BROMSGROVE DISTRICT COUNCIL

Cabinet

Wednesday 18 November 2026

Bromsgrove Car Park Strategy

Relevant Portfolio Holder		Councillor K. J. May
Portfolio Holder Consulted		Yes
Relevant Assistant Director		Assistant Director Regeneration and Property Services
Report Author: Lyndsey Berry	Job Title: Economic Growth Manager – Towns and Centres email: lyndsey.berry@bromsgroveandredditch.gov.uk Tel: (01527) 881221	
Wards Affected		(All Wards);
Ward Councillor(s) consulted		N/A
Council Priority		Economic Development;
Key Decision		
If you have any questions about this report, please contact the report author in advance of the meeting.		

1. RECOMMENDATIONS

The Cabinet is asked to RESOLVE that:-

1) the Bromsgrove Car Parking Strategy 2026-2030 be approved.

The Cabinet is asked to NOTE that

2) the Strategy was updated following consideration by the Overview and Scrutiny Board and subsequent Member engagement; and

3) future decisions relating to Churchfields Car Park will be informed by the content of the Strategy, updated parking data, financial implications and regeneration benefits. The outcomes of this work will be reported back to Cabinet in due course.

2. BACKGROUND

2.1 This report details the background in respect of the proposed content of the Bromsgrove Car Parking Strategy 2026 to 2030.

2.2 The report also provides further information for noting, regarding the outcomes of Member engagement, including with the Overview and Scrutiny board. Further information relating to Churchfields Car Park is also included.

3. OPERATIONAL ISSUES

3.1 Car parking is a significant issue for Bromsgrove. It supports access to the town centre, local businesses, leisure facilities, employment, community services and regeneration. Members have raised long-standing concerns about parking capacity, the distribution of demand across the Council's car parks, permit arrangements, enforcement activity and the future of Churchfields Car Park.

3.2 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.

3.3 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.

3.4 The draft Strategy was considered by the Overview and Scrutiny Board on 15 September 2026. Members provided feedback on several aspects of the document including future monitoring arrangements, accessibility considerations, the role of parking in supporting town centre vitality, the management of permits and the importance of ensuring decisions are informed by robust evidence. They also raised concerns regarding the impact of parking issues outside Bromsgrove Town Centre and decided to set up a Task and Finish Group to further explore these issues.

3.5 Following the meeting, the Strategy has been reviewed and amended where appropriate to reflect Member comments and observations. The revised Strategy attached at Appendix 1 incorporates these changes and provides a clearer framework for the future management of the Council's parking estate.

3.6 To further strengthen the evidence base, and take into account the closure of Stourbridge Road car park, additional parking occupancy surveys have been undertaken across the Council's Town Centre car park network. This provides up to date information on parking demand and utilisation and will ensure any future strategic decisions are informed by the most recent evidence available.

3.7 The revised strategy maintains the central conclusion that Bromsgrove's primary parking challenge relates to the distribution of demand rather than an overall shortage of parking provision. The strategy therefore prioritises measures to improve utilisation of existing capacity through enhanced management, monitoring, signage, wayfinding, permit arrangements and customer information.

3.8 The strategy also establishes a framework for the ongoing review of parking demand across the Council's car park estate. Additional parking occupancy surveys are currently underway and will supplement the Strategic Parking Review and previous occupancy data to ensure the evidence base remains current and reflective of changing demand patterns.

3.9 Churchfields Car Park remains an important strategic asset for Bromsgrove Town Centre. The approved strategy will provide the context within which future options for the site can be assessed. Any future recommendations regarding Churchfields Car Park will be informed by up to date parking evidence, a financial appraisal, consideration of regeneration opportunities and wider placemaking objectives.

4. FINANCIAL IMPLICATIONS

4.1 The strategy itself does not commit the Council to specific capital expenditure, asset disposal or redevelopment decisions. However, it identifies a number of areas to explore which may have future financial implications, including parking tariffs, season ticket and permit arrangements, electric vehicle charging infrastructure, parking technology, enforcement activity and the ongoing maintenance of the parking estate.

4.2 The future of Churchfields Car Park will require a detailed financial appraisal of the options before any decision is taken. This will include an assessment of 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 Churchfields Car Park 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.

4.4 The additional occupancy surveys have been undertaken within existing approved budgets and will provide enhanced evidence to support future decision making.

5. LEGAL IMPLICATIONS

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

Relevant Council Priority

6.2 The strategy supports the Council Plan priorities by helping to create a thriving and resilient town centre, supporting economic growth and investment, making effective use of Council assets and ensuring that infrastructure planning supports the sustainable future development of Bromsgrove District. The strategy also supports the delivery of the Bromsgrove Town Centre Strategic Framework and wider regeneration objectives.

Climate Change Implications

6.3 The 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 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.

Community Impact Implications

6.5 The car parking arrangements are expected to have a generally positive impact on health and wellbeing by improving access to town centre services, healthcare facilities, employment and community amenities, particularly for older people, disabled users and those with limited mobility. Well-maintained, safe and accessible parking can support social inclusion, community participation and economic vitality. However, increased vehicle use may contribute to traffic, noise and air quality impacts and may discourage active travel for shorter journeys. These effects can be mitigated through measures such as good pedestrian connections, accessible parking provision, electric vehicle charging infrastructure, and appropriate safety and maintenance standards.

6.6 The Parking Strategy aims to support the needs of residents, businesses and visitors while ensuring parking provision remains safe and fit for purpose. Community safety is an important consideration in assessing future parking options.

6.7 Churchfields Car Park was previously closed due to anti-social behaviour and associated safety concerns. Any future decisions regarding the site will need to consider how these issues can be effectively addressed, and the car park should not be reopened unless appropriate measures are in place to mitigate the risk of recurrence and provide a safe environment for users.

7. RISK MANAGEMENT

7.1 Failure to adopt a clear parking strategy could result in future decisions being taken without an agreed strategic framework or consistent approach to parking management across the district.

7.2 There is a risk that parking demand patterns may change over time due to regeneration activity, economic conditions or changing travel behaviour. This risk is mitigated through the strategy's commitment to ongoing monitoring and the completion of additional occupancy surveys.

7.3 There is also a risk that decisions regarding Churchfields Car Park may not command public confidence if not supported by robust evidence. The Council is mitigating this risk through continued data collection, financial appraisal and alignment with wider town centre regeneration planning.

8. APPENDICES and BACKGROUND PAPERS

Appendices

Appendix 1 – Draft Bromsgrove Car Park Strategy

Background Papers

Overview and Scrutiny Board minutes – 15th September 2026

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Cllr Sue Baxter on behalf of Cllr Karen May	29/10/26
Lead Director / Head of Service	Rachel Egan Assistant Director Regeneration & Property Services	28/10/26
Financial Services	James Walton Chief Finance Officer	29/10/26
Legal Services	Nicola Cummings – Principal Solicitor – Governance	26/10/2026
Policy Team	Emily Payne Engagement & Equalities Officer	23/10/26
Climate Change Team	Matthew Eccles Climate Change Manager	23/10/26
Community Safety Team (community impact implications)	Bev Houghton Community Safety Manager	28/10/26