

## BARNSELEY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the Council's definition and has not been included in the relevant Forward Plan.

### REPORT OF THE EXECUTIVE DIRECTOR FOR PLACE TO CABINET ON 4 NOVEMBER 2020

#### Town Centre Parking Strategy Implementation - Phase 1

#### 1. PURPOSE OF REPORT

- 1.1 To formally approve the release of the £1.200M investment for Phase 1 of The Town Centre Parking Strategy.

#### 2. RECOMMENDATIONS

**It is recommended that:**

- 2.1 **Cabinet approve the adoption of the Town Centre Car Parking proposals highlighted within section 4 of this report.**
- 2.2 **Cabinet approve the formal release of £1.200M in to the Council's capital programme, as previously agreed in principle as part of the Council's 2020/21 Capital Investment Programme in February 2020 (Cab.5.2.2020/6 refers).**

#### 3. INTRODUCTION

- 3.1 The 2025 Town Centre Parking Strategy was approved by Cabinet (Cab.24.7.2019/8 refers) and adopted in 2019 and seeks to support the opening of The Glass Works development and the wider re-development of the Town Centre by achieving the following outcomes:

##### 3.2 Great Parking Experience

Our aim is to make it easier to visit Barnsley and support The Glass Works and the wider Town Centre. 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.

##### 3.3 Better Value

Our aim is to offer value for money for all. We aim to improve the customer experience to maximise the efficient use of parking assets and investment in the Town Centre; supporting its continued success.

### 3.4 Better Air Quality

Our aim 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 Government's 'Road to Zero' strategy and the Council's own Zero 45 ambition of a net zero carbon borough by 2045.

### 3.5 The 2025 Town Centre Parking Strategy will be implemented over three phases:

#### Phase 1 – The Glass Works Opening

### 3.6 Improving the customer experience in the build up to and to support the opening of The GlassWorks and ensure its early success.

#### Phase 2 – Wider Town Centre Economy

### 3.7 Understanding the impact of The Glass Works on the wider Town Centre to ensure that parking continues to work for all.

### 3.8 Phase 3 – Wider Town Centre Impact

Review of all parking related assets within a 15 minute walk of the Town Centre to understand its impact on businesses, residents and the environment.

## 4. **PROPOSAL AND JUSTIFICATION**

### Phase 1 Implementation

### 4.1 It is proposed that Phase 1 of the strategy be implemented over the next 12 months in the build to the opening of the Glassworks in Autumn 2021. In order to progress allow this a total £1.2M was approved in principle by Cabinet as part of the Council's 2020/21 Medium Term Financial Strategy and budget proposals (Cab.5.2.2020/6 refers). However due to the financial impact of the COVID-19 pandemic on the Council, all 2020/21 capital investments were placed on hold pending increased certainty over the financial position of the Council.

### 4.2 Subsequently a review of such investments has been undertaken and the investment to deliver Phase 1 of the Town Centre Car Parking Strategy was identified as a priority 1 investment, meaning that it is prioritised to progress. This funding will be used to address the key elements of the strategy:

#### To support the 2025 Town Centre Parking Strategy's mission:

### 4.3 Provide safe and inviting car parks with sufficient spaces to meet changing demands; working within a wider transport network to make visiting Barnsley easier. We will explore new and emerging technologies that allow visitors to focus on enjoying their stay; encouraging people to stay longer and use ultra-low emission vehicles.

- 4.4 Phase 1 of the Town Centre Car Parking Strategy investment will implement the following to achieve the outcomes, outputs and key performance indicators of the strategy as outlined below, in line with The Glass Works Opening in 2021:

