
Lickey Hills Country Park – proposed parking charges consultation pack



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1. Introduction

In order to provide an income stream to both protect services and facilities within parks, as well as improving parks where we can, BCC is proposing the introduction of parking charges at selected parks.

The proposed scheme at Lickey Hills Country Park will result in a number of key benefits, namely:

- Improve accessibility to the park e.g. installation of formal disabled parking bays (pre-implementation)
- Manage the impact of displacement parking for residents who live in close proximity to the park through parking restrictions (pre- and post-implementation)
- Improve the car park surfaces (using car park revenue).

Surplus revenue from the proposed scheme will be used to:

- Fund investment opportunities to improve the park e.g. renewable energy projects, improvements in biodiversity
- Provide investment funds for parks infrastructure
- Make improvements to the park and overall visitor experience e.g. pothole and fence repairs.

The decision to explore parking charges is not something the council has done lightly – in fact we've held off whilst many other councils throughout the country have introduced charging (see Appendix B). As such, BCC is one of the last local authorities in the country to introduce charging on a daily basis and any surplus income generated will be reinvested into the respective park to improve infrastructure and maintain the park to the standards visitors expect. Crucially, access to Lickey Hills Country Park remains free – **the charges are not to use the park** but only to park a vehicle.

Birmingham City Council is facing an increasingly challenging budget position. As part of the City Council budget for 2024/25, Street Scene & Parks has been asked to make a significant contribution to the saving. To mitigate the impact of the budget position, we are looking for visitors to contribute to the ongoing upkeep of (and future improvements to) Lickey Hills Country Park.

Lickey Hills Country Park is one of 3 parks included in the proposals; the other parks within programme are:

- Sheldon Country Park
- Sutton Park.

2. Why Lickey Hills Country Park?

Lickey Hills Country Park is a very popular leisure destination, with c500,000 visitors per year. The park attracts visitors from the whole of Birmingham and also further afield, with approx. 26% of visitors coming from Worcestershire and beyond. This level of use puts significant strain on the park infrastructure and especially the car parks.

The Country Park is served by 3 car parks which have capacity for approx. 445 vehicles. Car parks are located at the Warren Lane site next to the Visitor Centre, Beacon Hill off Monument Lane and off Rose Hill serving the Rose & Crown Hotel and the Golf Course. Currently parking at each car park is free and each is heavily used. Although the car parks are popular they require significant investment in order to keep them in a safe and fit for purpose. Both Beacon Hill and Rose Hill car parks have been identified as having safety concerns and need major investment to address these concerns. The proposed charging scheme will mean car park revenue can be invested to improve the car park surfaces and infrastructure for the benefit of park visitors.

The annual expenditure required for the upkeep and maintenance of Lickey Hills Country Park (and the other two parks within the proposals) is significant however – approximately £1.75 million per annum. The expenditure required to maintain Lickey Hills Country Park alone each year is approximately £261k, but it should be noted this expenditure offers no scope for improvements within the park. The revenue generated from the proposed parking scheme will contribute to the ongoing upkeep and maintenance of Lickey Hills Country Park and provide scope for future improvements to the park.

It is appreciated the introduction of parking charges is often controversial and unpopular as users are asked to pay for something that has previously been free. However, the projected income from parking charges still falls short of the cost of maintaining the 3 parks in question and therefore it is deemed reasonable to ask park users to contribute financially to the upkeep and maintenance of these parks. Despite the introduction of parking charges, there will still be a requirement for financial support from the Council's General Fund to maintain and manage these parks.

Parking charges across destination sites throughout the UK has become common practice and in the vast majority of cases parking charges for these sites have been in place for several years. Introducing charges on Birmingham's sites will be in line with national best practice to offset the cost of maintaining these destination sites.

From 2028-29 onwards, it is estimated the proposed parking schemes will contribute:

- Sheldon Country Park – £48k per annum gross
- Lickey Hills Country Park – £330k per annum gross
- Sutton Park – £683k per annum gross.

