



ON AND OFF  
STREET  
**CAR PARKING**  
STRATEGY  
2017-2021

OUR FOUR YEAR PLAN



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# 1.

## INTRODUCTION

This refreshed strategy sets out the Council's approach to the provision and management of public on and off street parking across Malvern Hills District.

The Council recognises the essential contribution that private motor vehicles<sup>1</sup> make to the lives of local people and to the success of the local economy. Providing suitable and sufficient public parking for motor vehicles, whether on or off street, is essential to maximising the benefits of this contribution.

This refreshed strategy aims to reduce traffic congestion and improve the availability of parking capacity in locations where this is needed. It adopts a joined up approach to parking provision and management, recognising the important contribution made by both on and off street parking and the need to manage these facilities together for best effect. The strategy takes into account relevant aspects of the Local Transport Plan, South Worcestershire Development Plan and other pertinent strategies and plans.

Driving economic prosperity and growth is a priority of this Council and managing parking in a way that will support the local economy, as well as providing a fair return for tax payers lies at the heart of this strategy. This refreshed strategy has taken account of the consultation feedback from on and off street parking users, local businesses, stakeholders and interested parties, as well as reflecting on the previous introduction and the changes that have occurred during the five years since implementation.

With collaborative working and understanding of the demand we have modelled changes to meet the requirement across the district. Looking forward, it is hoped that the strategy will continue to provide the District with a suitable parking management resource.



**Councillor Bronwen Behan**  
**Portfolio Holder for the Environment**  
**April 2017**

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<sup>1</sup> includes cars, motorcycles, coaches and HGV

# 2.

## LOOKING BACK – KEY ACHIEVEMENTS

Before we set out our plans for the next four years, here are just some of the things we're proud of achieving over the last five...

INTRODUCED



A CIVIL PARKING ENFORCEMENT FUNCTION



ACROSS THE DISTRICT IN NOVEMBER 2013

INTRODUCED



6 ELECTRIC VEHICLE CHARGING POINTS

AT PRIORY ROAD SOUTH, MALVERN

SINCE NOVEMBER 2013



ISSUED OVER 5,000 ON STREET 'PARKING CONTRAVENTION NOTICES' FOR NON PARKING COMPLIANCE

IMPROVING TRAFFIC FLOW AND REDUCING CONGESTION

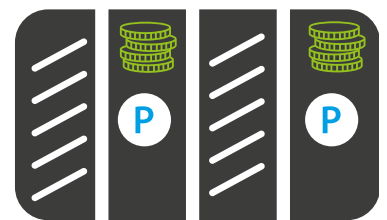


INTRODUCED

INTRODUCED



OVER 140K INVESTMENT



IN CAR PARKS

# 3.

## STRATEGY SCOPE

This strategy covers the whole of the Malvern Hills District area. It applies to both public on street and Council owned off street car parks.

Public on street car parking is that available on the side of, or forming part of, the public highway. This includes restricted parking bays, bays designated for disabled blue badge holders and other restrictions that apply to on street parking such as yellow lines and permitted loading times. Application of this strategy to on street parking provision will depend upon the involvement and agreement of Worcestershire County Council as the Highway Authority. In some instances involvement and agreement of the Police and Central Government will also be necessary.

Public pay and display off street parking is currently only provided by Malvern Hills District Council. The Council operates a number of car parks in Great Malvern, Link Top, Barnards Green, Tenbury and Upton-upon-Severn. The Town Councils of Malvern, Tenbury and Upton-upon-Severn own and operate off street car parks for which no user charges are currently made. These car parks are outside the scope this strategy though they may be included by mutual agreement, during the lifetime of the strategy, where benefits from their inclusion are identified.

A number of private car parks are provided for the use of customers patronising local businesses, facilities and attractions. These privately provided and operated car parks are also outside of the scope of this strategy though the Council will seek to cooperate with the owners and operators of these car parks where doing so will help to contribute to the overall strategic objectives.

