



# 2025 Town Centre Parking Strategy

A parking experience that stands out in the region



**BARNSELY**  
Metropolitan Borough Council

## Barnsley is changing

Barnsley Council is working to achieve its vision ‘A Brighter Future, A Better Barnsley’ to make it an even better place to live, work and visit and 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; Barnsley and the demands on car parking will change again in the next 5 years. Barnsley needs a parking strategy to make sure it is able to meet future needs for those that live in, work in or visit the town centre.

### VISION

**Offer a great customer parking experience; supporting our ambitions to make Barnsley a more popular visitor destination.**

### MISSION

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.

### OUTCOMES

**A GREAT PARKING EXPERIENCE**  
Our aim is 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.

**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 town centre; supporting its continued success.

**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 governments ‘Road to Zero’ strategy.

## Better Parking Experience

Our aim is 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.

### Strategic Outcomes – what we want to achieve

- Provide safer car parking for all users of the facilities.
- Provide clean and inviting car parks car parks.
- Make it easier to find a parking space close to the main town centre attractions.
- Provide parking close to strategic public transport hubs to make journeys to and from Barnsley more convenient and support regional growth.
- Provide enough publicly available parking to meet current and future peak demands of 'The Glassworks' and wider town centre generation.
- Make it easier to pay for parking and provide flexibility to change how long customers want to stay.

### Strategic Outputs – How we will achieve it

	Start	End
• Cleaner, more visually appealing and safer car parks with better lighting levels and improved visibility.	2020	2021
• Utilise Body cameras and improved communications systems.	2019	2020
• Provide enough publicly available parking spaces to meets peak demand.	2020	2025
• Provide parking that supports future rail and strategic transport developments.	2021	2025
• Conduct a public consultation to identify parking needs.	2020	2020
• Engage with local town centre business, transport and equality forums.	2019	2025
• Conduct net promotor score surveys measure the customer experience.	2020	2025
• Use ANPR and parking bay sensors to identify available parking spaces and enable payment by APP or phone at all locations.	2020	2023
• Install SMART road and car parks signs that display availability and make it easier to find a space.	2020	2021
• Create pay when you leave car parks with barriers that allow customers to stay as long as they want.	2020	2023
• Develop a uniformed parking payment experience with multiple payment methods available at all locations.	2020	2023



## 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 town centre; supporting its continued success.

## Strategic Outcomes – what we want to achieve

- Support the town centre regeneration and economy.
- Deliver investments that provide value for money.
- Increased efficiency of parking assets.
- Increase the number of parking spaces per m2 of land used.
- Provide parking options that work for visitors, shoppers, businesses and commuters in the town centre.
- Secure regional or national government investment.

## Strategic Outputs – How we will achieve it

	Start	End
• Financial analysis to ensure investments that demonstrate a return on investment to the town centre economy.	2019	2025
• Create parking zones to meet the differing needs of visitors, shoppers, business, and commuters.	2020	2023
• Adopt flexible pricing policies that support events, town centre regeneration projects and the town centre economy.	2021	2025
• Utilise ANPR and parking sensors to enable live usage monitoring.	2021	2023
• Increase the number of multi-storey car parks to reduce the footprint of land occupied by BMBC car parks in the town centre.	2021	2023
• Increase useable life of assets by design to enable re-purposing and redevelopment lifespan.	2020	2025
• Conduct strategic reviews of all parking assets and restrictions within a 3 - 15 minute walk of the town centre at key milestones.	2019	2025
• Create parking asset development plan for each milestone.	2019	2021
• Conduct post implementation financial review of parking assets.	2020	2025
• Lobby regional and national bodies to secure funding.	2019	2025

