

CHORLEY TOWN CENTRE CAR PARKING STRATEGY



2023 - 2028

Executive Summary

There have been a number of significant changes in Chorley town centre in recent years prior to the Covid pandemic, such as the Market Walk extension (which involved reducing the capacity and re-configuration of the Flat Iron car park); the creation of a Youth Zone; the provision of Primrose Gardens Extra Care accommodation and commercial facilities on Fleet Street; town wide public realm improvements and more recently Buzz Bingo hall being demolished in anticipation of a new Civic Square, as identified in the Town Centre Masterplan in 2016, - this site has become a temporary overflow car park to the original Cleveland Street Car Park until plans for the development of this site are confirmed through a Levelling Up Fund bid in 2022.

This strategy seeks to address the main car parking priorities with regards to capacity, accessibility, price and impact on the environment for the next 5 years to reflect the change in demand since the completion of the Market Walk extension with leisure offer, changing consumer habits since the Covid pandemic and the declaration of a Climate Emergency by Chorley Council.

Key Changes for 2023

1. To make the Flat Iron car park chargeable for 7 days a week between 8am and 5pm
2. To delete the 1hr tariff option on the Flat Iron car park
3. To reduce Free Parking on Long Stay car parks (for vehicles eligible to pay) from 3 hours to 1 hour (the same as short stay car parks) with up to 4 hours stay remaining just £1
4. To designate Portland Street car park as a town centre leisure (cinema/bowling/hospitality) car park with a maximum stay of 4 hours (for £1)

Principal Aims of the Strategy

5. To ensure there is sufficient parking capacity to accommodate future demand by visitors & workers to keep the town centre a thriving and support the local economy
6. To ensure that the car parks are fit for purpose in terms of stay period for primary users in that location
7. To consider the future of vehicle types and sizes and changes required to accommodate those vehicles
8. To maintain a revenue stream for the council to at least cover the costs of providing & maintaining the service
9. To highlight opportunities for future environmental improvements to the parking facilities

Introduction

Parking is always an emotive issue and often very personal to people who may have a 'favourite' place to park. This can be based on location in respect to where they are going; the relationship to where they live and how easy it is to get to; the size of parking bays; the feeling of safety; likelihood of getting a space; a quiet car park where it is easy to manoeuvre; a level car park; number of available disabled/parent & child/electric bays; the surrounding ambience; ease of getting out quickly (no queues); type of payment method; how long they intend to be there; and what it costs. There are other considerations depending upon the purpose of the visit such as popping to the bank, shopping, meeting for a coffee, eating lunch, working (full or part-time), commuting and also the time of day – morning for workers, after dropping the kids off to school (or picking them up), for an appointment, for lunchtime, in the evening, on the weekend or even overnight. With all this in mind we all tend to have a car park we 'usually' go to and more often than not a specific area within the particular car park we feel comfortable using and head for intuitively because it is familiar and little thought required. The same cannot be said of first time or infrequent visitors who will have a different set of needs and more reliant on ease

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to locate and understanding of wayfinding for where they need to be. They are also more likely to have looked for parking information ahead of setting off.

Parking becomes a habit, regardless of all the contributing factors, and if we want people to use new or under-utilized car parks instead of where they 'usually' go then changes need to be significant rather than incremental. By default people are inherently looking for convenience and will usually prefer to go to a central location closest to the area they intend to visit or work - and for people with mobility issues (blue-badge holders) this may be out of necessity. If you combine this impulse for everyone wanting to be in the same location, with the fact that people also value the availability of spaces, the only way to accomplish that is by the use of tariffs and enforcement to ensure a churn of vehicles throughout the day.

The above is reflected in research done by both the ¹British Parking Association (BPA) and ²Association of Town & City Managers (ATCM).

References

¹*In-Town Parking: What Works* by the Association of Town & City Managers 2014.

²*Re-Think: Parking on the High Street* by the British Parking Authority 2013.

Availability of Spaces

The table below shows the current town centre car parking space provision across the town centre either within council ownership or available to the public through private operation (non-exclusive to the business).

