

# Public Document Pack



## Agenda Supplement

Dear Councillor

### **POLICY, RESOURCES & ECONOMIC DEVELOPMENT COMMITTEE - WEDNESDAY, 14TH SEPTEMBER, 2022**

I am now able to enclose, for consideration at next Wednesday, 14th September, 2022 meeting of the Policy, Resources & Economic Development Committee, the following reports that were unavailable when the agenda was printed.

<b>Agenda No</b>	<b>Item</b>
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- |    |   |
|----|---|
| 6. | <b><u>Draft Car Parking Strategy</u> (Pages 3 - 24)</b> |
|----|---|

Yours sincerely

Jonathan Stephenson  
Chief Executive

Encs



# Agenda Item 6

<b>Committee:</b> Policy, Resources and Economic Development Committee	<b>Date:</b> 14 September 2022
<b>Subject:</b> Draft Car Parking Strategy	<b>Wards affected:</b> All
<b>Report of:</b> Greg Campbell, Director Policy & Delivery	<b>Public</b>
<b>Report Author:</b> Greg Campbell, Director Policy & Delivery <b>Telephone:</b> 01277 312500 <b>E-mail:</b> greg.campbell@brentwood.gov.uk	<b>For information</b>

## Summary

At Policy, Resources and Economic Development Committee in December 2020 it was resolved to engage with a parking consultant to assist the Council to develop a draft parking strategy for Members to consider.

Following a review of the present provision, future requirements and forecast demands and stakeholder engagement, a draft strategy for parking has been produced and is presented to members for approval.

## **Recommendations**

**Members are asked to:**

1. **Approve the Draft Parking Strategy, including the list of projects within the document, as set out in Appendix A.**

## Main Report

### **Introduction and Background**

1. Brentwood Borough Council does not have an agreed parking strategy that enables the Council to consider future requirements and needs of the three main borough towns Ingatestone, Shenfield and Brentwood.
2. Town centres are an important part of the makeup of the borough, and it is important we get the parking right in our town centres, so it supports the local day time and evening economy.
3. Further the Council is / or will be asked to consider development of certain town centre sites, it is therefore important the Council has a strategy that supports the economy and one that gives guidance in the long term as to the needs and requirements for parking in the town centre(s) in the future.

4. The Council agreed to engage a consultation to work with the Council to develop a draft strategy (Minute 644, PRED Committee, 16 December 2020, 'Draft Parking Strategy').
5. The Consultant has completed their investigations, consultations and gathered background information that supports the future direction and requirements of parking in the town centre.
6. In doing so the consultant reviewed information from the Department for Transport forecasts, BEIS Public Attitudes Tracker March 2019, Transport Decarbonisation Plan (14 July 2021), National Travel Survey: England 2017 and office of National Statistics. The work also considered the council's new local plan and the Draft Environmental Strategy, which has supported the direction of the strategy in determining future provision and need.
7. This information determined that the number of cars being used will increase by 12% in the next ten years. Further from the information gathered it is identified that the organisation needs to retain 850 parking spaces in its main town centre of Brentwood over the next ten years in order to be able to cope with the increase in parking demand.
8. The Draft Strategy before Members considers four key themes:
  - a) Supporting the Economy
  - b) Protecting the Environment
  - c) Fair and appropriate charging
  - d) A modern parking service
9. Further the draft strategy sets out some key actions, considerations and projects that the Council need to undertake for 2022/2023 and the year after to move the service forward. These are summarised in the list below:
  - a) Create reflective tariffs
  - b) Improve payment methods and move away from the present provision of cash payment
  - c) Improve signage
  - d) Identify a reduced payment to support local workers

10. In creating reflective tariffs, the Council will seek to bring back to the next PRED committee a proposal for tariffs for the Car Parks to be introduced in January 2023.
11. The Strategy will be brought back before committee annually to review, update and measure its performance against the projects and objectives. This strategy is a moving and developing document that will need to be developed with the pace of technology, the external environment, and the need of the consumer.
12. Key projects that affect the service and are not operational will be brought back to members for approval
13. Members are requested to approve the Draft Parking Strategy including the list of projects within the document.

