

BARNSELY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the Council's definition and has been included in the relevant Forward Plan

REPORT OF THE EXECUTIVE DIRECTOR OF PLACE TO CABINET ON 10/7/2019

2025 TOWN CENTRE PARKING STRATEGY

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to seek approval to adopt the town centre parking strategy.

2. RECOMMENDATIONS

- 2.1 The recommendation is that cabinet approve the adoption of the town centre parking strategy.

3. INTRODUCTION

- 3.1 Barnsley Council is working to achieve its vision of 'a brighter future, a better Barnsley'. Since 'Future Council' started in 2013 Barnsley has changed significantly. With developments such as 'The Glassworks', Principal towns investment, the newly adopted local plan and the government's Road to Zero strategy, demands on its car parking will change again over the next 5 years. Barnsley needs a parking strategy to make sure it will be able to meet future needs for those that live in, work in or visit the town centre.

4. PROPOSAL AND JUSTIFICATION

- 4.1 The 2025 Town Centre Parking Strategy document found in Appendix 1 contains the full proposal and justification.

5. CONSIDERATION OF ALTERNATIVE APPROACHES

- 5.1 Do nothing. This approach is not recommended due to the risk that parking demand outweighs capacity or that parking does not meet the needs and expectations of the visitors will significantly damage the reputation of town centre business and potentially undermine the investment made in the of 'The Glassworks' and town centre regeneration to date.

6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS

- 6.1 To achieve its outcomes, the 2025 Town Centre Parking Strategy must ensure it meets the needs of its users to increase both local and out of town visitors to the town centre. The outcomes of the strategy are:

1. To make it easier to visit Barnsley and support 'The Glassworks' and the town. We aim to make it safer, quicker and easier for those that choose to drive to find a convenient parking space and encourage visitors to stay longer.
2. To offer value for money for all. We aim to improve the customer experience to maximise the efficiency use of parking assets and investment in town centre supporting its continued success.
3. Is for the parking experience to support our strategic transport ambitions to enable more ways to travel to and from Barnsley and improve air quality by supporting the growth in ultra-low emission vehicles; helping achieve the targets set out in the governments 'Road to Zero' strategy

6.2 The 2025 Town Centre Parking Strategy will support the aspirations of the Active Travel Strategy by connecting visitors to cycling and walking opportunities around the town centre.

6.4 The 2025 Town Centre Parking Strategy will also support the uptake of low emission vehicles through the provision of electric vehicle charge points at selected locations in the town centre.

7. FINANCIAL IMPLICATIONS

7.1 Consultations on the financial implications have taken place with representatives of the Service Director – Finance (S151 Officer)

7.2 There are no direct financial implications in approving the Car Parking Strategy. However, once approved, an assessment will be conducted to understand the work required to ensure that the parking services being delivered meet the outcomes of the 2025 Town Centre Parking Strategy.

7.3 Should any future resourcing requirements be identified these will be subject to further reports to Cabinet.

8. EMPLOYEE IMPLICATIONS

8.1 A strategic review of all parking related assets within a 3 to 15 minute walk of the town centre will be conducted. The strategic review will consider the Council's impact on parking in the town centre including how it could support the aspirations of the Active Travel Strategy and the role it could play in supporting the town centre economy. Should employees be affected by the resulting parking asset development plan, the Council's consultation process will be followed.

9. LEGAL IMPLICATIONS

9.1 Legal consultation will be conducted at the relevant stages of the strategic parking asset review and implementation of the parking asset development plan.

10. CUSTOMER AND DIGITAL IMPLICATIONS

10.1 Further consultation will be required with the Customer Experience Team to determine how customer contact will be managed and resourced in line with our

Digital First strategy, noting that the contact centre is at capacity and doesn't currently support car parking enquiries.

- 10.2 Further consultation will be required to understand the effort and resource required for the design, development, testing and deployment of suitable enabling technologies and data management systems to support the ambition in the 2025 Town Centre Parking Strategy.

