



Rushcliffe
Borough Council

OFF STREET CAR PARKING **strategy**

2018–2022





"Car parking is a complex and emotive area. At Rushcliffe Borough Council, we believe its success is based on partnership with users, businesses and stakeholders. Car parks that are tailored to meet the needs of local areas have a significant role to play in the economic and social vibrancy of Rushcliffe."

FOREWORD

Rushcliffe Borough Council is committed to an ambitious programme of work aimed at contributing to the economic prosperity of our different local communities. To underpin this, the Council has developed its first off street car parking strategy. The development of this strategy is based on a comprehensive understanding of the parking, supply and demand position in Rushcliffe, as well as the parking experience of local residents, businesses and visitors to our towns and countryside. It is the Council's intention that this strategy is a living document; changing over time with the changing needs and reflecting the unique characteristics of our different communities. As part of this, the Council is committed to developing innovative and entrepreneurial management of its car parks to ensure they are fit for purpose.

The Council is committed to ensuring that Rushcliffe is a great place to live and work, offering an excellent range of lifestyle choices to all our residents. It is the aspiration of this Council that the tariff, length of stay and enforcement processes in our car parks reflect the needs and circumstances of each community and that a *one size fits all* approach is not appropriate. We believe that our car parks are for everyone; as such, the car parking strategy reviews parking for electric and hybrid vehicles, the role of mobile payment systems, designated off street parking for motorcycles and wheel-chair-assisted vehicles, and the role of car parks as the gateways to our Borough.

This strategy is intended to stimulate vibrant discussion and raise questions which will keep us searching for better and better answers, ensuring we deliver the very best car parking solutions. This is an exciting time for our Borough and our car parks are an important part of building a resilient legacy.

Cllr Debbie Mason

Deputy Leader

Portfolio Holder for Community & Leisure

PARAMETERS

The parameters of the Off Street Car Parking Strategy lists what is and is not included in the strategic and operational policies for purposes of clarity and transparency.

Included:

- Civil-enforced car parking; as listed on the Councils' Civil Enforcement Off Street Parking Places Orders.
- Off street parking.

Not Included:

- On street parking; this is the responsibility of Nottinghamshire County Council.
- Unregulated/non-enforceable car parking; the strategy does not include car parks which are not on the Council's Civil Enforcement Off Street Parking Places Orders, because the Council does not have a legal remit to enforce charges and restrictions through penalties at these car parks. As such, the operational policies related to restrictions, pricing and enforcement cannot be applied.
- Private car parks, including private retail provision parking., e.g., Morrisons.

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DRAFT

1.0 EXECUTIVE SUMMARY

- National and county transport policy emphasises the importance of parking strategies and the role they have to play in supporting local economic growth, reducing carbon emissions, encouraging smarter life and sustainable transport choices, and access to essential services for all.
- This car parking strategy addresses the supply and management of the Council's off street car parks. It is a living document and as such, it will constantly change and flex to meet the challenges, needs and best interests of Rushcliffe.
- The Council operates 12 off street, regulated and enforced car parks, and levies pay-and-display charges on 6 of the locations. The Council prioritises short stay car parking over long stay provision. While there is a range of stay provisions from up to 2 hours to 12 hours maximum, the Council operates a non-uniform tariff policy based on local need and usage.
- Patterns of car park usage and turnover have identified times when the car parks are used the most and the least. Retail and community events could be targeted to encourage people into areas at different times. Vehicle turnover rates indicate the need to assess the appropriate distribution of vehicles across all three car parks in West Bridgford.
- The link between economic vibrancy and parking in local areas is recognised but there are conflicting views as to how to maximise the effectiveness of both. A range of flexi parking schemes to address these issues is being piloted and should be reviewed in relation to their appropriateness for Rushcliffe.
- The Council recognises the strategic interlink between car parking and development of a digital High Street toolbox (e.g., smart apps for identifying parking spaces before arrival, pay-by-phone/cashless services), where consumer in-store and street trading experiences seamlessly include parking. Introduction of pay-by-phone services is recommended.
- The Council's off street car parking strategy is intended to influence a modal shift in transport choices from high to low and zero emission vehicles and active travel, e.g., electric, hybrid, small motorcycles, cycling, walking and the use of public transport.
- The installation of low emission vehicle charge points across the Council's car parks, designated motorcycle parking, the extension of secure cycle hubs into more car parks and linking with local community schemes to improve air quality in Rushcliffe hotspots, will make considerable gains in meeting local and regional sustainable targets.
- Future recommendations include reviewing long stay provision at Bingham, dedicated off street parking for wheelchair-assisted vehicles, safety award/ Park Mark® for all car parks, and the role of flexi parking schemes and parking rewards in supporting the economic and social vibrancy of the Borough.

2.0 INTRODUCTION

- 2.1 Rushcliffe Borough has a population of over 111,000 with over 40% of households owning two or more cars. The main centre of population is West Bridgford with 41,000 residents. The remainder of the Borough is largely rural, with over 70,000 residents living across small towns and villages. The 2011 Census data identifies that 85% of households in Rushcliffe have access to a car or van, with 44% having access to two or more cars. Seventy-two percent of residents in Rushcliffe usually travel to work by driving a car or van with 54% of residents travelling less than 10 kilometres to work. Only 11% of Rushcliffe residents take public transport to work. While Rushcliffe has seen a 2% reduction in traffic mileage between 2010 and 2016, the Borough is significantly dependent on private vehicles, which may in part reflect the rural nature of the Borough and the lack of viable transport alternatives.
- 2.2 It is essential that the Council provides suitable car parking facilities for residents, visitors and businesses across the Borough. Parking influences the decisions people make about where to go and how to get there. The Council needs to provide enough parking to support local economies but not too much to encourage congestion and more car use. The aim of parking is to let people make the trips they need to, without negatively impacting on residences and developments, and making the environment unattractive or difficult to navigate.
- 2.3 Rushcliffe Borough Council owns and manages 12 off street car parks, with over 660 public spaces situated in West Bridgford, Bingham, Keyworth, Radcliffe on Trent and Rushcliffe Country Park, for use by shoppers, visitors and residents. Currently only the West Bridgford car parks, Bingham (Union Street and Needham Street) and Rushcliffe Country Park are pay-and-display; all others are free. The Council also manages enforcement of on-street parking on behalf of Nottinghamshire County Council through the Notts Parking Partnership.
- 2.4 Nottinghamshire County Council is the local Highway Authority for Rushcliffe and is responsible for the management and maintenance of all adopted roads in the county (other than motorways and trunk roads, which are the responsibility of The Highways Agency), and managing traffic flows on the non-strategic road networks. Rushcliffe Borough Council has the delegated responsibility from Nottinghamshire County Council for civil parking enforcement which is delivered under the Traffic Management Act 2004, and managed through a joint agreement with Broxtowe District Council Parking Services.
- 2.5 This car parking strategy addresses the supply and management of the Council's off street, regulated and enforceable car parks under the Civil Enforcement Parking Places Orders. It is intended to set out the Council's parking objectives with a transparent statement of current operations, policies, and future recommendations. This includes parking for motorcycles, cars, cycles, blue badge holders and a number of other vehicles which have special requirements. It has been prepared using current data showing parking demand, use and ticketing from the Council's payment systems and user consultation.
- 2.6 This strategy is intended to be a living document, and as such, it will consistently change and flex to meet the challenges, needs and best interests of Rushcliffe as well as county and central government directives.

3. BACKGROUND AND POLICY CONTEXT

National

- 3.1 Central government has provided a significant national steer for transport strategies across the country during the past decade. While the design and implementation of parking policies is a local decision, national policy and guidance help place these decisions in context. The Stern Review (2006) examined the potential cost of climate change to the economy, with a specific focus on economic costs and benefits of reducing greenhouse gas emissions. As transport is responsible for 21% of domestic UK emissions, it is a significant factor in the reduction of greenhouse gases and parking is one way of contributing to this. The Government's responses to the Stern Review (i.e., *Towards a Sustainable Transport System* and *Delivering a Sustainable Transport System*), identified the management of traffic congestion, reduction in emissions and greenhouse gases, the promotion of active travel and equality of access by everyone to all transport modes, as priority objectives. Managing the demand for parking is one way of influencing the travel choices that people make.
- 3.2 In 2011, the Department for Transport published a white paper called 'Creating Growth and Cutting Carbon: Making Sustainable Local Transport Happen', advocating a package approach, giving people choice at the local level for short trips and encouraging them towards more sustainable choices. The paper also encouraged local authorities to provide electric vehicle charging in new infrastructure developments and suggests designated parking for car club and share vehicles. The National Planning Policy Framework (2012) set out the Government's steer for transport policies with a significant emphasis on the part they have to play in contributing to wider sustainability and health objectives. The framework highlighted:
- Smarter use of technologies to reduce the need to travel,
 - Having transport systems balanced in favour of sustainable transport modes - giving people a choice in how they travel,
 - Transport solutions that support reduction in greenhouse gases and reduce congestion, and
 - Plans that exploit opportunities for the use of sustainable transport modes, e.g. facilities for charging vehicles and the needs of people with disabilities to access all modes of transport.
- The framework also directly challenges local authorities to improve the quality of parking in town centres, making it convenient, safe and secure, with provision for motorcycles and appropriate parking charges that do not undermine vitality.
- 3.3 The national transport strategy set out in *The Future of Transport: A Network for 2030* (July 2014), presents the long term goals for modern, efficient and sustainable transport systems. The paper states that local authorities should have a clear idea of what its parking policy is and what it intends to achieve by it, and when setting and appraising the policy, should give consideration to:
- Existing and projected levels of parking demand,
 - Availability and pricing of on and off street parking,
 - Justification for and accuracy of existing traffic regulation orders, and
 - Accuracy and quality of traffic signs and road markings that restrict or permit parking.
- 3.4 The Traffic Management Act (2004), imposes a duty on local authorities to manage their networks in a way that reduces congestion and disruption. It also provides local authorities with additional powers related to parking. The Department of Transport Full Guidance on Local Transport Plans (2004) is clear that local authorities should have policies aimed at tackling congestion and changing travel behaviour, including restricting and or charging for parking. The criminal deregulation of the Traffic Management Act (2004) enables Local Authorities to enforce some offences previously undertaken by the Police, and as such, manage local parking to meet local requirements. The National Planning Policy Guidance (2013), looking at supporting a prosperous rural economy, urges Councils to understand the important role parking facilities play in rejuvenating shops, high streets and town centres by providing convenient, safe and secure parking with proportionate enforcement. The economic vibrancy and sustainability of

commercial areas are also significantly assisted by enforcement which ensures parking turnover to help local businesses.