### **Reasons for Recommendation**

14. So that the council has a strategy to improve, protect and manage the future provision of parking in all council owned car parks.
15. So, the Council has a document on which to base future decisions, and which can be updated as and when require.

### **Consultation**

16. Consultation has been undertaken with Members, Brentwood Access Group, Chamber of Commerce, residents, officers, and Ingatestone Parish Council.

### **References to Corporate Strategy**

17. The Parking Strategy and delivery of its objectives contributes to the following Corporate Strategy priorities: Growing the Economy, Protecting the Environment, Developing our Communities, and Delivering an Effective and Efficient council.

### **Implications**

#### **Financial Implications**

**Name & Title: Jacqueline Van Mellaerts, Corporate Director (Finance & Resources) & Section 151 Officer**

**Tel & Email: 01277 312500/jacqueline.vanmellaerts@brentwood.gov.uk**

18. The car parking strategy will be reflected within the Medium Term Financial Strategy for 2023/24. Any future car parking fees and charges/tariffs will be

considered at a future Policy, Resources & Economic Development Committee.

### **Legal Implications**

**Name & Title: Steve Summers, Strategic Director & Monitoring Officer**

**Tel & Email: 01277 312500/steve.summers@brentwood.rochford.gov.uk**

19. Relevant provisions set out in the Road Traffic Regulation Act 1984 permits highway authorities to make and vary Traffic Regulation Orders to regulate the movement of vehicular traffic, to improve the amenities within a particular area. The Council has the power to provide car parks under section 32 of the Road Traffic Regulation Act 1984. Section 35 of the Act allows the Council to make orders in respect of parking places for their conditions of use and the charges that apply.
20. Officers have identified a range of projects within the draft Car Parking Strategy. Legal input will be required to provide assistance in the evaluation and procedures to being these projects forward.

### **Economic Implications**

**Name & Title: Phil Drane, Director of Place**

**Tel & Email: 01277 312500/philip.drane@brentwood.rochford.gov.uk**

21. In order to contribute to economic growth and healthy local businesses, it is important that people can access town and village centres in the borough across a range of travel methods. This includes the provision of car parking to serve workers and those visiting/shopping etc. It is important that the council identifies a strategy to provide and manage car parking in order to positively contribute to the local economy, whilst also balancing other priorities such as protecting the environment through efforts to reduce carbon and shift to more sustainable forms of travel, among other things.

### **Equality, Diversity and Inclusion**

**Name & Title: Kim Anderson, Corporate Manager Communities, Leisure and Health**

**Tel & Email: 01277 312500/kim.anderson@brentwood.gov.uk**

22. The Public Sector Equality Duty applies to the Council when it makes decisions. The duty requires us to have regard to the need to:
  - a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful
  - b) Advance equality of opportunity between people who share a protected characteristic and those who do not.

- c) Foster good relations between people who share a protected characteristic and those who do not include tackling prejudice and promoting understanding.
23. The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).
24. The proposals in this report will not have a disproportionate adverse impact on any people with a particular characteristic and will provide positive benefits to some of these groups to maximise support for community projects and initiatives.
25. There is no statutory requirement under the Equality Act 2010 to make provision for a certain number of disabled parking spaces. Government guidelines (Inclusive Mobility published by DfT) recommend that 6% of parking should be allocated to disabled people, unless otherwise covered by local planning regulations. e but they should be near the three main high streets.

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

26. TBC

### **Background papers**

- Minute 644, Policy, Resources and Economic Development Committee, 16 December 2020, 'Draft Parking Strategy'

