

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS COMMITTEE

04 NOVEMBER 2015

REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

CAR AND COACH PARKING STRATEGY

1.0 PURPOSE OF REPORT

- 1.1 To inform members of the Rural, Economic and Environmental Affairs Committee of the Car and Coach Parking Strategy (Appendix A) and seek recommendation to approve.

2.0 RECOMMENDATIONS

- 2.1 **Members are requested to consider and approve the Car and Coach Parking Strategy, as provided at Appendix A of this report.**

3.0 KEY ISSUES

- 3.1 The provision of adequate and efficient car and coach parking in Melton Mowbray is crucial in helping the town successfully continue its role attracting tourists as well as being the key employment and service centre for the Borough. Car and Coach Parking provides the Council with a major source of income with the Council operating the majority of car parks in the town with circa 1,039 spaces. The last full Car Parking Strategy was carried out in 2007 and the town has changed significantly since then, as such a new strategy is required that meets the needs of residents, businesses and visitors now and into the future.
- 3.2 The management and operation of car and coach parking is a challenging area for the Council particularly given that the Council has two roles: one as a car park operator and one as a strategic policy maker. It is a difficult task to strike a balance between ensuring the Council's revenue stream from car parking income is maintained and at the same time providing and encouraging people toward using a more sustainable transport system.
- 3.3 Since July 2015 officers have been working on the production of a Car and Coach Parking Evidence Study and Strategy. Consultants Peter Bretts Associates (PBA) were commissioned to support this piece of work, which has now been completed.
- 3.4 The agreed scope of the strategy including all current car and coach parking provision, both Council owned and publicly available, privately operated, on and off street parking and residents parking schemes within Melton Mowbray.
- 3.5 The study reviewed parking in Melton Mowbray and included a full audit of car and coach parking provision, benchmarking with other authorities and towns, consultation with key stakeholders e.g. Melton BID, Town Estate, LCC Highways, local businesses, coach operators in order to identify issues and solutions. The output of the study was a set of recommendations and an interactive parking model for delivery with the new Car and Coach Parking Strategy. A copy of the Strategy is provided as Appendix A to this report. By way of summary the key findings were:

- Growth in tourism and events is putting a strain on parking resources and consideration should be given to a temporary park and ride scheme on key event days;
- Parking communications / signage needs improving and greater engagement between stakeholders, e.g. Town Estate, Melton BID and MBC on promoting parking initiatives would be welcomed;
- In general tariffs need to be revised to ensure they contribute to supporting a vibrant town centre and promote a different distribution of parking behaviour;
- Reconfiguration of the long and short stay parking provision for Mill Street and possibly Burton Road following a review of usage will help to regulate the use of parking in the town centre;
- Pay by phone has strong stakeholder support particularly from local businesses;
- Proposals for consolidating underutilised and low occupancy out-of-centre car parks such as Scalford Road in favour of relocating supply in locations closer to the town centre should be considered, which may have an impact on the Council's land and property.

3.6 In specific relation to supply and demand, analysis of existing occupancy identified that:

- On average MBC car parks are at 89% occupancy on a Tuesday, compared with 56% on a Thursday (least busy weekday);
- On street parking at Park Road is often overcapacity, with frequent occurrences of illegal parking;
- Generally on street and private car parks experience higher occupancy on Thursdays;
- All car parks are generally close to capacity on a Tuesday;
- The occupancy of St. Mary's Car Park is higher than the average (for short stays car parks) on both Tuesdays and Thursdays, reflecting its location close to the 'high street' and high KPI score;
- High occupancy for both Tuesdays and Thursdays is also reflected at the Bell Centre car park (private car park) adjacent to St. Mary's Car Park;

3.7 Future growth of housing, business and tourism is likely to mean more demand for parking within the town centre, the Car and Coach Parking strategy and accompanying interactive model can be used to determine parking standards for the future and support the evidence base of the new Local Plan

3.8 **Next Steps:**

3.9 It is intended that a car and coach parking delivery plan will be developed in close consultation with Melton BID as well as key car park operators and brought back to committee for approval. The delivery plan will be based on the findings and recommendations of this car and coach parking review, presenting the priorities and actions that can be delivered by the Council over the next 5 years. It is likely

that measures contained within the delivery plan, if implemented, will have a range of impacts and therefore would require separate decision at Committee where detailed financial and organisational implications can be considered in full.

Officers will focus on the points raised in section 3.5 and a report to this committee in January will update members on progress, this will include Tariffs, signage and other proposals around reconfiguration.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 To refresh the Council's Car and Coach Parking Strategy is an important part of being an 'Agile Council' in ensuring the needs of the businesses and communities are met and by listening to what people say; using that information to tailor parking services around budgets and customer needs which in turn helps to achieve greater customer satisfaction.

4.2 The Car and Coach Parking Strategy will help ensure the Council can manage its parking provision in a way which will support wider initiatives, helping to reduce traffic congestion, reduce carbon emissions and deliver improvements in air quality. Melton Mowbray will therefore become a more appealing town to shop, visit and do business, thereby supporting Corporate Priorities to:

- Promoting a vibrant and sustainable economy, focused on growth and prosperity
- Developing a thriving Melton Mowbray town centre that is at the heart of the Borough.

