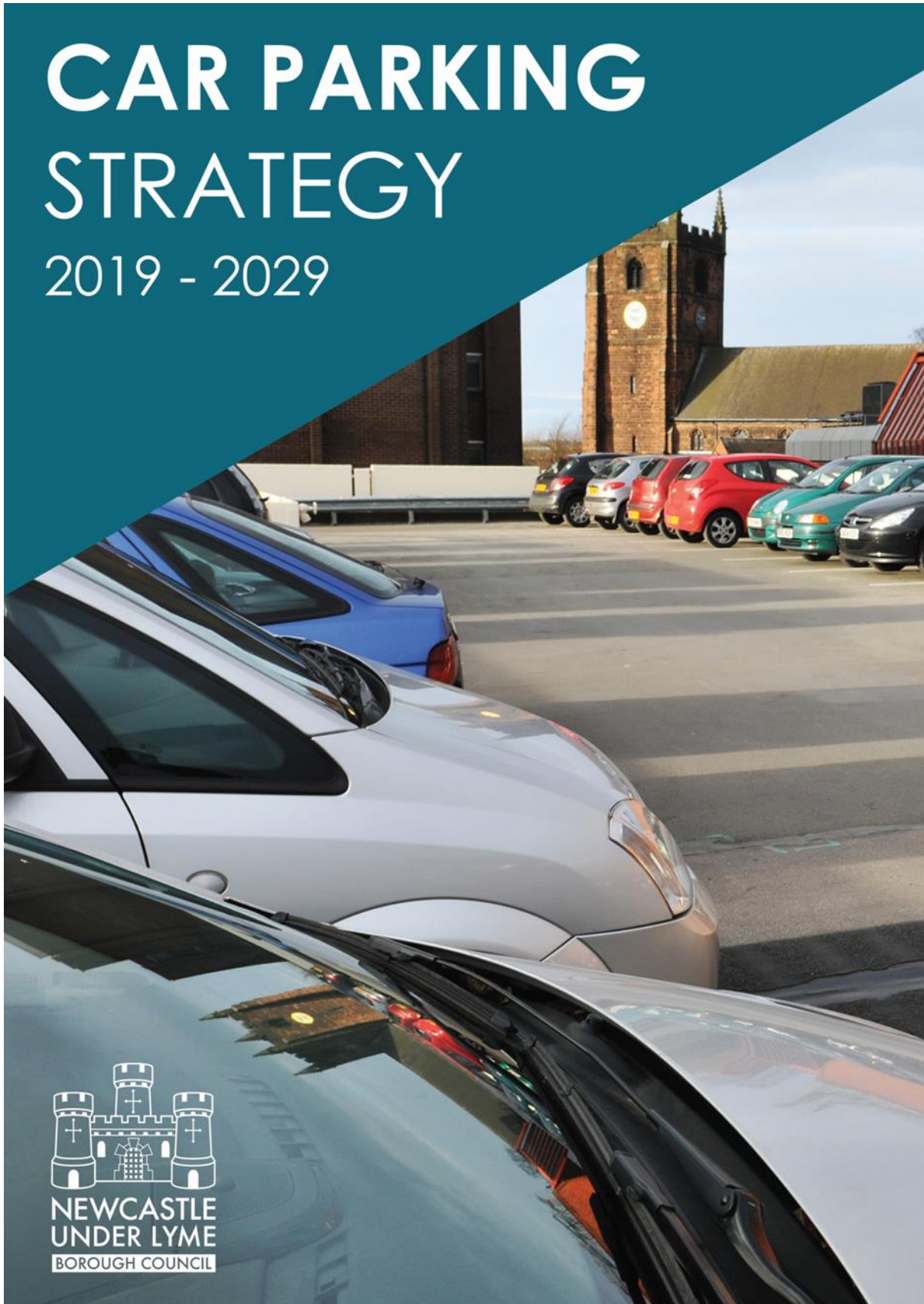


CAR PARKING STRATEGY

2019 - 2029



Introduction By Cllr Sweeney

Welcome to Newcastle-under-Lyme Borough Council's Car Parking Strategy 2019-2029, this sets out the Council's plans and ambitions for our car parks for the next 10 years.

The Council has a wide range of car parks in Newcastle town centre which are recognised to play an important role in the operation of the town centre for visitors and businesses.

This strategy sets out how the Council will utilise these resources to balance the demands of the various users of car parks, support town centre businesses, and ensure operational costs are met.

Importantly the Council wants to work with partners including the Business Improvement District to ensure that our car parks meet the needs of local businesses. Equally the Council is committed to investing in our car parks to ensure that they meet the developing expectations of customers and maximise the use of developing technology.

Management of our car parks also relates to the use of cars in our town centre and through the Council's commitment to reducing carbon emissions it is important that the car parks support good traffic / parking practices and the use of electric vehicles.

Objectives

The Council's town centre car parking objectives are:

- To provide car parking which meets the current and future needs of the town centre for visitors, businesses and residents that will live in the town centre;
- Optimise the cost-efficiency of the car park assets; and
- Minimise congestion and improve air quality.

The strategy covers a 10 year period, with actions analysed into Short (1year) medium (2-5 years) & long term (5-10years)

This strategy reviews the current car parking provision and sets out the future options to ensure that the most effective provision is made. In order to do this a range of issues have been taken into account:

- Customer views and stakeholder perception;
- the usage of car and capacity of the car parks;
- financial appraisal of car parks as assets;
- links to the wider strategic transport needs including on street parking and road congestion; and
- longer term national and technologic developments.

National and Local Policies

The Council Plan 2018-2022 sets out the Council vision to have 'Good local services, a prosperous borough and safe and welcoming places for all'.

The four corporate priorities are:

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- Local services that work for local people;
- Growing our people and places;
- A healthy, active and safe borough; and
- A town centre for all.

The Council wants to ensure that the town centres have the right retail, public service, leisure, cultural, business and residential facilities that work for local residents and attract visitors and businesses to the town centres. To achieve this, the Council wants to deliver car parking services that support the town centres.

Car parking plays an important role in the town centre and the wider transport links to the area. Our car parks create a lasting impression for visitors, who we want to encourage to return to support our town centre businesses.

The Council is working hard with partners to improve air quality. Provision of car parking that is easily accessed and close to the place which the driver wishes to visit is important to ensure that unnecessary congestion is not caused by drivers blocking up key access roads looking for places to park.

Newcastle like many areas across the UK continues to experience areas of poor air quality. The air quality assessment identified that there are road links to the town centre that are currently exceeding the annual mean nitrogen dioxide (NO₂) limit value, with exceedances predicted to continue in 2019 and beyond. In October 2018, Ministers Coffey and Norman for the Department for Environment, Food and Rural Affairs (DEFRA) and Department for Transport (DfT) respectively, served the ministerial direction on the Council; this was served under the provisions of The Environment Act 1995 (Feasibility study for nitrogen dioxide compliance) (No 2). The Ministerial directions formally mandate several local authorities including Newcastle to undertake further work with the main objective being to explore options for reducing levels of nitrogen dioxide in the air. The provision of good quality car parks in the right locations can assist in improving air quality.

