

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – 13 DECEMBER 2016

Title of report	PARKING STRATEGY
Key Decision	a) Financial Yes b) Community Yes
Contacts	Councillor Alison Smith MBE 01530 835668 alison.smith@nwleicestershire.gov.uk Director of Services 01530 454555 steve.bambrick@nwleicestershire.gov.uk Head of Community Services 01530 454832 john.richardson@nwleicestershire.gov.uk
Purpose of report	To present the Parking Strategy for the District and short term actions for members approval
Reason for Decision	To provide an evidence base and framework for Parking related decisions
Council Priorities	Value for Money Business and Jobs Homes and Communities
Implications:	
Financial/Staff	Various implications outlined in report relating to potential initiatives
Link to relevant CAT	Coalville Project
Risk Management	None
Equalities Impact Screening	None discernable
Human Rights	No implications
Transformational Government	N/A
Comments of Deputy Chief Executive	Report is satisfactory

Comments of Deputy Section 151 Officer	Report is satisfactory
Comments of Monitoring Officer	Report is satisfactory
Consultees	<ul style="list-style-type: none"> • Corporate Management Team • Policy Development Group
Background papers	None
Recommendations	<p>IT IS RECOMMENDED THAT CABINET:</p> <p>1) ENDORSES THE PARKING STRATEGY</p> <p>2) AGREES TO THE FOLLOWING SHORT TERM ACTIONS</p> <ul style="list-style-type: none"> - NO PARKING PRICE RISES UNTIL 2020 - NEW SHORT STAY CAR PARK FOR ASHBY - INTRODUCTION OF FREE AFTER 3PM IN COALVILLE - PURCHASE OF NEW TICKET MACHINES - CONSIDER RELEASING PARKING SPACE IN COALVILLE FOR REGENERATION (IF REQUIRED) - IMPROVE WEBSITE AND SIGNAGE - INTRODUCTION OF NEW WEEKLY AND MONTHLY TICKETS FOR COALVILLE - AMEND BROOK STREET CAR PARK IN ASHBY TO MAXIMUM OF 1 HOUR STAY - DISCONTINUE THE COALVILLE REFUND VOUCHER SCHEME - DEVELOP PARISH PARKING ACTION PLANS <p>3) AGREES TO FUND THE REVENUE IMPLICATIONS IN 2016/17</p> <p>4) AGREES TO FUND THE £140,000 CAPITAL REQUEST FOR TICKET MACHINES AND SIGNAGE FROM 2016/17 UNDERSPENDS</p> <p>5) DELEGATES AUTHORITY TO THE DIRECTOR OF SERVICES TO PLACE THE ORDER FOR NEW TICKETING MACHINES IN CONSULTATION WITH THE PORTFOLIO HOLDER</p>

1.0 BACKGROUND

- 1.1 Parking within North West Leicestershire is an important issue for a wide range of stakeholders including residents, businesses, shoppers, tourists, community groups and Parish/Town Councils.

- 1.2 Parking is also an important issue in specific locations such as residential areas (ie on street parking) and in town centres (ie on and off street parking). On street parking is managed by the Highway Authority (Leicestershire County Council) and off street parking by a range of land owners of which the District Council is one.
- 1.3 The District Council operates and maintains a range of off street car parks in the district (See Appendix 1). Each car park provides a service for its locality whether it be to support shoppers and local businesses or for residential purposes.
- 1.4 The District Council's Community Services manages car park provision with a number of teams having specific responsibilities. The overall service is operated through a car park trading account. The trading account is established to evidence that car park income is used for the purpose of operating and maintaining our car park provision. Prior to 2004 and the introduction of charges, car parks were solely funded through the general fund ie 100% subsidy. Since the introduction of charges, the principle of user income paying for expenditure has applied.
- 1.5 The District Council operates pay and display car parks in Coalville and Ashby but also manages car parks in the villages of Ibstock, Whitwick, Castle Donington, Measham and Thringstone which are not chargeable.
- 1.6 There are a wide range of costs associated with operating and maintaining car parks as follows;
- Repairs, resurfacing, line marking
 - Grounds maintenance, sweeping, litter picking, winter gritting
 - Cash collections, purchase of tickets, computer software, licences
 - Electricity, sewerage, NNDR
 - Enforcement activities including Car Park orders and signage
 - Staff recharges, corporate overheads
- 1.7 The Council publicises its income and expenditure in relation to car parking in what is termed a trading account. The trading account is a balance sheet statement which shows how much the council has spent on its car parks and how much income it has received. Over the past 3 years the trading account is as follows;