### DID YOU KNOW?

**MALVERN HILLS DISTRICT COUNCIL**



**OWNS AND OPERATES**

**15**

**CAR PARKS**

**ACROSS THE DISTRICT**  
(4 SHORT STAY; 1 MEDIUM STAY;  
10 LONG STAY)

**720**



**CAR PARK SPACES**

(MALVERN 427; TENBURY 76;  
UPTON 217)



**MALVERN, UPTON AND TENBURY TOWN COUNCILS ALSO MANAGE AND OPERATE CAR PARKS**



**DISABLED BAYS**

(MALVERN 27; UPTON 8; TENBURY 4)

# 4.

## STRATEGY DURATION

**This strategy covers the period 2017 to 2021. A four year period has been chosen to align with the Council's Five Year Plan which runs from 2016 to 2021.**

A formal review of the strategy is included within the actions after which it is anticipated that a revised strategy for a subsequent period will be brought forward for consideration.



# 5.

## WHAT YOU TOLD US

To inform the development of this strategy the Council undertook a consultation exercise from 30 January to 19 March 2017. The consultation process comprised of an on-line survey.

The seven week consultation yielded a total of 190 responses. 84% of respondents were members of the public, with 10% representing organisations and 6% being professionals or stakeholders.

*A summary of the consultation findings is as follows:*

**63%** of respondents agreed with the proposed strategic objectives

**95%** of respondents felt that the progress on the strategy should be reported through the Council's Annual Report

**94%** of respondents felt that the Council should have a strategy post March 2017

**89%** of respondents agreed with the proposed aim of the strategy

**89%** of respondents agreed with the proposed term of the strategy (2017-2021)



# 6.

## OUR STRATEGIC OBJECTIVES

The Council has identified four strategic objectives, which are described in more detail. They are to:

### Objective 1: Improve traffic flow and reduce congestion

The Council aims to improve the flow of traffic and reduce congestion caused by vehicles parked in contravention of on street parking restrictions. We will achieve this by a number of measures including responding to the demand for effective enforcement and improving the diversion of parked traffic from premium locations close to the main shopping areas onto longer stay parking provision.

#### SINCE NOVEMBER 2013



ISSUED OVER 5,000 ON STREET 'PARKING CONTRAVENTION NOTICES' FOR NON PARKING COMPLIANCE

IMPROVING TRAFFIC FLOW AND REDUCING CONGESTION

### Objective 2:

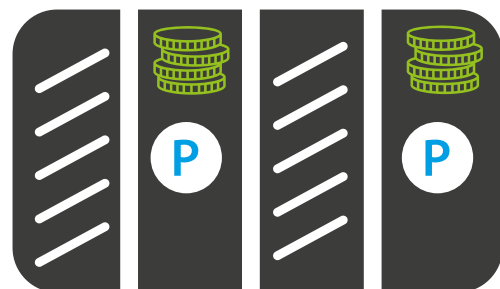
Improve availability of safe, good quality on and off street parking in the areas of highest demand

Car parking, like any other facility or service, needs to meet the needs of the user. Car parks that are poorly situated and designed or make users feel unsafe tend to be underutilised.

Whilst the majority of drivers are able to park first time in their desired location, there are greater difficulties finding a parking space in some town centre locations. The Council will seek to increase the availability of both on and off street parking in the areas of highest demand.

It is anticipated that much of this increase will come from the effective enforcement of existing on street restrictions. Where necessary this will be supported by regular reviews of on street restrictions to ensure that they are appropriate and reflect demand in that locality.

### OVER 140K INVESTMENT



### IN CAR PARKS



### Objective 3:

Support the vitality of the towns and local businesses by providing competitive charges for car park customers

Motor vehicles provide an essential means of access within the Malvern Hills District. Motor vehicles are used by customers, proprietors and employees of local businesses and for a large proportion of these groups, there is no suitable alternative means of travel. Ensuring parking for these cars is an essential part of maintaining social and economic vitality.

As well as on street parking, off street short stay car parks are recognised as of premium value to drivers. Conditions of use, permitted periods and tariff structures will be reviewed to reflect this premium value and encourage better use of more widely available long stay capacity.



**COST OF PARKING IS THE LOWEST IN THE COUNTY**

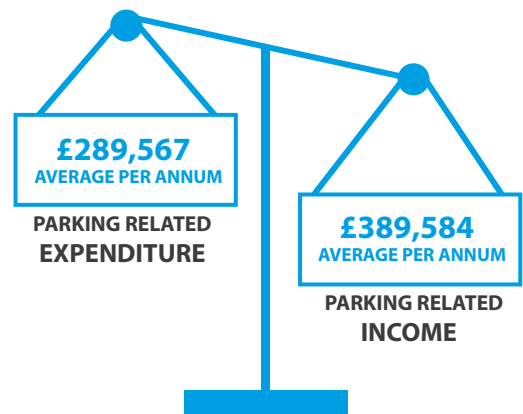
### Objective 4:

Provide a fair return for Malvern Hills tax paying residents

At present the income from car park users covers the cost of car parking provision. This strategy commits the Council to maintaining this approach. Any investment necessary to implement this strategy will therefore be recovered from parking income received. This strategy therefore creates no net financial burden upon the Council and local council tax payers.