Key issues

The cost of car parking is important but not the sole factor in a driver's decision to park. Key factors include reason for coming into Newcastle, closeness to the attraction to which the driver wishes to visit, reasonable availability of spaces, attractiveness, ease of use, payment options, electric car charging facilities and security of car park.

There are major plans to regenerate the Ryecroft area of the town centre, including the now vacant Civic Offices. At present this provides a significant number of parking spaces which will be subject to change once the redevelopment takes place.

The Council has a policy of Town Centre for All and encourages development and conversion for housing in the town centre. Student and mixed apartment accommodation continues to be developed. Whilst the Sky Building has stalled other sites have come forward including the former Savoy Cinema site and former Bristol Street Motors site. This will see an increase in people living in the area and therefore potentially more demand on the evening parking.

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As part of the Newcastle Sustainable Transport Group, the Council is working with Staffordshire County Council to review signage in the town centre to improve wayfinding and provide town centre users with clear directional information. The group is also working on a complete review and renewal of town centre road signage to direct traffic in the most effective way to reduce congestion and improve air quality. This includes clear directions to car parks.

Car parking is seen as a Council issue however there is a significant private car park operator delivering the Lyme Light Boulevard and many supermarkets with substantial parking around the ring road. Town Centre businesses believe that car parking should be led by the Council. For car parking to effectively support the economic development of the town centre a much more joined up approach needs to be taken with businesses supporting parking initiatives. A Communications Plan will be developed which actively promotes the car parking, addresses customer concerns and engages local businesses.

Customers do not understand the difference between the County operating on-street parking and the Borough operating car parks. This leads to confusion when the Council introduces parking concessions with the BID. All three partners will need to work together to have a joined up approach to car parking charges.

Our car parks

Analysis of the car park use, condition and finance are included in the appendices.

Key information is:

- The Council has 13 car parks in and around the town centre, which provide 1476 spaces;
- There are a mix of pay and display car parks and permit only car parks;
- 523,791 customers use the Council car parks per year, of which 211,499 park on the Midway;
- In 2018/19 1,587 permits were purchased over the 4 quarters;
- The nett income for the car parks in 2018/19 is £66,652 (inclusive of support service recharges and capital financing charges);
- Corporation Street generates the greatest revenue per space as a short term central small car park;
- 8.95% of transactions are cashless and there is an opportunity to increase this and improve customer experience; and
- 73% of customers park for 2 hours or less. Including the after 3pm customers into this increases the percentage to 84%.

Car parking income assists in supporting the Council's balanced budget, and any adverse variance places additional pressures on achieving this. During 2018/19 Council Car Parks generated £66k surplus.

2018/19 Car Parking Income / Expenditure

	2018/19 Actual (£)	2018/19 Budget (£)	2018/19 Variance (£)
Employees	134,183	125,400	- 8,783
Premises	253,008	250,540	- 2,468
Supplies and Services	70,055	101,630	31,575
Support Services Recharges	70,824	71,600	776
Capital Financing	373,549	183,840	- 189,709
Customer Receipts	- 951,516	-1,087,500	- 135,984
Rents	- 16,555	- 63,300	- 46,745
Totals	- 66,452	- 417,790	- 351,338

Analysis of specific car parks and their ability to generate income is undertaken below, this identifies how much income overall each space is generating. This highlights that the Council's car park on Corporation Street achieves the highest return per space. This specific car park is a small short stay car park, and is situated in close proximity to the County Council's on-street parking.

The car park on School Street / Barracks Road is in constant use by both users of the Jubilee 2 leisure centre, and Exercise4less that is located next door, as such this generates a significant amount of income per space. The Midway car park, the Council's largest parking facility, has a smaller return per parking space, despite generating the largest overall return of £241k. This highlights that the Midway doesn't achieve the occupancy levels that it may have done in the past.

2018/19 Income / Expenditure per Car Park

	No. of Spaces	Total Income*	Total Expenditure**	Net Income / Expenditure	Income per Space
Blackfriars	25	- 4,373	3,192	- 1,180	- 47
Cherry Orchard	24	- 34,129	9,755	- 24,373	- 1,016
Corporation Street	9	- 26,565	7,245	- 19,319	- 2,147
Goose Street	113	- 81,784	32,889	- 48,895	- 433
Hassell Street	39	- 39,689	12,529	- 27,159	- 696
King Street	170	- 67,601	23,963	- 43,638	- 257
Merial Street	16	- 4,377	2,872	- 1,505	- 94
Midway	655	- 465,414	224,079	- 241,334	- 368
Ryecroft ***	214	- 146,662	28,291	- 118,371	- 553
School Street / Barracks Road	40	- 77,357	29,768	- 47,589	- 1,190
Silverdale Road	65	- 49,730	13,925	- 35,806	- 551
Windsor Road	21	- 46,811	13,000	- 33,811	- 1,610
Other	n/a	- 14,727	29,972	15,245	n/a

* total income incorporate a prorated percentage of income from penalty charge notices, based on the overall income generated by an individual car park

** total expenditure includes a prorated percentage of general car parking expenditure, including enforcement and cash collections.

*** 75% of Ryecroft income relates to Staffs County Council proportion of site.

Consultation

The Business Improvement District are consulting local businesses on their views for the future of the BID, as part of this businesses have given some views on car parking in the town centre. Within the top 5 issues that businesses want to see addressed are Car Parking initiatives for customers, an improved parking experience and parking initiatives for staff.

Comments received from businesses included free parking, cheaper parking, discounted parking, parking for staff as recruitment difficulties, more short stay parking, more residential parking, discounted for business workers, all car parks to be pay on exit, abuse of disabled parking, empty parking spaces. (from PFBBUK).

A separate short survey was also undertaken direct with local businesses in Newcastle town centre. 23 businesses completed the survey highlighting that:

- 57% of businesses were parking all day.
- the two most important features for parking were location/convenience and car park security; value for money was ranked 5th from 8 issues.
- the highest levels of satisfaction are in ease of accessibility (82%) and location/convenience (72%), with the lowest levels for value for money (17%) and car park security (29%)
- the key areas for improvement are wider bays (11%), more cashless options /locations (9%) and more parents and child bays (9%).
- 48% preferred contactless compared to 9% card chip and pin
- 35% were aware the Council did permits
- 13% thought that the £1 after 3pm had increased their business trade
- 35% thought that the event parking had increased their trade

The Council commissioned an independent survey of town centre users to ask their view on the car parks:

- 415 completed surveys from ten car parks
- Just over half of respondents had come for shopping/retail (52%)
- 59% of customers parked for under 2 hours
- Location/convenience (36%) was the most important car park feature
 - Second most important was value for money (25%)
 - Only 22% of customers were unhappy with charges
- Very high satisfaction rates for
 - Location/convenience (93%)
 - Ease of accessibility (71%)
- Highest rates of dissatisfaction for
 - Parent parking (45%)
 - Disabled parking (28%)
- Wider bays and more disabled bays the most popular potential improvements
- Cash still seen as the favourite method of payment by a significant amount (67%)
- 26% were aware of the £1 after 3pm scheme
 - Fewer than half of those who were aware visited more often as a result (18%)

- Fewer than half were aware of the free parking for events (58%)
 - Fewer than half of those who were aware visited more often as a result (19%)

Benchmarking

There is considerable private parking offered in the town centre. The main private pay and display car park is at LymeLight Boulevard (290+ spaces) this provides good quality convenient parking for town centre users and is specifically targeted but not exclusively for the users of the LymeLight Boulevard.

