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

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