Royal HaskoningDHV
Enhancing Society Together

Wirral Parking Study

Final Analysis and Engagement Report

6 March 2023

Wirral Parking Study Analysis and Engagement Report

Contents

Contact Name: Dr Marwan AL-Azzawi
Position: Sector Lead Director – Mobility & Strategic Planning
Address: 9th Floor, Manchester One, Portland Street, Manchester, M1 3LF, United Kingdom
Telephone: +44 (0) 161 240 0273
Email: marwan.al-azzawi@rhdhv.com
Registered in England No 01336844

Quality Control

Document title:	Wirral Parking Study – Analysis and Engagement
Reference:	T&P-PC2575-R001-D0.1
Revision:	1.0/Final
Date:	6 March 2023
Project name:	Wirral Parking Study
Project number:	PC2575
Author(s):	Dr Marwan AL-Azzawi, David Cunliffe, Jo Pocock
Drafted by:	Tanya Lee
Checked by:	Dr Marwan AL-Azzawi
Date/initials:	6 Mar 23 / MAA
Approved by:	Patrick Hebbard
Date/initials:	6 Mar 23 / PJH

Classification: Commercial, Client and Internal Use Only

1 Introduction

1.1 Background

Royal HaskoningDHV has been commissioned by Wirral Council to provide support in the preparation of a parking strategy covering the Borough. The strategy is proposed to cover public parking only as this is within the direct influence of the council. It is recognised that further engagement will be needed going forward with operators of private car parks.

The council is seeking to develop a parking strategy that aligns and supports other polices and initiatives to encourage and support sustainable economic growth and regeneration of the borough. The parking strategy will be multimodal and therefore will also consider cycle parking.

The supply of parking spaces serves various functions; it is a service to the public, residents and visitors; it can support businesses to operate and expand; it can support efforts to improve the local environment. The management of parking plays a critical role in managing the highway network and supporting road safety.

1.2 Purpose of a Parking Strategy

An effective parking strategy for the borough will help support the management of traffic in its main centres and within its communities, help local economies and businesses, and contribute to address the environment and climate emergency. The parking strategy should provide a clear framework to manage parking in Wirral within a wider context of sustainable economic growth and urban regeneration.

The parking strategy should support the council's wider objectives to increase the use of more sustainable modes of transport. Achieving a modal shift will naturally manage the demand for car parking, however it is recognised that some people have no alternative but to use a car. The parking strategy should not be anti-car but must have regard to all road users and will look to best practice and guidance to ensure all road users are appropriately considered.

1.3 Local Context

Wirral is one of six metropolitan districts within the Liverpool City Region in North-West England and encompasses much of the Wirral Peninsula (an area of circa 60 square miles). Key historical towns and urban centres include Birkenhead and Wallasey, with other main population settlements in West Kirby, Heswall and Bebington. Wirral borders Cheshire to the south and is bounded by the River Dee, Irish Sea and River Mersey. The city of Liverpool faces the eastern side of the borough and is connected by two road tunnels and local passenger ferry services. The M53 motorway runs the length of the borough connecting Wirral with Liverpool (via the Kingsway road tunnel) and Cheshire West and Chester, North Wales, Manchester and the wider UK road network. Wirral is also served by the local Merseyrail network providing a fast and efficient transport link between the borough's main urban areas to the wider Liverpool City Region and to Chester and beyond via the national rail network. Wirral also has direct ferry links to Belfast and the Isle of Man.

Wirral is both an important location for employment within the Liverpool City Region and a major source of workforce for the area. The borough is home to global businesses such as Unilever, Cammell Laird and Typhoo Tea, and Wirral's economy is worth £4.7 billion gross value added (GVA) contributing 16% of the wider £29.4 billion GVA city region economy (Wirral Council, 2020)[1].

[1] Wirral Council (2020), Strategic Regeneration Framework A blueprint for economic growth in Wirral 2017-2020 Available at: Draft Wirral Strategic Regeneration Framework 2017-2020.pdf (Accessed: 29 November 2020)

1.4 About This Report

This report is an interim report in advance of the preparation of the Draft Parking Strategy. This report provides a summary of the work undertaken to date, results of the feedback from the Stage 1 consultation exercise and sets out proposed interventions to be included in a Stage 2 consultation.

The report covers the following sections:

- Chapter 2 – provides an analysis of current parking conditions;
- Chapter 3 – examines future parking forecasts;
- Chapter 4 – summarises feedback from the initial consultations; and
- Chapter 5 – sets out the proposed new parking interventions.

2 Existing Conditions Analysis

2.1 Parking Baseline

Parking utilisation was reviewed considering number/type of spaces, parking demand and other facilities or arrangements provided. The parking analysis helps to show how each car park and on-street parking area performs at average and peak time periods. This type of analysis shows the different levels of demand and the different types of parking (e.g. shopping versus long-stay).[2]

Wirral Council has 135 Pay and Display machines. Parking ticket data from these machines for 2019 was supplied by the council and used in the analysis as this was before the impacts of Covid-19, when travel conditions were at their normal conditions. The council's parking ticket data was disaggregated to peak period demand levels using digital information (Google Analytics and Apple Mobility) which is anonymous smartphone geographical and time-based data. This allowed for a more refined estimation of demand at peak times and seasonal variations. As well as the above data, a site visit was also undertaken during June 2021 to examine facilities for use in the parking analysis.

2.2 Council-Owned Car Parks

Table 2.1 shows the 2019 parking operations for Council-owned car parks. These show the parking spaces provided, demand and revenues at each car park. Key points to note include:

- Some significantly underutilised car parks (especially Long Stay); and
- There are opportunities for rationalising some car parks to redirect traffic and free up less utilised sites.

The tables show the total demand for parking by electric vehicles (EV) and non-EV cars, as separate parking data was not available.

	Birkenhead Car Parks	Total Spaces	Blue Badge Spaces	Annual Revenues	Annual Demand	Average Demand	Peak Demand	Peak Utilised
Shopping	Europa Square	150	14	£282,816	186,123	89	125	84%
	Cook Street	11	0	£10,568	7,195	5	10	92%
	Wilbraham Street	54	0	£25,145	15,307	10	22	40%
	Oliver Street	16	6	£36,992	25,074	10	16	100%
	Exmouth Street	48	3	£22,763	13,748	11	27	57%
	Atherton Street	21	2	£26,446	16,085	8	19	92%
	Europa Pools	197	22	£94,048	49,945	50	135	68%
	Hamilton Building	60	2	£9,883	5,733	4	9	15%
	Barton Street	117	5	£49,073	36,978	26	50	43%
	Sub-Totals	**674**	**54**	**£557,734**	**356,188**			
Long Stay	Elgin Way	45	2	£4,163	2,847	6	19	42%
	Quarry Bank Str	49	0	£2,354	2,595	5	15	30%
	Woodside Approach	25	1	£21,504	5,110	3	8	32%
	Hinson Street	90	0	£53,443	17,369	11	29	33%
	Duncan Street	24	2	£20,006	5,597	3	9	36%
	Price Street	500	0	£115,858	41,381	26	83	17%
	Sub-Totals	**733**	**5**	**£217,328**	**74,899**			

	Heswall Car Parks	Total Spaces	Blue Badge Spaces	Annual Revenue	Annual Demand	Average Demand	Peak Demand	Peak Utilised
Shopping	Rocky Lane	15	0	£13,309	11,629	7	15	100%
	Pye Road	152	6	£67,043	60,537	43	108	71%
	Mount Avenue	85	2	£39,678	36,895	19	29	34%
	Puddydale	60	2	£39,736	39,118	24	59	98%
	Sub-Totals	**312**	**10**	**£159,765**	**148,179**			
	Upper Mount Avenue	24	0	£3,520	2,191	5	11	46%
	Sub-Totals	**24**	**0**	**£3,520**	**2,191**			

	West Kirby Car Parks	Total Spaces	Blue Badge Spaces	Annual Revenues	Annual Demand	Average Demand	Peak Demand	Peak Utilised
Shopping	Dee Lane	173	4	£57,309	44,187	34	92	53%
	Concourse	171	5	£86,490	84,199	65	155	91%
	Sub-Totals	**344**	**9**	**£143,799**	**128,386**			
	Liscard Car Parks	**Total Spaces**	**Blue Badge Spaces**	**Annual Revenues**	**Annual Demand**	**Average Demand**	**Peak Demand**	**Peak Utilised**
	Seaview Road	193	6	£55,322	53,116	58	181	94%
	Liscard Village	94	2	£78,929	82,308	37	89	95%
	Liscard Crescent	7	0	£8,093	8,599	6	7	100%
	Sub-Totals	**294**	**8**	**£142,344**	**144,023**			

Table 2.1: Wirral Public Car Parks Utilisations (2019 Demand Levels) [3]

[2] This was how public car parks were classified when the surveys were undertaken but since then universal charges have been introduced which has superseded this categorisation system

[3] Based on ticket sales over a full 12 month period

2.3 On-Street Parking

There are approximately 150 kilometres of controlled on-street parking. Wirral Council processes around 22,000 Penalty Charge Notices (PCNs) per year. Table 2.2 shows the 2019 parking operations for on-street parking. These show the parking demand and revenues across different time periods, as parts of the street network were closed during our site visits due to Covid-19 restrictions.

Birkenhead On-Street CPZ	Annual Revenues	Annual Demand	Average Demand	Peak Demand
30 mins (50p)	£23,325	46,649	45	63
1 hour (£1)	£82,679	82,679	79	151
1.5 hours (£1.50)	£38,117	25,411	25	58
2 hours (£2)	£62,840	31,420	31	75
All day (long stay or 2.5 hours) (£2.50)	£76,100	30,440	30	67
3 hours (£3)	£47,184	15,728	16	41
All day (short stay) (£8)	£29,083	3,635	9	16
Totals	**£359,327**	**235,963**		

Table 2.2: *Controlled Parking Zones (CPZ) Utilisations (2019 Demand Levels)*

The analysis shows the vast majority of on-street parking is less than 2 hours.

Comparison of Parking Tariffs with Other Local Authorities

Car park pricing policy can be very competitive between different local authorities and between public and private operators in the same location. The current parking tariffs by Wirral Council have been benchmarked against comparable areas as shown below:

- Wirral – from £1.00 (for 1 hour) to £4.00 (for 4 hours);
- Liverpool – from £2.40 to £13.00;
- Sefton – from £0.60 to £4.50;
- St Helens – from £1.00 to £4.00 (for 5 hours);
- Manchester – from £2.00 to £32.50;
- Chester – from £2.50 to £6.00;
- Blackpool – from £3.50 to £9.00; and
- Cumbria – from £1.00 to £6.00 (for 10 hours).

The comparison shows that parking charges in Wirral are generally lower than the current charges in other similar towns and urban areas.

2.4 Parking Enforcement

Parking enforcement is carried out in accordance with the council's existing policy[4] to assist in:

- Delivering an efficient and accessible transport system for all;
- Management of parking, traffic levels and tackling congestion;
- Meeting the needs of disabled people;
- Reducing unnecessary parking and traffic in residential and environmentally sensitive areas;
- Supporting the economic sustainability of shops and businesses by encouraging a turnover of use of parking space; and
- Ensuring that access for emergency vehicles, delivery and service vehicles is maintained.

Parking enforcement within Wirral is contracted out to an external parking enforcement service provider under a term contract. The contract is for 5 years and commenced on 1st October 2018 and includes a 5-year extension subject to satisfactory performance. The current contract is with NSL Services Limited and covers enforcement of parking restrictions both on-street and off-street within Council car parks.

2.5 Residents Parking Zones

There are currently 16 residents' Controlled Parking Zones (CPZs). Table 2.3 overleaf shows the 2019 parking operations for residential CPZs. Key points to note include:

- Out of 6,000 dwellings only 221 paid a charge; and
- Even then, the charge is very modest (well below UK average).

