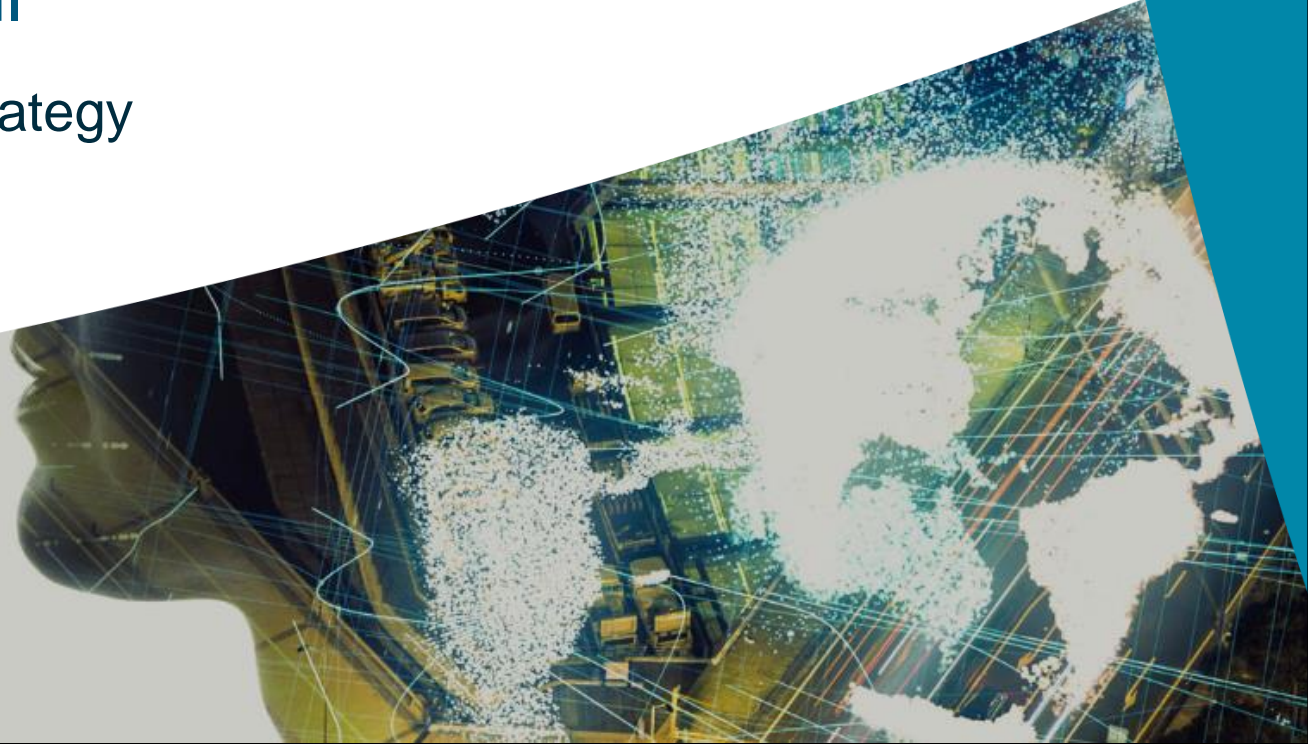


Wirral Council

Wirral Parking Strategy

December 2023



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Executive Summary

E.1 Introduction

Wirral Council has developed this parking strategy to align and support other policies and initiatives to encourage and support sustainable economic growth and regeneration of the borough. Consequently, the council commissioned Royal HaskoningDHV to support the development of a Borough wide multimodal parking strategy, covering public on and off-street parking which is within the direct influence of the council.

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

The parking strategy should provide a clear framework to manage parking in Wirral, since an effective parking strategy will help support the management of traffic in Wirral's main centres and communities, helping the local economy and businesses, as well as contributing to addressing the environment and climate emergency.

The parking strategy was approved by Wirral Council's Environment, Climate Emergency and Transport Committee on Tuesday 5th December 2023.

E.2 Development of this multimodal parking strategy

This multimodal parking strategy has been prepared using significant analysis and research, including two separate phases of stakeholder engagement which involved online public and stakeholder surveys as well as a series of stakeholder discussions.

Prior to this strategy document, an interim report was prepared and published. The interim report provided background on the research and surveys undertaken and a summary of the feedback from the Phase 1 consultation exercise which was undertaken in 2022. Feedback from that

initial consultation was then used to formulate a set of potential strategy interventions to be included in a Phase 2 consultation, which was completed during 2023. The findings from that engagement plus further analysis was then used to develop this parking strategy.

E.3 Baseline Parking Usage Analysis

Parking utilisation was reviewed considering the number and type of spaces, parking demand and other facilities or arrangements provided. The parking analysis undertaken helps to show how each car park and on-street parking area performs at average and peak time periods.

The parking study was commissioned in 2021 during the various lockdown periods brought about by the impacts of Covid-19. In order to avoid biased and unrepresentative survey data, the analysis used 2019 parking data as this was before the impacts of Covid-19. As well as parking data analysis, a site visit was also undertaken during June 2021 to examine available facilities such as parking for disabled users, cyclists, etc for use in the analysis. Any future operational changes or new parking interventions emerging from the strategy should be subject to further analysis using updated and extended data collection.

Based on the analysis, the following findings were identified:

- At the time of the analysis, some car parks were significantly underutilised and, subject to reviewing current usage data, there could be opportunities for rationalising these car parks.
- There are currently 16 residents' Controlled Parking Zones. These cover circa 6,000 dwellings but only 221 dwellings pay a charge, which are very modest charges and below the UK average.
- The majority of demand for recreational vehicles and coach parking is currently focussed within New Brighton. The council is exploring opportunities for RV and coach parking provision as part of the emerging New Brighton and Birkenhead Waterfront Masterplans.
- Facilities and utilisations at train stations and ferry sites are generally good and well utilised.

- Data on cycle parking is limited however the available information shows that, in general, current cycle stands are ‘Sheffield stands’/hoop design, although some of these are in need of upgrade/repair, and expansion of the type and quantity of cycle parking is needed to support an emerging active travel network.
- The level of charging infrastructure for electric vehicles in Wirral is significantly below LCR and UK averages and the data suggests this is suppressing the uptake of electric vehicles.
- The impacts of Covid-19 on travel patterns and parking demand have been profound. Motorised modes have not yet bounced back to pre-pandemic levels but walking and cycling have increased both during and after pandemic lockdowns. This raises an opportunity to build upon this momentum for walking and cycling.

E.4 Future Analysis

A new Local Plan for Wirral has been developed and submitted to the Government for examination. The plan will shape the future of the Borough setting the long-term vision, objectives and policies over a 15-year period between 2021 and 2037. This will replace the existing Unitary Development Plan, adopted in February 2000. The Local Plan has various major new developments, including 5,000 new homes by 2026 and 13,400 new homes by 2037 plus 49ha land for new jobs. This will generate new demand for parking across Wirral.

There are structural and societal changes which will help reduce the pressures on car parking. This includes changes to travel behaviour and new transport schemes being proposed by Wirral.

However, even if the proposed new transport schemes are delivered, and allowing for other structural and societal changes, there will still be an overall increase in future parking demand which the parking strategy will need to accommodate.

Based on the analysis, the following findings were identified:

- Background growth and development, if not delivered sustainably, will generate significant new demand for parking across Wirral. Even with the various planned new transport improvements and allowing for other expected changes, there will still be an overall increase in future parking demand which the Wirral Parking Strategy will need to accommodate;
- The council supports the Cool Wirral campaign to encourage local climate-related action. This includes adopting the ambitious targets in emissions reduction. However, from the analysis, it is clear that Wirral is falling short of these targets and will continue to fall further behind if current trends continue as they have been in recent years; and
- The development of a new parking strategy provides an opportunity to ensure that the regeneration of Wirral supports the Cool 2 sustainability targets, and therefore it should be developed in a way to help to meet the required climate targets.

E.5 Consultation Feedback

Two rounds of consultations were undertaken with both residents and stakeholders. The first round of consultation helped to explore the relationship between parking and traffic management, the environment, the economy and technology. The second round of consultation gathered feedback on people’s views regarding specific parking proposals.

Both rounds of consultations featured two tailored online engagement surveys undertaken using the “Have your Say” online portal, one targeted for residents and the general public, and the other for wider stakeholders. The surveys included a series of specific questions based on the issues raised from the parking analysis described earlier in this report, and an open-ended section to allow respondents to raise other issues or add new information they may wish to emphasise.

Stakeholders, including Council Elected Members were also offered the chance to meet to discuss any issues in more detail. Various project teams

within the council and where applicable their supporting consultant teams were also engaged via in-person meetings and/or sharing of information.

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

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

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

The first public engagement exercise (known as Phase 1 consultation) which was undertaken over a 10-week period from 18 July to 9 October 2022. Feedback from that initial consultation was then used to formulate a set of potential strategy proposals to be included in a second round of engagement (known as Phase 2 consultation), which was completed over a 7-week period from 7 August to 25 September 2023. The findings from the engagement plus further analysis was then used to develop this parking strategy. In both rounds of consultation, stakeholder engagement was undertaken via the Council's own Have Your Say website or via direct email invitation.

The Phase 1 consultation exercise provided a total of 1188 completed surveys – 1081 from public consultation and 107 from stakeholders (out of 267 invited). The level of response from stakeholders represents a 40% sample rate. The Phase 2 consultation exercise provided a total of 2171 completed surveys – 2125 from public consultation and 46 from stakeholders (out of 126 contacted) which is a sample rate of 36%. The lower level of response from stakeholders compared to the first round of engagement is due to the fact that most stakeholders provided detailed responses during the first engagement exercise.

Based on the feedback, the following findings were identified:

- There was strong support for making best use of existing parking assets rather than building new car parks. In addition, certain car parks should provide a site for interchange with buses, cycle parking or cycle hire. Furthermore, car parks could provide other facilities on the site such as WiFi, a place to work and picking up deliveries or parcels;
- Managing car parking demand is the most appropriate way of tackling congestion. There is strong support for efficient traffic management and encouraging modal shift. This includes providing extra parking for cycles and other alternative choices to attract more visitors;
- The parking strategy should be self-financing and help to support the rapid transition to emerging technology (e.g. electric vehicles);
- The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion;
- The council should review and consider where Controlled Parking Zones could be implemented to better manage parking. In addition, the cost of setting up and running residential controlled parking zone schemes should be financially sustainable;
- The council should standardise parking charges across Wirral and review its parking charges against other areas;
- Respondents support place shaping, providing improved public realm and considering alternative land uses for underused car parks;
- The parking strategy should look at opportunities from new technology/tariff structures and apply examples of best practice and practical evidence of successes from elsewhere;
- High priority should be given to the climate emergency declaration;
- There was no significant disparity between responses received from the public and stakeholders;
- Greater enforcement of current parking regulations was highlighted.

E.6 Parking Strategy Themes

Based on the feedback obtained as well as the analysis of current and future parking demands presented in this report, various parking strategy

principles were defined. The identified parking themes were grouped into three categories as follows:

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

The three parking categories are shown in Figure E.1, along with the identified proposed individual parking interventions nested under each category.