3. Lickey Hills – background

Lickey Hills Country Park is one of Birmingham City Council's most varied and treasured parks. It covers 524 acres and is located 10 miles southwest of central Birmingham. Lickey Hills has a Green Flag Award and is designated a Country Park. It is important to note that the park is in Worcestershire within the area administered by Bromsgrove District Council.

A section of the park is held in trust and as such work is underway to determine the extent and boundaries of trust land, in cooperation with BCC's Trust & Charities Committee.

4. Selected parks for the proposed introduction of parking charges

Cabinet approved the Cabinet Member Report for the introduction of car parking charges at Cannon Hill Park, in June 2017. The Full Business Case that accompanied the report drew reference to the further roll-out of the parking charges scheme to other parks on a scheme-by-scheme basis subject to a business case for each project.

The proposed roll out of parking charges for 3 schemes formed part of the budget proposals, which was approved by Council on 5th March 2024. Budgeted net income from parking charges is £381k in 2025-26 – this relates to 2.6% of the overall budget for parks in 2025-26.

This consultation is for the proposed parking scheme at Lickey Hills Country Park only (see Section 10, Traffic Restriction Orders, for details of further consultations). We therefore seek feedback from park visitors, nearby residents, businesses, stakeholders and ward members on the proposals which have been updated following feedback from the first round of consultation.

During this consultation visitors, stakeholders and residents can lodge their objection to the proposals (via BeHeard or the consultation email inbox), citing the reason/s for their objection. An objection report listing the objections received will then be presented for consideration and final decision. No decision has therefore been made at this point.

5. Stakeholder consultation

Consultation with stakeholders will continue throughout the project. Below is the list of key stakeholders, businesses and groups within the park that the project team will be consulting with as part of the project.

- Worcestershire County Council
- Lickey Hills Consultative Committee

- Warren Lane residents
- Old Rose & Crown & Rose Hill café
- Lickeys golf course (Mytime Active)
- Holy Trinity church
- Cofton Hackett Parish Council
- Bromsgrove Councillor Anita Dale
- WCC & Bromsgrove Highways Teams
- Monument Lane residents
- Visitor Centre café
- Barnt Green Parish Council
- Lickey and Blackwell Parish Council
- WCC Councillor Adrian Kriss
- Bromsgrove Councillor Bakal Kumar
- BCC Councillor Adrian Delaney (Rubery & Rednal)

6. Public consultation around the proposals

This stage of consultation begins on 1st August and will run for 4 weeks (until 29th August 2025).

We will be advertising the public consultation in the following ways:

- Posters in the park and visitor centre
- Social media
- Via local ward members.

As part of this consultation we will be seeking views on:

- The proposed parking charges
- Proposed pricing structure
- Proposed annual season ticket
- Proposed parking times.

Ways to register views regarding the proposals:

- BeHeard – the Council online survey system – (click the link below)
<https://www.birminghambeheard.org.uk/bcc/proposed-car-parking-charges-lickey-hills>

- Email lickeyhillsconsultation@birmingham.gov.uk

- Online public engagement session:

Tuesday 19th August, 6pm to 7.30pm

Microsoft Teams

[Please email the consultation mailbox for details of how to join the session]

7. Project scope

The proposed car park scheme does not include any plans to increase car parking land. We will, however, improve accessibility through formal disabled parking spaces.

Further car park improvement works including pothole repairs, levelling (and resurfacing where needed) alongside effective car park design, will increase the number of spaces currently available and be completed post-implementation using car park revenue. All surface work completed will use approved materials sympathetic to the site e.g. EcoGrid (a low maintenance substitution for tarmacking and lining).

Subject to the outcomes of this consultation and subsequent decision, the implementation of charging at Lickey Hills Country Park will be the responsibility of Birmingham City Council. The management and enforcement of the car parks will be completed via a third party operator as a private parking scheme (given the parks location within the Worcestershire Council boundary).

8. Proposed pricing structure

The proposed chargeable hours will be from 9am – 6pm, 365 days of the year. The park will remain free to access outside of the chargeable hours.