- 3.5 Both the Portas (2011) and Grimsey Reviews (2013) agree that there is a link between the commercial issues of High Streets, Main Streets, towns and market centres, and parking. The Portas Review readily acknowledges that while people are nationally and locally encouraged not to use their cars for environmental reasons, realistically cars are the primary mode of transport for shoppers and visitors. The ease with which retailing can be reached is correlated with economic turnover. Grimsey believes that parking charges are damaging for the High Street and that local shoppers want a level playing field with out-of-town convenience parking, e.g., two hours free in the Sainsbury car park. Increased parking charges and reduced free parking have been found to reduce the appeal of retail areas to shopping consumers, compromising long-term economic viability and well-being of the area.

“While the digital technology revolution has changed retail business, parking infrastructure is a tool for economic change, supporting each retail and community area to find its own bespoke response to economic and social revival.” (Portas)

- 3.6 The British Parking Association report *Re-Think! Parking on the High Street* in 2013, counters the view of free parking, arguing that economic growth of town centres is multi-faceted and that car parking charges should be viewed holistically as part of an overall accessibility strategy. This may result in a strategy for free parking or it could equally mean the alteration of charges to moderate demand. While free all-day parking is not the solution, as it is open to misuse by employees and commuters, Portas recommends that Authorities investigate different types of flexible parking schemes that include free parking options for local shoppers. For example, Chester’s and Loughborough’s ‘Free After Three’ car parking schemes are aimed at helping local businesses in recognised off-peak times.
- 3.7 Car parking research by Yorkshire Forward (Renaissance Market Towns Programme), found that the availability of parking and ease of use were more important aspects of parking provision than charges. The report also recognised that a parking ‘free for all’, with no restrictions or controls on parking and lack of enforcement was seen as a failure to manage assets effectively and provide good customer service. The Association of Town Centre Managers (ACTM), which undertook a review of the relevance of parking in the success of urban centres (2010), identified 7 factor sets that should be considered for town parking. Table 1 presents a comparison of the ATCM parking success factors with Rushcliffe Borough Council’s current parking scene.

Table 1. Success Factors for Town Parking Matched to Rushcliffe’s Current Off Street Parking Services

Seven Parking Factors	Description	Matched to Rushcliffe’s Current Parking Services
Quantity & Convenience	Quantity must match the size of the town centre and in smaller centres, be no more than 5 minutes’ walk away from shops.	✓
Payment & Control	Payment on exit encourages a longer shopping trip and greater spend.	For Future Review
Free very short stay	A very limited amount of free parking (first few minutes) helps short visits and user satisfaction.	For Future Review
Pricing Structure	Tariffs should be limited to up to three hours to discourage the use of parking spaces by commuters.	✓
Security	Car parks need to be well designed, maintained and managed, with uniformed patrols and CCTV.	✓
Quality	Car parks are the gateways to town, market and visitor centres and should meet high customer expectations.	For Future Review
Signage	Directional signage including variable messaging boards to highlight available parking space	For Future Review

County

3.8 Central government's commitment to economic growth and citizen well-being through transport is reflected in the Nottinghamshire Sustainable Community Strategy 2010-2020 and Council Plan 2017-2021, identifying six priorities centred on greener, safe, prosperous, stronger communities, where children reach their potential with health and well-being for all. The Nottinghamshire Local Transport Plan (LTP3) 2011-2026, is unified with these priorities to improve the quality of life for local people and to encourage sustainable communities. Transport is not an end in itself within this framework, but a means to enable people to access employment, training, health, shopping, leisure and other essential services; parking is central to delivering these access points. The local transport vision for Nottinghamshire is presented at three spatial levels – neighbourhood, district centres and the wider links to regional and national movement. The first two spatial levels have direct implications for Borough parking:

1. Local neighbourhoods - provide safe and sustainable access to local facilities and services, e.g., local shops, schools and health, with a noted priority for pedestrians, cyclists and people with mobility difficulties, and
2. Provide safe and sustainable transport options for movement within and between towns and centres and this includes appropriate parking provision for private cars.

3.9 County-wide consultation (public, stakeholders and elected members) for the LTP3 endorsed the five national priorities as outlined in point 3.2 above, and did not identify further primacies for Nottinghamshire. Supporting the economy was identified as the highest transport priority for Nottinghamshire. The overarching transport goals for Nottinghamshire are:

1. Provide a reliable, resilient transport system which supports a thriving economy and growth whilst encouraging sustainable and healthy travel,
2. Improve access to key services, particularly enabling employment and training opportunities, and
3. Minimise the impact of transport on people's lives and maximise opportunities to improve the environment and help tackle carbon emissions.

Consultation also identified 12 local transport objectives to delivering the strategic goals which have local implications for parking. Table 2 presents the association between Nottinghamshire's transport plan objectives with off street parking in Rushcliffe.

Table 2. Nottinghamshire Transport Priorities Matched to Rushcliffe Parking Deliverables

Strategic Objectives	Transport Objectives	Rushcliffe Parking Deliverables
Support Economic Growth	<ul style="list-style-type: none"> ▪ Tackle congestion and make journey times more reliable ▪ Improve connectivity to inter-urban and regional networks ▪ Address the transport impacts on housing & employment growth ▪ Encourage people to walk, cycle and use public transport through promotion and provision of facilities ▪ Support regeneration 	<ul style="list-style-type: none"> ➤ Adequate parking provision in main areas ➤ Appropriate balance of short & long stay parking ➤ Address parking issues specific to individual areas and locations ➤ Appropriate use of enforcement to encourage vehicle turnover ➤ Appropriate number and type of spaces for people with mobility difficulties
Protect the Environment	<ul style="list-style-type: none"> ▪ Reduce transport's impact on the environment ▪ Adapt to climate change and the development of low carbon transport systems 	<ul style="list-style-type: none"> ➤ Minimise circulating traffic with appropriate parking signage and directions ➤ Reduce parking queues with adequate parking provision ➤ Appropriate balance of on-street

		<ul style="list-style-type: none"> and off-street parking to reduce traffic circulation ➤ Review need for electric/hybrid vehicle chargers in car parks
Improve Health & Safety	<ul style="list-style-type: none"> ▪ Improve levels of health and activity by encouraging active travel (walking or cycling) instead of short car journeys ▪ Address and improve personal safety when walking, cycling or using public transport 	<ul style="list-style-type: none"> ➤ Safe, secure well-maintained parking for active travel – e.g., cycles, electric cycles
Improve Accessibility	<ul style="list-style-type: none"> ▪ Improve access to employment & other key services, particularly from rural areas ▪ Provide an affordable, reliable and convenient public transport network 	<ul style="list-style-type: none"> ➤ Car sharing schemes ➤ Adequate parking to ensure public transport flows freely
Maintain & improve infrastructure	<ul style="list-style-type: none"> ▪ Maintain the existing transport infrastructure (roads, footways, public transport services etc.) 	<ul style="list-style-type: none"> ➤ Maintaining off-street car parks ➤ Digital infrastructure developments ➤ Supporting infrastructure for environmental issues, e.g., hybrids & electric

3.10 The Local Transport Plan (2011-2026) supports the development of locally-driven parking strategies as opposed to one singular, county-wide set of standards; parking standards should be set at a local level through each Council's Local Development Frameworks. The transport plan identifies and values the role that local district authorities have to play in identifying and responding to current and future parking needs at a local level.

Rushcliffe Borough

3.11 Future development in Rushcliffe Borough will increase the demand for parking. Rushcliffe Borough Council's Local Plan Part 1: Rushcliffe Core Strategy (2016) identifies that 13,450 new homes will have been built by 2028 with ongoing expansion of the public transport systems, new and improved walking and cycling links; effectively linking neighbourhoods to major employment and town centres. To aid the planned growth, more strategic transport and highway network improvements will be completed.

3.12 Data from the 2011 Census shows that Rushcliffe is significantly dependent on private vehicles. The Census identified that seventy-two percent of Rushcliffe residents usually travel to work by driving a car or van, with 13% travelling less than 2km, 31% less than 5km, and 54% less than 10km. The Census also showed that 32% of residents actually work within the Borough, with 72% working within the Nottingham built-up area (Broxtowe, Gedling, Rushcliffe and Nottingham City). A small percentage of residents travel to work by walking (8%), cycling (3.5%) or public transport (11%). While the dependency on private vehicle use may, in part, reflect the rural nature of the Borough and the lack of viable transport alternatives, the current growth in car use is unsustainable. Cars contribute to local air pollution, traffic danger, congestion and poor physical health due to lack of exercise. Rushcliffe Borough Council is committed to delivering tangible changes in behavior and modal shifts in the type of transport people use.