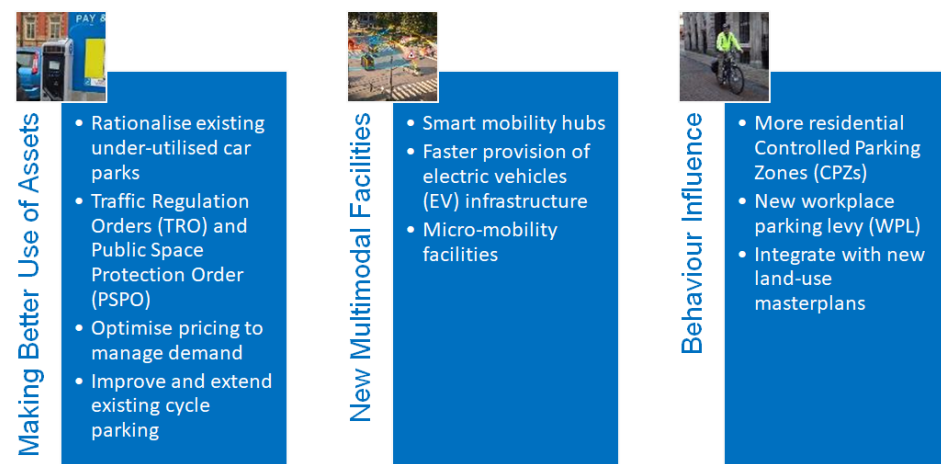


Figure E.1: Emerging Parking Interventions

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

E.7 Proposed Parking Strategy

There are ten new parking policies and interventions which have been developed. These are set out below:

- **Wirral Parking Policy 1:** In the short-term, review the usage of car parks, undertake further analysis and if appropriate consult on rationalising and adapting under-used car parks across the borough.
- **Wirral Parking Policy 2:** In the short-term, continue to apply standardised parking charges across the borough going forward, and in line with annual inflation increases.
- **Wirral Parking Policy 3:** In the short-term, consult on travel demand measures including optimising parking charges across the borough to manage network impacts, and if appropriate invest any surplus into more sustainable travel options and alternatives to using private cars.
- **Wirral Parking Policy 4:** In the medium-term, review and consult on the potential for applying variable pricing systems for parking across the borough. This could be applied to balance peak versus off-peak traffic demand to reduce congestion as the need may arise by expanding/amending the existing parking app to facilitate easy use of the new parking system and follow the principles of the National Parking app as per the Plan for Drivers.
- **Wirral Parking Policy 5:** In the short-term, consider the inclusion of Smart Mobility Hubs for various locations across the borough as part of wider transport proposals, regeneration and masterplanning. This should also include multimodal services and wider cycle and motorcycle parking facilities to provide multiple travel options.
- **Wirral Parking Policy 6:** In the short-term, the council will develop and consult on plans to introduce further secure parking facilities cycles, e-bikes, e-cargo bikes, motorcycles, car clubs and micromobility services.
- **Wirral Parking Policy 7:** In the short-term, the council will develop and consult on plans to introduce charging facilities for electric vehicles,

both on-street and in public car parks and at potential new smart mobility hubs.

- **Wirral Parking Policy 8:** In the long-term, recognise the potential for developing and operating a Workplace Parking Levy for various locations across the borough however consider that this should not be developed as this present time but possible implementation to be considered at a future date.
- **Wirral Parking Policy 9:** In the short-term, where traffic management issues are required, enforce existing parking regulations and consult on opportunities for implementing Traffic Regulation Orders (TROs) or Public Space Protection Orders (PSPOs). This should cover all areas within Wirral including coastal locations.
- **Wirral Parking Policy 10:** In the short-term, the council will study and consult on opportunities for implementing new recreational vehicles (RV) and coach parking facilities for the above locations across the borough. This should be undertaken with the ongoing development of the masterplans for some of these areas.

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

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

Short-term Strategy measures proposed include:

- Pricing travel demand management (TDM) measures to tipping points (car parks, on-street, residential CPZs, country parks);

- Faster provision of EV infrastructure to encourage more low emission vehicles;
- Increase numbers of residential CPZs across Wirral; and
- Traffic Regulation Order (TROs) and Public Space Protection Orders (PSPOs).

Medium-term Strategy measures proposed include:

- As above plus; and
- Smart mobility hubs and rationalising under-used car parks.

Long-term Strategy measures proposed include:

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

Table E.1 shows the estimated results from a climate change perspective for the different strategies. These are compared to the national Climate Change key performance index (KPI) and the Business As Usual (BAU) forecasts.

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

Table E.1: Estimated Impacts of the Parking Strategy in Wirral

The analysis suggests the following:

- The *Medium-term Strategy* would meet the Climate Change target by 2050 and when all the strategy measures are implemented then the target is met by 2040;
- *Short-term Strategy* provides the potential for up to £1.9m pa of additional revenues;

- *Medium-term Strategy* provides the potential for up to £6.1m pa of additional revenues; and
- *Long-term Strategy* provides the potential for up to £7.4m pa of additional revenues.

The above revenues estimates are annual values depending on different scenarios in the strategy and should not be added together.

The above surplus revenues are required to be reinvested in supporting the transport services in accordance with the legislation.

1 Introduction

1.1 Background

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

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

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

1.2 Purpose of a Parking Strategy

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

The parking strategy should support the council's wider objectives, as set out in the emerging Local Plan¹, to increase the use of more sustainable modes of transport. Achieving a modal shift will naturally manage the

demand for car parking, however it is recognised that some people have no alternative but to use a car or will continue to choose the car as their primary mode of transport. The parking strategy therefore is not anti-car and has regard to all road users, looking to best practice and guidance to ensure all road users are appropriately considered.

1.3 Local Context

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

Wirral is both an important location for employment within the Liverpool City Region and a major source of workforce for the area. The borough is home to global businesses such as Unilever and Cammell Laird, and Wirral's economy is worth £4.7 billion gross value added (GVA)

¹ <https://www.wirral.gov.uk/planning-and-building/local-plans-and-planning-policy/wirral-new-local-plan/new-local-plan>

contributing 16% of the wider £29.4 billion GVA city region economy (Wirral Council, 2020)².

1.4 How this strategy has been produced

The strategy has been prepared using significant analysis and research undertaken by Royal HaskoningDHV and has been shaped by two separate phases of stakeholder engagement which included online public and stakeholder surveys hosted on the Council's 'Have Your Say' portal and a series of stakeholder discussions.

Prior to this strategy document, an interim report was prepared and published. The interim report provided background on the research and surveys undertaken and a summary of the feedback from the Phase 1 consultation exercise which was undertaken over a 10-week period during the summer of 2022.

Feedback from that initial consultation was then used to formulate a set of potential strategy interventions to be included in a Phase 2 consultation, which was completed over a 7-week period during the summer of 2023. The findings from that engagement plus further analysis was then used to develop this parking strategy. Further detail of the consultation process is described in Chapter 4 of this report.

The parking strategy was approved by Wirral Council's Environment, Climate Emergency and Transport Committee on Tuesday 5th December 2023.

1.5 About This Report

This report presents the parking strategy proposals for Wirral. The report covers the following sections:

- Chapter 2 – provides an analysis of parking conditions;
- Chapter 3 – examines future parking forecasts;

- Chapter 4 – summarises feedback from the various consultations;
- Chapter 5 – outlines the identified parking strategy themes; and
- Chapter 6 – sets out the new parking strategy measures.

² Wirral Council (2020), Strategic Regeneration Framework: A blueprint for economic growth in Wirral 2017-2020. Available at: [Draft Wirral Strategic Regeneration Framework 2017-2020.pdf](#) (Accessed: 29 November 2020)

2 Baseline Parking Conditions Analysis

2.1 Parking Usage Baseline

Parking utilisation was reviewed considering the number and type of spaces, parking demand and other facilities or arrangements provided. The parking analysis undertaken helps to show how each car park and on-street parking area performs at average and peak time periods. This shows the range in demand and types of parking (e.g. shopping, long-stay, etc)³.

The parking study was commissioned in 2021 during the various lockdown periods brought about by the impacts of Covid-19. In order to avoid biased and unrepresentative survey data, the analysis used 2019 parking data as this was before the impacts of Covid-19.

Wirral Council has 135 Pay and Display machines and parking ticket data from these machines for 2019 was analysed. The council's parking ticket data was analysed to identify average and peak period demand levels. This was enhanced using digital data (Google Analytics and Apple Mobility) which is based on anonymous smartphone information allowing analysis by geographical location and time periods. As well as the above data, a site visit was also undertaken during June 2021 to examine available facilities such as parking for disabled users, cyclists, etc for use in the analysis. Any future operational changes or new parking interventions emerging from the strategy should be subject to further analysis using updated data.

2.2 Council-Owned Car Parks

Table 2.1 shows the 2019 parking operations for Council-owned car parks. These show the parking spaces provided, demand and revenues at each car park. The data shows the total demand for parking by electric vehicles (EV) and non-EV cars combined, as separate parking data was not available.

³ This was how Wirral Council public car parks were classified when the surveys were undertaken but since then universal charges have been introduced which has superseded this categorisation system.

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

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

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

Table 2.1: Wirral Public Car Parks Utilisations (2019 Demand Levels)⁴

⁴ Based on ticket sales over a full 12 month period

The analysis shows there are a number of car parks which have low levels of utilisation.

2.3 On-Street Parking

There are approximately 150 kilometres of controlled on-street parking in the Borough. Wirral Council processes around 22,000 Penalty Charge Notices (PCNs) per year. Table 2.2 shows the 2019 parking operations for on-street parking. These show the parking demand and revenues across different time periods.

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

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

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

Comparison of Parking Tariffs with Other Local Authorities

Car park pricing policy can be very competitive between different local authorities and between public and private operators in the same location. The current parking tariffs by Wirral Council have been benchmarked against comparable areas in 2019 as shown below:

- Wirral – £1.00 per hour up to 4 hours, then £5.00 (for 4 hours or over);
- Liverpool – from £2.40 to £13.00;
- Sefton – from £0.60 to £4.50;
- St Helens – from £1.00 to £4.00 (for 5 hours);
- Manchester – from £2.00 to £32.50;

⁵ <https://www.wirral.gov.uk/files/appendix-parking-enforcement-policy.pdf/download?inline>

- Chester – from £2.50 to £6.00;
- Blackpool – from £3.50 to £9.00; and
- Cumbria – from £1.00 to £6.00 (for 10 hours).

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

2.4 Parking Enforcement

Parking enforcement is carried out in accordance with the council's existing policy⁵ to assist in:

- Delivering an efficient and accessible transport system for all;
- Management of parking, traffic levels and tackling congestion;
- Meeting the needs of disabled people;
- Reducing unnecessary parking and traffic in residential and environmentally sensitive areas;
- Supporting the economic sustainability of shops and businesses by encouraging a turnover of use of parking space;
- Ensuring that access for emergency vehicles, delivery and service vehicles is maintained;
- Ensuring that designated areas are kept clear for specific road users, i.e. loading, blue badge holders, etc;
- Supporting measures to prevent or reduce accidents;
- Allowing pedestrians and cyclists to travel unimpeded by illegally parked vehicles; and
- Improving public transport accessibility.

Parking enforcement within Wirral is contracted out to an external parking enforcement service provider under a term contract. The current contract is with NSL Services Limited and covers enforcement of parking restrictions both on-street and off-street within council car parks. The Environment Climate Emergency and Transport committee has recently approved a 5-year contract extension commencing on 1st October 2023.

2.5 Residents Parking Zones

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

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

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

Table 2.3: Residents' Controlled Parking Zones (2019 Values)

The above charges can be compared to other authorities, for example the 2016 research by car insurance firm Esure who sent freedom of information (Fol) requests to 371 UK city, district, borough and county councils⁶. Of these, 222 responded with data.

⁶ <https://www.theguardian.com/money/2016/may/23/cost-residential-parking-permits-rises-50-per-cent-five-years>

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

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

The above figures are 2016 prices.

2.6 Tourism

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

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

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

The analysis suggests that parking at the Country Parks is heavily used in most cases.

About 60% to 65% of the demand for recreational vehicle (RV) and coach parking is focussed within New Brighton, from the data gathered. This is

seasonal in nature, as shown in Figure 2.1. The data does not distinguish between on or off-street parking, so Figure 2.1 is based on all trips.

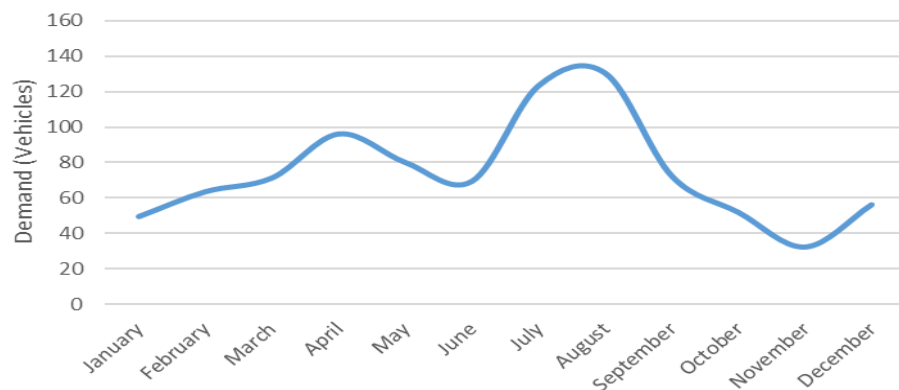


Figure 2.1: Seasonal Demand for Coaches and RV Parking (2019 Demand Levels)

Provision for coach and RV parking has been identified as important to support the regeneration programme and it is understood that this will continue to be explored as part of the emerging masterplans for areas such as New Brighton and Birkenhead Waterfront.

2.7 Rail Stations

The analysis examined conditions at railway stations along the Wirral line.