[4] https://www.wirral.gov.uk/parking-roads-and-travel/parking/parking-policy

Area / Ward	No of Properties	Charges	Revenues
Birkenhead	300	£0	£0
Birkenhead	216	£0	£0
Clifton Park	365	£0	£0
Moreton	28	£0	£0
Prenton	160	£0	£0
Birkenhead	115	£0	£0
Liscard	9	£10	£90
Heswall	20	£10	£200
New Brighton	180	£10	£1,800
Birkenhead	12	£10	£120
Liscard	1,893	£0	£0
Moreton	24	£0	£0
Poulton	45	£0	£0
Tranmere	1,695	£0	£0
Woodchurch	923	£0	£0
Eastham	2	£0	£0
Sub-Totals	**5,987**		**£2,210**

Table 2.3: Residents' Controlled Parking Zones (2019 Demand Levels)

The above charges can be compared to other authorities, for example the 2016 research by car insurance firm Esure who sent freedom of information (FoI) requests to 371 UK city, district, borough and county councils[5]. Of these, 222 responded with data.

The research showed the top 10 most expensive residential parking permits in the UK according to Esure were from Birmingham City Council (£785 per annum) in first place to Huntingdonshire district council (£300) in tenth place. All of these are significantly higher than Wirral, however focussing on locations in the north-west, the following can be seen:

- Liverpool, £100;
- Wrexham, £65;
- West Lancashire, £250; and
- Manchester, £750.

[5] https://www.theguardian.com/money/2016/may/23/cost-residental-parking-permits-rises-50-per-cent-five-years

The above figures were in 2016 prices.

2.6 Tourism

Tourism is a key aspect of the Borough's economy, and Wirral has a variety of quality visitor attractions, including country parks and coastal destinations. Table 2.4 shows the 2019 parking operations for parking at country parks.

Country Parks	Total Spaces	Blue Badge Spaces	Annual Revenues	Annual Demand	Average Demand	Peak Demand	Peak Utilised
Arrowe Country Park	60	0	£40,963	39,388	39	55	92%
Royden Country Park	160	0	£175,556	168,804	121	157	98%
Eastham Country Park	155	0	£73,148	70,335	70	98	64%
Thurstaston Country Park	150	12	£190,186	182,871	131	150	100%
Sub-Totals	**525**	**12**	**£479,853**	**461,397**			

Table 2.4: Parking at Country Parks (2019 Demand Levels)

About 60% to 65% of the demand for recreational vehicle (RV) and coach parking is focussed within New Brighton, from the data gathered. This is seasonal in nature, as shown in Figure 2.1. The data does not distinguish between on or off-street parking, so Figure 2.1 is based on all trips.

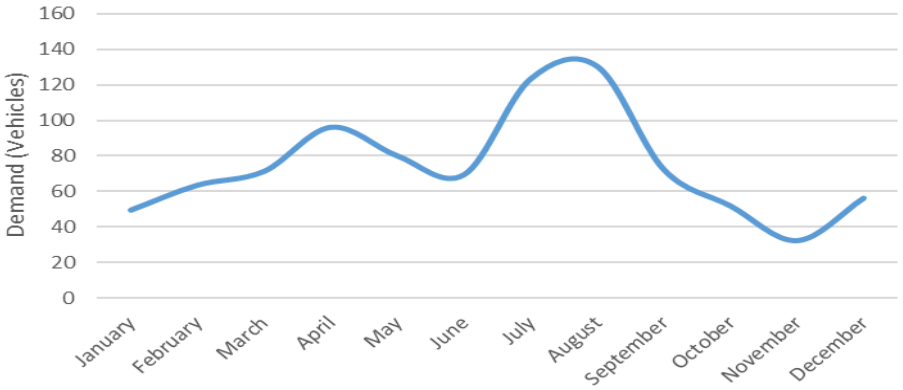


Figure 2.1: Seasonal Demand for Coaches and RV Parking (2019 Demand Levels)

The council is exploring opportunities for RV parking provision as part of the emerging New Brighton Neighbourhood Framework and Masterplan.

2.7 Rail Stations

The analysis examined conditions at railway stations along the Wirral line. Some stations (Bache, Capenhurst, Ellesmere Port and Hooton) are outside of Wirral but shown for completeness. Car parks at Green Lane and Hoylake Carr Lane stations are Council owned. Data for stations on the Borderlands (Wrexham-Bidston) line were not available during the study.

Wirral Line Rail Stations	Parking Spaces	Blue Badge	Charges	Parking %age Utilised	Cycle Rack Spaces	Secure Cycle Storage
Bache	58	3	Free	91%	20	0
Bebington	22	2	Free	93%	0	30
Bidston	215	11	Free	50%	0	0
Birkenhead North	632	38	n/a	81%	0	12
Bromborough	129	7	Free	89%	8	76
Capenhurst	24	2	Free	91%	20	0
Eastham Rake	97	4	Free	94%	10	44
Ellesmere Port	109	0	Free	87%	10	10
Green Lane	58	2	Free	96%	8	18
Hooton	394	24	£0.80p	97%	14	36
Hoylake/Hoylake Carr Lane	159	10	Free	91%	14	0
Leasowe	195	4	Free	81%	8	0
Leasowe, Turnning Circle	1	1	Free	100%	0	0
Meols	60	2	Free	93%	12	0
Moreton	32	2	Free	100%	22	0
Rock Ferry	24	1	Free	100%	0	30
Spital	134	7	Free	94%	14	30
Wallasey Grove Road	162	6	Free	80%	6	0
Sub-Totals	**2,505**	**126**			**166**	**286**

Borderlands Rail Station	Parking Spaces	Blue Badge	Charges	Parking %age Utilised
Heswall	15	1	Free	100%
Upton	0	n/a	n/a	n/a

Table 2.5: Parking at Railway Stations (2019 Demand Levels)[6]

The site examinations and the demand analysis have shown the facilities at the stations and utilisations are good.

2.8 Ferry Sites

There are three ferry sites as shown in Table 2.6. Seacombe and Woodside are served by the world-famous Mersey Ferries and 12 Quays is served by Irish Ferries.

Ferry Terminal	Parking Spaces	Disabled Spaces	Average Demand	Peak Demand	Parking %age Utilised	Bus Stop
Seacombe	40	4	13	35	80%	1
12 Quays	128	6	35	119	89%	0
Woodside	25	2		Closed		3
Sub-Totals	**193**	**12**				

Table 2.6: Parking at Ferry Sites (2019 Demand Levels)[7]

Facilities and utilisations are generally good. Seacombe ferry terminal recently opened on Monday 17 October 2022, for the first time since it closed nearly two years ago for major refurbishment.

2.9 Cycle Parking

Data gathered shows there are circa 697 cycle stands across Wirral, of which 34% are privately owned[8]. This data is limited to a snapshot survey which is now approaching five years old. In addition, cycle parking demand is also limited in availability due to low numbers and difficulty to survey due to impacts of weather.

However, the available information does cover the entire borough and shows that, in general, current cycle stands are 'Sheffield stands'/hoop design, albeit it is noted that some of these are in need of upgrade/repair.

Cycle parking is integral to any cycle network, and to wider transport systems incorporating public transport. The availability of secure cycle

[6] Data supplied by the LCR Combined Authority
[7] Ibid
[8] Wirral Manual Count Survey, 2018

parking at home, the end of a trip or at an interchange point has a significant influence on cycle use. LTN1/20[9] provides guidance on cycle parking design and quantity of spaces, taking into account factors such as duration of stay and type of cycle.

An analysis of strategic cycle desire lines against local centres has shown there are some gaps in cycle parking which can easily be accommodated. As the parking strategy is further developed, there will be a need to align this with the delivery of the local cycle and walking infrastructure plan (LCWIP).

Figure 2.2 shows the strategic cycle desire lines analysis against the LCWIP network. Cycle parking should also be provided at local centres/retail areas, workplaces and transport interchanges in line with the guidance in LTN1/20.

Figure 2.2: Analysis of Cycle Desire Lines against the LCWIP[10]

The analysis identified 20 new sites to help, excluding facilities which may be being developed as part of major new masterplans.

The council is in the process of developing an Active Travel Strategy which will look in more detail at cycle parking, and the role it has to play as part of the integrated approach to support increased levels of cycling in the borough.

In additional, the LCRCA are currently developing guidance on cycle parking and this guidance will be considered in the development of the Wirral Parking Strategy.

2.10 Seasonal variations

Most types of parking experience seasonal peaks and troughs, as shown in Figure 2.3. This shows car parking as data for other types of parking (e.g. cycle) is not available.

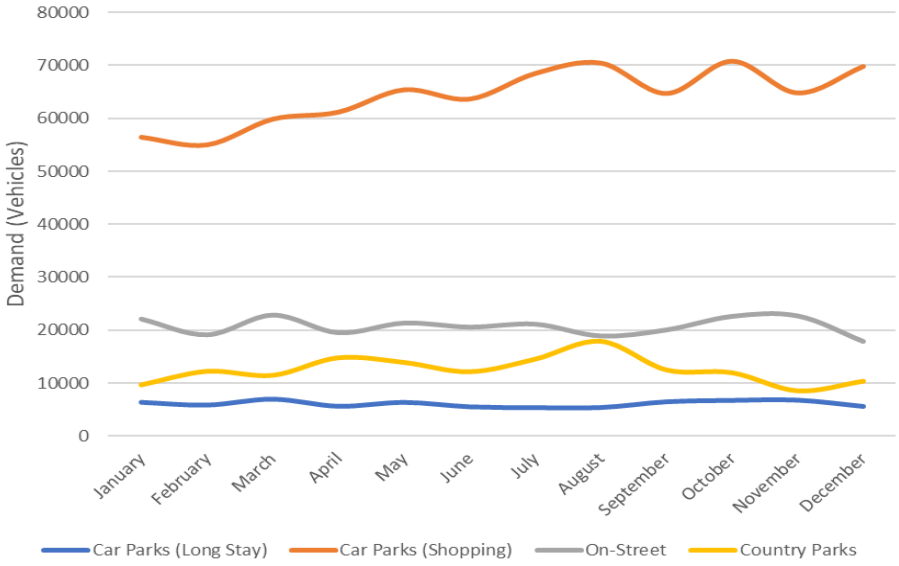


Figure 2.3: Seasonal Trends in Wirral

[9] Cycle Infrastructure Design, LTN 1/20 Standard, Department for Transport, July 2020
[10] Local Cycling and Walking Infrastructure Plan, Liverpool City Region Combined Authority, 2019

As expected, car parking for tourism and long-stay are heavily influenced by seasonal periods. Parking for shopping tends to be significantly higher closer to the Christmas and New Year periods.

2.11 Electric Vehicles

Charging facilities and parking spaces for Electric Vehicles (EVs) in Wirral are significantly below LCR and UK national averages, as shown in Table 2.7.

The data suggests this is supressing the uptake of low emission vehicles. Reporting suggests that a lack of infrastructure can be a constraining factor[11].

Wirral Council have been working on an on-street EV Charging Project, which involves installing more than 50 new charging points in parts of Wallasey, Woodchurch and Hoylake as part of a grant funded trial.

EV Charging Device per 100,000 Population		%EV Fleet
UK Average	27.01	3.79%
LCR Average	14.05	1.98%
Wirral	4.95	0.36%

Table 2.7: Electric Vehicles in Wirral compared to LCR and UK national averages[12]

Growth in EV cars is forecast to continue (even allowing for the impacts of Covid-19 and planned new major public transport schemes) and unless the lack of charging infrastructure is addressed there is a risk that Wirral will remain significantly behind the curve.

In parallel with the development of a parking strategy, the council is in the process of developing an EV Strategy which will look to develop a clear plan for the borough to support the transition away from petrol and diesel vehicles.

2.12 Covid-19 Impacts

The impacts of Covid-19 on travel patterns and hence parking demand have been profound. Data analysis on Wirral trips by different modes over the last two years was undertaken and is shown in Figure 2.4.

