



Rushcliffe
Borough Council

OFF STREET CAR PARKING

strategy

2023–2027





"Car parking is a complex and emotive area. At Rushcliffe Borough Council, we believe its success is based on partnership with users, businesses and stakeholders. Car parks that are tailored to meet the needs of local areas have a significant role to play in the economic and social vibrancy of Rushcliffe."

FOREWORD

Rushcliffe Borough Council is committed to an ambitious programme of work aimed at contributing to the economic and social prosperity of our different local communities. To underpin this, the Council developed its first off street car parking strategy in 2018 and this revised off street car parking strategy 2023 - 2027 will continue to build on its success. The Council has faced significant challenges since the development of its first off street parking strategy and the covid pandemic had a significant impact on car parking usage. Initiatives such as 'Free after 3' and changes in the evening tariff have helped support the local economy and usage is now back at pre-pandemic levels. It is the Council's intention that this strategy is a living document, changing over time with the changing needs and reflecting the unique characteristics of our different communities.

It is the aspiration of this Council that the tariff, length of stay and enforcement processes in our car parks reflect the needs and circumstances of each community and that a *one size fits all* approach is not appropriate. The revised strategy will build on the success of the first off street parking strategy, and I am delighted that over the last four years we have seen significant investment in our car parks which has seen the growth in the number of electric vehicles charging points as well as the development of the new Gamston Solar Hub Charging Points. Fees and charges are regularly reviewed to ensure that they meet local demand and are proportionate and fair but also help in ensuring our car parks are readily available for users. The introduction of RingGo has provided a new popular method of payment. Sixteen car parks have now been awarded the Park Mark accreditation and we continue to invest in our car parks and over the last four years have seen the introduction of new LED lighting and other safety measures to ensure they remain safe places to visit for our users

Our new strategy will continue to focus on ensuring our car parking provision meets the needs of local users, supports the local economy and ensure Rushcliffe remains a great place to live

Cllr Rob Inglis

Portfolio Holder for Environment & Safety

PARAMETERS

The parameters of the Off Street Car Parking Strategy lists what is and is not included in the strategic and operational policies for purposes of clarity and transparency.

Included:

- Civil-enforced car parking; as listed on the Councils' Civil Enforcement Off Street Parking Places Orders.
- Off street parking.

Not Included:

- On street parking; this is the responsibility of Nottinghamshire County Council.
- Unregulated/non-enforceable car parking; the strategy does not include car parks which are not on the Council's Civil Enforcement Off Street Parking Places Orders, because the Council does not have a legal remit to enforce charges and restrictions through penalties at these car parks. As such, the operational policies related to restrictions, pricing and enforcement cannot be applied.
- Private car parks, including private retail provision parking, e.g., supermarkets.

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1.0 EXECUTIVE SUMMARY

- National and county transport policy emphasises the importance of parking strategies and the role they have to play in supporting local economic growth, reducing carbon emissions, encouraging smarter life and sustainable transport choices, social well-being and access to essential services for all.
- This car parking strategy addresses the supply and management of the Council's off street car parks. It is a living document and as such, it will constantly change and flex to meet the challenges, needs and best interests of Rushcliffe.
- The Council operates 29 off street regulated car parks with 13 being enforced by Civil Enforcement Officers, and levies pay-and-display charges on 8 of the locations. The Council prioritises short stay car parking over long stay provision. While there is a range of stay provisions from up to 2 hours to 12 hours maximum, the Council operates a non-uniform tariff policy based on local need and usage.
- Patterns of car park usage and turnover have identified times when the car parks are used the most and the least. Retail and community events could be targeted to encourage people into areas at different times. Vehicle turnover rates indicate the need to assess the appropriate distribution of vehicles across all three car parks in West Bridgford.
- The Council recognises the link between car parking and development of a digital High Street (e.g., Wi-Fi access and high speed mobile coverage so people can use smart apps for identifying parking spaces before arrival or use pay-by-phone/cashless services). Digital High Streets provide different options for the person to engage with their shopping and visiting experience – both online and on the street - all at the same time.
- The Council's off street car parking strategy would like to influence and encourage people, where feasible, to consider their transport choices, including the use of active travel and low emission vehicles, e.g., electric, hybrid, small motorcycles, cycling, walking and the use of public transport. It is acknowledged that the Borough's rural location and lack of rural public transport makes it more viable for people to use their cars.
- The installation of low emission vehicle charge points across the Council's car parks, designated motorcycle parking, the extension of secure cycle hubs into more car parks and linking with local community schemes to improve air quality in Rushcliffe hotspots, will make considerable gains in meeting local and regional sustainable targets.
- Future recommendations include working with Bingham Town Council to support their long stay provision at Bingham, dedicated off street parking for wheelchair-assisted vehicles, safety award/ Park Mark® for all car parks, and the role of flexi parking schemes and parking rewards in supporting the economic and social vibrancy of the Borough.

2.0 INTRODUCTION

- 2.1 Rushcliffe Borough has a population of over 121,000 with over 46% of households owning two or more cars. The main centre of population is West Bridgford with 45,667 residents. The Borough, however, is largely rural with over 75,000 residents living across small towns and villages (Bingham 10,349, Radcliffe on Trent 8266, Cotgrave 8299, East Leake 8985, Ruddington 7,913, other villages 31,937). The 2021 Census data identifies that 86% of households in Rushcliffe have access to a car or van, with 46% having access to two or more cars. Following the Covid pandemic there has been an increase in the number of people working from home but of those residents that still travel to and from a place of work 76% do so by driving a car or van with 57% of residents travelling less than 10 kilometres to work. Only 6% of Rushcliffe residents take public transport to work. These figures identify that the Borough is significantly dependent on private vehicles, which reflects the rural nature of its location and the lack of viable transport alternatives.
- 2.2 It is essential that the Council provides suitable car parking facilities for residents, visitors and businesses across the Borough. Parking influences the decisions people make about where to go and how to get there and its impact on the environment. The Council needs to provide enough parking to support local economies but not too much to encourage congestion and more car use. The aim of parking is to let people make the trips they need to, without negatively impacting on residences, developments and the environment.
- 2.3 Rushcliffe Borough Council owns 29 off street car parks, with the predominant number available for shopping, visiting and leisure, with over 840 spaces in shopping locations and over 1000 in leisure locations for residents, visitors and businesses. Currently only the West Bridgford car parks and Rushcliffe Country Park are pay-and-display. Bingham (Needham Street and Bingham Arena) and Keyworth Bunny Lane have a free initial period with a pay-and-display voucher, and payment after that is required. All other car parks are free.
- 2.4 Nottinghamshire County Council is the local Highway Authority for Rushcliffe and is responsible for the management and maintenance of all adopted roads in the county (other than motorways and trunk roads, which are the responsibility of The Highways Agency), and managing traffic flows on the non-strategic road networks.
- 2.5 This car parking strategy addresses the supply and management of the Council's off street, regulated and enforceable car parks under the Civil Enforcement Parking Places Orders. It is intended to set out the Council's parking objectives with a transparent statement of current operations, policies, and future recommendations. This includes parking for motorcycles, petrol and electric cars, cycles, blue badge holders and a number of other vehicles which have special requirements.
- 2.6 This strategy is intended to be a living document, and as such, it will consistently change and flex to meet the challenges, needs and best interests of Rushcliffe as well as county and central government directives.

