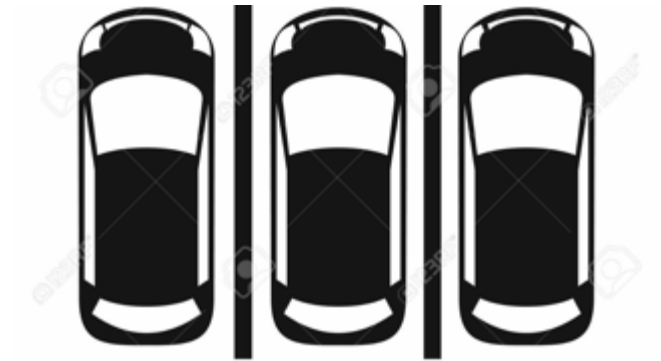


# Workplace Parking Levy

Sue Flack, ex Director of Planning and Transport at Nottingham City Council,  
now consultant on WPL





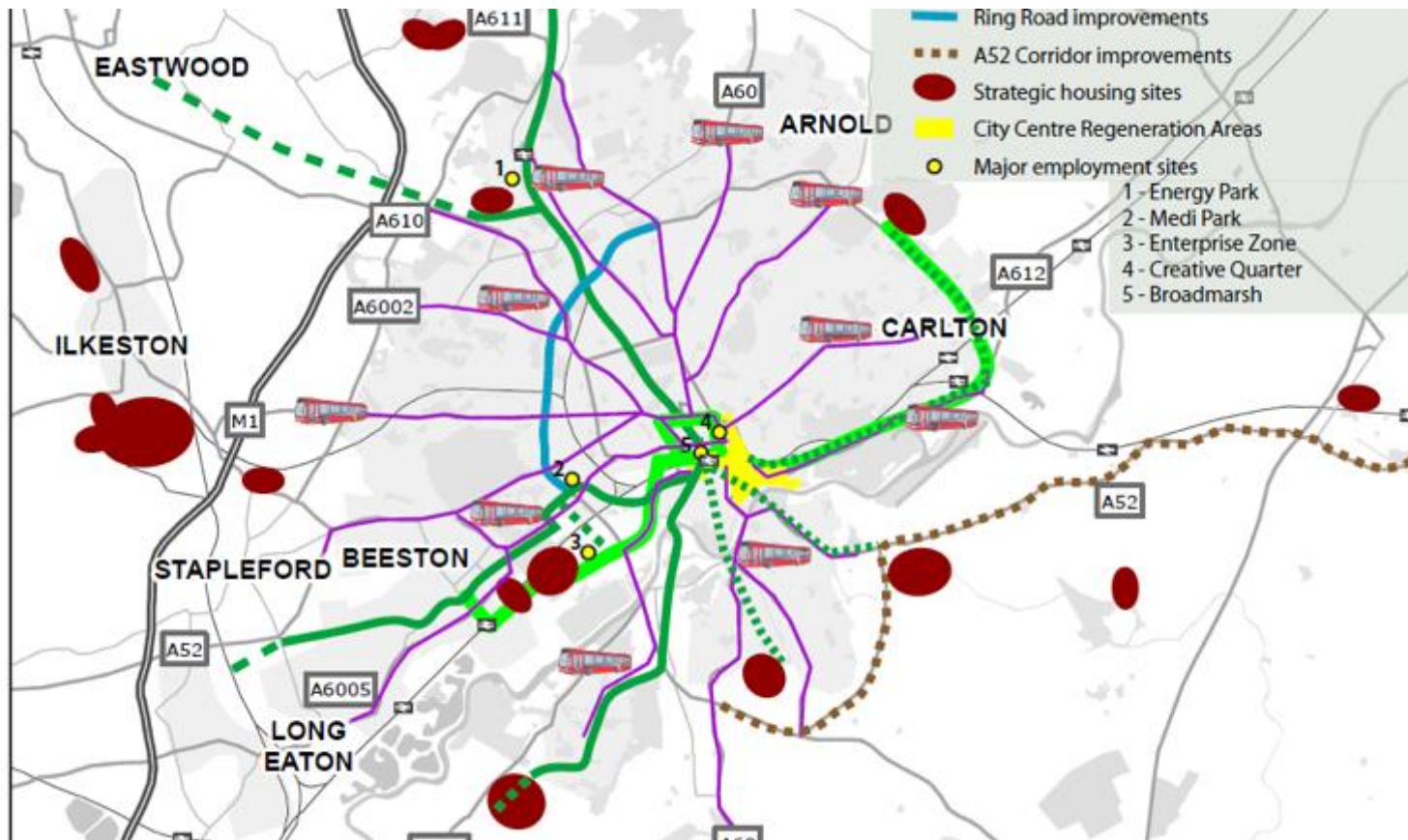
# Nottingham

- UK Core City
- 320,000 people live within city boundary
- 1.3m in travel to work area
- Central location
- Top 10 retail
- Large student population
- History of radical council action
- Authority with long-lasting strong political position