Following feedback from the recent informal consultation, the proposed pricing structure we are consulting on is as follows:

Pricing Structure	Cost
Hourly rate (per hour, for up to 4 hours)	£1.00
All day (4 hours+)	£5.00
Coach parking (Beacon Hill only)	£28.00
Season ticket (annual)	£52
Blue Badge holder **	Free

****Parking for visitors who display their Blue Badge will remain free in line with the Council's citywide policy on disabled parking.**

Parking for registered volunteers will be free, via a volunteer annual season parking ticket issued by the Park Ranger Service.

9. Proposed payment methods

Pay and Display machines –

In order to reduce the impact on the natural environment the machines will be solar powered.

The machines will be a combination of coin and card and also contactless payments.



Pay by Mobile (RingGo) –

There will also be an option to pay via your mobile phone. Pay by Mobile is the preferred option for those individuals who do not have cash to hand.

A user-friendly RingGo app can be downloaded and once registered, the app will store your previous parking location details making future payments a few clicks of a button.

The app also has the added functionality of enabling vehicle owners to extend their parking session remotely rather than returning to their vehicle.



There is a 5p transaction fee for parking via the RingGo app and via the RingGo landline. There is a 25p charge for each optional text reminder.

10. Traffic Restriction Orders (TROs) for roads surrounding the park

