

Workplace Parking Levy in Nottingham – and more...

**Sue Flack
Consultant**

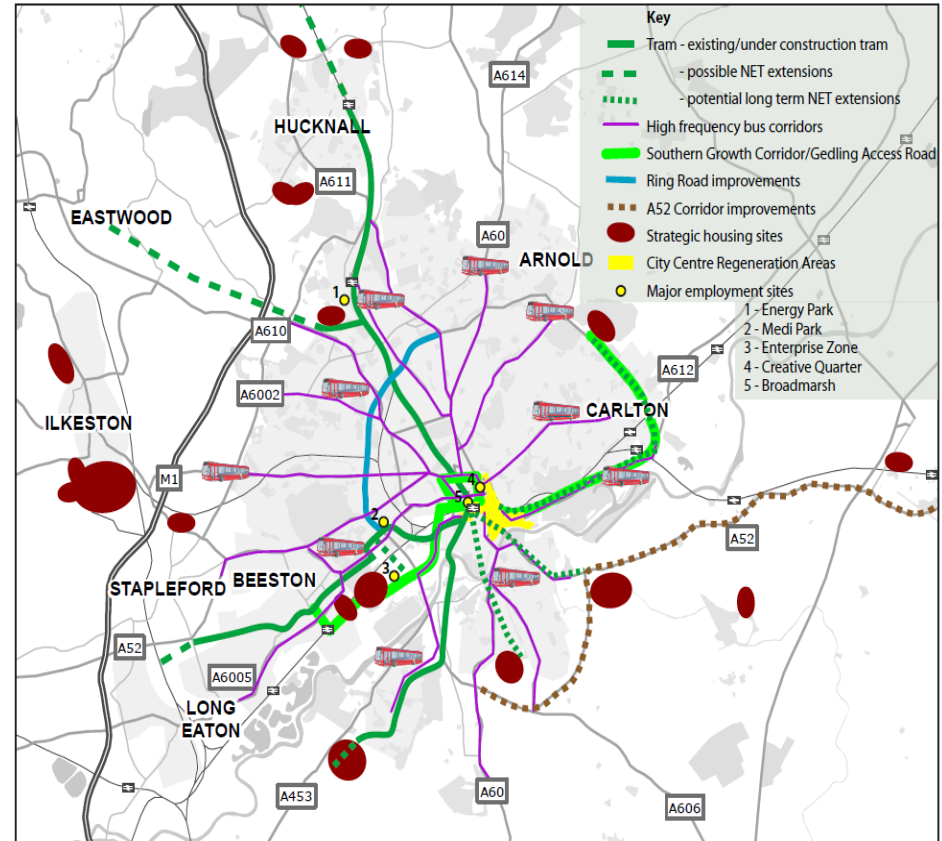
Nottingham in the Heart of the UK

- ▶ One of the UK's Core Cities
- ▶ 1.3 million people in the travel to work area
- ▶ £12.1 billion economy
- ▶ The youngest of the Core Cities with 25% of the population aged between 16 and 24
- ▶ Consistently in the top 10 of UK retail destinations
- ▶ Well connected and central location
- ▶ Great quality of life



Workplace Parking Levy – why do it?

- Aim – to manage peak time congestion and enable growth
- Pays for Lines 2 and 3 of tram, main rail station upgrade and electric Linkbuses
- Complements land use strategy



Why not congestion charging?

- Peak time congestion problem
- Already had useful partnerships with employers (which were stretched!)
- Prepared to accept WPL as incremental, road charging more a 'big bang'
- Competition especially retail paramount
- Trams...



Key elements of the Nottingham scheme

- Operates within City Council administrative boundary (25,000 liable spaces)
- Charge applies to employers with more than 10 commuter parking places. Only commuters, not customers (£402pa 2018/19)
- Up to employers to decide whether to charge car commuters (8 out of 10 biggest employers pass on, 50% spaces)
- Some discounts and exemptions (emergency services, NHS frontline, Blue Badge holders)
- Extensive business support package



The Big Wheel marketing campaign

Business-led integrated transport marketing campaign for Greater Nottingham

Not on WPL but enabled engagement with business

Information, events, Business Club, travel planning advice, cycle promotion



the big wheel
business club
www.thebigwheel.org.uk

Welcome to
The Big Wheel Business Club



Complementary measures

- Travel planning support
- Parking management strategies
- Grants for cycling facilities
- One to one advice and workshops
- Car club and bike hire
- Integrated ticketing
- Link bus services
- Sustainable travel information



Has it worked?

- £53m revenue so far, approx. £10m pa
- All promised transport improvements delivered within 3 years
- Evaluation still not complete
- 77m pa public transport journeys (2015/16) - up 15% since 2004
- 9% decline in traffic since 2004
- Cycle trips up by a third since 2010
- Congestion and economic growth comparable to Core Cities (small impact on congestion attributable to WPL)
- 33% reduction in carbon emissions since 2005



How was it done?

- Unitary authority with integrated land use and transport planning
- Consistent politics and ambitious strong leaders, tradition of independence and civic pride
- Major projects lead-in time developed confidence
- Easily understandable, strongly promoted vision
- DELIVERY!



Interest since 2012

Nothing for several years...

In recent years serious interest from Cambridge, Oxford, Reading, London, LB Hounslow, other LBs. Others are confidential.

Links now to air quality as much as congestion management

Barcelona and French authorities

Where it all started - Perth (Australia!)

