

# Parking Strategy 2022-2032



DRAFT

# 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

## 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

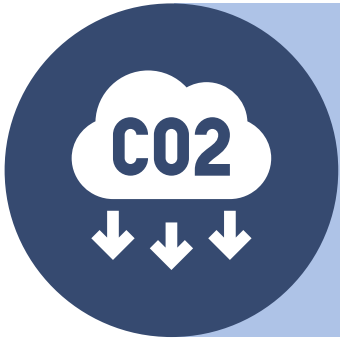
### Providing parking for local workers

- 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

## 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:

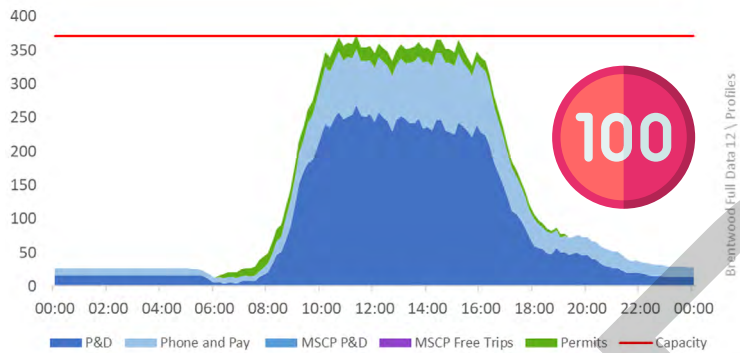
- develop budget and premium parking charges to incentivise use
- balance demand between sites
- support local workforce through preferential charging at the Coptfold Road multi-storey car park
- issue season tickets for use in the most appropriate locations
- work with businesses to develop parking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



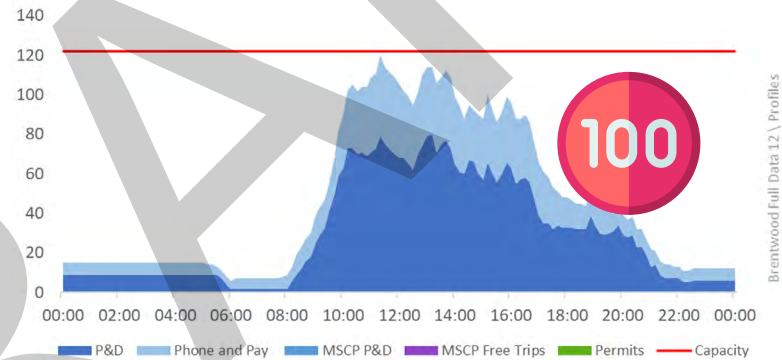
## Saturday 21st December – Busiest day of the year in 2019

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

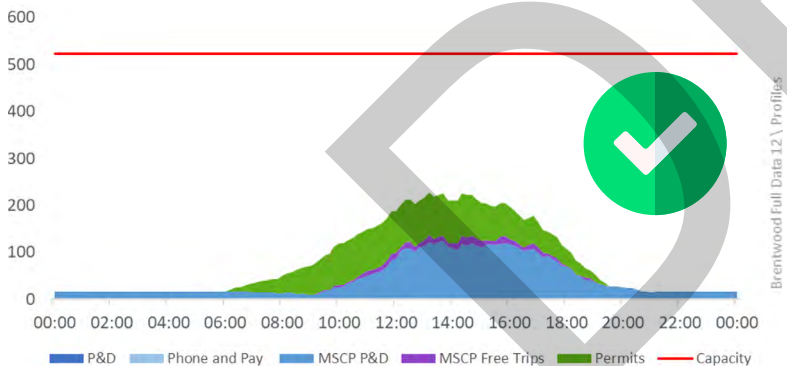
### William Hunter Way - Saturday 21 December 2019



### 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**

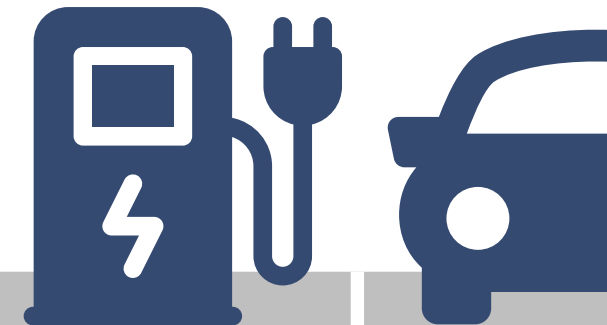
The local environment and our urban realm is an important asset. It makes our towns attractive places to come to and to spend time in.

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

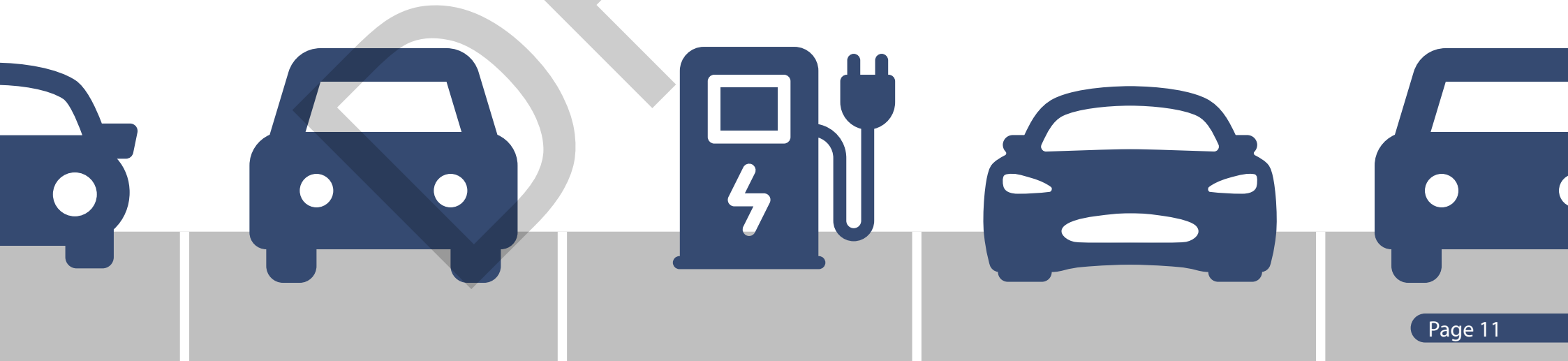
Strategic fit - Growing the economy and delivering an effective and efficient council

## 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

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

 **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**  
BOROUGH COUNCIL

Published \*\*\*\*

Contact us

☎ 01277 312 500

✉ [enquiries@brentwood.gov.uk](mailto:enquiries@brentwood.gov.uk)

🌐 [brentwood.gov.uk](http://brentwood.gov.uk)

Follow us

📘 Brentwood Borough Council

🐦 @Brentwood\_BC

📷 @Brentwoodboroughcouncil

🌐 Brentwood Borough Council

Brentwood Borough Council

Town Hall

Ingrave Road

Brentwood

Essex

CM15 8AY

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