There are a range of retail car parks on or close to the ringroad, these provide the shoppers with convenient free or refunded parking for the stores. With time limitations of between 1.5 hours to 2 hours this also enables drivers to make other visits whilst in the town.

A breakdown of public and private sector car park comparative data is included in the appendix. When comparing the Council charges for our car parks they are not extremely different to others. It is known that charges are not the most important factor as convenience and location are crucial, it is however important to recognise that the bigger issue for Newcastle town centre is to ensure that there is a good town centre offer.

On-street Parking

The County Council provides on-street parking, this includes 30mins Nipper parking on Merrial Street, pay and display on Corporation Street, High Street, the Brampton and Bridge Street.

On-street parking is intended to be short term (maximum 1 hour stay) and to support the movement of vehicles on the road, thus supporting the town centre users and reducing congestion.

The current charges for on-street parking is 80p for 30 minutes and £1.60 for 1 hour, this is applicable Monday to Saturday 8am to 9pm.

On-street parking generally seeks to provide accessibility for short term visits whilst easing congestion on the roads. Wherever possible the Council will seek to work with the County Council to have complementary parking charges and seek to address the concerns of visitors that they do not understand the different charging policies and where concessions are applicable.

The Council would like to take forward discussions with the County Council on the future options for short term parking on the lower end of the High Street.

Residents Parking

With increasing car ownership there are often too many cars to enable residents to park outside of their own homes, whilst residents have no right to this, it is considered reasonable that for residents to park outside near their home for increased security and accessibility.

The County Council is responsible for on-street parking and the management of Resident Parking Zones.

The Borough Council currently operates a resident parking permit scheme in Silverdale Road, this is a historic scheme relating back to when residents lost their access to front of house parking. It is proposed that this limited scheme continues, with charging set annually as part of the fees and charges process.

Car Park Strategy Priorities

This strategy seeks to identify the short term 1 to 2 years actions, the medium term 3 to 5 year actions and the longer term 5 to 10 year actions. There will be some projects that overlap these time frames and some dependencies between actions.

Priority 1 – To provide good quality car parks

Fundamentally car parks are assets that need to be maintained. They are often the first point of contact for visitors to the town and influence future visits. Visitors expect a good standard, well maintained and clean facility. The Council also has a duty to provide safe car parks where the car park does not cause accidents and injury to the users.

The Council's main multi-storey car park is the Midway, this provides considerable parking for many town centre users, however, this car park is now at a stage whereby it needs to be reviewed. The design, age, construction and location of the car park brings many challenges and significant resources need to be invested to ensure this car park is of a good quality for future years.

Short Term Actions

- Implement regular inspections of all car parks to enable prompt reporting of defects;
- Commit to a responsive maintenance programme funded through the revenue budget;
- Establish provision in the Capital Programme for larger investments with initial priorities being resurfacing of Hassall Street car park, rear of High Street car park and Frog Hall access road; and
- To minimise the costs of the operation of the car parks the Council will seek to undertake a review of the business rates and take any appropriate action.

Medium Term Actions

- Establish a strategy for the Midway Car Park – our largest and the most significant town centre car park, which requires significant renovation including cathodic protection for the long term structure of the building, new drainage, internal decoration, lighting and improved cleanliness; and
- Review development options for the least used and least economically viable car parks.

Long Term Actions

- Deliver rolling programme of refurbishment.

Priority 2 – To improve the customer experience of parking in Newcastle

The Council is committed to working on a range of issues to improve customer experience. Many of our pay and display machines are beyond their life expectancy and lack the software to provide accurate management information on parking patterns and behaviours. Similarly the current machines are cash only with no option to pay by card in the car parks,

albeit that the pay by phone is available. Greater use of smart phones has also seen the development of more streamlined App's that are customer friendly. The Council is committed to ensuring that a modern customer friendly App is implemented for Newcastle.

Short Term Actions

- Commence programme of Pay&Display machine replacement, with chip and pin and / or contactless options (consultation highlighted that in terms of card payment businesses preferred contactless payment whereas customers preferred chip and pin);
- Procure modern pay by phone service with App technology;
- Actively promote cashless payment methods;
- Continue to offer free parking to Blue Badge holders;
- Ensure proportionate and effective parking enforcement, to balance the need to enforce with appropriate flexibility;
- Invest in a modern CCTV in the Midway which is able to meet the expected monitoring and surveillance requirements; and
- Support the County Council's implementation of the new street signing as part of the Wayfinding Strategy.

Medium Term Actions

- As the ticket machine upgrade programme rolls out over the next 5 years the Council will review take up of the two card payment mechanisms and future years will focus on the most popular payment methods;
- In response to the business and customer consultation review the provision of Disabled and parent parking.

Long Term Actions

- Over the next 10 years there is also likely to be further enhancements in payment methods and the Council will need to review developments as they arise.

Priority 3 – To support the economic development of Newcastle Town Centre

Car parking is understood to be a key issue for the town centre both with businesses and customers and it is essential that the Council is able to utilise the car parks as assets to best support the town centre. As outlined in the earlier sections the car parks have significant costs that need to be met and the Council's policy is to do this through charging in Newcastle town centre.

Availability of parking is not an issue with many cars parks having low utilisation rates. The Council has already made the decision to dispose of the Blackfriars car park based upon low usage and the opportunity to support redevelopment of a wider site. Consideration over the next few years can be given to the longer term use of some of the other under-utilised car parks as to if they could be promoted for long stay permits or redeveloped.

The new ticket machines will provide valuable intelligence that can inform future year's car parking charges. The Council sets charges annually as part of the budget setting fees and charges, the Council is committed to reviewing car parking fees as part of this process. One of the key issues arising from this strategy development is to have a simple understandable charging policy that takes into account best practice from other areas. The Council will look at two key approaches, firstly supporting town centre visitors including residents and secondly supporting businesses / workers in the town centre.

The Council will seek to implement additional concessions on the understanding that there is commitment from the local businesses to share trading data, thus ensuring that Council investment results in improved local business trade. The Council's parking charges have not been increased in over 8 years.

Supporting Visitors

Our research shows that the majority of shoppers visiting Newcastle park for under 2 hours. If critical importance is increasing the number of people who visit the town and it is recognised that parking charges, and ease of parking, are important influencers. However, at least as important is the town's "offer", and alongside this strategy for parking, action will be required to develop and improve the offer. This will form part of the Council's development of a town centre strategy.

Short term

- Trial a shoppers discount of £1.00 after 1pm for 8 months, this will be reviewed for the financial implications;
- Establish business engagement programme to promote discounted parking;
- Establish a mechanism to evaluate the BUSINESS impact of the "1 after 1" initiative;
- Work with businesses including the Business Improvement District to develop the town centre offer;
- Offer free parking for 5 event days per year where there is a clear business engagement plan to demonstrate economic impact;
- Support Christmas retail and town centre shoppers in the run up to Christmas with free parking from 5pm for Christmas late night shopping; and

Medium Term

- Work with SCC to review charges for on-street and off street on Corporation Street and Merrial Street (SCC operated Bridge Street);
- Evaluate potential for a shoppers permit for residents;
- Explore with BID willingness for it to control charging in Goose Street as a dedicated "Shoppers Carpark".