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

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

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

Table 2.5: Parking at Railway Stations (2019 Demand Levels)⁷

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

2.8 Ferry Sites

There are three ferry sites as shown in Table 2.6 overleaf. Seacombe and Woodside are served by Mersey Ferries running to Liverpool, and 12 Quays port and ferry terminal is served by Stena Line.

Note that, at the time of the data collection and analysis, Woodside was closed.

⁷ Data supplied by the LCR Combined Authority

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

Table 2.6: Parking at Ferry Sites (2019 Demand Levels)⁸

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

2.9 Cycle Parking

Data gathered shows there are circa 697 cycle stands across Wirral, of which 34% are privately owned⁹. This data is limited to a snapshot survey which is now approaching five years old. Cycle parking data is not available and is generally difficult to obtain due to challenges in data collection (e.g. there are a larger number of smaller sites of cycle parking locations which would be difficult to survey) and there is generally variability in usage due to various factors including seasonal/impacts of weather.

The available information does cover the entire borough and shows that, in general, current cycle stands are ‘Sheffield stands’/hoop design, albeit it is noted that some of these are in poorer condition than the majority.

Cycle parking is integral to any cycle network, and to wider transport systems incorporating public transport. The availability of safe and secure cycle parking at home, the end of a trip or at an interchange point has a significant influence on cycle use. Local Transport Note 1/20 (LTN1/20¹⁰) provides technical guidance on cycle parking design and quantity of spaces, taking into account factors such as duration of stay and type of cycle.

⁸ Data supplied by the LCR Combined Authority

⁹ Wirral Manual Count Survey, 2018

¹⁰ Cycle Infrastructure Design, LTN 1/20 Standard, Department for Transport, July 2020

An analysis of strategic cycle desire lines against local centres has shown there are some gaps in cycle parking which can easily be accommodated. As the parking strategy is implemented, there will be a need to align this with the delivery of the Wirral cycle network.

Figure 2.2 shows the strategic cycle desire lines analysis against the Liverpool City Region Combined Authority (LCRCA) Local Cycling Walking Infrastructure Plan (LCWIP) network. Cycle parking for all types of cycles should also be provided at local centres/retail areas, workplaces and transport interchanges in line with the standards in the draft Local Plan and the further detail regarding quality and type of cycling parking as set out in LTN1/20.

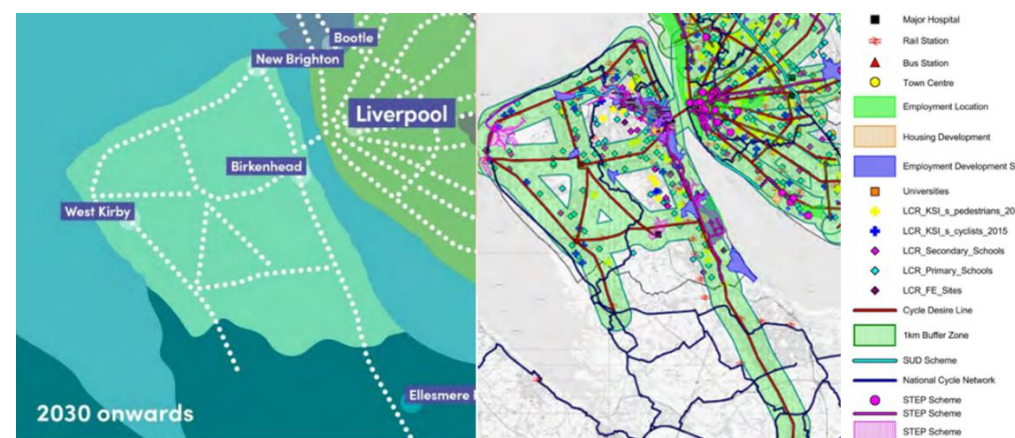


Figure 2.2: Analysis of Cycle Desire Lines against the LCWIP¹¹

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

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

¹¹ Local Cycling and Walking Infrastructure Plan, Liverpool City Region Combined Authority, 2019

borough. In addition, the LCRCA have recently developed guidance on cycle parking¹² and this guidance should be considered when developing any new parking infrastructure for Wirral.

2.10 Seasonal variations

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

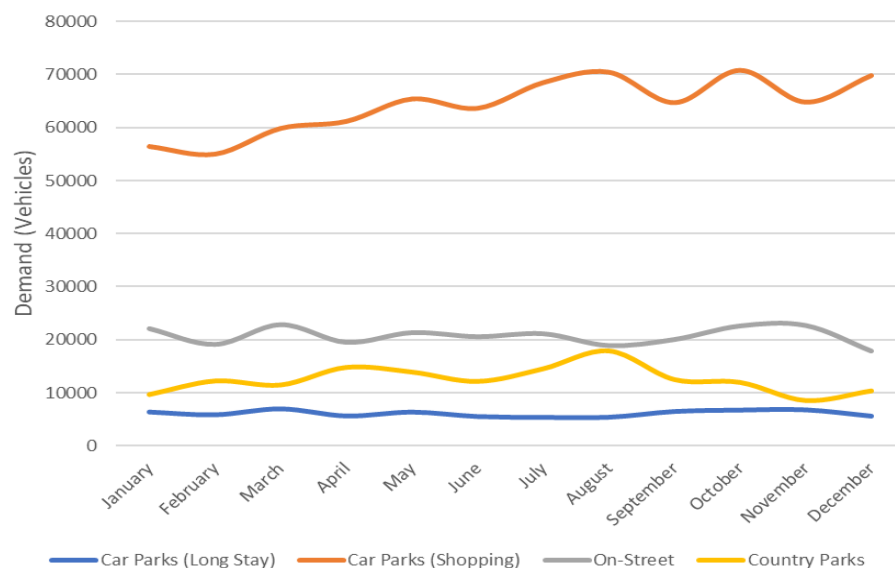


Figure 2.3: Seasonal Trends in Wirral

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

¹² <https://moderngov.merseytravel.gov.uk/ieDecisionDetails.aspx?AllId=45525>

¹³ [The Lack Of EV Charging Stations Could Limit EV Growth \(forbes.com\)](https://www.forbes.com) and [A lack of chargers could stall the electric-vehicle revolution | The Economist](https://www.economist.com)

¹⁴ <https://www.weforum.org/agenda/2022/10/ev-sales-charging-infrastructure-transport-sector-sustainable/>

2.11 Electric Vehicles

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

The data suggests this is suppressing the uptake of low emission vehicles. Reporting suggests that a lack of infrastructure can be a constraining factor¹³. Other research has raised concerns about the upfront costs, their driving range and access to charging infrastructure, as preventing some drivers from making the switch to an EV¹⁴.

Wirral Council have delivered an on-street EV Charging Project, which involved installing circa 53 new charging points in parts of Wallasey, Woodchurch and Hoylake as part of a grant funded trial. This was based on ‘trickle-charge’ facilities connected to on-street lighting columns and the results of this trial are currently being reviewed.

EV Charging Device per 100,000 Population	%EVs in Wirral
UK Average	27.01
LCR Average	14.05
Wirral	4.95

Table 2.7: Electric Vehicles in Wirral compared to LCR and UK national averages¹⁵

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

¹⁵ Electric Vehicle Charging Device Statistics

(<https://www.gov.uk/government/statistics/electric-vehicle-charging-device-statistics-april-2020>)

currently working as part of the Liverpool City Region to access funding via a Government Local Electric Vehicle Infrastructure (LEVI) programme which aims to support local authorities to improve the roll out of local charging infrastructure.

In parallel with the development of this parking strategy, the council is in the process of developing an Electric Vehicle Charging Infrastructure Strategy and a Wirral Council Green Fleet Strategy which will look to develop a clear plan for the borough to support the transition away from petrol and diesel vehicles.

2.12 Covid-19 Impacts

The impacts of Covid-19 on travel patterns and parking demand have been profound. Data analysis on Wirral trips by different modes between March 2020 (start of the first Covid lockdown) and October 2022 has been undertaken and is shown in Figure 2.4.

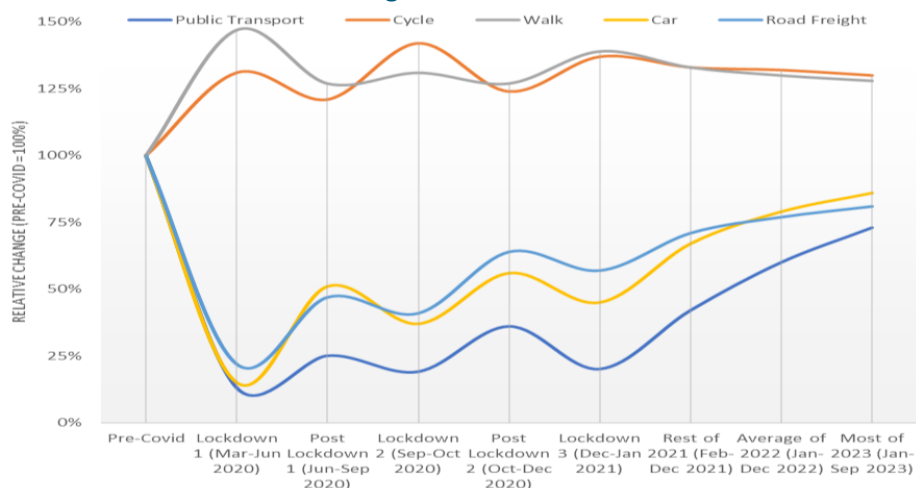


Figure 2.4: Trips in Wirral by Mode pre, during and post Covid-19 Lockdowns¹⁶

Motorised modes have not yet bounced back to pre-pandemic levels but walking and cycling have increased both during and after pandemic

¹⁶ Based on data from Royal HaskoningDHV's own analysis for the UK National Covid-19 Travel Impacts Study for the Department for Transport

lockdowns. This raises an opportunity to build upon this momentum for walking and cycling. Figure 2.5 shows the trends in historic traffic growth in Wirral.

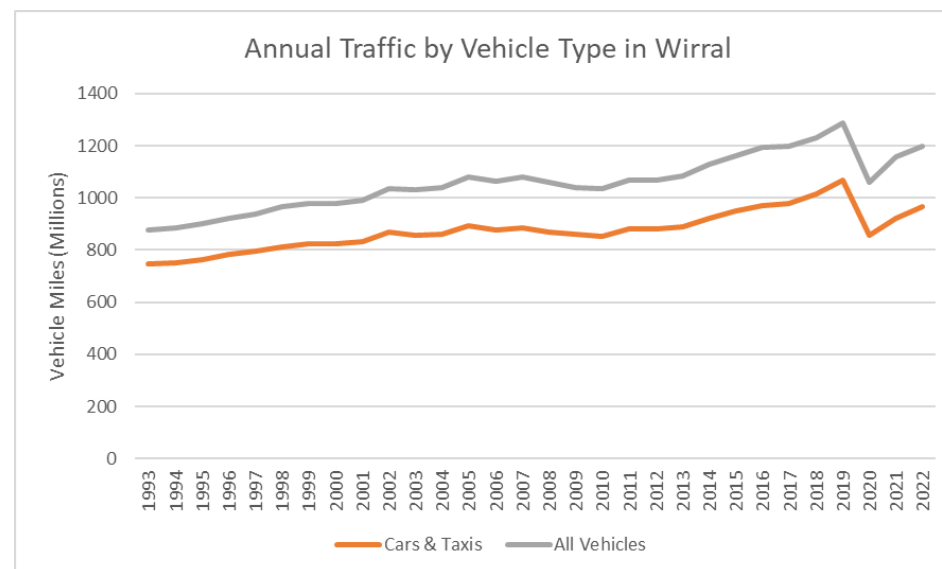


Figure 2.5: Historic Traffic Growth in Wirral¹⁷

Key points to note include:

