

**MELTON LOCAL PLAN EXAMINATION**  
**EXAMINATION STATEMENT OF MELTON BOROUGH**  
**COUNCIL**

**8<sup>th</sup> January 2018**

**MATTER 8**  
**EMPLOYMENT, RETAIL, TOWN CENTRE AND TOURISM**  
**DEVELOPMENT**

## **Matter 8: Employment, Retail, Town Centre and Tourism Development**

### **1.0 QUESTION 8.1**

**Question 8.1 – Sub section I) (Do Policies EC1, EC2 and EC3 provide clear, justified and deliverable proposals for employment land development in Melton Mowbray and the Rural Areas and for the protection of existing employment sites?)**

#### **1.1 EC1**

- 1.1.1 Melton Borough Council's evidence on Employment Land is derived from the Melton Borough Employment Land Study 2015 ([MBC/EL2](#)), completed by the BE Group<sup>1</sup>. Its level of provision relates to a housing delivery of 245dpa. It calculated an overall need of 51ha of employment land up to 2036. Taking into account existing commitments, this left 31ha to be allocated within the Melton Local Plan. Of this, some 17ha is not required until the later part of the Plan period, 2031-2036 (MBC/EL2, Table 55).
- 1.1.2 The BE Group study directly informed Policy EC1, which provides a clear strategy for delivering the employment land needed. The strategy adopted in the Melton Local Plan, through Policies EC1 and SS2, is to deliver 30ha of its 31ha residual requirement across two sites, 10ha on available land within the Asfordby Business Park and a further 20ha as part of the southern sustainable neighbourhood promoted in Policy SS4, to extend the Leicester Road Industrial Estate. A further 1ha is not specifically allocated, but the intention is it will be smaller scale office developments delivered at PERA on Nottingham Road, or elsewhere within Melton Mowbray town centre (see paragraph 6.8.3 of the submitted plan and para 1.1.9 below). These allocations will be developed over the plan period, and it is expected that developer interest will increase on completion of key sections<sup>2</sup> of the MMDR.
- 1.1.3 Melton Borough Council recognises the importance of supporting the economic development of the Borough and the benefits a strong economy can have on its residents. The National Planning Policy Framework (NPPF) at Paragraph 182 states that in order for Local Plans to pass the test of soundness, they must be justified. The NPPF states that to be justified the plan must be 'the most appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence'. Paragraph 20 of the NPPF instructs Local Planning Authorities (LPAs) to plan proactively to meet the development needs of businesses. Paragraph 21 sets out criteria LPAs should consider in drawing up Local Plans.
- 1.1.4 The proportionate evidence in this instance is the Melton Employment Land Study ([MBC/EL2](#)). This study collected data and analysed existing

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<sup>1</sup> Commentary about the use of the 2015 BE Group Report and the more up to date HEDNA with regards to employment land needs can be found in the Council's Matter 3 examination statement in response to Q3.4.

<sup>2</sup> as outlined in MBC Matter 10 Examination Statement

employment land and premises demand, supply and need up to 2031 and 2036. It was completed by the BE Group, who are respected consultants in commercial development who used both their own professional best practice and updated guidance contained within national Planning Practice Guidance in completing the work. Whilst this study took note of its predecessors, including the 2012 Leicester and Leicestershire PACEC study, it is not an update to those reports. It is instead a full stand alone piece of evidence, with bespoke research. Furthermore, unlike the PACEC study, it was specific to Melton Borough.

- 1.1.5 As with all parts of the Local Plan, alternative strategies have been tested to ensure the proposals in the Submission Local Plan are the most sustainable and effective. The BE Group assessed 36 areas of employment land where there was further capacity for development of additional or alternative employment land. Four areas were put forward for employment and of these two were selected for allocation, because they were the most deliverable and sustainable, primarily by virtue of proximity to Melton Mowbray and access to the primary road network, especially when compared to reasonable alternatives, Old Dalby and Long Clawson. These allocations have been present through several consultation versions of the plan and been through the appropriate Sustainability Appraisal ([MBC/WP2b-f inclusive](#)). A proposal for 14.5ha of land to the west of the existing Leicester Road Industrial Estate was promoted in a representation ([Pre-submission rep no400](#)), but this was not taken any further by the Council due to its late submission and lack of supporting evidence and reasoning as to why the site was better than those promoted in the Local Plan. Furthermore, it is doubted that this site is still under consideration, as despite the response from the Council requesting for further information, no further contact has been made regarding it. It does however remain an option should additional employment land be needed.
- 1.1.6 These proposals have been drawn up through consultation with the relevant landowners and are deliverable across the plan period. Asfordby Business Park remains one of Harworth Estate's prominent successful income generators and has land available for a variety of uses, including design and build industrial/commercial uses. The site is currently being marketed through a number of agents<sup>3</sup>. The completion of key sections of the MMDR will increase the attractiveness of this site to businesses, when connections to the east and the A1 will be greatly improved. Furthermore due to its coal mining past, the site benefits from ample available power and also a rail connection. These attributes further elevate the sites status as a key attractor and mean there are opportunities for a wide range of enterprises, including energy generation.
- 1.1.7 The employment land allocated off the Leicester Road and forming part of the SUE is dealt with in response to questions under Matter 4, in particular part 1.13.

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<sup>3</sup> Harworth marketing material (<https://15hd3306p7m348ffx3f1wv0v-wpengine.netdna-ssl.com/wp-content/uploads/2016/05/Melton-Commercial-Park-Land-Brochure.pdf> )

1.1.8 As for the final hectare of town centre office space, this is likely to be delivered piecemeal throughout the plan period. The Council will take a proactive approach when land becomes available and will support potential businesses to find appropriate sites or, where appropriate, facilitate changes of use. The Council will continue to work with Pera and examine potential uses for the available land they have on site, including the potential for further office delivery. Indeed it has recently held discussions about the conversion of its engineering building to flexible office spaces and other ideas in relation to expansion of its facilities on Nottingham Road.

1.1.9 Policy EC1 is therefore considered deliverable over the plan period. It sets a clear location for growth and allocates sufficient land for the plan period. It locates development in sustainable and accessible locations in line with the NPPF and is justified by robust, proportionate evidence.

## **1.2 EC2**

1.2.1 Whilst EC1 sets a clear spatial hierarchy for the distribution of new employment land to meet identified needs, there is a recognition that provision must be made for potential windfall development arising elsewhere across the Borough. For example, some existing businesses are well established in their location and may require expansion which cannot justify wholesale relocation. For these instances, and to ensure the plan is flexible and supports economic development across the Borough, the Council will utilise Policy EC2.

1.2.2 Policy EC2 accords with para 21 of the NPPF because it encourages sustainable growth, sets criteria for growth, supports existing businesses by allowing expansion on current premises, and is inherently flexible. Para 28 of the NPPF states that planning policies should 'support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development'. Policy EC2 is demonstrably in accordance with the NPPF in this regard.

1.2.3 Policy EC2 sets a clear framework for when such developments will be viewed as acceptable by the Council. It sets the types of development that will be supported and only two criteria with which they must comply. The policy is justified by the NPPF and the BE Group report, both of which cite the benefits of allowing some appropriate economic development in rural areas. This is undoubtedly true in Melton, which is predominantly rural. Examples such as the internationally renowned Long Clawson Dairy in the village of Long Clawson show why flexibility and pragmatism is needed when considering new proposals for employment. The policy has been subject to both Sustainability Appraisal and consultation, which have been considered in finalising the policy. The policy does not include any criteria that would hinder viability unduly, other than the requirement to have sufficient car parking, which is justified on highway and local amenity grounds.

## **1.3 EC3**

- 1.3.1 Policy EC3 concerns itself with existing employment sites and their protection. This policy, if amended with the modification suggested at 1.4.1 clearly highlights which employment sites are protected and clearly sets out the circumstances wherein the Council will consider their change of use.
- 1.3.2 Policy EC3 is justified within the evidence and reasoned justification included in the Plan. Para 22 of the NPPF states that polices should not be used for the long term protection of employment sites if there is no reasonable prospect of the site being used for that designation. The BE Group Report has been selective in the employment land it recommended be designated; it only recommended the most important, high quality employment sites be safeguarded and this is reflected in the Policy. Such sites, whilst representing the higher quality sites in the Borough, also present a good geographical spread, albeit more sparse in the south of the Borough. This helps to ensure there is a spatial distribution of employment opportunities throughout the Borough, maximising residents' access to employment and thus increasing sustainability. Access to employment sites was one of the criteria used in the spatial strategy and assessment of residential site allocations, to ensure the growths in population and jobs remain spatially aligned, which in turn ensures both residential and employment growth is sustainable. Less residential growth is located to the south of the Borough. This helps to address one of the potential issues identified in the BE Group Report (page 254), which was that the loss of B1/B2/B8 employment uses close to where people live can negatively impact on local access to jobs and the economic competitiveness of local areas, and ultimately can challenge the Borough's economic growth.
- 1.3.3 Despite the clear arguments for protection, in order to be flexible across the plan period as possible and reflecting the ever-changing nature of employment, including technological advances, Policy EC3 includes criteria that if met, would allow such sites to be used for other uses. However, to ensure the protection of jobs, the threshold is set relatively high to prevent unjustified irreversible loss of needed employment land and its associated damage.
- 1.3.4 In conclusion, Policies EC1, EC2 and EC3 are clear, justified and deliverable. Such policies are considered to be fully in accordance with the NPPF and supported by robust evidence. These policies have been formulated as part of a wider plan and the plan should be read as a whole. They have due regard for changing circumstances and are designed to ensure flexibility and sustainable growth, whilst placing necessary restrictions to ensure social, economic and environmental sustainability objectives are achieved. They are underpinned by bespoke, robust evidence and have attracted relatively little objection over several rounds of consultation.
- 1.4 Sub section ii) What is the distinction in policy terms, if any, between the 'Employment facilities listed for retention' and 'Other key employment sites'**

- 1.4.1 'Facilities listed for retention' is a phrase from the BE Group report ([MBC/EL2](#)), whereas 'Other Key Employment Sites' originated from the Council's own work and consultations.
- 1.4.2 On reflection, the Council considers the clarity of this policy can be improved by modifying this policy to remove the second title and to list all employment sites under the title 'Employment facilities listed for retention'.

**1.5 Sub section iii) Does Policy EC4 provide appropriate guidance and encouragement for development outside existing or allocated employment sites?**

- 1.5.1 Policy EC4 relates to employment proposals beyond the remit of Policy EC2 including those with mixed use elements. This policy is worded positively, to encourage growth and economic development, but only where it is appropriate against a number of criteria. Rather than designating areas for growth, like EC1, it sets a framework for growth to occur outside of the main planned employment areas. It provides the flexibility to adapt to rapid change required by paragraph 14 of NPPF, by allowing the determination of planning applications to respond to evolving economic and market scenarios. The criteria that have to be met are clear and give appropriate guidance to ensure a potential planning applicant can have a good idea as to whether or not their proposal is likely to be acceptable. Furthermore this policy, and in particular the fourth criteria, ensures the protection of residential amenity, which is a legitimate concern of residents and it is necessary that their wellbeing is protected through planning controls. The final criterion indicates that the size of proposals should reflect the proposed host settlement and as such, indicates that proposals in Service Centres and Rural Hubs are more likely to be appropriate than similar sized proposals in rural settlements.
- 1.5.2 The Council considers that the limited criteria in the policy are necessary to support achievement of the Plan's overall strategy and other strategic objectives, whilst still being supportive and positive about appropriate development. No representations were received suggesting otherwise. As such, it is considered that the policy does provide appropriate guidance and encouragement for such development to come forward.

**2.0 QUESTION 8.2**

**2.1 Sub Section i) As required by Policy EC5, why is it appropriate to seek retail impact assessments for development of main town centre uses in excess of 200sq m (gross) in edge of centre or out of centre locations in Melton Mowbray?**

- 2.1.1 As per the Employment Land Study, the Borough Council also commissioned bespoke evidence on retail. Peter Brett Associates

completed the Melton Retail Study ([MBC/TCR1a](#)) in 2015. Its purpose was to provide up-to-date and robust evidence to inform MBC's emerging Local Plan in relation to the requirements for comparison goods and convenience goods retail; food and drink uses; and commercial leisure floorspace. Peter Brett Associates (PBA) are respected consultants in their field and their approach has been endorsed elsewhere, such as for the London Boroughs of Hounslow, Ealing and Hammersmith & Fulham. Whilst there has been some changes since this evidence was produced (namely the closure of the Co-Operative store and the planning approval and construction of a similar sized Aldi store on Leicester Rd), the circumstances that PBA tested the draft plan against, including expected levels and locations of housing delivery and current retail supply, have not changed substantially; as such, the conclusions are still considered to be up date and robust.

- 2.1.2 Melton Mowbray serves as the principal shopping destination of the Borough. Whilst it benefits from a strong reputation based around food, with good levels of tourists visiting and busy street and cattle markets, in general retail terms, Melton Mowbray cannot compete with the larger cities and towns in the region, most notably the cities of Nottingham and Leicester. However, Melton Borough also leaks retail expenditure to other locations such as Thurmaston, Grantham and Peterborough. PBA attributes this to the 'limited presence of national multiples and the predominantly lower value orientation of the comparison offer in the town'. Their report goes on to state Melton 'is currently losing shoppers and expenditure that could feasibly look to Melton Mowbray to meet their retail and leisure needs'. The report concludes by stating there is no new need for convenience shopping in Melton Mowbray, except for a small allocation as part of the South Sustainable Neighbourhood. It recommends that a 200sqm threshold be placed on the need to produce a Retail Impact Assessment in other out of town centre locations.
- 2.1.3 The NPPF places great emphasis on the importance of protecting the viability and vitality of town centres, with an entire chapter (Chapter 2: Ensuring the vitality of town centres) dedicated to the subject. Para 23 sets a number of criteria which should be used in drawing up policies in Local Plans. Para 26 of the Framework states that for retail applications where there is no Local Plan, the default threshold is 2,500 sqm. However it also states Local Planning Authorities should set their own proportionate, locally set floorspace threshold.
- 2.1.4 The threshold recommended in the PBA report [MBC/TCR1a](#) (2015) and reflected in the policy is objective and justified within the PBA report.
- 2.1.5 This justification arises from the fragility of Melton Mowbray Town Centre, which is already oversubscribed with convenience retail provision. Importantly, two of the larger supermarkets in the town are reporting below benchmark trading (Morrison's and Tesco)([MBC/TCR1a](#)). Furthermore, the recent closure of a Cooperative food store demonstrates this fragility. There is already growing frustration amongst residents that the shopping offer in Melton is becoming

increasingly restricted and that there is a disproportionate level of cafes, coffee shops, charity shops and bookmakers. Further degradation of the town centre shopping offer by allowing growth of edge of centre and out of centre retail is likely to exacerbate this problem.

2.1.6 Whilst the PBA report identified a small scale need for comparison retail (8,870-12,670sqm up to 2036), this again should be directed towards the town centre first, then subject to a suitable Retail Impact Assessment in other areas. Due to the small scale of this need, it was not considered necessary to strategically plan or allocate to meet this need

2.1.7 With regard to the 2,50 sqm impact assessment threshold indicated in the NPPF, the Borough Council, having regard to the PBA report, consider this is far too high to be justifiable, and if set at this level, could undermine irreversibly the vitality and viability of the town centre as a whole. The recently completed Aldi store in Melton, which is likely to attract significant footfall is only 1744 sqm. To allow numerous developments of this size without proper Retail Impact Assessment would damage the viability of the existing retail provision in the town centre. The Council, supported by the PBA Report, considers that this is the case for both comparison and convenience retail.

2.1.8 It is important to note that Policy EC5 does not prevent retail from coming forward; its purpose is to add a level of protection so that if any such proposals come forward, they must demonstrate they will not unduly damage the vitality or viability of Melton Mowbray's shopping offer. Ultimately, if left unchecked, the degradation of key Melton Mowbray and the smaller service centres throughout the Borough, will be likely to cause the Borough to operate in a less sustainable way. Furthermore, this would clearly be contrary to the Plan's vision and objectives, namely:

- Strengthens and enhances Melton Mowbray's role as a historic market town and as the main social and economic focus for the Borough (Melton Local Plan, Page 18); and
- Re-vitalise Melton Mowbray town centre (Melton Local Plan, Page 19).

2.1.9 For the reasons highlighted above, the Council consider its approach is backed by proportionate but robust local evidence and is justified, and as such, should be endorsed through this examination.

## **2.2 Sub Section i) How will the adequacy of car parking provision be assessed in Melton Mowbray town centre?**

2.2.1 The adequacy of car parking provision for town centre uses will be assessed against the Leicestershire County Council published standards,

which are currently in the Highway Requirements Part 4<sup>4</sup>. These standards set out the levels of parking required for developments of different sizes and different types. The Highway Authority does reserve the right to reduce parking requirement slightly, but it is stated that this will only be facilitated if there is readily available free public parking within the vicinity.

2.2.2 The most recent comprehensive audit of car parking within Melton Mowbray was completed in 2015 and completed by Peter Brett Associates in the Car and Coach Parking Strategy (Appendix 1). This work showed generally good provision of available car parking spaces across the town, except on Tuesdays (Market Days), when some of the car parks are operating above capacity and there is far greater occupancy (Appendix 1, page 39). The report also highlights a current undersupply of disabled bays within the town against set standards. Whilst overall car parking use is expected to increase along with population growth within the Borough and an anticipated increase in tourism, there are no immediate plans by the Council currently to increase parking provision. Instead the Council will continue to manage its parking provision throughout the plan period, especially on Tuesdays, using tools other than those available from the planning system.

### **3. QUESTION 8.3 Why would it be appropriate to require a retail impact assessment for all retail proposals in the locations set out in Policy EC7?**

3.1.1 This rationale is very similar to that set out in the response to Question 8.2 above, principally that Melton Mowbray and other key centres require protection to ensure they can continue to serve the Borough. Anything that undermines the vitality and viability of these centres weakens sustainability in the Borough as a whole and damages people's ability to live sustainably. This is confirmed by the SA for the Pre-Submission Local Plan ([MBC/WP2E](#) page 98), which shows that the policy scores positively. Furthermore, the policy should be seen as in accordance with the NPPF, in particular paragraphs 23 which states that when drawing up Local Plans Local Planning Authorities should 'recognise town centres as the heart of their communities and pursue policies to support their viability and vitality'. Furthermore, it accords with paragraph 55 of the NPPF, which states that in rural areas, development in one village can support services in surrounding villages. By this logic, ensuring the sustainability of the key centres, will improve the sustainability of nearby villages and the wider rural hinterland.

3.1.2 The PBA report ([MBC/TCR1a](#)) highlights the scale of the Borough's villages as one of the key drivers of this policy. Outside Melton Mowbray, there are limited larger villages, and in terms of retail provision only two primary centres, Bottesford and Asfordby and two secondary centres, Long Clawson and Waltham.

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<sup>4</sup> Leicestershire County Council Highway Requirements Part 4  
[https://resources.leicestershire.gov.uk/sites/resource/files/field/pdf/2017/2/9/Highway\\_requirements\\_for\\_developments\\_part4.pdf](https://resources.leicestershire.gov.uk/sites/resource/files/field/pdf/2017/2/9/Highway_requirements_for_developments_part4.pdf)

- 3.1.3 This policy does not aim however to unduly restrict rural enterprise (which is encouraged by the Framework), and includes a number of exceptions to ensure this. Exceptions include independent shops, post offices and social enterprises, and a suggested modification submitted in document ID1C would include farm shops within the exemptions.
- 3.1.4 Again, as set out in the response to Question 8.2 above, this policy does not restrict such developments from coming forward, it simply adds a requirement to complete a Retail Impact Assessment through the development management process. The Council propose that these retail impact assessments would be proportionate to the scale of the development proposed. It would therefore recommend that a new paragraph be added as 6.16.3 stating that 'wherein retail impact assessments are required, its assessment should be proportionate to the size of the proposed development'. This should offer clarity to potential applicants and reassure those with smaller proposals that the process of completing a retail impact assessment would not be overly costly or time consuming. This Assessment should show that in allowing the proposal, there will be limited impact on existing service centres.
- 3.1.5 Taking all the above into account, this policy is considered to be fully in accordance with the aims of the NPPF.

**4.1 QUESTION 8.4 Taken together with other policies in the Plan, does Policy EC8 provide a sound basis for sustaining and encouraging tourism and related development in the Borough?**

- 4.1.1 Tourism is an important and improving element of Melton's Economy. Tourism supports directly a large number of jobs, but also indirectly it helps support local businesses and shops. The aim of the policy is to ensure an appropriate balance is maintained between economic development, environmental and social considerations in supporting tourism and related development. To sustain existing enterprises and encourage new ones, provision is made within Policy EC8 for development that improves the facilities for visitors. , and highlights some of the opportunity areas within the Borough.
- 4.1.2 Policy EC8 sets the framework for any new tourism proposals, which could include accommodation or attractions. It is a positive policy, with only two restrictions, which are respectively to safeguard the character and appearance of the Borough, which contributes to the Borough's tourism appeal, and to help ensure that local economic benefits are realised. These are not regarded as unduly restrictive, and taken together with other planning considerations set out elsewhere in the Plan, the Council consider this policy fully accords with NPPF para 28.
- 4.1.3 Policy EC8 also indicates that proposals of a significant scale should be located, where possible in the centre of Melton Mowbray, then on the edge of Melton Mowbray and finally at other accessible locations. In this regard significant scale is likely to encompass wholesale new developments such as a new hotel or attraction. This ensures

developments should be located as sustainably as possible, whilst being realistic that due to the nature of some proposals, a town centre location may not be possible or practicable, if it is to capitalise on the rural attractiveness of the Borough.

- 4.1.4 A modification has been suggested by the Council (ID1C) to add a caveat to this part of Policy EC8 to lend support to proposals outside of the largest settlements, where it can add significantly and demonstrably to the Boroughs economic or tourist offer where a suitable more sustainable location is not available or practicable.
- 4.1.5 The question is quite correct in that this policy works in conjunction with the plan as a whole. In particular those policies that are involved with protection of the environment and design will help ensure that the high quality environment of the Borough that is a big part of its tourist appeal, is safeguarded and enhanced. Higher quality proposals are likely to improve the Boroughs tourism offer and generate further tourism. It has been through a number of consultations and has received very little by the way of objections.
- 4.1.6 Taken together with other policies contained in the Local Plan, this policy provides a sound basis for sustaining and encouraging tourism and related development in the Borough.

**END**

## **Appendix 1 – Peter Brett Associates Car and Coach Parking Strategy**



# Melton Mowbray Town Centre Car and Coach Parking Strategy

November 2015





## Document Control Sheet

Project Name: Melton Mowbray Parking Strategy  
 Project Ref: 35404-5501  
 Report Title: Car and Coach Parking Strategy  
 Date: 11 November 2015

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Revision	Date	Description	Prepared	Reviewed	Approved
-	22.10.2015	DRAFT	MS/NB	DG	GC
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## Executive Summary

Peter Brett Associates LLP was commissioned by Melton Borough Council to undertake a parking study within Melton Mowbray town centre and produce a Car and Coach Parking Strategy. The aim of the parking strategy is to support the ambitions of Melton Mowbray to increase the economic and social activity within the town centre. To achieve this, the key objectives of the work are:

- to understand the current conditions of coach parking and provide recommendations to improve its management
- to understand the current parking tariff structure and provide an evidence base for future changes to the structure
- to understand the level of use of the existing car parks and if there is potential for future development on underused site
- to explore alternative methods of car park management and charging
- to ensure parking provision considers all vehicle types (such as motorcyclists and caravans), and
- to produce an Interactive Parking Model to assist Melton Borough Council in making decisions regarding parking.

Melton Mowbray is a market town located in the north east of Leicestershire with a population of around 27,000. It is the main economic centre of Melton Borough and therefore the town centre has a large draw from the surrounding rural villages. The town is also famous for its cattle market (Melton Mowbray Market) and has a market day on most Tuesday throughout the year. The market day attracts a large number of visitors to the town centre compared to other days of the week. The Car and Coach Parking Strategy therefore needs to consider the provision of parking for Melton Mowbray Market and the busy market day, as well as the usual town centre activities.

National and local policy state the need for appropriate parking measures to help encourage economic growth. Melton Borough Council is currently developing their new Local Plan which will set out the strategy for development across Melton for the next 25 years. This will complement and build on the aspiration for economic growth set out in the Melton Mowbray Town Centre Masterplan and the Melton Borough Retail Study 2014. These documents acknowledge the role of parking in achieving their objectives and this Car and Coach Parking Strategy seeks to help support these goals.

The impact of the market day on Tuesday has a large impact on parking. Throughout the week there is generally excess parking supply within the town centre. However, on Tuesdays there is a large influx of visitors to the town and Melton Mowbray Market which puts pressure on parking throughout the town centre. The impacts of this is a need for both short stay parking for local retail and leisure use, and long stay parking for tourism which needs to be balanced; and trying to better manage underused parking spaces on non-Tuesdays.

Other key issues are addressing barriers that make parking difficult (such as difficulties with the current paying method and poor signage), coach parking issues (lack of provision during busy periods), and poor management of parking at peak periods and special events.

A review of the key areas (Key Performance Indices of the car parks, occupancy, parking charges, revenue, length of stay and coach parking) regarding parking is undertaken within this report along with potential solution options and recommendations based on these options. It is important to understand the recommendations as a package of measures rather than individual measures.

**Section 10** lists the recommendation and presents how as a joint approach they can work together to improve the parking offering within Melton Mowbray.

There are a number of developments within the town centre that will affect the supply of parking within the town centre and may also increase the demand for parking too. Future growth within the borough will increase the use of service within the town centre and the demand for parking, as will the expected increased tourism. Melton Borough Council therefore need a clear understanding of these impacts and these will largely be addressed through the use of the Interactive Parking Model.

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# 1 Introduction

1.1 Peter Brett Associates LLP (PBA) was commissioned by Melton Borough Council (MBC) to prepare a Car and Coach Parking Strategy for Melton Mowbray town centre. The work involves production of a Car and Coach Parking Strategy document and delivery of an Interactive Parking Model (a spreadsheet based tool) to support MBC in their decisions regarding the supply and pricing of parking spaces.

## Report structure

1.2 This Car and Coach Parking Strategy document has been prepared to provide an overview of the existing parking provision within Melton Mowbray town centre, analyse current data regarding the MBC operated parking areas and provide recommendations for the future. The study area for the strategy is shown in **Figure 1.1**.

1.3 The remainder of the report covers the following items:

- the wider context of the parking study with regards to policy, and the future aspiration and growth of Melton Mowbray (**Section 2**)
- the objectives of this Car and Coach Parking Strategy (**Section 2**)
- the existing state of parking provision within Melton Mowbray for cars and coaches and an analysis of data regarding parking; including (inter alia) occupancy, length of stay and pay and display ticket sales (**Sections 3 to 9**)
- a discussion of the issues regarding parking provision in Melton Mowbray town centre, potential solutions and recommendations covering:
  - Key Performance Indicators (**Sections 4**)
  - Occupancy (**Sections 5**)
  - Parking charges (**Sections 6**)
  - Revenue (**Sections 7**)
  - Length of stay (**Sections 8**)
  - Coach parking (**Sections 9**), and
- the final conclusions of this report (**Section 10**).

