
Car Parking Scrutiny Review Meeting III

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
- 2nd meeting covered further detail on Charging, Neighbouring areas, Occupancy, Sainsbury's free car parking & footfall
- Initial draft New Strategy



Car Parking Scrutiny Review

New Draft Strategy

- Car Parks are a non Statutory Service so what are car parks for?
- Car Parks are on Commercial land and the asset needs to be managed at a significant cost
- How do car parks relate to the Council's Strategic Priorities?



Car Parking Scrutiny Review

What are our car parks for?

- To maximise commercial income?
- To provide car parking at a cost to the Council?
- To provide vehicle parking for residents, visitors, workers & others in the three urban centres?
- To provide parking to support the urban centres offering a range of options for different users at a competitive tariff and giving a range of payment choices?



Car Parking Scrutiny Review Strategic Priorities

- Protected, Green and Clean
- District of Opportunity and Growth
- Thriving Communities and Wellbeing



Car Parking Scrutiny Review

Protected Green and Clean

- Electric vehicle charging points
- LED lighting
- Attractive car parks
- Clear signage
- Solar panels/lighting



Car Parking Scrutiny Review

District of Opportunity & Growth

- Pay on exit
- Two hour free car parking trial
- Clear signage
- Sufficient capacity



Car Parking Scrutiny Review

Thriving Communities & Wellbeing

- Thriving town centres
- Promoting local events
- Maps/reference points – where you are
- Signage to the town centre



Car Parking Scrutiny Review Development of a Strategy



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Car Parking Scrutiny Review

Claremont Car Park

- 159 spaces & 12 disabled spaces
- Main short stay Council car park in Bicester
- Entry & Exit in Victoria road, residential street
- Signage to the car park poor
- Main competitor is Sainsbury (better location, clearer sign posting & free)



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

Claremont Income Potential

- 159 spaces
- Charging period 8am -7pm 11 hours
- Maximum income Mon- Sat £327k/year
- Maximum realistic income in period 9am – 5pm Mon-Sat £238k/year
- Actual income Mon-Sat £148k/year
- Actual income Mon-Sat 9am -5pm £142k/year



Car Parking Scrutiny Review

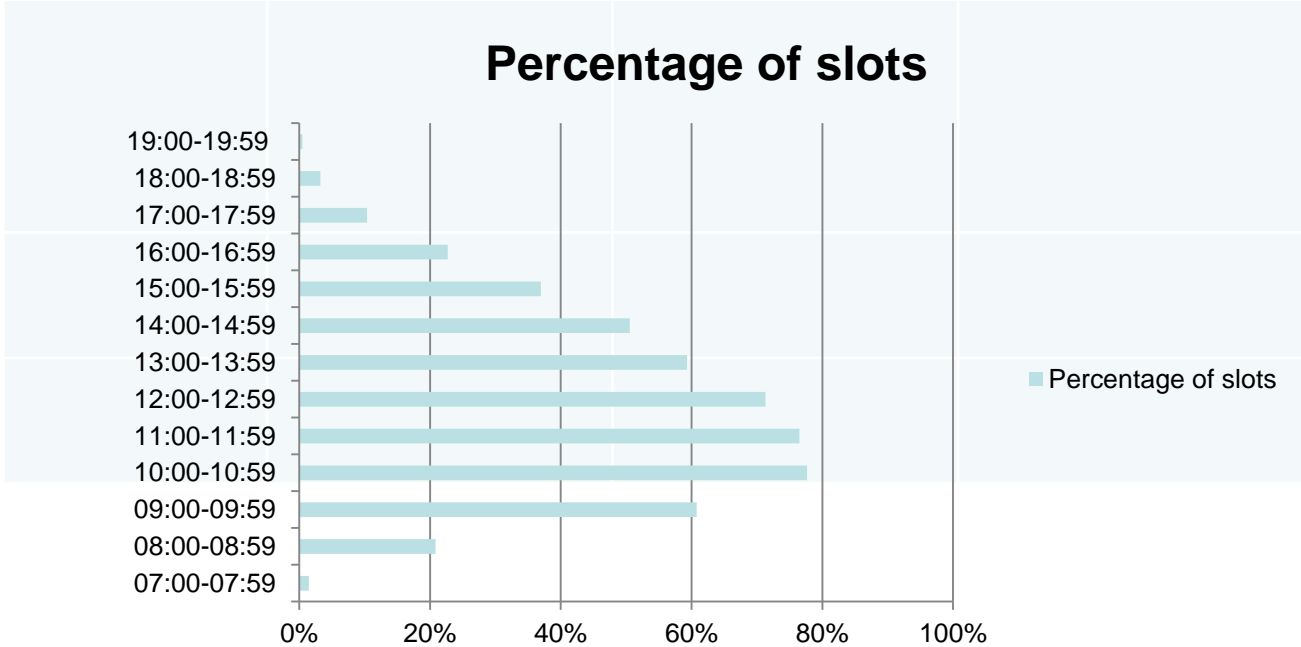
Claremont Occupancy

Monday-Saturday	Maximum potential	Actual Income	Occupancy
8am-7pm	£327k	£148k	45%
9am-5pm	£238k	£142k	60%



Car Parking Scrutiny Review

Claremont Occupancy



Car Parking Scrutiny Review Occupancy

- 60% between 9am -5pm
- Peak periods 10-2pm
- Peak days Fridays & Saturdays
- 11.30 am Saturdays - Full



Car Parking Scrutiny Review Claremont /Deans Court

- Most (60%?+) car park users leave Car Park via Wilko
- Deans Court offer is weak
- Private exit via Deans Court unappealing



Car Parking Scrutiny Review

Claremont impact of free for 2 hours

- Loss of £140-150k/year
- Difficult to contain to one car park , potential loss of £700k/year
- Usage of car parking 11% up in Bicester on last year so there are cheaper ways to increase usage
- Taxpayer subsidising a non statutory service?
- Difficult to justify future investment?
- Impact on other issues – cycling, bus transport



Car Parking Scrutiny Review

Claremont summary

- Competition is free, better sign posted, better located
- 60% of capacity paid for between 9am – 5pm
- Increase usage by improved signage, pay on exit
- Some capacity is needed for future growth
- Once capacity is used significant investment required



Car Parking Scrutiny Review

New Strategy – Charging/Paying

- Competitive charges with other towns
- 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
- Is this enough for the future as the towns grow?
- Banbury after CQ2?
- Will Claremont need another deck in the future?



Car Parking Scrutiny Review New Strategy

- Non statutory service, what are car parks for?
- What are we trying to achieve?
- Charging strategy?
- Access to & promotion of the urban centres
- Future investment, Expand Pay on exit?
- Capacity, Charging Points, Decriminalised parking