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

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

¹⁷ Transport Statistics Great Britain, Department for Transport

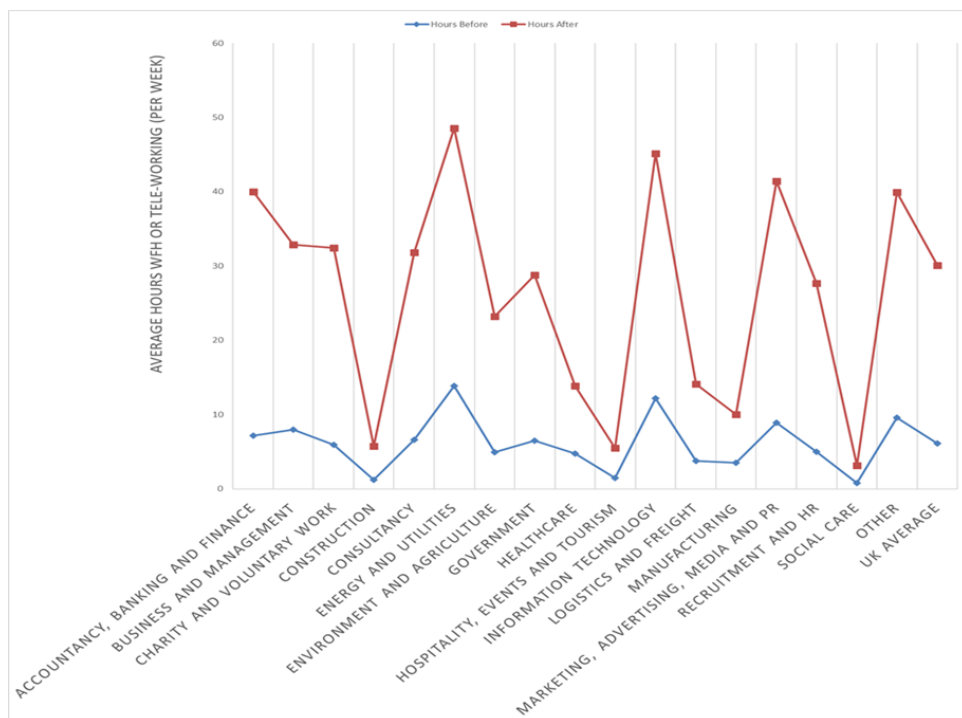


Figure 2.6: Working from Home (LCR Average)¹⁸

Clearly the ability of working from home (WFH) is dependent on the category of employment with some sectors like hospitality, health, manufacturing, social care and construction having low opportunities for employees to WFH. However, there is still a significant proportion of the economy which can WFH including white collar sectors. The Covid-19 research¹⁹ suggests that WFH became the norm for many and the surveys suggested 18% to 22% of commuters continued to WFH in the aftermath, thereby impacting on parking demands. Since then, some larger employers are now asking their staff to return to the office for two or three days a week.

2.13 Emerging Findings

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

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

¹⁸ Based on data from Royal HaskoningDHV's own analysis for the UK National Covid-19 Travel Impacts Study for the Department for Transport

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

3 Future Analysis

3.1 Local Plan

A new Local Plan for Wirral has been developed and submitted to the Government for examination. The plan will shape the future of the Borough setting the long-term vision, objectives and policies over a 15-year period between 2021 and 2037. This will replace the existing Unitary Development Plan, adopted in February 2000.

The draft Local Plan has various major new developments, including 5,000 new homes by 2026 and 13,400 new homes by 2037 plus 52.9ha land for new jobs. This will generate new demand for parking across Wirral.

3.2 Parking Demand Changes

There are structural and societal changes which will help reduce the pressures on car parking. This includes changes to travel behaviour and new transport schemes being proposed by Wirral. Table 3.1 shows the results of modelling analysis which has been undertaken to reflect this.

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

Table 3.1: Parking Demand Growth Forecasts^{20,21}

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

²⁰ TEMPro (Trip End Model Program) is a Department for Transport software program which provides forecasts of trips and other aspects like car ownership using planning data

²¹ Other forecasts have been sourced from the Mass Transit Draft Outline Business Case

3.3 Covid-19 Rebound

The Department for Transport's traffic rebound model was used to examine the potential timescale for traffic levels returning to pre-pandemic levels²². The analysis is shown in Figure 3.1.

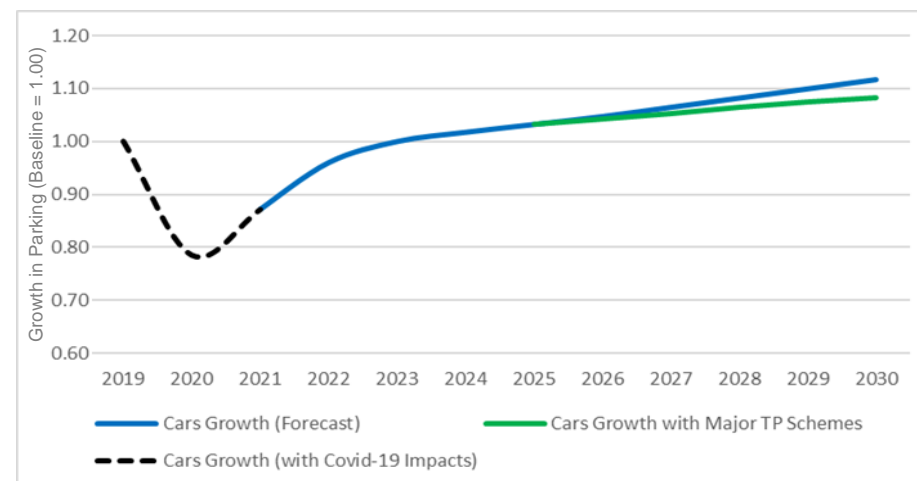


Figure 3.1: Traffic Rebound Forecasts

From the analysis, pre-pandemic levels of traffic growth is expected to resume next year and develop over the short-term.

3.4 Parking Forecasting Model

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

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

²² The traffic rebound model is part of the Department for Transport's National Trip End Model (NTEM) and takes into account changes due to the impacts of Covid-19

Other data was sourced from case studies of parking strategies from other towns and areas²³. The parking model was tested using current parking demand to check/validate model outputs against observed data.

Parking model outputs include:

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

3.5 Business As Usual (BAU) Forecasts

The analysis has used the National Climate Change KPI²⁴ to measure the effectiveness of existing parking policies and major new transport schemes as well as the impacts of any potential new parking interventions.

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

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

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

Year	Target CO ₂ Index	Wirral CO ₂ Index
1990	100	100
2019	56	62
2025	49	57
2030	43	59
2035	37	51
2040	31	46
2050	20	39

Table 3.2: Business As Usual Forecasts²⁵

From the analysis, key points to note include:

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

The above results can also be compared to the 2022 Progress Report to Parliament by the Climate Change Committee suggests that the UK Government now has a solid strategy in place, but important policy gaps remain and there is slow delivery of actions to address the growing risk²⁶.

3.6 Emerging Findings

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

- Background growth and development, if not delivered sustainably, will generate significant new demand for parking across Wirral. Even with the various planned new transport improvements and allowing for other expected changes, there will still be an overall increase in future

²³ Examples include Liverpool, Sefton, Manchester, St Helens, Chester, Blackpool and Cumbria

²⁴ Committee on Climate Change, April 2012

²⁵ Calculated by Royal HaskoningDHV

²⁶ Progress in Reducing Emissions, Report to UK Parliament, Climate Change Committee, June 2022

parking demand which the Wirral Parking Strategy will need to accommodate;

- The council supports the Cool Wirral campaign to encourage local climate-related action. This includes adopting the ambitious targets in emissions reduction. However, from the analysis, it is clear that Wirral is falling short of these targets and will continue to fall further behind if current trends continue as they have been in recent years; and
- The development of a new parking strategy provides an opportunity to ensure that the regeneration of Wirral supports the Cool 2 sustainability targets, and therefore it should be developed in a way to help to meet the required climate targets.

4 Consultation Feedback

4.1 Consultation Approach

Two rounds of consultations were undertaken with both residents and stakeholders. The first round of consultation helped to explore the relationship between parking and traffic management, the environment, the economy and technology. The second round of consultation gathered feedback on people's views regarding specific parking proposals.

Both rounds of consultations featured two tailored online engagement surveys undertaken using the "Have your Say" online portal, one targeted for residents and the general public, and the other for wider stakeholders. The surveys included a series of specific questions based on the issues raised from the parking analysis described earlier in this report, and an open-ended section to allow respondents to raise other issues or add new information they may wish to emphasise.

Stakeholders, including Council Elected Members were also offered the chance to meet to discuss any issues in more detail. Various project teams within the council and where applicable their supporting consultant teams were also engaged via in-person meetings and/or sharing of information.

This included the following areas:

Internal

- Asset management
- Highways – network management and operations;
- Strategic transport – active travel, mass transit
- Local Plan;
- Regeneration – various masterplans and frameworks

External

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

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

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

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

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

4.2 Consultation Periods and Feedback Received

The first public engagement exercise (known as Phase 1 consultation) which was undertaken over a 10-week period from 18 July to 9 October 2022. Feedback from that initial consultation was then used to formulate a set of potential strategy proposals to be included in a second round of engagement (known as Phase 2 consultation), which was completed over a 7-week period from 7 August to 25 September 2023. The findings from the engagement plus further analysis was then used to develop this parking strategy. In both rounds of consultation, stakeholder engagement

was undertaken via the Council’s own *Have Your Say* website or via direct email invitation.

The Phase 1 consultation exercise provided a total of 1188 completed surveys – 1081 from public consultation and 107 from stakeholders (out of 267 invited). The level of response from stakeholders represents a 40% sample rate.

The Phase 2 consultation exercise provided a total of 2171 completed surveys – 2125 from public consultation and 46 from stakeholders (out of 126 contacted) which is a sample rate of 36%. The lower level of response from stakeholders compared to the first round of engagement is due to the fact that most stakeholders provided detailed responses during the first engagement exercise.

During both rounds of engagement, all 66 Councillors were contacted.

The areas of consultation and therefore responses were grouped into four categories as follows:

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

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

4.3 Phase 1 Consultation Feedback

Phase 1 - Traffic Management Replies

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

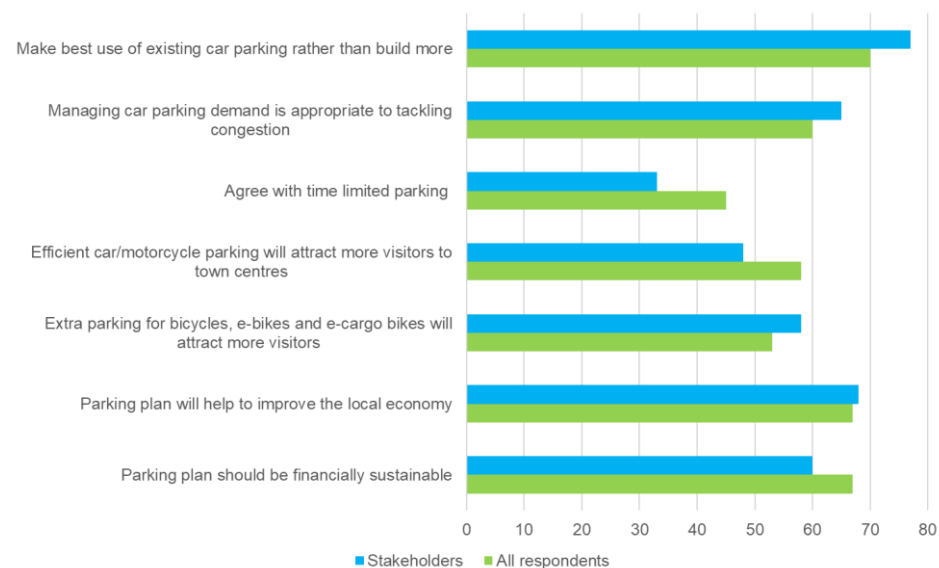


Figure 4.1: Traffic Management Replies from Have Your Say Survey, July to October 2022

The main findings include:

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

Phase 1 - Economy and Local Communities Replies

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

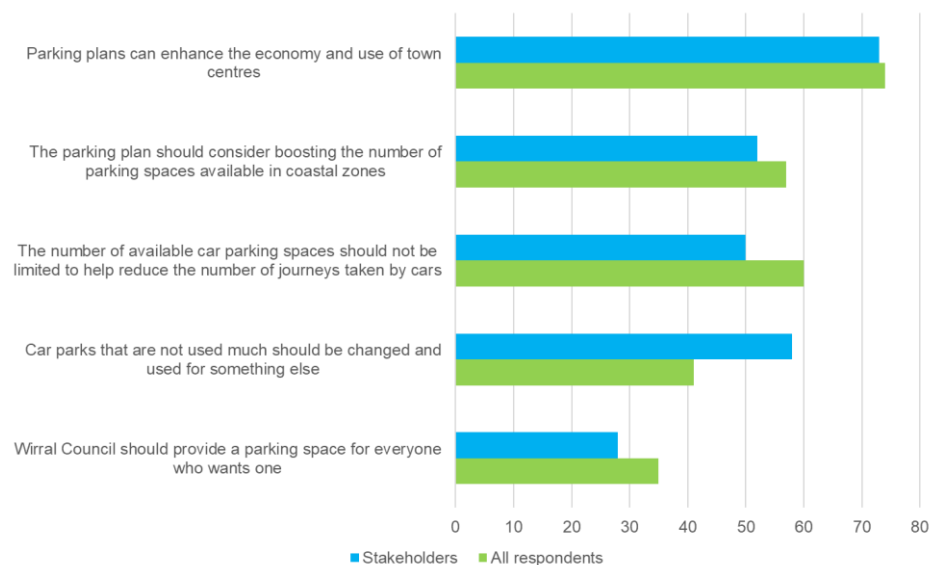


Figure 4.2: Economy and Local Communities Replies from Have Your Say Survey, July to October 2022

