



North West Leicestershire District Council

Parking Strategy
Draft Parking Strategy (Stage 2)

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EXECUTIVE SUMMARY

TO BE COMPLETED



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1 INTRODUCTION

1.1 PREAMBLE

1.1.1 WYG has been commissioned by North West Leicestershire District Council to provide support in the preparation of a Parking Strategy for the District. The Council is seeking to develop a parking strategy that aligns with other initiatives to promote the use and growth of the town centres in the District.

1.1.2 Parking can be a controversial subject and the attitude towards the provision of parking can differ even when the objectives are the same. Parking strategies can play an important role in guiding and supporting other policy areas to achieve their objectives. Parking is not an objective in itself but it can be either a stimulant or a brake on local economic activity.

1.1.3 The supply of parking spaces serves various functions; it is a service to the public, residents and visitors; it can support businesses to operate and expand; it can support or hinder environmental efforts. If a surplus is generated by off-street parking and it can be used by local authorities to maintain parking facilities or provide funds for other schemes and services.

1.2 AIMS AND OBJECTIVES

1.2.1 NWLDC is a diverse district with a variety of issues and priorities in different locations. Regeneration is the top priority in Coalville. The lack of a thriving evening and leisure economy in Coalville is also a concern. Measures to attract visitors and shoppers to Coalville and encourage them to stay longer are required and changes to parking could support these efforts.

1.2.2 A lack of spare capacity in Ashby car parks is thought to be affecting its attractiveness to existing and potential customers and visitors, especially in comparison with the out of town retailers that have a large supply of free parking. Potential solutions to these issues include the provision of additional parking spaces and better management of the spaces that exist.

1.2.3 Other towns and villages have issues with parking as well and the strategy addresses these concerns. Consultation and surveys have been carried out in order to understand the issues and produce a strategy for the smaller centres in the District.



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1.2.4 The potential parking policy measures are assessed in relation to their likely impacts on factors such as the economy, regeneration efforts, traffic movements, environment/conservation and operational impacts. A summary of these impacts is presented for each potential policy measure in Section 7.

1.3 REPORT OBJECTIVES AND SCOPE

1.3.1 The Parking Strategy project is split into two phases:

- Phase 1 – High level assessment of potential car park strategies aimed at promoting growth that could be taken forward to Phase 2
- Phase 2 – Development of a Car Parking Strategy and Action Plan

1.3.2 This report presents the Phase 2 Parking Strategy.

1.4 REPORT FORMAT

1.4.1 The structure of this report is as follows:

- Section 2 sets out the policy framework for the parking strategy;
- Section 3 presents a comparison of the existing strategy with other local authorities;
- Section 4 describes existing conditions;
- Section 5 presents the results of parking surveys;
- Section 6 reports the findings of the public and stakeholders consultation exercises;
- Section 7 assesses the proposed and likely changes that are likely to affect the supply and demand for parking in the District;
- Section 8 quantifies the demand for parking space in the future;
- Section 9 is an assessment of each element of the proposed strategy and the Action Plan; and
- Section 10 presents the conclusions and recommendations of the study.



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2 POLICY REVIEW

2.1 PARKING POLICY BACKGROUND

- 2.1.1 Where the parking provision does not take account of all of the complex factors that influence economic activity it can become out of step with the needs of the town or village centre. The parking strategy may not be adequately meeting the needs of the town and this can lead to an under or over supply of parking spaces. In this case a change of strategy is required.
- 2.1.2 There is a direct link between the supply and cost of parking with other sustainable transport initiatives and the outcome can conflict with economic growth. So, if the overall cost of travel by car is reduced by reducing parking costs it may boost the local economy but also may lead to more reliance on the private car and more traffic congestion. It seems likely that town centre traffic congestion in Coalville is a lower priority than it is in Ashby so that measures that boost the economy but lead to an increase in traffic could gain more support than they might in Ashby.
- 2.1.3 The revenue implications of parking provision are less straightforward than simple income versus operational costs. The devolution of funding responsibility that was contained in the Local Government Finance Act 2012, and which is forecast to increase in scale in the future, means that the economic health of a town centre will affect overall income to the local authority through the collection of business rates. Therefore, lower parking charges that lead to a reduction in revenue income from parking operations could actually lead to a net increase in income to the authority if more business rates are collected from successful town centre businesses.
- 2.1.4 Parking standards for new development is also a key issue to be considered within the parking strategy. Local and national policy is in place that provides the framework for decisions about the levels of public and private parking to be provided by new developments.
- 2.1.5 This report has been prepared with reference to relevant planning and transport policy and reports. The following documents provide information relating the policy framework for the parking strategy and future growth in the District.



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2.2 NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

2.2.1 This Parking Strategy will be undertaken in accordance with paragraph 40 of the NPPF which states:

“Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.”

2.3 PARKING STRATEGIES AND MANAGEMENT (CIHT)

2.3.1 The above document was prepared by the Institution of Highways and Transportation (CIHT) to provide guidance on policy context; objectives and measures; and implementation for preparing parking strategies. The guidance will be used to inform preparation of the Parking Strategy.

2.4 NORTH WEST LEICESTERSHIRE LOCAL PLAN

2.4.1 The current Local Plan of the planning strategy for the District covered the period 1991 to 2006 and updated in 2004 and 2005. A new Draft Plan 2015 is currently being progressed for the period up to 2031.

2.4.2 North West Leicestershire forms part of the Leicester & Leicestershire Housing Market Area (HMA), which identified there was an Objectively Assessed Need (OAN) for 5,700 to 7,000 new dwellings in the District by 2031. NWLDC have identified there is a need to have regard to other evidence before identifying a housing requirement so the Draft Local Plan proposes to make provision for 10,700 dwellings between 2011 and 2031, a 26% increase in the District as a whole.

2.4.3 Growth identified in the Draft Local Plan and the parking implications of this growth are discussed in detail in Section 5.

2.4.4 A publication version of the Draft Local Plan was made available in June 2016 and this makes specific reference to parking in relation to new developments. Policy IF7 states that:



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"Development should incorporate adequate parking provision for vehicles and cycles in order to avoid highway safety problems and to minimise the impact upon the local environment and should be designed so that it is an integral part of the development and does not dominate the public realm".

2.4.5 The promotion of cycling is also promoted by the provision of secure cycle parking as an integral part of new development.

2.4.6 Parking standards for vehicles and bicycles will need to have regard to local highway and parking conditions and use the most up-to-date 6C's Design Guidance to specify the amount of parking to be provided. Parking standards should only be reduced where there is good access to other modes of transport.

2.4.7 The supporting text highlights the following issue:

"Given the car ownership levels in the district as well as the low level of public transport and instances in the past where new developments have been dominated by cars parked on roads, due to the lack of off-street parking, the Council wish to ensure that new development creates attractive places to live and work and is not dominated by parked cars. Therefore, to ensure that car parking provision is adequate the provision of 2 car parking spaces per dwelling, increasing to 3 spaces per dwelling for four or more bed properties will be appropriate in many instances."

2.5 REGENERATION AND NEIGHBOURHOOD PLANS

2.5.1 Coalville has had various regeneration strategies over the years and the current initiatives are the Building Confidence in Coalville programme (also known as the 'Coalville Project'). This includes the Car Parking Strategy itself plus various other workstreams that relate to the car parking strategy, including the 'Four Squares' regeneration plan and a feasibility study for the potential development of the London Road car park.

2.5.2 The Pre-submission Draft of the Ashby Local Neighbourhood Plan 2016-31 has recently been consulted on by the Town Council which includes a target of 1,434 new homes for the town. This number has been established on a pro-rata split of the 10,700 allocation for the district as a whole.



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2.6 NORTH WEST LEICESTERSHIRE INFRASTRUCTURE PLAN

2.6.1 The Infrastructure Plan (Draft or Final?) includes references to car parks and it recognizes that the recommendations of the Parking Strategy will affect the infrastructure requirements in the future. The final documents will need to be consistent and read in conjunction with regards to parking.

2.7 LEICESTERSHIRE LOCAL TRANSPORT PLAN 3 (LTP3)

2.7.1 LTP3 provides a long term strategy for transport in Leicestershire during the period to 2026 with emphasis on encouraging sustainable travel. In terms of parking, LTP3 specifically identifies that:

"Further consideration will also be required as to the role of car parking provision, especially its location and charges, in both the context of managing car use for journeys and attracting the levels of inward investment that will enable growth."

2.7.2 LTP3 also indicates that LCC will continue to develop and refine its approach to on-street parking provision. In the long term, it indicates that consideration will be given to introducing on-street parking charges in county towns and larger urban areas.

2.8 LEICESTER AND LEICESTERSHIRE ENTERPRISE PARTNERSHIP (LLEP)

2.8.1 The LLEP Priority Projects and Programme includes the Market Town Regeneration Programme that aims to arrest the downward trend in the County’s market town economies. Funds have been provided for the Town Centre Regeneration Programme and both Ashby and Coalville are included in the programme.

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3 COMPARISONS WITH OTHER LOCAL AUTHORITIES

3.1 PARKING TARIFFS

3.1.1 Car park pricing policy can be very competitive between different local authorities and between public and private operators in the same location. The current NWLDC parking tariffs have been benchmarked against comparable towns and districts and shown in **Table 1**. The red, amber and green coloured boxes show where parking charges are greater, the same or lower than the current NWLDC charges.

Table 1 – Benchmarking of Local Authority Parking Tariffs

Local Authority		Town Centre Weekday Parking Charge					
		<1 hr	<2 hrs	<3 hrs	<4 hrs	<5 hrs	Long stay
NWLDC (Coalville and Ashby)		50p	80p	£1.20			£2
East Staffordshire	Burton	£1.00	£1.00	£1.80	£2.20 - £4.40		£4.40
	Uttoxeter	£1.00	£1.00	£1.50	£2.80		£5.50
South Derbyshire		Free parking, with time limits in 3 car parks					
Broxtowe		Free	£1.00	£1.50			£2.00
Oadby and Wigston		Free	Free	Free			£3.00
Charnwood	Loughboro'	60p	£1.60	£2.20	£3.20	£4.90	£6.00
	Browns Lane	£1.10	£3.20				
Blaby		Free	Free	20p	£1.50		£4.50
Market Harborough		70p	70p	£1.20	£1.70		£3.20
Hinckley and Bosworth	Short Stay	50p	£1.00	£1.50	£2.60		£4.80
	Long Stay					£1.30	£2.40
Melton	Short Stay	70p	£1.40	£2.00			
	Long Stay	70p	£1.10		£2.20		£3.30
Ashfield		Free	60p	£1.50	£1.50	£2.00	£2.00
Erewash		Free	£1.00	£1.50			£3.00
			80p				£1.00



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3.1.2 **Table 1** shows that NWLDC parking charges are at the lower end of the range of parking tariffs amongst its neighbouring comparator local authorities. There are many different tariff structures in place so a direct comparison is not always possible, but the charges for <1 hour and <2 hours are 50p and 80p in NWLDC car parks while in other authorities they range from Free to £1.10 for <1 hour and most are between 60p to £1.60 for <2 hours. In summary:

- East Staffordshire, Charnwood and Melton Districts have consistently higher tariffs.
- Ashfield, Broxtowe, Erewash, Harborough and Hinckley and Bosworth have similar tariffs to NWLDC (Ashfield, Broxtowe and Erewash are all free for the first hour)
- Oadby, Blaby and South Derbyshire have lower parking tariffs and all offer free short stay parking

3.2 CASE STUDIES AND EVIDENCE FROM OTHER AUTHORITIES

3.2.1 A successful Parking Strategy is one that supports other initiatives to achieve the objectives of a local authority, stakeholders and the public. Parking strategies can have an impact in isolation but they are far more effective when used in parallel with other interventions. Free parking may seem like an effective way to increase use and boost the local economy, but there are many other factors to consider.

3.2.2 The British Parking Association carried out a user survey and ranked the top 10 factors that dictate a driver’s choice of car park:

- Location
- Personal safety
- Safe environment
- Tariffs
- Ease of access
- Congestion / queues
- Number of spaces
- Effective surveillance
- Size of parking spaces
- Appropriate lighting



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3.2.3 All of these factors have been considered as part of a revised parking strategy but at this stage the study has focussed on those factors that are most directly related to supporting the regeneration efforts in the District. The factors related to safety and security need to be as high quality as possible but they have a limited impact on decisions about location, size and cost of parking which have a closer relationship with the town centre economy.

3.2.4 The provision of parking has an opportunity cost, i.e. the cost of the alternative land use that has been foregone in favour of parking. Unused car parking spaces do not just have a zero or maintenance cost, it also includes the opportunity cost of what could be built or provided on that site.

3.3 RELATIONSHIPS BETWEEN PARKING AND THE TOWN CENTRE ECONOMY

3.3.1 Town centre economic prosperity is driven by a wide range of factors that are interlinked in many complex ways. Population and demographics, the health of the local and regional economies, the size of the centre and its retail and leisure offer and the proximity of competing centres are just a few of the many important factors.

3.3.2 Town centres can be considered to be an ecosystem where retail is an important element but it may not be the most important. Many town centres have seen a reduction in the number of shopping outlets but the most successful towns have found a way to respond to this change by tapping into new sources of income.

3.3.3 Accessibility and transport options to a town centre are just one factor that users consider in their decision making about where to shop and the price and availability of parking is just one element of the whole travel experience. The link between parking and prosperity is difficult to isolate from amongst all these other factors and there is not much quantitative evidence beyond the anecdotal.

3.3.4 The Association of Town and City Management and the British Parking Association produced guidance on parking provision called 'Re-Think! Parking on the High Street'. This showed that there is a clear link between the number of parking spaces and town centre footfall but the report warns against the conclusion that the provision of more spaces causes increased footfall. The report shows the link between the cost of parking and town centre footfall is less obvious and linear, suggesting that other factors are at work.



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3.3.5 A major study was produced for the Welsh Government in 2015 titled 'Assessing the Impact of Car Parking Charges on Town Centre Footfall'. Although most of the examples in the study are from Wales, the results and principles are still applicable to England and North West Leicestershire. The key findings of the study were:

- There is a lack of robust evidence to link car park strategies with town centre footfall. It is difficult to separate the impacts of parking charges from all the other factors in a robust and convincing way;
- Businesses and workers are convinced that parking charges have an impact on the number of people coming to town centres, but there is little published evidence to support this assertion beyond the anecdotal. There is a relationship, but it may be weaker than expected;
- Town centre visitors do take account of parking charges and the availability of spaces, but they are just two of many other transport and non-transport factors;
- Free parking was often found to not benefit target visitors but was used by town centre workers rather than shoppers and it had little impact on footfall; and
- Town centre economies are highly localised and very specific to local conditions (the towns in NW Leicestershire are clear examples of this) and town centre strategies should be tailored to local areas to maximise footfall.

3.3.6 Studies and reports by business organisations such as the Federation of Small Businesses often link town centre vitality with parking charges, but provide little hard evidence to prove the link. Sustrans research found that traders over estimate the amount of income from car users and under estimate the importance of pedestrians.



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4 EXISTING CONDITIONS

4.1 INTRODUCTION

4.1.1 North West Leicestershire District (NWLD) covers an area of approximately 108 square miles and has a population of approximately 95,000 (2014).

4.1.2 The district includes the key towns of Coalville and Ashby-de-la-Zouch (Ashby) plus smaller centres such as Castle Donington, Measham, Kegworth and Ibstock. The Parking Strategy study area, along with identification of key towns and transport routes is shown on **Figure 1**.

4.1.3 Major road links within the district include the A511, linking Burton-upon-Trent to M1 J22 and the A42, which links M1 J23A with Birmingham. The two major roads meet at a grade separated junction to the east of Ashby.

4.1.4 The district has a long history of mineral extraction, which includes brick making, gravel and coal mining. However, all of the deep coal mines have now closed. East Midlands Airport is a major employer and transport hub situated in the northern section of the district.

4.1.5 Along with the airport hub and its surrounding distribution, logistics and hotel employers, other major employers in the area include Aggregate Industries HQ in Bardon and the Bardon Hill Industrial Estate to the east of Coalville and United Biscuits in Ashby.

4.2 COALVILLE

4.2.1 In 2011, Coalville had a population of 12,686 (2011 Census), with the Coalville urban area housing a population of 33,011, making it the largest town in NWLD. The town is situated in the southern section of the district, approximately 11 miles North West of Leicester.

ECONOMY

4.2.2 The town has suffered greatly from the closure of the deep coal mines and the majority of the business sector now focuses around the service industry. The Belvoir Shopping Centre is the town's main retail area constructed in the 1960's/70's, which is home to stores including Argos, Wilkinsons, Home Bargains and Farmfoods. Despite its position in the centre of the



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town, the shopping centre has suffered a decline in footfall in recent years and up to 1/3rd of shops are now vacant.

4.2.3 Coalville has a market located in the Market Hall to the east of the Belvoir Shopping Centre which takes on Tuesday, Friday and Saturday. The majority of trading at the market occurs on Fridays.

4.2.4 Industrial and business centres are present to the north of the town centre, off the A511 which provides good east-west links to the strategic road network. The areas include large supermarkets Morrisons and Aldi, amongst numerous industrial units.

TRANSPORT

4.2.5 The A511 by-passes the town to the north, directing through traffic around the town centre. The main routes into and out of Coalville include Ashby Road, Belvoir Road, High Street and Thornborough Road.

4.2.6 A number of bus routes serve Coalville, mainly run by Arriva Midlands and include routes to and from Leicester, Loughborough, Burton-upon-Trent, Hinckley and East Midlands Airport. The closest railway station is in Loughborough, approximately 8 miles to the North East of Coalville.

4.2.7 Traffic congestion is not a major issue in the town centre although the A511 can get congested at busy times.

4.3 ASHBY

4.3.1 With a population of approximately 12,530 (2011 census), Ashby is the second largest town in the district and it's town centre is situated approximately 7 miles west of Coalville. The town currently accommodates approximately 5,422 homes.

ECONOMY

4.3.2 The main industrial areas / business centres in Ashby are located to the north and east of the town, close to the A511 and A42. United Biscuits and KP Snacks are the largest employers in the town at their factory and distribution centre. A large Tesco Extra store is also located close to this junction.



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- 4.3.3 The town centre is relatively successful and the proportion of vacant shop units is low. Unlike Coalville, Ashby has a lively night time economy, with a number of restaurants, pubs and nightclubs, most notably on Market Street. The town council hold a number of local events, on weekends and evenings, which attracts interest from residents and local visitors.

TRANSPORT

- 4.3.4 The town is situated to the west of the A511 / A42 grade separated junction. The A511 and A42 bypass the town to the north and the south respectively and the main routes into Ashby are from Nottingham Road, Measham Road, Moira Road and The Callis, from the east, south, west and north respectively.
- 4.3.5 Arriva Midlands bus services provide trips between Coalville and Burton-upon-Trent and National Express Coach services link the town with links to Leicester and London. The nearest train station is Burton-Upon-Trent, approximately 8 miles to the west of Ashby.
- 4.3.6 There is some traffic congestion in the town centre, especially between the A511 and Market Street. The town centre roads are not particularly suitable to carry large volumes of traffic.

4.4 CASTLE DONINGTON

- 4.4.1 Castle Donington is a small market town of approximately 6,400 inhabitants lying to the north of the district approximately a mile to the north of East Midlands Airport.

ECONOMY

- 4.4.2 Major business and employment sites are located in the vicinity of the Airport to the south of the town and adjacent Pegasus Business Park further to the south-east around Junction 23A of the M1. In addition to providing employment associated with the passenger side operations, the Airport is a major logistics and warehousing centre.
- 4.4.3 Approximately one mile to the north of the town lies the Willow Farm Business Park on land formerly occupied by the Castle Donington Power Station. Companies located on the site include a mix of light industrial manufacturing and a major logistics warehouse occupied by Marks & Spencer.



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- 4.4.4 Donington Park race course is located approximately one mile to the south of the town, holding regular motor racing meetings and other major events including Download Festival and various concerts and exhibitions throughout the year. The Donington Sunday Market is held at the Donington race course circuit every weekend throughout the year.
- 4.4.5 There are a mix of shops, services and restaurants / bars located along Market Street in the town centre including a Cooperative foodstore, Post Office and branch banking facilities.

TRANSPORT

- 4.4.6 The town is located approximately 4 miles from Junction 23A of the M1 to the south-east and 1.5 miles south of the A50 Derby Southern Bypass to the north. In both cases local access is provided by way of grade separated connections to each of the routes providing excellent highway connections to the north and south via the M1, the west via the A50 and south-west via the A42.
- 4.4.7 The nearest rail station is located at Long Eaton on the Midland Mainline approximately 4.5 miles to the north-east accessed via the B6450 Trent Lane. A second (more frequently served) access to the rail network is provided by way of the East Midlands Parkway station located approximately 6 miles to the east. Existing passenger services operating out of both stations provide frequent connections to destinations including Derby, Leicester and Nottingham within the region and Sheffield and London further beyond.
- 4.4.8 The town is well served by existing bus services, notably the Skylink routes operated by Kinch / Trent Barton that provide minimum twenty minute frequency daytime services to key destinations including East Midlands Airport / Pegasus Business Park, Derby, Nottingham, Loughborough, Leicester and Long Eaton station. There is a twice hourly daytime link to Coalville provided by way of an extended Skylink service plus the Coalville Airlink operated by Roberts Coaches.

4.5 IBSTOCK

- 4.5.1 Ibstock is a village and civil parish located approximately 2.5 miles to the south-west of Coalville. The current population of the parish is approximately 5,700.



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ECONOMY

- 4.5.2 Ibstock Brick Limited located on a site to the north-east of the village is a major manufacturer of building products. Additional limited light industrial units are located on Spring Road to the east of the village centre.
- 4.5.3 There are a number of shops and services located within the village centre including a sizeable Coop, secondary school and various small retail businesses, fast food restaurants and public houses primarily located along the High Street.

TRANSPORT

- 4.5.4 The village lies along the A447 that connects to the A511 adjacent to the west of Coalville approximately 3 miles to the north and to the A47 on the northern side of Hinckley approximately 10 miles to the south. Additional routes into and out of the village to the east and west are provided by way of Leicester Road and Pisca Lane that connect to the A511 at Bardon and the A42 just west of Packington approximately 6 miles to the west respectively.
- 4.5.5 There are two existing bus routes operating services in the village: Arriva Midlands that operates the number 15 service connecting to Coalville every twenty minutes during the daytime and the 159 operated by Robert's Coaches that provides an hourly service to Coalville to the north and to Hinckley via outlying settlements including Market Bosworth, Newbold Verdon and Barwell to the south.

4.6 MEASHAM

- 4.6.1 Measham is a large village located in the south-west of the district, approximately 4.5 miles south-west of Ashby and 8 miles west of Coalville. The village population is c. 5,200.

ECONOMY

- 4.6.2 There are a number of industrial and major retail premises around the village including the Hanson brickworks located to the south-east of the village on Atherstone Road, the Westman Industrial Estate approximately one mile to the west of the village centre and the British Car Auctions and DFS site approximately one mile to the south. Bloor Homes head office is located on the north side of the village centre, accessed off of the Ashby Road.



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4.6.3 There are a limited number of retail and service facilities located within the village centre including a local Tesco foodstore, Post Office, local medical facilities and a number of public houses / restaurants and fast food outlets.

TRANSPORT

4.6.4 The village lies adjacent to the eastern side of the A42 although the closest access to it is provided via junction 12 approximately one mile to the north and junction 11 two miles to the south. Measham Road provides access to the A444 located approximately 2 miles to the west. In turn, the A444 provides onward connections towards Swadlincote and Burton upon Trent approximately 9 miles to the north-west and to the A5 and Nuneaton approximately 15 miles to the south.

4.6.5 Two existing bus routes operate in the village: service 19 operated by Midland Classic that provides an hourly daytime service to destinations including Ashby, Swadlincote and Burton upon Trent and service 7 operated by Robert’s Coaches that operates on a two-hourly frequency throughout the day to Atherstone and Fenny Drayton via outlying villages in west Leicestershire.

4.7 WHITWICK

4.7.1 Whitwick is a large village of approximately 8,600 inhabitants located in the south-east of the district approximately 2 miles north-east of Coalville town centre.

ECONOMY

4.7.2 The main industrial areas / business centres in Ashby are located to the north and east of the town, close to the A511 and A42. United Biscuits and KP Snacks are the largest employers in the town at their factory and distribution centre. A large Tesco Extra store is also located close to this junction.

4.7.3 Unlike Coalville, Ashby has a lively night time economy, with a number of restaurants and nightclubs, most notably on Market Street. The town council hold a number of local events, on weekends and evenings, which attracts interest from residents and local visitors.



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- 4.7.4 The main highway access is provided by way of Hermitage Road that connects into the A511 approximately one mile to the south-west. The A511 in turn provides connections to both Coalville and Ashby within the district and more distant key settlements including Leicester approximately 13 miles to the south-east and Burton upon Trent approximately 16 miles to the north-west.
- 4.7.5 Additional locally important highway connections are provided by way of North Street / Talbot Street through the village centre that links into the A512 Loughborough Road approximately 2 miles to the north through Thringstone.
- 4.7.6 Insert Bus services

4.8 KEGWORTH

- 4.8.1 Kegworth is a large village of approximately 3,600 inhabitants located in the north-east corner of the district, approximately 1 mile to the east of the M1 and East Midlands Airport.

ECONOMY

- 4.8.2 There are major employers to the north-west of the town that benefit from easy access to the M1 and other strategic road links as well as the Airport. These include the Cott Beverages factory and Hotel / Conference Centre on the A6. There is a lively village centre that contains shops, food and drink, services and some business employers.