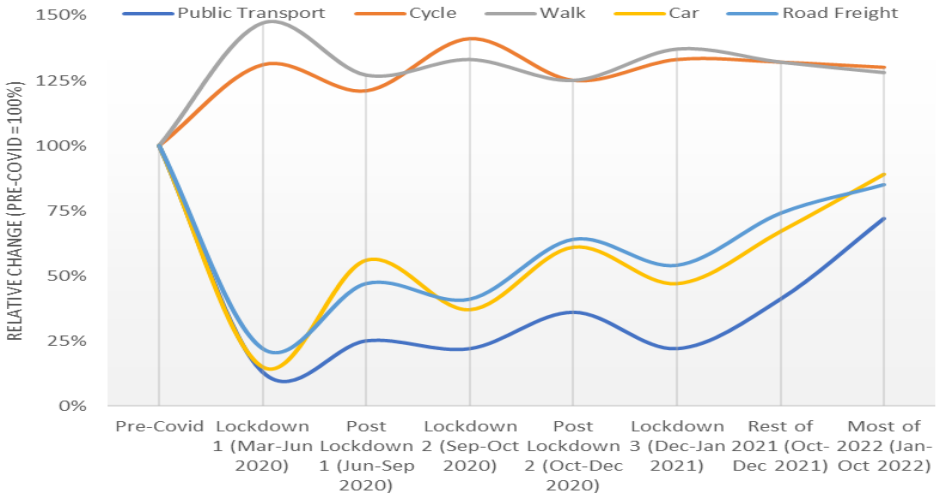


Figure 2.4: Trips in Wirral by Mode pre, during and post Covid-19 Lockdowns[13]

Motorised modes have not yet bounced back to pre-pandemic levels but walking and cycling have increased both during and after pandemic lockdowns. This raises an opportunity to build upon this momentum for

[11] The Lack Of EV Charging Stations Could Limit EV Growth (forbes.com) and A lack of chargers could stall the electric-vehicle revolution | The Economist

[12] Electric Vehicle Charging Device Statistics (https://www.gov.uk/government/statistics/electric-vehicle-charging-device-statistics-april-2020)

[13] Based on data from Royal HaskoningDHV's own analysis for the UK National Covid-19 Travel Impacts Study for the Department for Transport

walking and cycling. Figure 2.5 shows the trends in historic traffic growth in Wirral.

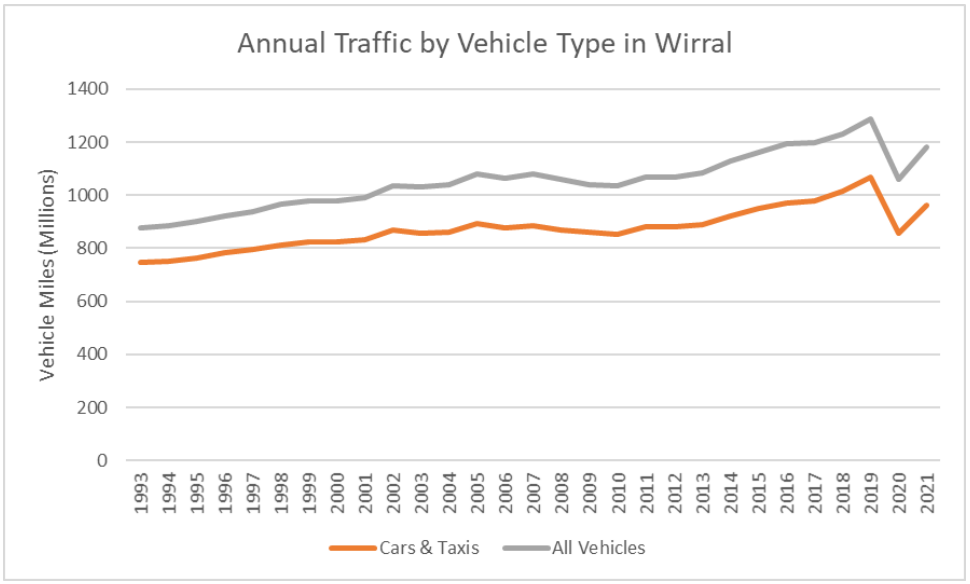


Figure 2.5: Historic Traffic Growth in Wirral[14]

Key points to note include:

- Traffic flow has not fully rebounded from Covid-19 impacts; and
- The previous economic shock due to the financial crisis in 2008 took 4 to 5 years to return.

This is reflected in the changes in working from home due to Covid-19. Figure 2.6 shows the changes in hours spent working from home (LCR Average) by different economic sectors.

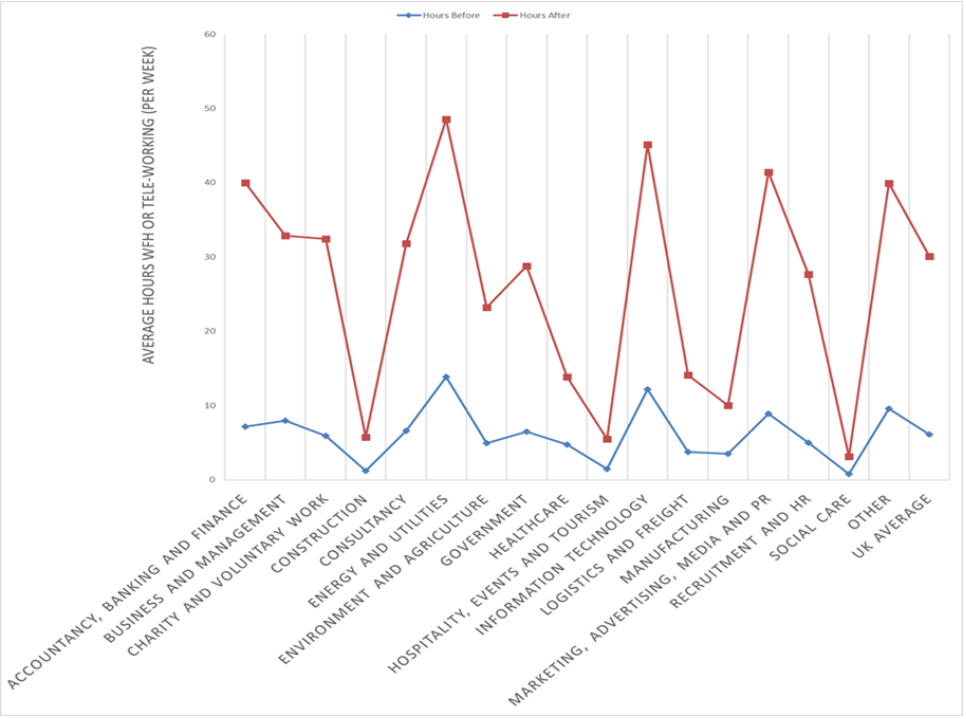


Figure 2.6: Working from Home (LCR Average) [15]

Clearly the ability of working from home (WFH) is dependent on the category of employment with some sectors like hospitality, health, manufacturing, social care and construction having low opportunities for employees to WFH. However, there is still a significant proportion of the economy which can WFH including white collar sectors. The Covid-19 research[16] suggests that WFH has become the norm for many and surveys suggest 18% to 22% of commuters shall continue to WFH in the near future, thereby impacting on parking demands.

[14] Transport Statistics Great Britain, Department for Transport

[15] Based on data from Royal HaskoningDHV's own analysis for the UK National Covid-19 Travel Impacts Study for the Department for Transport

[16] Online surveys conducted by Royal HaskoningDHV's as part of the UK National Covid-19 Travel Impacts Study for the Department for Transport

2.13 Emerging Findings

Based on the above analysis, the following findings can be concluded:

- Some car parks are significantly underutilised and there are opportunities for rationalising these car parks.
- There are currently 16 residents' Controlled Parking Zones. These cover circa 6,000 dwellings but only 221 dwellings pay a charge, which are very modest charges and below the UK average.
- The majority of demand for recreational vehicles and coach parking is focussed within New Brighton. The council is exploring opportunities for RV parking provision as part of the emerging New Brighton Neighbourhood Framework and Masterplan.
- Facilities and utilisations at train stations and ferry sites are generally good and well utilised.
- Data on cycle parking is limited however the available information shows that, in general, current cycle stands are 'Sheffield stands'/hoop design, although some of these are in need of upgrade/repair.
- The level of charging infrastructure for electric vehicles in Wirral is significantly below LCR and UK averages and the data suggests this is supressing the uptake of environmentally friendly vehicles.
- The impacts of Covid-19 on travel patterns and hence parking demand have been profound. Motorised modes have not yet bounced back to pre-pandemic levels but walking and cycling have increased both during and after pandemic lockdowns. This raises an opportunity to build upon this momentum for walking and cycling.

3 Future Analysis

3.1 Local Plan

A new Local Plan for Wirral has been developed and submitted to the Government, to help shape the future of the Borough setting the long-term vision, objectives and policies over a 15-year period between 2020 and 2035. This will replace the existing Unitary Development Plan, adopted in February 2000.

The Local Plan has various major new developments, including 5,000 new homes by 2026 and 13,400 new homes by 2037 plus 49ha land for new jobs. This will generate new demand for parking across Wirral.

3.2 Parking Demand Changes

There are some structural and societal changes which shall help reduce the pressures on car parking. This includes changes to travel behaviour and new transport schemes being developed by Wirral. Table 3.1 shows the results of the analysis.

Growth Elements (2025 to 2040)	Growth Forecasts	
	Growth	Reductions
Background growth (including from DfT's TEMPro)	+29.0%	
Adjustment for Car Ownership Changes		-2.5%
Adjustment for Ride Sourcing Changes (e.g Uber)		-3.6%
Adjustment for Major Transport Schemes (e.g. Mass transit)		-9.0%
Work-from-home commuting reductions (short term to 4 years)		-3.0%
Adjustment for business as usual (BAU) Pricing Changes		-1.4%
Nett Forecast Adjusted Growth in Parking Demand	**+9.5%**	

Table 3.1: *Parking Demand Growth Forecasts[17,18]*

Even with the new transport schemes and allowing for other changes, there will still be an overall increase in future parking demand which the strategy will need to accommodate.

3.3 Covid-19 Rebound

The Department for Transport's traffic rebound model was used to examine the potential timescale for traffic levels returning to pre-pandemic levels[19]. The analysis is shown in Figure 3.1.

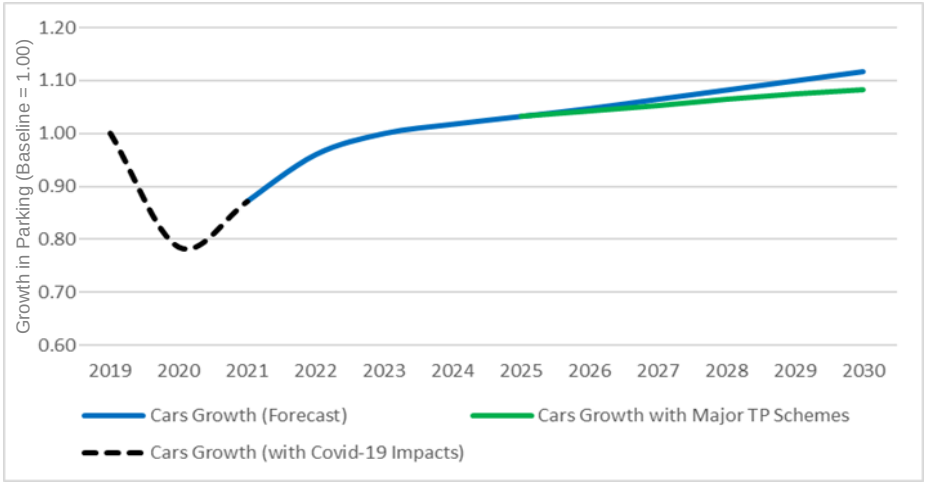


Figure 3.1: *Traffic Rebound Forecasts*

From the analysis, the *new norm* is expected to continue for the next 1 or 2 years over the short-term.

3.4 Parking Forecasting Model

Royal HaskoningDHV developed a land-use/transport interactions (LUTI) parking model so as to project future trends and examine the impacts of potential new parking proposals.

The parking model included parking tariffs and demand data obtained from Wirral Council as well as the 2019 baseline information gathered.

[17] TEMPro (Trip End Model Program) is a Department for Transport software program which provides forecasts of trips and other aspects like car ownership using planning data

[18] Other forecasts have been sourced from the Mass Transit Draft Outline Business Case

[19] The traffic rebound model is part of the Department for Transport's National Trip End Model (NTEM) and takes into account changes due to the impacts of Covid-19

Other data was sourced from case studies of parking plans from other towns and areas[20]. The parking model was tested using current parking demand to check/validate model outputs against observed data.

