

CAR PARKING STRATEGY



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Executive summary

The existing Burnley Parking Strategy was adopted in 2007. The strategy brought together management information and proposed policies, however, since its adoption a number of new corporate plans have been developed. A new strategy is now required to take account of the new strategies and development plans, providing an over-arching and corporate strategy for car parking in the borough.

The main issues for consideration in the strategy development are:

- Shopping/visitor/business car parking provision
- Re-development of the Burnley and Padiham town centres and changing demand
- Parking income and maintenance

The Car Parking Strategy 2010 addresses parking issues in the town centres of Burnley and Padiham and identifies the approach to parking provision that the Council will take over the next 10 years. In addition the strategy identifies guiding principles and policies that will ensure that additional / replacement parking resources will meet changing needs arising from development over that period.

During the processes of regeneration and redevelopment of Burnley and Padiham town centres, in which the Council may play a facilitation role by providing suitable sites, it is important that adequate consideration is given to the impact on the supply of

parking. Historically there has been a reactive approach to this, which has risked less than ideal outcomes due to the inevitable time and choice constraints. This strategy outlines a proactive approach in which future demand is periodically assessed and changes in parking provision are where possible made in advance.

It is recognised that while the Council is not the only provider of publicly available parking, operating approximately one third of such in the town centre of Burnley, as an organisation it is best placed to bring about required changes in parking provision in the absence of factors that would motivate the private sector to do the same. For instance, in addition to servicing existing retail and commercial need, parking provision may also be a catalyst for future development.

In accordance with planning guidance the requirement to provide a mixture of long and short-stay parking will continue, and in broad terms for Burnley town centre this will mean that short-stay is located within the inner ring road and long-stay is located outside or close to the inner ring road. New car parks, even though they may be temporary in nature, will be constructed to standards identified in the Management Plan. In essence the new approach will endeavour to provide the right amount of the right parking at the right location at the right time for the right price.

The Car Parking Strategy is set out into three main sections

- one** Firstly, it sets out **where we are** on car parking in Burnley and Padiham and highlights the challenges facing the town centres and the likely impact of changes during regeneration of the towns.
- two** Secondly, it describes **where we want to be**; what car parking in Burnley and Padiham will look like in the future balancing demands for additional car parking against the need to promote more sustainable modes of transport during the re-generation of the town centre economy.
- three** Thirdly it makes recommendations and proposals on how the strategy will be achieved; **how we get there**

one where we are

Existing parking provision

On-street parking is available in Burnley town centre in designated short-stay parking areas or on sections of road when restrictions are not in place (typically after 6.00 p.m. on single yellow lines). On-street parking is subject to availability and at present is free. There is short-stay (20-40 minutes) parking available for approximately 450 vehicles in Burnley town centre, 31 of which are designated disabled parking. Following the establishment of Parkwise, which implemented a robust Lancashire wide parking enforcement regime, the availability of short-stay, on-street parking has increased, reducing congestion caused by circulating traffic.

On-street parking in Padiham is available in on-street limited and unregulated waiting areas. On or near the main route through Padiham between Victoria Road and King St there is approximately 400m of limited waiting space. In order to facilitate traffic flow there is a significant amount of any-time and working day parking prohibition on this and key connecting routes, however, many streets within easy walking distance of the shops and other amenities provide all day parking opportunities. Daytime demand for on-street parking at a number of locations causes difficulty for local residents.

Enforcement of on-street traffic regulations is undertaken to ensure that waiting prohibitions and restrictions are observed by the public.

There are currently five residential parking schemes in Burnley providing for 416 residents. There is a high demand for resident parking schemes to be introduced in many areas of the Borough where parking is at a premium. These schemes are beneficial for traffic management and parking control in residential areas because they prevent long-stay commuter parking close to town centres and premises with a large number of employees, e.g. hospitals and commercial premises. A number of schemes are awaiting consultation/funding.

The County Council is responsible for the consideration and implementation of resident only parking schemes.

Off-street parking is available both in Burnley and Padiham town centres. In Burnley this consists of 21 public car parks owned by the Council (comprising short stay, long stay, pay and display, contract and disabled spaces); public short-stay car parks operated by private operators, commercial parking for customers and staff at superstores and retail outlets etc; and private non-residential parking areas (PNR).

Whilst almost half of the Council car parks are small i.e. less than 50 spaces, it will be necessary to incorporate these into the Parking Strategy for the town centre due to pressure for parking. This makes direction signing and parking management inefficient. It would be preferable to concentrate parking actively at a lower number of sites with a higher standard and dedicated uses, e.g. exclusively short-stay, long-stay or contract.