Table 1

Long Stay Car Parks	Standard	Disabled	Parent/ child	Electric	Motor cycle	Total capacity
*Portland St	91	10	0	0	0	101
Friday Street (Deck)	235	9	2	0	5	246
Friday Street North	74	0	0	0	0	74
Farrington Street^^	51	2	0	0	0	53
Back Mount	25	0	0	0	0	25
Queens Road^^	92	3	0	0	0	95
Water Street	69	2	0	0	0	71
Fleet Street (Long)^	67	3	2	0	0	72
George Street	33	0	0	0	0	33
*Long stay permits not valid on this car park						770
^6 spaces allocated to WTH						
^^ In need of resurfacing &/or relining						

Table 2

Short Stay Car Parks	Standard	Disabled	Parent/child	Electric	Motor cycle	Total capacity
Flat Iron	157	12	6	6	5	181
Hollinshead Street	42	2	0	0	0	44
Cleveland Street	39	3	0	2	2	44
Cleveland Street Extension	88	7	0	0	2	95
St Mary's	42	2	0	0	0	44
West Street^^	111	5	2	0	3	118
Fleet Street (Short)	49	2	0	0	0	51
						577

There are currently 1347 spaces available in total on all of the council owned car parks combined.

Table 3

Other available Parking provisions						
Market Street (on street)	24	2	0			26
Market Street / Cunliffe St (d	10			2		10
ASDA^^	405	21	24			450
Park Road (on street)	31					31
^^ The Council has no control over the management of this car park						517
TOTAL						1864

Local Plan

The Chorley Local Plan 2015 states that locations that are considered to be more sustainable and well served by public transport may be considered appropriate for lower levels of car park provision.

Policy ST4 provides that factors to consider when deciding how much parking to provide should include:

10. The quality of provision for pedestrians - width of footways, quality of surfaces, access points to the site, provision and quality of street furniture and lighting;
11. The quality of provision for cyclists - cycle parking, dedicated cycling facilities, access points to site, quality of design and provision, any restrictions on cycle movement;
12. The distance to and quality of bus stops, the frequency of services, quality of footways and lighting to stops, and the distance to the nearest interchange;
13. The number of train stations within 1,200m walking distance, quality of station, and frequency of services; and
14. Evidence of local parking congestion.

The availability of car parking has a major influence on the choice of means of transport. The Council supports and encourages measures to reduce car journeys in conjunction with the availability of other modes of transport including public transport, walking, and cycling.

Location of Parking

Accessibility and pedestrian movement for the car parks have been dealt with in more detail within the Public Realm and Town Centre Masterplan produced in 2016 and being refreshed in 2022 alongside the Levelling Up Fund bid.

The majority of car park provision is to the north west side of the town centre primarily accessed from the Shepherds Way bypass (A6). There are several car parks to the east of Market Street anchored by ASDA in the south which are primarily accessed from B5251 (Pall Mall) and A581 (St Thomas Road). Due to the nature of approach the east car parks should be promoted to local residents whereas the north west car parks are more appropriate for regional visitors, unfamiliar with local geography.

It should also be noted that Friday Street & Portland Street car parks, with their proximity to Chorley Station, are used as commuter parking during the week and city shopping parking during the weekend.

Designation of car parks

Convenience Flat Iron car park

15. Flat Iron car park remains a maximum 2 hour stay car park to distinguish it from other short stay car parks and identify it as a premium destination
16. To ensure that availability of spaces are managed as well at the weekend as they are mid-week, since the opening of the leisure facilities, the free parking option after 1pm Saturday will be removed and introduce charges 8am – 5pm on Saturday and Sunday. Other car parks in proximity will remain with free parking options available at the weekend

Shoppers Short Stay car park

17. Hollinshead Street, Cleveland Street, St Mary's & West Street will all remain Shoppers Short Stay car parks
18. The temporary car parks located where the Civic Square is to be developed will continue to be Shoppers Short Stay car park after proving very popular since their introduction. A car park of similar capacity is proposed to be retained on the site once redeveloped – however there will be a period where these spaces are unavailable during redevelopment

19. Long Stay car parks

Leisure Medium Stay car park

20. Portland Street will have its maximum stay reduced to 4 hours to deter town centre workers from parking all day whilst still allowing sufficient time for visitors to the leisure facilities and shops

Workers Long Stay car parks

21. Friday Street remains a Long Stay car park and has a single deck doubling its capacity. This is a popular car park for town centre workers and railway commuters who are permit holders
22. Water Street remains a Long Stay car park. This car park is also popular with NHS permit holders working in the Union Street Civic Offices
23. Farrington Street remains a Long Stay car park. This car park is popular with Council staff permit holders as well as businesses in proximity
24. Queens Road remains a Long Stay car park. This car park is popular with visitors to the nearby park and customers to the nearby businesses as well as employees from the town centre businesses