3. BACKGROUND AND POLICY CONTEXT

National

- 3.1 Central government has provided a significant national steer for transport strategies across the country with an emphasis on climate change and environmental sustainability. While the design and implementation of parking policies is a local decision, national policy and guidance help place these decisions in context. The COP26 declaration on accelerating transition to 100% zero emission (A2Z Coalition) and the UK governments 2035 delivery plan for transitioning to zero emission cars and vans at tailpipe by 2035, provides a revised and significant context for the role of car parking over the next five years. Sustainable transportation is the *capacity to support the mobility needs of a society in a manner that is the least damageable to the environment and does not impair the mobility needs of future generations* (The Geography of Transport Systems, J-P Rodrigue; 2020). Sustainable development applied to transport systems requires the promotion of linkages between environmental protection, economic efficiency, and social progress, in which car parking has a role to play.
- 3.2 As early as 2006, the Stern Review examined the potential cost of climate change to the economy, with a specific focus on economic costs and benefits of reducing greenhouse gas emissions. As transport is responsible for 24% of domestic UK emissions (2020), it is a significant factor in the reduction of greenhouse gases and parking is one way of contributing to this. The Government's response (i.e., Towards a Sustainable Transport System and Delivering a Sustainable Transport System), identified the management of traffic congestion, reduction in emissions and greenhouse gases, the promotion of active travel and equality of access by everyone to all transport modes, as priority objectives. Managing the demand for parking is one way of influencing the travel choices that people make.
- 3.3 The National Planning Policy Framework (2021) sets out the Government's guidance for transport policies with a significant emphasis on the part they have to play in contributing to wider sustainability and health objectives. The framework highlighted:
- Smarter use of technologies to reduce the need to travel.
 - Having transport systems balanced in favour of sustainable transport modes - giving people a choice in how they travel at the local level for short trips, encouraging them towards more sustainable choices.
 - Supporting an appropriate mix of uses across an area to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities.
 - Transport solutions that support reduction in greenhouse gases and reduce congestion.
 - Plans that exploit opportunities for the use of sustainable transport modes, e.g., facilities for charging vehicles and the needs of people with disabilities to access all modes of transport.
 - Recognising that patterns of movement, streets and parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.
- The framework also directly challenges local authorities to improve the quality of parking in town centres, making it convenient, safe and secure, with adequate provision for electric charging, motorcycles and appropriate parking charges that do not undermine vitality.
- 3.4 The national transport strategy set out in *The Future of Transport: A Network for 2030* (July 2014), presents the long term goals for modern, efficient and sustainable transport systems. The paper states that local authorities should have a clear idea of what its parking policy is and what it intends to achieve by it, and when setting and appraising the policy, should give consideration to:
- Existing and projected levels of parking demand,
 - Availability and pricing of on and off street parking,
 - Justification for and accuracy of existing traffic regulation orders, and
 - Accuracy and quality of traffic signs and road markings that restrict or permit parking.
- 3.5 The Traffic Management Act (2004) imposes a duty on local authorities to manage their networks in a way that reduces congestion and disruption. It also provides local authorities with additional powers

related to parking. The Department of Transport Full Guidance on Local Transport Plans is clear that local authorities should have policies aimed at tackling congestion and changing travel behaviour, including restricting and or charging for parking. The criminal deregulation of the Traffic Management Act (2004) enables Local Authorities to enforce some offences previously undertaken by the Police, and as such, manage local parking to meet local requirements. The National Planning Policy Framework (2021), looking at supporting a prosperous rural economy, urges Councils to understand the important role parking facilities play in rejuvenating shops, high streets and town centres by providing convenient, safe and secure parking with proportionate enforcement. The economic vibrancy and sustainability of commercial areas are also significantly assisted by enforcement which ensures parking turnover to help local businesses.

- 3.6 However, the link between off street parking and the High Street has changed dramatically during the pandemic. The number of retail sales online with home delivery and click-and-collect escalated; retail sales online reached an all-time high of just over 35% in 2021 compared with 18% of all retail sales in 2109. There is an ongoing debate about the role of car parking and township prosperity. The High Street Task Force report (2021) noted that provision of easy, plenty and fairly priced car parks are factors for high street patronage.
- 3.7 Seminal research and papers that are still discussed include Portas (2011), the Grimsey Review (2013) and the British Parking Association report *Re-Think! Parking on the High Street* in 2013. Portas notes that the ease with which shopping can be accessed is directly correlated with economic turnover and believes that each area needs to find its own bespoke response to economic and social revival. Grimsey notes that high parking charges are damaging to economies and suggests a role for free parking. The British Parking Association report *Re-Think! Parking on the High Street* in 2013, counters the view of free parking, arguing that economic growth of town centres is multi-faceted and that car parking charges should be viewed holistically as part of an overall accessibility strategy.
- 3.8 Car parking research by Yorkshire Forward (Renaissance Market Towns Programme), found that the availability of parking and ease of use were more important aspects of parking provision than charges. The report also recognised that a parking 'free for all', with no restrictions or controls on parking and lack of enforcement was seen as a failure to manage assets effectively and provide good customer service. The Association of Town Centre Managers (ACTM), which undertook a review of the relevance of parking in the success of urban centres (2010), identified 7 factor sets that should be considered for town parking. Table 1 presents a comparison of the ACTM parking success factors with Rushcliffe Borough Council's current parking scene.

Table 1. Success Factors for Town Parking Matched to Rushcliffe's Current Off Street Parking Services

Seven Parking Factors	Description	Matched to Rushcliffe's Current Parking Services
Quantity & Convenience	Quantity must match the size of the town centre and in smaller centres, be no more than 5 minutes' walk away from shops.	✓
Payment Control	Payment on exit encourages a longer shopping trip and greater spend.	Ringo allows remote extension
Free short stay	Parking sites responsive to local need using free short stay parking for both economic, social and leisure.	✓
Pricing Structure	Tariffs should be limited to up to three hours to discourage the use of parking spaces by commuters. Tariffs should be fairly priced.	✓ ✓
Security	Car parks need to be well designed, maintained and managed, with uniformed patrols and CCTV. Kite marked safety awards.	✓ ✓
Quality	Car parks are the gateways to town, market and visitor centres and should meet high customer expectations.	✓
Signage	Directional signage including variable messaging boards to highlight available parking space	For Future Review

County

3.9 Central government's commitment to economic growth and citizen well-being through transport is reflected in The Nottinghamshire Plan 2021-31, identifying four priorities centred on greener, prosperous and healthy communities, with ambitions for making Nottinghamshire somewhere people want to live, work and visit, improving transport connections and protecting the environment and reducing carbon footprints. The Nottinghamshire Local Transport Plan (LTP3) 2011-2026, is unified with these priorities to improve the quality of life for local people and to encourage sustainable communities. Transport is not an end in itself within this framework, but a means to enable people to access employment, training, health, shopping, leisure and other essential services; parking is central to delivering these access points. The local transport vision for Nottinghamshire is presented at three spatial levels – neighbourhood, district centres and the wider links to regional and national movement. The first two spatial levels have direct implications for Borough parking:

1. Local neighbourhoods - provide safe and sustainable access to local facilities and services, e.g., local shops, schools and health, with a noted priority for pedestrians, cyclists and people with mobility difficulties, and
2. Provide safe and sustainable transport options for movement within and between towns and centres and this includes appropriate parking provision for private cars.

3.10 County-wide consultation (public, stakeholders and elected members) for the LTP3 endorsed the five national priorities as outlined in point 3.3 above and did not identify further priorities for Nottinghamshire. Supporting the economy was identified as the highest transport priority for Nottinghamshire. The overarching transport goals for Nottinghamshire are:

1. Provide a reliable, resilient transport system which supports a thriving economy and growth whilst encouraging sustainable and healthy travel,
2. Improve access to key services, particularly enabling employment and training opportunities, and
3. Minimise the impact of transport on people's lives and maximise opportunities to improve the environment and help tackle carbon emissions.

Consultation also identified 12 local transport objectives to delivering the strategic goals which have local implications for parking. Table 2 presents the association between Nottinghamshire’s transport plan objectives with off street parking in Rushcliffe.