CAR PARK TRADING ACCOUNT	Actual 2013/14	Actual 2014/15	Actual 2015/16
	£	£	£
BALANCE FROM PREVIOUS YEAR	(38,324.62)	(28,652.72)	25,974.99
IN YEAR BALANCE	9,671.90	54,627.71	8,775.32
BALANCE C/FWD (SURPLUS)/DEFICIT	(28,652.72)	25,974.99	34,750.31

- 1.8 The trading account will vary year on year dependant upon the capital schemes that are delivered i.e. in years where there is a large number of capital schemes the account will show a deficit and in years where there are no schemes it might show a surplus. It is therefore important to consider the car parking account over a number of years and not just in any one particular year.
- 1.9 The council does not hold a separate account to retain any surpluses in or to fund any deficits from. Any surplus or deficit are funded from each years general fund performance. It can be seen that the car park service has for the last two years been significantly subsidised by the general fund.

1.10 The Council undertakes an annual condition assessment of each car park which identifies any remedial works necessary and refreshes its estimated timeframe for either re-lining, surface dressing or resurfacing. The annual condition survey informs the Council's capital programme which is refreshed annually.

2.0 PARKING STRATEGY

2.1 In 2015/16 the Council decided to undertake a number of strategic reviews including the Local Plan, Infrastructure Development Plan, Playing Pitch Strategy and a Parking Strategy. The intent was to ensure that the impact of future growth within the District was being planned for in a range of service areas.

2.2 The Council tendered for the delivery of a Parking Strategy in January 2016 with White, Young Green the successful bidders. The work was split into two phases with Phase 1 focussing on a high level assessment of potential car park strategies aimed at promoting growth in the two main town centres of Ashby and Coalville. Phase 2 was the development of a District wide Parking Strategy and an Action Plan with short, medium and long term actions.

2.2 Phase 1 was completed in March 2016 and Phase 2 in September 2016. As part of Phase 2 stakeholder meetings were undertaken with representatives from various agencies and organisations in Ashby and Coalville, meetings were also held with Parish Councils. A community questionnaire was undertaken on the Council's website which received over 400 responses.

2.3 The draft Parking Strategy was considered by Policy Development Group on 28 September 2016 and the comments are set out in section 6 of this report. The final Parking Strategy is attached at Appendix 2.

3.0 PHASE 1 - HIGH LEVEL ASSUMPTIONS

3.1 The following table lists the high level assumptions which were developed in Phase 1 and then used to shape Phase 2 consultation questions

		Coalville	Ashby
1	Reduce number of off street parking spaces	Viable option to be assessed in more detail	Not a viable option
2	Increase number of off street parking spaces	Not a viable option	Viable option to be assessed in more detail
3	Increase cost of short stay parking	Not a viable option	Viable option to be assessed in more detail
4	Decrease cost of short stay parking	Viable option to be assessed in more detail	Viable if supported by other measures
5	Increase cost of long stay parking	Not a viable option	Viable option to be assessed in more detail
6	Decrease cost of long stay parking	Unlikely to be a viable option	Unlikely to be a viable option
7	Convert long stay spaces to short stay	Viable option to be assessed in more detail	Viable option to be assessed in more detail
8	Introduce new technology	Viable option to be assessed in more detail	Viable option to be assessed in more detail

