

Overview & Scrutiny

15th September 2026

Draft Bromsgrove Car Parking Strategy

<u>Relevant Portfolio Holder</u>	Councillor Karen May
<u>Portfolio Holder Consulted</u>	Yes
<u>Relevant Assistant Director</u>	Assistant Director Regeneration & Property Services
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<u>Wards Affected</u>	All
<u>Ward Councillor(s) consulted</u>	
<u>Relevant Council Priority</u>	
<u>Non-Key Decision</u>	
If you have any questions about this report, please contact the report author in advance of the meeting.	

1. RECOMMENDATIONS

The Overview & Scrutiny Board is asked to:

- 1) Consider the draft Bromsgrove Car Parking Strategy 2026-2029 and provide feedback to help shape the final version prior to Cabinet consideration.**
- 2) Note that the draft strategy provides the strategic framework required before any decision is taken on the future of Church Fields Car Park.**
- 3) Note that a dedicated Cabinet Advisory Group session will be held at which Members will consider the detailed evidence base relating to the future of Church Fields Car Park in order to inform a future Cabinet decision.**

2. BACKGROUND

- 2.1** Car parking is of strategic significance to Bromsgrove. It supports access to the town centre, local businesses, leisure facilities, employment, community services and future regeneration.
- 2.2** The Council commissioned a Strategic Parking Review in 2024 and this has been supplemented by parking occupancy surveys undertaken during 2025 and 2026. The evidence shows that Bromsgrove's principal town centre parking challenge is not an overall shortage of spaces, but the concentration of demand in some centrally located car parks while spare capacity remains available elsewhere in the network.
- 2.3** The draft Bromsgrove Car Parking Strategy 2026-2029 has therefore been prepared to provide a clear strategic framework for managing the Council's parking estate, improving the use of existing capacity, reviewing permit and pricing arrangements, strengthening enforcement

priorities and supporting the Council's wider town centre regeneration ambitions.

- 2.4 The draft strategy is also an important step in addressing the future of Church Fields Car Park. The Council needs an agreed parking strategy and evidence base before making any decision on the future of the site. The purpose of this report is therefore not to predetermine that decision, but to ensure Members are involved in shaping the strategy and the subsequent options appraisal.

3. OPERATIONAL ISSUES

- 3.1 The draft strategy proposes an evidence-led approach to managing the Council's car parks. It seeks to make better use of existing capacity before considering additional provision, with clearer roles for individual car parks, improved customer information and wayfinding, reviews of permit allocation and pricing, and a more intelligence-led approach to parking enforcement.
- 3.2 The strategy recognises that some core visitor car parks, including New Road, St John Street, Windsor Street and Parkside, experience high levels of demand, while other car parks such as North Bromsgrove and School Drive retain spare capacity. The Strategy therefore focuses on redistributing demand and improving utilisation across the whole car park estate.
- 3.3 Church Fields Car Park is a particularly important issue. The evidence currently indicates that there is no immediate operational requirement to reopen the multi-storey car park to meet parking demand. However, the site remains a prominent town centre asset and there are ongoing holding costs. The Council intends to address this through a clear, member-led process, informed by the strategy, financial appraisal and the wider Bromsgrove Town Centre Strategic Framework.
- 3.4 It is important that the Council has an agreed parking strategy before determining the future of Church Fields. This will ensure that any decision is considered in the round, rather than in isolation, and reflects parking need, financial sustainability, town centre regeneration, asset management and placemaking objectives.
- 3.5 Significant analysis has already been undertaken and will be presented to Members at a dedicated Cabinet Advisory Group session. This will provide Members with a comprehensive assessment of parking demand, current and future capacity requirements, asset conditions, capital investment requirements, revenue implications and the wider regeneration opportunities associated with Church Fields Car Park. Members will be able to consider the advantages, disadvantages, costs, risks and strategic implications of each option and inform Cabinet's consideration of the matter. The intention is therefore to

ensure that Members have access to all relevant evidence before a recommendation is brought forward to Cabinet and a final decision is made.