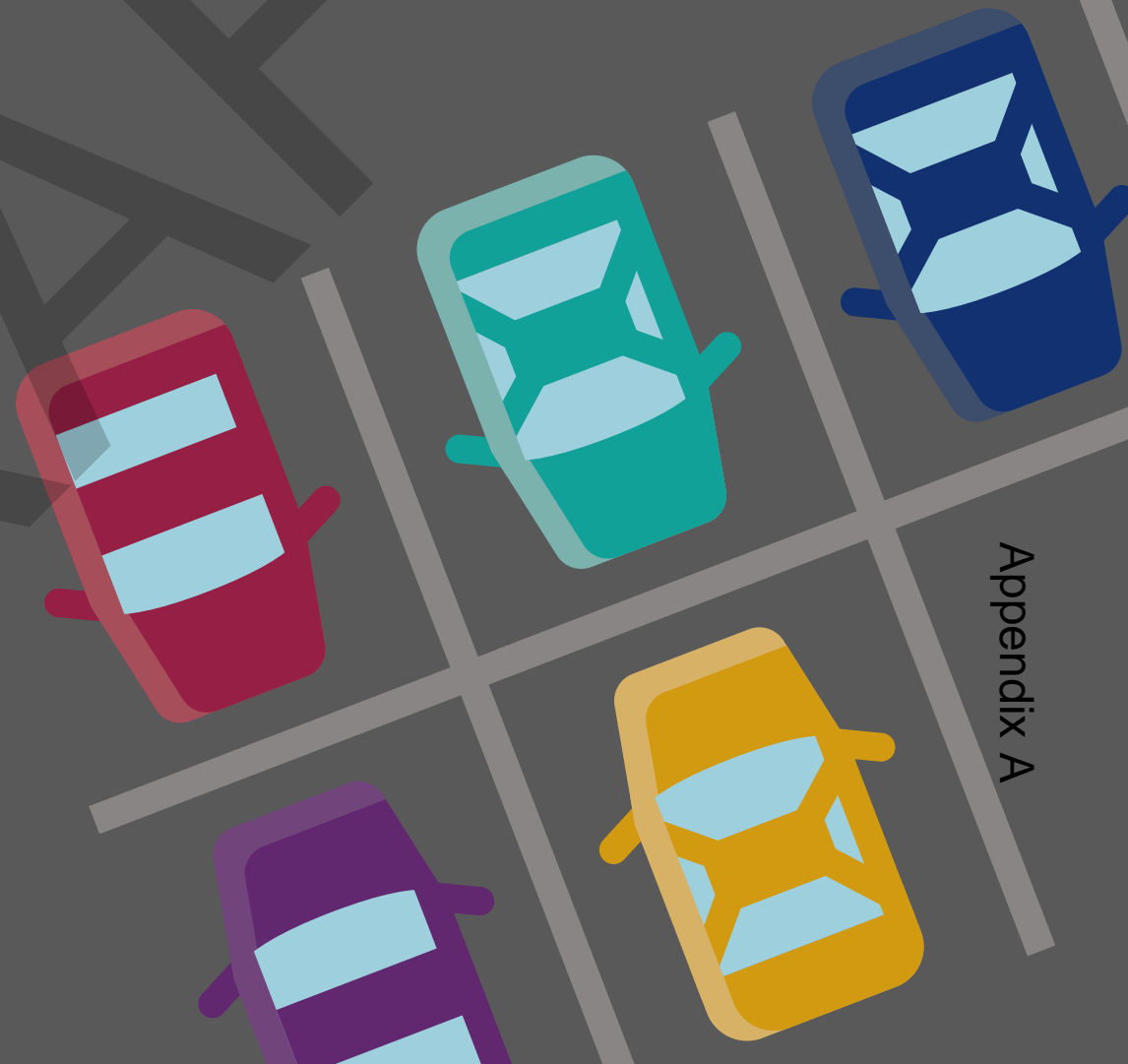
### **Appendices to this report**

- Appendix A: Draft Parking Strategy 2022-2032

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# Parking Strategy 2022-2032



# Foreword



## Cllr Chris Hossack

Leader of Brentwood Borough Council



**BRENTWOOD**  
BOROUGH COUNCIL

We want to deliver on our ambitions to make Brentwood a great place to live and work. We want our towns to be prosperous. We want to give people the opportunities to live long fulfilling lives.

Our acquisition of The Baytree Centre will help reinvigorate the retail offer of Brentwood town centre. We also want to move ahead with our commitments to provide more housing and add new life to our town centres.

We understand that the supply and provision of adequate accessible and good quality car parking is important to visitors and residents alike. We want to make the parking experience convenient, easy and attractive. It needs to be charged for, but in a way that is fair and reasonable.

We also need to take action and embody within our policies and plans for parking a number of steps that will help enable us all to travel in more sustainable ways, whilst also appreciating that the landscape is changing. The popularity of electric vehicles is increasing and this demand will only increase as we head towards the point where combustion engines can no longer be purchased new and further the increase in popularity of car clubs.