TRANSPORT

- 4.8.3 Kegworth is well located in terms of access to the strategic road network because it lies on the A6 north of Loughborough and has easy access to the M1, A50, A42 and A453 via the M1 junction 24. However, the A6 runs through the centre of the village which carries high traffic flows and heavy goods vehicles.
- 4.8.4 Access to the rest of NWL District is not so good because of the location of the village at the edge of the District. Kegworth has more direct connections with other towns and districts such as Loughborough and Nottingham than it does with most of NWL, although it does have good access to the Airport and Castle Donington.



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4.8.5 Insert Bus services

4.9 PARKING IN COALVILLE

4.9.1 There are a number of council and privately operated car parks within the town centre and their location is highlighted in **Figure 2** along with the Belvoir Shopping Centre and the Market Hall.

4.9.2 The car parks in Coalville town centre are mainly operated by the Council, the main exception being the Co-op car park off Bridge Road. This is beneficial because a parking strategy can be applied across the whole town, unlike in many towns where parking is provided by private operators and the tariffs and conditions vary and the impact of the strategy is diluted. Blue Badge holders have unrestricted free parking on all car parks operated by the District Council.

4.9.3 **Table 2** sets out the characteristics of the council operated car parks in Coalville town centre.

Table 2: Coalville Town Centre Car Parks

Car Park	Owner	Number of Parking Spaces		Length of Permitted Stay (>3 hrs)
		Standard	Disabled	
Market Hall	Council	188	14	Short & Long (90 free spaces)
Bridge Road	Council	241	8	Long
Needham’s Walk	Council	108	2	Short
Co-op	Co-op	126	13	Short
North Service Road	Council	74	0	Long
London Road	Council	89	2	Long
Council Offices	Council	160	2	Long
Margaret Street	Council	49	5	Short
LCC Library	Council	15	0	Long
James Street	Council	72	4	Long

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4.9.4 An audit of all the public car parks in the District has been undertaken (see Appendix A)

MARKET HALL CAR PARK

4.9.5 The Market Hall Car Park is located adjacent to the Market Hall and it has 188 spaces and 14 disabled bays. There is an area of the car park containing 90 spaces where parking is free and not time restricted. The remaining spaces are restricted to a maximum stay of three hours and parking charges apply to these spaces. Observations confirm that the car park is busy and practically full at busy times with a high turnover of vehicles. The car park provides easy access to the Market Hall and the Belvoir Centre.

4.9.6 The audit of the car park shows that the car park has most of the facilities that would be expected in a town centre car park and they are in a good condition. The only facilities that could be added are CCTV and cycle parking.



BRIDGE ROAD CAR PARK

4.9.7 Bridge Road Car Park is adjacent to the Market Hall Car Park and users can drive between the two. It has 241 spaces and 8 disabled bays. The car park charges apply from 08:00 – 17:00 Monday to Saturday and the tariff is long stay. Spaces are generally available at any time of the day in the Bridge Road Car Park.

4.9.8 The audit of the car park shows that the car park has some of the facilities that would be expected in a town centre car park and it is in a reasonable condition.

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NEEDHAM'S WALK CAR PARK

4.9.9 Needham's Walk Car Park is located adjacent to the south of the Belvoir Centre and it offers parking for up to 108 spaces, plus two disabled bays. The parking tariff is short stay, with parking available for up to three hours only. Usual parking conditions suggest the car park reaches approximately half capacity.

4.9.10 The audit of the car park shows that the car park has some of the facilities that would be expected in a town centre car park and it is in a reasonable condition.

NORTH SERVICE ROAD CAR PARK

4.9.11 North Service Road Car Park is located adjacent to High Street, to the north of The Belvoir Shopping Centre and parking conditions suggest the car park is close to capacity at busy times of day. The car park provides parking for 74 spaces and time limit restrictions do not apply, with charges applying from 08:00 – 17:00, Monday to Saturday. The car park provides quick and easy access into the Belvoir Shopping Centre.

4.9.12 The audit of the car park shows that the car park is missing many of the facilities that would be expected in a town centre car park and it is quite a low quality environment. Pedestrian access is poor with no footways or signs for pedestrians or drivers and there is no disabled parking.



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LONDON ROAD CAR PARK

- 4.9.13 London Road Car Park is a long stay car park, located adjacent to London Road, providing parking for up to 89 vehicles, plus two disabled bays. Usual parking conditions suggest the car park reaches approximately half capacity. It has been noted that local residents park in the car park in the evening and overnight. Some Council staff members receive parking permits and they are valid in the London Road car park and the Council Offices car park. Other visitors to the Council offices receive 30 minutes free parking. They do not purchase a ticket so the use of this free parking facility cannot be quantified without a more detailed survey.
- 4.9.14 The audit of the car park shows that the car park has some of the facilities that would be expected in a town centre car park and they are in a reasonable condition. The facilities that could be added are some pedestrian signs, waste bin, CCTV and cycle parking.

COUNCIL OFFICES CAR PARK

- 4.9.15 The Council Offices Car Park has 160 parking spaces, plus two disabled spaces. It is located adjacent to London Road Car Park and accessed off Whitwick Road. The car park offers long stay parking and generally has a high level of occupancy, although many Council officers with parking permits park here so analysis of ticket sales alone may not provide a complete assessment of how the car park is used.
- 4.9.16 The audit of the car park shows that the car park has some of the facilities that would be expected in a town centre car park and they are in a reasonable condition. The facilities that could be added are some pedestrian signs, waste bin, motorcycle parking and CCTV.

MARGARET STREET CAR PARK

- 4.9.17 Margaret Street Car Park is a small short stay car park with space for up to 49 vehicles, plus five disabled bays. Parking is restricted to a maximum of three hours with charges applying from 08:00 to 17:00, Monday to Saturday. The car park is busy during the daytime with a high turnover of vehicles.



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4.9.18 The audit of the car park shows that the car park has most of the facilities that would be expected in a town centre car park and they are in a good condition. The only facilities that could be added are pedestrian signs and CCTV.

LCC LIBRARY CAR PARK

4.9.19 The Library Car Park is Leicestershire County Council owned; however charging is enforced by NWLDC. The car park has space for 15 vehicles and offers long stay parking; observations indicate that the car park is busy during the daytime, with a high turnover of vehicles and ticket sales compared with the average.

4.9.20 The audit of the car park shows that the car park has few of the facilities that would be expected in a town centre car park. The car park is only small but it could benefit from some additional facilities.

JAMES STREET CAR PARK

4.9.21 James Street Car Park is located to the south west of the town centre and it provides spaces for up to 72 vehicles, plus four disabled spaces. The car park offers long stay parking and the car park reaches approximately half capacity in the daytime.

4.9.22 The audit of the car park shows that the car park has most of the facilities that would be expected in a town centre car park and it is in a good condition. Pedestrian access is not ideal but that is due to the level difference between the car park and footway. The only facilities that could be added are signs for drivers and pedestrians, CCTV and cycle parking.



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4.10 PARKING IN ASHBY

4.10.1 **Table 3** describes the characteristics of each car park in the town centre.

Table 3: Council Enforced Car Parks - Ashby Town Centre

Car Park	Owner	Number of Parking Spaces		Long/Short Stay
		Standard	Disabled	
South Street	Council	60	2	Long
North Street (Inc Extension)	Council	82	6	Mainly Short
LCC Library	Private	27	?	Short
Hood Park Leisure Centre (Inc Extension)	Council	115	2	Combination
Royal Hotel	Private	100	1	Long
Brook Street	Council	12	1	Short

SOUTH STREET

4.10.2 South Street Car Park is located to the south of the town centre and accommodates up to 60 vehicles, plus two disabled spaces. The car park is known to be very busy at all times and is thought to be popular for long stay commuter parking.

4.10.3 The audit of the car park shows that the car park has many of the facilities that would be expected in a town centre car park and is in a very good condition (due to the recent resurfacing work and new equipment that has been installed). The main things that could be added to the car park would be some cycle and motorcycle parking spaces.

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NORTH STREET (INCLUDING LIBRARY AND EXTENSION)

4.10.4 North Street Car Park (including extension) is located to the north of the town centre off North Street, and accommodates parking for up to 82 vehicles, plus six disabled spaces. The car park accommodates mainly short stay parking, and is busy at all times, with a high turnover of vehicles.

4.10.5 The audit of the car park shows that the car park has many of the facilities that would be expected in a town centre car park and is in a reasonable condition. The main things that could be added to the car park would be some cycle and motorcycle parking spaces.

THE HOOD LEISURE CENTRE

4.10.6 The Hood Leisure Centre Car Park has a combined capacity of 115 spaces, plus two disabled spaces. The car park has short stay and long stay tariffs and is used by Leisure Centre users and visitors to the town centre.

4.10.7 The audit of the car park shows that the car park has most of the facilities that would be expected in a town centre car park and is in a reasonable condition.

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BROOK STREET

- 4.10.8 Brook Street Car Park is a small set of parking spaces off Brook Street in the centre of the town. The area has capacity for 12 vehicles, and is busy at all times, with a high turnover of vehicles. The condition audit shows that the facilities are limited in this very small car park.



THE ROYAL HOTEL

- 4.10.9 The Royal Hotel Car Park is privately owned, however similarly to the LCC Library Car Park, parking charges are enforced by NWLDC. The car park has capacity for approximately 100 vehicles and is a long stay car park. The car park operates at medium capacity and is mainly used by the hotel guests and staff.
- 4.10.10 The audit of the car park shows that the car park has some of the facilities that would be expected in a town centre car park but is in a poor and unattractive condition, particularly in relation to the car park surface that is unmarked, uneven and consists of loose chippings. This makes it more difficult for pedestrians and drivers. The car park would benefit from some signs for drivers and pedestrians, disabled spaces and CCTV.



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4.11 OTHER KEY CENTRES AND CAR PARKS

4.11.1 There are a number of smaller centres in North West Leicestershire District that have council operated car parking provision. These car parks are all free of charge.

4.11.2 The additional car parks located outside of Coalville and Ashby are listed in **Table 4**. Two of the car parks are adjoining private car parks that are not owned and operated by the Council, although they are open to the public. These car parks have been considered as part of the Parking Strategy.

Table 4: Council Managed Car Parks – Other Centres

Location	Car Park Names	No. of Parking spaces
Castle Donington	Borough Street	30 (plus 18 private)
Castle Donington	Clapgun Street	34
Castle Donington	Hillside	15
Hugglescote	Station Road	
Ibstock	Gladstone Street	22
Ibstock	High Street	74
Measham	High Street	50
Measham	Peggs Close	20 (plus 60 private)
Blackfordby	Moira Blackfordby Lane	
Thringstone	The Green	
Whitwick	Silver Street	145
Whitwick	Vicarage Street	29
Whitwick	City of Dan	16
Whitwick	Market Place	6
Kegworth	No formal off-street car parks but there is an on-street parking area at The Croft	



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4.12 CAR PARK TICKET SALES

4.12.1 The Council keeps a record of car park ticket sales at each of the car parks where charges apply. **Tables 5 to 8** show summaries of ticket sales in Coalville and Ashby on a typical Friday and Saturday in May 2016.

Table 5: Ticket Sales, Coalville (Friday 20 May, 2016)

Tariff	50p 1 Hour	80p 2 Hour	£1.20 3 Hours	£2.00 All Day	TOTAL
Market Hall	175	97	20	0	292
Bridge Road	118	82	23	17	240
Needhams Walk	159	113	28	0	300
North Service Rd	207	67	16	35	325
London Road	30	3	12	7	52
Council Offices	16	15	3	6	40
James Street	69	33	17	14	133
LCC Library	33	19	10	3	65
Margaret Street	149	78	29	0	256
TOTAL	956	507	158	82	1703

Table 6: Ticket Sales, Coalville (Saturday 21 May, 2016)

Tariff	50p 1 Hour	80p 2 Hour	£1.20 3 Hours	£2.00 All Day	TOTAL
Market Hall	154	121	15	0	290
Bridge Road	163	113	23	20	319
Needhams Walk	145	95	22	0	262
North Service Rd	251	107	14	21	393
London Road	34	19	1	6	60
Council Offices	117	109	73	19	318
James Street	47	44	8	9	108
LCC Library	41	12	2	2	57
Margaret Street	115	89	36	0	240
TOTAL	1067	709	194	77	2047



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Table 7: Ticket Sales, Ashby (Friday 20 May, 2016)

Tariff	50p 1 Hour	80p 2 Hour	£1.00 2 Hours	£1.20 3 Hours	£2.00 or more	TOTAL
Brook Street	36	34	0	6	0	76
Leisure Centre	20	8	0	7	13	48
North Street	141	166	0	61	11	379
South Street	50	43	0	8	50	151
Library	23	42	0	18	0	83
Royal Hotel	0	0	75	0	46	121
TOTAL	270	293	75	100	120	858

Table 8: Ticket Sales, Ashby (Saturday 21 May, 2016)

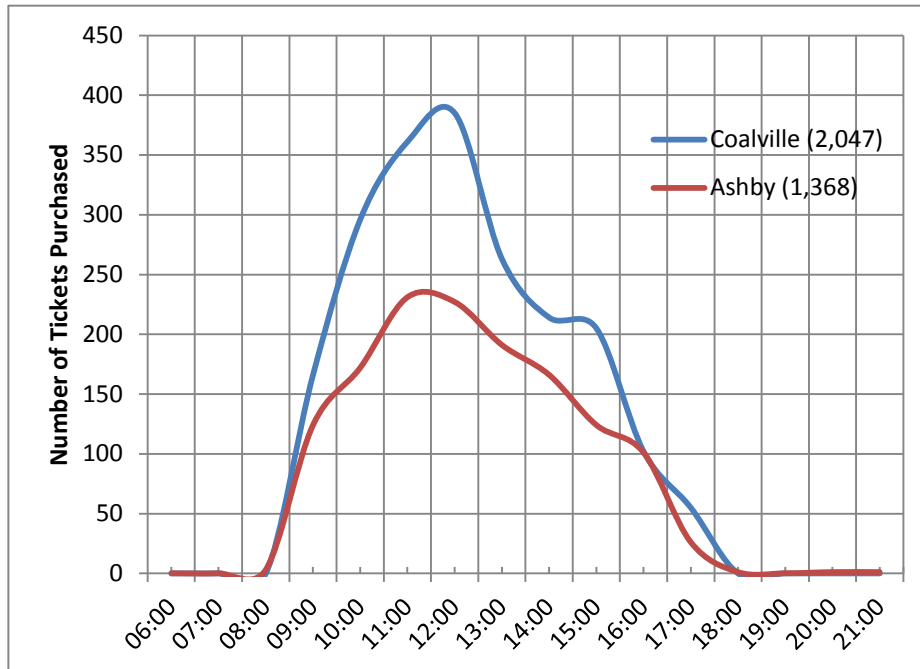
Tariff	50p 1 Hour	80p 2 Hour	£1.00 2 Hours	£1.20 3 Hours	£2.00 or more	TOTAL
Brook Street	35	32	0	10	0	77
Leisure Centre	149	201	0	130	81	561
North Street	109	132	0	87	1	329
South Street	44	80	0	37	36	197
Library	23	23	0	16	0	62
Royal Hotel	0	0	99	0	33	132
TOTAL	360	468	99	280	151	1358

- 4.12.2 The tables show which car parks are more popular for different lengths of stay and the variation between length of stay in the two towns. In Coalville most people pay to stay for up to one hour while in Ashby more people stay for between one and two hours and there is more all-day (£2.00) parking in Ashby.
- 4.12.3 There are five main car parks in Coalville (plus the free Market Hall car park) that are used by a similar number of people each day, although a lot more people pay to park in the Council Office car park on a Saturday (it is still busy during the week with staff parking). The amount of all-day parking is relatively low (4-5% of the total).
- 4.12.4 In Ashby the North Street car park was the most popular on the weekday but on a Saturday the Leisure Centre car park is the most popular because of the clubs and activities that take place. Long stay parking is more common than in Coalville (11%-13% of the total) and very common in the South Street car park where 33% of users pay for the whole day.



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4.12.5 **Figure 2** shows the distribution of ticket sales across the day on Saturday 21 May, 2016 and the total tickets sold during the day.



4.12.6 The graph shows that many more tickets are sold in Coalville in the middle of the day but the number drops sharply after lunch and the number of tickets sold is similar in the early evening.

4.13 ON-STREET PARKING

4.13.1 On street parking provides valuable parking spaces in all of the town and village centres. There are no charges for on-street parking, although it is understood that the County Council are considering the introduction of charges in the future. In total there are approximately 320 controlled parking bays in the District and some of these are restricted to specified users (e.g. disabled users, taxis and loading bays).

4.13.2 This includes Marlborough Square in Coalville which is one of the town’s priority regeneration areas. The square contains 26 on street parking spaces that are free of charge but are time limited.



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4.13.3 On-street parking performs a major function in Ashby as one of the busiest parking areas is along the main commercial street in the town, Market Street. Parking is allowed for a limited time on both sides of the road and is the parking space of choice for many people visiting the town centre for a short time period.

4.13.4 Surveys were carried out of these two important on-street parking areas, in addition to those carried out in the car parks.

4.14 SPECIALIST PARKING (DISABLED, MOTORCYCLE, CYCLE, COACH AND HGV)

4.14.1 Disabled parking spaces are provided in most of the Council run car parks in the District, with the exception of the Library car park in Ashby and the North Service Road car park in Coalville where there are nearby car parks that do have disabled spaces.

4.14.2 Motorcycle spaces are provided in some of the main car parks but not all. There is no charge to park a motorcycle in any of the car parks. Cycle parking spaces are provided in some car parks as well as in other locations in the town and village centres.

4.14.3 Two public coach parking bays are provided but these are on private land at the Ashby Tesco and are thus outside of the direct control of the Council and also not very convenient for other parts of the District.

4.14.4 There are no official HGV parking spaces in the District, although they are parked on-street and in laybys.

4.15 PRIVATE NON-RESIDENTIAL PARKING

4.15.1 Private Non-Residential (PNR) parking is that provided by businesses or organisations for use by employees or visitors. It is privately controlled so the Council has no control over how it is operated or used. The number of PNR spaces is not known in the District but the Parking Strategy takes account of its presence and impact.

4.16 RESIDENT PARKING SCHEMES

4.16.1 There are currently no Resident Parking schemes in the District. Other Leicestershire District Council areas do have Resident Parking schemes. These are implemented and managed by the County Council in collaboration with District Councils and residents.



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4.17 CAR PARK OPERATIONS, MANAGEMENT AND ENFORCEMENT

4.17.1 Insert description of the current management of car parks by NWLDC. Consult with NWLDC to see how much they want to put in here, if anything



5 PARKING SURVEY RESULTS

5.1 INTRODUCTION

5.1.1 Parking beat surveys were carried out in June 2016 to gain an understanding of how the car parks are used. The surveys were done at times that are considered to be the busiest time of a 'normal' week; they were not done at the very busiest times, i.e. Christmas and during other special events. Ticket sales data was analysed which showed that the highest number of tickets sales are on a Friday and Saturday, with Saturday sales slightly higher and also with a higher proportion of longer stay tickets. The Saturday peak is also concentrated at a shorter period of the day so, using all this information it was concluded that the maximum occupancy is likely to be on a Saturday lunchtime and the surveys were then carried out on Saturday 18th June, 2016.

5.1.2 The focus of the strategy will be on the busiest day-to-day conditions rather than the absolute maximum times of use, but with recognition that there are times and events that create even more demand than normal.

5.1.3 Occupancy surveys were carried out between 10.00am and 2.30pm in the main public car parks and roads. The locations of the surveys are shown on **Figures 1 and 2**. A full set of survey results is presented in Appendix A and an assessment of each town is presented in the following sections.

5.2 ASHBY RESULTS

5.2.1 **Figure 3** shows the number of occupied parking spaces in all of the surveyed car parks in Ashby town centre and on-street parking on Market Street and **Figure 4** shows the percentage occupancy of each of these parking areas. The data labels on each line also show the capacity of each car park.



Figure 3 – Ashby Saturday Parking, June 2016

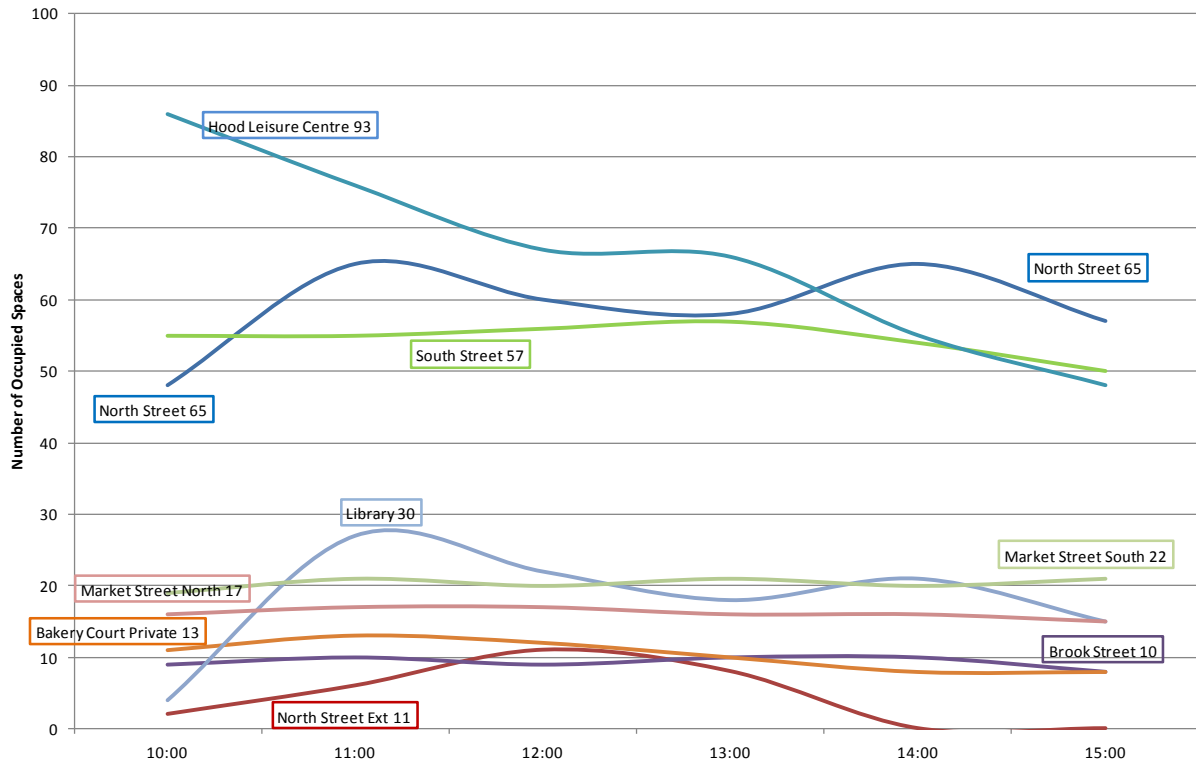
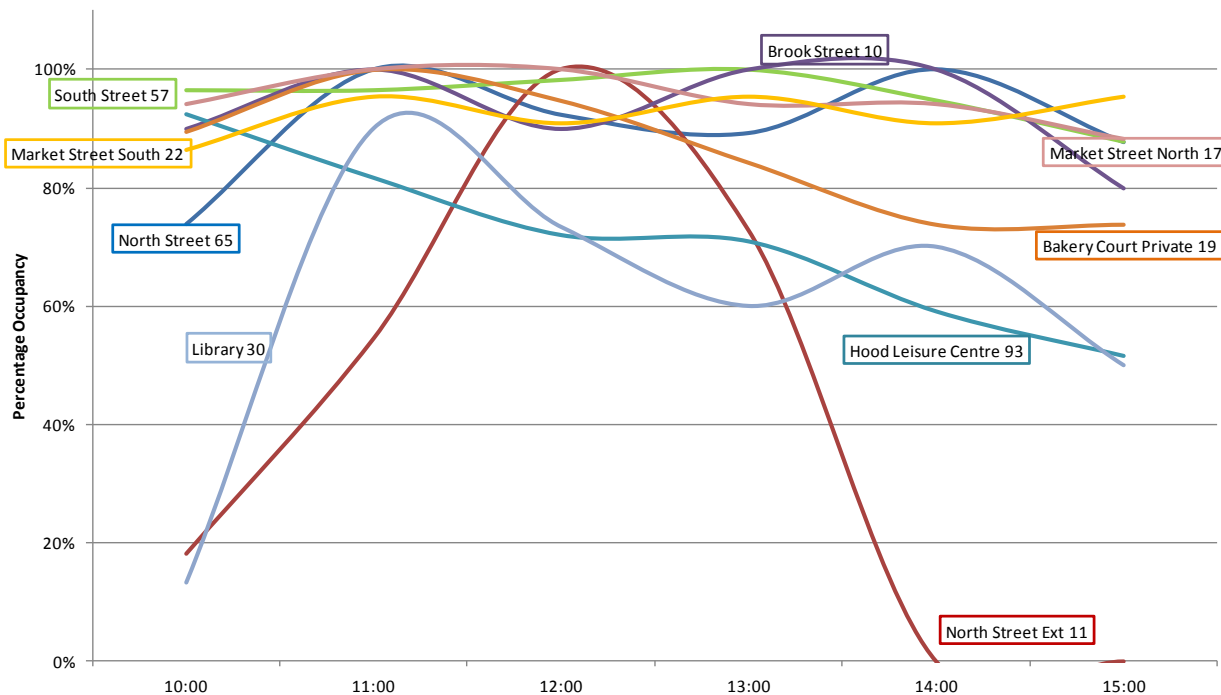


Figure 4 – Ashby Saturday % Occupancy, June 2016





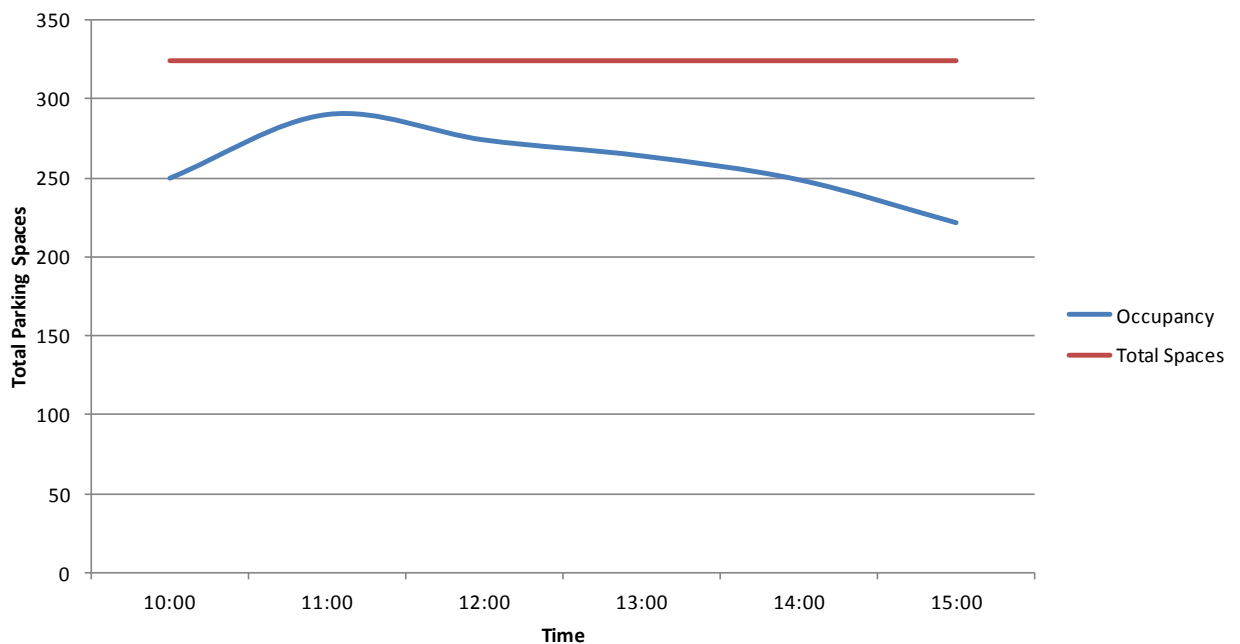
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5.2.2 **Figure 3** shows that the majority of people park in North Street, South Street or the Hood Leisure Centre car parks. The Leisure Centre car park is busiest in the morning, due to the events that take place at that time and it then gets less busy through the day. The other car parks are consistently busy throughout the day.