11. COMMUNICATIONS IMPLICATIONS

- 11.1 Communications and Marketing will work with the service to plan, implement and evaluate a communication, marketing strategy to help achieve the outcomes in the 2025 Town Centre Parking Strategy.
- 11.2 All activity will align to the Council's wider Communications and Marketing Strategy to make sure links are made to wider initiatives, where appropriate.
- 11.3 Communications and marketing will advise the service on consultation and engagement practices to make sure residents and businesses can give their views and feedback.

12. CONSULTATIONS

- 12.1 Economic Regeneration, Public Health, Equality and Inclusion, Assets, Strategic Transport, Parking Services, Finance, HR, Communications, Customer Experience, IT, Planning and Highways Engineering.

13. THE CORPORATE PLAN AND THE COUNCIL'S PERFORMANCE MANAGEMENT FRAMEWORK

- 13.1 The proposal identifies the 2025 Town Centre Parking Strategy as a key strategy and recognises its ability to support and influence the Council's other key strategies and the role it can play in creating a vibrant town centre economy.

14. PROMOTING EQUALITY, DIVERSITY AND SOCIAL INCLUSION

- 14.1 The 2025 Town Centre Parking Strategy supports the promotion of equality, diversity and social inclusion through consultation with town centre business, transport and equality forums and relevant stages of discovery and implementation.

15. TACKLING THE IMPACT OF POVERTY

- 15.1 The 2025 Town Centre Parking Strategy will improve access for residents and visitors travelling from different parts of the Borough and links to public transport and active travel will provide more options for people who are unable to travel by car.

16. TACKLING HEALTH INEQUALITIES

- 16.1 The 2025 Town Centre Parking Strategy will improve access for residents and visitors travelling from different parts of the Borough and links to public transport and active travel will provide more options for people who are unable to travel by

car. Improved air quality is one of three strategic outcomes of the 2025 Town Centre Parking Strategy. It assists in improving air quality by reducing emissions as a result of encouraging low emission vehicles and active travel, whilst the use of smart signage will reduce the occurrence of unnecessary vehicle journeys.

17. REDUCTION OF CRIME AND DISORDER

17.1 Adoption of the 2025 Town Centre Parking Strategy would see the introduction of pay on exit barriers and improvements to car park security as part of the parking asset development plan which will support the reduction of anti-social behavior in car parks.

18. RISK MANAGEMENT ISSUES

18.1 The issue of car parking and the need to have a strategic view of this within the Borough has been recognised as a key risk for the services, and the risk has been included in the operational risk register for BU6 for some time.

Risk	Consequences	Current Score	Mitigations	Target Score
Failure to deliver an effective and efficient Car Parking service	Decrease in the revenue income generated from Car Parks and an increase in on-street parking in or around local areas which could increase the risk of accidents to road users and potential increase in congestion on local roads;	Category 4 (Amber)	Review impact of revised 2019 strategy	Category 6 (Green)

18.2 By approving this report, the risk relating to the ability to deliver an effective car park services (which in itself is underpinned by a robust and deliverable strategy) can be mitigated, and Members can be assured that the impact of this improvement will have a direct effect on the risk profile for the Business Unit.

18.3 It is likely there will some further risks relating to the implementation of the 2025 Town Centre Parking Strategy will be logged in the BU6 risk register, and reviewed at the next operational risk register review meeting.

19. HEALTH, SAFETY AND EMERGENCY RESILIENCE ISSUES

19.1 Health and safety and emergency resilience issues will be identified at the relevant stages of implementation and consultation with the health and safety conducted to ensure implementation if compliant with the council's health and safety policy and relevant legislations.

20. COMPATIBILITY WITH THE EUROPEAN CONVENTION ON HUMAN RIGHTS

20.1 The proposals are compatible with the European Convention of Human Rights.

21. CONSERVATION OF BIODIVERSITY

21.1 The impact implement of the strategy will on the conservation of biodiversity will be identified as part of the parking asset development plan.

22. LIST OF Appendices

Appendix 1: 2025 Town Centre Parking Strategy.

23. BACKGROUND PAPERS

If you would like to inspect background papers for this report, please email governance@barnsley.gov.uk so that appropriate arrangements can be made

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Financial Implications/Consultation



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*(To be signed by senior Financial Services officer
where no financial implications)*