This parking strategy provides the direction of travel for the next ten years. It will support real change in how we use the space in our towns and how we serve those that come into our towns for shopping, entertainment, leisure, socialising and working.

# Basis of the Parking Strategy

## To set out direction of travel for next 10 years for the town centre areas of Brentwood, Shenfield & Ingatestone





The strategy will seek to support the local economy through the provision of parking that is affordable and suitable, encourage the right parking behaviours and support the council's environmental direction towards carbon neutrality by 2040.

The four themes for this strategy are congruent with the council's overall strategy document and are:

- Supporting the economy
- Protecting the environment
- Fair & appropriate charging
- A modern parking service

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### Strategic fit

Council Vision Themes		Parking themes			
		Supporting the economy	Protecting the environment	Fair & appropriate charging	A modern parking service
	Growing our economy	✓		✓	✓
	Protecting our environment		✓		
	Developing communities		✓		✓
	Delivering an effective and efficient council			✓	✓

# Strategic considerations

## Background

The following sections whilst specifying and addressing some of the individual requirements and differences also considers generic changes and trends of car parking, vehicle types and the sector as a whole whilst also considering wider environmental issues. In so doing the strategy is acknowledging recent changes including the ever expanding emission zone and the legislation which prevents the sale of all new combustion engined vehicles by 2030. The need to appreciate the ever expanding instant delivery services industry particularly for food. The increase in use of car clubs and the need to provide infrastructure for electric vehicle (EV) charging are all part of the considerations for this changing landscape over the next decade.

## Brentwood

Brentwood Town Centre is the largest of the borough towns and on a busy day, Brentwood Town Centre has demand for around 750 public parking spaces. William Hunter Way, Chatham Way and Coptfold Road multi-storey car park have around 1,000 spaces combined in these car parks.

There will be additional housing and an increase in population in the borough over the next ten years. **That will increase the demand for parking and it is important that our borough maintains enough parking provision to satisfy this need.** This approach will support the local economy and be an important part in the future consideration of the town's development.

The Brentwood Town Centre area has within

it the largest of our borough parks. King George's Playing Fields incorporates over 300 parking spaces. It will be important to maintain these spaces to ensure a thriving and accessible park.

Taking into consideration the additional houses and population growth, car ownership and car use over the next ten years, it is predicted that Brentwood Town will require 850 parking spaces to serve the peak forecast in 2033. Therefore maintaining the present parking provision of 1,000 spaces will be enough to cover the predicted future demand.

Our strategy to parking land development in the town is to:

- Retain Chatham Way and Coptfold Road

multi-storey car parks

- Prioritise the redevelopment of The Baytree Centre before William Hunter Way
- Promote Coptfold Road multi-storey car park as the principal parking site for a modernised Baytree Centre
- Provide workforce parking and business permit parking at Coptfold Road multi-storey car park
- Set parking charges to ensure availability and provide budget parking provision
- Ensure that sufficient public parking is retained at William Hunter Way as part of any mixed use development of that site, so that overall parking capacity is consistent with the forecast
- Support the emerging Environmental Strategy through the provision of electric vehicle chargers

# Shenfield

Shenfield is a key centre providing bespoke and local shopping to the local and wider community. Whilst the area has a large provision of on street parking managed by the South Essex Parking Partnership (SEPP), it is important that the two public car parks with over 100 spaces are maintained to support the activity of shoppers and the local economy.

Shenfield has excellent rail links to Stratford, the City and beyond which is supported by rail network owned car parks. Being such a busy commuter hub for London, it is important for the area and future considerations to understand the changes to commuting patterns. This will include trends in working from home which will affect parking demand.

