



Brentwood Parking Strategy

STRATEGIC OPTIONS DEVELOPMENT

Report

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1 Introduction

STUDY SCOPE

- 1.1 JMP Consultants Ltd (JMP) has been commissioned by Brentwood Borough Council (the Council) to conduct a review of Council owned and operated off-street parking facilities across Brentwood (the Borough).
- 1.2 The study incorporates a detailed assessment of existing off-street parking provision across the Borough, with a focus on the three areas of Brentwood, Shenfield (including Hutton) and Ingatestone, to ensure that Council-owned car parking delivers the optimal impact and efficiency. The assessment incorporates a review of the physical condition of car parks, management and enforcement, and use and revenue generation in the three areas. An assessment of the potential impact that projected employment and housing growth will have upon future off-street car parking demand has also been undertaken.
- 1.3 As part of this study, a set of key objectives are identified that will optimise future car parking provision and management. Individual strategy options have subsequently been developed to address identified issues and meet set out objectives.

Study Phases

- 1.4 The study has been completed in three phases:
- **Phase 1:** Baseline Review;
 - **Phase 2:** Stakeholder Engagement and Option Development; and
 - **Phase 3:** Strategy Development.
- 1.5 This report forms Phase 3 of the study.

BASELINE REVIEW & ANALYSIS

- 1.6 A detailed baseline assessment of the current supply of parking, the associated demand, and the potential future impact of development proposals has been evaluated in detail within the 'Brentwood Parking Strategy Baseline Report'. This work encompassed:
- An overview of relevant current and emerging national, regional and local policies and strategies that need to be considered when developing parking policy;
 - A review of current transport conditions in Brentwood, with consideration given to highway, bus and rail provision;
 - An in-depth overview of the findings from both the desktop and on-site audits of off-street car parks within the Borough;
 - A development review of current and emerging local policy documents to identify any changes in demand or supply of parking which might take place in the upcoming years;
 - A review of current demand for off-street parking within each town centre and the underlying peak period occupancy levels; and
 - An assessment of the potential impact of identified employment and residential growth upon future demand and occupancy levels within the town centre car parks.

Brentwood

- 1.7 Brentwood is the largest town within and the main retail centre of the Borough. A total of 1,314 standard and 52 disabled spaces are located across six Council-operated car parks within the centre of Brentwood,

as shown in **Table 1.1** below. It is noted that the majority of parking provision at the Town Hall (142 standard spaces) is reserved for use by staff members only on weekdays. Furthermore, there are an additional two Council-operated car parks located outside the centre of Brentwood which provide an additional 299 standard and 16 disabled spaces.

Table 1.1 Brentwood Off-Street Parking Capacity

Operation	Car Park	Total Capacity	
		Standard	Disabled
Council Car Parks	William Hunter Way	372	29
	Coptfold Road	559	18
	Chatham Way	113	3
	Town Hall	155	2
	Westbury Road	95	0
	Sir Francis Way	20	0
	<i>Sub-Total</i>	<i>1,314</i>	<i>52</i>
Non-Council Car Parks	Brentwood Station	398	16
	Sainsbury's	439	30
	<i>Sub-Total</i>	<i>837</i>	<i>46</i>
Total		2,151	98

Shenfield

1.8 Shenfield is located approximately one mile to the east of Brentwood and is primarily a commuter suburb to London. The town's retail offer is centred on Hutton Road (A129), which is fronted by a number of retail and commercial units, alongside the library and parish hall. The Council operates two car parks within Shenfield, as shown in **Table 1.2** below. These provide free short-stay parking (maximum stay two hours) in 82 standard and three disabled spaces. It is noted that post-Crossrail construction work, the capacity of Friars Avenue will increase to a full capacity for 62 vehicles (61 standard and one disabled bay). The Council also operates two permit holder only car parks in Hutton. Two station car parks operated by NCP also serve Shenfield. Alongside this off-street parking provision, there is considerable on-street parking provision within Shenfield, which operates with similar restrictions as Council-operated off-street car parking.

Table 1.2 Shenfield Off-Street Parking Capacity

Operation	Car Park	Total Capacity	
		Standard	Disabled
Council Car Parks	Hunter Avenue	63	2
	Friars Avenue	19	1
	<i>Sub-Total</i>	<i>82</i>	<i>3</i>
Council Permit Holders Only	Hutton Poplars Hall	67	2
	Hutton Poplars Lodge	20	0
	Hutton Pavilion	46	0
	<i>Sub-Total</i>	<i>133</i>	<i>9</i>
Non-Council Car Parks	Shenfield Station (Hunter Ave)	221	0
	Shenfield Station (Mount Ave)	313	7
	<i>Sub-Total</i>	<i>534</i>	<i>7</i>
Total		749	12

Ingatestone

- 1.9 Ingatestone is located at the north-eastern end of the Borough, located approximately four miles from Shenfield and five miles from Brentwood. The built up area of Ingatestone is situated between the A12 to the north and the railway tracks to the south, and is served by two small supermarkets and a number of independent retail units. Ingatestone is considerably smaller than Brentwood both geographically and in terms of population.
- 1.10 There are two Council-operated car parks located within Ingatestone, both accessed from the High Street, with a combined total of 49 standard and three disabled spaces, as shown in **Table 1.3**. These are complemented by, a privately run car park and two small car parks associated with respective supermarkets. Both of the Council-operated car parks provide short-stay parking only, with a maximum stay of two hours permitted. Two additional car parks, Mountney Close and Heybridge Road, are operated by the Council, but are located outside the centre of Ingatestone.

Table 1.3 Ingatestone Off-Street Parking Capacity

Operation	Car Park	Total Capacity	
		Standard	Disabled
Council Car Parks	Market Place	20	1
	Bell Mead	29	2
	Mountney Close	16	0
	Heybridge Road	18	0
	<i>Sub-Total</i>	<i>83</i>	<i>3</i>
Non-Council Car Parks	Community Association	73	4
	Budgens	9	1
	Co-Op	12	2
	<i>Sub-Total</i>	<i>94</i>	<i>7</i>
Total		177	10

Conclusions

- 1.11 A number of conclusions were derived from technical work undertaken to inform the Baseline Report, as set out below:
- Due to differences in the character and nature of the three town centres, when it comes to the management and operation of Council car parking provision different arrangements will be needed for Brentwood, Shenfield and Ingatestone. However, the importance of an umbrella policy that allows the Council to effectively manage their car parking provision is also recognised;
 - It is important to balance residential, retail and commuter parking demand to ensure adequate provision for all users; and
 - The need for housing within the Borough is recognised; however, it is considered that this should not be at the detriment of existing parking provision. Similarly, any new parking provision should not be constructed on Greenfield land.

OUTCOMES AND ACTION PLAN REPORT

- 1.12 This Strategic Options Development report represents the final output of the study and presents the range of potential scheme and strategy options that have been assessed, alongside an Action Plan for delivery. Following this introductory section, the remainder of the report is structured as follows:

- **Section 2: Issues & Opportunities** – presents an overview of the key issues and opportunities that have been identified through the Baseline Analysis (Stage 1) and Stakeholder Engagement (Stage 2) and details how these have formed the set of objectives governing the strategy development process;
- **Section 3: Strategy Option Development** – sets out the range of potential policy tools and scheme measures available to influence future car parking demand and both the quality and quantity of provision, highlighting those considered appropriate to the Borough; and
- **Section 4: Action Plan** – presents an Action Plan for implementation of suggested and identified options.

2 Issues and Opportunities

OVERVIEW

- 2.1 This section provides an overview of some of the main outcomes of the baseline assessment work and summarises identified key issues and opportunities. These have been utilised to formulate overarching strategy objectives.

Parking Data

- 2.2 Detailed site audits of Council-operated off-street parking provision have been undertaken in order to evaluate the quantity and quality of parking provision within the Borough. As detailed in **Section 1**, over 1,500 off-street car parking spaces have been identified within Council-operated car parks in Brentwood, Shenfield and Ingatestone. This provision is complimented by privately run car parking, particularly in the vicinity of railway stations in the three areas.

