

# Dudley Borough

## Parking Strategy 2024 – 2030

**Environment and Regeneration Select Committee**  
**24th July 2024**

# The Vision

Dudley continues to undergo a remarkable transformation with exciting projects that have included improvements in several towns. There is an excitement around the borough and a level of optimism that it will continue to regenerate, grow and develop. To achieve this aspiration, we must ensure that the transport network and parking infrastructure is fit for purpose and sustainable.

Parking provision is integral to these plans but getting the balance right between the demands for parking and the needs of Dudley's growing population continues to be a challenge. The development of this strategy reflects this Council's commitment to striking the right balance between encouraging motorists to park outside the town centres, utilise other forms of transport and reduce the number of vehicles within the town centres, helping to increase availability for those who need them.

This strategy will further help to support the regeneration of the local economy and these measures will ensure we can financially focus on keeping our road network, particularly in central areas in a state of good repair, free from congestion and the detrimental effects of traffic and pollution. The developed strategy will help to turn our vision into a reality.

# Setting the Scene

Parking provision is integral to the local and regional transport strategy and a key part of regeneration in the area. But getting the balance right between the demands for parking, the needs of Dudley's growing population and keeping traffic flowing is the key.

As an authority, our primary objective is to encourage motorists to park outside the town centres – or use other forms of transport – reducing the number of vehicles entering the town centres, helping to increase the number of spaces available for those who need them

Our 57 car parks have not kept pace with maintenance requirements such as surfacing, lining, signing, drainage, boundaries, green assets, and cleaning. This needs investment and further review.

# Background Information

- A strategy cannot be implemented overnight or all at once
- Ideal to introduce revised parking charges off street first then implement strategy
- To make any changes to the fees and charges for a local authority (free car parks) there is a requirement to follow a legislative process. To implement the changes, an Off-Street Parking Places Order must be developed and consulted upon, requiring a minimum of three months to follow the legislative process. Costs are associated with this process, primarily through fulfilling advertising requirements
- Traffic Regulation Orders (TROs) will need to be developed/professional services possibly required/public consultation.
- Infrastructure needs to be procured & financed
- Ensure awareness that the income from parking will be reinvested back into the road network
- Strategy will support enforcement efficiency of PCNs
- Parking solutions are to be developed with local businesses to encourage town centre footfall
- Ensure suitable number of disabled/taxi and loading bays are included