Short-Stay Car Parks are located within Burnley town centre with a charging structure designed to encourage a stay of 3 hours or less. Long-stay and contract car parks tend to be located on the periphery of the town centre as recommended in planning and transport policy guidelines.

The location of Burnley car parks is shown on Page 26. The location of Padiham car parks is shown on Page 27. The charges are shown in Table 1 and Table 2 at page 8.

The charges for long-stay and contract parking are low in comparison with many other town centres in the North West and consideration will be given to raising the contract parking charge in future years to discourage car commuting as part of an integrated transport strategy. In January 2011 there were 262 contract passes for parking at the locations shown in Table 1.

Other parking provision includes 14 motorcycle parking spaces at town centre car parks. There are 16 hackney carriage bays in Burnley and 4 in Padiham. There are a number of night time bays in the town centre on Ormerod Street, Manchester Road, Hargreaves Street and Hammerton Street. Private hire vehicles are not allowed to ply for hire or use ranks and can only

carry fares that are booked in advance. Bicycle parking is provided at the bus station only and is absent elsewhere in the town centres of both Burnley and Padiham.

Coach parking in Burnley is limited to football supporters' coaches, which park around Queen's Park and Bancroft Road and there are 4 coach bays at Riverside car park within Towneley. There is a need to increase number of coach parking places and drop-off/pick-up points particularly in light of predicted increased demand for football supporters.

Padiham town centre off street car parking is provided through a combination of council operated car parks with no duration of stay control, commercial parking for customers and staff at superstores and retail and other outlets and PNR. Parking is free on all public car parks. The location of Padiham car parks is shown at Figure 4 at page 22. Padiham is a smaller town than Burnley and has different parking, transport and economic issues. However, it is essential that on and off-street parking space is used efficiently and that there is a good supply of short stay parking in the town centre. It may be necessary to introduce maximum parking time limits in some or all of the off-street car parks to discourage all day parking.

Disabled Parking is provided by the council; there are 62 designated spaces for blue badge holders on the council town centre car parks. Generally these spaces are located in areas of the car parks that are nearest to the local amenities and are larger than standard spaces, having a 1m hatched strip either side to facilitate wheelchair access etc. On council car parks blue badge holders are not restricted to the designated spaces and may park in any pay and display space free of charge for 3 hours. If wishing to stay longer than 3 hours they must purchase and display a ticket for the time difference. This concession is designed to minimise the amount of 3-hour parking on on-street waiting restrictions.

Towneley Car Parking is considered in the Towneley Estate Management Plan.

Existing parking fees structure

Burnley town centre car parks are pay and display. The existing parking fees structure is as follows;

Table 1

Burnley Town Centre – Off-Street Parking Charges		
Long-Stay	£3.50 per day	Centenary Way Finsley Gate 2 Caledonia Mill
Long-Stay Contract 1	£161.75/quarter Mon-Fri £194/quarter Mon-Sat	Bank Parade Finsley Gate 1, 2 & 3 King St
Long-Stay Contract 2	£127.75/quarter Mon-Sat	Caledonia Mill
Long & Short-Stay	1hr – 80p 2hrs - £1.40 3hrs - £2.00 Over 3 hours £3.50	Pioneer 2 King St
Short-Stay	1hr – 80p 2hrs - £1.40 3hrs - £2.00 Over 3 hours £5.00	Cow Lane 1 & 2 Victoria (Sat only) Parker Lane Sutcliffe St Standish St Grimshaw St Elizabeth St Orchard Bridge Pioneer 1 William Thompson

Table 2

Towneley – Off-Street Parking Charges		
Short-Stay	70p per hour £50 annual permit	Towneley Hall
Long-Stay 1	£1.00 per day £25 annual permit	Riverside Barwise
Long-Stay 2	£2 per day	Causeway End
Long-Stay 3	£1 per day	9-Hole Golf

Parking in Padiham is free of charge.

Broad principles and aims of the strategy

Assess future demand

To provide adequate appropriate quality, car parking provision to meet the needs of customers, to support the local economy and maintain current income levels.

To achieve a balanced car parking provision across the borough in alignment with the town centre and Weavers Triangle Public Realm Strategies and principles of sustainable development.

To retain a controlling interest in car parking so as to have influence on transport and economic prosperity of the Burnley and Padiham town centres now and in the future and avoid car parking being a limiting factor on re-development of the Burnley town centre.