<h2>Better Air Quality</h2> <p>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 governments 'Road to Zero' strategy.</p>	<h2>Strategic Outputs – How we will achieve it</h2>		
<h3>Strategic Outcomes – what we want to achieve</h3>		Start	End
<ul style="list-style-type: none"> <li>• Reduced vehicle emissions associated with town centre parking.</li> <li>• Support wider strategic transport network ambitions and public transport connections.</li> <li>• Support the outcome aspirations of the active travel strategy.</li> <li>• Increased electric vehicle charging points.</li> <li>• Minimise the environmental impact of future parking related construction.</li> </ul>	<ul style="list-style-type: none"> <li>• Making is easier to find a car park close to attractions. This will help reduce overall journey times, congestion and vehicle emissions as a result.</li> <li>• Smart Signage directing vehicles to available spaces will reduce vehicles circulating and emissions.</li> <li>• Supporting active travel and public transport initiatives to help reduce congestion and vehicle emissions.</li> <li>• Support future rail connectivity ambitions to minimise the regional growths impact on air quality.</li> <li>• Provide electric vehicle charging points to 1 in 10 of BMBC public spaces to encourage the use of ultra low emission vehicles in the town centre and help reduce vehicle emissions.</li> <li>• Utilise road network usage analysis to develop a car park location plan that support congestion reduction and emissions targets.</li> <li>• Flexible building design that supports re-purposing parking buildings to increase usable life and minimise the environment impact of construction.</li> </ul>	<p>2020</p> <p>2021</p> <p>2020</p> <p>2020</p> <p>2020</p> <p>2019</p> <p>2020</p>	<p>2023</p> <p>2023</p> <p>2025</p> <p>2025</p> <p>2025</p> <p>2020</p> <p>2025</p>

# Why do we need a strategy

## Barnsley is changing

With 'The Glassworks', Library @ the lightbox, Digital Campus and Eastern Gateway developments completed; in 2025 the town centre will be considerably different to today. Parking faces the challenge in helping to realise the economic opportunities the developments can bring and enable continued growth within the borough by supporting strategic transport objectives - balanced against a backdrop of changing technology and austerity, without compromising our environment and our ambitions to make Barnsley cleaner, greener and healthier for all.

### Barnsley 2025

- Parking is key to Barnsley achieving its potential and it must be adaptable, innovative, customer focused, able to meet growing demand and changing expectations without compromising our long term environmental and wider transport aspirations.

### Regeneration

- 'The Glassworks' development is forecast to increase demand for parking by over 480 spaces and footfall by +11% or around 100,000 more visitors per month.
- Development of the 'Digital Campus' on County Way will facilitate the creation of a new multi-storey car park and ensure capacity meets peak demand.

### Growth

- Projections show that the population will have grown by almost 12,000 with 4,600 more households, 13,000 more vehicles and 20% of new vehicles sales being ULEV.
- BMBCs Transport Strategy states that Barnsley is well placed to connect people and businesses to new and existing market places via capitalising on its location within Yorkshire.

### Technology

- The governments 'Road to Zero' Strategy targets 20% ULEV sales by 2025 and 50% by 2030. To support this parking must increase the number of charging points and support a charging infrastructure.
- Contactless payments have now overtaken cash and customers expect multiple payment options.
- ANPR combined with barriers and digital signage could offer customers an easier, more convenient and flexible way to find a space and pay without cash; even before they even begin their journey.

### Barnsley 2019

- The town centre is mid-regeneration.
- Town centre footfall of 6.7 million per annum with an average of around 560,000 visitors per month.
- Provisional data shows a 2018 population of 245,200, with 111,400 households, 136,379 vehicles registered in the borough or which only 279 were electric.

# Strategic Priorities

## Better Experience

Our aim is 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.

## Strategic Outcomes – What we want to achieve

- Provide safer car parking for all users of the facilities.
- Provide clean and inviting car parks car parks.
- Make it easier to find a parking space close to the main town centre attractions.
- Provide parking close to strategic public transport hubs to make journeys to and from Barnsley more convenient and support regional growth.
- Provide enough publicly available parking to meet current and future peak demands of 'The Glassworks' and wider town centre generation.
- Make it easier to pay for parking and provide flexibility to change how long customers want to stay.