*A Great Parking Experience*

- 4.5 £107,000 will be invested in Digital Sensors that will be installed across the Town Centre to identify live occupancy at on-street and BMBC car parks. Enabling live communication of available spaces via app and roadside signage, improving visitor journey planning and reducing journey times.
- 4.6 £111,000 will be invested in Digital Signage that will ensure every visitor that chooses to travel to the Town Centre by vehicle will be able to see live available space updates at BMBC operated car parks. It will make it easier to find an available space convenient to the destination, reducing the how long it takes to find a space and allowing them to focus on the visit ahead.
- 4.7 £272,000 will be invested in new payment machines that will be installed at all locations. Reducing the number of different types of machines, making them easier to use with greater availability for customers.
- 4.8 Payment by cash, card, app, and the ability to extend the duration of stay will be available as standard at all locations. Making parking easier and offering customers greater flexibility and freedom.
- 4.9 £360,000 will be invested to install pay on exit car ANPR enabled barriers at Marketgate car park and upgrading The Glassworks multi-story car park barrier system, providing a consistent customer experience across both locations. Both will offer customers the option to use automated pay as you go parking payments, without the need to use a payment machine. Making parking at these locations even easier to use with even greater flexibility and freedom for customers.
- 4.10 £198,000 will be invested across all BMBC car park to make them safer and visually more appealing. With improvements to vegetation areas increasing line of sight visibility and preventing the build-up of litter. The existing CCTV system will be expanded, and lighting improved across BMBC Town Centre car parks, offering customers car parks that feel safer with greater protection.
- 4.11 £112,000 will be invested in a review of parking within a five-minute walk of The Glass Works will be conducted with feedback from visitors, local business and disability forums utilised to better meet the needs of all user groups. The investment will cover costs associated with project management, IT, Highways and Legal costs associated with any changes to Traffic Restriction Orders and contingency.

*Better Value for Money*

- 4.12 Parking charges will be simplified with three categories of parking spaces, easily identified through colour-coding and signage, priced to offer value for money for all users based the following:

Convenience - On-street, within a 1 minute walk of conveniences

- 4.13 For visitors that prioritise convenience to high turnover conveniences such as banks and takeaways. For customers that stay between 15 minutes to an hour, with the flexibility to extend their stay up to 24 hours.

Flexible – within a 3 minute walk of the Town Centre

- 4.14 For visitors that prioritise convenience to the Town Centre attractions and freedom to spend as long as they like visiting the market, shops, museums and entertainment. For customers that stay between 1-4 hours, with the flexibility to stay overnight and up to 24 hours.

Value – within a 5 minute walk of the Town Centre

- 4.15 For visitors that prioritise value for money. For customers that visit regularly for work and stay between 4-10 hours, with the flexibility to stay overnight and up to 24 hours.
- 4.16 Usage data from Smart Parking Technology will enable the use of existing parking assets to be maximised, ensuring any future investments maximise value for money and support Active Travel and Strategic Transport aims.

Better Air Quality

- 4.17 The investment in Smart Parking Technology will enable live parking availability to be accessible via an app and roadside signs. This will improve visitor journey planning, reducing journey times and associated vehicle emissions.
- 4.18 The investment to make car parks more visually appealing will increase line of sight visibility, making available spaces easier to find. This will reduce the time it takes to find a space, reducing circling, journey times and associated vehicle emissions.
- 4.19 £40,000 will be invested to installed 8 Electric Vehicle Charging Points. With four replacing the existing two at Marketgate and an additional four within The Glass Works multi-storey car park, taking its total to ten. This will allow visitors to charge their vehicles whilst visiting the Town Centre, reducing range anxiety concerns and encouraging use of Ultra Low Emissions Vehicles to reduce vehicle emissions.
- 4.20 The investment in Smart Parking Technology will provide data on the movements of pedestrians, cyclists and vehicles. Enabling parking to better support Active Travel and Strategic Transport Strategies and ambitions.

Phase 1 – 2025 Town Centre Parking Outputs Supported

- 4.21 Success of Phase 1 implementation will be measured against the follow 2025 Town Centre Parking Strategy Outputs:
- NPS Survey questions on cleanliness, visual appeal and safety
  - % of pay as you leave parking spaces
  - Total number of publicly available parking spaces

- Total demand for publicly available parking spaces
- % of disabled parking spaces
- % of parking spaces availability to view via app
- % of Town Centre traffic covered by SMART road signs
- % of Car parks with Smart Signs and smart payment
- % of uniformed payment terminals
- % of locations payable via card, app, phone and cash
- % of cash/card/app/phone transactions
- % live monitored Smart locations
- % multi storey / surface car park capacity
- % average occupancy rates
- % peak occupancy rates
- Parking space turnover rate
- Customer survey questionnaires.
- % Active Travel Commuters.
- 10% of BMBC public spaces available with EV charging points.

### COVID -19 Implications

4.22 COVID-19 has significantly changed visitor behaviours and demand on parking. The investment in Smart Parking technology will enable accurate monitoring of parking occupancy and turnover rates, better informing future decisions. Ensuring The 2025 Town Centre Parking Strategy achieves its aims to maximise value for money and use of existing parking related infrastructure.

4.23 Smart Parking technology has the ability to measure distance between pedestrians to inform social distancing measures and monitoring.