Planned Development

- 2.3 Policy 5.2 of Brentwood's Draft Local Plan sets out projected residential growth across Brentwood. Provision is made for a total of 7,240 new residential units to be built between 2013 and 2033, at an annual average rate of 362 new dwellings per year. This includes large scale developments at Dunton Village (2,500 units) and West Horndon Industrial Estates (500 units).
- 2.4 Between 2013 and 2033, provision is made for a total of 5,000 additional jobs to be made available within the Borough, with an average generation of 250 jobs per year (as set out in Policy 5.3 of the Draft Local Plan). The plan forecasts that this job growth will be generated primarily through new employment allocations (B1/B2/B8 land use), and supported by existing employment sites and appropriate redevelopment. Providing for this number of jobs will require a total of 32.81 hectares of new employment land within the Borough.
- 2.5 Provision is also made for 4,844 sqm of comparison retail floorspace and 3,833 sqm of convenience floorspace to be developed between 2013 and 2033. This retail growth is anticipated to be primarily located in Brentwood town centre, but will also be developed as part of mixed-use development proposals at Dunton Hills and West Horndon.
- 2.6 Borough-level Census car ownership data and TEMPro growth factors have been interrogated to estimate the impact of vehicular parking demand associated with this projected growth. An increase in parking demand of between 8% and 24% has been identified through this analysis, as set out in **Table 2.1** below.

Table 2.1 Forecast Vehicular (Parking Demand) Growth

	TEMPro	2011 Census ¹	2011 Census ²	2011 Census ³
Brentwood	8.59%	23.6%	15.5%	13.8%
Shenfield	8.15%			
Ingatestone	7.88%			

TEMPro (v 7.2), 2011 Census. ¹: All forecast housing growth; ²: Excludes Dunton Village (2500 Units); ³: Excludes Dunton Village (2500 Units) & West Horndon Industrial Estates (500 Units)

- 2.7 Assessment work undertaken during Stage 1 of the study identified there to be existing unutilised provision in the majority of car parks within the Borough, which facilitates a level of growth. It is noted that the forecast growth will place pressure on parking capacity within some car parks, meaning a change in user

behaviour would be required to successfully manage parking demand without increasing supply. If parking demand was to significantly exceed available supply, there is potential that user's perceptions may be that it is easier to travel to other locations to park and shop than Brentwood, resulting in economic growth in the Borough stagnating. Alternatively, visitors to the town centre may change their travel behaviour and find alternative methods of travelling into these areas, resulting in no negative effects on economic growth.

Stakeholder Engagement

- 2.8 Considerable stakeholder engagement has been undertaken as Stage 2 of this study. Individual workshops were held with key stakeholders from each of the three areas, including Council members, business user groups and local access groups. Alongside this, online surveys were created for residents of the three areas, as well as a survey dedicated for businesses and retailers in Brentwood, Shenfield and Ingatestone. Responses were collected over a six week period and subsequently analysed.
- 2.9 Information collected at the workshop events and responses to the surveys have informed and been utilised to formulate the overall Parking Strategy.

KEY ISSUES AND OPPORTUNITIES

- 2.10 A number of key issues and opportunities have been identified during the baseline assessment (Stage 1) and stakeholder engagement process (Stage 2), as summarised below:
- There are constraints on the level of parking provision within Brentwood, Shenfield and Ingatestone, with a number of car parks operating close to or at capacity. Projected future employment and housing growth is likely to increase parking demand within the three locations;
 - Whilst the general condition of most Council-operated car parks is good, there are a number of locations that require improvements in order to provide a high quality, safe and secure environment. Coptfold Road multi-storey is a notable example; however, other car parks in need of improvement works include Sir Francis Way and Westbury Road;
 - Whilst on-street and off-street parking are managed by separate authorities, it is important that neither is considered in isolation;
 - The provision of additional short-term parking in the three locations would be beneficial for accessing the available retail offer; however, geographical constraints impede the ability to expand current parking provision;
 - Given the key role of Brentwood, Shenfield and Ingatestone as commuter locations, an appropriate balance between short-stay and commuter parking is required;
 - The introduction of 'pay on exit' payment systems, as utilised at Coptfold Road, may encourage longer dwell times in the town centre;
 - It is important that off-street parking is managed appropriately to ensure minimal impact upon wider traffic movements on the local highway network;
 - Appropriate provision for disabled blue badge parking across the three locations is important;
 - Improved wayfinding and signage infrastructure can help to improve navigation for visitors and help to identify the location of all car parks; and
 - Effective enforcement can help to improve the efficiency and management of parking and minimises incidences of inappropriate parking.

FORMULATION OF STRATEGY OBJECTIVES

- 2.11 Based on the key issues and opportunities identified as set out above, the following high-level aims have been identified to help form the basis of the final objectives of the Parking Strategy for Brentwood:

- Ensure adequate quality, safety and security of all Council-operated car parks;
- Ensure parking provision facilitates appropriate durations of stay within the three locations, helping to encourage retail spend;
- Manage and maximise existing car parking provision to best meet the needs of the local community, considering both short-stay and long-stay parking, local employers and employees, as well as commuters;
- Provide sufficient car parking provision and appropriate management solutions to help meet additional parking demand generated by projected future employment and housing growth;
- Provide sufficient and appropriately located disabled parking provision;
- Promote travel by sustainable means through improved and increased cycle parking provision, and promoting public transport facilities across the Borough;
- Ensure effective enforcement of parking measures so as to maximise available supply and minimise traffic disruption and congestion on the local highway network; and
- Improve signage and wayfinding infrastructure in the three locations to facilitate efficient movement of vehicles and pedestrians to and from car parking provision.

2.12 These aims have been taken forward and act as the principles for developing and evaluating potential policy interventions and scheme measures that are set out within the Parking Strategy and Action Plan set out in the remaining sections of this report.

3 Scheme Option Development

OVERVIEW

3.1 This section sets out a wide range of policy tools and scheme options that could be developed and implemented as part of the parking strategy for Brentwood. The range of scheme options and policy tools considered have been broadly classified into the following categories:

- Pricing & Revenue Generation;
- Parking Provision & Supply;
- Signage & Wayfinding;
- User Prioritisation;
- Enforcement & Management; and
- Marketing & Promotion.

PRICING & REVENUE GENERATION

3.2 Measures that relate to pricing strategies and payment mechanisms for off-street parking are key tools that can influence the type, location and duration of parking demand within the Borough.

Current Revenue

3.3 A summary of estimated current annual revenue generated by each Council-operated car park is set out in **Table 3.1** below. Revenue generation is split by short-stay (pay and display / pay by phone) users and permit holders. Council-operated car parks in both Shenfield (Friars Avenue, Hunter Avenue) and Ingatestone (Bell Mead, Market Place) are excluded from **Table 3.1** as short-stay parking is not chargeable and no long-stay parking is provided. Similarly, it excludes the annual financial contribution paid by Ingatestone and Fryerning Parish Council to ensure parking remains 'free' for users of Bell Mead and Market Place. Data presented is based on annual revenue data provided by the Council, split by short-stay ticket sales, long-stay permit sales and business rents.

Table 3.1 Car Park Annual Revenue

Car Park	Short-Stay	Permits (Long-Stay)	Rents	Total
William Hunter Way	£507,722.14	£36,395.10	£285.71	£544,402.95
Coptfold Road (Multi-Storey)	£304,667.00	£224,954.45	£162,534.58	£727,893.55 ¹
Chatham Way	£196,965.22	-	-	£196,965.22
Westbury Road	-	£30,084.47	£13,835.14	£43,919.61
Town Hall	£13,977.57	-	-	£13,977.57
Sir Francis Way	-	£8,980.33	-	£8,980.33
King George Playing Fields	£579.43	-	-	£579.43
Lockable Places*	-	£3,708.35	-	£3,708.35
Total	£1,023,911.36	£304,122.70	£176,655.43	£1,540,427.01

* Six spaces on land adjacent to William Hunter Way, located behind the retail units fronting the High Street. ¹: total includes £35,737.52 service charge

3.4 It can be seen that two thirds (66.5%) of revenue generated annually is associated with short-stays (through the sale of pay on foot / pay and display tickets). Almost all of revenue generated annually is associated with car parks located in Brentwood town centre. This can be attributed to the fact that short-

stay parking is non chargeable in both Shenfield and Ingatestone, with long-stay permits sold for Hutton Poplars Hall and Lodge car parks only.