Parking model outputs include:

- Annual estimates including demand/revenues and key performance indicators (KPIs);
- Separate analysis for On-Street, Off-Street, CPZ and Car Parks at Tourist Zones;
- Forecast future parking impacts including from regeneration proposals sourced from the Local Plan; and
- Test scenarios and effects of potential parking solutions.

3.5 Business As Usual (BAU) Forecasts

The analysis has used the National Climate Change KPI[21] to measure the effectiveness of existing parking policies and major new transport schemes as well as the impacts of any potential new parking interventions.

The Climate Change KPI is a measure of the drop in Carbon Dioxide (CO2) of at least 80% by 2050, measured from a base year of 1990. The council supports the Cool Wirral campaign which is aimed at encouraging local climate-related action in support of the climate change strategy for Wirral. Cool Wirral adopted the latest local climate strategy, Cool 2, in December 2019. Wirral Council has formally endorsed this new strategy and has developed its own climate emergency action plan in support.

Cool 2 targets are more ambitious than national forecasts and include at least an 80% reduction in emissions by 2041 or earlier.

Business As Usual (BAU) forecasts, based on existing parking and other transport policies, are shown in Table 3.2.

Year	Target CO2 Index	Wirral CO2 Index
1990	100	100
2019	56	62
2025	49	57
2030	43	59
2035	37	51
2040	31	46
2050	20	39

Table 3.2: Business As Usual Forecasts[22]

From the analysis, key points to note include:

- Wirral will fall short of the national Climate Change targets; and
- There are spikes in 2026 and 2037 due to extra demands generated by the Local Plan.

The above results can also be compared to the 2022 Progress Report to Parliament by the Climate Change Committee suggests that the UK Government now has a solid strategy in place, but important policy gaps remain and there is slow delivery of actions to address the growing risk[23].

3.6 Emerging Findings

Based on the above analysis, the following findings can be concluded:

- Background growth and development, if not delivered sustainably, will generate significant new demand for parking across Wirral. Even with the various planned new transport improvements and allowing for

[20] Examples include Liverpool, Sefton, Manchester, St Helens, Chester, Blackpool and Cumbria
[21] Committee on Climate Change, April 2012
[22] Calculated by Royal HaskoningDHV
[23] Progress in Reducing Emissions, Report to UK Parliament, Climate Change Committee, June 2022

other expected changes, there will still be an overall increase in future parking demand which the parking strategy will need to accommodate;

- The council supports the Cool Wirral campaign to encourage local climate-related action. This includes adopting the ambitious targets in emissions reduction. However, from the analysis, it is clear that Wirral is falling short of these targets and will continue to fall further behind if current trends continue as they have been in recent years; and

- The new parking strategy provides an opportunity to contribute to the sustainability agenda, as well as other related strategies, and should be developed in order to help to meet the required climate targets.

4 Consultation Feedback

4.1 Consultation Approach

Stakeholder consultation was undertaken to explore people's views regarding the relationship between parking and traffic management, the environment, the economy and technology. This consisted of two tailored online engagement surveys, one targeted for residents and the general public, and the other for relevant stakeholders.

Some stakeholders were also offered the chance to meet to discuss in more detail. This included Council Elected Members. Various project teams within the council and in some cases their supporting consultant teams were also engaged via in-person meetings and/or sharing of information. This included the following council officers, supporting consultants (strategic projects and masterplans) and external groups:

Internal

- Asset management team;
- Highways network management and operations team;
- LCWIP team;
- Local Plan team;
- Mass transit project team; and
- Masterplans and frameworks (e.g. New Brighton, Liscard, Scotts Quay, etc);

External

- Liverpool City Region (strategy team, LCR public transport teams); and
- Liverpool City Council Clean Air Zone (CAZ) team.

To ensure all key stakeholders were covered, the engagement was managed via four main groups, as follows:

- Business and Economy Groups;
- Council and Public Sector Groups;
- Elected Members; and
- Local Interest and Specialist Groups.

Stakeholder engagement was undertaken via the Council's own *Have Your Say* website or via direct email invitation. A period of 10 weeks was originally allowed, which was then extended by a further 2 weeks, from 18 July to 9 October 2022.

The consultation was supported by a media campaign through a number of different channels to reach Wirral residents and other stakeholders. This included:

- Organic social media (shared across Facebook, Instagram, Twitter);
- Social media advertising (shared across Facebook, ran for 6 weeks);
- Media releases issued to local print and digital media (Wirral Globe, Birkenhead News, The Guide, Wirral Family Guide);
- Press advertising and editorial with Wirral Globe;
- Press advertising with Merseyside Metro and Liverpool Echo;
- Wirral View news articles;
- Wirral Council Intranet articles (for internal staff);
- Resident email – Wirral View (inclusion in 10 editions);
- Resident email – Environment and Climate Emergency; and
- Staff email – Exec View (for Wirral Council employees).

4.2 Consultation Feedback

In total, the survey was completed 1188 times – 1081 from public consultation and 107 from stakeholders (out of 267 invited). The level of response from stakeholders represents a 40% sample rate. The responses were grouped into four categories as follows:

- Traffic management;
- Economy and local communities;
- Environment and health;
- New technology and alternative travel; and
- Additional themes.

The various replies under the above categories are presented over the following sections.

4.3 Traffic Management Replies

Figure 4.1 summarises the feedback obtained under the traffic management category.

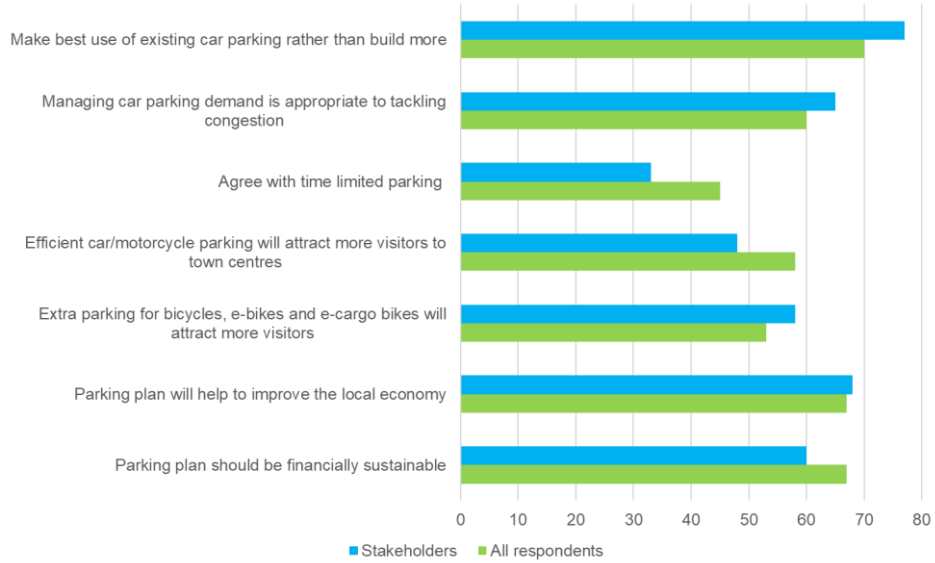


Figure 4.1: Traffic Management Replies from Have Your Say Survey, July to October 2022

The main findings include:

- There was strong support for making best use of existing parking assets rather than building new car parks;
- This includes providing extra parking for cycles, e-bikes and e-cargo bikes to attract more visitors;
- Managing car parking demand is the most appropriate way of tackling congestion; and
- The parking plan should be financially sustainable.

4.4 Economy and Local Communities Replies

Figure 4.2 outlines the responses to the economy and local communities category.

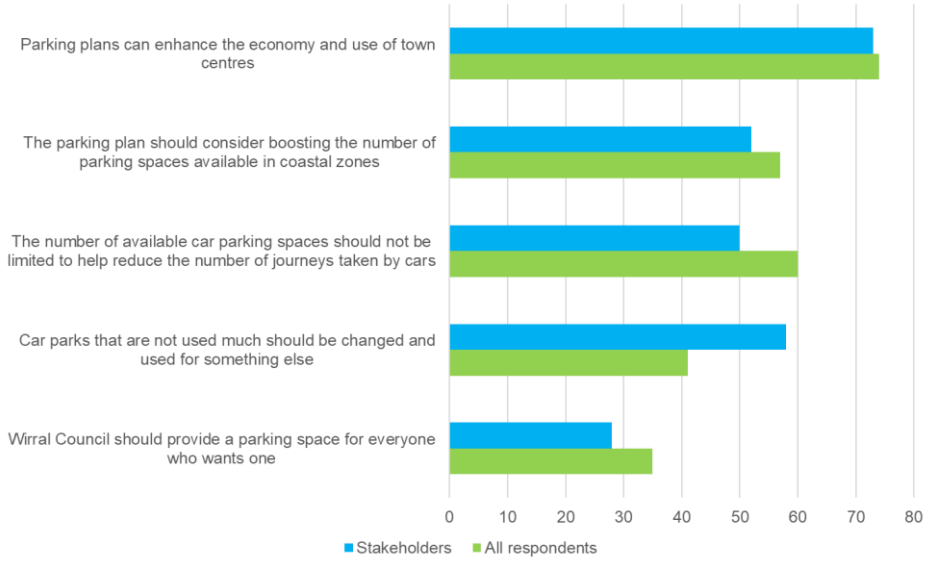


Figure 4.2: Economy and Local Communities Replies from Have Your Say Survey, July to October 2022

Key findings from this feedback include:

- Parking plans can enhance the economy and use of town centres;
- Car parks that are not used much should be changed and used for something else; and
- The majority of replies felt that a parking space should not be provided for everyone who wants one.

4.5 Environment and Health Replies

Figure 4.3 sets out the responses to the environment and health category.

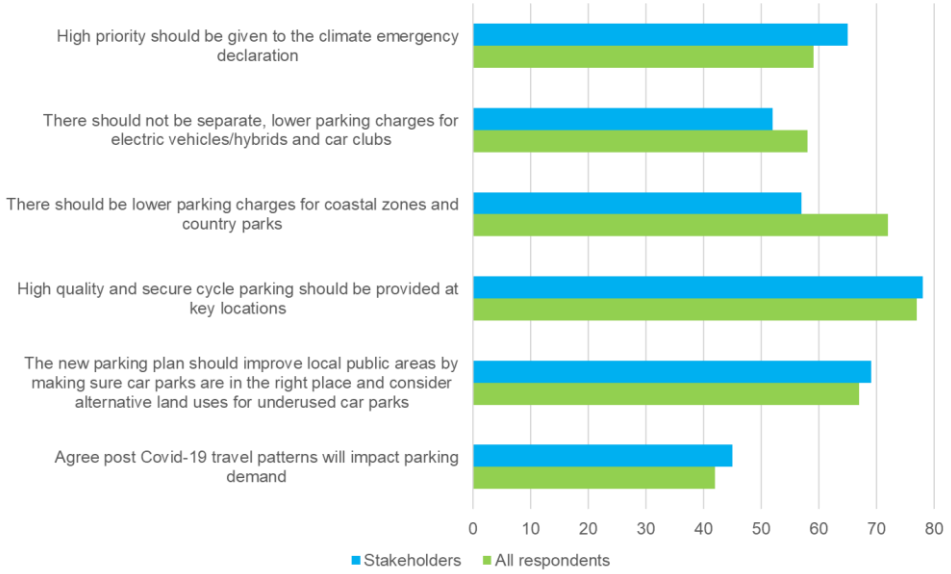


Figure 4.3: Environment and Health Replies from Have Your Say Survey, July to October 2022

Relevant conclusions from the above responses include:

- High priority should be given to the climate emergency declaration;
- There should not be separate, lower parking charges for electric vehicles/hybrids and car clubs; and
- High quality and secure cycle parking should be provided at key locations.

4.6 New technology and Alternative Travel

Figure 4.4 sets out the responses to the new technology and alternative travel category.