## Parking first for shoppers

To support the local economy:

- Friars Avenue and Hunter Avenue will be retained as short stay shoppers' car parks
- Worker permits will be limited so that they do not compromise availability for shoppers

- Revise and improve signage to the car parks
- Work with Shenfield retailers to facilitate availability of shorter stay shoppers' on-street parking at village end of Hutton Road
- Support the emerging Environmental Strategy through the provision of electric vehicle chargers

## Providing parking for local workers

- Work with SEPP who are responsible for on-street parking, to investigate options to provide all-day parking exclusively for local employees

## Responding to railway parking

- Additional rail use from Shenfield as a result of the opening of the Elizabeth Line is expected to be limited
- Due to the pressures created by the railway station and commuters travelling by car to the station, the council will seek to ensure present and future parking policies for borough car parks will protect them from excessive commuter and other long stay railway parking

- Rail parking demand will be monitored
- Third-party car parks adjacent to the railway will be preferred parking for rail users for current demand and growth
- The council will work with and lobby Network Rail, Greater Anglia and Transport for London to improve the facilities at the station, especially those relating to the parking drop off, collection and taxi service
- We will also explore any joint opportunities between the rail car parks and Brentwood Council car parks, for example, consider schemes to increase parking capacity

# Strategic considerations

## Ingatestone

Ingatestone village has a strong community of independent shops and users. The village has three car parks that support the local retail economy, two of which are free and are local authority owned providing 59 spaces. The third car park is a pay and display car park owned by the Ingatestone & Fryerning Community Centre.

It is important that the local authority-run car parks are retained and are managed so that continued availability of short stay parking is available to local residents and users of the local Ingatestone High Street.

It is recognised that Ingatestone has a rail station and there is adequate provision for commuter parking in place at the station.

### Parking first for shoppers

- Maintain parking that delivers the needs of the community and economy, the council will seek to improve the availability of parking spaces through increased turnaround at the Market Place car park

- We will work with Ingatestone & Fryerning Parish Council to identify options to maintain, improve and invest in the parking provision
- Take into account the Ingatestone & Fryerning Neighbourhood Plan (IFNP) when considering actions that affect parking
- Support the emerging Environmental Strategy through the provision of electric vehicle chargers
- Will improve signage to both Market Place and Bell Mead parking

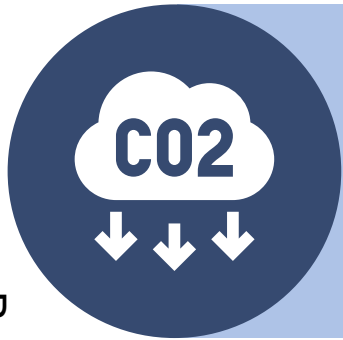
### Providing parking for local workers

- Capacity for workers to park is available at the periphery of the village and within the Ingatestone & Fryerning Community Centre car park. The situation for workers will be monitored and reviewed



## Supporting the economy

Strategic fit - Growing the economy through the ability to maintain economic hearts of the borough and the aspirations of people living in those areas



## Protecting the environment

Strategic fit - Protecting the environment & developing communities by creating a modern service that provides for future transport modes and reduces congestion and emissions



## Fair & appropriate charging

Strategic fit - Growing the economy and delivering an effective and efficient council



## A modern parking service

Strategic fit - Our customers are conversant with technology, therefore it needs to meet their expectations both in simplicity and inclusivity of use, as would be expected for a modern and forward thinking borough

# Supporting the economy

**Strategic fit - Growing the economy through the ability to maintain economic hearts of the borough and the aspirations of people living in those areas**

The parking strategy will support those visiting our towns for shopping, meeting friends, entertainment, leisure and working. This will be achieved through choice-based parking charge options, availability of parking and encouraging the right behaviours.

We will:

- improve the signage to find parking and make access to it easier
- adopt demand-led charging to ensure readily available spaces in all our car parks
- use pricing strategies and modern payment technologies to encourage economic activity in our towns
- make the customer experience of payment for parking easy, convenient and seamless
- implement evening parking charges at each car park that ensure availability and optimise use

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## Finding available parking in Brentwood Town Centre

Being able to readily find parking space is a principal concern for someone going into town by car. Creating availability will encourage visitors to return whilst reducing traffic jams, unnecessary vehicle movement, idling time and therefore pollution.