Table 2. Nottinghamshire Transport Priorities Matched to Rushcliffe Parking Deliverables

Strategic Objectives	Transport Objectives	Rushcliffe Parking Deliverables
Support Economic Growth	<ul style="list-style-type: none"> ▪ Tackle congestion and make journey times more reliable ▪ Improve connectivity to inter-urban and regional networks ▪ Address the transport impacts on housing & employment growth ▪ Encourage people to walk, cycle and use public transport through promotion and provision of facilities ▪ Support regeneration 	<ul style="list-style-type: none"> ➤ Adequate parking provision in main areas ➤ Appropriate balance of short & long stay parking ➤ Address parking issues specific to individual areas and locations ➤ Appropriate use of enforcement to encourage vehicle turnover ➤ Appropriate number and type of spaces for people with mobility difficulties
Protect the Environment	<ul style="list-style-type: none"> ▪ Reduce transport’s impact on the environment ▪ Adapt to climate change and the development of low carbon transport systems 	<ul style="list-style-type: none"> ➤ Minimise circulating traffic with appropriate parking signage and directions ➤ Reduce parking queues with adequate parking provision ➤ Appropriate balance of on-street and off-street parking to reduce traffic circulation ➤ Develop electric vehicle charging infrastructure in car parks
Improve Health & Safety	<ul style="list-style-type: none"> ▪ Improve levels of health and activity by encouraging active travel (walking or cycling) instead of short car journeys ▪ Address and improve personal safety when walking, cycling or using public transport 	<ul style="list-style-type: none"> ➤ Safe, secure well-maintained parking for active travel – e.g., cycles, electric cycles
Improve Accessibility	<ul style="list-style-type: none"> ▪ Improve access to employment & other key services, particularly from rural areas ▪ Provide an affordable, reliable and convenient public transport network 	<ul style="list-style-type: none"> ➤ Car sharing schemes ➤ Adequate parking to ensure public transport flows freely
Maintain & improve infrastructure	<ul style="list-style-type: none"> ▪ Maintain the existing transport infrastructure (roads, footways, public transport services etc.) 	<ul style="list-style-type: none"> ➤ Maintaining off-street car parks ➤ Digital infrastructure developments ➤ Supporting infrastructure for environmental issues, e.g., hybrids & electric

3.11 The Local Transport Plan (2011-2026) supports the development of locally-driven parking strategies as opposed to one singular, county-wide set of standards; parking standards should be set at a local level through each Council’s Local Development Frameworks. The transport plan identifies and values the role that local district authorities have to play in identifying and responding to current and future parking needs at a local level.

Rushcliffe Borough

- 3.12 Future development in Rushcliffe Borough will increase the demand for parking. Rushcliffe Borough Council's Local Plan Part 1: Rushcliffe Core Strategy (2016) identifies that 13,450 new homes will have been built by 2028 with ongoing expansion of the public transport systems, new and improved walking and cycling links; effectively linking neighbourhoods to major employment and town centres. To aid the planned growth, more strategic transport and highway network improvements will be completed. Car parking is also considered as part of any new developments and community infrastructure on a case-by-case basis.
- 3.13 Data from the 2021 Census shows that Rushcliffe is significantly dependent on private vehicles. The Census identified that seventy-six percent of Rushcliffe residents usually travel to work by driving a car or van, with 13% travelling less than 2km, 31% less than 5km, and 57% less than 10km. A small percentage of residents travel to work by walking (8%), cycling (3%) or public transport (6%). While the dependency on private vehicle use reflects the rural nature of the Borough and the lack of viable transport alternatives, the current growth in car use is likely to be unsustainable. Cars contribute to local air pollution, traffic danger, congestion and poor physical health due to lack of exercise. Rushcliffe Borough Council is committed to influencing and encouraging changes in the type of transport people use, where feasible.
- 3.14 The Council's corporate objectives for Quality of Life and The Environment and Rushcliffe Borough Council's Carbon Management Action Plan (2023), underpin the revised Off Street Car Parking Strategy 2023-2027. Rushcliffe is committed to creating safe, clean and great communities, facilitating healthy lifestyle choices and creating vibrant town centers. The Council is committed to protecting the environment and is working to achieve carbon neutral status by 2030. As such, one of the Council's carbon management aims is to provide a borough-wide infrastructure of electric vehicle charge points facilitating the shift to low carbon transport. A Borough-wide residents' survey in October 2020, asked residents for their views on electric charging, electric vehicles, and charge point locations. The survey showed that the number of electric vehicles in Rushcliffe is set to rise significantly within the next five years. Residents said they would use electric charge points in off-street car parks while they were out shopping and moving around the Borough, and would use them to charge vehicles overnight.
- 3.15 The Councils overarching environment and climate change policy framework including the councils wider environmental strategies for local air quality action planning and the wider Nottinghamshire and Nottingham Air Quality Strategy 2020, encourages the transfer to lower emission vehicles through the provision of electric vehicle charging infrastructure. Clean air is important for good health. Rushcliffe Borough Council monitors air pollution levels and work with other agencies and partners to develop and implement air quality action plans to reduce air pollution and improve air quality. An Air Quality Management Area, is an area of land where air quality levels are breaching the national limits and require action to address this. The Council has two air quality management areas in the Borough. The Council has an action plan which contains measures aimed at working towards reducing traffic pollution in these areas. As part of that action plan, car parking plays a role in delivering the Council's objectives. Car parking will:
- Improve traffic flows
 - reduce road congestion with well-signed and accessible parking
 - provide designated motorcycle parking provision
 - Provide viable alternatives to making an entire journey by car:
 - provide safe and secure cycle parking at Park and Ride sites
 - encourage people to use more public transport
 - Encourage the use of 'greener' vehicles
 - provide electric and hybrid charging in car parks
 - review car park charges for zero and low emission vehicles
 - provide safe and secure cycle parking in car parks
 - provide designated space for motorcycles, especially small motorcycles with low CO² emissions

- Rethink single journey occupancy/Encourage the use of car sharing
 - review preferential parking schemes and charges for car share vehicles

3.16 It is recognised that Rushcliffe is served by a range of distinctive district and local centres, all of which have an important role to play in meeting the various needs of the Borough through accessibility to shops, presence of key services, cultural enterprises, meeting places and employment opportunities. The Council's Local Development Plans through to 2028, identify a clear vision for the employment, transport, retail, social, leisure and cultural regeneration and growth of West Bridgford, Bingham, Newton, Clifton and Cotgrave. Parking will also play a significant role in achieving that vision.

3.17 Feedback from the various Growth Boards is in place help to feed into the Council's decision-making process in relation to our off street parking provision as well as link directly into supporting economic growth and the vibrancy of our town centres. Usage numbers are regularly monitored and help to inform decision making. This has been particularly evident during and after the pandemic when decisions were made to help support local business with initiatives such as Free after 3 and changes made to the evening tariff to help support the night time economy.

Rushcliffe Borough Council Flexi-Parking Pilot

Free After 3

Following the Covid pandemic, Rushcliffe Borough Council piloted a **Free After 3** car parking scheme in its main town centre car parks. The aim was to support local businesses and encourage residents to return to the High Street safely. The pilot definitely encouraged people back into the town centres and helped to facilitate gradual return to everyday patterns of life. It also showed that short term, flexible schemes in response to specific situations have a role to play in car parking management.

Free Evening Parking in West Bridgford

In response to the growing West Bridgford vibrant evening economy, in 2019 the Council implemented no parking charges after 8pm in the evening through to 7am the following day.