9	Use Car Park Land for Regeneration	Viable option to be assessed in more detail	Unlikely to be a viable option unless better replacement option can be found
10	Increased investment in car parks and equipment	Viable if supported by other measures	Viable if supported by other measures
11	Adjust the level of enforcement	Minor impact	Minor impact
12	Reduce / increase hours of charging	Viable option to be assessed in more detail	Viable option to be assessed in more detail
13	Park and Ride	Unlikely to be a viable option	Unlikely to be a viable option
14	More flexible tariffs	Viable option to be assessed in more detail	Viable option to be assessed in more detail
15	Private Non-Residential Parking and On-Street Parking	Viable if supported by other measures	Viable if supported by other measures
16	Balanced Sustainable Transport Strategy	Viable if supported by other measures	Viable if supported by other measures
17	New Development and Parking Policy / Standards	Viable if supported by other measures	Viable if supported by other measures
18	Tailored package of strategy tools for Coalville, Ashby and the rest of NWLDC	Recommended approach	Recommended approach

4.0 PHASE 2 – CONSULTATION ISSUES

4.1 The high level assumptions at 3.1 were taken to stakeholder meetings covering Coalville, Ashby and the Parishes. These were also used in the Public online consultation. The outcomes of this consultation can be summarised as follows;

4.2 General Consultation Issues from Online Questionnaire

- Low level of satisfaction with the condition of car parks
- Even split between those that thought charges are reasonable (50%) and those that thought they are too high (46%)
- Level of enforcement seems about right (28% too much, 20% not enough, 50% ok)

4.3 Coalville Stakeholder Consultation and Questionnaire issues

- Cost of parking is too high, especially for short trips
- No problem with the availability of spaces
- Too much long stay parking in Market Hall Free car park
- Short term trials for promotions would be welcomed
- A different parking strategy is required for Coalville and Ashby
- Adequate number of spaces need to be retained for future growth
- Stop the parking voucher scheme

4.4 Ashby Stakeholder Consultation and Questionnaire issues

- Very difficult to find a space at busy times (86% want more spaces). People are dissuaded from visiting by this

- Many people park in supermarket or on-street rather than Council car parks, because it is free
- New development has not had enough parking provided
- Local Plan growth will make the situation worse. Need to secure funding from developers to pay for town centre parking improvements
- Long stay parking in central car parks makes it difficult to find a space
- Various ideas were suggested for the location of new car parks

4.5 Castle Donington / Whitwick / Ibstock / Measham / Kegworth Stakeholder Consultation and Questionnaire issues

- No support for new parking charges
- Castle Donington and Kegworth have too little parking but large developments are proposed
- Enforcement is not very good in the smaller towns
- Long stay parking in town centre car parks takes up space all day
- Kegworth Bypass would enable more on-street space to be provided
- New developments do not provide enough off-street parking
- More on-street spaces could be provided if TROs are amended
- Consider amending existing TRO's to improve parking i.e. Kegworth market place

4.6 Future Demand Modelling

4.6.1 As part of the strategy work, car park usage has been modelled using existing occupancy data plus future growth based on up to 85% occupancy across the District. This has highlighted the following;

- Coalville – Estimate that approximately 100 spaces could be released without much risk of leaving a shortfall
- Ashby – Estimate that approximately 85 new parking spaces are required by 2031
- Castle Donington – Approximately 20 new spaces required
- Kegworth – More space required but future demand depends on bypass proposal
- Whitwick, Ibstock, Measham – New car parks not recommended

4.7 The consultation issues and demand modelling was used to form the following general recommendations for the Parking Strategy. It should be noted any comments or recommendations relating to on street parking will be passed to the County Council for their consideration.

5.0 GENERAL RECOMMENDATIONS

5.1 The following general recommendations which are contained within the Parking Strategy have been developed as a focus for future work relating to parking in the District, they have also been refined into more specific recommendations for Coalville and Ashby at 5.2 and 5.3.

1	Increase off-street car park capacity in specific locations
2	Expand the use of different parking strategies in different towns
3	Adjust charging tariffs
4	Convert Long Stay to Short Stay parking
5	Review of on-street parking provision
6	Residents Parking Schemes
7	Sustainable Transport
8	Parking Standards

9	New development and S106
10	Enforcement
11	New car park equipment
12	Improve Signage
13	Regeneration of car park land
14	Parking at special events and times
15	Promotions, Initiatives and Marketing
16	School-gate parking
17	Season tickets
18	Christmas Park and Ride scheme
19	End Parking Voucher scheme
20	Sponsorship and advertising within car parks
21	Continue and improve liaison with LCC