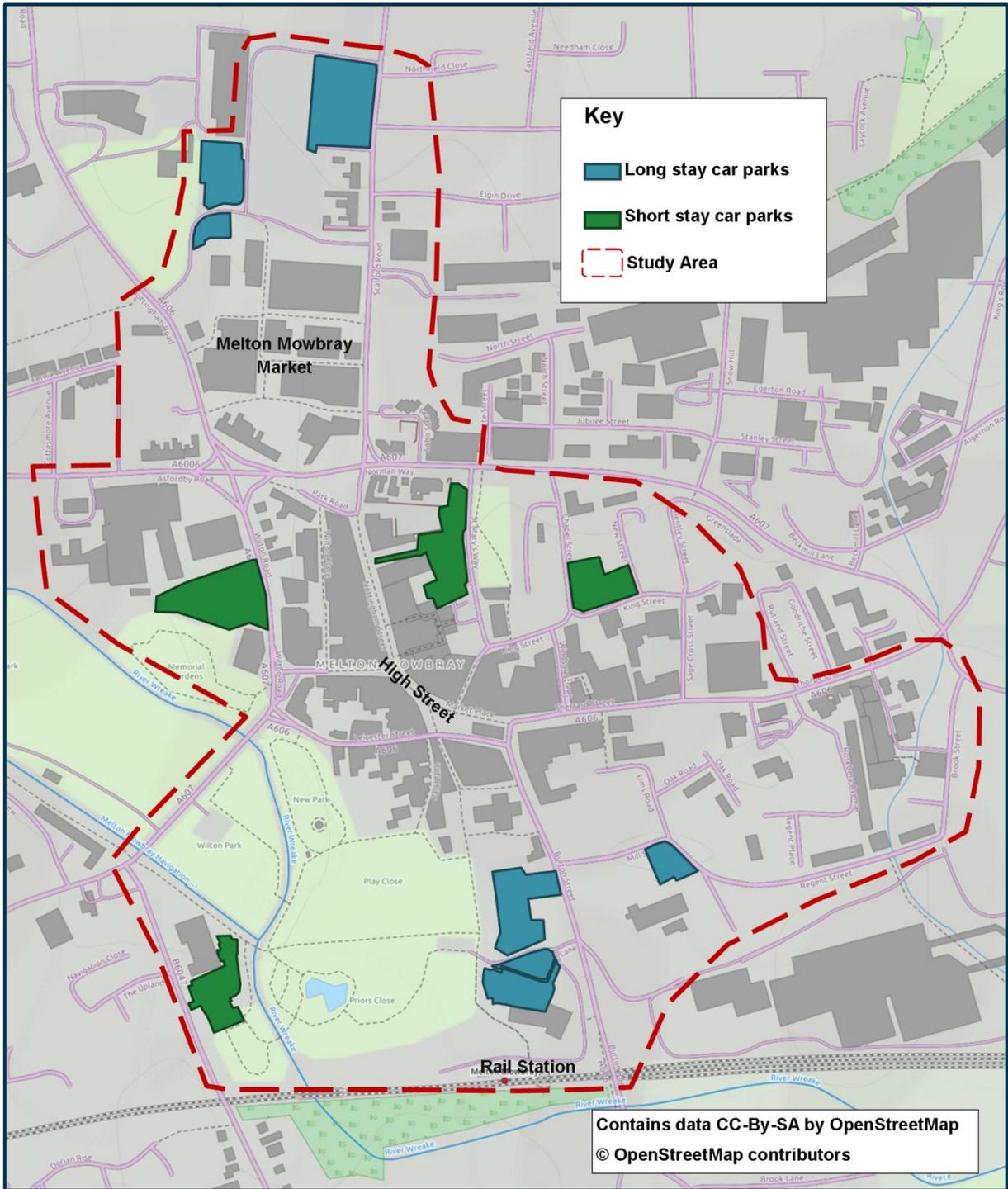


Figure 1.1 – Parking study area

- 1.4 The report is based on information available at the time of writing and may be enhanced by further, more detailed information in car park usage. It has been prepared in consultation with MBC and members of Melton Promotions.

## 2 Context

- 2.1 Melton Mowbray is a market town located in the north east of Leicestershire with a population of around 27,000. It is the sole market town within Melton Borough and therefore a key centre for economic and social activities for the surrounding rural villages.
- 2.2 One of the key assets of the town is the historic Melton Mowbray Market in the north of the town centre. This caters for a range of activities such as the farmers market and car boot sales on various days of the week, however, the chief market day is Tuesday when the livestock market is in operation. This draws a great number of visitors to the town on Tuesdays.
- 2.3 Tourism plays an important role for the town – there were over 1.6 million visitors in 2014 – in particular food tourism. Melton Mowbray, being branded as the ‘Rural Capital of Food’, is well known for its pork pies and production of Stilton cheese. It also has an attractive park area running alongside the River Eyre with various recreational areas for visitors.

### The vision for Melton Mowbray

- 2.4 In recent years, businesses in Melton Mowbray have faced challenges from the economic downturn as well as changes in the demographic of the local population and changes in spending patterns (online shopping). The current objectives of Melton Mowbray are to support the economic growth of the town centre, attract more activities (social, retail, leisure, etc.) within the town as well as to ensure that the town will be able to support the expected growing population in the medium to long term.
- 2.5 In order to achieve this, the aspirations for Melton Mowbray are to diversify and intensify the range of retail, leisure and other services offered in the town centre and to build on its growing tourism trade. Additionally, the town is seeking to improve and capitalise on its key assets such as Melton Mowbray Market and leisure offerings. One of the key aspects of this is to understand the parking provision within Melton Mowbray and to design a strategy that will support the aspiration of the town and its economic growth.

## Policy

### National Planning Policy Framework and Guidance

- 2.6 The National Planning Policy Framework (NPPF) was published in March 2012 to set out the Government's planning policies for England.
- 2.7 Section 2 of the NPPF relates to ensuring the vitality of town centres, and paragraph 23 states that *“planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period”* and that local authorities should *“recognise town centres as the heart of their communities and pursue policies to support their viability and vitality”*.
- 2.8 With regard to parking in town centres, paragraph 40 states that *“local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate”*.
- 2.9 In support of the NPPF, the National Planning Policy Guidance (NPPG) was published (March 2014) as an online document. This guidance helps to assist practitioners in understanding and using the NPPF.
- 2.10 This document has been prepared to support the principles of the NPPF by ensuring that an appropriate parking strategy is in place to support the vitality of Melton Mowbray town centre.

### Leicestershire's Local Transport Plan

- 2.11 Leicestershire's Third Local Transport Plan (LTP3) sets out the transport strategy for the county for the period 2011 to 2026.
- 2.12 Chapter five of the LTP3 explains the role of the transport in supporting the economic and population growth of the county. This includes the consideration of appropriate parking management. With regard to matching job skills with employment, paragraph 5.69 states that consideration should be given to the *“role of car parking provision, especially its location and charges, in both the context of managing car use for journeys and attracting the levels of inward investment that will enable growth”*.
- 2.13 The document also sets out the importance of transport to support the future growth of the population in the county. Melton Mowbray is expected to see increased growth in housing and therefore it is important the necessary transport infrastructure (including good parking management) is in place to support this growth. The Previous Local Transport Plan considered a potential bypass for the town, however, the plans which came forward for this were not supported by the

Inspector at the Examination in Public. LTP3 sets out that the growth proposals for Melton Mowbray and the transport impact will be reviewed so that suitable mitigation may be considered.

- 2.14 This document supports the principles of the LTP3 by supporting the economic and population growth of the town through seeking to provide suitable parking management.

### **The 6Cs Design Guide**

- 2.15 The 6Cs Design Guide was adopted by Leicestershire County Council in 2007 and provides design guidance for development in the county. Guidance on parking is provided within Part 3 of the document and includes standards for the number of parking spaces provided as well as design guidance for providing on-street and off-street parking. This primarily relates to parking associated with specific land use (e.g. parking for an office or retail) rather than for public car parks. Guidance is also provided for cycle, motorcycle and disabled parking provision. The parking provision standards for various land uses are summarised in **Appendix B**.

### **Melton Local Plan**

- 2.16 The Development Plan for Melton comprises of policies from the Melton Local Plan (1999) saved under a Direction under Paragraph 1(3) of Schedule 8 to the Planning and Compulsory Purchase Act 2004 issued by the Secretary of State on 27 September 2007. MBC had previously prepared a new Core Strategy; however, this was withdrawn from examination in April 2013. The Council is now progressing with the preparation of a new Local Plan to cover the period from 2011 to 2036.
- 2.17 The parking standards are provided in Appendix 4 of the 1999 Melton Local Plan. This sets out the dimensions of parking bays and the required provision of parking spaces (including disabled parking spaces and cycle parking) for new developments. The parking standards vary for different land use types and are based on the size of the development (floorspace/houses/bedrooms provided/etc.) or the number of employees (or a mix of the two) and these are provided in **Appendix B**. Maximum and minimum requirements for parking provision are stated dependent on which 'zone' the development is located in (with some caveats). **Table 2.1** sets out the maximum and minimum parking provisions (percentage based on the parking standard) for each zone.

**Table 2.1 – Maximum and minimum parking provision by zone**

Zone		Minimum	Maximum
Zone 1	Area within 5 minutes walk of Melton Mowbray bus station (including town centre and Snow Hill commercial area)	0%	80%
Zone 2	Area within 10 minutes walk of Melton Mowbray bus station	50%	90%
Zone 3	Remaining urban area of Melton Mowbray	75%	100%
Zone 4	Rural area	90%	100%

- 2.18 The parking standards take account of the different land use types and the location of the development; it recognises that in urban areas particularly close to good public transport links, lower level of parking provision are required.
- 2.19 **Appendix B** provides a comparison of the parking standards from the Melton Local Plan 1999 with those in the 6Cs Design Guide. In general there is a greater allowance for parking provision within the Melton Local Plan 1999 than for comparable land uses in the 6Cs Design Guide. There is also less disabled parking provision required in the Local Plan standards compared to the standards within the 6Cs Guidance. There may be opportunity within the new Local Plan for Melton to align the parking standards more closely with those within the 6Cs Design Guide to allow a more consistent approach across Leicestershire.
- 2.20 This Car and Coach Parking Strategy, and accompanying Interactive Parking Model, can be used by MBC to support their evidence base for their new Local Plan.

### **Melton Mowbray Town Centre Masterplan**

- 2.21 The Melton Mowbray Town Centre Masterplan is a non-statutory planning document which was published in December 2008 to inform the development of a strategic vision for the town centre. The Masterplan identifies the retail, office and other uses needed to contribute to regeneration; and, considers the scope of the town centre to accommodate new development.
- 2.22 Although the document is now somewhat outdated, it does still provide important context for this report. The plan does not however reflect recent town centre developments, including:

- New Council offices at the Rail Station site

- Sainsbury's supermarket on the former Council offices site, Nottingham Road, and
- Lidl supermarket at the former Crown House office site, Scalford Road.

2.23 The Masterplan sets out that Melton Mowbray is a characteristic example of a medieval market town, where the overall historic structure and urban grain has remained. This includes the pedestrianised areas of Market Place, and the wide thoroughfares on Nottingham Street and High Street that accommodate open street markets which still operate on Tuesday, Wednesday and Saturdays. The markets are deemed to play an important role in contributing to the uniqueness of the centre so that new development should contribute to them.

2.24 The Masterplan sets out several objectives which provide a framework to guide future development of the centre. These are summarised below:

- i. Developing complementary roles; leisure, residential, specialist shopping, Cattle Market, culture, office and industry which will support the main retail use
- ii. Build upon the 'Rural Capital for Food' brand; match this image with the attraction of the town to achieve wider recognition. This could include holding regular food and drink festivals as well as related culture and art shows, creating a food and drink heritage centre and involving the local restaurants
- iii. Create opportunities for larger floorspace retail and offices whilst protecting existing important employment area and discouraging out of centre retail floorspace
- iv. Address conflicts between cars and pedestrians in order to improve pedestrian linkages from the Railway Station and the Cattle Market to the retail core
- v. Improve connections from residential and employment areas into the Town Centre
- vi. Connect up the town's distinct district areas through safe, accessible shopping routes and attractive gateways, and
- vii. Develop a tourist role for Melton Mowbray based upon heritage attractions: 'Whole day experience'.

2.25 The framework identifies the following key sites as areas of change which are identified for development:

- i. St. Mary's Way and King Street - potential to create a leisure and cultural destination that complements the existing leisure and cultural provision.

- ii. Burton Street - opportunity to develop a commercial led mixed-use scheme on what is at present an underused approach to the town.
- iii. Wilton Road – the consolidation of facilities at Melton Brooksby College will create an opportunity to create a hotel and residential area overlooking the park or possibly to provide a leisure building on the River Wreake to support new water activities.
- iv. Sherrard Street – potential enhanced local centre for a growing residential population with a focus for smaller scale services and specialised shops.
- v. Scalford Road – potential new vehicular access for the Cattle Market along the disused railway line to ease the congestion caused by the Cattle Market.
- vi. Nottingham Road – focus of the office/business quarter.
- vii. Norman Way – enhanced as the industrial/employment heart of the town.

2.26 This report takes into account the development aspiration as set out within this Melton Mowbray Town Centre Masterplan.

### **Melton Borough Retail Study 2015**

2.27 PBA undertook a retail study for MBC to assess the retail and leisure needs within the Borough over the period to 2036. As part of this study household surveys were undertaken to understand shopping patterns in the Borough. These surveys included questions about parking in Melton Mowbray and the key findings were that:

- certain car parks are only extensively used on market days
- pressure on those car parks that are closer located to the town centre remains high even on non-market days
- there is a lack of coach parking within the town centre at peak times and special events which, given the number of coaches travelling to the centre on market days, creates additional pressure on car parking space.

2.28 This Car and Coach Parking Strategy takes consideration of the finding in the Melton Borough Retail Study in its assessment of parking management for Melton Mowbray.

### **Traffic Management Act 2004**

2.29 The Traffic Management Act 2004 gives powers to local authorities to reduce traffic congestion in towns and cities. Part 6 of the Traffic Management Act 2004 gives guidance relating to parking, the key documents being:

- Operational Guidance to Local Authorities: Parking Policy and Enforcement (March 2015), and
- The Secretary of State's Statutory Guidance to Local Authorities on the Civil Enforcement of Parking Contraventions (March 2015).

2.30 These documents provide guidance on how to manage and enforce parking, and advise on the legal requirements that local authorities must undertake with regard to parking.

### **Parking Strategies and Management**

2.31 The Chartered Institution of Highways and Transportation (CIHT) published a document called the Parking Strategies and Management in 2005. The document is a useful tool to bridge the gap between policy and practice and provides guidance and best practice for parking management covering topics such as:

- local authority processes
- preparing a parking strategy
- delivering a parking strategy
- consultation on parking
- compliance and enforcement
- funding, and
- marketing.

2.32 The guidance document states that a parking strategy ought to:

- *“be consistent with and respond to national and regional guidance and objectives*
- *reflect and contribute to the vision for the area...*
- *be well rooted in relevant local policies and contribute to wider community objectives, both transport and non-transport related*
- *respond to local circumstance and public concerns with clear objectives*
- *make the right connections with related strategies, for example, for economic regeneration, crime prevention, streetscape enhancement*
- *be internally consistent and technically robust*
- *show how adequate levels of parking enforcement will be provided*

- *be based upon sound consultation and wide stakeholder involvement*
- *have strong political and local support*
- *have a realistic implementation timetable*
- *include a business plan that enables parking costs to be covered by revenues, and*
- *include a framework to monitor performance and achievement.”*

## Objectives of the strategy

2.33 The main objectives of this Car and Coach Parking Strategy are to:

- understand the current coach parking provision and issues and provide recommendations to improve the offering of coach parking in Melton Mowbray
- understand the current parking tariff system and provide an evidence base to substantiate any changes to the tariffs system to help deliver the wider aspirations of the Melton Borough
- understand the current usage of the MBC operated car parks and if there is excess capacity to allow for any of them to be released for future development
- explore alternative car park operation and charging methods
- ensure that all vehicle types (including disabled users, cyclists, motorcyclists, caravans and larger vehicles) are satisfactorily catered for, and
- deliver an Interactive Parking Model for MBC to use with regards to managing parking within the town centre.



Scalford Road



Cattle Market Car Parks 1&2



Wilton Road



Burton Street

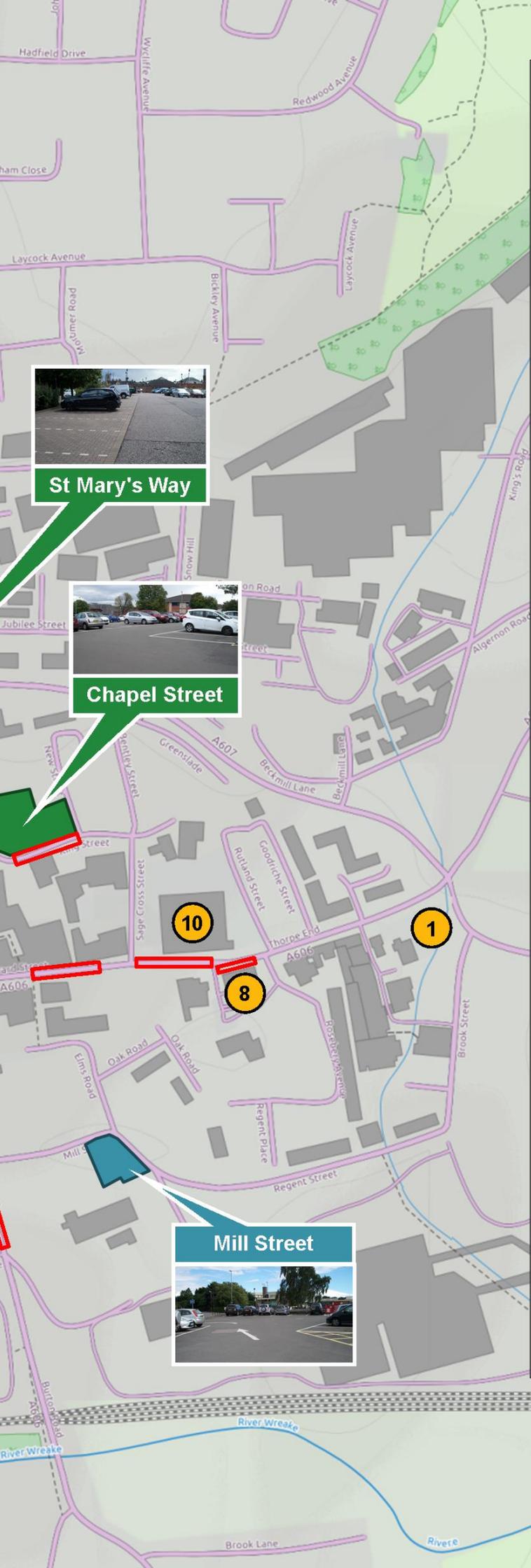


Waterfield Leisure Centre



Parkside

Figure 2.1 – Parking Areas in Melton Mowbray town centre



## Key

 Long stay car parks

 Short stay car parks

 1 Arla car park

 2 Barclays car park

 3 Bell Centre car park

 4 Co-operative Food (Co-op) car park

 5 Countrywide car park

 6 Iceland car park

 7 Lidl car park

 8 McDonald's car park

 9 Melton Mowbray rail station car park

 10 Morrisons car park

 11 Nottingham Street (King's Head) Car Park

 12 Play Close car park

 13 Premier Inn car park

 14 Sainsbury's car park

 15 Salford Road Shopping Precinct car park

 16 Wilton Park car park

 C Coach Drop-off Point

 On-Street Parking Areas

 On-Street Parking (Disabled only)

 Melton Mowbray Cycle Park

## 3 Review of existing parking provision

- 3.1 Within Melton Mowbray, there are a number of off-street car parks and some on-street parking operated by MBC. In addition, there are also several public car parks operated by private companies in the vicinity of the town centre and Melton Mowbray Market. Coach parking is available at the Wilton Road Car Park and there is a dedicated cycle park on King Street.
- 3.2 Parking areas within the vicinity of Melton Mowbray town centre are shown in **Figure 2.1** and a description of the current conditions of these parking areas is provided in **Appendix A**.

### Melton Borough Council operated off-street car parking

- 3.3 MBC operate nine off-street car parks within Melton Mowbray (providing over 1,000 parking spaces):
- Long stay car parks
    - Scalford Road Car Park
    - Cattle Market Car Park 1 & 2
    - Burton Street Car Park
    - Mill Street Car Park, and
  - Parkside Car Park (open or public use on Saturdays only).
    - Short stay car parks
    - Wilton Road Car Park
    - St Mary's Way Car Park
    - Chapel Street Car Park, and
    - Waterfield Leisure Centre Car Park.
- 3.4 **Table 3.1** provides a summary of the key elements of each car park. The parking spaces numbers for the car parks were recorded during PBA's site visit on Thursday 27 August 2015 (with the exception of the Cattle Market car parks – the number of spaces for this car park is from information provided by MBC). Occupancy data was derived from MBC's occupancy spot surveys (more details in **Section 5**).

Table 3.1 – Summary of MBC operated car parks

Car Park	No. of spaces	Occupancy (Tue/Thu)	Proximity to key destination	Parking charge	Additional Information
<b>Long Stay Car Parks (589 spaces across town centre)</b>					
Scalford Road	199	97% / 3%	<200m of Melton Mowbray Market	MBC standard charge	In poor condition and requires resurfacing
Cattle Market	110	No Data	<200m of Melton Mowbray Market	MBC standard charge	Car park operated by Melton Mowbray Market on Tuesday (with additional parking spaces to the 110)
Burton Street	163	96% / 77%	<400m of High Street	MBC standard charge	
Mill Street	45	88% / 64%	<400m of High Street	MBC standard charge	Option to pay for one hour of parking
Parkside	72	No Data	<400m of High Street	MBC standard charge	Public parking on Saturday only
<b>Short Stay Car Parks (450 spaces across town centre)</b>					
Wilton Road	136	94% / 50%	<200m of High Street <400m of Melton Mowbray market	MBC standard charge	
St Mary's Way	121	101% / 68%	<200m of High Street	MBC standard charge	
Chapel Street	99	92% / 46%	<200m of High Street	MBC standard charge	
Waterfield Leisure Centre	94	85% / 64%	<200m of Leisure Centre	MBC standard charge	

- 3.5 The table shows the clear distinction of car park use on Tuesdays compared with the rest of the week. The car parks are well used on Tuesdays (market day) and are less busy throughout the rest of the week. The car parks adjacent to Melton Mowbray Market – Scalford Road car park and the Cattle Market car park (which is operated by Melton Mowbray Market on Tuesdays) – are not well used outside of Tuesday.
- 3.6 Parkside car park is the car park for MBC’s main building (for staff and visitors) and is only available for public use on Saturdays.

- 3.7 Waterfield Leisure Centre car park is a public car park which primarily serves the Leisure Centre and the Melton Mowbray Estate parks. A full refund on parking at this car park is available to users of the leisure centre.
- 3.8 MBC previously operated a long stay car park on Thorpe End, however this was closed in June 2014. MBC has plans for a new housing 'foyer' project on the land. The car park has been licensed to Arla food (who own the creamery adjacent to the car park) on a temporary basis until planning permission is finalised for construction of the housing foyer project.
- 3.9 A full description of each car park is provided in **Appendix A**.

### **Residential car parks**

- 3.10 MBC also own and manage a number of residential car parks and garages in proximity of the town centre. These are mainly located east of Chapel Street within the area bound by Norman Way and Sherrard Street / Thorpe End, outside of the study area of this report. These are not open for public use (they provide parking for specific residents), however, it is worth noting that they are MBC owned. Therefore, there may be opportunities to manage this parking supply differently to better meet parking needs.

### **Privately operated public car parks**

- 3.11 In addition to the MBC operated car parks, there are a number of privately operated car parks available for public use (primarily to serve the facilities to which they are attached) providing around 1,000 parking spaces within the town centre. Those within the study area (town centre and area around Melton Mowbray Market) include:

- Sainsbury's car park (Nottingham Road)
- Co-operative Food car park (Scalford Road)
- Lidl car park (Scalford Road)
- Scalford Road Shopping Precinct car park (Pets at Home and Car Phone Warehouse)
- Premier Inn car park (North Street)
- Iceland car park (Wilton Road)
- Nottingham Street Car Park (adjacent to the Kings Head)
- Bell Centre car park (St Mary's Way)
- Morrisons car park (Rutland Street)

- Wilton Park car park
- Play Close car park, and
- Melton Mowbray rail station car park.

3.12 A description of each car park is provided in **Appendix A** and **Table 3.2** provides a summary of the key elements of each car park.

**Table 3.2 – Summary of privately operated public car parks**

Car Park	No. of spaces	Proximity to key destination	Parking charge	Additional Information
Sainsbury's	340	<200m of Melton Mowbray Market	Free for 2 hours	Free for 4 hours on Market day
Co-operative Food	96	<200m of Melton Mowbray Market	More expensive than MBC standard charge	Charges only apply on Market day Some refund available with purchase in store
Lidl	67	<200m of Melton Mowbray Market	Free for 1.5 hours	
Scalford Road Shopping Precinct	30	<200m of Melton Mowbray Market <200m of High Street	Free for 1.5 hours	
Premier Inn	35	<200m of Melton Mowbray Market <200m of High Street	Comparable to MBC standard (short stay) charge	Open for public use between 7am and 6pm Woosh payment method
Iceland	20	<200m of High Street	More expensive than MBC standard charge	One hour maximum stay Some refund available with purchase in store
Nottingham Street (The King's Head)	67	<200m of High Street	Cheaper than MBC standard charge	
Bell Centre	28	<200m of High Street	Comparable to MBC standard (short stay) charge	Two hour maximum stay
Morrisons	255	<400m of High Street	Free for 2 hours	Free parking between 5pm and 11pm
Wilton Park	38	<200m of High Street	Cheaper than MBC standard (long stay) charge	
Play Close	25	<400m of High Street	Comparable to MBC standard (long stay) charge	Ticket machine not working on day of visit
Melton Mowbray rail station	68	<200m of rail station	Cheaper than MBC standard (long stay) charge	Minimum charge period is for day parking
<b>Total</b>	<b>1,069</b>	<b>-</b>	<b>-</b>	<b>-</b>

- 3.13 **Table 3.2** shows that parking at the privately operated car parks tend to be free (up to a maximum stay) or have charges similar (or slightly cheaper) to those charged at the MBC operated car parks. Co-operative Food has high parking charges that only apply on Tuesday; this is because they are located close to Melton Mowbray Market (the first half hour is free parking after which parking charges apply). Iceland also has slightly higher parking charges; Iceland's car park has a maximum stay period of one hour and provides a refund on parking with purchases in-store of over £5. Parking charges at the car parks are summarised in **Appendix A**.
- 3.14 Parking is free for up to two hours at Sainsbury's. However, the car park is located close to Melton Mowbray Market and on Tuesdays visitors can park for free for up to four hours (between 9am and 1pm).

### Private car parks

- 3.15 There are a number of businesses within the town centre who have their own car parks for staff and customers of the particular business. MBC conducted a 'town centre business' survey in September 2015; 11 of the 33 respondents indicated they had their own private car park providing around 90 parking spaces (a third of which was for customers and the remaining spaces for staff).
- 3.16 The following car parks have been highlighted as they potentially provide parking for those beyond their patrons or are car parks which were previously open to the public.
- 3.17 McDonald's is located on Thorpe End in the east of the town centre and is adjacent to the shopping area on Sherrard Street. The car park has approximately 30 spaces of which two are disabled parking bays and three are waiting bays for the drive-thru. There were no visible signs, during PBA's visit, stating any parking restrictions.
- 3.18 Barclays is located off Wilton Road and is approximately 150m from the High Street. The car park has approximately 27 spaces of which two are disabled parking bays (but not to standard dimensions for disabled bays). There is signage stating that the car park is intended only for the use of staff and 'authorised' visitors of the car park, however due to its location it is possibly used for short visits to other nearby services.
- 3.19 Countrywide is located off Scaford Road to the north of the town centre close to Melton Mowbray Market. The car park has approximately 10 spaces for customer use, although there is not clear signage stating any parking restrictions.
- 3.20 Arla is located on Thorpe End and have been licensed to use the former long stay public car park (Thorpe End Car Park), adjacent to their premises, as a private car park. This will be on a temporary basis until MBC wish to develop the land (there is currently a planning application for a new housing foyer project).