5.2.3 **Figure 4** shows that there is a high level of occupancy throughout this time period with all car parks exceeding 90% occupancy at some point in the day. The Library and its Extension are the last ones to fill up and the first to empty, suggesting that there are the least popular places to park. North Street, South Street, Brook Street, Bakery Court and Market Street are effectively full throughout the study period.

5.2.4 **Figure 5** shows the total car park occupancy across the town centre. Occupancy reaches 90% by 11am and then slowly declines after that. This means that there is very little spare parking space in the town centre and people are likely to be driving round trying to find somewhere to park. The only spare space at the peak time is a few spaces in the Leisure Centre car park.

Figure 5 – Ashby Combined Car Parking, Saturday Occupancy, June 2016



5.2.5 The use of Disabled parking spaces was also monitored. Disabled spaces are provided in all of the car parks except Bakery Court and the Library. The spaces were all very well used throughout the study period, with very few spare Disabled spaces at any times.

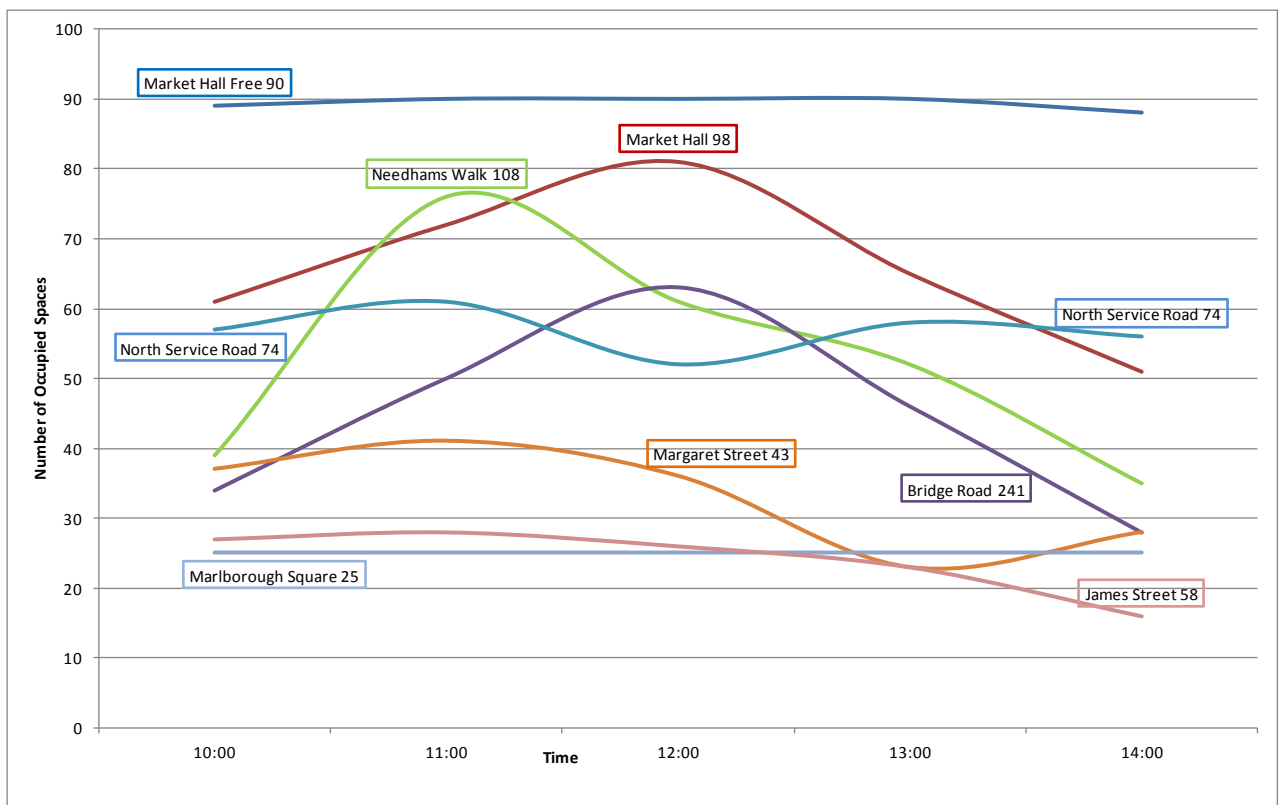


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5.3 COALVILLE RESULTS

5.3.1 **Figure 6** shows the number of occupied parking spaces in all of the surveyed car parks in Coalville town centre and on-street parking in Marlborough Square and **Figure 7** shows the percentage occupancy of each of these parking areas. The data labels on each line also show the capacity of each car park.

Figure 6 – Coalville Saturday Parking, June 2016

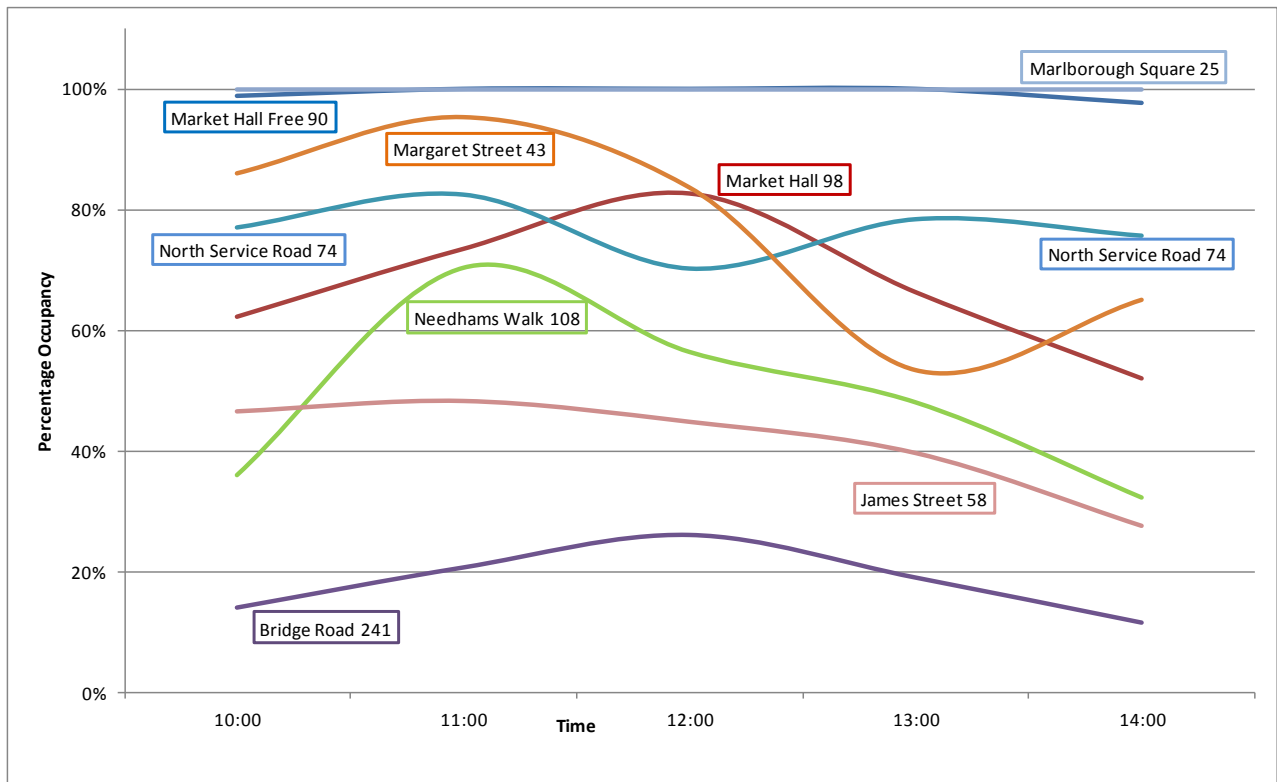


5.3.2 **Figure 6** shows that most people park in the Market Hall car park or the adjoining Needhams Walk and Bridge Road car parks. The North Service Road car park was also well used throughout the study period.

5.3.3 **Figure 7** shows the percentage occupancy in these car parks.



Figure 7 – Coalville Saturday % Occupancy, June 2016



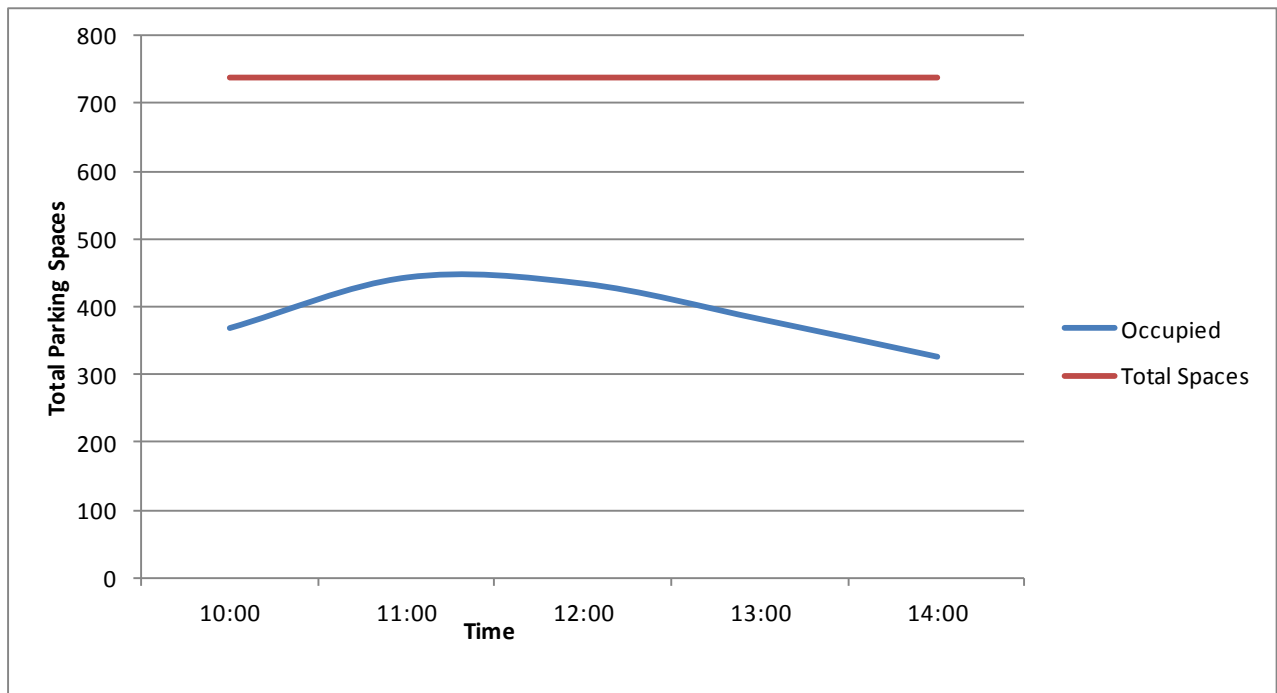
5.3.4 **Figure 7** shows that the Market Hall Free car park and Marlborough Square were full throughout the study period and Margaret Street was full before noon. The remaining car parks had spare capacity at all times of day, North Service Road, Market Hall (Pay and Display area) and Needhams Walk reached between 70-80% occupancy at their busiest times while James Street and Bridge Road were not very well used throughout the day.

5.3.5 **Figure 8** shows the total car park occupancy across the town centre. Occupancy reaches a maximum of 60% by 11am and then slowly declines after that. This means that there are plenty of spare parking spaces in the town centre at all times but demand for the free parking spaces does exceed the supply. Drivers circulate round the Market Hall car park trying to find a free space and then move on to another car park if a space is not available.



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Figure 8 – Coalville Combined Car Parking, Saturday Occupancy, June 2016



5.3.6 The use of Disabled parking spaces was also monitored. Disabled spaces are provided in the Market Hall, Needhams Walk, Bridge Road, Margaret Street, Marlborough Square and James Street car parks. These were all very well used throughout the study period, with the exception of the James Street car park.



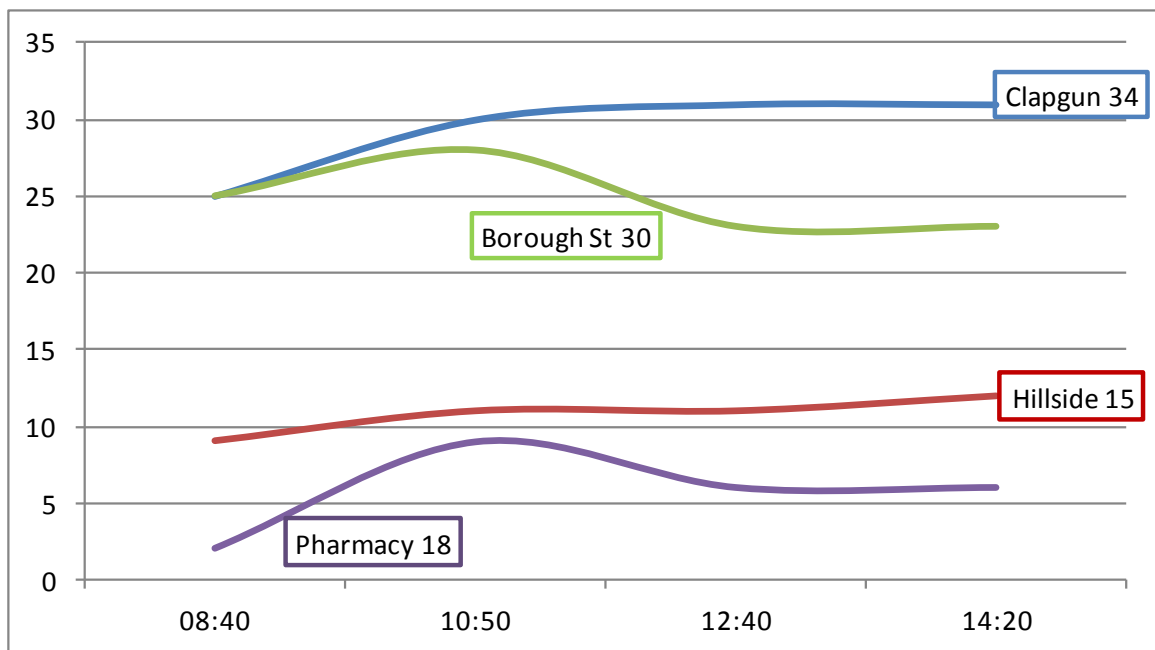
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5.4 CASTLE DONINGTON RESULTS

5.4.1 **Figure 9** shows the number of occupied parking spaces in the surveyed car parks in Castle Donington on Monday 4th July. Occupancy counts were carried out at four times during the day. The data labels on each line also show the capacity of each car park.

5.4.2 The graph shows that Clapgun and Borough Street car parks are very well used throughout the survey period and the amount of spare car park space is limited. The Pharmacy car park that adjoins the Borough Street car park is for customers only so is not counted as a public car park.

Figure 9 – Castle Donington Parking, July 2016





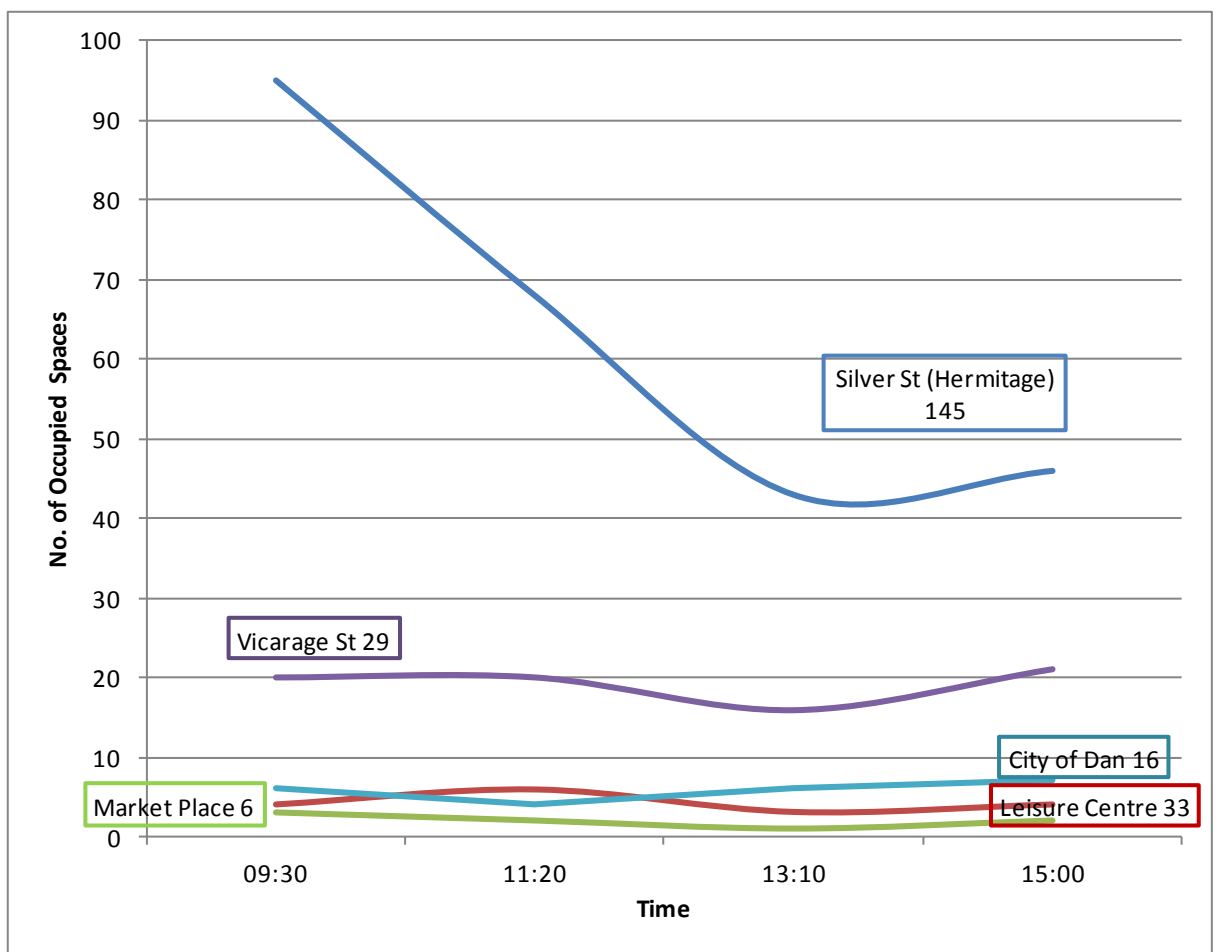
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5.5 WHITWICK RESULTS

5.5.1 **Figure 10** shows the number of occupied parking spaces in the surveyed car parks in Whitwick on Monday 4th July. Occupancy counts were carried out at four times during the day. The data labels on each line also show the capacity of each car park.

5.5.2 The graph shows that the large Silver Street (Hermitage) car park is very well used in the morning which is due to early morning use of the leisure centre and possibly some residents nearby that use the car park because there is limited on-street parking on some streets. Vicarage Street is quite popular although there are always vacant spaces and the other car parks are less well used. Overall, after the early morning rush there are plenty of spare off-street parking spaces in Whitwick.

Figure 10 – Whitwick Parking, July 2016





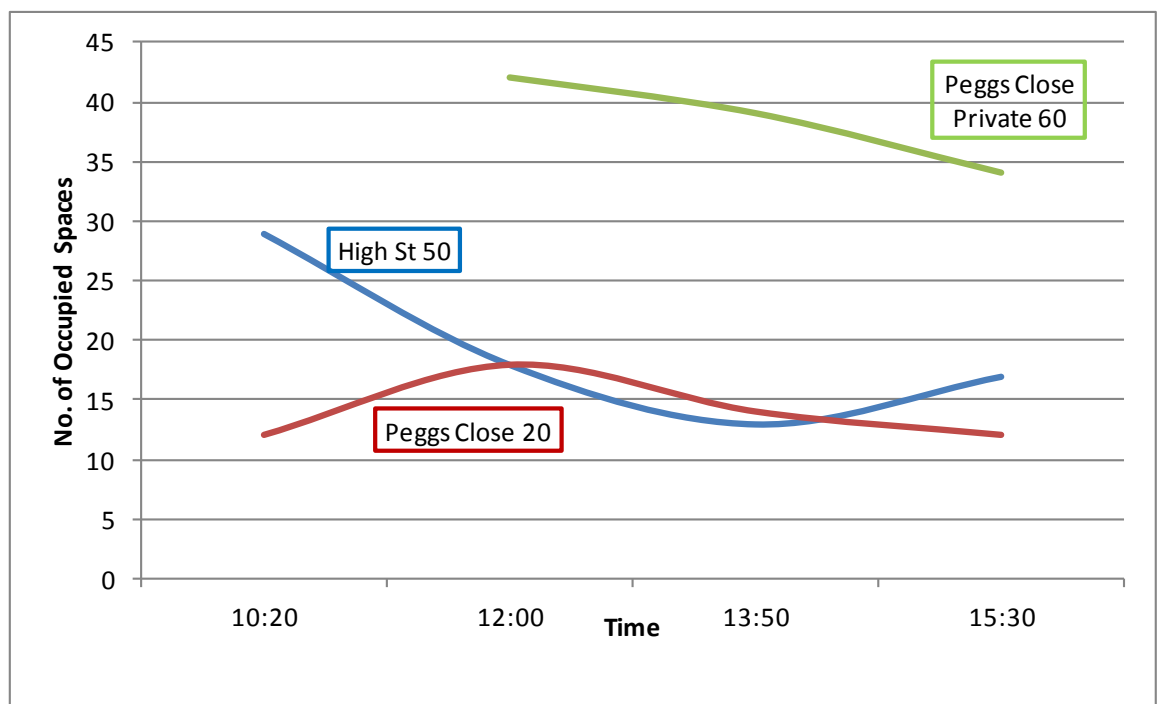
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5.6 MEASHAM RESULTS

5.6.1 **Figure 11** shows the number of occupied parking spaces in the surveyed car parks in Measham on Monday 4th July. Occupancy counts were carried out at four times during the day. The data labels on each line also show the capacity of each car park.

5.6.2 The graph shows that the Peggs Close (private and public) car parks are well used and have high levels of occupancy, although spaces could be found at all times. The High Street car park was just over half full in the morning and then became less busy.