Key findings from this feedback include:

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

Phase 1 - Environment and Health Replies

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

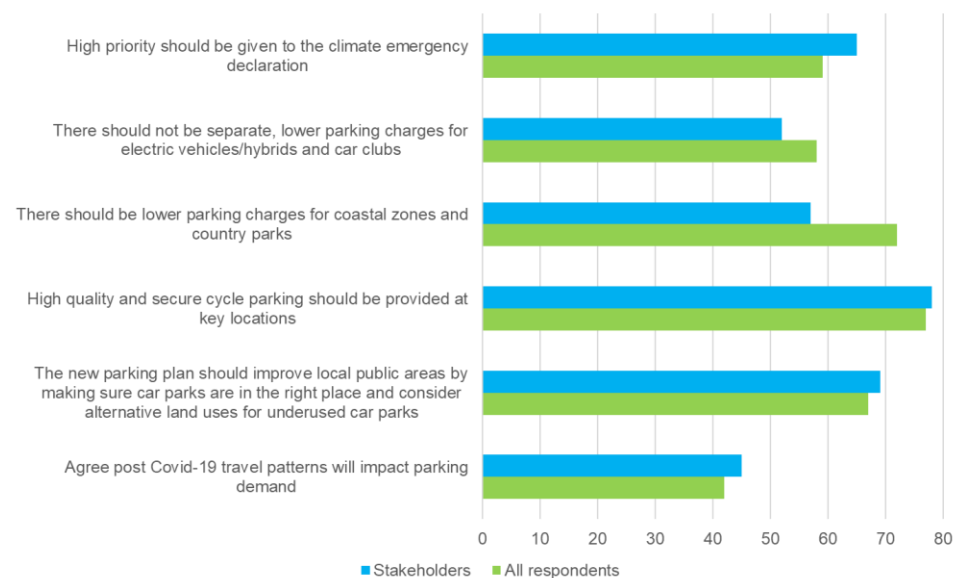


Figure 4.3: Environment and Health Replies from Have Your Say Survey, July to October 2022

Relevant conclusions from the above responses include:

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

Phase 1 - New Technology and Alternative Travel

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

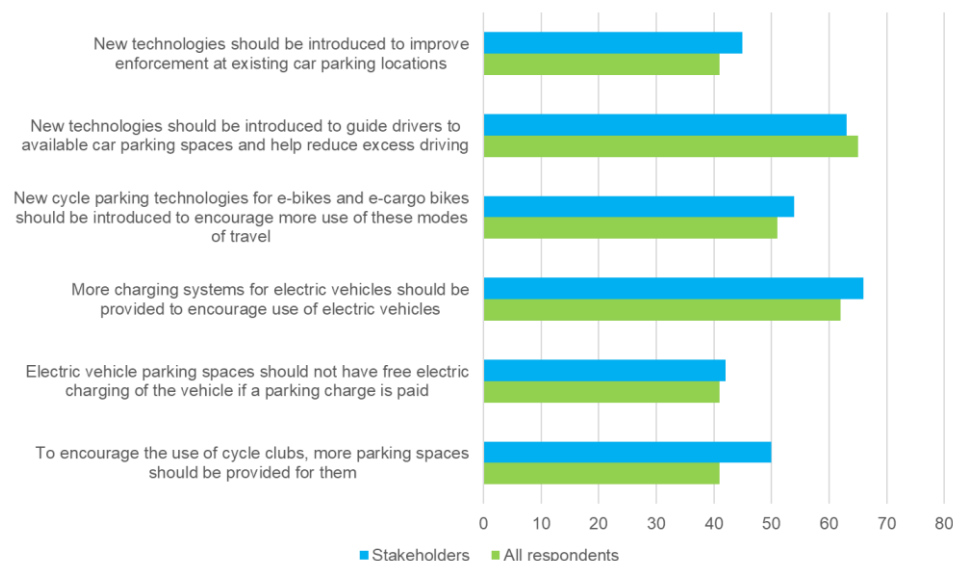


Figure 4.4: New Technology and Alternative Travel Replies from Have Your Say Survey, July to October 2022

Main findings from the replies include:

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

Additional Themes

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

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

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

However, these views are not supported by the evidence from elsewhere. There is a large body of research which demonstrates the benefits of

implementing such parking measures^{27,28}. Before and after surveys often show increased commercial turnover as parking charges encourage more parking turnover and hence more footfall through an area. The result is that demand management encourages more spending, not less. Feedback and research have also shown that traders overestimate the amount of income from car users and underestimate the financial impacts of car parking management. This is because more car parking does not automatically mean greater commercial success. This is discussed further in Chapter 5 with various examples.

4.4 Phase 2 Consultation Feedback

Phase 2 - Parking Enforcement and Demand Management

Figure 4.5 sets out the responses to providing better parking enforcement and managing the demand for parking.

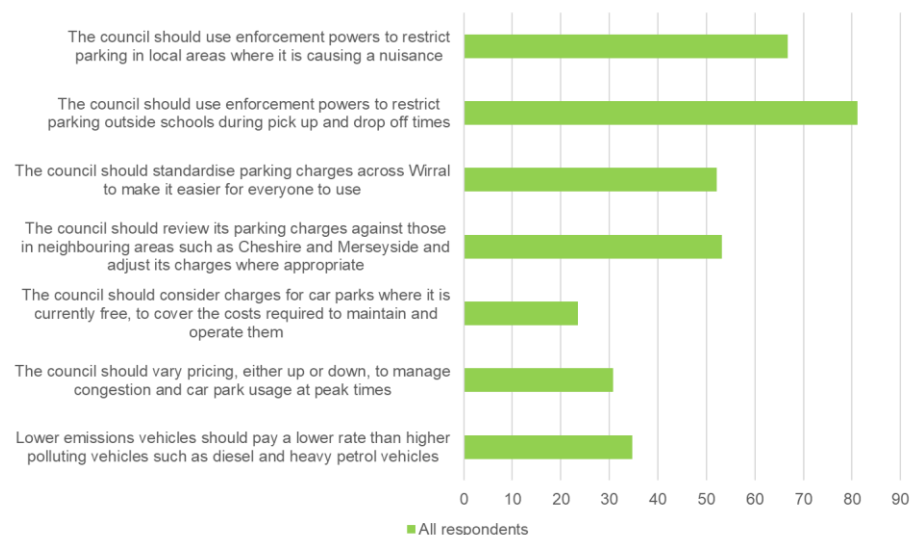


Figure 4.5: Parking Enforcement and Demand Management Replies from Have Your Say Survey, August to September 2023

²⁷ https://www.britishparking.co.uk/write/documents/re-thinking_car_parking.pdf

Main findings from the replies include:

- There is strong support for the council to use enforcement powers to restrict parking; and
- The council should standardise parking charges across Wirral and review its parking charges against other areas.

Phase 2 - Providing Alternatives and More Choices

Figure 4.6 sets out the responses to providing alternatives to using the car and providing more choices for travel.

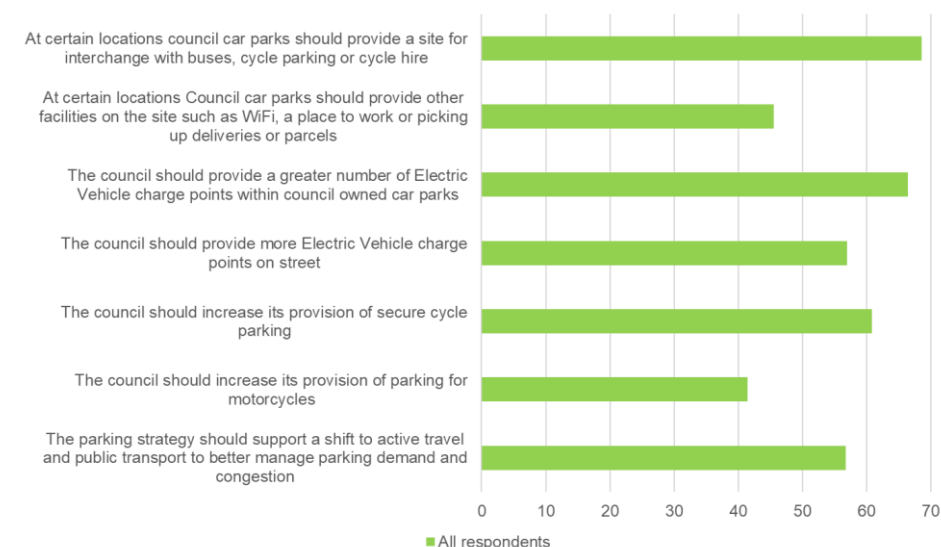


Figure 4.6: Providing Alternatives and More Choices Replies from Have Your Say Survey, August to September 2023

Main findings from the replies include:

- Certain car parks should provide a site for interchange with buses, cycle parking or cycle hire. In addition, car parks could provide other facilities on the site such as WiFi, a place to work and picking up deliveries or parcels;

²⁸ <https://www.sustrans.org.uk/media/5224/common-misconceptions-of-active-travel-investment.pdf>

- The council should provide alternatives to using the private internal combustion engine (ICE) car including Electric Vehicle charge points, secure cycle parking and motorcycle parking; and
- The parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion.

Phase 2 - Making Best Use of Limited Highway Facilities

Figure 4.7 sets out the responses to managing the existing highway infrastructure to provide better parking management.

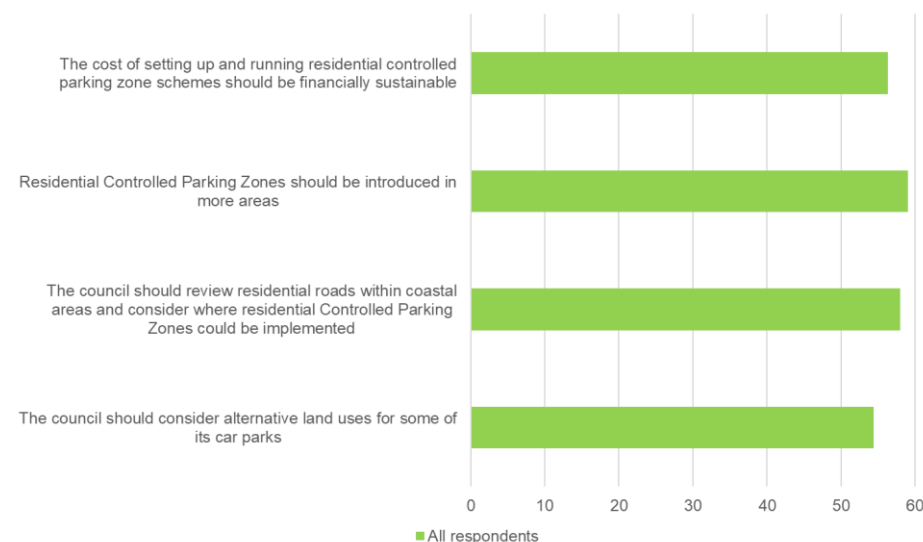


Figure 4.7: Making Best Use of Limited Highway Facilities Replies from Have Your Say Survey, August to September 2023

Main findings from the replies include:

- The council should review and consider where Controlled Parking Zones could be implemented to better manage parking;
- The cost of setting up and running residential controlled parking zone schemes should be financially sustainable; and
- The council should consider alternative land uses for some of its car parks, for example where car parks are not used much.

Phase 2 - Additional Themes

As well as the above specific questions, respondents also provided general feedback on other issues which they felt were important. These include:

- Public transport is not currently good enough to provide an alternative to car use, according to 14.0% of responses. This corroborates the support for providing alternatives to car travel, which was raised during the earlier engagement and some of the previous specific questions;
- People would like to see more enforcement of current parking restrictions, according to 13.7% of overall responses;
- There is concern that parking charges will impact local business income, which was raised by circa 24.3% of overall responses;
- Reducing parking provision will reduce access for those with disabilities or mobility issues. However, this was only raised by less than 8% of overall responses; and
- 6.0% of responses said car use is essential for many, and that restrictions on parking would punish essential car users.