## Strategic Outputs – How we will achieve it

- Cleaner, more visually appealing and safer car parks with better lighting levels and improved visibility.
- Utilise Body cameras and improved communications systems.
- Provide enough publicly available parking spaces to meets peak demand.
- Provide parking that supports future rail and strategic transport developments.
- Conduct a public consultation to identify parking needs.
- Consult with local town centre business, transport and equality forums.
- Conduct net promotor score surveys measure the customer experience.
- Use ANPR and parking bay sensors to identify available parking spaces and enable payment by APP or phone at all locations.
- Install SMART road and car parks signs that display availability and make it easier to find a space.
- Create pay when you leave car parks with barriers that allow customers to stay as long as they want.
- Develop a uniformed parking payment experience with multiple payment methods available at all locations.

## Key Performance Indicators – How we will measure performance

- NPS survey questions on cleanliness, visual appeal and safety.
- % of officers with body cameras.
- % of pay as you leave parking spaces.
- Total number of publicly available parking spaces.
- Total demand for publicly available parking spaces.
- Number of parking spaces within 3 min walk of rail and public transport hubs.
- % 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

# Strategic Priorities

## 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 town centre; supporting its continued success.

## Strategic Outcomes – What we want to achieve

- Support the town centre regeneration and economy.
- Deliver investments that provide value for money.
- Increased efficiency of parking assets.
- Increase the number of parking spaces per m2 of land used.
- Provide parking options that work for visitors, shoppers, businesses and commuters in the town centre.
- Secure regional or national government investment.

## Strategic Outputs – How we will achieve it

- Financial analysis to ensure investments that demonstrate a return on investment to the town centre economy.
- Create parking zones to meet the differing needs of visitors, shoppers, business, and commuters.
- Adopt flexible pricing policies that support events, town centre regeneration projects and the town centre economy.
- Utilise ANPR and parking sensors to enable live usage monitoring.
- Increase the number of multi-storey car parks to reduce the footprint of land occupied by BMBC car parks in the town centre.
- Increase useable life of assets by design to enable re-purposing and redevelopment lifespan.
- Conduct strategic reviews of all parking assets and restrictions within a 3 - 15 minute walk of the town centre at key milestones of the town centre regeneration.
- Create parking asset development plan for each milestone.
- Conduct post implementation financial review of parking assets.
- Lobby regional and national bodies to secure funding.

## Key Performance Indicators – How we will measure performance

- Car park footprint m2.
- Parking spaces per m2.
- Number of flexible design parking buildings
- % live monitored Smart locations.
- % multi storey / surface car park capacity.
- % Average Occupancy rates.
- % Peak occupancy rates.
- Parking space turnover rate.
- Value external funding secured.



## 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 governments 'Road to Zero' strategy.

## Strategic Outcomes – What we want to achieve

- Reduced vehicle emissions associated with town centre parking.
- Support wider strategic transport network ambitions and public transport connections.
- Support the outcome aspirations of the active travel strategy.
- Increased electric vehicle charging points.
- Minimise the environmental impact of future parking related construction.

## Strategic Outputs – How we will achieve it

- Making it easier to find a car park close to attractions. This will help reduce overall journey times, congestion and vehicle emissions as a result.
- Smart Signage directing vehicles to available spaces will reduce vehicles circulating and emissions.
- Supporting active travel and public transport initiatives to help reduce congestion and vehicle emissions.
- Support future rail connectivity ambitions to minimise the regional growths impact on air quality.
- Provide electric vehicle charging points to 1 in 10 of BMBC public spaces to encourage the use of ultra low emission vehicles in the town centre and help reduce vehicle emissions.
- Utilise road network usage analysis to develop a car park location plan that support congestion reduction and emissions targets.
- Flexible building design that supports re-purposing parking buildings to increase usable life and minimise the environment impact of construction.

## Key Performance Indicators – How we will measure performance

- NPS Customer Survey questionnaires.
- Network Congestion levels.
- % Active Travel Commuters.
- Number of parking spaces within 3 minute walk of key rail and strategic transport hubs.
- Number of wider transport initiatives supported.
- 10% of BMBC public spaces available with EV charging points.

