

# Strategic Review of Public Parking in Kidderminster

Wyre Forest District Council

A107858

Prepared on behalf of WYG Environment Planning Transport Limited

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## 1.0 Introduction

### 1.1 Preamble

- 1.1.1 WYG has been appointed by Wyre Forest District Council to carry out a Strategic Parking Study of Kidderminster town centre. The study area is shown in **Figure 1**.
- 1.1.2 The town has undergone much change in land use and shopping behaviour and these have had large impacts on the popularity and functions of the town centre. Retail developments and regeneration projects have impacted on the demand for travel and the popularity of different parking areas so there is a need to review whether the current parking provision is meeting the needs of the town now and in the future.
- 1.1.3 There is a complex relationship between economic viability, traffic congestion, parking availability, the cost of parking and income to the Council. The parking strategy needs to be reviewed on a regular basis and adjustments may be necessary to the provision of public parking the help achieve the current objectives for the town and district.
- 1.1.4 This study report has been produced to provide an understanding of the current parking issues in Kidderminster town centre, make forecasts about how parking is expected to change in the future and to make recommendations about future parking provision.
- 1.1.5 The study includes new parking data from site surveys, consultation with WFDC officers and estimates of the change in future parking demand to help forecast the extent of issues that are likely to arise in the future and to develop potential measures to mitigate the impacts of different land use proposals and changes in transport behaviour.

### 1.2 Report Format

- 1.2.1 The structure of this report is as follows:
- **Chapter 2** reviews relevant policy documents;
  - **Chapter 3** describes existing parking facilities and charges;
  - **Chapter 4** presents the results of the usage surveys and ticket sales analysis;
  - **Chapter 5** is an assessment of future parking demand and its impact on existing facilities;
  - **Chapter 6** considers the alternative parking strategy measures and presents the recommended strategy; and
  - **Chapter 7** provides a summary of the report findings



## 2.0 Planning and Transport Policy

### 2.1 Preamble

2.1.1 The policy context for the Kidderminster Parking Study is formed by a series of strategies and guidance. Together they provide a structure and framework for regeneration, transport and parking.

### 2.2 Site Allocations and Policies Local Plan (2006 - 2026)

2.2.1 The District Council is currently preparing its new Local Plan 2016 – 2034 and undertook its Preferred Options consultation in Autumn 2017; it plans to undertake the Pre-Submission consultation in October 2018 and expects to adopt the plan in early 2020. At this stage the emerging policies have less weight in the Council's decision making and the adopted Plan policies are still being relied on.

2.2.2 The current Site Allocations and Policies Local Plan was adopted by WFDC on 24<sup>th</sup> July 2013 and sets out detailed policies to guide new developments across the district. A range of sites for diverse development types, that are beyond the extents of the Kidderminster Central Area Action Plan, have been included within this policy document.

#### **Policy SAL.PFSD1 – Presumption in Favour of Sustainable Development**

WFDC will view development proposals which accord with the overarching development strategy and reflect the principles of sustainable development positively. Planning permissions will be granted provided that they accord with the local policies and objectives as set out in the Development Plan (and, where relevant, Neighbourhood Plan) and the National Planning Policy Framework (NPPF).

#### **Policy SAL.CC1 – Sustainable Transport Infrastructure**

The area of land in close vicinity to the Kidderminster train station will be safeguarded for future rail development; including modal interchange facilities. The Policies Map also sets out a network of bus priority routes and development that has a significant adverse impact on this will be refused.

#### **Policy SAL.CC1 – Highway Safety**

Adequate visibility must be achievable at any proposed vehicular access. Any proposal that diminishes highway safety will be refused.

### **Policy SAL.CC2 – Parking**

Proposals involving the development of car parks will be considered on a site-by-site basis and be designed to fully integrate with development proposals. All development within the district must demonstrate that the parking standards (provided in the Worcestershire County Highways Design Guide and the District Council's Design Quality Supplementary Planning Guidance) have been met.

Paragraph 6.17 states that:

*"Although a key component of a modern town centre economy, car parks can often take up valuable development land and result in a 'sea' of surface level car parking; this is especially true in Kidderminster and consultation on the Kidderminster Central Area Action Plan has consistently identified this as a design issue within the town. Therefore, opportunities to intensify and make better use of town centre space should also be considered. However, in considering development, it will be important to retain a similar amount of spaces to that which currently exists within any one area."*

## **2.3 Worcestershire Local Transport Plan (2018-2030)**

2.3.1 The current Worcestershire Local Transport Plan (LTP) is the 4<sup>th</sup> edition and sets out an investment programme in Worcestershire's transport infrastructure that covers the period between 2018 – 2030. The LTP is underpinned by WCC's corporate plan 'Shaping Worcestershire's Future 2017-2022' and to this end sets out four key objectives:

- Championing Open for Business
- Protecting the Environment
- Supporting Children and Families
- Promoting Health and Well-being

2.3.2 It is expected that the package of improvement schemes for Kidderminster will include:

- Kidderminster Railway Station Link
- Bewdley Hill (A456) Corridor Improvement (including the Crossley Retail Park Access)
- Station Enhancement Scheme
- Ring Road Junction and Public Realm Improvement Scheme
- Active Travel Network Investment Programme
- Chester Road (A449) Corridor Improvement
- A456 Birmingham Road / Hurcott Lane Junction Upgrade
- Sion Hill / A449 Stourbridge Road Junction Upgrade
- A451 Stourbridge Road / B4189 Park Gate Road Junction Upgrade
- A449 Wolverhampton Road / B4189 Wolverley Road / B4189 Park Gate Road Junction
- Stourport Road and B4190 Corridor Improvements



## **2.4 The ReWyre Initiative and Kidderminster Regeneration Prospectus (2009)**

2.4.1 In September 2009, the Kidderminster Regeneration Prospectus and ReWyre initiative were launched. This provides a blueprint for the implementation of future action programmes that will contribute to the regeneration of Kidderminster.

## **2.5 Kidderminster Central Area Action Plan (2006 – 2026)**

2.5.1 The Kidderminster Central Area Action Plan (KCAAP) was adopted by WFDC in July 2013 alongside the Site Allocations and Policies Local Plan. The KCAAP identifies significant programmes that will provide opportunity for the sustainable regeneration of Kidderminster.

2.5.2 The overall objectives for sustainable transport in the KCAAP area are to:

- Improve transport choice
- Improve pedestrian and cycle connectivity
- Downgrade the ring road
- Improve links between the town centre and the railway station
- Improve links between the town centre and Churchfields

2.5.3 As a part of the Urban Design Principles listed under Policy KCA.UP1, point k. aims to:

*"Reduce the amount of surface car parking to help repair the urban fabric - however, this should not lead to a significant reduction in the overall number of spaces."*

## **2.6 Worcestershire County Highways Design Guide**

2.6.1 WCC has produced a design guide to aid developers, architects and urban planners (amongst others) in preparing transport infrastructure that is well-designed and fit for purpose.

2.6.2 This document sets out the standards for parking provision for various types of development. These standards include: layout, arrangement, quantum, classification, disability and other various notes on standards.



## 3.0 Parking Provision

### 3.1 Context

- 3.1.1 Kidderminster is the largest town within the district of Wyre Forest in north Worcestershire with a population of approximately 55,500 (Census, 2011). The town is in transition from its former role as a centre of manufacturing to a service-based economy. It is well located mid-way between Birmingham and Worcester with the M5 corridor to the east and the Shropshire Hills and Wales to the west.
- 3.1.2 Kidderminster has a busy town centre with a wide range of retail, employment and public services. Manufacturing used to be the major function of the town and there were many factories within the town centre itself, particularly carpet production. This role has declined over time but there is still a historical manufacturing legacy. Regeneration has taken place in the town centre but more is planned.
- 3.1.3 The town has several tourist attractions, including the terminus of the Severn Valley Railway, the West Midland Safari Park and the Museum of Carpet.
- 3.1.4 Transport links to the town are reasonably good with A road links to the M5, Worcester, Dudley, Shropshire and Wales. The town centre has a dual-carriageway, partial ring road, that was not completed around the west side of the town centre. Radial routes connect to the ring road at large roundabout junctions.
- 3.1.5 Kidderminster is on the Birmingham to Worcester railway line and the station is on the edge of the town centre, with a service of 3 or 4 trains per hour in each direction. The station has a dedicated car park, disabled access to the platform level, toilets and waiting room and is used by commuters.
- 3.1.6 Bus services run from the new bus station in the town centre but the facilities at the station and quality of these bus services are not of the highest quality. Transport activity is dominated by car travel and the amount of parking that is provided in the town centre reflects this.

### 3.2 Parking in Kidderminster

- 3.2.1 The Kidderminster town centre study area was defined and is shown in **Figure 1**. The study includes all of the significant 'public' parking spaces, i.e. those that are available for public parking or for customers of major retail sites. These are owned and operated by the District Council or private companies. On-street parking is also allowed in the town centre and the use of this was also observed. Details of the town centre public car parks are shown in **Tables 1 and 2**.



**Table 1 – Car Parks in Kidderminster Town Centre**

	Car Park	No. of Spaces	Stay Type	Operator
1	Aldi	62	Short / Long	WFDC
2	Bromsgrove Street	306	Short / Long	WFDC
3	Batemans Yard	57	Short / Long	WFDC
4	Pike Mills	188	Short / Long	WFDC
5	Weavers Wharf	406	Short	Private
6	Castle Road	38	Short / Long	WFDC
7	Comberton Place	80	Short / Long	WFDC
8	St. Mary’s Church	33	Short / Long	WFDC
9	Market Street	83	Short	WFDC
10	Sainsburys	454	Short	Private
11	Crossley Park	682	Short	Private
12	Swan Centre	401	Short / Long	Private
13	Tesco	520	Short	Private
14	Dunelm	346	Short	Private
15	Asda	81	Short	Private
16	B&Q	350	Short	Private
17	Morrisons East	414	Short	Private
18	Morrisons West	80	Short	Private
	<b>Total</b>	<b>4,581</b>		

3.2.2 The WFDC car parks and the Swan Centre have charging tariffs that allow both short and long stay parking. This means that the short stay charges are designed to be affordable, there is no restriction on the length of time that vehicles can park (except in Market Street) and that the long stay charge is not prohibitive (most are £6.60 for up to 24 hours). Although the Aldi car park serves the adjacent supermarket, it is actually operated by WFDC.

3.2.3 The private car parks operated by the various town centre retailers are short stay only. They are intended to be for customers only and have time restrictions designed to prevent long stay parking (e.g. 2-3 hour maximum stay). All have signs up that publicise the time restrictions and penalties for overstaying. The level of enforcement is not known but Automatic Number Plate Recognition cameras are in use and private parking wardens are in operation.