## Nottingham as an exemplar

- First to introduce Workplace Parking Levy (WPL) in 2012
- 7 years of successful operation
- Had to do a lot of the prep work making the legislation workable – but proved that it is possible
- Delivered promised public transport improvements within 3 years
- Similar economic performance as comparator cities
- Managing growth in employment and housing, while improving air quality and congestion



- Aims to manage peak time congestion and enable growth
- Pays for required transport improvements – employers' priorities
- Complements land use strategy as favours accessible locations

# Workplace Parking Levy - why do it?





## Why not congestion charging?

- Peak time only congestion problem
- Already had useful partnerships with employers (which were stretched!)
- Politicians prepared to accept WPL as incremental, road charging more a 'big bang'
- Competition especially retail paramount –did not want to threaten city centre if cordon needed



## WPL expenditure plan

- Lines 2 and 3 of the Nottingham Express Transit (NET) tram network (done 2015 but paid for over 22 years)
- Refurbishment of railway station (done)
- Linkbuses - to fill gaps between tram lines (60 buses in operation)
- Support for employers
  - Managing WPL
  - Parking management
  - Travel plans



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!



## WEB

We asked readers on Twitter and Facebook whether the tram and the widening of the A453 will have been worth all the upheaval when the work finally comes to an end in a few months' time.

Not with the enduring burden of an extra tax to pay, in the form of the work place parking levy.

genepoolz

A453 yes, not so sure about the tram yet, the delays were ridiculous.

SmallTownBrows

Probably NOT.

Michelle Sirrell

I will say probably not.

Leonides Crouch

The A453 definitely, the tram I'm not convinced about. I live on a great bus route with a bus lane almost all the way into town so I won't use it, even though it terminates a mile from the

# Levy is bad for business and workers



**Louise Burfitt-Dons,**  
Conservative candidate for Nottingham North, looks at the Workplace Parking Levy.

**W**as the Workplace Parking Levy an economic or a political decision? I wonder. Nottingham City Council, faced with the task of matching the Government's £500 million investment in 2012 for a tram network, spreading out from the city centre in order to relieve congestion, had some hard choices to make.

Where would the money come from? Tried and true models existed which had proven to be highly effective in avoiding traffic gridlock. They still allowed motorists access and raised the required revenue at the same time.

The schemes relied on the user paying a daily charge. Singapore was the first country to impose it in 1975, followed by other cities such as Milan, Stockholm and of

congestion directly on to those who caused it, a mix of private and business users.

So why did Nottingham City Council opt instead for a Workplace Parking Levy? The decision was hardly rational when other proven systems like the congestion charge were already the norm.

Instead of charging the public, why not hit business instead? Their objections would not boomerang back on the Labour council. Individual voters wouldn't worry as much about business being hit and any impact could be dealt with later on.

On the macro-infrastructure front, things are looking very bright. The widening of the A453, a Conservative-led government initiative, is due for completion in a few months.

It is estimated it will save



Parking problems outside Crabtree Primary School in Bulwell following the WPL.

main artery between junction 24 and Nottingham opens up for long-suffering motorists and commercial vehicles.

HS2, a massive cross-party programme with huge implications for the East Midlands and Nottingham in particular, is expected to

But with the WPL we see short-term thinking at its worst. On industrial estates, like Blenheim in Nottingham North, workers park on narrow roads, clogging them up and making it difficult for HGVs to pass.

And all across Nottingham

of pounds for parking cars, many of which would never have entered the central zone in the first place.