Figure 11 – Measham Parking, July 2016





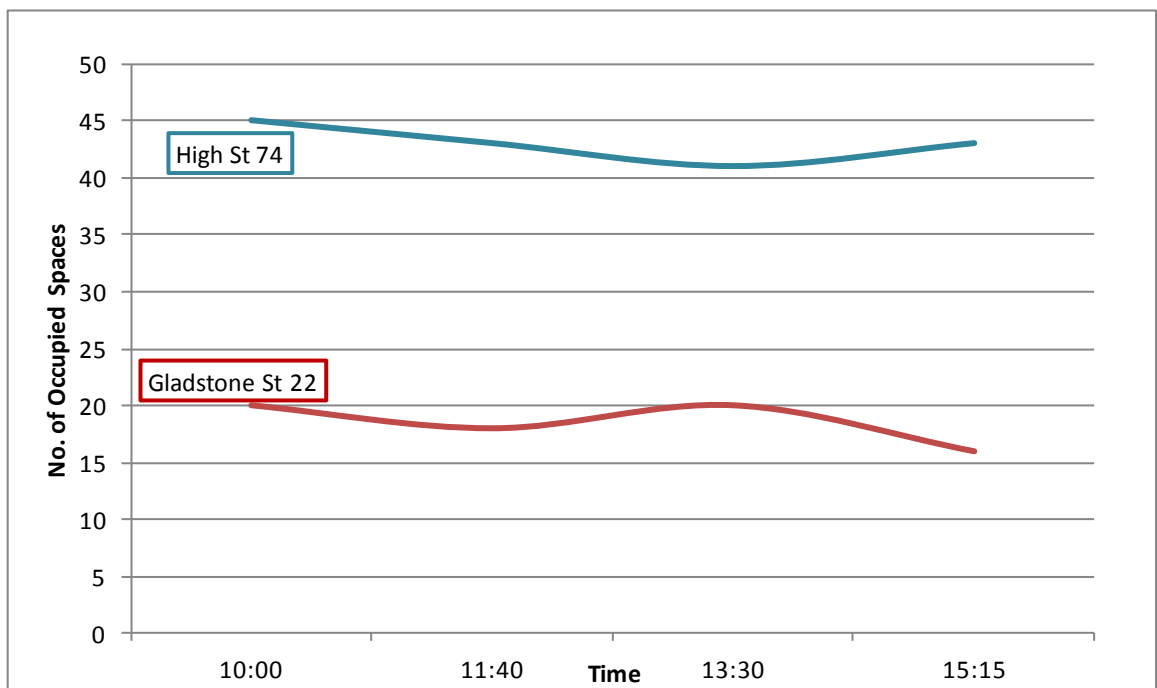
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5.7 IBSTOCK RESULTS

5.7.1 **Figure 12** shows the number of occupied parking spaces in the surveyed car parks in Ibstock on Monday 4th July. Occupancy counts were carried out at four times during the day. The data labels on each line also show the capacity of each car park.

5.7.2 The graph shows that the Gladstone Street car park was full for most of the day and the High Street car park was well used but there were vacant spaces at all times.

Figure 12 – Ibstock Parking, July 2016





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6 CONSULTATION

6.1 INTRODUCTION

6.1.1 Consultation has been carried out with the public and stakeholders in the District in order to gain a better understanding of the existing parking patterns/issues/concerns and the views of the public and stakeholders towards the future parking requirements in the study area.

6.2 PUBLIC CONSULTATION

6.2.1 A parking questionnaire was devised and a link was made available on the NWLDC website between 29th July and 31st August 2016 and the survey was publicised through the Council website, social media, press release, community newsletter and posters.

6.2.2 Questions were broken down by study area location and respondents were able to answer questions on as many areas as they liked. 463 people completed some or all of the questions and the detailed results are presented Appendix B.

6.2.3 Respondents were asked to identify which car park they used most often and to make comments about that car park. They were also asked to identify a second car park which they used and comment about that and 22% of people gave feedback on more than one car park. The number of responses relating to different car parks is presented in **Table 9**.

Table 9 – Consultees Usage of Car Parks

Car Park	Most Days	1-3 times a week	Most weekends
Ashby	25	84	23
Coalville	16	61	16
Castle Donington	9	18	11
Measham	3	10	4
Ibstock	1	10	1
Whitwick	5	8	0
Kegworth	57	55	5



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6.3 DISTRICT-WIDE RESULTS

6.3.1 The questions relating to general issues covered the following subjects:

- General condition and satisfaction levels
- Purposes of the trips made to car parks
- Enforcement levels of parking restrictions
- Car parking locations other than Council car parks
- Volume of parking spaces provided
- Scope for removal of some parking restrictions
- The use of public transport

User Characteristics

6.3.2 The survey results show that over half of respondents using car-parks across the district drive less than two miles to access car-parks within town and service centres currently and over 80% are within four miles. 86% of respondents use the car-parks for the purpose of accessing shops, leisure and educational facilities with only a small proportion of the parking (10%) undertaken for work purposes.

6.3.3 A large proportion of respondents described their use of car-parks in key settlements as occasional. This was particularly the case in the major towns of Ashby and Coalville (43% and 46% respectively). 24% of respondents in Ashby and 31% in Coalville indicated that they never used the car-parks within the town.

6.3.4 In the smaller settlements around the district, use of public car parks appeared even less marked with between 60% and 80% of respondents indicating that they never use car-parking facilities in Kegworth, Castle Donington, Measham, Whitwick and Ibstock. Of course this does not indicate that car-parks do not play a vital role in sustaining economic activity in each town, however, it does perhaps suggest the following:

- That the substantial majority of respondents use car-parks reasonably infrequently and that their use is largely for non-work purposes;
- That only a small minority of respondents use car-parks most days for the purpose of accessing work (although it should be noted that this may account for a substantially greater proportion of the daily parking occupancy of spaces because of their length of stay);



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- That a large proportion of respondents travel short distances to access car-parks.

There are a number of implications that can be drawn from this analysis:

- That car borne visitors using existing car-parks are “typically” reasonably infrequent visitors to the town centres to which they are driving; and
- That it is reasonable to anticipate that a substantial proportion of car borne visitors to the towns are within viable walking and cycle distance (55% of respondents travel less than two miles).

6.3.5 It is therefore recommended that the future parking strategy for each town should be developed in tandem with ongoing efforts to develop the wider transportation strategy for the town. Such measures may include:

- Development of measures to encourage increased accessibility to the key retail and service centres for pedestrians and cyclists. It may for example be preferable to rationalise areas of parking supply if doing so provides increased amenity for pedestrians and (particularly) cyclists of a scale suited to prompting increased usage of these modes to provide for access to the town for more localised trips (although this would require close consideration).

General condition and satisfaction levels

6.3.6 Overall there is a low level of satisfaction with the condition and facilities in the car parks used by consultees with nearly three times as many responses of ‘Poor’ compared with ‘Good’. The highest levels of dissatisfaction were with signs to and within the car parks, car park layout and pedestrian access.

6.3.7 Respondents were evenly split with regards to the current charging tariff, with 50% saying it was reasonable and 46% saying the costs are too high.

6.3.8 There was a reasonable level of satisfaction with the level of enforcement that is carried out, with 52% saying there is enough enforcement, 28% there is too much and 20% that there is not enough.



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6.4 ASHBY RESULTS

6.4.1 Car parks in Ashby were used by 170 survey respondents and 75% of them describe them as “good” or “adequate”. The weakest point is availability of spaces which was described as “poor” by 45% of people. Car parks in Ashby are mostly used for shopping in the town centre (84%) and for leisure activities (49%). 80% of users travel less than 4 miles and only 9% stay longer than 3 hours during the day, while this number is a bit higher (14%) in evenings and at weekends.

6.4.2 One question asked whether there are enough parking spaces in each town. In Ashby the large majority (86%) said there are not enough parking spaces.

6.4.3 One interesting result is that 65% of respondents sometimes visit the town and do not use a council car park. The majority of these people use a supermarket car park or park on the road for such visits. People highlighted the need for free parking for short trips and they also complained about vehicles parking on double yellow lines and on footways. Other comments were about lack of quality public transport and missing cycle routes from surrounding villages.

6.5 COALVILLE RESULTS

6.5.1 Questions about Coalville car parks were answered by 134 people of which 42% think that availability of spaces is good and another 47% describe it as adequate. A dominant purpose of using car parks here is town centre or precinct shopping. 72% of people travel less than 4 miles. People mostly commented on poor amenities in Coalville and blame parking charges for that and suggest that it should be free again to help to revitalize the town.

6.5.2 Over 85% of respondents stated that they daily or sometimes choose to visit other towns. Regarding parking charges, 31% of people think that they are too high for short stay and another 36% say they are too high for all time periods. This corresponds with the fact that about 90% of users do not stay longer than 3 hours. Some respondents complained about the ticket machines and 56% of respondents evaluate payment options as poor.

6.5.3 The response to the question about the number of parking spaces was that 68% of people thought there are enough spaces in Coalville but 26% said there are not enough.



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6.6 CASTLE DONINGTON RESULTS

6.6.1 The number of responses from people that named Castle Donington as the location of their most used and second most used car parks was quite limited, including 25 people.

6.6.2 Analysis of these responses shows that the users of Castle Donington car parks have the following key opinions:

- General satisfaction levels are low, with a high proportion of 'Poor' ratings and very few 'Good'
- The lack of availability of parking spaces is the key concern, with 76% of people rating this as 'Poor' and most people responded that there are too few spaces and more should be provided

6.7 MEASHAM RESULTS

6.7.1 The number of responses from people that named Measham as the location of their most commonly used car parks was quite limited, including 12 people.

6.7.2 Analysis of these responses shows that the users of Measham car parks have the following key opinions:

- General satisfaction levels are quite low, with a high proportion of 'Poor' ratings and very few 'Good'
- The quality of the signs in the car park was the most common complaint
- Most people (71%) thought the existing level of enforcement is adequate

6.8 IBSTOCK RESULTS

6.8.1 The number of responses from people that named Ibstock as the location of their most used and second most used car parks was quite limited, including just 4 people.

6.8.2 Analysis of these responses shows that the users of Ibstock car parks have the following key opinions:

- General satisfaction levels are slightly low with a few more answers of 'Poor' than 'Good'
- The provision of more short stay parking was the most common solution



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6.9 WHITWICK RESULTS

6.9.1 The number of responses from people that named Whitwick as the location of their most commonly used car parks was quite limited, including 5 people.

6.9.2 Analysis of these responses shows that the users of Whitwick car parks have the following key opinions:

- General satisfaction levels are quite high, with a high proportion of 'Good' ratings and very few 'Poor'

6.10 KEGWORTH RESULTS

6.10.1 The number of responses from people that named Kegworth as the location of their most commonly used car parks was high, including 112 people. A large majority of people (81%) use the car parks for less than 1 hour.

6.10.2 Analysis of these responses shows that the users of Kegworth car parks have the following key opinions:

- General satisfaction levels are very low, with nearly 60% of people giving 'Poor' ratings to the various car park facilities
- Over half of the people (51%) thought there is not enough enforcement of the time restrictions
- Virtually everybody said that there are not enough parking spaces in Kegworth and that more spaces are required. Twice as many people requested short stay spaces than long stay
- The need for Residents parking schemes was mentioned by many people in the free text comments section

6.11 STAKEHOLDER CONSULTATION

6.11.1 Workshop events were held in July and August 2016 to seek the views of local stakeholders. Workshops were focussed on the towns of Ashby, Coalville, Castle Donington, Kegworth, Ibstock, Whitwick and Measham. An additional session was held for any stakeholders that missed the initial workshop event.



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- 6.11.2 A range of stakeholders from each town was invited to attend one of the workshops, including Town Councillors, business representatives, Parish, District and County Councillors along with District and County Council officers. Attendance at the workshops was by invite only and invites were co-ordinated by NWLDC.
- 6.11.3 The workshops included a presentation of the data collection results and an open forum to discuss the development of the strategy. An agenda was circulated at the beginning of each workshop to provide attendees with suggested discussion points. The agenda was the same for each workshop and a copy is presented in **Appendix B. Table 10** summarises the times of the workshops, the number of invitees and the number of attendees at each workshop. The views of invitees who were unable to attend a workshop but provided comments via email have been taken into account.

Table 10 – Stakeholder Attendees

Group	Date	Number of Attendees (excluding NWLDC/WYG staff)
Coalville	4 th July 2016	10
Ashby	14 th July 2016	11
Castle Donington and Kegworth	18 th August 2016	5
Ibstock, Measham and Whitwick	18 th August 2016	11
Wrap up session	18 th August 2016	9

- 6.11.4 The main points that were raised in the stakeholder consultation have been summarised below for each event. These are not necessarily the views of all stakeholders that attended the events and there were some issues where the stakeholders did not all agree.



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6.12 COALVILLE STAKEHOLDER FEEDBACK

6.12.1 The main points that were raised in the consultation have been summarised below:

- The cost of car parking currently does not represent good value for money for visitors
- Stakeholders generally accepted that there is a 'chicken or egg' situation between the improvement of business offer/town centre attractions and a reduced price for car parking, but the cost of parking has a role to play in the attraction of the town;
- No overt acceptance that businesses can do more to attract business;
- There was a level of positivity over the future plans for the town;
- A general agreement that different parking strategies for Ashby and Coalville were needed;
- A view that car park spaces should be retained for the future, although there was acceptance that usage is low at present;
- Some residents are using the car parks in the evening for residential use;
- Comments about access/exit to main car parks. Market Hall access needs to be improved, the crossing point on High Street should be moved and the configuration of roads / crossings inside car park could be improved;
- Coach parking – None provided in Coalville currently. Bridge Rd/Market Hall car park could be used for coaches (Emporium currently use Bridge Rd although there are noise issues). Football club will need somewhere now they are in a higher league.
- Free spaces are used for commuter parking in Coalville and thus free spaces are tied up all day and not benefitting the town. Re-open discussions with Belvoir Centre and look at the possibility of time limited free spaces to increase turnover.
- Free after 3pm concept was not strongly supported but there was some agreement that it would be a benefit for a limited target market of after school parents. It may be a benefit the large retail outlets and chains more than smaller independents, many of whom are closed by 3pm;
- Season tickets (currently £90 a quarter) should be made available weekly/monthly which would be more affordable and then more popular (people may then visit at weekend as already paid for the weeks pass);
- Lunchtime free spaces (maybe limited area) should be considered, e.g 1 hour max stay;
- Reduction in price across tariffs should be considered, e.g. 30p for 1 hour, 50p for 2 hours to increase dwell time;



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- Different prices in different car parks should be considered, although the current tariff is very simple and it would be more difficult and confusing to communicate different tariffs to users;
- Promotions could be done for a trial period to assess their impact;
- End the refund voucher scheme that is not working very well;
- Investigate potential for sponsorship of car parks by businesses to raise revenue.

6.13 ASHBY STAKEHOLDER FEEDBACK

6.13.1 The main points that were raised in the consultation have been summarised below:

General Ashby Issues

- Peak times need to be considered in Ashby i.e. Christmas. People want to visit the town but are put off by a lack of car parking space;
- New housing estates have limited parking (both driveways and off road) and this causes issues;
- It would be worth having a tailored parking strategy for Ashby and one for Coalville;
- There is a need to predict how many spaces will be needed especially with more development/homes coming into Ashby;
- Can the S106 contributions from Developers be used to improve parking in Ashby?
- Gritting of car parks needs to be improved;
- The surveys exclude the Co-op car park and the Royal Hotel. It was suggested that surveys should be done here as well;
- Many people park on-street all day because it is free. This can restrict access for other people. More restrictions are required to prevent this;
- Population is due to increase by 65% and demand for parking will increase by a similar amount;
- The Local Plan that is out for consultation does not address the issue of town centre parking adequately. Developers used to pay a contribution towards car park facilities but this policy has ceased, linked to the shift towards sustainable transport in the Local Transport Plan, but there still needs to be a way to get developer contributions towards town centre facilities such as parking;



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- Leicestershire County Council are reviewing on-street parking and will be collecting data in Ashby later this year. Strategies need to be consistent and share data if possible. District and County do liaise at the Parking Board meeting;
- Royal Hotel has planning permission on the car park so its long term future is uncertain.

Town Centre

- The long stay car parks are used by employees from the businesses in the town and they reduce the amount of available spaces for the public/visitors/customers;
- The Co-op has reduced the number of hours it allows people to park for free to prevent people using it as a free car park. This change has meant those that did use the Co-op are either using other space or not visiting the town centre;
- Signage for the car parks in Ashby is poor;
- Decrease the cost of long stay parking for staff or consider identifying a location out of the town centre for the staff to park in;
- Coaches currently park at Tesco where two spaces have been provided, but this may not be enough for the District or in the right place
- Parking outside takeaways in Market Street causes a nuisance;
- Taxi ranks cause issues with double parking and U-turns

Cost of Parking

- It was felt that £1 was too expensive for someone who is just nipping into the town centre for a few minutes.
- Car parking tariffs are reasonable for the area for short term parking but too high for those parking long term i.e. staff. Could there be a permit system for those employed locally?
- On the whole people do not mind the cost of the car parks in Ashby;
- Suggested that the car parks should be pay on exit as banks have raised issues with customers having to cut meetings short as their time runs out on their car parking;
- Pay by phone was suggested as an option for the future;
- A suggestion was made for a 6 month trial for any cost changes that are introduced.



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Business Park

- Employee figures have increased and the existing car parks can no longer cope with the amount of cars so people are parking on Coalfield Way which is getting full;
- Employees are unlikely to use the town centre at lunch as it is too far to walk and if they travel by car their parking space will be gone by the time they get back;
- Businesses would welcome a multi storey car park in the Business Park;
- Tesco has 668 spaces with 3 hours free parking which is very attractive to customers;
- Siemens has looked into land availability for additional parking but have been unsuccessful to date;
- Access to the area is challenging because of the single access road;
- Businesses do look into sustainable travel initiatives (car share and flexible working) as there is a lack of frequent, reliable public transport;
- There needs to be a focus from Planning and Development Control to encourage additional parking spaces in businesses that locate in Ashby;
- There are still a number of issues with HGV's parking over night although some action has been taken;

Locations for Additional Parking Space

- There are some areas of informal car parking such as Ivanhoe School, Health Care Centre, Royal Hotel, which could be better used;
- Other areas could be assessed such as the area near to Venture Theatre on North Street, Manor House School on South Street and Burton Road Primary School (during the weekend). However there might be issues around cost of opening up these car parks and security.
- The Money Hill development may provide a large car park (120 spaces) for the use of the public visiting the town centre.
- The Health Centre on North Street is likely to be turned into a new public car park, subject to land deals and detailed design
- The Market St pedestrianisation scheme included measures for improved parking, but the scheme was rejected and the funding is no longer available
- A multi-storey car park would provide extra capacity but may be too expensive. Needs to be considered



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- Coach parking – extra spaces could be provided at Money Hill if it is thought to be a priority
- Park and Ride should be considered an option

Other Measures to be considered in the Strategy

- Need to liaise with the Co-op and Royal Hotel to ensure the charging tariffs are consistent
- Old pay machines could be replaced with new ones plus pay by phone technology or pay-on-exit to allow people to extend their stay in the town centre

6.14 CASTLE DONINGTON STAKEHOLDER FEEDBACK

6.14.1 The main points that were raised in the consultation have been summarised below:

General Issues

- New housing development does not include enough off-street parking space. Highways allow unsuitable development that leads to parking problems
- Parking charges would be a bad idea
- Could the Council publicise the Share-my-Drive initiatives or similar, to increase the amount of off-street space?
- Liaison with the County Council about on-street parking is very important

Castle Donington Issues

- Changes have recently been made on Borough St to add more disabled spaces. This may mean that the disabled spaces in the car parks are not needed any more. The two main car parks are difficult for disabled people because of the gradient and steps in and out. The surveys show they were not used but may need more data before they could be removed. On-street parking in Borough St is better since restrictions have been changed
- Hillside car park is used by business owners in the town, so that spaces closer to the shops are available for visitors.
- Borough and Clapgun car parks are generally full. Clapgun is used for commuter parking and by residents



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- When events are on (Farmers Market, etc) the College allows parking on their 50 spaces
- Future development means that demand will increase substantially
- There are some potential sites for new car parks being pursued by the Town Council
- Clapgun could be made two levels by digging out, without the need for ramps because the existing gradient means that level access from the road could be provided to both levels, so there would be no need for a ramp

6.15 KEGWORTH STAKEHOLDER FEEDBACK

6.15.1 The main points that were raised in the consultation have been summarised below:

- No surveys have been carried out in Kegworth but NWLDC is well aware that the small parking area in the Market Place is full most of the time.
- Enforcement of restrictions is not very good. Officers do not visit very often because there is no car park, so the on-street restrictions get enforced less often than other places.
- More parking space is required
- Space in the village is used by commuters and passengers to the airport and by students at Sutton Bonington (Uni. Of Nottingham) who live or just park in the village.
- The most common complaint is a lack of short stay parking space in the centre
- There are many non-retail businesses in the centre, which causes long stay parking that fills up many of the spaces
- Land is very expensive to buy so difficult to provide a car park. Land was available but is now very expensive. Might be possible to lease land in the short term rather than buy it
- In the longer term (2018) the Kegwoth Bypass will remove a lot of through traffic from the A6 and allow a redesign of the centre. Double yellow lines on main road could be removed. There will be opportunities to improve parking when that has happened to provide more spaces.
- The village is due to expand significantly, from 3,700 to 5,000 population
- One proposal is to install new restrictions to make all spaces short-stay (1hr or 2hr). Residents and businesses might object and slow the progress of such a scheme



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- Study report should acknowledge that restrictions need to be reviewed and taken forward by Parish and District to the County.
- It may be better to wait until the bypass is complete before any changes are made to restrictions
- Students cause a lot of parking problems in residential areas because they have too many cars for each property. There are 600-700 students living in the area

6.16 IBSTOCK – MEASHAM – WHITWICK CONSULTATION

General Issues

- New housing development does not include enough off-street parking space. Highways allow unsuitable development that leads to parking problems
- Surveys could have been done overnight to pick up resident parking
- On-street parking is often unsafe, especially at school times. Schools have not been designed to cope with the amount of cars that now drop off.
- Parking charges would be a bad idea in all of the centres
- NWLDC need to liaise with the County on enforcement, parking restrictions and development control issues
- Sustainable transport – new cycle parking racks would be useful in town centres. Cycle paths are only possible in a few locations

6.17 IBSTOCK STAKEHOLDER FEEDBACK

6.17.1 The main points that were raised in the consultation have been summarised below:

- Data collected shows that there was some spare capacity in the High Street car park and that Gladstone Street was full. Local opinion is that High Street often gets full as well.
- Gladstone Street is used for residents parking by people without a parking space
- The main problem is the enforcement of parking restrictions.
- Parking restrictions could be removed along High St to provide more parking space

6.18 MEASHAM STAKEHOLDER FEEDBACK

6.18.1 The main points that were raised in the consultation have been summarised below:



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- There is adequate off-street parking in Measham, although this does rely heavily on the Peggs Close car park that is privately owned.
- Need more short stay parking in safe locations on the High St
- Main problem is parking on double-yellows for short trips, particularly at the Tesco cash machine but elsewhere as well. Enforcement was said to be insufficient but these short trips are very difficult to enforce when people are allowed a 10 minute grace period for parking.

6.19 WHITWICK STAKEHOLDER FEEDBACK

6.19.1 The main points that were raised in the consultation have been summarised below:

- Plenty of off-street parking capacity in the town, although Vicarage Street does get busy at school drop off/pick up and overnight
- There are too many spaces (6) in the Market Place and is a safety risk. The road is busy here with traffic, bus stop, pedestrian crossing and side road junctions. This should be reduced to one disabled space instead.



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7 FUTURE GROWTH AND CHANGE

7.1 INTRODUCTION

7.1.1 This section of the report looks at expected future growth in the district, in terms of employment, housing and retail growth, and it’s potential effects on parking demand. The North West Leicestershire Local Plan provides guidance on the district’s growth forecasts which this report has used to forecast future growth and parking demand.

7.2 FUTURE GROWTH - NORTH WEST LEICESTERSHIRE LOCAL PLAN

7.2.1 The North West Leicestershire Draft Local Plan 2015 is the council’s guidance document that, once adopted, will identify how much new development is required and where it should go. The draft Local Plan represents the District Council’s view on how sustainable development should be achieved in North West Leicestershire and covers the period up to 2031.

7.2.2 The existing plan was adopted in 2002. NWLDC agreed to save a number of policies in 2006 which are used to inform and determine planning applications. The policies have similar themes to those proposed in the draft 2015 Local Plan. The following policies are taken from the North West Leicestershire Draft Local Plan 2015 and they provide an idea of the scale of development proposed within the District.

POLICY S2 – FUTURE HOUSING AND ECONOMIC DEVELOPMENT NEEDS

7.2.3 Policy S2 – Future Housing and Economic Development Needs, describes NWLDC’s forecasts on business, housing and shopping needs for the district. The forecasts have been calculated based on a number of pieces of work done by external consultants as well as specific evidence within the district. The quantified business, housing and shopping needs set out in the plan are described below..

Business Needs

7.2.4 Work undertaken by Leicester and Leicestershire Enterprise Partnership identified that approximately 5,600 employment jobs will be created in the district up to 2031, which would be facilitated by the development of around 96 hectares of land allocated for employment.



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Housing Needs

7.2.5 North West Leicestershire forms part of the Leicester & Leicestershire Housing Market Area (HMA), which identified there was an Objectively Assessed Need (OAN) for 285 to 350 new dwellings each year from 2011 to 2031, resulting in 5,700 to 7,000 new dwellings in the District.