3.18 This car parking strategy addresses the supply and management of the Council's off street car parks. The strategy supports the Council's corporate objectives and should be read alongside the Local Transport Plan 2011-2026, Rushcliffe Borough Council's Corporate Strategy 2019-2023, Rushcliffe Local Plan Parts 1 and 2, and individual Town Centre Masterplans to provide a complete view of the Council's commitment to balance appropriate parking with environmental sustainability, economic growth, accessibility, quality of life, social vibrancy, health improvement and social inclusion.

3.19 This strategy is intended to be a living document, and as such, it will consistently change and flex to meet the challenges, needs and best interests of Rushcliffe.

4. KEY OBJECTIVES

4.1 Rushcliffe Borough Council has identified 16 parking objectives, presented in Table 3, matched to the Council's overarching corporate priorities.

Table 3. Parking Policy Objectives Matched to the Council's Corporate Priorities.

CORPORATE THEMES		RUSHCLIFFE PARKING - POLICY OBJECTIVES
PR1	<p>Quality of Life</p> <p>Maintain and enhance our residents' quality of life</p>	<ol style="list-style-type: none"> 1. Manage parking to encourage the use of more sustainable modes and smarter choices 2. Provide access to key services for people with special needs and mobility difficulties by providing appropriate parking spaces 3. Contribute to the reduction of CO² and NO_x emissions 4. Minimise the negative impacts of parking on the streetscape and environmentally sensitive areas
PR1	<p>Efficient Services</p> <p>Open to innovation and transformation to deliver efficient, high quality services.</p>	<ol style="list-style-type: none"> 5. Manage parking in order to maintain the vitality and viability of district and town centres by ensuring the needs of shoppers and visitors are prioritised 6. Manage parking provision to ensure that it encourages short stay rather than all-day parking 7. Manage parking enforcement in a fair and consistent manner 8. Manage parking in order to improve traffic flow and reduce congestion
PR1	<p>Sustainable Growth</p> <p>Deliver economic growth to ensure a sustainable, prosperous and thriving local economy</p>	<ol style="list-style-type: none"> 9. Manage parking in order to maintain the vitality and viability of district and town centres by ensuring the needs of shoppers and visitors are prioritised 10. Manage parking provision to ensure that it encourages short stay rather than all-day parking 11. Manage parking enforcement in a fair and consistent manner 12. Manage parking in order to improve traffic flow and reduce congestion
PR4	<p>The Environment</p> <p>Protecting the environment and enhancing it for future generations</p>	<ol style="list-style-type: none"> 13. Manage development of the electric vehicle charging infrastructure across the Council's off street car parks. 14. Manage provision for alternative transport methods to encourage healthy lifestyle, e.g., cycle hubs, e-scooter and e-bike charging. 15. Manage the use of technology to reduce carbon footprint and energy consumption e.g., pay by phone apps. 16. Contribute to the reduction of CO₂ and NO_x emissions

4.2 These policy objectives are the strategic framework driving the Council's operational policies and management of the Council's off street car parks, as presented in the following sections.

5. CAR PARKING MANAGEMENT & THE BROXTOWE AGREEMENT

- 5.1 Rushcliffe Borough Council owns and manages its own off street car parks. On-street parking is owned and managed by Nottinghamshire County Council. Rushcliffe uses Civil Enforcement Officers provided by NSL Services Ltd, to monitor and enforce parking restrictions. Rushcliffe Borough Council uses a Central Processing Unit (CPU), run by Nottinghamshire County Council which undertakes all administration relating to the Penalty Charge Notices ensuring a fair and consistent approach across the Nottinghamshire area.
- 5.2 In September 2014, Rushcliffe Borough Council officially started a shared services partnership with Broxtowe Borough Council to deliver its parking services provision; Broxtowe recharge a percentage of their management costs to Rushcliffe. The arrangement covers day to day tasks, including:
- Monitoring of the Pay & Display machines through bespoke software and rectifying faults
 - Managing enforcement patrols including location schedules and resources
 - Responding to PCN queries and appeals
 - Arranging permits (both on-street dispensations and car park permits), and
 - Scheduling and auditing cash collections from the machines

This arrangement provides significant resilience in the overall management of Rushcliffe-owned car parks. Appendix 1 presents a detailed list of the tasks and services managed by Broxtowe.

6. OFF STREET PARKING

Overall Management Policy:

Rushcliffe Borough Council manages its off street car parking facilities to ensure that the supply, maintenance, charging and enforcement procedures contribute to the Council meeting local objectives.

- 6.1 The Council's approach to car parking is to *manage by demand*, responding to differences in local need and circumstance. The operational policies in the car parking strategy are intended to support the vitality of local economies and promote more sustainable transport choices. This overarching parking policy means that the Council will:
- Effectively manage its car parks to reflect local circumstances,
 - Promote sustainable transport choices through provision of sustainable parking options,
 - Maintain high quality and safe parking facilities,
 - Set parking charges which facilitate commercial and social vibrancy, economic growth and promote sustainable and active travel, and
 - Enforce parking regulations consistently and effectively, in a transparent manner.

Parking Locations

- 6.2 Rushcliffe Borough Council owns 29 off street car parks, with the predominant number available for shopping, visiting and leisure, with over 840 spaces in shopping locations and over 1000 in leisure locations. Currently only the West Bridgford car parks and Rushcliffe Country Park are fully pay-and-display. Bingham (Needham Street and Bingham Arena) and Keyworth Bunny Lane have a free initial period with a pay-and-display voucher, and payment after that is required. All other car parks are free. Appendix 3 lists all of the council's off street car parks and Table 4 shows a summary of the off street car parks regulated by enforcement and/or pay and display provision.

Pay and display provision in the council's car parks includes 1) printed parking ticket from the pay & display machine, 2) printed voucher from the pay and display machine, and 3) virtual parking ticket or voucher via RingGo.

Table 4. Off Street Car Parking Provision in Rushcliffe Borough

Location	Parking Spaces	Disabled Spaces	Total Spaces
Bingham: Market Place	20	0	20
Bingham: Newgate Street	106	7	113
Bingham: Needham Street	39	4	43
Bingham Arena	197	12	208
Keyworth: Bunny Lane	60	4	64
Keyworth: Church Drive	29	2	31
Radcliffe-on-Trent: Health Centre	54	3	57
Radcliffe-on-Trent: Walkers Yard	43	3	46
Rushcliffe Arena	289	13	302
Rushcliffe Country Park	170	11	181
West Bridgford: Bridgford Road	153	12	165
West Bridgford: Nursery, Albert Road	87	8	95
West Bridgford: Gordon Road	36	2	38
TOTAL:	1282	81	1363

6.3 Typically, the regulated parking stock is supplemented by the Council’s unregulated car parks and private parking. There are a number of private companies which operate public car parks in Rushcliffe, for example, shopping centres and supermarkets, NCC and public houses operating private pay-and-display car parks. These car parks have their own rules and regulations for use. Private car parks assist the Council in maintaining the balance of supply and demand across the Borough. The Council monitors private car parks (including location, parking rules and tariffs) to help inform the operational and policy management of its off street car parks.

Parking Length of Stay Designation

Length of Stay Parking Policy

The Council prioritises short-stay car parking (up to two/three hours) on sites within a suitable walking distance of shopping and local services to ensure appropriate accessibility to services.

6.4 This policy means that the Council will:

- Set car parking charges that encourage short stay parking and discourage long-stay parking,
- Reduce the number of long-stay spaces while managing the number of short-stay spaces, and
- Evaluate the location of long-stay spaces.

6.5 The Council’s off-street parking policy is designed to encourage short-stay parking and to reflect local variations in the demand for parking. The shoppers and short-stay car parks are intended to have a higher number of users per day, encouraging use of local shops, businesses and community services. Parking spaces need to be readily available to support the economic vitality and resilience of market town centres, with the higher turnover of spaces allowing more users to be accommodated per space. In addition, shoppers and visitors are more likely to travel during inter-peak periods when there is spare capacity on the road network.