- 3.21 Although these car parks are outside of MBCs management, it is important to be aware of them. The car parks provide some supply of parking and any changes to them will have an impact on parking in the town centre. For example, Arla's temporary car park will no longer be available when the Foyer Project development begins construction. Therefore, there will be displaced parking demand that will need to be accommodated elsewhere.

### On-street car parking

- 3.22 In addition to the off-street car parks, there are a number of locations within the town centre where on-street parking is available. This on-street parking is free and provides short stay parking and provision for disabled drivers. The location of on-street parking areas is provided in **Figure 2.1**, a description of the on-street parking areas can be found in **Appendix A** and a summary of the key information is provided in **Table 3.3**. On-street parking areas are found on the following streets:

- Wilton Road (disabled parking free for up to three hours)
- Park Road (free for up to 40 minutes; disabled parking free for up to three hours)
- Chapel Street (free for up to an hour)
- King Street (free for up to 40 minutes)
- Thorpe End & Sherrard Street (free for up to an hour)
- Leicester Street (disabled parking with no visible stay limit), and
- Burton Street (free for up to an hour).

**Table 3.3 – Summary of on-street parking areas**

Street Name	No. of spaces	Occupancy (Tue/Thu)	Proximity to key destination	Additional Information
Wilton Road <sup>1</sup>	3 disabled	88% / 79%	<200m of High Street	
Park Road	4 regular 2 disabled	145% / 125%	<200m of Melton Mowbray Market <200m of High Street	Occupancy overcapacity due to illegal parking
Chapel Street	15 regular	87% / 70%	<200m of High Street	
King Street	8 regular	75% / 88%	<200m of High Street	
Thorpe End (by McDonald's) <sup>2</sup>	7 regular	69% / 72%	<400m of High Street	Has good access to Sherrard Street shops
Thorpe End & Sherrard Street <sup>3</sup>	15 regular 3 disabled	82% / 67%	<200m of High Street	Has good access to Sherrard Street shops
Leicester Street <sup>4</sup>	2 disabled	88% / 79%	<200m of High Street	
Burton Street	18 regular 1 disabled	89% / 70%	<400m of High Street	
Total	67 regular 11 disabled	-	-	-

- 3.23 The occupancy at Park Road is over 100 per cent due to illegal parking. There are only six parking spaces in total at this location, therefore the seemingly high percentage amounts to approximately two to three illegally parked vehicles.
- 3.24 Instances of double parking were observed for short periods on Sherrard Street and on Leicester Street, during site visits undertaken by PBA. This behaviour poses a potential risk to vehicles and to pedestrians (as these are shopping streets) whose vision is obscured when trying to cross the road. It demonstrates that there may be demand for additional loading/unloading areas along these roads.
- 3.25 It was also noted that there is some on-street parking in proximity of the town centre outside of the study area. This includes residential streets in the east of the town centre (Bentley Street, the eastern end of King Street, Goodriche Street and St Johns Court), along Saxby Street to the south east of the town centre and on the streets north of Norman Road in the industrial area (North Street and Jubilee Street). It is important to be aware of this parking supply and any changes to them as this will have an impact on parking within the town centre.

<sup>1</sup> Assumed to be part of the area referred to as High Street within the car park occupancy count data

<sup>2</sup> Part of the area referred to as Thorpe End within the car park occupancy count data

<sup>3</sup> Referred to as Sherrard Street within the car park occupancy count data

<sup>4</sup> Assumed to be part of the area referred to as High Street within the car park occupancy count data

## Coach parking

3.26 Coach parking is only available at Wilton Road Car Park within the town centre. Coach parking is free and there is no time limit on parking. Wilton Road Car Park is divided into two sections, with the majority of car parking (and motorcycle and cycle parking) located in the back section furthest from the entrance and coach parking located in the front section closest to the entrance (off Wilton Road). In the north side of the front section of the car park, there is a marked coach parking area which can accommodate up to five coaches. In the centre of the front section of the car park there is a coach parking bay marked out which can accommodate up to three coaches adjacent to a kerbed passenger waiting area with benches. A further three coaches can be accommodated, parked up against coaches in the marked central bay. An illustration of the coach parking arrangements in Wilton Road Car Park is shown in **Figure 3.1**. The car park surfacing is in good condition and there is lighting provided within the car park. There is some provision of footways for passengers of the coaches. There is CCTV at the front of the car park (by Wilton Road) and there is natural surveillance from the footways on Wilton Road. Public toilet facilities are provided on Wilton Road in proximity to this car park.

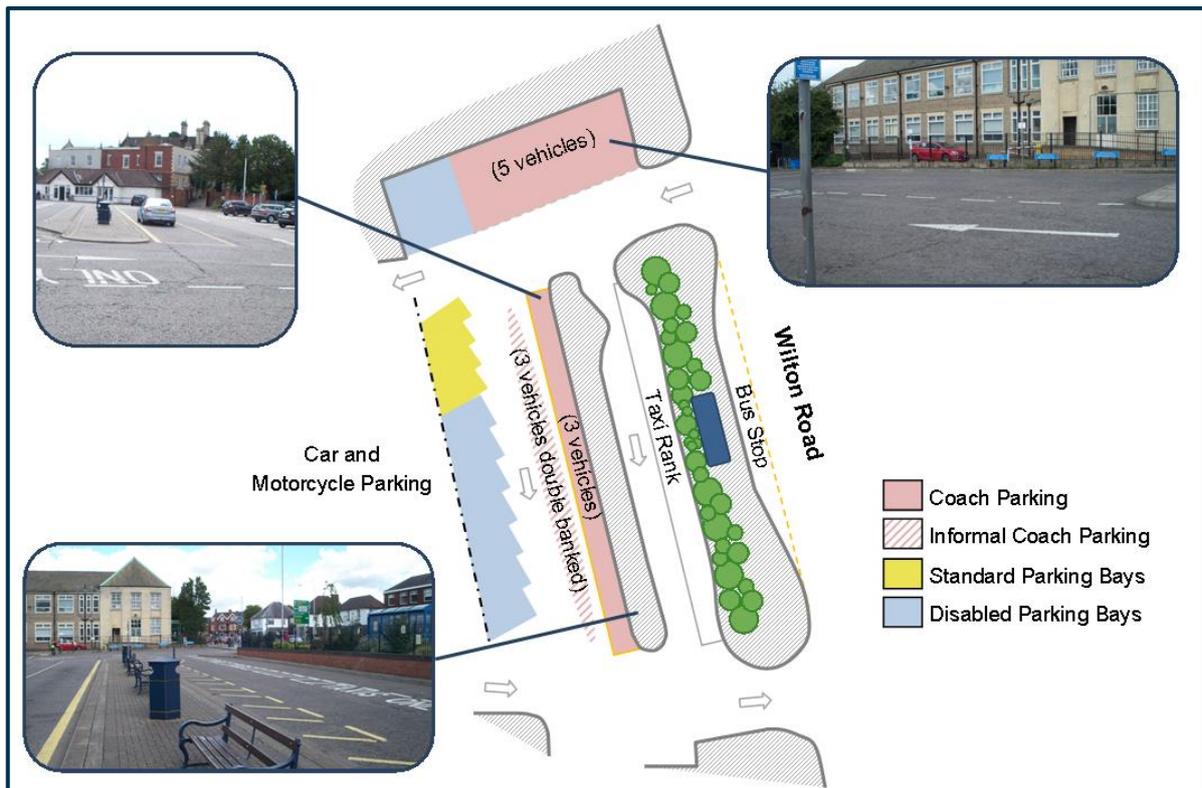


Figure 3.1 – Coach parking at Wilton Road Car Park

3.27 On Tuesdays, MBC has an agreement with Melton Indoor Bowls Club to use their car park for coach parking. This is located approximately 1.5 kilometres southwest of the town centre. However, MBC report that this additional parking area is not used by coach drivers as they contend that their passengers (particularly those who are more elderly – MBC’s records of coach visitors indicate around 70 per cent

are over 70 years old) desire the security of being dropped-off and picked-up from the exact same location. MBC also offer a free Meet and Greet service for coaches on Tuesdays (April to October). This service can also be pre-booked on other days by contacting the council (details are provided on the MBC website).

- 3.28 There is also a coach drop-off/pick-up point on Dalby Road next to Waterfield Leisure Centre.
- 3.29 MBC has also previously made parking arrangements for special events (such as the Victorian Fayre); this has involved using car parks at MBC buildings (which are not normally open to the public e.g. at Parkside and on Nottingham Road) and negotiating with private landowners to use their land for parking.
- 3.30 Members of Melton Promotions were contacted to gather their view on coach parking within Melton Mowbray. The following views were expressed:
- coach parking is hard to locate and signage for coach parking is poor
  - heavy traffic on Wilton Road makes it difficult for those disembarking at the coach car park to access the town centre and Melton Mowbray Market
  - facilities at Wilton Road Car Park (such as the toilets) are not of a good standard
  - if there was potential to move coach parking to a more convenient location (Burton Street or St Mary's Way)
  - the need for a consistent approach to coach parking arrangements for different events held in Melton Mowbray, and
  - the fear that some coach companies or tourist may have been put off going to Melton Mowbray due to previous bad experience.
- 3.31 Conversations with individuals also highlighted that information on coach parking was not easily available. Individuals were unclear about whether coach parking was free or not, how long coaches could park at the Wilton Road Car Park and what (if any) alternative coach parking arrangements were available. This highlights that better communication may be needed regarding coach parking arrangements and the importance of having a clear parking strategy for coaches.

## Electric vehicles

- 3.32 Two electric vehicle charging points are provided within Burton Street Car Park. The location of these charging points are secluded from the main road and therefore people may not be aware of them. There is also no information about them on the car park signage or on MBC's website. A preliminary internet search also does not bring up these charging points.

- 3.33 Information about the charging points should be provided on MBC's website and on signs at the car park to make people aware of these facilities. This will help attract drivers of electric vehicles and to ensure that the charging points are used more and that money invested in providing them was worthwhile.

## Motorcycle Parking

- 3.34 MBC has parking provision for motorcycle parking is provided at several car parks within Melton Mowbray:
- Burton Street Car Park (uncovered marked bay for around five vehicles)
  - Parkside Car Park (uncovered marked bay for around seven vehicles), and
  - Wilton Road Car Park (four covered spaces and a general area for 10+ vehicles).
- 3.35 Parking is free for motorcycles at these car parks within the designated motorcycle parking areas. Notices informing users that parking is free for motorcyclists are only provided at the Wilton Road Car Park.

## Cycle Parking

- 3.36 There is a dedicated cycle park (Melton Mowbray Cycle Park) located on King Street at the junction with Windsor Street. This consists of 10 sheltered Sheffield type cycle stands and six uncovered cycle stands providing storage for up to 32 cycles. Benches are also provided within the cycle park area.



- 3.37 Cycle stands are also provided at various locations around the town centre. Several privately operated public car parks provide cycle stands and there are cycle stands at the following MBC operated car parks:
- Parkside Car Park (24 covered spaces)
  - Wilton Road Car Park (five covered spaces)
  - St Mary's Way Car Park (four uncovered spaces)
  - Chapel Street Car Park (18 uncovered spaces), and
  - Waterfield Leisure Centre Car Park (eight uncovered spaces).
- 3.38 Within MBC's Local Plan 1999 there are standards for providing cycle parking at new developments. It is recommended that standards similar to the 6Cs Design

Guidance be provided within the new Local Plan to ensure cyclists are catered for at new developments.

## Camper Van Parking

- 3.39 At present there are no explicitly designated spaces for camper van usage, however there has been an increase in camper vans visiting Melton Mowbray (particularly between 2013 and 2014) and requests to the council regarding available parking. As such, camper van parking provision is considered within this strategy (**Section 5**).

## Disabled parking provision

- 3.40 Disabled parking bays are provided in the MBC operated car parks except at the Cattle Market Car Parks and Scalford Road Car Park. The Melton Local Plan 1999 provides standards for the provision of disabled parking spaces (provided in **Appendix B**). **Table 3.4** shows the availability of disabled parking at the MBC operated car parks and compares it to the parking standards in the Local Plan.
- 3.41 In addition to the car park provision, there are dedicated on-street disabled parking spaces close to the High Street and other main shopping streets. These are provided on the following roads:
- Wilton Road (3 disabled spaces)
  - Park Road (2 disabled spaces)
  - Sherrard Street (3 disabled spaces)
  - Leicester Street (2 disabled spaces), and
  - Burton Street (1 disabled space).

Table 3.4 – Disabled parking provision at MBC car parks

Car Park	No. of total spaces	No. of disabled spaces	Minimum required (Melton Local Plan 1999)
<b>Long Stay Car Parks</b>			
Scafford Road	199	0	10
Cattle Market	110	0	6
Burton Street	163	10	8
Mill Street	45	3	3
Parkside	72	4	4
<b>Short Stay Car Parks</b>			
Wilton Road	136	9	7
St Mary's Way	121	6	6
Chapel Street	99	6	5
Waterfield Leisure Centre	94	4	5
<b>On-street Parking</b>			
Near High Street (Wilton Rd, Park Rd, Chapel St, King St & Leicester St)	27	7	2
Sherrard Street & Thorpe End	22	3	2
Burton Street	18	1	1
<b>Total</b>	<b>1,106</b>	<b>53</b>	<b>59</b>

3.42 Generally, the required provision is present at each parking area except for at the Cattle Market Car Parks (where there are no marked parking bays), Scafford Road (where there is no disabled parking provision, possibly because it is distant from the town centre and would be inconvenient for disabled users) and Waterfield Leisure Centre (which is one space short of the minimum requirement). Across the town centre there are 53 disabled parking spaces which is six short of the required number of spaces (based on the parking standards) of 59 spaces calculated by summing the requirement for each parking area. Therefore, MBC should consider providing some additional disabled parking (particularly near Melton Mowbray Market). These could be monitored and, should a need be identified, additional disabled parking would need to be provided close to the town centre.

## Car parking characteristics

- 3.43 There are a number of factors which affect the operation of a car park. The following sections sets out these factors, their effect on the use of the car parks and the revenue they generate, and how changes in these factors can lead to better management of the car parks.

## 4 Key Performance Indicators

- 4.1 Various Key Performance Indicators (KPIs) have been measured for the MBC car parks to help build up a picture of the character of the car park; in particular its attractiveness to users and its ease of use.
- 4.2 The KPIs have been used in the Interactive Parking Model and fall into two main categories: accessibility and environment. The KPIs which were measured are listed below:
- accessibility
    - proximity to key destination
    - nature of pedestrian routes to key destination
    - location of car park in relation to wider highway network
    - contribution to town centre congestion
    - layout of parking bays
    - circulation and gradient of car park
    - transaction time for parking payment
  - environment
    - security
    - external appearance
    - internal appearance (cleanliness, lighting, etc.)
    - fire safety (only applicable for multi-storey car parks)
    - pedestrian walkways within car park
    - access for vulnerable users, and
    - availability and condition of ticketing equipment.

### Analysis of existing situation

- 4.3 A summary of the KPI scores for each of the MBC operated car parks are provided in **Table 4.1**. A higher percentage score means that the car park has better accessibility or environment and therefore it is more likely to be better occupied and this is reflected in **Figure 4.1**.

Table 4.1 – Summary of KPI scores for MBC operated car parks

Car Park	Tuesday KPI Score			Non-Tuesday KPI Score		
	Accessibility	Environment	Average	Accessibility	Environment	Average
<b>Long Stay Car Parks</b>						
Scalford Road	57	40	49	54	40	47
Cattle Market	66	36	51	58	36	47
Burton Street	69	76	74	72	76	76
Mill Street	63	62	61	63	62	64
Parkside (Saturday only)	-	-	-	72	90	83
<b>Short Stay Car Parks</b>						
Wilton Road	63	59	61	69	59	64
St Mary's Way	66	64	65	69	64	67
Chapel Street	63	55	59	69	55	62
Waterfield Leisure Centre	51	57	54	51	57	54

- 4.4 The summary of the KPI scores show that in general, the MBC operated car parks all have a similar level of accessibility on non-Tuesdays. Burton Street and Parkside have a slightly higher level of accessibility which is due to their many points of entry on all sides of the car park and their location (near the town centre but with less impact on the town centre traffic). The Scalford Road, Cattle Market and Waterfield Leisure Centre car parks have poorer accessibility; they are located furthest from the town centre and have restricted circulation (Scalford Road Car Park has narrower isles, the Cattle Market does not have clearly marked parking bays and Waterfield Leisure Centre Car Park has a steep gradient). On Tuesdays the Accessibility is slightly higher for Scalford Road and Cattle Market car parks to reflect their proximity to Melton Mowbray Market (which is the key destination); the other car parks have slightly reduced accessibility reflecting that they are further from Melton Mowbray Market.
- 4.5 The summary of the KPI scores for environment is more varied between the car parks. Parkside Car Park ranks the highest (90 per cent) as it has good security and features – such as internal segregated footways for pedestrians and planting to make it more attractive – not present at other car parks. Burton Street Car Park also ranks high (75 per cent); it has been resurfaced fairly recently and is in good

condition. The Environment score for all car parks is the same on Tuesdays and Thursdays.

- 4.6 In terms of overall KPI scores, Parkside and Burton Street car parks rank the best (83 per cent and 76 per cent respectively) and Scalford Road Car Park comes out with the lowest score (47 per cent on non-Tuesdays).
- 4.7 **Figure 4.1** is a comparison of the occupancy of the car park against their KPI score (for Tuesdays and Thursdays). It shows that there is a positive correlation between the two on both days.
- 4.8 Scalford Road has been excluded from the trend line as it is anomalous (very low occupancy on Thursday and very high occupancy on Tuesday) because it is primarily used as car park for Melton Mowbray Market. The Cattle Market car parks are not shown in **Figure 4.1** as there was no occupancy data for this car park and Parkside Car Park is also not included as it is only open to the public on Saturdays.

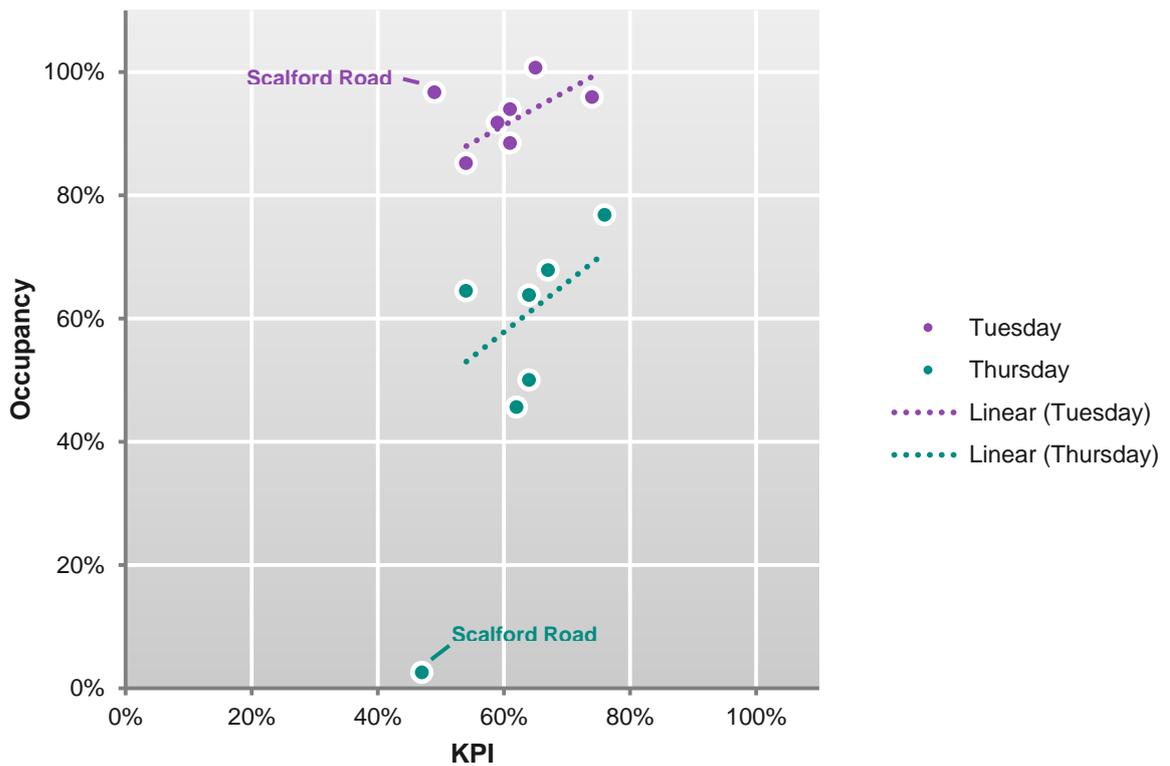


Figure 4.1 – Correlation between occupancy and KPI

## Issues arising

4.9 A closer examination of the KPI assessments for the specific car parks highlighted common trends in poor KPIs across all of the car parks. Those of most relevance included:

- Severance Issues – a lot of the car parks scored poorly for distance to primary destinations. This was due to them being a long way from the key destinations and also due to having to cross busy roads (Wilton Road, Norman Way and Leicester Street) to access the main town centre. This means these car parks are less desirable as users have more difficulty reaching their destination on foot (particularly if they are less mobile)
- Poor Signage – the two main issues with regard to signing are:
  - the lack of signing for car parks except when drivers are almost at the car park and the lack of directional signs particularly to guide drivers to alternative car parks if the one they arrive at is full. This is inconvenient for those less familiar with Melton Mowbray who will need to spend longer trying to find parking and increases congestion in the town centre at busy times
  - the lack of information on how many spaces are available at a car park or if the car park is full. Providing some level of occupancy data at busy times will help people find parking more quickly and avoid wasted time hunting for non-existent spaces
- Payment Method – all of the MBC operate car parks are pay and display. The ticket machines only take coins and do not give change. This is considered a restrictive method of payment as payment can only be made by one method (and people do not always have the right coins available) and forces users to decide their period of stay ahead of time (there is no flexibility to change this later). All car parks would rank better in the Environment KPI if a better quality of payment machine was introduced
- Disabled Provision – there is disabled parking provided in most of the car parks, however, Section 3 does indicate that there may be some shortfall across the town centre (as the number of spaces provided does not meet the minimum number stated in the parking standards).

## Potential solutions

- 4.10 The following options are put forward to address the issues raised in the previous section.

### New crossing facilities

- 4.11 New pedestrian crossing facilities on Wilton Road would improve the access from the Wilton Road Car Park to the shops and facilities on the opposite side of Wilton Road and to the town centre. The pedestrian route from Wilton Road Car Park to Melton Mowbray Market is somewhat convoluted due to the multiple pedestrian crossings at the Norman Way / Wilton Road junction. A more direct route to Melton Mowbray Market would be beneficial to increase use of the car park, subject to impact on vehicular traffic. These improvements would improve the attractiveness of this car park and also benefit Melton Mowbray Market.
- 4.12 Through the Meet and Greet service, MBC has undertaken surveys and recorded data about coach visits. MBC has observed that the majority of coach visitors are elderly with around 70 per cent of visitors being 70 years of age or older (based on surveys) who may have more difficulty crossing busy roads. As the main coach parking area is at Wilton Road, a new crossing point on Wilton Road will be beneficial to these visitors.
- 4.13 A new crossing on Leicester Street (on the desire line near Church Street and Park Lane) would improve the access from Burton Street and Parkside car parks to the town centre improving the attractiveness of this long stay car park which is slightly further out of the town centre and therefore helps to remove traffic from the town centre. This also helps improve safety for pedestrians by providing a safer place to cross; as mentioned earlier double parking on Leicester Street can obscure visibility for pedestrians making them more vulnerable when crossing.

### Signage

- 4.14 Currently, there is little signage for car parks making it difficult for drivers to find suitable parking (particularly if they are unfamiliar with the town centre). An existing signage plan is shown in **Figure 4.2** (note that the location of the arrows indicate the location of the signs and not necessarily the location where traffic is directed to turn).
- 4.15 A better signage strategy is needed in Melton Mowbray to direct visitors to long and short stay car parks particularly from the main routes into the town. Ideally, signage should be provided along the main routes into the town centre: the A607 from both the southwest and the northeast, Nottingham Road (A606 from the northwest), Burton Road (A606 from the southeast) and the A6006. These signs should be positioned at key junctions and direct drivers to the most appropriate long and short stay car parks from that route. This will guide drivers to parking more quickly and

help reduce some of the congestion on the roads in the town centre by reducing the number of vehicles entering the one-way system.

- 4.16 Signs to alternative car parks would also be useful at the busier car parks so that drivers know where else they can find alternative parking. Some signage does exist at Chapel Street Car Park and on Thorpe End (eastbound traffic). The sign on Thorpe End for Mill Street Car Park directs drivers to Saxby Road, however, there is no further signage to help drivers find the car park (i.e. signs to direct drivers down Brook Street) and those unfamiliar with the town may not find it. Signage needs to be provided on Saxby Road.
- 4.17 During busy times (particularly on Tuesdays) signs at the car park entrances may be required to inform drivers if the car park is full. This may require some additional staff or it may be incorporated within the duties of the current enforcement officers. This signage can be coordinated with any new payment methods that come forward e.g. the pay-by-phone methods will help to provide electronic information regarding car park capacity making it easier to calculate how full car parks are. Alternatively variable message signing at key locations in the town centre can inform drivers of which car parks are full and direct them to another car park.