7.2.6 However, NWLDC have identified there is a need to have regard to other evidence before identifying a housing requirement. For example, the Strategic Rail Freight Interchange (SRFI) near East Midlands Airport and M1 J24 could create up to 7,400 jobs. Therefore, the Local Plan proposes to make provision for 10,700 dwellings between 2011 and 2031 (535 dwellings per annum), a 26% increase in the district as a whole.

Shopping Needs

7.2.7 A Retail Capacity Study was undertaken in late 2014 which assessed the need for additional shopping provision. The study took into account projections of population growth, spending projections and non-traditional forms of shopping as well as sites with permission for retail use or where new shops should be developed. The study recommended that 7,300sqm of extra retail floorspace is required up to 2031, with the need not arising until 2016.

POLICY H1 – HOUSING PROVISION: PLANNING PERMISSIONS

7.2.8 Policies H1, H2 and H3 set out how the district will ensure that the overall housing requirement is met over the plan period. There are three types of provision which the council identify; permissions, resolutions and allocations.

7.2.9 Policy H3 – HOUSING PROVISION: NEW ALLOCATIONS

7.2.10 The following sites are allocated for housing development, subject to meeting the specified requirements set out in Policy H3 of the local plan.

- H3a – Land north of Ashby de la Zouch (1,750 dwellings in total)
- H3b – Land off Waterworks Road Coalville (about 95 dwellings)
- H3c Land off Ashby road/Leicester Road, Measham (about 420 dwellings)



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7.3 LEICESTER AND LEICESTERSHIRE ENTERPRISE PARTNERSHIP (LLEP)

7.3.1 The LLEP Priority Projects and Programme includes the Market Town Regeneration Programme that aims to arrest the downward trend in the County's market town economies. Funds have been provided for the Town Centre Regeneration Programme and both Ashby and Coalville are included in the programme. Research to find ways to improve the viability of market town centres has been underway and the report is due to be published imminently.

7.4 FUTURE GROWTH – COALVILLE

7.4.1 As identified within Policy S3, Coalville, more notably the Coalville Urban Area, is identified as a 'Principal Town', and therefore a large proportion of the development needs set out in Policy S2 will occur within the Coalville Urban Area.

7.4.2 As shown in Policy H1 and H2, there are a number of sites within the Coalville Urban Area that have planning permission or NWLDC is seeking planning permission for. In total, the Coalville Urban Area has planning permission for 1,340 dwellings (**Table 5**) and the Council is resolved to grant planning permission for a further 3,628 dwellings (**Table 6**). Additionally, land off Waterworks Road, Coalville, is allocated for housing development (approximately 95 dwellings) as described in policy H3.

7.4.3 In total, if all the dwelling developments set out in H1, H2 and H3 for the Coalville Urban Area are constructed, there will be an extra 5,153 dwellings in the area by 2031 (not including developments under 10 dwellings), a substantial amount that will inevitably have an effect on parking demand in Coalville town centre.

7.5 COALVILLE REGENERATION STRATEGY

7.5.1 The Coalville Regeneration Strategy puts forward NWLDC's proposals for regenerating Coalville town centre. The strategy focuses proposals around four squares linked by vibrant streets. Two of these squares, Memorial and Marlborough, already exist, with two additional squares proposed. The street network to link these four squares exists in some places, but needs to be either repaired or created in other areas.



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7.5.2 Building on the notion of the Four Square concept, the strategy has produced nine development opportunity areas and development briefs that are aimed at helping regenerate the town centre.

7.6 COALVILLE FOUR SQUARES AND STREETS INVESTMENT PLAN

7.6.1 The Four Squares and Streets investment plan followed the publication of the Regeneration Strategy for Coalville Town Centre, produced in partnership with the Prince’s Foundation for the Built Environment in February 2010. The aim of the plan was to improve the vitality and viability of Coalville town centre by enhancing the town’s existing streets and squares, and by creating new streets and squares as identified within the Coalville Regeneration Strategy.

7.6.2 The investment plan describes initial design objectives for the four squares, which are described previously in this report and have been adopted by NWLDC following the approval of the investment plan by the Council’s Cabinet. Each square has been given a priority completion level, with one being of the highest priority and three the lowest, which are as follows:

- Marlborough Square (Priority level - 1)
- Market Place (Priority level – 1)
- Stenson Green (Priority level – 2)
- Memorial Square (Priority level – 3)

7.6.3 The regeneration strategy will be delivered through this Four Streets and Squares Investment Plan and the successful implementation of a number of projects (which include the four squares) requiring both private and public investment. The plan has generated a series of concept plans for the four squares and streets network. These initial concept plans have been prepared in response to a series of initial design objectives for these spaces.

7.6.4 It is intended that as funding opportunities arise, or private sector investment is forthcoming, these concept proposals are explored and developed in consultation with the public and key stakeholders.

7.7 ‘BUILDING CONFIDENCE IN COALVILLE’ (SEPTEMBER 2015)

7.7.1 Following the election in May 2015, the NWLDC are producing a full scope of works under the banner ‘Building Confidence in Coalville’ that is looking at ways the Council can continue



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to support the regeneration of Coalville. The potential areas for consideration and development build on work already undertaken in relation to the town centre, particularly the Four Squares and Streets investment plan.

Phase 1 – Stenson Square

7.7.2 The area of Stenson Square forms the focus of phase 1 of the Building Confidence in Coalville project. The phase is split into two parts. Part 1 looks at improvements to the Council offices and Part 2 looks at issues surrounding the potential development of Stenson Square. The Cabinet gave approval for NWLDC to engage specialist advisors via the Scape Major Works Framework, in order to produce a feasibility study looking at options for future use and development of the Council Offices and the London Road Car Park.

7.8 'BUILDING CONFIDENCE IN COALVILLE' (JANUARY 2016 UPDATE)

7.8.1 A project update was produced in January 2016 that stated how a draft report and recommendations for regenerating Stenson Square was produced and the options identified will be refined and a final recommendation will be provided in April 2016.

7.8.2 The update also highlighted how NWLDC is engaging a consultant to conduct an options appraisal for the leisure and culture offer of Coalville, looking at health and fitness facilities.

7.9 COALVILLE MARKET HALL

7.9.1 One of NWLDC's main focuses in Coalville is improving the footfall of the Market Hall. A new business plan is being prepared for the Market Hall, which is looking at ways of improving the market and generating additional economic activity.

7.10 PARKING DEMAND - COALVILLE

7.10.1 The proposed growth, most notably with the provision of development in the Coalville Urban Area identified within the Local Plan will increase the number of residents in the local area. Additionally the proposals set out in the Regeneration Strategy have the main aim of bringing back footfall in the town centre and increasing the length of stay, improving the flow of vehicles and pedestrians around the town through development of new controlled green space / squares and constructing new infrastructure such as the new vehicular and



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pedestrian bridge over the railway line. The increase in housing, along with the proposed redevelopment of retail/pedestrian/employment areas and the evening/leisure economy could transform the town centre and increase the number of visitors looking to park in the town centre.

7.11 FUTURE GROWTH - ASHBY

7.11.1 As identified in Policy S2, Ashby has been identified as a 'Key Service Centre', where a significant amount of development will take place but of a lower scale than in the Principal Town.

7.11.2 As shown in Policy H1 and H2, there are a number of sites within Ashby that have planning permission or where planning permission is being sought. In total, Ashby has planning permission for 559 dwellings (**Table 5**) and the Council is resolved to grant planning permission for a further 275 dwellings (**Table 6**). Arguably more importantly, land for 1,750 dwellings to the north of Ashby has been allocated for future development.

7.11.3 In total, if all the developments set out in H1, H2 and H3 for Ashby are constructed, there could be an extra 2,584 dwellings in the local area by 2031 (not including developments under 10 dwellings).

7.12 ASHBY LOCAL NEIGHBOURHOOD PLAN (2016 – 2031)

7.12.1 The Ashby Pre-Submission Consultation Draft Local Neighbourhood Plan (Oct 2015) has been prepared by the Ashby-de-la-Zouch Neighbourhood Plan Steering Group, which has been led by Ashby-de-la-Zouch Town Council.

7.12.2 In the absence of a District-wide apportionment methodology, a target of 1,434 new homes has been developed within the Neighbourhood Plan, which has been established on a pro-rata split of the 10,700 allocation for the district as a whole.

7.12.3 So far, 1,376 new homes have been built between April 2011 and April 2015, almost reaching the 2031 target. Policy H2 of the NWL Local Plan suggests the 1,434 target will be surpassed by the continued dwelling development planned.



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7.12.4 The Neighbourhood Plan describes how a study carried out by NWLDC states that “Ashby was shown to be performing well, with a low vacancy rate, a well maintained town centre and a good variety of retailers with a mix of national multiples and specialist independents”. Although the plan does not have any specific measures for improving what is already a thriving town centre, the Neighbourhood Plan is committed to maintaining and enhancing the attractiveness of the town centre. The Town Council recognises that car parking is a serious issue, and that responses to it need to be explored and developed.

7.13 PARKING DEMAND - ASHBY

7.13.1 Similar to Coalville, the increase in dwellings in the town will result in an increase in the number of residents and visitors wanting to park in a thriving and busy town centre. However, the opportunity for growth in Ashby may not be as significant as in Coalville because the town centre is already popular so the potential for further growth could be more limited than it is in Coalville.

7.13.2 Unlike Coalville, Ashby’s car parks are already operating close to, if not at, capacity, and any increase in drivers wanting to park in Ashby will result in an increase in the gap between parking supply and demand, with residents and visitors finding it harder to find a car parking space if the provision of parking space does not increase.



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8 FUTURE PARKING DEMAND FORECASTS

8.1 INTRODUCTION

8.1.1 An assessment of future parking demand has been undertaken up to 2031 to take into consideration the future growth outlined in the previous section. All calculations relating to future parking demand are presented in **Appendix D**.

8.1.2 Parking demand is based on a number of factors which mean estimating future parking demand is not a straightforward exercise. Future parking demand is influenced by factors such as:

- Availability of parking – if parking is plentiful, people are more likely to drive to an area. If parking is in short supply, drivers may travel by an alternative mode or may even be discouraged from visiting an area altogether. Any latent demand in such instances will be unknown.
- Sustainable travel options – if attractive alternatives to the private car are available, people are more likely to travel by alternative modes to the private car. This could reduce parking demand.
- Parking charges – if parking charges are considered to be too high, people may be put off from driving to an area. They may choose to travel by an alternative mode, go elsewhere or may be discouraged from visiting an area altogether.
- Growth of the internet – an increasing number of everyday tasks can now be undertaken without having to travel and the internet provides information on the availability of parking spaces. As the internet continues to evolve this will impact upon travel patterns and parking demand.
- Town/village centre offering - catchment area size may increase/decrease over the years as a result of growth/decline of that area or of competing areas. This will have implications for parking demand in an area.
- Population growth and relocation – as population increases and moves, demand for goods and services will increase and change. These people will be free to travel where they like and will not necessarily choose their closest destination.



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8.2 METHODOLOGY

- 8.2.1 In order to estimate the future parking demand in each of the study areas, the starting point is TEMPro growth factors. TEMPro is a software program approved by the Department for Transport as being suitable for estimating growth in traffic and is based on an assumed level of future development across the particular TEMPro area. The TEMPro based approach has been used for all of the study area locations. A new version of TEMPro has recently been issued (Version 7.0) that provides an up to date forecast of expected growth in different areas of the District.
- 8.2.2 Growth factors have been obtained for each of the study area locations and applied to the parking occupancy data presented earlier in this report in order to provide an estimate of future parking demand. This approach is based on an assumption that parking demand in each of the study area locations will be in proportion to population growth in the District.
- 8.2.3 It is acknowledged that whilst TEMPro provides a good basis for estimating growth across the whole District, it may not necessarily reflect the location of growth as identified in the emerging Local Plan. The parking demand associated with these growth areas is difficult to forecast. Transport Assessments have been prepared for many developments in the District; these do not provide details of public parking demand throughout the day for the study area locations. The TEMPro growth factors forecasting the level of growth are shown in **Table 11**.

Table 11 – TEMPro Growth Forecasts

Location	Forecast Traffic Growth 2016 - 2031	
	Average Weekday	Saturday
Ashby	17.9%	18.7%
Coalville	19.6%	19.6%
Castle Donington	18.8%	19.6%
Kegworth	19.8%	21.4%
Measham	18.1%	18.7%
Whitwick	16.6%	16.6%
Ibstock	16.9%	17.0%
NWL District Average	17.6%	18.1%

- 8.2.4 As demonstrated in **Table 11**, TEMPro growth factors are similar for each of the study area locations. The growth factors have been compared with the housing growth targets for NWL District. Based on the number of households being 39,128 at the time of the 2011 Census



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and a new Local Plan target of an additional 10,400 new homes between 2011 and 2031, this represents a 26.6% increase in housing over the period between 2011 and 2031 (approximately 1.3% per year). TEMPro factors of 18% for the period 2015 to 2028 (1.2% per year) are therefore broadly in line with housing growth targets for the District as a whole.

8.2.5 The car park surveys were carried out on a Saturday and the TEMPro analysis shows that traffic growth on Saturdays is expected to be higher than the average weekday, so the use of Saturday data represents a robust forecast of demand in the future. On this basis TEMPro growth factors in Table 11 are considered to be a sound basis for estimating future parking demand.

8.2.6 Analysis of the TEMPro assumptions shows that the assumed number of houses to be built in the District between 2016 and 2031 (186 per year) is significantly lower than the number proposed by the new draft Local Plan (520 per year). Within TEMPro it is possible to manually adjust the assumption within the TEMPro software using the 'Alternative planning assumptions' function to reflect other possible growth scenarios. This has been carried out and the results are presented in **Table 12**:

Table 12 – TEMPro Growth Forecasts – High Growth Sensitivity Test

Location	Forecast Traffic Growth 2016 - 2031	
	Average Weekday	Saturday
Ashby		
Coalville		
Castle Donington		
Kegworth		
Measham		
Whitwick		
Ibstock		
NWL District Average		

8.2.7 Table 12 shows that if the higher Local Plan housing growth forecasts are manually inserted to TEMPro the resultant traffic growth increases accordingly.

8.2.8 When considering the above, alongside the complex range of factors influencing parking demand, as well as the need to encourage sustainable travel, it is considered that the TEMPro growth forecasts are a reasonable basis for estimating future parking demand and



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no further increase in demand should be made to account for individual developments. Increasing demand further in order to represent individual developments is likely to result in an over-estimate of future parking demand and would result in an over-provision of parking which would be against current transport policy to encourage sustainable travel.

8.2.9 It is important to recognise that the calculations in this section show some parking locations to be over 100% occupied. In practice, if a car park or street is fully occupied, vehicles will be displaced to another car park or will park on-street (perhaps in an area where on-street parking may not be desirable). In these circumstances it is useful to consider the total car park capacity across the whole town or village, which shows the overall capacity for users to transfer to a different car park.

8.2.10 The approach estimates future parking demand based on 'typical' periods of the year rather than peak periods such as Christmas (except at tourist sites where peak periods are considered). It would be inappropriate to assess demand and present recommendations for peak periods of the year because this is likely to result in an over-provision of parking spaces. An over-provision of parking spaces would be against current transport policy aimed at encouraging sustainable travel.

8.3 ASHBY FUTURE PARKING DEMAND

8.3.1 An estimate of future parking demand in Ashby based on TEMPro growth factors is presented in **Table 13**. Future occupancy levels have been estimated by applying the growth in **Table 11** to 2016 occupancy levels recorded in parking beat and spot check surveys. The occupancies are colour-coded with a red-amber-green rating to help show where car parks are at or approaching full capacity. Green numbers indicate that occupancy is below the CIHT recommended threshold of 85% occupancy, amber numbers indicate occupancies between 85% and 100% where users are likely to find it increasingly difficult to find a parking space and red numbers indicates where a car park is likely to be full.

8.3.2 Whilst applying the same level of growth at each car park may have limitations, this approach is considered acceptable for estimating future parking demand as it is the overall occupancy level in Ashby that is the key piece of information.

Table 13 – Existing Parking Demand in Ashby (Typical Saturday)

Time	10:00	11:00	12:00	13:00	14:00	15:00
North Street	74%	100%	92%	89%	100%	88%
North Street Ext	18%	55%	100%	73%	0%	0%
South Street	96%	96%	98%	100%	95%	88%
Brook Street	90%	100%	90%	100%	100%	80%
Hood Leisure Centre	92%	82%	72%	71%	59%	52%
Bakery Court	89%	100%	95%	84%	74%	74%
Library	13%	90%	73%	60%	70%	50%
Market St North	94%	100%	100%	94%	94%	88%
Market St South	86%	95%	91%	95%	91%	95%
TOTAL ASHBY	79%	91%	86%	83%	79%	70%

Table 14 – Forecast Parking Demand in Ashby (2031)

Time	10:00	11:00	12:00	13:00	14:00	15:00
North Street	87%	118%	109%	106%	118%	104%
North Street Ext	22%	65%	118%	86%	0%	0%
South Street	114%	114%	116%	118%	112%	104%
Brook Street	107%	118%	107%	118%	118%	95%
Hood Leisure Centre	109%	97%	85%	84%	70%	61%
Bakery Court	106%	118%	112%	100%	87%	87%
Library	16%	107%	87%	71%	83%	59%
Market St North	111%	118%	118%	111%	111%	104%
Market St South	102%	113%	108%	113%	108%	113%
TOTAL ASHBY	94%	108%	102%	99%	93%	83%

8.3.3 The results show that demand is already reaching capacity across the combined car parks in the town, with the only significant spare capacity in the Leisure Centre car park. Note that the Royal Hotel and Co-op car parks are excluded from these figures and there is likely to be some spare capacity in those car parks.

8.3.4 The 2031 future year forecast shows that demand will exceed supply in all car parks. If total occupancy across all car parks were to be brought down to the recommended maximum of 85% it would require the provision of 403 parking spaces (Forecast demand 343/Supply 403 = 85%). This represents an increase of 85 spaces above the 318 spaces that are currently provided. This extra is expected to be provided by the proposed Health Centre car park and the potential Money Hill development car park, subject to final agreements.



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8.4 COALVILLE FUTURE PARKING DEMAND

8.4.1 During the period between 2016 and 2031 there are a number of likely changes to parking numbers in Coalville that need to be taken into account when considering future parking demand. The following tables show the existing occupancy levels and the forecast demand in 2031 when the TEMPro growth factors are applied.

Table 15 – Existing Parking Demand in Coalville (Typical Saturday)

Time	10:00	11:00	12:00	13:00	14:00
Market Hall Free	99%	100%	100%	100%	98%
Market Hall	62%	73%	83%	66%	52%
Needhams Walk	36%	70%	56%	48%	32%
Bridge Road	14%	21%	26%	19%	12%
North Service Road	77%	82%	70%	78%	76%
Margaret Street	86%	95%	84%	53%	65%
Marlborough Square	100%	100%	100%	100%	100%
James Street	47%	48%	45%	40%	28%
TOTAL ASHBY	50%	60%	59%	52%	44%

Table 16 – Forecast Parking Demand in Coalville (2031)

Time	10:00	11:00	12:00	13:00	14:00
Market Hall Free	118%	120%	120%	120%	117%
Market Hall	74%	88%	99%	79%	62%
Needhams Walk	43%	84%	68%	58%	39%
Bridge Road	17%	25%	31%	23%	14%
North Service Road	92%	99%	84%	94%	90%
Margaret Street	103%	114%	100%	64%	78%
Marlborough Square	120%	120%	120%	120%	120%
James Street	56%	58%	54%	47%	33%
TOTAL ASHBY	60%	72%	70%	62%	53%

8.4.2 The results show that overall there is adequate spare capacity in the car parks under existing and future conditions. The 2031 future year forecast shows that demand will exceed supply in the Market Hall Free car park, Margaret Street and Marlborough Square but there are plenty of spare spaces in the nearby car parks for users to transfer to.

8.4.3 This suggests that some car park capacity could be released without a large risk of creating a shortfall in the future. The maximum occupancy across the town in 2031 would be 72% so



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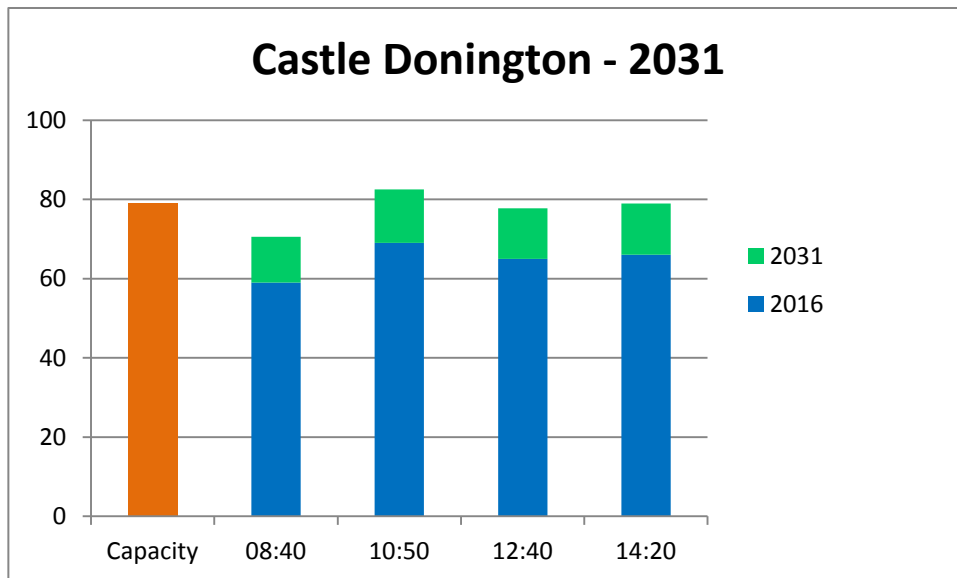
to remove some spaces but keep within the CIHT recommended occupancy of 85% it would be possible to remove approximately 100 parking spaces to meet existing demand or remove 200 parking spaces and still be within 100% capacity.

8.4.4 This ignores the additional demand that would be created by any new development built on the redeveloped car park, but that demand could be assumed to be included in the 2016-2031 growth forecasts.

8.4.5 Therefore, a significant area of the existing car parks (e.g. Bridge Road or Needhams Walk) could be redeveloped without jeopardizing future parking requirements.

8.5 CASTLE DONINGTON FUTURE PARKING DEMAND

8.5.1 The forecast developments in the District and background changes in travel behaviour are expected to have the following impact on the demand for parking across the combined car parks in Castle Donington.



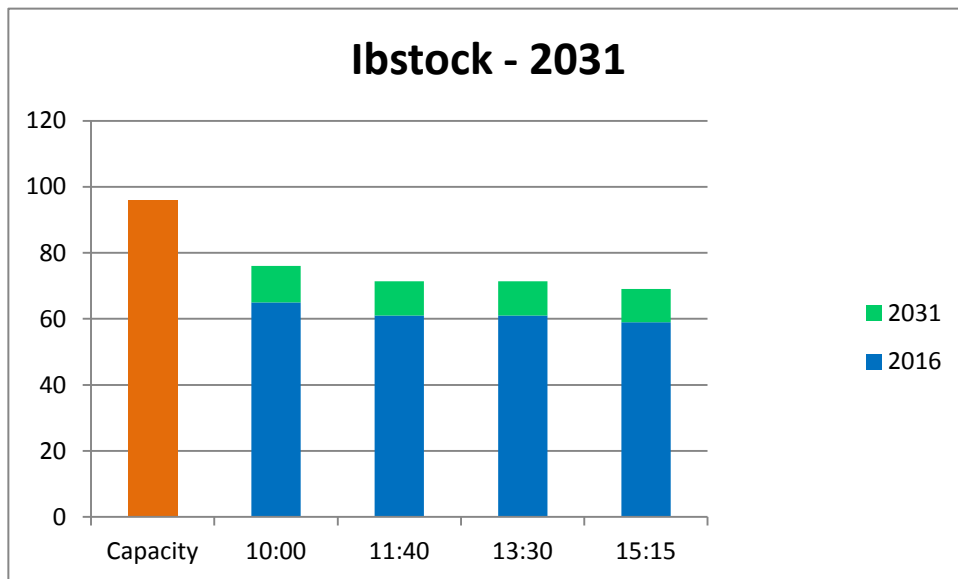
8.5.2 The forecast shows that the car parks are already approaching capacity at the busiest times and the additional growth by 2031 will mean there will be no available parking spaces in the town. The only available space may be in the Pharmacy car park, but this is a private car park that has not been included in the overall figures because it is outside of the Council's control.



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8.6 IBSTOCK FUTURE PARKING DEMAND

8.6.1 The forecast developments and background changes in travel behaviour are expected to have the following impact on the demand for parking across the combined car parks in Ibstock.