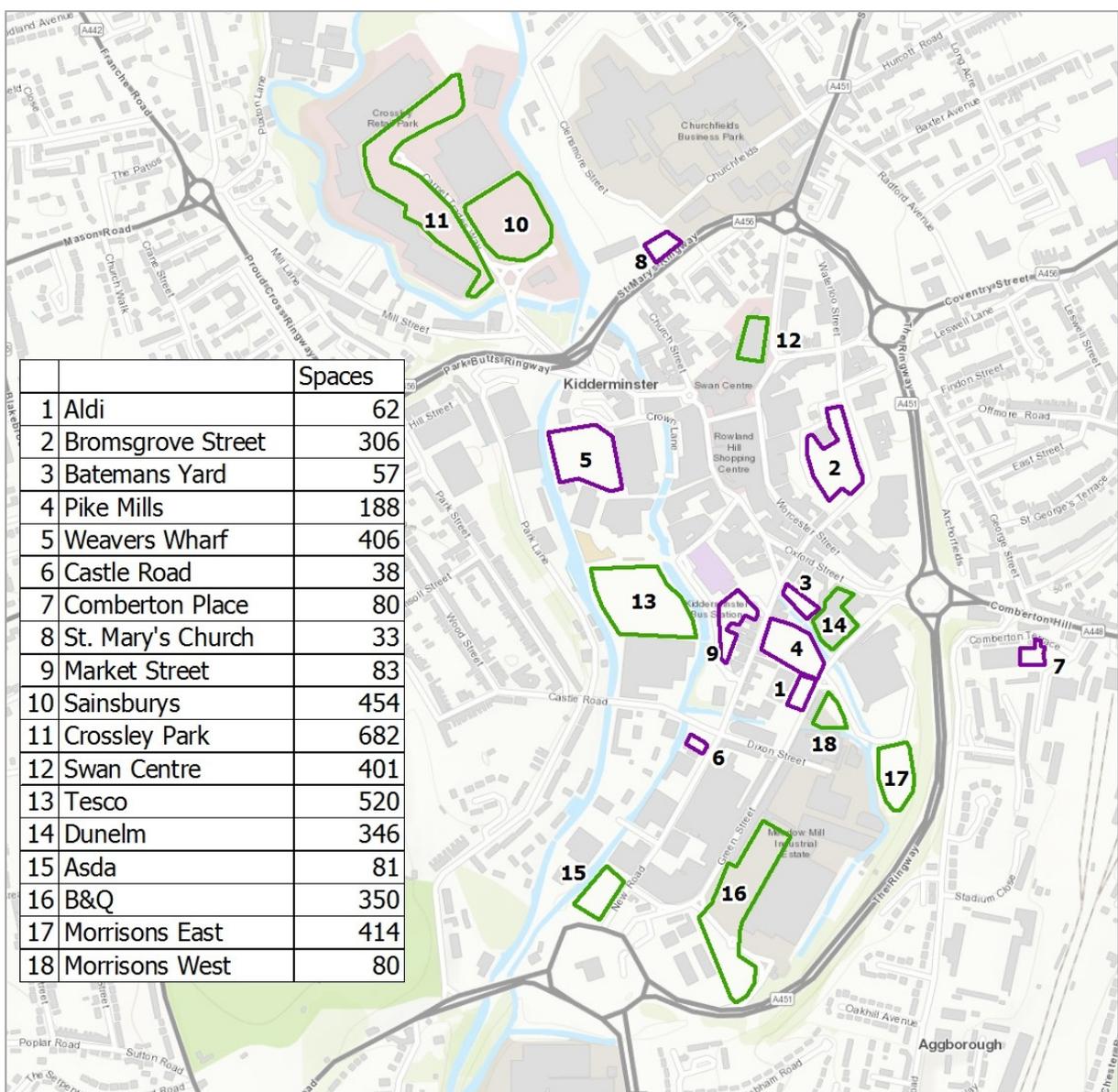
3.2.4 There are streets in the town centre where parking is possible. The streets close to the town centre have time restrictions while those further out can be used for any length of time. Streets are likely to be used for residential, employment and town centre parking.



3.2.5 There are also several small, private car parks in the town centre. These have been excluded from the surveys because they do not serve a public function and because it is not possible to access these car parks on private land to carry out surveys.

3.2.6 In total there are an estimated **4,581** public parking spaces in the Kidderminster town centre study area, 847 operated by WFDC and 3,734 privately-operated public car parks (including Weavers Wharf). **Figure 1** shows the location of this parking. The car parks bounded in purple are those operated by WFDC while those in green are privately-operated.

**Figure 1 – Parking in Kidderminster Town Centre**





### 3.3 Parking Charges

3.3.1 The current WFDC parking tariffs are set out within **Table 2**.

**Table 2 – Car Park Charges**

Car Park	<30min	<1hr	<2hr	<3hr	<4hr	<6hr	1 Day	2 Days
Pike Mills Batemans Yard Aldi	-	£1.30	£1.90	£2.70	-	£4.40	£6.60	£8.80
Weavers Wharf	-	£1.30	£1.90	£2.70	£5.00	-	£10.00	-
Bromsgrove St. St. Mary’s Church Comberton Place Castle Road	-	Free	£1.90	£2.70	-	£4.40	£6.60	£8.80
Market Street	-	£1.30	£1.90	-	-	-	-	-
Swan Centre	50p	£1.00	£1.20	£1.50	-	-	£3.00	-
Other Private Car Parks	Free for customers, time limits apply							

3.3.2 The table shows that most WFDC car parks have a short and long stay function, the charge for long stay has been set at a level that is a significant daily cost but not too prohibitive. Free parking is provided for up an hour in some car parks but the tariff after that is the same in most locations. The charges aim to balance the supply and demand for parking in the town.

3.3.3 The Swan Centre has the lowest tariff for all time periods, while the privately-operated car parks are free for customers for short stay trips (1 to 3 hours maximum stay). Some of these use a voucher system that must be redeemed by customers.

3.3.4 A new tariff is due to come into force in WFDC car parks in October 2018. **Table 3** shows the revised parking charges that have increased by 4-8%.

**Table 3 – Revised Car Park Charges (from 1<sup>st</sup> October 2018)**

Car Park	<30min	<1hr	<2hr	<3hr	<4hr	<6hr	1 Day	2 Days
Pike Mills Batemans Yard Aldi	-	£1.40	£2.00	£2.80	-	£4.60	£6.90	£9.20
Bromsgrove St. St. Mary’s Church Comberton Place Castle Road	-	Free	£2.00	£2.80	-	£4.60	£6.90	£9.20
Market Street	-	£1.40	£2.00	-	-	-	-	-



### 3.4 Car Park Condition and Facilities

3.4.1 The results of the audit of facilities and condition of the parking areas are presented in **Appendix A**. The audit shows that there are variable facilities and quality in the different parking areas.

3.4.2 All car parks have marked bays and most have direction signs for drivers at the entrance, regulation signing, disabled parking bays and streetlighting. Not many car parks have features such as direction signs for pedestrians, information boards, toilets, recycling facilities, cycle or motorcycle parking. Around half have CCTV, although it is not known whether this is operational or how it is monitored and recorded.



3.4.3 There is some evidence to suggest that direction signing across the town as a whole is confusing. There is a zoning system in some parts of the town centre and some signs on the Ringway refer to different zones, although these tend to be the older signs and the more recent signs do not refer to town centre zones. There is a lack of awareness about which parts of the town centre are in each zone and a lack of consistency in the signing to these zones.

3.4.4 In conclusion, there are some measures that could be taken to make the WFDC car parks more pleasant for users and increase the use of less well used areas. **Table 4** provides some suggested measures that would improve the quality of parking in the town.

**Table 4 – Possible Parking Improvements**

Car Park	Possible Improvements
Aldi	<ul style="list-style-type: none"> <li>• Cycle and motorcycle parking</li> <li>• CCTV</li> </ul>
Bromsgrove Street	<ul style="list-style-type: none"> <li>• Improved surface and new bay markings</li> <li>• CCTV</li> </ul>
Batemans Yard	<ul style="list-style-type: none"> <li>• CCTV</li> </ul>
Pike Mills	<ul style="list-style-type: none"> <li>• Direction signs for drivers</li> <li>• Cycle and Motorcycle parking</li> </ul>
Weavers Wharf	<ul style="list-style-type: none"> <li>• Cycle and Motorcycle parking</li> </ul>
Castle Road	<ul style="list-style-type: none"> <li>• CCTV</li> </ul>
Comberton Place	<ul style="list-style-type: none"> <li>• CCTV</li> </ul>
St. Mary's Church	<ul style="list-style-type: none"> <li>• None</li> </ul>
Market Street	<ul style="list-style-type: none"> <li>• Direction sign</li> </ul>
General	<ul style="list-style-type: none"> <li>• Strategic assessment of town centre direction signs and a replacement programme.</li> </ul>



## 4.0 Parking Use

### 4.1 Parking Survey Specification

- 4.1.1 Parking surveys were carried out by hourly beat surveys, where the occupancy of each car park was recorded throughout each survey day (9am-4pm). Surveys were carried out on a Wednesday and Saturday of the same week (12<sup>th</sup> and 16<sup>th</sup> May 2018). This was designed to capture data on a typical working weekday and the busiest shopping day. The facilities and condition of the car parks and on-street parking were also recorded.
- 4.1.2 Some car parks were not surveyed every hour but the data still provides a consistent indication of occupancy patterns through the day. The large retail units were surveyed only once during the weekday survey because their busiest day is Saturday.
- 4.1.3 A search of local events was undertaken to ensure that the surveys were not being undertaken on atypical days. However, it is recognised that there are always some events happening in an area on any day, but dates were found when there were no major events that would invalidate the surveys.

### 4.2 Parking Usage Results

- 4.2.1 The results show how many vehicles were parked at hourly intervals and how full the car parks were during the survey days. Any occupancy above 85% should be considered as being at-capacity because this is recognised by the Chartered Institution of Highways and Transportation as the level at which it becomes difficult for drivers to find the remaining spaces and manoeuvre around the car park.

#### **Weekday (Wednesday) Surveys**

- 4.2.2 **Tables 5 and 6** provide the results of the Wednesday surveys. Table 5 is colour-coded to highlight the car parks and times with the highest levels of occupancy (Red).



**Table 5 – Vehicles Parked (Weds 12 May 2018)**

Car Park	Parked Vehicles							
	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5
Aldi	8	14	22	20	22	12	17	9
Bromsgrove Street	75	110	137	125	116	107	90	83
Batemans Yard	31	44	48	43	45	48	28	28
Pike Mills	56	85	62	80	94	92	82	67
Weavers Wharf	129	263	303		255	212	169	180
Castle Road	34	35	33	36	36	31	30	27
Market Street	38	57	46	57	42	49	40	16
Comberton Place				37				
St. Mary’s Church				21				
Sainsburys				302				
Crossley Park Total				355				
Swan Centre	124	155	160	155	154	133	112	91
Tesco	162	251	260	292	244	246	179	194
Dunelm	25	58	63	44	42	43	26	35
Asda				36				
B&Q				290				
Morrisons East	102	134	189	159	145	147	91	83
Morrisons West	53	80	76	76	78	69	68	48

**Table 6 – Car Park Occupancy (Weds 23 March 2018)**

Car Park	Parked Vehicles							
	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5
Aldi	13%	23%	35%	32%	35%	19%	27%	15%
Bromsgrove Street	25%	36%	45%	41%	38%	35%	29%	27%
Batemans Yard	54%	77%	84%	75%	79%	84%	49%	49%
Pike Mills	30%	45%	33%	43%	50%	49%	44%	36%
Weavers Wharf	32%	65%	75%		63%	52%	42%	44%
Castle Road	89%	92%	87%	95%	95%	82%	79%	71%
Market Street	46%	69%	55%	69%	51%	59%	48%	19%
Comberton Place				46%				
St. Mary’s Church				64%				
Sainsburys				67%				
Crossley Park Total				52%				
Swan Centre	31%	39%	40%	39%	38%	33%	28%	23%
Tesco	31%	48%	50%	56%	47%	47%	34%	37%
Dunelm	7%	17%	18%	13%	12%	12%	8%	10%
Asda				44%				
B&Q				83%				
Morrisons East	25%	32%	46%	38%	35%	36%	22%	20%
Morrisons West	66%	100%	95%	95%	98%	86%	85%	60%



- 4.2.3 The results show that the busiest time was between 11-12noon. At this time up to 350 parked vehicles were distributed quite evenly across the WFDC car parks. The largest number were parked in Bromsgrove Street but with significant numbers also in Batemans Yard, Pike Mills and Market Street. The private retail car parks were much more heavily used with more than four times as many vehicles parked (c. 1,700).
- 4.2.4 Crossley Park car park was divided into four zones (Currys, Harveys/Halfords, Pets at Home/Smyths and The Range). These zones all had spare capacity at lunchtime during the Wednesday survey.
- 4.2.5 The B&Q car park was surprisingly full at lunchtime (83%), that was significantly higher than the Saturday use. The reason for this result is that B&Q allow employees of other businesses (including Council staff at the adjacent WFDC depot) to use its car park during weekdays. This suggests the B&Q car park is too large for its own needs and that there are employers in that area of the town with inadequate parking. This is a better use of space than having a large empty car park, although its long-term availability for other purposes may not be guaranteed.
- 4.2.6 Castle Road and Batemans Yard were also slightly busier on a Wednesday than Saturday but the remaining 13 car parks were all busier on Saturday than Wednesday. Restricted Season Ticket holders are allowed to use Castle Road and the survey showed that virtually all of the weekday users of Castle Road had season tickets. This explains its different pattern of use as a commuter car park during the week.
- 4.2.7 Season ticket users were also observed in St. Marys and Comberton Place car parks (where Restricted Season Tickets are permitted, see Section 4.5). St. Marys is likely to be used by a small number of season ticket holders that work in the town centre while Comberton Place may be used by season ticket holders that work nearby or who are catching a train. Comberton Place is also considered to be busy when Kidderminster Harriers F.C. are playing a home match.
- 4.2.8 Many of the car parks had spare capacity, with only Castle Road and Morrisons West being over-capacity during the weekday. The remaining car parks all had plenty of spare parking capacity. At the busiest time there were approximately **2,408** vehicles parked in the **4,581** spaces that were surveyed during the Wednesday survey, an overall town centre occupancy level of **53%**.
- 4.2.9 The maximum level of occupancy in the WFDC car parks on Wednesday was approximately **50%** while the private car parks were slightly higher at **53%**.