Malvern Hills District car parking charges are already very competitive compared to other councils and commercial providers. A review of our charging structure will be undertaken to ensure a fair return for tax paying residents, whilst encouraging more efficient use of available parking capacity and greater use of long stay car parks. We will ensure that the cost of operating our car parking facilities is met by the charges made.

The use of off street car parks will be reviewed regularly to ensure that each asset continues to provide an appropriate return.



Some actions will contribute to fulfilling more than one objective. Where this is the case, the action is noted against the objective to which it provides the greatest contribution.

As this Council is not the Highway Authority, nor the sole provider of public off street car parking, we will need to work in partnership with Worcestershire County Council and the Town Councils to successfully deliver some actions. Where this is the case the necessary partner(s) is identified.

# 7.

## OUR PROPOSED ACTIONS

### Objective 1:

Improve traffic flow and reduce congestion



- Continue to operate a civil parking enforcement scheme to secure compliance with on street parking restrictions in partnership with the Highway Authority
- Increase availability of on street parking bays by working with the Highway Authority to better align maximum permitted periods of stay to demand
- Continue to work with the Highway Authority to review parking restrictions at key points to improve traffic flow
- Increase availability of short stay off street car park spaces by better aligning maximum permitted periods of stay to demand
- Review directional signage to off street car parks in partnership with the Highway Authority

### Objective 2:

Improve availability of safe, good quality on and off street parking in the areas of highest demand

- Obtain accreditation to Park Mark<sup>2</sup> Safer Parking<sup>2</sup> for all off street car parks
- Maintain investment in car parking and traffic management
- Continue to promote car parking provisions to tourists, residents and businesses
- Review coach and HGV parking provision on off street car parks
- Increase the availability of on street parking bays through increasing turnover by enforcing compliance with maximum permitted period of stay and other restrictions
- Review maximum permitted periods of stay and other restrictions of on street parking bays in partnership with the Highway Authority



<sup>2</sup> The Safer Parking Scheme is a national standard for UK car parks that have low crime and measures in place to ensure the safety of people and vehicles. A Park Mark is awarded to each car park that achieves the challenging standards. The distinctive Park Mark signage helps drivers find car parks where they can confidently leave their vehicle, knowing the environment is safer

### Objective 3:

Support the vitality of the towns and local businesses by providing competitive charges for car park customers

- Review all car parking tariffs to ensure that they fairly reflect the value they provide
- Continue to work in partnership with Town Councils and other organisations to deliver local parking solutions that support local economic and social vitality
- Continue to offer season permits for eligible local businesses and their employees
- Improve links with bus services by working with Worcestershire County Council and local bus service operators
- Maintain the free of charge concession for disabled blue badge holder on pay and display car parks and review permitted period concessions
- Maintain concessions for, and improve links with, community transport schemes and providers

**BLUE BADGE AND COMMUNITY TRANSPORT PROVIDERS**

**HAVE ACCESS TO**



**FREE PARKING AT**

**COUNCIL OWNED CAR PARKS**

### Objective 4:

Provide a fair return for Malvern Hills tax paying residents

- Review tariff structure to ensure an adequate return on investment of each car park
- Continue to offer discounted residents permits, which entitles residents to parking at Waitrose, Great Malvern
- Improve links between car parking provision and other transport systems and alternatives by working with Worcestershire County Council and local public transport service operators





# MONITORING AND REPORTING PERFORMANCE

At regular intervals further surveys and studies will be undertaken to assess the impact of actions taken and the effectiveness of this strategy.

The Council's Executive and Overview and Scrutiny Committees will have formal responsibility for monitoring and scrutinising performance of the strategy. These progress reports will be available on our website.

In addition to this, annual progress reports will also be produced to show progress against the strategy. This will be reported in the Council's Annual Report.



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