Long Term

- Evaluate the impact of any Clean Air actions on car park charging; and
- Establish a mechanism for differential charging to reward the greenest vehicles.

<u>£1 after 1pm</u>

In December 2018 the Council introduced the £1 after 3pm concession to support the town centre, with many businesses being quieter late afternoon, and to support the evening economy. Utilising the data from cashless ticket sales for the 6 months following the introduction of the new charge the Council has been able to estimate that this concession potentially results in a loss of income of £84k over a 12 month period.

By introducing this concession from 1pm instead of 3 pm then the annual cost would increase to £95k, an additional £11k in addition to the current 3pm cost. The calculation for this figure has had to rely solely on the data provided via the cashless sales during 2018/19; therefore there may be purchase habits by those individuals who use the cashless service that cannot be forecast. For example, those using the cashless service could be commuters who park in the morning for the day and therefore may not be utilised as much during the afternoon.

Supporting Businesses

Businesses require parking for employees at rates which reflect their long stay, frequent use. This includes not only commercial businesses in the town, but also the Council itself, Staffordshire County Council, and NHS, all of which have large numbers of individuals parking in the town. Long term commuter parking needs to be provided such that it does not squeeze out shorter stay shopper parking, but equally, it is recognised that commuters also contribute to the economic vitality of the town and should not therefore be exclusively relocated to the margins.

Short term

- To prioritise and market Fogg Street, High Street and Well Street as Business Permit car parks for adjacent businesses;
- To support business owners and workers in the town centre the Council will simplify the quarterly permit scheme based on £2.00 per day for all day parking. This equates to £130 (excl. VAT) per quarter. This one permit will replace all existing permits bands, with the only variation being a £20 discount for those businesses that purchase more than 20 permits (£110 / quarter). Based on the income currently generated by the existing permits, this simplified charging scheme will achieve the same level of income as the current scheme;
- A provision will be introduced for a Small Business Permit which allows businesses to purchase the £130 permit on a monthly scheme, at £43.50 / month. The aim of this payment option is to make the permit system more approachable to smaller business owners;
- To implement a marketing programme to increase the take-up of business permits;

Medium Term

- Maintain ongoing dialogue with the business community to ensure understanding of their business parking needs remains current;
- Maintain a programme of specialist events on car parks to encourage visitors to the town and to maximise the utilisation of the asset; and

Long Term

- Evaluate the opportunities for the car parks to support diversification and specialist events;
- Continue to work with the Business Improvement District to ensure that parking supports local trade; and
- Evaluate the take up of permits and technological developments to improve the purchase of permits.

Permits

The Council provides a permit scheme for regular users of the Council's car parks. There are three bands of permit, ranging from £150 to £230 per quarter (plus VAT). During 2018/19, £176k was generated through the permit scheme, this related to 1,587 permits being issued, of these 1,184 were purchased by large organisations and a discounted rate was applied.

The current permit scheme is unnecessarily complex, with various pricing points due to the three bandings and any discount that is applied. It is anticipated that the scheme can become more attractive to new users with the introduction of a single permit charge across all Council owned car parks.

By introducing a single permit charge of £130 (plus VAT), marketed as a £2 per day charge, with a £20 discount for those businesses that purchase more than 20 permits. The Council would generate £183k based on 2018/19's purchases.

Goose Street Car Park Proposal

To assist in improving footfall in the town centre, the Council is proposing that the setting of charges can be made by the BID. In return the BID would be required to make up the Council's shortfall on the car parking income from the BID levy. Expenditure that currently takes place would remain the responsibility of the Council, and this includes the enforcement of the car park by Council officers.

The Council would propose that the car park that would be offered to the BID would be Goose Street. The car park's location is close to the town centre, would increase footfall through the side of town that requires an increase, it currently does not attract as much income as the Council's main car park and therefore would cost the BID less to set the charges for. However, with over 100 spaces, the Car Park provides a genuine opportunity to support trade.

The income required by the Council off the site is £74,000. If the BID were to make the car park free, the initiative would cost the BID £74,000. If the BID were to charge a reduced fee, the cost to the BID would be less (£74,000 less the income collected). The proposal has been informally presented to the BID for their consideration of the development of their new Business Plan and for businesses to consider as part of their plans for 2020-2025.

Details such as maximum stay duration would be negotiated with the BID to manage the impact on other parking income

Priority 4 – To ensure that car parks meet the future demands of car users

Technology will develop greatly over the next 10 years and it is important that the Council reviews and adapts to these developments. In car technology is already developing the capability of paying for car parking through accounts linked to the car, thus the driver will automatically pay for the time they park to the time they leave.

In March 2019, the Department for Transport published the Future of Mobility Urban Strategy- Moving Britain Ahead. It stated that ; “UK company Appy Parking is introducing smart, parking schemes across several towns and cities, helping to reduce driver stress, congestion and emissions generated while looking for parking spaces by navigating drivers directly to available bays.”

The Department for Transport Strategy recognized that the development of smart, intelligent parking is underpinned by the accurate collation, sharing and harnessing of data. The Borough Council will review progress in this arena to ascertain what future technology may be suitable in future years.

The growth of Electric Vehicles over the next 5 years will be important and the Council will need to think about ways to support the use of electric vehicles by providing adequate numbers of charging points. The Council’s requirement under the Ministerial Directive to reduce levels of nitrogen dioxide in the air will be supported by the delivery of electric charging points for taxis. Similarly the Council will need to consider charging for its own fleet, specifically the fleet based at the Depot.

Whilst the current legislation does not permit automated vehicles (Driver less cars) on the highway the technology has been in development for many years and over the life of this 10 year strategy will no doubt become reality. As the sector develops the Council will need to consider the implications for its car parking approach.

Short Term

- Implement Electric Charging points for taxi’s as part of the Clean Air projects;

Medium Term

- Research demand for Electrical Charging Points and establish funding model;
- Review parking bay sizes to accommodate larger vehicles; and
- To review the technology developments for directed parking App’s.

Long term

- Provide Electrical Charging Points in all council car parks;
- To review in car charging technology and the links to parking accounts;
- Introduce solar canopies in the car parks in line with the Council’s carbon emission reduction commitments; and
- To review the implications of automated vehicles.

Acknowledgements

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The Council would like to thank the Business Improvement District (and their consultant PFBBUK) for the support in collecting business views of parking.