- 25. Fleet Street Long Stay car park is popular with permit holders from the town centre businesses
- 26. George Street remains a Long Stay car park but is small and serves relatively few local businesses. This site has redevelopment potential

Large Vehicle/Overnight Parking

- 27. Friday Street (north) is used by market trader permit holders for vans and facilitates overnight lorry parking

Tariffs

The current car park tariffs were introduced in May 2017 when the council introduced up to 3 hours free parking on all the long stay car parks and up to 1-hour free parking on the short stay car parks (except the Flat Iron). The council also made it free to park after 1pm on Saturdays and all-day Sunday (Flat Iron still had the maximum 2 hour stay between 8am – 5pm). The tariffs have been successful in so much as parking in Chorley town centre is no longer considered to be expensive in comparison to its neighbouring towns, however as the majority of visitors take advantage of the free parking available it has had a significant impact on the council revenue budget. The Flat Iron car park remains the largest contributor to the parking revenue due to its popularity and running constantly at capacity churning each space several times a day.

A recent study of shopping centre car parks commissioned by property management company ³Jones Lang LaSalle shows that, on average (pre-2020), 61% of a car park’s income is generated in the first 2 hours and 63% of income was in cash.

Reference

³*Shopping Centre Car Park – Driving Change* by Jones Lang LaSalle 2020.

Summary of Tariff Changes

- 28. To make the Flat Iron car park chargeable for 7 days a week between 8am and 5pm
- 29. To delete the 1hr tariff option on the Flat Iron car park
- 30. To reduce Free Parking on Long Stay car parks (for vehicles eligible to pay) from 3 hours to 1 hour (the same as short stay car parks) with up to 4 hours stay remaining just £1
- 31. To designate Portland Street car park as a town centre leisure (cinema/bowling/hospitality) car park with a maximum stay of 4 hours (for £1)

Proposed Tariff Structure (Table 4)

a. Flat Iron (Market Walk):

Up to	Existing Charge	New Charge
1 hour	50p	N/A
2 hours (max stay)	£1.00	£1.00

b. Short Stay (Shoppers):

Up to	Existing Charge	New Charge
1 hour	FREE	FREE
2 hours	N/A	N/A
3 hours (max stay)	£1.00	£1.00

c. Portland Street (Leisure):

Up to	Existing Charge	New Charge
1 hours	FREE	FREE
3 hours	FREE	N/A
4 hours (max stay)	£1.00	£1.00
Up to All Day	Up to £3.50	N/A

d. Long Stay (Workers):

Up to	Existing Charge	New Charge
1 hour	FREE	FREE
3 hours	FREE	N/A
4 hours	£1.00	£1.00
Up to All Day	Up to £3.50	Up to £3.50

Free Parking Incentives were introduced in response to concerns that the amount of development occurring, in a relatively short period of time, across several areas of the town centre would deter people from coming to Chorley. Now that the redevelopment of Market Walk is complete, the period of free stay on the long stay car parks will be reduced from 3 hours to 1 hour.

The existing low rate tariff of 50p for 1 hour for the Flat Iron car park will be removed resulting in a simple tariff of £1.00 for 2 hours (maximum stay). Parking fees can be refunded to customers of Booths (or any Market Walk tenant) under their current arrangement - which is made available at their sole discretion. Dual ticketing machines are installed at two car parks (Flat Iron and Portland Street to facilitate retailers / leisure operators with this refund option).

Shoppers Short Stay car parks will continue to allow for an initial hour's free parking but any longer is £1 for up to 3 hours maximum stay. A 3hr limit will enable a 3x churn per space in a 9hr day (8am to 5pm).

Portland Street car park is currently a long stay car park that becomes occupied with town centre workers who pay the daily charge as permits are not permitted on this car park. The council proposes to change this car park to be a maximum 4 hour stay (for £1) with 1 hour free in order to help availability for customers to be able to park closer to the Leisure offer in the town.

Long Stay car parks currently allow free parking up to 3 hours. This will change to be 1 hour free and £1 for 4 hours, removing the 3 hour option and keeping the all-day cost the same at up to £3.50 [The pay & display machines do operate incremental charges for time remaining up to a maximum of £3.50 depending upon the time of day a ticket is acquired – i.e. all day parking costs less at 10:30am than it does from 8:30am]

Tariff Periods

- All car parks, except the Flat Iron, are to remain enforceable from 8am to 5pm Monday to Friday and until 1pm Saturday

- Car parks will remain free after 1pm on Saturday and all day on Sunday except on the Flat Iron Car Park where charges will apply 8am-5pm 7-days a week
- Bank Holidays will remain free but maximum stay periods will continue to apply to the Flat Iron car park
- Other conditions such as no-return periods and non-transferability will remain as they are on all car parks

Blue Badge Holders

A large proportion of parking provision on the Flat Iron car park is regularly occupied by Blue Badge holders who can currently park up to 2 hours free in any space. All other car parks will remain unchanged with 4 hours free parking in any bay. Free parking for Blue Badge holders will continue where an authorised scheme disc showing time of arrival is displayed alongside a valid blue badge.

The exemptions for Blue Badge parking will be reconsidered at each future tariff review.

Free Parking

The free parking offer will still be available to many users to stay for up to 1 hour on all car parks on any mid-week day. On a Saturday (from 1pm), Sundays and Bank Holidays all car parks would be free all day without need for a time of arrival ticket, excepting the Flat Iron car park where charges still apply as well as the maximum stay of 2 hours parking.

To enable effective enforcement of the initial free parking period the council introduced a system to prove time of arrival (TOA) tickets to indicate the “free” period commencement. All pay and display machines have been programmed to issue a ticket, without a fee, for the free periods. The mobile App will also register free periods.

Timing of Tariffs changes

The changes identified above will be made from early 2023.

Costs to Change Tariffs

Legal adverts – £500-£1000 each (multiple changes can go at one time)

Tariff boards – Approximately £100 each (depends on number of sections being changed)

P&D machines – Approximately £500 each (depending on model and number of changes required)

The Council currently have 23 machines/tariff boards of which 14 will need re-programming and tariff boards updating so a budget of approximately £10-13,000 would be required to make the above changes.

Costs/Revenue

Annual Running Costs

Rates	£134k (Building the extension on the Flat Iron has reduced these costs)
Utilities	£ 26k
Enforcement	£ 67k
P&D maint.	£ 15k
TOTAL	£242k (plus surface maintenance & gritting)

Previous Revenues

Since the last tariff change, where the council introduced periods of free parking whilst redevelopment works were ongoing, parking revenue took a significant drop of £162,580 across all car parks from 2016/17 to 2017/18 with £104,950 being attributed to the Flat Iron alone.

The impact of Covid was to significantly reduce this revenue further with all car parks dropping by £240,276 from 2018/19 to 2020/21 with just £27,164 being attributed to the Flat Iron as the main impact was felt on the peripheral car parks rather than those serving the central supermarkets/discount stores.

Revenue has since recovered slightly in the past 12 months 2021/22 with an increase of £135,243 over 2020/21 across all car parks with £42,051 of that attributed to the Flat Iron.

Table 5

			Pay by app introduced 25/07/17		Covid March 20		
	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
Paid for Tickets by app			1756	9456	15625	16317	34901
Free Tickets by app			6	10	0	4270	13075
Revenue by app			£3,550.50	£18,788.50	£31,360.00	£26,071.40	£56,810.00
Free Tickets by machine				499102	577602	321558	550604
Paid Tickets by machine				481903	399003	252488	354887
Revenue by machine	586,124.65	579,374.57	413,243.25	£464,804.00	£393,163.20	£216,794.80	£321,433.00
Total revenue	586,124.65	579,374.57	416,793.75	£483,592.50	£424,523.20	£242,866.20	£378,243.00
Change from previous year		-£6,750.08	-£162,580.82	£66,798.75	-£59,069.30	-£181,657.00	£135,376.80
Flat Iron Revenue (App)			£295.50	£1,833.50	£2,979.50	£5,299.40	£10,792.00
Flat Iron Revenue (cash)	£296,569.75	£304,454.96	£199,209.08	£173,296.65	£164,665.85	£142,667.00	£179,225.05
Flat Iron Total Revenue	£296,569.75	£304,454.96	£199,504.58	£175,130.15	£167,645.35	£147,966.40	£190,017.05
Change from previous year		£7,885.21	-£104,950.38	-£24,374.43	-£7,484.80	-£19,678.95	£42,050.65

Table 6

					Covid		
	2015/16	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
Permit Sales Income 60141	36,403.71	39,559.31	44,996.40	70,980.67	67,227.32	50,658.71	74,927.01
PCN Revenue 60143	78,682.06	65,191.19	91,585.81	87,583.58	66,999.65	22,509.39	30,350.81
PCN Issue	3146	2,929	3,813	3,642	2,685	981	1,053
		107,679.50	140,395.21	162,206.25	136,911.97	74,149.10	106,330.82

Penalty Charge Notices (PCN)

The number of PCN's issued has decreased significantly since 2018/19 due to more people using the free parking, a customer friendly approach with lenient enforcement to support business through Covid, compounded by proportionally less vehicles to enforce on.

Annual Permit revenue

Currently annual permits charges are £250+vat = £300

There are currently around 450 active permit holders (excluding staff) generating £75,000 per annum. It is expected that this number will continue with all-day parking tariffs remaining the same. Rail commuters are more likely to use the station car park first, with a lower all-day tariff of £2, although our long stay permits work out slightly cheaper if attending every day. With more people being able to work from home at least part of the week the weekly ticket savings may no longer be appropriate.

Table 7

Permit Types	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Councillor Season Ticket	42	45	40	38	42	27	38
Market Trader Permit	2	0	0	0	0	7	7
Season Ticket	202	235	329	343	314	278	452
Staff Season Ticket - LS	213	278	305	286	308	314	339
Staff Season Ticket - Short & Long Stay	16	13	6	16	15	18	16
	475	571	680	683	679	644	852

NB: Not all active permits are annual with Monthly, Quarterly and 6-Month permits available

Future Revenues

Now that redevelopment in the town centre is complete, the town centre should be more resilient and free parking not required to the extent it was during periods of extended disruption between 2017 and 2019.

It is difficult to model the impact of the changes proposed in this strategy because of the number of variables but estimated changes to revenue are shown below:

Predicted Revenues for Chargeable Stock 2022

Table 8

Revenue per car park for period 01.04.21 - 31.03.22							
Car Park	£ from machine	£ from MiPermit	£ total	no-Spaces	£/Space*	Flat Iron £1/ 2hrs & 7 day tariffs	£/Space
Flat Iron	179,225.10	10,792.00	190,017.10	181	£1,049.82	£ 366,893.68	£ 2,027.04
Portland St	16,366.65	18,438.50	34,805.15	101	£344.61	£ 34,805.15	£ 344.61
St Marys SS	13,938.60	672.00	14,610.60	44	£332.06	£ 14,610.60	£ 332.06
Fleet St SS	14,196.95	760.00	14,956.95	51	£293.27	£ 14,956.95	£ 293.27
Fleet St LS	11,347.15	7,676.00	19,023.15	72	£264.21	£ 19,023.15	£ 264.21
West St SS	30,392.10	676.00	31,068.10	118	£263.29	£ 31,068.10	£ 263.29
Hollinshead SS	7,786.55	334.00	8,120.55	44	£184.56	£ 8,120.55	£ 184.56
Farrington St LS	5,641.10	3,222.50	8,863.60	53	£167.24	£ 8,863.60	£ 167.24
Cleveland St SS^	17,307.95	1,598.00	18,905.95	139	£136.01	£ 18,905.95	£ 136.01
George St LS	3,398.30	1,010.00	4,408.30	33	£133.58	£ 4,408.30	£ 133.58
Queens Rd LS	6,907.85	5,050.50	11,958.35	95	£125.88	£ 11,958.35	£ 125.88
Friday St LS	14,476.70	5,727.50	20,204.20	320	£63.14	£ 20,204.20	£ 63.14
Water St LS	236.95	853.00	1,089.95	71	£15.35	£ 1,089.95	£ 15.35
	321,221.95	56,810.00	378,031.95	1322	£285.95	£ 554,908.53	£ 419.75
*some of the very low revenue per space car parks are due to primary occupancy being by permit holders							
^part year for bingo extension							

Table 8 excludes Back Mount Street parking which would be lost to the Town Hall/White Hart redevelopment.

Subject to the final design of the Civic Square as part of the Levelling Up Fund bid, the Cleveland Street car park capacity and revenue will be lost during the period of redevelopment but improved once complete.

Whilst changes to the peripheral car parks are minor and hard to predict whether people currently getting Free parking for up to 3 hours will reduce their stay to up to 1 hour if the free period drops or buy a £1 ticket for 4 hours and stay longer, there would likely be a positive impact on revenue, but marginal in context of the Flat Iron. The caveat to this increase is the popularity of free parking for up to 3 hours remaining for BEV's (Green number plates) and likely to increase over time as more enter circulation. It is assumed that revenue will stay overall remain the same for car parks other than the Flat Iron for budgeting purposes.

The Flat Iron – this is a convenience car park

- With the 50p for 1-hour tariff removed it results in £1 for up to 2 hours for every user (except blue badge). If the space is in high demand, and churned over quickly, it may generate another £1 for the same period of occupancy. The impact on revenue, assuming occupancy remained the same, would be double the current revenue received from people paying the 50p tariff but no more for people paying £1 so an estimated £275,000 per annum could be achieved compared to the current £190,000.

- b) In 2021/22 there were 103,265 time or arrival tickets issued for Saturday after 1 pm, all day Sunday and bank holidays. If these were made chargeable periods, and the numbers stayed approximately the same, it would generate approximately an additional £85,000 per annum

The net effect of introducing measures outlined in a) and b) above would approximately double the revenue generated from this car park.

The availability of spaces on the Flat Iron is important as it is still the most attractive car park for residents and new visitors to aim for when visiting the town centre. Anecdotally, many people at weekends are confused by the need for a time of arrival (TOA) ticket on the Flat Iron at weekend when they are not required elsewhere and a consistent tariff throughout the week would be easier to understand from a customer perspective.

Note:

- Blue Badge parking remains free for up to 2 hours maximum stay on the Flat Iron (in any available space)

Payment Methods

All Chorley Council car parks currently operate cash only pay & display machines. The Market Walk car park machines are dual ticketing to enable retailer tariff refunds. The same machines in Portland Street car park to enable reimbursement stubs for charges if retailers wish to introduce/extend such schemes as operated on the Flat Iron. The council does not currently reimburse any retailers for their customer parking.

Having considered options for new pay & display machines to enable card payment, the on-costs per transaction are not considered viable for such low tariffs that the council operate, and other payment options would be more cost effective based on our existing technology. By keeping a simple fee structure the lack of card payment is not considered a high factor for not choosing to visit Chorley.

Pay-by-Phone (App & Web)

In 2017 Mi-Permit pay by app/phone was introduced on all car parks. This has proven popular and usage has increased year on year. The facility also allows for a ticket for the free period to be obtained this way. In 2017/19 only 1756 tickets were purchased through the App which compares to 47,976 tickets in 2021/22.

The ongoing costs are largely borne by the customer as an additional charge (set by the operator) on the tariff.

- Convenience Charge (per transaction) 20p
- Optional SMS confirmation 10p
- Optional SMS reminder 10p

These fixed fees are quite a high percentage of the overall transaction cost of tickets being purchased but acceptable to the generation used to paying for services this way and evidence that the perception of Chorley Parking fees is that they are affordable.

Pay-on-Foot

This type of payment for parking is undeliverable due to the configuration of council car parks as it lends itself to multi-storey situations whereby off highway queues can be accommodated. To implement on ground level car parks would lead to a significant reduction in spaces whilst also requiring a permanently manned office to resolve any issues at the barrier / pay centre. In the private sector parking management pay on foot is being replaced by automated ANPR systems for this reason.

ANPR

All car parks are Council owned (public car parks). Car parks covered by Traffic Regulation Orders under the Road Traffic Regulation Act 1984 (criminalised regime) requires contraventions to be addressed in person to a stationary vehicle thus preventing the deployment of ANPR cameras/ parking systems on public car parks.

As government regulations are reviewed this position is expected to change soon and will offer different opportunities for enforcement on some council car parks when it does.

Other Considerations

Council Staff Parking

Since the Covid pandemic many council staff have been able to adapt through technology to work from home for parts of the week resulting in less demand for parking spaces thus freeing up capacity for shoppers, visitors and other town centre workers. As the number of teams operating under Shared Services with South Ribble Council increases several staff also operate from their offices to serve both authorities to the same effect of reducing demand on capacity throughout the week by council employees and consequently freeing it up for visitors.

Staff based at Union Street are encouraged to use Arley Street (staff only) car park if staying all day but demand has drastically decreased since Covid and the option for staff to work from home.

External employees based at Union Street will have to purchase a Mi-Permit and not be entitled to use Arley Street staff parking.

There is currently no provision for Council employees to charge personal use Electric Vehicles.

The current Mi-Permit system for all Council employees will always continue in its current format with the Market Walk (Flat Iron) car park excluded from Mi-Permit for all users .

Market Traders Parking

The provision on Friday Street (north) for Market traders van parking has been reintroduced following completion of the redevelopment and lower Water Street car park is still offered as an alternative option to Friday Street North on each Tuesday with several Street Market traders continuing to trade from Market Street itself. Traders will still need to continue to use Friday Street long stay car park and pay £1 all day alongside displaying a market trader's permit issued with their license to trade on Chorley market.

Covered Market traders have the option to purchase a long stay permit at a heavily discounted price or pay £1 per day at the machine and display their ticket alongside their annual market trader permit allowing the concession for that vehicle.

Electric Vehicles

There are currently 6 designated spaces for electric vehicles on the Flat Iron car park and 2 on Cleveland Street car park whereby the electric is free to charge if the vehicle is parked with a valid pay & display ticket. The use of these spaces has increased since their introduction and it is envisaged that their demand will only rise in the future with increasing number of vehicles becoming available with this technology - although if commercial charging is introduced, for recovery of costs for energy and investment, their use may subside.

Lancashire County Council have installed 2 EV charging points on Market Street through the BP Polar network.

The future of EV provision on public car parks is unclear due to the rapidly changing technology meaning that the chargers are evolving quickly and the range of BEV's are increasing. Most residents will have charging points at home and a range of 250+ miles will last them a week of normal use. The fuel companies are rapidly changing their forecourts to provide EV charging points with the latest technology available for fast charging. There is a risk that the council could invest significant sums on infrastructure to facilitate EV charging points which would be quickly outdated and require ongoing investment to keep on top of technology which will increasingly be provided by the private sector in place of fossil fuels.

A separate strategy is being developed for the implementation of EV charging points across Chorley Borough through the Climate Change work and feasibility studies are being commissioned to establish the viability for integration of EV charging provision within the council's car parks.

Other Car Parks to Consider

There are other car parks in Chorley, currently free to use, that could be changed to paid for parking. To implement this option, it would cost in the region of £7k per location, broken down as follows:

Legal adverts – £500-£1000 each

Tariff boards – Approximately £900 each

P&D machines – Approximately £5k

There would also be additional costs for enforcement made more difficult due to being located outside of the town centre foot patrols currently deployed. If these car parks were cashless that would alleviate a cash collection service being required. For these reasons it is worth reviewing again when the regulations on ANPR enforcement change.

Introducing charges on these car parks would create an income revenue but depending on site specific circumstances, tariffs, frequency, and duration of visit it is difficult to forecast the amount of surplus it might generate. If it were £1 for 4 hours and each space therefore churned at least twice a day for 5 days a week that would be around £500/space/annum (inclusive of VAT).

Potential Revenues* from Additional Car Park Enforcement

Table 9

Other Car Parks	Total capacity	Standard	Disabled	£1 for 4hrs	50p for 4hrs or £1 all day
Sandham Street	24	24	0	£ 12,000.00	£ 6,000.00
Hallgate, Astley Village	162	157	5	£ 78,500.00	£ 39,250.00
Ackhurst, Southport Road	95	95	0	£ 47,500.00	£ 23,750.00
Yarrow Park	122	115	7	£ 57,500.00	£ 28,750.00
Total	403	391	12	£ 195,500.00	£ 97,750.00

*revenues are inclusive of VAT

Maintenance

The car parks scheduled for improvements in the next 5-year period are:

- Queens Road – Full resurface and reconfiguration with additional planting
- Hollinshead Street – developed as part of the Levelling up Fund bid
- Cleveland Street – developed as part of the Levelling Up Fund bid

Capital Expenditure

The officer will carry out a review of all current Pay Machines & Electric Charging Points to seek approval for capital expenditure to meet the current Disability Discrimination Act requirements.

Coach Parking

The Council has an agreement with the Bus Station that it can use the 4 coach parking spaces at no charge to the Council for pre-booked excursions to the town centre. In addition to the free parking the council also offer a refreshment voucher to the driver and a meet and greet service. If there is a need for further coach parking there is an informal agreement in place to use the overflow car park spaces at Morrisons.

On Street Parking

The existing town centre on-street parking provision has 190 standard bays and 28 disabled bays, and it is enforced by Lancashire County Council.

In 2021 the on-street parking bays were reintroduced on Fleet Street following the completion of Primrose Gardens and the waiting limit of this bay, Cheapside, Cunliffe St and George St all raised to 2 hours.

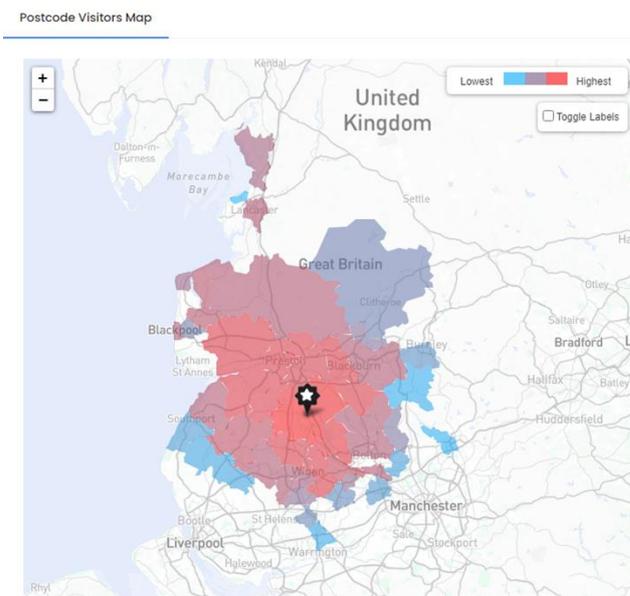
Resident Parking

A resident parking permit scheme is operated for on-street parking bays by Lancashire County Council. With increased demand on these spaces as town centre living increases it is inevitable that many residents rely on parking on council car parks overnight and weekend during un-enforced periods. Whilst no change is proposed at this time, this should be kept under review as circumstances change and residential developments are completed.

Visitor Draw

As Chorley Town Centre is a visitor attractor from across the Northwest it is important to keep the parking offer affordable to benefit from the great motorway links in close proximity for M6, M61 & M65 meaning it is within easy reach for people outside the borough.

2022 Postcode Heatmap



Conclusion

Following the council's investment in the town centre to reinvigorate business and encourage residents and visitors back to the town centre it is more likely to be considered to be a destination town where people want to dwell and socialise as well as shop in the range of high street names and specialist independents.

The parking provision is a key element in getting the balance right between affordability for customers and raising revenue for the authority. People are willing to pay to park if it is proportional to the purpose of their visit i.e. If you just need to pop in to pick something up of low value (convenience) you are more likely to do so if parking was free compared to someone on a shopping trip to several stores who is prepared to pay a 'reasonable' amount. In comparison to other alternative town centres (Appendix 1) Chorley offers very good value.

APPENDIX 1

Neighbouring Towns

The current tariffs are already very competitive with neighbouring towns, although larger towns can often command higher tariffs as people are prepared to pay more for bigger high street stores and restaurants. Having said that; Wigan, Blackburn and Bolton are large towns which do offer free parking in all council car parks at weekends and Bank Holidays. The free parking at any time is something that none of our neighbouring large towns are doing but nearby out of town developments do such as Middlebrook and the Capital Centre.

In comparison to other neighbouring towns shown below, Chorley is still cheaper to pay to park for up to 4 hours at £1.

Wigan car park charges

- 3 to 4 hours - £3.70
- Free Saturday, Sunday & BH

Leigh Pay & Display car park charges

- 3 to 4 hours - £2.60
- Free Saturday, Sunday & BH

Blue Badge parking on surface car parks is not free but on purchase of the relevant tariff there will be a concession of 2 hours additional free parking

Preston Market Hall car park

- Up to 4 hours £3.00
- Up to 12 hours £4.00
- Up to 24 hours £6.00

Fishergate Shopping Centre Car Park

- Up to 4 hours £3.50
- Up to 5 hours £4.50
- Over 5 hours £7.50

Blue Badge holders can park for up to 3 hours, free in a designated bay only.

Preston also have a free designated car park for blue badge holders

Blackburn The Mall

- 2 - 4 hours - £2.50
- Sundays & Bank Holidays - Normal daily parking charges apply

Blackburn Feilden Street

- Monday - Saturday 7am - 11pm
- Up to 4 Hours - £2.90

Bolton Central - NCP

- Up to 2 hours £3.00
- 2 to 24 hours £4.50
- Sunday £1.80
- Night rate 1800-0800 £1.80