
Car Parking Scrutiny Review Meeting 2

Environmental Services



South
Northamptonshire
Council



DISTRICT COUNCIL
NORTH OXFORDSHIRE



Car Parking Scrutiny Review Summary

- 1st meeting general presentation on car parking covering income, costs, Apcoa etc
- Further detail on Charging, Neighbouring areas, Occupancy, Sainsbury's free car parking & footfall
- New Strategy



Car Parking Scrutiny Review

Free parking increases footfall?

Research Reports

- British Parking Association report Re-think! Parking on the High Street
- Assessing the Impact of Car Parking on footfall for the Welsh Government
- Association of Town & City Management report In Town Parking : What Works
- Vale of White Horse Scrutiny Committee- Review of free 2 hours parking



Car Parking Scrutiny Review

Reports key findings

- Factors effect footfall involve complex issues
- There is little published evidence which links free car park charges to changes in footfall
- Other factors such as availability of spaces can be felt by visitors to be more important than cost
- Two hours free car parking in Vale of White Horse reduced income by 44% (Over £330k) for CDC this would be around £700k/year



Car Parking Scrutiny Review Charges

- 80p/hour Banbury (£1.60/2 hrs, £3.50 all day)
- 60p/hour Bicester (£1.20/2hrs, £2.50 all day)
- No increase since 2011
- Bicester was due to rise to 70p/hour in 2011 but reversed due to Pioneer square construction
- Inflation effects 2018 prices should be:
- Banbury 98p/hour, Bicester 73p/hour (70p rise in 2013 would be 79p in 2018)



Car Parking Scrutiny Review

Comparison of charges near Neighbours

Near Neighbours	1 hour	2 hour	3 hours	All day
	£	£	£	
Aylesbury	1.00	2.00	2.50	£ 4.00
	£	£	£	
Leamington	1.00	2.00	3.00	£ 3.00
	£	£	£	
Stratford	1.00	2.00	3.00	£ 8.00
	£	£	£	
Warwick	1.00	2.00	3.00	£ 3.00
Witney	Free	Free	Free	Free
	£	£	£	
Oxford	3.00	4.00	7.00	£ 28.00



Car Parking Scrutiny Review Competition in Banbury



- 42% of spaces CDC managed by Apcoa contract
- NCP – 2 car parks- 444 spaces, £1.60/hr
- Castle Quay – 830 spaces, £1/hr, £1,70 for 2 hrs
- Others such as Spiceball & Chiltern Railways (£8/day)



Car Parking Scrutiny Review

Competition in Bicester

- 52% of spaces CDC managed by Apcoa contract
- Sainsbury (48%) – 485 spaces , free for 2 hours
- Sainsbury Prime location, 4 CDC car parks accessed off residential streets
- Other options Bicester Village, Park & Ride, Chiltern Railways(£8/day)



Car Parking Scrutiny Review

Usage since new contract

- Jun – Aug 18 comparison with Jun – Aug 17
- Banbury down by 4%
- Bicester income up 11%
- Bicester Cattle Market up 47%



Car Parking Scrutiny Review

Town Centre offer

- Banbury large number of empty shops



- Empty units in Castle Quay
- Castle Quay 2 development soon
- Bicester few empty units



Car Parking Scrutiny Review

Catering for our customers

	Ultra Short £	Short term £	Long Term £	Total £	Spaces	Income/Space	
Banbury	134,655	484,874	563,478.	1,183,007	914	£	1,294.32
Bicester	79,386	217,374	95,150	391,910	525	£	746.50
Total	214,041	702,248	658,628	1,574,917	1,439	£	1,094.45
Percentage Overall Income	14%	45%	42%				
Percentage Overall Spaces	5%	38%	57%				



Car Parking Scrutiny Review Occupancy

- Bicester Cattle Market 70-85% full by lunchtime
- Banbury Bolton Road 75% full by 09.00
- Ultra short stay car parks Banbury Market Place/Bicester Market Square full



- Bicester Claremont 50% lunchtime



Car Parking Scrutiny Review

Occupancy at key sites

Sites	12 months income	Number of spaces	Income/Space
Banbury			
Market Place	£135k	41	£3280
North Bar East	£82k	32	£2571
Horsefair West	£80k	32	£2501
Chamberlaine Ct	£94k	50	£1872
Bicester			
Market Square	£79k	30	£2650
Victoria Road	£40k	28	£1436
Claremont	£159k	159	£1000



Car Parking Scrutiny Review

Council Finances

- Reduction in Government financial support
- Council tax level unchanged for 8 years
- Cost pressures from enforced change CDC/SNC
- Other cost pressures such as changing recycling markets increasing costs by £200k/year
- New Waste Collection crew £160k/year
- Council needs to increase income streams



Car Parking Scrutiny Review

Charging Summary

- Charges are competitive with nearby towns
- Charges are competitive with local competitors
- Charges unchanged since 2011
- Footfall appears to be rising in Bicester (11%)
- Car Parking is not a statutory service
- Commercial land ?
- Car parking revenue important Council income source



Car Parking Scrutiny Review New Strategy

- Castle Quay development town centre disruption until Autumn 2020
- Utilising Apcoa's knowledge
- Pay on exit
- Contactless/card payment/Apcoa connect
- Future development on sites such as Bolton Road



Car Parking Scrutiny Review

New Strategy – More Pay on exit

- Customers under less time pressures
- More income/less enforcement
- Banbury Windsor St and/or Bolton Rd?
- Bicester Claremont ?



Car Parking Scrutiny Review

New Strategy – Supporting urban centres

- Provide better information about the urban centres for visitors in our car parks
- Improve signage to direct visitors to our sites



- Promote events in the urban centres
- Closer working with the Town & Parish Councils



Car Parking Scrutiny Review

New Strategy – Charging/Paying

- Competitive charges
- Major disruption in Banbury due to Castle Quay development
- Start closing the gap between Banbury & Bicester
- Bicester increased from Summer 2019?
- Banbury unchanged until CQ2 completion
- More cards/more Apcoa Connect/less cash



Car Parking Scrutiny Review

New Strategy – Capacity

- Banbury 914 spaces , Bicester 525 spaces
- Kidlington needs a bigger roundabout!



- Is more capacity required in the future?



Car Parking Scrutiny Review New Strategy

- Non statutory service, what are car parks for?
- Develop an Action Plan
- Charging strategy
- Access to & promotion of the urban centres
- Expand Pay on exit?
- Capacity, Charging Points, Decriminalised parking

