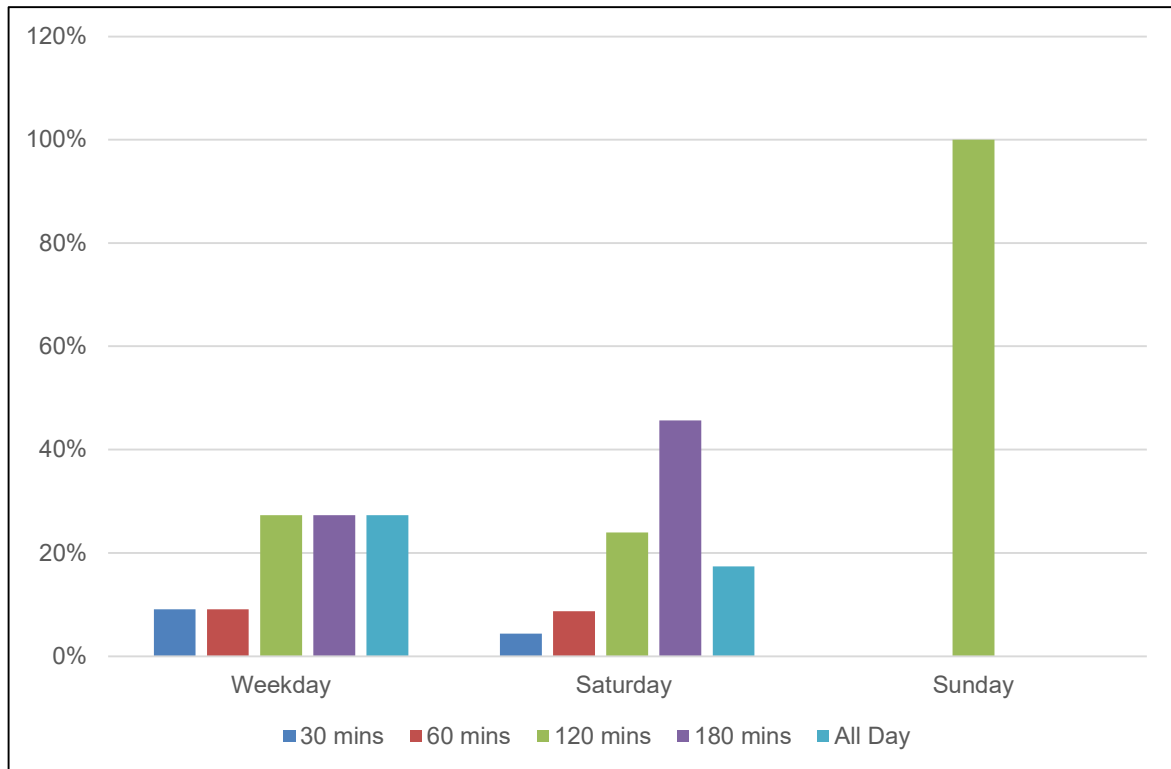
7.70   For a weekday, 9% of all transactions on Stourbridge Road Car park were for 30 and 60 minutes of parking times, respectively. 27% was recorded respectively for stays of 120 minutes, 180 minutes, and all-day transactions.

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

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

Windsor Street

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

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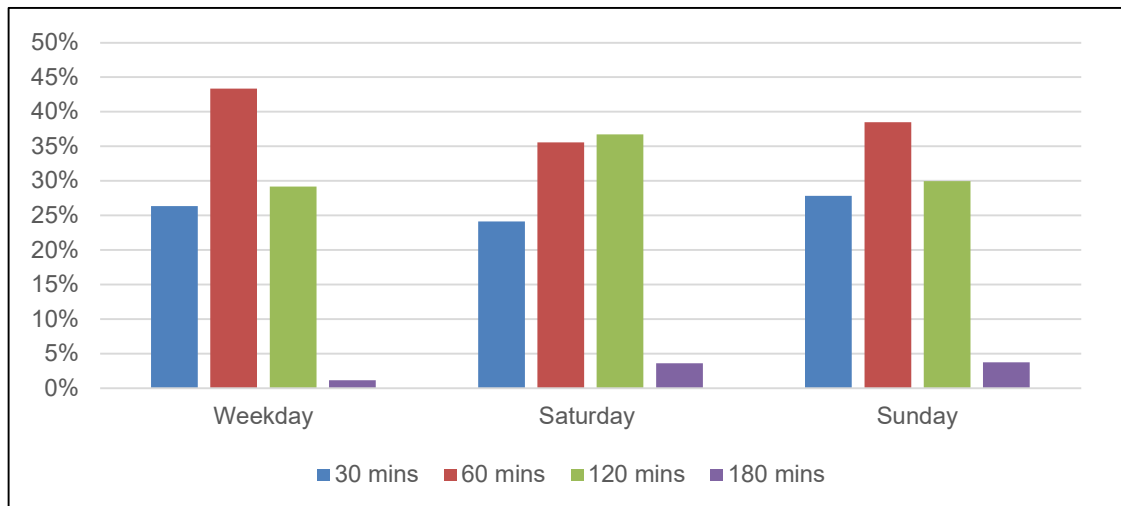
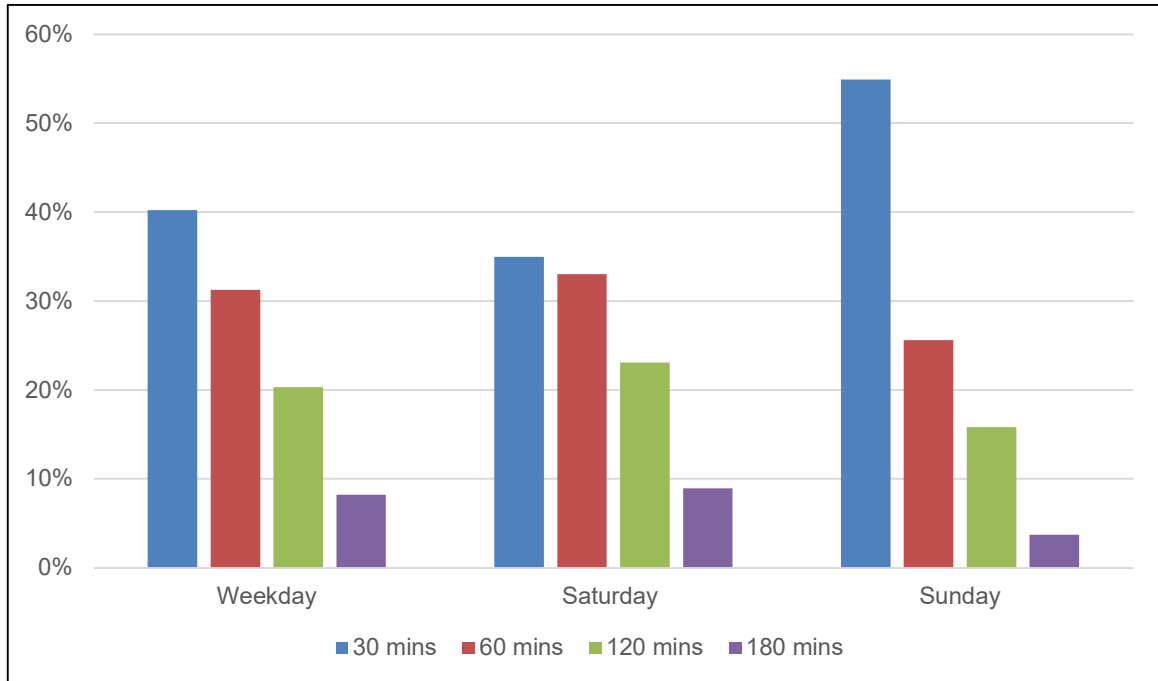

7.74 For a weekday, 43% of all transactions on Windsor Street car park were for 60 minutes of parking times. The second highest recorded length of time purchase was for 2 hours at 29%. 26% was recorded for 30 minutes of parking time. Stays of 180 minutes account for 1% of all weekday transactions.