3.5 A breakdown of the length of stay of short-stay users is shown in **Figure 3.1** below for an average weekday and **Figure 3.2** for an average Saturday.

Figure 3.1 Average Weekday Length of Stay Profile

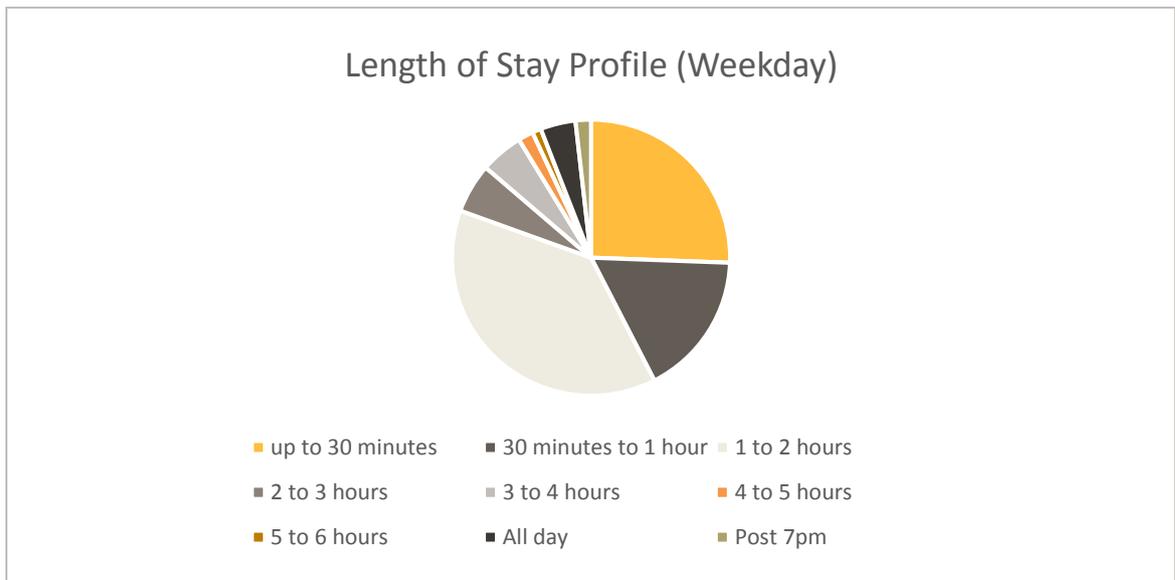
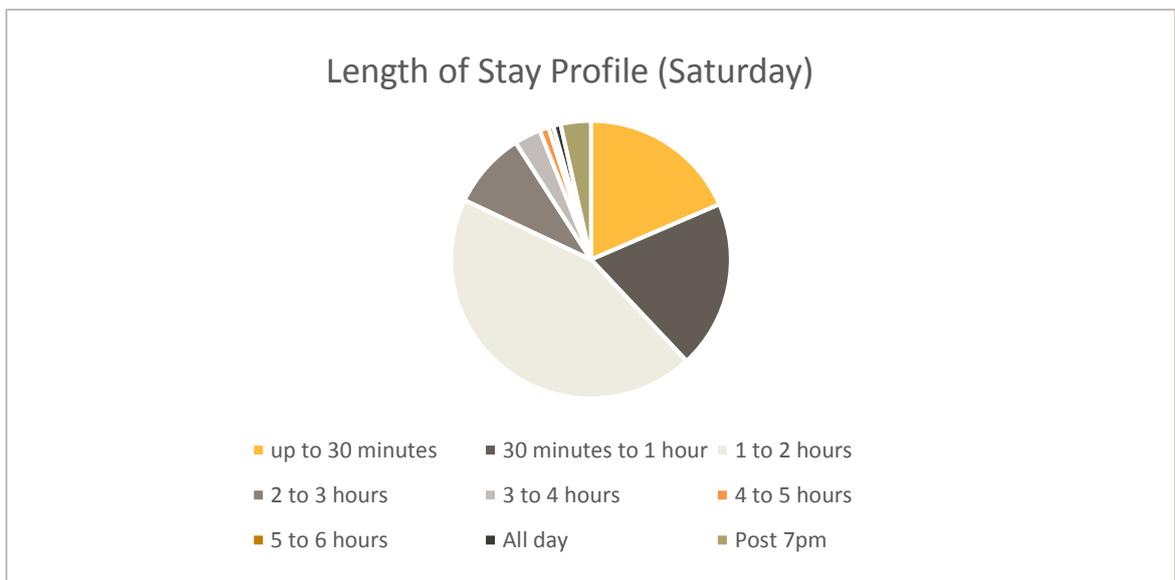


Figure 3.2 Average Saturday Length of Stay Profile



3.6 It is noted that approximately one third of revenue generated by long-stay permits is associated with IFDS, who currently hold a two-year license for 60 spaces at Westbury Road (at a cost of £20,000 per year) and 220 spaces at Coptfold Road (at a cost of £110,000 per year).

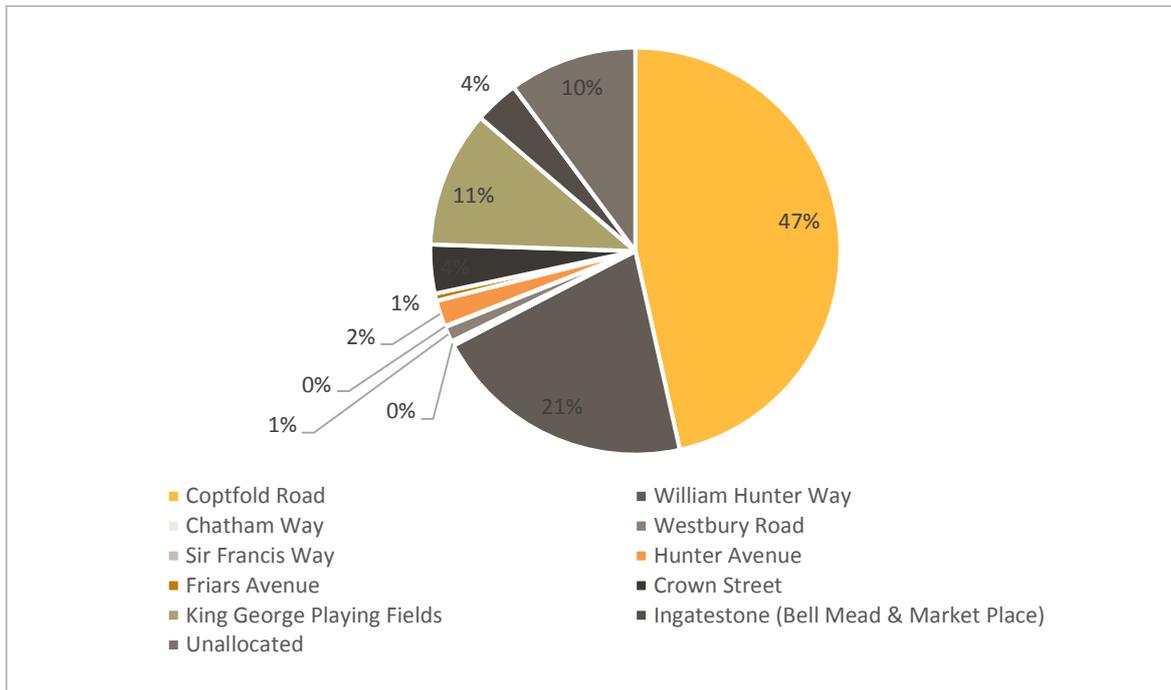
Current Maintenance Costs

- 3.7 Alongside assessing existing revenue generated by Council-operated car parks, it is important to give consideration to outgoing costs expended by the Council on the running, upkeep and maintenance of these car parks.
- 3.8 An overview of annual costs associated with various elements of the maintenance of Council-operated car parks is set out in **Table 3.2**. Costs split by car park are shown graphically in **Figure 3.3** overleaf.