# Off Street Parking (Car Parks)

**Amblecote**



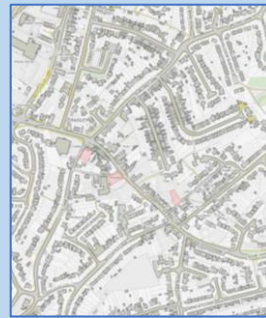
**Brierley Hill**



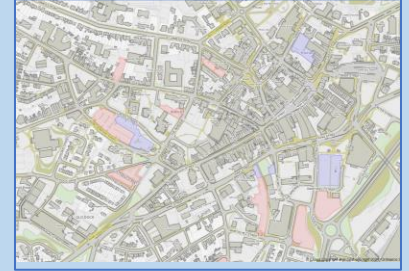
**Coseley**



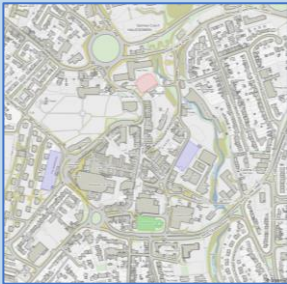
**Cradley**



**Dudley**



**Halesowen**



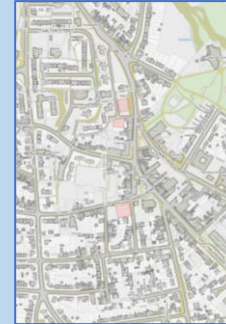
**Kingswinford**



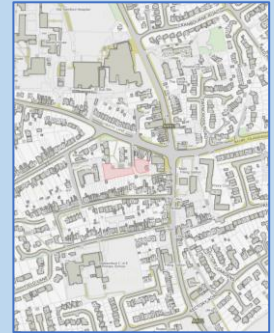
**Lye**



**Netherton**



**Oldswinford**



**Quarry Bank**



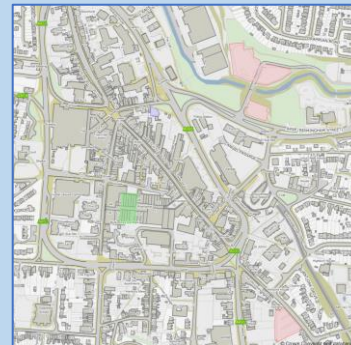
**Sedgley**



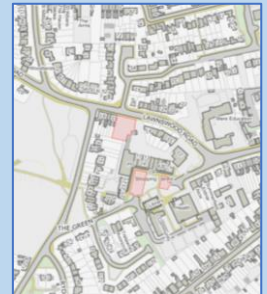
**Wollaston**



**Stourbridge**



**Wordsley**





# On Street Parking TROs (current)

**Amblecote**



**Brierley Hill**



**Coseley**



**Cradley**



**Dudley**



**Halesowen**



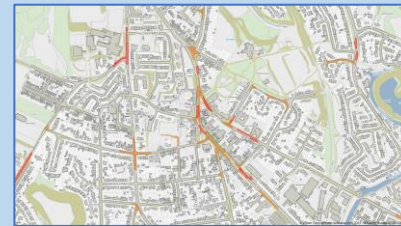
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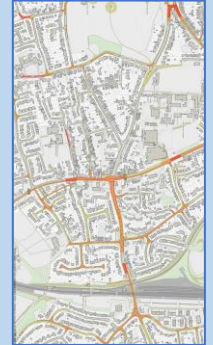
**Lye**



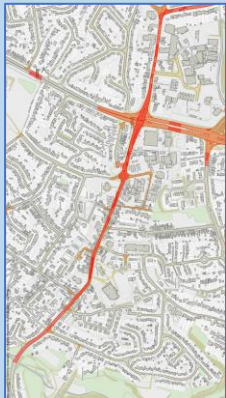
**Netherton**



**Oldswinford**



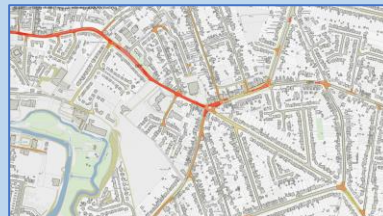
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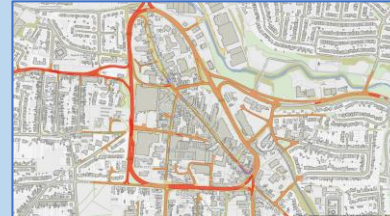
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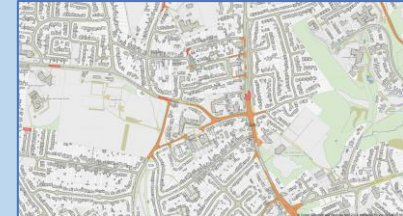
**Wollaston**