7.75 On Saturday, the percentage of transactions for 30 minutes decreased in comparison to a weekday to 24% of all transactions recorded on Saturday. 36% of stays were for 60 minutes in length. The percentage of transactions for 120 minutes and 180 minutes were 37% and 4%, respectively.

7.76 The highest proportion of stays on Sunday were stays of 60 minutes in length at 38% of users. This is followed by stays of 120 minutes in length at 30%, and then stays of 30 minutes which made up 28% of the total transactions recorded on the Sunday. Stays of 3 hours in length were recorded to make up around 4% of the transactions recorded on Sunday.

Overview

7.77 Overall, most car parks that offer all day tariffs saw a low parking utilisation and higher proportion of stays up to 3 hours in length. Therefore, BDC should consider whether there is a benefit to increasing tariffs on shorter stays at the car parks and to look at changing the way the tariffs work, to exclude more of the long stay tariffs.

7.78 On the Short Stay car parks at St John Street and Windsor Street, most stays were only up to 2 hours instead of the 3 hours which they are allowed at a maximum. Shorter stays were found to be more popular on Sundays. This analysis can help to shape the pricing strategy to increase revenue based on the current patterns of use of each car park.

7.79 Recreation Road South car park saw a high proportion of stays up to 2 hours and after that time, the proportion of users of the car park is very low. Therefore, an adjustment of the tariffs could be better suited to look at implementing an all-day tariff on the car park for people who choose to stay more than 2 hours, to increase revenue.

8. Pricing

Off Street Parking Tariffs

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

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

Table 6:Bromsgrove Public Off Street Car parking Tariffs

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

Pricing as a demand tool

Research

8.3   From our analysis, current parking tariffs in BDC are reasonable, having regard to current demand levels and a comparison with neighbouring towns. There is an opportunity to review tariff levels, particularly if revenue raised is reinvested to improve the parking experience.

8.4   Available research by the British Parking Association[1] and the Local Government Association[2] suggests that space availability is more important than pricing. Car park charging is often perceived, particularly amongst businesses, as being a key determinant for changes in footfall levels in town and city centres. Over three-quarters of the business owners / workers interviewed for research in 2015[3], suggested that car parking options have an impact on the number of people coming into the town centre and therefore on their custom.

8.5   Most research concludes that the general availability of spaces is felt by visitors to be more important than cost in their overall decision about visiting. This is understandable as parking provision is only useful if customers can utilise appropriate parking at the right locations to suit their needs.

8.6   Primarily, customers value the certainty of being able to park when and where they want to. Whilst this does not always meet the objectives for the town, convenience is a quality for which most people are willing to pay.

Tariff Recommendations

8.7   As a finite resource, parking in Bromsgrove town centre needs to be managed and tariffs are one of the main ways of doing this, with an application of setting reasonable charges to the following principles:

- Ensuring they are fair and reasonable for all user groups having regard to the needs of the individual community.

- Manage turnover of spaces effectively

- Off-set the Council's costs of operating the car parks.

- The need to generate revenue for investing in future physical and technological improvements as highlighted earlier in this report, to ensure the continuous improvement and sustainability of parking services. For example, is it appropriate and sustainable to continue to offer free parking at some car parks and free evening/Sunday parking at others?

- Providing lower cost all day parking (where possible) for workers

- Preventing rail commuters from occupying bays that are needed for visitors and workers.

- Concessions should only be applied where there is a SMART objective for doing so and where their impact can be tracked and measured to ensure that identified objectives are met.

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[1] British Parking Association (2013) - Re-Think! Parking on the High Street: Guidance on Parking Provision in Town and City Centres
[2] Local Government Association (2020) - Revitalising town centres: a toolkit for councils
[3] Welsh Government (2015) - Assessing the impact of car parking charges on town centre footfall

Evening Charging

8.8 From our investigations, free evening parking is only offered at some public car parks in neighbouring authorities. Privately owned shopping centres always charge for evening and Sunday parking, which would suggest that from their experience, reasonable charges do not impact footfall. We have limited or no data to evidence occupancy of off-street car parks during evenings and Sundays, therefore more surveys and consultation would be required to support our options.

8.9 Based upon the data we have analysed, our experience of other similar locations and the fact that charges are applied at nearby towns, it is not anticipated that the introduction of low and reasonable charges during these periods would materially influence parking demand. Income derived from evening and Sunday would help fund service improvements at the car parks and additional capacity. Therefore, BDC should assess the introduction of evening charges at car parks in the main settlements.

8.10 Based upon our analysis and experience elsewhere, if an evening and Sunday tariff of £1 per visit was introduced by BDC throughout the district, this could result in a potential additional income of c£200,000 per annum.

Free Parking in District or Local Centres

8.11 Whilst parking charges may deter some convenience retail customers where parking costs may represent a much larger proportion of retail spend, if set at a fair level they could help ensure that parking spaces in Bromsgrove town centre frequently turnover, thereby increasing overall footfall.

8.12 This effect can sometimes also be achieved by utilising limited stay restrictions without charging motorists, however the successful management and enforcement of car parks comes at a financial cost that needs to be funded to be sustainable, usually by charging for these parking visits. No parking provision is actually free, as costs must be funded, even if not by the motorist. For example, at out-of-town retail parks, where free parking is often quoted as a major attraction, these parking management costs are paid for by retail tenants via lease service charges. At a time when local authority budgets are under immense pressure, it is increasingly important that parking services are self-sufficient, whilst ensuring that parking continues to support local businesses and communities. Implementing a reasonable charging policy can meet these objectives. Free parking is currently available on car parks in Alvechurch, Catshill, Aston Fields and Sanders Park.

8.13 A potential option is that charges are implemented, where possible, in Alvechurch car park, and Aston Fields, due to their respective locations, and usage could benefit from a small charge. In both locations, elected Members complained of the car parks being used for anti-social activities or vehicles being left overnight. Having a charging regime would bring both car parks into the patrol regime of CEOs, which would mean that usage would be regularly monitored. At Sanders Park, because this location serves a recreation purpose and is not open 24 hours a day, it is recommended to retain free parking here.

8.14 It is difficult to accurately forecast the potential revenue from introducing the charges on free car parks as there is no usage data available, however we estimate that it would be more than c£100,000 per annum.

Cleaner Vehicle Concessions

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

9. Future Growth & Trends

Overview

9.1 In this section, a review has been conducted to investigate future growth and potential trends; this review focuses on trends in car parking provision and how this is being influenced by changes in travel behaviour, as well as changing habits for shopping, working, education and leisure.

9.2 Consideration has also been given in terms of the COVID-19 pandemic and Brexit implications on retail growth and trends in town centres, which includes modal shift and a reduced retail demand. This has been considered to determine the possible implications and demand for future parking capacity.

Worcestershire County Council Local Plan Aims

9.3 As the local highway authority for Bromsgrove is Worcester County Council it is useful for an insight into their objectives within their local plan and a summary of this can be seen below:

- To reduce the impacts of transport in Worcestershire on the local environment, by reducing transport-related emissions of carbon dioxide and other greenhouse gases, with the desired outcomes of tackling climate change and reducing the impacts of transport on public health.

- To contribute towards better safety, security, health, and longer life expectancy in Worcestershire, by reducing the risk of death, injury or illness arising from transport and promoting healthy modes of travel.

9.4 The key objectives outlined specifically for BDC as part of the Worcestershire Local Plan are:

- To enable and promote growth;

- To relieve congestion;

- To tackle air quality issues;

- To enhance transport network reliability and resilience.