6.6 The Council intentionally limits long stay parking in order to prioritise short stay access to retail, social and leisure activities. The council offers long stay provision at 11 off street car parks, ranging from 12 to 24 hour stays, charging between £20-£25 per stay in 6 car parks and £1 at Rushcliffe Country Park. The remaining 4 car parks with long stay are free. Table 5 overviews the length of stay designations across the Council's off street car parks regulated by enforcement and/or pay and display provision.

Table 5. Length of Stay Designations across the Council's Off Street Car Parks

Location	Long Stay	Short Stay Provision	No Return Within
Bingham: Bingham Arena Market Place Newgate Street Needham Street	Max stay 24 hours £25 No long stay Max stay 12 hours free Max stay 12 hours £20	Up to 3 hours free Up to 2 hours free Any length up to 12 hours free 2 hours free with voucher	3 hours 2 hours 3 hours 3 hours
Keyworth: Bunny Lane Church Drive	Max stay 12 hours £20 Max stay 12 hours free	Up to 2 hours free, third hour £1 Any length up to 12 hours free	3 hours
Radcliffe-on-Trent: Health Centre Walkers Yard	No long stay 12 hr stay in 28 bays free	3 hrs max + 15 min wait bays free 3 hour stay in 15 spaces free	2 hours 2 hrs short & 3 hrs long stay
Rushcliffe Arena	Max stay up to 12 hours free	Any length up to 12 hours free	3 hours
West Bridgford: Bridgford Road Gordon Road Nursery/Albert Road	Max stay 24 hours £20 Max stay 24 hours £20 Max stay 24 hours £20	Charging £0.50p to £3.00 for up to 3 hours in all West Bridgford car parks	2 hours
Rushcliffe Country Park	Max stay 12 hrs - £1	Up to 12 hours - £1	1 hour

Recommendations: ➤ Review long stay motorcycle, cycles, e-scooters and e-bike parking to encourage more sustainable travel.

Parking Charges

Parking Charges Policy

Parking charges are set by the Council in accordance with the Council's fees and charges process each year. The Council considers factors like the amount of parking provision in the area (including private), supporting sustainable and low emission transport, access to key services, and supporting local businesses and social vibrancy.

6.7 The Council sets non-uniform parking tariffs across the Borough to reflect and support local turnover and differences in patterns of economy. Car parking charges are viewed holistically and a range of factors are considered to ensure that an appropriate or no tariff fee is applied. The overall aim is to encourage short-stay parking with high car turnover. To support the Council's commitment to sustainability and air quality, the pricing charges will be regularly reviewed to ensure that they encourage people to think about the type of transport being used.

6.8 At present, only 7 of the council's off street car parks have parking charges. An annual season ticket (parking permit) is offered at Rushcliffe Country Park, allowing users to park without the need for a daily payment at the pay-and-display machines. Appendix 2 summarises the tariffs for car parks requiring parking tickets, vouchers and/or virtual tickets. West Bridgford car parks operate a free night tariff from 20:00 to 06:59.

6.9 A fundamental review of parking charges is undertaken by the Council every five years. Annual interim reviews will also be completed as needed, based on user, business and stakeholder feedback. In addition to operational costs, sufficient income needs to be generated to cover future major maintenance projects such as resurfacing, remarking and replacing of equipment such as lighting and ticket machines.

- Recommendations:
- Review the use of car parking charges to influence and encourage people's transport choices.
 - Review annually, the number of season tickets being issued and the permit cost for Rushcliffe Country Park.

Parking Usage and Turnover

6.10 There were 757,454 visits to the Council's pay-and-display car parks in 2021-22. The usage across the Council's car parks has increased by 11% since 2017/2018. The addition of Bingham Needham Street and Keyworth Bunny Lane as pay and display locations and changes to the evening tariff in West Bridgford has supported this increase. Table 6 shows the number of users by pay-and-display car park in December 2022 and January 2023. The usage statistics underestimate the number of users across the Council's car parks as the numbers are taken from the ticket machines in the 6 pay-and-display car parks only.

Table 6. Number of Car Park Users at the Pay & Display Car Parks in December 2022 and January 2023

Pay & Display Car Park Locations:	Number of users	
	Dec-22	Jan-23
West Bridgford Car Parks	47469	42813
Bingham Needham Street	12212	11640
Keyworth Bunny Lane	7582	8931
Rushcliffe Country Park	4689	6134
Total Number of Users	71952	69518

6.11 The pattern of usage across the pay-and-display car parks is very similar year-on-year. Figure 2 shows the pattern of use at the West Bridgford car parks from 2017 to 2022. There are a high number of users in the summer months (July-August) and Christmas time (December), consistent use in March-June and September-October. It also shows that use of the car parks declines in November, January and February; these are well-documented low retail spend months before and after the Christmas period. Car Park usage dropped significantly during the Covid Pandemic 2020-2021 but through a flexible parking scheme saw usage levels rise again to those met pre-pandemic. Flexible parking schemes, as evidenced during the pandemic, are an option to target low usage months and encourage users into retail areas.

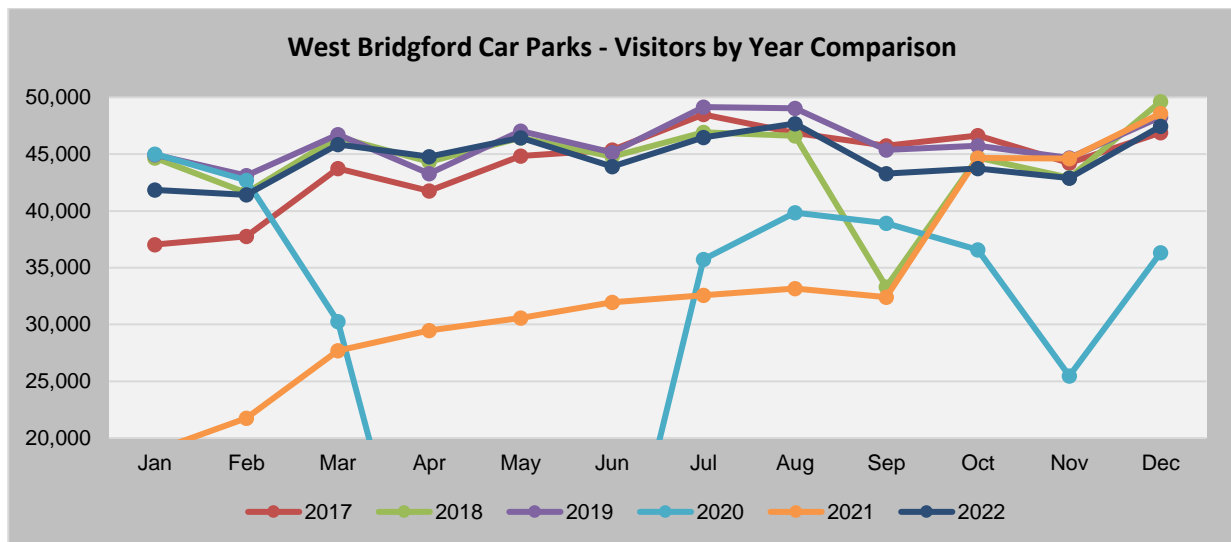


Figure 1. Pattern of use at West Bridgford pay-and-display car parks from 2017 to 2022.

6.12 The turnover of cars at West Bridgford pay-and-display car parks shows an average of 6.3 cars per day in each space for 2021-22. The individual turnover statistics for each car park suggests that Nursery/Albert Road car park has the highest turnover at 8.6, Gordon Road with 6.4 and Bridgford Road with 3.9. The higher turnover rate at Nursery Road should be reviewed given the queue of cars sometimes waiting to park when spaces are available at the Bridgford Road car park.