**Stourbridge**



**Wordsley**





# On Street Parking – indicative zones

**Amblecote**



**Brierley Hill**



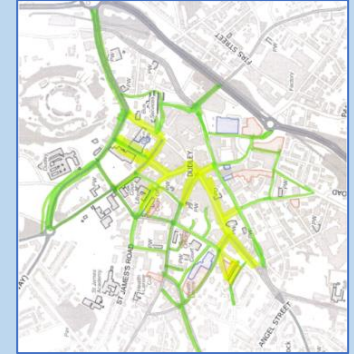
**Coseley**



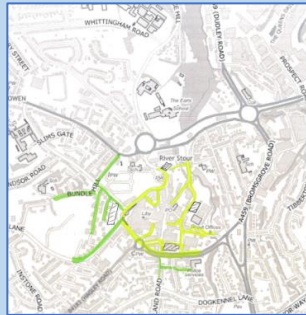
**Cradley**



**Dudley**



**Halesowen**



**Kingswinford**



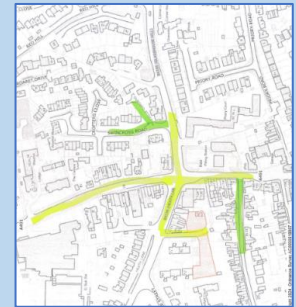
**Lye**



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**Wollaston**



**Stourbridge**



**Wordsley**



# Where are we to date?

- Strategic review of parking survey carried out borough-wide by external specialists
- Review of carpark assets (currently free and disposable options), current policy and Traffic Regulation Orders
- Review of charging strategy linked to local, West Midlands and national transport policy
- Tendered for civil parking enforcement contract, target start date 1<sup>st</sup> October 2024
- Preferred models prepared with finances and phasing options for decision (Cabinet 15<sup>th</sup> July, Council 22<sup>nd</sup> August)
- Development of parking strategy for implementation starting 2024 (phased approach)



# Off street (car park) charges:

## Other Neighbouring/Similar Authorities

Authority	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Range of Charges Up To / Over 12 hours
<b>WMCA</b>					
<b>Dudley MBC</b>	n/a	n/a	£2.00	£3.00	£5.00
<b>Coventry City Council</b>	£1.10 - £2.20	£2.20 - £3.30	£3.30 - £4.40	£4.40 - £5.50	£5.50 - £12.00
<b>Solihull MBC</b>	£1.70	£2.90	£3.70	£4.80	£5.30 - £9.50
<b>Sandwell MBC</b>	£0.60 - £1.20	£1.10 - £2.20	£1.60 - £3.20	£2.10 - £4.20	£4.50 - £8.50
<b>Wolverhampton City Council</b>	£0.70 - £3.50	£1.20 - £3.00	£1.00 - £4.00	£1.00 - £4.00	£2.00 - £12.50
<b>WMCA &amp; CIPFA Statistical Neighbour</b>					
<b>Walsall MBC</b>	n/a	£1.10	n/a	£2.20	£2.50
<b>CIPFA Statistical Neighbours</b>					
<b>Bury MBC</b>	n/a	£2.10	£2.50	£3.00	£4.00 - £12.00
<b>Calderdale MBC</b>	£0.50 to £1.20	£0.50 - £2.40	£1.00 - £3.00	£1.20 - £4.00	£1.60 - £9.60
<b>Derby City Council</b>	£1.80	£2.50 - £3.20	n/a	£4.40 - £5.00	£4.40 - £10.20
<b>Doncaster MBC</b>	£0.60 - £1.70	£0.60 - £3.40	£1.10 - £5.10	£1.10 - £10.60	£2.10 - £10.60
<b>Oldham MBC</b>	£1.30	£1.80	£2.50	£3.50	£3.70 - £8.00
<b>Rotherham MBC</b>	£0.50 - £1.00	£1.10 - £1.60	n/a	£1.10 - £2.10	£3.50 - £3.70
<b>St. Helens MBC</b>	£0.80 - £1.00	£0.50 - £1.50	£1.80 - £2.20	£1.50 - £4.40	£2.50 - £6.00
<b>Tameside MBC</b>	£1.50	£2.50	£3.50	n/a	£4.00 - £9.00
<b>Wakefield MBC</b>	£1.20	£2.20	n/a	£3.80	£6.90
<b>Wigan MBC</b>	£1.10 - £1.60	£1.60 - £2.50	£2.20 - £3.50	£3.30 - £4.50	£4.50 - £9.50

**Note:** Car Park charges vary across our local and statistical neighbours. Many authorities set parking charges to reflect the location and use of individual car parks, hence the variance.