4.5 Phase 2 - Emerging Findings

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

- There is strong support for efficient traffic management and encouraging modal shift. This includes providing extra parking for cycles and other alternative choices to attract more visitors;
- The parking strategy should be self-financing and help to support the rapid transition to emerging technology (e.g. electric vehicles);
- Respondents support place shaping, providing improved public realm and considering alternative land uses for underused car parks;
- The parking strategy should look at opportunities from new technology/tariff structures and apply examples of best practice and practical evidence of successes from elsewhere;
- There was no significant disparity between responses received from the public and stakeholders; and
- Greater enforcement of current parking regulations was highlighted.

5 Parking Strategy Themes

5.1 Emerging Parking Principles

Developing the various proposed parking themes involved a review of the emerging findings described in the previous chapters of this report. Based on the feedback obtained as well as the analysis of current and future parking demands presented in earlier chapters of this report, various parking strategy principles were defined. These are summarised below.

Re-thinking underused car parks

As shown in the analysis in Chapter 2, some car parks were significantly under-utilised in the data analysis which was undertaken, which could be developed for alternative uses such as providing smart mobility hubs with improved interchanges between multiple modes, providing improved public realm for local communities, providing alternative land uses and developing other place shaping improvement schemes. This was reinforced by the stakeholder and public consultation feedback which showed strong support for the council to consider alternative land uses for some of its underused car parks. Updated survey data for all types of users and all time periods should be sourced to support any potential proposals, which could also be integrated with new land-use masterplans. Any proposals should ensure that full accessibility for those who are disabled or mobility impaired is considered throughout.

Better enforcement and demand management

The stakeholder and public consultation feedback also supports looking at ways to address the challenges and future parking impacts by managing car parking demand. Respondents also want to see greater enforcement of current parking regulations. Both these issues raise opportunities for

²⁹ Smart mobility measures integrate multiple modes of transport to make travelling more efficient, convenient and/or safer. Smart mobility can also integrate different transport modes with wireless communications and real-time data systems for added benefits such as optimised public transport services, carsharing, ride-hailing, parking and co-ordinating freight and logistics

introducing new enforcement measures (examples include Traffic Regulation Orders (TROs) and Public Space Protection Orders (PSPOs), expanding existing systems such as providing more residential Controlled Parking Zones (CPZ) or developing new parking systems (for example, a new workplace car parking levy (WPL)).

Encouraging modal shift

Feedback supported providing measures to encourage more sustainable methods of travel as an alternative to using private cars. This includes traditional methods such as introducing extra parking for cycles, e-bikes, cycle clubs and e-cargo bikes to attract more use of these modes. The analysis of existing parking conditions suggests these alternative modes are under-represented in Wirral. Moreover, the feedback also suggests the new parking strategy should help to support the rapid transition to emerging technology; this includes the development of smart mobility measures²⁹ and providing infrastructure for the uptake of electric vehicles. The application of smart mobility measures includes providing micromobility³⁰ transport and smart mobility hubs³¹, which is also supported by the consultation feedback. There are numerous examples of successful parking strategies from elsewhere which demonstrate the effectiveness of providing alternative modes, which can be used to help develop the new parking strategy.

Facilitating efficient traffic management

The stakeholder and public consultation feedback also supports looking at opportunities from new technology and tariff structures to make best use of existing parking assets, rather than building new car parks. This supports the other interventions also mentioned including applying examples of best practice in parking management, using examples of

³⁰ Micromobility transport is typically small vehicles that can seamlessly navigate populated urban areas. Micromobility is designed for short trips and low travel speeds, typically under 15 mph

³¹ Smart mobility hubs bring together shared transport with public transport and active travel in spaces designed to improve the public realm for all

successful parking systems from elsewhere and ensuring the new parking plans are self-financing.

Addressing the climate emergency

There is strong support from the stakeholder and public consultation feedback for giving a high priority to the climate emergency declaration. This relates parking issues to wider council policies and targets since, in 2019, Wirral Council declared a Climate Emergency. Therefore, in developing the proposed interventions to be included in the parking strategy, due consideration has been given to promoting sustainability and embracing the endorsed Cool 2 Strategy.

5.2 Groups of Parking Interventions

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

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

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

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

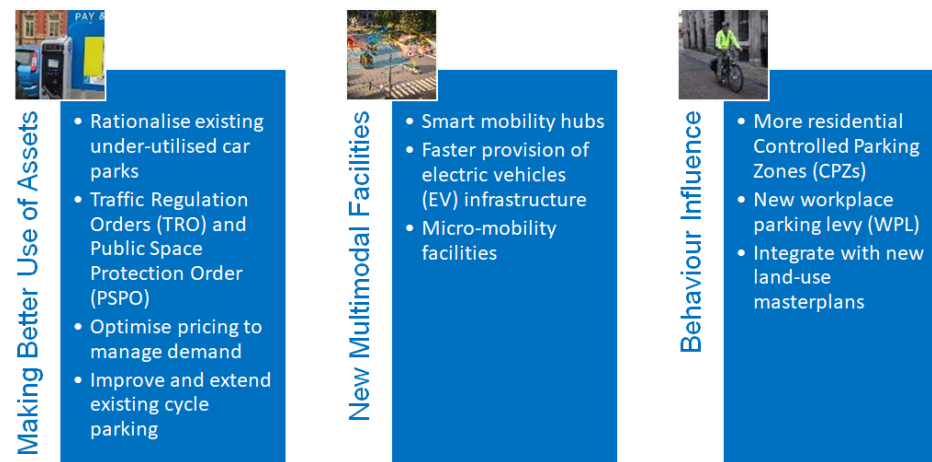


Figure 5.1: Emerging Parking Interventions

Each of the above parking themes can be considered in turn using examples of best practice of similar schemes which have been applied elsewhere. This is discussed in the next section.

5.3 Parking Support Measures and Best Practice Examples

The various parking themes which have been identified in this strategy have been researched and applied elsewhere by other authorities. This helps demonstrate the benefits of each intervention.

Re-thinking underused car parks

The feedback from the Phase 2 consultation showed that 68.5% of respondents agreed that council car parks should provide a site for interchange with multiple modes of alternative transport (e.g. buses, cycle parking or cycle hire) at certain locations. In addition, 66.4% agreed that the council should provide a greater number of Electric Vehicle (EV) charge points within council owned car parks. Respondents supported place shaping and providing improved public realm as well as considering alternative land uses for underused car parks.

Smart mobility hubs are places or locations where different mobility offers and services are available. They include shared mobility alternatives – shared bikes, electric bikes, electric scooters (if legalised) and EV cars – and promote the integration between these modes and the public transport network. Other applications of smart mobility measures include providing micromobility transport. Parking spaces can also be provided to provide a holistic site for interchange and other local activities (including land-uses). This provides an opportunity for any rationalised car parks in Wirral and fulfils a number of the main findings identified during the consultations.



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

There are various case studies of applying smart mobility hubs³².

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

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

Sources: www.greenerjourneys.com

Other case studies include:

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

Better enforcement and demand management

The feedback from the Phase 2 consultation showed that 81.2% of respondents agreed that the council should use enforcement powers to restrict parking outside schools during pick up and drop off times. In addition, 66.7% agreed that the council should use enforcement powers to restrict parking in local areas where it is causing a nuisance.

The council has a network of Traffic Regulation Orders (TROs) to enforce designated parking areas. TROs are legal documents that restrict or prohibit the use of the highway network, in line with The Road Traffic Regulation Act 1984. They help the council to manage the highway network for all road users, including pedestrians and they aim to improve road safety and access to facilities.

TROs should be enforced throughout the borough in order to support the new parking strategy and help make best use of the existing highway network.

In addition to TROs, one or more Public Space Protection Orders (PSPOs) should be considered for use in Wirral to deal with nuisance or problems in an area that cause harm to the quality of life of the local community. This includes managing issues related to schools and kerbside nuisance parking.

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

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

Various examples of successfully applied PSPOs are shown overleaf.

³² <https://www.como.org.uk/mobility-hubs/built-and-planned-hubs>

Havering's PSPO:

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

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

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

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



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



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

Parking on verges:

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

Southwark's kerbside management strategy:

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

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

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

Sources: Southwark Council (2017)

The council has introduced a traditional TRO in some problem areas to prohibit illegal or nuisance parking on pavements and verges.

Encouraging modal shift

The feedback from the Phase 2 consultation showed that 56.7% of respondents agreed that the parking strategy should support a shift to active travel and public transport to better manage parking demand and congestion.

In addition, there was strong support for the council to increase its provision for other alternative modes of transport. For example, 60.8% agreed that the council should provide secure cycle parking and 56.9% agreed that the council should provide more Electric Vehicle (EV) charge points on street.

This was also supported by concerns from 14.0% of respondents who said that public transport was inadequate and is not currently good enough to provide an alternative to private car use. Moreover, 7.8% of responses were worried about access for those with disabilities and/or mobility issues.

Hence, providing more choice will help to address these deficiencies in both public transport and accessibility for those who may be mobility impaired.

Relevant case studies of the benefits of introducing EV parking are shown overleaf^{33,34}. It is also worth noting that the council is developing an EV strategy for the borough. This included an EV pilot scheme which introduced 53 chargepoints on street lighting columns within West Kirby, Hoylake, Wallasey and Liscard where residents do not have access to off street parking. The chargepoints were free to use for the first year and subsequently a tariff was introduced to cover the costs to the council.

³³ Page 12 of "Positioning chargepoints and adapting parking policies for electric vehicles", Energy Saving Trust, August 2019

³⁴ <https://shellrecharge.com/en-gb/solutions/knowledge-centre/news-and-updates/the-benefits-of-workplace-charging>

Case study – Cambridge City Council:

Cambridge City Council is encouraging the uptake of electric vehicles, particularly by taxi and private hire drivers. Four taxi-only chargepoints (two 3kW and two 7kW) have been installed in two council-operated car parks. A TRO is in force to restrict the bays to EVs and a maximum two hour stay. There is no fee for the electricity but car parking charges still apply. In the car parks, the chargepoints have been located so that two rapid chargers can serve four bays and there is room for expansion. In the month of December 2018, the four taxi-only chargepoints delivered 4.5MWh of 100% renewable energy, enabling 15,571 emission-free miles to be driven and resulting in a carbon saving of 3.75t CO₂ during that month.

Research from Shell Recharge – Economic benefits of electric car charging:

Shoppers stay for longer. Retail businesses benefit from EV charging stations as they motivate customers and shoppers to stay for longer and browse in the shops when parking facilities can simultaneously provide charging benefits. Longer browsing increases the shopping basket.

Providing convenience for visitors. Customers and business clients make travel decisions on the basis of a wide range of factors – and convenience is one of the most important. EV charging stations will be attractive as customers and business clients can simply charge their EVs while shopping or attending a local meeting.

Facilitating efficient traffic management

The stakeholder and public consultation feedback supports looking at opportunities from new technology and tariff structures to make best use of existing parking assets, rather than building new car parks. This supports the other interventions also mentioned including applying examples of best practice in parking management, using examples of successful parking systems from elsewhere and ensuring the new parking plans are self-financing.

For example, 56.3% agreed that the cost of setting up and running residential Controlled Parking Zones (CPZs) should be financially sustainable. In addition, 58.4% agreed that residential CPZs should be introduced in more areas.

The council also manages non-residential parking and 52.1% agreed that the council should standardise parking charges across Wirral to make it easier for everyone to use. This can also be achieved by reviewing the council's parking charges against those in neighbouring areas and optimise Wirral's charges where appropriate. Any surplus revenue raised should be

hypothecated, and hence can be put back into improving local transport to increase sustainable travel options such as improved public transport and access for those with disabilities and/or mobility issues, as requested in the consultation feedback.

There is a large body of research which demonstrates the benefits of implementing such parking measures. Main research findings include:

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

Examples are shown below^{35,36}.

Recent Research:

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

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

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

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

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

³⁵ https://www.britishparking.co.uk/write/documents/re-thinking_car_parking.pdf

³⁶ <https://www.sustrans.org.uk/media/5224/common-misconceptions-of-active-travel-investment.pdf>

those which use on-street Pay and Display machines or a Smartphone³⁷ app with driver registration.

Other benefits include:

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

There are various case studies of towns and cities who have applied dynamic pricing systems. An example is shown below³⁸.