Proactive Approach

To sustain existing provision during the period of change and redevelopment by taking a planned and proactive approach to the provision of additional and alternative car parking to meet the demand for existing businesses; to remain ahead of demand for car parking and provide the right amount of provision of the right type in the right place.

Responsive to change

To introduce a cross departmental car parking working group (CPWG) to undertake periodic assessments of demand and provision of car parking (CPWG) and the identification of potential parking sites for acquisition to meet requirements. To encourage the use of other more sustainable forms of transport by ensuring adequate parking provision for cycles, motor cycles and coaches and car parking at stations.

Cost effective

To deliver cost effective car parking to ensure available car parking for both shoppers, commercial users and to assess the need for changes in the car parking fees structure and payment mechanism to further support the local economy, balanced with the requirement to maintain current car parking income levels and quality levels.

Positives from the last 12 months

Improved enforcement management systems

Improved control of enforcement contractor

Improved customer focus

Significant reduction in complaints

Reduced costs

Greater compliance

Improved parking environment

Challenges and Changes

Securing the Borough's economic future is a strategic priority set out in the Sustainable Community Strategy. The re-development and regeneration of Burnley town centre plays a key role in achieving this goal. As regeneration gathers pace, existing car parking in the town centre will be affected through the closure of car parks which fall within areas of redevelopment and it is important that these changes are addressed over the next 5 to 10 years. A key short-term consideration is to identify changes in parking supply and demand in different areas as parking disappears through re-development. Future town centre parking needs will be met through new car parks, however, alternative sites are limited. This issue needs urgent attention, working in partnership with the private sector, where possible.

Curzon Street Re-development

The Pioneer car park, sited at Curzon street has 463 spaces and is a key development site. The car park is ideally located for both shopper and long-stay car parking and the impact of the re-development of the car park presents risks of a reduction in car parking capacity with corresponding risk to existing businesses and of reduced car parking income to the council. Allocation of use is shown in table 1, page 6. The long-stay section of the car park is operating close to capacity during the week and the short-stay section is close to capacity at times during the Saturday peak.

The condition of the Pioneer car park requires improvement in the event that redevelopment proposals do not come to fruition in the short term.

William Thompson Recreation Centre re-development

Again, this site is a potential key development site and is currently used as a town centre car park. The car park has 205 spaces and is ideally located for shopper and short-stay car parking and the impact of the re-development of the car park presents risks of a reduction in car parking capacity and corresponding risk to existing businesses and reduced car parking income to the council. Allocation of use is shown in table 1, page 6. This car park is operating close to capacity during the week and at capacity on Saturday football match days.

New sites are required for car parking and these may be temporary in nature during the regeneration of the town. It is important to keep shoppers, visitors and businesses well informed of the changes and to direct them to alternative car parks. Improved signage directing visitors and users of the town centre to replacement car parks is essential as identified by the Economy Scrutiny working Group recommendation.

Education and Enterprise Zone

A new college/university campus opened in September 2009, located at Royle Road. The facility includes off-street parking as recommended in planning policy guidelines, however there may be additional demand. The new campus brings with it,

more visitors to the town centre and this will make a contribution to the vitality of the town. Pedestrian, bus and cycle access improvements to the new campus will be key to encourage these sustainable modes of transport and reduce additional demand on car parking in the town centre. Whilst Park and Ride schemes have not yet been considered, these may be an option in the longer term.

The second phase of the scheme will be the development of an Enterprise Park on land adjacent to the campus. This area is currently being used as a temporary car park but will need to be vacated for any future development. Car parking for the development will need to be met on site.

Burnley Football Club

Promotion of the football club will increase demand on match days for supporter car parking. Unless managed effectively this could impact on resident parking, short-stay car parking and congestion in the town centre could increase. Whilst further assessment is required, it is estimated that adequate capacity is available on match days for current demand. Directing supporters to the available car parks will reduce the risk of congestion and inappropriate car parking. Should demand for car parking increase, adjustments to tariffs and other measures will be considered to meet the extra demand. Work is already underway to secure alternative modes of travel for fans by the both the Council and the Football Club green travel plan. This is a key piece of work as town centre car parking demand by fans will clash with peak town centre car park usage, particularly on Saturdays.

Weavers Triangle Masterplan and Public Realm Strategy

A comprehensive masterplan for the Weavers Triangle area was completed in 2006. The proposals will have an impact in two ways; - firstly, in terms of suggesting alternative uses for some existing car parking sites and secondly by generating significant additional residential, business and visitor parking demands.