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Appendix - Action Plan

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
Objective 1 -To provide good quality car parks				
Short Term Actions	Annual car park inspections	NBC Housing Regeneration and Assets Officers	Officer time	Annual
	Implement Car park repairs following inspections	NBC Housing Regeneration and Assets Officers	Repairs and renewal fund for minor pot holes / capital programme bid for major repairs	Responsive, ongoing for the long term
	Establish provision in the Capital Programme for larger investments in car parks	NBC Finance and Housing Regeneration and Assets Officers	Capital Funding to be allocated	2020-21 onwards
	Midway cathodic protection Survey and repairs	NBC Housing Regeneration and Assets Officers	Funding allocated in capital programme	October 2019
	Install new drainage in the Midway	NBC Housing Regeneration and Assets Officers	Quotations required Estimates £10k Architects fees and works at £100k.	November 2019
	Invest to improve the cleanliness of the Midway internally and outside on the pavement	NBC Operations	Review the approach including how to clean the stairwell	Monthly
Medium term actions	Lighting review and installation of new lighting where required	NBC Housing Regeneration and Assets Officers	Initial repairs through Council Repairs and Renewal Fund	March 2020
	Internal painting of the Midway	NBC Housing Regeneration and Assets Officers	Quotations required	March 2021
	Hassall Street resurfacing	NBC Housing Regeneration and	Capital Funding to be	2020-21

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
		Assets Officers	allocated £50k	
	Rear of High Street and Frog Hall access road repairs	NBC Housing Regeneration and Assets Officers	Capital Funding to be allocated £40k	2020-21
	Review development options for the least used and least economically viable car parks	NBC Housing Regeneration and Assets Officers	Officer time	2021-2025
	Undertake a review of the business rates and take any appropriate action	Property Officers	In-conjunction with Council agents	March 2024
Long Term Actions	Deliver rolling programme of refurbishments	NBC Housing Regeneration and Assets Officers	Capital Funding to be allocated	2022-29
Objective 2 - To improve the customer experience of parking in Newcastle				
Short Term Actions	Ticket machine renewal, prioritising old machines and key car parks	NBC Housing Regeneration and Assets Officers	£30k allocated in the capital programme for 2019/20.	March 2020
	Introduction of contactless / chip and pin payment options on the new ticket machines	NBC Housing Regeneration and Assets Officers and Finance Officers	Revenue implications to be calculated	March 2020
	Pay by phone to be procured to ensure that a customer friendly product is available	NBC Housing Regeneration and Assets Officers and Finance Officers	Council to review the convenience charges and financial implications	March 2020
	Promote cashless payment methods	NBC Communications Officers and BID	Officer Time and publicity material	April 2020 onwards
	Ensure effective and proportionate parking enforcement	NBC Housing Regeneration and Assets Officers	Officer time	March 2021
	New CCTV system for the Midway to improve	NBC and BID joint working with Stoke CC	Capital funding to be allocated Estimate	May 2020

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
	customers feeling of safety		£22K Use of s106 funding towards overall costs	
	Improve signage to and from car parks for wayfinding	SCC Highways, Business Improvement District and HRA officers	SCC funded and potential for BID funding	March 2021
Medium Term Actions	Review the take up of car payments mechanisms	NBC Housing Regeneration and Assets Officers	Officer time and potential capital funding	2022-2023
	Review the provision of Disabled and parent parking	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue funding	2025-2026
Long Term Actions	Review development of payment options	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue funding	2026-2029
Objective 3 - To support the economic development of Newcastle Town Centre				
Supporting Visitors				
Short Term Actions	Trial a shopper discount of £1 after 1pm for 8 months	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue loss of £95k	2019-20
	Establish business engagement programme to promote discounted parking	NBC Housing Regeneration and Assets Officers NBC Communications Officers BID	Officer time and potential revenue funding	2019-20
	Establish a mechanism to evaluate the 1pm after 1pm	NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time and potential revenue funding	2020-21
	Work with the BID to establish a town centre offer	NBC Housing Regeneration and Assets Officers BID	Officer time and potential revenue funding	2020-21
	Offer free parking for 5 events days per year where there is a clear business plan to demonstrate	Business Improvement District, HRA officers and Finance officers	Financial implications to be calculated	Fees and charges Cabinet January 2020

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
	economic impact			
	Support Christmas retail and town centre shoppers in the run up to Christmas with free parking from 5pm for Christmas late night shopping	NBC and the BID	Officer time	November 2019
Medium Term Actions	Work with the County Council to review charges at Merrial Street, Corporation Street and Bridge Street	SCC NBC Housing Regeneration and Assets Officers	NBC and SCC Officer time	2020-2022
	Evaluate potential for shoppers permit for residents	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue implications	2022-23
	Explore with the BID willingness for it to control Goose Street for dedicated shoppers car park	BID NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time and potential revenue implications	2021-22
Long Term Actions	Evaluate the impact of any Clean Air actions on car park charging	NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time	2025-26
	Establish a mechanism for differential charging to reward the greenest vehicles	NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time and revenue implications	2026-27
	Utilising information from the new car parking machines to direct the future car parking charges	HRA officers Finance Officers	Annual fees and charges	2025-26
Supporting Businesses				
Short Term Actions	To prioritise and market Fogg	NBC Housing Regeneration and	Revenue implications	2020-21

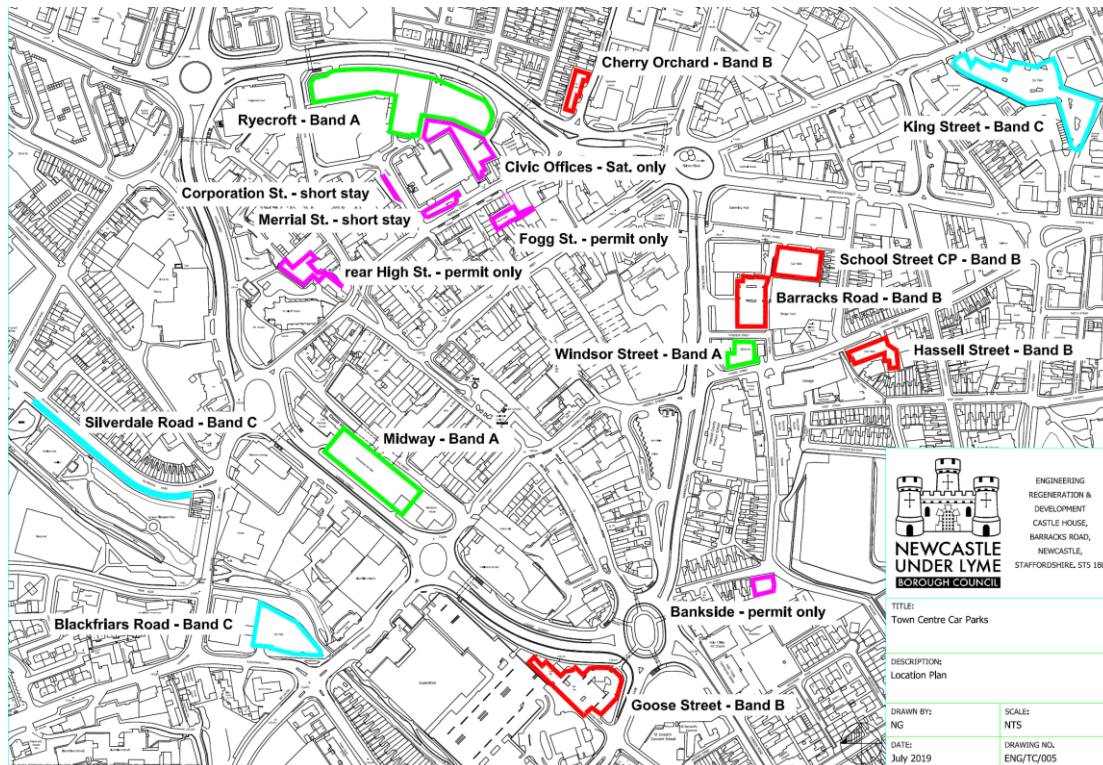
Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
	Street, High Street and Well Street for adjacent businesses	Assets Officers		
	To support businesses and workers with improved permit scheme	NBC Housing Regeneration and Assets Officers	Revenue implications	2020-21
	To implement a marketing campaign for permits	NBC Communications Officers	Officer time	2020-21
Medium Term Actions	Maintain ongoing dialogue with businesses to understand their needs	NBC Housing Regeneration and Assets Officers BID	Officer time	2022-23
	Maintain a programme of specialist events to support the town centre and maximise the assets	NBC Housing Regeneration and Assets Officers BID	Officer time	2022-23
Long Term Actions	Evaluate the opportunities for car parks to support diversification and specialist events	NBC Housing Regeneration and Assets Officers BID	Officer time	Primarily once the Ryecroft site has been redeveloped
	Continue to work with the BID to ensure that parking supports local trade	NBC Housing Regeneration and Assets Officers BID	Officer time	2025-29
	Evaluate the take up of permits and technological developments to improve the purchase of permits	NBC Housing Regeneration and Assets Officers	Officer time	2025-29
Objective 4 - To ensure that car parks meet the future demands of car users				
Short Term Actions	Delivery of Electric charging points for taxi's as	HRA and Environmental Health Officers	Officer time and revenue implications	2020-21