# Off Street (car park) Proposed Charging

<u>Proposed charges</u>							
	1 hour	2 hour	3 hour	4 hour	all day	Total Estimated Overall Income	Estimated Additional Income
Charge Including VAT	£2.00	£2.50	£3.00	£4.00	£6.00		
Charge Excluding VAT	£1.67	£2.08	£2.50	£3.33	£5.00		
Estimated Number of Tickets	661,900	441,300	25,891	10,032	25,466		
Estimated 2024/25 Income	£551,600	£459,700	£32,400	£16,700	£63,700	<b>£1,124,100</b>	<b>£978,800</b>
Estimated 2025/26 Income	£1,103,200	£919,400	£64,700	£33,400	£127,300	<b>£2,248,000</b>	<b>£1,957,400</b>

# Phase 1 (Model Assumptions)

Assumes 50% drop in tickets that were previously free.

40% drop in tickets for 3, 4 or all day due to price increase.

Short stay car park tickets offer 1, 2, 3 and 4 hours. Long stay car park tickets offer 1, 2, 3 and all day.

Year 24/25 assumes part year income from 1st October.

Season tickets will be calculated based on the day rate and current working patterns.

Modelling is based on current pay and display car parks only i.e. excludes free car parks.



# Why, when, what next

## Phase 1 (July 2024)

- Re-introduce charges for 1 & 2 hours, and implement revised tariffs for current P&D car parks 1st October 2024
- Enforcement contract to commence 1<sup>st</sup> October 2024 (added benefit to all phases)
- Commence development work on phase 2

## Phase 2 (April 2025)

- Monitor impact of new charging structure on car parks
- Review each township, based on the zone principles and local situation
- Design and consult on TRO changes and install infrastructure
- Introduce charges on current free car parks alongside on street changes
- Present future car parking estate

# Implementation Planning (Phase 1)

## July 2024

Cabinet (15th July)  
Select Committee (24th July)

Raise orders to reconfigure charges on P&D machines and SWIFT Parking App

Raise order for tariff board updates

## August 2024

Cabinet (8th August)  
Council (22nd August)

Display Site Notices for 28 days prior to go live date.

Update information displayed on Council web pages

Issue press release

## September 2024

Display Site notices

Update P&D machines and SWIFT Parking App.

Update tariff boards

## October 2024

Go live with new tariff rates  
1<sup>st</sup> October

Monitor car park use / on street parking to refine phase 2 of parking strategy

# The full strategy at-a-glance

## General principles

- Minimise congestion and improve traffic flow through the town centres
- Managing the traffic network to ensure efficient and safe movement of traffic, including vulnerable road users
- Improve accessibility for people with disabilities
- Encourage sustainable transport through links to regional and sub-regional transport policy
- Support Public Health initiatives
- Ensure the financial sustainability of the parking service
- Improve the quality and accessibility of public transport
- Financial reinvestment into the road network and infrastructure
- Ensure all car parks are well maintained, safe to use, and accessible for all



# Phase 2 Indicative Implementation Planning

	Year 1 (2025/25)		Year 2 (2026/27)		Year 3 onward
On-street charging where appropriate (1 & 2 hours)	<b>Design and Install on-street charging):</b> Dudley Halesowen Stourbridge Brierley Hill Amblecote Coseley Kingswinford Lye	<b>P&amp;D Machines on free car parks:</b> Amblecote Coseley Lye Stourbridge Pensnett Brierley Hill Dudley	<b>Design and install on-street charging:</b> Cradley Oldswinford Quarry Bank Sedgley Wollaston Wordsley Netherton	<b>P&amp;D Machines on free car parks:</b> Sedgley Wollaston Wordsley Cradley Netherton Quarry Bank Oldswinford	Evaluate impact to inform future strategy
	<b>20% income</b>	<b>20% income</b>	<b>20% income</b> <b>100% income (from Year 1)</b>	<b>20% income</b> <b>100% income (from Year 1)</b>	<b>100% income (Year 1 &amp; 2)</b>

# Cabinet Report Recommendation

Alongside revised charges and reintroducing charging for 1 & 2 hours on all current pay and display car parks it is recommended that approval is given for the Director of Environment to progress with on street parking charges and charges on currently free car parks in town centres during 2025/26.

# Questions?