- William Hunter Way and Chatham Way are often at capacity. This makes it difficult to find a space at these locations. However Coptfold Road multi-storey has spare capacity, even on the busiest days
- Overall the town carries a peak period surplus of 250 spaces

To achieve availability the council will:

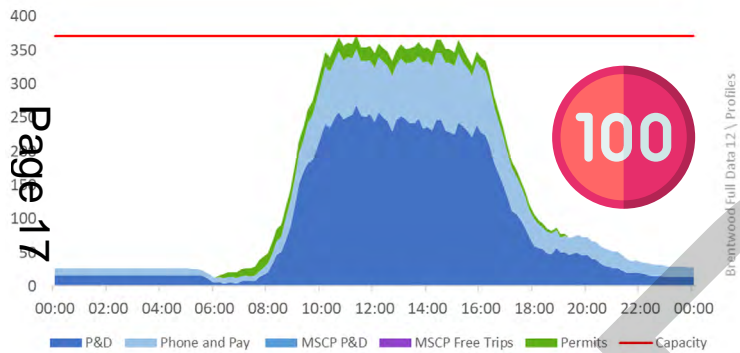
- develop budget and premium parking charges to incentivise use
- balance demand between sites
- support local workforce through preferential charging at the Coptfold Road multi-storey car park
- issue season tickets for use in the most appropriate locations
- work with businesses to develop parking schemes that encourage local shopping



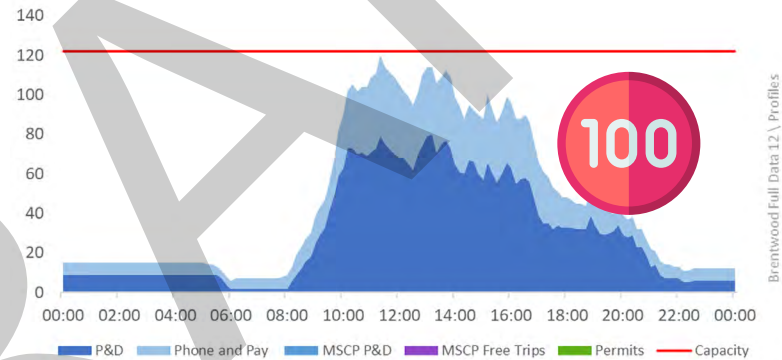
## Saturday 21st December – Busiest day of the year in 2019

The images below illustrate the utilisation of car parks on the busiest day of the year, clearly showing the spare capacity available at the Coptfold Road multi-storey car park

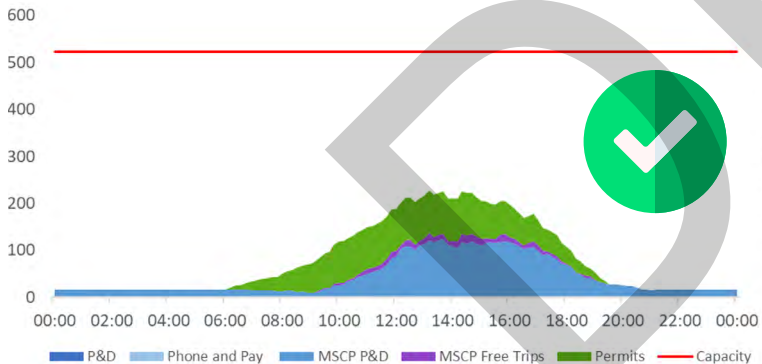
### William Hunter Way - Saturday 21 December 2019



### Chatham Way - Saturday 21 December 2019



### Coptfold Road multi-storey car park - Saturday 21 December 2019



# Protecting the environment

**Strategic fit - Protecting the environment & developing communities by creating a modern service that provides for future transport modes and reduces congestion and emissions**

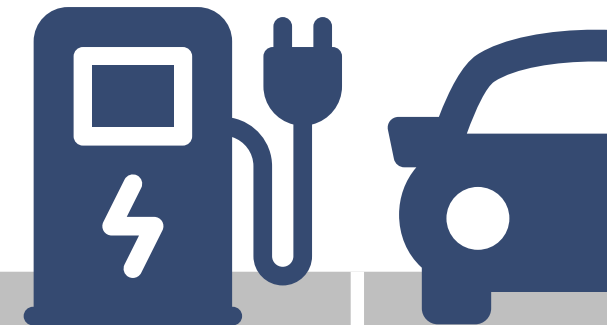
The local environment and our urban realm is an important asset. It makes our towns attractive places to come to and to spend time in.

The council seeks to protect the environment and an Environment Strategy for the borough is being developed which has a borough target of being carbon neutral by 2040.