Table 3.2 Brentwood Parking Tariffs

	2015/16 Budget	2015/16 Spend
Repair & Maintenance	£44,000	£16,471
Electricity	£29,200	£21,275
NNDR	£191,250	£262,589
Water	£1,630	£2,694
Cleaning	£15,540	£144
Insurance	£6,870	£14,404
Equipment	£4,000	£136
Purchases Cleaning	£4,000	£0
Equipment R&M	£36,000	£25,245
Tickets	£6,000	£7,653
Cash Collection	£6,510	£5,367
Enforcement	£6,000	£1,459
Telephones	£5,230	£5,603
Computer Software	£2,000	£3,652
Insurance general	£3,520	£2,901
Total	£361,750	£369,592

Figure 3.3 Spend per Car Park (2015/16)



3.9 It can be seen that in the 2015/16 annual period, approximately £370,000 was spent on the maintenance, running and upkeep of off-street car parking by the Council. Almost half (47%) was directly spent on Coptfold Road multi-storey, with one fifth of total spend unallocated to one specific car park. It is noted that the running costs presented in **Table 3.2** exclude £230,000 spent on concrete repair works at Coptfold Road.

Future Revenue

3.10 With an annual revenue of over £1.5 million generated by Council-operated car parks in Brentwood, Shenfield and Ingatestone, parking facilities can be seen as having a large contribution to the Council’s annual income. However, a number of strategy options have been tested to assess whether optimal income levels are being generated for the Council, and to assess ways in which revenue can be maximised without negatively impacting upon user experience.

3.11 The following pricing strategy options have been tested, with each detailed in turn below. Strategies have been developed with consideration given to comments raised through stakeholder engagement with local residents, businesses, Council members and business and user groups.

- Changes / increases to charging tariffs in Brentwood town centre;
- Changes to provision of 30 minutes free parking in Brentwood;
- Introduction of parking charges in Shenfield (Friars Avenue & Hunter Avenue);
- Introduction of parking charges in Ingatestone (Bell Mead & Market Place); and
- Review of (long-stay) permit pricing.

Brentwood Town Centre Tariff (Short-Stay) Increase

3.12 Short-stay parking charges are universal in Brentwood town centre car parks (William Hunter Way, Coptfold Road Multi-Storey, Chatham Way and the Town Hall visitor car park), with hourly increases in

price capped at stays of greater than six hours, as set out in **Table 3.3**. These charges are applied Monday to Saturday, with a blanket rate of £1.00 charged on Sundays, regardless of duration of stay.

- 3.13 Due to its location outside of Brentwood town centre, reduced charges are applied at King George Playing Fields.
- 3.14 A small increase (10%, rounded to the nearest 5p) to weekday and Saturday short-stay parking charges could provide considerable additional revenue to the Council annually, as set out in **Table 3.4**. Such an increase is unlikely to act as a significant deterrent to users parking within the town centre.

Table 3.3 Brentwood Parking Tariffs

Time Duration	Current Price	10% Increase*
Up to 30 minutes	Free	Free
30 minutes - one hour	£1.00	£1.10
1 - 2 hours	£1.30	£1.45
2 - 3 hours	£2.90	£3.20
3 - 4 hours	£3.60	£4.00
4 - 5 hours	£4.40	£4.85
5 - 6 hours	£5.30	£5.85
6 hours +	£8.00	£8.80
19:00 – close	£2.00	£2.20

* rounded to the nearest 5p

Table 3.4 Brentwood Potential Future (Short-Stay) Revenue

Car Park	Current	Potential Future	Resultant Increase
William Hunter Way	£507,722.14	£558,494.35	£50,772.21
Coptfold Road (Multi-Storey)	£304,667.00	£335,133.70	£30,466.70
Chatham Way	£196,965.22	£216,661.74	£19,696.52
Town Hall	£13,977.57	£15,375.33	£1,397.76
King George Playing Fields	£579.43	£637.37	£57.94
Total	£1,023,911.36	£1,126,302.50	£102,391.14

- 3.15 It can be seen that a 10% increase in short-stay parking charges within car parks in Brentwood (William Hunter Way, Coptfold Road Multi-Storey, Chatham Way, the Town Hall visitor car park and King George Playing Fields) could potentially generate an additional £100,000 to the Council each year. With the exception of minimal costs associated with updates to signage, ticket machines and online information, no significant costs would be associated with the implementation of such a strategy.

Brentwood 30 Minute Charging

- 3.16 As previously detailed, short-stay parking charges are universal in Brentwood town centre car parks. At present, stays of under 30 minutes are free within these car parks. This represents a potential loss in income to the Council compared to if this parking was charged. Different pricing tariffs have been assessed, with the potential annual revenue for each set out in **Table 3.5**.

3.17 Whilst it is considered that the implementation of charges for such stays would not act as a major deterrent to their occurrence, the potential annual revenue presented in **Table 3.5** does not take into consideration a potential reduction in the number of stays of under 30 minutes made as a result of the introduction of charges.

Table 3.5 Brentwood 30-Minute Charging: Potential Annual Revenue

Price (up to 30 minutes)	Car Park	Annual Revenue
50p	William Hunter Way	£76,492.00
	Coptfold Road	£18,000.00
	Chatham Way	£33,618.00
	Town Hall (Visitors)	£5,330.00
	Total	£133,440.00
£1	William Hunter Way	£152,984.00
	Coptfold Road	£36,000.00
	Chatham Way	£67,236.00
	Town Hall (Visitors)	£10,660.00
	Total	£266,880.00

3.18 The introduction of charges for stays of under 30 minutes has the potential to considerably increase annual revenue generation associated with Council-operated car parks within Brentwood town centre. A charge of 50p for stays of 30 minutes or less could generate an additional £133,000 to the Council each year, and a charge of £1 for such stays an additional £266,000 a year.

3.19 It is acknowledged that the introduction of charges may influence the frequency of 30-minute car parking stays. The range of potential responses by car park users could include:

- Continuing to park for 30 minutes and pay the relevant charge;
- Consolidate number trips into the centre (e.g. reduce overall number of trips) but then park for a longer period and pay a higher charge; and
- Reduce overall number of car trips (either reducing total trips or travelling in by a different mode, e.g. walking or cycling).

3.20 It is difficult to predict the exact responses of groups of individuals and it will clearly be dependent upon the tariff introduced; however, it is highly likely that the total level of car parking will reduce by some degree and, in particular, the volume of car parking durations of less than 30 minutes. It is anticipated that the actual level of revenue generation is likely to be between 50% and 80% of the values presented within **Table 3.5**.

3.21 It should also be noted that reducing the level of 30-minute parking is likely to have a positive impact upon levels of traffic circulation around the town.

Shenfield Charging

3.22 The Council operate and manage two car parks within Shenfield; Hunter Avenue and Friars Avenue, both of which are located in close proximity to Shenfield Station. The two car parks provide free short-stay parking, with a maximum stay of two hours permitted, with no long-stay provision.

3.23 The importance of maintaining short-stay parking (maximum stay of two hours) at both car parks to maintain the vibrancy and economy of Shenfield is recognised. However, based on stakeholder

engagement carried out by JMP, it is considered that the implementation of charges to use both car parks would not act as a major deterrent to their use and subsequent trips to Shenfield.

- 3.24 Different pricing tariffs have been assessed, with the potential annual revenue for each set out in **Table 3.6**. It is noted that two hour stays are charged at £1.30 at car parks located within Brentwood town centre.

Table 3.6 Shenfield Potential Annual Revenue

Price (up to 2 hours)	Friars Avenue (Reduced Capacity)	Hunter Avenue	Combined
£0.50	£17,082.00	£54,470.00	£71,552.00
£1.00	£34,164.00	£108,940.00	£143,104.00
£1.30	£44,413.20	£141,622.00	£186,035.20
£1.50	£51,246.00	£163,410.00	£214,656.00

- 3.25 It can be seen that the introduction of charges to use both Hunter Avenue and Friars Avenue car parks has the potential to generate considerable revenue for the Council. A tariff of £1.30 to use both car parks for two hours (in line with the pricing structure of Brentwood town centre car parks) could generate over £180,000 a year for the Council.
- 3.26 It is noted that the potential annual revenue of Friars Avenue is based on the current reduced capacity of the car park due to Crossrail works. Once Crossrail works are complete and the car park returns to full occupancy, it is likely that the revenue generated if charging was introduced would be greater than that set out above. When operating at full capacity (62 spaces), the car park has the potential to generate approximately £55,000 annually if parking was charged at 50p.
- 3.27 A smaller tariff could also be implemented for stays of up to one hour. It is recommended that in order to fully encourage short-stay trips to Shenfield, stays with a duration of less than 30 minutes are free of charge. This would be in line with the current pricing structure of Brentwood town centre car parks.
- 3.28 With the exception of costs associated with consultation, updates to signage, ticket machines and online information, no significant costs would be associated with the implementation of such charges within both car parks.