The masterplan proposals have an impact on the following car park sites:

King Street: These sites are identified as potential development sites, although in terms of phasing this is not likely to be in the next five years. However, there is a need to address some landscaping and access issues to the site in the short term. These spaces will require recovery to serve the proposed developments and to maintain existing service to the town centre.

Parking in Padiham

The recently permitted Tesco in Padiham will introduce new parking into the town.

Area Action Plans

The Town Centre Area Action Plan and the Padiham Area Action Plan are emerging development plan documents.

The Padiham Area Action Plan (AAP) Preferred Option published in February 2008 made a number of recommendations on car parking.

- Existing car parks at Ightenhill Street and Mytton Street to be developed for housing.
- Replacement parking for the above to be provided as part of a mixed use allocation for mill complex on Wyre Street/Lune Street.
- Improved signage to promote use of existing car parks

Following consultation on the Preferred Option the AAP for Padiham is due for publication and submission to the Secretary of State in 2010. The Submission AAP will be informed by the findings of the Padiham Retail, Office and Leisure Study 2009 which included a detailed Health Check Assessment of the town centre and the Padiham Transport Study 2009 which considered both baseline conditions and the impacts of AAP proposals.

Green Travel Plans for Burnley

Planning Policy 1 requires all major employers to consider Green Travel Plans in any development proposal and this should help to encourage the greater use of more sustainable modes of transport.

Enforcement

On 6th September 2009 the integrated on and off street service across Lancashire, Parkwise changed. Under the new arrangements, district councils in Lancashire are responsible for delivering an off-street parking service, whilst Lancashire County Council deliver the on-street service across the county. Enforcement is necessary for the management of use of the Council's public parking assets in accordance with planning policy and guidance.

Railway / Transport Interchanges

There is a potential need to improve public transport linkages between the two railway stations, the Bus Station, the town centre and the new college site. Car parking provision at both stations is inadequate, particularly at Manchester Road and the need for improvement is identified in the Burnley Local Plan. Provision of adequate car parking may encourage the use of public transport. There may be a need to consider parking charges to deter town centre users looking for free parking. Lancashire County Council and Burnley Borough Council have examined a number of options to create a new station at Manchester Road with additional car parking capacity and work is underway to secure the development.

Cycling Strategy

The current cycling strategy was written in accordance with the Lancashire County Council Local Transport Plan and the Burnley Local Plan and realises one of its main transportation aims "*to reduce the need to travel by car and encourage journeys by foot, cycle and public transport*", and in particular POLICY TM8 calling for the creation of Network of safe and convenient cycle routes.

Since the acceptance of the current cycling strategy and associated action plan in 2003 many schemes have been undertaken to help bring about a complete, coherent and safe Network of routes open to cyclists and walkers. The main routes are -

- NCN 68, National Cycle Network Route No.68 passes through Burnley via Towneley Park and the Canal Towpath.
- Brun valley Greenways, a series of routes leading out from the central railway station through Bankhall to Briercliffe and Brownside Road.
- Grove Lane, a mainly off-road route from centre of Padham along Grove Lane, over River and through to Ightenhill.

Other routes planned in the near future include - Former Padiham Railway scheme, Canal towpath West through to Hapton, Sweetclough Valley, Holme road (new college) to Pendle Way. The expanded network is creating an increase in cycle use for both commuters

and shoppers. To cater for this demand safe and secure cycle parking provision is required. The Cycling England Report, "Access for Cyclists to/through Burnley Town Centre" (January 2009) suggests routes to improve access for cyclists and areas for cycle parking.

Economy Scrutiny Committee

The Economy Scrutiny Committee Car Parking Working Group undertook a review of the impact of car parking on the local economy in February 2009. The working group made recommendations on both the level of fees, length of stay and payment mechanism (such as pay on exit/foot) and highlighted the need to improve signage. In recognition of these recommendations and the economic climate in 2009, parking fees were frozen for 2009/10 at 2008/09 levels. The recommendations of the committee have been considered in the development of new guiding principles and policies for future car parking in Burnley and Padiham.

An emerging policy within the car parking strategy is the use of temporary car parks as a redevelopment tool in the following way;

Figure 2.



development site identified

! Dereliction
Acquisition
Demolition

temporary use



Car park or
Wrapped site or
Landscaping

objective



Increase footfall
Improve appearance
Bring site into temporary use

end aim



Encourage development
Attractive
Bring land back into use (public realm strategy)

two

where do we
want to be

Policy framework

National

The policy framework for all decisions on the use of land is set in Planning Policy Statements (PPS). For decisions on the location and use of land for car parking the relevant national policies are PPS 1 – which sets out the principles of sustainable development, the supplement to PPS 1 on Climate Change – which recognises the impact of changing climate on land use, and the recent (July 2009) PPS 4 Consultation Paper on Planning for Prosperous Economies.