The Parking Strategy will assist in delivering the aspirations of the emerging Environment Strategy by encouraging the use of electric vehicles via the provision of EV charging spaces and ensuring space for cars are available reducing congestion and therefore pollution.

We will:

- update and improve directional signage to all our car parks to avoid unnecessary journeys
- support the Environment Strategy by developing a programme to install in excess of 150 electric vehicle charging points by 2030 in our car parks
- design increased spaces for motorcycles by better utilising awkward spaces
- encourage delivery businesses to use zero emission modes of transport for local deliveries
- consider provision for emerging modes of transport, i.e. electric scooters or electric bikes
- adopt measures to eliminate illegal kerb and pavement parking in Brentwood High Street
- work with takeaway delivery companies to ensure successful integration of their business model with our town centre requirements through provision of alternative areas of short term delivery parking
- introduce no idling zones in the town centres



# Fair & appropriate charging

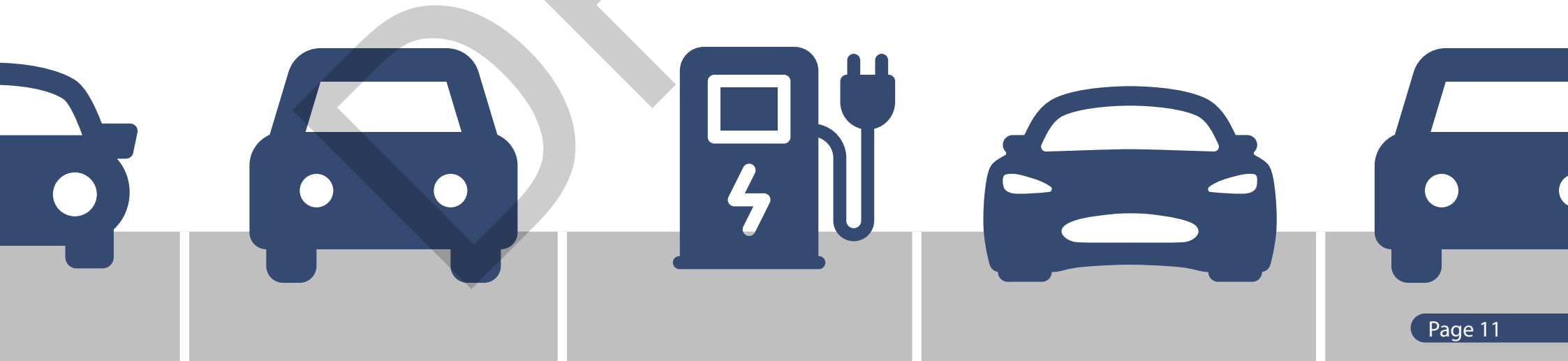
Strategic fit - Growing the economy and delivering an effective and efficient council

## Parking is not without cost

We will develop charging that encourages visitors to use the high streets and retail centres of the borough. Whilst these changes need to be fair, they will also need to reflect the need to recover costs and make provision for improvements and future investments in our car parks.

We will:

- set differential charges to redistribute demand, offering choice and supporting the environmental agenda
- offer reduced rate budget parking at Coptfold Road multi-storey car park
- introduce an easy to administer preferential rate scheme for local workers
- review our financial position for all our car parks to ensure that they are delivering a reasonable return
- develop policy to provide charge exceptions for users that are providing important value to our community
- balance the requirement for affordability and reinvestment for the users of King George's Playing Fields in the charges we set
- balance the need for consistent parking charges with the requirement for flexibility as the market demands



# A modern parking service

**Strategic fit - Our customers are conversant with technology, therefore it needs to meet their expectations both in simplicity and inclusivity of use, as would be expected for a modern and forward thinking borough**

Through the use of technology, a modern parking service will make the experience of visiting, shopping and spending leisure time in our towns more enjoyable. Reducing barriers and improving the service is one of the aims of a modern parking service. This will be achieved by making the choice of parking location easier and making payment for parking easier. In turn this will provide efficiencies for the council and greater benefits for the user. Modern systems will also make compliance easier, reduces the chance of users incurring a penalty and supports a better and fairer process of enforcement.