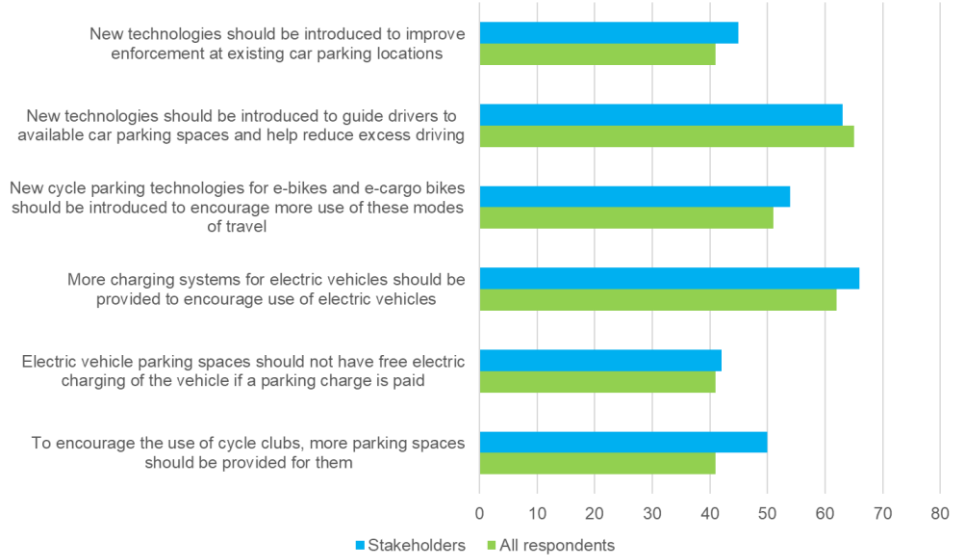


Figure 4.4: New Technology and Alternative Travel Replies from Have Your Say Survey, July to October 2022

Main findings from the replies include:

- New technologies should be introduced to improve enforcement at existing car parking locations;
- New technologies should be introduced to guide drivers to available car parking spaces and help reduce excess driving;
- More charging systems for Electric Vehicles (EVs) should be provided to encourage use of EVs; and
- To encourage the use of cycle clubs, more parking spaces should be provided for them.

4.7 Additional Themes

As well as the above specific questions, responders also provided general feedback on other issues which they felt were important. These can be summarised as follows:

- Parking charges in designated parking areas would redistribute congestion to local streets as drivers avoid the charge;
- Parking charges would discourage shoppers in urban areas, who instead would shop at supermarkets or out of town retailers who can provide free parking. Consequently, town centre economies would decline, and many locally owned businesses would suffer;
- Parking charges in leisure sites (e.g. coastal zones) would discourage visits;
- In terms of motorcycle parking, feedback from the Motorcycle Action Group suggests that there needs to be better direction signage for motorcyclists with spaces provided in prominent locations. In addition, they preferred parking where the lock and chain was part of the provision with ideally a locker to store helmets, etc;
- Respondents asked disability accessibility to be considered; and
- Respondents want to see greater enforcement of current parking regulations.

The comments above which raised concerns that parking charges in designated areas would redistribute congestion to local streets as drivers would try to avoid the charge, or that parking charges would discourage shoppers in urban areas or deter leisure visitors to tourist areas (e.g. coastal zones), suggest there is a fear that town centre economies would decline.

However, these views are not supported by the evidence from elsewhere. There is a large body of research which demonstrates the benefits of implementing such parking measures[24,25]. Before and after surveys often show increased commercial turnover as parking charges encourage more parking turnover and hence more footfall through an area. The result is that demand management encourages more spending, not less. Feedback and research have also shown that traders over estimate the amount of income from car users and under estimate the financial impacts of car parking management. This is because more car parking does not automatically mean greater commercial success. This is discussed further in Chapter 5 with various examples.

4.8 Emerging Findings

Based on the above analysis, the following findings can be concluded:

- There is strong support for facilitating efficient traffic management and encouraging modal shift. This includes providing extra parking for cycles, e-bikes and e-cargo bikes to attract more visitors;
- New parking plans should be self-financing and help to support the rapid transition to emerging technology (e.g. electric vehicles);
- There is strong support for place shaping and providing improved public realm by making sure car parks are in the right place and considering alternative land uses for underused car parks;
- The parking strategy should look at opportunities from new technology/tariff structures and apply examples of best practice and practical evidence of successes from elsewhere;
- High priority should be given to the climate emergency declaration; and
- Greater enforcement of current parking regulations was highlighted.

[24] https://www.britishparking.co.uk/write/documents/re-thinking_car_parking.pdf

[25] https://www.sustrans.org.uk/media/5224/common-misconceptions-of-active-travel-investment.pdf

5 Strategy Development

5.1 Emerging Parking Interventions

Developing the various proposed parking interventions involved a review of the emerging findings described in the previous chapters of this report. Based on the feedback obtained as well as the analysis of current and future parking demands presented in earlier chapters of this report, various parking proposals and interventions were defined. These include:

- *Re-thinking underused car parks:* there is strong support from the stakeholder and public consultation feedback for place shaping and providing improved public realm by considering alternative land uses for underused car parks. This was reinforced by the demand analysis also undertaken in the study (see Chapter 2), which suggests there is an over-supply of parking spaces in some areas which allows some car parks to be rationalised. Potential proposals can be integrated with new land-use masterplans and should ensure full accessibility for those who are disabled and mobility impaired is considered throughout.
- *Facilitating efficient traffic management:* the stakeholder and public consultation feedback also supports looking at opportunities from new technology and tariff structures to make best use of existing parking assets, rather than building new car parks. This supports the other interventions also mentioned including applying examples of best practice in parking management, using examples of successful parking systems from elsewhere and ensuring the new parking plans are self-financing.
- *Encouraging modal shift:* related to the above is the feedback which supported providing measures to encourage more sustainable methods of travel as an alternative to using private cars. This includes traditional methods such as introducing extra parking for cycles, e-bikes, cycle clubs and e-cargo bikes to attract more use of these modes. The analysis of existing parking conditions suggests these alternative modes are under-represented in Wirral. Moreover, the feedback also suggests the new parking strategy should help to support the rapid transition to emerging technology; this includes the development of smart mobility measures and providing infrastructure for the uptake of electric vehicles. The application of smart mobility measures includes providing micromobility transport and smart mobility hubs, which is also supported by the consultation feedback that highlighted a need to look at opportunities for place shaping and improved public realm related to underused car parks. There are numerous examples of successful parking systems from elsewhere which demonstrate the effectiveness of providing alternative modes, which can be used to help develop the new parking strategy.
- *Addressing the climate emergency:* there is strong support from the stakeholder and public consultation feedback for giving a high priority to the climate emergency declaration. This relates parking issues to wider council policies and targets since, in 2019, Wirral Council declared a Climate Emergency. Therefore, in developing the proposed interventions to be included in the parking strategy, due consideration should be given to promoting sustainability and embracing the endorsed Cool 2 Strategy. This also supports the theme of providing more charging systems for electric vehicles.
- *Better enforcement and demand management:* the stakeholder and public consultation feedback also supports looking at ways to address the challenges and future parking impacts by managing car parking demand. Respondents also want to see greater enforcement of current parking regulations. Both these issues raise opportunities for introducing new enforcement measures (examples include Public Space Protection Orders), developing new parking systems (for example, workplace car parking levy) and also expanding existing systems such as providing more residential Controlled Parking Zones.

The above identified parking themes can be grouped into three categories as follows:

- making best use of existing assets;
- providing new multimodal facilities; and
- influencing parking behaviour.

The three parking categories are shown in Figure 5.1, along with the identified proposed individual parking interventions nested under each category.

To support the different strands of analysis, existing parking conditions were examined and future changes were forecast. This identified the parking interventions, demand management measures and pricing tariffs policies which can meet the forecasts and sustainability objectives. Using this approach also has the advantage of defining the strategy scenarios into a realistic delivery programme which allows various measures to be prioritised into short, medium and long-term timescales.

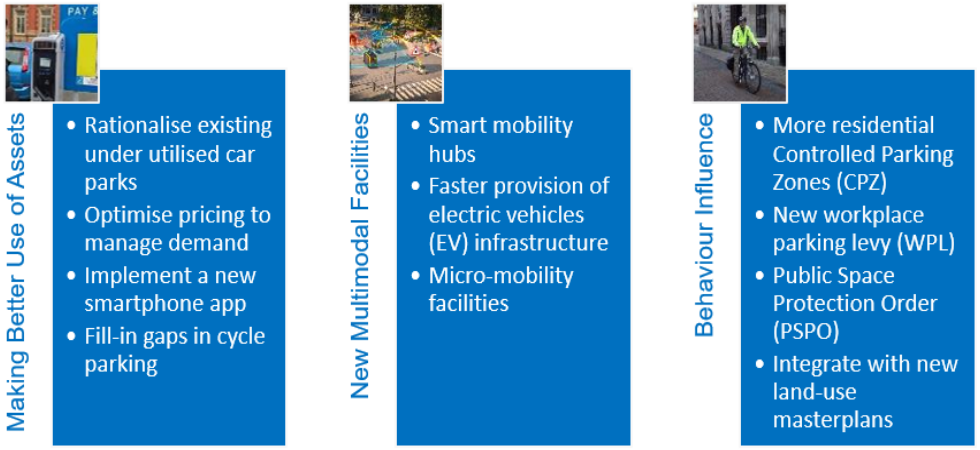


Figure 5.1: Emerging Parking Interventions

5.2 Making Best Use of Assets: Rationalising Car Parks

As shown in the analysis in Chapter 2, many car parks are significantly under-utilised and could be rationalised for alternative uses, even allowing for future growths. Opportunities for rationalising car parks include:

Birkenhead

- *Shopping* – Atherton Street, Barton Street, Exmouth Street and Hamilton Building car parks; and
- *Long-Stay* – Duncan Street, Elgin Way, Hinson Street and Woodside Approach car parks plus planned redevelopment at Price Street car park (as part of Europa Boulevard Phase 1).

Heswall

- *Shopping* – Rocky Lane and Mount Avenue car parks can be re-directed to Pye Road car park.

In the case of West Kirby, discussions with the Local Plan team suggests that parking provision for both on and off street will be considered as part of the emerging West Kirby Neighbourhood Framework and Concourse Masterplan. Similarly, parking provision in New Brighton and Liscard will be explored as part of that area's masterplanning work.

Figures 5.2 to 5.4 overleaf show how some the underused car parks for Birkenhead and Heswall could be rationalised. It is recognised however that there are various masterplans in progress for Birkenhead which until finalised may also influence these recommendations, e.g. Waterfront masterplan in relation to Woodside Approach car park, and therefore these proposals will need to be continually reviewed as part of that ongoing work.

From the stakeholder feedback, clear direction signage should be considered in any public car park rationalisation process. Furthermore, secure parking measures for non-private cars should be provided in prominent locations. These include cycles, e-bikes, e-cargo bikes, motorcycles with storage facilities for motorcyclists (e.g. lock and chain, helmet storage lockers) and growing emerging techniques such as car clubs and micromobility.

Designated spaces should also be provided for disabled parking and electric vehicles (EVs), following the standards proposed in the Local Plan.