So well done, Nottingham City Council. Another giant step forward toward making our companies less competitive, more inclined to

- An influential group of large employers who came together to lobby Council Leader
- Chamber of Commerce
- Trade Unions
- Particular groups such as teachers, social workers, medical staff, Blue Badge holders
- Some politicians
- Formal consultation and public inquiry after years of engagement with employers

# Objections





## The Big Wheel Integrated Transport Marketing Campaign

- Initiated and run by the Greater Nottingham Transport Partnership – business led
- Did events, research projects, consultation, and marketing of WPL transport strategy
- Valuable link to business and employers

# Workplace Parking Levy

## Employer Handbook

Correct as at February 2015



## Key elements

- 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 (£415pa 2019/20)
- Up to employers to decide whether to charge car commuters (8 out of 10 biggest employers pass on, 50% spaces)
- Some discounts and exemptions (operational vehicles, emergency services, NHS frontline, Blue Badge holders)
- Extensive business support package



- 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

Complementary measures





## Cycling good examples

75% grants for cycle facilities from WPL receipts, aimed at small and medium sized businesses

Examples:

- Nelsons Law – solicitors
- Kitronik – electronics
- Staffline – recruitment - also launched “Le Tour de Staffline”

Scheme is very popular!



# Challenges

- Being the first meant extra work and a long time to get to the point of implementation
- Councillors had to go through 3 election cycles with WPL in manifesto
- To get it through Nottingham had to closely link WPL to trams – led to inflexibility in revenue use
- Still dangers to the scheme and associated improvements because of cuts to Council budgets (WPL is not a bottomless pit!)
- Bureaucratic approval process in England and Wales – no incentive to refine or update scheme





# Has it worked?

- £64m revenue so far. Now £10m pa
- 82m pa public transport journeys (2017/18) - up 22% since 2004 (mostly due to new tram routes)
- 9% decline in traffic since 2004
- 3% decline in commuting traffic to city centre since 2011
- **Cycle trips up by 46% since 2010**
- Congestion and economic growth comparable to Core Cities (small positive impact on congestion attributable to WPL)
- 33% reduction in carbon emissions since 2005





# Mode shift impacts

Data collected from a survey of 2,500 commuters in Nottingham in 2019

Mode share in survey

- Car 23%
- Bus 20%
- Tram 40%
- Train 12%
- Cycle 7% (168)

Of commuters surveyed, 23% said they switched to bus, tram, train or bike from car since 2010

- 8.6% said at least partly due to WPL
- 4.4% said entirely due to WPL
- **13% of cycle commuters said they switched from the car at least partly due to WPL**
- **4% of cyclists said entirely due to WPL**

<https://www.sciencedirect.com/science/article/abs/pii/S2213624X19301063?via%3Dihub>



# Interest since 2012

- Nothing for several years...
- In recent years serious interest from Edinburgh, Glasgow, Cambridge, Birmingham, Oxford, Reading, Leicester, 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!)



# CONNECTING OXFORD

Improving connectivity / Reducing congestion / Tackling pollution



Oxford

- Now out to consultation on principles
- Tailor-made new bus services for WPL area (Eastern Arc) – only part of the city, identified as needing improvements
- Alongside traffic restrictions in city centre – link to clean air proposals
- Walking and cycling improvements