- Recommendations:
- Review the pattern of car park use, informing the development of flexi parking pilots to boost car park usage and local spend in off-peak months.
 - Review the Nursery/Albert Rd high turnover and usage statistics to make sure that the car park tariffs and local parking signage are appropriately distributing users across all 3 West Bridgford car parks.

Payment Methods

6.13 The Council provides a range of payment methods to reflect the varying preferences of residents, e.g., coin, contactless, debit/credit card and RingGo. Cashless payment options are the preferred method of payment 63% (Contactless and RingGo) with 37% of people using cash in 2022. This is a significant shift in user payment preferences since 2017 when cashless options were introduced (11.3%). The Council aims to further encourage the use of contactless and pay-by-phone payment options as these methods help to reduce the cost of cash collections and the associated carbon footprint.

Pay-by-Phone: Where are we now?

The RingGo Pay-by-phone service was introduced into the Council's pay and display car parks in 2018. RingGo provides customers with a convenient and secure payment method, alongside the ability to extend parking tariffs without the need to return to the site for additional payment. The first year RingGo was launched uptake of the service was at 5% usage. Over the past 4 years the service RingGo offers has grown with free parking periods that require a voucher now obtainable through RingGo. This combined with the shift in preference for contactless payment options through the Covid pandemic has seen RingGo usage grow and in January 2023, 36% of all transactions and payments were made using RingGo. Further planned marketing and user support campaigns will help increase awareness and uptake of RingGo and support trials to take ticket machines out of operation.

Parking Enforcement

Enforcement Policy


The council enforces parking effectively and efficiently under its civil parking enforcement procedures, ensuring that enforcement of all parking rules is fair, consistent and transparent.

- 6.14 Rushcliffe Borough Council understands that disproportionate enforcement impacts significantly on people's perception of the car parking experience. Research shows that loyalty to a place is often built on experiences and rigid enforcement is an easy way of turning consumers away from the retail sectors. As such, the Council employs a proportionate enforcement policy, meeting statutory requirements for a grace period.
- 6.15 Enforcement procedures support an appropriate pattern of car turnover and purchasing time to encourage the right shopping experience for the right location. It also helps to relieve highway congestions around town centres caused by on street parking and ensures that the car parks are being used correctly for the safety of all visitors. Through Nottingham County Council car parking framework, Rushcliffe uses Civil Enforcement Officers supplied by NSL Limited, who are managed by Broxtowe Parking Services on behalf of the Council.
- 6.16 A team of enforcement officers monitor the car parks for use and safety. The officers have the responsibility for issuing Penalty Charge Notices but do not have quotas or targets; instead, they work to clear guidelines. The guidelines can be viewed on the Nottinghamshire County Council website. Income from the payment of Penalty Charge Notices is used to finance operational costs of the Council's parking service including ongoing maintenance and upkeep of the parking services.
- 6.17 Twenty eight of the Council's 29 off street car parks are enforceable under the Civil Enforcement Off Street Parking Places Orders, giving it the legal remit to enforce restrictions, tariffs and length of stay, etc. At present, the Council actively enforces 13 of its off street car parks. A further 16 off street car parks are not actively enforced and operate as open use sites.

Parking Facilities: Mobility Difficulties & Blue Badges

Equitable and Accessible Parking Policy:

The Council prioritises, where appropriate, the needs of people who have no choice but to use a vehicle to access essential services, reviewing and improving as necessary, the quality and provision of disabled parking in accordance with the Equality Act (2010). Local conditions and demand are considered in determining the number, type and location of spaces provided.

- 6.18 The Council has 116 Blue Badge spaces across all its off street car parks exclusively for people with mobility difficulties to park safely and securely without the need to park on congested roads, particularly on yellow lines. Blue Badges allow cars carrying people who are registered blind, or people who have severe walking difficulties, to be parked near shops and other essential services. People using the disabled bays must display a valid blue badge with the time clock set appropriately. The policy is assessed periodically when the terms and conditions of parking orders are reviewed. The issue and management of Blue Badges is a Nottinghamshire County Council function.
- 
- 6.19 Blue badge spaces are designed with additional hatched safety zones for safe exit from or entry into the vehicle. People with Blue Badges can also park in a general bay without the need for a parking ticket or voucher, as long as they display a valid blue badge. Blue Badge holders are allowed to park up to two hours free of charge in the Council's Bingham Needham Street, West Bridgford Gordon Road, West

Bridgford Nursery and West Bridgford Bridgford Road car parks, and for up to 3 hours at the Keyworth Bunny Lane car park. After these time periods, users are required to pay or leave.

- 6.20 At present, the Council's off street car parks do not accommodate medium- and large-sized wheelchair assisted vehicles. Large wheelchair assisted vehicles exceeding 6'6" in height, 1.5 tonnes in weight with an extended wheel base, contravene the current regulations for parking in the Council's off-street car parks. Mobility vehicles with a blue badge can park on the street on either single or double yellow lines for up to 3 hours. However, vehicles with rear entry requiring up to 2-3 metres for a wheelchair ramp are often blocked re-entering their vehicle by other motorists or delivery vehicles parking too close, prohibiting access.



Examples of wheel chair assisted vehicles which exceed Council off-street parking restrictions.

- Recommendations: ➤ Review the parking demand for medium and large wheelchair-assisted vehicles in the Council's off street car parks.

Parking Facilities: Sustainable Vehicles

Sustainable Parking Policy:

Rushcliffe Borough Council is committed to embracing new technologies and methods to provide appropriate sustainable facilities to meet its carbon neutral targets and promote reduction in CO² and NO_x emissions, improving the environmental quality of the Borough and residents' health and well-being.

- 6.21 The Council's Carbon Management Action Plan 2023 and sustainability policy is committed to reducing the environmental impact of travel across the Borough including reductions in CO² emissions, Nitrogen oxide (NO_x) air pollution, and lowering levels of congestion, while encouraging active travel for shorter car journeys and improving residents' health and well-being. The Council has an action plan which contains measures aimed at reducing traffic pollution and encouraging the use of greener vehicles and low emission zones, addressing the Council's commitment to enhancing residents' quality of life. The Pocket Park and Ride sites at Cotgrave and Stragglethorpe with free parking and ongoing hybrid bus travel, also contribute to the improvement of air quality in the Council's target areas.
- 6.22 In response to the rapid growth of electric and low emission vehicles, Rushcliffe Borough Council in partnership with Nottingham City Council and Midlands Energy Hub, has developed further its electric vehicle charging infrastructure. During 2018-2022, Rushcliffe and Nottingham City Council installed 10 more electric vehicle charging sites, totalling a further 30 chargepoints across the borough as part of the D2N2 transport system. This included one of the first solar canopy sites in the County, where solar energy is used to power the charge points and solar power is stored in batteries to drive the hub during high peak and low sun days. The Council is committed to increase the EVC provision even further over the next five years.

6.23 Immediate areas for further consideration include charge points, reserved spaces and cycle hubs for motorcycles, cycles, electric cycles and scooters. Smaller motorcycles make a lower contribution to CO² emissions and congestion than most standard cars, and the Council needs to review designated off street motorcycle parking. To further support sustainable travel agenda, Rushcliffe is part of the Citycard Cycles scheme providing secure hubs for cycles. The first hub is in place at Bridgford Road car park opposite the Co-op on Central Avenue, providing cycle parking for any bike, 24-hour CCTV and Citycard access controlled doors. The Council will continue to explore the feasibility of cycle secure hubs as part of its walking and cycling strategy.



Sustainable Facilities for Low Emission Vehicles: Where are we now?

