

# **Overview and Scrutiny Board**

**February 2026**

## **UPDATE - BROMSGROVE CAR PARKING**

Relevant Portfolio Holder		Councillor Karen May
Portfolio Holder Consulted		Yes
Relevant Head of Service		Rachel Egan – Assistant Director Regeneration & Property
Report Author	Rebecca McElliott Job Title: Regeneration Programme Manager email: Rebecca.Mcelllott@bromsgroveandredditch.gov.uk	
Wards Affected		All
Ward Councillor(s) consulted		No
Relevant Council Priorities		Development Infrastructure
Non-Key Decision		
If you have any questions about this report, please contact the report author in advance of the meeting.		
This report contains exempt information as defined in Paragraph(s) 3 of Part I of Schedule 12A to the Local Government Act 1972, as amended – Appendix 2		

### **1. RECOMMENDATIONS**

**The Overview and Scrutiny Board is asked to RESOLVE that:**

- 1) The update on car parking in Bromsgrove be noted.**
- 2) The Board consider and provide feedback on the issues raised in the report as follows:**
  - i. Future use of Churchfields Car Park, Stourbridge Road Car Park and School Drive Car Park**
  - ii. Options to restrict all day free parking at Sanders Park**
  - iii. Car parks that can be used by season ticket holders**
  - iv. Introduction of ANPR in Bromsgrove Town Centre**
  - v. Parking enforcement outside Bromsgrove Town Centre**

## **Overview and Scrutiny Board**

**February 2026**

---

### **2. BACKGROUND**

- 2.1 Parking plays a key strategic role within the Bromsgrove Town Centre Strategic Framework (2025), which identifies transport and access as central to achieving a vibrant, accessible, and future-ready town centre. The framework explicitly highlights the requirement to consider the needs of residents, businesses, and visitors in relation to transport and access, and to reflect on the findings of the strategic car parking review in shaping future land uses and investment priorities. This positions parking not simply as an operational service but as a core enabler of regeneration—supporting footfall, improving connectivity, and ensuring that development and the public realm function effectively as the town evolves. The use of town centre car parks in Bromsgrove is considered within this wider strategic context and with regard to the Bromsgrove 2040 Vision which identified three of the town's car parks for redevelopment.
- 2.2 In 2023, Bromsgrove District Council commissioned the Bromsgrove 2040 Vision to deliver major social, economic and environmental benefits and strengthen Bromsgrove Town Centre's viability, vibrancy and attractiveness. Cabinet members endorsed the 2040 Vision report detailing five potential strategic regeneration opportunities in the town –
- 1) Land at Windsor Street (former fire station and library) for residential use.
  - 2) Land at Former Market Hall for commercial and cultural use (Nailers Yard).
  - 3) Stourbridge Road car park for commercial development.
  - 4) Land at School Drive between the church and leisure centre for residential use.
  - 5) Churchfields car park for residential use.
- 2.3 In 2024, the Council instructed Waterman Infrastructure & Environment Ltd to undertake a Strategic Review of car parking to review existing requirements including supply and demand to meet current and future needs. The consultants reviewed all car parks on a site-by-site basis, providing options to address existing parking issues. They linked recommendations to align with regeneration objectives, to increase

## **Overview and Scrutiny Board**

**February 2026**

---

town centre living and footfall, and to support retention of existing traders. The review along with recommendations was presented to Cabinet in February 2025.

2.4 The purpose of this report is to provide an update on the implementation of some of the recommendations in the car parking report presented to Cabinet in February 2025 within the wider strategic context outlined above. This paper addresses the following recommendations:

- a) The Assistant Director for Regeneration and Property Services considers the future use of Churchfields Multi Storey, School Drive and Stourbridge Road car parks within the development of the new Town Centre Strategy.
- b) The Assistant Director of Regeneration and Property Services following consultation with the Cabinet Member for Economic Development and Regeneration, subject to any scrutiny of the proposals, develops a detailed business case and implementation plan including all technical surveys and full costs to install, where practicable and affordable, Automatic Number Plate Recognition (ANPR) systems to Recreation Road South, St Johns and Windsor Street car parks and to also investigate other car parks under the ownership of the Council.