9.5 Overall, there is a clear shift towards active travel and public transport, shifting people from private car use. This could have an impact on the level of occupancy seen in car parks across the district.

Public Transport Modal Shift

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

Figure 31: Car Ownership by Ward

No cars or vans in household
1 car or van in household
2 cars or vans in household
3 cars or vans in household
4 or more cars or vans in household
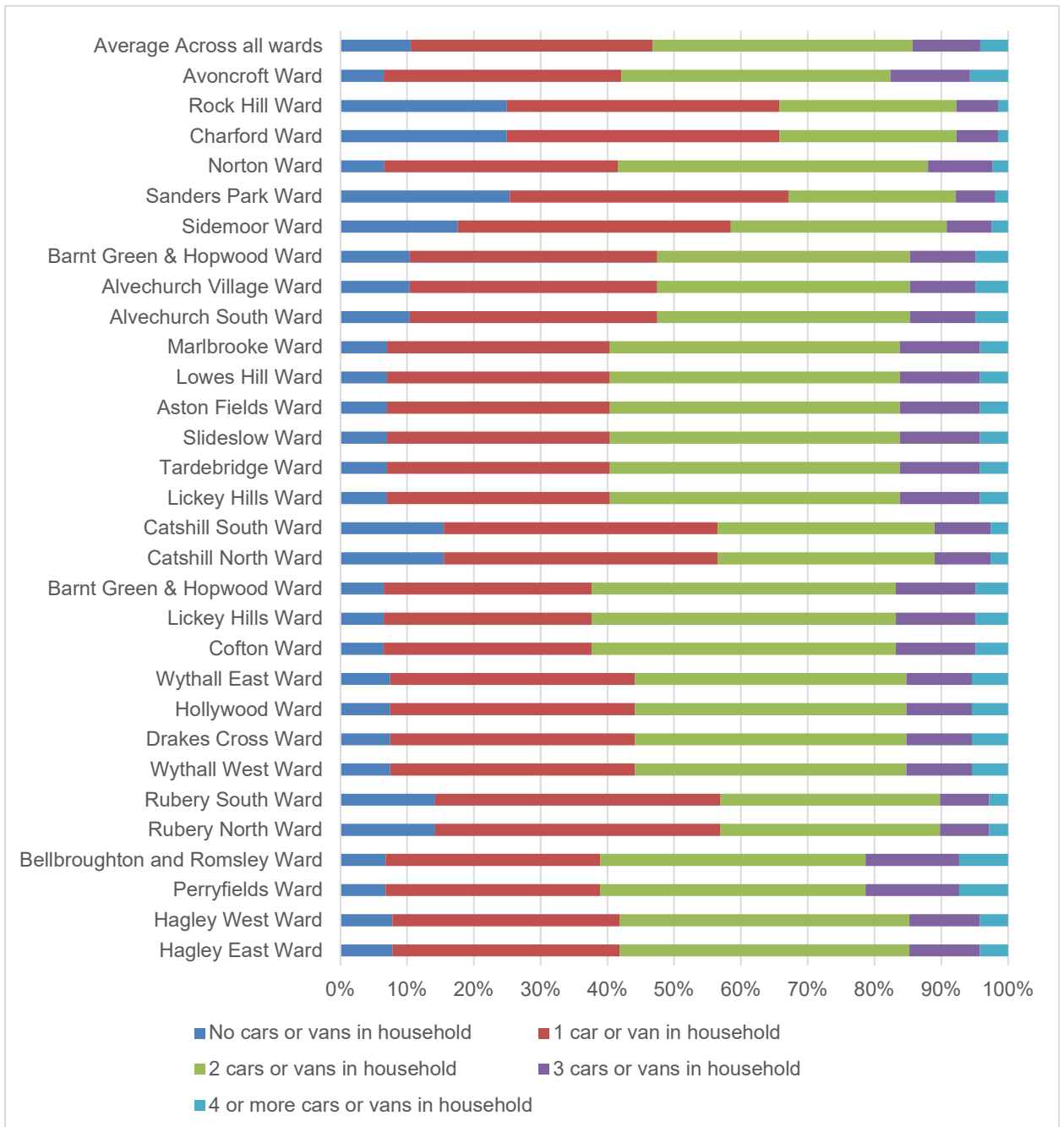
9.7   As can be seen above, some of the wards have around 36% of households owning 1 vehicle; the wards with the largest percentage of households with one vehicle are Rubery South, Rubery North, Sanders Park, Catshill North and Catshill South, at around 42%.

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

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

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

9.11 **Table 7** below highlights the number of Cars/Vans owned per household on a national scale.

Table 7:   National Car/Van Availability

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

9.12 The national average has been analysed in the above table which shows the most common is to own 1 car/van per household nationally at 42%. Bromsgrove on average is lower than this by 6% at 36%. The proportion of households which do not own a vehicle across Bromsgrove is significantly lower than the national average at 10% compared to the 26% stated above. In comparison to this the number of households within Bromsgrove which own 4 or more vehicles is similar to the national trend at 4% compared to the 1% above.

9.13 Given the high level of car ownership, significant modal shift is required to encourage more people to use public transport.

Car Parking Usage

9.14 Traditionally, car parking in centres has been intended for retail, employment, and educational uses. However, given changes in retail spending habits, the repopulation of centres (greater residential development and changes to permitted development rights), and the strategic purpose of centres over recent years, the use of centres is likely to have changed accordingly, and therefore the purpose of car parking may also need to adapt to ensure that it meets the needs of users.

9.15 A study in 2019[4] provides insight into retail changes on the high street due to the increase of online purchasing, which may have an impact on the demand or town centre and high street parking.

9.16 The report found that 10% of consumers would shop less in physical stores in the next 12 months. **Figure 32** shows that the proportion of shopping occasions per month that occurred online was equal to or less than using the high street. There still seems to be a future demand for the high street for shopping, albeit this may also be affected by the effects of the COVID-19 pandemic.

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

Figure 32: Shopping Occasions Per Month By Age
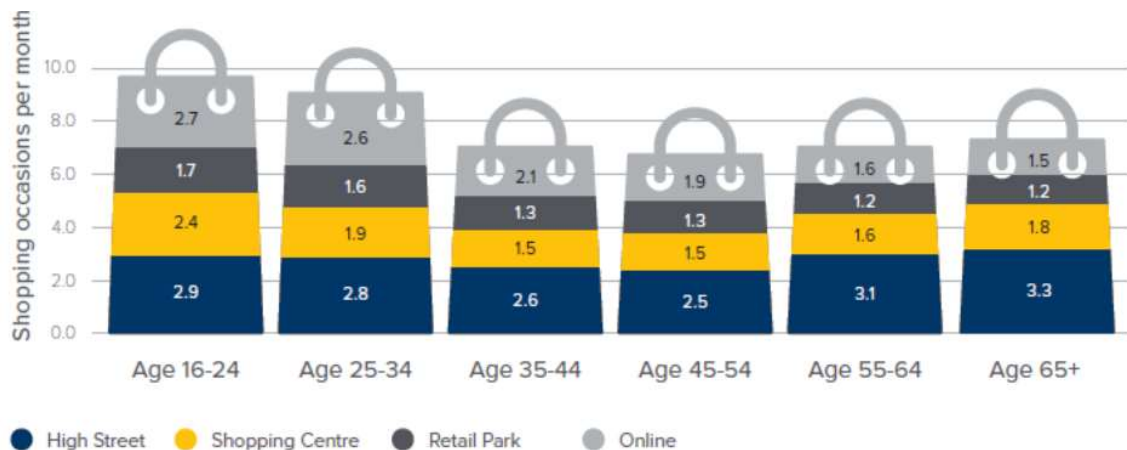
9.17 The improvement in mobile data connectivity, such as expansion of 4G and new 5G networks, as well as growth of online retailers such as Amazon, coupled with the grocery businesses' (e.g. Tesco) gradual expansion into non-food items over the past 20 years, has had significant consequences for physical shopping destinations, and the retail offer in centres, throughout the UK.