### **Saturday Surveys**

- 4.2.10 **Tables 7** and **8** provide the results of the Saturday surveys.



**Table 7 – Vehicles Parked (Saturday 24 March 2018)**

Car Park	Parked Vehicles						
	9-10	10-11	11-12	12-1	1-2	2-3	3-4
Aldi	17	26	36	37	20	16	16
Bromsgrove Street	42	92	134	129	111	74	71
Batemans Yard	10	21	28	33	27	17	14
Pike Mills	32	91	128	124	75	71	61
Weavers Wharf		264	340		326	356	324
Castle Road	19	24	24	20	19	16	17
Market Street	33	49	63	66	57	56	34
Comberton Place	22		20		15		
St. Mary's Church	3	5	5		13	14	5
Sainsburys		344	337		281	305	279
Crossley Park Total		424		499	440	435	442
Swan Centre	70	125	154	165	147	126	105
Tesco	193	332	377	382	372	296	300
Dunelm	30	68	65	62	45	46	33
Asda		35	47		36	34	37
B&Q		114	168		159	146	174
Morrisons East	125	340	332	325	323	326	282
Morrisons West	76	80	80	80	80	80	78

**Table 8 – Car Park Occupancy (Saturday 24 March 2018)**

Car Park	Parked Vehicles						
	9-10	10-11	11-12	12-1	1-2	2-3	3-4
Aldi	27%	42%	58%	60%	32%	26%	26%
Bromsgrove Street	14%	30%	44%	42%	36%	24%	23%
Batemans Yard	18%	37%	49%	58%	47%	30%	25%
Pike Mills	17%	48%	68%	66%	40%	38%	32%
Weavers Wharf		65%	84%		80%	88%	80%
Castle Road	50%	63%	63%	53%	50%	42%	45%
Market Street	40%	59%	76%	80%	69%	67%	41%
Comberton Place	28%		25%		19%		
St. Mary's Church	9%	15%	15%		39%	42%	15%
Sainsburys		76%	74%		62%	67%	61%
Crossley Park Total		62%		73%	65%	64%	65%
Swan Centre	17%	31%	38%	41%	37%	31%	26%
Tesco	37%	64%	73%	73%	72%	57%	58%
Dunelm	9%	20%	19%	18%	13%	13%	10%
Asda		43%	58%		44%	42%	46%
B&Q		33%	48%		45%	42%	50%
Morrisons East	30%	82%	80%	79%	78%	79%	68%
Morrisons West	95%	100%	100%	100%	100%	100%	98%



- 4.2.11 The results show that the busiest time on Saturday was between 11am-1pm. During this time there were up to 440 parked vehicles distributed across the WFDC car parks, with Bromsgrove Street and Pike Mills being the most popular. Again, the private retail car parks were more heavily used with more than four times as many vehicles parked (c. 1,800) although the difference with weekday demand is relatively small.
- 4.2.12 Crossley Park car park was divided into four zones (Currys, Harveys/Halfords, Pets at Home/Smyths and The Range). During the Saturday survey three of these zones were reaching capacity (Currys 93%, Harveys/Halfords 81% and Pets at Home/Smyths 84%). Overall, Crossley Park was 73% occupied, so there is still some available space if people are willing to walk between the different zones.
- 4.2.13 Many of the other car parks had spare capacity, with only Weavers Wharf and Morrisons West being over-capacity on Saturday and the main Morrisons car park approaching operational capacity with up to 82% occupancy. The remaining car parks all had plenty of spare parking capacity. At the busiest time there were approximately **2,800** vehicles parked in the **4,581** spaces, an overall town centre occupancy level of **61%**.
- 4.2.14 The maximum level of occupancy in the WFDC car parks on Saturday was approximately **52%** while the private car parks were higher at **63%**.

### **On-Street Parking**

- 4.2.15 Although the majority of vehicles in the town centre use the car parks, the on-street parking also has an important role, especially for very short-stay trips. Almost all the on-street parking is time restricted with limits of 30 minutes or 1 hour during the working day along with disabled bays and loading bays. There is also a large number of unrestricted on-street spaces along Green Street, at the edge of the town centre. The main areas for disabled parking bays and/or loading bays are on Church Street, Worcester Street and Bull Ring.
- 4.2.16 The main locations of on-street parking are shown in **Table 9**. The number of bays has been estimated, based on the length of the marked bays. Other on-street parking is available but these are the spaces that are considered to have the greatest town centre function.

**Table 9 – On-Street Parking**

Street	Estimated Parking Spaces		
	Unrestricted	Time Limited	Disabled
Bromsgrove Street / Prospect Hill	0	22	1
Green Street	23	16	0
Dixon Street	8	0	0
New Road	2	9	0
Bridge Street	0	11	0
Oxford Street	0	12	0
Worcester Street	0	7	5
Lion Street	0	16	0
Blackwell Street	0	23	0
Coventry Street	0	7	2
Church Street	0	0	4
Bull Ring	0	7	12
Total	33	130	24

- 4.2.17 Hourly surveys of the use of these spaces have not been carried out but occupancy was observed on a spot-survey basis.
- 4.2.18 The 31 bays with no time restrictions where long stay parking is permitted (i.e. Green Street and Dixon Street) were well used during the weekday and Saturday surveys with well over half the spaces being occupied during the day. The short stay bays along Green Street were less well-used, presumably because the demand for short stay parking in that area is not high and people may prefer to use the unrestricted bays on the opposite side of the road if space is available there.
- 4.2.19 Most of the time-restricted bays are on streets alongside rows of individual shops and businesses. Most of these bays have a 30-minute time restriction and they are in high demand because of their proximity to popular destinations. As a result, they have a high turnover of vehicles and as soon as a space becomes available it is usually taken quickly.
- 4.2.20 The parking bays on New Road, Bridge Street and Oxford Street were effectively full at all times and when a space did become vacant it was filled very quickly. The spaces on Oxford Street towards the edge of the town centre, adjacent to Dunelm, had more vacant spaces than those closer to the centre.
- 4.2.21 Parking at the east end of Worcester Street is a little confusing. There is a parking bay where vehicles encroach on to the footway and carriageway where double yellow lines are in place. Presumably this is permitted and PCNs are not issued. The spaces along this section of Worcester

Street did not fill up until later in the day. A major public realm scheme along Worcester Street will allow drivers to use Worcester Street in one direction and redistribute much of the on-street parking.

4.2.22 The Prospect Hill and Bromsgrove Street bays were effectively full during the middle of the survey days. Lion Street was busy most of the time although there were usually some available spaces. The spaces in Coventry Street and Blackwell Street were very well used with a high turnover.

4.2.23 In summary, there are approximately 187 on-street parking spaces in the town centre and it is estimated that 80% of these are occupied during the busiest times of day, representing 150 vehicles. The turnover of these spaces is high because of the time limits in place, so even though the actual number of parked vehicles is low in comparison with the car parks, the volume of people using these spaces throughout the day is likely to be relatively high.

### 4.3 Parking Usage Summary

4.3.1 The conclusions that can be drawn from the data presented in this section can be summarised as follows:

#### Combined Car Parks

- Peak occupancy across the town centre as a whole is between 11am and 1pm, although some individual car parks have different peak hours.
- The combined occupancy of all car parks reached 61% on the Saturday and 53% on Wednesday but there is a wide variation between different car park types and locations.

#### WFDC Car Parks

- There is plenty of spare capacity in the WFDC car parks with average occupancy of just 52%. Some car parks such as Bromsgrove Street (max. 45%) and Comberton Place (28%) have even lower levels of usage.
- Some WFDC car parks are especially popular on weekdays. Castle Road and Batemans Yard were effectively full.

#### Privately-operated Public Car Parks

- The privately-operated car parks are used by many more people than the WFDC ones (c. 2,300 compared with c. 450).
- There is plenty of spare capacity, even at the busiest times the private car parks as a whole are only 63% full. Some car parks have even more spare capacity, particularly the Swan Centre (max. 41% occupied) and Dunelm (20% occupied).



- Morrisons, Weavers Wharf and most areas within Crossley Park were approaching or over-capacity at the weekend but lower on a weekday.
- The B&Q car park is well used on weekdays, but largely by neighbouring employers staff vehicles rather than B&Q customers.
- Anecdotal evidence suggests that some people park at the supermarkets and retail park for town centre purposes or shared trips but the extent of this is not known.

### **On-Street Parking**

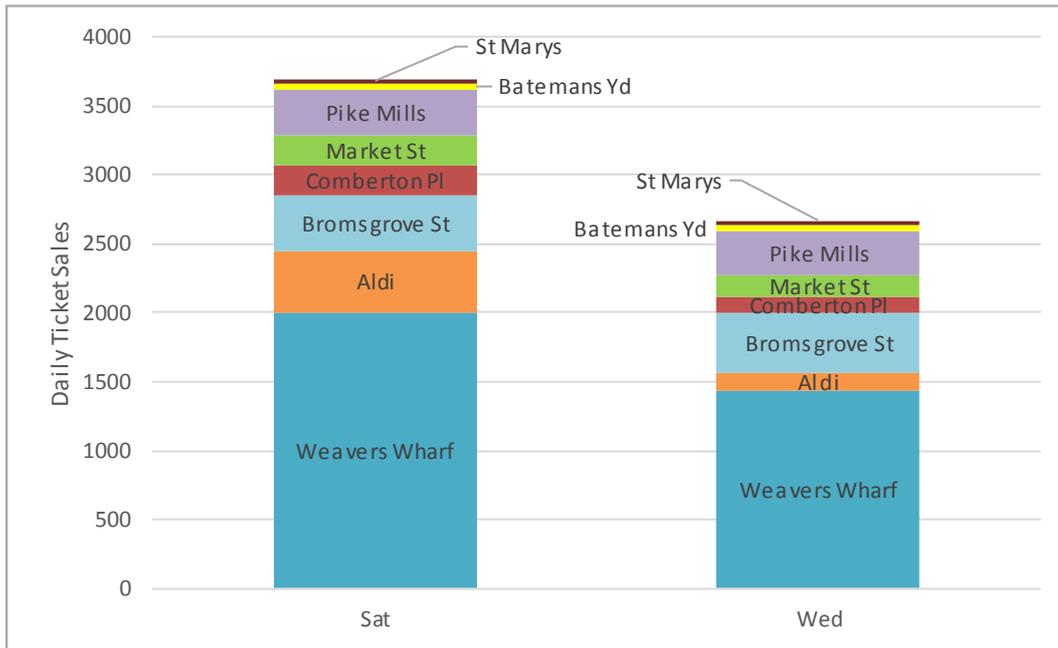
- On-street parking is used by a relatively small number of people at any one time, but because the turnover of spaces is high it serves a large number of people per day.