Other matters that will be addressed in the paper are:

- a) Sanders Park car park usage and charges
- b) Season ticket holder car parks
- c) On street enforcement outside of the town centre

2.5 The conclusions from the strategic car park review relating to potential future demand for car parking in the town centre were as follows –

- a) There is sufficient capacity across the car parks until 2039 without the need to bring Churchfields car park back into use.
- b) Stourbridge Road car park has the lowest utilisation on average, and it is extremely unlikely that the disposal of the site will have a

## **Overview and Scrutiny Board**

**February 2026**

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 minimal.

- c) Although Parkside and New Road car parks are expected to be at a high utilisation level in 2039, demand could be managed across the car parks which have spare capacity, by using tools such as wayfinding or Variable Message Signs.

2.6 There are 1,013 car parking spaces in use within council owned car parks in Bromsgrove town centre (excluding Churchfields Car Park). Based on the Strategic Car Park Review data, the maximum peak occupancy in the town centre shows a current requirement for approximately 550 spaces. With an expected increase of 70 vehicles per day for Nailers Yard development, a total of **620** spaces are required. Based on the total number of spaces currently available, there is a surplus of approximately 390 spaces to accommodate future demand.

2.7 Whilst there is deemed to be sufficient capacity in the town centre car parks, users are predominantly parking in five of the eight car parks with St Johns and Windsor Street being the most utilised.

### **3. Current and Future Demand in Town Centre Car Parks**

3.1 Detail of the town centre car parks and their capacity can be found below. Users of the car parks are entitled to park for up to thirty minutes in all town centre car parks (other than Parkside Offices) for free as long as they obtain a ticket from the parking machine and display it correctly in their vehicle. Disabled blue badge holders can park free of charge in all long stay car parks and for up to three hours in short stay car parks. There are 1,013 spaces currently available across all of the car parks.

<b>Car Park</b>	<b>Max Stay</b>	<b>Spaces (disabled)</b>	<b>Charges</b>	<b>Details</b>	<b>Height restriction</b>
<b>Recreation Road South</b>	All day	292 (20)	1 – 5 hours £1-£5  Up to 6 hours £8.00  Up to 10 hours £11.00	Pay by cash, card or MiPermit	2.1m

## **BROMSGROVE DISTRICT COUNCIL**

# **Overview and Scrutiny Board**

**February 2026**

<b>North Bromsgrove</b>	All day	185 (10) plus 10 motorcycle spaces	1-3 hours £1-£3 Up to 10 hours £6	Season Tickets may be used Pay by cash, card, or MiPermit	2.1m
<b>School Drive</b>	All Day	128 (10)	1-3 hours £1-£3 Up to 10 hours £6	Season Tickets may be used Pay by cash, card, or MiPermit	2.1m
<b>New Road</b>	All day	58 (4)	1-3 hours £1-£3 Up to 10 hours £6	Season Tickets may be used Pay by cash, card, or MiPermit	No height restriction
<b>Parkside</b>	All day	94 (6) Motorcycles free in marked area	1-3 hours - £1-£3 Up to 10 hours £6	Season Tickets may be used Pay by cash, card, or MiPermit	2.1m
<b>Stourbridge Road</b>	All day	71 (5)	1-3 hours - £1-£3 Up to 10 hours £6	Season Tickets may be used Pay by cash, card, or MiPermit	2.1m
<b>St John Street</b>	3 hours	82 (4)	Up to 1 hour £1.30 Up to 2 hours £2.50 Up to 3 hours £3.80	Disabled drivers displaying valid blue badge – no charge up to a maximum period of 3 hours. Pay by cash, card, or MiPermit	2.4m
<b>Windsor Street</b>	3 hours	65 (6)	Up to 1 hour £1.30 Up to 2 hours £2.50 Up to 3 hours £3.80	Disabled drivers displaying valid blue badge – no charge up to a maximum period of 3 hours. Pay by cash, card, or MiPermit	2.1m
<b>Parkside Offices</b>	N/A	38 (5)	N/A	Permit holders only	No height restrictions

3.2 As part of the study undertaken by Waterman, 8 car parks were reviewed in Bromsgrove town centre during 2024. Data was provided for the period 22/04/24 – 28/04/24. This was considered to be a typical week within a neutral month with no school holidays or public holidays to impact the findings. The data was considered to give an accurate representation of typical occupancy levels.

