Car Park Management Strategy

Proposed Lidl Food Store, Mauldeth Road, Chorlton-cum-Hardy

Our reference: EW/220102/CPMS – Rev01

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1.0 INTRODUCTION

1.1 This document has been prepared to inform the Local Planning and Highway Authority, Manchester City Council, of the strategy to be employed for car park management by Lidl Great Britain Ltd (Lidl GB) once the store consented under planning permission ref: 135647/FO/2022 becomes fully operational.

1.2 This document is provided to discharge Condition 12 of that permission, which states as follows:

"The car parking as indicated in the approved plan shall be surfaced, laid out and demarcated prior to the first occupation of the development hereby approved. The car park shall then be available at all times whilst the site is operational. Prior to the occupation of the development hereby approved a car park management plan shall be submitted which shall include measures to be implemented in order to prevent short stay parking for drop off and pick-up of school children and should also include measures to prevent the use of the car park as a pedestrian through route to Mauldeth Road West."

2.0 CAR PARK MANAGEMENT STRATEGY

2.1 The following Car Park Management Strategy summarises the approach that the operator, Lidl GB, will take to car park management and maintenance.

3.0 OPERATOR'S OBLIGATIONS

- To operate the car park as a free car park for the benefit of visitors to Lidl.
- To provide appropriate signage at the entrance to and within the car park confirming that the car park is provided for the benefit only of visitors to Lidl.

- To provide appropriate signage at the entrance to and within the car park confirming that the car park is subject to a maximum length of stay of 90 minutes.
- To install number plate recognition systems to be operational from occupation of the site. The necessary ducting has been installed around the store entrance to enable this.
- During the first school term following store opening, to employ a Car Park Management Contractor to monitor the use of the car park at regular intervals throughout each weekday.
- To ensure that the Car Park Management Contractor is a respectable and recognised car-park operator with suitable experience of operating other similar car parks.
- To specify that vehicles are inspected by the Car Park Management Contractor no fewer than three times per day.
- To issue an Excess Charge Ticket to any vehicle in the Car Park where (i) the vehicle has been parked for more than 90 minutes (ii) the vehicle is not parked in an authorised parking bay (iii) any vehicle has parked in a disabled space where such vehicle is not authorised to do so (iv) any vehicle is not displaying a valid notice indicating that the driver is disabled (v) a vehicle is not wholly parked within a designated bay (vi) a vehicle is parked in a parent and child bay where such vehicle is not authorised to do so.
- To guide pedestrians to safe external footways, if it is noted that the car park is being used as a pedestrian through route between Nell Lane and Mauldeth Road West without an associated visit to the store.
- To ensure that at peak periods of activity on site, (for example Christmas, Easter and New Year) additional contract staff will be employed to marshal customer traffic, direct people to the nearest vacant space, prevent people from blocking aisles while waiting for a space, prevent fly parking and ensure that vehicles do not queue along the access road back onto Nell Lane or Mauldeth Road West.

4.0 THE COST OF MANAGEMENT

4.1 For the avoidance of doubt the Cost of Management are the costs incurred by the Operator in the operation of the Services which are more particularly set out above. Costs incurred will also include:

- Lighting repairs, maintenance and replacement (including crime, vandalism and accidental damage).
- Sundry repairs including but not limited to barriers, gates, armcos and signage (including crime, vandalism and accidental damage).

- General car park repairs (including but not limited to car park white lining and superficial repairs).

4.2 The monies collected from car park fines will be used to offset the costs of managing and maintaining the car park.

5.0 CANCELLATION OF FINES

5.1 The methodology which sits behind the issuing of car park fines or PCN's is one of prevention through a tangible, monetary based threat to ensure that a safe and efficient operation is maintained for all users.

5.2 The PCN thus should never be used as a method of revenue generation or as a form of punishment for the average user as this approach would undermine the integrity of the system and of those who operate it.

5.3 A PCN should only be issued where it is deemed that a breach constitutes a wilful contravention of the parking policy or represents a safety risk to fellow users.

5.4 Although a PCN may now be issued, a genuine mitigating circumstance may exist upon which this ticket may be cancelled by a named representative of the operator. Further to this, the 'Schedule of Circumstances' below lists those occasions upon which it would be acceptable to the operator to cancel parking tickets:

Schedule of Circumstances

1. Disabled customer who has not displayed their blue badge.

3. Customer who is temporarily disabled due to a recent accident or ongoing illness.

4. Customer who due to learning or language difficulties is unable to read or comprehend the car park terms and conditions.

5. Customer who was unable to comply with the car park terms and conditions due to a failure with one or more elements of the parking system.

5.5 All appeals must be received in writing with proof to back up any claims i.e. copy of blue badge etc. If a penalty notice is cancelled the reasons must be recorded, including details of the colleague who authorised it and retained for report and audit purposes.

5.6 Some employees of Lidl Great Britain Ltd may need to bring their car on to site in order to fulfil their day-to-day duties, or because they are involved in closing-up activities and need a car either for security reasons or due to the lack of available public transport services. In such circumstances, such users will be authorised to park for longer than 90 minutes through the use of a badge system or white list.

6.0 SUPPORTING TASKS

6.1 Baseline travel surveys of both customers and staff will be undertaken at the store within the first three months of occupation, in line with the agreed Travel Plan. Spot checks of the car park and cycling parking will take place concurrently to identify any capacity issues or unmet parking demand. Surveys will thereafter take place on an annual basis, for at least the first five years of store operation.

6.2 The annual surveys will identify how staff and customer travel to the store, why they travel as they do, and aim to identify measures which would encourage a change in travel habits to more sustainable modes of transport.

6.3 The surveys and spot checks will additionally identify whether, during school term times, the car park is routinely being used for the purpose of dropping-off or picking-up school children without an associated visit to the store.

6.4 The following steps will be undertaken by the Car Park Management Contractor, to address non-authorised use of the car park:

- To provide a warning to the car driver and occupants upon their return to the vehicle, if any vehicle in the Car Park has parked in any of the on-site parking spaces, but none of the occupants have entered the store. The registration plate of the car will be recorded and kept for future action, should they commit the offence more than once.
- Following a second offence, to issue an Excess Charge Ticket to any vehicle in the Car Park where the vehicle has parked in any of the on-site parking spaces, but none of the occupants have entered the store.

6.5 This CPMS addresses the key concerns of the City Council as expressed at Condition 12 of Lidl GB's permission with regard to a) the use of the store car park during school term times for pupil drop-off or pick-up and b) the use of the store car park as a rat-run for pedestrians, if such activities are not combined with a visit to the food store.