Warwick District Council Car Park Strategy 2017-2027 (v9)

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1. Introduction

1.1. Overview

This strategy sets out Warwick District Council's approach to managing the provision of car parking serving the towns of Royal Leamington Spa, Warwick and Kenilworth. The strategy provides a framework for decision making between 2017 and 2027.

The Council's previous Car Park Strategy covered the period 2007 to 2012, and included both on and off street parking provision and enforcement. In 2014 Warwickshire County Council took back responsibility for on street parking enforcement, which is now delivered through an external provider. This strategy therefore focuses mainly on the off street car parking service, although due to the links with other providers and transport strategies it cannot be developed or delivered in isolation.

This strategy considers the current level of car parking provision in the district, issues that the service faces, and the opportunities and challenges going forward. It also addresses disabled parking provision, car park charges, managing the environmental impact of car parking and the impact of car parking on the local economy.

1.2. Vision

Warwick District Council's corporate vision for the district is to make it **a great place to live, work and visit** where we aspire to build sustainable, safe, stronger and healthier communities. There is a corporate policy framework, known as Fit For the Future, that ensures that all strategies, projects and service plans focus upon three key themes: services, people and money.

Warwick District Council and its partners are trying to deliver this vision together through the Sustainable Community Strategy. This car parking strategy has therefore been aligned with the Sustainable Communities Strategy to ensure it addresses the relevant strategic aims as required – namely those concerned with **Prosperity**, **Health and Wellbeing** and **Sustainability** - as well as the wider national, regional and local policies and priorities.

Car parking is an important resource that supports the economic and social vitality of our town centres. It can be costly to operate however and, when taken as a whole, can also have some negative impacts (i.e. environmental impacts) that need to be managed and addressed.

Giving consideration to this, this car parking strategy seeks to align with District Council's corporate vision in the context of local, regional and national policies and priorities.

1.3 Action Plan

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This strategy covers the period 2017-2027 and provides a framework for decision making in the present and future.

An action plan for the period 2017-2020 can be viewed at Appendix 1. The action plan will be reviewed continuously and revised and updated as required.

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2. Background and Policy Context

2.1 Spatial context

Warwick District lies between the city of Coventry and rural parts of Solihull to the north, Stratford-on-Avon District to the south and Rugby Borough to the east. It has good transport links by rail to Birmingham and London and the M40 provides a good link to London and the south east as well as to the West Midland conurbation. Warwick District's enviable location encourages high levels of commuting both into and out of the District.

The three main town centres of Royal Leamington Spa, Kenilworth and Warwick provide a focus for retail, leisure and employment. The unique and high quality environments of these town centres has meant that they have been relatively resilient to the recent recession and the competition from online retailing and other retail areas and town centres. Despite this there has been an increase in vacancy rates and a fall in rents in some of parts of the town centres indicating a need to continue to focus investment in these areas.

The District has a growing, ageing, ethnically diverse and highly skilled population. 90% of the 137,700 residents (2011 Census) live in the main urban areas of Kenilworth, Warwick, Whitnash and Royal Leamington Spa with the remaining 10% living in a number of relatively small villages. The population has grown from 124,000 in 2000 — an 11% increase — and is forecast to continue to grow, with potentially a 17% growth over the next 15 years.

Compared to other parts of Warwickshire, a higher proportion of the District's population is of working age. The highest rate of projected population growth in the future is expected to be amongst those aged 65 and over.

2.2 Policy Context

The overall policy context for Warwick District's Car Parking Strategy has been set within the framework of national, regional and local transport policy, alongside the wider economic, environmental and social context that transport must operate within.

Key relevant policy documents which have shaped the strategy include:

- Department for Transport's (DfT's) guidance on Local Travel Plans
- Local Transport Plan (LTP) for Warwickshire
- Sustainable Communities Strategy
- Strategic Approach to Sustainability and Climate Change
- Air Quality Action Plan

Further details of the key considerations given with respect to these policies can be seen in Appendix 2.

3. Baseline Review

3.1 Parking in Warwick District

The first consideration for the car park strategy is the level of parking provision in Warwick District i.e. what is the current parking supply in the District and what is the demand for parking?

When considering and developing the car park strategy with respect to parking provision, the towns of Royal Leamington Spa, Warwick and Kenilworth are considered separately in the first instance in recognition of their unique identities and characteristics.

