CHERWELL DISTRICT COUNCIL

CAR PARKING STRATEGY 2019-2023

INTRODUCTION

This strategy sets out the Council's approach to the provision and development of car parking in the District. The Strategy is supported by an Action Plan which sets out improvements that will be delivered in the short to medium term, and aspirations and principles for the longer term.

CURRENT PROVISION

Council's car parks

The Council holds a large portfolio of car parks. The purpose of each differs depending on its location and size. Some are intended to encourage short stays in central locations, others are aimed towards supporting commuters who need to park for the duration of a working day.

The full listing of car parks for each of the urban centres is set out in Appendix 3

Whilst the Council provides a range of car parks to support the vitality of our town centres, there are also a significant number of car parks owned or managed by private operators for which the Council has no direct influence.

Thames Valley Police are responsible for the enforcement of all on street parking restrictions. To assist in this process Cherwell District has funded a full-time equivalent Police Community Support Officer (PCSO) to ensure parking enforcement across the district is carried out.

PRINCIPLES

We have identified a number of principles which will determine the way in which we make decisions about how to manage car parking in the district.

- Listen to residents and our communities and use their views to inform the council's approach to car park provision
- Protect the environment and character of our towns through the appropriate provision and design of car parks and management of on-streetcar parking
- Deliver value for money to all local taxpayers from the council's car park assets
- Use our portfolio of car parks to provide for a range of parking needs

Car parks are used to enable a variety of different activities such as shopping trips, commuting to work and accessing town centre services and facilities. The factors influencing why drivers use certain car parks are complex and include: location; perception of safety and security; cost of parking; and, layout and accessibility. The length of time that drivers choose to park also varies depending on the nature of their trip. Therefore, we will consider carefully the purpose of each of our car parks and consider which type of activity they are intended to support and how we can best manage them to provide that purpose.

STRATEGIC OBJECTIVES

The strategic objectives, set out below, have been developed to ensure that the council's provision of car parking support the council's four priorities as identified in our Business Plan:

Leading on environmental sustainability (ES)

By providing car parks that are safe and accessible we will support local businesses and residents. Our aim is to not only ensure our car parks are safe & easily accessible but also are clean & they consider the environment.

ES 1: Maintain our car parks so they provide a safe place to park and discourage anti-social behaviour.

ES2 2: Maintain our car parks to a high standard which contributes positively to the character of our town centres and provides a high quality experience for our customers.

ES3 3: Play our part in responding to the increasing demand for electric charging points.

Healthy, resilient and engaged communities (HRE)

We will use our car parks to enable and encourage residents and visitors to access the leisure, community and recreational activities in our town centres. We will ensure our car parks support those with additional physical needs. We will seek to address irresponsible and inconsiderate parking which disrupts the flow of traffic and use of pavements in our towns and villages.

HRE 1: Design the lighting, layout and surfaces of our car parks so they support users with additional physical needs.

HRE 2: Work with Oxfordshire County Council and other districts to improve the management of on-street parking and parking restrictions.

HRE 3: Seek ways in which our car parks can promote and support the leisure, community and recreational activities in our town centres.

HRE 4: Ensure our car parks return to normal following weather events such as heavy snowfall

An enterprising economy with strong and vibrant local centres (EE)

Our car parks play a fundamental role for people choosing to use the services and shops in our town centres. They also support the economy of our town centres by providing places for people to park while at their place of work. We will manage our car parks so they play a part in supporting the vitality of our towns.

EE 1: Improve awareness of our car parks, and the valuable role they play in supporting our town centres, through improved promotion and marketing activities.

EE 2: Review our car parking charges on an annual basis benchmarking charges against other nearby towns. Ensuring a balance is achieved between encouraging maximum use of our car parks in a way

that supports the needs of businesses, workers, shoppers and commuters whilst ensuring value for money for all taxpayers is also obtained.

EE 3: Ensure car parking capacity and the use of land for car parking is considered with our Planning & Economic Development teams as our urban centres grow & change

EE 4: Ensure car parking services utilises new technologies where appropriate including in the areas of information & payment

Development & Review of the Car Parking Strategy

The development of this car parking strategy has involved a variety of different stakeholders. A task and finish panel of District Councillors and other key stakeholders with particular interests in the three urban centres such as Banbury Bid & Bicester Vision.

The Strategy has been taken through the usual democratic process covering Overview & Scrutiny, Executive and public consultation in early 2020

The accompanying action plan (appendix 2) to deliver this strategy will be reviewed on an annual basis with a full review of the Strategy before the end of this current strategy