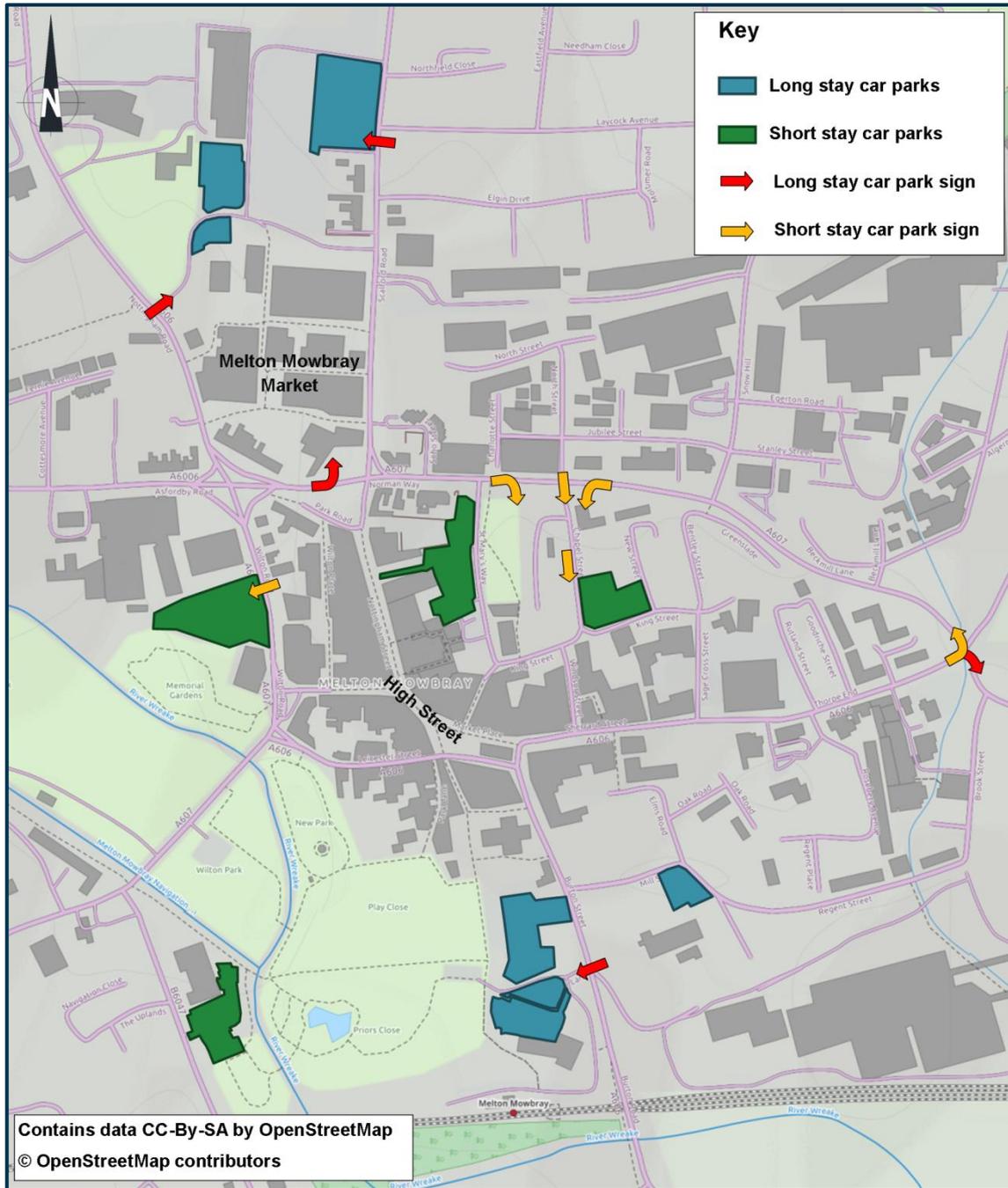


Figure 4.2 – Existing parking signage

### Improved parking information

- 4.18 MBC currently provide information regarding parking on their website (locations, pricing, etc.). This is useful information and helps visitors to Melton Mowbray. There are some improvements to the information that is currently provided on the website which could be implemented to help people find parking more easily and help reduce the number of vehicles continuously circulating the streets looking for parking and the associated increase in traffic in the town centre.

#### 4.19 Suggested improvements are:

- centralising disabled parking information – the costs (free) and locations of disabled parking are provided on the website but not in one location; there is also no mention of on-street disabled parking locations
- providing an up-to-date map – a map of car park locations can be downloaded from the website, however it is not a good quality map (and still shows the Thorpe End Car Park which is no longer open). A better quality map showing clearly the locations of the car parks and how to navigate to them (clear indication of entrance points and also which roads are one-way) is advised; also a clearer indication of which car parks are long and short stay
- providing information for other vehicles users – information (e.g. parking locations and the cost) for motorcyclists, campervan owners, etc. will help attract visitors who use these modes of travel and help them find parking. Information about electric vehicle charging and parking spaces in Burton Street Car Park would also be good to publicise on the website as there is little information about them anywhere
- depending on what parking technologies MBC decide to adopt, there may be the possibility to provide real time information on parking availability at various car parks on the MBC website.

### **Flexible payment methods**

4.20 MBC is looking to investigate alternative payment methods in addition to the current pay and display ticket machines. One possibility MBC could investigate is the RingGo pay by phone system. This system allows users to call a telephone number and state the location they are parking, the registration number of their vehicle and the period they wish to park for. Payment is then taken from a bank account (details of which are provided by the user the first time they call the telephone number). The RingGo system automatically updates the information for each car park in real-time which can be viewed by enforcement officers so they know which vehicles have or have not paid for parking.

4.21 Benefits to the user include not needing to carry the exact change for parking with them and the flexibility to extend their parking stay period if needed as a later time. Benefits to MBC include increased compliance (fewer people not buying tickets) and increased revenue (people tend to spend more on parking when there is no a physical transaction with coins and MBC can still receive payment when their ticket machines break down) – this is based on RingGo's previous experience in other parts of the UK (most notably 16 of the London boroughs). It is also anticipated that this could increase dwell time of visitors within the town centre (as they can easily extend their length of stay) thereby spending more with local businesses.

- 4.22 An alternative system is Whoosh. This is used by the Premier Inn in Melton Mowbray and allows users to pay for parking via phone, online (website), via an app or by text. Another similar company is PayByPhone which also offers payment via website, phone and a smart phone app (used by Tunbridge Wells Council). This would offer similar benefits to the users and to MBC however further research would need to be undertaken to understand the differences between what these companies (RingGo, PayByPhone and Whoosh) can offer, the reliability of their systems and the cost to MBC. These options are preferred over providing card payment facilities as the transaction fee is incurred by the user and not MBC.

### **Disabled parking provision**

- 4.23 A potential shortfall of disabled parking bays within the town centre was highlighted earlier in **Section 3**. Locations where disabled parking spaces are needed should be identified and additional disabled parking spaces provided in suitable proximity. If this is required near Melton Mowbray Market, spaces could be provided at Scalford Road Car Park or within the new development at Melton Mowbray Market. It may also be more appropriate to reallocate on-street parking for disabled parking.

### **Improved facilities**

- 4.24 Following its resurfacing, Burton Road Car Park experienced an increase in use. This indicates that investment in improving the environment of a car park can help to improve its use and therefore increase revenue at the car park (bringing a return on the investment). Scalford Road is greatly underused outside of Tuesdays and resurfacing and better layout (easier circulation) may help to encourage higher use throughout the week. This would help to redistribute parked vehicles from other car parks; however its location is not on a main route into the town centre and therefore its accessibility is poorer compared to Burton Street.
- 4.25 MBC also have plans to renovate the toilet facilities at Wilton Road and St Mary's car parks. This will improve the attractiveness of these car parks and overall experience of visitors to Melton Mowbray.

### **Recommendations**

- 4.26 Following discussion with MBC regarding the potential solutions presented, options have been identified as those most appropriate to meet the objectives of this parking strategy and the wider aspirations of Melton Mowbray. The following are recommended as solutions to be implemented.

### **Improved signage strategy**

- 4.27 It is recommended to improve signage for car parking within the town centre. Signage is required along the main routes into the town centre (A606, A607 and A6006) to direct drivers to the most appropriate long and short stay parking. Clear

routes will help drivers find parking more easily and park faster. This will help reduce some of the congestion on the roads by reducing circulating traffic.

- 4.28 Information regarding availability of parking should also be provided and information of where alternative parking can be found. It is recommended that variable messaging signs be considered to present this information. The appropriate location and type of signage will be determined by MBC in consultation with Leicestershire County Council as the local highway authority.
- 4.29 Improved signage will benefit visitors to the town centre and helps to improve the overall experience for tourists. This meets aspirations to encourage the growth of tourism to the town centre.

### **Flexible payment methods**

- 4.30 It is recommended to provide alternative payment methods (to the existing pay and display method by coin payment only) at the MBC operated car parks. MBC is considering phone payment options and this should be pursued.
- 4.31 Offering a cashless payment option will allow users to more easily pay for parking and gives more flexibility to the user to extend their length of stay (if allowed at the car park). There may also be higher compliance as people who previously did not pay, due to not having change, have an alternative means of payment.
- 4.32 The effects on the revenue are difficult to predict as overpayment (due to not having the correct change) may decrease however more compliance to buying tickets may negate this. The council can also still receive payment when the ticket machines breakdown thereby reducing loss of income. The provision of cashless parking payment removes a potential obstacle for visitors and helps increase the attractiveness of the town centre as a destination.

### **New crossing facilities**

- 4.33 It is recommended that new crossing facilities be provided to improve the connection between existing car parks and key destinations. In particular:
- a new crossing on Wilton Road in the vicinity of Barclays bank; to improve the accessibility from Wilton Road Car Park to services on Wilton Road and to the town centre, and
  - a new crossing on Leicester Road near the pedestrian desire line between Church Street and the market place on High Street; this will improve access from Burton Street and Parkside car parks to the town centre.
- 4.34 Improving the accessibility of Wilton Road Car Park will benefit coach visits (particularly as a lot of coach visitors are elderly and therefore less mobile); this will help to encourage more tourism. Improving the link from Burton Street and

Parkside car parks to the town centre will help increase the attractiveness of these car parks; as these are further out of town this will help reduce the traffic within the town centre.

## 5 Occupancy

- 5.1 MBC has provided occupancy data for the car parks within Melton Mowbray town centre taken from spot count surveys. These include most of the car parking areas listed in Section 3; the notable absences being the Cattle Market car parks, Sainsbury's car park and Lidl car park. The data provided parking counts (spot count) undertaken on a Tuesday (day with the highest footfall) and a Thursday (day with the lowest footfall) in the same week, during the busiest period (11am to 1pm), for the following months:
- May 2014
  - September 2014
  - April 2015, and
  - September 2015.
- 5.2 This data has been analysed to provide an idea of occupation in the busiest period on a typical Tuesday and the least busy weekday (Thursday). It does not provide occupancy data across the day or give an indication of the level of parking usage on an hourly basis. Therefore, at times, occupancy may exceed the demand presented, especially during key events such as the Food Festival or Victorian Fayre. Hence, this report focusses on the normal occupancy patterns with some commentary regarding key events. The recently updated ticket machine system (data back office system) will enable more accurate data to be obtained, which can then be used to update and refine car park occupancy accordingly.

### Analysis of existing situation

- 5.3 The average of the survey periods across the four dates was calculated to provide the percentage occupancy (on Tuesday and Thursday) for each car park and is presented in **Figure 5.1**. These have been grouped into parking area types: MBC operated short stay car parks, MBC operated long stay car park, on-street parking areas and privately operated car parks. Parkside is considered as a privately operate car park in this assessment as it is not open for public parking on Tuesdays of Thursdays.

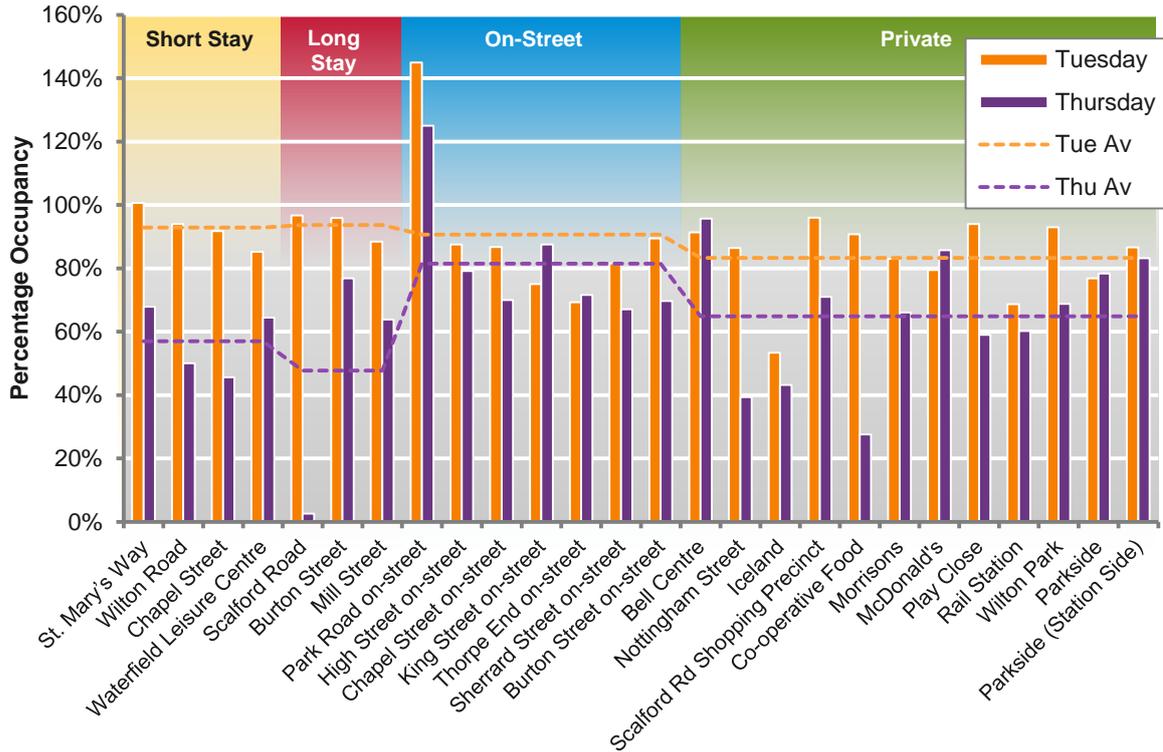


Figure 5.1 – Percentage occupancy of car parks

- 5.4 **Figure 5.1** shows that for the majority of the car parks there is a higher occupancy on Tuesday compared to a Thursday (normal weekday). The most significant difference between Tuesday and Thursday is at Scaford Road car park which is virtually unused on a Thursday but is close to capacity on a Tuesday. This is unsurprising as Scaford Road Car Park is primarily for the use of those visiting Melton Mowbray Market (high use on Tuesdays) and has a poor KPI score (poor use on on-Tuesdays). On average, car parks across the town centre are at 89 per cent occupancy on a Tuesday, compared with 56 per cent on a Thursday.
- 5.5 There are several records of illegal parking within the survey information provided. These show that in general illegal parking occurs at various locations on a Tuesday and at on-street parking areas on a Thursday. **Figure 5.1** shows that the on-street parking at Park Road is often overcapacity; this is due to illegal parking at this location. Additional parking enforcement may be required on Tuesdays and potentially at Park Road.
- 5.6 The average occupancy across car parks of similar types has been calculated for Tuesdays and Thursdays and is shown in **Figure 5.1**. This gives an indication of which car parks perform better than others. The occupancy of St Mary's Car Park is higher than the average (for short stay car parks) on both Tuesdays and Thursdays and reflects its location close to the High Street and high KPI score. This high occupancy is also reflected at the Bell Centre Car Park (private car park) adjacent to St Mary's Car Park. Burton Street also has a high KPI score and has a high occupancy rate compared to the (long stay car park) average, particularly on a

non-Tuesday (Thursday); although the average for long stay car parks is greatly affected by the underuse of Scaford Road Car Park on non-Tuesdays.

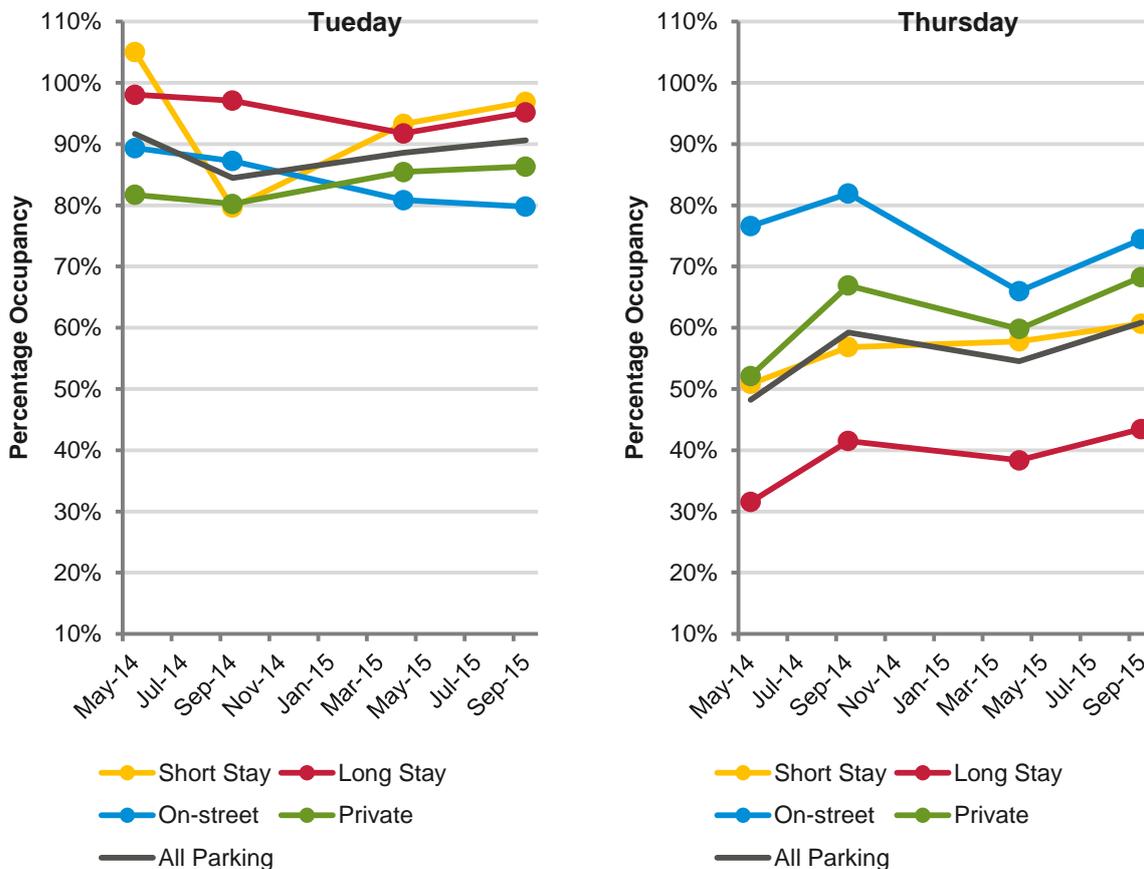


Figure 5.2 – Percentage occupancy of car parks over time

5.7 **Figure 5.2** again demonstrates the higher demand for parking on Tuesdays compared to Thursdays. It also gives an indication of the types of parking that are more favourable on these days. The on-street and private car parks have more occupancy on the Thursday and long stay and short stay car parks experience slightly higher occupancy rates on Tuesday (although all the car park areas are generally close to capacity).

## Future Supply and Demand

5.8 The supply and demand of parking will change as Melton Mowbray continues to develop. There are a few development schemes coming forward in the near future which will reduce the current supply of parking as they will develop upon existing car parks. The demand for parking is also expected to increase in the coming years as more housing is built (meaning more demand for town centre services), new businesses come forward in the town centre and tourism increases. It is important to be aware of these changes to ensure that the supply of parking within Melton Mowbray will meet the expected demand. It is intended that the Interactive Parking

Model will help MBC in predicting these changes and therefore form plans to ensure the parking need for the town centre is met.

### **Future developments**

- 5.9 There are a number of significant developments within Melton Mowbray that are likely to come forward in the short to medium term which may have an impact on parking within the town centre. These developments are presented here as well as a discussion on their impact to parking.

### **Cattle Market Development**

- 5.10 MBC has secured £5.5 million of funds for a redevelopment of the Melton Mowbray Market cattle building. The first phase of development will see the demolition of the existing, outdated livestock market building to be replaced by a new state-of-the-art building that meets modern animal welfare standards.
- 5.11 The proposed plans will not greatly change the existing floorspace for the live stock market, however it will be in slightly different location and see a new parking area for traders located on part of the existing Cattle Market Car Park (resulting in the loss of around 30 parking spaces). There is the potential of new car parking being made available on the land where the existing livestock sheds currently stand with access onto Nottingham Road; however these plans are still under consideration and it is not clear how many spaces it would provide. It is expected that construction of the first phase will begin in May 2016.
- 5.12 There is likely to be an improvement in parking standards as parking for the public will be separated from livestock vehicles. It is also anticipated that due to the rationalisation of the buildings and reorganisation of car parking spaces that 1.7 acres to the northern section of the existing site would become surplus, and therefore available for alternative development. By relocating parking to the southern area of the site, which is edge of town centre, the site would improve the accessibility of car parking spaces available during market and non-market days and during special events/festival days.
- 5.13 The redevelopment of Melton Mowbray Market is to reinforce its viability for the future and therefore the renovations may attract more visitors increasing the demand for parking.

### **Foyer Project**

- 5.14 The Foyer Federation is an organisation that provides accommodation, learning opportunities and training for young people. MBC has propose to build a 'foyer' facility, with learning facilities and accommodation to house up to 27 people, on the former Thorpe End car park. Planning was granted for this development in April 2015 and it is likely to be delivered within the next 12 months (i.e. in 2016).

- 5.15 The development itself is unlikely to affect the demand for parking in the town centre as its trip generation is expected to be minimal (based on a TRICS assessment of student accommodation development) and, due to its proximity to the town centre, residents could easily walk to most town centre destinations. It is however, being built on the former MBC operated Thorpe End car park. This car park has been closed to the public since June 2014 but is being licensed to Arla for use as a private car park. Therefore, there may be some relocation of parking demand (from private to public car parks) when the Foyer project comes forward to be built. Thought will need to be given to where Arla employees will park as the former Thorpe End Car Park holds around 30 to 40 vehicles. These may shift to Mill Street and Burton Street or there may be opportunity for business parking passes to be offered by MBC for Arla employees to park at other preferred locations (perhaps Chapel Street Car Park). Work is on a shift basis so parking will be required throughout the day.

### **Brooksby Melton College Housing**

- 5.16 Brooksby Melton College has submitted a planning application to build a new residential development in the centre on Melon Mowbray on the corner of King Street and Chapel Street. The proposals are for 22 new apartments (a mix of one and two bedroom flats) and three two bedroom houses.
- 5.17 The impact on parking is expected to be minimal as the scale of the proposals are relatively small and include off-street parking (one space per dwelling) and, due to its location, residents are in close proximity to town centre services. Any visitors to the residential development are expected to be during less busy hours and therefore not increase pressure on parking demand. However, it may be appropriate to offer parking passes (for purchase) that would allow residents (or visitors) to park on-street or in Chapel Street Car Park.

### **The George Hotel**

- 5.18 The George Hotel is located on High Street in the centre of Melton Mowbray. There are plans to convert the building into residential flat (around 15 flats with six parking spaces).
- 5.19 Due to the limited parking proposed, there may be some increased demand for parking arising from the development proposals. However, as the use is residential, the demand for parking is likely to be more in the evening period when there is more free parking available and less demand. There may be some opportunity for residential parking passes for car parks to be purchased by future residents to provide them with allocated parking spaces within the town centre. It is envisaged that such passes would likely be provided for use in the St Mary's Way or Wilton Road car parks, as these are nearby.

### **Pera**

- 5.20 The site comprises a number of uses with associated car parking for around 500 spaces. Future development of the site may result in opportunities for both increased employment and car parking. There may be opportunities for future development to provide parking benefits not only the Pera site but also for the wider town centre (particularly, given its location, Melton Mowbray Market).
- 5.21 It is not possible to quantify the impact on parking at this stage; however, this can be reviewed within the Interactive Parking Model as development plans move forward.

### **Aldi**

- 5.22 Aldi has submitted a planning application for a new store at the site of the former ambulance station on Leicester Road (approximately 550m from Melton Mowbray town centre). This will provide a new food store of circa 1,750m<sup>2</sup> and a car park for approximately 120 vehicles.
- 5.23 The new store will have little effect the supply of parking within the town centre as it is too remote to comfortably walk to the town centre and back. It may reduce some demand within town centre as it provides an alternative food store to those within the town centre.

### **Co-operative Food**

- 5.24 The Co-operative Food store on Scalford Road has announced that it will be closing in January 2016. Displaced trips will likely move to the Lidl store further down the road or to other supermarkets in the town. The closure of the store will possibly lead to the closure of the car park; given its location to Melton Mowbray Market this will have some effect on parking provision on Tuesdays.
- 5.25 There may be some opportunity for MBC to have temporary agreements with the current land owners to make this car park available for parking for the Melton Mowbray Market on Tuesdays. In the long term, MBC may also be able to negotiate parking arrangements for Tuesdays with any future development that is proposed on the site.

### **Melton Mowbray Bypass**

- 5.26 There have been long term aspirations to provide a bypass around Melton Mowbray and possible routes are currently under discussion as MBC work on delivering their new Local Plan.
- 5.27 The impacts of providing the bypass are likely to be reduced congestion problems within the town centre. This potentially could lead to more visitors to the town centre (who are currently dissuaded by congestion) and reduced traffic may also

provide opportunities to improve pedestrian access from Wilton Road Car Park to the town centre and Melton Mowbray Market. However, it is too early to try and quantify the change in parking demand and the change in traffic this might cause.

## Housing

- 5.28 The Leicester and Leicestershire Strategic Housing Market Assessment (SHMA), published in June 2014, showed that Melton Borough would need to provide 195 to 245 houses per annum up until the year 2035. As Melton Mowbray is the main town and economic centre in the borough this will increase the use of services and retail in the town centre and demand for parking.

## Town Centre Car Parks

- 5.29 The St Mary's Car Park and to a lesser extent Wilton Road Car Park have significant strategic development potential in relation to the medium and longer term plans for the town centre. Should development come forward on these sites, there would need to be adequate parking provision as part of the development or elsewhere to ensure parking supply continue to meet the demand within the town centre.
- 5.30 Lidl has acquired land at the rear of the building on North Street for additional car parking, subject to planning approval. Premier Inn are also seeking additional car parking space. This would increase the parking supply from private car parks within the town centre.

## Tourism

- 5.31 MBC has collected data on tourism for the past six years including visitor numbers to Melton Mowbray. **Figure 5.3** shows the number of 'day visitors' and 'staying visitors' (those staying for one or more nights in Melton). On average the total number of visitors per annum (from 2009 to 2014) is about 1.6 million. The number of visitors in 2014 was lower than that in 2009 however there has been a steady increase in visitors since 2012.
- 5.32 Melton Mowbray are keen to encourage tourism to the town and have developed a 'Blueprint for Tourism', an action plan to support the tourism industry. It is, therefore, likely that visitor number will continue to increase in the coming years. Assuming the number of visitors continues to increase at a similar rate to what it has done over the past two years (approximately 45,000 visitors a year), the total number of visitors in 2016 would be 1.69 million (the same as that in 2009).

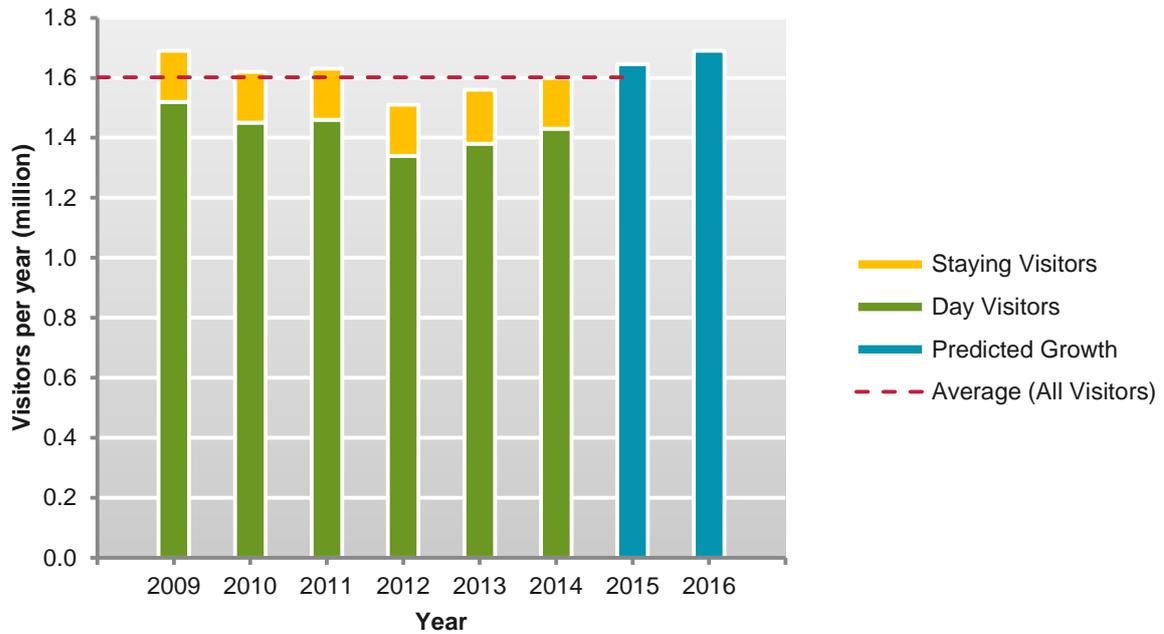


Figure 5.3 – Visitor numbers to Melton Mowbray

5.33 The data does not provide a breakdown of how visitors arrive in Melton Mowbray (e.g. how many drivers there are). However, consideration should be given to the increase in demand for parking due to increased tourism, particularly on Tuesdays.