3.13 Clean air is important for good health. Rushcliffe Borough Council monitors air pollution levels and work with other agencies and partners to develop and implement air quality action plans to reduce air pollution and improve air quality. An Air Quality Management Area, is an area of land where air quality levels are breaching the national limits and require action to address this. The Council has two air

quality management areas in the Borough. The Council has an action plan which contains measures aimed at working towards reducing traffic pollution in these areas. As part of that action plan, car parking plays a role in delivering the Council's objectives. Car parking will:

- Improve traffic flows
 - reduce road congestion with well-signed and accessible parking
 - provide designated motorcycle parking provision
- Provide viable alternatives to making an entire journey by car:
 - provide safe and secure cycle parking at Park and Ride sites
 - encourage people to use more public transport
- Encourage the use of 'greener' vehicles
 - provide electric and hybrid charging in car parks
 - review car park charges for zero and low emission vehicles
 - provide safe and secure cycle parking in car parks
 - provide designated space for motorcycles, especially small motorcycles with low CO² emissions
- Rethink single journey occupancy/Encourage the use of car sharing
 - review preferential parking schemes and charges for car share vehicles

3.14 The Greater Nottingham Retail Study in 2008, commissioned by five local authorities including Rushcliffe Borough Council, identified the district centres of West Bridgford and Bingham as providing a good service to their local area within the limit of their size and retail offer. The Council's Local Development Plans through to 2028, identify a clear vision for the employment, transport, retail, social, leisure and cultural regeneration and growth of West Bridgford, Bingham, Newton, Clifton and Cotgrave. It is recognised that Rushcliffe is served by a range of distinctive district and local centres, all of which have an important role to play in meeting the various needs of the Borough through accessibility to shops, presence of key services, cultural enterprises, meeting places and employment opportunities. Parking will also play a significant role in achieving that vision.

3.15 To support the West Bridgford Growth Board in maintaining the economic vibrancy of the area, three commissioners were appointed to assess a diverse range of opinions (residents, businesses, partners and community groups) on the retail street scene and atmosphere in West Bridgford (The West Bridgford Commissioners' Report, November 2017). The work captures the view of users and stakeholders in six key themes. Theme 1, regarding Accessibility, identified parking problems as a key concern. Participants had mixed opinions about the need to create more flexible parking, reduce facilities for cars altogether and encouraging greener approaches to town access. Results from an online survey also showed that:



Residents also had a number of suggestions about how they believe parking could be improved:

- Free parking at both Gordon Rd and Bridgford Rd car parks for 2 hours during the day,
- Increase the size of the Co-op park, and
- Revise the parking rules.

Flexi Parking Schemes: Where are we now?

The commissioners of the report also suggested that the Council introduce and trial a range of flexible parking schemes, as outlined in the paper 'Re-think! Parking on the High Street' (2013; Ojay MacDonald):

- During January, a particularly slow retail month, Colchester introduced a £2 charge from 10am to 3pm, noting a 1.2% increase in car park ticket sales.
- Colchester also encouraged afternoon shoppers to stay longer and avoid adding to the evening congestion by introducing a £2 ticket for people arriving after 2pm and departing from 7pm.
- A number of pilots are underway where a preferential parking rate for people driving lower emission vehicles has been introduced.
- Mansfield District Council run free parking sessions in the shopping lead-up to Christmas, publicised to local residents.

MOLO Awards and Parking

Technology Specialists, MOLO, are piloting a system in partnership with local businesses to reward customers for shopping locally. MOLO Rewards give retailers the capability to reward their customers by making a small contribution to their parking charges. Values or points are collected from participating stores and can be redeemed by the consumer at parking pay points to reduce the cost of a parking.

- 3.16 This car parking strategy addresses the supply and management of the Council's off street car parks. The strategy supports the Council's corporate objectives and should be read alongside the Local Transport Plan 2011-2026, Rushcliffe Borough Council's Corporate Strategy 2016-2020, Rushcliffe Local Plan Parts 1 and 2, and individual Town Centre Masterplans to provide a complete view of the Council's commitment to balance appropriate parking with environmental sustainability, economic growth, accessibility, health improvement and social inclusion.
- 3.17 This strategy is intended to be a living document, and as such, it will consistently change and flex to meet the challenges, needs and best interests of Rushcliffe.

4. KEY OBJECTIVES

4.1 Rushcliffe Borough Council has identified 10 parking objectives, presented in Table 3, matched to the Council's overarching corporate themes.

Table 3. Parking Policy Objectives Matched to the Council's Corporate Themes.

CORPORATE THEMES		RUSHCLIFFE PARKING - POLICY OBJECTIVES
OB1	Deliver economic growth to ensure a sustainable, prosperous and thriving local economy	<ol style="list-style-type: none"> 1. Manage parking in order to maintain the vitality and viability of district and town centres by ensuring the needs of shoppers and visitors are prioritised 2. Manage parking provision to ensure that it encourages short stay rather than all-day parking 3. Manage parking enforcement in a fair and consistent manner 4. Manage parking in order to improve traffic flow and reduce congestion
OB2	Maintain and enhance our residents' quality of life	<ol style="list-style-type: none"> 5. Manage parking to encourage the use of more sustainable modes and smarter choices 6. Provide access to key services for people with special needs and mobility difficulties by providing appropriate parking spaces 7. Contribute to the reduction of CO² and NOx emissions 8. Minimise the negative impacts of parking on the streetscape and environmentally sensitive areas
OB3	Transform the Council to enable the delivery of efficient high quality services	<ol style="list-style-type: none"> 9. Improve the efficiency of the Council's parking services 10. Provide revenue to reinvest in parking services to support local economic and social vibrancy

4.2 These policy objectives are the strategic framework driving the Council's operational policies and management of the Council's off street car parks, as presented in the following sections.

5. THE NOTTS PARKING PARTNERSHIP & BROXTOWE AGREEMENT

- 5.1 Rushcliffe Borough Council's parking enforcement operations for both on- and off-street parking is delivered through a partnership arrangement which started in May 2008. Rushcliffe is a member of The Notts Parking Partnership (NPP) which comprises Nottinghamshire County Council and all seven District and Borough Councils within Nottinghamshire. The partnership is based on a local authority shared service, forming an agreement of delegation under the Local Government Act. The partnership was formed to ensure consistency and fairness in operating parking enforcement across the County, and with the aim of reducing the Council's staffing and overhead costs while delivering a cost-neutral service to the Borough.
- 5.2 Rushcliffe Borough Council is also part of the shared procurement contract for Parking Enforcement Services through the partnership. The partnership employs NSL Services Ltd to supply Civil Enforcement Officers (CEOs) to enforce parking restrictions across the County. Rushcliffe Borough Council manages enforcement of its own off-street car parks and the County Council's on-street parking through the Civil Enforcement Officers.
- 5.3 The partnership also operates a Central Processing Unit (CPU), run by the County Council which undertakes all administration relating to the Penalty Charge Notices ensuring a fair and consistent approach across the Nottinghamshire area.
- 5.4 In September 2014, Rushcliffe Borough Council officially started a shared services partnership with Broxtowe Borough Council to deliver its parking services provision; Broxtowe recharge a percentage of their management costs to Rushcliffe. The arrangement covers day to day tasks, including:
- Monitoring of the Pay & Display machines through bespoke software and rectifying faults
 - Managing enforcement patrols including location schedules and resources
 - Responding to PCN queries and appeals
 - Arranging permits (both on-street dispensations and car park permits), and
 - Scheduling and auditing cash collections from the machines

This arrangement provides significant resilience in the overall management of Rushcliffe-owned car parks. Appendix 1 presents a detailed list of the tasks and services managed by Broxtowe.

- 5.5 The partnership management of the Council's car parking services is summarised in Figure 1.

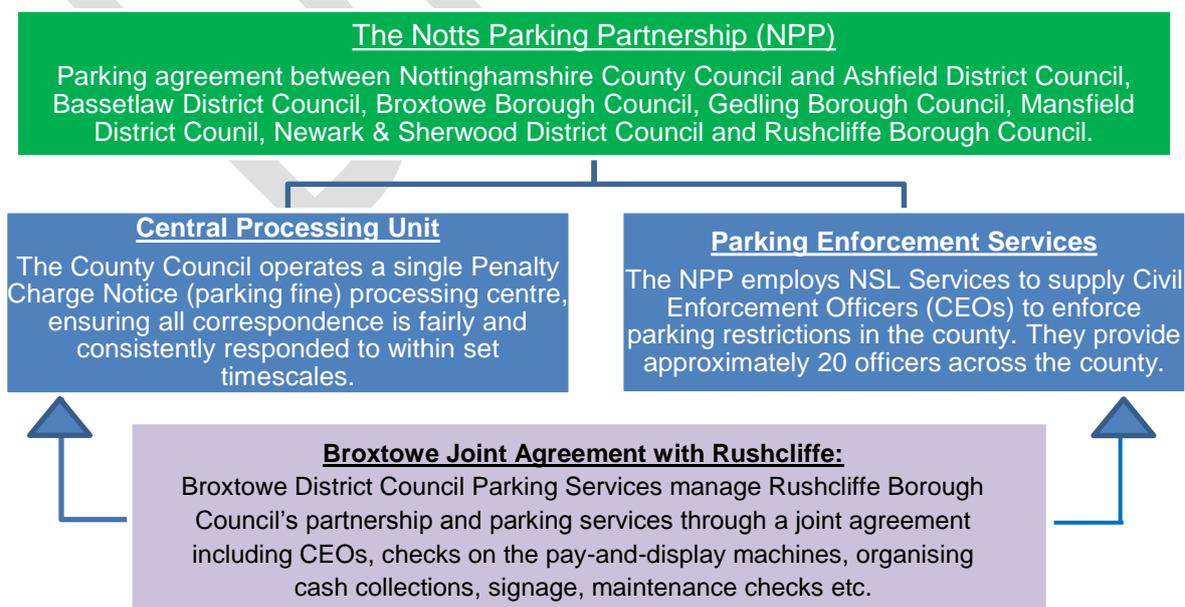


Figure 1. Summary of the Partnership Management of Rushcliffe Car Parking Services

6. OFF STREET PARKING

Overall Management Policy:

Rushcliffe Borough Council manages its off street car parking facilities to ensure that the supply, maintenance, charging and enforcement procedures contribute to the Council meeting local objectives.