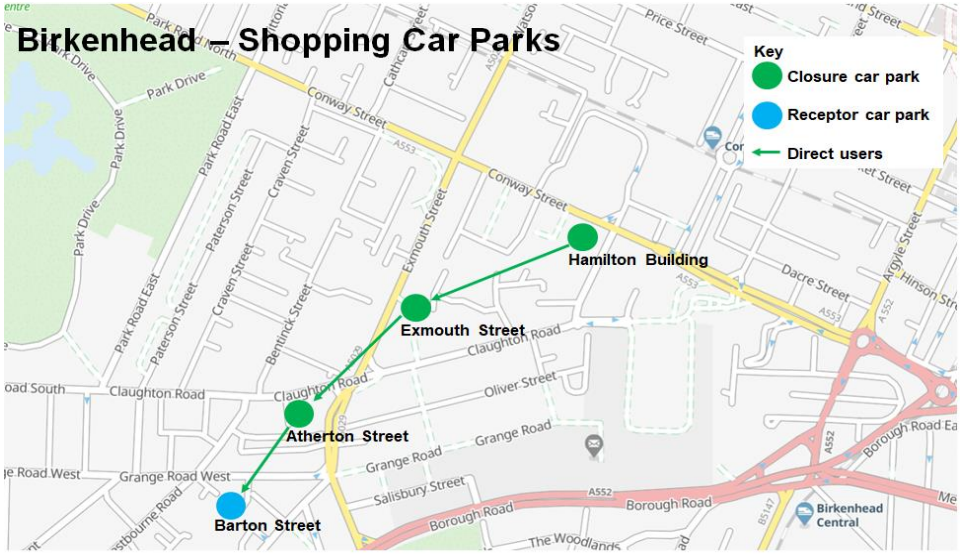


Figure 5.2: Birkenhead Shopping Car Parks Rationalisation Plan

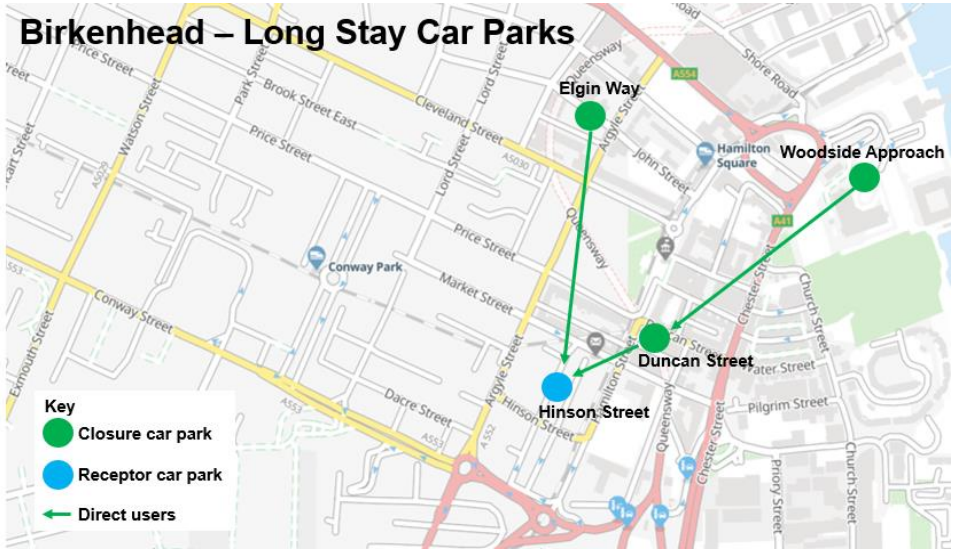


Figure 5.3: Birkenhead Long-Stay Car Parks Rationalisation Plan

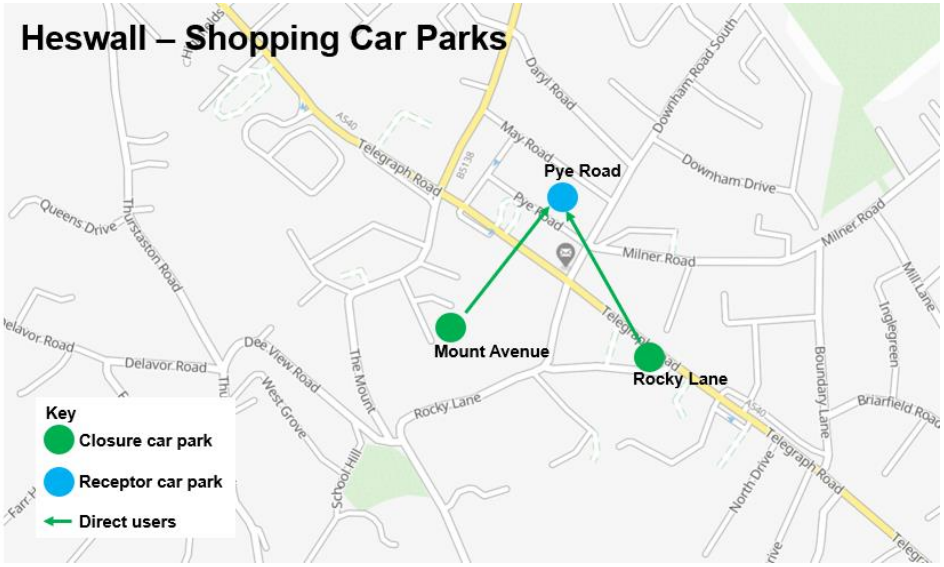


Figure 5.4: Heswall Shopping Car Parks Rationalisation Plan

5.3 Making Best Use of Assets: Demand Management

An effective way to manage the use of car parks is to change the cost of parking by adjusting the tariff. Informed by research by TRL[26] (formerly known as the Transport Research Laboratory) for the Department for Transport, there are a number of advantages from optimising parking tariffs including:

- Minimising parking impacts;
- Managing spaces more effectively;
- Reducing vehicle emissions; and
- Improving turnover of spaces and economic benefits.

As such, the analysis has calculated the optimum levels of parking tariffs for the existing types of parking in Wirral.

[26] Parking Measures and Policies – Research Review, TRL Limited, 2010

The estimation of optimum parking tariffs involved incrementally adjusting the charges to estimate the changes in demand and resultant network benefits, based on demand elasticity rates from historic tariffs sales data over the last five years supplied by Wirral Council. Figures 5.5 to 5.8 show the results.

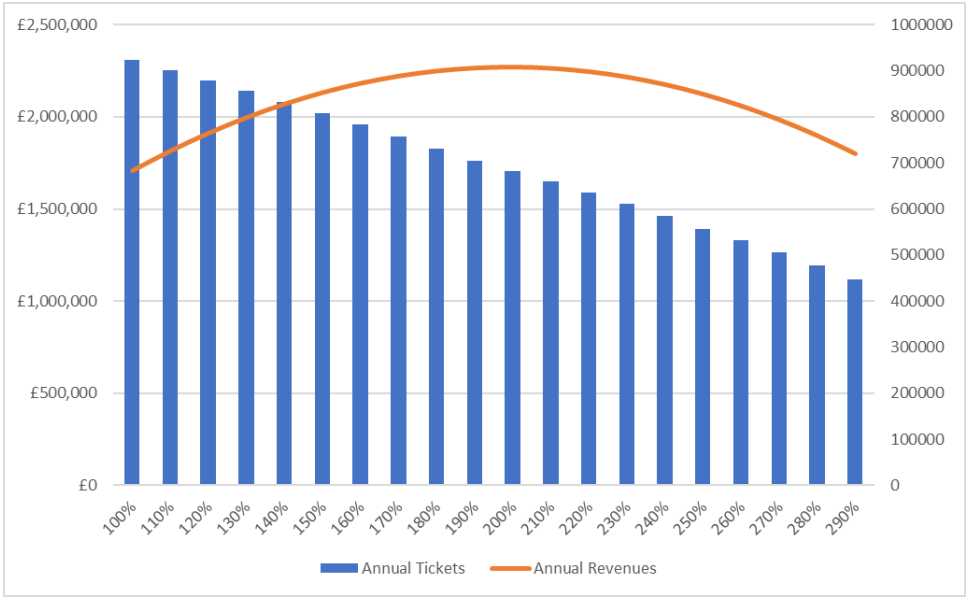


Figure 5.5: Optimum Parking Tariffs Analysis for Wirral Car Parks (as per Chapter 2 Car Parks)

Demand falls as the tariff increases but revenue also rises. Revenue forms a parabolic curve which peaks before falling. At the peak is the optimum tariff level, which effectively manages demand. Research shows that up to the peak level, trips are consolidated which reduces network impacts. There is therefore no economic disbenefit to retail activities in the area.

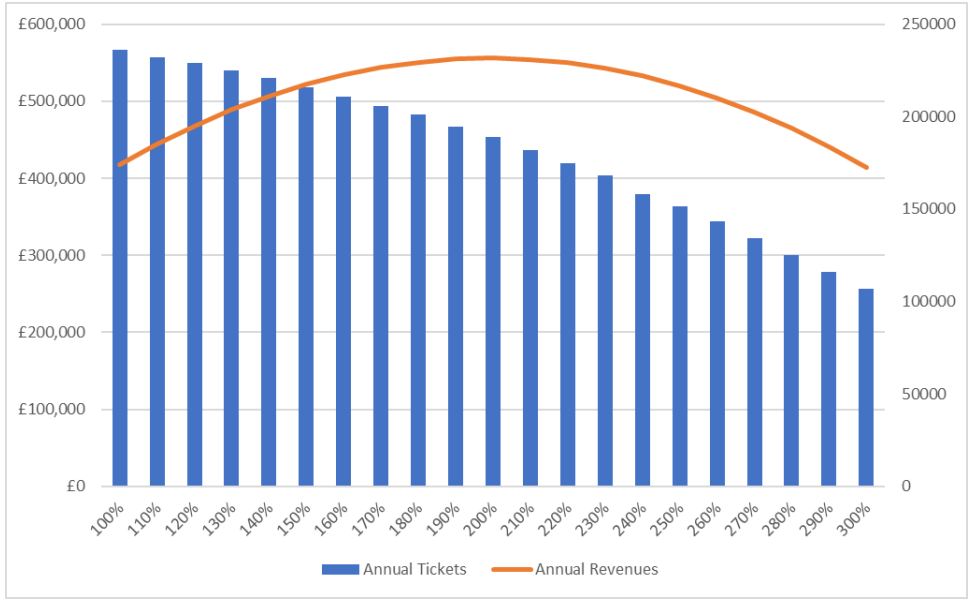


Figure 5.6: Optimum Parking Tariffs Analysis for Wirral On-Street Parking

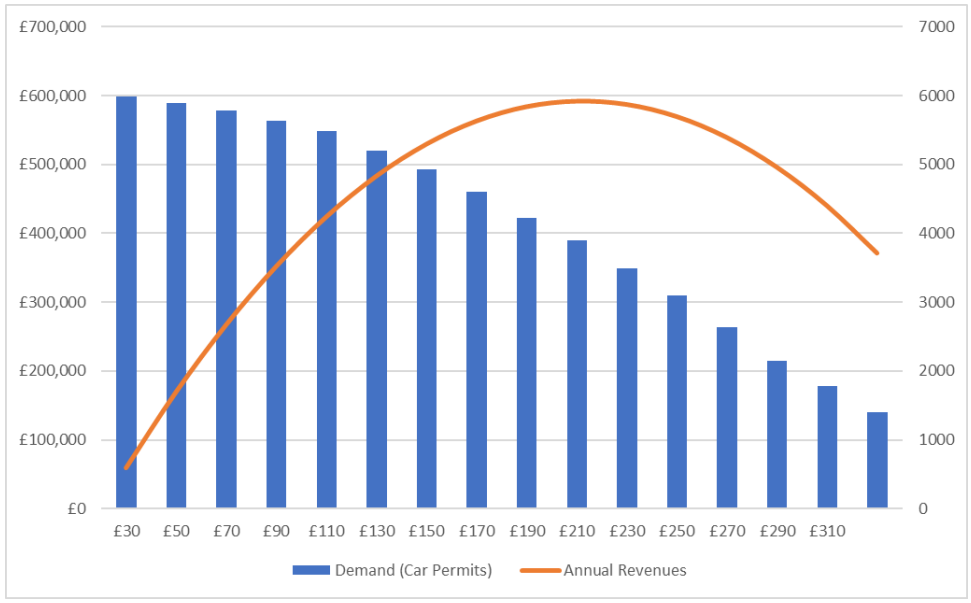


Figure 5.7: Optimum Parking Tariffs Analysis for Wirral Residents CPZ Parking

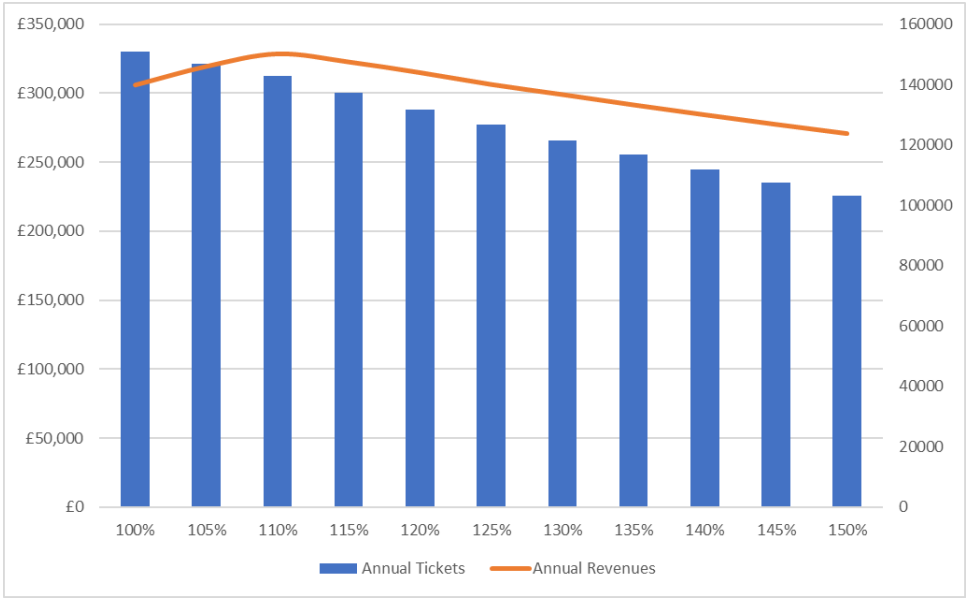


Figure 5.8: Optimum Parking Tariffs Analysis for Wirral Country Parks Car Parks

The analysis suggests the following:

- There is significant scope to optimise car parking demand and minimise traffic impacts on the highway network by adjusting current parking tariffs;
- Combined with the rationalised car parks, these would be opened-up land for alternative uses and reduced maintenance costs; and
- Other benefits would be provided including network de-congestion, improved safety for all road users and a contribution to CO2 reduction.