5.34 Staying visitors make up about 11 per cent of the total visitors to Melton Mowbray. These are categorised into three groups:

- those staying at serviced accommodation (e.g. hotels, guest houses, B&Bs and inns)
- those staying at non-serviced accommodation (i.e. self-catering properties such as houses, cottages, chalets and flats, as well as camping and caravanning, hostels and university / college accommodation), and
- those staying with friends and relatives.

5.35 The large increase in those staying at non-serviced accommodation (comparative to previous years), shown in **Figure 5.4**, is cause in part by increased visits from those with motorhomes and caravans. MBC has recently been receiving more enquiries regarding where these non-standard sized vehicles can park. MBC do not currently have any specific provision within their current car parks for these vehicles.

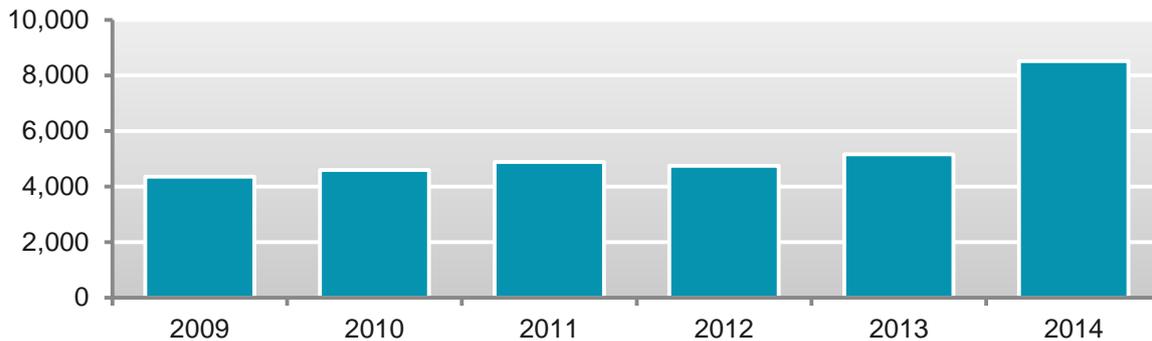


Figure 5.4 – Visitors staying at non-serviced accommodation

## Issues arising

- 5.36 The key issue, with regards to occupancy, is the influx of visitors to Melton on a Tuesday and the increase demand for parking which affects the whole town centre. Anecdotal evidence from the 2015 Melton Borough Retail Study indicates that some local residents (who use Melton Mowbray for everyday shopping and services) do not frequent the centre on market days because of the car parking and traffic issues within the town.
- 5.37 The increased demand for parking on Tuesday also appears to lead to more illegal parking. There also seems to be more illegal parking at on-street parking areas across the week. Illegal parking is a potential safety risk for both drivers and for pedestrians.
- 5.38 The occupancy data also shows that there is fairly high demand for on-street parking throughout the week (on average 91 per cent on Tuesdays and 81 per cent on Thursdays) and therefore indicates a demand for very short stay parking (less than an hour). An increase in short stay parking would benefit local residents on Tuesday who want to do a weekly shop or use services in the town as those visiting Melton Mowbray Market will want long stay parking.
- 5.39 Outside of Tuesdays, the occupancy of the car parks is on average 56 per cent. This raises the question about whether there is over provision on the other days of the week. The current tariff system covers the costs of the existing parking maintenance, however, this land may be better used if developed for other purposes.
- 5.40 The increase in residential development and the closure of the Arla car park (following the commencement of construction of the Foyer Project) will increase the demand for parking within the town centre. Consideration should also be given to the effects of the future growth of the borough, growth in tourism, and the impacts of major development in the town centre and how these will affect the supply and demand for parking.

## Potential solutions

5.41 The following options are put forward to address the issues raised in the previous section.

### Decking existing car parks

5.42 In order to meet the parking demand on Tuesdays, one option would be to create more supply by decking an existing car park. This would make finding parking easier and could help to relieve some of the traffic issues caused by drivers looking for parking. It would also reduce the strain on existing facilities and encourage local residents (who are put off by increased parking demand on Tuesday) to still visit the town centre on a Tuesday. Depending on the scheme there could also be potential to provide additional coach parking facilities.

5.43 The main challenges of this option is identifying a suitable car park to deck and justifying the cost. Amongst other things, consideration would need to be given to:

- location – it needs to be near enough key destinations but without causing increased traffic in the town centre.
- impact on townscape – decking the car park will increase its prominence and could have a negative impact on the character of the town
- the economic case – decking a car park is costly (compared to other potential option) and would require strong justification to secure funds
- oversupply issues – on the non-Tuesdays there appears to be an oversupply of parking and therefore raises the question of what this new excess parking could be used for during the rest of the week.

### Changing use of long stay / short stay

5.44 A redistribution of the long and short stay parking provision may help to better regulate the use of parking in the town centre. This is discussed more in **Section 6**.

### Use of other car parks

5.45 Another option to provide additional parking on Tuesdays (and other high demand times) is to make agreements with third party landowners to use their land/car parks for parking. This would allow parking to be made available on Tuesday when it is most needed without increasing the supply during the rest of the week when parking demand is lower. MBC has in the past made agreements with private landowners to use their land for car parking during special events.

5.46 The closure of Co-operative Food on Scalford Road may also offer some solutions to parking. In the short term it may be possible to make the car park available for use on Tuesdays until the site is occupied again. If the site is redeveloped in the future, there may be some scope for MBC to negotiate special parking

arrangements similar to those at the Sainsbury's on Nottingham Road. Similarly, arrangements may be possible with Pera and development plans that they have for their site.

### **Events parking strategy**

- 5.47 There are several large scale events within Melton Mowbray that require some level of traffic management and parking management. These are organised by different individuals and organisations and therefore leads to an inconsistent approach and sometimes substandard management. Adopting a consistent traffic management and parking management plan for town centre events will benefit visitors (especially over time as people become familiar with the process) by helping them to find parking more easily and reducing some of the congestion issues these events cause.

### **Temporary Park and Ride**

- 5.48 A Tuesday Park and Ride option would allow drivers to park at a site slightly further away from the town centre and be ferried between the car park site and the town centre (and Melton Mowbray Market) by a free shuttle bus. This may require arrangements with third party landowners (unless MBC has a suitable site within their ownership or are able to purchase one). Possible locations from which passengers could be shuttled include supermarkets, schools and leisure facilities with existing substantial car parking facilities. Careful thought should be given to pricing, signage and shuttle frequency to ensure interception of cars prior to entering the town centre, an attractive tariff offer, and a minimal delay for park and ride users.
- 5.49 If, farther southwest from the town centre, private car parks along the A607 were open to public use on a Tuesday, a shuttle bus could be run between this location and the town centre. The shuttle bus could then also call at Wilton Park car park (or any other car parks on route where similar agreements are made) and take people to Melton Mowbray Market. This would also help remove some traffic from the A607 route into the town centre.

### **Business parking passes**

- 5.50 With the exception of Tuesdays, there is some oversupply of parking within the town centre particularly at Scalford Car Park. This offers the opportunity for these spaces to be used for other uses, for example, spaces could be allocated and sold to businesses at discount rates for their private use during week. This will help to redistribute parking and to make more popular parking spaces nearer the town centre available for repeat use (rather than be reserved for a business; only able to generate a fixed income).

- 5.51 Some upgrades (resurfacing, better parking bay markings and improved lighting or CCTV) would be required at the car park to make it more attractive and feel safe as it has a low KPI score. Pricing will also help to shift business parking to this site.
- 5.52 MBC also offer six monthly and annual parking tickets. These tickets could be allocated to specific car parks which are underused to encourage their use over those which are busier. Pricing of these tickets may need to be reconsidered to promote their uptake.

### **Residential parking passes**

- 5.53 With the increase of residential development within the town centre (particularly at the George Hotel); it may be appropriate to offer residential parking permits which can be used within MBC owned car parks. This will help to eliminate illegal parking as residents try to find locations close to their homes where they can park for free.

### **Retail Promotion Scheme**

- 5.54 There is the possibility of schemes to better manage parking and promote retail and leisure. This benefits both MBC and local businesses in a more direct way.
- 5.55 Rugby has previously offered free parking passes for its underused car parks to retailers in the town centre. Retailers were then able to offer these passes to customers which permitted them to park for free for up to four hours at the underused car parks. This allowed retailers to reward valued customers and promoted repeat business<sup>5</sup>. The benefits to the council were the redistribution of parking to underused car parks and making people more aware of these car parks for future use. This is a scheme which MBC could promote for Scafford Road Car Park for non-Tuesdays.
- 5.56 Another scheme which has been trialled in Reading is a retail reward scheme provided by MoLo<sup>6</sup>. The scheme allows retailers to give points to their customers for purchases they have made (using an app or smart card) which can then be redeemed for rewards such as a free coffee or reduction of the cost of parking tickets. With the current ticket machines in Melton Mowbray, this is unlikely to be feasible, however the introduction of online or phone payment may make it viable.

### **Camper van parking**

- 5.57 The increased number of visits to Melton Mowbray by camper van users provides a potential opportunity to encourage tourist visits. It may be feasible to allocate space within a currently underutilised car park e.g. Scafford Road specifically for use by camper vans. In time it may be feasible to expand facilities to incorporate electrical hook-up points and water supplies and/or toilet facilities.

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<sup>5</sup> Association of Town and City Management, 2014. *In Town Parking: What Works?*. London: ATCM.

<sup>6</sup> <http://uk.molorewards.com>

## Recommendations

- 5.58 Following discussion with MBC regarding the potential solutions presented, options have been identified as those most appropriate to meet the objectives of this parking strategy and the wider aspirations of Melton Mowbray. The following are recommended as solutions to be implemented.

### Park and Ride

- 5.59 It is recommended that MBC should invest in long term plans to provide a Park and Ride site to be used for busy periods (Tuesdays and special events). There is limited parking within the town centre during the busiest periods and Park and Ride provides a solution that allows parking at more remote locations where there may be more space for parking. A suitable location will also help reduce traffic into the town centre and avoid increased congestion.
- 5.60 The Park and Ride will help meet the supply issue on Tuesdays. Improving the parking on Tuesday (and other busy occasions) will also sustain tourism growth and increase business for the town.

### Business parking passes

- 5.61 It is recommended to sell business parking passes allocated to specific car park to better manage those which are less well used; in particular Scalford Road Car Park. This encourages more use of Scalford Road (and may have some influence on people to choosing this car park at other times) and also frees up more popular spaces for other users. It also helps to meet the parking needs to all users within the town centre.

### Residential parking passes

- 5.62 It is recommended that parking passes be introduced for residential developments where there is a shortage of parking. It suggested that these are sold to residents who can then park for free in allocated spaces within public car parks near their homes. This helps to meet the parking needs of all users within the town centre.

### Event Parking Strategy

- 5.63 It is recommended that a standard parking strategy be established for key event within Melton Mowbray. A clear *Events' Traffic and Parking Management Strategy* for events should be designed and packaged as a toolkit which can be given to event organisers. This would make events run more efficiently, help reduce traffic congestion and bring a level of consistency for visitors.
- 5.64 This will improve parking and traffic within the town centre at large events; and help Melton Mowbray continue to enhance its distinctiveness as a tourist destination.

## 6 Parking charges

### Analysis of existing situation

- 6.1 MBC has a set charging regime for their long stay and short stay car parks under the “(Off-street parking places) Order 2015”. These charges are set out in **Table 6.1** and apply from Monday to Saturday from 7.30am to 6.00pm (including public and bank holidays except for Christmas Day). Payment is pay and display using the ticket machines available in the car parks. These machines only accept coin payment and do not give change.

Table 6.1 – MBC car park charging regime

Period of Parking	Short Stay		Long Stay
	Mon & Wed-Sat	Tuesday	Mon-Sat
Up to 1 hour	£0.70	£1.10	£0.70*
Up to 2 hours	£1.40	£2.20	£1.10
Up to 3 hours	£2.00	£3.30	
Up to 4 hours			£2.20
All day			£3.30
Weekly (Mon-Sat)			£7.00
<b>Season Tickets</b>			
6 Months			£180.00
Annual			£330.00

\*Mill Street Car Park only

- 6.2 Season tickets are also available for the long stay car parks (excluding Parkside which is only open to the public on Saturday). These are not available through the ticket machines in the car park but can be bought from MBC directly (the preferred method being via their website).
- 6.3 Motorcycle parking is free within the MBC operated car parks within the designated motorcycle parking bays. Blue badge holders are exempt from payment for the first three hours of parking; for parking above three hours, blue badge holders are

required to purchase a pay and display ticket<sup>7</sup>. This information regarding the three hour limit for blue badge holders is not clearly displayed in the car parks.

- 6.4 Refunds are available for those parking at the Waterfield Leisure Centre Car Park who use the leisure centre.
- 6.5 Signage within the car parks informs drivers of the penalty charges for contravention or non-compliance of parking regulations. These are shown in **Table 6.2**.

Table 6.2 – Parking penalties

Contravention or Non-compliance	Penalty Charge
Park without display of a valid ticket	£50
Park in a disabled bay without a disabled badge	£70
Overstay time for which payment has been made	£50
Park other than within a marked parking bay	£50

- 6.6 The Melton Business Improvement District (BID) is encouraging an initiative to allow free parking from 3pm to 6pm. The initiative, known as “Free after Three” is to be piloted for two month from November to December (during the Christmas period) to encourage more footfall in the town centre in the late afternoon/ early evening period. The scheme will be piloted at the Burton Street Car Park. Monitoring will be required (before and after implementation) at the car park and within the town centre to understand the impact of the scheme. This will then better inform future parking and town centre management.
- 6.7 A comparison of parking charges with those of other market towns in the region is shown in **Table 6.3**. This shows that, in general, parking charges are similar with those in other market towns. The exception to this is Market Harborough (which has lower charges) and Altrincham (which has been included to demonstrate a town that has severely cut its parking prices to stimulate economic growth).
- 6.8 It can be noted, that other towns also tend to have a wider range of parking periods that drivers can pay for (e.g. an up to half hour charge in short stay car parks, and an up to three hour charge in long stay car parks).

<sup>7</sup> MBC’s parking regulations are set out in “(The off-street parking places) order 2015”, date 23 June 2015.

Table 6.3 – Comparison of parking charge regimes

Period of Parking	Melton Mowbray	Market Harborough	Loughborough	Stamford	Oakham <sup>†</sup>	Altrincham <sup>††</sup>
<b>Short Stay</b>						
Up to 30 minutes			£0.20	£0.50	£0.40	
Up to 1 hour	£0.70		£0.60	£0.80	£0.70	£0.20
Up to 2 hours	£1.40	£0.70	£1.60	£1.30	£1.50	£0.60
Up to 3 hours	£2.00	£1.20	£2.20	£1.80	£2.00	
Up to 4 hours		£1.70	£3.00	£6.00	£3.50	
Up to 5 hours		£3.20*	£4.90	£8.00*		
<b>Long Stay</b>						
Up to 1 hour						£0.20
Up to 2 hours	£1.10		£1.60			£0.60
Up to 3 hours			£2.20	£1.80	£2.00	£1.00
Up to 4 hours	£2.20	£1.20	£3.00	£3.00 / £6.00		£2.00
Up to 5 hours			£4.90			
All day	£3.30	£2.20	£6.00	£4.00 / £8.00	£3.60	£2.00 / £3.00 / £6.00
Weekly (Mon-Sat)	£7.00				£12.00	

\*Over 4 hours | <sup>†</sup>Cheaper rates available at some car parks | <sup>††</sup>One car park is free

## Issues arising

- 6.9 One of the key focusses of Melton Mowbray is to increase the economic and social activity in the town. There are concerns by local businesses regarding parking charges deterring visitors to the town and affecting their business.
- 6.10 There are varying parking charges at short stay car parks on Tuesday to help regulate the influx of visitors on that day. An appropriate charging tariff is necessary to ensure that the parking needs of both long stay visits to Melton Mowbray Market and short stay visits for of local residents can be met.

## Potential solutions

- 6.11 The following options are put forward to address the issues raised in the previous section.

### **Introduce a charging tariff for less than an hour**

- 6.12 As shown in **Table 6.3**, there are comparable towns where a lower cost charge for very short stays is available. This type of charge incentivises behaviour that allows short stay spaces to be used with a higher turnover of vehicles and may free some parking capacity as a result. It also incentivises short shopping visits to the town centre. Such a charge is not expected to make a significant difference to revenue generation, even if the fee for a short stay is a nominal cost. A minimal tariff for 10, 20 or 30 minutes could be applied. Alternatively, free parking could be offered for a similarly short period. This may also alleviate pressure on on-street parking, which is currently uncharged.
- 6.13 It is noted that the short stay parking facilities are generally underutilised on non-Tuesdays whereas on-street parking shows higher occupancy, and therefore it is likely that the foregone revenue for short stays is likely to have a minimal impact on revenue as the transfer of parking from on-street to off-street will not displace other car park users.
- 6.14 As on-street parking is associated with town centre congestion it is likely that the benefits to visitor experience and the improvement to the overall view of ease of parking within Melton Mowbray will encourage an increase in shoppers in the town centre.

### **Increase maximum stay in short stay car parks**

- 6.15 At present short stay car parks have a maximum duration of stay of three hours. Introducing a tariff for longer stays at a substantially higher rate than for long stay parking at could be a potential measure to provide flexibility of use to the short stay car parks during peak demand for long stay parking whilst deterring such use when capacity remained for long stay parking.
- 6.16 For example, on Tuesdays car parking is at high demand. Allowing a longer stay within the short stay car parks will help to meet this demand, although the driver will have to pay a much higher price for it compared to the long stay car park. The pricing structure encourages short stay trips at the short stay car parks but allow flexibility for people to use them for longer stays as well.

### **Changes to Tariffs**

- 6.17 An effective charging regime can incentivise behaviour which maximises the utility of the parking infrastructure in supporting the social and financial objectives of the operating authority.

- 6.18 There are a wide variety of charging tariffs that can be applied to car parking. **Table 6.3** provides some examples of various tariff structures which reflect the priorities of the local authorities.
- 6.19 The current parking tariffs in Melton Mowbray are easily understood by newcomers to the town, and give a feeling of fairness due to the generally consistent increase per hour in parking costs. The extremely high demand on Tuesday adds a complication to the parking regime, and the current tariffs charge at a higher rate on Tuesdays in short stay car parks.
- 6.20 It is considered that the current charging regime could be modified slightly to continue and further incentivise parking on days other than Tuesday, and to benefit parking in the appropriate type of car park for a given trip (long or short stay) – at present there is a relatively small difference between short and long stay parking charges for the same duration of stay.

### Tuesday Tariffs

- 6.21 It would be feasible to modify the tariff regime on Tuesday to promote a different distribution of parking behaviour. The existing Co-operative Food car park provides an example where a privately operated car park uses different charging rates to reward shorter stays and penalise longer stays. Given the proximity of the Co-operative Food store to Melton Mowbray Market, it could provide a model for parking which incentivises short stays by local shoppers and maximises revenue for longer stays, which have particularly high demand on Tuesdays.
- 6.22 Charging rates during periods of peak demand should incentivise correct choice of car park (i.e. long or short stay). Thus it is suggested that for parking stays of up to an hour a short stay car park should be cheaper, but that for all longer periods a long stay car park should be substantially cheaper. Hourly price increases per stay should also be less than that for short stay car parks. An example charging regime is shown in **Table 6.4**.

Table 6.4 – Example Tuesday parking charging regime

Period of Stay	Short-Stay Charges (Tuesday)	Long-Stay Charges (Tuesday)
Up to half an hour	£0.20	-
Up to 1 hour	£1.00	£2.00
Up to 2 hours	£4.00	£2.50
Up to 3 hours	£6.00	£3.00
Up to 4 hours	£8.00	£3.50
Over 4 hours	<i>(a deterrent charge level could be introduced)</i>	£4.00

- 6.23 The higher charging rates may curtail some demand, but given that occupancy of car parks is exceptionally high on Tuesday, this is not expected to impact negatively on revenue.

### **Use of long stay and short stay car parks**

- 6.24 The current configuration of car parks focusses short stay on the town centre and long stay further from the main shopping area, this is a sensible and logical arrangement. A review of usage patterns should be undertaken on a regular basis to ensure that the allocation (short or long stay) for each car park remains appropriate. If the usage at a car park appears to be changing (i.e. preference at a short stay car park for users to stay for the maximum amount of time) then re-designation of car park may be considered.

### **Weekly/Monthly Passes**

- 6.25 Weekly and monthly parking passes are ideal for those who work in Melton Mowbray on a regular basis.
- 6.26 In addition to the six monthly and annual parking passes, MBC could offer a monthly pass for long stay parking. This provides more options for people and businesses to buy discounted parking without needing to commit for a long period of time or needing to pay a large up front sum of money such as for six monthly and annual passes. These passes could also be allocated to car parks which are less used to help redistribute parking within the town centre.

### **Flexible payment methods**

- 6.27 Pay by phone provides a potential option for a more flexible charging regime. Alternative methods of parking payment (e.g. phone payment) are discussed in **Section 4**.

### **Change to hours of parking charges**

- 6.28 Currently parking charges apply at MBC operate car parks from 7.30am to 6pm. This penalises some drivers who park for short periods early in the morning and in the later part of the day. It may be appropriate to change the charging period to smaller range of hours (e.g. 9.30am to 3pm). This reduced charging period would still capture the main users of the car parks (local employees, shoppers and tourists) but would help encourage the night time economy of the town and also reduce pressure of finding appropriate parking for residents who live within the town centre.

## **Recommendations**

- 6.29 Following discussion with MBC regarding the potential solutions presented, options have been identified as those most appropriate to meet the objectives of this parking strategy and the wider aspirations of Melton Mowbray. The following are recommended as solutions to be implemented.

### **Changes to the parking tariff structure**

- 6.30 It is recommended that changes be made to the parking tariff structure to encourage better use of long and short stay car parks in the town centre. In particular it is recommended that
- the maximum stay period be extended within short stay car parks (with a price difference that favour long stay car parks for longer parking times), and
  - a Tuesday tariff structure is adopted similar to that shown in **Table 6.4** to encourage better use of the long and short stay car parks.
- 6.31 The change in the parking tariff will help to release short stay parking for local resident who want to use the usual services of the town but still allows long stay parking at these car parks when demand is high.

### **Free parking for 20 minutes**

- 6.32 It is recommended that a free, short stay tariff (up to 20 minutes) be introduced at the MBC short stay car parks in the town centre. Analysis of the occupancy data shows that there is a high demand for on-street parking which is believed to be partly due to local residents making quick visits into the town centre (to click and collect services or for quick purchases).
- 6.33 This new tariff would help to relieve demand for on-street parking and reduce traffic issues created by vehicles circulating the streets looking for parking.

### **Reassessment of short and long stay parking use**

- 6.34 It is recommended to re-designate Burton Street as a short stay car park. There is some evidence from ticket sales that Burton Street is currently used more for short stay parking (60 per cent of annual sales were for the purchased of the minimum stay period ticket). The change will help cater for demand for short stay car parking on the south approach to the town centre and potentially free up more short stay parking within the town centre.
- 6.35 It is also recommended to remove the one hour tariff at the Mill Street Car Park to clarify its status as a long stay car park. This will help balance the removal of long stay parking at Burton Street and provides a clearer parking tariff across the town.

## 7 Revenue

### Analysis of existing situation

- 7.1 MBC has provided monthly revenue data for its car park for the period April 2012 to March 2015. Annual revenue data was also provided for the three years preceding the monthly data. Revenue data was provided for the following car parks:
- Short Stay
    - St Mary's Way Car Park
    - Chapel Street Car Park
    - Wilton Road Car Park
  - Long Stay
    - Burton Street Car Park
    - Scalford Road Car Park, and
    - Mill Street Car Park.
- 7.2 Data was not provided for Parkside (Long Stay) Car Park or for Waterfield Leisure Centre (Short Stay) Car Park. Data was provided for Thorpe End Car Park up until June 2014 when the car park was closed. The data for Thorpe End has not been included in this assessment.
- 7.3 A summary of the income generated by each car park is summarised in **Figure 7.1**. It shows that St Mary's Way Car Park generates the most income followed by Wilton Road Car Park. These car parks are closest to the town centre and can more easily access the key destinations. Scalford Road Car Park and Mill Street Car Park generate the least income; Scalford Road is the least accessible from the town centre and Mill Street is the smallest of the car parks.

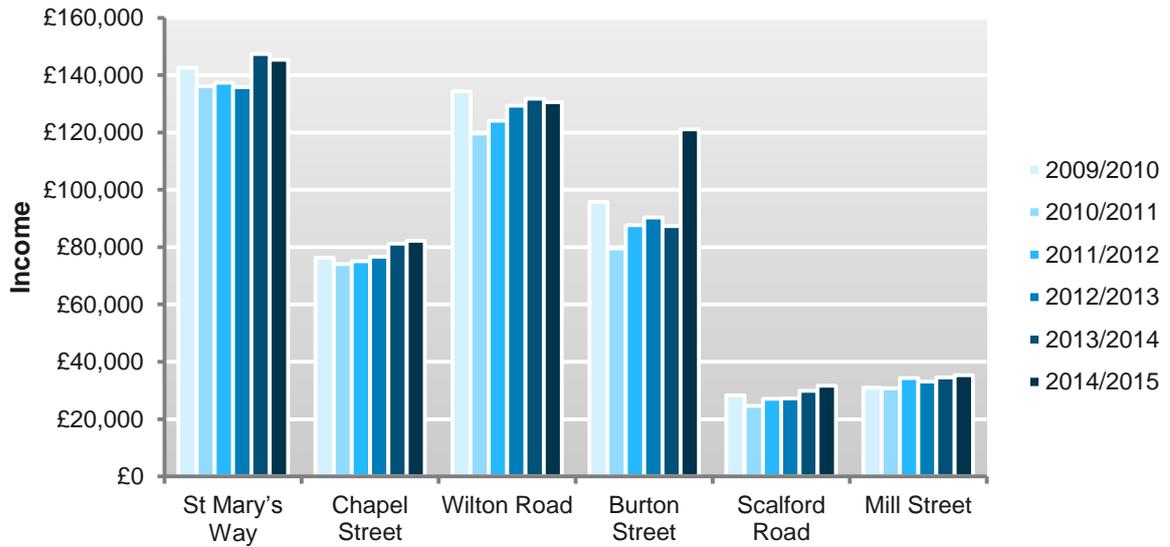


Figure 7.1 – Income generated by individual car parks

7.4 A general trend can be observed in the income generated over the past few years, with a steady rise in income each year since 2010. A significant difference in this trend occurs at Burton Street which experienced a sudden increase between the period 2013/2014 and the period 2014/2015. This is primarily due to the renovation of the car park.