## Updating our technology

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- We will:
- move to 'pay on departure' at all car parks
  - introduce modern method of payments by introducing
    - use of automatic number plate recognition (ANPR)
    - account based parking for regular users
    - tap in, tap out
    - online payments
    - easy to use parking apps

## Using data

Using technological systems provides real opportunities for quick access to accurate data. We will use this data to monitor the performance of our car parks and make informed decisions on any changes to our parking provision that may be required.

## Making parking easier

- We will:
- maintain suitable provision for Blue Badge holders
  - improve the size of standard parking bays
  - improve quality of car parks including infrastructure, surfaces, line marking
  - ensure motorcycle parking is readily available
  - continue to recognise the direction of travel for future parking




# Brentwood parking statistics

 **Around  
2,400**  
car parking  
spaces

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 **286**  
Season ticket holders

 **Over 7,000**  
parking fines  
issued since 2019

**150**  **EV chargers  
to be installed  
by 2030**

 **25**  
Car parks across  
the borough

# 2022-23 Objectives

## Projects/Actions 2023/2024

- Installation of improved payment methods including card payments
- Improved Pay by Phone system including online app
- Improve directional signage to our car parks
- Recommend bespoke charges that will be introduced January 2023
- Continue roll out of EV charging in car parks
- Implement a local workers payment scheme

## 2024/2025

- Deliver pay on departure technology, contactless payment
- Following a review, implement changes including parking spaces, signage, layout and other asset improvements
- Work with the council's Economic Development team to identify business-led incentive scheme for shoppers
- Continue roll out of EV charging

## Looking to the future

This strategy creates a direction of travel for the council over the next ten years and will enable rapid change through the delivery of the right technology, enhancing the service and the user experience. The strategy will need to be reviewed regularly to ensure it remains on the right path. This will require an annual review so that the strategy is dynamic in its approach and remains relevant through its life cycle.

This will take into account the technological advancements as well as the changes to the built environment and retailing habits over the next decade.

In moving forward we will continue to work with stakeholders using data that will mould our future delivery, whilst acknowledging the local requirements and needs of residents, visitors and the local economy as a whole.

# Notes that support the strategy

## Why is availability important?

Recent surveys of over 200 users of Canterbury's car parks identified key issues.

The top four issues held by drivers were:

- car park congestion
- lack of parking spaces
- knowing that there will be availability
- payment methods

The first three items are effectively the same issue: providing certainty of access to a parking space. Combined, they outstrip all other issues.

## Preparing for growth in demand

The Department for Transport maintain a trip end model for the UK. The Trip End Model Program (TEMPro) uses land use data, demographics, economic change, social trends and historical trend data on development rates to generate trip-making forecasts.

Separately we have considered the increase in housing in the borough (22%) and other trends including the reduction in car ownership and increased town-centre living.

Over 20% of the new housing is identified for brownfield land, either within Brentwood or other settlements.

Both methods provide estimates that the increase in car trip ends and parking needs for the borough of Brentwood between 2019 and 2033 will be 12%.

## Residential parking overspill

A number of residential developments will be provided over the next ten years in accessible town centre locations. Many will not have their own parking.

It is the expectation that occupants will adopt a contemporary urban non-car owning lifestyle.

Residents who choose to own a car despite not having their own off-street parking may be excluded from any on-street controlled permit parking. The London Borough of Islington, for example, specifically excludes applications for an on-street parking permit for residents who live in a dwelling designated as a permit-free property. Similarly, the borough does not intend to

provide permits or other concessions for these vehicles to be parked in its car parks during peak times.

## Parking bay size

There is considerable demand for wider parking bays. A survey of users of car parks in Harrogate indicated that the width of parking bays and limited space to manoeuvre within the car park were the primary points of discontentment when presented against levels of satisfaction with personal safety, vehicle security, cleanliness and onward walking routes.

A comparison of the width of cars produced in the 1960s and 1970s with their equivalents, now, including the Fiat 500, Toyota Corolla, VW Golf and Ford Fiesta, indicates an increase of around 20%. There is also an increased prevalence of larger SUV-style vehicles within the vehicle mix.



**BRENTWOOD**  
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Brentwood Borough Council

Town Hall

Ingrave Road

Brentwood

Essex

CM15 8AY

Designed by Brentwood Borough Council

**Map of Brentwood with  
the location of car parks  
\*to be added\***