

Business views on the impact of limited waiting in the Co-op car parks in Littleover village

The Coop in Littleover introduced 90 minutes maximum parking for their car parks at the end of November 2025. Customers at the Insomnia cafe are allowed to extend their parking period to 3 hours, and arrangements were made for staff at the Co-op businesses.

The changed situation was mentioned in the local Focus newsletters and online and the public encouraged to provide comments back to the Lib Dem councillors.

During March 2026 local Liberal Democrats surveyed the businesses in Littleover about how they feel it is now working. (App1). About half the businesses replied.

Littleover Village Community

Many responses, both on the survey forms and verbally, included comments about the value of the community and diversity of shops in the area. There was strong appreciation that the area thrived from this ecosystem of businesses.

The introduction of the parking limits, without consultation, was upsetting to many, and the lack of consideration for fellow businesses and shop staff has saddened people. The Coop's standing (as a major player in the area) has probably lowered as a result.

More worrying is that this initial change may result in further parking restrictions. Controllers of other parking areas in private ownership have become more protective of their land too, wanting to ensure that spaces are available for their customers. While recognising this would be a downward spiral, impacting even more badly on other businesses without their own parking, it was something they were prepared to consider for the sake of their own staff and customers.

Customers

There was oft-repeated a concern that the number of customers has reduced. Even given that retail activity often falls in the New Year, this seemed a very widely held view. It was supported by comments reported from customers as feeling less relaxed when shopping, or not having time to visit everywhere they had planned.

Some hair appointments, eye check-ups and computer/phone repairs are having to be tightly managed to fit into a 90 minute period. This puts extra pressure on both staff and customers, reducing the quality of the Littleover shopping experience.

People have stated that they are coming to Littleover less often, finding it harder to find appropriate parking and doing more shopping elsewhere.

Uncontrolled parking on side streets to the south of Burton Road has increased, according to local residents. Some have made requests for action to reduce this.

Parking for staff

Staff from many shops had been using the Co-op car parks. Some consciously parked in these car parks to leave space in the more limited parking available on shop frontages. With the time restriction, unlimited areas are attracting more parking, some of which are getting tightly congested with an increase in pavement and other inconsiderate parking.

Some staff, particularly charity shop volunteers, have suggested going to work elsewhere.

At the start of the day, parking is at a particular premium with some spaces being used by parents/carers bringing children to St Peter's Junior School. The restriction of parking in the main car parks mean that at least one shop is now opening later as there can be no where to park near North View for 9am.

Some staff reported that they are now more likely to walk or catch the bus to work.

Changes that might help

There were mixed views about whether there had been problems with parking management prior to the 2025 time restrictions being introduced. However virtually all businesses now considered the situation to be worse. The majority suggestion was to cancel the parking limits but there were several other suggestions put forward that might be considered too.

1. Increase in permitted parking time. 90 minutes was considered by many businesses to be not long enough. An extension up to 2 hours was mentioned several times, with a further limit to 3 or 4 hours being suggested by some.
2. Restriction of the period for which time limits apply. At present it appears that parking over 90 minutes is not allowed even in the middle of the night. Allowing unlimited parking before (say) 10am and after (say) 4 pm would protect from all day parking. However this could leave more flexibility for people wanting to follow a school run with a shopping trip, or to be eating out in the evening.
3. More permits for parking. Shop staff did consider themselves to be a special case and there were several requests for them to be allowed permits for extended parking. Some considered that payment for this privilege was acceptable.
4. Review of signage. There were several reports that drivers had missed or misunderstood the current signage. In particular, entering the car park past the Jet

garage people had missed signs. There was also some misunderstanding as to whether the car parks are still to open for all, rather than a limited period applying.

5. Introduce a pay-for-parking option for those who want more than 90minutes parking, possibly including a permit arrangement for staff from other shops.

Conclusion

Before and after footfall counts probably do not exist, but the perception is that customer number have reduced in Littleover Village. People are more stressed, clock-watching, so less likely to spend, and with less time to do so.

There had been an appreciation of mutual interest in the working of parking in Littleover Village. This has been upset. Areas of still unrestricted parking are becoming more in demand, increasing conflict and several parking owners have mooted further car park protectionism.

Implementing ideas around some or all of the five suggestions above could ease the pressures on customers and other businesses in Littleover without undermining the presumed purpose of the limited waiting introduction.

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What's good, bad or interesting about the new limited waiting in the Co-op car parks?

When limited parking (90 minutes or 3 hours if logged at Insomnia) was introduced at the [Littleover Village Co-op](#) owned car parks, the [Lib Dems](#) included an article in the regular Focus newsletter. Local councillors have been in touch with the Co-op, and Councillors Lucy Care and [Ajit Atwal](#) have encouraged local people to get in touch with their thoughts and experiences.

They would now like your thoughts as local shop-keepers and village businesses. They will summarise these and share them with the Co-op as part of seeking changes to improve the situation for everyone.

Please share your views...

What are your customers saying?

Are there any changes you'd like?

Your details:

Continue overleaf if needed.

Name

Phone

Business

Email

This will be collected back week commencing Monday 2 March or return to 17 Wade Avenue or scan and email to littleover@derbylibdems.org.uk by Friday 6th March if possible.

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