## Overview and Scrutiny Board

February 2026

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%

3.3 As can be seen above, there are 3 car parks which have the highest occupancy rates of above 60% from Monday-Friday and during the weekend, with St John Street having a 96% average occupancy rate on a weekday evening and a 98% peak average occupancy rate on Saturday afternoon. Overall, across the chargeable times, the car park was at 60% utilisation. 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. The car parks with the lowest utilisation are all located to the northeast of the town centre.

3.4 Waterman used pay and display transaction records to derive average occupancy levels throughout the day. They also conducted observations (manual counts) at specific intervals – morning, afternoon and evening – to record available versus occupied spaces across each council operated car park. Average occupancy rates were then calculated. Due to pay and display transaction records being used to inform the review, and the inability to account for season ticket holder vehicles unless observed through manual counts, there may be limitations in the reliability of some of the data.

## **Overview and Scrutiny Board**

**February 2026**

- 3.5 Wychavon parking services have undertaken counts in the car parks since the parking review was undertaken. Based on weekday (lunch time) recent observations by the CEOs - New Road CP, Windsor Street CP, St Johns Street CP, and Parkside CP are all essentially at near capacity. Stourbridge Road CP appears to be nearing full capacity mid-week. School Drive CP appears to be approximately 60% full but closing the top half of North Bromsgrove CP will inevitably have had an impact on usage of School Drive CP.

#### **4. Future use of car parks and options to address capacity requirements**

- 4.1 Three car parks were identified in the Bromsgrove 2040 Vision document as being potential redevelopment sites – Churchfields, Stourbridge Road and School Drive. This section reviews the potential impact on overall capacity in the town centre and other potential issues.

#### **Churchfields Car Park**

Number of spaces	330
Current use	Closed (Civil Enforcement Officers and Shopmobility based here)
Income (three years)	Nil
Cost to retain (works plus ongoing maintenance)	£630,000 plus £75,000 per annum for maintenance
Potential use	Reopen as car park for permit holders and/or pay by app only (no cash machines), residential or commercial use

- 4.2 Churchfields Car Park was constructed and opened to the public in November 2003. The three-storey car park has six levels and spaces for 330 vehicles. In 2022, the car park was temporarily closed. The closure arose because of youth anti-social behaviour that represented a risk to life or serious harm to pedestrians because of items thrown from the upper levels, these have included filled litre bottles of water, trolleys and other heavy items capable of causing serious harm.

## **Overview and Scrutiny Board**

**February 2026**

---

- 4.3 Bringing Churchfields car park into operational use could be problematic. Both the police and community safety team have advised that they do not recommend the car park is reopened. However, they would consider supporting reopening if additional security measure were put in place such as fencing of upper floors, 3-metre-high curved fencing to the top floor and an upgraded CCTV system.
- 4.4 The security enhancement works would materially affect the external appearance of the existing building and on this basis, the development management team are of the view that planning permission would be required. The site is located adjacent to the designated St John's Conservation Area. The potential 3-metre-high curved fencing proposed to be located to the roof may also have the potential to detrimentally affect the setting of St John the Baptist Church (Grade I). However, the conservation officer has confirmed that a design is likely to be agreed through consultation.
- 4.5 A summary of the costs associated with bringing the car park back into operational use are detailed below. The total estimated cost is approximately £630,000. An annual maintenance budget of £75,000 should be allowed if re-opened and increased in line with inflation.
- 4.6 If Churchfields was redeveloped, the enforcement team could be relocated to Parkside Offices which could accommodate the service.
- 4.7 The Shopmobility service, historically located at Churchfields Multi-Storey Car Park, has experienced a significant decline in demand since COVID-19 and the closure of the car park. Originally supporting disabled customers when parking charges applied, the service is now used by only five customers—one of whom is a regular weekly user—compared with 12–15 users per week before the pandemic. Surveys undertaken in 2021 and 2025 show minimal engagement with the service, with most respondents preferring their own mobility equipment or support from friends and family. Attempts to relocate the service, including discussions with Asda and Age UK, were unsuccessful, though a limited one-scooter provision could be accommodated at the Parkside site.
- 4.8 If the multi-storey carpark remains closed, the recommended option is to formally close Shopmobility to new users while retaining a minimal service for existing customers at Parkside. An Equality Impact Assessment proposes direct consultation with affected users.