Additional considerations, including charging and car park quality are discussed separately and from a wider district perspective.

For the purpose of the strategy guidance has been followed which suggests prime retail car parks are within 400m of the respective town centre. Viable visitor and commuter car parks are considered to be within 1000m of the town centre[1] (see maps in Appendix 3).

It should also be noted that it is usual in the parking industry that when considering supply and demand of parking to assume 85% is optimum occupancy in practical terms (95% in barrier-controlled car parks)[2].

3.1.1 Royal Leamington Spa

In 2017 in Royal Leamington Spa (Fig 1.) there is approximately 6596 publically available parking spaces split as 72% on-street and 28% off-street.

Within the central areas there is a mix of restricted on-street parking options with unrestricted on-street parking on the fringe areas.

There are a further 1844 off-street parking spaces provided across 11 District Council owned car parks, 1 District Council managed private car park and 1 privately operated car park. 7 of the District Council operated car parks are considered to be in prime retail locations with the remainder serving the demands of commuters or the demands of the local areas in which they are located. Details of the parking stock can be viewed in Appendix 4.

The three MSCP's at Covent Garden, St. Peter's and the Royal Priors provide 69% of the off-street capacity in the town centre area with the remaining town centre parking being in the form of surface level car parks which typically provide around 50 spaces.

Research suggests that the period of peak demand for parking in Royal Leamington Spa is 13:00, Monday to Saturday. Day to day demand for off-street parking typically

[1] In accordance to CIHT Providing for Journey's on Foot 2000

[2] This is derived from the work of Donald Shoup, research professor of urban planning at the University of California, Los Angeles who popularised the theory that an 85% occupancy rate of on-street parking spaces would be the most efficient use of public parking. When cars at any given destination occupy more than 85% of parking spaces, then cars arriving at that destination are forced to circle in order to find an unoccupied parking space.

uses up to 84% capacity at average peak demand [3] with usage diminishing either side of the peak lunchtime period. Peak demand for on-street parking is typically around 69% with higher use of unrestricted spaces on the edge of town compared to the pay and display spaces within the centre.

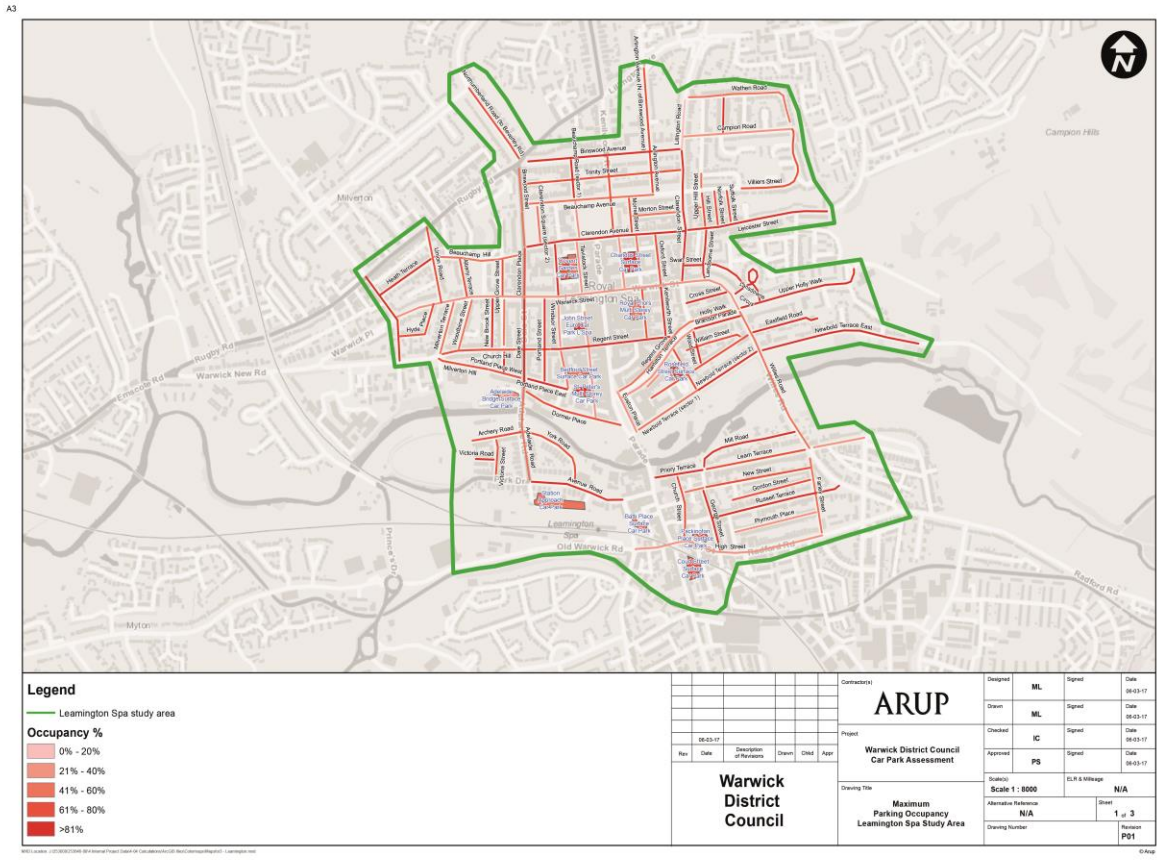
Ticket sale data suggests seasonal peaks in demand for parking in Royal Leamington Spa occur in June, August and November.