In addition any change to the designation and / or tariff will result in a review of the staff car parking policy, which will be dealt with in line with the Council's HR policies and procedures.

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 Measures contained within the Car and Coach Parking Strategy, if implemented through a delivery plan, could have a financial impact for the Council. Each of these measures would require a separate Committee decision when detailed financial appraisal can be presented and considered in full.

The general car parking tariff has not been reviewed since 2012 despite rising costs. Therefore there is a need to review the tariff generally as well as considering the particular measures set out in the car and coach parking strategy. Members are asked to note an ad hoc meeting of this committee is being scheduled for 1st December to consider options presented in this strategy.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 Any legal implications relating to the actions arising from the Car and Coach Parking Strategy will be assessed as proposals are put forward for decision as appropriate on a case by case basis.

7.0 COMMUNITY SAFETY

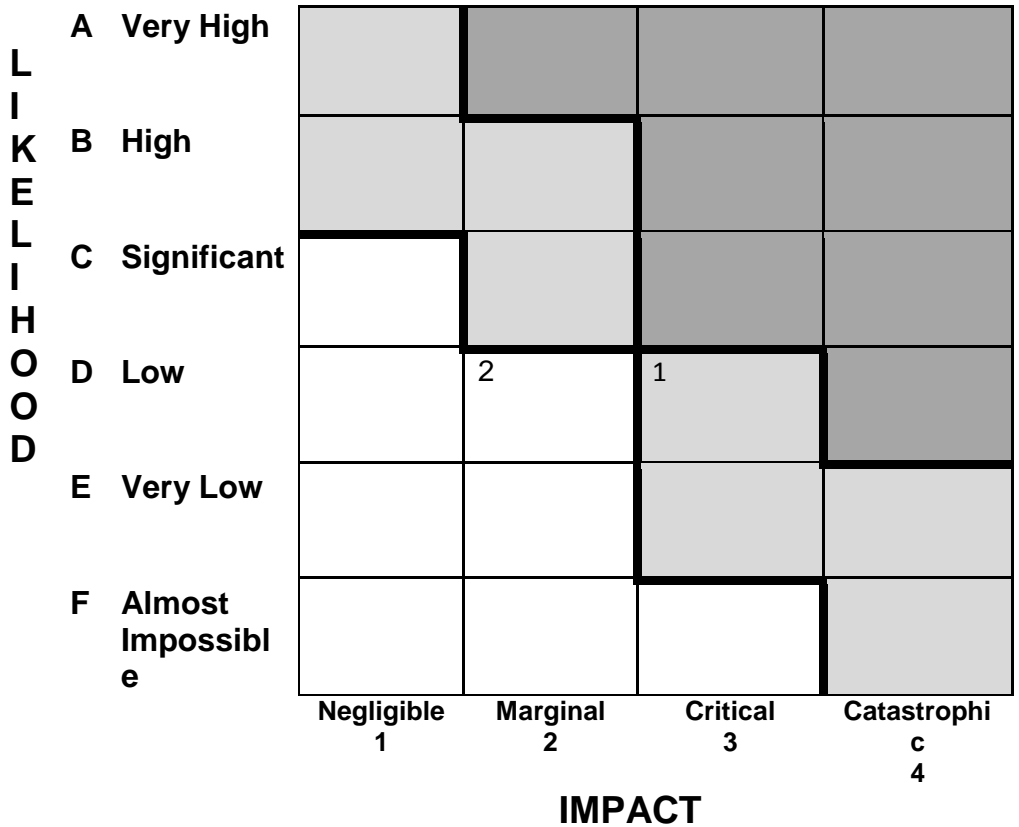
7.1 Measures contained within the Car and Coach Parking Strategy e.g. in relation to residents parking, for example, could have a separate community impact for the Council and therefore will need to be given careful consideration.

8.0 EQUALITIES

8.1 A full Equalities Impact Analysis has been undertaken, the strategy is intended to make access to transport more accessible and equitable for all, and whilst a number of equality issues are discussed within the strategy it is anticipated that each measure, if implemented, will require a separate equalities impact analysis.

9.0 RISKS

9.1



Risk No	Risk Description
1	Car and Coach parking Strategy is not approved
2	Initiatives within the strategy are not followed up or progressed

10.0 CLIMATE CHANGE

10.1 There are no negative impacts arising as a direct result of this report.

11.0 CONSULTATION

11.1 Engagement has been a key part of the car and coach parking review process. The

onsite audit and survey work involved key stakeholders, e.g. local businesses to identify their current and future needs was used to inform the baseline study, helping to determine issues and opportunities for Car and Coach Parking in Melton Mowbray for the next 5 years.

12.0 **WARDS AFFECTED**

12.1 All wards are affected.

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Date: October 2015

Appendices : Appendix A – Car and Coach Parking Strategy

Background Papers:

Reference : Cttee/REEA/2015-2016/041115/HR- car and coach parking strategy