9.18 In slow decline over the past 20 years, the massive expansion of online retail has led to even lower levels of footfall across the high streets including impacting on retail parks and shopping centres. Online sales have massively accelerated this decline in recent years.

9.19 If this continues it would mean that demand for car parking would reduce and a reduction in car park capacity should follow to balance the costs of maintenance and operation. Valuable land taken up by under-utilised car parks may be better used for other needs, such as employment and housing development.

Projected Parking Demand 2024 to 2039

Growth Rates

9.20 The car parking supply in Bromsgrove town centre overall is currently adequate for the demand. Traffic growth data from the TEMPRO tool has been applied to the surveyed data to project future parking demand within the town centre. The growth in car ownership within Bromsgrove has been applied, rather than trip end growth, as the projected growth is greater.

9.21 TEMPRO, the Trip End Model Presentation Program, is a tool designed to allow for detailed analysis of pre-processed trip-end, journey mileage, car ownership and population/workforce planning data from the DfT National Trip End Model (NTEM).

9.22 TEMPRO is the industry standard tool for estimating traffic growth, which is required when assessing the traffic impact of a development on the local highway network (including car parking demand).

9.23 **Table 8** shows the predicted growth levels for Bromsgrove from TEMPRO based on the existing town centre conditions.

Table 8: Predicted growth levels for Bromsgrove from TEMPRO

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

Future Parking Occupancy Levels

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

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

Table 9: Average 2039 Occupancy by Car park

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

Summary of Future Growth

9.25   As discussed, from the findings of our growth analysis, the current level of parking provision is deemed acceptable for the future growth year of 2039 in Bromsgrove town centre, with only St John Street and Windsor Street car parks predicted to operate at capacity across both weekdays and weekends.

9.26   Although Parkside and New Road Car parks are expected to be at a high utilisation level in 2039, should the demand be managed across the car parks which have spare capacity, by using tools such as wayfinding or VMS (as discussed later in this report) the demand on these car parks can be managed.

Future Requirement for Churchfields Car Park

9.27   Since 2022, the Churchfields multi-storey car park in Bromsgrove town centre has been closed due to anti-social behaviour.

9.28   From analysis of existing parking demand through the utilisation figures shared by BDC, we have ascertained that Bromsgrove town centre has adequate car parking provision both now, and in the future, without the need to reopen Churchfields car park. This is because in Bromsgrove town centre, only two short stay car parks (Windsor Street and St John Street) have utilisation consistently of above 60%, and this is only in the afternoons and the evening.

9.29   Furthermore, as discussed in the section above, findings of TEMPRO traffic growth analysis show that current level of parking provision is adequate even for the future growth year of 2039, with only St John Street and Windsor Street car parks predicted to operate at capacity across both weekdays and weekends. Although Parkside and New Road Car parks are expected to be at a high utilisation level in 2039, should the demand be managed across the car parks which have spare capacity, by using tools such as wayfinding or VMS (as discussed later in this report) the demand on these car parks can be managed.

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

Future Requirement of Stourbridge Road Car Park

9.31   The car park with the lowest utilisation on average is Stourbridge Road car park which had less than 20% utilisation, even at extreme peak times, and as low as under 5% utilisation at other times. This underuse could be due to a variety of reasons, due to the poor relative condition of the car park in terms of surfacing, lighting, or that it is located away from the town centre shopping core.

9.32   The Strategic Review has identified that the site requires significant improvements in many factors to bring it up to standard, however it is unlikely that improvements alone will increase utilisation and therefore the investment would be unwise where enhancements could be better made elsewhere.

9.33   It is therefore recommended that BDC take the necessary steps to explore disposal of the site so it they can be used for regeneration purposes. From the utilisation figures shared by BDC, it is extremely unlikely that the disposal of the site will have a negative impact on parking capacity at other sites. Although there will be a transfer of current users to other car parks across the town centre, this is expected to be of such a low figure as to be unnoticeable.

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

Redevelopment Options

10.1   School Drive Car park requires significant improvements such as resurfacing and better lighting. However, given the underutilisation of this car park and its prime location it is deemed ideal to take some of the burden off other car parks with the recommended disposal of Churchfields car park.

10.2   Another factor which could increase utilisation and therefore revenue on both North Bromsgrove car park and School Drive is to address the free on street parking directly outside the leisure centre, which is completely uncontrolled and can be seen below.

Photograph 14: School Drive On Street Parking

10.3   The above highlights the current on street parking provision which is used as free parking for the leisure centre, to avoid the parking fee at North Bromsgrove car park. Therefore, this area could be redesigned as a short-stay overspill of the North Bromsgrove car park, to ensure that people use North Bromsgrove and School Drive car parks.

10.4   Furthermore, if the redevelopment of School Drive Car park should go ahead and given its location to the Town Centre as well as other short stay car parks such as Windsor Street, this should be considered as short stay parking given the high levels of utilisation seen across the existing short term car parks, and therefore, extra capacity would be required in the future.

10.5   To further assist the increase in levels of short stay parking within Bromsgrove town centre, New Road could be converted to a short stay car park allowing BDC to increase parking revenues due to the higher tariffs seen for short stay car parks.

10.6   Aston Fields car park has a low utilisation due to its inaccessibility and overall, this car park is limited by the 2-hour limit on short stay, this causes the low utilisation levels seen and this should be extended if the car park is retained.

10.7   The car park could have a small charge implemented which is lower than what Bromsgrove Train Station car park charges, so it becomes a viable choice for people choosing to leave their car at the train station when they commute.

EV Charging Spaces

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

Charging Types

10.9   There are currently 3 broad types of charging station currently in use:

- Rapid are the fastest type, able to charge an EV to 80% in 20-40 minutes depending on battery capacity and starting state of charge. These are mostly installed in motorway service areas or similar facilities.

- Fast chargers are the most common in car parks and are available in two power capabilities (7kW and 22kW). These can charge a compatible EV in 3-5 hours, or in 1-2 hours if both vehicle and charger are compatible with the higher power.

- Slow charging units are rated at 3kW. Charging times vary on unit speed and vehicle.

10.10   As the technology develops other charger types will appear.

EV Charging

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

Providing a Positive Parking Experience

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

Communication with Motorists and influencing behaviour

10.13   The data gathered from parking technology can be used to communicate with and inform motorists, influencing their behaviour to help relieve congestion at peak periods. Effective use of this opportunity would enable drivers to make informed choices about whether to drive or use other forms of transport, when and where spaces are most likely to be available and the best route to use.

10.14   If the information is provided, integrated information systems would also have the potential to recommend alternative travel methods, encouraging the use of public transport for all or part of journeys based on a combination of speed, convenience, and price.

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

Acceptance of a variety of Payment Methods

10.16   The use of electronic payment methods (including contactless at the parking facility and payment by app) are already of increasing importance and are already in use in the district. Digitisation is essential to accommodate future car and transport advances.

10.17   In terms of immediate benefits, it would make it easier to create time-based permits and special permits for specific functions, enabling the Council to tailor products to meet the needs of the communities it serves. Creating convenient alternatives to cash is an essential pre-requisite for any parking operator that aims to reduce or remove cash payment.

Pay by licence plate.

10.18   This can be used in several ways. At payment terminals (aka pay and display machines). Requiring customers to enter their licence plate number when paying removes the need for customers to return to their vehicles to place a ticket in the windscreen.