It is acknowledged that some car parks are full at peak periods however others sit with lower occupancies. It is clear therefore that provision of car parking across the town centre is to some extent fragmented.

The majority of parking usage in off-street car parks in Royal Leamington Spa is short stay, with long-stay parking events occurring most commonly in the multi-storey car parks at Covent Garden and St. Peters. In 2016/17 short stay parking (4 hours or under) accounted for 81% of ticket sales in Royal Leamington Spa. Long stay parking (4 hours or over – excluding season tickets) accounted for the remaining 19% of ticket sales.

Four electric vehicle charging points are provided in Warwick District Council's two MSCP's presently. No data is available to qualify their usage although anecdotal evidence suggests they are used daily and the demand for use has increased over recent months.

Coach drop off points are in place at Jephson Gardens with coach parking available at Newbold Comyn.



[3] Arup Warwick District Car Parks Assessment and Report, May 2017

Fig. 1 Leamington Study Area and Parking Demand (Arup)

3.1.2 Warwick Parking Provision

In 2017 in Warwick *(Fig 2)* there is approximately 2546 publically available parking spaces split as 49% on-street and 51% off-street.

Within the central areas if the town there is a mix of restricted on-street parking with unrestricted on-street parking on the fringe areas.

There are a further 967 off-street parking spaces provided in 11 District Council owned car parks. 7 of the District Council operated car parks are considered to be in prime retail locations with the remainder serving the demands of commuters or the demands of the local areas in which they are located. Details of the parking stock can be viewed in Appendix 3.

The Linen Street MSCP provides 16% of the off-street capacity in the town with the remaining parking being in the form of surface level car parks which typically provide around 40 spaces.

Research suggests that the period of peak demand for parking in Warwick is 13:00, Monday to Friday. Day to day demand for off-street parking typically uses up to 94% capacity at average peak demand according to a recent study undertaken by Arup with usage diminishing either side of the peak lunchtime period. Peak demand for on-street parking is on average around 61% although demand in town centre locations is higher 77% with ample unrestricted parking spaces on the edge of the town centre.

Off-street capacity in Warwick increases at weekends with the availability of Warwickshire County Council car parks at Cape Road and Barrack Street available for public use.

Ticket sale data suggests that seasonal peaks in demand for car parking in Warwick occur in July and September.

It is noted that at peak times most town centre car parks are full however other car parks on the periphery of the town that could potentially offer alternative short stay or long-stay commuter parking are significantly underutilised notably St. Mary's Land Area 3 and St. Mary's Land Area 2.

The majority of parking usage in off-street car parks in Warwick is short stay, with long-stay parking events occurring most commonly in Linen Street multi-storey car park. In 2016/17 short stay parking (4 hours or under) accounted for 93% of ticket sales in Warwick.

On the edge of the town is St. Nicholas Park, Warwick's key destination park. All weather parking at this site support the open space and leisure centre which is currently undergoing improvement work. A seasonal car park on the nearby open space known as Myton Fields offers large amounts of overflow parking in the Spring and Summer months.