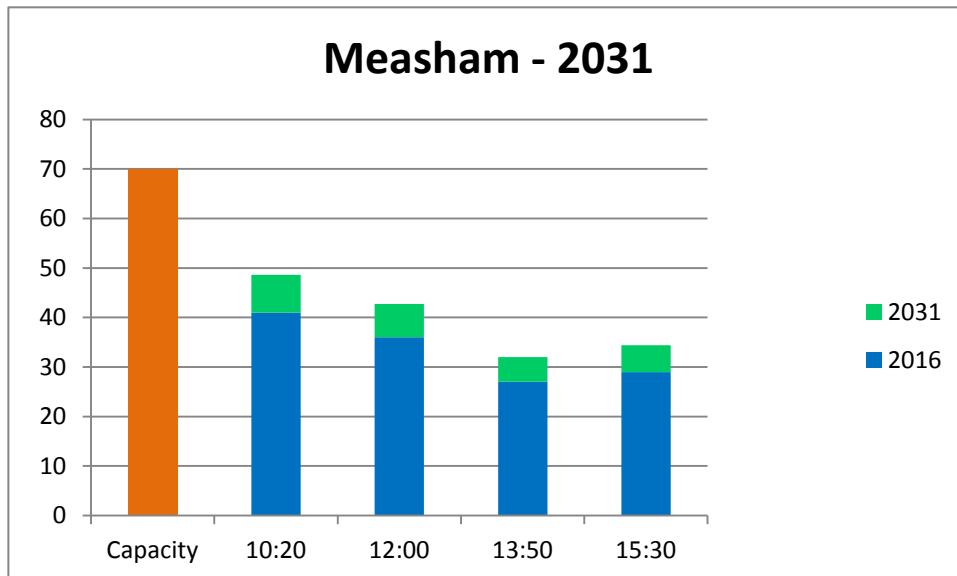
8.6.2 The results show that there is likely to be some spare capacity across the town in the future, located in the High Street car park.



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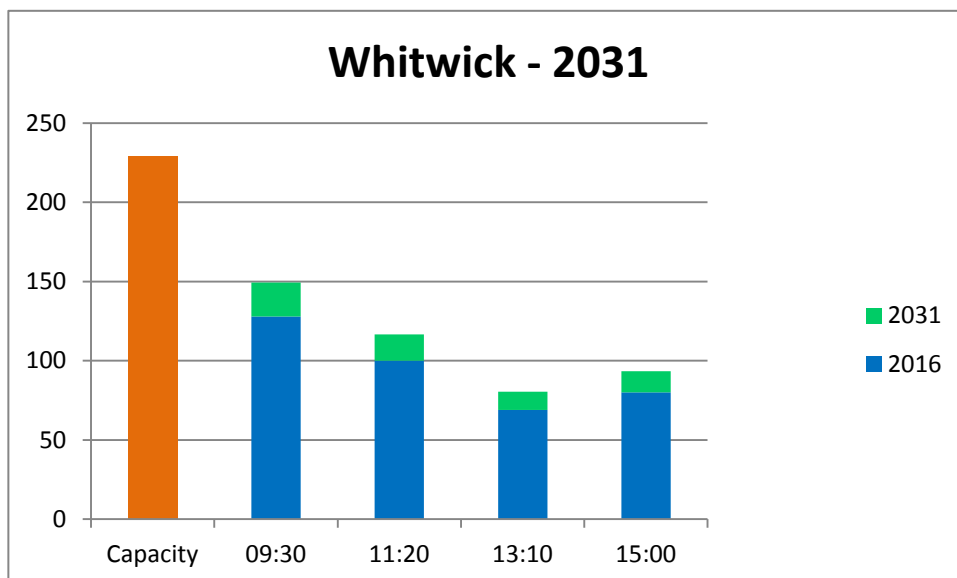
8.7 MEASHAM FUTURE PARKING DEMAND

8.7.1 Current usage of the Measham car parks is well below the available capacity and even with future growth the car parks would continue to be adequate.



8.8 WHITWICK FUTURE PARKING DEMAND

8.8.1 Current usage of the Whitwick car parks is well below the available capacity and even with future growth the car parks would continue to be adequate.





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9 PARKING POLICY AND STRATEGY OPTIONS

9.1 INTRODUCTION

9.1.1 A wide range of policy tools exist to enable the Parking Strategy to support other policies in the District and achieve their objectives. Consultation with the public and stakeholders plus research and experience from other parking strategies and measures implemented in the UK has been used to develop a list of possible changes to the existing parking strategy.

9.1.2 These potential interventions that have been assessed on an independent basis without any pre-conceptions. An assessment of the impacts of these policies in other places and their appropriateness to NWLDC is presented in the following section. The potential strategy tools are presented in **Table 17**.

Table 17 – Potential Parking Policies

	Parking Strategy Area
1	Off-street car park capacity
2	Tariff Charging Options
3	Long and Short Stay Parking
4	On-street parking issues
5	Residents Parking
6	Sustainable Transport
7	Parking standards and new development
8	Enforcement
9	Condition, Facilities, Technology, Security and Maintenance
10	Potential for regeneration projects on car park land
11	Management of Parking Services
12	Specialist Parking
13	Parking at Special events and times
14	Initiatives, Marketing and Promotions
15	Park and Ride
16	Tailored package of strategy tools for each town/village in the District



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9.2 PARKING STRATEGY ASSESSMENT

9.2.1 Each of the potential interventions has been assessed in the following section to demonstrate their likely effects in the context of the district and NWLDC operations.

9.2.2 Many of the potential parking interventions are related to each other, for instance the parking charges have a direct relationship with demand and many other factors affect demand as well so these factors have to be considered together.

9.2.3 The interventions have been assessed with reference to a series of indicators, including:

- Economic Indicators (e.g. footfall, expenditure, vacancy rates)
- Regeneration efforts / Land Availability
- Traffic movements
- Conservation and environmental
- Council parking operations

9.3 POLICY OPTION 1: CAR PARK CAPACITY

9.3.1 The assessment of future parking needs in the previous chapter highlighted where there is expected to be shortfalls in parking space in the future. The need to adjust the amount of parking space that is provided is presented in the following sections for each of the main towns in the District.

9.3.2 In summary the capacity assessment of the main centres shows that:

- There is a lack of parking capacity in the centres of **Ashby, Castle Donington, Kegworth** and **Ibstock** that is expected to get worse in the future;
- There is adequate off-street parking in **Measham** and **Whitwick** and this is expected to meet demand in the future (unless unexpected circumstances occur);
- **Coalville** has an over-supply of parking space that is unlikely to be required now or in the short-medium term.

Car Park Capacity in Coalville

9.3.3 Chapter 8 showed that current car park occupancy is low and that, although it is expected to increase due to forecast development in the town and other factors that affect parking



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behaviour, there is still likely to be an excess of parking space in the town centre in the future.

9.3.4 A reduction in the number of off street parking spaces in Coalville is therefore a viable policy option because of the current over supply of parking space. Some of the current car parks are not very well used so the removal of these spaces is not likely to have an effect on the attractiveness of the town centre. The space could then be used for other purposes that are more productive for the town as a whole.

9.3.5 However, the growth of the town centre economy and potential increase in demand for parking must be considered. An adequate amount of car park capacity needs to be retained to provide enough space for the successful regeneration of the town, but retaining too much could stifle that very regeneration. The aim is to achieve the best balance between these two factors.

9.3.6 The main change that will affect parking demand will be the provision of a better town centre offer, in terms of improved shops, services, leisure industry and environment. Parking has a relatively small role to play in supporting the regeneration efforts and reducing car park prices alone will have a limited impact. This is not to say that it should not be done but it is a small part of a wider package of measures.

9.3.7 It is considered that the regeneration of Coalville should be the Council’s top priority so if parking land has to be lost in order to provide the space for regeneration then the risk of a future lack of supply could be considered to be a risk worth taking. A future lack of supply could be addressed if that were ever to occur.

9.3.8 The capacity assessment shows that even with an 18% growth from 2016 to 2031 there is still likely to be a surplus of unused parking spaces.

9.3.9 The impact on Council parking operations of reducing the amount of parking spaces in the short term is likely to be negligible. Effectively the proposal will remove some empty spaces, so there will be little loss of parking income and little impact on enforcement costs. If the car park land could be used for a successful regeneration scheme there would be benefits for neighbouring businesses if overall footfall and trade could be increased.



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- 9.3.10 The removal of maintenance liability would also be beneficial to the Council. If the surplus land were redeveloped there would be a benefit to overall budgets through the sale of land and additional income from town centre regeneration.

Recommended Approach for Car Park Capacity in Coalville

- 9.3.11 Some of the existing car park space could be redeveloped for alternative uses. It has been calculated that approximately 100 spaces could be lost without much risk of leaving a shortfall by 2031.
- 9.3.12 The least well used car park in the central area is Bridge Road where maximum occupancy at the busiest times is currently less than 30%. The car park is well located in a central position, adjacent to the Belvoir Centre and Market Hall and it is joined to two other large car parks that users could easily transfer to. The tariffs of the remaining car parks may need to be adjusted to allow some long stay parking.
- 9.3.13 The other car parks that are not very well used are James Street and Needhams Walk with maximum Saturday occupancy of approximately 50% and 70% respectively. If James Street were to be redeveloped for other uses it would leave that part of the town centre without a convenient car park so that is not the preferred approach and the car park may become more popular if the Marlborough Square regeneration scheme is successful.
- 9.3.14 The development of Needhams Walk would be a viable alternative to Bridge Road; there are adjoining car parks so users could transfer to the Bridge Road or Market Hall car parks if Needhams Walk were removed. The only downside to that proposal is that Needhams Walk is closer to the town centre for pedestrians, which is presumably why more people currently prefer to park there, given that it is the same price as Bridge Road. Removing the more convenient car park for town centre pedestrians may not be the best approach.
- 9.3.15 One major problem with using Bridge Road or Needhams Walk for regeneration would be the access roads into the area. The current access roads are not suitable to carry much additional traffic because of the main access on to High Street or the rear entrance via Bridge Road. The High Street access junction is constrained by the existing buildings surrounding the junction and it gets very congested at busy times. The Bridge Road entrance is constrained by the residential nature of the road and its side roads which are narrow and have on-street parking and residential properties on both sides.



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9.3.16 If car park land at Bridge Road / Needhams Walk were to be used for regeneration the access roads into the site would need to be improved, and that would be part of the planning application process for such a development, rather than this Parking Strategy.

Car Park Capacity in Ashby

9.3.17 An increase in the number of off street parking spaces in Ashby is the recommended policy option because of the current lack of parking space at busy times. At present the difficulty of finding a parking space is a constraint on the town centre economy as people may be discouraged from shopping or visiting the town centre. The reality or perception that it is difficult to park may cause people to shop or visit other towns or the out of town retailers.

9.3.18 Section 8 showed that approximately 85 additional parking spaces would be required to meet the increase in demand by 2031 in the car parks that were surveyed (i.e. excluding the Co-op and Royal Hotel car parks). This would be a 27% increase in the number of spaces in these car parks.

9.3.19 The provision of more parking spaces is not just a blunt instrument to provide more capacity. It will need to be done in parallel with other initiatives to improve the use of non-car modes and to increase the turnover of the existing parking spaces to use them more effectively. There is a package of measures that will address the parking problem in Ashby, and building more spaces is just one important element of this package.

9.3.20 Car park capacity is related to road traffic congestion and the ability to park is just one element of the whole journey into the town centre. Additional parking is likely to lead to additional vehicle trips and additional congestion in the town centre although increasing availability might conversely reduce localised congestion in some areas of the town centre by reducing the number of vehicles circulating whilst searching for parking spaces. This is a recognised consequence of increasing town centre parking availability. People that may be currently dissuaded from visiting Ashby because it is hard to park would be attracted back to the town. However, one of the potential downsides of increasing the available space to park is that additional traffic could cause severe impacts on a congested road network and damage the town centre environment. This is why additional measures will be required to limit the impacts of the potential increases in town centre traffic.



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- 9.3.21 One option is to provide more off-street parking space and reduce the amount of on-street parking. This could provide the opportunity to implement a public realm scheme, in Market Street for instance, that would provide an improvement to the town centre environment by removing the parking on Market Street and providing more space for pedestrians and environmental improvements. Schemes to improve Market Street have been considered in the past but were eventually rejected. The localised impact on traders and services operating in the town centre of adopting such an approach would need to be carefully considered.
- 9.3.22 Parking in non-central locations was also raised during the consultation, particularly with reference to the Coalfield Way business park. Options to relieve the pressure of inadequate parking need to be assessed urgently because it is detrimental to the operation of the park.
- 9.3.23 New parking spaces could have an environmental impact in terms of their visual, noise and air quality impacts. The visual impact of car parks can be mitigated to some extent but there is a limit to what can be achieved, especially with multi-storey car parks. The location of the car park and its detailed design would need to minimise these environmental impacts.
- 9.3.24 There are other ways to increase car park capacity without building more spaces. If the existing spaces can be used more efficiently this could provide some of the extra parking spaces that are required and reduce the negative effects of car park construction. In long stay car parks users are occupying car park spaces for the whole day but if the tariff is changed to prevent long stay parking the spaces could be used more intensively for short stay trips. The number of times each car park space is then used per day would increase and the overall capacity of the car park and its value to the town centre economy is thus increased. This option is discussed in the following sections.
- 9.3.25 There are a number of existing car parks that are not currently being used for public, town centre parking, including Ivanhoe College, Venture Theatre and various other schools in the town. The possibility of expanding and increasing the use of these car parks needs to be explored in greater depth.
- 9.3.26 Additional long stay parking may then need to be provided elsewhere but it may be possible to locate this further out of the town centre because people who are parking for the whole day are often willing to walk a little further than those doing a short stay trip.



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Recommended Approach for Car Park Capacity in Ashby

- 9.3.27 The provision of new parking spaces in town centres has taken place in virtually all town centres over the years and the capacity assessments and consultation with the public and stakeholders suggests that this is a policy that would be successful and well-received.
- 9.3.28 What needs to be avoided is where an increase in the number of spaces leads to unexpected consequences and a reduction in economic activity due to additional traffic or damage to the town centre environment. Although there are clear benefits of providing more space in the town centre it still has to be consistent with the sustainable long term transport strategy.
- 9.3.29 An increase in parking space in Ashby could be operationally viable in terms of the Council’s budget because the forecast long term increase in revenue income could offset the capital costs, operational costs and ongoing maintenance costs. The main issues are likely to be the difficulty of identifying suitable sites, the initial construction costs and the traffic impacts on the road network of creating new car park capacity.
- 9.3.30 A review of potential sites for new or expanded car parks has been undertaken but this strategy does not include recommendations for the actual plots of land to be used because this is commercially sensitive information and circumstances and land availability could change quickly as new opportunities arise.
- 9.3.31 The option to expand the capacity of the existing car parks also needs to be examined alongside the provision of new car parks. Existing sites could be expanded by adding more levels of parking above the existing surface level, although the costs of multi-storey car parks are prohibitively high.
- 9.3.32 One committed project is to expand the Leisure Centre car park by using the land occupied by the disused Ashby Health Centre on North Street. Land has been acquired by the Council to expand the existing car park by an extra 68 spaces. This will go some way towards providing the additional space required but more parking spaces are likely to be required in the longer term.
- 9.3.33 A second new car park could be provided as part of the Money Hill residential development to the North-East of the town centre. Discussions are ongoing about the design of the



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proposed car park but it is likely to include 100+ parking spaces that will be accessible from the town centre. This could be a good location for displaced long stay parking from the more central car parks.

- 9.3.34 If the Health Centre car park and the Money Hill car park were provided it is expected to meet the forecast demand and further car parks would not be required. There may need to be measures to redistribute some of the parking to ensure the car parks are used effectively, e.g. by reducing the amount of long stay parking in the central car parks and relocating it to Money Hill or the Royal Hotel.

Parking Capacity in Castle Donington

- 9.3.35 Previous chapters have shown that car park capacity in Castle Donington is already reaching capacity and the forecast growth in housing and employment will make the situation worse. The car parks are largely full during a typical weekday and there is a lot of competition for on-street parking spaces, particularly along Borough Street. Consultation results backed up these conclusions with the majority of respondents rating the availability of spaces as poor.
- 9.3.36 Parking is currently free of charge and it is recommended that this policy should continue. To introduce charges in the car parks could damage trade but could also cause a transfer of parked cars on to the nearby streets. The town centre is relatively small so that people could easily park on street and walk into the town centre to avoid any charges applied to the car parks.
- 9.3.37 The alternative approaches are to provide more off-street parking free of charge to meet demand or to install time restrictions on the existing car parks to encourage a greater turnover of spaces.
- 9.3.38 It may be possible to provide more spaces at the Clapgun car park by creating 2 levels, without the need for ramps because of the existing level differences, although it would still be a high level of investment at a free car park.
- 9.3.39 The other options for providing more off-street parking spaces have been discussed and there are some potential sites that could be considered at the next stage of the strategy implementation. The options are not assessed in any detail in this strategy because of the commercial nature of land ownership and use.



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- 9.3.40 Clearly there would be large cost implications of providing another car park in the town, particularly one that would be free of charge with no opportunity to recoup the costs. Desirable as such a facility would be it has to be recognised that the Council's budget may not be sufficient to purchase land for a new car park. However, the leasing of land may be an option, as is the creation of a Council-run car park on land owned by a third party.
- 9.3.41 The final option would be to introduce a time limit on the existing car parks so that they would still provide a facility for short stay visits but would prevent people from occupying the spaces all day. If commuter parking could be removed from the car park the spaces could be used more intensively for short stay parking with overall benefit to the town. Commuter parking may move on-street unless some space can be found in a less-central location.
- 9.3.42 It should be noted that time limited parking and waiting restrictions tend to be costly and time-consuming to enforce. Should manual enforcement be required, this would require officers to visit the site multiple times to check compliance of each specific vehicle rather than simply undertaking random spot checks of ticket purchases to ensure adequate enforcement of a similar pay & display system. Furthermore, as there is no income stream associated with time-limited restrictions, funding for enforcement would need to be found from elsewhere within the Authority's budget, although this might be considered viable in the context of the cost of implementing alternatives – notably delivery of additional off-street parking supply.
- 9.3.43 A minor change would be to remove some or all of the disabled parking bays from the car parks. More on-street disabled bays have recently been installed in Borough Street, which is much more convenient for the town centre than the car parks are. The use of these bays needs to be monitored in more detail and if they are found to be unused then they could be converted to standard bays.

Parking Capacity in Kegworth

- 9.3.44 Capacity surveys have not been carried out in Kegworth because there are no car parks operated by NWLDC, but it is well-recognised that there is a problem with a lack of parking capacity because there are no off-street car parks. This was a common comment in the consultation responses. The only parking space is currently classed as on-street because it is



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on the highway in the Marketplace and is therefore managed by the County Council. This area is very busy with parked cars and it is often difficult to park there.

9.3.45 Additional parking capacity needs to be provided in Kegworth to meet current and future needs. One way to achieve this would be to adjust the current time restrictions in the Market Place to provide a greater turnover of short stay parking spaces although it should be noted that ensuring cost-effective enforcement would likely remain a challenge. Currently people can park in some of the spaces all day for no charge, thus occupying a valuable space in the centre of the village. If this long stay parking could be relocated it would free-up these spaces to be used for short-stay visits.

9.3.46 There is a limit to the effectiveness of this approach and it is recognised that more parking space will be required in the future. The scope for providing off-street car parks appears to be limited but this should be explored in more detail. Land prices in the village centre are a major constraint but the leasing of land rather than purchase could be considered.

9.3.47 The final consideration is the impact that the Kegworth Bypass is likely to have. A bypass of the village centre is proposed as part of the East Midlands Gateway project. This will remove a lot of the existing and future traffic from the A6 and the centre of the village which will enable changes to be made to the main road and connecting roads to improve the environment in the village. This could well include the removal of some parking restrictions to provide more on-street parking spaces. A proposed scheme is in preparation that will determine the extent of the changes and the impact and opportunities it will have on parking.

Recommended Approach for Car Park Capacity in Kegworth

9.3.48 Options for providing additional car park capacity in Kegworth need to be explored in more detail.

- Short term changes could be made to the existing on-street parking bays in the Market Place to replace long stay parking with short stay. The impact on long stay parking and enforcement cost / effectiveness would need to be explored in more detail;
- The impacts and opportunities provided by the Kegworth Bypass on parking and traffic in the village centre need to be assessed when the plans are available;



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- The options for providing an off-street car park in the village need to be explored in more detail.

Parking Capacity in Ibstock

- 9.3.49 Previous chapters have shown that there is some spare car park capacity in the High Street car park but the Gladstone Street car park is usually full during the day. However, stakeholder feedback suggests that the High Street car park also gets full on a regular basis. If this is the case then there is not much spare capacity to cope with additional demand in the future.
- 9.3.50 More data may need to be collected that would confirm whether there is a necessity for additional off-street parking spaces in the town centre.
- 9.3.51 A review of the on-street parking restrictions should be carried out to assess whether there is any scope to provide additional parking spaces on-street. Options for the provision of additional off-street car parks along High Street may be limited.
- 9.3.52 The removal of long term parking from the Gladstone Street car park should be considered, however there are likely to be enforcement issues and local opposition if local residents do not have alternative parking spaces.
- 9.3.53 The recommended approach for car park capacity in Ibstock is:
- Assuming that off-street capacity is limited now and/or in the future options to provide more capacity need to be explored. This includes additional on-street parking if it is found to be appropriate or the provision of a new off-street car park;
 - Consider whether the introduction of time restrictions on the Gladstone Street car park would provide a car park that better meets the needs of the town centre.

Parking Capacity in Measham

- 9.3.54 Previous chapters have shown that car park capacity in Measham is currently adequate to meet demand, although this does rely heavily on the car park space provided in the privately owned car park adjoining the Peggs Close public car park. If this car park were to be redeveloped it could lead to a shortfall in parking in the central area of the town. The other significant car park at the south end of the High Street does have spare capacity but it is a relatively long distance from the north end of the High Street.



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- 9.3.55 Under current conditions there is no need to provide additional car park spaces but this may need to be revisited if the Peggs Close private car park were to be developed for an alternative use.
- 9.3.56 There is a desire to provide more on-street parking spaces on the High Street and this issue should be discussed with the County Council.
- 9.3.57 Issues relating to the enforcement of on-street parking are discussed in following sections.

Parking Capacity in Whitwick

- 9.3.58 Previous chapters have shown that car park capacity in Whitwick is currently adequate to meet demand and should continue to be adequate in the longer term. There is a large car park at Silver Street adjoining the leisure centre that always has adequate space to meet demand, although this is not ideally placed for the town centre and the other car parks in the town also have available space.
- 9.3.59 On-street parking issues are discussed in following sections.

Recommendations

Ashby – Provide additional off-street parking, approximately 85 new spaces to meet forecast demand. Quantify the consequences of this increase on traffic congestion. Assess scope to reduce on-street spaces if more off-street spaces are provided, as part of a public realm improvement. Provide additional off-street spaces for long stay parking if this can be removed from the central car parks. Support schemes to provide public car parks at the Health Centre and Money Hill development.

Coalville – Release car park land for redevelopment. Assess all related issues to identify preferred site for disposal (e.g. location, vehicle access, usage, pedestrian accessibility)

Castle Donington – Explore opportunities to provide more off-street parking, including the lease and purchase of land and the potential expansion of Clapgun Street car park. Provide alternative space for long stay parking if this can be removed from central car parks. Remove disabled spaces from car parks if surveys confirm they are not used.



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Recommendations continued

Kegworth – Assess whether converting long stay on-street parking in Market Place to short stay is advisable. Assess impacts and timescales of A6 Kegworth Bypass scheme and the scope it has to provide more on-street spaces

Ibstock – Explore options to provide more capacity including additional on-street parking or the provision of a new off-street car park. Consider whether time restrictions on the Gladstone Street car park would provide a car park that better meets the needs of the town centre.

Measham – Investigate whether more on-street spaces could be provided on High Street

Whitwick – Reduce the number of parking spaces in the Marketplace to reduce road safety risks

9.4 POLICY OPTION 2 : ADJUST THE COST OF PARKING

9.4.1 An effective way to manage the use of car parks is to change the cost of parking by adjusting the tariff. Research by TRL for the Department for Transport shows that new or increased cost of parking has the following effects:

- Increased turnover of the most convenient parking spaces. This increases consumer convenience, facilitates deliveries, and reduces cruising for parking (searching for an unoccupied space);
- Reducing the number of spaces needed to meet demand, reducing the total parking costs and allowing more compact development;
- Encouraging long-stay parkers to use less convenient spaces (such as off-street or urban fringe), and encourages travellers (particularly commuters) to use alternative modes when possible;
- Reducing total vehicle traffic and therefore problems such as traffic congestion, accidents, energy consumption and pollution emissions;
- Generating revenue; ensuring that users pay a greater share of municipal road and parking costs.

9.4.2 These are the principles behind the previous introduction of the existing parking charges in the District but the question now is whether parking charges should be introduced or changed to help achieve some of the Council’s objectives.



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9.4.3 The reduction of parking charges is also a valid policy that has been considered. Consultation has shown that many people see a reduction in parking charges as a potential boost to local trade but the question is whether the benefits outweigh the loss of income to the Council. Evidence gathered in Phase 1 of this project showed that the links between parking charges and economic growth are not clearcut and that there are much larger factors that affect the attractiveness of town centres.

9.4.4 The current parking charges are relatively low in comparison with many nearby local authorities so the savings to car park users if charges were reduced or removed will also be limited. Even if charges were abolished, the question is whether savings of 50p for 1 hour or 80p for 2 hours would influence many people to travel to the town centre more often, stay longer and spend more money while they are there? It would not do any harm to local trade but it would remove the income stream that allows the Council to maintain and improve the car parks.

9.4.5 The following sections present the likely effects of changes in parking charge in different locations.

Parking Charges in Coalville

9.4.6 **An increase in the cost of long or short stay parking in Coalville** is not considered to be a viable option because this is likely to damage the attractiveness of the town. An increase in charges is likely to dissuade some people from visiting the town centre and make it more expensive for commuters. This solution may be an appropriate method of reducing parking demand, but that is not an issue in Coalville.