# London

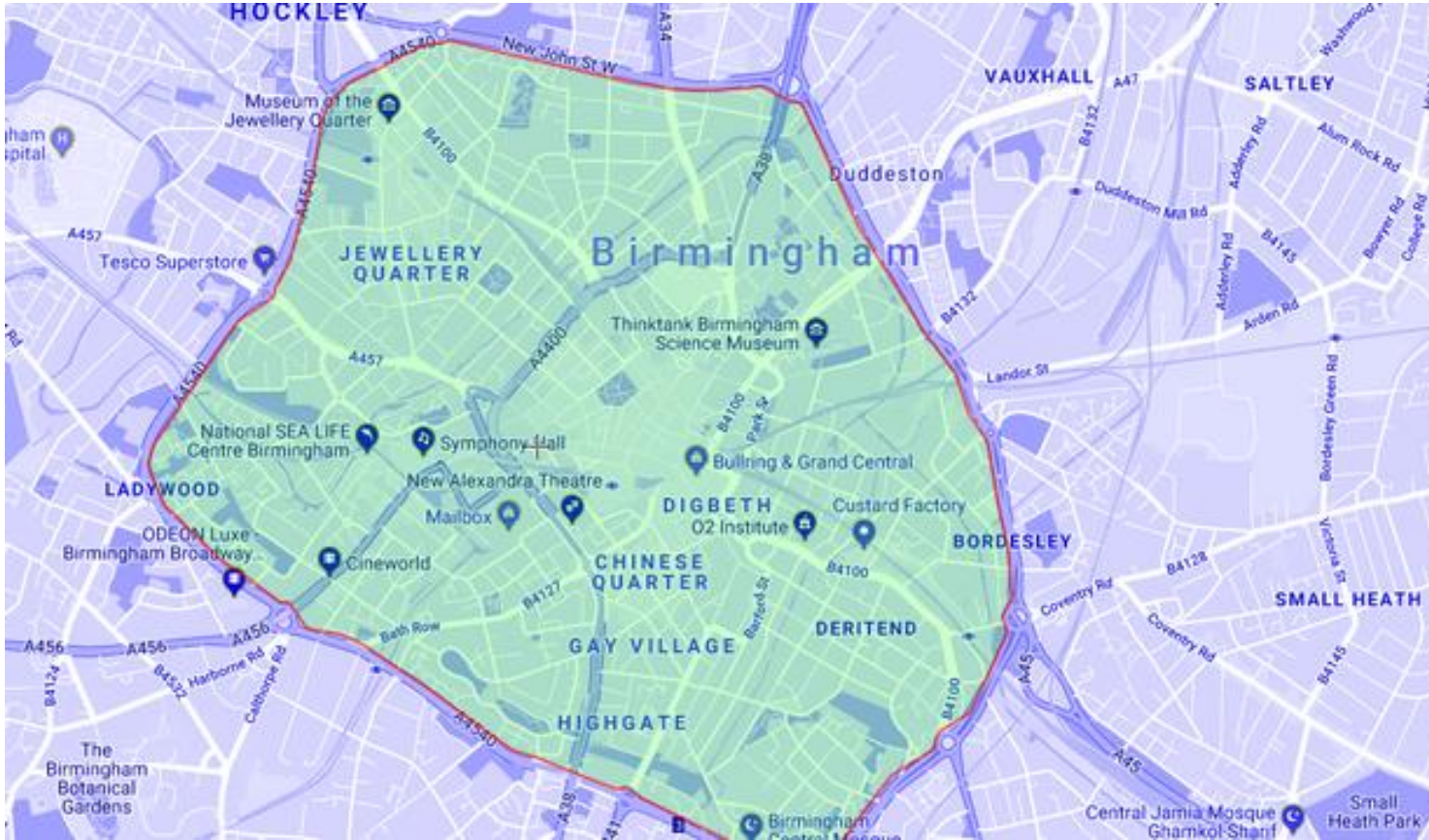
- Different legislation (sch 24 of GLA Act 1999).
- Mayor supports WPL, boroughs initiate and operate
- LB Hounslow in lead, revenue plan for new station and rail link to Elizabeth Line, plus walking and cycling improvements
- TfL promoting London WPL regulations
- TfL also providing:
  - Mayor's Guidance
  - Model Scheme Order
  - Secondary guidance



- Proposals led by Mayor in person
- Likely to be whole city
- Informal consultation being done now
- Saying scheme will be similar to Nottingham
- Expenditure plan likely to include bus partnership, bus quality corridors, integrated ticketing, walking and cycling

Leicester





- Proposal to investigate WPL approved by Cabinet in October 2019 based on feasibility study already carried out
- Likely to be City Centre only linked strongly to Clean Air Zone charging proposals
- Again they have said will be similar to Nottingham scheme
- Revenue for key transport improvements in City Centre area

# Birmingham





# Scotland

- Legislation now in place but no regulations on enforcement yet
- No Guidance yet
- Key differences with England and Wales (and London) legislation:
  - ☐ No need for approval from Government (only a 8 week standstill during which Govt can step in)
  - ☐ No need for legal Scheme Order
  - ☐ NHS qualifying premises national exemption
  - ☐ Requirements for consultation
  - ☐ Requirement for impact studies but no detail

# More info

- [Sueflackconsultancy@yahoo.com](mailto:Sueflackconsultancy@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>
- Mode shift study:  
<https://www.sciencedirect.com/science/article/abs/pii/S2213624X19301063?via%3Dihub>
- Oxford: <https://www.oxfordshire.gov.uk/residents/roads-and-transport/connecting-oxfordshire/connecting-oxford>
- London: <https://tfl.gov.uk/info-for/boroughs/workplace-parking-levies>
- Hounslow: <https://haveyoursay.hounslow.gov.uk/traffic-and-transport/workplace-parking-levy/>
- Leicester: <https://www.leicester.gov.uk/your-council/city-mayor-peter-soulsby/my-vision/workplace-parking-levy/>