## **Overview and Scrutiny Board**

**February 2026**

- 4.9 If the car park was redeveloped, the cost of demolition and site remediation costs would impact any potential capital receipt. Thomas Lister have undertaken a development appraisal based on the following schemes (as per the Bromsgrove 2040 Vision) –
1. Option 1 - 18 3-bed Town Houses and 2 3-bed semi-detached properties
  2. Option 2 - 28 2 bed apartments and 9 3-bed townhouses
  3. Option 3 - 56 2-bed apartments
- 4.10 At this stage, the modelling of all options is based on high-level assumptions with one of the key unknowns at this stage being the demolition and site remediation costs. However, the appraisal suggests that Option 1 and Option 2 are financially viable. There would be limitations on what is built there as it is adjacent to a conservation area.

### **Stourbridge Road Car Park**

Number of spaces	71
Current use	Predominantly season ticket holders and Council staff (Parkside)
Income (average last 3 years)	£15,000
Cost to retain (works plus ongoing maintenance)	£110,000 for resurfacing plus £10,000 per annum ongoing maintenance and NNDR
Potential use	Commercial use (development agreement in place) with agreed capital receipt

- 4.11 Bromsgrove District Council marketed the freehold of the 0.72-acre Stourbridge Road long-stay car park in April 2012. Interest was solicited from developers and expressions of interest were evaluated by a selection panel using criteria such as price, regeneration impact, planning alignment, deliverability, and tenant strength. In 2014, an agreement was reached with Cordwell Property Group that gave them a conditional freehold to develop retail-led mixed-use units on the car park. Any alternative or additional proposals—such as McDonald’s—continue under separate planning assessments. The most recent planning application from Cordwell Property Group has not yet been determined.

## **Overview and Scrutiny Board**

**February 2026**

- 4.12 The car park review suggested that removal of Stourbridge Road car park would not have a negative impact on parking capacity at other sites. However, observations suggest that the car park is busy during office hours on weekdays. This could be due to most car park users being season ticket holders as to why the data does not necessarily align with observed patterns.

### **School Drive Car Park**

Number of spaces	128
Current use	Small number of season ticket holders and methodist church visitors
Income (average last three years)	£60,000
Cost to retain (works plus ongoing maintenance)	£140,000 for resurfacing plus £15,000 for ongoing annual maintenance
Potential use	Mixed, residential or commercial

- 4.13 School Drive car park, which encompasses the former Dolphin Centre and adjacent car park, is highlighted in the 2040 Vision as suitable for residential and/or mixed development to optimise underused land in the town centre. Analysis from the car park review suggested that the car park operates at low occupancy and is one of the most underutilised car parks in the town centre.

### **Review of potential development sites and impact on parking provision**

- 4.14 Unsurprisingly, town centre car parks with the highest usage are located closest to the High Street and supermarkets. The car parks with the lowest levels of utilisation are in the Northeast area of the town (School Drive, North Bromsgrove and Stourbridge Road).
- 4.15 Due to there being a conditional freehold to develop retail-led mixed-use units on Stourbridge Road car park, it should be assumed that there will be a loss of 71 spaces in the future. On that basis, if Churchfields multi-storey is reopened, capacity will increase to 1,272 spaces. If School Drive is redeveloped, this would reduce to 1,144 spaces. If both School Drive and Churchfields are redeveloped, there

## **Overview and Scrutiny Board**

**February 2026**

---

would be a total of 814 spaces available in council-owned car parks available against a projected peak requirement of 620.

- 4.16 The costs of bringing Churchfields car park back into use and ongoing maintenance costs are significantly higher than retaining School Drive car park. However, School Drive car park would provide a higher capital receipt if disposed of and is in a less desirable location for town centre parking. It is unlikely that users of Nailers Yard would park at School Drive car park thus putting additional pressure on car parks with already high use.
- 4.17 If Churchfields was not reopened, Recreation Road South is no more than 50% occupied at any one time other than on Saturday afternoons (66%). Therefore, the Council could seek to amend the car park order to allow up to 100 season tickets to be sold for this car park. This would enable users of Nailers Yard to park and could relieve pressure on Parkside car park.
- 4.18 If School Drive was redeveloped, any users of the car park (as well as Stourbridge Road) could easily be accommodated in the adjacent North Bromsgrove car park.