The Council is mindful of the potential impact of displacement parking on residents that live near the park. Following discussions with the Worcestershire County Council Highways Team (and our BCC Highways colleagues), we propose the introduction of parking restrictions in two phases – pre- and post-implementation.

The first phase of parking restrictions (pre-implementation) will focus on existing parking 'hotspots' and junctions in line with Worcestershire County Council Highways' determination of suitability. The second phase of parking restrictions will be explored using resident feedback received post-implementation.

Subject to the outcome of this consultation and subsequent decision, we will undertake a statutory consultation on the proposed restrictions, at which point any objections can be registered.

The consultations on proposed parking restrictions will be conducted separately from this consultation on the proposed parking charges, therefore.

11. Enforcement

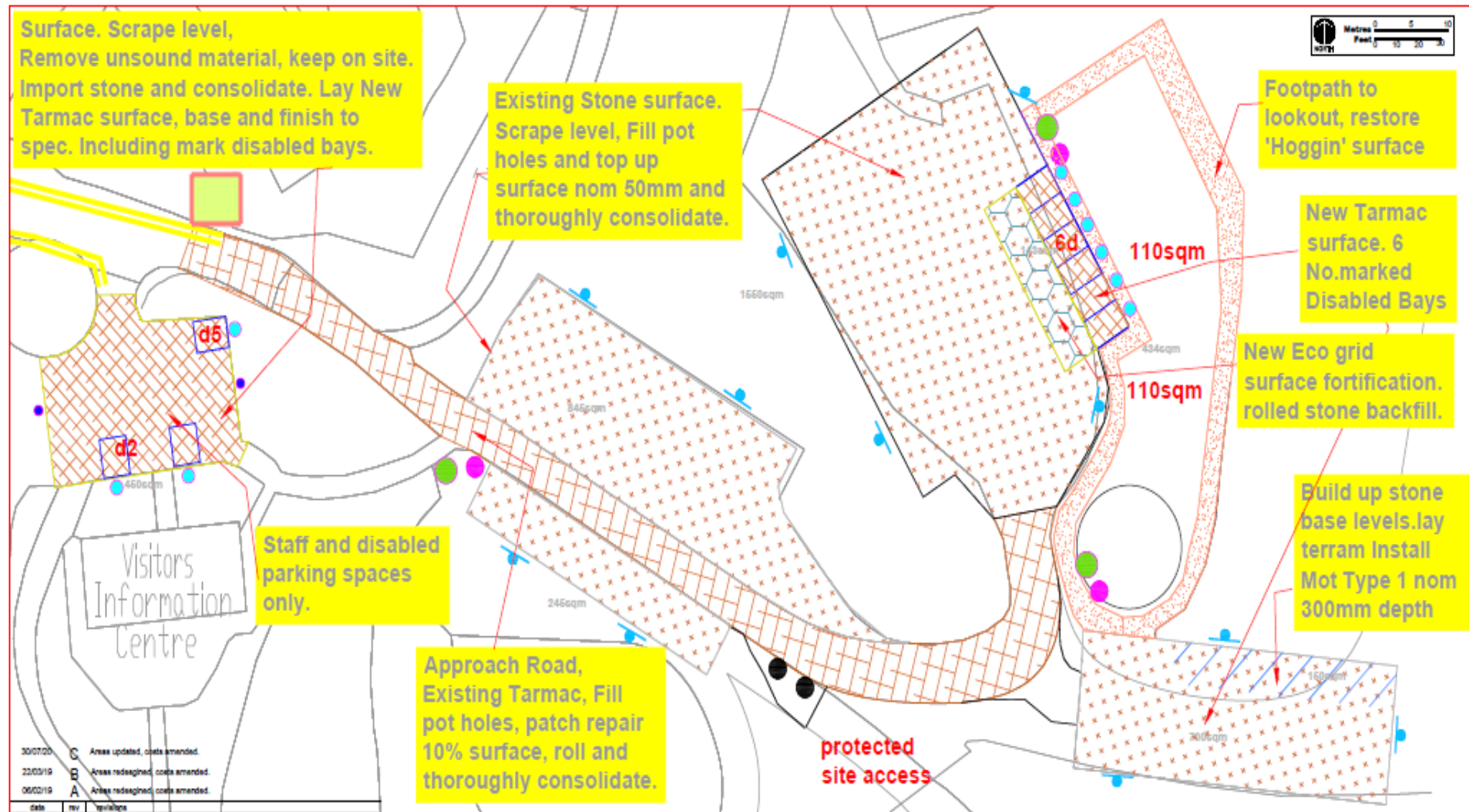
Enforcement of the car parks will be completed by a private operator sourced from the NHS Shared Business Services Transport and Infrastructure framework. The operator will complete warden patrol enforcement, serving Parking Charge Notices to visitors who do not pay for parking or who park in a restricted area. The operator will provide an inhouse customer service team and appeals process; all matters will be dealt with in-line with the British Parking Association's Single Sector Code of Practice and the International Parking Community's independent appeal service.



