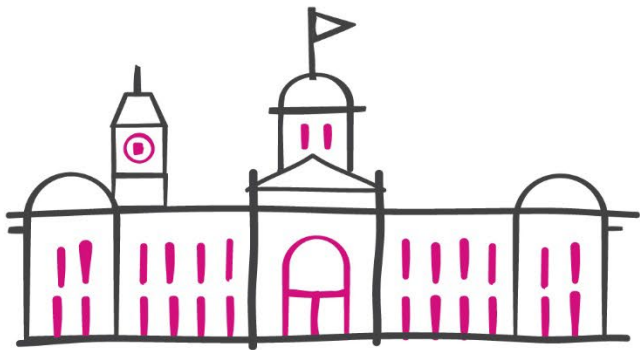


# Proposed parking charges at Lickey Hills Country Park

## 1st – 29th August 2025

Engagement session



 **RESET**

 **RESHAPE**

 **RESTART**

# Engagement session

- Welcome and introductions
- Agenda
  - Brief background
  - Proposals walkthrough
  - Consultation process
  - Q&A session
- Ask questions at any point using Teams' built-in Q&A function

# Background

- As part of the City Council budget for 2025/26, the Parks Service has been asked to make a significant contribution to the overall budget position
- To mitigate this impact, the Parks Service is looking for visitors to contribute to the ongoing upkeep of (and future improvements to) Lickey Hills Country Park
- Income from proposed parking scheme will support the budget challenge and help sustain, protect and maintain our parks and greenspaces
  - Manage displacement parking
  - Improved accessibility
  - Help maintain the park to the standard visitors expect
  - Surplus income will allow for greater reinvestment in parks infrastructure and improvements to the park e.g. new outdoor play/gym equipment, parking and carriageways

# Background

- The decision to explore parking charges is not something the Council has done lightly
- The annual expenditure for the upkeep and maintenance of the park is approximately £261,000 (excluding staffing costs)
- The projected income from the proposed charges still falls short of the cost of maintaining the park
- Parking charges across destination sites throughout the UK has become common practice and most charging schemes have been in place for several years

# Formal consultation - proposals

## Seeking views on proposals:

- Proposed parking rates –
- 30-minute grace period included
- Proposed parking times –
  - 9am to 6pm, 365 days a year
- Free permits for registered park volunteers

Pricing Structure	Cost
Per hour	£1.00
All day (4 hours+)	£5.00
Season ticket (annual)	£52.00
Blue Badge holder	Free

# Consultation question 1

**Following feedback from the informal consultation, the proposed parking rates will be £1.00 per hour (for up to 4 hours); £5.00 all day. Do you agree with the proposed rates?**

## Consultation question 2

**Following feedback from the informal consultation, the proposed price of an annual parking season ticket at Lickey Hills Country Park will be £52. Do you agree with the proposed price?**

## Consultation question 3

**The proposed parking time (when charges will apply) will be 9am to 6pm, 365 days a year, with a 30 minute “grace” (free parking) period. The park will be free to access outside of these times. Do you agree with the proposed parking time?**



# Consultation – proposals (continued)

- Details of proposed parking restrictions will follow in a separate consultation
- Combination of coin and card payments (Pay & Display machines and RingGo)
- Car parks will be managed by a third-party operator under contract to BCC
- Regular enforcement by third party's enforcement agents

## Consultation question 4

**The intention is to introduce parking restrictions at existing hotspots in advance of the proposed charging scheme, with secondary restrictions introduced post-implementation (following resident feedback). Do you agree with this approach?**

# Consultation process

- During this consultation, visitors, stakeholders and residents can lodge their formal objections to the proposals
- Views can be registered via BeHeard, hard copy questionnaires or email inbox (lickeyhillsconsultation@birmingham.gov.uk)
- Objections report to Cabinet Member for consideration. No decision has been made at this point

# Q&A

We will now take your questions, via the Q&A function.

At the end of the Q&A section we'll publish the results from the online poll.



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