10.19   It enables monitoring of parking places by mobile ANPR and provides data on length of stay and return rates. We understand that some of the existing pay and display machines have this capability, but it is not currently used. Whilst initially, some car park users may be resistant to typing in numbers, we would expect this to only be a short-term familiarity issues as these systems are widely used successfully elsewhere (increasingly so when linked to ANPR enforcement systems on privately operated car parks).

- **Pay on Foot - An ANPR system would assist with vehicle identification (for example with lost tickets, issues at exit etc) and with usage statistics.**

- **Pay by app - The licence plate is the vehicle identifier.**

- **Permits and long-term passes - When combined with ANPR, customers can use these permits and passes seamlessly in pay on foot car parks; when combined with the new payment terminals these can be used in short term car parks. Other long term ticket types can also be created for specific types of users (e.g. commuter, tourist, rural residents, carers) to support other council policies.**

- **Discounts and offers - Payment by licence plate simplifies the process of offering discounts and validations, using an online system to manage the process of applying a discount to the parking session.**

Pay for time used rather than pay on arrival

10.20   As the current pay and display system requires payment on arrival, users are required to predict their length of stay. In 2017 City of York Council and the local Business Improvement District commissioned customer research, and one of the key findings of which was that 67% of respondents expressed a preference for "pay on exit" systems as they were not certain of their length of stay upon arrival.

10.21   There are alternative to pay on arrival that have been successfully implemented elsewhere. Although pay on foot with barriers in larger or more strategically important car parks is not currently used in Bromsgrove as most places it is restricted to multi-storey car parks, however

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

10.22 Pay on foot has the advantage that users must pay to leave, reducing the need to patrol and issue PCNs (note that PCNs can still be relevant for those who park inappropriately, e.g. in Blue Badge bays).

10.23 As this is an engineered system, it can fail, therefore appropriate maintenance and support contracts would be required to manage any breakdowns. On larger surface car parks where, adjoining properties have rights of access, RFID passes would have to be supplied to allow these rights to continue. Alternatively, if ANPR is installed, licence plate details for rightsholders can be stored to provide access automatically.

Case Study – Cheshire West and Chester

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

- Improving compliance rates at off street car parks – enforcement resources had been prioritised to on street to ensure statutory obligations were complied with.

- To improve payment options. Existing machines accepted only coins and no change was given.

- To provide functionality for the introduction of concession arrangements with local businesses A WPS Pay on Foot and ANPR (licence plate recognition) system was subsequently installed at 7 of its car parks in Chester and new pay and display machines at other which now allow contactless payment and provide change for cash payment. Functionality includes: -

- Recognition of season ticket/pre-payment card holders with barriers raising automatically

- CWCC resident Blue Badge Holders Park free for up to 4 hours using a chip system applied to the badge which the pay on foot system recognises.

- A system to manage free parking for specific users such as visitors to surgeries. A custom-built Ticket Entry Terminal in each entry lane enabling visitors to choose between concession parking and public parking. If a concession ticket is chosen the system automatically analyses the parking status and provides visitors with a 'concession parking available' ticket (to be validated within the concession

- A web-based application that allows business to pay towards or for its customers' parking.

- An intercom system linked to the Council's car park management office during operational hours. Outside these periods, issues are managed by the CWCC's main CCTV control room.

- A flexible WPS maintenance contract, supported by front line maintenance from CWCC officers if required.

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

The Case for Cashless

10.24 For the customer, the need to carry change for cash payments can be inconvenient. Where coins are accepted, the Council currently needs to securely collect and process the income at a cost to the authority. There is also the risk of break-ins to payment machines with a potential loss of income. Reducing the number of coins collected by the authority would decrease the cost of processing this income and reduce the potential for theft. However, while reducing the number of parking payment machines could lead to revenue savings on maintenance, saving on the collection and processing costs would only be achieved if the actual proportion of coins coming through the system is reduced.

10.25 Despite new payment choices, previous research[5] shows that many customers remain keen to use cash. However, contactless cards are changing the way customers pay for other products and services, and it may be time to use this as a way of removing cash from parking. Customers expect to be able to pay for services as seamlessly as possible, using new technologies where appropriate, and want a quick and effortless service.

10.26 The rationale is clear for moving to card only payment, removing the risk of theft and vandalism through the removal of cash storage in car park pay machines. However, experience to date suggests that other Councils have elected to retain the option to pay by cash in one form or other. While not a statutory requirement, retaining the option to pay in cash is often retained has been justified to encourage people to visit and support local business, to accommodate disadvantage and address equality concerns.

Summary

10.27 BDC should aim to become cashless. An increase in customers using credit/debit card is anticipated once all pay and display machines have contactless available. In car parks with multiple terminals, the Council should consider replacing some of their machines with cashless only terminals to encourage the use of credit/debit card transactions.

10.28 A marketing campaign highlighting the availability and convenience of card payments should also be proposed by BDC to increase awareness and increase cashless uptake. As cashless usage increases the Council would be able to opt to convert more machines to contactless only.

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[5] Link (2024) – Access to Cash Review

11. Future Trends Summary

Parking and the Net Zero Carbon Agenda

11.1   In 2019, the UK Government and the devolved administrations committed to the Net Zero target as recommended by the Climate Change Committee. Reaching net-zero greenhouse gas (GHG) emissions requires extensive changes across the economy, but the foundations are in place. Major infrastructure decisions need to be made soon and quickly implemented. These changes are unprecedented in their overall scale, but large-scale transitions have been achieved successfully in the UK before, such as the natural gas switchover in the 1970s or the switch to digital broadcasting in the 2000s.

11.2   Achieving the long-term goal of a zero-carbon economy would call for many far-reaching and structural changes to how we live and how we travel. The type of vehicles we drive, how many of us would own them and where we work are significant factors in the overall picture.

11.3   In the shorter term, there is a need to improve multi-modal access to town centres, offices, hospitals, and public services. For the foreseeable future, privately owned cars would remain a predominant mode of transport. Improving access in a zero-carbon economy means finding ways to accommodate cars while minimising the environmental impact and providing maximum flexibility for the future.

11.4   As covered above, in that greater provision of charging infrastructure should be provided, but also that the need for cars should be reduced by making Smarter Choices such as active travel (i.e. walking, cycling and public transport) the easiest option. To this effect, new developments should be car-free or have restricted on-site parking or be situated within controlled parking zones and have adequate cycle facilities.

Future Trends and Mobility Summary

11.5   This section has reviewed future growth and potential trends such as car parking provision, changes in travel behaviour and changing habits for retail.

11.6   The prominence of buses in the Bromsgrove, which serve communities with low car ownership, as well as being the only public transport mode to some of the centres, means that bus usage would remain stable.

11.7   The combination of recent changes in retail spending habits, accelerated through factors such as the increase in online retail and the pandemic as well as the repopulation of centres, through greater residential development and changes to permitted development rights, means that the use of centres is likely to have changed accordingly. Some of these changes could significantly reduce the longer-term demand on high streets and shopping centres, resulting in less car parking being required. The purpose of car parking may also need to adapt to ensure that it meets the needs of users, including availability of secure freight or coach parking.

11.8   It has also found that when looking at attitudes of parking users that expenditure is not a major consideration for the average car owner, yet location, convenience and the sized bays are high priorities. Any cost-related considerations more so relate to payment preferences that have shifted due to a change in public attitudes to app-based platforms away from handling cash and touching buttons or screens.

11.9   Public car parks in centres are likely to be impacted by future development and growth through the Bromsgrove Local Plan. Targets to meet the future under-supply of housing and employment land need may bring pressure on under-utilised car parks to be disposed of to provide residential development opportunities or accessible investment sites in centres. Car

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

Signage Across Bromsgrove

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

Bromsgrove Town Centre

11.11 The only reliable method of allowing visitors to make this decision is through signage. There is currently only a handful of car parking signs within the town centre and the quality is considered poor. There is very little information included with virtually all signs simple stating a direction where parking is available. This isn't sufficient to create an efficient town centre parking experience and is likely to result in certain car parks being used regardless of the intended location.