Harrogate Borough Council

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

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

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

Sources: Harrogate Borough Council (2021)

Other case studies include:

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

In progressing the use of new technology for parking, the council should take into account the Department for Transport's (DfT) policies in the newly published *Plan for Drivers*³⁹. The DfT is developing a new National

Parking Platform (NPP) to provide better parking technology for drivers and other road users. The NPP will be open to parking providers across the UK by autumn 2024 and will be the framework for a unified and standardised modern method to book and pay for parking. The NPP is seen as an umbrella for the various platforms and the multivendor approach is good for the customer. Wirral Council introduced its a parking app with a single supplier in 2019 which currently sees around 12% of parking transactions made through the app. The council is following the progress of the NPP and that of other authorities who have signed up or going to sign up to the new NPP to ensure the provision of the best solution to make booking and paying for parking easier for residents and visitors.

Another type of demand management is to introduce a Workplace Parking Levy (WPL), which is a licensing scheme for pre-selected workplace parking places. WPLs charge employers and education organisations for the number of car parking places they provide that are regularly used by employees, students or others. The employer or education organisation has the option to charge staff and other users to park that can cover the cost of the WPL.

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

68.1% of respondents from the Phase 2 consultation were concerned about this policy option, believing that businesses will be impacted. There was also 6.0% of respondents who said that car use is essential for many people. However, these comments do not account for the fact that the revenue raised through the WPL is, by law, put back into improving local transport to increase sustainable travel options for commuters. As such,

³⁷ Smartphone ownership in the UK in 2023 ranges from 80% to 99% by age groups (<https://www.statista.com/statistics/271851/smartphone-owners-in-the-united-kingdom-uk-by-age/>)

³⁸ <https://democracy.harrogate.gov.uk/documents/s10152/Report%20-%20Smart%20Parking%20in%20Harrogate%20Town.pdf>

³⁹ The Plan for Drivers, Department for Transport, October 2023

surplus revenue can be used to improve public transport and access for those with disabilities and/or mobility issues, as requested in other areas of the consultation feedback.

A case study of a successful WPL is shown below⁴⁰.

Nottingham Workplace Parking Levy:

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

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

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

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

In the Nottingham WPL case study above, the annual charge of £379 is equivalent to charging £1.04 per space per day⁴¹.

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

The findings from the case studies of WPLs applied elsewhere supports looking at ways to address the challenges of current and future parking impacts by managing workplace parking demand. This raises an opportunity for developing new parking systems like a WPL for Wirral, and hence this new strategy does not propose a WPL at this present time but does recommend further consideration of this policy measure at a future date.

⁴⁰ <https://www.nottinghamcity.gov.uk/wpl>

⁴¹ Based on 365 days per annum

6 Wirral Parking Strategy

6.1 Making Best Use of Assets: Rationalising Car Parks

The demand analysis suggests there is an over-supply of parking spaces in some areas which allows some car parks to be rationalised. This was supported by the consultation feedback. Under-utilised car parks will continue to have financial impacts on the council. Hence, it is recommended to consider opportunities for rationalising car parks. Sites in the borough should be identified and examined further including the sourcing of updated survey data and further consultation with stakeholders as appropriate. Some of these sites may come forward via the development of masterplans and regeneration proposals.

It is recognised however that there are various masterplans in progress for Birkenhead which until finalised may also influence these recommendations, e.g. Waterfront masterplan in relation to Woodside Approach car park, and therefore these proposals will need to be continually reviewed as part of that ongoing work.

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

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

Wirral Parking Policy 1: In the short-term, review the usage of car parks, undertake further analysis and if appropriate consult on rationalising and adapting under-used car parks across the borough.

6.2 Making Best Use of Assets: Demand Management

An effective way to manage the use of car parks is to optimise the cost of parking by adjusting the tariff. As such, the analysis has calculated the optimum levels of parking tariffs for the existing types of parking in Wirral.

The estimation of optimum parking tariffs involved incrementally adjusting the charges to estimate the changes in demand and resultant network benefits, based on demand elasticity rates from historic tariffs sales data over the last five years supplied by Wirral Council. Figures 6.1 to 6.4 over the following pages show the results.

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

It is also important to standardise parking charges across Wirral to simplify them for residents, shoppers and visitors. This also ensures that some geographical areas of Wirral are not disadvantaged over other areas. Realising the importance of this approach, Wirral Council standardised parking charges across the borough in September 2021⁴². This should continue going forward to maintain the benefits to the local communities, and take account of annual inflation increases.

Wirral Parking Policy 2: In the short-term, continue to apply standardised parking charges across the borough going forward, and in line with annual inflation increases.

⁴² Wirral Council standardised parking charges in September 2021, with a tariff of £1 per hour up to £5 for all day parking

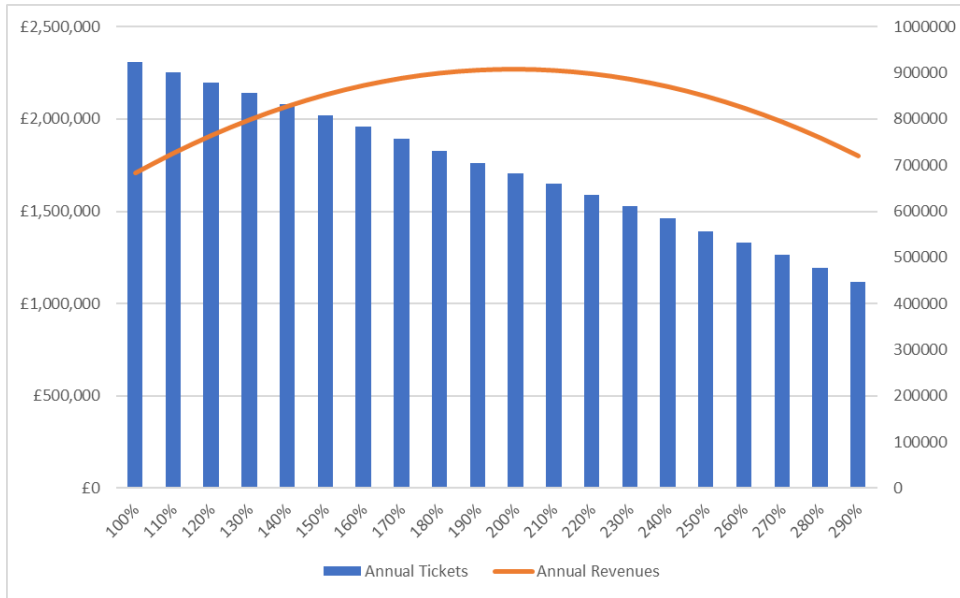


Figure 6.1: Optimum Parking Tariffs Analysis for Wirral Car Parks (as per Chapter 2 Car Parks)

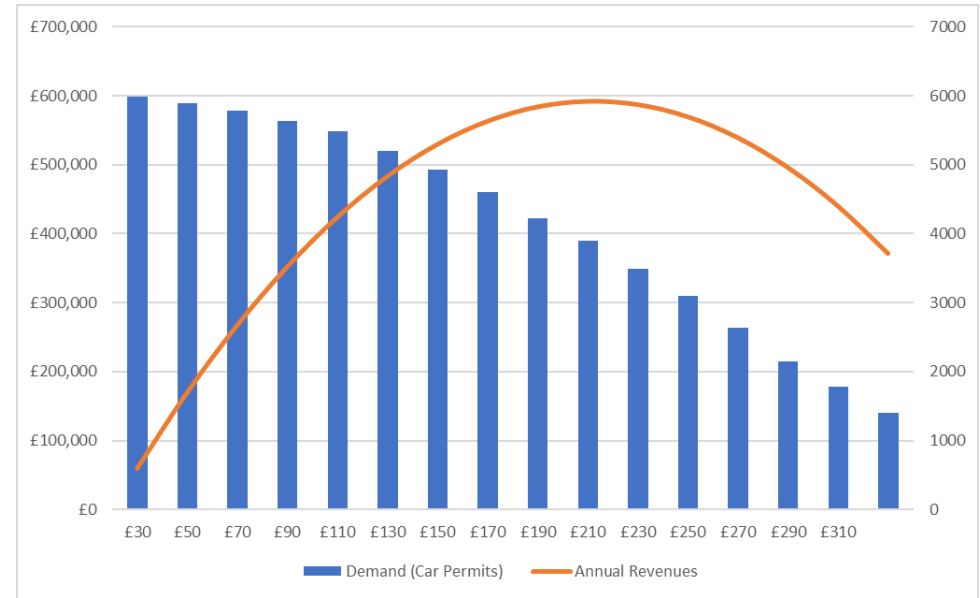


Figure 6.3: Optimum Parking Tariffs Analysis for Wirral Residents CPZ Parking

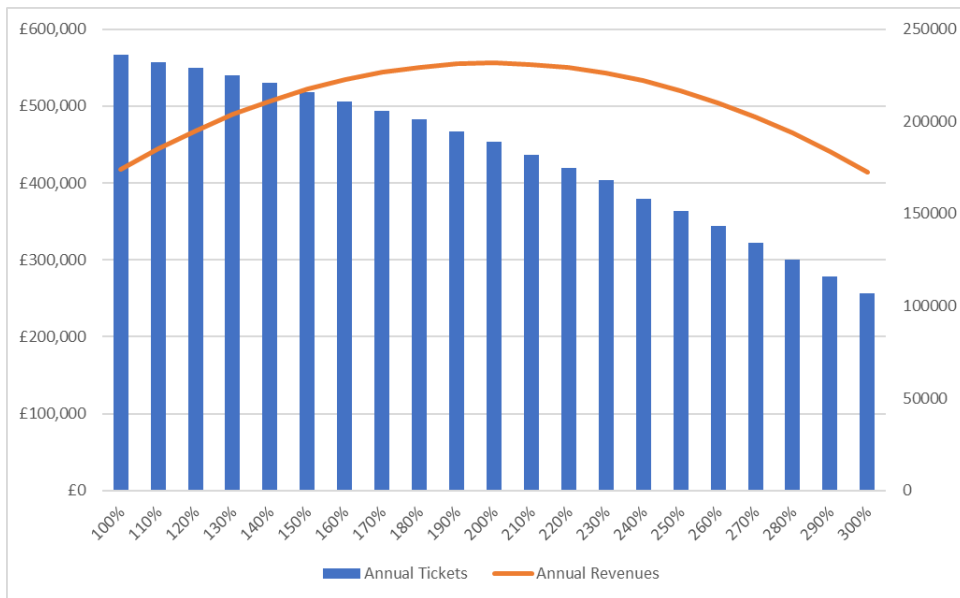


Figure 6.2: Optimum Parking Tariffs Analysis for Wirral On-Street Parking

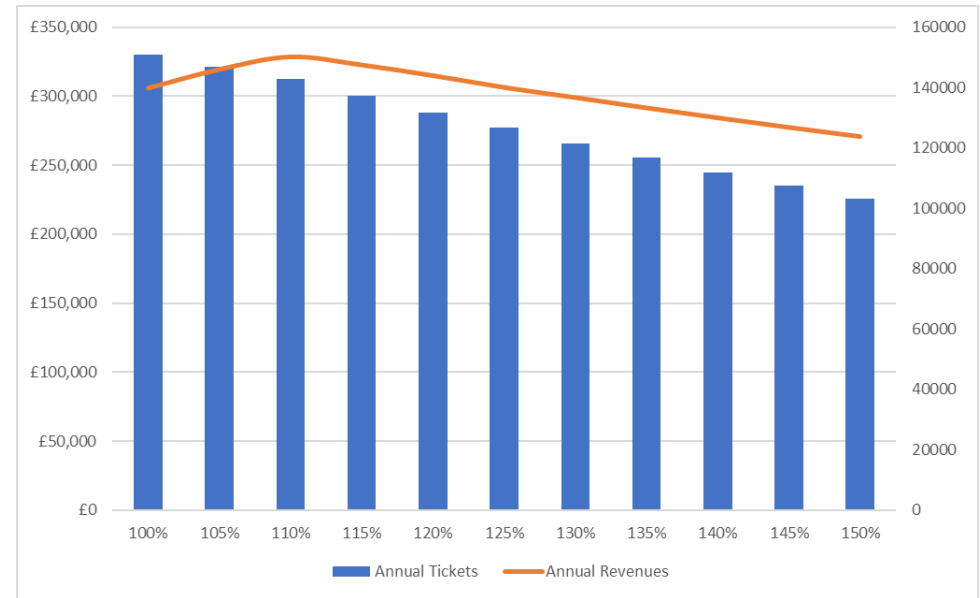


Figure 6.4: Optimum Parking Tariffs Analysis for Wirral Country Parks Car Parks

The analysis suggests the following:

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

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

Figure 6.5 shows the estimated results from applying the identified optimum car parking tariffs.