## **4.4 Ticket Sales**

- 4.4.1 Car park ticket sales and income data for the WFDC Pay and Display car parks has been provided for use in this study. **Figure 2** shows the tickets that were sold in each car park on a typical Wednesday and Saturday (May 2017 data, used to allow comparison with the observed data from May 2018). No tickets sales were available for the Castle Road car park at this time because of faulty data collection equipment.
- 4.4.2 The sales data shows that Weavers Wharf is the most popular car park while most of the others have similar levels of use and the small St. Marys and Batemans Yard car parks are less well used. Saturday was by far the busier day with over 1,000 more tickets sold. This suggests that the main function of the town centre is retail rather than employment.
- 4.4.3 The most significant differences between Wednesday and Saturday sales were in Weavers Wharf (+570), Aldi (+325) and Comberton Place (+120). The differences in the other car parks were relatively small.



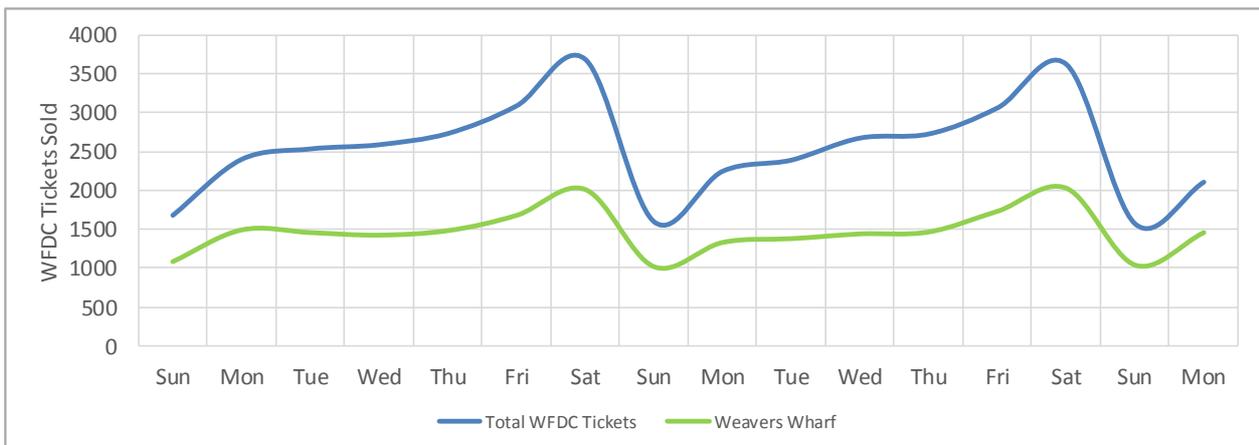
**Figure 2 – Total Ticket Sales (19 and 20 May 2017)**



4.4.4 **Figure 3** shows how ticket sales vary through a typical week. Saturday is by far the busiest day with almost 20% more tickets sold than the next most popular day (Friday). Sales increase gradually through the week up to the Saturday peak.

4.4.5 The data shows that Weavers Wharf accounts for over half of all tickets sold by WFDC and as much as two-thirds of the Sunday sales.

**Figure 3 – Total Ticket Sales (two weeks in May 2017)**





## 4.5 Season Tickets

- 4.5.1 Season Tickets are available for WFDC car parks. There are three different types of season ticket; Full, that can be used in any WFDC car park (excluding Weavers Wharf); Restricted, that can only be used in specific car parks on the edge of the town centre; and Senior Citizen. These tickets are all available for periods of 1, 6 or 12 months.
- 4.5.2 Restricted season tickets are a lower cost than the Full ticket, currently £336 for 12 months compared with £672 for Full and £168 for Senior Citizens. The cost of Season tickets is due to increase from the 1<sup>st</sup> October 2018 onwards. The revised costs will be £353 per year for a Restricted ticket and £706 for a Full ticket, representing a 5% increase. Sales of season tickets for 2017/18 are presented in **Table 10**:

**Table 10 – Season Ticket Sales 2017/18**

Ticket Type	Tickets Sold
Full – 1 month	60
Full – 6 months	16
Full – 12 months	69
Restricted – 1 month	169
Restricted – 6 months	56
Restricted - 12 months	158
Senior Citizen – 6 months	20
Senior Citizen -12 months	156

- 4.5.3 The table shows that the lower cost Restricted tickets are the most popular type. These can only be used in Castle Road, Comberton Place and St. Marys car parks. Assuming more jobs are located in the town centre than the edge, it appears that people are willing to walk a little further from these car parks into the town centre to save the difference in the fee.
- 4.5.4 Season tickets can be used as often as the user wishes, but this means there is no data on how the season tickets are being used, which days of the week they are used or which car parks are their preferred locations. It is likely that most season tickets are used by daily commuters, they are the people who benefit the most from purchasing this type of ticket
- 4.5.5 Surveys of Season ticket use were carried out in those car parks where the use of Restricted tickets is permitted. This showed that Castle Road is very popular with Season ticket holders on weekdays, with nearly 90% of vehicles displaying a Season ticket. This explains the lack of ticket sales in relation to the high observed car park occupancy. St. Marys (76%) and Comberton Place (16%) were also being used by Season ticket holders, possibly by town centre commuters or railway station users in the case of Comberton Place.



## 5.0 Future Parking Demand

### 5.1 Preamble

- 5.1.1 To ensure that the parking facilities in the town centre are suitable to meet its future needs it is necessary to apply a series of assumptions about the parking demand that is expected to occur in addition to the current level of use presented in the previous chapter.
- 5.1.2 There are various developments in the town that will affect the supply of parking spaces and the demand for parking, in addition to the background economic and housing growth and changes in transport behaviour. These sources of demand will combine to generate the levels of demand that are assessed in this chapter.

### 5.2 Potential Kidderminster Developments

- 5.2.1 The developments that have been considered as part of this strategic parking study are described in **Table 11**. WFDC has provided information on which the assumptions made in this study have been based. Clearly there are levels of uncertainty with all potential development sites but these are the most likely scenarios at this point in time.

**Table 11 – Potential Land Use Changes**

Site	Potential Uses
Lion Fields East of town centre on the site of Bromsgrove Street car park, Magistrates Court and Leisure Centre (6.5Ha)	Parcel 1 – Cinema, Food/Drink, Gym with Car Park Parcel 2 – Residential Parcel 4 – To be agreed
Worcester Street	Reintroduction of one-way through traffic (South to North)
Crown House	Demolish and replace with a temporary car park until the permanent use is agreed
Market Street Car Park	College extension and relocated car park
Castle Road Car Park	Potential redevelopment linked to the Fire Station site
St. Mary’s Car Park	Part of the site will be lost for a junction improvement

### **Lion Fields (previously Kidderminster Eastern Gateway)**

- 5.2.2 This is the major development opportunity in the town centre, it occupies a number of different plots of land to the east of the town centre and will have different uses on the site if the latest plans are realised. The site uses disused and underused land to create a large leisure and residential-based development opportunity. There would be public realm improvements around the site, including the re-opening of Worcester Street to traffic in one direction.
- 5.2.3 The first phase is will occupy the former Glades Leisure Centre site and is expected to include a cinema with associated food and drink outlets and a gym. It would have a car park to serve the needs of new users of the site, but not for visitors to the wider town centre. The previous suggestions for a large multi-storey car park have been scaled down.
- 5.2.4 Parcel 2 is on the former Magistrates Court site and is expected to be residential. It is assumed that parking for residents and some visitor parking would be provided within the site and there would be limited overspill into public car parks.
- 5.2.5 Parcel 4 is the Bromsgrove Street car park site and the proposed uses are still unspecified. The availability of town centre parking will be taken into account when decisions are being made about the potential uses of this site. The following photograph shows the existing car park and Parcel 1 plot beyond.





### **Worcester Street**

- 5.2.6 The reopening of Worcester Street to through traffic in one direction is a project that is associated with the adjacent Lions Fields development as well as the regeneration of the street itself. The scheme seeks to reinvigorate the street and the surrounding area by providing a better public realm than existing and to allow a limited amount of traffic to use the route in the south to north direction. On-street parking, loading and disabled bays will be rationalised as part of the scheme but the total number of on-street parking spaces will not increase significantly.

### **Crown House**

- 5.2.7 The freehold of Crown House is owned by WFDC with a long lease to its tenant, Telereal Trillium. The Council is aiming to demolish the large office building and regenerate the site for alternative uses and demolition is programmed to commence in 2018. Masterplanning work is underway to determine what the final development may consist of, but in the short term the site is likely to be a surface-level, temporary car park to provide more short stay parking and a revenue stream from the land.
- 5.2.8 The scale and type of the long-term redevelopment is currently being considered. The size of the plot is relatively small so it is assumed that a car park would not be provided on-site as part of the long-term proposal and parking demand would need to be satisfied off-site.

### **Market Street Car Park**

- 5.2.9 Part of this car park is part of a land swap proposal between WFDC and Kidderminster College that would include an extension of the college on to the adjacent existing car park site and the relocation of the car park to the vacant plot of land between Market Street and Bridge Street. The proposed car park is expected to be slightly smaller than the existing, in the order of 67 spaces rather than the existing 83.

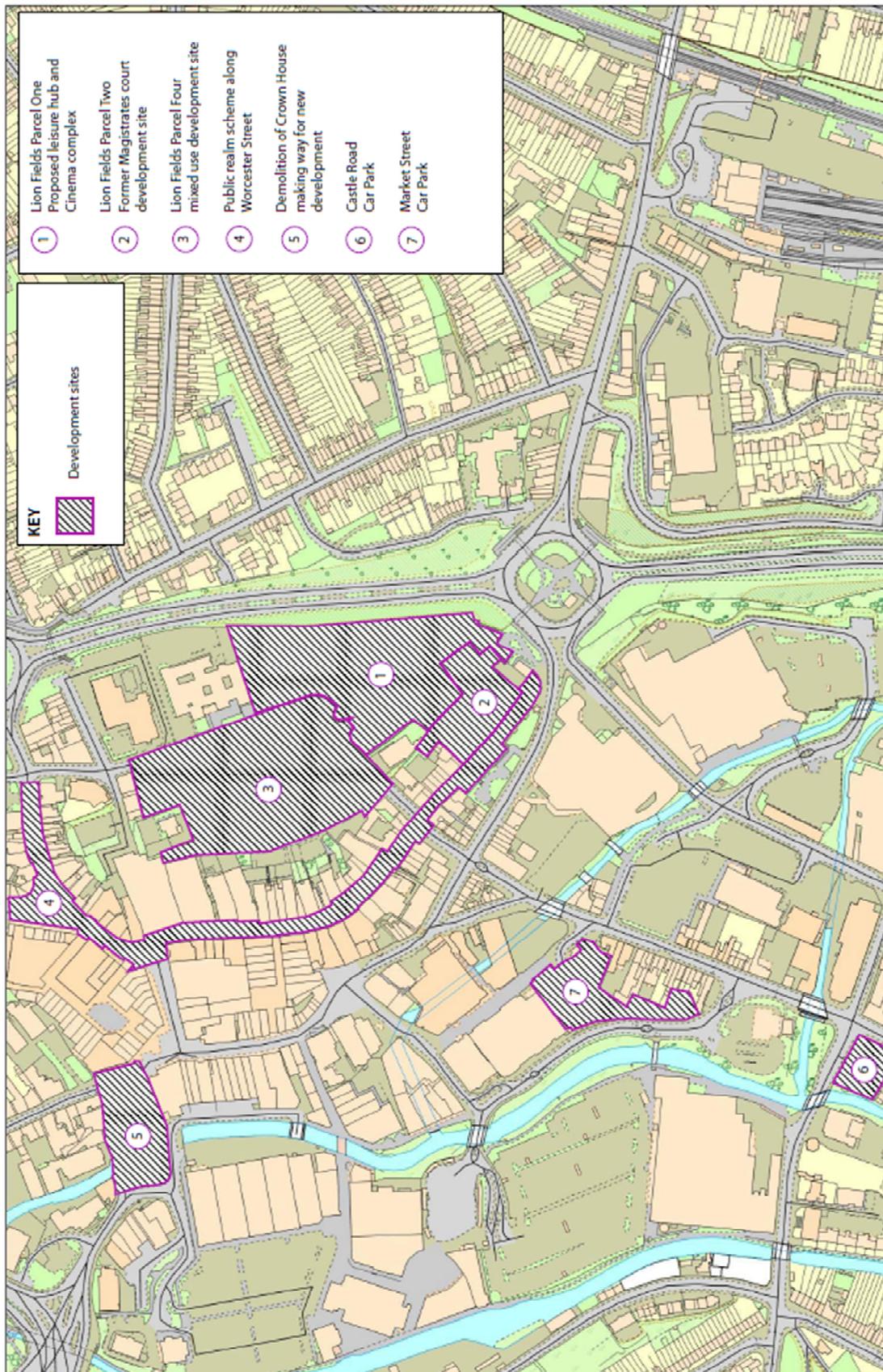
### **Castle Road Car Park**

- 5.2.10 Redevelopment of this car park has been proposed previously but never progressed. It remains as a potential redevelopment in combination with the adjacent Fire Station site but there is no information yet about the land use that could replace the existing uses.