A secondary outcome of implementing optimum car parking tariffs would be to raise revenues to financially support the new parking interventions, although this is not the primary objective. This fulfils the aim identified during the public and stakeholder consultations; namely, the parking plan should be financially sustainable (see Chapter 4).

Figure 5.9 shows the estimated results from applying the identified optimum car parking tariffs.

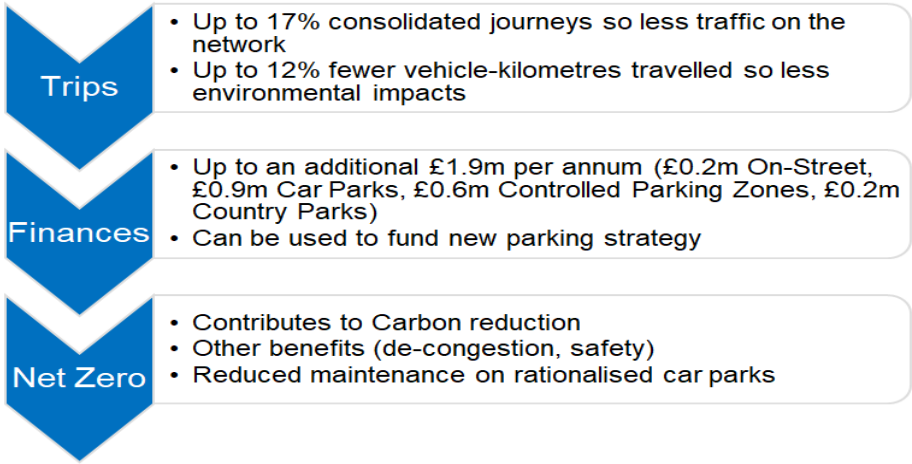


Figure 5.9: Estimated Results of Applying Optimum Parking Tariffs Across Wirral

The analysis suggests there will be significant improvements to network impacts and an additional increase in parking revenues of circa £1.9m per annum. This can be used to provide financial support for the plans[27].

There is a large body of research which demonstrates the benefits of implementing such parking measures. Examples are shown below[28,29].

Recent Research:

Parking Measures and Policies Research Review, Transport Research Laboratory (TRL), 2010 – For the Department for Transport the TRL identified and reviewed over 175 papers, documents and books of possible relevance to the study.

Re-Think! Parking on the High Street: Guidance on Parking Provision in Town and City Centres, Association of Town & City Management (ATCM) and the British Parking Association (BPA), 2013 – These major agencies joined forces to explore evidence and what can be learned regarding the relationship between car parking provision and town centre prosperity.

Research into Car Park Charging Strategies, Welsh Government, Social Research Number 39, 2017 – This literature review and survey was developed and distributed to all local authorities in Wales. The review sought evidence on links between car parking strategies and town centre footfall/visitors.

Common Misconceptions of Active Travel Investment, Sustrans, 2018 – This was a desk-based review of government and academic sources to identify evidence relevant to cycling and car parking infrastructure.

[27] As per Section 122 of the Road Traffic Regulation Act 1984

[28] https://www.britishparking.co.uk/write/documents/re-thinking_car_parking.pdf

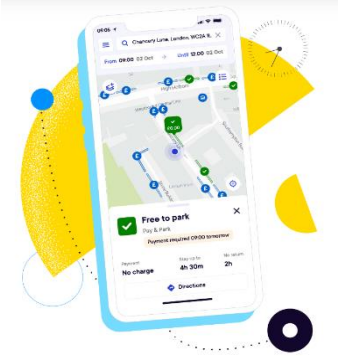
[29] https://www.sustrans.org.uk/media/5224/common-misconceptions-of-active-travel-investment.pdf

Main findings from the research include:

- Traders over estimate the amount of income from car users and under estimate the financial impacts of car parking management;
- More car parking does not mean greater commercial success;
- Demand management encourages more spending, not less; and
- Before and after surveys often show increased commercial turnover.

5.4 Making Best Use of Assets: Dynamic Pricing

A further opportunity on top of implementing optimum car parking tariffs would be to apply 'dynamic' pricing. This involves applying varying charges to smooth out peaks and troughs during the day or even by geographical location. It can also be applied by vehicle emission status – e.g. Ultra-Low Emission Vehicles (ULEV) vs petrol cars, diesel vs electric cars – to encourage the use of more environmentally friendly vehicles. Various types of dynamic pricing systems exist including those which use a Smartphone app with driver registration.



Other benefits include:

- Provides real-time car parking availability to drivers;
- Convenient and efficient in-app billing and payments; and
- Reduces search time, congestion and fuel emissions.

Figure 5.10 shows the estimated results from applying a dynamic pricing system. This is based on a £2 surcharge for car parking during the peak-period and a £1 surcharge for non-ULEV vehicles.

The analysis suggests there will be significant improvements to network impacts, especially during the peak periods. There will also be an increase in car parking revenues of circa £0.26m per annum (across all car parking and additional to the previous estimates), which can be used to fund further parking or transport schemes.

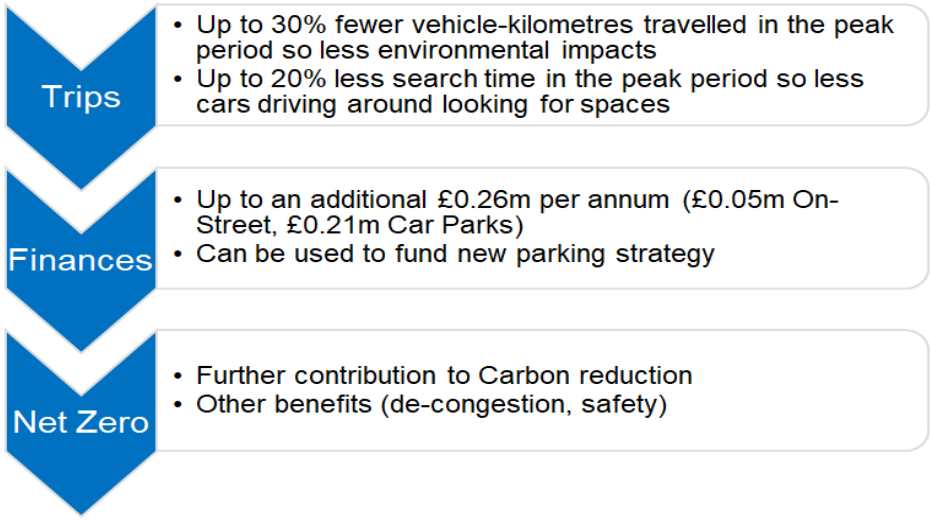


Figure 5.10: Estimated Results of Applying Dynamic Parking Pricing Across Wirral

There are various case studies of towns and cities who have applied dynamic pricing systems. An example is shown below[30].

Harrogate Borough Council

On 28th March 2018, Harrogate Borough Council's Cabinet approved an 18 month pilot of smart parking in Harrogate town centre which went live on 28 January 2019. The trial of smart parking in Harrogate Town has proven successful and information collated during the trial period suggests that the smart parking system:

- Improved the experience for the customer (93% say the system is more convenient)
- Benefited the local economy (62% of users say they stay longer in Harrogate Town)
- Benefited the local environment (56% of users have saved time finding a car parking space which inevitably led to fewer miles driven in the town and CO2 saved)
- Improved operational and strategic insight
- Financially benefited the authority and the customer

On 28th April 2021, the Cabinet approved a full-time operations contract of the system.

Sources: Harrogate Borough Council (2021)

[30] https://democracy.harrogate.gov.uk/documents/s10152/Report%20-%20Smart%20Parking%20in%20Harrogate%20Town.pdf

Other case studies include:

- Islington Council;
- North Yorkshire County Council;
- Glasgow City Council; and
- Various European and International examples.

5.5 New Multimodal Facilities: Smart Mobility Hubs

Smart mobility hubs are places or locations where different mobility offers and services are available. They include shared mobility alternatives – shared bikes, scooters (if legalised) and EV cars – and promote the integration between those and the public transport. Parking spaces can also be provided to provide a holistic site for interchange and other local activities (including land-uses). This provides an opportunity for some of the proposed rationalised car parks in Wirral and fulfils one of the main findings identified during the public and stakeholder consultations (see Chapter 4).

Source: UK Mobility Hub Guidance, CoMoUK, 2019/20

Various sites were identified as being pivot-points for new smart mobility hubs across Wirral. Locations were identified based on travel patterns and population/employment.

Figure 5.11 shows the identified locations; however, it should be noted that these are indicative locations and this work needs to be further aligned with the ongoing masterplan development work currently progressing across Wirral and the developing proposals for the Wirral Mass Transit network.

Figure 5.12 shows the estimated results from delivering the new smart mobility hubs.

The analysis suggests there will be significant improvements to network impacts, especially during the peak periods.

There will also be further revenues of circa £0.29m per annum (before operating costs), which can be used to help maintain the mobility hubs however further business case work would need to be undertaken to full cost benefit analysis.

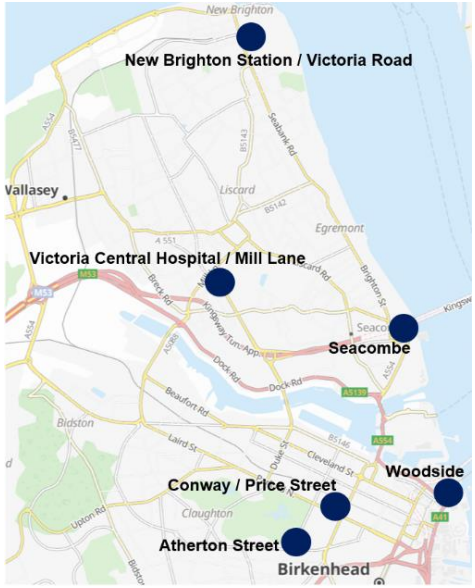


Figure 5.11: Identified Smart Mobility Hub Locations

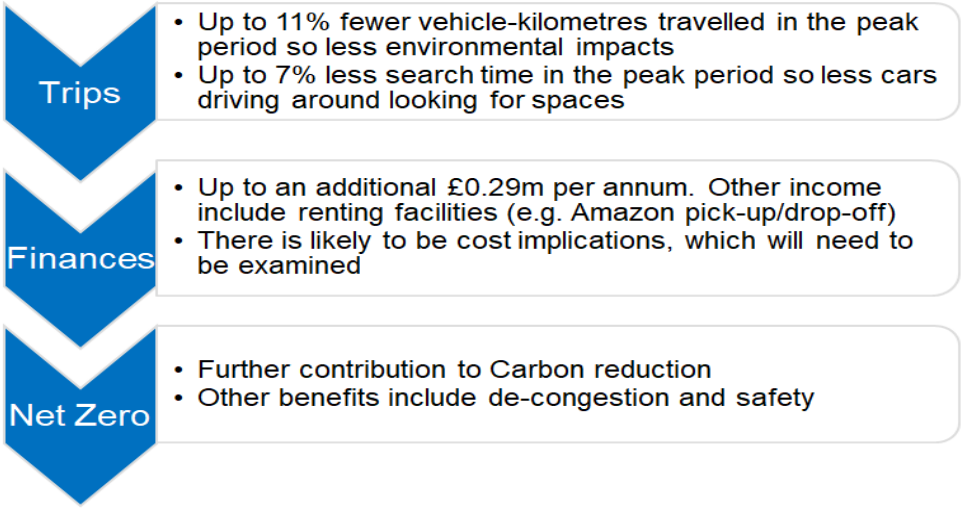


Figure 5.12: Estimated Results of the Smart Mobility Hubs Across Wirral

There are various case studies of towns and cities who have applied smart mobility hubs. This includes the examples shown below[31].