Ingatestone Charging

- 3.29 At present, Ingatestone and Fryerning Parish Council provide an annual financial contribution of £1,300 to allow parking within both Bell Mead and Market Place car parks to be 'free' for users. With a total of 49 standard spaces between the two car parks (29 at Bell Mead and 20 at Market Place), this equates to £26.50 per space per year.
- 3.30 As set out below, an assessment has been undertaken to consider whether this is the most economically advantageous option for the Council.
- 3.31 By comparison, the 1,331 standard spaces in Brentwood town centre car parks generate a total short-stay revenue of £1.35 million a year. This equates to an average revenue of just over £1,000 a year. As such, when considered on a per-bay basis, bays in Bell Mead and Market Place provide the Council with approximately 2.5% of the income of bays in Brentwood town centre car parks.
- 3.32 Two potential options have been identified to increase revenue for the Council associated with the two car parks:
- Cancel the agreement with the Parish Council, and introduce user charging in both car parks; and
 - Increase the amount paid annually by the Parish Council.

- 3.33 It is noted that due to the lack of ticket machines at both car parks, ticket sales data is not available to undertake detailed benefit analysis. Therefore a series of assumptions on the occupancy and turnover of spaces have been applied to ascertain potential revenue.
- 3.34 As an example, if each of the 49 spaces within both car parks (excluding disabled bays) was used once per weekday and Saturday every week at a charge of 50p, that would generate £7,644 in revenue for the Council; this is considerably more than is currently paid by the Parish Council annually.
- 3.35 However, a key issue identified within stakeholder engagement is to ensure that parking in both car parks remains free for users as a means of promoting visitors to Ingatestone, and subsequently maintaining economic vibrancy. As such, it is considered that increasing the charge to the Parish Council is the most suitable option.

Permit Pricing Review

- 3.36 At present, permit pricing is uniform across all car parks where long-stay parking is provided, as set out in **Table 3.7**. It is noted that a reduced price is offered for permit renewals if paid online. Permits can be used in one car park only.

Table 3.7 Current Permit Pricing

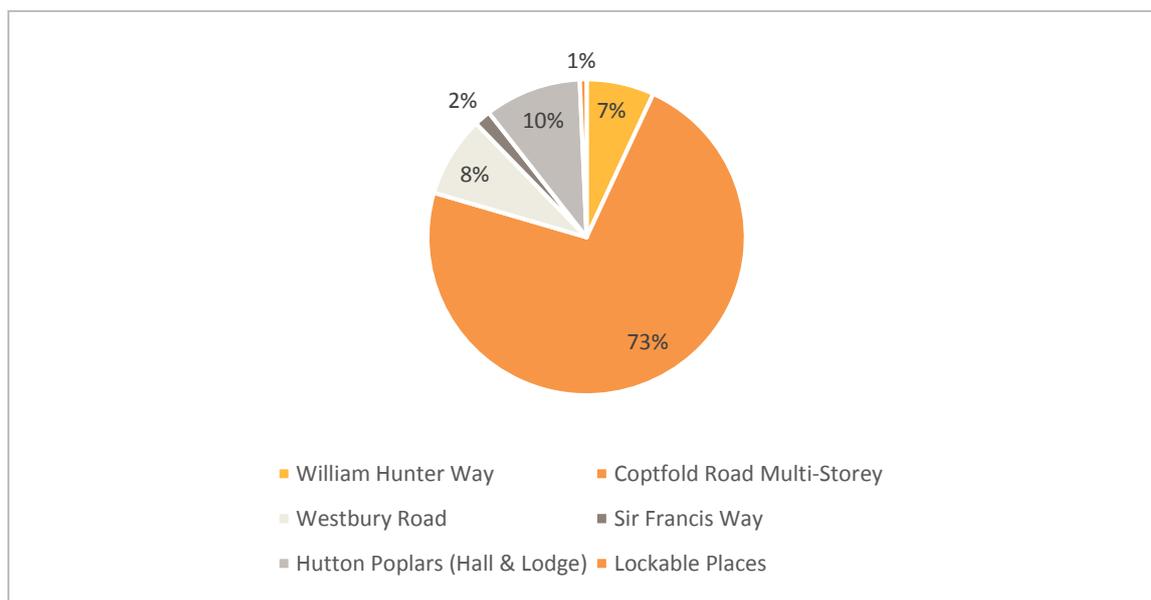
Permit Duration	Current Price (Initial)	Current Price (Renewal)
One Month	£102	£102
Three Months	£300	£285
Six Months	£550	£520
Twelve Months	£950	£890

- 3.37 The split of annual revenue generated by permit sales by car park is shown **Table 3.8** and graphically in **Figure 3.4**. It can be seen that almost three quarters of current permit revenue (73%) is generated by the multi-storey car park. Westbury Road, a long-stay only car park, generates 8% of annual permit revenue.

Table 3.8 Permit (Long-Stay) Revenue

Car Park	Annual Revenue
William Hunter Way	£36,680
Coptfold Road Multi-Storey	£387,489
Westbury Road	£43,919
Sir Francis Way	£8,980
Hutton Poplars (Hall & Lodge)	£52,450
Lockable Places	£3,708
Total	£533,226

Figure 3.4 Permit (Long-Stay) Revenue



- 3.38 As previously detailed, a large proportion of revenue generated by long-stay permits is associated with IFDS, a major employer in the Borough, who currently holds a license for 60 spaces at Westbury Road (at a cost of £20,000 per year) and 220 spaces at Coptfold Road (at a cost of £110,000 per year).
- 3.39 At present, over £530,000 is generated annually through the sale of long-stay and business permits. A 10% increase on current permit prices could generate an additional £53,000 for the Council each year.
- 3.40 Demand for long-stay parking permits fluctuates by car park, with demand highest in town centre locations, with demand highest in Coptfold Road and town centre locations. Introducing a pricing strategy for permits that depends on the geographical location and quality of each car park, whereby the permit prices increase for the more popular car parks, may help to spread parking more evenly.

PARKING PROVISION & SUPPLY

- 3.41 There are a number of measures and tools that can be used to either change the quality of parking provision or the overall quantity of supply. If employed in an appropriate manner, such measures help to provide off-street parking supply that is not only safe, secure and able to meet current parking demand, but that is also “futureproofed” against anticipated employment and housing growth across the Borough and changes in travel patterns.
- 3.42 Due to differences in the character and nature of the three areas considered, different arrangements are needed for Brentwood, Shenfield and Ingatestone in terms of developing strategies for the operation and management of Council car parking provision. Alongside this, however, it is important that an umbrella policy and strategy that allows the Council to effectively manage their off street car parking provision is also developed.
- 3.43 As an umbrella strategy, the Council should have an aspiration to meet the Park Mark standard for all car parks under their operation within the Borough. The Park Mark Safer Parking Scheme is a Police Crime Prevention Initiative that is aimed at reducing both crime and the fear of crime in parking facilities. Meeting this standard can subsequently help to improve user experience and promote usage whilst potentially reducing short-term maintenance costs associated with identified issues.

3.44 The standard takes elements including lighting facilities, CCTV, management practice, access arrangements and signage provision into consideration, and has been awarded to a number of private car parks within the Borough, including the station car parks at Brentwood and Shenfield (both Hunter Avenue and Mount Avenue). RAG analysis has been undertaken to assess potential remedial works required to help Council-operated car parks meet Park Mark standards. The results of this analysis are contained at **Appendix A** for information.

Future Parking Demand

3.45 It is recognised that current off-street parking provision needs adapting in places in order to meet forecast employment and housing growth as set out within the Draft Local Plan.

3.46 In order to estimate the impact of vehicular parking demand associated with the projected housing and employment growth set out in the Draft Local Plan, both Borough-level Census car ownership data and TEMPro growth factors (trip attraction, all modes, 2016 – 2025) have been interrogated. TEMPro (Trip End Model Presentation Program) sets out projected vehicular growth on the highway network using NTEM (National Trip End Model) data, which is created from a series of models developed and run by the DfT’s Transport Appraisal and Strategic Modelling division.