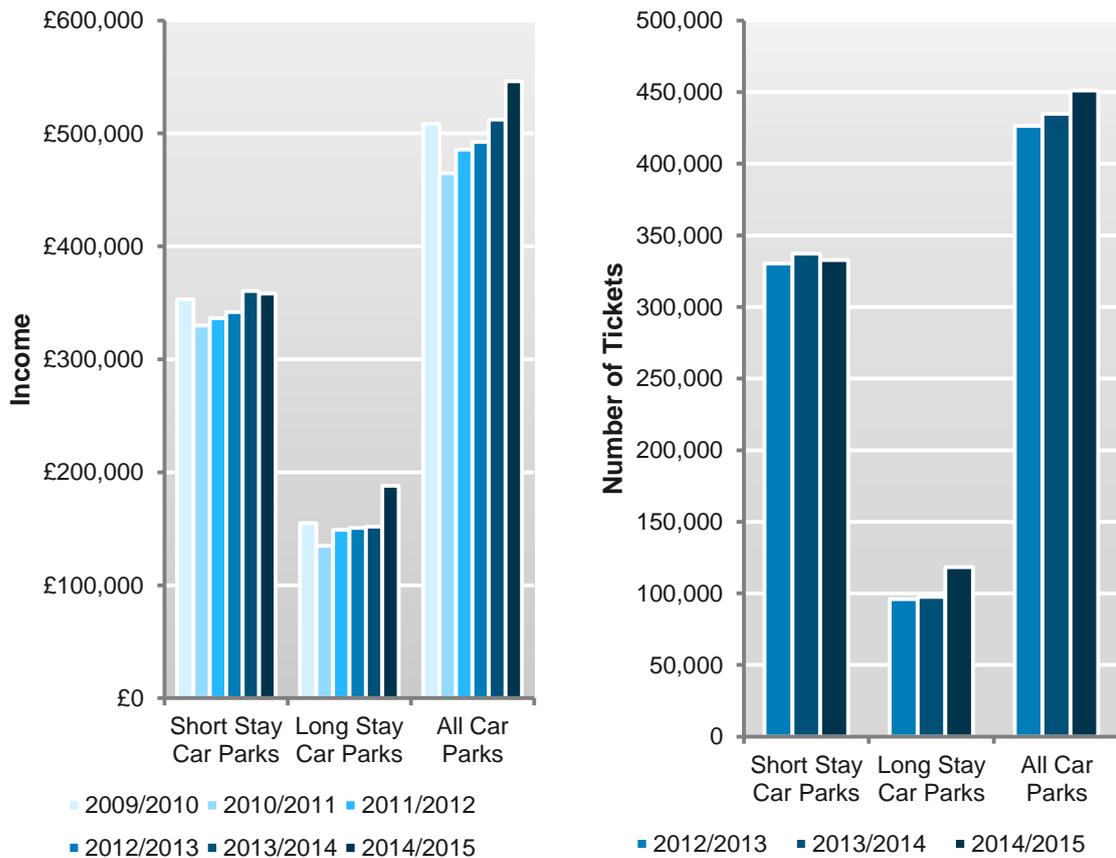


Figure 7.2 – Ticket sales

7.5 **Figure 7.2** clearly shows that more tickets are sold at the short stay car parks compared to the long stay car parks and therefore generate almost twice as much income. It can be observed that there was a decrease in ticket sales and the revenue generated from 2009/2010 to 2010/2011, this is believed to be the impact of the recession leading to fewer trips into the town centre. Since then, the income from the car parks has slowly increased.

7.6 MBC has also provided details of the income and expenditure of their off-street car parks. As part of operating a Car Park Account, there are allowable services which the account can support including capital related car park works in accordance with the Road Traffic Regulation Act 1984. After taking into account all the allowable expenditure there is no surplus generated on the Car Parking Account itself as demonstrated in the annual transparency publication produced by MBC. This is summarised in **Table 7.1**. The capital expenditure costs include items such as the Burton Street Car Park renovation scheme (2013/2014) and other similar schemes.

**Table 7.1 – Car park income and expenditure**

Year	2013/2014	2014/2015
Income	£585,176	£599,378
Expenditure (Annual costs)	£272,905	£341,093
Surplus before capital expenditure	£312,271	£258,285
Capital Expenditure (one-off costs)	£473,784	£258,285
Net	-£161,513	£0

7.7 The council needs to balance various competing needs within their parking tariff structure:

- higher charges may be needed to discourage parking when demand is high
- lower charges are needed to encourage more visitors to the town and stimulate economic growth, and
- MBC need to ensure that they are able to maintain their parking by not losing too much money from parking provision.

7.8 In ensuring revenue is not lost, enforcement of parking is important as is the maintenance of parking ticket machines. However, Paragraph 2.5 of *The Secretary of State's Statutory Guidance to Local Authorities on the Civil Enforcement of Parking Contraventions* (March 2015) states that: "For good governance, enforcement authorities need to forecast revenue in advance. But raising revenue

*should not be an objective of civil parking enforcement, nor should authorities set targets for revenue or the number of Penalty Charge Notices they issue”.*

- 7.9 The council is also limited as to what projects they can fund through surplus (before capital expenditure) parking revenue. Under Section 55 of the Road Traffic Regulation Act (1984) and surplus from car parks can only be used for funding certain projects, including
- public passenger transport services or facilities
  - highway or road improvement project
  - environmental improvements, and
  - outdoor recreational facilities available to the public without charge.

### Issues arising

- 7.10 The main issue with regards to revenue is to ensure that the income from the car parks will cover the cost of their management and maintenance. To achieve this MBC need to ensure that they receive the income from parking and keep their costs low.
- 7.11 The main barrier to receiving income is non-compliance of users. This is generally addressed by better parking enforcement; however, non-compliance will also increase if parking is not easy to do (i.e. difficulties with payment or lack of parking spaces) and therefore improving parking conditions is also important. Reducing costs may be achieved through changes in parking management.

### Potential Solutions

- 7.12 The following options are put forward to address the issues raised in the previous section. It may be possible to cover some of these within the capital expenditure costs for car parks.

#### Flexible payment methods

- 7.13 As discussed in **Section 4**, MBC is looking to investigate alternative payment methods in addition to the current pay and display ticket machines, such as pay by phone.
- 7.14 Upgrades to the ticket machines are costly, however, in the long term it may be appropriate to have a strategy in place so that when the machines need replacing that they include upgrades that work with Automatic Number Plate Recognition (ANPR) systems. For example, if the pay and display ticket machines required users to enter their car number plate, this could then be checked via the ANPR system and help eliminate the need for on-street enforcement officers.

- 7.15 Recognising that currently payment by card includes a cost per transaction to the car park operator, this option would need to be reviewed as payment methods become more efficient and therefore will require a longer term view. Therefore in the long term, a strategy should be in place to include payment by card and radio-frequency identification (RFID) contactless payment systems. This may be more appropriate at long stay car parks where parking charges are greater. This could be paid for through capital expenditure in accordance with Section 55 of the Road Traffic Regulation Act (1984).
- 7.16 Easier payment methods are claimed by operating companies to contribute to increasing compliance (fewer people not buying tickets) and increasing revenue (people tend to spend more on parking when there is no a physical transaction with coins and MBC can still receive payment when their ticket machines break down). This may be negated by the reduction in overpayments due to users not having the correct change. There are also potential savings in terms of cash collection and processing for MBC. It is also hoped that this will increase dwell time of visitors within the town centre increasing more spending with local businesses.
- 7.17 Benefits to the user include not needing to carry the exact change for parking with them and the flexibility to extend their parking stay period if needed as a later time.

### **ANPR Enforcement**

- 7.18 Automatic Number Plate Recognition (ANPR) technology could also help to reduce the cost of enforcement. In the short term it will offer little benefit unless there are upgrades to the ticket machines (i.e. tickets that recognise car registration so that this can be checked against the ANPR system) or changes to the payment method (pay by phone, etc.). Introducing new payment methods that work with ANPR enforcement will help to reduce the number of enforcement officers required at car parks.
- 7.19 In the long term this will help reduce the cost of enforcement and increase compliance of car park users.

### **Investment in car parks**

- 7.20 Reinvestment of parking revenue into improved facilities in terms of resurfacing, accessibility improvements and environmental improvements are an established part of the programme pursued by MBC. This use of car parking revenue is considered a sound strategy for the gradual improvement of parking facilities and contributing to the attractiveness of Melton Mowbray to visitors.

### **Funding temporary Park and Ride**

- 7.21 On Tuesdays and during events when very high demand for parking is anticipated, additional capacity could be provided for such events by operating temporary park and ride facilities, which could potentially be funded as part of capital expenditure to improve the car parks.

- 7.22 Providing a Park and Ride service at busy parking periods helps to relieve the pressure within the town centre. This in turn will reduce non-compliance as people are less likely to park illegally because they cannot find a parking space.

### **Car park ownership**

- 7.23 Where authorities (e.g. Wycombe) have sub-contracted out the management of car parks and where the use of more innovative methods of payment collection are adopted (such as number plate recognition and cashless payment systems), economies of scale and greater surety of costs have been achieved. The management of car parks could be sub-contracted where it is considered and proven that such an arrangement would provide surety of costs and economies of scale.

### **Changes to tariff structure**

- 7.24 The reasons for tariff structure changes discussed in **Section 6** and **Section 8** are intended to promote behavioural change, and thus inevitably have an impact on revenue. The Interactive Parking Model will help MBC understand the potential impact of any changes to the parking regime. This will inform their decision regarding the most suitable tariffs for their car parks.

## **Recommendations**

- 7.25 Following discussion with MBC regarding the potential solutions presented, options have been identified as those most appropriate to meet the objectives of this parking strategy and the wider aspirations of Melton Mowbray. The following are recommended as solutions to be implemented.

### **Flexible payment methods**

- 7.26 It is recommended that MBC invest in payment by phone or other similar cashless payment method. Cashless payment will aid visitors who do not have coins on them or the correct change. It also allows some flexibility for users to extend their parking stay if needed (as long as this is allowed at the carpark). This improves the parking facility and reduces payment difficulties for visitors. It also may help with parking compliance as people are less likely to risk not paying should they not have coins on them.
- 7.27 The effects on the revenue are difficult to predict as overpayment (due to not having the correct change) may decrease however more compliance to buying tickets may negate this. MBC can also still receive payment when the ticket machines breakdown thereby reducing loss of income. There are also potential savings in terms of cash collection and processing. Estimates on the impact on revenue can be made using the Interactive Parking Model.

### **Adoption of ANPR enforcement**

- 7.28 It is recommended that a long term strategy for parking includes the use of ANPR systems. With the current ticket machines, ANPR offers little benefit, but a long term strategy to upgrade these machines to a system that is compatible with ANPR will help reduce the cost of enforcement. It can also be linked to cashless payment systems. ANPR also allows for monitoring to take place throughout the day which will help increase compliance of parking and increase income.
- 7.29 ANPR offers other benefits as it provides data which can be used for providing information to the public regarding the availability of parking spaces. It also helps to reinforce other measures such as free 20 minute parking in short stay car parks.

### **Changes to the parking tariff structure**

- 7.30 It is recommended that changes be made to the parking tariff structure to encourage better use of long and short stay car parks in the town centre. In particular it is recommended that
- the maximum stay period be extended within short stay car parks (with a price difference that favour long stay car parks for longer parking times), and
  - a Tuesday tariff structure is adopted similar to that shown in **Table 6.4** to encourage better use of the long and short stay car parks.
- 7.31 The change in the parking tariff will affect the revenue received from parking. In particular, the change on Tuesdays will likely create more income as short stay parking will increase in price, but due to high demand will still likely be used.

## 8 Length of stay

### Analysis of existing situation

- 8.1 An analysis of the ticket sales at the MBC operated car parks was undertaken to understand the demand for parking for different length of stay. MBC provided ticket sales data for the past three years (April 2012 to March 2015) for the following car parks:
- Short Stay
    - St Mary's Way Car Park
    - Chapel Street Car Park
    - Wilton Road Car Park
  - Long Stay
    - Burton Street Car Park
    - Scalford Road Car Park, and
    - Mill Street Car Park.
- 8.2 Data was not provided for Parkside (Long Stay) Car Park or for Waterfield Leisure Centre (Short Stay) Car Park. Data was provided for Thorpe End Car Park up until June 2014 when the car park was closed. The data for Thorpe End has not been included in this assessment.
- 8.3 Average ticket sales were calculated from these data and used to provide the percentage split of tickets for each car park (shown in **Figures 8.1 to 8.3**). Tuesday sales were isolated for the short stay car parks.

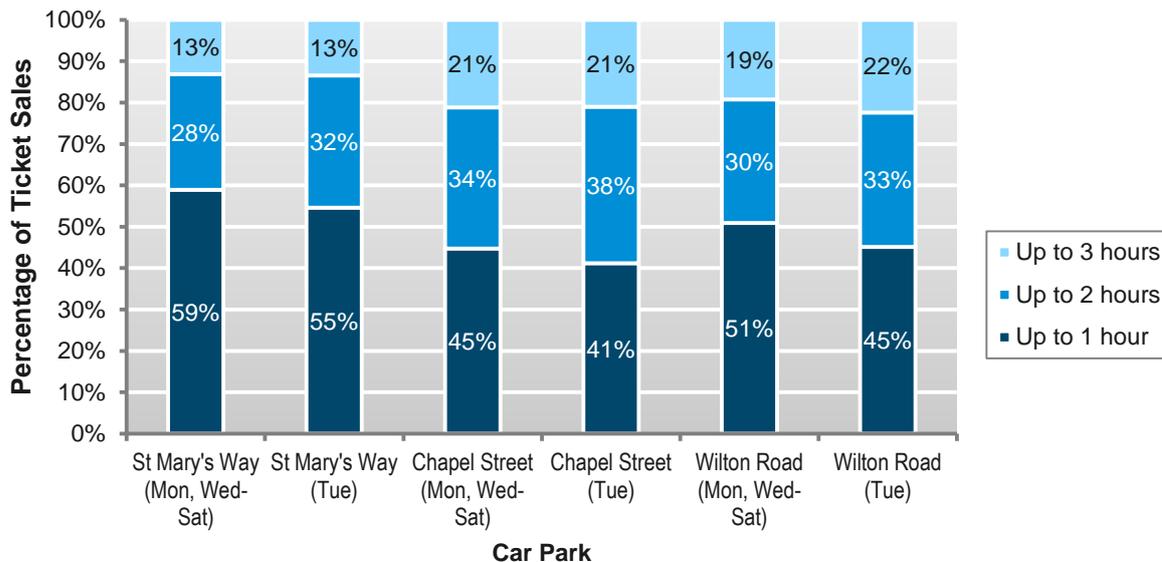


Figure 8.1 – Short stay car park ticket sale percentages by length of stay

8.4 It can be seen from **Figure 8.1** that there is a slight difference in types of ticket sales at short stay car parks between Tuesdays and non-Tuesdays. There is some reduction in parking tickets for up to an hour stay and increase in tickets for up to two hours stay on a Tuesday compared to the rest of the week. This shows a preference for longer parking stays on Tuesday. It is interesting to note that the percentage of tickets for up to three hours stay is quite similar at short stay car parks (there is some increase at Wilton Road Car Park which potentially has better access to Melton Mowbray Market); this indicates that for stays above two hours, there is likely a preference for much longer parking stays and therefore a preference for long stay car parking.

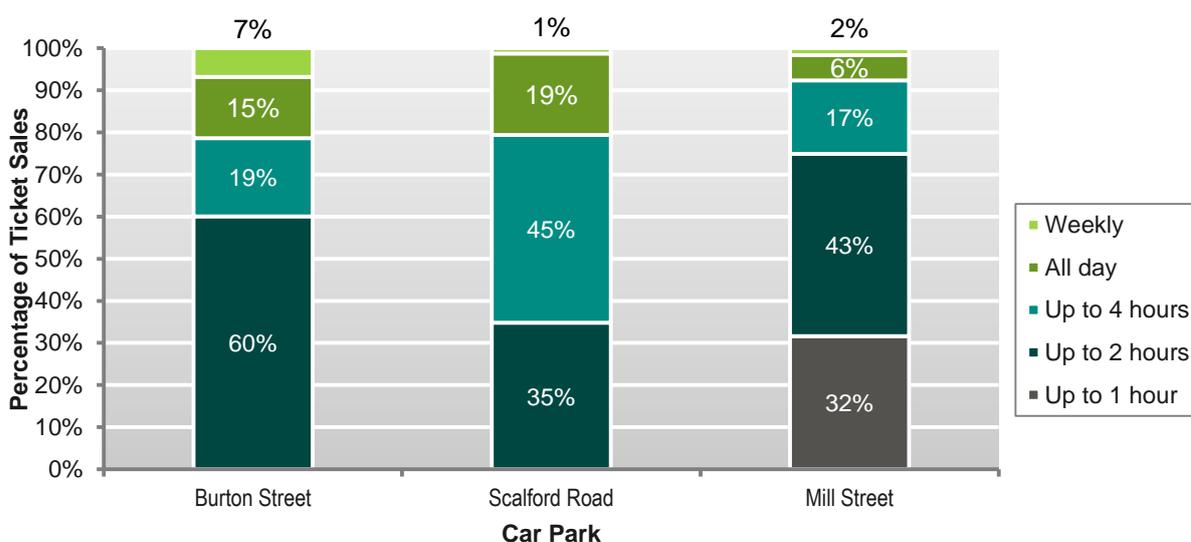


Figure 8.2 – Long stay car park ticket sale percentages by length of stay

- 8.5 **Figure 8.2** shows that there are a high proportion of the lower stay period tickets for long stay car parks. This is slightly tempered by the fact that multiple shorter stay period tickets are able to be purchased compared to longer stay tickets (i.e. there is more opportunity to buy one hour tickets as there are more one hour periods in a day compared to four hour period tickets). This shows that there may be some excess short stay parking demand that is being met at long stay car parks.
- 8.6 Data was not available to compare Tuesday ticket sales with the rest of the week for long stay car parks.

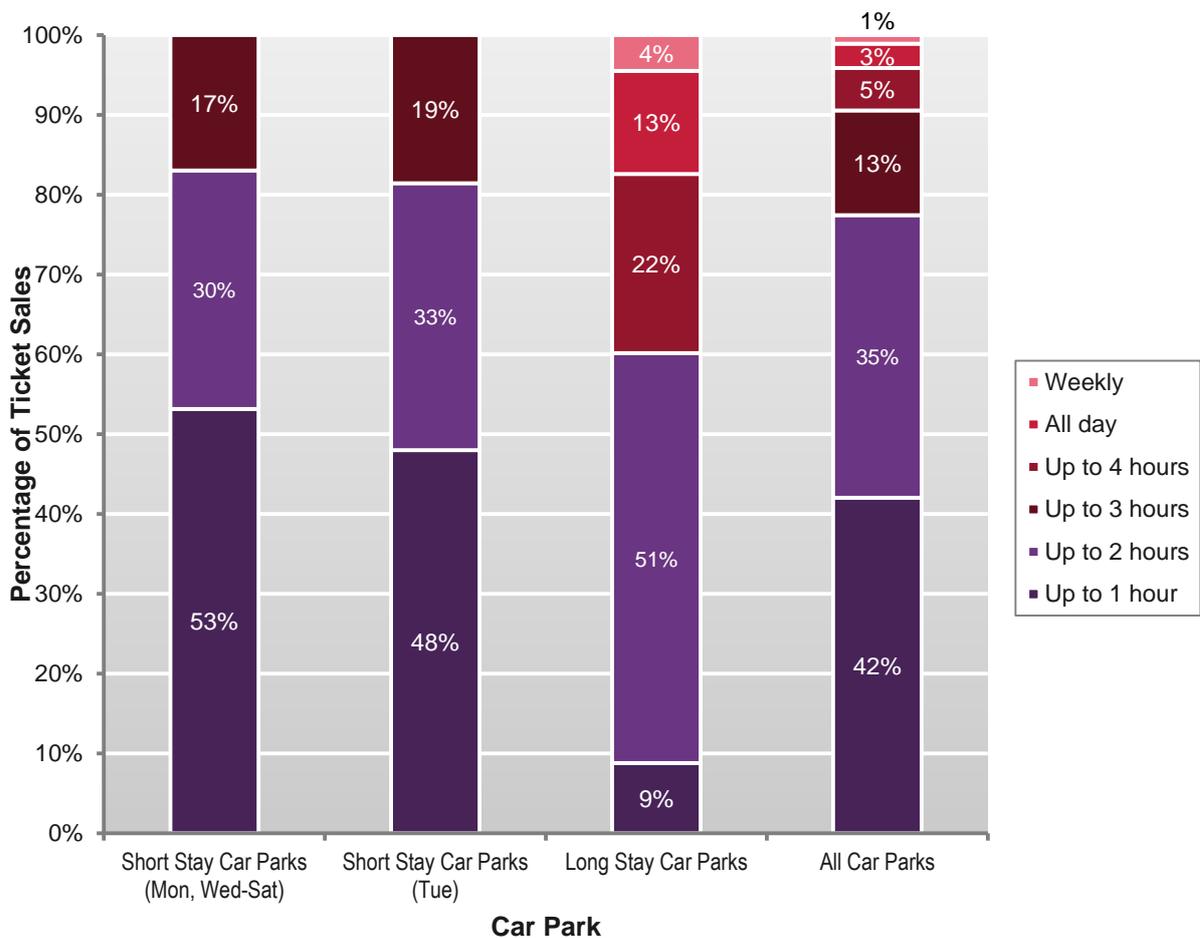


Figure 8.3 – All car parks ticket sale percentages by length of stay

- 8.7 **Figure 3.8** helps to show the breakdown of ticket sales by length of stay across the town centre. It shows that a high proportion of tickets are for short stay trips (less than two hours). Long stay parking is important for those who live and work within the town centre; some of this demand will be met by private and residential car parks. The graphs are reflective of the MBC public car parks.

## Issues arising

- 8.8 There is some indication that there is demand for parking for lengths of stay less than an hour; occupancy for on-street parking (which is generally less than an hour stay) is fairly high (however this is free) and other similar towns tend to have tariff structures that include a half hour stay period.
- 8.9 There is also a difficult balance of providing appropriate parking for different users. Visitors to the town – and particularly Melton Mowbray Market on a Tuesday – will tend to want parking for longer periods of time. Local residents will want some long stay parking for those working in the town centre, however, there is a higher demand for short stay parking for those who are only coming in briefly to use a service or make quick purchases. On a Tuesday this balance of parking is particularly difficult to negotiate.

## Potential solutions

- 8.10 The following options are put forward to address the issues raised in the previous section.

### Introduce a Short-Stay Tariff

- 8.11 A parking charge for less than 30 minutes incentivises behaviour that allows short stay spaces to be used with a higher turnover of vehicles and may free some parking capacity as a result. It also incentivises short shopping visits to the town centre.
- 8.12 The incentive to have a short stay parking period is relatively modest in financial and price elasticity terms, however having the availability of short stay spaces sends a positive signal to shoppers wishing to make a quick visit to a single shop, and makes them less likely to linger as they have a shorter parking time.
- 8.13 A short period where no charge applies in short stay car parks may also alleviate pressure on on-street parking, which is currently uncharged and poorly enforced, thereby freeing up capacity of on-street parking and providing opportunity to use these spaces more effectively. On street parking is also generally associated with greater town centre congestion due to circulating vehicles looking for free spaces, and the alleviation of this would be an additional benefit to the town.

### Increase maximum stay in short stay car parks

- 8.14 At present short stay car parks have a maximum duration of stay of three hours. Introducing a tariff for longer stays at a substantially higher rate than that for long stay parking could be a potential measure to improve use of car parks. This change provides flexibility of use at the short stay car parks during peak demand for long stay parking, whilst deterring such use when there is capacity at long stay car parks.

### Changes to Tariffs

- 8.15 As stated in **Section 6**, an effective charging regime can incentivise behaviour which maximises the utility of the parking infrastructure in supporting the social and financial objectives of the operating authority.
- 8.16 It is considered that the current regime could be modified slightly to continue, and further incentivise, parking on days other than Tuesday, and to benefit parking in the appropriate type of car park for a given trip – at present there is a relatively small difference between short and long stay parking charges for the same duration of stay.

### Tuesday Tariffs

- 8.17 As stated in **Section 6**, it would be feasible to modify the tariff regime on Tuesday to promote a different distribution of parking behaviour. This change in tariff would help encourage better use of short and long stay car parks.

### Use of long stay and short stay car parks

- 8.18 The ticket sales indicate that there may be more demand for short stay parking (at least on non-Tuesdays) and therefore re-designating long stay car parks to short stay car parks should be considered. This will help better meet the need of parking demand within the town centre.

### Flexible payment methods

- 8.19 Pay by phone allows the flexibility to extend the length of stay of parking. Alternative methods of parking payment (e.g. phone payment) are discussed in **Section 4**.

## Recommendations

- 8.20 Following discussion with MBC regarding the potential solutions presented, options have been identified as those most appropriate to meet the objectives of this parking strategy and the wider aspirations of Melton Mowbray. The following are recommended as solutions to be implemented.

### Changes to the parking tariff structure

- 8.21 It is recommended that changes be made to the parking tariff structure to encourage better use of long and short stay car parks in the town centre. In particular it is recommended that
- the maximum stay period be extended within short stay car parks (with a price difference that favour long stay car parks for longer parking times), and
  - a Tuesday tariff structure is adopted similar to that shown in **Table 6.4** to encourage better use of the long and short stay car parks.

- 8.22 The change in the parking tariff will help to release short stay parking for local resident who want to use the usual services of the town but still allows long stay parking at these car parks when demand is high.

### **Free parking for up to 20 minutes**

- 8.23 It is recommended that a free, short stay tariff (up to 20 minutes) be introduced at the MBC short stay car parks in the town centre. Analysis of the occupancy data shows that there is a high demand for on-street parking which is believed to be partly due to local residents making quick visits into the town centre (to click and collect services or for quick purchases).
- 8.24 This new tariff would help to relieve demand for on-street parking and reduce traffic issues created by vehicles circulating the streets looking for parking.

### **Reassessment of short and long stay parking use**

- 8.25 It is recommended to re-designate Burton Street as a short stay car park. There is some evidence from ticket sales that Burton Street is currently used more for short stay parking (60 per cent of annual sales were for the purchased of the minimum stay period ticket). The change will help cater for demand for short stay car parking on the south approach to the town centre and potentially free up more short stay parking within the town centre.

## 9 Coach parking appraisal

### Demand for coach parking

- 9.1 MBC provided records of coach trip to Melton Mowbray for the 2013 and 2014. This does not cover all trips that visited Melton Mowbray, however, it does provide an indication of the patterns seen within coach parking<sup>8</sup>. An analysis of this record was undertaken to understand the demand for coaches in the town. A summary of the analysis is shown in **Figures 9.1** and **9.2**.
- 9.2 The analysis of the coach records has removed one anomalous day (7 December 2014) of data. The Victorian Fayre took place on this day and an unusually high number of coaches visited Melton Mowbray on that day (42 coaches bringing up to 2,226 visitors).

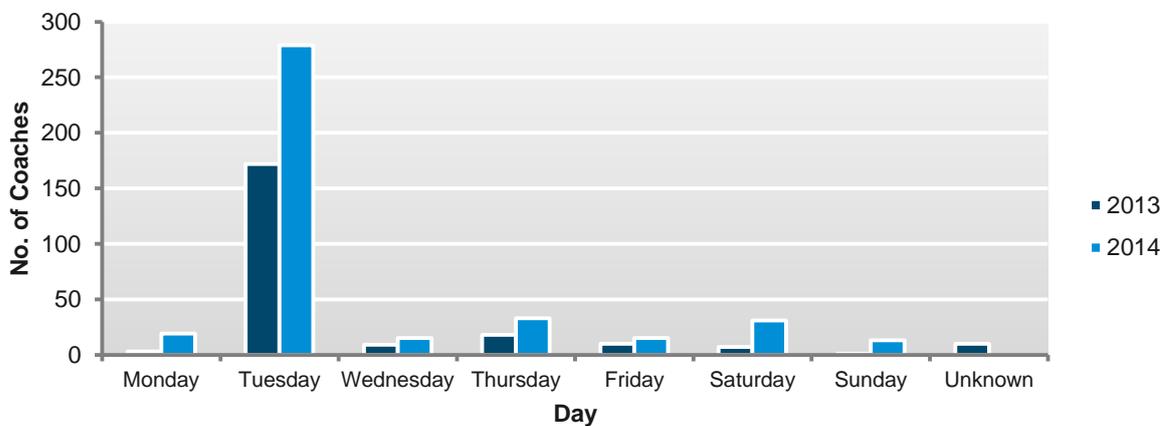


Figure 9.1 – Number of coaches by weekday

- 9.3 **Figure 9.1** clearly shows that Tuesday (market day) is the most popular day for coach trips to Melton Mowbray. 75 per cent of coach trips arrived on Tuesdays in 2013 and 69 per cent arrived on Tuesdays in 2014. **Figure 9.2** also helps to illustrate the high demand for visits on Tuesdays, and shows that at the end of 2013 almost all coach visits recorded were on Tuesdays.