### **St. Mary's Car Park**

- 5.2.11 A new arrangement is proposed at the adjacent junction of Clensmore Street and Ringway that will require the net loss of approximately 10 parking spaces.
- 5.2.12 **Figure 4** shows the location of these proposed developments and schemes.

Figure 4 – Potential Development Sites



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### 5.3 Potential Impacts of Proposed Development

5.3.1 **Table 12** provides a summary of the expected impacts of the proposed development sites on parking supply and demand.

**Table 12 – Potential Impacts of Land Use Changes on Parking**

Site	Potential Parking Impacts
Lion Fields	<p><b>Parcel 1 (Leisure, Food and Gym)</b> – Additional parking demand will be generated by the new uses compared with the existing situation. It is not known how the parking generated by the proposed uses compares with the previous uses of the site. The proposed car park is expected to satisfy some of this additional demand but there could be some overspill at the busiest times and additional public parking would be needed to meet demand at the busiest times.</p> <p><b>Parcel 2 (Residential)</b> Additional demand is expected to be met by the associated parking for residents. Little overspill into public car parks.</p> <p><b>Parcel 4</b> – The scale and type of development is currently unspecified so the likely impacts are unknown. The assessment of future parking capacity in this area of the town centre will help to inform the kind of development that is recommended for this site.</p>
Worcester Street	<p>Small increase in the amount of on-street parking that can be provided. No significant change in supply or demand for standard parking although better public realm should help to attract more people to the town centre.</p>
Crown House	<p>Short term temporary car park – No change in actual parking demand because the vacant office block does not currently generate any parking but there would be an increased supply of short stay spaces. The plot of land could accommodate approximately 40 additional parking spaces.</p> <p>Long term – The proposed development is unlikely to include a significant car park within the site, so any additional parking demand created by new uses will need to use off-site parking (or non-car modes). It should be noted that the new uses are unlikely to generate as much long-term parking as the office block did when it was fully occupied.</p>
Market Street Car Park	<p>The expanded college will generate more parking demand, but not necessarily on this site. If staff and student numbers are greater there will be more demand for parking, but car use is low among students and the use of more sustainable modes of travel will need to be encouraged. Users are unable to use the Market Street car park for longer than 2 hours so it is unlikely to be used by many students.</p> <p>The proposed alternative car park will be on part of the vacant land between Market Street and Bridge Street and would be slightly smaller than the existing car park (e.g. 67 spaces compared with 83 existing). It is assumed that the existing level of demand will transfer from one site to the other, there is no reason to expect that the relocation will cause more or fewer people to use this car park because they are so close together. Overall, limited impact on parking supply and demand.</p>



<p>Castle Road Car Park</p>	<p>The loss of this car park would cause a transfer of parking demand to other locations. It is a popular car park that is full on weekdays and well used on Saturday so almost 40 vehicles would be displaced if the site were to be redeveloped. This would have a significant impact on the season ticket holders who use this car park, especially on weekdays, because there are few alternative car parks in the surrounding area but there is a large number of employers.</p> <p>In addition, if new land uses were implemented on the site, parking demand would increase further. Depending on the scale and type of development that takes place there would be additional parking demand generated by the new uses. It is possible that a small car park could be retained on site and the development may incorporate adjacent plots of land where parking could be provided. The amount of overspill into other car parks would depend on the nature of the development but there are few alternative public car parks nearby.</p>
<p>St. Mary's Car Park</p>	<p>The number of parking spaces would be reduced from 33 to approximately 23. Surveys suggest that there are usually some vacant spaces in the car park so the number of displaced vehicles at the busiest times on a weekday would be small. The proposal would not affect the demand for parking spaces.</p>

## 5.4 Forecasts of Future Parking Demand

5.4.1 This section explains how the forecasts of future growth have been derived. Having quantified current patterns of parking in the town and established what the proposed land use developments are likely to come forward it is necessary to make forecasts about how the demand for parking and the supply of parking spaces is likely to change in the future. This will inform decisions about parking and land use with the aim of avoiding a major oversupply or undersupply of parking spaces in the future. In addition to the construction of new development and changes to the supply of parking spaces there are other variables that can affect the demand and supply of parking in the future include:

- Growth across the Local Plan area and wider area (housing, employment and traffic)
- Vehicle technology changes
- Information and payment technology
- Vehicle taxation and fuel costs
- Modal shift
- Charging tariffs and the availability of spaces

5.4.2 Many of these factors are outside the control of WFDC and/or difficult to quantify but the Council still has an important role in helping to influence travel and parking behaviour and respond to the impacts of other changes.



5.4.3 Parking demand is based on several factors which mean estimating future demand is not a straightforward exercise. Future parking demand is influenced by factors such as:

- Availability of parking – if parking is plentiful, people are more likely to drive to an area. If parking is in short supply, drivers may travel by an alternative mode or may even be discouraged from visiting an area altogether. There are positive and negative potential impacts.
- Sustainable travel options – if attractive alternatives to the private car are available, people are more likely to travel by public transport, walk or cycle. This would reduce parking demand.
- Growth of the internet – an increasing number of everyday tasks can now be undertaken without having to travel, including deliveries of retail goods. The internet can also provide information on the availability of parking spaces to help reduce wasted time finding a space. As the internet continues to evolve this will further impact upon travel patterns and parking demand.
- Town centre offering – the catchment area size may increase/decrease over the years due to growth/decline of that area or of competing areas. However, forecasts of new housing, tourism and economic growth do not always translate into actual growth so there is a level of uncertainty.
- Population growth and relocation – as the population increases and moves, the demand for goods and services will increase and change. People are free to travel where they like and will not necessarily choose their closest destination if other factors are more important.

## **Methodology**

5.4.4 The approach to estimating future parking demand has considered local changes in land use and the impacts of wider growth in Wyre Forest and beyond. To build up a forecast of future parking demand the following values have been combined:

- A. Existing levels of parking.
- B. Growth in travel forecast by the Department for Transport's TEMPro traffic growth factors that takes account of land use development. This has been used as a proxy for the background increase in parking.
- C. Change in parking demand generated by the various town centre development proposals.



**Results**

5.4.5 Population and economic growth in the area is expected to impact on the demand for town centre parking. To forecast the effects of this a software program produced by the Department for Transport called TEMPro has been used which estimates growth in traffic in every area of the country. It is based on an assumed level of future development across the TEMPro area combined with regional and national trends in travel behaviour. The current version of TEMPro (7.2) provides an up to date forecast of expected growth in Kidderminster and Wyre Forest District as a whole. The TEMPro growth factors forecasting the level of traffic growth up to the end of the Local Plan period in 2026 are shown in **Table 13**.

**Table 13 – TEMPro Growth Forecasts**

Location	Forecast Traffic Growth 2018 - 2026	
	Average Weekday	Saturday
Kidderminster	6.8%	6.9%
Wyre Forest District	6.7%	7.0%

5.4.6 The table shows that TEMPro forecasts an increase of up to 7.0% in Saturday traffic in the 8 years to the 2026 assessment year (0.9% per year). The weekday growth factor has been applied to the parking occupancy data presented earlier in this report to provide an estimate of future parking demand that is expected to take place regardless of the potential town centre development. This approach assumes that parking demand in the town will increase in proportion to traffic growth in the area, rather than in relation to the growth or decline of individual businesses.

5.4.7 If the growth factor presented in the table above is applied to the existing levels of parking it would result in the forecasts weekday and Saturday parking occupancy shown in **Tables 14 and 15**.



**Table 14 – 2026 Parking Occupancy, Excluding Individual Town Centre  
Redevelopment Proposals (Saturday)**

Car Park	Forecast Car Park Occupancy						
	9-10	10-11	11-12	12-1	1-2	2-3	3-4
Aldi	29%	45%	62%	64%	35%	28%	28%
Bromsgrove Street	15%	32%	47%	45%	39%	26%	25%
Batemans Yard	19%	39%	53%	62%	51%	32%	26%
Pike Mills	18%	52%	73%	71%	43%	40%	35%
Weavers Wharf		70%	90%		86%	94%	85%
Castle Road	54%	68%	68%	56%	54%	45%	48%
Comberton Place	29%		27%		20%		
St. Mary's Church	10%	16%	16%		42%	45%	16%
Market Street	43%	63%	81%	85%	73%	72%	44%
Sainsburys		81%	79%		66%	72%	66%
Crossley Park Total		67%		78%	69%	68%	69%
Swan Centre	19%	33%	41%	44%	39%	34%	28%
Tesco	40%	68%	78%	79%	77%	61%	62%
Dunelm	9%	21%	20%	19%	14%	14%	10%
Asda		46%	62%		48%	45%	49%
B&Q		35%	51%		49%	45%	53%
Morrisons East	32%	88%	86%	84%	83%	84%	73%
Morrisons West	102%	107%	107%	107%	107%	107%	104%



**Table 15 – 2026 Parking Occupancy (Wednesday)**

Car Park	Forecast Car Park Occupancy						
	9-10	10-11	11-12	12-1	1-2	2-3	3-4
Aldi	14%	24%	38%	34%	38%	21%	29%
Bromsgrove Street	26%	38%	48%	44%	40%	37%	31%
Batemans Yard	58%	82%	90%	81%	84%	90%	52%
Pike Mills	32%	48%	35%	45%	53%	52%	47%
Weavers Wharf	34%	69%	80%		67%	56%	44%
Castle Road	96%	98%	93%	101%	101%	87%	84%
Comberton Place				49%			
St. Mary's Church				68%			
Market Street	49%	73%	59%	73%	54%	63%	51%
Sainsburys				71%			
Crossley Park Total				56%			
Swan Centre	33%	41%	43%	41%	41%	35%	30%
Tesco	33%	52%	53%	60%	50%	51%	37%
Dunelm	8%	18%	19%	14%	13%	13%	8%
Asda				47%			
B&Q				88%			
Morrisons East	26%	35%	49%	41%	37%	38%	23%
Morrisons West	71%	107%	101%	101%	104%	92%	91%

5.4.8 These forecasts show that some of the existing car parks are likely to be over-capacity by 2026, based on the assumption that parking demand will increase at the same rate as predicted background traffic growth. The shopper’s car parks at Morrisons and Weavers Wharf would be over capacity on a Saturday (based on a recommended target occupancy of 85%). Crossley Park as a whole would still have some spare capacity, although this would all be in the area of the car park adjacent to The Range, while the other areas would be full.

5.4.9 There would still be spare capacity in many of the neighbouring car parks so that town visitors would still have little difficulty in finding a space close to the centre, although it may not be their first-choice location.