5.2 Coalville Recommendations

1	Use of central car park land for regeneration projects
2	Time restrictions on the Market Hall free parking spaces
3	On-street parking amendments
4	Targetted changes to tariff's to improve town centre usage
5	New coach parking spaces

5.3 Ashby Recommendations

1	Remove long stay parking from central car parks
2	Identify new off-street car park for relocated long stay parking
3	Traffic Regulation Order review
4	Public realm and traffic management improvement to Market Street
5	Investigate options for more off-street car park capacity
6	Support provision of Money Hill public car park
7	More off-street parking spaces required on the Coalfield Way Business Park
8	Carry out further surveys when potential new car parks open
9	Quantify traffic and environmental impacts of proposals
10	Increase charges at Brook Street car park

5.4 These recommendations were taken to Policy Development Group on 28 September 2016 for consideration and comment.

6.0 POLICY DEVELOPMENT GROUP COMMENTS

6.1 The draft Parking Strategy was considered by Policy Development Group at its meeting on 28 September 2016. The extract from the draft minutes are contained in Appendix 3 for Cabinets consideration.

6.2 The views of Policy Development Group have been considered in this report and they have helped to shape the proposed recommendations.

7.0 PROPOSALS FOR ACTION

7.1 In order to turn the Parking Strategy into reality the recommendations have been marshalled into short, medium and long term actions (See Appendix 4).

The summary short term actions proposed are as follows;

- No parking price rises until 2020
- New Short Stay Car Park for Ashby
- Introduce Free After 3pm in Coalville
- Purchase new ticket machines
- Consider release of parking space in Coalville for regeneration (if required)
- Improved website, signage review and implementation
- Introduce new weekly and monthly tickets for Coalville
- Brook Street in Ashby to be limited to 1 hour stay
- Discontinue the Coalville Refund Voucher scheme
- Develop Parish Parking Action Plans

7.1.1 No parking price rises until 2020

It was clear from the feedback that price rises particularly in Coalville would not be supported and would not help the vitality of the town centre. Car park prices have not been increased since 2008 and have only risen once since their introduction in 2004.

In order to provide a further period of consistency and support to our town centres it is proposed not to review prices again until 2019/20. However, it should be noted that the general fund is currently subsidising the car park service (2014/15 and 2015/16) as seen in the trading account at 1.7. The Council's current general fund revenue projections for 2017/18 and 2018/19 can support this subsidy but this is likely to change from 2019/20 as the Council's funding streams change.

Furthermore, if the Council is to ensure that its car parking trading account remains sustainable and that investment in car parking infrastructure is to continue it will be necessary to review car parking prices.

It is therefore proposed to undertake a review of prices and all current and proposed parking initiatives including Free After 3pm in September 2019 with any increase to prices used to meet any service subsidy from September 2020. There is evidence within the Parking Strategy to suggest that Coalville and Ashby should be treated differently with regard to pricing strategies and differential pricing for each town will be considered as part of that review.

7.1.2 New Short Stay Car Park for Ashby

The Council has purchased the former Ashby Health Centre from NHS England for £255,000 in order to increase the short stay capacity within Ashby. The building will be demolished and a new 60 space car park constructed (with proposals for electric car charging points) at an approximate cost of £365,000 as part of the creation of a new Cultural and Leisure quarter in partnership with Ashby Town Council. A separate cabinet report confirms this project and outlines further proposed improvements to this area of Ashby. This is a significant investment in car parking in the District and will show a further significant deficit in the car park trading account in 2016/17 and 2017/18.

7.1.3 Introduce Free After 3pm in Coalville

The Parking Strategy recommendations suggest pricing initiatives to boost town centre trade in Coalville. Free after 3pm is an initiative that is being delivered in a number of towns to boost trade in quiet periods typically targeting shoppers with flexibility on their time of visit and after school shopping. This initiative will also help to boost the early

evening economy in shops, cafes, restaurants and bars. Therefore from 3 January 2017, Coalville will have free parking in all its car parks between 3 and 5pm Monday – Saturday. No tickets will be required from 3pm. The financial implications of this initiative are covered at 8.2.