## **5. CONSIDERATION OF ALTERNATIVE APPROACHES**

5.1 **Do Nothing** – this would not achieve the required outcomes and key performance indicators of the 2025 Town Centre Parking Strategy and is not recommended.

## **6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS**

6.1 Service users will be able to locate and pay for parking easier with more payment options and flexibility.

6.2 A review of parking with feedback from service users will enable further service improvements and achievement of service user needs.

## **7. FINANCIAL IMPLICATIONS**

7.1 Consultations have taken place with representatives of the Service Director for Finance (The S151 Officer).

7.2 This report is seeking formal approval to release £1.200M investment in the Town Centre Parking Strategy - Phase 1 as provisionally approved by Cabinet as part of the 2020/21 Budget Setting process (Cab.5.2.2020/6 refers).

7.3 The table below identifies the various elements that make up the overall project of works in respect of Phase 1 (as identified in Section 4 above) and provides a breakdown of the estimated costs totalling £1.200M.

<b>Programme of Works *</b>	<b>Costs £</b>
Market Gate Barriers, , ANPR, Payment Terminals & Highways Infrastructure Works	360,000
Replacement of Pay & Display Machines	272,000
Variable Message Signs (VMS)	111,000
Car Parking Tariff Signs	50,000
Electric Vehicle Charging Bays	40,000
CCTV	48,000
Vegetation Improvements	50,000
Lighting Upgrade	50,000
Smart Parking Sensors	107,000
PM, Design, IT and Contingency	112,000
<b>TOTAL</b>	<b>1,200,000</b>

\*Any costs associated with the Glass Works multi-story car park are already included within the Glass Works budget.

7.4 The above costs are indicative at this point based on current estimates. Following approval, the programme of works is expected to be carried out over the next six to 12 months and to be completed in line with the opening of the Glass Works development which is expected in Autumn 2021.

7.5 A summary of the above financial implications is attached at Appendix A.

## **8. EMPLOYEE IMPLICATIONS**

8.1 A separate delegated HR report will be submitted to create any posts associated with implementation.

## **9. LEGAL IMPLICATIONS**

9.1 Changes to the controlled parking zone, off street parking order and traffic restriction order resulting from the parking review will be conducted in accordance with relevant legal approvals and legislative frameworks.

## **10. CUSTOMER AND DIGITAL IMPLICATIONS**

10.1 Parking occupancy sensors, Automatic Number Plate Recognition, digital signage and payment machine data will need to be integrated within an application, website and relevant Customer Relationship Management systems, ensuring accessibility for all users.

## **11. COMMUNICATIONS IMPLICATIONS**

11.1 Communication of infrastructure works including temporary reduction in parking spaces and car park closures will be integrated into the program's delivery and The Glass Works marketing campaign.

11.2 A detailed campaign promoting the investment in technology and benefits to visitors will be a link will be communicated closer to implementation dates and link to wider Town Centre and The Glassworks promotions.

11.2 Outcomes from the parking review and feedback from user group; including proposed changes will be communicated and subject to further governance and approvals.

## **12. CONSULTATIONS**

12.1 Matthew Bell, Highways  
Tracey Brewer, Strategic Transport  
Paul Clifford, Economic Regeneration,  
Richard Burnham, Housing and Energy  
Hazel Shaw, ICT System Management  
Katie Rogers, Communications and Marketing

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

13.1 NONE

## **14. PROMOTING EQUALITY, DIVERSITY AND SOCIAL INCLUSION**

14.1 NONE

## **15. TACKLING THE IMPACT OF POVERTY**

15.1 NONE

## **16. TACKLING HEALTH INEQUALITIES**

16.1 NONE

## **17. REDUCTION OF CRIME AND DISORDER**

17.1 Expansion of the Town Centre CCTV system, improved lighting across BMBC Town Centre car parks and pay on exit barrier systems will support reduction in crime and disorder. Discouraging anti-social behavior associated with un-official car meets from taking place.

## **18. RISK MANAGEMENT ISSUES**

18.1 NONE

## **19. HEALTH, SAFETY AND EMERGENCY RESILIENCE ISSUES**

19.1 NONE

## **20. COMPATIBILITY WITH THE EUROPEAN CONVENTION ON HUMAN RIGHTS**

20.1 NONE

## **21. CONSERVATION OF BIODIVERSITY**

21.1 Proposed changes to car park vegetation will be developed with relevant partners to conserve biodiversity and the use of sustainable native species.

## **22. LIST OF APPENDICES**

Appendix A: Financial Implications

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](mailto:governance@barnsley.gov.uk) so that appropriate arrangements can be made

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