### **5. Sanders Park Car Park**

- 5.1 Although not strictly within the town centre, a review of the Sanders Park car park indicates that many people are parking vehicles all day for free and using the town centre. Introducing a maximum stay of 2-3 hours would encourage the turnover of spaces, allowing park users to continue to park for free but restricting the ability of town centre workers to park there all day at no cost. Drivers could obtain a ticket for the maximum stay from one of two pay and display machines that would need to be installed at a cost of £8,000 (the same as the current free 30 minutes in other car parks) with any vehicle that overstays receiving a ticket. Alternatively, the Council could agree to introduce charges for the car park, or charge for any stay after the 2/3-hour free period.
- 5.2 Another option would be to make Sanders Park car park a MiPermit only car park, i.e. no cash option (purchase virtual stays which would remove the need to purchase 2 x pay and display machines).

## **Overview and Scrutiny Board**

**February 2026**

---

### **6. Season Tickets**

- 6.1 There are currently 210 long stay season ticket holders in Bromsgrove. They are permitted to use the following car parks – New Road, Parkside, Stourbridge Road, School Drive and North Bromsgrove. Most users tend to park in Parkside car park and New Road car park as they are situated closest to the town centre.
- 6.2 There are 493 staff permits for BDC and 302 for RBC. The RBC permits can be used in Stourbridge Road and included with the BDC permits are County permits, Councillors and general staff parking. Whilst this is a high number, the number of staff that work in the office during the week is low. Most staff that visit Bromsgrove will park in Stourbridge Road car park. Whilst this car park can get busy, there is capacity at School Drive and/or North Bromsgrove car parks to accommodate 71 spaces.
- 6.3 The Council have received some complaints relating to the usage of Parkside car park from businesses. It was suggested that Council staff were using the car park thus reducing the spaces available for customers. However, a recent survey conducted by Wychavon enforcement team identified that most users were season ticket holders working in the town centre only a handful of which were Council staff. Potential options to address this include removing the car park from the list of season ticket holder options and encourage them to use either School Drive (reduced rate if not redeveloped) or use Churchfields car park (if reopened)

### **7. Viability of Installing Automatic Number Plate Recognition (ANPR) Cameras at Recreation Road South, St Johns and Windsor Street car parks**

- 7.1 At Cabinet on 12 February 2025, the report prepared by Waterman Infrastructure and Environment Ltd on the Bromsgrove Strategic Parking Review was considered, and the following recommendations were agreed in relation to the installation of ANPR:

*The Director of Resources includes in the Medium-Term Financial Plan for 2025/26 a capital budget of £100k for ANPR systems to Recreation Road South, St Johns and Windsor Street car parks*

## **Overview and Scrutiny Board**

**February 2026**

---

*A revenue budget of £15k per annum be included in the Medium-Term Financial Plan from April 2026 for the maintenance contracts for the ANPR installations*

*The Assistant Director of Regeneration and Property Services following consultation with the Cabinet Member for Economic Development and Regeneration, subject to any scrutiny of the proposals, develops a detailed business case and implementation plan including all technical surveys and full costs to install, where practicable and affordable, Automatic Number Plate Recognition (ANPR) systems to Recreation Road South, St Johns and Windsor Street car parks and to also investigate other car parks under the ownership of the Council.*

- 7.2 Following a review and in consultation with Wychavon parking services, officers have raised several concerns about introducing ANPR cameras in council owned car parks which are discussed below.
- 7.3 Local Authorities are not permitted to use ANPR for enforcing off-street parking contraventions. ANPR can be used to record vehicle registrations upon entry to the car park and will allow exit of the car park when the appropriate parking fee has been paid. If installed in local authority (LA) operated car parks, barriers on exit would be critical to physically prevent drivers from leaving the car park without payment. It is currently unlawful to issue Penalty Charge Notices for non-payment in a LA operated car park using evidence supplied from an ANPR system.
- 7.4 Enforcement officers would need to patrol the car parks to check that those using disabled bay parking have valid blue badges, that users are parking within the bays correctly and that cars parked in EV charging bays are electric vehicles charging. Therefore, there would still be a requirement for the car parks to be physically patrolled by a Civil Enforcement Officer. A contravention has to be observed by an authorised officer (CEO) who can then issue a PCN.
- 7.5 There are cost, maintenance, and potential privacy concerns to overcome, and to maximise the benefits and mitigate the risks, the Council would need to undertake careful planning, compliance with regulations, and robust cybersecurity measures.