Free parking will also remain all day on Sundays and the free December Saturdays in both towns will also continue. It is also proposed that the Council will open discussions with the owners of the Belvoir Centre regarding the use of the free spaces in the Market Hall car park which are required to be provided through a covenant. All of these initiatives will be reviewed as part of a review commencing in September 2019.

7.1.4 Purchase new ticket machines

Stakeholder and consultation feedback reported outdated technology as leading to poor satisfaction rates and as a barrier to usage. By replacing the meters with the latest machine technology that will include a range of potential payment options such as credit/debit card, contactless and pay by phone it will give users more flexibility during visits and improved choice of payment. The new machines will require an estimated £120,000 capital investment and will take approximately five months to procure and install.

However, it should be noted that there is a cost to each transaction completed by credit/debit cards, contactless payments and phone payments. These costs are currently being investigated in order that full consideration can be given to the cost of their introduction. A sum of £5,000 has been estimated as the potential revenue cost of charges to the Council arising from the introduction of new payment options.

7.1.5 Consider releasing parking space in Coalville for regeneration (if required)

The demand modelling up until 2031 has outlined that approximately 100 car parking spaces could be re-used for regeneration purposes within the town centre without any detrimental effect on capacity for shoppers. It has been identified that the Bridge Road Car Park is the preferred site for regeneration purposes and if a business case can be supported it could be utilised for a new Sports and Leisure Centre. Such a major development would significantly increase footfall into the town centre and lead to increased benefits for town centre businesses.

7.1.6 Improved website, signage review and implementation

Feedback highlighted that town centre car parking could be improved through better signage and from better website information. A formal review of town centre car parking signage will need to be undertaken and the outcome shared with Leicestershire County Council for their support for any changes. It is proposed that a Coalville and Ashby town centre parking signage review be commissioned to include any proposed highway signage improvements and internal car park sign changes at an estimated cost of £15,000.

7.1.7 Introduce new weekly and monthly tickets for Coalville

The Coalville consultation sessions commented that the current quarterly season tickets costing £90 are too expensive for an initial outlay. It is therefore proposed that weekly and monthly tickets are offered following the implementation of the new machines. The weekly and monthly tickets will offer discounted rates compared to purchasing daily tickets.

7.1.8 Limit Brook Street in Ashby to 1 hour

The survey work highlighted a lack of short stay capacity in Ashby. This will be improved through the construction of a new short stay car park on the Health Centre site but capacity can be further improved through amending the maximum duration of stay at Brook Street from 3 hours to 1 hour.

7.1.9 Discontinue the Coalville Refund Voucher scheme

The Coalville stakeholder meeting suggested that the existing scheme was no longer offered by or supported by the majority of businesses in the town centre and therefore should be withdrawn. It is proposed to remove signage and formally end this scheme from 1 January 2017.

7.1.10 Development of Town/Parish Parking Action Plans

Parking issues in the Parishes vary from parish to parish and include a lack of on-street parking, a perceived lack of enforcement, pavement parking, a lack of village centre traffic regulation orders and poor parking behaviours by residents and visitors. It is proposed to work with each Town/Parish Council, the County Council and local stakeholders to develop an action plan for each Parish area. This will be undertaken on a programmed basis starting with meeting all Parishes in 2017/18 and drafting initial plans by the end of Quarter 4.

However, work has already started to support Kegworth Parish Council with changes around Traffic Regulation Orders in the Market Place and also with Ashby Town Council around increasing capacity for short stay parking.

8.0 FINANCIAL IMPLICATIONS

8.1 As seen at 1.7 the general fund has subsidised the car park service over the past two years and the proposed short term actions will increase the subsidy required. The financial impact of the proposed short term actions (once all established) is as follows;

Action	Estimated Annual Financial Impact - Revenue	Estimated One-off Capital Costs
No parking price rises until 2020	£0	N/A
New Short Stay Car Park for Ashby	£30,000	-£620,000 (already approved)
Free After 3pm in Coalville	-£50,000	-£5,000
New ticket machines	-£5,000	-£120,000
Improved website and signage	£0	-£15,000
New Weekly and monthly tickets for Coalville	£0	N/A
Limit Brook Street in Ashby to 1 hour	£1,000	N/A
Discontinue the Refund Voucher scheme	£2,000	N/A
Develop Parish parking action plans	£0	Unknown
Sub-Total	-£22,000	-£760,000