6.1 The Council's approach to car parking is to *manage by demand*, responding to differences in local need and circumstance. The operational policies in the car parking strategy are intended to support the vitality of local economies and promote more sustainable transport choices. This overarching parking policy means that the Council will:

- Effectively manage its car parks to reflect local circumstances,
- Promote sustainable transport choices through provision of sustainable parking options,
- Maintain high quality and safe parking facilities,
- Set parking charges which facilitate commercial vibrancy, economic growth and promote sustainable and active travel, and
- Enforce parking regulations consistently and effectively, in a transparent manner.

Parking Locations

6.2 The Council operates a total of 12 regulated, off-street car parks providing a total of 664 spaces for use by shoppers, visitors and residents. At present, the Council levies charges on 6 car parks through pay-and-display. The Council's car parks are located in Bingham, Keyworth, Radcliffe-on-Trent, West Bridgford and Rushcliffe Country Park. Bingham Market Place off street parking is suspended for public use on Bingham Market Day, allowing authorised trader vehicles to park there with a valid permit between 06:00 to 16:00. Table 4 shows a summary of the Council-operated car parking provision with marked parking bays. The table does not include the number of parking spaces at Rushcliffe Country Park as this is an open, non-bayed parking site.

Table 4. Council-Owned/Off Street Car Parking Provision in Rushcliffe Borough – With Marked Bays*

Location	Parking Spaces	Disabled Spaces	Total Spaces
Bingham: Market Place	20	0	20
Bingham: Newgate Street	106	7	113
Bingham: Needham Street	19	4	23
Bingham: Union Street	20	0	20
Keyworth: Bunny Lane	60	4	64
Keyworth: Church Drive	29	1	30
Radcliffe-on-Trent: Health Centre	54	3	57
Radcliffe-on-Trent: Walkers Yard	43	3	46
West Bridgford: Bridgford Road	153	6	159
West Bridgford: Nursery, Albert Road	87	8	95
West Bridgford: Gordon Road	35	2	37
TOTAL:	626	38	664

* Rushcliffe Country Park is not included in this table as it does not have marked bay parking.

6.3 Typically, the regulated parking stock is supplemented by the Council's unregulated car parks and private parking. There are a number of private companies which operate public car parks in Rushcliffe, for example, shopping centres and supermarkets, NCC and public houses operating private pay-and-display car parks. These car parks have their own rules and regulations for use. Private car parks assist the Council in maintaining the balance of supply and demand across the Borough. The Council monitors private car parks (including location, parking rules and tariffs) to help inform the operational and policy management of its off street car parks.

Parking Length of Stay Designation

Length of Stay Parking Policy

The Council prioritises short-stay car parking (up to two/three hours) on sites within a suitable walking distance of shopping and local services to ensure appropriate accessibility to services.

6.4 This policy means that the Council will:

- Set car parking charges that encourage short stay parking and discourage long-stay parking,
- Reduce the number of long-stay spaces while managing the number of short-stay spaces, and
- Evaluate the location of long-stay spaces.

6.5 The Council's off-street parking policy is designed to encourage short-stay parking and to reflect local variations in the demand for parking. The shoppers and short-stay car parks are intended to have a higher number of users per day, encouraging use of local shops and businesses. Parking spaces need to be readily available to support the economic vitality and resilience of market town centres, with the higher turnover of spaces allowing more users to be accommodated per space. In addition, shoppers and visitors are more likely to travel during inter-peak periods when there is spare capacity on the road network.

6.6 The Council intentionally limits long stay parking in 8 of its 12 car parks: Bingham Market Place, Bingham Needham Street, Bingham Union Street, Bridgford Road, Nursery and Gordon Road car parks in West Bridgford, and Radcliffe-on-Trent Health Centre and a section of Walkers Yard. The Council has four free long stay (12 hour) car parks: Bingham Newgate Street, two in Keyworth at Bunny Lane and Church Lane and a section of the Walkers Yard in Radcliffe-on-Trent. Length of stay and tariff control is also used where commuter and employee parking typically occupies parking spaces for the whole day and long stay parkers typically travel at peak periods when the road network is most congested. Off street parking designation for long stay in Bingham and Keyworth should be reviewed alongside the Council's policy. Table 5 overviews the length of stay designations across the Council's off street car parks.

Table 5. Length of Stay Designations across the Council's Off Street Car Parks

Location	Long Stay	Short Stay Provision	No Return Within
Bingham: Market Place Newgate Street Needham Street Union Street	No long stay Max stay 12 hours free Max stay 12 hours £20 Max stay 12 hours £20	Up to 2 hours Any length up to 12 hours free 2 hours free with voucher 2 hours free with voucher	2 hours 3 hours 3 hours 3 hours
Keyworth: Bunny Lane Church Drive	Max stay 12 hours free Max stay 12 hours free	Any length up to 12 hours free Any length up to 12 hours free	3 hours
Radcliffe-on-Trent: Health Centre	No long stay	3 hrs max + 15 min wait bays free	2 hours

Radcliffe-on-Trent: Walkers Yard	12 hr stay in 28 bays free	3 hour stay in 15 spaces free	2 hrs short & 3 hrs long stay
West Bridgford: Bridgford Road Gordon Road Nursery/Albert Road	Max stay 12 hrs - ££ Max stay 12 hrs - ££ Max stay 12 hrs - ££	Up to 3 hours - ££ Up to 3 hours - ££ Up to 3 hours - ££	2 hours
Rushcliffe Country Park	Max stay 12 hrs - £1	Up to 12 hours - £1	1 hour

- Recommendations: ➤ Review Bingham and Keyworth's long stay parking.
 ➤ Review long stay motorcycle parking to encourage more sustainable travel.
 ➤ Review the need for long stay provision in West Bridgford district centre which is well served by buses and has good walking and cycling connectivity.

Parking Charges

Parking Charges Policy

Parking charges are set by the Council in accordance with the Council's fees and charges process each year. The Council considers factors like the amount of parking provision in the area (including private), supporting sustainable and low emission transport, access to key services, and supporting local businesses and vibrancy.

- 6.7 The Council sets non-uniform parking tariffs across the Borough to reflect and support local turnover and differences in patterns of economy. Car parking charges are viewed holistically and a range of factors are considered to ensure that an appropriate or no tariff fee is applied. The overall aim is to encourage short-stay parking with high car turnover. To support the Council's commitment to sustainability and air quality, the pricing charges will be reviewed to ensure that they encourage a modal shift in the type of transport people use. Appendix 1 summarises the pay-and-display tariffs.

Using Car Parking Costs to Influence Transport Choices - What are other Councils doing?

- Westminster City Council is trialling emissions-based charging for diesel parking within Marylebone. The surcharge adds 50% to the hourly rate.
- North Hertfordshire District Council operates a *no fee* parking charge for low emission vehicles in a parking bay that are plugged into the charging post.
- Colchester Borough Council Air Quality Team introduced a new parking scheme offering dedicated bays for car sharers in preferential locations in four town centre car parks.

- 6.8 At present, only 6 of the Council's 12 car parks are pay-and-display: Bridgford Road, Nursery/Albert Road, Gordon Road, Bingham Union Street, Bingham Needham Street and Rushcliffe Country Park. All other car parks are free and do not have any pay-and-display requirements. Four of the Council's car parks are free with 12-hour long stay provision: Bingham Newgate Street, Keyworth Bunny Lane, Keyworth Church Lane and a section of Walkers Yard in Radcliffe-on-Trent. An annual season ticket (parking permit) is offered at Rushcliffe Country Park for £30, allowing users to park without the need for a daily payment at the pay-and-display machines. Over 300 season tickets have been issued in the opening 8 months of the scheme since April 2017. It is clear that the number of permits available per annum and the cost will need to be reviewed, annually.

- 6.9 West Bridgford car parks operate a night tariff from 18:00 to 23:59, charging an additional £1 to park up to 23:59. The evening tariff is processed as an add-on fee for users arriving before 6pm; this means that users need to purchase a ticket up to 17:59 and add on an additional evening tariff purchase to cover parking after 18:00. The complexity of this process has been recognised and is under review; suggestions include extending the afternoon tariff to 19:59, with no pay-and-display required after 20:00.
- 6.10 A fundamental review of parking charges is undertaken by the Council every five years. Annual interim reviews will also be completed as needed, based on user, business and stakeholder feedback. In addition to operational costs, sufficient income needs to be generated to cover future major maintenance projects such as resurfacing, remarking and replacing of equipment such as lighting and ticket machines.
- Recommendations:
- Review the use of car parking charges to influence and encourage people's transport choices.
 - Review the evening tariff and procedure at West Bridgford car parks.
 - Review annually, the number of season tickets being issued and the permit cost for Rushcliffe Country Park.

Parking Usage and Turnover

- 6.11 There were 59,630 visits to the Council's pay-and-display car parks in November 2017, with 63,035 visits in December. Total usage statistics for 2016-2017 showed 521,118 people used the pay-and-display car parks in West Bridgford and Rushcliffe Country Park. In 2017-2018, with the addition of Bingham Needham Street and Union Street coming online as pay-and-display, this number is set to increase; total usage year-to-date/end of December 2017 is 497,629, with three months still remaining to financial year end. Table 6 shows the number of users by pay-and-display car park in November and December 2017. The usage statistics underestimate the number of users across the Council's car parks as the numbers are taken from the ticket machines in the 6 pay-and-display car parks only.