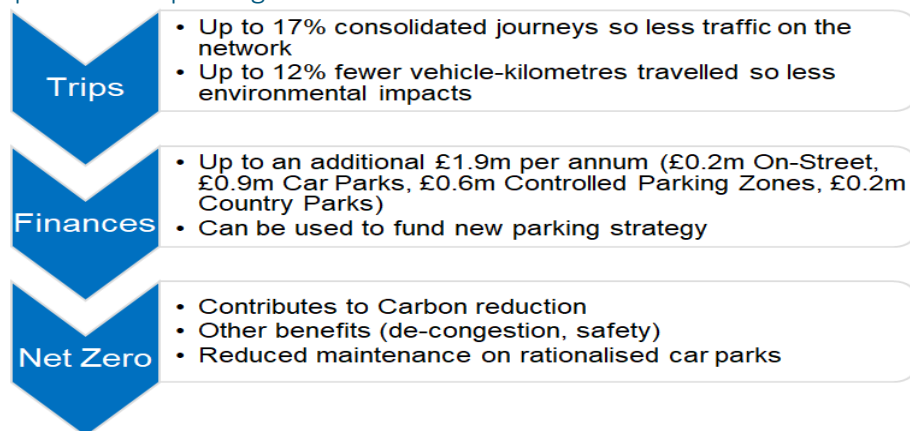


Figure 6.5: Estimated Results of Applying Optimum Parking Tariffs Across Wirral

The analysis suggests there will be significant improvements to network impacts and an additional increase in parking revenues of circa £1.9m per annum. This can be used to provide financial support for the plans⁴³.

⁴³ As per Section 122 of the Road Traffic Regulation Act 1984

⁴⁴ For example, the British Parking Association (BPA) are lobbying for a change to the legislation to allow authorities to use Automatic Number Plate Recognition (ANPR)

Wirral Parking Policy 3: In the short-term, consult on travel demand measures including optimising parking charges across the borough to manage network impacts, and if appropriate invest any surplus into more sustainable travel options and alternatives to using private cars.

6.3 Making Best Use of Assets: Dynamic Pricing

A further opportunity on top of implementing optimum car parking tariffs would be to apply 'dynamic' pricing. This could be applied to balance peak versus off-peak demand as the need may arise and as part of an expanded use of technology which would also provide more accurate data to support decision making⁴⁴.

Figure 6.6 shows the estimated results from applying a dynamic pricing system. This is based on a £2 surcharge for car parking during the peak-period and a £1 surcharge for non-ULEV vehicles⁴⁵.

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

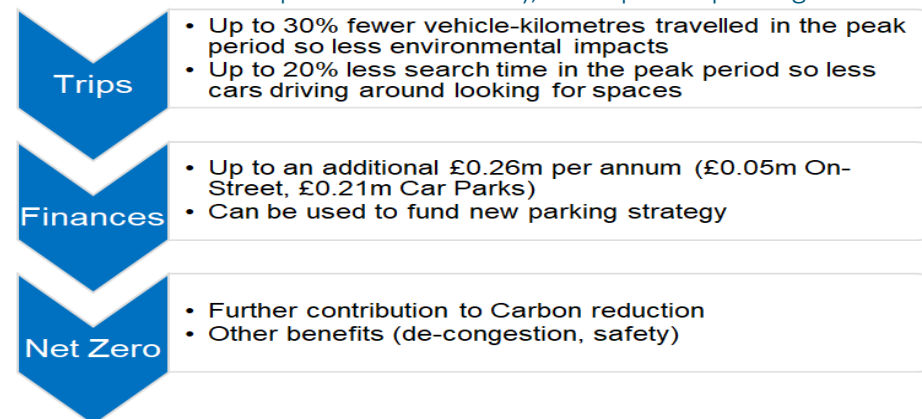


Figure 6.6: Estimated Results of Applying Dynamic Parking Pricing Across Wirral

⁴⁵ Peak period was assumed as being 0700 to 1000hrs

Wirral Parking Policy 4: In the medium-term, review and consult on the potential for applying variable pricing systems for parking across the borough. This could be applied to balance peak versus off-peak traffic demand to reduce congestion as the need may arise by expanding/amending the existing parking app to facilitate easy use of the new parking system and follow the principles of the National Parking app as per the Plan for Drivers.

6.4 New Multimodal Facilities: Smart Mobility Hubs

Various sites were identified as being suitable locations for new smart mobility hubs across Wirral. Locations can be identified based on travel patterns and population/employment. Further study and analysis work will be needed in order to be fully aligned with wider regeneration proposals in the borough.

Figure 6.7 shows the estimated results from delivering the new smart mobility hubs.

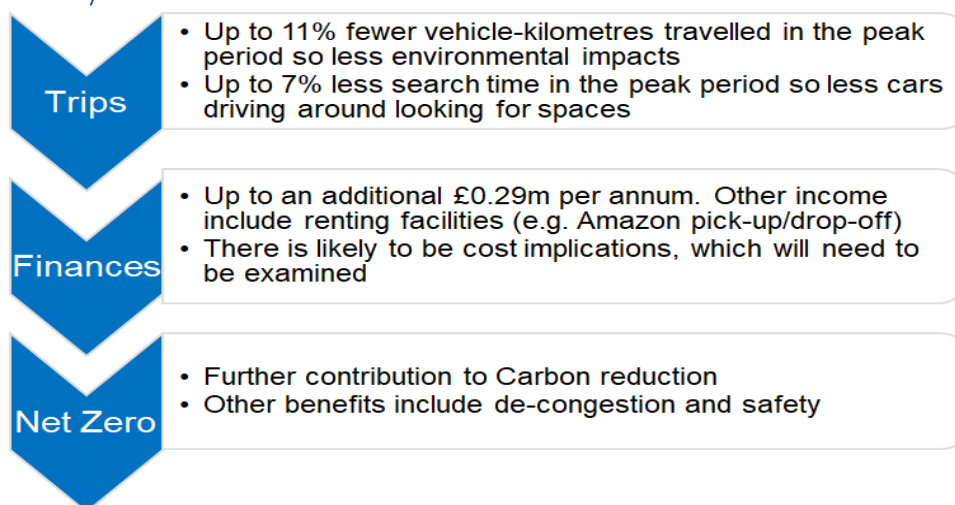


Figure 6.7: Estimated Results of the Smart Mobility Hubs Across Wirral

⁴⁶ Cycle Infrastructure Design, Local Transport Note 1/20, Department for Transport, 2020

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

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

Wirral Parking Policy 5: In the short-term, consider the inclusion of Smart Mobility Hubs for various locations across the borough as part of wider transport proposals, regeneration and masterplanning. This should also include multimodal services and wider cycle and motorcycle parking facilities to provide multiple travel options.

The parking strategy should provide secure facilities for cycles, e-bikes, e-cargo bikes, motorcycles with storage facilities for motorcyclists (e.g. lock and chain, helmet storage lockers) and growing emerging techniques such as car clubs and micromobility, to help attract more visitors and also to attract more use of these modes. The analysis of existing parking conditions suggests these alternative modes are under-represented in Wirral. The DfT's Local Transport Note (LTN) provides guidance to local authorities on delivering high quality cycle infrastructure⁴⁶.

Wirral Parking Policy 6: In the short-term, the council will develop and consult on plans to introduce further secure parking facilities cycles, e-bikes, e-cargo bikes, motorcycles, car clubs and micromobility services.

In addition to the above, designated spaces should also be provided for disabled parking and electric vehicles (EVs), following the standards proposed in the Local Plan. The council is developing an EV strategy for the borough following the results of an EV pilot scheme. The parking strategy will support and complement these other plans.

Wirral Parking Policy 7: In the short-term, the council will develop and consult on plans to introduce charging facilities for electric vehicles, both on-street and in public car parks and at potential new smart mobility hubs.

6.5 Behaviour Influence: Workplace Parking Levy

The analysis supports looking at ways to address the challenges of current and future parking impacts by managing car parking demand. This raises an opportunity for developing new parking systems like a Workplace Parking Levy (WPL) for Wirral.

A new WPL could be pursued by the council for future consideration. Figure 6.9 overleaf shows the estimated results from providing the WPL.

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

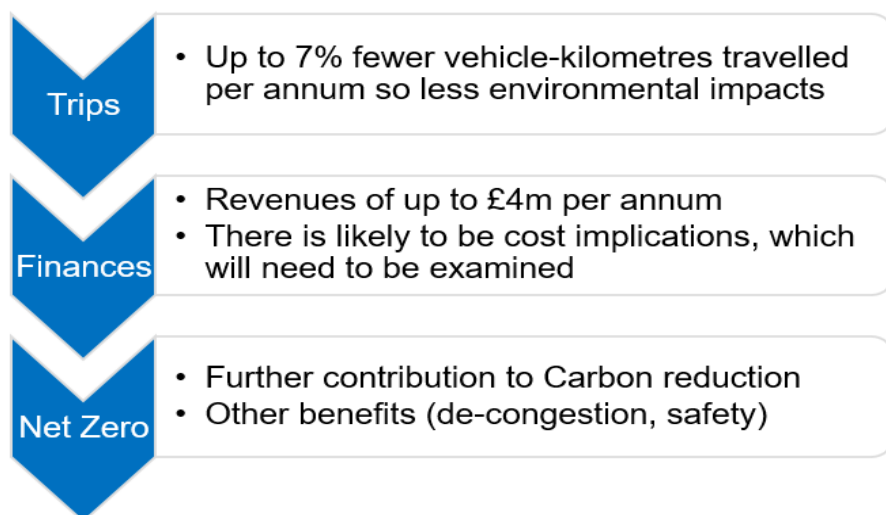


Figure 6.9: Estimated Results of the Workplace Parking Levy in Wirral

Wirral Parking Policy 8: In the long-term, recognise the potential for developing and operating a Workplace Parking Levy for various locations across the borough however consider that this should not be developed as this present time but possible implementation to be considered at a future date.

6.6 Behaviour Influence: Enforcement of Parking Regulations

The stakeholder and public consultation feedback showed strong support for greater enforcement of current parking regulations.

This includes using Traffic Regulation Orders (TROs) and Public Space Protection Orders (PSPOs) for managing issues related to schools and kerbside management, especially for managing nuisance parking behaviours. This should cover all areas within Wirral including coastal locations.

Wirral Parking Policy 9: In the short-term, where traffic management issues are required, enforce existing parking regulations and consult on opportunities for implementing Traffic Regulation Orders (TROs) or Public Space Protection Orders (PSPOs). This should cover all areas within Wirral including coastal locations.

6.7 Coach Parking

Feedback from the analysis and stakeholder engagement has identified the need for targeted new coach and recreational vehicle (RV) parking sites (drop-off/pick-up and layover).

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

Wirral Parking Policy 10: In the short-term, the council will study and consult on opportunities for implementing new recreational vehicles (RV) and coach parking facilities for the above locations across the borough. This should be undertaken with the ongoing development of the masterplans for some of these areas.

6.8 Proposals within the new Parking Strategy Programmes

The various elements of the proposals that could form part of a parking strategy were collated into three potential programmes for delivery. These

represent the Short-term (up to 3 years), Medium-term (up to 7 years) and Long-term (up to 10 years).

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

These are set out below.

Short-term Strategy measures proposed include:

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

Medium-term Strategy measures proposed include:

- As above plus; and
- Smart mobility hubs and rationalising under-used car parks.

Long-term Strategy measures proposed include:

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

Table 6.1 shows the estimated results from a climate change perspective for the different strategies. These are compared to the national Climate Change key performance index (KPI)⁴⁷ and the Business As Usual (BAU) forecasts, as described in Chapter 3.

⁴⁷ Committee on Climate Change, April 2012

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

Table 6.1: Estimated Impacts of the Parking Strategy in Wirral

The analysis suggests the following:

- The *Medium-term Strategy* would meet the Climate Change target by 2050 and when all the strategy measures are implemented then the target is met by 2040;
- *Short-term Strategy* provides the potential for up to £1.9m pa of additional revenues;
- *Medium-term Strategy* provides the potential for up to £6.1m pa of additional revenues; and
- *Long-term Strategy* provides the potential for up to £7.4m pa of additional revenues.

The above revenues estimates are annual values depending on different scenarios in the strategy and should not be added together.

The above surplus revenues are required to be reinvested in supporting the transport services in accordance with the legislation⁴⁸.

⁴⁸ Use of surplus income from parking charges and penalty charges is governed by Section 55 of the Road Traffic Regulation Act 1984

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