8.2 General Fund revenue implication

The general fund revenue position will be impacted from 1 January 2017 if the implementation of the Free after 3pm scheme is supported costing approximately £15,000 in 2016/17 which is proposed to be met from 16/17 underspends. The estimated annual £50,000 cost thereafter of introducing Free after 3pm will be planned for through the 2017/18 budget planning process and the on-going subsidy requirement for the car park service noted within the general fund Medium Term Financial Strategy (MTFS).

It is also hoped that by implementing the positive short term actions they will support existing and attract new town centre businesses which in turn will help retain and grow business rates which the Council will benefit from.

It should be noted that the combination of short term actions will result in the annual cost of car park provision continuing to outweigh the income received and as such car parking provision is and will continue to be a subsidised service through the general fund.

8.3 Capital provision

The Ashby Health Centre Car Park capital (£620,000) has already been approved by Cabinet as part of a report on 14 June 2016. A further capital provision of £120,000 is now requested for new ticket machines and £20,000 for operations and a signage review and implementation, both elements are proposed to be funded from underspends in 2016/17.

Where the authority is required to enter into a contract which has a value of £100,000 or more, Cabinet authority is sought prior to award of the contract. As Cabinet is considering the budgetary implications of the Parking Strategy, it is efficient for Cabinet to consider the award of necessary high-value contracts at the same time.

It is therefore recommended that Cabinet consider and approve capital funding for the purchase of new ticket machines to facilitate the improvements required for the car parking service in a timely manner. The procurement of machines will be through the ESPO framework.

Cabinet is also asked to delegate the award of the subsequent contract for the ticket machines to the Director of Services in consultation with the Portfolio Holder.

9.0 TIMESCALES

9.1 The following timescales are estimated for delivery of proposed actions;

Action	Estimated Timescale
New Short Stay Car Park for Ashby	Procurement to commence December 2016 with estimated completion Autumn 2017
Free After 3pm in Coalville	From 3 January 2017
Improved website	From 1 January 2017
Discontinue the Refund Voucher scheme	From 1 January 2017

Limit Brook Street in Ashby to 1 hour only	From 1 April 2017
Development of Parish Parking Action Plans	From 1 April 2017
Signage review and implementation	In Quarter 1 2017/18
New ticket machines with potential for pay by phone, pay by card and contactless options	In Quarter 2 2017/18
New Weekly and monthly tickets for Coalville	From introduction of new machines, as above
No price rises until 2020	Review of prices to commence in September 2019 with new prices to come into effect in September 2020

APPENDIX 1

Brook Street Car Park, Ashby de la Zouch
Hood Park Leisure Centre, Ashby de la Zouch
North Street Car Park, Ashby de la Zouch
Hood Park Overspill Car Park, Ashby de la Zouch
North Street Car Park Extension, Ashby de la Zouch
South Street Car Park A, Ashby de la Zouch
Borough Street Car Park, Castle Donington
Clapgun Street Car Park, Castle Donington
Belvoir Shopping Centre/Bridge Road Car Park, Coalville
Belvoir Shopping Centre/Needhams Walk Car Park, Coalville
Belvoir Shopping Centre/Market Hall Car Park, Coalville (part)
Belvoir Shopping Centre/North Service Road Car Park, Coalville
James Street Car Park, Coalville
London Road Car Park, Coalville
Council Offices Car Park, Whitwick Road, Coalville
Margaret Street Car Park, Coalville
Gladstone Street Car Park, Ibstock
High Street Car Park, Ibstock
High Street Car Park, Measham
Peggs Close Car Park, Measham
Blackfordby Lane Car Park, Moira
The Green Car Park, Thringstone
City of Dan Car Park, Whitwick
Market Place Car Park, Whitwick
Silver Street (Hermitage Leisure Centre) Car Park, Whitwick
Vicarage Street Car Park, Whitwick