

ITEM 7 – DRAFT BROMSGROVE CAR PARK STRATEGY

APPENDIX 2 – ADDITIONAL INFORMATION REQUESTED BY MEMBERS

(The following additional information relating to the draft Bromsgrove Car Parking Strategy has been requested by Members. The information is relating to the Draft Car Parking Strategy which has been included in the main agenda).

- 1) How were the parking surveys (referred to at 6.1 of the strategy) undertaken and what methodology was used?

Car park counts were undertaken manually by Civil Enforcement Officers (CEO)s. The November 2025 count was in response to complaints about usage of Parkside car park.

- 2) Please clarify the dates, days of the week and duration of the surveys.

One week period – 24th to 28th November (see attached count at Appendix A).

Two-week period 1 – Mon 23rd Feb to Sun 8th March (see attached counts at Appendix B)

Two-week period 2 – 27th April to 10th May (see attached counts at Appendix C)

- 3) Please clarify the survey locations and coverage area.

All town centre car parks

- 4) Please provide the raw and summarised results.

See attached.

- 5) Please clarify any assumptions or conclusions drawn from the survey findings.

No assumptions made. Conclusions as follows:

St John Street – during the week this car park is almost at capacity. At weekends, there is some capacity in the afternoons.

New Road – during the week and weekend this car park is at capacity with very little availability.

Windsor Street – during the week it is almost at capacity (but not as full as New Road). At weekends it is almost at capacity other than Sunday afternoons. This indicates that the majority of users are probably using the town centre for shopping.

North Bromsgrove – this car park has the lowest level of occupancy across all car parks in the town centre.

School Drive – this car park is rarely more than 50% capacity. There were only two days where the car park was almost full. However, the available capacity at North Bromsgrove could accommodate these vehicles.

Parkside – this car park is at almost full capacity during the week and on Saturdays. The only day that it has good availability is on Sundays.

Stourbridge Road – this car park is around 50-60% capacity consistently during the week. On weekends it is not very well used. Based on this capacity, it is likely that around 40-50 spaces would be needed which could be accommodated at North Bromsgrove car park.

Recreation Road South – this car park is rarely more than 50% used. The only day that it is above 50% is on a Saturday which is likely due to shoppers using the car park.

The data shows that St John Street, New Road, Windsor Street and Parkside are the most used car parks.

Stourbridge Road and Recreation Road South both show a moderate level of occupancy and are rarely near full capacity. North Bromsgrove and School Drive are the least used. The data indicates that North Bromsgrove car park could accommodate displaced vehicles from Stourbridge Road and School Drive if they were not available as car parks.

Recreation Road South could accommodate additional spaces required by Nailers Yard.

Question 2 - Future Parking Requirement Assessment (Paragraph 7.5 of the strategy)

Paragraph 7.5 states that future parking requirements have been assessed. Could officers please provide the report, assessment, modelling or other evidence that underpins this conclusion?

This was assessed using data produced by Waterman's in the 2024 strategic review document (see attached Appendix C).