5.4.10 The Weekday forecasts are lower across the town as a whole but higher in some individual car parks, namely Castle Road, Batemans Yard and B&Q. As discussed previously, these are likely to be due to the commuter and Season ticket usage in those locations.

5.4.11 Analysis of the public car parks in the central area (i.e. Aldi, Pike Mills, Batemans Yard and Market Street) shows that they are much more popular on Saturday than the weekday and forecast occupancy would be up to 71% by 2026 (278 vehicles in 390 spaces). This suggests they would still have sufficient space to meet demand, unless there is a significant amount of overspill from

other locations. The adjacent private car parks (Dunelm and Tesco) have spare capacity in the future but Morrisons is expected to be full. Whether this would translate into overspill parking from Morrisons is not certain. Morrisons could implement measures to retain space for customers in their car parks, which could encourage those people who use the Morrisons car parks to visit other locations in the town centre to transfer to a different car park.

### Impacts of Specific Development Proposals

5.4.12 The previous section has demonstrated what is predicted to happen in the town centre as a result of background growth, using DfT forecasts of traffic growth as a proxy of general town centre growth. This section looks in more depth at the impacts of the individual development proposals presented at the start of this chapter. It uses the forecasts presented in **Table 13** as a baseline, against which the impacts of the proposals can be compared and focusses on those car parks in the vicinity of the development sites, rather than the whole town.

#### Lion Fields

5.4.13 The Lion Fields phased development is expected to have the largest impacts on parking of all the proposed developments. As a whole it will generate new demand but will also affect the number of available parking spaces, by redeveloping part or all of the Bromsgrove Street car park and by providing its own parking.

5.4.14 Phase 1 is currently expected to include some on-site parking for the new cinema, leisure and food uses but these proposals could also generate some overspill parking into public car parks at the busiest times, depending on the details of the proposed floorspace and size of the associated car park. Bromsgrove Street is expected to have plenty of spare capacity, even in the 2026 forecast, so it will be able to cope with some overspill parking from Phase 1.

5.4.15 Phase 2 is residential and is expected to meet the required parking standard for new residential property and is therefore not expected to generate a significant amount of overspill parking into public car parks.

5.4.16 Parcel 4 is more difficult to predict and is partly affected by the amount of surplus land that is occupied by the Bromsgrove Street car park. By 2026 it is forecast that the Bromsgrove Street car park would be a maximum of 48% full on a weekday (47% on Saturday). If it is assumed that 85% occupancy should be the maximum (to provide the capacity to cope with short term peaks and to ensure that drivers can find a space with ease) it means that approximately **130 parking spaces will be surplus to requirement for public parking**. This could release an area of land equating

to approximately 40% of the existing car park or it could provide some overspill parking space for the proposed land use developments.

5.4.17 Other factors could have an impact on this calculation:

- If users of the Bromsgrove Street car park can be relocated to other car parks, e.g. permit holders or Pay and Display users, the amount of land to be released could be higher. Alternative sites are available within a short distance at the Swan Centre and potentially at Crown House, if that redevelopment were to proceed. If a smaller car park were retained, it would become full and more people would transfer to alternative car parks where capacity exists.
- If the released car park land were to be redeveloped it would presumably generate additional parking demand of its own, so a proportion of that redeveloped area would have to be retained as a car park to serve the new land use. The type and scale of development would determine how much dedicated parking it would require.

### **Worcester Street**

5.4.18 This scheme would have a minor impact on the supply and demand for parking. Parking and loading bays are due to be rationalised to improve the management of traffic and parking but there is not expected to be a significant increase in the number of parking spaces. The opening of a new route that carries large amounts of traffic is not expected or recommended but the scheme may help to stimulate parking demand at car parks along the route, at the Swan Centre for instance, if they become easier for people to access from a new direction. The partial town centre zoning scheme may need to be reviewed or removed if a new route through the town centre is created that changes the zones.

### **Crown House**

5.4.19 This proposal would provide more parking capacity in the north of the town centre on a temporary basis until the permanent land use is implemented. It would help to relieve the existing pressure on the nearby Weavers Wharf car park that is already reaching capacity at the weekend. The site is closer to the Weavers Wharf retail units than the Swan Centre so it may be more attractive than that car park and could also reduce demand at the Swan Centre car park.

5.4.20 Longer term, the temporary car park would be replaced by built development that would reduce parking capacity back to existing levels and would also generate additional parking demand that will have to be met on-site or at other public car parks.



### **Market Street Car Park**

- 5.4.21 The relocation of the public car park would have a small impact on the supply and demand for parking. The extension of the College could generate some additional car trips, although students should be encouraged to use non-car modes of travel to the town centre.
- 5.4.22 The relocated car park is currently expected to have approximately 16 fewer parking spaces but the final number and layout is still to be agreed. Current levels of occupancy are quite high, up to 80% on Saturday, so the smaller car park would be effectively full at the busiest times of day although a large amount of overspill into other car parks is not expected.

### **Castle Road**

- 5.4.23 The redevelopment of this car park would remove a popular facility in this area of the town where there are many employers. There are few alternative public car parks in the immediate vicinity so this could cause a problem for some users, permit holders and nearby businesses. On-street parking is possible in the area but this is not necessarily a suitable alternative for off-street parking. The number of spaces involved is relatively small but they are well-used and the lack of alternative provision in the vicinity could cause a problem for users. New land uses would also generate more parking demand but a dedicated car park could prevent any overspill.

### **St. Mary's**

- 5.4.24 St. Mary's is a small, self-contained car park that has a limited impact on town centre parking. The net loss of 10 spaces may mean that a few season ticket holders may need to relocate, although there appears to be sufficient spare capacity to absorb this change with little impact.

### **Parking Capacity Conclusions**

- 5.4.25 The demand for parking in Kidderminster is expected to increase by 2026 due to two main factors:
1. Background increase due to general growth of traffic and parking demand in the area.
  2. Growth in demand and changes in the number of spaces provided, due to individual land use developments in the town centre.
- 5.4.26 The first of these is expected to be an increase in the region of 7% over 8 years (0.9% per year) based on the DfT traffic growth forecasts. This represents approximately 170 additional parked vehicles across the whole town centre, including all public car parks and retail car parks.
- 5.4.27 This section has examined the possible impacts of the potential development proposals. There is clearly a lack of certainty about some of these schemes but, based on the assumptions about what developments could come forward the analysis shows that a substantial area of the Bromsgrove



Street could be released for redevelopment without creating a shortfall of parking in that area. This conclusion is subject to caveats about the scale and type of development that would replace the existing land uses. Some parking would need to be retained to meet the demands of the Parcel 4 development.

- 5.4.28 The approach estimates future parking demand based on 'typical' conditions rather than peak periods such as Christmas. It would be inappropriate to assess demand and present recommendations for the extreme peak periods of the year because this is likely to result in an over-provision of parking spaces for the rest of the time. An over-provision of parking spaces would be against current transport policy aimed at encouraging sustainable travel.



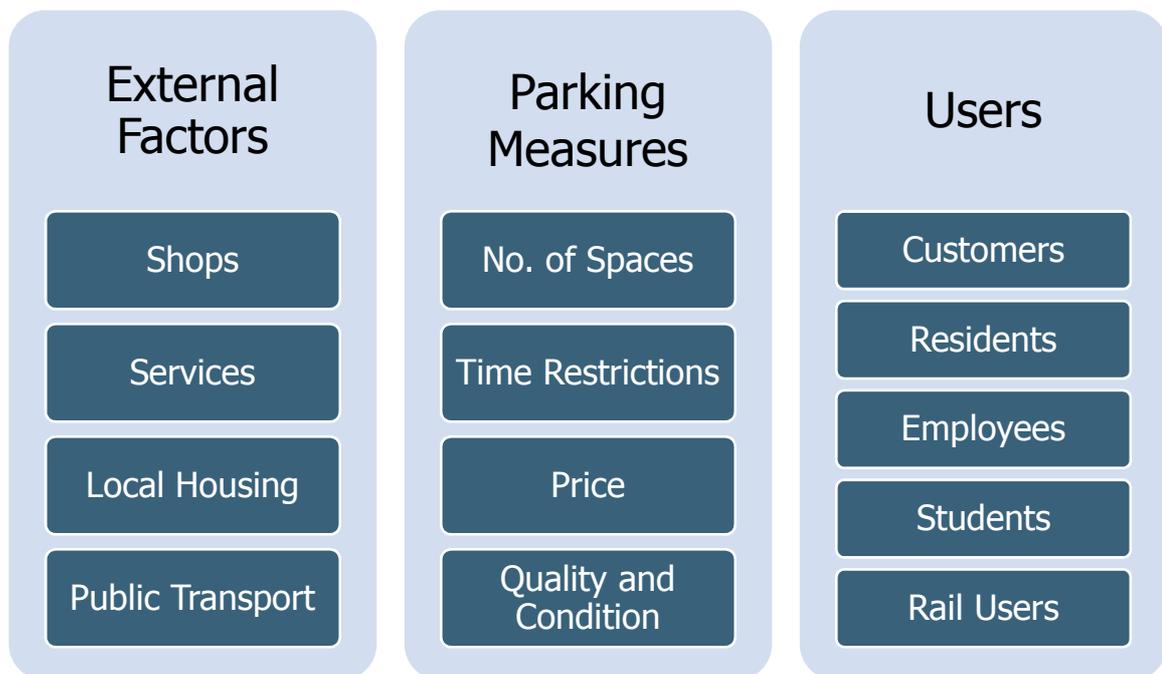
## 6.0 Option Assessment and Recommended Strategy

### 6.1 Introduction

6.1.1 Data collection and consultation with WFDC have been used to develop a list of problems and issues, associated impacts and some suggested objectives that the parking strategy should aim to achieve. Potential objectives of a town centre parking strategy are to:

- Provide sufficient parking capacity to cope with the existing and future demand for parking in the town centre
- Encourage people to use non-car modes where possible to reduce parking demand
- Achieve a good balance between the needs of existing and future residents, employees, rail commuters and visitors to the town
- Good co-operation between public and private car park operators to achieve a consistent level of provision and quality

6.1.2 The following diagram shows the main factors that are considered in developing the strategy (there are other factors). There are external factors that largely determine the demand for parking in the town and there are parking measures that can be adopted to better manage the parking. Finally, there are different groups of parking users that have their own requirements who are affected differently by the external factors and parking measures. The parking strategy considers these different inputs and outputs to achieve the most balanced approach.





## 6.2 Option Assessment

6.2.1 A wide range of policy tools exist that have the potential to provide support for town centre initiatives and growth. These potential interventions have been assessed on an independent basis without any pre-conceptions and all possibilities have been considered. An assessment of the impacts of these policies and their appropriateness to Kidderminster is presented in this section. The types of potential measures are presented in **Table 16**.

**Table 16 – Potential Parking Measures**

Parking Strategy Measures	
1	Off-street Car Park Capacity
2	On-street Parking
3	Long and Short Stay Parking
4	Sustainable Transport
5	Condition, Facilities, Technology, Security and Maintenance
6	Adjustments to Parking Charges

6.2.2 Each of the potential measures has been assessed to demonstrate their likely effects in the context of the town and parking operations. Many of the potential parking interventions are related to each other, for instance the availability of parking spaces has a direct relationship with demand and other factors also affect demand, so these factors have been considered together. This section brings together elements of these measures into a package of recommended actions.

### Measure 1 – Car Park Capacity

6.2.3 Chapter 5 presented some forecasts about the number of parking spaces that might be needed in the future if all other factors remained unchanged. Chapter 5 concluded that approximately 130 spaces could be released at the Bromsgrove Street car park to enable redevelopment of part of that site or to support nearby redevelopment schemes. There would still be sufficient capacity to cater for the additional background demand and the new demand created by the adjacent Lion Fields development proposals.

6.2.4 Weavers Wharf is already at capacity and this is expected to get worse in the future. There is little scope to provide more parking capacity at the site but the proposal to redevelop the nearby Crown House site could provide some temporary relief, until the long-term scheme is implemented at the site. Demand at Weavers Wharf could also be managed by increasing the parking charges (this is discussed in more detail in the following section on Measure 6) but this is not considered to be a positive way to encourage town centre retail activity.