Table 6. Number of Car Park Users at the Pay & Display Car Parks in November and December 2017

Pay & Display Car Park Locations:	Number of Users:	
	November 2017	December 2017
♦ West Bridgford Car Parks	44,217	46,908
♦ Bingham Needham Street & Union Street Car Parks	11,804	12,371
♦ Rushcliffe Country Park	3,609	3,755
Total Number of Users	59,630	63,035

- 6.12 The pattern of usage across the pay-and-display car parks is very similar year-on-year. Figure 2 (on page 20) shows the pattern of use at West Bridgford car parks from 2013 to 2017. There are a high number of users in the summer months (June-July) and Christmas time (December) with average, consistent use in March-April-May and August-September. It also shows that use of the car parks declines in November, January and February; these are well-documented low retail spend months before and after the Christmas period. These low usage months could be targeted for piloting flexi parking schemes to encourage users into the retail areas. The Council reviews the car parking usage statistics to explore and inform the timing of community and retail events to support local vibrancy.
- 6.13 The turnover of cars at West Bridgford pay-and-display car parks shows an average of 6.4 cars per day in each space for 2017-18. The individual turnover statistics for each car park suggests that Nursery/Albert Road car park has the highest turnover at 8.3, Gordon Road with 6.7 and Bridgford Road with 4.1. The higher turnover rate at Nursery Road should be reviewed given the consistent queue of cars waiting to park when spaces are available at the Bridgford Road car park.

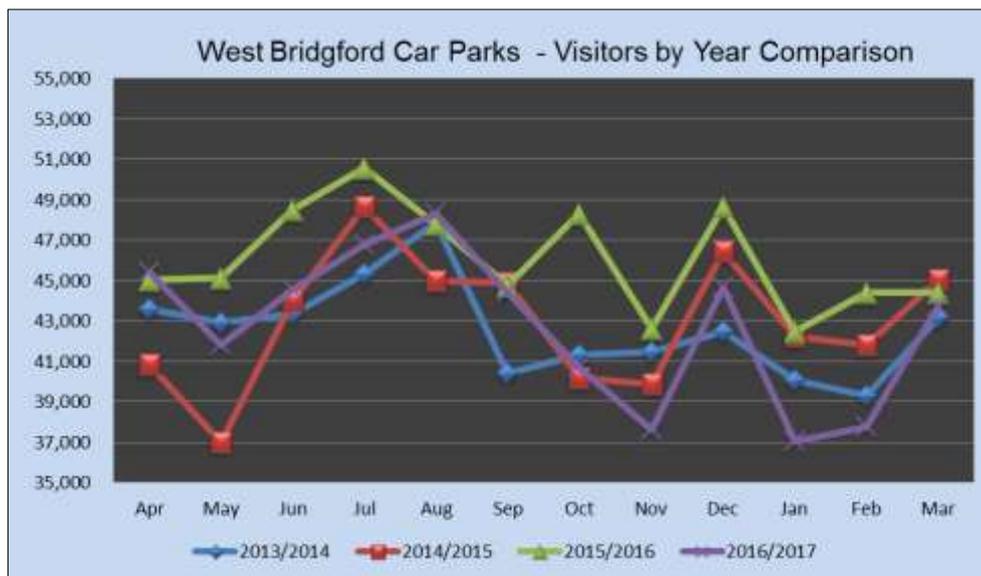


Figure 2. Pattern of use at West Bridgford pay-and-display car parks from 2013 to 2017.

- Recommendations:
- Review the pattern of car park use, informing the development of flexi parking pilots to boost car park usage and local spend in off-peak months.
 - Review the Nursery/Albert Rd high turnover and usage statistics to make sure that the car park tariffs and local parking signage are appropriately distributing users across all 3 West Bridgford car parks.

Payment Methods

6.14 In 2017, the Council installed new ticket machines in its West Bridgford and Rushcliffe Country Park pay-and-display car parks, introducing the option to pay by debit or credit card and contactless (including apple pay), as well as coins. User payment for parking in Bingham Needham Street and Union Street is currently by coin machine only. Coin transactions remain the preferred method of payment (88.3% of users), with 11.3% of people using cashless in October 2017. There has been a steady increase in the number of visitors using cashless since it was introduced in January 2017, from 5.3% to 11.3% in October. Low priced tariffs (e.g., 0.50p, £1.00) are known to reduce the likelihood that people will pay by card or contactless, however, the Council should review that appropriate support and promotional campaigns are in place to encourage use of these payment methods as they help to reduce the cost of cash collections and the associated carbon footprint. There are currently no facilities for pay-by-phone/mobile payment. Introducing new payment methods could make a difference in terms of the convenience and experience of the car park user.

Pay-by-Phone: Where are we now?

Pay-by-phone provides customers with a convenient and secure payment method, alongside the ability to extend parking tariffs without the need to return to the site for additional payment. The inclusion of pay-by-phone in the Council's payment options would reduce the amount of cash handled through the machines as well as reducing cash collection frequency, machine servicing and consumable costs. Depending on uptake, pay-by-phone may also extend the 15-year life of the Council's ticket machines. These savings would off-set the cost to operate the service (a convenience charge of £0.20p per transaction/user). Despite the flexibility offered by mobile phone payments, it is apparent that planned marketing and user support campaigns are needed to increase awareness and uptake.

Links with Digital High Street Development

Mobile, flexible payment systems should be seen as part of an omni-channel retailing and leisure experience that offers flexibility to customers through a digital high street programme. User-friendly

smart phone payments, where ultimately payment is made automatically online, should be seen as an extension of the innovations being developed for implementing the consumer's digital in-store and street trading experience.

6.15 There is an opportunity to build on the recommendation of the West Bridgford Commissioners and the West Bridgford Masterplans for a digital High Street, which would support car parking developments. Car parking ticket machines will be able to run through the Wi-Fi networks, increasing communication reliability and capacity, as well as supporting mobile payment systems.

- Recommendations:
- Review the uptake of cashless payment and possible promotional campaigns.
 - Implement Pay-by-Phone payment options at West Bridgford.
 - Link the development of the West Bridgford digital High Street to digital parking developments and marketing promotions.

Parking Enforcement

Enforcement Policy

The council enforces parking effectively and efficiently under its civil parking enforcement procedures, ensuring that enforcement of all parking rules is fair, consistent and transparent.

6.16 Rushcliffe Borough Council understands that disproportionate enforcement impacts significantly on people's perception of the car parking experience. Research shows that loyalty to a place is often built on experiences and rigid enforcement is an easy way of turning consumers away from the retail sectors. As such, the Council employs a proportionate enforcement policy, meeting statutory requirements for a grace period.

6.17 Enforcement procedures support an appropriate pattern of car turnover and purchasing time to encourage the right shopping experience for the right location. It also helps to relieve highway congestions around town centres caused by on street parking and ensures that the car parks are being used correctly for the safety of all visitors. Through membership of the Notts Parking Partnership, the Council is also part of a shared procurement contract for parking enforcement services. The partnership currently employs NSL Limited to supply Civil Enforcement Officers who are managed by Broxtowe Parking Services on behalf of the Council.

6.18 A team of enforcement officers monitor the car parks for use and safety. The officers have the responsibility for issuing Penalty Charge Notices but do not have quotas or targets; instead, they work to clear guidelines. The guidelines can be viewed on the Nottinghamshire County Council website. Income from the payment of Penalty Charge Notices is used to finance operational costs of the Council's parking service including ongoing maintenance and upkeep of the parking services.

6.19 The Council operates 12 car parks that are enforceable under Civil Enforcement Off Street Parking Places Orders, giving it the legal remit to enforce restrictions, tariffs and length of stay, etc. Car parks with parking places orders are required to meet a recognised enforceable standard. The Council also owns 14 car parks that are not enforceable. These car parks are open use sites with no enforceable restrictions. The Council will undertake a review of these car parks to identify which ones should be placed under a civil enforcement parking places order. Appendix 3 lists the Council's car parks by civil enforcement status.

- Recommendations:
- Identify the car parks to be placed under a parking places order and complete the necessary infrastructure to bring them to regulatory standards.
 - Review the remaining non-regulatory car parks to ensure they are fit for purpose.

Parking Facilities: Mobility Difficulties & Blue Badges

Equitable and Accessible Parking Policy:

The Council prioritises, where appropriate, the needs of people who have no choice but to use a vehicle to access essential services, reviewing and improving as necessary, the quality and provision of disabled parking in accordance with the Equality Act (2010). Local conditions and demand are considered in determining the number, type and location of spaces provided.

- 6.20 The Council has 38 spaces exclusively for people with mobility difficulties to park safely and securely



without the need to park on congested roads, particularly on yellow lines. Blue Badges allow cars carrying people who are registered blind, or people who have severe walking difficulties, to be parked near shops and other essential services. People using the disabled bays must display a valid blue badge with the time clock set appropriately. The policy is assessed periodically when the terms and conditions of parking orders are reviewed.

The issue and management of Blue Badges is a Nottinghamshire County Council function.

- 6.21 Disabled bay spaces are designed with additional hatched safety zones for safe exit from or entry into the vehicle. People with Blue Badges can also park in a general bay without the need for a parking ticket or voucher, as long as they display a valid blue badge. Blue Badge holders are allowed to park up to two hours free of charge in the Council's Bingham Needham Street, Bingham Union Street, West Bridgford Gordon Road and West Bridgford Nursery/Albert Road car parks, and for up to 3 hours at the West Bridgford-Bridgford Road car park. After these time periods, users are required to pay or leave.

- 6.22 At present, the Council's off street car parks do not accommodate medium- and large-sized wheelchair assisted vehicles. Large wheelchair assisted vehicles exceeding 6'6" in height, 1.5 tonnes in weight with an extended wheel base, contravene the current regulations for parking in the Council's off-street car parks. Mobility vehicles with a blue badge can park on the street on either single or double yellow lines for up to 3 hours. However, vehicles with rear entry requiring up to 2-3 metres for a wheelchair ramp are often blocked re-entering their vehicle by other motorists or delivery vehicles parking too close, prohibiting access.



Examples of wheel chair assisted vehicles which exceed Council off-street parking restrictions.

- Recommendations: ➤ Review the parking demand for medium and large wheelchair-assisted vehicles in the Council's off street car parks.