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
	part of the Clean Air projects			
Medium Term Actions	Research demand for Electric Charging Points and establish funding model	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2022-23
	Review parking bay sizes to accommodate larger vehicles	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2023-24
	To review the technology developments for directed parking app's	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2023-24
	Work with the County Council on wider Regeneration projects to improve access to the core town centre including the possibility of nipper parking in south High Street.	County Council	Capital funding required for wider regeneration project	2022-23
Long Term Actions	Provide EV charging points in all car parks	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2025-26
	Review car charging technology and the links to parking accounts	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2025-26
	Introduce solar canopies in the car parks	NBC Housing Regeneration and Assets Officers	Capital funding will need to be allocated	2025-26
	Review the implications for automated vehicles	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2028-29

Appendix – Data Review

Our car parks

The Council has 13 car parks in and around the town centre, which provide 1476 spaces.



In addition there are 3 car parks on the Lyme Valley.

Individual Council car parks ticket sales were analysed to assess the usage of individual car parks. The total number of hours available to park was identified and compared to the ticket types sold during 2018/19. In order to do this, it was assumed that for each ticket type the driver had made full use of the time they had purchased. In reality this would have not been the case, and as such this will overstate the percentage utilisation i.e. in a single hour, one space may have been used twice and therefore two 1 hour tickets would have been purchased.

Overnight ticket sales were excluded as the period that one of these tickets covers would significantly impact on the utilisation, when in the majority of instances the car would not remain in place for the full 17 hours.

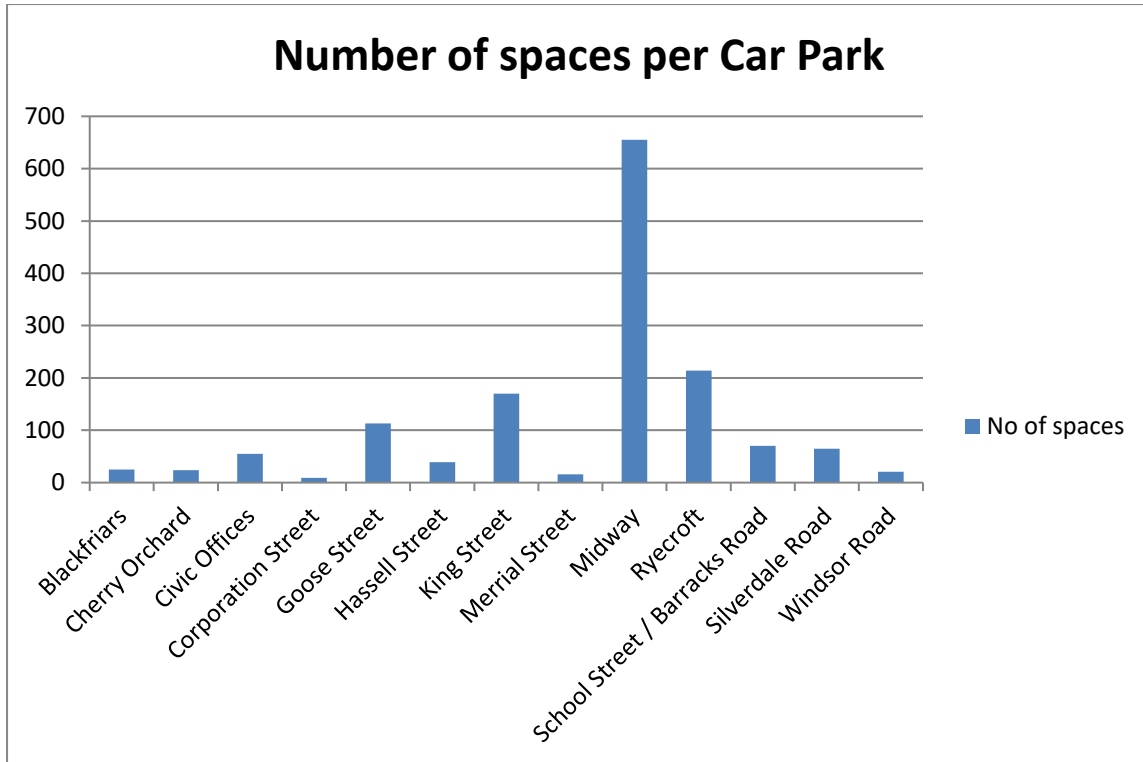
The utilisation figures are as follows:

2018/19 Car Park Utilisation (Excluding Overnight Tickets and Permits)

	Weekly Hours per Space	Total Spaces on Car Park	% Utilisation
Blackfriars	42	25	17%
Cherry Orchard	42	24	76%
Civic Offices	14	55	20%
Corporation Street	42	9	77%
Goose Street	42	113	36%
Hassell Street	42	39	57%
King Street	42	170	27%
Merial Street	42	16	6%
Midway	42	655	24%
Ryecroft	42	214	35%
School Street / Barracks Road	42	40	83%
Silverdale Road	42	65	26%
Windsor Street	90	21	100%

2018/19 Ticket Types Purchased by Car Park (including cashless purchases)