From PPS 1 (2005) comes the principle of balancing environmental, social and economic needs to the benefit of the whole community. It recognises the need to promote regeneration and development that enhances the economic well being of communities, but seeks to ensure that the benefits are accessible to all members of that community. In land use terms that means making sure that development is accessible by public transport, on foot or by bicycle and that the need to travel by car is reduced.

The Supplement to PPS 1 on Climate Change that was published in December 2007, reinforces the need to reduce travel by car and increase alternative means of transport for the benefit of the environment and specifically as a means of reducing carbon emissions.



Climate Change and Health

As the supplement to PPS 1 which was produced in late 2007 states, there is a further consideration for any land use decision, that of its impact on climate change and the need to accelerate actions to reduce carbon emissions.

The availability of car parking will affect peoples transport decisions. It is important to minimise car borne traffic entering centres of employment and other activity and this can be achieved by pricing mechanisms, and by increasing the availability and attractiveness of alternatives to the car, and even reducing the availability of car parking. However, these tools have to be balanced by their impact on economic viability and the ability of the commuter to pay.

A number of councils have introduced innovative ways of emphasising the link between car travel and climate change, for example, Exeter City Council recently introduced a 'Climate Change Parking Levy' which directly funds projects in the city to reduce CO² emissions eg energy saving grants for low income families.

Burnley has some of the worst health statistics in the country and initiatives such as SMYL (Save a Million Years of Life) are high on the agenda of all public sector and many private sector organisations who locate in or use Burnley town centre. Among the actions that can be taken to improve health are to encourage walking and cycling to and from work, and provision should be made in all transport plans to provide better facilities for bikes and safer routes to employment areas for cyclists and walkers.

Two thirds of all trips and over half of all car journeys in the UK are less than 5 miles, and all contribute to a growing problem of reduced air quality and increased number of pollution incidents. Poor air quality can effect peoples health, causing problems such as heart disease and breathing problems.

Regeneration and Economic Vision Strategy

Burnley Vision Board was established in 2005 to drive transformational change in the economy of the town. The aims and objectives of the Vision Board are set down in the Burnley Economic Strategy which is also reflected in the prosperity theme of the Community Strategy. As well as developing enterprise and the advanced manufacturing sector, creating a modern image and first class business environment is a key objective. Part of the economic vision is that by 2017

Burnley will have firmly established itself as a key retail and service centre for Pennine Lancashire.

Burnley town centre is not only the main focus for work and leisure for the town's population of around 90,000, but is also the main employment and retail centre for the 270,000 who live within a 15 minute drive of the town.

Strategy Guiding Principles & Proposed Policies

Assess Future Demand

To monitor car park provision and usage on a regular basis; The Car Parking Working Group (CPWG) will monitor and assess future demand on car parking on a regular basis and will identify potential issues through the Senior Officer Group (SOG).

Proactive

To identify potential alternative car parking sites and bring forward proposals for temporary and permanent use ahead of demand, taking a group approach to re-development projects. To consider any site's suitability for car parking prior to asset disposal proposals. To provide long-stay car parking where it can help to promote more sustainable travel e.g. at railway stations.

Responsive to Change

To be responsive to changes in government policy and climate change agenda and carbon reduction measure. Well placed to make timely alternative provision in car parking in response to re-development sites such as Curzon Streets and William Thompson Centre.

Cost Effective

Maintaining parking revenue despite changes in location of car parking and reviewing the parking fees mechanism. To provide cost effective car parking enforcement to ensure appropriate use of on and off street car parking with resource efficient pricing strategies, striking a balance between Council revenue and economic requirements of the Town.

Car Parking Policies

Policy 1

To encourage and support the economic regeneration of Burnley as a key retail and service centre for Pennine Lancashire through the provision of adequate, quality car parking of the right type and location to meet the needs of shoppers, visitors, businesses and commuters.

Policy 2

To cap the total number of permanent Council off-street car parking spaces at an agreed level taking into account the need to promote sustainable travel and tackle climate change

This will be done by undertaking an overall assessment of parking demand and the availability of car parking spaces to set a limit for permanent off-street car parking provided by the Council.