<sup>8</sup> THIS DATA HAS BEEN COLLECTED ON AN ADHOC BASIS AND IS THEREFORE NOT COMPREHENSIVE BUT PROVIDES AN INDICATIVE PICTURE.

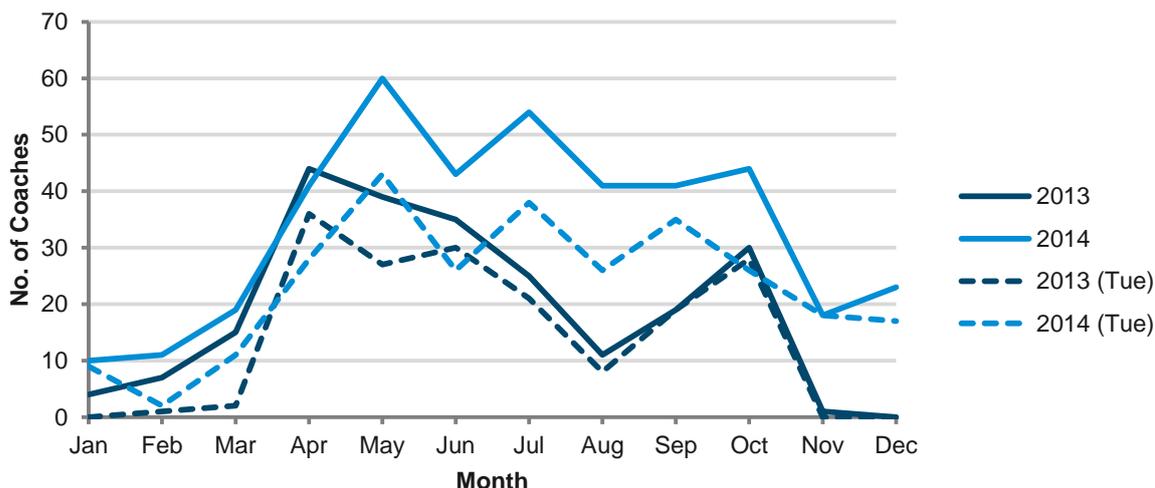


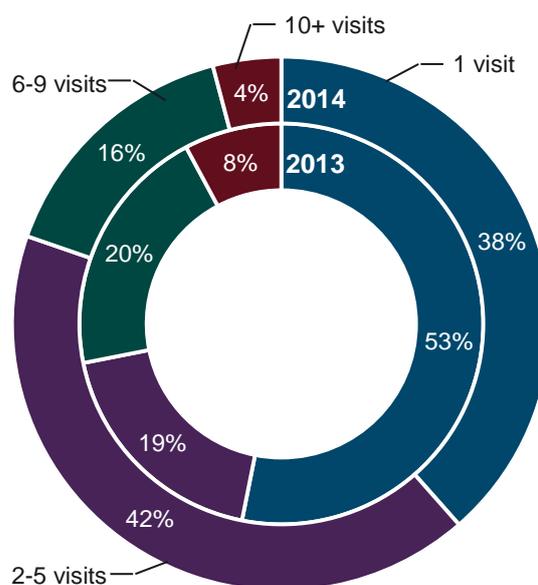
Figure 9.2 – Number of coaches by month

9.4 **Figure 9.2** shows the trend for coach visits throughout the year. There are fewer visits in the winter months (November to February) with the peak number of visits being in spring (April to May); although in 2014 there were still high number of visitor throughout the summer going into autumn. There was a significant increase in coach visitors to Melton Mowbray in 2014 than 2013 (230 coaches in 2013 compared with 405 coaches in 2014).

9.5 **Table 9.1** provides a summary of the number of coaches that arrive on a single day to Melton Mowbray. This shows that a large proportion of days visited were only by one coach (53 per cent in 2013 and 38 per cent in 2014) and that the majority of visits saw five coaches or fewer arrive on a single day (72 per cent in 2013 and 80 per cent in 2014). A sizeable proportion of days had six to 10 coach visits in a day and a small proportion had 10 or more coach visits on a single day.

Table 9.1 – Coach visits per day

No. of coaches visiting on day	No. of Days	
	2013	2014
1	34	47
2 to 5	12	51
6 to 9	14	22
10 or more	4	2
<b>Total Days</b>	<b>64</b>	<b>122</b>



- 9.6 The maximum number of visit recorded on a single day was 16 coaches. This is excluding the 7 December 2014 when 42 coaches brought visitors for the Victorian Fayre. The arrival times of the coaches is not available within the records and therefore it is not possible to determine if there is a parking issues for coaches on days where there are a high number of visitors. It should be noted that **Table 9.1** only provides data on coaches recorded by MBC, anecdotal evidence indicates that there are higher numbers of coaches visiting Melton Mowbray particularly on Tuesdays

### Issues arising

- 9.7 The data shows that there are high numbers of coach visits on a Tuesday and conversations with local businesses and members of MBC has also confirmed that there is a great demand for coach parking on this day. This puts pressure on the coach parking at Wilton Road Car Park.
- 9.8 The main issues for coach parking are:
- the high demand for coach parking on Tuesdays and other large special events (such as the Victorian Fayre)
  - the lack of alternative coach parking or drop-off locations for coaches (other than at Wilton Road Car Park) and the resistance of coach drivers to use drop-off/pick-up facilities, and
  - the lack of a consistent strategy to coach parking (i.e. clear signs and routes for coaches to follow to parking and a consistent approach for directing coaches to alternative coach parking areas when Wilton Road Car Park is full).
- 9.9 Through the Meet and Greet service, MBC has undertaken surveys and recorded data about coach visits. MBC has observed that the majority of coach visitors are elderly with around 70 per cent of visitors being 70 years of age or older (based on surveys). Many also have mobility issues and therefore Wilton Road presents a barrier to them reaching the town centre.

### Potential solutions

- 9.10 The following options are put forward to address the issues raised in the previous section.

#### Improving signage

- 9.11 Current parking signage within Melton Mowbray is situated in close proximity to parking locations and therefore does not provide guidance for coaches entering Melton. A strategy of directing coaches prior to them entering the town centre and channelling them to the appropriate coach parking would be beneficial.

### **Improving amenities**

- 9.12 Improving the links from the current Wilton Road Car Park to the town centre will benefit those who arrive by coach, particularly as many of them are elderly and less mobile. Improve facilities such as raised kerbs, improved toilet facilities and better signage and tourism information will also improve the experience of visitors by coach and help promote tourism for Melton Mowbray.

### **Peak demand coach parking**

- 9.13 On Tuesdays and during events when very high demand for coach parking is anticipated, additional car parking could be sacrificed in order to accommodate the increased number of coaches. Whilst this will place additional strain on car parking capacity, it may be possible to operate temporary park and ride facilities and agree temporary use of non-public parking to provide additional capacity (as has been done in Melton Mowbray for the Victorian Christmas market in the past) to reduce this strain.

### **Routes into Melton Mowbray**

- 9.14 Particularly during times of peak demand it may prove beneficial to consider a routing strategy to avoid unnecessary congestion between coach traffic and car parking traffic where possible. Material produced in advance (online or in tourism leaflets) to advise the easiest route to the appropriate coach park location could provide a relatively straightforward way to encourage route choice when coupled with improved signage.

### **Consistency between events and coach strategy**

- 9.15 Through consultation with local businesses, which receive visitors from coach trips, it appeared that there was some lack of knowledge with regard to parking arrangements for coaches. For busy events, there is not a consistent approach for overflow coach parking when the Wilton Road coach park is full. It may be possible for MBC to maintain a simple register of expected coaches and allocate a parking space in a designated area in order that all coaches are able to find a parking bay.

### **Coach drop-off points**

- 9.16 Opportunities for new coach drop-off points may be possible with the redevelopment at Melton Mowbray Market. As a key destination it would be useful to have places for coaches to drop-off/pick-up visitors before going elsewhere to park.
- 9.17 Burton Street is a wide road and on the approach into the town centre. It may be appropriate to provide an on-street coach parking bay on this street in place of the current on-street parking bays. A free 20 minute parking period within short stay car parks will help meet demand of the displace on-street parking.

## Redesign of coach parking at Wilton Road

9.18 There may be some opportunities to redesign the layout of the front section of the Wilton Road Car Park to accommodate more coaches. Potential options to provide more space for coaches could include:

- reallocation of the two disabled spaces in the north to allow more coach parking adjacent to the five spaces that currently exist
- re-designation of the taxi rank area for coach use (however, an alternative taxi rank area would need to be found), and
- removal of the vegetation at the front of the car park and redesign of the layout of the car park may also create more coach parking areas.

9.19 In addition to this, improvements to the parking should also be included to improve safety for multiple users of the car parks (particularly visitors alighting and boarding coaches) and remove obstacles for those who are less mobile. Tourist information closer to the coach park will also help improve the amenities.

## Improved Monitoring

9.20 Monitoring of coach parking, particularly at high demand periods, is important to understand what the capacity requirements are for the town centre. Continuous monitoring and liaison with coach operators will help inform any infrastructure changes for coach parking and allow for comparisons to be made following the implementation of recommendations.

## Recommendations

9.21 Following discussion with MBC regarding the potential solutions presented, options have been identified as those most appropriate to meet the objectives of this parking strategy and the wider aspirations of Melton Mowbray. The following are recommended as solutions to be implemented.

## New coach parking and consistent approach

9.22 It is recommended to identify alternative coach parking locations and set out a clear process for their use. Coach parking is only available at Wilton Road Car Park which has designated spaces for up to eight coaches and three informal spaces (double parked along the central coach parking area). On busy occasions, coach parking exceeds the capacity of Wilton Road Car Park. Information (within the car park and online) should be provided to inform coach operator where the next coach parking location is when the first is full, and similarly where to park after that when the second location is full. **Figure 9.1** illustrates this process.



Figure 9.1 – Management process for coach parking

- 9.23 Alternative parking locations need to be identified which are not too removed from the town centre. This could perhaps be provided on-street such as on Burton Street or within other car parks (e.g. Burton Street Car Park). There may also be opportunity to provide this within new developments such as at Pera or Melton Mowbray Market.
- 9.24 This will improve the visitor experience for those arriving by coach and continue to support the aspiration to promote Melton Mowbray as a visitor destination.

### Events parking strategy

- 9.25 It is recommended that a standard parking strategy be established for key event within Melton Mowbray. This should include coach parking and identify sites where excess coach parking can be accommodated as there will be a higher number of trips on that day. A coach booking system may also be required for popular events to ensure that coaches can be accommodated.
- 9.26 This will help to improve the management of large events and reduce confusion for visitors. This will also help reduce some of the traffic and parking issues that occur during large events.

### Redesign of Wilton Road Car Park

- 9.27 It is recommended that MBC consider options to redesign Wilton Road Car Park to increase parking capacity for coaches. Options should also consider improvements of safety of passengers (avoiding conflict with other parking vehicles) and address barriers to the town centre (such as crossings on Wilton Road). Improvements to amenities and tourist information will also increase the attractiveness of the coach park. This will improve the visitor experience for those arriving by coach and continue to support the aspiration to promote Melton Mowbray as a visitor destination.

## 10 Summary of recommendations

- 10.1 Parking is an important commodity for a town centre and supports the economic and social activity within them. Melton Mowbray is keen to increase the social and economic activities within the town centre and promote itself as a tourist destination. The recommendations within this parking strategy have been selected to help promote these aspirations.
- 10.2 Key issues that have been identified within this parking strategy include:
- the need to provide appropriate parking for different trips (short trips less than an hour, trips up to two hours, and trips involving longer stay periods)
  - better management of underused parking spaces
  - removing barriers that make parking difficult, such as difficulties with the current paying method, poor signage and trying to find parking
  - issues for coach parking (lack of provision during busy periods and improving amenities), and
  - management of parking at peak periods and special events.
- 10.3 The recommendations of this report also seek to address these issues.

### Recommendations

- 10.4 It is important to understand these recommendations as a package of measures as opposed to viewing them in isolation. Some of the recommendations will work well by themselves, however, many of them are strengthened by the implementation of other recommendations.

#### Free short stay parking

- 10.5 It is recommended that a free, short stay tariff (up to 20 minutes) be introduced at the MBC short stay car parks in the town centre. Analysis of the occupancy data shows that there is a high demand for on-street parking which is believed to be partly due to local residents making quick visits into the town centre (to click and collect services or quick purchases). This new tariff would help to relieve demand for on-street parking and reduce traffic issues created by vehicles circulating the streets looking for parking.
- 10.6 This recommendation would need to be implemented with strong enforcement to ensure that the new tariff is not abused and that parking revenue is not greatly reduced by the 20 minute free parking period. ANPR enforcement will be highly beneficial for this recommendation.

- 10.7 This recommendation would require a review of the on-street parking provision (which is free) as there will be an increase in alternative short stay, free parking. There is a variation in the maximum stay period of on-street parking (20 minutes, 40 minutes and an hour). It would be beneficial to revisit the purpose of these spaces (and the reason for the stay periods provided) and make adjustments to provide a consistent approach to parking within the town centre. Re-allocation of the spaces for other uses may also be appropriate such as provision of more disabled spaces or use as residential parking.
- 10.8 This recommendation may also add leverage to other changes to the parking tariff (such as increases in pricing).

### **Reassignment of short and long stay parking**

- 10.9 It is recommended that Burton Street Car Park is reassigned as a short stay car park as there is demand for short stay parking at this location. Burton Street Car Park is ideally located for those entering the town from the south without requiring them to navigate the busier street of the town centre to reach the current short stay car parks. Making Burton Street a short stay car park will encourage more use of this location and potentially reduce traffic within the town centre.
- 10.10 To support this change, the one hour tariff at the Mill Street Car Park should be removed to solidify its identity as a long stay car park. This will help address some of the long stay demand that will be displaced from Burton Street Car Park. Better promotion of Scalford Road car park may also be required to meet the displacement of long stay parking at Burton Street Car Park.

### **ANPR enforcement**

- 10.11 It is recommended a long term strategy be established to incorporate Automatic Number Plate Recognition (ANPR) enforcement at the MBC operated car parks and compatible payment methods. ANPR offers a range of benefits including enforcement of parking at all times and the reduced need for enforcement officers on street (which can offer some financial saving). In particular it will benefit monitoring and enforcing very short stay parking i.e. the free 20 minute period parking.
- 10.12 ANPR also allows data to be collected which can be used for other purposes. It can be used to calculate daily parking accumulation profiles for car parks which can be used to better manage them. It can also provide information on the vacancies available in car parks – this could be used for variable message signing to inform drivers of which car parks are full and where else they can park.

### **Improved signage strategy**

- 10.13 It is recommended to improve signage for car parking within the town centre. Signage should be provided along the main routes into the town centre: the A607 from both the southwest and the northeast, A606 from the northwest and the

southeast and the A6006. Signs should be positioned at key junctions and direct drivers to the most appropriate long and short stay car parks from that route. This will guide drivers to parking more quickly and help reduce some of the congestion on the roads. Improved signage for coach parking should also be incorporated.

- 10.14 Signs to alternative car parks may also be appropriate at the busier car parks so that drivers know where else they can find parking should the car park be full. Variable message signs could also be provided to inform drivers which car parks are full and what alternative parking is available. Parking availability data can be provided by ANPR if this were installed at car parks.

### Change to parking tariffs

- 10.15 It is recommended to introduce a new charging regime to incentivise behaviour which maximises the utility of the parking infrastructure in supporting the social and financial objectives of the operating authority.

- 10.16 In particular it is recommended that

- the maximum stay period be extended within short stay car parks (with a price difference that favour long stay car parks for longer parking times), and
- a Tuesday tariff structure is adopted similar to that shown in **Table 10.1** to encourage better use of the long and short stay car parks.

- 10.17 Charging rates during periods of peak demand should incentivise correct choice of car park (i.e. long or short stay). It is recommended that for parking stays of up to an hour a short stay car park should be cheaper, but that for all longer periods a long stay car park should be substantially cheaper. Hourly price increases per stay should also be less than that for short stay car parks. An example charging regime is shown in **Table 10.1**.

Table 10.1 – Example Tuesday parking charging regime

Period of Stay	Short-Stay Charges (Tuesday)	Long-Stay Charges (Tuesday)
Up to half an hour	£0.20	-
Up to 1 hour	£1.00	£2.00
Up to 2 hours	£4.00	£2.50
Up to 3 hours	£6.00	£3.00
Up to 4 hours	£8.00	£3.50
Over 4 hours	<i>(a deterrent charge level could be introduced)</i>	£4.00

- 10.18 The higher charging rates may curtail some demand, but given that occupancy of car parks is exceptionally high on Tuesday, this is not expected to impact negatively on revenue. The Interactive Parking Model can be used to estimate changes to the revenue.

### **Flexible Payment Methods**

- 10.19 It is recommended that MBC adopt cashless payment methods. This allows flexibility for users to pay for parking and helps remove the current barriers that users face of not having coins required by the current ticket machines. It also gives users flexibility to extend their parking if necessary. Most cashless payment options offer a range of payment methods (by phone, using an app or over the internet) which will appeal to larger range of users. This technology also helps to reduce some of the management cost as processes can be automated and it reduces the need of processing cash payments. It is also important for the attractiveness for visitors to have modern payment methods.
- 10.20 It is also recommended that a long term strategy be adopted to upgrade ticket machines to provide tickets compatible with ANPR enforcement. This will help to reduce enforcement costs in the future.

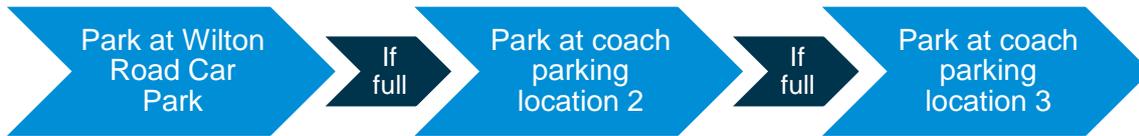
### **Park and Ride**

- 10.21 It is recommended that option be investigated for a park and ride site to accommodate parking at high demand times (Tuesdays and events). Ideally, the site should be MBC owned, although, failing this it may be possible to make arrangements with a private land owner. The site should also be positioned on or near a main route into the town centre; this will increase the viability of it being used and also help to reduce traffic into the centre of the town. Careful thought should be given to pricing, signage and shuttle frequency to ensure interception of cars prior to entering the town centre, an attractive tariff offer, and a minimal delay for park and ride users.
- 10.22 The Park and Ride will help to relieve some of demand at busy times for parking and can help balance changes to the use of car parks (e.g. transformation of Burton Street from Long Stay to Short Stay and the use of Scalford Road for business passes). Provision for coaches at the Park and Ride should also be considered to help meet the high demand for coach parking at busy periods.

### **Coach parking**

- 10.23 It is recommended to identify alternative coach parking locations and set out a clear process for their use. Coach parking is only available at Wilton Road Car Park which has designated spaces for up to eight coaches and three informal spaces (double parked along the central coach parking area). On busy occasions, coach parking exceeds the capacity of Wilton Road Car Park. Information (within the car park and online) should be provided to inform coach operator where the

next coach parking location is when the first is full, and similarly where to park after that when the second location is full. **Figure 10.1** illustrates this process.



**Figure 10.1 – Management process for coach parking**

- 10.24 Alternative parking locations need to be identified which are not too removed from the town centre. This could perhaps be provided on-street following the introduction of free 20 minute period parking in car parks or within other car parks.
- 10.25 Once a clear system has been introduced it may be possible to adopt other measures to help manage the coach parking. This could include a booking system for spaces within the coach parking areas. Such measures should be explored by MBC following the introduction of a clear coach parking process.

### **Redesign of Wilton Road Car Park**

- 10.26 It is recommended that MBC consider options to redesign Wilton Road Car Park to increase parking capacity for coaches. Options should also consider improvements of safety of passengers (avoiding conflict with other parking vehicles) and address barriers to the town centre (such as crossings on Wilton Road). Improvements to amenities and tourist information will also increase the attractiveness of the coach park. This will improve the visitor experience for those arriving by coach and continue to support the aspiration to promote Melton Mowbray as a visitor destination.

### **New Crossing Facilities**

- 10.27 It is recommended to provide new pedestrian crossings on Wilton Road and Leicester Street.
- 10.28 It is recommended that a new pedestrian crossing be provided on Wilton Road in proximity to Barclays bank. This will improve connection from Wilton Road Car Park to the services on Wilton Road, to the town centre and to Melton Mowbray Market (as it eliminates the need to cross Wilton Road at the junction which requires three crossings). This will also benefit coach visitors, many of whom are elderly and less mobile.
- 10.29 It is recommended that a new pedestrian crossing be provided on Leicester Street near the desire line between the market place and Church Street. This will improve the access from Burton Street and Parkside car parks to the town centre and will improve safety for pedestrians on this road. Better access from Burton Street will make this car park more attractive and help to remove traffic from the town centre

one-way system. This will also support changes to make Burton Street Car Park a short stay car park.

### **Management of business parking passes**

- 10.30 It is recommended that business parking permits be assigned to particular car parks to help redistribute parking within the town centre and free up spaces at locations which are more popular. They can also be used to encourage use of car parks that are underutilised. In particular, Scalford Road is an underutilised car park (with the exception of Tuesdays), assigning business parking spaces to this car park will increase its use. On Tuesdays there will be high demand for these spaces, but if a Park and Ride is introduced this will help to mitigate this demand.
- 10.31 Suitable business passes for Arla should also be introduced following the development of the Foyer Project. Providing some parking at Mill Street Car Park will help to address this displaced parking demand. Consideration should also be given to the possibility of allowing parking within certain residential car parks (potentially St John's Court or Saxby Road) during the day (when demand for parking is low at these car parks). Car park accumulation profile data will need to be collected at these car parks to understand if the car parks could provide the necessary parking supply.

### **Residential parking permits**

- 10.32 With new residential development being provided within the town centre, it is recommended that residential parking permits be introduced. These permits would require residents to register their vehicle and pay for a permit which would then allow them to park within certain car parks (e.g. Chapel Street) and /or on-street without restriction during the day when parking restrictions apply (parking at night is free). Alternatively, one-use parking tickets could be sold (e.g. books of 10 tickets with scratch card style dates) to residents who can then use them as they please when they require parking during the day time (these could also be used by visitors of residents).

### **Events parking strategy**

- 10.33 It is recommended that a standard parking strategy be established for key event within Melton Mowbray. Currently various events take place within Melton Mowbray which require some degree of traffic management and parking management. However, due to events being organised by different groups there is no consistent approach and on occasions the traffic and parking management is not executed well. A clear *Events' Traffic and Parking Management Strategy* for events should be designed and packaged as a toolkit which can be given to event organisers. This would make events run more efficiently, help reduce traffic congestion and bring a level of consistency for visitors.

10.34 If a suitable Park and Ride location is identified, then the Park and Ride should be included within the *Events' Traffic and Parking Management Strategy*.

### **Marketing and awareness**

10.35 It is important to recognise the role of raising awareness and marketing in order to effectively introduce the recommendations within this document. Information about new measures needs to be made known to key user groups through a range of appropriate media (MBC's website, letters, on-street notices, etc.).

10.36 A study<sup>9</sup> of parking practices introduced by various towns and cities identified the importance of communication and consultation in the success of new parking measures. It states that those implementing measures should make *“relevant stakeholders aware of the rationale for the decisions taken to shape a parking offer. It is often the case that people who depend on parking are not always aware of the complexity of transport and accessibility issues and can therefore be resistant to change. Those in the parking profession who do not make clear the reasons why certain decisions are taken can fall foul of negative publicity. This includes being open and transparent on how funds are spent to help dispel myths that public sector parking operators are generating excessive surpluses.”* And that *“good communication means bringing stakeholders into the decision-making process so their concerns are understood and their needs can be met.”*

10.37 Implementing these measures is intended to help MBC achieve their wider objectives for Melton Mowbray by:

- increasing tourism and the visitor experience (for those arriving by car and coach)
- catering for all users, and
- providing an evidence base to inform future decision making and investment in car parking (assisted through the Interactive Parking Model).

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<sup>9</sup> Association of Town & City Management, 2014. *In-Town Parking: What Works?*. ATCM, London.



## Appendix A – Review of Car Parks

A.1 This appendix provides a written description of the main car parks and parking areas within Melton Mowbray town centre. It is split into four sections:

- Melton Borough Council (MBC) operated long stay, off-street car parks
- MBC operated short stay, off-street car parks
- privately operated off-street car parks, and
- on-street parking areas (MBC operated).

A.2 The locations of these car parks are shown on **Figure 2.1** of the report on page 12.

### MBC operated long stay, off-street car parks

#### Scalford Road Car Park

A.3 Scalford Road Car Park is located off Scalford Road to the north of the town centre. It is approximately 200m north of Melton Mowbray Market 600m from Melton Mowbray High Street. It is easily accessible on foot from Scalford Road and Melton Mowbray Market but suffers from some severance to the High Street



caused by heavy traffic on Norman Way (A607). Vehicle access is from Scalford Road. There is signage for this car park on Scalford Road however this is limited and there is no signage on the A606 and A607 (the main routes into Melton Mowbray) directing visitor to this car park.

A.4 The car park has 199 spaces. These are standard sized (2.4m x 4.8m), marked bays which are laid out in an echelon arrangement with one-way circulation. There are no disabled parking bays. The car park surfacing is poor and there are no internal footways. There is lighting provided in the car park, but there is no CCTV and the car park is obscured from the main road by vegetation and does not have good natural surveillance.

A.5 Payment for parking is pay and display. There are two ticket machines available in the car park both of which are in good condition. These only accept cash and do not provide change. The parking charges are the standard MBC long stay car park cost and are set out in **Section 6**.

## Cattle Market Car Park 1 & 2

- A.6 The Cattle Market Car Park is located to the northwest of the town centre adjacent to Melton Mowbray Market and approximately 600m from Melton Mowbray High Street. The vehicle access is off Nottingham Road (A606) and pedestrian access is provided from Nottingham Road (A606), Scalford Road and directly into Melton Mowbray Market. There is some signage on Nottingham Road directing vehicles to long stay parking.



The vehicle access is off Nottingham Road (A606) and pedestrian access is provided from Nottingham Road (A606), Scalford Road and directly into Melton Mowbray Market. There is some signage on Nottingham Road directing vehicles to long stay parking.

- A.7 The car park has in the region of 110 spaces split into two separate parking compounds (there is an additional car park adjacent to the MBC car parks which is owned and managed by Melton Mowbray Market providing additional parking – over 100 spaces – for visitors and traders on Tuesday). Parking spaces are not marked and the surfacing is of poor quality. There is some lighting provided within the car parks however there is no CCTV coverage and the car park is obscured from the surrounding streets, therefore there is no natural surveillance (however on Tuesday there are parking attendants present).
- A.8 The car park is managed by Melton Mowbray Market on Tuesdays and by MBC the rest of the week. On Tuesdays the ticket machines are not in use and instead parking attendants from the markets manage the MBC car parks along with their own car park. During the rest of the week the larger MBC operated parking compound is closed and only the smaller compound is open (approximately 30 spaces). Payment for parking is pay and display. There is one machine available in the car park which is in good condition. This only accepts cash and does not provide change. The parking charges are the standard MBC long stay car park cost and are set out in **Section 6**.