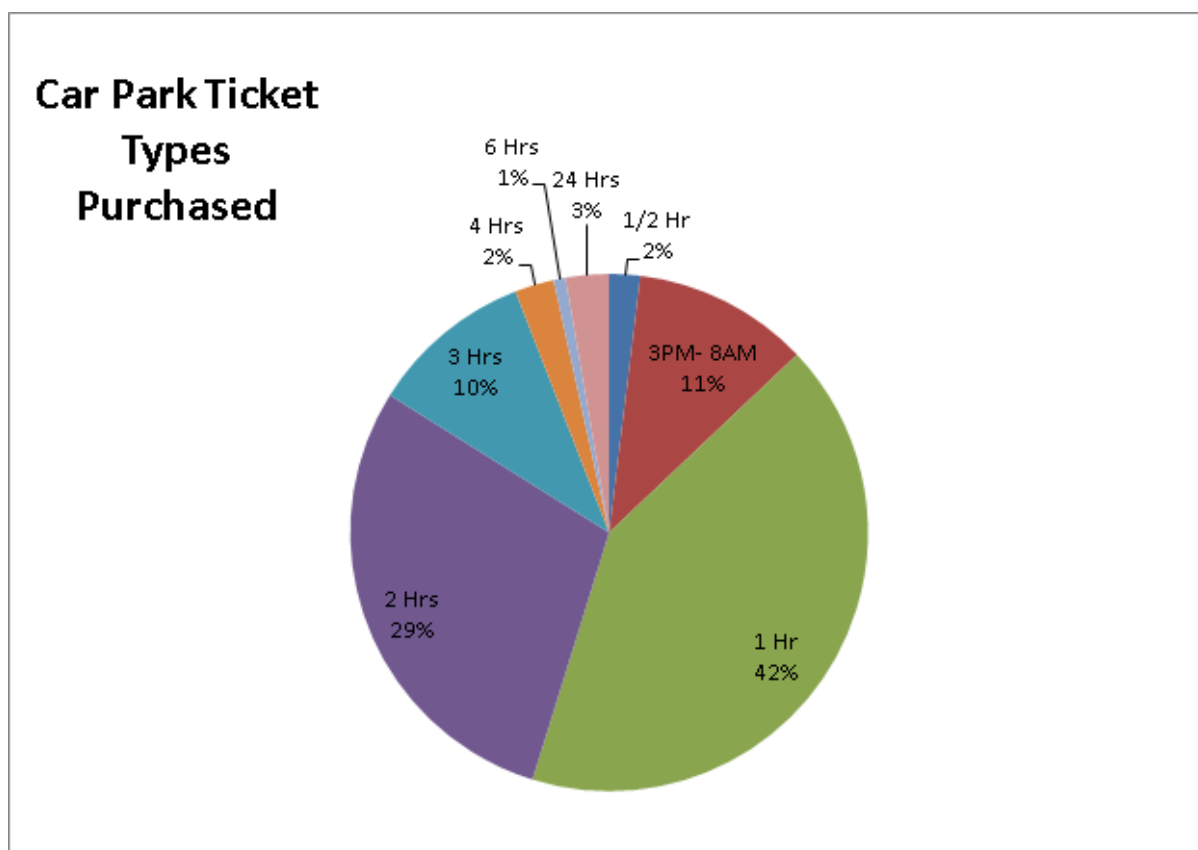
	1/2 Hr	Overnight	1 Hr	2 Hrs	3 Hrs	4 Hrs	6 Hrs	24 Hrs	Total
Blackfriars	-	217	408	408	537	151	126	345	2,192
Cherry Orchard	-	2,518	6,941	5,499	2,439	544	52	807	18,800
Civic Offices	-	145	2,043	2,066	448	99	15	-	4,816
Corporation Street	8,832	3,762	10,772	-	-	-	-	-	23,366
Goose Street	-	8,644	15,642	12,523	7,522	2,238	72	1,061	47,702
Hassell Street	-	2,365	8,391	6,597	2,484	906	68	1,055	21,866
King Street	-	1,359	2,228	2,768	4,918	193	1,833	4,290	17,589
Merial Street	1,244	1,202	1,396	-	-	-	-	-	3,842
Midway	-	14,683	106,731	65,278	16,751	4,913	551	2,592	211,499
Ryecroft	-	5181	21,262	24077	10507	3310	423	3003	67763
School Street	-	9,802	20,818	17,087	5,432	341	-	-	53,480
Silverdale Road	-	3,300	4,011	2,654	2,312	87	802	999	14,165
Windsor Street	-	4,494	18,599	13,597	-	21	-	-	36,711
Total	10,076	57,672	219,242	152,554	53,350	12,803	3,942	14,152	523,791



2018/19 Cashless Income as a Percentage of Total Car Park Income

Car Park	Total Cashless Income received (£)	Total Off Street Income received (£)	% Cashless Transactions of Total income
Blackfriars	826	3,937	20.98%
Cherry Orchard	3,469	30,633	11.32%
Civic Offices	390	6,553	5.95%
Corporation Street	1,113	23,867	4.66%
Goose Street	2,526	73,575	3.43%
Hassell Street	2,820	35,658	7.91%
King Street	7,710	35,112	21.96%
Merial Street	266	3,944	6.74%
Midway	25,966	312,511	8.31%
Ryecroft	20,738	131,624	15.76%
School Street / Barracks Road	2,230	69,535	3.21%
Silverdale Road	1,226	19,083	6.42%
Windsor Road	1,221	42,077	2.90%
Grand Total	70,501	788,111	8.95%

Length of Stay



This information on car park ticket type includes both cashless and ticket machine sales. It shows that the vast majority of stays are short stay for 0 – 2 hours.

The number of people using the pay by phone app is slowly increasing. Over the last 12 months there were over 30,000 transactions by 10,000 customers. Over 12 months 6% of people using the pay by phone app extended their stay benefitting from the option to not return to their car and interrupting this visit. The majority of these people extended their car parking once, however there were several people extending 4 and 5 times possibly due to the court.

Car park condition

Car Park	Observations	Options for Improvement
<p>Bankside (Well Street) 13 spaces (1 disabled) south east of town centre, just outside ring road Numbered Bays - Permit holders only</p>	<p>car park in good condition, refurbished in 2017 Under-utilised (allowing general permit usage at present)</p>	<p>no lighting on car park market numbered bay permits</p>
<p>Barracks Road 44 spaces east of town centre, just outside of ring road</p>	<p>A well maintained & used car park a lot of gym membership usage maximum stay 3 hours</p>	<p>Future new ticket machines</p>
<p>Blackfriars 25 spaces south of town centre</p>	<p>vegetation cleared Spring 2019 Under-utilised variable stay</p>	<p>Site currently being marketed for disposal</p>
<p>Cherry Orchard 24 spaces north of town centre, just outside of ring road</p>	<p>variable stay</p>	<p>Ticket machine to be replaced 2019-20</p>
<p>Civic Offices 55 spaces - town centre</p>	<p>Mon-Fri permit holders only, Saturday P&D</p>	<p>None-will be closed with Ryecroft development Ticket machine to be replaced 2019-20</p>