Policy 3

To limit the proportion of long stay car parking within the Burnley Town Centre core area in order to encourage the use of more sustainable forms of transport

During the regeneration process, the location of car parks may change. The opportunity will be taken during this process to move a proportion of long stay car parking outside the town centre core area.

Policy 4

To create additional spare capacity for temporary car parking ahead of the redevelopment of key car parks in the Town Centres of Burnley and Padiham

Additional temporary car parking during the regeneration process will provide flexibility to close and move car parks and still provide adequate car parking.

Policy 5

To adopt car parking as an option for temporary use of development sites

One of the options for a cleared site in the Town Centre will be for car parking. The car parking working group will keep map potential car parking sites and will rank them in terms of accessibility, long or short stay appropriate, and cost benefit. The use of cleared land for

car parking when appropriate will aim to increase footfall in the area to support the longer-term redevelopment.

Policy 6

To encourage the use of sustainable modes of travel

This will be achieved through the provision of cycle-ways as set out in the cycling strategy and sufficient bicycle parking and to improve car parking provision close to train and bus station sites. This will also be achieved through the requirement for green travel plans.

Policy 7

To provide improved information to visitors to Burnley and Padiham Town Centres on the location of car parks to reduce congestion.

This will be achieved through improved signage in the Towns and via other means such as the internet and council publications. This is particularly important during any period of change in car park location as car parks close and replacement car parks are opened.

Policy 8

To provide a cost effective car parking fee structure and review tariffs on a bi-annual basis.

Tariff structures will be reviewed in the context of trends in neighbouring towns and competing private car parks and will be set balancing the need to maintain income levels and needs of car park users. The payment mechanism will also be reviewed and where appropriate a change to pay on foot or pay on exit will be considered. Any change in payment mechanism must be supported by a business case for such a change taking into account both financial and practical elements.

Policy 9

To ensure that car parks are adequately managed to ensure that car parking is available to shoppers and to safeguard car parking income

To safeguard income streams and manage available space there is a for requirement effective enforcement. Enforcement will be carried out taking a balanced approach and considering customer service; enforcing planning conditions on retail outlets to manage their

space to ensure short-stay use only. The consideration of alternative parking mechanisms that remove the need for enforcement will form a part of this balanced approach but many car parks are small and do not lend themselves to pay on foot or exit systems.

Policy 10

To develop a common approach to the delivery of high quality and adequate car parking that meets the needs of both commuters and shoppers through partnership working.

This will be accomplished by working in partnership with Lancashire County Council, other district councils, the Town Centre Partnership, the private sector and private car park operators. The aim is to encourage agreed common approaches to charging, tariffs, identify car parks for short, medium and long-stay and manage use of on street car parking through the development of agreed parking policies, strategies and action plans on a partnership basis.

three

how will we get there

The way forward

The parking strategy must ensure that adequate parking facilities are provided to meet the needs of residents, shoppers and visitors, whilst at the same time helping to achieve an overall transportation objective of reducing car use.

The parking strategy which prioritises visitor/shopper parking in the centre of the town is seen as an effective way of achieving such an objective.

The newly formed Car Parking Working Group (CPWG) will assess demand, respond to changes and take forward proposals which meet the needs of the town for both visitor/shopper car parking and commuter car parking, keeping ahead of demand and developing some flexibility in the car parking offer. The CPWG will undertake an assessment of each potential site to take account of the following aspects:

Future challenges and decisions

- Loss of Pioneer car park - customer preference, communications regarding the closure, increasing flexibility on car parks, protecting income
- Review of Staff Parking Scheme
- Meeting parking demand in Weavers' Triangle area
- Alternative or complimentary payment mechanisms to pay and display
- Networking of pay and display machines to provide real time status information and data

Table 3

Effective enforcement of on and off street parking spaces is essential to the implementation of the car parking strategy.

Aspect	By	Frequency
1 Demand and provisions assessment including periodic capacity surveys of private sector public car park provision	CPWG	Quarterly
2 Business case and needs analysis for additional car parking. (In the context of planning guidance and the need to reduce travel by car)	CPWG	As required
3 Identification of funding streams	Property Consultancy	Ongoing
4 Operation and improvement of existing parking assets	Streetscene	Ongoing
5 Liaison with LCC	Streetscene	As required
6 Sensitivity analysis for removals	CPWG	As required
7 Planning enforcement	Planning	As required

Action planning

The Car Parking Working Group will prepare action plans to take the strategy forward. In order to stay ahead of demand, new sites for car parks must be identified and assessed in terms of suitability, capacity and use designation.

