

This report is Public	
One Hour Free Parking Proposal at Castle Quay	
Committee	CLT
Date of Committee	20 March 2024
Portfolio Holder presenting the report	Not applicable
Date Portfolio Holder agreed report	20 March 2024 (once agreed)
Report of	Assistant Director Property Mona Walsh

Purpose of report

Proposal for implementation of one hour free parking offer at Castle Quay Banbury during April 2024 (to incorporate Easter period). To note feedback and evaluation of Christmas and New Year 2023/24 trial of free Sunday parking.

1. Recommendations

- 1.1 To approve proposal for implementation of one hour per day free parking offer at Castle Quay Banbury during April 2024.
- 1.2 To note feedback and evaluation of Christmas and New Year 2023/24 trial of free Sunday parking at Castle Quay.

2. Executive Summary

- 2.1 The Council offered free parking at Castle Quay every Sunday from 3 December 2023 to 1 February 2024. This was to help improve footfall and town centre vitality and provide evidence in order to evaluate success/impact of scheme.
- 2.2 Evaluation of the December offer resulted in no positive impact on footfall and a reduction in car parking revenue of £14,181.
- 2.2 The Council is now considering the introduction of a further trial of one hour free car parking in April 2024. The reduction in revenue is estimated at £17,600. This will provide further information to assess impact on footfall and revenue.
- 2.3 A further report will be taken to CLT with details of the evaluation of the April 2024 trial. This will help inform future car parking strategy.

Implications & Impact Assessments

Implications	Commentary			
Finance	<p>There are minor anticipated financial implications (in the context of the overall car parking income budget) associated with this trial to gain a better understanding of the impact of parking charges on footfall in the town centre. This will need to be managed across the service's overall budget.</p> <p>Michael Furness, AD Finance (S151 Officer) 20 March 2024</p>			
Legal	<p>There are no legal implications.</p> <p>Shiraz Sheikh, AD Law and Governance (Monitoring Officer) 20 March 2024</p>			
Risk Management	<p>There are no risks arising from this report. Any arising risks will be managed by the relevant service operational risk register and escalated to the leadership risk register as and when necessary.</p> <p>Completed by Mona Walsh, AD Property 19 March 2024</p>			
Impact Assessments	Positive	Neutral	Negative	Commentary
Equality Impact				N/A
A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?		■		<p>Neutral</p> <p>Completed by Mona Walsh, AD Property 19 March 2024</p>
B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?		■		<p>Neutral</p> <p>Completed by Mona Walsh, AD Property 19 March 2024</p>
Climate & Environmental Impact				This would be carried out once the evaluation results are available
ICT & Digital Impact		■		Not applicable
Data Impact		■		Not applicable
Procurement & subsidy		■		Not applicable
Council Priorities	An enterprising economy with strong and vibrant local centres			
Human Resources	Not applicable			

Property	Introducing one hour free car parking during April 2024 at Castle Quay will provide information about impact on footfall and feedback from Castle Quay on site team to help inform evaluation and any decisions about future changes to parking offer. Mona Walsh, Assistant Director Property 19 March 2024
Consultation & Engagement	BPM

Supporting Information

3. Background and Details

- 3.1 The Council offered free parking at Castle Quay every Sunday from 3 December 2023 to 1 February 2024. This was to help improve footfall and town centre vitality and provide evidence in order to evaluate success/impact of scheme.
- 3.2 Evaluation of findings:
- Castle Quay car park ticket machines are capable of providing data to assess the impact of the trial. The centre management team gathered information and feedback about scheme.
 - There was no positive impact on footfall, but the initiative was greatly appreciated by the retailers over Christmas shopping period and well received by the public.
 - 11,818 cars visited the car park during the trial period.
 - £14,181 impact on revenues/car park payments lost
- 3.3 The Council is now considering offering 1 hour free car parking at Castle Quay 7 days per week during April. This will provide further information to assess the impact of a different charging regime on footfall and carpark use and occupancy.
- 3.4 The potential worst case impact of the April 2024 proposal in terms of lost revenues/car park payments is estimated at £17,600. This estimate is based on a review of April 2023 car parking data.
- 3.5 The evidence arising from the trial will be assessed and a report taken to CLT as soon as possible, and hopefully by early June. The evidence and assessment will help inform future decision making about car parking strategy and any further trials needed.

4. Alternative Options and Reasons for Rejection

- 4.1 The following alternative options have been identified and rejected for the reasons as set out below.

Option 1: Do Nothing

This option has been rejected as it fails to provide the Council with the information needed to enable a robust decision making about impact of parking charges on footfall and car park usage.

Option 2: Implement Free Parking on a Permanent Basis.

This option has been rejected as it is important to have the opportunity to test the impact of a different charging regime on footfall and car park usage and would be unaffordable within the context of the council’s 2024/25 budget.

5 Conclusion and Reasons for Recommendations

5.1 Rationale for one hour free car parking at Castle Quay in April 2024:

- Gain an understanding of the impact on footfall and town centre vitality.
- Provide evidence in order to evaluate success/impact of scheme.
- Follow on from an earlier trial during Christmas and New Year 2023/24.
- Inform future Car Parking Strategy.

Decision Information

Key Decision	No
Subject to Call in	No
If not, why not subject to call in	N/A
Ward(s) Affected	Banbury Cross & Neithrop Ward

Document Information

Appendices	
Appendix 1	None
Background Papers	None
Reference Papers	None
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