Parking Facilities: Sustainable Vehicles

Sustainable Parking Policy:

Rushcliffe Borough Council is committed to embracing new technologies and methods to provide appropriate sustainable facilities to meet the needs of users and promote reduction in CO² and NO_x emissions, improving the environmental quality of the Borough and residents' health and well-being.

- 6.23 The Council's sustainability policy is committed to reducing the environmental impact of travel across the Borough including reductions in CO² emissions, Nitrogen oxide (NO_x) air pollution, and lowering levels of congestion, while encouraging active travel for shorter car journeys and improving residents' health and well-being. The Council has an action plan which contains measures aimed at reducing traffic pollution and encouraging the use of greener vehicles and low emission zones, addressing the Council's commitment to enhancing residents' quality of life. The Pocket Park and Ride sites at Cotgrave and Stragglethorpe with free parking and ongoing hybrid bus travel, also contribute to the improvement of air quality in the Council's target areas.
- 6.24 Immediate areas for consideration are the provision of facilities for motorcycles, cycles and electric/hybrid vehicles, including charging points, reserved spaces and secure cycle hubs. Smaller motorcycles make a lower contribution to CO² emissions and congestion than most standard cars, and the Council needs to review designated off street motorcycle parking. The Council is also currently working with Nottingham City Council on the implementation of electric/hybrid charging across its car parks. To further support sustainable travel agenda, Rushcliffe is part of the Citycard Cycles scheme providing secure hubs for cycles. The first hub is in place at Bridgford Road car park opposite the Co-op on Central Avenue, providing cycle parking for any bike, 24-hour CCTV and Citycard access controlled doors. The Council should review extending the cycle secure hubs to its other car parks and also Pocket Park and Ride sites; supporting Rushcliffe's commitment to maintaining residents' quality of life through healthy activity for short journeys and improved air quality.



Secure Cycle Hub in Bridgford Rd Car Park

Sustainable Facilities for Low Emission Vehicles: Where are we now?

There are approximately 83 different types of alternatively fuelled cars available in Britain. Alternatively fuelled car registrations have grown more than threefold over the past five years from 2012 to 2017, recording the highest ever market share at 4.2% in January 2017. A YouGov survey commissioned by the Society of Motor Manufacturers and Traders in 2017, found that more people would like to buy an electric car because of low running costs (51%) and cheap or zero tax (46%), but 48% were concerned they would not find a working or compatible charge point.

In 2016, a Nottingham City Council-led consortium was awarded £6.1million to encourage thousands of people to consider switching to a plug-in car, supporting the UK's thriving green vehicle sector, improve air quality in local hotspots and help the government meet its emission cutting targets. Go Ultra Low Nottingham is a Government funded campaign to promote the use of electric and hybrid vehicles across the Nottinghamshire area; investment will take place between 2016 and 2020. Rushcliffe's Borough Council car parks are being reviewed for inclusion in the network and the Council will receive an installation proposal, including the location and number of charge points per site, in early 2018. The charge point installation and operation for a 10-year period will be at zero cost to the Council and initially paid for out of the Go Ultra Low fund.

The installation of charge points in Rushcliffe provides the Council with a unique opportunity to develop parallel and supporting innovative programmes to encourage residents toward sustainable transport

opportunities, for example:

- Reduced parking charges for residents driving low emission vehicles. Manchester City Council introduced a Green Badge scheme where low emission vehicles benefit from lower parking costs.
- Free parking. Leeds has introduced a permit scheme to allow free parking for ultra-low emission vehicles in the city centre.
- Preferential parking schemes for car share and particularly sharers using low emission vehicles.

Electric charging provision across the Borough is currently provided at Asda in West Bridgford, Lidl's in Bingham and Central College, Ruddington.



Electric charge points at West Bridgford ASDA and Bingham Lidl's

Community Support for Sustainable and Active Travel – Where are we now?

Nottingham City Council, in partnership with Nottinghamshire County Council, Derby City Council and other local delivery partners, were awarded £1.5million from the Department for Transport's (DfT) Sustainable Travel Access Fund in 2017. The Access Fund was launched by the DfT to support sustainable transport projects that help to grow the economy by boosting levels of cycling and walking, and by improving access to jobs, skills, training and education. Nottinghamshire County Council received £150,000 to undertake personal travel planning with residents in Daybrook and West Bridgford to help address air quality issues in these areas by changing the way people travel, encouraging the use of walking, cycling and public transport.

Cycle Uptake Schemes – What are other Councils doing?

Hackney London Borough Council created a moveable mini park that can be installed temporarily at the roadside. It includes parking space for six bicycles as well as seating and plant pots, and has already brought increased trade to local businesses.



Cycling Parklets in Local Business Areas

Birmingham City Council gave away 3000 bikes to local people. The Council realised that although many children had bikes, some parents could not afford bikes of their own. The Council wanted to contribute to employment accessibility, improvement in air quality, reduction of car use for short journeys, while increasing the health and well-being of local residents. Each recipient had to promise to use their bike regularly and were given cycling and maintenance training. The bikes were fitted with GPS devices so the council and academics could collect anonymised data on how much they were being used.

- Recommendations:
- Review the schemes for preferential parking spaces, free and/or cheaper parking for low emission vehicles.
 - Review the options, cost and need for designated motorcycle parking.
 - Review the expansion of the secure cycle hubs/Citycard Cycle Scheme to other car parks and the Park and Ride sites.
 - Link in with Nottinghamshire County Council's personal travel plan project to promote the use of active and sustainable travel to improve air quality in West Bridgford hotspots.
 - Review cycle uptake and parking schemes being used by other Councils for Rushcliffe.

Quality of Off Street Parking Provision

Parking Quality* Policy

The Council continues to develop and maintain quality parking facilities in Rushcliffe by ensuring that:

- Parking facilities are clearly signed and information on the location is provided,
- Parking facilities support a wide range of transport choices – e.g., electric vehicles, cycles,
- Parking facilities are people- and vehicle-safe for different types of transport, e.g., cycles,
- Parking facilities are accessible for people with mobility difficulties,
- Clear pedestrian entry and exit to the car parks for all users,
- Parking areas are lit and clean,
- Designated bays are enforced, and
- A rolling programme of maintenance and investment is undertaken.

**The definition of quality is informed by the People's Parking Accreditation criteria.*

- 6.25 The quality of the off street parking experience incorporates a number of diverse factors from ease of finding the car park, through to the car park's look-and-feel, feelings of personal and vehicle safety, signage, accessibility for people with mobility difficulties, pedestrian entry and exit into the parking area, safe and secure parking for cycles and charging points for electric vehicles. Rushcliffe Borough Council is committed to delivering high quality off street car parks to ensure the car park experience is positive and supportive of all residents and visitors to the area.

Signage and Wayfinding

- 6.26 Effective signing can be a significant tool in managing parking; clear signs to car parks can reduce unnecessary driving thereby reducing congestion and other traffic impacts. Signs play an important role for both local residents and visitors to the Borough. A comprehensive review of signage is completed every five years. As part of routine car park inspections, signs are reviewed on a rolling basis for their condition, graffiti or obstructions, and repairs are undertaken immediately.
- 6.27 Variable message signs can help to encourage or discourage the use of particular car parks and roads. By influencing driver choice, signage can ensure that all car parks in an area are better promoted and used. Research has shown that where demand for parking spaces is approaching or exceeding that

demand, the use of variable message signs can redirect drivers to other car parks close by. The Council has identified that the Nursery/Albert Road and Gordon Road car parks in West Bridgford are quickly reaching capacity while Bridgford Road can be under-utilised throughout the day. Motorists are queuing at the Nursery/Albert Road car park causing congestion on the highway when space is available at the Bridgford Road car park. The role of a variable messaging sign in this car park should be reviewed and more widely considered as part of the overall masterplan development of West Bridgford.



Signage and Wayfinding: Where are we now?

Wayfinding for Car Park Users – i.e., signs to key locations for people leaving the car parks. While local residents may be familiar with pedestrian routes from car parks to key locations, visitors to the area are not. By signing key locations, exit from, safety and town navigation will be improved. This is consistent with the West Bridgford Commissioner's report suggesting a town map for ease of local navigation, which could be placed at strategic car parking points.

Live Parking App for Checking Space Availability

AppyParking have worked in conjunction with councils across the UK to allow motorists to see all of the on-street and off-street parking options, including controlled parking zones, car parks, disabled bays and free zones. The AppyParking app now covers London, Birmingham, Bristol, Cambridge, Coventry, Edinburgh, Manchester and Norwich and will be extended further – one to watch. Rushcliffe could also develop its own parking app. Using the live number feeds from the variable message sign car counters, car park availability could be relayed back to a section of the Council's website and made available through a downloadable smart app. The role of smart apps for parking should be integrated with the innovations in marketing technologies and content for places in the digital High Street strategy.

Safety

- 6.28 The safer parking scheme (Park Mark®) is a nationally recognised award to car parks that have been vetted by the Police and the British Parking Association that have measures in place to create a safer environment for users and vehicles. The aim of the safer award is to recognise and publicise to users that a defined measure of excellence has been achieved. In order to obtain the award, a parking facility must achieve an effective combination of active management procedures and commensurate preventative security measures. Customers are assured that there is a commitment to providing a high-quality, safe parking facility. The Council will start a rolling programme of obtaining safer awards for all of its car parks.



Maintenance

- 6.29 The Council regularly inspects all of its car parks and is committed to an ongoing programme of reinvestment, ensuring they remain at a high standard, safe and user-friendly. It is important that the Council's car parks create a good first impression for local residents and visitors.

- Recommendations:
- Review the car parking investment and infrastructure maintenance plan.
 - Review the role of variable message signs to modify parking queues at Nursery/Albert Road car park.
 - Review the role of variable message signs in partnership with the proposed West Bridgford Masterplan.
 - Monitor smart technological developments for showing car park users where the spaces are in advance of their arrival.