Smart mobility in the towns of Darlington, Peterborough and Worcester:

Greener Vision examined the impacts of smart mobility in the three towns of Darlington, Peterborough and Worcester, looking at the effects on travel behaviours. The interventions were demonstrated to be high value for money, resulting in reductions in congestion and CO2 emissions, and increases in physical activity. Across the three towns there was a reported reduction of 7-9% in the number of car trips, an increase of 10-22% of bus trips per person, an increase of 26-30 % in cycle trips per person and a 10-13% increase in walking trips per person.

Sources: www.greenerjourneys.com

Other case studies include:

- Greenwich (London);
- Exeter;
- East Lothian;
- West Lothian;
- Highlands and Islands (HITRANS); and
- Over 112 sites in Austria, Belgium, France, Germany, Netherlands and Norway.

5.6 Behaviour Influence: Workplace Parking Levy

A Workplace Parking Levy (WPL) is a licensing scheme for pre-selected workplace parking places. It charges employers and education organisations for the number of car parking places they provide that are regularly used by employees, students or others.

The idea behind WPLs is to encourage commuters to use alternative, less polluting means to get to work or school, rather than travelling in private cars. This could include walking, cycling or the use of public transport.

The revenue raised through the WPL is, by law, put back into improving local transport to increase sustainable travel options for commuters.

Figure 5.13 shows the estimated results from providing the WPL. This is based on an indicative car parking levy of £370pa over circa 11,000 spaces across Wirral. These values are based on an assumed WPL covering the Birkenhead area but could be a mixture of other locations, and 11,000 spaces was identified based on the current traffic flows in Birkenhead and workplaces with more than 10 employee spaces.

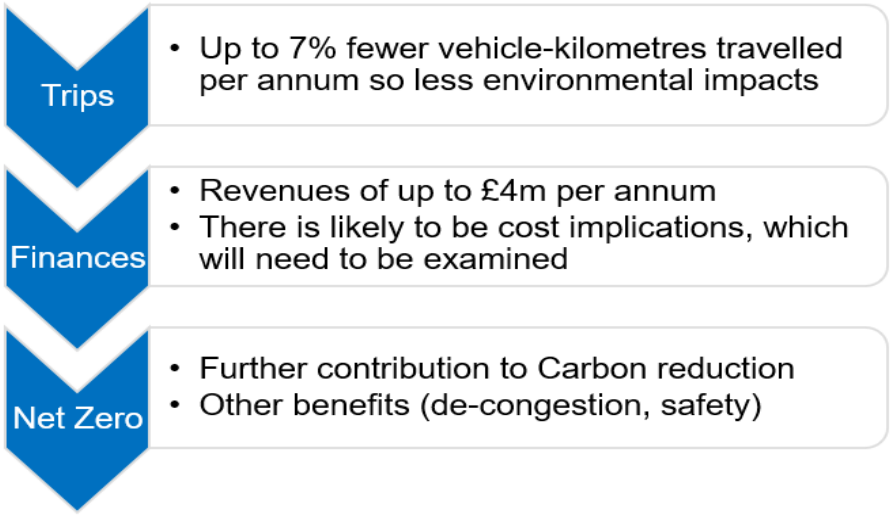


Figure 5.13: Estimated Results of the Workplace Parking Levy in Wirral

A case study of a successful WPL is shown below[32].

Nottingham Workplace Parking Levy:

A levy on large employer's parking at workplaces was introduced in 2012 in Nottingham, England. The charge of £379 per year is levied on approximately 25,000 spaces across the city (42% of total spaces).

In the first three years of operation, the workplace parking levy raised £25.3 million of revenue, all of which has funded improvements in the city's transport infrastructure, including a fleet of 45 new electric buses - the biggest fleet in Europe. Recent research indicates that the levy has significantly contributed to a 33% fall in carbon emissions, and a modal shift which has seen public transport use rise to over 40%.

Collection rates stand at circa 100% with almost no penalty notices issued and the whole system is operated by a team of fewer than 10 members of staff.

Sources: International Case Studies for Scotland's Climate Plan, 2016

[31] https://www.como.org.uk/mobility-hubs/built-and-planned-hubs

[32] https://www.nottinghamcity.gov.uk/wpl

A number of London boroughs, including Merton, Camden and Brent, are considering introducing WPLs, of at least £750 per year. Hounslow Council has already conducted an informal consultation on WPLs. Leicester City Council recently postponed the introduction of its planned WPL due to the cost-of-living crisis.

The stakeholder and public consultation feedback supports looking at ways to address the challenges of current and future parking impacts by managing car parking demand. This raises an opportunity for developing new parking systems like a WPL for Wirral.

5.7 Behaviour Influence: Public Space Protection Order

The stakeholder and public consultation feedback showed strong support for greater enforcement of current parking regulations (see Chapter 4).

A Public Space Protection Order (PSPO) is intended to deal with nuisance or problems in an area that cause harm to the quality of life of the local community.

The power to make a PSPO was given to councils by the Anti-Social Behaviour, Crime and Policing Act 2014.

PSPOs put conditions or restrictions on an area which apply to everyone. They can be enforced by the police, council enforcement officers or any other authorised officers. The Council can issue a fine of £100 to anyone who breaches the PSPO. If they do not pay the fine, the Council can take further action with a maximum fine of £1000.

A proposal to consider for the Wirral parking strategy is recommending PSPOs for managing issues related to schools and kerbside management.

Various examples of successfully applied PSPOs are shown opposite.

Havering's PSPO:

The London Borough of Havering was the first to launch a scheme to make it a fineable offence for parents to park in a CPZ set around four schools in the borough. The scheme, implemented in November 2016, is administered through a PSPO.

The Order prohibits parking in the zone during peak school hours and the scheme is enforced using Fixed Penalty Notices (FPNs), CCTV and Automatic Number Plate Recognition (ANPR).

Once implemented, results were immediately positive with instances of parking inside the prohibited zone reduced to almost zero. Havering Council attribute part of the scheme's success to the effective communication and engagement with all major stakeholders delivered in the run-up to its introduction.

Sources: Havering Council (2018), Independent (2016)

Outside The James Oglethorpe School
8:37am 8th February 2016

Outside The James Oglethorpe School
8:37am 1st February 2017

Southwark's kerbside management strategy:

Southwark Council struggles with congestion and parking stress including nuisance parking on footpaths and walkways.

Through the Kerbside Strategy, Southwark Council implemented various CPZs, enforced by CEOs, to cover areas of severe parking misbehaviour.

Southwark Council report that over the 2015/2016 period where two CPZs were introduced proved highly successful from a parking management perspective. The enforcement of these zones led to a reduction of on-kerb parked cars by between 40% to 50%.

Sources: Southwark Council (2017)

Parking on verges:

In 2018, Peterborough City Council introduced an authority-wide prohibition. Other authorities like Surrey County Council and Staffordshire County Council invite people to report problems and they would consider adding restrictions at problem sites. The DfT are looking into options, but not yet published their plans. Further details on the options they consulted on are shown here - Pavement parking: options for change - GOV.UK (www.gov.uk).

5.8 Coach Parking

Feedback from the analysis and stakeholder engagement has identified the need for targeted new coach parking sites (drop-off/pick-up and layover). These locations include:

- Port Sunlight near the Lady Lever Art Gallery / Port Sunlight Museum;
- Woodside near the National Express service area outside the Shore Road Pumping Station;
- New Brighton for seasonal periods near the Floral Pavilion; and
- West Kirby near to the marine lake and concourse.

The ongoing development of masterplans in the Woodside, New Brighton and West Kirby areas will need to consider the appropriate locations for coach drop-off/pick-up and layover facilities.

5.9 Proposals which could form the new Parking Strategy Programmes

The various elements of the proposals that could form part of a parking strategy were collated into three potential programmes for delivery. These represent the Short-term (up to 3 years), Medium-term (up to 7 years) and Strategy Plus (up to 10 years).

Short-term represents interventions which can readily be implemented within current legislative means and Medium-term represents interventions which need new legislation of construction to be implemented. Strategy Plus represents interventions which need a longer lead in time due to planning and/or stakeholder consultations.

These are set out below.

Short-term Strategy measures proposed include:

- Pricing travel demand management (TDM) measures to tipping points (car parks, on-street, residential CPZs, tourist parks);
- Faster provision of EV infrastructure to encourage more low emission vehicles;
- Increase numbers of residential CPZs across Wirral; and
- Public Space Protection Orders (PSPO).

Medium-term Strategy measures proposed include:

- As above plus;
- Smart mobility hubs; and
- Workplace car parking levy.

Strategy Plus measures proposed include:

- As above plus;
- Dynamic pricing (mix of time-based and emissions-based); and
- Further additional residential CPZs.

Table 5.1 shows the estimated results from a climate change perspective for the different strategies. These are compared to the national Climate Change key performance index (KPI)[33] and the Business As Usual (BAU) forecasts, as described in Chapter 3.

Year	Target CO2 Index	Wirral CO2 Index BAU	Wirral CO2 Index Short-term Strategy	Wirral CO2 Index Medium-term Strategy	Wirral CO2 Index Strategy Plus
1990	100	100	100	100	100
2019	56	62	62	62	62
2025	49	57	56	51	49
2030	43	59	48	43	39
2035	37	51	43	36	31
2040	31	46	37	32	20
2050	20	39	31	20	

Table 5.1: *Estimated Impacts of the Parking Strategy in Wirral*

The analysis suggests the following:

- The *Medium-term Strategy* would meet the Climate Change target by 2050 and the *Strategy Plus* by 2040;
- *Short-term Strategy* provides the potential for up to £1.9m pa of additional revenues;
- *Medium-term Strategy* provides the potential for up to £6.1m pa of additional revenues; and
- *Strategy Plus* provides the potential for up to £7.4m pa of additional revenues.

The above surplus revenues should be reinvested in supporting the transport services in accordance with the legislation.

[33] Committee on Climate Change, April 2012

Royal HaskoningDHV is an independent, international engineering and project management consultancy with over 140 years of experience. Our professionals deliver services in the fields of transport, urban and rural development, aviation, infrastructure, energy, buildings and industry, maritime, mining, and water.

Backed by expertise and experience of 6,000 colleagues across the world, we work for public and private clients in over 150 countries. We understand the local context and deliver appropriate local solutions.

We focus on delivering added value for our clients while at the same time addressing the challenges that societies are facing. Our ambition is to have a positive impact on people and our living environment.

We aim to minimise our impact on the environment by leading by example in our projects, our own business operations and by the role we see in “giving back” to society. By showing leadership in sustainable development and innovation, together with our clients, we are working to become part of the solution to a more sustainable society now and into the future.

Our principal offices are in the United Kingdom, the Netherlands, South Africa and Indonesia. We also have established offices in Thailand, India and the USA/Americas; and we have a long-standing presence in Africa and the Middle East.

Our independence assures objective solutions tailored to the needs of our clients.

Royal HaskoningDHV
Enhancing Society Together

Celebrating 140 years

linkedin.com/company/royal-haskoningdhv
@RHDHV
facebook.com/RoyalHaskoningDHV