## **Overview and Scrutiny Board**

**February 2026**

---

- 7.6 ANPR reduces the need for physical tickets. However, the installation and setup of ANPR systems is expensive, requiring significant upfront investment in hardware, software, and infrastructure. ANPR systems and barriers require regular maintenance and updates to ensure accuracy and functionality. Consideration needs to be given to the additional resource required to deal with barrier and system faults, answering the intercom and out of hours' issues and how the overall system would be manned and managed. The Council will need to include the manning and management of the ANPR system internally (especially the intercom) and although the CEOs are best placed to provide feedback, would not be responsible. Therefore, an internal BDC resource will need to be assigned to this.
- 7.7 The total cost of installing ANPR cameras at Recreation Road South, St John Street and Windsor Street would be approximately £132,000. The revenue costs would be approximately £14,400 per annum. This figure does not include any additional costs from Wychavon parking services.
- 7.8 Taking into consideration the points identified above, it is considered that the introduction of ANPR into any of the Council operated car parks would be problematic in terms of operational issues, data protection and anticipated costs and increased revenue costs.
- 7.9 Following further investigation, it is clear that the introduction of ANPR will not free up CEO capacity to increase patrol time outside of the town centre as anticipated and therefore the introduction of ANPR is unlikely to achieve the aim to do so as discussed at the Overview & Scrutiny Board in February 2025.

### **8. Out of town enforcement**

- 8.1 Councillors have expressed concerns about the time spent by enforcement officers on patrol out of the town centre. It was agreed by Cabinet that the Service Level Agreement (SLA) with Wychavon parking services would include a minimum of 25% of patrols outside of the town centre.
- 8.2 The latest data on town centre enforcement time versus out of town can be found at Appendix 2. In November 2025, 29% of all patrol time

## **Overview and Scrutiny Board**

**February 2026**

---

was spent out of the town centre and in December 2025, the figure was 26%.

- 8.3 The suggestion that introducing ANPR to some town centre car parks would free up more time to enforce outside of the town centre has been found not to be the case as mentioned in section 4 above.
- 8.4 If the Council wanted to increase the number of CEOs (currently 5.5 FTE posts), the cost is £50,000 per annum per CEO. This would enable more time to be spent on out-of-town centre enforcement.

### **9. Conclusion**

- 9.1 A strategic approach to parking requires us to look beyond the overall number of spaces and focus on how they are distributed, accessed, and used. While School Drive Car Park has spare capacity, its location on the periphery of the town centre makes it less convenient for shoppers and workers and more suitable for redevelopment. By contrast, Churchfields—despite the issues associated with it—sits in a much stronger position to serve town-centre users because of its proximity to key destinations. However, costs to bring back in to use are significant, there is no guarantee that enhanced security measures will prevent anti-social behaviour, and the police may recommend closure again. This could impact the insurance if the decision was taken to keep it opening following advice. The ongoing maintenance costs of a multi-storey are also significantly higher than a surface level car park.
- 9.2 Parkside is well located but is heavily occupied by season-ticket holders, limiting availability for short-stay visitors who drive economic activity. Recreation Road South is well located to accommodate users of the Nailers Yard development if season tickets are made available to purchase.
- 9.3 These factors highlight the need for a more strategic, place-based approach to how our car parks operate, supported by clear wayfinding to influence and guide usage patterns. This report seeks the views of the Overview and Scrutiny Board to inform future decisions about the potential redevelopment of car park sites and how our car parks can be used to support the towns economic growth. It is recommended that

## **Overview and Scrutiny Board**

**February 2026**

further in person counts are undertaken to provide up to date evidence of car park usage.

### **10. FINANCIAL IMPLICATIONS**

- 10.1 The annual cost for parking enforcement undertaken by Wychavon Parking for 2025/6 is £335,160.
- 10.2 Parking fee charges generate approximately £1 million per year of revenue for the Council. The most profitable car parks are Windsor Street, St John Street and Recreation Road South – accounting for around two thirds of all income.
- 10.3 The potential loss of income from Stourbridge Road if the planning application for McDonalds is approved is approximately £16,500 per annum. The expected capital receipt for Stourbridge Road is noted in appendix 2.
- 10.4 The potential loss of income if School Drive car park is redeveloped is approximately £60,000 per annum. The capital receipt if the car park is redeveloped would depend on what the future use is. The site is larger than Churchfields car park and does not have any existing structures that would need to be demolished. Therefore, the capital receipt is likely to be higher than for Churchfields car park.
- 10.5 Prior to its closure, Churchfields car park generated an income of approximately £16,000 per annum (2022/2023). Most users were season ticket holders including Council staff. The estimated residual land value based on the Thomas Lister report if the car park is redeveloped for residential use can be found at appendix 2.
- 10.6 The cost of resurfacing and improvements to Stourbridge Rd car park are approximately £110k. The cost of resurfacing and improvements to School Drive car park are approximately £140k. There is an allocation in the capital programme for these works. Both car parks need to be resurfaced if they are to continue to be used as car parks.
- 10.7 The estimated capital costs for the installation of ANPR at the 3 Car Parks suggested is £132K with an anticipated annual revenue cost of £14,400 for maintenance.