Parking Permits

6.30 At present, the Council only offers car parking permits at Rushcliffe Country Park. The Council should review the demand and possibilities for permits in other areas, e.g., apartment stays and wedding parties at Bridgford Hall.

Rushcliffe Country Park

6.31 The Council offers the option of purchasing an annual season ticket for Rushcliffe Country Park, allowing users to park without the need for a daily payment at the pay-and-display machines. Season tickets for the country park are open to all applicants, but due to limited space, tickets are processed on a first come-first serve basis. The season ticket does not guarantee the availability of a parking space to the season ticket holder. The ticket is only available for a full year from the date of purchase, costing £30 and is vehicle and car park specific.



Recommendations: ➤ Review the demand and process for offering parking permits for other venues.

Overview

6.32 Table 7 presents a summary of the Council's operational policies and action plan recommendations.

Table 7. Overview of the Council's Operational Car Parking Policies and Action Plan Recommendations

Overall Management Policy: Rushcliffe Borough Council manages its off street car parking facilities to ensure that the supply, maintenance, charging and enforcement procedures contribute to the Council meeting local objectives.	
Policy	Action Plan Recommendations
Length of Stay: The Council prioritises short-stay car parking (up to two/three hours) on sites within an acceptable walking distance of shopping and local services to ensure adequate accessibility.	<ul style="list-style-type: none"> ➤ Review Bingham and Keyworth parking designations as long stay. ➤ Review long stay motorcycle parking to encourage more sustainable travel. ➤ Review the need for long stay provision in West Bridgford district centre which is well served by buses and has good walking and cycling connectivity.
Parking Charges: Parking charges are set in accordance with the Council's fees and charges process each year.	<ul style="list-style-type: none"> ➤ Review the use of car parking charges to influence and encourage people's transport choices. ➤ Review the evening tariff and procedure at West Bridgford car parks. ➤ Review annually, the permit cost and number of season tickets being issued for Rushcliffe Country Park.
Payment Methods	<ul style="list-style-type: none"> ➤ Review the uptake of cashless payment and possible promotional campaigns. ➤ Implement pay-by-phone payment options at West

	<p>Bridgford.</p> <ul style="list-style-type: none"> ➤ Link the development of the West Bridgford digital High Street to digital parking developments and marketing promotions.
<p>Monitoring Usage and Turnover Statistics</p>	<ul style="list-style-type: none"> ➤ Review the pattern of car park use, informing the development of flexi parking pilots to boost car park usage and local spend in off-peak months. ➤ Review the Nursery/Albert Rd high turnover and usage statistics to make sure that the car parks tariff and local parking signage are appropriately distributing users across all 3 West Bridgford car parks.
<p>Enforcement:</p> <p>The council enforces parking effectively and efficiently under its civil parking enforcement procedures, ensuring that enforcement of all parking rules is fair, consistent and transparent.</p> <p>Unregulated/Non-enforceable Car Parks:</p>	<ul style="list-style-type: none"> ➤ Ongoing monitoring and review. ➤ Identify the car parks to be placed under a parking places order and complete the necessary infrastructure to bring them to regulatory standards. ➤ Review the remaining non-regulatory car parks to ensure they are fit for purpose.
<p>Equitable and Accessible Parking:</p> <p>The Council prioritises, where appropriate, the needs of people who have no choice but to use a vehicle to access essential services, reviewing and improving as necessary, the quality and provision of disabled parking in accordance with the Equality Act (2010). Local conditions and demand are considered in determining the number, type and location of spaces provided.</p>	<ul style="list-style-type: none"> ➤ Review the parking demand for medium and large wheelchair-assisted vehicles in the Council's off street car parks.
<p>Sustainable Parking:</p> <p>Rushcliffe Borough Council is committed to embracing new technologies and methods to provide appropriate sustainable facilities to meet the needs of users and promote reduction in CO² and NOx emissions, improving the environmental quality of the Borough.</p>	<ul style="list-style-type: none"> ➤ Review the schemes for preferential parking spaces, free and/or cheaper parking for low emission vehicles. ➤ Review the options, cost and need for designated motorcycle parking. ➤ Review the expansion of the secure cycle hubs/Citycard Cycle Scheme to other car parks and the Park and Ride sites. ➤ Link in with Nottinghamshire County Council's personal travel plan project to promote the use of active and sustainable travel to improve air quality in West Bridgford hotspots. ➤ Review cycle uptake and parking schemes being used by other Councils for Rushcliffe.

Parking Quality:

The Council continues to develop and maintain quality parking facilities in Rushcliffe by ensuring that:

- Parking facilities are clearly signed and information on the location is provided,
- Parking facilities support a wide range of transport choices
- Parking facilities are people- and vehicle-safe for different types of transport
- Parking facilities are accessible for people with mobility difficulties
- Clear pedestrian entry and exit to the car parks for all users
- Parking areas are lit and clean,
- Designated bays are enforced
- A rolling programme of maintenance and investment is undertaken

- Review the car parking investment and infrastructure maintenance plan.
- Review the role of variable message signs to modify parking queues at Nursery/Albert Road car park.
- Review the role of variable message signs in partnership with the proposed West Bridgford Masterplan.
- Monitor smart technological developments for showing car park users where the spaces are in advance of their arrival.

Parking Permits

- Review the demand and process for offering external parking permits.

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7. ON STREET PARKING

- 7.1 The purpose of this section is to provide an overview of the current on street parking in Rushcliffe managed by Nottinghamshire County Council.
- 7.2 Nottinghamshire County Council, as the local highway authority, is responsible for on-street parking provision in Rushcliffe. This provision, along with Rushcliffe Borough Council's car parks, gives drivers the option to park on street, where no restrictions are in place, or in a centrally located car park for a small charge. Broxtowe Parking Services, on behalf of Rushcliffe Borough Council, manages the on street parking enforcement as part of the Notts Parking Partnership. This includes the management of enforcement officers including location schedules and resources, issuing short duration parking dispensations, responding to PCN enquiries and dealing with reported parking issues. Nottinghamshire County Council retains responsibility for the installation and maintenance of Traffic Regulation Orders which include lines, signs, waiting and loading restrictions, no stopping areas, disabled parking and residents' parking zones.

Parking Dispensations

- 7.2 Parking dispensations are short term parking permits (up to 14 days) for vehicles parking on streets with parking restrictions such as Residents Parking Schemes, single yellow lines etc. Nottinghamshire County Council is currently responsible for all on street resident parking permits. However, Broxtowe Borough Council, on behalf of Rushcliffe, can offer on street parking dispensations to business and trade persons where there is a requirement to park in a restricted area to carry out work activities.

Residents Parking Permits and Blue Badges

- 7.3 Longer stay dispensations, residents parking permits and Blue Badges are dealt with directly by Nottinghamshire County Council. Further information is available on the Nottinghamshire County Council website.

Taxi Ranks/Bays

- 7.4 There are over 400 licensed taxis (including hackney carriages and private hire vehicles) currently operating in Rushcliffe. Only hackney carriages are able to ply for hire through on street parking/taxi ranks. Hackney carriage taxi ranks are located in West Bridgford outside the Co-op on Bridgford Road and on Central Avenue outside Central News, from 7pm to 7am, using a shared/dual use parking system with designated delivery parking during the day.

CCTV Parking Enforcement

- 7.5 CCTV on street parking enforcement in Rushcliffe is carried out by Nottinghamshire County Council using a car in order to address parking around schools and bus stops with enforceable traffic regulation orders, where motorists are putting the safety of others at risk and causing unnecessary congestion.

8. RECOMMENDATIONS AND ACTION PLAN

- 8.1 Table 8 presents the operational policy recommendations as immediate, medium or longer-term actions. The recommended actions are also presented as project timescales in Figure 3 on page 33.

Table 8. Operational Policy Recommendations as Immediate, Medium or Long-Term Action Plans

Immediate - Short Term Aims: 2018-19
Improve car park lighting
Review the free long stay/12 hours parking at Keyworth and provide short stay provision
Introduction of new payment methods, e.g., "Pay by Phone" option
Work with Chargemaster to complete installation of charge points across Rushcliffe car parks
Review alterations to the layout of Rushcliffe Country Park car parking area and implement
Review and implement revised evening tariff policy
Review the demand and process for offering external parking permits more widely
Identify the car parks to be placed under a parking places order and complete the necessary infrastructure to bring them to regulatory standards
Link in with Nottinghamshire County Council's personal travel plan project to promote the use of active and sustainable travel to improve air quality in West Bridgford hotspots
Review permit cost and number of season tickets being issued for Rushcliffe Country Park annually
Medium Term Aims: 2019-2020
Review long stay provision in West Bridgford district centre which is well served by buses and has good walking and cycling connectivity
Review long term parking provision at Bingham
Review the use of car parking charges to influence and encourage people's transport choices
Review the options and need for very short stay free parking (just a few minutes)
Review the expansion of the secure cycle hubs/Citycard Cycle Scheme to other car parks
Review cycle uptake and parking schemes being used by other Councils for Rushcliffe
Review designated off street parking for motorcycles including long stay
Review dedicated off street parking for medium and large wheel-chair assisted vehicles
Review usage data on Nursery Car Park to identify reasons for parking queues and address
Review the schemes for preferential parking, free and/or cheaper parking for low emission vehicles
Develop and implement a plan to Safety Award all car parks
Review the West Bridgford car parks in-line with the town centre masterplan and digital High Street proposals
Review the agreed non-regulatory car parks to ensure they are fit for purpose
Long Term Aims: 2021-22
Review local shopping reward schemes which reduce the cost of parking, e.g., parking points collected which results in a free parking voucher
Review flexible parking schemes currently operating across Britain for trial in Rushcliffe
Review the transition to touch and colour screens on current pay-and-display machines
Review the provision of real-time parking information to assist users in finding available spaces
Review Rushcliffe's vision for car parks as town and visitor gateways