9.4.7 An increase in the cost of long stay parking spaces in Coalville is not a viable option because demand for long stay parking is already low and this policy would make that worse. Only 6% of tickets sold in Coalville in 2015 were for long stay parking.

9.4.8 **Reducing the cost of short stay parking in Coalville** is a viable policy option if it stimulates activity and the local economy. It could lead to an increase in demand for parking, but only if the town centre regeneration also stimulates extra economic activity. The cost of short term parking is relatively low so it is probably only having a minor effect on travel behaviour.



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- 9.4.9 Free parking is a tool that has been introduced in many other locations, for the whole day or at particular times, but it is very difficult to point to conclusive evidence to say this will definitely boost footfall and the economy and that the cost to the Council of doing it is worth the benefit.
- 9.4.10 It is recommended that the standard parking tariff is not changed in Coalville but charges should be reduced to support specific initiatives and that reviews of usage should continue and the option to amend tariffs if necessary is established at this stage.

Parking Charges in Ashby

- 9.4.11 The effects of an **increase in short term parking charges in Ashby** need to be considered carefully. It is a recognised method of managing parking demand where demand is very high, in city centres for instance and it may lead to a quicker turnover of parking spaces or encourage a transfer of cars to a long stay car park. However, the negative effects on a town centre such as Ashby may outweigh any benefits. Discouraging short term retail, leisure or other purpose trips could be harmful to the local economy overall and is not be recommended at this stage.
- 9.4.12 There may be specific locations where demand is high and a quick turnover of spaces is desirable (e.g. Brook Street car park) where short term increases in charges would be beneficial. Encouraging drivers to park in other car parks could be a legitimate aim so tailoring the tariff of certain car parks could achieve this. However, a blanket increase in the short term tariff across all car parks is not recommended.
- 9.4.13 **Reducing the cost of short stay parking in Ashby** is not a strong option, because it is likely to create additional demand for parking that cannot be provided by the existing car parks. It could be a more viable option if a reduction in cost were applied alongside the provision of new car parks.
- 9.4.14 An **increase in the cost of long stay parking** that leads to the relocation of long stay parking in Ashby is a valid policy approach that would deliver some desirable impacts in the town centre. It is likely to free up space for more short stay parking that has the potential to help generate greater economic activity in the town centre.



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- 9.4.15 Many local authorities have reduced the amount of town centre long stay parking by increasing its cost in order to increase the available space for short stay parking. People that park for a long time, such as commuters, may be more prepared to park in non-central locations and walk to work if they are able. Some long stay space for disabled users would need to be retained in the town centre.
- 9.4.16 The parking tariffs in Council car parks in Ashby are the same for short stay parking but three of the car parks also allow long stay parking (£2 for parking over 3 hours). This is low compared with the price of long stay in most of the neighbouring local authorities.
- 9.4.17 The South Street car park allows long stay parking but is also very convenient for the town centre for short stay visitors. If long stay parking were made more expensive in the South Street car park it would encourage long stay users to park elsewhere and provide more capacity for short stay in a prime location. The impact would be the relocation of long stay parking which would need somewhere else to park, assuming that a shift to non-car modes would be limited in number. A transfer of long stay parking to on-street parking would not be desirable, so there needs to be adequate off-street capacity to accommodate the long stay users and the Traffic Regulation Orders may need to be amended to prevent this.
- 9.4.18 As discussed in the previous section, the provision of a new car park at Money Hill may provide the opportunity to provide more long stay parking within a convenient walking distance of the town centre and the existing Royal Hotel car park is an alternative location for long stay parking.

Operational Impacts of Different Tariffs

- 9.4.19 In simple terms an increase in the cost of parking could lead to an increase in revenue income, unless the price increase led to a reduction in the number of people using the car parks. The most profitable balance of cost and supply may not be the best option in terms of the town centre economy if higher prices lead to a lower footfall.
- 9.4.20 In Coalville 27,331 long stay tickets were sold in 2015 so an increase to £3 per day could generate an extra £27,331. These figures are additional to the Council staff that use parking permits but staff without a permit may be paying for long stay parking and they would be included.



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9.4.21 However, if prices were to increase then some long stay users may change behaviour and park elsewhere but if the relocation of long stay parking led to more space for short stay then overall income could rise even further because of the increased turnover and yield of each short stay parking space. This may be the case in Ashby where parking space is in short supply but not in Coalville.

9.4.22 Reductions in the cost of short stay parking could stimulate demand in Coalville and Ashby. Whether that would lead to an overall increase in revenue is difficult to forecast, there will be more users but they will be paying a lower charge. Greater demand would also lead to an increase in enforcement costs and income. If demand exceeds supply in Ashby it is also likely to add to the issues and complaints from users and businesses about a lack of parking space.

Adjust Hours of Charging

9.4.23 Parking charges apply in the District between 8am and 5pm, Monday to Saturday. These hours could be changed to stimulate activity at the times of the day or week that are considered to be a priority.

9.4.24 The options to consider are whether the weekday hours of operation could be reduced, different hours should apply on Saturdays and the possibility of introducing Sunday charges. Different tariffs could be appropriate for different car parks (this issue is explored in a later section).

9.4.25 Reduced hours of charging could lead to an increase in demand during that time or even across the whole day. This would be beneficial in Coalville but could cause increased capacity problems in Ashby at busy times.

9.4.26 Many authorities have introduced a scheme to attract customers in the afternoon, through their 'Free After Three' scheme. The idea is to increase footfall for the late afternoon retail economy and the evening leisure economy. Other local authorities in the area have free parking for the first hour to stimulate demand for short visits.

9.4.27 Reduced charging hours would lead to a reduction in the level of enforcement required so there would be a revenue saving. There would also be a reduction in parking revenue income during those times and PCN income.



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9.4.28 The recommendation is that the hours of charging could be adjusted as part of initiatives to stimulate demand at particular times of the day and week. This could include the Free After Three initiative or at specific times on Saturdays

More Flexible Parking Tariffs

9.4.29 The use of flexible parking tariffs is a viable option that needs to be considered. Tariffs can be adjusted by location, over time or for specific events to achieve desirable changes in travel behaviour. Where car parks are under or over-used, incremental changes in tariff can be used to attract more users or to reduce demand where car parks are full. New technology may help to communicate changes in tariff and the ability to make short term changes. Variable signs, improved pay station equipment and increased use of online and mobile technology can be used to enable more flexibility in changing tariffs to match demand.

9.4.30 Before this approach can be taken forward the issue of whether different tariffs can be applied across the District needs to be explored. Currently the tariffs are largely the same across all car parks (the only major variation being whether long stay parking is allowed). Given the differences in demand and the needs of the local economy it is likely that different tariffs would be appropriate in different locations. This concept may be difficult to adopt but it needs to be considered.

Recommendations
Coalville – Retain existing charging tariff but consider reducing the hours of charging at specific times of the day or week
Ashby – Retain existing tariff but consider increases in specific car parks (e.g. Brook Street) or for particular users (e.g. Long stay parking)
Other areas – retain free parking at all times



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9.5 POLICY TOOL 3: CONVERT LONG STAY TO SHORT STAY PARKING

- 9.5.1 The length of time that parking spaces are used can be adjusted without changing the charging tariff by imposing time restrictions. These already apply in many of the Districts car parks and new restrictions can be implemented to replace long stay parking with short stay.
- 9.5.2 The use of town and village centre car parks for long stay parking is a common complaint in many of the centres and can be a poor use of a scarce public resource. A quick turnover of parking spaces for short term visits is critical in maintaining the viability of the towns and villages but if spaces are blocked by commuter or resident parking this can prevent short trips and damage the local economy. This effect has been reported in Ashby, Kegworth and Castle Donington.
- 9.5.3 On the other hand, the availability of long stay parking is also seen as important by many people who work or live in the town and village centres.
- 9.5.4 This strategy does not advocate the simple replacement of long stay parking by short stay. In some circumstances this would be appropriate but in all circumstances the alternative provision for long stay parking has been considered.
- 9.5.5 The transfer of spaces from long stay to short stay tariff in Ashby is one of the main policies to be considered in greater depth. It is one of the most suitable policies that could meet the objectives of the strategy as parking space could be made available for multiple short trips during the day instead of a space being occupied by a single car for the whole day. Long stay parking mainly takes place in the South Street car park where it costs £2 to park all day, plus 10 long stay spaces in the North Street car park.
- 9.5.6 If these car parks were converted in whole or part to short stay it could increase the turnover of these spaces by short stay visitors and generate extra footfall in the town. It is possible that short stay visitors are currently discouraged from visiting Ashby because of the lack of space to park.
- 9.5.7 The related issue is where commuters and long stay visitors would park in the town centre. Commuter parking is not the best use of town centre space, especially where space is limited. It does little to generate town centre footfall and economic activity, although it is



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convenient for commuters and is relatively cheap compared with most neighbouring authorities.

9.5.8 Alternative locations for commuter parking would need to be identified. In Ashby there are alternative locations for long stay parking at the Royal Hotel and in the proposed Money Hill development. Commuters can be encouraged to walk further from their car park to their workplace so options do exist in non-central locations.

Operational Impacts

9.5.9 Successfully converting parking spaces from long stay to short stay tariff could generate additional revenue income by increasing the turnover of spaces and their yield per day. Using the current tariff, three visits of two hours per day would generate £2.40 revenue in comparison with £2 income for a single long stay visit. The benefit to the wider economy of three car loads of visitors to the town centre compared with one long stay visit would be an additional benefit to businesses and the Council. An increase in car park throughput may require slightly more enforcement and management but this would be a minor impact.

9.5.10 The operational implications of encouraging a greater number of vehicles to use the town centre car-parks would need careful consideration to assess the potential for increased congestion and / or localised environmental degradation. This being said, the number of spaces that would be affected by implementing such a conversion would likely be quite low, the policy would be expected to reduce traffic circling the town centre whilst attempting to find parking spaces and traffic movements would largely be anticipated to occur outside of sensitive, network peak periods. It is therefore considered likely that any detrimental impacts are likely to be quite marginal and manageable.

Recommendations

Ashby – Adjust charges or time restrictions to remove or reduce long stay parking in central car parks. Ensure that alternative car parks exist for the displaced long stay parking

Coalville – Consider installing time restrictions in the Market Hall free car park



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9.6 POLICY OPTION 4: ON-STREET PARKING ISSUES

9.6.1 On-street parking plays an important role in the vitality of the town centres and it is important that the strategy relating to on-street and off-street parking is complementary. The District Council is not directly responsible for the provision or management of on-street parking so has limited control over it. However, the Council does liaise with the County Council and can promote on-street schemes or changes to Traffic Regulation Orders (TROs).

9.6.2 The County Council is currently carrying out a review of on-street parking charges. Ashby is the first town in the District to be assessed but the review may extend to other locations in due course.

9.6.3 On-street parking issues were one of the most common areas of concern in the public and stakeholder consultation exercise. The main issues highlighted were:

- Need for more parking restrictions for safety or access reasons
- On-street spaces are often occupied all day by commuters avoiding the parking charges in Coalville or Ashby or the time restrictions in other locations
- Some TRO’s could be removed or changed to provide more on-street parking
- The enforcement of the existing TRO’s is inadequate (this is covered in more detail in the following Policy Option 8 on Enforcement)

Enforcement of on-street restrictions is currently carried out by NWLDC staff under contract to the County Council and the continuation of this will ensure the consistency of approach and contact with the public in off-street and on-street locations. The Parking Strategy is limited in its ability to control or influence on-street parking because it is the responsibility of the County Council, however the recommendations relating to on-street parking are as follows:



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Recommendations

NWLDC to continue to liaise with the County Council to ensure that the on-street parking provision is complementary to the off-street car park strategy.

Respond to any proposals to install on-street parking charges to ensure that the proposals meet the objectives of the Council and are consistent with the off-street charging tariff.

Provide assistance to residents that are applying to the County Council for a residents parking scheme, where the scheme is considered to be the best solution (see Policy Option 5)

POLICY OPTION 5: RESIDENTS PARKING

- 9.6.4 There are currently no resident parking schemes in the District but it is a measure that should be considered under the right circumstances. Areas of on-street parking can be reserved for the local residents to use under a permit scheme. Such schemes are often used where residential streets are being used for other types of parking (e.g. commuters, shoppers or railway passengers). There are many such schemes in other parts of Leicestershire.
- 9.6.5 Some residents parking schemes give preference to residents with a permit by allowing non-permit holders to only park for a limited time period. Other types of scheme are for the exclusive use by residents and all other users are prohibited. There would be an annual charge for the residents parking permits (typically £40 per year).
- 9.6.6 If a majority of the residents of a street or area are in favour of a residents parking scheme then they should be able to request that a scheme be implemented. The scheme would have to be approved, implemented and managed by the County Council because it has responsibility for the highway but NWLDC would also need to be consulted about such a scheme.
- 9.6.7 An alternative form of parking management designed to have a similar impact to introduction of a residents’ parking might be considered that would involve the implementation of a limited period of restricted parking (for all) during the middle of the day



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as a means of discouraging long-stay, commuter parking. An example of this kind of scheme has been implemented along a number of residential streets in the vicinity of the Queens Medical Centre in Nottingham where it is understood to work well. The advantage of this system would be the simplicity of its enforcement. However, it may be unpopular with residents, whose vehicles would also be subject to the restrictions, and it is not clear whether or not long-stay commuters might try to circumvent restrictions by temporarily moving their vehicles during restricted periods. As is the case with any new parking restrictions proposed, the potential cost of enforcement may exceed the resources available to provide for it.

Recommendations

Provide support to residents that request a Residents Parking scheme and assist with liaison with LCC

9.7 POLICY OPTION 6: SUSTAINABLE TRANSPORT (BUS, CYCLE AND WALK)

9.7.1 The provision of a sustainable travel strategy is clearly a much wider issue than parking but there is a relationship between the volume and cost of parking and a sustainable transport strategy (i.e. walking, cycling and public transport modes). An over-provision of parking can damage efforts to encourage the use of sustainable modes of travel while the provision of good sustainable travel options can reduce the need for additional parking spaces.

9.7.2 Increased use of sustainable modes of travel is an alternative to building more parking spaces, but it has to be recognised that there is limited scope to satisfy all travel and parking needs through the promotion of non-car modes. This is part of the solution but it will not remove the need for more parking spaces entirely.

9.7.3 Neither Coalville nor Ashby has a high level of public transport accessibility so the options to improve public transport need to be considered as an alternative to providing more car park space. The development of sustainable transport is part of the County Council Local Transport Plan 3 (2011-26) and a new parking strategy will need to be developed with the long term LTP3 strategy and the 3 year implementation plans in mind.



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- 9.7.4 Sustainable transport improvements were requested by 35% of the people that responded to the public questionnaire. It was mentioned by some stakeholders but not as the primary solution, mainly because of the lack of existing facilities and limited scope for improvement, given the likely budgets that will be available.
- 9.7.5 Given the existing scale of settlements around the District, it is not likely that significant improvements to public transport accessibility will be forthcoming in the foreseeable future. In broad terms, public transport is likely to remain used by a limited market (e.g. the elderly, young and those without access to a car). Furthermore, as market towns serving a wider, predominantly rural, hinterland use of the car to access services in the various settlements across the district will remain high.
- 9.7.6 With limited scope to prompt substantial modal shift away from use of the car to access key settlements and / or provide additional parking within them, promoting the more efficient use of existing car-parks will be fundamental to delivery of a successful strategy. Measures to promote walking and cycling more widely within settlements could be integrated with efforts to improve specific walking and cycling links between more outlying car-parks and key services located within town centres in order to maximise the convenience for users.
- 9.7.7 Car parks do have a role to play in the improvement of sustainable transport by providing a secure location for cycle parking and motorcycle parking. These are already provided in a limited number of the car parks but this could be expanded significantly, that may help to reduce demand for the conventional parking spaces.

Recommendations

- Ensure parking strategy is consistent with the LTP Sustainable Transport Strategy
- Reduce over-provision of parking that is harming efforts to promote the Sustainable Transport Strategy
- Provide more cycle and motorcycle parking spaces within car parks



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9.8 POLICY OPTION 7: PARKING STANDARDS AND NEW DEVELOPMENT

9.8.1 The implementation of the Parking Strategy will need to be supported by a complementary approach to new development in the District. Pre-application advice and decisions about planning applications through the development control process can contribute to the aims of the Parking Strategy and town centre regeneration.

9.8.2 There is a high degree of dissatisfaction with the outcome of the planning process in relation to parking in residential and commercial developments from stakeholders and the public. A very common comment at the consultation events was that recent developments have provided insufficient off-street parking and the result is a serious under-provision of parking and a large overspill of parking on to nearby streets. This applies to residential developments where estate roads are often blocked by parked cars and commercial developments, such as the Coalfield Way business park where there is a substantial shortage of off-street parking.

9.8.3 This strategy does not propose new parking standards for new development but it does highlight that recent planning permissions have resulted in an under-provision of parking. In areas where sustainable modes of travel are not very high quality this causes on-street parking problems. It is recommended that the Parking Standards that are applied by NWLDC as Planning Authority are reviewed in light of some of the issues that have arisen in recent developments.

9.8.4 The Parking Standards in use (taken from Saved Policies from the Local Plan adopted in 2002) are derived from the current County-wide requirements of Leicestershire County Council and are applied as maximum level of parking. The application of this maximum standard should be reviewed and amended if necessary to prevent further developments with a serious underprovision of off-street parking that risk damaging the economic viability and road safety of sites. The draft Local Plan (June 2016 publication) includes proposed non-residential Parking Standards that are taken from the 6C’s Design Guide (Table DG11). It also refers to the County Council Highway Requirements for Development (HRfD) for those sites below the thresholds specified in the 6C’s Design Guide. These are both maximum parking standards so there is a risk that the recent under provision of parking could be repeated. The draft Local Plan also specifies the appropriate level of parking to be



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provided for residential properties, although this is not presented as a maximum or minimum.

9.8.5 The review of the appropriateness of overall parking quantum serving developments should not take place in isolation and should be conducted within the wider context of considering overall quality of parking provision and wider design issues likely to impact on the overall level of car ownership, dominance and propensity of car use (especially to undertake short trips) in a given location. Wider design issues that are equally valid for consideration include:

- The specific location and layout of proposed parking provision paying particular attention to the efficient and appropriate use of land to provide for parking needs that “seek to avoid ‘land-hungry’ approaches to parking, such as rear courtyards”¹ and support the creation of street environments suited to facilitating and encouraging walking and cycling as preferred modes for local trip making by all;
- Ensuring that high quality and convenient walking, cycling and (where appropriate) public transport routes provide suitable connections between proposed new developments and adjacent areas of settlement (on all sides), existing sustainable travel networks and to key local services and amenities; and,
- Ensuring that adopted parking standards set clear and enforceable guidelines concerning the implementation of facilities to provide secure and conveniently accessible cycle storage facilities together with other amenities supporting both cycling and walking (e.g. appropriate storage for outdoor / wet clothing, showers and changing facilities etc). This should apply to both origin and destination points.
- Creating a funding source for town centre car park improvement secured from developers via Section 106 or planning conditions.

9.8.6 The use of the Parking Strategy to guide new development will need to be consistent with current policy contained in the National Planning Policy Framework. NPPF recommends that

¹ The Chartered Institute of Highways & Transportation and Institute of Highway Engineers: Guidance Note: Residential Parking, available at: <http://www.ciht.org.uk/en/knowledge/standards-advice/residential-parking-guidance-note.cfm>



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any parking charges that are applied in developments or public car parks are not high enough to undermine the vitality of town centres.

9.8.7 New developments have often not been required to provide a contribution towards town centre facilities, including parking even though the new residents or employees will be making use of this public service. A contribution towards improving such facilities should be sought from local developers where it can be shown that they have a material impact and where there is an existing or forecast lack of available parking spaces.

Recommendations

Review content and application of proposed parking standards in the emerging Local Plan to prevent occurrences where there is a severe under-provision of parking spaces

Pursue policy of securing contributions from developers towards town centre facilities, including parking.

9.9 POLICY OPTION 8: ENFORCEMENT

9.9.1 Parking enforcement is currently set at a level that is thought to be the best use of staff resources in order to achieve the best balance between staff costs, income from Penalty Charge Notices (PCN) and income from ticket sales.

9.9.2 More staff time could be spent on enforcement but there are diminishing returns on this expenditure and there are potential issues from users concerned about over-zealous enforcement. Once the large majority of users are using the car parks correctly there is little benefit in spending more time carrying out enforcement.

9.9.3 The Council's Parking Management Team use the staff resources available to decide how best to carry out the enforcement of car parks. The question is whether investing more time in enforcement would increase net income or decrease it. In 2014/15 the income from PCNs from off street enforcement was approximately £78,000 but the cost of carrying out the enforcement was well in excess of this figure. What the figures do not show is the reduction in ticket income that would occur if no enforcement took place or the effect on ticket sales of doing more enforcement.



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9.9.4 The effect of enforcement on the local economy also needs to be considered. The car park tariff is designed to ensure there is a turnover of spaces in each car park, so that there is space to park for people coming to the town centre. Enforcement ensures that this turnover takes place as intended. Over-enforcement is sometimes raised as a concern in relation to the attractiveness of a town centre to visitors so a good balance needs to be achieved.

9.9.5 The public consultation showed that people are generally satisfied with the current level of enforcement, with 52% saying that there is enough, 28% saying there is too much and 20% saying there is too little enforcement.

Recommendations
Continual improvement and refinement of enforcement to achieve the best balance between effectiveness and costs

9.10 POLICY OPTION 9: CAR PARK CONDITION, FACILITIES, TECHNOLOGY, SECURITY AND MAINTENANCE

Conditions and Facilities

9.10.1 The facilities and condition of the main car parks in the District has been audited and the full results are presented in Appendix A. Points to note from the audit are:

- Very few car parks have cycle parking spaces and a few more have motorcycle spaces;
- Almost all car parks have disabled spaces;
- Condition of the car park surface is generally good, with a few exceptions but the pay station equipment is relatively old;
- Some car parks (Borough Street and Royal Hotel) are difficult for pedestrians and disabled people to use on foot;
- Streetlights are provided in every car park (although their quality has not been checked)
- Car parks have variable facilities. Equipment like CCTV, waste bins, recycling facilities, toilets and information boards are present in less than half of the car parks.



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9.10.2 Stakeholders have said that signage to the car parks and signage for pedestrians leaving the car parks is not very good. It is recommended that a thorough review of signage should be undertaken. The car park condition survey showed that most car parks have direction signs for drivers to follow but most do not have any signs to direct pedestrians once they have parked their car (although not all car parks would need signs when there is only one pedestrian route available).

New Technology

9.10.3 Technology solutions have been implemented by many local authorities to overcome various parking problems or use their parking space more efficiently. Mobile and digital technology is increasingly important in the operation and use of car parking systems. New pay machines have the ability to accept card payments and a pay by phone facility is commonplace in many towns. Improving mobile payment methods could help to reduce the need for users to return to a vehicle to extend the length of stay and could lead to increased dwell times in the town centre. It reduces the need for users to carry cash and for operators to collect cash from the machines.

9.10.4 The existing pay station equipment is relatively old and provides basic facilities. If these machines are approaching the end of their operational life it may be a good time to invest in new machines with technology that allows more flexible payment options, even if the Pay and Display operation is retained. Technology is increasing the flexibility of systems for customers and operators and is providing more information for management to keep improving the service.

9.10.5 The public consultation revealed that there is a strong desire to increase the payment options that are available. Almost half of respondents said they would like to see mobile phone payment installed and many others requested card payment and contactless payment made possible.

9.10.6 Pay on Foot is a barrier-controlled system that is used in many large town centre car parks. Pay on Foot car parks with a barrier operate in the following ways:

- Customer is issued a time coded ticket at an entry barrier
- Customer enters the car park and finds a space
- Customer returns to the car park and pays for parking at a pay station machine



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- Exit ticket is issued by the pay station machine
- Customer has a grace period within which they must vacate the car park
- Ticket is inserted at the barrier which is then raised and customer exits
- Permit holders can use a pre-paid pass to enter and exit the car park without visiting the pay stations

The Pro's and Con's of a barrier controlled Pay on Foot operations are as follows:

Pro's	Con's
Fully automated, flexible operating hours	Can be difficult for Blue Badge holders to use because the barrier cannot recognise the badge
Users pay for exact time used, best value for money for users	Need second exit lane when assistance is required
No pressure to leave town centre because of ticket time limit	Barriers may cause queues on entry and exit
Low enforcement costs because it is impossible to leave without payment (grace period and disabled space enforcement only)	Need control room presence to deal with queries and monitor and repair the barrier
Adaptable for permits, different tariffs and temporary promotions	Capital cost of installation
	Maintenance liability of barrier equipment

- 9.10.7 New technology may also help back office operations, particularly in relation to the use of intelligent, targeted tariffs and the co-ordination of different car parks and variable message signs, depending on the size and complexity of the car park provision within a town.
- 9.10.8 New smartphone apps such as Indigo or ParkU provide amenity for drivers to book parking spaces in advance of travelling thereby providing certainty that they will have a space available upon arrival and simplifying management and operational impacts.
- 9.10.9 The 'Post Payment' system is a development of the standard Pay and Display operation which has been used in Scandinavia for some time and has recently been introduced into the UK. Users have the option to register a debit or credit card when they park instead of buying a ticket for a fixed length of time, but payment is only made when they return to the car park. This allows people to stay as long as they need without having to return to the car by a certain time. However, resistance to the introduction of new technology may be an issue in some areas.