4. FINANCIAL IMPLICATIONS

- 4.1 The draft strategy itself does not commit the Council to specific capital expenditure, asset disposal or redevelopment decisions. However, it identifies several areas which may have future financial implications, including parking tariffs, season tickets and permit arrangements, electric vehicle charging infrastructure, parking technology, enforcement activity and the ongoing maintenance of the parking estate.
- 4.2 The future of Church Fields will require detailed financial appraisal before any decision is taken. This work will assess the revenue and capital implications of the available options, including continued retention, reopening, demolition and retention as surface parking, redevelopment or other alternative uses. The appraisal will consider ongoing costs, potential income, capital investment requirements, liabilities and wider regeneration benefits.
- 4.3 Any subsequent decision on Church Fields will be brought forward with a clear financial assessment so that Members can consider the costs, risks and opportunities of each option alongside parking need and the strategic direction for Bromsgrove town centre.

5. LEGAL IMPLICATIONS

- 5.1 The draft strategy provides a framework for future decision making and does not, of itself, approve capital expenditure, asset disposal, redevelopment or changes to the Council's Off-Street Parking Places Order. Any future changes to tariffs, permits, charging arrangements, classes of user, designated bays or operational arrangements will be subject to the appropriate legal processes and approvals at the relevant time.
- 5.2 Any future decision relating to Church Fields may require further legal advice, including in relation to planning, land ownership, covenants, procurement, redevelopment, disposal or other asset management considerations. These matters will be assessed as part of the options appraisal before a decision is presented to Members.

6. OTHER IMPLICATIONS

Local Government Reorganisation

- 6.1 Local Government Reorganisation may create opportunities to review and align parking tariffs, permits, enforcement practices and wider parking policies across a future North Worcestershire authority area.

The draft strategy has been prepared to address Bromsgrove's current needs while recognising that future harmonisation may be required.

Relevant Council Priority

- 6.2 The draft strategy supports the Council's priorities by helping to maintain an accessible and vibrant town centre, supporting economic activity, improving the use of public assets and aligning parking decisions with regeneration and placemaking objectives, including the Bromsgrove Town Centre Strategic Framework.

Climate Change Implications

- 6.3 The draft strategy supports climate change objectives by encouraging better use of existing parking capacity, considering opportunities for electric vehicle charging infrastructure, improving customer information and supporting more sustainable travel choices where practical. Future investment decisions will take account of sustainability and climate resilience considerations.

Equalities and Diversity Implications

- 6.4 The draft strategy seeks to ensure that parking remains accessible and inclusive for residents, businesses and visitors. It supports continued provision of Blue Badge parking, accessible parking facilities and improvements to wayfinding, lighting, pedestrian routes and perceptions of personal safety. Any future changes to tariffs, permits or parking arrangements will be subject to appropriate equality assessment.

7. RISK MANAGEMENT

- 7.1 The principal risk is that decisions on Church Fields or the wider parking estate are taken without a clear strategic framework, robust evidence or full understanding of financial and regeneration implications. This will be mitigated by using the draft strategy as the basis for member engagement, completing detailed financial and options appraisal work, and considering Church Fields in the context of the Bromsgrove Town Centre Strategic Framework.
- 7.2 There is also a reputational risk if a long-standing and prominent town centre issue continues to remain unresolved. The proposed timetable demonstrates that the Council recognises the importance of the Church Fields decision and intends to address it through a transparent, evidence-led and member-led process by the end of the calendar year.

8. APPENDICES and BACKGROUND PAPERS

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8.1 Appendix 1 - Draft Bromsgrove Car Parking Strategy 2026-2 029.

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Cllr Karen May	04 th Sept 26
Lead Director / Assistant Director	Rachel Egan	04 th Sept 26
Financial Services	Paul Earley	04 Sept 26
Legal Services	Claire Green	04 th Sept
Policy Team (if equalities implications apply)	Helen Mole	03 rd Sept 26
Climate Change Team (if climate change implications apply)	Matt Eccles	04 th Sept

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