Car Park	Observations	Options for Improvement
<p>Corporation Street 9 spaces town centre</p>	<p>A well used car park often significant number are disabled vehicles short stay</p>	<p>Review general maintenance</p>
<p>Fogg Street East 14 spaces town centre Numbered Bays - Permit holders only</p>	<p>small local car park, car park in good condition, refurbished in 2017 Under-utilised</p>	<p>market numbered bay permits</p>
<p>Goose Street 113 spaces south of town centre, just outside of ring road</p>	<p>medium size car park well laid out, with lighting, vegetation needs attention / maintaining variable stay</p>	<p>no disabled or parent & child bays vegetation to be maintained site provisional marked for electric vehicle charging points site provisional marked for electric vehicle charging points</p>
<p>Hassell Street 39 spaces east of town centre.</p>	<p>small local car park, well used surface showing signs of wear, vegetation needs attention / maintaining variable stay</p>	<p>Ticket machine to be replaced 2019-20 vegetation to be maintained</p>
<p>King Street 170 spaces north east of town centre costs here?</p>	<p>car park in good condition, refurbished in 2015 significant use by permit holders variable stay</p>	<p>no disabled or parent & child bays, consider some? site provisional marked for electric vehicle charging points Ticket machine to be replaced 2019-20</p>

Car Park	Observations	Options for Improvement
<p>Merrial Street 15 spaces town centre</p>	<p>A well used car park car park in good condition, refurbished in 2018 often significant number are disabled vehicles; 2 marked out disabled bays short stay</p>	<p>Ticket machine to be replaced 2019-20 charge for disabled parking</p>
<p>Midway Multi-storey 655 spaces town centre</p>	<p>The site has suffered from lack of maintenance and anti-social behaviour Lighting still insufficient in places Disabled bays on levels 4 & 8 parent & child bays on Level 8 Mixed generation Ticket machines variable stay</p>	<p>repair / renew drainage system, paint car park, Cathodic protection system to be fully commissioned Greater priority to maintain consider parent & child bays on other levels</p>
<p>Rear of High Street 21 spaces, town centre - south Numbered Bays - Permit holders only</p>	<p>15 currently available (6 within Poundstretcher development) small local car park, access road surface showing signs of wear Under-utilised</p>	<p>re-surface access road market numbered bay permits</p>
<p>Ryecroft 214 spaces town centre</p>	<p>Area C under-utilised post Civic de-camp untidy in places variable stay</p>	<p>ex-Sainsbury's site being utilised for car parking whilst waiting re- development car park needs maintaining, whilst waiting for re- development</p>

Car Park	Observations	Options for Improvement
School Street 70 spaces east of town centre, just outside of ring road	A well maintained & used car park a lot of gym membership usage maximum stay 3 hours	Ticket machines - Creative to be removed
Silverdale Road 66 spaces west of town centre	car park in good condition variable stay	site provisional marked for electric vehicle charging points
Windsor Street 21 spaces east of town centre, just outside of ring road	A well maintained & used car park short stay	Ticket machines to be replaced in the future

Appendix – Car Park Comparisons

A) Availability of other free or refunded car parks around Newcastle town centre

Store	Car Park Spaces
Aldi	112
Homebase	210
Morrisons	530
Sainsbury's	377

B) Car parking charges public sector comparisons

TOWN	Less than 1 hr	1-2	2-3	3-4	6hrs	24 hours	Overnight	w/e , BH and events days	Payment options and other features
NBC Midway (655) (7am – 9pm)	1.10	2.10	3.20	4.25	-	6.00	1.00 (in after 3pm out by 8am)	Weekdays open 7am – 9pm Sunday 7am – 6pm BH free	Cash and phone
Stoke on Trent John Street multi story (492)	20 mins free then 1.10	2.20	3.30	4.40	-	-	After 6pm out by midnight 2.50, after 5pm 2.70, after 4pm 3.20	Sundays flat rate 1.60 Early bird options in after 7.30am out by midnight 3.70, in by 9.30am 4.70, in between 7.30-9.30 5.70	Cash, card and phone Electric car charging CCTV
Leek High Street (102)	1.00	1.50	1.90	-	-	-	-	Sunday free 8am – 6pm BH free	Cash only Maximum charge 2.90 Free after 3.30 – 6pm
Crewe Oak Street (127)	80	1.20	-	Up to 4 hrs 2.20	-	-	Free	No details	Phone Max fee 3.00 Free outside 8am-6pm
Shrewsbury Raven Meadow (852)	1.80	3.60	5.40	7.20	10.80	14.40	5.40 (maximum @ £1.80 / hour)	1.50 all day parking	
Stafford Waterfront (1025)	1.00	2.00	3.00	3.50	5.00	In after 6pm out by midnight	-	Sunday 8am – 11pm flat rate 1.00	Cash and card

C) Car parking private sector comparisons

TOWN	Less than 1hr	1-2	2-3	3-4	6hrs	All day	Overnight	Payment options and other features
Newcastle under Lyme LymeLight Boulevard (292)	-	1.30	2.40	3.50	-	24hrs 5.50	No option open 8am – 11pm	Cash Staffed
Stoke on Trent INTU (900)	-	1.30 per hour	-	-	-	In after 4pm out by midnight 1.50	-	Cash Electric car charging Staffed Safer parking award Sunday flat rate 1.50 8am - midnight
Crewe CCP (60)	-	50p	1.00	2.00	-	12hrs 2.80 24hrs 3.00	-	Card
Nantwich	80p	1.20	2.20		2.70	3.00		Quarterly permit £153, Annual £567
Stafford Sheridan Centre (56)	30 min 70p	1.00	1.50	2.00	-	24hrs 6.00	-	Cash, cards and phone

Appendix – Additional Finance

2018/19 Car Park Income & Expenditure

	2018/19 Actual (£)	2018/19 Budget (£)	2019/20 Budget (£)
Employees	134,183	125,400	131,680
Premises	253,008	250,540	229,870
Supplies and Services	70,055	101,630	101,920
Support Services Recharges	70,824	71,600	86,590
Capital Financing	373,549	183,840	258,760
Customer Receipts	- 951,516	-1,087,500	-1,087,500
Rents	- 16,555	- 63,300	- 63,300
Totals	- 66,452	- 417,790	- 351,338

Income by Season Ticket Band (£)

Season Ticket Band	2018/19					2019/20
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Grand Total	Quarter 1
A	7,073	11,474	9,530	11,993	40,069	9,766
B	297	1,800	919	1,150	4,167	3,513
C	33,263	31,104	32,739	34,296	131,402	35,522
Grand Total	40,634	44,378	43,189	47,438	175,639	48,800

Season Ticket Sales by Season Ticket Band - 2018/19

Season Ticket Band	2018/19					2019/20
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Grand Total	Quarter 1
A	43	85	57	73	258	60
B	3	12	6	6	27	19
C	331	310	321	340	1,302	353
Grand Total	377	407	384	419	1,587	432

Car Parking Repairs Revenue Expenditure

	2019/20 Budget £	2019/20 to Date £	2018/19 Actual £	2017/18 Actual £	2016/17 Actual £
Repairs & Maintenance	10,200	49,663	22,226	37,518	16,928
Statutory Inspections	200	1,085	401	138	513
Total	10,400	50,748	22,627	37,656	17,441

Capital Project Expenditure Relating to Car Parks

	2019/20 Budget £	2019/20 to Date £	2018/19 Actual £	2017/18 Actual £	2016/17 Actual £
Car Parking Machines	30,000	-	-	-	3,990
High Street Car Park	40,000	-	-	-	-
Car Park at Butchers Arms, Audley	100,000	-	-	-	-
Midway Structural Repairs	65,000	26,551	795	-	19,730