

only parking a vehicle which would incur a charge. The Country Park is well served by bus and is on the local cycleway network.

5. In 2014, as part of wider County Hall campus parking changes, the number of dedicated country park visitor-only car parking spaces at the Country Park was increased, so that fewer (but dedicated) spaces became available for staff parking during term time only. The whole of the Countryside Centre car park is available for country park visitors only, during school holidays. However, to deter unauthorised parking, a Car Park Attendant is employed by the Countryside Service Mon-Thurs 08:30-10:30.

Future Proposals

6. The proposal is to introduce car parking charges at Worcester Woods Country Park across 208 spaces, including 9 disabled spaces (i.e. the whole of Countryside Centre car park), 365 days per year (access to the car park is prevented after 10pm at night until 5am in the morning).

7. In developing the proposal at Worcester Woods Country Park, consideration has been given to the charges at other similar facilities locally. For example:

- Wyre Forest Visitor Centre (£3 for 0-2 hours, £4 for 2-4 hours, £5 all day)
- Malvern Hills Trust car parks (£4.20 minimum charge)
- National Trust car park at Clent Hills (£2.50 minimum charge)
- Queenswood Country Park (£1.50 <1 hour, £3.00 1-2 hours, £4.00 >2 hours)
- Annual passes at Malvern Hills Trust sites are £35, Coombe Abbey Country Park is £43.40, Crickley Hill Country Park is £150
- Birmingham City Council is currently introducing car parking charges at Lickey Hills Country Park, but the detail of the charge is not yet established
- Current charges at Waseley Hills Country Park are as follows:
 - Up to 1 hour – 90p
 - Over 1 hour - £1.90
 - Annual pass £27.

The Waseley Hills charges are increased annually. The proposed charges at Worcester Woods would be initially higher than Waseley Hills, but there is also a need to prevent or discourage unauthorised parkers who are not Country Park users but who might otherwise take a space instead of, for example, paying higher rates at the Hospital.

8. It is proposed that the charges introduced at Worcester Woods Country Park would be in the region of:-

Time	Charge
up to 15 mins	Free
up to 1 hour	

These charges are considered reasonable and will reduce the cost to the general council tax payer by providing an income stream to meet the costs of the service, are within the range of similar venues as listed above and reflect typical visitor lengths of stay.

9. The majority of visitors to the Country Park stay between 1 and 4 hours. So that non-users of the Country Park car park (e.g. hospital users, county hall campus staff and visitors) are dissuaded from purchasing an annual pass or paying for a whole day's parking, a time limit of 2 hours twice per day for an annual pass visit and a charge of £7 for a one-off visit of over 4 hours is being proposed. If charges are introduced, the number of previously non-users of the Country Park would be reduced significantly, to the benefit of genuine Country Park visitors.

10. The ability for people to park for free for up to 15 minutes will accommodate country park visitors who wish to use toilet facilities and/or purchase take-away refreshments at the Orchard Café.

11. Adherence to the parking charges will be managed via a 'pay on exit' system. This will reduce the need for enforcement by staff. Pay machines will be placed adjacent to the café, toilets and meeting rooms, which provide the main hub of the Country Park and where people tend to arrive at and leave the site from. Pay machines will offer several payment options including contactless payment.

12. Worcester Woods Country Park has a thriving, award-winning café which brings many visitors to the Country Park. The Council wants to maintain the positive working relationship with the café tenant and these proposals have been discussed with her. To incentivise patronage of the Orchard Café, the ability for visitors to get a refund of a percentage of the car parking charge if they spend over a set amount in the Orchard Café will be investigated.

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Privacy and Public Health Impact Assessments

29. The proposal may affect those on a lower income, may make a visit to the Country Park less attractive and so reduce potential positive effect on physical and mental health. Therefore: