

MIDDLESBROUGH PARKING STRATEGY

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1.0 INTRODUCTION

- 1.1 The former Middlesbrough Parking Strategy was produced in 2009 and included a five year action plan for Middlesbrough, concentrating on the town centre and its fringe. This document aims to build on the original strategy focusing specifically on how parking policy can support the delivery of the Mayor's Vision for the town and associated key outcomes over the next five years and beyond.

The Mayor's Vision

- 1.2 The Council reviewed its strategic priorities for Middlesbrough in 2012 and published them in the Middlesbrough 2020, Our Vision document. This sets out a vision for Middlesbrough to be 'the place to live, work and visit' and is supported by three strategic aims:

- a town that is clean, safe and healthy;
- a learning town, in which families and communities thrive; and
- a town that continues to transform.

- 1.3 Nine key outcomes have been identified that will demonstrate that the Council is achieving these strategic aims. The new Parking Strategy is designed to contribute to the achievement of four of these outcomes:

Improving Community and Economic Resilience by;

1. Securing economic development, physical regeneration and transport to create jobs and housing such that the mix of jobs, skills and quality of housing in the town is complementary.
2. Providing services and support to communities such that people have more fulfilling lives, feel safe and their need for support services reduces.
3. Achieving longer and healthier lives, reducing health inequalities and protecting the local population from environmental hazards and incidents.

Providing Commercial Strength, Organisational Support and Development that helps deliver service objectives by;

7. Providing, managing, maintaining and enhancing highways, streets, parks, open spaces, leisure facilities, public buildings and commercial properties such that the quality of place supports the needs of residents, visitors and business.

- 1.4 Whilst Parking Strategy has a role to play in delivering a number of the key outcomes its primary focus remains on supporting the vitality and regeneration of the town centre. The parking strategy complements and supports the aspirations of Middlesbrough's central role in the sub-region, whilst at the same time responds to commercial competition from neighbouring towns, Teesside Retail Park, Portrack Lane and Cleveland Retail Park.
- 1.5 The Parking Strategy is intended to sit alongside the Local Transport Plan as part of an overall sustainable transport policy that supports the vitality and development of the town.

Aims and Objectives

- 1.6 The main objective of the parking service in Middlesbrough is to provide, operate and enforce on and off street parking to support the Mayor's Vision and to comply with the Council's statutory obligations in relation to road safety, traffic management and crime prevention.
- 1.7 A number of key points form the basis of the strategy proposals. These include the importance of:
- The creation of a parking management plan that will require the reassessment of parking numbers (both public and private) in the context of each new development to ensure that all of the facilities are effectively contributing to the development and sustainability of the town centre.
 - Reinforcing Middlesbrough Town centre as the principal retail centre for the Tees Valley City Region and the Stockton-Middlesbrough urban core as the principal centre for shopping, culture, leisure and civic administration
 - Providing a parking strategy that can accommodate the expansion of the town, while also continuing to support the existing centre
 - Delivering major regeneration schemes at Greater Middlehaven to create sustainable communities that will make a significant contribution to Middlesbrough's role within the Tees Valley City region.
 - Establishing an environment that encourages and supports economic vitality and a quality of life that attracts both people and businesses to Middlesbrough
 - Providing a parking strategy that forms part of an overall sustainable transport policy linking improvements to public transport provision whilst still maintaining the economic vitality and viability of the different areas of the town
 - Improving road safety and providing sustainable parking solutions linked to the traffic management requirements for the town.
 - Ensuring that parking facilities within the town are safe, convenient and accessible for all users and comply with the Disability Discrimination Act 1995
 - Adopt a charging strategy within Council owned car parks that encourages economic and retail vitality whilst ensuring that the service remains financially sustainable.
 - Regularly monitoring and reviewing the effects of parking initiatives to ensure they are delivering the desired outcomes.

Existing Assets

- 1.8 There are three broad categories of car parking in Middlesbrough:
- On-street – parking within the adopted highway boundary that is regulated by the Council (including residents parking)
 - Public off-street – car parks, normally provided and operated by the Council for the public

- Private off-street – car parks that are privately owned, for the use of the public, the owners and their employees or by patrons/customers.

These categories can be further sub-divided into 3 basic types of use:

- Limited stay – less than 1 hour
- Short stay – up to 4 hours
- Long Stay – more than 4 hours.

1.9 Annex A identifies the existing car parks and number of spaces.

Document structure

- 1.10 Section 2 of this document provides a brief description on the context of Middlesbrough within the Tees Valley and the wider North and describes in more detail the make up of the car parking offered in the town.
- 1.11 This is followed, in section 3, by a summary of the national and local policy context, and in particular the links to the Middlesbrough Local Transport Plan, the Local Development Framework and the Local Housing Plan.
- 1.12 Section 4 outlines the strategy for car parking in Middlesbrough supported by policies, designed to contribute to the achievement of the key outcomes related to the Mayor's Vision. Section 5 consists of a five year action plan which draws together the various policy actions into a simple table for ease of monitoring.
- 1.13 Having determined the car parking strategy and formulated a set of policies, it is important to be able to monitor and measure progress. Therefore, the final section, Section 6, identifies measures to monitor and review policies and initiatives to ensure they are delivering the desired outcomes.
- 1.14 This strategy is based upon a clear understanding of the role of car parking in supporting wider objectives. It contains a set of policies and actions, which are specific to Middlesbrough, achievable within a reasonable timeframe and measurable.
- 1.15 The strategy will be subject to an annual review, reported through the reporting mechanism of the Executive Member for Regeneration.

2 BACKGROUND

Middlesbrough & the Town Centre

- 2.1 Middlesbrough, with a population of 138,400 (2011 Census), is at the heart of the Tees Valley conurbation, (total population of 662,800) centred around the River Tees. The Tees Valley itself is strategically positioned between Newcastle to the north and Leeds to the south. It serves a substantial population between those two major regional centres. There are 890,000 people living within half an hour of Middlesbrough town centre and almost 2,800,000 with one hour.
- 2.2 Car ownership is lower in the Tees Valley than the national average (with 30.5% of households not owning a car or van), however, there are still over 250,000 cars and vans owned by households within the Tees Valley region. The

dispersed settlement pattern of the Tees Valley and the wider catchment means that the car is the primary mode of transport for many people. Data from the 2011 census suggests that of the 60,200 people working in Middlesbrough, over 39,000 travel by car (either as a driver or passenger) whilst 6200 travel by bus or rail. Thus car parking forms part of the overall accessibility offer of the town centre which needs to be promoted as a whole to demonstrate how accessible the town centre is for residents, shoppers and visitors alike.

- 2.3 Middlesbrough town centre is a major hub for shopping and education and provides a focus for cultural, social, business and community life in the town and the wider Tees Valley City Region. The town is one of the north-east's strongest performing shopping centres with an annual retail expenditure of £400m, second only to Newcastle and the Metro Centre in terms of retail floorspace. It is the single largest employment destination within the Tees Valley employing over 20,000 people and is, as such, the principal economic driver within the borough. Much of this employment, nearly 90%, is within the service sector. Teesside University has a growing reputation with over 26,000 students and together with another 12,000 at Middlesbrough College means education is a key driver of activity within the town centre. The Town also has a growing arts, leisure and culture sector that is helping to develop a vibrant evening economy with a concert venue, a cinema, restaurants, pubs and clubs.
- 2.4 Despite the importance of the town centre to the sub-regional economy, there is constant external competition. In the face of such challenges Middlesbrough must continue to strive to enhance its town centre and improve the quality of its employment land and premises portfolio. Advice from the development industry indicates that the provision of an adequate level of car parking is an important consideration for occupiers of office, retail and leisure accommodation.
- 2.5 Over recent decades the Council has played a major role in developing the town centre and attracting major private investment including the The Cleveland Centre, Hill Street and Captain Cook Square shopping centres. Other developments include;
- A high quality public realm (Linthorpe Road, Albert Road, Wilson Street, Grange Road and Newport Road)
 - A cultural quarter comprising the Middlesbrough Institute of Modern Art (mima), the Town Hall performance space and new civic square.
 - The Middlesbrough College development of a single campus facility on Middlehaven
 - Continued investment by the University of Teesside in its town centre campus
 - Investment in the Boho zone to create a Digital Enterprise Centre, live work/units and small business space for creative, digital media and technology businesses
 - High quality hotel development on the Albert Road frontage of the Cleveland Centre.

- Redevelopment of the Crown House building to provide residential and business space
- Further expansion of the Teesside University including the construction of a new flagship teaching and conference centre along with the creation of a new campus heart facilitated by the closure to traffic of Southfield Road.
- Further development of the Middlehaven site, including residential dwellings, offices and leisure facilities.

These projects are having a significant impact upon the regeneration of the town centre and the vitality and vibrancy of the town centre economy and will potentially put additional pressure on town centre accessibility requirements.

- 2.6 Establishing the commercial employment heart of the town is key to maintaining the viability of the town centre and ensuring Middlesbrough presents a strong and attractive offer for commercial investment is essential to competing with an out of town office offer. Whilst providing the right quality of office accommodation is a key part of this, so too is ensuring appropriate facilities, including car parking as part of an overall approach to accessibility / travel-to-work planning.
- 2.7 Further expansion of the Town centre is constrained by the A66 and railway in the north and the older terraced housing in the south. Major regeneration activities in Greater Middlehaven provide an opportunity to examine the potential of this development to contribute to the Town centre as an economic driver. The Stockton and Middlesbrough Joint Retail Study (2008) shows that there is capacity for further retail growth in Middlesbrough. To accommodate this growth, Policy REG 22 of the Regeneration DPD identified Cannon Park as the Council's preferred location for the expansion of retail warehouse uses in the town centre.
- 2.8 In addition, the Borough has a strong network of district and local centres meeting the day to day needs of residents. The district centres at Berwick Hills and Coulby Newham are thriving and each provides a comprehensive range of shopping (anchored by a superstore), leisure, library, health and other community and employment facilities for the large catchments they serve. However, several small local centres are in decline, particularly those serving more deprived communities in areas needing regeneration.

Current Parking Provision

- 2.9 Parking provision in Middlesbrough (see Annex A) comprises similar arrangements as in any major economic centre, being a mixture of on and off street facilities for visitors to the town and dedicated zones for residents and in some cases businesses. The quantity and type of car parking spaces is summarised in the table below:

	COUNCIL	PRIVATE	ON-STREET	TOTAL
SHORT STAY	491	2104	247	2842
LONG STAY	2300	250	-	2550
SHORT/LONG STAY	430	-	638	1068
TOTAL	3221	2354	885	6460

- 2.10 Middlesbrough Council operates 3,221 parking spaces in 14 pay & display car parks in Middlesbrough Town Centre including the Zetland & Captain Cook Square Multi Storey Car Parks. There are also a number of privately operated car parks including those associated with the Cleveland Centre, Dundas Arcade and Hillstreet shopping centres and Sainsburys Supermarket. These private facilities provide most of the shopper parking in the town centre.
- 2.11 In terms of the on-street offer, Middlesbrough town centre benefits from 638 pay & display spaces. These on street facilities provide one and two hour stay high turnover parking for customers of businesses in busy commercial locations such as Linthorpe Road, Albert Road, Corporation Road, Bedford Street & Baker Street. On street pay & display parking for long stay visitors and commuters is provided outside the main town centre area and around Teesside University.
- 2.12 Middlesbrough has a relatively compact town centre with the majority of main shopping centres and attractions located within a half mile radius of the junction of Corporation Road and Linthorpe Road. Access to the town centre from the main road network is generally from the A66 for motorists coming from the east and west and down Marton Road and Linthorpe Road for motorists journeying from the south. Journeys from origins further north and south predominantly use the A19 trunk road before joining the A66 into the town

Parking Hierarchy

- 2.13 In Middlesbrough town centre, the regulation of parking space is related to the type of use and the length of stay. Hence the town's most centrally located car parks are reserved for shopper/visitor parking whilst long stay commuter parking tends to be located more on the periphery of the town centre. The overall aim is to establish a concentric ring approach to parking, working from the town centre outwards. The intention is to maintain an even distribution of facilities around the town centre, which is linked, to the local highway network, to reduce unnecessary cross-town journeys.
- 2.14 The car parks are generally located in close proximity to these access points providing key gateways into the town with Middlesbrough Leisure Park, France Street, Buxton Street, Gurney Street providing spaces easily accessible from the A66 in the east. Denmark and Captain Cook Square provide the bulk of the off-street provision from the A66 in the west complimented by the Cannon Park spaces. Zetland is easily accessible from the A66 east or west and performs a function for the northern part of the town, whilst the private car parks, Dundas (NCP), the Cleveland Centre, Hill Street and Sainsbury's perform a function in the retail core. There is currently no facility at the southern gateway to the town although this is being addressed through the on-going redevelopment of the Gresham area.

Town Centre Parking Discounts

- 2.15 The town centre is the engine room of the Middlesbrough economy. In order to support its development and viability it is important to have parking charge policies that encourage the efficient use of parking resources for the benefit of the town.
- 2.16 In February 2013 the Council's Executive approved a package of parking charge reductions to drive additional economic activity in the town centre. This followed an experimental period of parking reductions in December 2012 & January 2013. The two main aims were:
- i. to make the town centre more attractive to shoppers/visitors; and,
 - ii. to make the town centre more attractive to existing and new businesses

The following car parking discounts came into effect on Monday 18th February 2013.

Captain Cook Square (levels 0-3), Buxton Street and Mima Short Stay Car Parks	Free for two hours, £1 per hour thereafter
Zetland & Station Street Long Stay Car Parks	Free for two hours, £1 all day, £20 monthly Season Ticket, £200 annual Season Ticket.
All Other Long Stay Car Parks	Free for two hours, all other tariffs unchanged.(Standard all day fee £3.30)
Jewel Streets; Amber Street, Ruby Street, Emerald Street, Pearl Street, Garnet Street & Diamond Road.	Free for two hours
Middlehaven; Vulcan Street, Commercial Street, Lower East Street & Lower Feversham Street	Suspension of charges in northern Middlehaven around Middlesbrough College

- 2.17 The parking offers were introduced for an initial trial period during which time the impacts were assessed.
- 2.18 At the private shopping centre car parks at Hill Street, the Cleveland Centre and Dundas Arcade charges remain unchanged at £1.50 (£1.40 Dundas Arcade) for the first two hours and £1.50 per hour thereafter. Dundas Arcade also offers all day parking for £3.00 per day.
- 2.19 The impact of the parking offers was reviewed in March 2014. The numbers of motorists parking in the Council's short stay car parks had increased steadily over the year with visitors taking advantage of the free 2 hour parking offer. Over

the same period however observations showed that usage had fallen in the private town centre shopper car parks (Cleveland Centre, Hill Street and Dundas Arcade) where charges still apply for 2 hour parking. Nevertheless town centre retailers have reported significant improvements to trading which they have ascribed to the promotional benefit of the free for 2 hours offer. There can be no doubt that the free parking offer has generated a good deal of positive publicity helping to promote the town centre offer.

- 2.20 It was noted that the introduction of the parking discounts had resulted in a substantial reduction in parking income of over £500,000 in a full year. This was as a result of motorists taking advantage of the 2 hour free parking offer. It was also due to the £1 for all day parking in Zetland & Station Street car parks that had resulted in commuters relocating from other more expensive long stay car parks.
- 2.21 Taking all of this into account the Council's Executive decided to continue the free for 2 hours parking offer in the Council's main shopper car parks in 2014/2015. However recognising the need to ensure that the parking function remains financially sustainable, they also agreed to a small increase to £1.50 a day for Zetland & Station Street car parks along with price reductions in the other long stay car parks.

Parking Demand

- 2.22 Parking demand is subject to large seasonal variations with peaks occurring at month end Saturdays and during school holidays. Demand reaches its peak usually the first week in December, the last two weeks before Christmas and the week between Christmas and New Year. At these times all the car parks can operate at, or close to, capacity with shoppers also taking advantage of the short stay tariff options in the long stay car parks. The aim at these times is to keep traffic moving with traffic management arrangements that ensure that, even when the car parks are working at full capacity, motorists can still get in and out of the town centre without experiencing excessive congestion and delays.

3.0 POLICY CONTEXT

National

- 3.1 The transport powers relating to the provision and management of parking are contained in two Acts of Parliament:
- The Road Traffic Regulation Act 1984 (the 1984 Act);
 - The Traffic Management Act 2004 (the 2004 Act).
- 3.2 The 1984 Act places a duty on the Highway Authority to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway. The Act also provides the Council with powers to introduce waiting restrictions on the highway. The 2004 Act introduced a Network Management Duty, which focuses on the management of congestion and

expeditious movement of traffic. It also includes the powers for Councils to operate the civil enforcement of parking restrictions.

National Policy

3.3 The national transport goals provide the context within which all local transport strategies should be written. As the Parking Strategy forms part of an overall transport strategy for the town the following national goals should also inform this document.

- Supporting national economic growth, by delivering reliable and efficient transport networks;
- Reducing transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change;
- Contributing to better safety, security and health and longer life expectancy by reducing risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial;
- Promoting greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;
- Improving quality of life for transport users and non-transport users, and to promote a healthy natural environment.

Local Policy

Middlesbrough Local Transport Plan 3 (LTP) 2011 – 2016

3.4 The Mayor's Vision together with the National Transport Goals has formed the basis of the third Local Transport Plan for Middlesbrough. This is also linked to the Local Plan and the Sustainable Community Strategy. The third round (2011-2016) LTP sets the context for parking as it relates to transport policy and management:

- The overall aim of the parking service is to provide, operate and enforce on and off street parking in accordance with Council objectives and in the interests of road safety traffic management and crime prevention;
- Manage the parking implications for the town centre resulting from new development;
- Maintain a quality parking service whilst recognising the need to make savings and reduce expenditure;
- Contribute to a wider Tees Valley study into the feasibility of Park and Ride sites;
- Continue to improve town centre parking facilities for disabled badge holders;
- Implement improvements to pedestrian access to and from car parks and the town centre;
- Expand cashless parking and travel options.

Local Development Framework (LDF)

- 3.5 The LDF Core Strategy sets out the principal elements of the planning framework for Middlesbrough. It comprises a spatial vision and strategic objectives for the area; a spatial strategy; core policies; and a monitoring and implementation framework for achieving delivery.
- 3.6 The LDF stated vision for transport in Middlesbrough in 2023 is as follows;
- “Middlesbrough is at the heart of a connected city region transport network. The public transport system has been transformed; new fast rail services to Newcastle and Darlington are complemented by a high quality metro and bus system, which provides direct services between central Middlesbrough and many of its neighbourhoods. Over 50% of residents travel to work, learning or leisure using public transport. The capacities of the A19 and A174 have been expanded to cater for growth”.
- 3.7 In terms of Parking Strategy the LDF notes that Middlesbrough retains a high dependency on use of the private car and that this situation is unlikely to change in the short-term. There is a need to ensure that viable alternatives to the private car are in place before any significant change can be implemented. To insist upon changes before alternatives are available could damage a fragile economy, reduce investor confidence and lead to a further decanting of businesses to out of town locations.
- 3.8 The LDF notes that in the town centre, it is important to get the right balance between short and long stay parking and a regime of charging to support the role of Middlesbrough as the primary centre for the Tees Valley.
- 3.9 Policy CS18 - Demand Management states that as part of the creation of a sustainable transport network it will be necessary to incorporate measures into development proposals that improve the choice of transport options available to people. These measures include developing a car parking strategy that will balance the promotion of sustainable transport choices with the promotion of economic growth. This will be achieved by;
- i) restricting the amount of private car parking in new developments, and identifying appropriate maximum parking standards as included in the Tees Valley Highway Design Guide;
 - ii) encouraging the shared use of parking facilities;
 - iii) the introduction of a parking hierarchy for short and long stay, and on and off-street parking controls, particularly addressing the needs of the town centre and the 24 hour economy; and
 - iv) ensuring that the overall number of public parking spaces within the town centre is maintained at current levels. Additional parking spaces will be supported where there is evidence that they are needed to support economic

growth, viability and vitality of the town, and that not providing the spaces will disadvantage the town in relation to other centres.

Middlesbrough Housing Local Plan

- 3.10 The Local Plan sets out the long term spatial vision and development framework for the district and strategic policies and proposals to deliver that vision. The overall aim of the Local Plan is to address population decline, create sustainable communities and create a balanced housing market.
- 3.11 Policy CS17 sets out the overall Transport Strategy of the Local Plan which states that the Council will work with partner organisations to deliver a sustainable transport network. Whilst maintaining the aim of reducing the need to travel the Council will improve connectivity within and beyond Middlesbrough, improve accessibility for all, facilitate and support regeneration and development priorities, foster economic growth and inward investment and promote Middlesbrough town centre as a strategic public transport hub and promote alternative nodes of transport other than the private car.
- 3.12 Policy H16 deals with the transport infrastructure for Greater Middlehaven. This recognises that a demand management strategy for the development area is required to reduce the need for travel, particularly by private car. It also states that development proposals should also incorporate provision of appropriate car parking infrastructure to create a mix of private and public parking.
- 3.13 Policy H25 sets out the improvements required to the transport infrastructure as a result of the Hemlington Grange development. This highlights the increased traffic on the network as a result of housing developments in south Middlesbrough. The policy recommends further exploration of the provision of a park and ride facility to serve Middlesbrough town centre.
- 3.14 The Parking Strategy needs to support the requirements of the Local Plan policies whilst reconciling these with the Council's other aims and objectives, particularly in relation to the town centre.

4.0 STRATEGY AND PARKING POLICIES

Improving Community & Economic Resilience

- 4.1 **Outcome 1 - Securing economic development, physical regeneration and transport to create jobs and housing such that the mix of jobs, skills and quality of housing in the town is complementary.** The Parking Strategy has a significant contribution to make in helping to achieve this outcome.

Town Centre

- 4.2 The Mayor's Vision, alongside various Government Policies, emphasises the importance of economic growth within Middlesbrough and the town centre in particular. In order to enhance the attractiveness of the town centre to businesses and to compete with free parking on business parks, industrial estates and out of town retail parks, the Council will operate a flexible approach

to operational parking provision. Each development will be considered on its merits as explained in the Council's Parking Standards

- 4.3 The provision of adequate short stay parking near primary shopping areas will support this growth, as it ensures retail amenities are accessible by local residents and visitors. Since short stay parking facilities are predominantly aimed at shoppers, commuters will be discouraged from parking here. The current 2 hour free parking offer is designed to help to make the town centre more attractive to shoppers and visitors.
- 4.4 Discounted long stay parking fees in the Zetland & Station Street car parks are intended to help to make the town centre more attractive to existing and new businesses. A Business Permit Parking Scheme also operates in the town to assist businesses by enabling operational parking in designated spaces near to their business location.
- 4.5 General growth in the town centre along with new housing across the town will have an effect on demand for parking facilities. This will be assessed and included in a parking management plan. This will require the reassessment of parking numbers (both public and private) in the context of each new development to ensure that all of the facilities are effectively contributing to the development and sustainability of the town centre.
- 4.6 It is important to provide a quantity of car parking spaces that meets the demand at a location at different times throughout the year, but avoids economic inefficiencies by over-exceeding demand. A nationally recognised value that represents the higher level of demand is the 85th percentile figure. This is the value that the parking demand is at or below for 85% of the year. Correspondingly, it indicates the level of demand that is exceeded for only 15% of the time. Therefore, a parking supply that is set to cater for the 85th percentile demand will cater for the majority of the parking demand throughout the year. It is, however, vitally important that the future demand for people wishing to access Middlesbrough is met, to ensure that the centre's continued economic growth and prosperity is not compromised. Studies have shown that current parking capacity is sufficient to meet anticipated demand up to 2023. The parking management plan will ensure that parking associated with future developments contributes effectively to the development and sustainability of the town centre.
- 4.7 Where new parking facilities are required to support new developments an appropriate mechanism of developer contributions towards parking facilities will be established to ensure parking facilities are successfully created, operated and maintained.

District Centres & Local Centres

- 4.8 There are two district centres in the Borough, one sited at Coulby Newham and the other at Berwick Hills. Both district centres are anchored by a superstore and Coulby Newham contains an indoor shopping mall, several retail warehouses and several leisure facilities. There are 440 Council owned parking spaces at Coulby Newham and these are free of charge.

- 4.9 The main aim of the Parking Strategy with respect to the district centres is to support their vitality and viability. Therefore, there should be sufficient spaces in a good quality and safe parking environment, which are accessible to the facilities they serve.
- 4.10 There is a network of local and neighbourhood centres in the Borough, which serve the day to day shopping, and local community needs. There are no plans to expand those centres and only development on an appropriate scale will be allowed. These centres are served by both on-street and off-street car parking.
- 4.11 Off-street parking is provided free of charge in surface car parks. However, several are in poor condition and require remedial works. Others are so bad that more substantial reconstruction works are necessary. Most car parks have good pedestrian access and are convenient for the centres they serve. However, some are operating at full capacity at times, which causes difficulties for manoeuvring, queuing onto busy roads and inconsiderate or illegal parking.
- 4.12 As with the district centres, the main aim of the Parking Strategy is to support the vitality and viability of the local centres.

Park & Ride

- 4.13 The introduction of a Park and Ride scheme in Middlesbrough at the correct time could cater for the increased economic growth currently occurring in the town centre. It could also help to mitigate increased commuter related traffic and town centre parking demand resulting from new housing developments, particularly in the south of the borough. Park and Ride schemes have been introduced successfully in busy locations such as York to cater for high parking demand and to reduce congestion problems. Any Park and Ride scheme is however extremely costly to operate and to be viable, demand for parking at the central destination needs to consistently exceed supply and the level of congestion has to be such that parking on the outskirts and transferring to a bus is seen by motorists as a more convenient option. This situation does not exist in Middlesbrough at the moment where most residents live closer to the town centre than any potential Park & Ride site.
- 4.14 The option for a Park & Ride scheme will be kept under review in conjunction with neighbouring authorities through Tees Valley Unlimited.

Policy 1: To support economic development, physical regeneration and transport in Middlesbrough by:-

- a) Allowing Operational Parking requirements for new non-residential development to be considered on their merits and be provided for the sole use of the occupiers of the development;**
- b) Producing a parking management plan to ensure that all facilities are contributing effectively to the development and sustainability of the town centre;**

- c) Adopting a parking charge strategy that supports the town centre economy including maintaining discounts where these are financial sustainable and are shown to be contributing to achieving desired outcomes;
- d) Developing methods of widening payment choice and encouraging increased dwell times through new technology.
- e) Continuing the principle of designating those spaces nearest to the primary shopping area as short stay appropriate to the needs of shoppers;
- f) Ensuring that development proposals for Greater Middlehaven incorporate provision of appropriate car parking infrastructure to create a mix of private and public parking in accordance with an overall demand management strategy for the development area to reduce the need for travel, particularly by private car.
- g) Maintaining an appropriate mechanism for seeking and retaining developer contributions for off-site parking and residents parking schemes where necessary;
- h) Operating parking standards for new development as contained in the adopted Tees Valley Highway Design Guide;
- i) To support the vitality and viability of the district centres by maintaining sufficient parking spaces to meet the demand and encourage the achievement of the Park Mark Award for these centres.
- j) To support the vitality and viability of the local and neighbourhood centres by continually looking to improve the off-street parking provision through the existing centre owners.
- k) Continuing to review the timing and feasibility of providing a Park & Ride scheme for the town in conjunction with neighbouring authorities through Tees Valley Unlimited.

4.15 **Outcome 2 – Providing services and support to communities such that people have more fulfilling lives, feel safe and their need for support services reduces.** The Parking Strategy includes policies relating to the safety, security and accessibility of parking services and facilities.

Road Safety

- 4.16 The importance given to providing a safer road environment is clearly demonstrated in the commitment given both locally, regionally and nationally in the Council's and Government's policies. The overarching aim of these is to improve road safety by reducing the levels of road accidents and their resulting casualties. Parking management and enforcement can contribute to this improvement in road safety. Inconsiderate and indiscriminate parking can have detrimental impacts on road safety. A particular area of concern is around schools, bus stops and pedestrian crossings. On routes into and within the Town centre, inconsiderate parking can lead not only to safety concerns but also impacts on congestion, both to buses and general traffic.
- 4.17 The aim of the Council's parking enforcement operation is to discourage dangerous and inconsiderate parking and to persuade motorists to comply with the regulations. Priority enforcement areas for the Civil Enforcement Officers are those where illegal parking can cause serious road safety or traffic management problems. The Council's Enforcement Policy is set out in Annex B.
- 4.18 A new Road Safety & Enforcement vehicle has been introduced to carry out camera enforcement of no stopping restrictions outside schools, at bus stops and at pedestrian crossings.

Crime Prevention

- 4.19 Perceptions of car crime and personal security continue to be major issues for town centre and car park users in Middlesbrough. The security of parking facilities is also an important factor in attracting both people and businesses into the Town centre.
- 4.20 Over recent years, improvements to the quality of parking and consistency of security levels throughout off-street car parks in Middlesbrough town centre has reduced car crime to an all-time low. Improvements have included monitored CCTV in all main car parks, improved lighting and customer help points. Routes to and from the car parks from the town centre have also been improved with new lighting paving and CCTV coverage.
- 4.21 These measures, coupled with the high profile presence of Civil Enforcement Officers in the car parks, has virtually eradicated car park crime whilst increasing confidence and reducing fear of crime amongst car park users. Town centre Council car parks are now virtually crime free, leading to increased usage as motorists choose to park in a secure environment rather than in more vulnerable on-street locations. This has had the added beneficial effect of reducing congestion by freeing up road space on sensitive routes.
- 4.22 The Park Mark Scheme is recognition of safe and secure car parking facilities awarded by the British Parking Association. To achieve this status, facilities must have met all requirements of a risk assessment conducted by the Police. Annual renewal of this award scheme will minimise crime levels and encourage people to use new car parking facilities they may not have previously used before.
- 4.23 Middlesbrough Council strongly supports the "Park Mark Safer Parking" initiative. All the main Town centre car parks have now received 'Park Mark' Safer Parking

awards. Levels of car crime in the Council's car parks are currently at an all time low making them safe places to park in the Town centre. These awards underline the Council's ongoing commitment to eradicating crime and the fear of crime from all its parking facilities.

Disabled Parking

- 4.24 It is important that the parking facilities provided are accessible to all who wish to use them. To this end, all car parks need to meet the requirements of the Disability Discrimination Act 1995 with regard to physical access and egress from parking areas. As mentioned in paragraph 4.13 above, the link from the car parks to the main destinations also needs to be accessible.
- 4.25 To provide further assistance to those visitors to the car parks with mobility problems, dedicated disabled parking facilities are provided free of charge in off-street car parks and dedicated on-street bays.
- 4.26 Middlesbrough operates a Shopmobility service within the town centre and it is important that links to and from the car parks are suitable to accommodate the rising number of shopmobility users. This enables Middlesbrough to compete with other alternative town centre locations.

Policy 2: To maintain the safety, security and accessibility of parking services and facilities in the town by:-

- a) Operating Civil Parking Enforcement to improve road safety, reduce congestion and deter dangerous and inconsiderate parking.**
- b) Designing any new car parks to achieve a Park Mark Award;**
- c) Maintaining and operating existing car parks to Park Mark Award standards;**
- d) Providing and maintaining quality parking facilities both in car parks and on street for disabled car park users.**

- 4.27 **Outcome 3 - Achieving longer and healthier lives, reducing health inequalities and protecting the local population from environmental hazards and incidents.** The Parking Strategy can influence the environmental effects on the local population resulting from traffic congestion and car use.

Managing Car Use

- 4.28 Levels of car use and associated traffic congestion can have a negative impact on air quality, CO2 emissions and road safety. The car park management plan will aim to ensure that car parking is provided and operated efficiently in the right locations in relation to the road network in order to reduce unnecessary cross town journeys.

- 4.29 The existing Residents Parking Schemes will continue to be used to discourage commuter and shopper parking in town centre residential areas to improve road safety and the quality of environment for residents. Efficiency savings have resulted in a reduction in the number of Civil Enforcement Officers employed by the Council and this has been achieved by focusing enforcement resources where they are needed most for traffic management and road safety reasons. Whilst this has inevitably meant less regular patrols, levels of enforcement remain sufficient so that that the Residents Park Schemes still achieve their objective of ensuring that residents can park in their own streets. A review of Residents Parking Policy is currently being considered.
- 4.30 It has been estimated that around half of all visitors to the town centre use public transport or other alternatives to the private car. It is important that the parking policies do not disadvantage these sustainable alternatives in favour of the private car.
- 4.31 Investment in walking and cycling measures across the Tees Valley has been made throughout the First LTP period, and encouragement of these modes has much wider benefits in terms of health, education and safer communities. As regeneration takes place, and trips become longer and more dispersed, there may be a decline in journeys made on foot or by cycle. However, investment should be focused on measures encouraging the use of such modes for short journeys within local communities and as part of a multi-modal journey that does not necessarily involve the private car at any stage.

Policy 3: To mitigate the environmental effects of car use by:-

- a) Maintaining and developing the number of car parking spaces in the town centre in line with the parking management plan to ensure that all facilities contribute effectively to the development and sustainability of the town centre whilst minimising adverse effects on the environment and other modes of transport.**
- b) Adopting parking charge policies that support the town centre whilst encouraging sustainable travel choices.**
- c) Requiring the adoption of Sustainable Travel Plans for new developments;**
- d) Ensuring that adequate facilities are provided for walking and cycling at all new developments, e.g. convenient cycle parking;**
- e) Providing dedicated, secure motorcycle parking within off-street multi-storey car parks; and**
- f) Promoting car sharing to reduce the number of single occupancy commuting journeys by car.**

- g) Regularly reviewing the impact of growth projections and development aspiration to ensure parking provision is considered as part of an overall transport assessment.
- h) Seeking opportunities to promote linkages with other modes, particularly rail and future metro proposals.
- i) Maintaining and enforcing existing Residents Parking Schemes and implementing the outcome of the Residents Parking Policy Review.

Providing Commercial Strength, Organisational Support and Development that helps deliver service objectives

- 4.33 **Outcome 7 - Providing, managing, maintaining and enhancing highways, streets, parks, open spaces, leisure facilities, public buildings and commercial properties such that the quality of place supports the needs of residents, visitors and business.** The Parking Strategy aims to deliver and maintain quality parking facilities that meet the needs of a developing town centre.

Parking Infrastructure

- 4.34 The buildings and surface car parks, which form the physical assets of the parking service, require regular maintenance and upkeep to ensure they are available for use. The charges for parking must cover the ongoing maintenance of these assets and ideally provide for capital funds to ensure that larger structural maintenance items can be undertaken in a timely fashion. Regular monitoring of income and expenditure is required to ensure that the service remains financially sustainable.
- 4.35 All Council parking facilities are operated and maintained to a high standard as required by the 'Park Mark' safer parking scheme. The emphasis is on customer excellence with Civil Enforcement Officers patrolling car parks not only for enforcement purposes but also to provide help and advice for motorists.
- 4.36 Information on route to and at car parks needs to be clear and concise to provide users of the car parks with clear directions and instructions. The signing on route should include; the name of the car park; the number of spaces available and the duration of stay. At the car park itself, the tariffs applicable need to be clear and easily understood. To this end a Variable Message Sign parking guidance system for the town has been introduced as part of an overall urban traffic management and control system. Pedestrian direction signage has also been recently upgraded in the town centre to integrate the car parks with the surrounding areas so that the car parks become gateways to the town centre.
- 4.37 Highway signing also includes directions to the main private shopping centre car parks along with the rail station (and its car park) and the bus station.
- 4.37 Clear and easy to understand information can also be accessed prior to setting off on a journey and may even influence the destination chosen. The current

Middlesbrough Council website contains up to date information on parking locations and tariffs.

- 4.38 A system is in place in all Council pay and display car parks and on street enabling motorists to pay for parking by credit/debit card through the use of their mobile phone. RingGo enables a user to set up with their credit/debit card details and then, when parking, they can simply use their mobile phone to log themselves in and state the length of stay they require. Their account is thus deducted in line with the tariff. If, in unforeseen circumstances, the user is delayed then they are able to book extra parking time through their phone thus avoiding the need to rush back and feed the meter or face a Penalty Charge Notice. This is another example of making the parking service easier to use. The feasibility of extending this service to further parking areas will be investigated.
- 4.39 The technology for parking management, payment and enforcement is constantly developing. Whilst the legislation that governs the operation of parking by local authorities continues to lag behind the latest developments in automatic number plate recognition parking management systems for example, opportunities for improved customer service through further on line and mobile phone parking facilities will continue to be explored.
- 4.40 Coach & Lorry Parking is currently provided at Cannon Park. This facility may need to be relocated if redevelopment of the area proceeds. The provision of any new facility needs to take account of the environmental quality of the chosen location and mitigate against potential detrimental impacts.

Policy 4: To provide quality parking facilities that supports the needs of residents, visitors and business by;

- a) Ensuring that parking charges reflect the need to plan for the whole life maintenance costs of the parking asset.
- b) Providing and operating car parking to the 'Park Mark' safer parking scheme standard and in the interests of customer excellence.
- c) Maintaining high quality access links to and from car parks including clear pedestrian signing to all main destinations
- d) Maintaining a real time parking guidance system;
- e) Exploring opportunities for further on line parking facilities including payment methods and virtual permits.
- f) Consider the recommendations of the independent Parking Review carried out by consultants in 2013.
- g) Continuing to provide a coach & lorry park facility for the town centre either in its current location or at a suitable alternative site outside the immediate town centre.

5.0 Five Year Action Plan

5.1 The following Action Plan identifies priorities over the next five years designed to deliver the objectives of the Parking Strategy and achieve the key outcomes.

Policy number	Action	Target Date	Risk / Dependencies
1b)	Produce a parking management plan to ensure that all facilities are contributing effectively to the development and sustainability of the town centre	April 2016	Need for accurate parking demand and usage assessments linked to public transport improvements.
1c)	Maintain parking charge discounts where these are financially sustainable and are shown to be contributing to achieving outcomes	April 2015 to April 2019	Requires reliable data on town centre performance so that contribution of parking discounts can be assessed.
1d)	Developing methods of widening payment choice and encouraging increased dwell times through new technology.	April 2015 to April 2019	Subject to funding and availability of IT resources.
1f)	Ensuring that development proposals for Greater Middlehaven incorporate provision of appropriate car parking infrastructure to create a mix of private and public parking in accordance with an overall demand management strategy for the development area to reduce the need for travel, particularly by private car.	April 2015 to April 2019	Subject to planning conditions and developer commitment
1g)	Maintain an appropriate mechanism for seeking and retaining Developer contributions for off-site parking and for residents parking schemes where necessary	Awaiting development of S106 SPD	Subject to the effect of the economy on the speed of development. Changes to planning gain procedures within LDF process.
1k)	Review the timing and feasibility of Park and Ride	April 2016	Subject to assessment by Tees Valley Unlimited in conjunction with neighbourhood authorities

2b)	Ensure that all new car parks are designed and operated to meet 'Park Mark' standards	April 2015 to April 2019	Subject to planning conditions and developer commitment
2d)	Provide quality parking facilities for disabled car park users	April 2015 to April 2019	Dependant on investment to meet DDA requirements.
3a)	Maintain and develop the number of car parking spaces in the town centre in line with the parking management plan	April 2015 to April 2019	Requires financially sustainable parking charges and appropriate capital investment and developer contributions.
3c)	Require the adoption of Sustainable Travel Plans for new developments	April 2015 to April 2019	Subject to planning conditions and developer commitment
4a)	Ensure that parking charges reflect the need to plan for the whole life maintenance costs of the parking asset.	April 2015 to April 2019	Requires monitoring of income and expenditure to ensure that parking service remains financially sustainable and appropriate capital investment
4e)	Investigate opportunities for new payment methods utilising mobile technology, on line payment and virtual permits	April 2016	Subject to funding and availability of IT resources.
4f)	Consider the recommendations of the independent Parking Review carried out by consultants in 2013.	April 2016	Subject to funding and availability of resources.
4g)	Maintain a coach and lorry park facility for the town centre	April 2015 to April 2019	Dependant on development of existing site and planning gain contributions to fund relocation.

6.0 MONITORING AND MEASURING PROGRESS

6.1 This document sets out a 5 year Parking Strategy for Middlesbrough, with particular emphasis on the town centre. An action plan has been collated from the policies within this document identifying what needs to be achieved and by when. A review of progress will be undertaken annually. This will include

monitoring a set of indicators designed to show whether the initiatives are delivering the desired outcomes.

Monitoring Indicators

- 6.2 The Council will continue to collect and maintain data relating to a number of key statistics on parking covering:
- Numbers of spaces
 - Length of stay
 - Usage
 - Income and expenditure
 - Crime
 - Accessibility
 - Public Perception
- 6.3 The Parking Strategy is a sister document to the Local Transport Plan 3 2011 - 2016. Parking activity is one of a number of transport indicators that can be used to assess the level of activity within the town, along with bus passenger numbers and rail patronage. Thus, a suite of indicators has been devised using existing data sources where practical to provide comparative year on year data.

Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period						Direction of travel	Notes
					2014/2015	2015/2016	2016/2017	2017/2018	2018/2019		
PS1 (a) number of off-street short stay parking spaces in council ownership	Number of controlled parking spaces	2014/15	921	Actual	921						
PS1 (b) number of off-street short stay parking spaces in private ownership		2014/15	2104	Actual	2104						
PS1(c) number of off-street long stay parking spaces in council ownership		2014/15	2286	Actual	2286						
PS1 (d) number of off-street long stay parking spaces in private ownership		2014/15	250	Actual	250						
PS1 (e) number of on-street short stay pay and display spaces		2014/15	247	Actual	847						

Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period					Direction of travel	Notes	
					2014/2015	2015/2016	2016/2017	2017/2018			2018/2019
PS1 (f) number of on street long stay pay and display spaces	Number of controlled parking spaces	2014/15	638	Actual	638						
PS1 (g) number of private non-residential spaces.	Estimated number of spaces	2014/15	1700	Actual	1700						
PS2 (a) usage in off-street short stay parking spaces in council ownership	Number of vehicles per annum	2013/14	577,000	Actual							No target just information
PS2 (b) usage in off-street short stay parking spaces in private ownership		2013/14	No information	Actual							
PS2 (c) usage in off-street long stay parking spaces in council ownership		2013/14	398,000	Actual							

Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period						Direction of travel	Notes
					2014/2015	2015/2016	2016/2017	2017/2018	2018/2019		
PS2 (d) usage in off-street long stay parking spaces in private ownership	Number of vehicles per annum	2013/14	No information	Actual							
PS2 (e) usage in on-street short stay pay and display spaces		2013/14	286,000	Actual							
PS2 (f) usage in on-street long stay pay and display spaces		2013/14	203,000	Actual							
PS3 (a) average length of stay in off-street short stay parking spaces in council ownership	Average length of stay	2014/15	2 hours	Actual							
PS3 (b) average length of stay in off-street short stay parking spaces in private ownership		2014/15	No information	Actual							

Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period						Direction of travel	Notes
					2014/2015	2015/2016	2016/2017	2017/2018	2018/2019		
PS3(c) average length of stay in off-street long stay parking spaces in council ownership	Average length of stay	2013/14	8 hours	Actual							
PS3 (d) average length of stay in on-street short stay pay and display spaces		2013/14	1 hour	Actual							
PS3 (e) average length of stay in on street long stay pay and display spaces		2013/14	4 hours	Actual							
PS4 crime in council owned car parks	Reported crime per 100,000 tickets purchased	2013/14	0.1	Actual							
PS5 provision of disabled bays in off-street car parks	Percentage of disabled bays in off-street car parks	2014/15	2.7%	Actual							

Indicator	Definition	Baseline Year	Baseline Data	5 year monitoring period					Direction of travel	Notes
				2014/2015	2015/2016	2016/2017	2017/2018	2018/2019		
PS6 Park Mark awards	Percentage of off-street car parks covered by Park Mark Awards	2014/15	100%							
PS7 Parking Income	Total income from parking service	2013/14	£1,786,500							
PS8 Parking Expenditure	Total cost of parking service (including central & support services)	2013/14	£1,620,000							
NI177	Local bus passenger journeys originating in the authority area	2013/14								
LTP local 1 rail patronage	Thousands of rail passengers from Middlesbrough station	2013/14								
LTP local 6 daily traffic flow into the Town centre	Average Annual Daily Traffic Flow (AADT) at the Town centre cordon	2013/14								

**ANNEX A
PARKING STOCK**

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Car parking data as at May 2015

Car Park	Spaces
◆ Short Stay	491
Captain Cook Square (0, 1, 2 & 3)	350
Buxton Street	93
MIMA	37
Elm Street	11
◆ Short/Long Stay	430
Captain Cook Square (4, 4a, 5 & 6)	430
◆ Long Stay	2300
Zetland	897
France Street	531
Cannon Park	228
Denmark Street	137
Gurney Street	69
Station Street	116
Wood Street	45
Cannon Park Way	250
Jedburgh Street	13
Amber Street	14
◆ Short Stay Car Parks (privately operated)	2104
Hill Street Centre (Short Stay)	653
Sainsburys (Short Stay)	550
Middlesbrough Leisure Park (Short Stay)	163
Dundas Arcade (Short Stay)	150
The Cleveland Centre (Short Stay)	588
Private Long Stay	250
◆ TOTAL	5575

- ◆ Private Non Residential Spaces - (PNR) 1700
- ◆ On-Street Spaces
 - Pay and Display
 - Short Stay – 247 spaces
 - Long Stay - 638 spaces

ANNEX B ENFORCEMENT STRATEGY

Provision, Operation and Enforcement

KEY AIMS

To provide, operate and enforce on and off street parking in accordance with Council objectives and in the interests of road safety, traffic management and crime prevention.

To manage the traffic network to ensure the expeditious movement of all traffic modes, as required under the Traffic Management Act 2004 Network Management Duty.

To manage and reconcile the competing demands for kerb space.

KEY ACTIONS

Operate Civil Parking Enforcement to improve road safety, reduce congestion, support the local economy, improve access to public transport and reduce commuter parking in residential areas.

Introduce on-street parking controls in areas adjacent to major travel, generating development to minimise the potential displacement of parking where on-site parking is limited.

Provide parking where it is safe and desirable within the context of the overall parking and transportation strategy.

Restrict parking where the interests of traffic management, road safety, the environment and crime prevention require.

Consider the needs of local residents, shops and businesses including loading and unloading and servicing.

Rationalise Traffic Regulation Orders to ensure they are necessary, correct and appropriate, and are clearly and accurately signed and lined.

Publish enforcement rules and procedure and deal with appeals and representations regarding Penalty Charge Notices in a timely, reasonable and proportionate manner.

Publish an annual report regarding on-street and off-street enforcement activities.

Pursue parking ticket evaders to recover debt owed to the Council.

Utilise parking patrols in residential areas and security in Council car parks to create a cleaner and safer environment to help deter crime.