11.12 Another key feature for accessing the town centre is how straight forward and clear signage is for visitors from their transport mode to the destination. The success of good car park directional signage for vehicles would be completely undone if the subsequent signage directing visitors from the car park to their destination is poor. Therefore, wayfinding is used to support directional signage.

11.13 This is most commonly signed through use of finger posts with key destinations such as town centre, toilets, bus/rail station, and others being signed in the direction of travel. These can be supported through simple and complex monolith signs that can include maps and key information. These can also be modern day tourist information systems.

11.14 The location and number of way-finding signs is as important as vehicular signs. It should be possible for a visitor to have no understanding of a town centre, to make their way from a car park to their destination without any confusion.

11.15 This is important as it may steer people towards car pars with lower utilisation instead of parking at busier car parks simply by making them aware that they are there.

11.16 There are four types of car parking signage that have been considered as part of this signage review. These are:

- **Strategic car parking signage that provides car parking directional information for a number of car parks or parking locations in the town centre.**

- **Car park advanced directional signage that provides directional information for a few car parks in an area such as Parkside and Recreation Road South.**

- **Providing advanced directional signage to Aston Fields Car park when travelling towards the train station.**

- **Car park Variable Message Signs that provide car parking directional information across the town centre.**

- **Specific car park sign that can be static or Variable Message Sign for individual car park**

- **Direct traffic towards Sanders Park as a leisure destination**

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

Figure 33:   Directional Car park Sign Example

Figure 34:   Directional Car park Sign Example

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

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

Figure 35:   Location of Strategic Car park Signage In Bromsgrove Town Centre
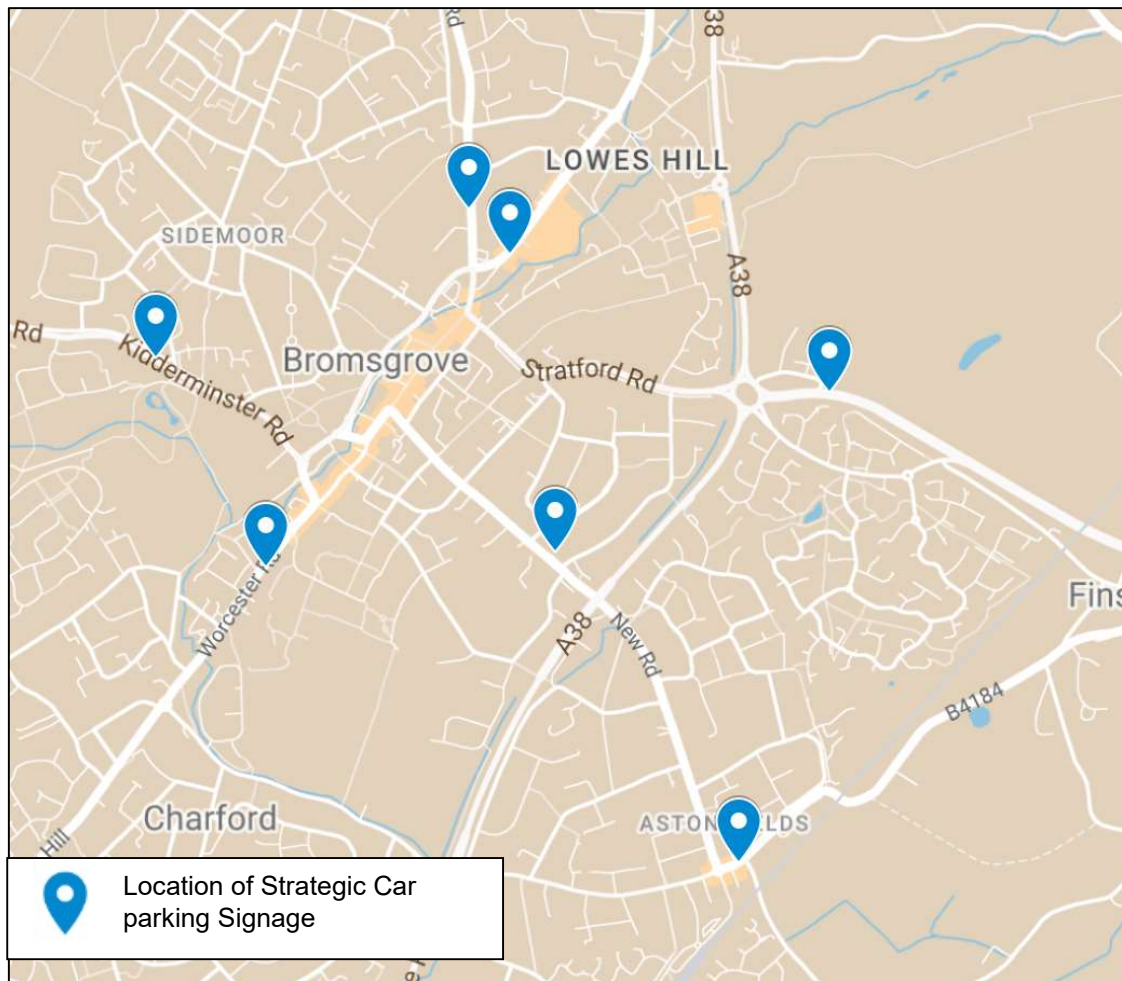
Variable Message Signs (VMS)

11.20   A Variable Message Sign (VMS) is classified as "a device capable of displaying, at different times, two or more aspects." These aspects may take the form of a sign prescribed by the TSRGD 2016.

11.21   A VMS is one of the most effective methods of providing key clear concise information to drivers as they travel to their destination. Car park guidance VMS provides car park information such as the number of spaces available within a car park. VMS can use both forms such as a free text sign displaying "Car Park A Full, Please Use Car Park B."

11.22   Bromsgrove town centre is compact which makes locating VMS more straightforward. Potential locations where variable message signage could be installed can be seen overleaf in **Figure 38**.