3.47 The resultant forecast growth is set out in **Table 3.9**.

Table 3.9 Forecast Vehicular Growth

	TEMPro	2011 Census ¹	2011 Census ²	2011 Census ³
Brentwood	8.59%	23.6%	15.5%	13.8%
Shenfield	8.15%			
Ingatestone	7.88%			

TEMPro (v 7.2), 2011 Census. ¹: All forecast housing growth; ²: Excludes Dunton Village (2500 Units); ³: Excludes Dunton Village (2500 Units) & West Horndon Industrial Estates (500 Units)

3.48 Assessment work undertaken during Stage 1 of the study identified there to be existing unutilised provision in the majority of car parks within the Borough, which facilitates a level of growth. In particular, large levels of spare capacity are observed in Coptfold Road multi-storey.

3.49 Projected future housing and employment growth within the Borough is anticipated to increase off-street parking demand, with demand in a number of car parks anticipated to exceed supply. As such, a change in user behaviour will be required from car park users in order to manage this issue. This can be encouraged through a number of means, such as marketing and promotional activity that promotes travel through sustainable means, providing additional cycle parking within car parks, and promoting the use of car parks that are currently underutilised.

3.50 Within Brentwood, it is anticipated that in three of the four forecasts set out in **Table 3.9**, future parking demand at William Hunter Way (by up to 40 spaces) will exceed supply, whilst demand will exceed supply in all four scenarios at Chatham Way (by approximately 30 to 35 spaces in the worst case scenario). Coptfold Road multi-storey is anticipated to remain underutilised, with spare capacity in all four scenarios.

3.51 Parking demand at both Council-operated car parks in Shenfield is anticipated to exceed capacity in all scenarios. However, this does not account for Friars Avenue reverting to full capacity following completion of Crossrail works.

3.52 Specific strategies for parking provision and supply within Brentwood, Shenfield and Ingatestone are discussed in turn below.

Brentwood

3.53 The greatest levels of future year projected shortfall are in William Hunter Way and Chatham Way. Current low utilisation levels of the upper floors of Coptfold Road multi-storey result in forecasts of spare capacity in all future year scenario. Due to current and anticipated future levels of parking demand, it is not possible to remove any car parking provision without firstly re-providing to the same level or greater elsewhere within the town centre.

3.54 Three potential options have been identified to manage projected future parking demand:

- Meet forecast demand through increasing parking provision within Brentwood town centre;
- Meet forecast demand through the promotion of a change in user behaviour to encourage greater use of car parks that are currently underutilised; and
- Reduce parking demand through the provision of alternative transport options.

Coptfold Road Multi-Storey

3.55 The multi-storey car park is the second largest within the Borough, and is of strategic importance in terms of both the role it plays in supporting Brentwood's economy and the revenue it generates for the Council. However, the car park is noted to be in a state of disrepair, with structural improvement works needed in order to maintain the car park's operation. The car park will need to be maintained in the medium term (through works to ensure structural stability for the next twenty years or so) whilst a long-term strategy is decided on and implemented.

3.56 Required works to extend the short-term lifespan of the car park have been split into two phases. The first phase incorporates concrete repair works and the installation of a number of safety barriers; this was undertaken last year at a cost of £230,000. The second phase has yet to be commissioned, and incorporates surface protection measures, the installation of sacrificial anodes, lighting improvements and fixed wiring improvements. Phase two works are anticipated to cost £2.5 million. These works would extend the lifespan of the car park by approximately 20 years.

3.57 The car park currently operates at an annual profit of approximately £555,000, based on annual revenue and maintenance costs, as set out in **Tables 3.1** and **3.2** respectively. On this basis, it would take between four and five years for the car park to generate back costs associated with phase two structural works, presuming the car park remains operational as existing whilst structural works are undertaken.

3.58 As an alternative to the proposed refurbishment works, a more comprehensive scheme could be considered to redevelop the site. This would need to be undertaken in conjunction with other changes in car parking provision, most notably at the William Hunter Way car park. This could be undertaken in a range of options; however, one option for consideration would be as follows, predicated on the basis that Coptfold Road has enough structural stability to remain operational as it is for three or four years:

- Utilise the funds allocated to Coptfold Road improvement works to instead construct a multi-storey car park on part of the William Hunter Way site. Retaining a proportion of land for development (which could also contribute to construction costs);
- Upon opening of the William Hunter Way multi-storey, demolish Coptfold Road, freeing up prime land for development, with sufficient car parking provision to accommodate residents with car parking leaseholds included within the development requirements;
- Spaces leased to residents on the 99 year lease can be temporarily accommodated within the new William Hunter Way multi-storey whilst construction works are undertaken.

3.59 If the structural stability of Coptfold Road is considered insufficient to implement this plan, a longer-term version would be to undertake the refurbishment to provide an additional 20 years of life for Coptfold Road and undertake the redevelopment of William Hunter Way during that period.

William Hunter Way

- 3.60 William Hunter Way car park is the biggest revenue generator of all car parks operated by the Council, and has comparatively small annual maintenance costs. However, it also has the biggest geographical footprint of all car parks within the Borough.
- 3.61 The Draft Local Plan notes that land currently housing the car park has the potential to accommodate a significant proportion of projected employment growth, and as such the car park has been earmarked as a potential development site. As such, consideration should be given to potential ways of maximising the land's economic potential. One potential option is to build upwards rather than outwards, which would free up additional land for development.
- 3.62 It can be seen that future parking demand is forecast to exceed existing supply; however, future spare capacity is forecast in Coptfold Road. Rather than provide additional parking capacity at William Hunter Way through the introduction of decking, the introduction of which requires high levels of economic expenditure, one option would be to promote a change in user behaviour to increase usage of Coptfold Road and reduce parking demand at William Hunter Way could provide an economically advantageous option.
- 3.63 Alternatively, a development-led scheme to provide a decked / multi-storey car park on the site would be an alternative approach, with funding generated by the value released from a section of the site. As discussed above, this could also release opportunities to redevelop the Coptfold Road multi-storey.

Chatham Way / Westbury Road

- 3.64 Chatham Way and Westbury Road car parks are both identified as potential development sites within the Draft Local Plan. It is important that, should development be brought forward at either of these sites, parking provision is maintained to current levels. Whilst Chatham Way has been identified as being of good quality and well maintained, such development would provide an opportunity to upgrade the condition of Westbury Road.

Shenfield

- 3.65 The finishing of Crossrail works at Shenfield station and the return of Friars Avenue to full capacity will help to ameliorate some current problems meeting current parking demand within Shenfield. It is recognised that this provision should remain as short-stay, with a maximum stay of two hours permitted. However, the introduction of charges are likely to be accepted.

Ingatestone

- 3.66 It is recognised that there are problems with regard to current parking demand and supply within Ingatestone; however, it is equally recognised that there are limited opportunities to improve the situation due to the size of the town and its geographic location between the railway line (to the south) and A13 (to the north).

SIGNAGE

- 3.67 The provision of good quality and easy-to-follow signage can play an important role for both local residents and visitors to a location. Detailed stakeholder engagement with local businesses, residents, Council members and user groups confirmed that signage and wayfinding facilities to off-street parking is poor.
- 3.68 Through improvements in signage, better awareness and information for of all car parks can be supplied to the public, ensuring an improved journey experience for visitors. This in turn can potentially improve traffic circulation and reduce issues of congestion within Brentwood, Shenfield and Ingatestone.
- 3.69 It is recognised that signage and wayfinding provision for car parking is poor across the Borough, both for vehicles and pedestrians. Signage provision can be improved in all areas, with a particular focus on

Brentwood and Shenfield as key target areas. For example, existing signage to Friars Avenue car park in Shenfield is either pointing in the incorrect direction, or badly positioned.

- 3.70 The introduction of Variable Message Signs that provide real-time information on the number of available spaces within each car park on the periphery of Brentwood town centre should be considered. Information provided through these signs can encourage use of underutilised car parking provision, and help to reduce congestion in certain parts of the town.
- 3.71 However, it is important that if such signage and technology is introduced that appropriate static signage is also used to minimise congestion as people travel to various car parks. Through such signage a coherent set of information can be provided to drivers to ensure they minimise their travel time and distance when accessing a car park.
- 3.72 Pedestrian signage can also be improved at access points to car parks to improve user experience. This could form part of a wider wayfinding strategy for each area, and is particularly important for the car parks on the periphery of area centres.