The installation of over 30 charge points in Rushcliffe provides the Council with a unique opportunity to develop parallel and supporting innovative programmes to encourage residents toward sustainable transport opportunities, for example:

- Reduced parking charges for residents driving low emission vehicles. Manchester City Council introduced a Green Badge scheme where low emission vehicles benefit from lower parking costs.
- Free parking. Leeds has introduced a permit scheme to allow free parking for ultra-low emission vehicles in the city centre.
- Preferential parking schemes for car share and particularly sharers using low emission vehicles.

Cycle Uptake Schemes – What are other Councils doing?

Hackney London Borough Council created a moveable mini park that can be installed temporarily at the roadside. It includes parking space for six bicycles as well as seating and plant pots, and has already brought increased trade to local businesses.



Cycling Parklets in Local Business Areas

Birmingham City Council gave away 3000 bikes to local people. The Council realised that although many children had bikes, some parents could not afford bikes of their own. The Council wanted to contribute to employment accessibility, improvement in air quality, reduction of car use for short journeys, while increasing the health and well-being of local residents. Each recipient had to promise to use their bike regularly and were given cycling and maintenance training. The bikes were fitted with GPS devices so the council and academics could collect anonymised data on how much they were being used.

Nottingham City Council E-Scooter Pilot

1,300 Super Pedestrian electric scooters (e-scooters) are available for short-term hire in Nottingham, as part of a government backed trial. E-scooters offer the potential for convenient, fun, clean and affordable travel, reducing reliance on car trips and lowering harmful emissions. The trial has since been extended until May 2024 in line with other schemes happening across the country. The aim of the scheme is to test the new form of transport to see how it works in practice, and whether it could offer a greener way to travel around the city in the future.

- Recommendations:
- Review the schemes for preferential parking spaces, free and/or cheaper parking for low emission vehicles.
 - Review the options, cost and need for designated motorcycle parking.
 - Review the expansion of the secure cycle hubs/Citycard Cycle Scheme to other car parks and the Park and Ride sites.
 - Review cycle and scooter uptake and parking schemes being used by other Councils for Rushcliffe.

Quality of Off Street Parking Provision

Parking Quality* Policy

The Council continues to develop and maintain quality parking facilities in Rushcliffe by ensuring that:

- Kite marked by Park Mark Safety Awards
- Parking facilities support a wide range of transport choices – e.g., electric vehicles, cycles,
- Parking facilities are people- and vehicle-safe for different types of transport, e.g., cycles,
- Parking facilities are accessible for people with mobility difficulties,
- Clear pedestrian entry and exit to the car parks for all users,
- Parking areas are lit and clean,
- Designated bays are enforced, and
- A rolling programme of maintenance and investment is undertaken.

**The definition of quality is informed by the People's Parking Accreditation criteria.*

- 6.24 The quality of the off street parking experience incorporates a number of diverse factors from ease of finding the car park, through to the car park's look-and-feel, feelings of personal and vehicle safety, signage, accessibility for people with mobility difficulties, pedestrian entry and exit into the parking area, safe and secure parking for cycles and charging points for electric vehicles. Rushcliffe Borough Council is committed to delivering high quality off street car parks to ensure the car park experience is positive and supportive of all residents and visitors to the area.

Signage and Wayfinding

- 6.25 Effective signing can be a significant tool in managing parking; clear signs to car parks can reduce unnecessary driving thereby reducing congestion and other traffic impacts. Signs play an important role for both local residents and visitors to the Borough. A comprehensive review of signage is completed every five years. As part of routine car park inspections, signs are reviewed on a rolling basis for their condition, graffiti or obstructions, and repairs are undertaken immediately.
- 6.26 Variable message signs can help to encourage or discourage the use of particular car parks and roads. By influencing driver choice, signage can ensure that all car parks in an area are better promoted and used. Research has shown that where demand for parking spaces is approaching or exceeding that

demand, the use of variable message signs can redirect drivers to other car parks close by. The Council has identified that the Nursery/Albert Road and Gordon Road car parks in West Bridgford are quickly reaching capacity while Bridgford Road can be under-utilised throughout the day. Motorists are queuing at the Nursery/Albert Road car park causing congestion on the highway when space is available at the Bridgford Road car park. The role of a variable messaging sign in West Bridgford should be reviewed and more widely considered as part of the overall masterplan development of the town centre.



Safety

- 6.27 The safer parking scheme (Park Mark®) is a nationally recognised award to car parks that have been vetted by the Police and the British Parking Association that have measures in place to create a safer environment for users and vehicles. The aim of the safer award is to recognise and publicise to users that a defined measure of excellence has been achieved. In order to obtain the award, a parking facility must achieve an effective combination of active management procedures and commensurate preventative security measures. Customers are assured that there is a commitment to providing a high-quality, safe parking facility. The Council now has 16 Park Mark Safety Awarded sites.



Maintenance

- 6.28 The Council regularly inspects all of its car parks and is committed to an ongoing programme of reinvestment, ensuring they remain at a high standard, safe and user-friendly. It is important that the Council's car parks create a good first impression for local residents and visitors.

Recommendations: ➤ Review the car parking investment and infrastructure maintenance plan.
 ➤ Review the role of variable message signs to modify parking queues
 ➤ Monitor smart technological developments for showing car park users where the spaces are in advance of their arrival.
 ➤ Continue the work on reviewing and implementing Park Mark Safety Awards.

Parking Permits / Seasonal Tickets

- 6.29 At present, the Council only offers car parking with seasonal tickets at Rushcliffe Country Park. The Council should review the demand and possibilities for permits in other areas, e.g., apartment stays and wedding parties at Bridgford Hall.

Rushcliffe Country Park

- 6.30 The Council offers the option of purchasing an annual season ticket for Rushcliffe Country Park, allowing users to park without the need for a daily payment at the pay-and-display machines. Season tickets for the country park are open to all applicants, but due to limited space, tickets are processed on a first come-first serve basis. The season ticket does not guarantee the availability of a parking space to the season ticket holder. The ticket is only available for a full year from the date of purchase, costing £35 and is vehicle and car park specific.



Recommendations: ➤ Review the demand and process for offering parking permits for other venues.

7. ON STREET PARKING

- 7.1 The purpose of this section is to provide an overview of the current on street parking in Rushcliffe managed by Nottinghamshire County Council.
- 7.2 Nottinghamshire County Council, as the local highway authority, is responsible for on-street parking provision in Rushcliffe. This provision, along with Rushcliffe Borough Council's car parks, gives drivers the option to park on street, where no restrictions are in place, or in a centrally located car park for a small charge. On street parking is managed by Nottinghamshire County Council – this includes the management of enforcement officers including location schedules and resources, issuing short duration parking dispensations, responding to PCN enquiries and dealing with reported parking issues. Nottinghamshire County Council retains responsibility for the installation and maintenance of Traffic Regulation Orders which include lines, signs, waiting and loading restrictions, no stopping areas, disabled parking and residents' parking zones.

Parking Dispensations

- 7.3 Parking dispensations are short term parking permits (up to 14 days) for vehicles parking on streets with parking restrictions such as Residents Parking Schemes, single yellow lines etc. Nottinghamshire County Council is currently responsible for all on street resident parking permits. However, Broxtowe Borough Council, on behalf of Rushcliffe, can offer on street parking dispensations to business and trade persons where there is a requirement to park in a restricted area to carry out work activities.

Residents Parking Permits and Blue Badges

- 7.4 Longer stay dispensations, residents parking permits and Blue Badges are dealt with directly by Nottinghamshire County Council. Further information is available on the Nottinghamshire County Council website.