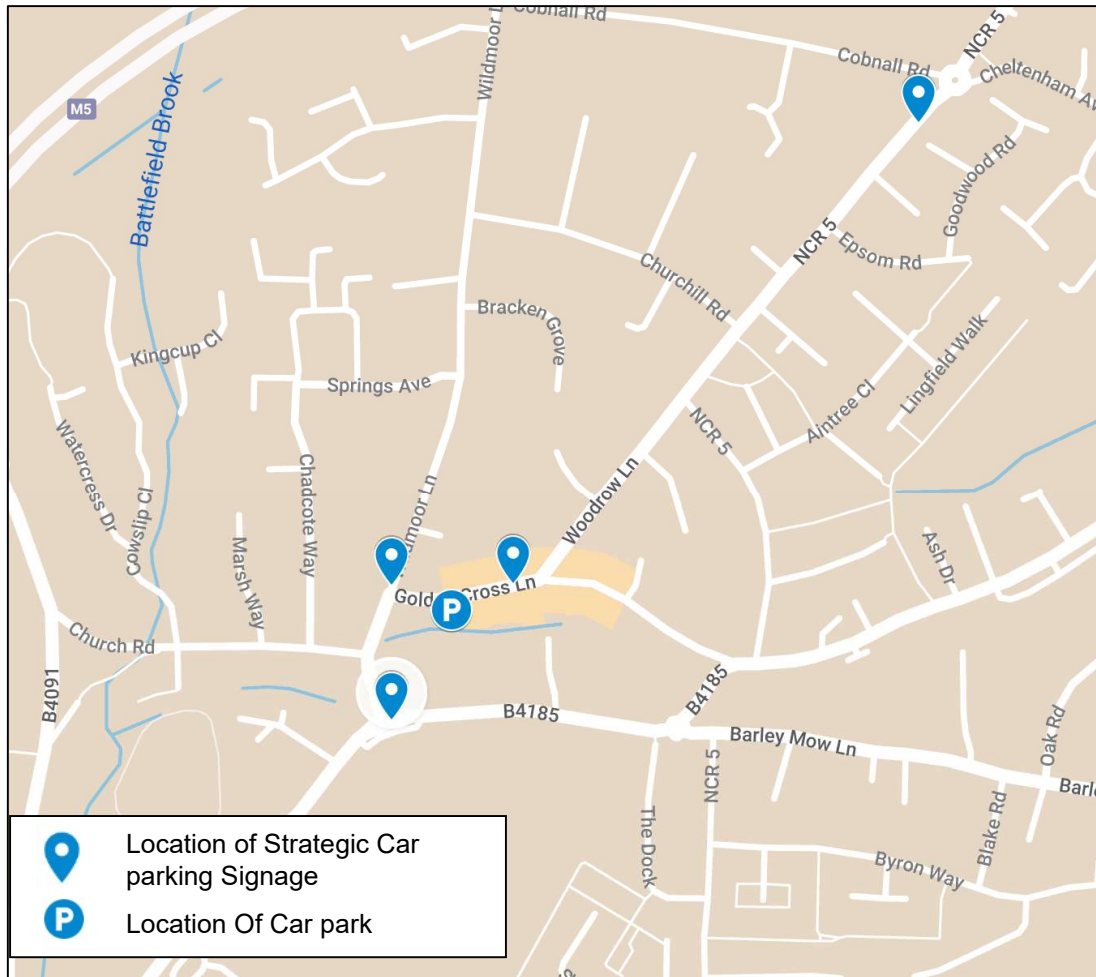Figure 36: Potential Locations of Variable message signage
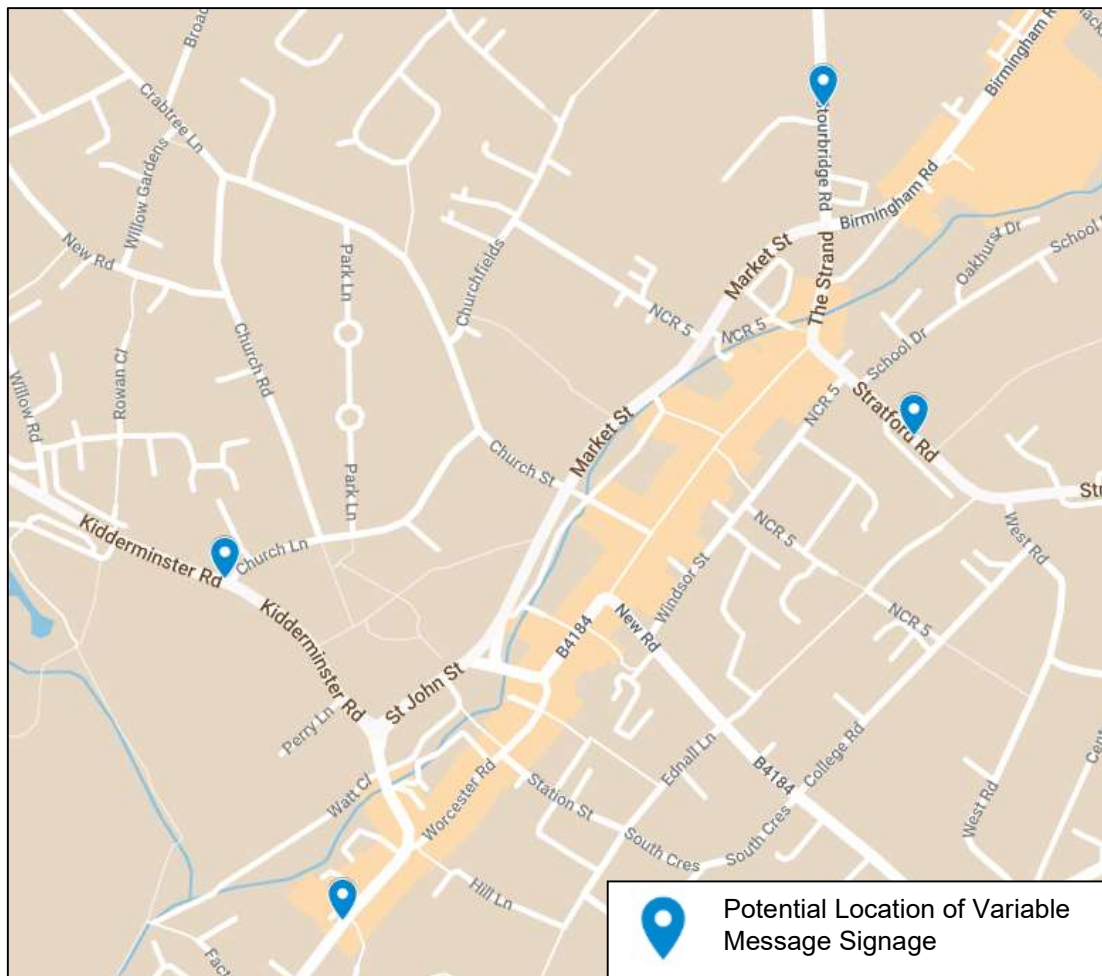
11.23 The locations highlighted above have been chosen due to being the key access roads into Bromsgrove town centre and would give drivers plenty of time to decide on where is best to park, the VMS sign states that their favoured car park is full.

Alvechurch and Catshill

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

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

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

Figure 38:   Approximate Suggested Location for Parking Signage In Alvechurch
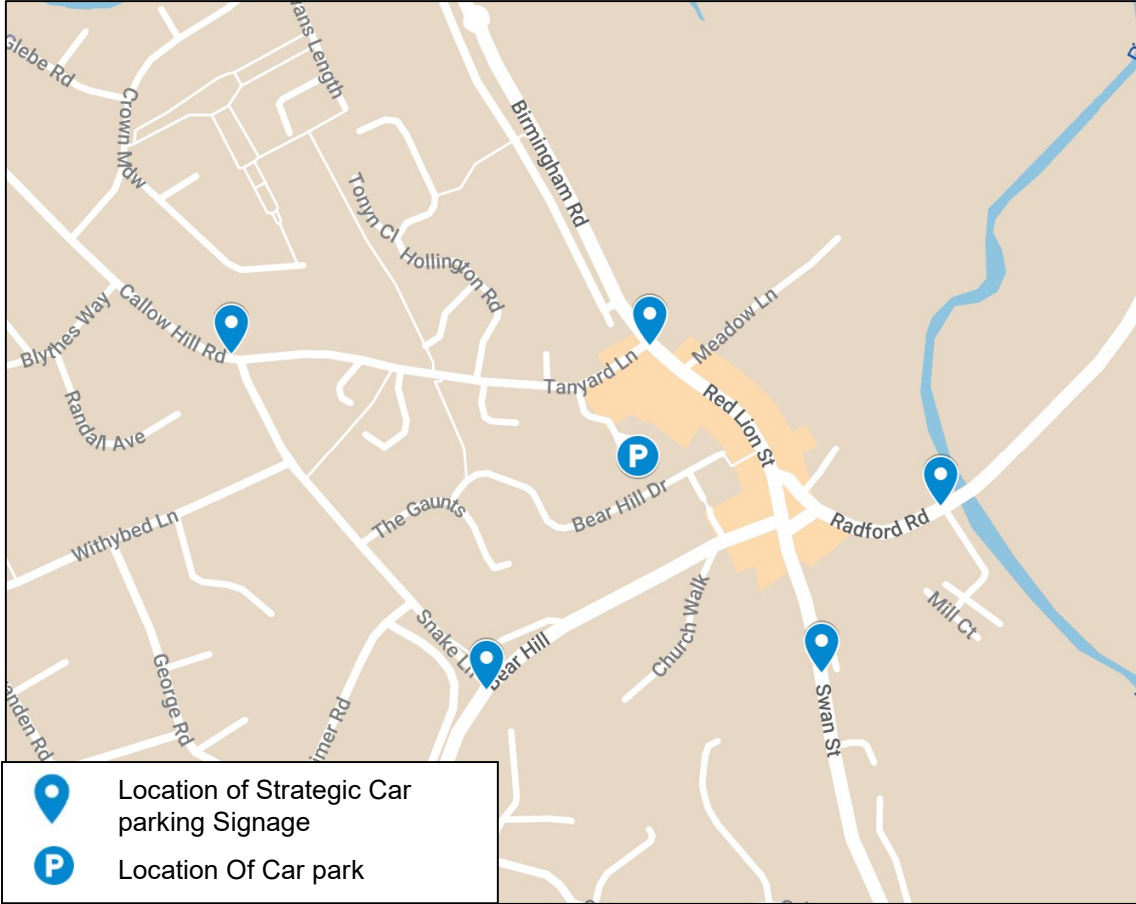
12. Conclusion and Recommendations