USER PRIORITISATION

- 3.73 The prioritisation of parking provision amongst different users is an important policy tool where parking demand is high or supply is restricted; it is important to ensure a balance is struck that meets the parking demands of all users.
- 3.74 Within Brentwood, Shenfield and Ingatestone, key user groups include, but are not limited to, the following:
- Local Residents;
 - Businesses;
 - Employees (and Employers);
 - Commuters;
 - Shoppers (short-stay);
 - Visitors;
 - Blue Badge Holders; and
 - Users of Sustainable Transport (such as electric cars and car clubs).

Disabled Parking

- 3.75 Disabled parking facilities should be improved across the Borough where possible. Signage can also be employed to ensure users are aware of large disabled parking provision at William Hunter Way. As an example, in stakeholder workshops held as part of Phase 2, there was unanimous agreement that there is a shortfall of disabled parking in Ingatestone, which should be addressed.
- 3.76 Where possible, disabled parking bays should be located in central areas and in close proximity to major services and trip attractors.

Cycle & Motorcycle Parking

- 3.77 There is a need to increase both bicycle and motorcycle parking provision in the three areas, with existing provision in need of upgrade works (for example at Hunter Avenue in Shenfield). The provision of adequate levels of motorcycle parking at all car parks will ensure that vehicle spaces can be used as intended.

ENFORCEMENT & MANAGEMENT

- 3.78 An efficient yet cost-effective enforcement strategy can be important both for the smooth operation of car parking provision (for example ensuring spaces are appropriately used, reducing exceedances of maximum stay and minimising parking in inappropriate locations) and for improving safety, traffic flow and congestion on the local highway network.

- 3.79 A key issue when developing an enforcement regime is ensuring an appropriate balance is made between costs associated with enforcement and potential revenue generation from the issuing of Penalty Charge Notices (PCNs) and increased ticket sales.
- 3.80 There are a number of potential options for variations in enforcement mechanisms, and suitability can vary depending on the size and location of existing parking provision, as well as on current enforcement practices. The Council currently employs two full-time Civil Enforcement Officers, with a priority for patrols placed on identified hotspots where non-compliance has been frequently reported:
- **Chatham Way:** Non-compliance (outstaying paid for time periods or parking in unacceptable areas) is reported to be a common issue within this car park. Prior to the introduction of daily patrols of the car park, up to ten penalty charge notices could be issued during patrols. Following the introduction of daily patrols by both CEOs, the number of PCNs issued has reduced, suggesting that compliance has improved.
 - **Shenfield (Friars Avenue & Hunter Avenue):** Over the past two years, workers associated with Crossrail construction works currently being undertaken at the station have been recorded as replacing free two hour pay and display tickets, resulting their vehicles remaining in the car park throughout the working day. This subsequently reduced available parking capacity for other car park users. To mitigate against this and to reduce the issue, daily patrols have been introduced with CEOs informing Crossrail workers that this behaviour is not acceptable. Incidences of this issue have reduced since the introduction of the patrol.
 - **Ingatestone (Bell Mead & Market Place):** Issues in both Bell Mead and Market Place are primarily associated with local businesses, who have been reported to move their vehicles from one car park to the other as a means of getting around the maximum permitted stay of two hours. However, a number of businesses are reported to only move their vehicles when they see the (branded) CEO van arrive. After failing to persuade compliance by words of warning from the CEOs, officers now park the enforcement van away from the car park and arrive on foot. As a result, the risk of vehicles getting a PCN has increased significantly and incidences of vehicles moving from one car park to the other have subsided dramatically.
- 3.81 Over the past year, the Council has developed an enforcement policy and strategy to increase revenue associated with PCNs and improve compliance. The strategy focuses on proportionality (PCNs issued in suitable circumstances only; for example, if a user is only a few minutes late back to their vehicle, a PCN is not issued), compliance, transparency and honesty.

Enforcement Options

- 3.82 Potential changes to enforcement practices that can be considered include:
- Updates to enforcement regimes and practices to reflect future changes to Brentwood, Shenfield and Ingatestone, in particular the increasing demand for parking;
 - Introduction of Automatic Number Plate Recognition (ANPR) enforcement at entry and exit points of car parks where non-compliance is an issue; and
 - Alterations to CEO enforcement routes and increased monitoring of parking provision in certain locations where issues exist.

SUSTAINABLE TRAVEL

- 3.83 Alongside direct strategies that aim to manage parking supply and demand across the Borough, a series of complementary measures that seek to minimise the overall level of vehicular traffic entering each town and requiring parking provision should be considered.

3.84 This is a potentially wider-ranging policy area and so the focus of options is on measures that have either been identified within the stakeholder engagement process or are considered to be viable alternatives within the context of each town to additional parking provision.

3.85 Such measures may include:

- Investigation of a Park & Ride service that provides car parking outside of the town centre(s) and offers a bus service to the centre;
- Promotion of local bus services into the town and the accessibility and connectivity of the stops with the key locations within the town.
- Development and/or promotion of cycling and walking routes with the introduction of additional infrastructure such as bike stands and way-finding signs.
- Prioritisation of car share spaces near entries to car parks
- Traffic management measures. Including potential changes to vehicle access to core town centre areas (either permanently or as part-time measures) to enhance provision for pedestrians and cyclists.

Park & Ride

3.86 Park & Ride and Park & Stride provision has previously been considered within parts of the Borough, most notably as an option to provide alternative access to Shenfield Rail Station. Whilst potential car parking sites were identified for these services, it was concluded, at that time, that the practicalities of either the walk distances involved, or the density of users required to justify bus service provision, meant that neither option was considered good value for money.

3.87 To develop a sustainable Park & Ride service there is a requirement to both make the service suitably attractive to encourage car drivers to use the service as an alternative to other town centre car parking, whilst ensuring that the on-going operational costs are not prohibitive. These two elements can often be counteractive, with the need for a high-frequency, fast bus service, with lower fares than the equivalent town centre car parking charges, resulting in higher operating costs and lower fare revenue generation. It is not untypical for these services to require a financial subsidy to operate, albeit that the wider social and economic benefits of reduced town centre congestion often providing strong justification.

3.88 The analysis has identified potential issues with the sustainability of residential and employment growth across the borough in terms of the future traffic generation. A Park and Ride, or Park and Stride, option could therefore provide a suitable solution to reduce the level of car trips into the core town centres, in particular Brentwood. However, closer examination of the highway network surrounding the town indicates that there are relatively limited strategic options for locating a site that would generate a sufficient catchment area for trips. With no intersection with the A12 to the north of the town along Weald Road, Ongar Road or Doddinghurst Road, there is no strategic location to the north. Similarly to the south, there are three separate arterial routes into the centre (B186, Hartswood Road, and the A128 Ingrave Road).

3.89 The A1023 to the east and west of the town are more likely to provide suitable locations, with connections in both directions to the A12 (as well as the M25 to the west). A more detailed study of the volume of traffic traveling along these routes with a destination in Brentwood Town Centre would need to be conducted, along with an assessment of the potential bus priority measures (such as bus lanes, priority signals at junctions) that could be accommodated along the A1023 corridor.

Buses

3.90 Whilst Brentwood town centre is well served by daytime and evening bus services, services are restricted in both Shenfield and Ingatestone. The majority of bus services that serve Shenfield offer either limited or no service at weekends. Similarly, no night buses serve Shenfield. Only one daytime bus service serves Ingatestone, and broadly follows the route of rail services, with no evening or night service serving the

area. The provision of improves bus services, both in terms of locations served and service frequency may help to reduce parking demand in the three areas as people travel by an alternative mode.

Cycle Provision

- 3.91 As previously outlined, there is a need to increase bicycle parking provision in the three areas, alongside upgrade and improvement works to existing provision. A focus should be made on cycle provision on corridors to the north and to the south which do not lend themselves to park and ride services.

4 Strategy Action Plan

INTRODUCTION

- 4.1 This section sets out a series of actions to be implemented as part of the Parking Strategy for the Borough. Actions are set out below alongside associated outcome monitoring tools that can be applied to gauge success.
- 4.2 The majority of actions presented below aim to improve the overall condition and management of off-street parking provision across the Borough as a means of maximising the efficiency of car park utilisation and subsequently the local highway network.