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- 9.10.10 The alternative to a barrier controlled Pay on Foot system is the use of ANPR to monitor the entry and exit of vehicles. Cameras identify each vehicle on entry and exit and automatically calculate the length of stay. If the customer has not paid the correct fee at the pay station a Penalty Charge Notice is automatically generated and sent by post.
- 9.10.11 The ANPR systems can also provide a link to DVLA data for the enforcement of a contravention but the use of ANPR is not permitted for contraventions under the Traffic Management Act 2004. The use of ANPR technology is currently uncertain because it is not supported by the Government for use by local authorities but it does have potential and the opportunity to use it may develop further over time, so potential operators need to keep up to date with current thinking when investment decisions are being made.
- 9.10.12 Variable message signs (VMS) are used in many town and city centres to provide drivers with information about the location of spare parking capacity. This is probably not a high priority in Coalville because there is currently little constraint on capacity or in Ashby because the centre is small and there are few choices about where to park. Therefore, at this time a VMS system is unlikely to deliver the required benefits to justify the costs.
- 9.10.13 Longer-term, the emergence of new driverless technology has the potential to have a transformational effect on the scale and location of both short and long stay parking activity. Whilst the advent of fully automated, driverless cars remains some distance away, some driverless functions are likely to be fitted as standard to the next generation of vehicles and well within the medium-term planning horizon.
- 9.10.14 Further clarity concerning the application of driverless technology has recently been provided following publication of the DfT's Pathway to Driverless Cars that would appear to indicate a clear expectation that trials of remote parking will occur within a reasonably short timeframe and furthermore that they will include evaluation of "out of sight" systems as a fairly rapid follow on, stating:

"Subsequent iterations of this regulatory programme will likely take into account future remote control systems, where it is expected that the vehicle could be out of the driver's sight while the parking manoeuvre is completed. This will dovetail with



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international type approval regulations, which are currently being amended to ensure remote parking systems are safe.¹²

9.10.15 This strategy does not propose any policies or technology that address the opportunities provided by driverless technology, but it is worth acknowledging that a rapid uptake of this technology would have significant implications for transport systems in the future, including the demand for parking and methods of providing it.

Operational Impacts

9.10.16 New technology has the potential to improve the management of car parks by automating various operations and by providing more information to the back office. However, there would need to be initial capital outlay and an expectation that costs would be recovered in the long term.

9.10.17 Investing in the existing car parks to improve their use is a valid policy option. Many local authorities and private operators invest in their car parks in the expectation that better facilities will encourage more use. NWLDC already has a programme of improvement and the Market Hall car park has recently been resurfaced using parking income from previous years.

9.10.18 However, there is a limit to the impact that physical improvements to car parks will have in the absence of other changes. Safety and security are important features that often appear as a high priority for users, linked to the provision of CCTV and lighting but many of the Councils car parks already have these features.

9.10.19 Add comment that new facilities will need to take into account future climate change, e.g. porous surfacing of car parks

9.10.20 Car parks that are generating large amounts of income can justify expenditure to maintain that position, but it is more difficult to justify significant expenditure on under-used car parks in times of financial restraint in the expectation that it will increase revenue income. Minimum levels of car park condition need to be maintained, to ensure that people are safe

² Centre for Connected & Autonomous Vehicles: Pathway to Driverless Cars: Proposals to support advanced driver assistance systems and automated vehicle technologies, available at: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/536365/driverless-cars-proposals-for-adas-and_avts.pdf



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and secure. Where the condition of the surface is bad enough to dissuade people from using the car park or damage their vehicles, then investment is required.

9.10.21 Equipment will need to be replaced at regular intervals so that could be a good time to consider the merits of different technologies and up to date methods of payment. These can create savings in some cases; mobile phone payment can reduce cash collection costs, for instance.

9.10.22 Additional expenditure would need to come out of the Council's revenue budget which is already under pressure. If the investment is expected to generate additional income a detailed business case will be required to justify the use of limited resources for this investment.

Recommendations

Consider investment in new cycle and motorcycle parking spaces and new paystation equipment at the appropriate time.

Improve signage for drivers and pedestrians where necessary

Promote mobile and online payment technology, card and contactless payments and online/Smartphone apps to provide information about the availability and cost of parking

Consider whether technology such as Pay on Foot and Post-payment would be appropriate.

Install low level upgrades to improve the quality of car parks

9.11 POLICY OPTION 10: REGENERATION OF CAR PARK LAND

9.11.1 The previous analysis shows that the only place where car park land could realistically be released for development would be in Coalville. This is not to say that other car parks could not be redeveloped, but in that case an equivalent number of parking spaces would need to be found elsewhere in the town to meet forecast demand.

9.11.2 The release of car park land for redevelopment in Coalville is one of the most powerful policy tools that the Council could decide to use. Usage data suggests that some parking space in Coalville is under-used and is not generating much revenue income. Therefore, it



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may be preferable to use this land more intensively for the Council and for the town centre economy.

- 9.11.3 Releasing the land would also remove a maintenance and management liability. The condition of the car parks and equipment depreciates every year and funds have to be spent periodically to maintain their condition. The ticket machines also need to be maintained and replaced. The Council has to carry out grounds maintenance and cleansing, provide lighting and security, remove abandoned cars and manage anti-social behaviour on this land. All of these liabilities would be reduced if some car park land is released for sale.
- 9.11.4 Conversely, although existing levels of usage may be low in certain car parks, the likelihood of future growth in demand in Coalville is a factor that needs to be considered. The Building Confidence in Coalville programme includes a range of schemes and initiatives that will stimulate growth in the town. This potential growth (as described in Chapter 5) needs to be factored in to any decisions about releasing any car park land for redevelopment and / or the scale of future parking demand that requires accommodation as a result of the development itself.
- 9.11.5 The question of which car parks could be disposed is heavily reliant on the development plans that may come forward. The under-used long stay car park at Bridge Road (Market Hall) would be a likely car park to release as part of the potential Market Place redevelopment. The London Road car park is another possible location for land use development with good accessibility and this site is included within the potential Stenson Green development proposed within the Coalville Four Squares and Streets Investment Plan.

Disposal of Car Park land in Ashby

- 9.11.6 The sale of car park land for development in Ashby is possible but it would need to include the replacement of an equivalent or greater number of parking spaces elsewhere in the town or within the confines of the site itself. North Street and South Street car parks are on land that would be valuable for town centre development. However, the lack of existing parking space in the town means that a reduction in the number of available spaces would have a large detrimental effect on its economy.
- 9.11.7 The only circumstances where this land could feasibly be disposed of would be if a developer were proposing to replace or increase the number of available parking spaces in a



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different location or within the site itself. Given that there is a lack of available space to construct new car parks close to the town centre the likelihood of this seems to be low. It is difficult to see how such a scheme would be financially viable to a developer and this would be reflected in the price they would be willing to pay for the Council car park.

9.11.8 Overall, this does not appear to be a strong policy option for Ashby.

Operational Impacts

9.11.9 The disposal of car parks would reduce revenue income to a small degree but if the under-used car parks are the ones disposed this reduction would be small. Conversely the reduction in enforcement, maintenance and management could more than offset the loss of income, creating a net benefit to the Council's revenue budget. The car park equipment could be used elsewhere, if it is in adequate condition. There would also be a one-off receipt of income if the land were sold off.

9.11.10 Whilst the disposal of under-utilised car-parks might not be likely to have a significant detrimental impact on the operation of the network in its own right, difficulties may arise in circumstances where the sites get built out for alternative uses thereby creating demand for additional parking. Careful consideration will need to be given to the proposed uses of these sites to ensure that any additional parking demand created remains within the scope of the capacity that could be made available.

Recommendations

Under-used car parks in Coalville to be considered for redevelopment. Access issues would need to be resolved

9.12 POLICY OPTION 11: MANAGEMENT OF PARKING SERVICES

9.12.1 To be completed



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9.13 POLICY OPTION 12: SPECIALIST PARKING (DISABLED, CYCLE, MOTORCYCLE, COACH, HGV)

9.13.1 To be completed.

9.14 POLICY OPTION 13: PARKING AT SPECIAL EVENTS AND TIMES

9.14.1 To be completed

9.15 POLICY OPTION 14: INITIATIVES, MARKETING AND PROMOTION

9.15.1 There is a range of actions that could be taken to promote economic activity through parking provision.

Updated NWLDC Website

9.15.2 It is recommended that parking information on NWLDC's website is improved/refreshed to provide a more modern website with improved navigation and clearer information relating to all public car parks in the District. This should include an interactive map allowing users to easily find the most appropriate car park for their needs. Information such as tariff structures, number of spaces in car parks, opening hours of car parks and on-street parking locations should be available.

9.15.3 A phone app should also be developed to provide customers with all relevant parking information. The internet is likely to be the first source of information for many people and as such, up to date information in a clear and concise format is a key marketing/promotion tool that will assist users in finding an available parking space. Given that there are varying levels of demand for car parks, an up to date website will assist users in finding a car park with spare capacity.

<p>Recommendations</p> <p>Promote initiatives to generate activity and footfall at specific times of the day and week</p> <p>Use new technology (Smartphones, online and Council website) to communicate initiatives</p>



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9.16 POLICY OPTION 15: PARK AND RIDE

- 9.16.1 A permanent Park and Ride scheme is not considered to be a viable policy option in Coalville. Successful Park and Ride services tend to operate in larger towns and cities where the population and demand can support the cost of the service. They usually require some level of parking constraint in the town centre and journey time benefits of using the bus, neither of which are currently the case in Coalville.
- 9.16.2 A permanent Park and Ride may be slightly more realistic in Ashby although there are still many reasons why a scheme would be difficult to introduce successfully. The parking capacity constraint does exist in the town centre so that people may be more willing to use a Park and Ride service. There are fewer options for providing more parking capacity than in Coalville so the provision of space on the edge of the town may need to be considered. The existing traffic congestion in the town centre would also benefit from a Park and Ride scheme as private vehicles would park on the edge of town rather than driving into the centre.
- 9.16.3 However, there are also many reasons why a Park and Ride would be difficult to implement in Ashby successfully; the likely demand to travel into the centre would not justify the cost of running a reasonable frequency bus service; the roads into and through the town are not suitable for bus priority schemes so that buses would have to negotiate town centre traffic queues; any Park and Ride journey time savings would be small because the town is small and it is not worth the additional time to park and wait for a bus; the capacity and cost of town centre parking is not restrictive enough to encourage people to use a Park and Ride service. There are no clear benefits of a Park and Ride scheme to the town centre economies. Even large towns and cities can struggle to implement successful Park and Ride schemes so it would be even more difficult in Ashby.
- 9.16.4 However, an option that could be considered in more detail is the provision of a temporary Park and Ride scheme, over the Christmas period for instance when demand is very high. Again, this may be more viable in Ashby than Coalville because the existing car parks are unable to cope with demand. An out of town location with a large car park would need to be found to provide the service.



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Operational Impacts

- 9.16.5 Park and Ride can be commercially viable in the right circumstances, where demand is high and as part of an overall parking and sustainable transport strategy. This would be difficult to achieve in Coalville or Ashby under current conditions so such a scheme would have a negative impact on the Council’s management of parking and the operational budget.
- 9.16.6 A temporary scheme over Christmas may have more potential to break even because of the higher levels of demand but a business case would be required to examine the costs and benefits in more detail.

Recommendations
 Investigate possibility of providing a temporary Park and Ride scheme in Ashby (at Christmas for instance).

9.17 POLICY OPTION 16: TAILORED STRATEGY FOR EACH TOWN/VILLAGE

- 9.17.1 Possibly the strongest message that has emerged from the data collection and consultation exercise is that a blanket parking policy for Ashby and Coalville is not the best way to achieve the very different objectives in those towns. The issues that exist now and in the future are so different that a tailored approach to the provision of parking is required. The major change in approach relates to the charging tariff and the number of parking spaces to be provided in each town.
- 9.17.2 If the charging tariff has to be the same in each town it limits the ability of the Council to influence parking behaviour in each town, this includes both higher and lower parking charges. The principal of different charging across the District has already been accepted, in that charges apply in Ashby and Coalville while the remaining car parks are free of charge.
- 9.17.3 The principal of increasing parking charges in Ashby should not be discounted at this stage because demand is currently exceeding supply. New car park capacity may be provided that shifts this balance but there will be a limit on how much extra space can be provided. If space continues to be restricted it might be advisable to increase parking charges to



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manage the limited space more effectively, for instance by increasing the charges for long stay parking in certain car parks.

9.17.4 In Coalville the benefits of raising parking charges are more limited because there is an excess of parking space and the town centre economy is less able to withstand an increase in the cost of parking.

9.17.5 A key recommendation is that the principle of different charging tariffs and the approach to the number of parking spaces provided should be accepted as part of this Parking Strategy.

Recommendations
Approve the principle of a tailored parking strategy and tariff in Ashby and Coalville

9.18 SUMMARY

9.18.1 This section has provided an analysis of each potential policy option that has been considered and Table 13 is the Action Plan that presents the recommended approach to a range of policy tools that make up the proposed Parking Strategy.

Table 18 – Parking Action Plan

Recommended Actions		When	Cost	Details	By Whom	
District-wide	1	Increase off-street car park capacity in specific locations	Long	High	Provide parking capacity to provide space to relieve existing problems and future requirements. Carry out detailed review of potential sites and engage with landowners	NWLDC
	2	Expand the use of different parking strategies in different towns	Short	Low	Apply different charging tariffs in Ashby and Coalville and adjust these tariffs on a more regular basis in response to changes in parking demand	NWLDC
	3	Adjust charging tariffs	Short	Low	Change tariffs where appropriate to help meet the objectives. Charges are already relatively low but they could be reduced where it can be shown to have a significant impact (e.g. Free After 3) Tariff should increase for certain users to influence behaviour, e.g. to remove long stay parking from central car parks Changes that would lead to a significant loss of income are unlikely to be acceptable	NWLDC
	4	Convert Long Stay to Short Stay parking	Medium	Low	In many locations the presence of long stay parking is restricting capacity for short stay trips which may be damaging the local economy. Long stay parking can be removed or reduced by either implementing time restrictions or applying a high charge for long stay. Alternative locations for the long stay parking also need to be considered and a large-scale transfer to on-street is unlikely to be an acceptable solution.	NWLDC
	5	Review of on-street parking provision	Medium	Medium	Traffic Regulation Orders to be reviewed to identify any safety risks and inappropriate parking. Long stay on-street parking to be reduced in town centres where it is causing problems. On-street charges to be considered and if they are applied should be consistent with off-street charges. NWLDC to liaise with LCC	LCC / NWLDC Parking Services
	6	Residents Parking Schemes	Short	Low	Support residents where there are valid concerns about the ability of residents to park on their street due to parking by non-residents. NWLDC to assist with liaison with LCC	LCC / NWLDC
	7	Sustainable Transport	Medium / Long	Medium / High	Ensure that parking strategy and sustainable transport strategy are consistent and complementary. Ensure car parks contribute to sustainable transport strategy by preventing uncontrolled increase in demand. Cycle and motorcycle spaces to be provided in suitable car parks.	NWLDC / LCC
	8	Parking Standards	Medium	Low	Adjust parking standards or the interpretation of existing standards to ensure that new development has adequate levels of off-street parking.	NWLDC Planning / LCC HDC
	9	New development and S106	Medium	Low	Seek contributions from developers towards the provision of additional car park supply in town centres	NWLDC Planning / LCC HDC
	10	Enforcement	Short	Medium	Ensure that enforcement resources are targeted in the most effective way to achieve good parking behaviour at an acceptable cost. Liaise with LCC to enforce on-street restrictions more effectively	NWLDC / LCC

Recommended Actions		When	Cost	Details	By Whom	
District-wide	11	New car park equipment	Medium	Medium	Replace pay stations when life expired with new machines with increased payment options that will encourage longer stay (e.g. pay by phone, pay on exit, post-payment). Low-tech equipment to be improved in some car parks (e.g. CCTV, bins, cycle parking, information signs)	NWLDC
	12	Improve Signage	Short	Low	Inadequate signs for drivers and pedestrians to be identified and new signs to be provided	NWLDC / LCC
	13	Regeneration of car park land	Long	Income	Under-used car parks (i.e. in Coalville) should be considered for use as land for regeneration projects. Access and other issues would need to be solved before this could proceed.	NWLDC
	14	Parking at special events and times			To be discussed with NWLDC	NWLDC
	15	Promotions, Initiatives and Marketing	Short	Low	Undertake initiatives to generate activity, such as Free After 3. These could be for trial periods. Improve Parking website and promote Smartphone apps to help users to find a space	NWLDC
	16	School-gate parking	Short	Low	Continue to work with LCC to improve road safety at schools and reduce the risks caused by bad parking	NWLDC / LCC
	17	Season tickets	Short	Low	Provide more flexible options for season tickets to reduce the initial outlay, e.g. weekly or monthly	NWLDC
	18	Christmas Park and Ride scheme	Short	Low	Complete a Business Case to assess whether the provision of a temporary Park and Ride scheme would be viable to help cope with the Christmas peak period (or other events)	NWLDC
	19	End Parking Voucher scheme	Short	Low	The voucher scheme has become little-used and should be discontinued to reduce admin costs	NWLDC
	20	Sponsorship and advertising within car parks	Short	Income	Investigate the market and business case for installing adverts in car parks or to secure sponsorship from local businesses	NWLDC
	21	Continue and improve liaison with LCC	Short	Low	Ensure that there is close liaison with LCC regarding Traffic Regulation Orders, Enforcement, Planning & Development Control, Road Safety, Residents Parking, sustainable transport and land availability	NWLDC / LCC
Ashby	22	Remove long stay parking from central car parks	Medium	Low	Long stay parking to be removed from central car parks by implementing revised time restrictions (i.e. short stay only) or by applying high charges (so the option still remains, albeit a high cost)	NWLDC
	23	Identify new off-street car park for relocated long stay parking	Medium	Medium	Carry out detailed review of potential sites and engage with landowners	NWLDC
	24	Traffic Regulation Order review	Medium	Medium	Carry out a detailed review of TROs and misuse at all times of day on Market Street and other central streets and amend TROs if necessary	NWLDC
	25	Public realm and traffic management improvement to Market Street	Medium	High	If funding can be secured, implement a public realm improvement to Market Street that could include a reduction or rationalization of on-street parking. This may require the provision of an equivalent number of spaces elsewhere in the town centre.	NWLDC

Recommended Actions		When	Cost	Details	By Whom	
Ashby	26	Investigate options for more off-street car park capacity	Short	High	Carry out detailed review of potential sites for new car parks and engage with landowners. Assess viability of expanding the existing car parks, including the use of multi-storeys. Assess whether existing car parks and land could be used more effectively (e.g. Royal Hotel, Ivanhoe School, Venture Theatre, school car parks)	NWLDC / Landowners
	27	Support provision of Money Hill public car park	Short	Low	Provide support to the Town Council in securing the proposed car park for the use of town centre car parking	NWLDC
	28	More off-street parking spaces require on the Coalfield Way Business Park	Medium	High	There is a severe lack of off-street and on-street parking space on the Business Park so options to provide more should be considered if the park is to continue to succeed	NWLDC / Landowners
	29	Carry out further surveys when potential new car parks open	Medium	Low	There are potential new car parks at the North Street Health Centre and within the Money Hill development. Additional surveys could be carried out to assess the impacts of these schemes.	NWLDC
	30	Quantify traffic and environmental impacts of proposals	Short	Low	Ensure that all proposals to expand car park capacity are assessed in relation to the impacts of any additional trips in the town and their impact on traffic congestion and the environment	NWLDC
	31	Increase charges at Brook Street car park	Short	Low	Brook Street is in a primary location in terms of its accessibility to the town centre and consequently demand is high. This suggests that people would be willing to pay a premium to park there. If some users decided to transfer to the other car parks instead there would be benefits to town centre traffic	NWLDC
Coalville	32	Use central car park land for regeneration project	Long	Income	Under-used car parks (Bridge Road or Needhams Walk) to be used to support regeneration projects. This would help the town centre economy without significantly harming the availability of parking or Council revenue. Access issues into the area would need to be addressed, the current access is unattractive and often congested.	NWLDC
	33	Time restrictions on the Market Hall free parking spaces	Medium	Low	Liaise with Belvoir Centre to assess whether time restrictions could be implemented on the free parking spaces in the Market Hall. These spaces have to remain free but are currently used by people that park all day for free and are thus unavailable for shoppers. This is not considered to be an effective use of these prime spaces so a time restriction would increase the turnover of these spaces without applying a charge.	NWLDC
	34	On-street parking amendments	Medium	Medium	The regeneration projects include potential changes to on-street parking, such as in Marlborough Square. These changes should be supported even if they result in a loss of on-street parking. The street scene could be improved by removing some of this parking and alternative spaces exist in the James Street car park nearby.	NWLDC
	35	Charging tariff	Short	Low	Existing charging tariff should be retained in the short term. The scope to reduce charges is quite limited and there is little evidence that a reduction in charges would generate additional town centre footfall in the absence of other improvements.	NWLDC
	36	New coach parking spaces	Short	Low	Options for the provision of new coach parking spaces need to be explored. There are currently none in Coalville and two in Ashby. Off-street space exists in Coalville but accessing those town	NWLDC

Recommended Actions		When	Cost	Details	By Whom	
				centre car parks in a coach is not simple and new access arrangements would be required. Coaches do park on Bridge Road but there are issues with night time noise close to residents.		
Castle Donington	37	Replace long stay parking with short stay	Short	Low	There is a lack of off-street parking space but the two car parks are currently used for long stay parking by commuters and residents. If these were removed it would create more effective space for short stay trips. However, alternative locations for the long stay parking are limited and there is a risk they would park on-street, which is not a recommended outcome. Alternative car park locations are currently being considered by the Town Council so this policy could proceed if off-street locations can be found. The leasing of land to build a car park could be a more attractive option than purchasing. An alternative would be to apply charges for long stay parking but that might be expensive to install and manage in comparison with the benefits.	NWLDC
	38	Assess whether more spaces could be provided at Claggun Street car park	Long	High	One potential option for the provision of more off-street space is to expand the Claggun Street car park by creating two levels. There is a level difference to it may be possible without the need for ramps. This scheme would be expensive and it may be necessary to apply parking charges to recoup some of the costs.	NWLDC
	39	Remove little-used disabled parking spaces from the car parks	Short	Low	Surveys and consultation suggest that these disabled spaces are not used, mainly because new on-street disabled spaces have recently been installed in much better locations on Borough Street. The spaces may therefore be redundant and a more comprehensive survey would confirm that. Make the spaces available for all users if they are found to be little used.	NWLDC
Kegworth	40	Provide more parking spaces in village centre	Long	High	There is a lack of parking in the village centre and more space will be required in the future. Options for providing an off-street car park are restricted by land costs, although there may be an option to lease land rather than purchase. Review all options and costs for a new car park.	NWLDC
	41	Convert long stay, on-street spaces to short stay	Medium	Low	Commuters and residents use the existing unrestricted spaces in the Market Place for long stay parking. Removing this would create more effective parking space for short stay trips. However, alternative locations for the long stay parking are limited and there is a risk they would park on-street, which is not a recommended outcome. Review current TROs and their enforcement to assess whether amendments would be appropriate	NWLDC
	42	Long term changes to on-street parking	Long	Medium	The potential A6 bypass of Kegworth associated with the East Midlands Gateway project could provide opportunities to redesign the village centre. A large proportion of traffic would be removed from the road through the village which would allow the existing roadspace to be used for other purposes, including more on-street parking. A public realm project is underway that will advise how the village centre could be redesigned and it needs to recognize that more parking space is required.	NWLDC

Recommended Actions		When	Cost	Details	By Whom	
Ibstock	43	Improve enforcement of on-street parking restrictions	Short	Low	A lack of enforcement of existing restrictions may be causing problems on High Street. Where budgets allow consider if any improvements to enforcement can be made	NWLDC
	44	Amend Traffic Regulation Orders to provide more parking spaces on High Street	Medium	Low	It may be possible to amend the existing TROs to provide more on-street parking. A review of the current usage and safety of doing this should be carried out.	NWLDC
	45	Assess options for new off-street car parks	Medium	High	Options for off-street parking appear to be limited but a more detailed assessment may reveal additional sites	NWLDC
Measham	46	Improve enforcement of on-street parking restrictions	Short	Low	A lack of enforcement of existing restrictions may be causing problems on High Street, particularly in relation to very short stay parking (e.g. cash machines etc.). Where budgets allow consider if any improvements to enforcement can be made	NWLDC
	47	Amend Traffic Regulation Orders to provide more parking spaces on High Street	Medium	Low	It may be possible to amend the existing TROs to provide more on-street parking. A review of the current usage and safety of doing this should be carried out.	NWLDC
Whitwick	50	Reduce the number of parking spaces in the Marketplace	Medium	Low	The existing parking spaces in the village centre have a safety risk because they are on a busy road amongst many other highway features (e.g. bus stops, access roads, pedestrian crossing). Review safety record and risks and consider the possibility of removing some of these spaces and possibly retaining just the disabled spaces.	NWLDC

Definitions

Timescales
 Short Term 1-2 years
 Medium Term 3-6 years
 Long Term >6 years

Costs
 Low <£100k
 Medium £100k to £1m
 High >£1m



10 CONCLUSIONS AND RECOMMENDATIONS

10.1.1 WYG has been commissioned to provide support in the preparation of a Parking Strategy for the District. The preceding sections have set out the context of the parking strategy and provided an assessment of the likely impacts of the potential parking policies.

10.1.2 The key conclusions of Phase 2 of the Parking Strategy are:



FIGURES