THE PERTH PARKING MANAGEMENT AREA (PPMA)
PERTH, EAST PERTH, WEST PERTH, NORTHBRIDGE

West Perth Northbridge Perth East Perth

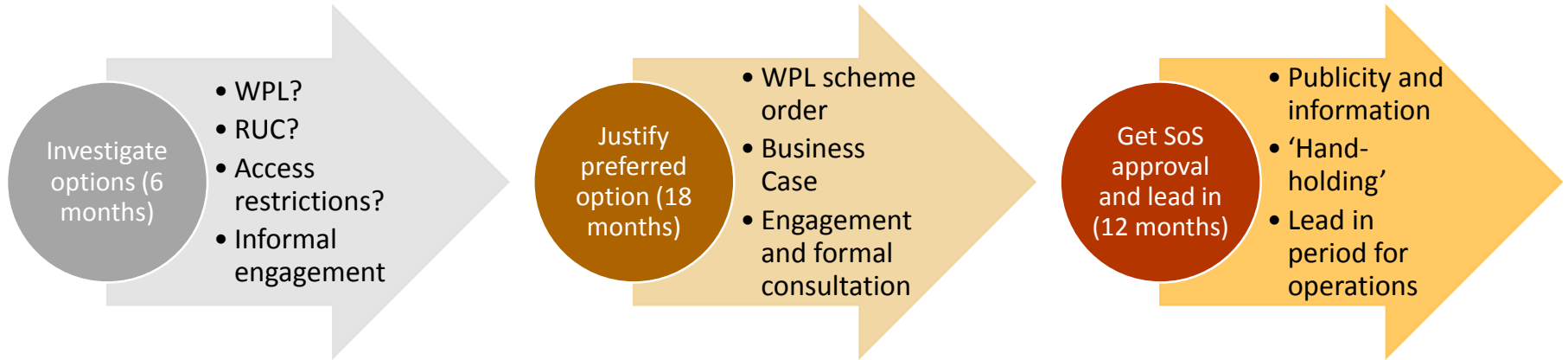
Non-residential Parking Bays within the *PPMA* must be licensed and in some cases pay a licence fee *the Perth Parking Levy*

LICENCE FEE REVENUE

Licence fee revenue is *reinvested* into *transport services* and *infrastructure*, such as the *free CAT buses* within the PPMA

The infographic features a map of the Perth area with various parking bays marked with 'P' icons. Below the map is a green box with white text explaining the licensing requirements. A dotted line separates this from the bottom section, which includes an illustration of a white bus with a green silhouette of a kangaroo on its side, and a green box with white text explaining that the license fee revenue is reinvested into transport services and infrastructure, specifically mentioning free CAT buses.

Approval process in England



The London approach

Different legislation (s24 of GLA Act 1999). No regulations yet for enforcement.

Mayor supports WPL, boroughs lead

TfL promoting London WPL regulations

TfL also providing:

- Mayor's Guidance
- Model Scheme Order
- Secondary guidance



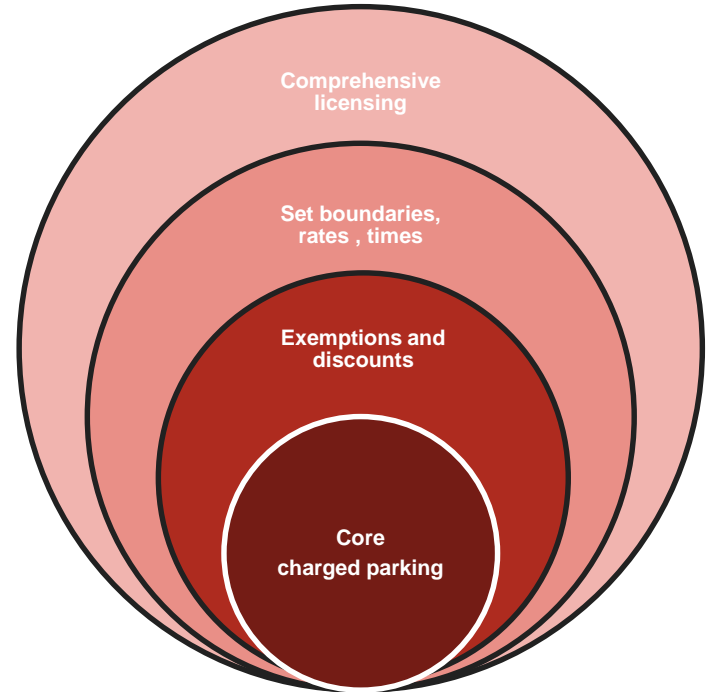
Lessons learnt

- Political **LEADERSHIP** is key
- **COMMUNICATION** of the vision that includes WPL is vital
- WPL is a **SMALL** element in the toolbox, only one part of the package
- Legislation is too **COMPLEX** – simplification would improve take-up



My ideal WPL scheme

- Licence **all** private parking spaces, not just occupied workplace employee parking
- Creatively use **flexibility** within current legislation (like exemptions and discounts) to create schemes tailor-made to local priorities
- **Devolve** coordination and approval of schemes to Mayors or equivalents (London model)



Contact

Sue.flack@yahoo.com

@SueFlack1

More info on Nottingham:

<https://www.nottinghamcity.gov.uk/transport-parking-and-streets/parking-and-permits/workplace-parking-levy/>

<https://bettertransport.org.uk/blog/better-transport/winning-policy-nottinghams-workplace-parking-levy>