MANAGING AVAILABLE CAPACITY

Maintain Existing Borough-Wide Capacity

- 4.3 Ensure that current levels of parking capacity are maintained and balanced within the three locations; re-provide car parking to the same greater level before removing any car parking provision. Monitor usage of car parks on an individual basis to identify both locations with spare capacity and those where demand is exceeding supply.

Outcome Monitoring: Car park utilisation data

Cost Implications: Car park revenues, information provision

Option 1: Coptfold Road Structural Works

- 4.4 Commission Phase 2 structural works to extend the lifespan of Coptfold Road multi-storey by approximately 20 years, ensuring current levels of parking supply within Brentwood town centre are maintained.

Outcome Monitoring: Continued use of the car park by both short-stay users and permit holders, feedback from users and key stakeholders on appearance of car park.

Cost Implications: £2.5 million.

Option 2: William Hunter Way Multi-Storey

- 4.5 Construct a new multi-storey on part of William Hunter Way and demolish the existing multi-storey at Coptfold Road to free land at both sites for development.

Outcome Monitoring: Land freed for development, increased long-term revenue for Council, better quality car parking provision.

Cost Implications: Construction of multi-storey, demolition of Coptfold Road.

Variable Message Signs

- 4.6 Introduction of variable message signs on routes at the periphery of Brentwood town centre. This would provide real-time information on the number of available spaces within each car park, helping to reduce congestion in hotspots and encouraging use of underutilised car parking provision.

Outcome Monitoring: Appropriate balance of car park usage; congestion levels.

Cost Implications: Installation and maintenance costs.

Partnership Working

- 4.7 Partnership Working: establish protocols for discussions with the South Essex Parking Partnership (responsible for on-street parking provision) and private car park operators to assist with appropriate management of parking provision and to facilitate smooth town centre traffic circulation

Outcome Monitoring: Established protocols.

Cost Implications: Minimal.

QUALITY

Park Mark

- 4.8 Aspiration to meet Park Mark standard in all Council-operated car parks in Brentwood, Shenfield and Ingatestone, matching the quality of a number of privately run car parks within the Borough.

Outcome Monitoring: Awarding of Park Mark standard; programme of formal audits alongside feedback from Civil Enforcement Officers and public.

Cost implications: Urban realm, pedestrian and signage infrastructure.

REVENUE GENERATION

Changes to Short-Stay Parking Tariffs

- 4.9 Consider a range of changes to short-stay tariffs, including small increases to weekday and Saturday short-stay parking charges in Brentwood town centre car parks, and the introduce of charging in Shenfield (Hunter Avenue and Friars Avenue) car parks, so as to increase annual revenue for the Council.

- Removal of the free 30-minute parking in Brentwood Town Centre with the introduction of a 50p tariff could potentially generation between £66,000 and £106,000 a year for the Council;
- A 10% increase in short-stay parking charges within car parks in Brentwood (William Hunter Way, Coptfold Road Multi-Storey, Chatham Way, the Town Hall visitor car park and King George Playing Fields) would potentially generate an additional £100,000 to the Council each year; and
- A tariff of £1.30 in both Hunter Avenue and Friars Avenue car parks (in line with the pricing structure of Brentwood Town Centre car parks) would potentially generate over £180,000 a year for the Council.

Outcome Monitoring: Revenue generation.

Cost Implications: Changes to signage, ticket machines and online information.

Review of Ingatestone & Fryerning Parish Council Parking Charges

- 4.10 Consider the appropriateness of current annual charges applied to Ingatestone & Fryerning Parish Council in comparison to revenue generated from other Borough car parks.

Outcome Monitoring: Revenue generation

Cost Implications: Limited

ENFORCEMENT

Monitoring Effectiveness of Current Enforcement Regime

- 4.11 Continually review the effectiveness of the recent changes to the enforcement regime to ensure it provides the right balance between acting as a deterrence to parking offences and being overly draconian.

Outcome Monitoring: Level of PCN issued, feedback on level of parking offences.

Cost Implications: Limited

INFORMATION PROVISION

- 4.12 Develop promotional and marketing campaigns that aim to reduce parking demand. Such campaigns could focus on encouraging travel by alternative modes than private car, re-timing trips outside of hours of peak parking demand, and to make greater use of currently underutilised car parks.

- 4.13 Improve signage in Brentwood Shenfield and Ingatestone to provide better awareness and information for all car parks can be supplied to the public, ensuring an improved journey experience for visitors. For example, existing signage to Friars Avenue car park in Shenfield is either pointing in the incorrect direction, or badly positioned.

Outcome Monitoring: Reduction in parking demand; number of promotional campaigns delivered; increase in use of sustainable travel modes.

Cost Implications: design, delivery and promotion of campaigns.

SUSTAINABLE TRAVEL

Facilitate Walking & Cycling for Short-Distance Trips

- 4.14 Ensure sufficient cycle parking provision in car parks and safe walking and cycle routes to and from town centres and cycle parking.

Outcome Monitoring: Numbers of cycle parking spaces, Levels of cycle parking.

Cost Implications: Cycle parking provision, cycle route provision.

Appendix A

PARK MARK ANALYSIS

Area	Council?	Car Park	Park Mark?	Lighting	Parking areas	Signage	Surveillance	Vehicular Access
Brentwood	Y	William Hunter Way	N		Faded markings and potholes at the southern end			
	Y	Coptfold Road Multi Storey	N	Poor - low levels of natural light. Good quality lighting.	Some bay and wayfinding markings faded		Very little natural surveillance. CCTV. Civil enforcement officer on patrol.	Height restriction can't be removed for emergency access or maintenance vehicles.
	Y	Chatham Way	N				CCTV. Natural surveillance from overlooking properties.	
	Y	Town Hall	N				Partially covered with CCTV	
	Y	Westbury Road	N	None	Bay markings faded in places. Surface quality poor at perimeter.	No signage on the High Street.	Natural surveillances but no CCTV.	
	Y	Sir Francis Way	N	None. A number of trees reduce natural light.	Number of potholes.		No CCTV.	
Shenfield	Y	Friars Avenue	N	Adequate lighting.	Clear bay markings mostly, however some need repainted.	Signage is poor with only two signs indicating the location of the car park. One of these, located at the junction of Friars Avenue and Hunter Road is facing in an incorrect direction.		
	Y	Hunter Avenue	N	Adequate lighting.	Clearly marked bays.	No signage on Hunter Road or Crossways directing motorists to the car park.	Natural surveillance from overlooking properties. Only 1 CCTV camera.	
Ingatestone	Y	Market Place	N		Recently laid surface - good condition. Bay markings are clear and easy to navigate.		Lighting and CCTV provision, alongside natural surveillance from nearby properties.	
	Y	Bell Mead	N	Lighting installed.			CCTV not evident. Natural surveillance from properties.	
Brentwood	Y	King George Playing Field	N		No bay markings in the overflow car park.		No CCTV and limited natural surveillance.	
	Y	Nightingale	Y					
		Sainsbury's	N	Good lighting.	Bays clearly marked.		CCTV.	
Shenfield		Brentwood Station	Y					
		Shenfield Station (Hunter Avenue)	Y					
Shenfield (Hutton)		Shenfield Station (Mount Avenue)	Y					
		Hutton Poplars Hall	N	Adequate lighting.			Natural surveillance from the hall.	
Ingatestone		Hutton Poplars Lodge	N	No lighting.			No CCTV.	
		Hutton Pavilion	N		Clearly defined bays.			
		Ingatestone & Fryerning Community Association	N				Natural surveillance from overlooking properties. Civil enforcement officer patrol.	
		Budgens	N	Good lighting provision	Clearly defined bay markings.		CCTV and natural surveillance from overlooking properties.	
		Co-Op	N	Adequate lighting provision.	Clearly defined bay markings.		Natural surveillance from overlooking properties however there is overgrown vegetation in places.	
		Mountney Close	N	Good lighting provision from one street lamp.	Clear bay markings.		Natural surveillance from overlooking properties. No CCTV.	
	Heybridge Road	N	No lighting provision.	Provision is unmarked.		No CCTV and limited natural surveillance.		
	Ingatestone Station	Y						