The car parking fee structure and payment mechanism will be reviewed and pilots may be proposed by the CPWG to fully investigate any proposed changes.

A full review of signing of car parks will be carried out, including consultation with the private sector seeking a contribution to the implementation of such a system and in recognition of their contribution to car parking offer in the town centre.

The first action plan for implementation for 2009/10 is shown at Figure 5. The plan will be refreshed on a bi-annual basis.

Consultation

The Car Parking Strategy was developed by a cross departmental group of Council officers (Car Parking Working Group) to ensure that the strategy balanced both the economic and environmental demands of the Town. The draft strategy was then widely circulated and discussed at a range of forms as shown below

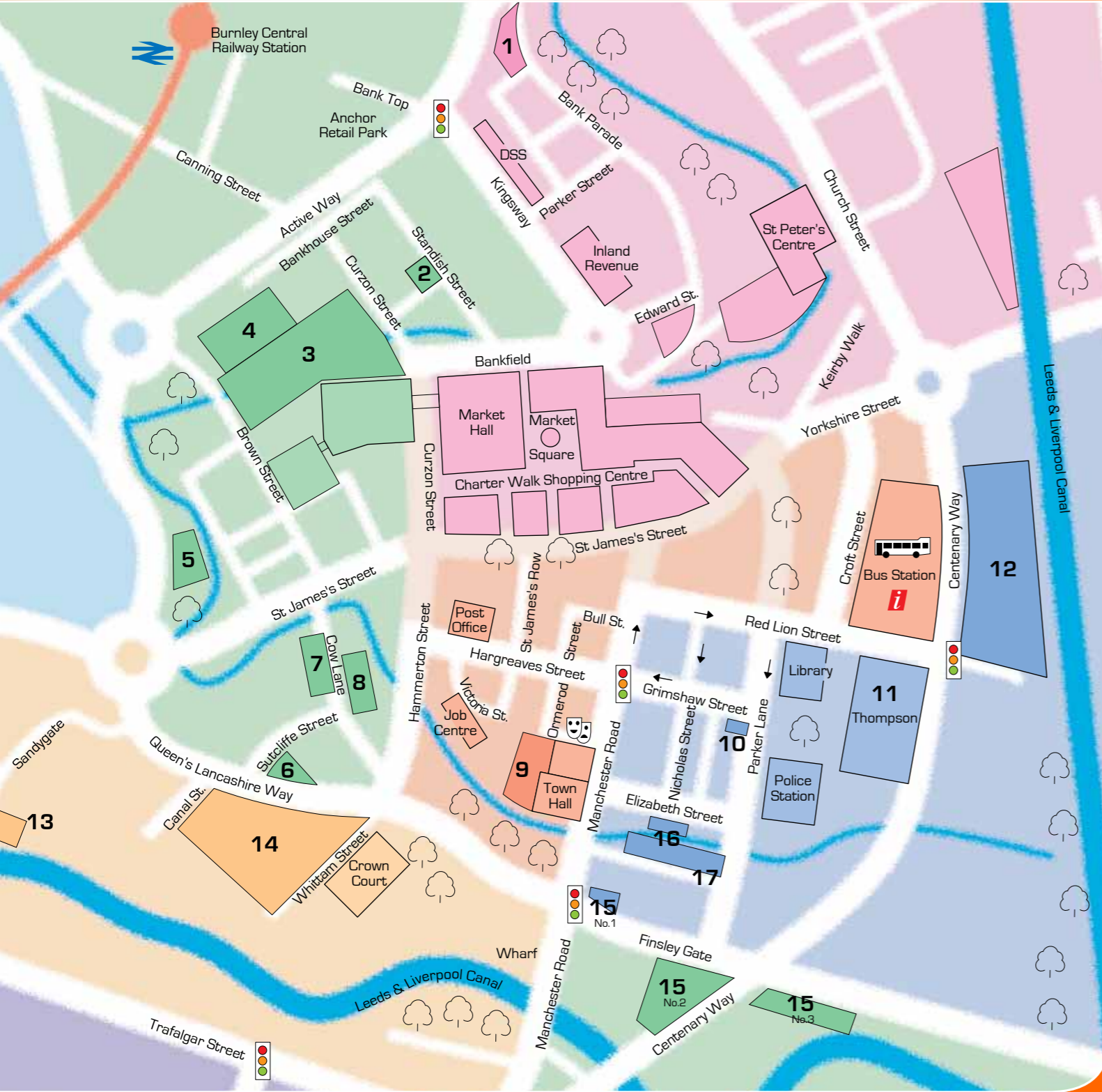
- Environment and Housing Scrutiny Committee
Special Meeting
- Economy Scrutiny Committee
Special Meeting
- Chamber of Commerce
Email consultation and chamber meeting
- Town Centre Partnership
Email consultation
- Public Consultation
Burnley Council web-site
- Citizen's Panel Survey 2009
Email consultation