12.1   This Strategic Review has reviewed the supply and demand for parking in Bromsgrove town centre and the surrounding areas both now and in the future.

12.2   Committed development in the pipeline could affect the number of parking spaces that are occupied. There is a need to achieve the best balance between the sometimes-conflicting requirements of a parking strategy, i.e. its role in supporting the town centre economy, the public realm, income to BDC and other operators, traffic congestion and the objective to encourage sustainable transport and development. In developing a future parking strategy there is a need to avoid causing unintended consequences.

12.3   There is a significant amount of parking in the town centre, of a similar scale to comparator towns of similar populations. Public transport plays a limited role in the movement of people to and from the town centre, in comparison with many other towns that have better bus services. Therefore, Bromsgrove is relatively car-dominated.

12.4   The charging tariff utilised in Bromsgrove town centre is well balanced with short stay parking available in all public car parks and long stay in all but one. The parking charges are consistent with similar towns and, the condition of the public car parks is good, but some potential improvements have been identified.

12.5   The surveys and ticket sales show that Saturdays are significantly busier than weekdays, except in a few car parks that are popular with commuters and season ticket holders during the week (i.e. Parkside).

12.6   We have considered the results of our analysis and have highlighted the five most crucial aspects of the study that BDC should progress further. These aspects are detailed below:

- **Improve car park directional signage to town centre car parks and associated way-finding signage to direct visitors to nearby facilities in the town centre.**

- **Investigate a nighttime car parking tariff that can be used as a basis to advertise the nighttime offer in Bromsgrove and encourage the evening economy.**

- **Consider improvements to town centre car parks, which could be generated by increasing parking tariffs as the benchmarking exercise suggests there is scope for an increase. This would support improvements to the town centre overall and an increase in the town centre offering.**

- **Invest in redeveloping School Drive car park to make it more attractive to people wishing to use the car park.**

- **Place yellow lining on the on-street parking outside of the leisure Centre to encourage people to use the paid parking there instead of parking for free.**

- **Aim to get more people to pay for parking charges by using card payments or by the app, with the long-term aim to go cashless, to reduce costs for BDC as well as making sure that all transactions are secure.**

12.7   Detailed recommendations for each car park can be seen in **Table 10**.

Table 10:   Summary of Recommendations

Car park	Recommendations
New Road car park	- Consider implementing an evening charge - Consider installing an ANPR system to manage ticketing in the car park - Consider the possibility of making New Road a short stay car park to take some of the strain off existing short stay car parks
North Bromsgrove car park	- Installation of 5mph speed limit signs to make the car park safer for pedestrians - Consider implementing an evening charge - Consider installing yellow lining along school drive to prevent drivers from parking in the free on street bays adjacent from the charged car parks - Consider installing an ANPR system to manage ticketing in the car park
Parkside car park	- Consider implementing an evening charge - Consider installing an ANPR system to manage ticketing in the car park - Consider the installation of EV charging spaces
Recreation Road South car park	- Consider introducing an all day tariff for stays of over 3 hours - Consider implementing an evening charge - Consider installing an ANPR system to manage ticketing in the car park - Consider installation of motorcycle & bicycle parking
School Drive car park	- Renovate the lining and surfacing in the car park - Installation of EV charging spaces - Consider the possibility of converting part/all the car park to a short stay to take some of the strain off existing short stay car parks. - Installation of high-quality signage to guide people to the car park - Consider installing an ANPR system to manage ticketing in the car park
St John Street car park	- Consider the installation of EV charging spaces - Consider installation of motorcycle & bicycle parking - Consider installing an ANPR system to manage ticketing in the car park
Stourbridge Road car park	Consider disposing of this car park site due to low utilisation and high renovation costs
Windsor Street car park	- Installation of high-quality signage to guide people to other town centre car parks to ease capacity issues - Consider installing an ANPR system to manage ticketing in the car park

Aston Fields car park	• Consider removing the short stay restrictions • Consider bringing in charging which is competitive with Bromsgrove Train Station Car Park
Sanders Park car park	• Consider installation of motorcycle & bicycle parking
Alvechurch car park	• Consider the viability of bringing in a small charging regime for the car park • Installation of 5mph speed limit signs to make the car park safer for pedestrians • Consider installation of motorcycle & bicycle parking • Installation of high-quality signage to guide people to the car park
Catshill car park	• Consider the viability of bringing in a small charging regime for the car park • Installation of high-quality signage to guide people to the car park

12.8   As a finite resource, parking in Bromsgrove town centre needs to be managed and tariffs are one of the main ways of doing this, with an application of setting reasonable charges. There is a need to generate revenue for investing in future physical and technological improvements, to ensure the continuous improvement and sustainability of parking services. Based upon the data we have analysed, our experience of other similar locations and the fact that charges are applied at nearby towns, it is not anticipated that the introduction of low and reasonable charges during these periods would materially influence parking demand. Income derived from evening and Sunday would help fund service improvements at the car parks and additional capacity. Therefore, BDC should assess the introduction of evening charges at car parks in the main settlements.

12.9   Based upon our analysis and experience elsewhere, if an evening and Sunday tariff of £1 per visit was introduced by BDC throughout the district, this could result in a potential additional income of c£200,000 per annum. A potential option is that charges are implemented, where possible, in Alvechurch car park, and Aston Fields, due to their respective locations, and usage could benefit from a small charge. In both locations, elected Members complained of the car parks being used for anti-social activities or vehicles being left overnight. Having a charging regime would bring both car parks into the patrol regime of CEOs, which would mean that usage would be regularly monitored. It is difficult to accurately forecast the potential revenue from introducing the charges on free car parks as there is no usage data available, however we estimate that it would be more than c£100,000 per annum.

12.10   From analysis of existing parking demand through the utilisation figures shared by BDC, we have ascertained that Bromsgrove town centre has adequate car parking provision both now, and in the future, without the need to reopen Churchfields car park. This is because in Bromsgrove town centre, only two short stay car parks (Windsor Street and St John Street) have utilisation consistently of above 60%, and this is only in the afternoons and the evening.

12.11   Furthermore, as discussed earlier in the report, findings of TEMPRO growth analysis show that current level of parking provision is adequate even for the future growth year of 2039, with only St John Street and Windsor Street car parks predicted to operate at capacity across both weekdays and weekends.

12.12   Although Parkside and New Road Car parks are expected to be at a high utilisation level in 2039, should the demand be managed across the car parks which have spare capacity, by

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

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

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