## Burton Street Car Park

- A.9 Burton Street Car Park is located to the south of the town centre on the western side of Burton Street. It is approximately 250m south of Melton Mowbray High Street, 230m from the rail station and is adjacent to the Melton Mowbray Town Estate parks. It has very



good pedestrian access from Burton Street via a gate in its north eastern corner and from Mucky Lane, and can be accessed from the footway running along its western side adjacent to the park (which provides a direct route to the town centre). However, on approach to the town centre (market place on High Street), the pedestrian route is severed by a lack of pedestrian crossing on the desire line at Leicester Street (A606) and by the on-street disabled parking bays and loading area. Vehicle access is from Burton Street via Mucky Lane. There is signage on Burton Street directing drivers to the long stay car park.

- A.10 The car park has 163 spaces and split into two sections by Mucky Lane, with the majority of the car park to the north of Mucky Lane and a smaller section (around 30 spaces) to the south of Mucky Lane (also called Burton Street Annex Car Park). The car park has standard sized, marked bays with two-way circulation. There are



10 disabled parking bays, seven parent and child bays and two electrical vehicle parking bays with a charging point. Motorcycle parking is also available in the Annex car park. The car park surfacing is in excellent condition and there is lighting provided. There are no internal footways apart from one on the northern

side of the car park. There is no CCTV and the car park is partially obscured by buildings along Burton Street, however there is some natural surveillance from the Council Building south of the car park and from the footway and park to the west.

- A.11 Payment for parking is pay and display. There are four ticket machines available in the car park all of which are in good condition. These only accept cash and do not provide change. The parking charges are the standard MBC long stay car park cost and are set out in **Section 6**.

### Mill Street Car Park

- A.12 Mill Street Car Park is located off Mill Street to the south of the town centre and to the east of Burton Street. It is approximately 310m from Melton Mowbray High



Street. It has good pedestrian access from Mill Street, however, the footway becomes very narrow on the approach to Burton Street (the main route into the Town Centre). The pedestrian route is severed by a lack of pedestrian crossing on the A606, on approach to the

town centre (market place on High Street). Vehicle access is from Burton Street via Mill Street with separate entry and exit points onto Mill Street. There is no signage for the car park.

- A.13 The car park has 45 spaces which are standard sized, marked bays. The small size of the car park means there is little need for vehicles to circulate the car park looking for a space, however there is adequate space between bays for the manoeuvres that would be required of vehicles. There are three disabled parking bays adjacent to the ticket machine. The car park surfacing is in fairly good condition. There is no lighting within the car park, although it does benefit from the street lighting on Mill Street. There are no internal footways. There is no CCTV but the car park has good natural surveillance from Mill Street and the residential dwellings along it.
- A.14 Payment for parking is pay and display. There is one ticket machine available in the car park which is in good condition. This machine only accepts cash and does not provide change. In addition to the standard MBC long stay car park charges, a minimum one hour charge period is available at this car park as set out in **Section 6**.

### **Parkside Car Park (Saturday Only)**

- A.15 Parkside Car Park is located to the south of the town centre and is adjacent to the MBC building on Burton Street. The car park is used by staff and visitors of MBC during the week but is open to public use on Saturdays. It is approximately 330m from Melton Mowbray High Street, 140m from the rail station and is adjacent to



the Melton Mowbray Town Estate parks. It has good pedestrian access from Burton Street and the footways and park to the west. However, on approach to the town centre (market place on High Street), the pedestrian route is severed by a lack of pedestrian crossing on the desire line at Leicester Street (A606) and by the on-street disabled parking bays and loading area. Vehicle access is from Burton Street via Mucky Lane. It shares the signage for Burton Street Car park directing drivers to long stay car park.

- A.16 The car park has 72 spaces; these are standard sized, marked bays with two-way circulation. There are four disabled parking, two parent and child bays and a motorcycle parking area. There are also six cycle stands (12 cycle spaces) which are sheltered and adjacent to the entrance of the council building. The car park surfacing is in excellent condition and there is lighting provided within the car park.

There is an internal footway within the centre of the car park providing access to the ticket machine and to the entrance of the council building. There is CCTV within the car park which also has good natural surveillance from the council building and the surrounding footways.

- A.17 Payment for parking is pay and display which only applies on Saturday when the car park is open to the public. There is one ticket machine available in the car park which is in good condition. This machine only accepts cash and does not provide change. The parking charges are the standard MBC long stay car park cost and are set out in **Section 6**.
- A.18 The car park also has a second section (Station Side) with parking for approximately 50 vehicles adjacent to Melton Mowbray Rail Station. This car park is for use by staff of MBC and has sections marked out for parking, but no markings for individual bays.

## MBC operated short stay, off-street car parks

### Wilton Road Car Park

- A.19 Wilton Road Car Park is located on the east side of the town centre. It is approximately 160m from Melton Mowbray High Street and 300m from Melton Mowbray Market. Pedestrian access is from Wilton Road which is wide and heavily trafficked causing a severance issue for those wishing to cross it. There is one



signalised pedestrian crossing on Wilton Road providing access to the High Street, however, there are no other signalised crossings on Wilton Road; therefore those who are with mobility impairments will have difficulty crossing. The route to Melton Mowbray Market is also affected by severance due to the busy

junction at Wilton Road and Norman Way; the pedestrian route crossing this junction is convoluted and involves several separate crossings. Vehicle access is from Wilton Road (A606) which forms one of the main routes into and through the Town Centre. Signage is provided on Wilton Road directing drivers to the short stay car park.

- A.20 The car park has 136 spaces. These are standard sized, marked bays with two-way circulation. There are nine disabled parking bays and a motorcycle parking area which has some sheltered spaces. There are also three sheltered cycle stands (six cycle spaces); the shelter is shared with



motorcycle parking. In the northeast corner of the car park, there is a marked coach parking area which can accommodate up to five coaches. There is also an additional marked central coach parking bay adjacent to a kerbed passenger waiting area which can accommodate up to three coaches. A further three coaches can be accommodated within this area the parked up against coaches in the marked central bay. A “lay-by” area for taxis is also provided at the front of the car park. The car park surfacing is in fairly good condition and there is lighting provided within the car park. There are no internal footways within car park. There is CCTV at the front of the car park (by Wilton Road) and there is natural surveillance from the footways on Wilton Road, however, the rear of the car park is some distance away from the main road and hence is more secluded.

- A.21 Public toilet facilities are provided on Wilton Road in proximity to this car park and there is also a recycling point within this car park.
- A.22 Payment for parking is pay and display. There are three ticket machines available in the car park which are in good condition. The machines only accept cash and do not provide change. The parking charges are the standard MBC short stay car park cost and are set out in **Section 6**.
- A.23 The location of Brooksby Melton College and Melton Theatre (within five minutes walk of the car park) to this car park means that is fairly well used thorough out the day. MBC has observed that during theatre productions the car park is often full. With the exception of the matinées, theatre productions take place in the evening after the charging period (6pm) at the car park.

### **St Mary’s Way Car Park**

- A.24 St Mary’s Way Car Park is located within the town centre and has good access to the High Street. It has good pedestrian access onto St Mary’s Way, into the Bell Centre and directly onto the High Street. Vehicle access is from Norman Way (A607) via St Mary’s Way. Signage is provided on Norman Way directing drivers to the short stay car park on Chapel Street and St Mary’s Way, however, the signage does not continue past Chapel Street to direct drivers to St Mary’s Way.

- A.25 The car park has 121 spaces. These are standard sized, marked bays with arrows directing circulation of vehicles through the car park. There are six disabled parking bays and two uncovered cycle stands (four cycle spaces). The car park surfacing is in good condition and there is lighting provided within the car park. There are no internal footways within car park. Public toilet facilities are provided within the car park.



- A.26 There is one CCTV camera within the car park adjacent to Argos. The car park has good natural surveillance from the footways on St Mary's Way and is adjacent to the several bus stops on St Mary's Way.
- A.27 Payment for parking is pay and display. There are four ticket machines available in the car park which are in good condition. The machines only accept cash and do not provide change. The parking charges are the standard MBC short stay car park cost and are set out in **Section 6**.

### Chapel Street Car Park

- A.28 Chapel Street Car Park is located within the town centre and is approximately 210m from the High Street. It has good pedestrian access from the surrounding roads including King Street which provides access into the town centre. Vehicle access is from Chapel Street which provides connections to Norman Way (A607) and King Street. Signage is provided on Norman Way directing drivers to the short stay car park.

- A.29 The car park has 99 spaces. These are standard sized, marked bays with two-way vehicle circulation. There are six disabled parking bays and three uncovered cycle stands (six cycle spaces). The car park surfacing is in fairly good condition and there is limited lighting provided within the car park, however it benefits from the street lighting on the surrounding roads. There are no internal footways within car



park. There is no CCTV. The surrounding footways provide surveillance of the car park, but these are less busy compared to those closer to the high street. There are also some residential properties facing the site from the north and east which will provide some surveillance of the car park.

**A.30** Payment for parking is pay and display. There are three ticket machines available in the car park which are in good condition. The machines only accept cash and do not provide change. The parking charges are the standard MBC short stay car park cost and are set out in **Section 6**.

### Waterfield Leisure Centre Car Park

**A.31** Waterfield Leisure Centre Car Park is located off Dalby Road to the south west of the town centre. It is approximately 440m from the High Street and is adjacent to



the Waterfield Leisure Centre and Melton Mowbray Town Estate parks. It has good pedestrian access from the nearby parks and from Dalby Road which leads to Leicester Road (A607). Vehicle access is from the Leicester Road via Dalby Road. There is no signage for this car park.

**A.32** The car park has 94 spaces. These are standard sized, marked bays with one-way circulation. The car park has a steep gradient. There are four disabled parking bays and four uncovered cycle stands (eight cycle spaces). The car park surfacing is in good condition and lighting is provided within the car park. There are no internal footways within car park. There is no CCTV. The car park has poor natural surveillance although it is overlooked by the footway on Dalby Road and is adjacent to the leisure centre. Signage by the ticket machines state that the car park is locked at 10pm.

**A.33** There is also a coach drop-off point at on Dalby Road next to the car park.

**A.34** Payment for parking is pay and display. There are two ticket machines available in the car park which are in good condition. The machines only accept cash and do not provide change. The parking charges are the standard MBC short stay car park cost and are set out in **Section 6**. Users of the leisure centre can reclaim their full parking costs.



## Privately operated off-street car parks

A.35 In addition to the MBC operated car parks, there are a number of privately operated car parks available for public use.

### Sainsbury's car park

A.36 Sainsbury's is located off Nottingham Road to the north west of the town centre. It is approximately 250m from Melton Mowbray Market. The car park has approximately 340 spaces of which 18 are disabled parking bays and 12 are parent and child bays. The car park is managed by Euro Car Parks and parking is free for a two hour maximum stay. On Tuesday (between 9am and 1pm) the maximum stay is increased to four hours.

### Co-operative Food car park

A.37 Co-operative Food is located off Scalford Road to the north of the town centre in proximity of Melton Mowbray Market. The car park has approximately 96 spaces of which seven are disabled parking bays and three are parent and child bays. The car park is free except on Tuesdays when charges apply as set out in **Table A.1**. Payment is pay and display and there are two ticket machines provided within the car park. Tickets are refundable (up to £4) with a minimum spend of £5 in Co-operative Food.

The store has announced that it will be closing in January 2016.

Table A.1 – Co-operative Food parking charges

Charges apply Tuesday 8.00am to 9.00pm	
First half hour free	
Up to 1 hour	£2.00
Up to 2 hours	£4.00
Up to 3 hours	£6.00
Up to 4 hours	£8.00
Over 4 hours	£20.00

### Lidl car park

A.38 Lidl is located off Scalford Road to the north of the town centre in proximity of Melton Mowbray Market. The car park has approximately 67 spaces of which four are disabled parking bays and two are parent and child bays (there are also three uncovered cycle stands). The car park is camera controlled (with Automatic Number Plate Recognition cameras in place) and parking is free for a maximum stay of 90 minutes.

### Scalford Road Shopping Precinct car park

A.39 Scalford Road Shopping Precinct is located at the junction of Scalford Road and Norman Way in proximity of Melton Mowbray Market and the High Street. The car park has approximately 30 spaces of which one is a disabled parking bay and one is a parent and child bay. The car park is managed by Total Parking Solutions and parking is free for a maximum stay of 90 minutes.

### Premier Inn car park

A.40 Premier Inn is located on Norman Way is approximately 200m from Melton Mowbray High Street. The car park has approximately 35 spaces and vehicle access is from North Street (making it less straightforward to find). The car park is available for public use between the hours of 7am and 6pm and is charged at a rate of £0.70 per hour. Payment is via the Woosh parking payment service which allows for payments to be made online, over the phone or via text message.

### Iceland car park

A.41 Iceland is located off Wilton Road and is in proximity of the High Street. The car park has approximately 20 spaces of which one is a disabled parking bay. The car park is managed by Excel Parking Services Ltd and there is a one hour maximum stay. Car parking costs £1 for the hour and can be refunded in Iceland with a £5 minimum spend. Payment is pay and display and there is one ticket machine in the car park.

### Nottingham Street Car Park

A.42 Nottingham Street Car Park is located off Nottingham Street just south of Norman Way. It is adjacent to the Kings Head public house and is in proximity of the High Street. The car park has approximately 67 spaces of which four are disabled parking bays. Payment is pay and display and there are two ticket machines (although one was in disrepair when the car park was visited). Charges for parking are set out in **Table A.2**.

**Table A.2 – Nottingham Street car parking charges**

Charges apply Monday - Saturday 7.30am to 6.00pm Monday - Saturday (including bank/public holidays, excluding Christmas day)			
Mon-Sat		Tues	
Up to 1 hour	£0.60	Up to 1 hour	£1.00
Up to 2 hours	£1.20	Up to 2 hours	£2.00
All day	£3.00	All day	£3.00
Vans	£4.00	Vans	£4.00

**Bell Centre car park**

A.43 The Bell Centre is located on Nottingham Street, next to the High Street, and has a car park at the rear adjacent to the MBC operated St Mary’s Way Car Park. Vehicle access into the car park is from St Mary’s Way and exit is through St Mary’s Way Car Park. There is the potential for some customers to confuse the two car parks which may lead to the purchase of invalid parking tickets (as tickets purchased at the pay and display machines are not interchangeable between the car parks). The car park has approximately 28 spaces of which two are disabled parking bays. Payment is pay and display and there is one ticket machine. There is a maximum stay length of two hours and charges for parking are set out in **Table A.3**.

**Table A.3 – Bell Centre parking charges**

Charges Mon-Sat 8am-6pm	
Up to 1 hour	70p
Up to 2 hours	£1.20

**Morrisons car park**

A.44 Morrisons is located on Rutland Street in the east of the town centre and is approximately 340m from High Street. The car park has approximately 255 spaces with the provision of disabled parking bays and parent and child parking bays. The car park is managed by Parking Eye and parking is free for a two hour maximum stay between 11pm and 5pm (there are no restrictions on time for those parking between 5pm and 11pm).

**Wilton Park car park**

A.45 Wilton Park is one of the Melton Mowbray Town Estate parks and has a car park located off Leicester Road. It is located south of the town centre and is approximately 220m from High Street. The car park has approximately 38 spaces, however, there are no marked bays and the surfacing is not hardstanding. Toilet facilities are present at this car park. The car park is managed by Euro Car Parks. Charges apply (as set out in **Table A.4**) and payment is by pay and display; there is one ticket machine.

**Table A.4 – Wilton Park parking charges**

Charges apply 07:30-18:00 Monday to Saturday including bank holidays	
Up to 1 hour	£1.00
Up to 4 hours	£2.00
All day (up to 18:00 hours)	£3.00

### Play Close car park

- A.46 The Play Close car park is one of the Melton Mowbray Town Estate parks' car park located off Burton Street via Mucky Lane. It is located south of the town centre and is approximately 280m from High Street. The car park has approximately 25 spaces. The car park is managed by Euro Car Parks. Charges apply (as set out in **Table A.5**) and payment is by pay and display; there is one ticket machine (this was not in operation on the day of the site visit).

**Table A.5 – Play Close parking charges**

Charges apply 07:30-18:00 Monday to Saturday including bank holidays	
Up to 2 hour	£1.10
Up to 4 hours	£2.20
All day (up to 18:00 hours)	£3.30
Weekly (Monday-Saturday)	£7.00

### Melton Mowbray rail station car park

- A.47 Melton Mowbray rail station is located to the south of the town centre, in proximity of the Melton Mowbray Town Estate parks and is approximately 480m from High Street. The car park has approximately 68 spaces of which three are disabled parking bays. There is also a small taxi rank and covered cycle parking for up to six vehicles. The car park is managed by East Midlands Trains. Charges apply (as set out in **Table A.6**) and payment is by pay and display; there are two ticket machines.

**Table A.6 – Rail station parking charges**

24 hour parking	£3.00
1 week	£14.50
1 month*	£48.00
3 months*	£135.00
12 months*	£455.00
*these tickets are available from the ticket office	
<b>Disabled Parking</b>	
Short Stay	Up to 1 hour free of charge
Long Stay	Normal parking

### On-street car parking

- A.48 There are a number of on-street parking locations where drivers can park for free for a limited amount of time.

#### Wilton Road

- A.49 There are three disabled parking bays and a taxi waiting bay on Wilton Road between Leicester Street and High Street. The area has good access to High Street. Parking is restricted to disabled badge holders for up to three hours with no

return within three hours. Surfacing is block paved and in good condition and the bays are clearly marked.

### **Park Road**

- A.50 There are six parking bays on Park Road of which two are disabled parking bays. The area has good access to the town centre. Parking restrictions apply Monday to Saturday between 8am and 6pm and limit users to a 40 minute stay with no return within 20 minutes. Disabled badge holders can park for up to three hours with no return within three hours. Surfacing is blacktop and in good condition and the bays are clearly marked.

### **Chapel Street**

- A.51 There is on-street parking available on Chapel Street for approximately 15 vehicles. The location is approximately 245m from High Street. Parking restrictions apply Monday to Saturday between 8am and 6pm and limit users to a one hour stay with no return within two hours. Surfacing is blacktop and in good condition, bays are not individually marked and the lining is beginning to fade.

### **King Street**

- A.52 There is on-street parking available on King Street, next to Chapel Street Car Park, for approximately eight vehicles. The location is approximately 245m from the High Street. Parking restrictions apply Monday to Saturday between 8am and 6pm and limit users to a 40 minute stay with no return within 20 minutes. Surfacing is block paved and in good condition, bays are not individually marked and the lining is beginning to fade.

### **Thorpe End & Sherrard Street**

- A.53 There are seven angled parking bays on Thorpe End in front of the McDonald's. Between the McDonald's and High Street, there is on-street parking available on Thorpe End and Sherrard Street for around 15 vehicles with additional parking for up to three disabled badge holders. This area has good access to local businesses in the town centre. Parking restrictions apply Monday to Saturday between 8am and 6pm and limit users to a one hour stay with no return within one hour. Surfacing is blacktop and in good condition, bays are not individually marked and the lining is in fairly good condition. There is also a taxi rank located on Sherrard Street.

### **Leicester Street**

- A.54 There is on-street parking available on Leicester Street, adjacent to High Street, for approximately two disabled badge holders. There are no visible restrictions on length of stay. Surfacing is blacktop and in good condition, bays are individually marked but the lining is beginning to fade.

## **Burton Street**

- A.55 There is on-street parking available on Burton Street, adjacent to High Street, for approximately 18 vehicles and an additional bay for a disabled badge holder. The area has good access to the local businesses on Burton Street and is approximately 240m from High Street. Parking restrictions apply Monday to Saturday between 8am and 6pm and limit users to a one hour stay with no return within one hour. No specific parking restrictions are stated for the disabled parking bay. Surfacing is blacktop and in good condition and bays are individually marked (with the exception of those on the west side of Burton Street).

# Appendix B – Parking Provision Standards

Table B.1 – Comparison of parking provision standards

Melton Local Plan 1999			6Cs Design Guide		
Land Use	Threshold	Max parking standard	Land Use	Threshold	Max parking standard
<b>Class A1</b>					
Retail	1,000m <sup>2</sup> and over	1 space / 12m <sup>2</sup> servicing by agreement	Food Retail	1,000m <sup>2</sup> and over	1 space / 14m <sup>2</sup>
			Non-food Retail	1,000m <sup>2</sup> and over	1 space / 20m <sup>2</sup>
	300-999m <sup>2</sup>	1 space / 30m <sup>2</sup> servicing by agreement			
	100-299m <sup>2</sup>	1 space / 50m <sup>2</sup> servicing by agreement			
Up to 99m <sup>2</sup>	2 spaces				
DIY Stores and Garden Centres (Display Area only)		1 space / 16m <sup>2</sup> servicing by agreement	Non-food Retail	1,000m <sup>2</sup> and over	1 space / 20m <sup>2</sup>
<b>Class A2</b>					
Financial and Professional Services	100m <sup>2</sup> and over	1 space / 35m <sup>2</sup>			
	Up to 99m <sup>2</sup> (Zone 1 only)	2 spaces			
<b>Class A3</b>					
Restaurants, Public Houses & Licensed Clubs (Public Area only)		1 space / 4m <sup>2</sup> + 1 staff space / 40 seats or 40m <sup>2</sup>			
Other	Up to 99m <sup>2</sup> (Zone 1 only)	2 spaces			
<b>Class B1</b>					
Offices, R & D, and Light Industry		1 space / 50m <sup>2</sup> servicing by agreement	Office	2,500m <sup>2</sup> Urban town centre or edge of centre	1 space / 60m <sup>2</sup>
				2,500m <sup>2</sup> Rural town centre or edge of centre	1 space / 40m <sup>2</sup>
				2,500m <sup>2</sup> Rest of rural town	1 space / 30m <sup>2</sup>
				2,500m <sup>2</sup> Out of any town	1 space / 30m <sup>2</sup>
			R & D, and Light Industry	2,500m <sup>2</sup> Urban town centre or edge of centre	One space for every 130m <sup>2</sup>
				2,500m <sup>2</sup> Rest of urban town	1 space / 80m <sup>2</sup>
				2,500m <sup>2</sup> Rural town centre or edge of centre	1 space / 90m <sup>2</sup>
				2,500m <sup>2</sup> Rest of rural town	One space for every 65m <sup>2</sup>
2,500m <sup>2</sup> Out of any town	1 space / 55m <sup>2</sup>				

Melton Local Plan 1999			6Cs Design Guide		
Land Use	Threshold	Max parking standard	Land Use	Threshold	Max parking standard
<b>Class B2</b>					
General & Special Industry		1 space / 50m <sup>2</sup> servicing by agreement	General & Special Industry	2,500m <sup>2</sup> Urban town centre or edge of centre	One space for every 130m <sup>2</sup>
				2,500m <sup>2</sup> Rest of urban town	1 space / 80m <sup>2</sup>
				2,500m <sup>2</sup> Rural town centre or edge of centre	1 space / 90m <sup>2</sup>
				2,500m <sup>2</sup> Rest of rural town	One space for every 65m <sup>2</sup>
				2,500m <sup>2</sup> Out of any town	1 space / 55m <sup>2</sup>
<b>Class B8</b>					
Storage or Distribution	Over 235m <sup>2</sup>	1 space / 100m <sup>2</sup> servicing by agreement	Storage or Distribution	2,500m <sup>2</sup> Urban town centre or edge of centre	One space for every 300m <sup>2</sup>
				2,500m <sup>2</sup> Rest of urban town	One space for every 180m <sup>2</sup>
	Up to 235m <sup>2</sup>	1 space / 50m <sup>2</sup> servicing by agreement		2,500m <sup>2</sup> Rural town centre or edge of centre	1 space / 200m <sup>2</sup>
				2,500m <sup>2</sup> Rest of rural town	One space for every 150m <sup>2</sup>
				2,500m <sup>2</sup> Out of any town	One space for every 120m <sup>2</sup>
<b>Class C1</b>					
Hotels		1.1 space / bedroom + provision for public bar / restaurant areas as Class A3 (a)			
<b>Class C2</b>					
Nursing Homes & Residential Homes for the Elderly		0.25 space / bedroom + 1 space / staff member on site			
<b>Class C3</b>					
Dwelling Houses  (The Reduced Levels do not apply to this Class)	With 4 or more bedrooms	3 spaces (min)	Calculated based on the Department for Communities and Local Government's <i>Paper Method</i> .		
	With 3 or less bedrooms	2 spaces (min)			
	Flats with 2 bedrooms or less with communal parking	1.5 spaces / flat			
	Dwellings with off-site warden assistance	1.25 spaces / dwelling			
	On-site warden controlled dwellings	0.33 space / dwelling + 1 space / warden accommodation			
	Flats above shops & other Commercial premises with 1 or 2 bedrooms	1 space (min) / flat			

## Car and Coach Parking Strategy

Melton Local Plan 1999			6Cs Design Guide		
Land Use	Threshold	Max parking standard	Land Use	Threshold	Max parking standard
<b>Class D1</b>					
Surgeries & Clinics		1 space / staff member +2 spaces / consulting room			
Conference Centres		1 space / 1.5 seats (fixed) or 1 space / 3m <sup>2</sup> in other instances	Cinemas and conference facilities	1,000m <sup>2</sup>	One space for every five seats
Exhibition Halls		1 space / 6m <sup>2</sup>			
Libraries		1 space / 25m <sup>2</sup> + 1 space / staff member			
Primary Schools		1.33 spaces / staff member			
Secondary Schools		1.33 spaces / staff member			
Day Nurseries		1.33 spaces / staff member			
<b>Class D2</b>					
Sports Grounds, Pitches & Clubs		Spaces for full use (including spectators) - assuming 2 persons / car + provision for licensed club as Class A3 (a) where applicable			
			Assembly & Leisure	1 space / 22m <sup>2</sup>	1,000m <sup>2</sup>
			Stadia	1,500 seats	One space for every 15 seats (h)
			Higher and Further Education	2,500m <sup>2</sup>	One space for every two staff plus one space for every 15 students (g)

**Table B.2 – Comparison of disabled parking provision**

<b>Melton Local Plan 1999</b>		
	<b>Threshold</b>	<b>Minimum provision</b>
	10-20 total spaces	1 space
	21-40 total spaces	2 spaces
	41-60 total spaces	3 spaces
	61-80 total spaces	4 spaces
	81-100 total spaces	5 spaces
	100+ total spaces	Thereafter 5% rounded up to the nearest whole number to a maximum of 10 spaces
<b>6Cs Design Guide</b>		
<b>Use</b>	<b>Threshold</b>	<b>Minimum provision</b>
General	Up to 200 spaces Individual bays for each disabled employee plus two bays or 5% of total parking spaces whichever is greater	Over 200 spaces Six bays plus 2% of total parking spaces
Employees and visitors to business premises	Three bays or 6% of total parking spaces whichever is greater At least one bay regardless of car park size	Four bays plus 4% of total parking spaces At least one bay regardless of car park size
Shopping, recreation and leisure	Up to 200 spaces Individual bays for each disabled employee plus two bays or 5% of total parking spaces whichever is greater	Over 200 spaces Six bays plus 2% of total parking spaces
Schools and higher and further education	Three bays or 6% of total parking spaces whichever is greater	Four bays plus 4% of total parking spaces