12. Next steps

During this 4-week consultation visitors, stakeholders and residents can lodge their objection to the proposals (via BeHeard or the consultation email inbox), citing the reason/s for their objection. An objection report listing the objections received will then be presented for consideration and final decision.

Appendix A – Visitor Centre car parks

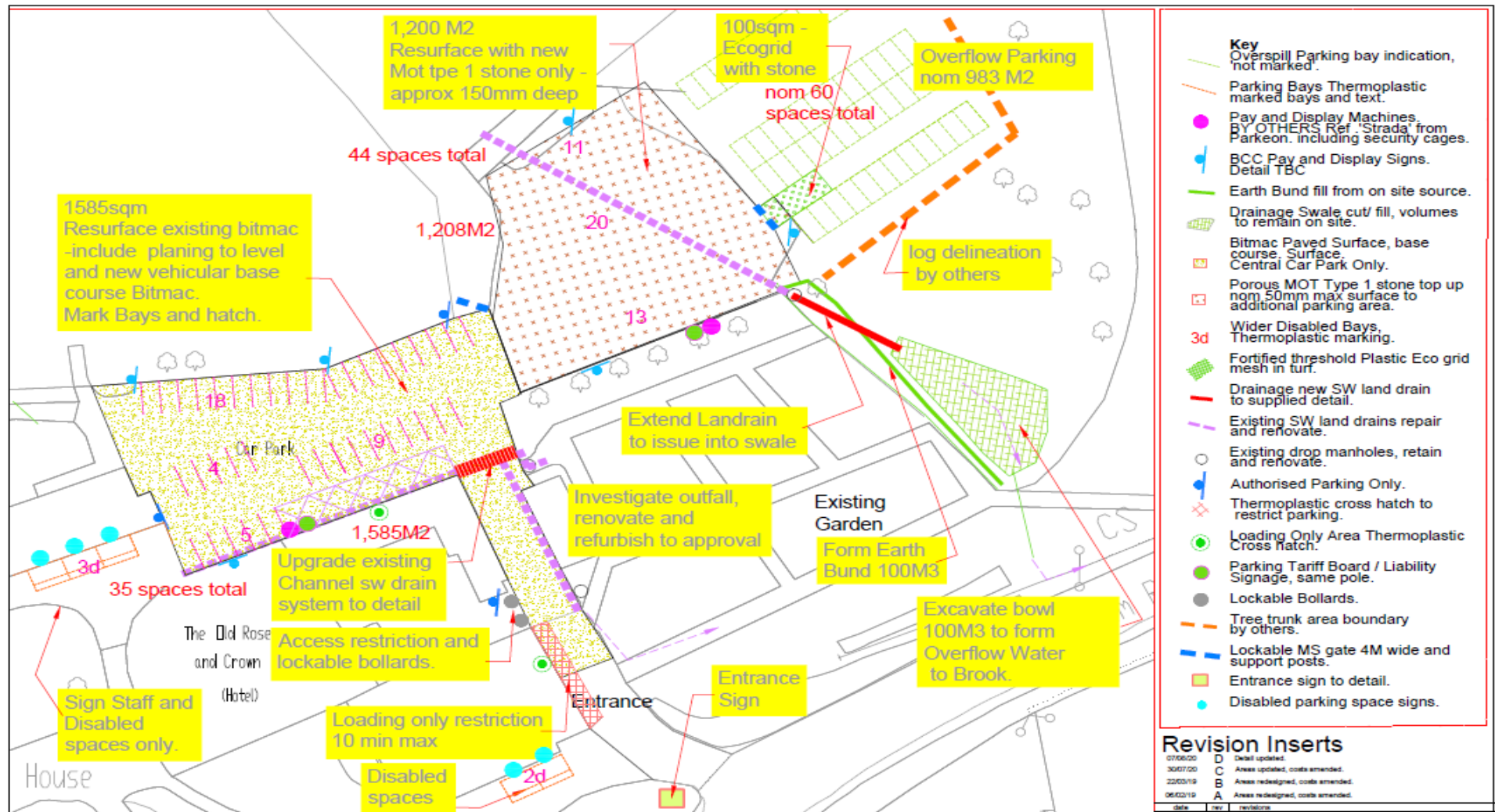


Visitor Centre car parks - Legend

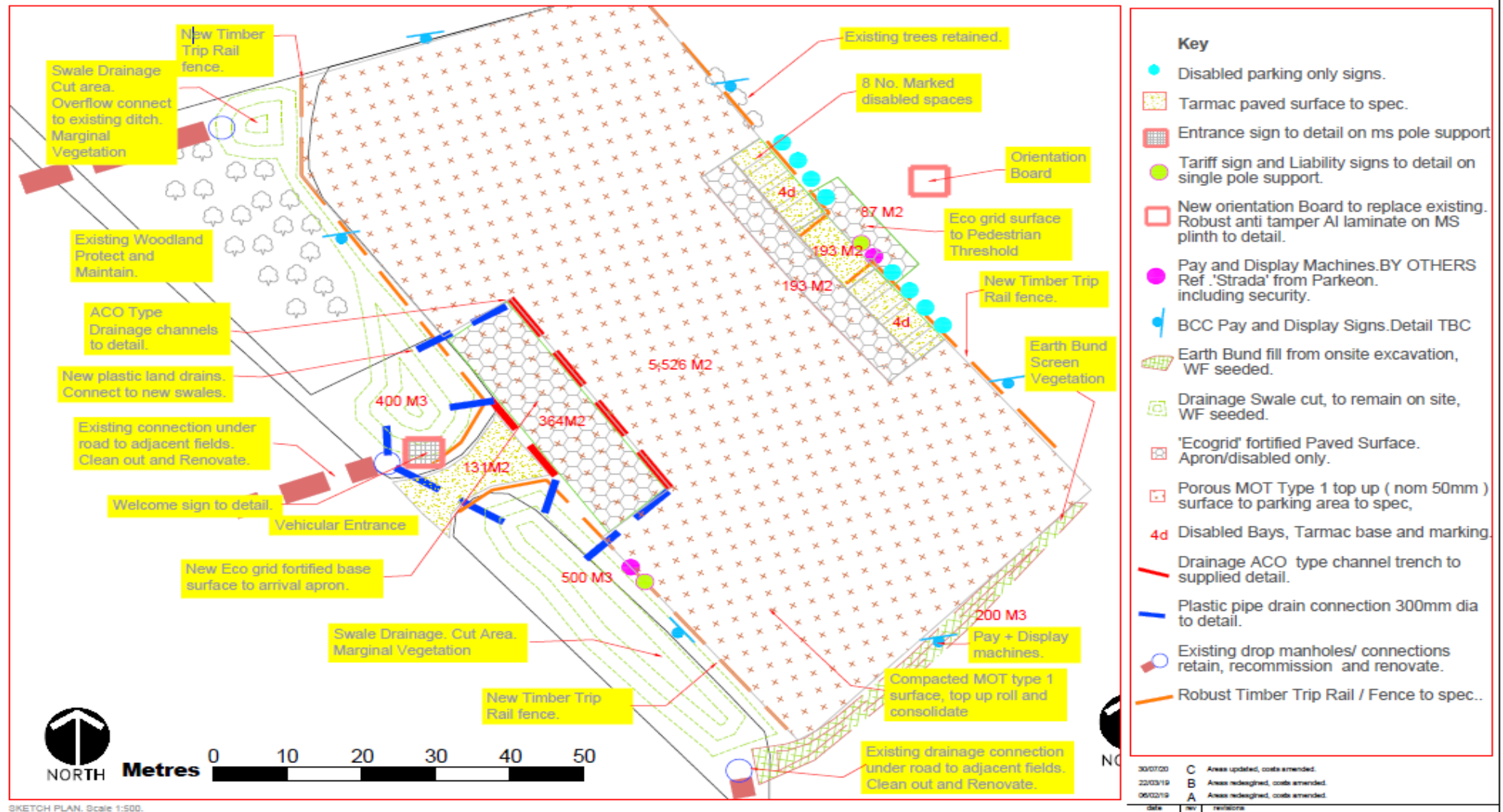
	Key New Tarmac paved surface, laid to falls.
	Disabled Parking Bays, Tarmac, marked bays and logo text.
	Pay and Display Machines, BY OTHERS. Ref. 'Strada' from Parkeon. including protection.
	Pay and Display Parking Signs, to Detail.
	Eco grid Paved surface, Porous MOT Type 1 stone back fill nom 50mm depth.
	Disabled Bays, to detail.
	New Parking areas, levels made up using terram base and Mot type 2 stone, nom 300mm
	Footpath, patch repair restore levels, Mot Type 1 nom 50mm depth.
	Welcome sign to detail, pole support to detail.
	Vehicular driveway, Patch repair tarmac pot holes . 10% of total area.
	Tarif Board and Liability signs, same pole support, text to detail.
	'Disabled Parking Only' Sign to detail.
	'Authorized Staff Parking Only' Sign to detail.
	Passing layby only, cross hatching and signage. 120M2 'No parking'.
	Robust MS Lockable bollards and sockets complete to detail.
	Warren Lane, Double Yellow Lines, Both sides./322ML 'No Parking'.
	Car Park Surface repair using Crushed stone, MOT type 1 nom 50mm.



Appendix A – Rose Hill car park



Appendix A – Beacon Hill car park



Appendix B – Other local authorities that charge

Nearby authorities

Lichfield District Council	<ul style="list-style-type: none">• Beacon Park	£10.00 all day
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West Midlands Combined Authority:

Warwickshire County Council (constituent member)	<ul style="list-style-type: none">• Ryton Pools Country Park	£6.60 all day
	<ul style="list-style-type: none">• Stratford Greenway	£5.00 all day
Coventry City Council (constituent member)	<ul style="list-style-type: none">• Coombe Country Park	£5.00 all day
Stratford on Avon District Council (non-constituent member)	<ul style="list-style-type: none">• Recreation Ground	£11 all day

Other core cities:

Nottingham City Council	<ul style="list-style-type: none">• Colwick Country Park	£2 all day
	<ul style="list-style-type: none">• Wollaton Park	£5 all day weekdays £6 all day weekends

Prices correct as of December 2024