- 6.2.5 Encouraging people to use the capacity at alternative car parks (such as the Swan Centre) would be another way to relieve pressure on Weavers Wharf but this would require private investment to improve the quality of the car park and there is a limit on what could be done with the multi-storey structure at that site.
- 6.2.6 Other public car parks have adequate spare capacity for the foreseeable future, although the loss of Castle Road could create a lack of public off-street parking in the south-west of the town centre. Some private operators could come under parking pressure in the future, especially Morrisons and some parking areas within Crossley Park.
- 6.2.7 Private operators are expected to apply their own measures to help manage their own customer parking demand, as many of them already do. Some private car parks are used for linked trips for other town centre purposes by customers and non-customers but private operators may take further steps to prevent this if they have a lack of space for their own customers to use.

#### **Recommendations – Capacity**

- Spare capacity at the Bromsgrove Street car park could be used more effectively, as either land to be redeveloped or as parking space to support nearby developments. It is estimated that approximately 130 spaces in the car park will not be required in the future and could be used for other purposes.
- Take steps to ensure that parking is distributed in an efficient way. Where car parks are under-used, establish the reasons for this and implement measures to increase their use, such as signing and security or amend the charging tariff.
- Take advantage of opportunities that arise to provide capacity to relieve parking pressure in particular areas of the town centre by providing temporary or permanent car parks where land becomes available at a cost-effective price.



## Measure 2 – On-Street Parking

- 6.2.8 Most of the on-street parking bays were very well used throughout the survey days for short trips to the town centre. Although the reopening of Worcester Street may provide a few more on-street spaces it is not recommended that greater use of on-street parking should provide the additional capacity in the future. If anything, the use of on-street parking could be further restricted to ensure that the spaces are available for essential users (disabled users, loading or very short stay visits).
- 6.2.9 Charges for on-street parking are a common feature in many town centres, but not in Kidderminster. The implementation of on-street charging could help to manage demand, transfer parked vehicles into under-used off-street car parks and create an income stream. Such a change of policy would need to be considered at a District or County-wide level and more analysis and consultation would be required to quantify the pros and cons of such a change.
- 6.2.10 Enforcement is often an issue with regards to on-street parking. Compliance with time restrictions helps to ensure that there is a quick turnover of parking in the most popular short stay spaces and effective enforcement is required to achieve compliance, without being overzealous. The level of on-street and off-street enforcement needs to be regularly reviewed to ensure it is achieving the correct balance.

### Recommendations – On-Street Parking

- Retain the existing levels of on-street parking unless it is causing an obstruction or damaging the public realm in the town centre.
- Review the use of on-street parking by different user types to assess whether the number and type of bays is appropriate.
- Consider the costs and benefits of installing on-street charges in the town centre to manage demand, transfer parking into car parks and generate income.
- Ongoing review of the level of enforcement of time restrictions to ensure there is a regular turnover of spaces in the most popular locations.

### Measure 3 – Long and Short Stay Parking

- 6.2.11 Most Kidderminster car parks allow both long and short stay parking. Short stay time restrictions are in place in the Market Street car park and long stay is discouraged in Weavers Wharf by the prohibitive fee for parking beyond 4 hours (£10). All other WFDC car parks allow long stay parking, at a current price of £6.60 per day. Very short stay parking is also allowed in the on-street parking bays.
- 6.2.12 The question to consider is whether these restrictions are appropriate or whether they should be adjusted now or if new car parks are provided in the future. A closely related issue to the time restrictions is the level of enforcement that is carried out to ensure that the limits are effective and there is a regular turnover of spaces.
- 6.2.13 A high turnover of parking spaces for short term visits is critical in providing capacity and maintaining the viability of the town. If premium spaces are blocked all day by commuter or resident parking it can mean there is no space for short trips and damage the local businesses.
- 6.2.14 In principle, people who are parking all day are often prepared to walk a little further than those undertaking short trips so there is scope to move some long stay parking a bit further out from the town centre to free up space for short stay parking. This would also keep some traffic out of the town centre. If some long stay parking was moved out of the centre there could be scope to convert some of the existing long stay spaces into short stay only and increase the daily turnover of each parking space, similar to the Market Street car park. One potential example is Batemans Yard that could be converted into a short-stay car park because of its proximity to the town centre.
- 6.2.15 Season tickets are available for as low as £336 per year for the restricted season ticket that allows access to the more peripheral car parks only. This represents a daily charge as low as £1.29 over 260 working weekdays (even lower if it is also used on Saturday). This compares very favorably with the daily charge of £6.60, so that a user would only have to visit the town for 51 days per year to make it more economical to purchase a season ticket rather than daily tickets.
- 6.2.16 Long stay charges in the Swan Centre are significantly lower at £3.00 per day but there is still plenty of spare capacity. Other factors may be dissuading people from using this car park.
- 6.2.17 Some car parks are particularly well used by Season ticket holders, especially Castle Road, so changes to time restrictions would have to take account of use by Season ticket holders as well as Pay and Display ticket sales.
- 6.2.18 Measure 6 discusses the option to adjust parking charges for long and short stay parking.

### Recommendations – Long and Short Stay

- Large-scale relocation of long stay parking could be required if the car park occupancy in the central area were high, but at the moment this is not the case and few people are being deterred from visiting the town because of parking spaces being blocked by long stay parking (Weavers Wharf has little long stay parking because of the high charge to stay longer than 4 hours). If car park occupancy were to increase in the future it may be appropriate to consider the reduction of long stay park in some car parks.
- It may be possible to apply this approach to individual car parks in the central area, for instance Batemans Yard, which could be converted to short-stay only. Data on actual durations of stay would be required to help support such a change.
- The impact of changes to the balance between long and short stay on Season ticket holders that use each car park would need to be considered.

## Measure 4 – Sustainable Transport

- 6.2.19 Greater use of sustainable transport modes (i.e. rail, bus, walk and cycle) could help to reduce the demand for parking in the town, reduce road congestion and improve air quality. Increased use of sustainable modes of travel is an alternative to building more parking spaces, but it must be recognised that there is limited scope to satisfy all travel and parking needs through the promotion of non-car modes. This is part of the solution but it will not remove the need for parking spaces entirely.
- 6.2.20 Sustainable modes are vital for supporting the local economy, but their importance is often underestimated in comparison with car travel. Experience from other areas shows that bus users and pedestrians often spend less money per journey than car users, but they tend to make more journeys so their total contribution to the local economy is usually higher.
- 6.2.21 Kidderminster has good rail connections but the local bus services have some room for improvement. WFDC and WCC promote public transport as an alternative mode of travel to the car but car is still the mode of choice for most people in the area. The forecast growth of the town will provide an opportunity to improve the bus services for new and existing residents as the demand to travel increases but it remains to be seen if the bus operators will respond to the increased demand with improvements to services and vehicles.
- 6.2.22 Rail access is good with frequent services to Birmingham, Worcester and other destinations along the route and the station is within walking distance of the town centre. The station car park is very well-used and there is usually some overspill of parking on to streets and other car parks. More station parking may be required in the future as the demand for rail travel increases and Comberton



Place car park could become more popular if the station car parks become full and long stay, on-street parking is unavailable.

- 6.2.23 Car parks can have a role to play in the improvement of sustainable transport by providing a secure location for cycle and motorcycle parking and Electric Vehicle (EV) charging. Some cycle and motorcycle spaces are already provided (and not very well used at the moment) but the number of these may need to be expanded in the future if the use of these modes increases.
- 6.2.24 The inclusion of more EV charging points would support efforts to promote sustainable transport modes and car club / car share spaces could also be provided in the priority locations (as set out in more detail in the following Measure 5).
- 6.2.25 Park and Ride is a popular solution in many towns but successful Park and Ride services tend to operate in larger towns and cities where the population and demand can support the high cost of providing the bus service. They usually require some level of parking constraint in the town centre and journey time benefits of using the bus, neither of which are currently the case in Kidderminster. Even large towns and cities can struggle to implement successful Park and Ride schemes so it would be even more difficult in Kidderminster.
- 6.2.26 An option that could be considered in more detail is the provision of a temporary Park and Ride scheme, over the Christmas period for instance when demand is very high. An out of town location with a large car park would need to be found to provide the service.

#### **Recommendations – Sustainable Transport**

- Improvements to bus services and facilities, walking and cycling routes will help to reduce the need for car travel and parking.
- Support sustainable transport initiatives through the provision of parking for bicycles and motorcycles, Electric Vehicles and car share/car club schemes.
- Park and Ride is not considered to be a viable proposal at this time although a temporary scheme during special events or Christmas could be beneficial.
- Increased use of Travel Plans to help influence travel choices could help to reduce traffic and the need for parking
- Incentivise the adoption of sustainable vehicle use (EV charging points, car clubs, car sharing) by providing reserved parking in premium locations and reduced tariffs.



## Measure 5 – Condition, Facilities, Technology, Security and Maintenance

- 6.2.27 The existing car parks are in a reasonable condition and good facilities are provided in most locations (see **Appendix A**). Ongoing monitoring of on-street and off-street disabled spaces would show whether more of these are needed, or whether they are being used by non-Blue Badge holders. Some resurfacing and relining is required in the Bromsgrove Street car park, but the redevelopment proposals in that area could make such a scheme unnecessary.
- 6.2.28 As discussed in the previous section, more spaces for EV charging points could be provided in the public car parks, as is done by many local authorities and to a small extent by WFDC, with three existing EV bays in the Weavers Wharf car park and one planned in Bewdley. As the use of these vehicles expands it will be necessary to provide more EV charging points in public car parks.
- 6.2.29 The ticket machines are generally in good condition and provide the opportunity for card payments at the machine and a Pay by Mobile facility through the JustPark app, website and telephone service. New pay station machines are not required in the short term.
- 6.2.30 Streetlights are provided in most of the public car parks and illumination spills over from the adjacent street, although the quality of these is variable. There are some CCTV cameras but they do not cover all the parking spaces or connecting footways. The CCTV system could be improved in the town which could help to increase the sense of security in car parks.
- 6.2.31 There is some dissatisfaction with the current direction signing to car parks and confusion about the town centre zones. It is recommended that a review of town centre direction signing (including car parks as well as other destinations) is carried out in cooperation with the Highway Authority. This could help to reduce wasted mileage on town centre streets and redistribute some parked vehicles to less well-used car parks that visitors may not be aware of.
- 6.2.32 Many town centres have installed variable message signs (VMS) that provide information about levels of spare parking capacity in different locations. This can work well to direct people towards the available space and reduce congestion in the busiest car parks and streets, although it is also the case that some VMS schemes have been difficult and expensive to maintain and some have been removed or switched off.
- 6.2.33 Longer-term, the emergence of new driverless technology has the potential to have a transformational effect on the scale and location of short and long stay parking activity, e.g. after dropping passengers off, autonomous cars may be able to take themselves back out of the town centre to park. Whilst the advent of fully automated, driverless cars remains some time away, some driverless functions are likely to be fitted as standard to the next generation of vehicles and well within the medium-term planning horizon.

**Recommendations – Condition and Facilities**

- Ongoing investment and maintenance of existing facilities to increase security and improve the quality of the built environment in car parks and on connecting footways.
- Expand the CCTV system to increase actual and perceived security
- Monitor the use of particular facilities such as Disabled parking and EV charging points and adjust the quantity of these if necessary.
- Carry out a review of direction signing to different areas of the town centre and car parks. Consider the pros and cons of a Variable Message Sign system.

**Measure 7 – Parking Charges**

6.2.34 Parking charges are one method of managing the parking demand in the town. Parking charges can help to:

- Reduce parking demand and traffic congestion
- Increase turnover of spaces and use the limited space more effectively
- Provide income to be reinvested in parking and transport
- Discourage car use when other modes of travel are possible
- Influence or affect particular types of users at different times of the day/week/year.