Findings of the consultation

There was support for the strategic and pro-active approach taken in the new strategy at both the Chamber of Commerce and the Town Centre Partnership. In broad terms the public consultation supported the aims and policies of the new strategy.

- 50% of the consultees agreed that the Council should be moving towards fewer and larger car parks with dedicated uses.
- 88.7% of the consultees agreed that car parking is a good temporary use of development land
- 45.9% of consultees agreed that a disc scheme should be considered for Padiham
- 67% of consultees agreed that more car parking at Manchester Road Train station would increase use of the station to some extent
- 13.6% of consultees agreed with limiting the number of car parking spaces for commuters. 39.8% disagreed with this policy
- Consultees considered a review of alternatives to pay and display car parking, a cycling, motorcycling and pedestrian facilities review to be the top priorities for the council
- Standish Street and Parker Lane areas were considered to be the best locations for short-stay car parks.
- Finsley Gate area was considered the best location for long stay car parks
- Consultees considered the two hour charge of £1.40 to be the most likely to be chosen.

Appendix 1 Maps



PARKING IN BURNLEY



PARKING IN PADIHAM

Appendix 2 Action Plan 2009/11

- Establishment of multi agency group to monitor and develop solutions to football supporter travel issues
- Improved car park direction signage in conjunction with Lancashire County Council
- Assessment of demand and identification of potential sites for new car parks in response to changes arising from development
- Implementation of new arrangements for off street parking enforcement and cash collection
- Establishment of cross departmental car park working group
- Payment mechanism review
- Review of parking management in Padiham
- Review of winter maintenance arrangements
- Review of car park cleaning arrangements
- Review of parking fees
- Closure of Pioneer car park, demand and capacity assessment for Burnley town centre
- Safety inspection regime, design and implementation
- Response to introduction of new coins by Royal Mint
- Review of staff parking scheme – policy, process and locationImproved data collection and development of monitoring systems for sales, income and enforcement

Appendix 3 Consultation

In writing the strategy, great care has been taken to carefully balance the need to support regeneration and development of Burnley and Padiham Town Centres and the drive for sustainability and greener travel. The Council's Economy Scrutiny Committee considered the impact of car parking on the economic vitality of the Burnley and Padiham Town Centres and their recommendations were considered during the development of the new strategy. The newly formed car parking working group was vital to the development of a coherent strategy. The new Car Parking Strategy was circulated and discussed with interested parties and underwent a public consultation via the Council's web-site and the citizen's panel. All comments received were recorded and were considered during the drafting of the final document.

Comments

Kate Ingram - Head of Economic Regeneration & Business Support
Amendments considered and changes made

Winston Robinson - Engineering Manager
Amendments considered and changes made

Peter Stobbs - Engineering Manager
Amendments considered and changes made

Colin Hill - Head of Markets
Executive and Scrutiny Committee
Amendments considered and changes made

Summary of public consultation responses

- Prices need to be raised and spaces limited to deter commuters and encourage use of bus/train/foot/cycle. We need to do our bit to reduce the town's carbon footprint and the Council should sign up to the 10:10 campaign
- It would be sensible to sort out the integration and improvement of rail transport before reducing commuter car parking
- Could we have a park and ride schemes on match days for both home and away fans travelling in to the town from different routes? A park and ride from Padiham, Accrington Road or Nelson / Colne would alleviate much of the congestion before and after the match
- We need more disabled parking and more penalties for those who misuse the badge
- Please do not reduce parking and please find ways of increasing it
- What is needed to attract shoppers to the town are decent high street stores, it is pointless having long stay car parking spaces when there's nothing in the town to attract visitors to stay more than 2 hours, Less discount shops and more high quality retail outlets please. Personally we travel to Preston or Manchester on Sundays for high street shopping
- There is not enough parking at Manchester Road station, particularly as there are little or no bus service to this location, a problem which will; become worse if the Todmorden curve were to re-open
- Burnley must encourage people into town centre whether by private or public transport or on foot. The town can't afford to deter visitors whichever way they choose to come



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