## **Overview and Scrutiny Board**

**February 2026**

---

- 10.8 The annual costs for one additional CEO is approximately £50,000. For two years, the cost would be approximately £100,000.

### **11. LEGAL IMPLICATIONS**

- 11.1 The legal framework for enforcement in England comprises Part 6 of the Traffic Management Act 2004.
- 11.2 In 2012, BDC applied for decriminalised parking in the District. This process included an application form submission to the Department for Transport (DfT) which was completed by WCC and BDC. WCC led on this application as it mainly focusses on On Street enforcement (public highway) although Off Street (car parks) were also included as the whole enforcement operation was decriminalised.
- 11.3 BDC operates a system of providing Off-Street parking for residents and visitors under the Road Traffic Regulation Act 1984. The legislation allows the Council to designate Off-Street car parks (Section 32) and regulate their operation, including the levying of charges through a Local Parking Order.

### **12. OTHER - IMPLICATIONS**

#### **Local Government Reorganisation Implications**

- 12.1 Currently, Bromsgrove District Council manages off-street car parks, while Worcestershire County Council is responsible for on-street parking and wider traffic management. Post-reorganisation, these functions would be unified under a new unitary authority. A unitary authority will allow for a joined-up approach to parking provision, with the ability to integrate it with strategic planning, transport infrastructure and regeneration.

#### **Relevant Council Priorities**

- 12.2 This project supports the following Council Priorities:

## **Overview and Scrutiny Board**

**February 2026**

---

Infrastructure – By enabling car parking provision that is good quality, affordable and can accommodate demand it helps residents and visitors to access services within our local communities.

Town Centres – That Bromsgrove is easily accessible by all sectors of the community and that the town centre is a safe place for everyone to visit, live and work.

### **13. Climate Change Implications**

- 13.1 By introducing MiPermit, the virtual permit system, has resulted in the reduced amount of paper required for parking tickets and permits, together with Residents' Parking Permits.

### **14. Equalities and Diversity Implications**

- 14.1 In respect of the option to close the Shopmobility Service an Equality Impact Assessment has been undertaken. Officers would consult directly with the users who are potentially impacted and agree an alternative arrangement.

### **15. RISK MANAGEMENT**

- 15.1 Disposal or redevelopment of any town centre car parks will reduce overall parking revenue. Consideration should be given to incentives for underutilised car parks to offset losses. The Council could also phase redevelopment to minimise disruption and maintain capacity during peak demand.
- 15.2 There is reputational risk associated with the potential introduction of charges at Sanders Park car park, closing Shopmobility and removing season ticket options for some town centre car parks. Any changes would require stakeholder consultation.

### **16. APPENDICES and BACKGROUND PAPERS**

Appendix 1 – town centre enforcement vs out of town data  
Appendix 2 – Financial implications (exempt information)

## **Overview and Scrutiny Board**

**February 2026**

Bromsgrove Strategic Parking Review  
Cabinet – Strategic Parking Review, February 2025  
Bromsgrove 2040 Vision  
Bromsgrove Town Centre Strategic Framework

### **17. REPORT SIGN OFF**

<b>Department</b>	<b>Name and Job Title</b>	<b>Date</b>
Portfolio Holder	Cllr Karen May	22/1/2026
Lead Director / Head of Service	Rachel Egan AD Regeneration and Property	21/1/2026
Financial Services	Debra Goodall – Acting S151 Officer	22/1/2026
Legal Services	Nicola Cummings, Principal Solicitor – Governance	22/1/2026
Policy Team (if equalities implications apply)	Rebecca Green	22/1/2026
Climate Change Team	Matthew Eccles	22/1/2026