6.2.35 There are risks that higher charges could have negative effects as well as positive and these need to be considered and minimised as much as possible. Any impacts on the economy would need to be positive on balance, i.e. the number of people that are put off by higher parking charges would need to be outweighed by the number of extra visitors attracted to better car parks with more available spaces, who are likely to contribute more to the local economy. Changes that lead to improvements to the environment could also have a positive economic impact.

6.2.36 Parking charges are due to increase from 1<sup>st</sup> October by between 4-8% depending on the length of stay. It is recognised that further increases in charges would be a political and management issue that would need to be resolved at a high level. Whilst the issue of charging for parking clearly has wider policy implications, it is recommended that the pros and cons of this are assessed on a regular basis as it fundamentally affects many of the other options that can be taken.

6.2.37 There are many variables that people consider when they are making travel decisions and parking is just one of these. Studies have shown that the quality of the town centre is more important than the cost of parking but the public and stakeholders regularly suggest that parking charges are a key issue.



- 6.2.38 The charges in Kidderminster are considered to be appropriate to the level of parking demand and the amount of available space. Reducing parking charges could encourage more people to drive into the town centre which could be interpreted as a positive outcome, but the impacts on traffic congestion and sustainable methods of travel also need to be considered. There is a limit to the amount of road space and parking space that is available in the town centre and the bus services could lose more passengers. Therefore, a reduction in charges is not recommended at this time.
- 6.2.39 Alternatively, parking charges could be increased for all users or particular types of user. In general, this would discourage people from driving into the town centre and they may decide to visit other towns instead, reduce the number of trips by car, visit out of town locations or use non-car modes of travel instead. The actual impact would depend on many variables but these do not appear to be attractive outcomes given the current economic conditions and the relatively low levels of car park occupancy that exist in the town.

#### **Recommendations – Parking Charges**

- Following the proposed increase in charges from October 2018, monitor the impacts of this change on parking and the local economy before any further increases are considered.
- If the increased demand for town centre parking were to exceed the supply of parking spaces in the future, consider further increases in parking charges.
- Review the scope for changing tariffs in response to changes in supply as car parks are redeveloped, new car parks are provided and additional demand is generated by new land uses.
- Monitor the balance between short and long stay parking and use the tariff to encourage or discourage these types, as appropriate.

## 6.3 Action Plan

6.3.1 **Table 17** brings together the recommendations drawn from the assessment of the potential interventions.

**Table 17 – Recommended Parking Action Plan**

<b>1</b>	<b>Parking Capacity</b>
1.1	Spare capacity at the Bromsgrove Street car park could be used more effectively, as either land to be redeveloped or as parking space to support nearby developments. It is estimated that approximately 130 spaces in the car park will not be required in the future and could be used for other purposes.
1.2	Take steps to ensure that parking is distributed in an efficient way. Where car parks are under-used, establish the reasons for this and implement measures to increase their use, such as signing and security or amend the charging tariff.
1.3	Take advantage of opportunities that arise to provide capacity to relieve parking pressure in particular areas of the town centre by providing temporary or permanent car parks where land becomes available at a cost-effective price.
<b>2</b>	<b>On-Street Parking</b>
2.1	Retain the existing levels of on-street parking unless it is causing an obstruction or damaging the public realm in the town centre.
2.2	Review the use of on-street parking by different user types to assess whether the number and type of bays is appropriate.
2.3	Consider the costs and benefits of installing on-street charges in the town centre to manage demand, transfer parking into car parks and generate income.
2.4	Ongoing review of the level of enforcement of time restrictions to ensure there is a regular turnover of spaces in the most popular locations.
<b>3</b>	<b>Long Stay / Short Stay</b>
3.1	Large-scale relocation of long stay parking could be required if the car park occupancy in the central area were high, but at the moment this is not the case and few people are being deterred from visiting the town because of parking spaces being blocked by long stay parking (Weavers Wharf has little long stay parking because of the high charge to stay longer than 4 hours). If car park occupancy were to increase in the future it may be appropriate to consider the reduction of long stay park in some car parks.
3.2	It may be possible to apply this approach to individual car parks in the central area, for instance Batemans Yard, which could be converted to short-stay only. Data on actual durations of stay would be required to help support such a change.
3.3	The impact of changes to the balance between long and short stay on Season ticket holders that use each car park would need to be considered.
<b>4</b>	<b>Sustainable Transport</b>
4.1	Improvements to bus services and facilities, walking and cycling routes will help to reduce the need for car travel and parking.
4.2	Support sustainable transport initiatives through the provision of parking for bicycles and motorcycles, Electric Vehicles and car share/car club schemes in premium locations.



4.3	Park and Ride is not considered to be a viable proposal at this time although a temporary scheme during special events or Christmas may be beneficial.
4.4	Increased use of Travel Plans to help influence travel choices could help to reduce traffic and the need for parking
4.5	Incentivise the adoption of sustainable vehicle use (EV charging points, car clubs, car sharing) by providing reserved parking in premium locations and reduced tariffs.
<b>5</b>	<b>Condition and Facilities</b>
5.1	Ongoing investment and maintenance of existing facilities to increase security and improve the quality of the built environment in car parks and on connecting footways.
5.2	Expand the CCTV system to increase actual and perceived security
5.3	Monitor the use of particular facilities such as Disabled parking and EV charging points and adjust the quantity of these if necessary.
5.4	Carry out a review of direction signing to different areas of the town centre and car parks. Consider the pros and cons of a Variable Message Sign system.
<b>6</b>	<b>Parking Charges</b>
6.1	Following the proposed increase in charges from October 2018, monitor the impacts of this change on parking and the local economy before any further increases are considered.
6.2	If the increased demand for town centre parking were to exceed the supply of parking spaces in the future, consider further increases in parking charges.
6.3	Review the scope for changing tariffs in response to changes in supply as car parks are redeveloped, new car parks are provided and additional demand is generated by new land uses.
6.4	Monitor the balance between short and long stay parking and use the tariff to encourage or discourage these types, as appropriate.



## 7.0 Conclusion

- 7.1.1 This study has gathered new data and opinions about parking in Kidderminster and made forecasts about how parking and transport will need to change in the future to meet a higher level of demand and different land uses. There are existing parking issues in the town and future issues that relate to the proposed land use developments and general growth in the area.
- 7.1.2 Regeneration schemes in the pipeline will affect the number of parking spaces that will be provided and the demand for public parking in the town centre. There is a need to achieve the best balance between the sometimes-conflicting requirements of a parking strategy, i.e. its role in supporting the town centre economy, the public realm, income to WFDC and other operators, traffic congestion and the objective to encourage sustainable transport and development. In developing a future parking strategy there is a need to avoid causing unintended consequences.
- 7.1.3 There is a large amount of parking in the town centre, much of it controlled by private operators, so the impacts of WFDC parking policy are somewhat diluted. Public transport plays a relatively limited role in the movement of people to and from the town centre, in comparison with many other towns that have better bus services. Kidderminster is relatively car-dominated, although traffic congestion is largely concentrated on the Ringway and beyond, rather than inside the town centre itself.
- 7.1.4 The charging tariff is quite well balanced with short stay parking available in all public car parks and long stay in all but one. The parking charges are relatively consistent with similar towns and cheaper parking is available in the private car parks, some of which are not that well used. Generally, the condition of the public car parks is good but some potential improvements have been identified.
- 7.1.5 The surveys and ticket sales showed that Saturdays are significantly busier than weekdays, except in a couple of car parks that are popular with commuters and Season ticket holders during the week (i.e. Castle Road and Batemans Yard). There is plenty of spare parking capacity on weekdays, with the exceptions of Morrisons West and Castle Road. Over all car parks the weekday occupancy was 53% (50% in WFDC car parks).
- 7.1.6 On Saturday more car parks approach capacity (i.e. Weavers Wharf, both Morrisons and some areas within Crossley Park) but there was spare capacity elsewhere. Overall the occupancy was 61% (52% in WFDC car parks).
- 7.1.7 Occupancy in the Swan Centre, Dunelm, Comberton Place and Bromsgrove Street was low in all time periods.
- 7.1.8 Short stay on-street parking in the town centre was very popular during the day and there was a high turnover of vehicles. Season tickets are very popular for the users of some car parks.



- 7.1.9 The impacts of general growth in demand and particular land use developments were forecast. The most significant site is the Lion Fields leisure and residential development adjacent to Bromsgrove Street.
- 7.1.10 Based on existing levels of use, general growth across the town and individual developments it was concluded that there is likely to be a surplus of public parking spaces by the end of the Local Plan period in 2026. Therefore, it is considered that some of the existing public parking space could be released for further built development or to support adjacent redevelopment projects.
- 7.1.11 In addition, Crown House could provide a useful temporary car park in the short term to relieve the pressure on Weavers Wharf, but the long-term redevelopment plans for this site would create additional demand in the longer term. There is a risk that the redevelopment of the Castle Road car park could cause a localised shortfall in public parking, especially for Season ticket holders that have few alternatives in this area of the town. The proposals at Market Street and St. Mary's Church would have minor impacts on parking supply and demand.
- 7.1.12 The final chapter assessed the pros and cons of the options that are available to WFDC to make various adjustments to the town centre parking strategy and it makes a series of recommendations for the future.



**APPENDIX A – Car Park Audit, May 2018**

Car Park	Marked Bays	Direction Signs for Drivers	Direction Signs for Pedestrians	Information Boards	Parking Regulation Signs	Time Limits	Toilet	Waste Bin	Recycling Facility	Cycle Parking Spaces	Motorcycle Parking	Disabled Parking Spaces	Streetlights	CCTV	Electric Veh Bays	Condition of Surface	Pedestrian Access	Sense of Security / Overlooked?
Aldi	✓	✓			✓	✓		✓				✓	✓			Good	Good	Yes
Batemans Yard	✓	✓			✓	✓		✓				✓	✓			Good	Good	Yes
Pike Mills	✓		✓	✓	✓	✓		✓				✓	✓			Good	Good	Yes
Comberton Place	✓	✓	✓		✓	✓		✓			✓	✓	✓			OK	Good	Yes
Dunelm	✓	✓			✓	1.5 hr		✓				✓	✓	✓		Good	Mixed	Dark/quiet
Asda	✓	✓			✓	1hr		✓				✓	✓	✓		Good	Good	OK
Morrisons West	✓	✓			✓	2.5 hr		✓		✓			✓	✓		Good	Good	Yes
Morrisons East	✓	✓		✓	✓	2.5 hr		✓	✓	✓		✓	✓	✓		Good	Good	Yes



	Marked Bays	Direction Signs for Drivers	Direction Signs for Pedestrians	Information Boards	Parking Regulation Signs	Time Limits	Toilet	Waste Bin	Recycling Facility	Cycle Parking Spaces	Motorcycle Parking	Disabled Parking Spaces	Streetlights	CCTV	Electric Veh Bays	Condition of Surface	Pedestrian Access	Sense of Security / Overlooked?
B&Q	✓	✓			✓	2hr		✓	✓			✓	✓	✓		Good	Good	Mixed
Bromsgrove St.	✓	✓			✓	✓		✓	✓		✓	✓	✓			OK	Good	Yes
Castle Road	✓				✓	✓						✓	✓			Good	Good	Yes
Market Street	✓				✓	2hr	✓	✓		✓	✓	✓	✓	✓		Good	Good	Yes
Swan Centre	✓	✓	✓		✓	✓	✓				✓	✓	✓	✓		Good	Good	Mixed
Tesco	✓	✓			✓	✓		✓		✓		✓	✓	✓		Good	Good	Yes
Weavers Wharf	✓	✓	✓		✓	✓		✓				✓	✓		3	Good	Good	Yes
St. Mary's Church	✓	✓			✓	✓						✓	✓			Good	Good	Yes
Sainsburys	✓	✓			✓	✓		✓	✓			✓	✓			Good	Good	Yes
Crossley Park	✓	✓			✓	✓		✓		✓		✓	✓			Good	Good	Yes

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