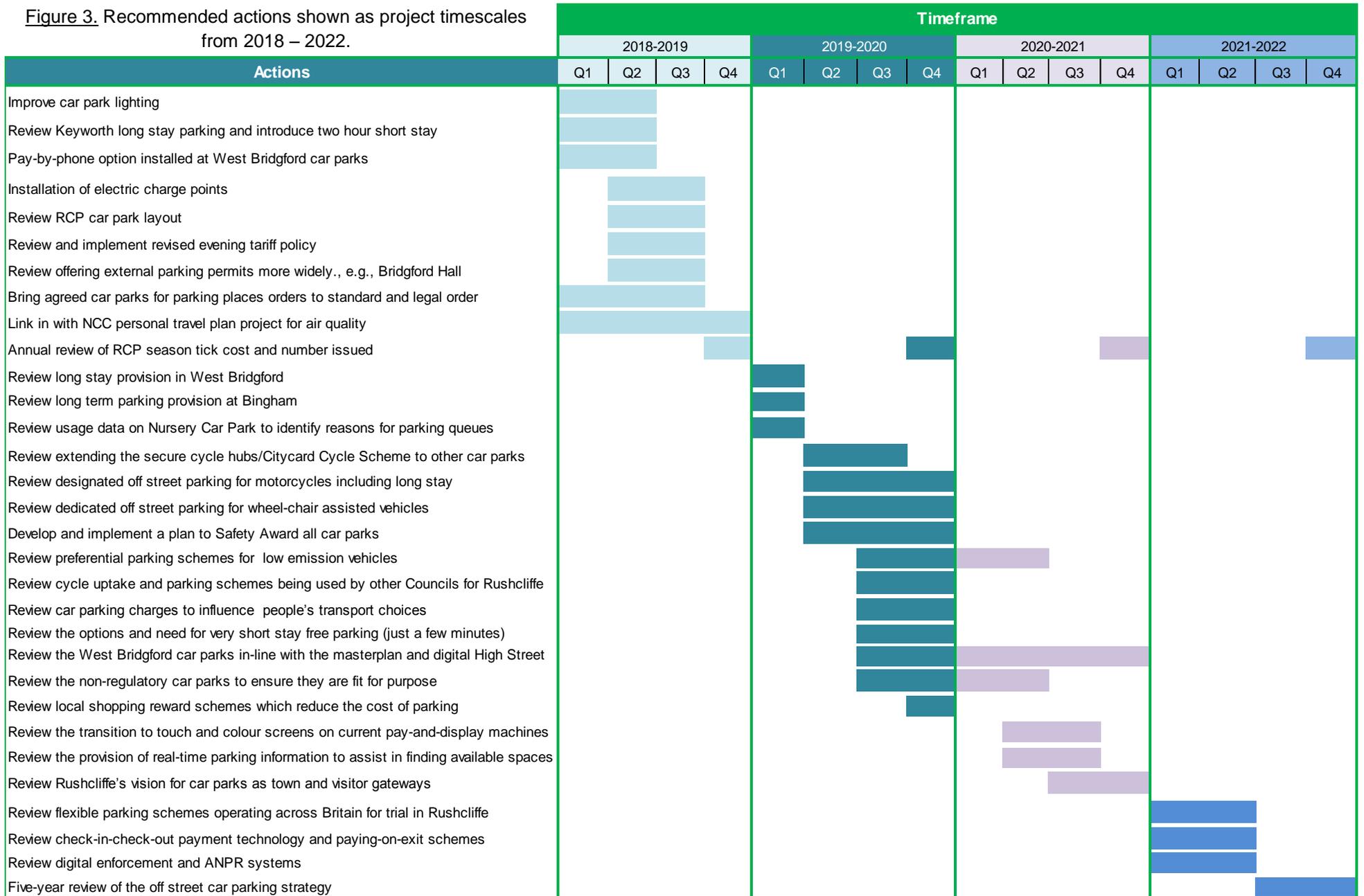
Review check-in-check-out payment technology and paying-on exit-schemes

Review digital enforcement and ANPR systems

Five-year review of the off street car parking strategy

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Figure 3. Recommended actions shown as project timescales from 2018 – 2022.



9.0 APPENDICES

Appendix 1. Broxtowe Borough Council and Rushcliffe Borough Council Business Delivery Targets and Tasks: A Summary

Targets	Services & Tasks
<p>ON-STREET</p> <p>Achieve good Traffic Management throughout the Borough, ensuring compliance levels are improved/maintained.</p> <p>Provide cost effective enforcement achieving where possible a cost neutral situation.</p> <p>Deliver where possible customer satisfaction whilst managing highway enforcement requirements and expectations.</p> <p>Maintain regular meetings with the contractor, Partner and NCC to measure performance levels and compliance.</p> <p>Manage and control Civil Parking Enforcement across the Borough.</p> <p>Deliver the financial and policy objectives of the Borough Council and County Council in relation to parking enforcement.</p>	<ul style="list-style-type: none"> ➤ Effective on-street enforcement ➤ Managing beats and schedules ➤ Recognising “hot spots” & areas of high non-compliance ➤ Inspecting and reporting Traffic Regulation Orders (TRO) for defects (signs and lines) ➤ Updating contractor of new TRO’s ➤ Assist/advise with dispensation requests ➤ Participate in ensuring adequate traffic management arrangements are present for local events – football and cricket ➤ Deal with customer enquiries ➤ Measure compliance levels ➤ Cost effective enforcement management ➤ Make regular site visits
<p>OFF-STREET</p> <p>Provide safe & well maintained car parks with spaces available for visitors.</p> <p>Improve the visitors parking experience by maintaining quality car parks in excellent condition.</p> <p>Ensure that regular checks are made of public car parks and their equipment to ensure that public parking places, arranging repairs where necessary.</p> <p>Introduce and facilitate corporate initiatives, ensuring continuing improvements on service delivery.</p> <p>Apply a fair consistent enforcement regime to build customer/visitors trust and confidence.</p> <p>Encourage visitors to use the car parks and ensure a proportionate turnover of vehicles to meet usage demands.</p> <p>Maintain and monitor pay-and-display machines, ensuring they are fit for purpose, in good working order, and used to their full potential and provide valuable customer based information to improve the services.</p> <p>Maintain effective and efficient management of each borough wide pay-and-display operation.</p>	<ul style="list-style-type: none"> ➤ Daily car park inspections and completing weekly defect sheets ➤ Reporting defects to RBC Estates department ➤ Ensure a CEO presence ➤ Effective and fair enforcement of restrictions ➤ Checking machines are fully operational ➤ Ensuring machines are communicating regularly ➤ Liaising with ICT/communications service provider to ensure consistent and good service ➤ Reporting and rectifying machine problems with contracted engineers and documenting defects ➤ Ordering consumables (ticket rolls) & negotiating sponsorship deals ➤ Ensure enforcement contractor carries out appropriate frontline maintenance ➤ Undertaking analysis of car park usage and income to assist Rushcliffe Borough Council with decisions on tariff levels ➤ Parking place inspections and regular site visits
<p>ENFORCEMENT CONTRACTOR (NSL)</p> <p>Manage and measure contractor performance, ensuring a cost effective quality service delivery both on and off-street.</p>	<ul style="list-style-type: none"> ➤ Agree weekly deployment matrix for on and off street enforcement

Take responsibility for the management and control of externally employed civil enforcement officers.
Plan, organise and direct the day-to-day enforcement activities.

- Monitoring and improving CEO patrol performance
- Regular meetings with CEO supervisor
- Formal meetings with senior contract management team
- Examine penalty charge notice accuracy

PENALTY CHARGE NOTICE PROCESSING

Provide advice and assistance to persons in receipt of a penalty charge notice.

Represent Rushcliffe Borough Council in attending and presenting evidence before the Traffic Penalty Tribunal adjudication service.

Consider and respond to parking representations and appeals. Ensure compliance with all professional, legal and financial requirements relevant to the workload.

Monitor and measure appeals process performance levels against national averages and bench marks in relation to neighbouring authorities.

- Consider appeals and representations for both on and off street parking
- Attend any Traffic Penalty Tribunal hearings
- Respond to enquiries from customers both verbally, face to face and in writing
- Monitor appeals performance levels
- Monitor notice processing performance

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Appendix 2. Pay-and-Display Charges across the Council's Car Parks

Pay & Display at West Bridgford	
Up to 30 minutes	£0.50
Up to 1 hour	£1.00
Up to 1.5 hours	£1.50
Up to 2 hours	£2.00
Up to 2.5 hours	£2.50
Up to 3 hours	£3.00
Over 3 hours/Max stay 12 hours	£20.00
Evening Tariff from 18:00 to 23:59	£1.00
Sunday and Public Holidays	£1.00
Pay & Display at Bingham Needham Street & Union Street	
Up to 2 hours	Free with voucher
Up to 12 hours	£20.00
Pay & Display at Rushcliffe Country Park	
Up to 12 hours	£1.00
Season Ticket/Parking Permit	£30 per annum

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Appendix 3. A list of the Council's Off Street Car Parks by Civil Enforcement Status

Car Parks Under Civil Enforcement Off Street Parking Places Orders	
Bingham	Market Place Needham Street Newgate Street Union Street
Keyworth	Bunny Lane Church Drive
Radcliffe on Trent	Health Centre Walker's Yard
Ruddington	Rushcliffe Country Park
West Bridgford	Bridgford Road Gordon Road Nursery Road
Unregulated/Non-Enforced Car Parks: <i>Not Under Parking Places Orders</i>	
Car Parks	Cotgrave Shopping Precinct East Leake Gotham Road
Leisure Facilities	Cotgrave Leisure Centre Edwalton Municipal Golf Club Rushcliffe Arena
Parks, Playgrounds, Sports and Playing Fields	Alford Road Playing Fields Gresham Playing Fields West Park
The Hook	Holme Grove Holme Road – Hook Car Park
West Bridgford	Collington Common Edwalton Avenue Gamston Community Centre Lutterell Hall