Taxi Ranks/Bays

- 7.5 There are over 300 licensed taxis (including hackney carriages and private hire vehicles) currently operating in Rushcliffe although this will fluctuate year on year. Only hackney carriages are able to ply for hire through on street parking/taxi ranks. Hackney carriage taxi ranks are located in West Bridgford outside the Co-op on Bridgford Road and on Central Avenue outside Central News.

CCTV Parking Enforcement

- 7.6 CCTV on street parking enforcement in Rushcliffe is carried out by Nottinghamshire County Council using a car with camera and recording technology in order to address parking around schools and bus stops with enforceable traffic regulation orders, where motorists are putting the safety of others at risk and causing unnecessary congestion.

8. RECOMMENDATIONS AND ACTION PLAN

8.1 Table 7 presents the operational policy recommendations as immediate, medium or longer-term actions.

Table 7.

Immediate - Short Term Aims: 2023
Liaise with Bingham Town Council in their review of long stay car parking and the potential provision by the Town Council of a new long stay car park in the town centre to support local parking needs
Further increase the number of drivers using contactless and RingGo payment options.
Assess the feasibility to explore a reduction in pay & display machines as the trend continues with more on line transactions via the RingGo app
Review options for electric vehicle charging in West Bridgford
Review the permit cost and number of season tickets being issued for Rushcliffe Country Park annually
Review current enforcement arrangements with Nottinghamshire County Council including the option of changing to an insourced model of delivery for off street car parking enforcement
Assess remaining car parks which may meet the criteria for further Park Mark safety awards
Medium Term Aims: 2024-2025
Review car parking charges
Work with Nottinghamshire County Council and Nottingham City Council to develop further electric vehicle charging across the Borough including provision in West Bridgford following the recent upgrade in electricity supply in the area
Review the provision of infrastructure for motorcycles, scooters/e-scooters, cycles/e-cycle.
Review and assess provision for dedicated off street parking for medium and large wheel-chair assisted vehicles
Ongoing review car parks for Park Mark safety awards
Long Term Aims: 2026-2027
Review local shopping reward schemes which reduce the cost of parking, e.g., parking points collected which results in a free parking voucher
Review the transition to touch and colour screens on current pay-and-display machines
Review the provision of real-time parking information to assist users in finding available spaces
Review the schemes for preferential parking, free and/or cheaper parking for low emission vehicles
Four-year review of the off street car parking strategy

9.0 APPENDICES

Appendix 1. Broxtowe Borough Council and Rushcliffe Borough Council Business Delivery Targets and Tasks: A Summary

Targets	Services & Tasks
<p>Provide safe & well maintained car parks with spaces available for visitors.</p> <p>Improve the visitors parking experience by maintaining quality car parks in excellent condition.</p> <p>Ensure that regular checks are made of public car parks and their equipment to ensure that public parking places, arranging repairs where necessary.</p> <p>Introduce and facilitate corporate initiatives, ensuring continuing improvements on service delivery.</p> <p>Apply a fair consistent enforcement regime to build customer/visitors trust and confidence.</p> <p>Encourage visitors to use the car parks and ensure a proportionate turnover of vehicles to meet usage demands.</p> <p>Maintain and monitor pay-and-display machines, ensuring they are fit for purpose, in good working order, and used to their full potential and provide valuable customer based information to improve the services.</p> <p>Maintain effective and efficient management of each borough wide pay-and-display operation.</p>	<ul style="list-style-type: none"> ➤ Daily car park inspections and completing weekly defect sheets ➤ Ensure a CEO presence ➤ Effective and fair enforcement of restrictions ➤ Checking machines are fully operational ➤ Ensuring machines are communicating regularly ➤ Liaising with ICT/communications service provider to ensure consistent and good service ➤ Reporting and rectifying machine problems with contracted engineers and documenting defects ➤ Ordering consumables (ticket rolls) & negotiating sponsorship deals ➤ Ensure enforcement contractor carries out appropriate frontline maintenance ➤ Undertaking analysis of car park usage and income to assist Rushcliffe Borough Council with decisions on tariff levels ➤ Parking place inspections and regular site visits ➤ Deal with customer enquiries
<p><u>ENFORCEMENT CONTRACTOR</u></p> <p>Manage and measure contractor performance, ensuring a cost effective quality service delivery.</p> <p>Take responsibility for the management and control of externally employed civil enforcement officers.</p> <p>Plan, organise and direct the day-to-day enforcement activities.</p>	<ul style="list-style-type: none"> ➤ Agree weekly deployment matrix for off street enforcement ➤ Monitoring and improving CEO patrol performance ➤ Regular meetings with CEO supervisor ➤ Formal meetings with senior contract management team ➤ Examine penalty charge notice accuracy
<p><u>PENALTY CHARGE NOTICE PROCESSING</u></p> <p>Provide advice and assistance to persons in receipt of a penalty charge notice.</p> <p>Represent Rushcliffe Borough Council in attending and presenting evidence before the Traffic Penalty Tribunal adjudication service.</p> <p>Consider and respond to parking representations and appeals. Ensure compliance with all professional, legal and financial requirements relevant to the workload.</p> <p>Monitor and measure appeals process performance levels against national averages and bench marks in relation to neighbouring authorities.</p>	<ul style="list-style-type: none"> ➤ Consider appeals and representations for both on and off street parking ➤ Attend any Traffic Penalty Tribunal hearings ➤ Respond to enquiries from customers both verbally, face to face and in writing ➤ Monitor appeals performance levels ➤ Monitor notice processing performance

Appendix 2. Charges across the Council's Car Parks where Parking Tickets, Vouchers and/or Virtual Tickets Apply

West Bridgford	
Up to 30 minutes	£0.50
Up to 1 hour	£1.00
Up to 1.5 hours	£1.50
Up to 2 hours	£2.00
Up to 2.5 hours	£2.50
Up to 3 hours	£3.00
Over 3 hours/Max stay 12 hours	£20.00
Evening Tariff from 20:00 to 06:59	Free
Bingham Needham Street	
Up to 2 hours	Free
Up to 12 hours	£20.00
Bingham Arena	
Up to 3 hours	Free
Over 3 hours	£25
Keyworth Bunny Lane	
Up to 2 hours	Free
Third hour	£1.00
Up to 12 hours	£20
Rushcliffe Country Park	
Up to 12 hours	£1.00
Season Ticket/Parking Permit	£35 per annum

Appendix 3. A list of the Council's Off Street Car Parks

Car Parks Under Civil Off Street Parking Places Orders	
Bingham	Bingham Arena Market Place Needham Street Newgate Street
Cotgrave	Cotgrave Hub Cotgrave Leisure Centre Cotgrave Shopping Precinct Multi-service Centre
East Leake	Gotham Road (leased to East Leake Parish Council)
Edwalton	Edwalton Municipal Golf Club Edwalton Avenue
Gamston	Gamston Community Centre
Keyworth	Bunny Lane Church Drive
Radcliffe on Trent	Health Centre Walkers Yard
Ruddington	Rushcliffe Country Park
West Bridgford	Alford Road Playing Fields Bridgford Road Collington Common Gordon Road Gresham Playing Fields Holme Grove Holme Road – Hook Car Park Lutterell Hall (leased to Rock Church) Nursery/Albert Road Rushcliffe Arena Tewkesbury Close West Park

Version Control

Date	Document	Department	Officer Lead
1 April 2018	Off Street Car Parking Strategy 2018-2022	Neighbourhood Services	Contract Performance & Projects Officer
1 April 2022	Off Street Car Parking Strategy 2022-2027	Neighbourhood Services	Team Leader Street Scene
1 December 2022	Off Street Car Parking Strategy 2022-2027	Neighbourhood Services	Team Leader Street Scene
1 March 2023	Off Street Car Parking Strategy 2022-2027	Neighbourhood Services	Service Manager - Neighbourhoods