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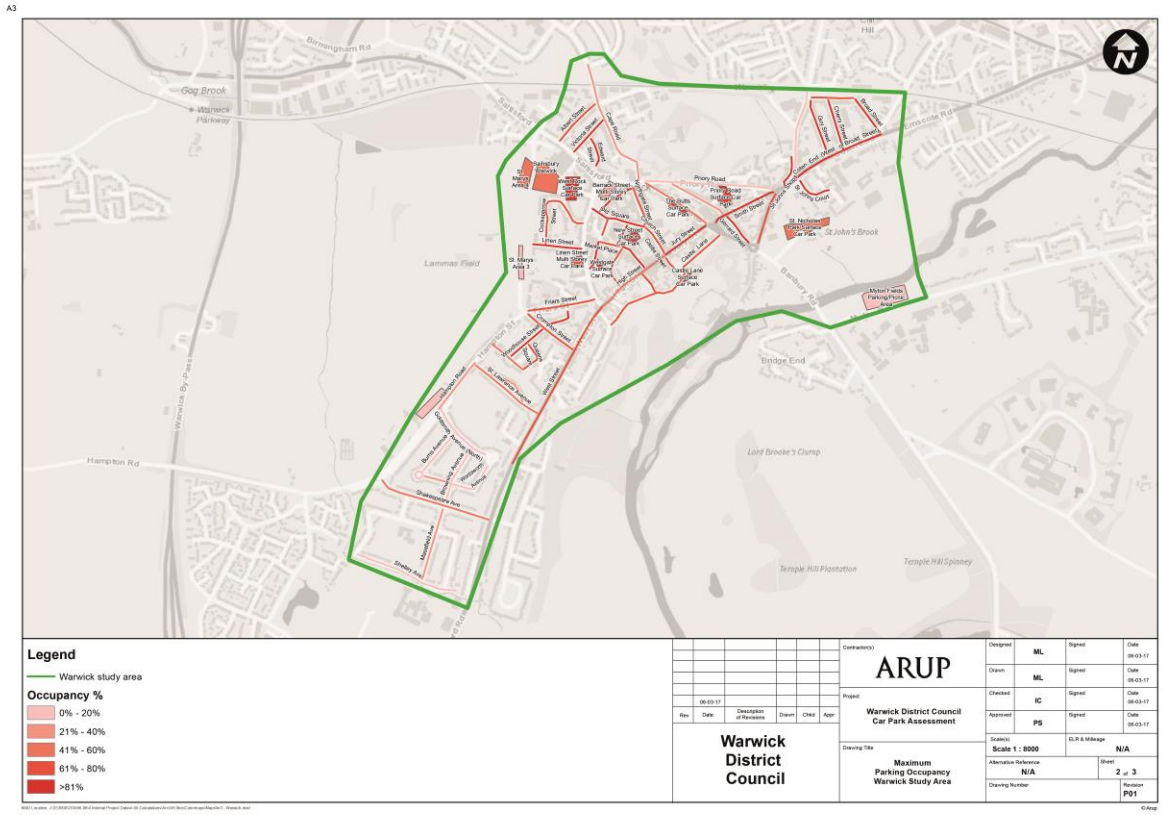

Fig. 2 Warwick Study Area and Parking Demand (Arup)

3.1.3 Kenilworth Parking Provision

Within the town of Kenilworth (Fig. 3) there is approximately 1771 publically available parking spaces split as 52% on-street and 48% off-street.

Within the central areas parking is primarily in off-street car parks with on-street car parking available on the periphery of the town centre.

There are a further 446 off-street parking spaces provided in 3 District Council operated surface car parks. 2 of these District Council operated car parks (Square West and Abbey End) are considers to be in prime retail locations with the remainder serving the demands of commuters or the demands of the local areas in which they are located. Details of the parking stock can be viewed in Appendix 3.

The two surface car parks provide all of the District Council managed off-street capacity in the town centre area. The remaining town centre parking is derived from private car parking at Sainsbury's off Warwick Road and Waitrose on Bertie Road.

Research suggests that the period of peak demand for parking in Kenilworth is 13:00, Monday to Saturday. Day to day demand for off-street parking typically uses up to 71% capacity at average peak demand according to a recent study with usage diminishing either side of the peak lunchtime period. Peak demand for on-street parking is typically low at an average of 36%.

Ticket sale data suggests that seasonal peaks in demand for car parking in Kenilworth occur in July, September and December.

It is noted that at peak times Abbey End car park is full to capacity however Square West car park is significantly underutilised in comparison despite its similar proximity to the town centre.

In 2016/17 short stay parking (4 hours or under) accounted for 98% of ticket sales in Kenilworth.

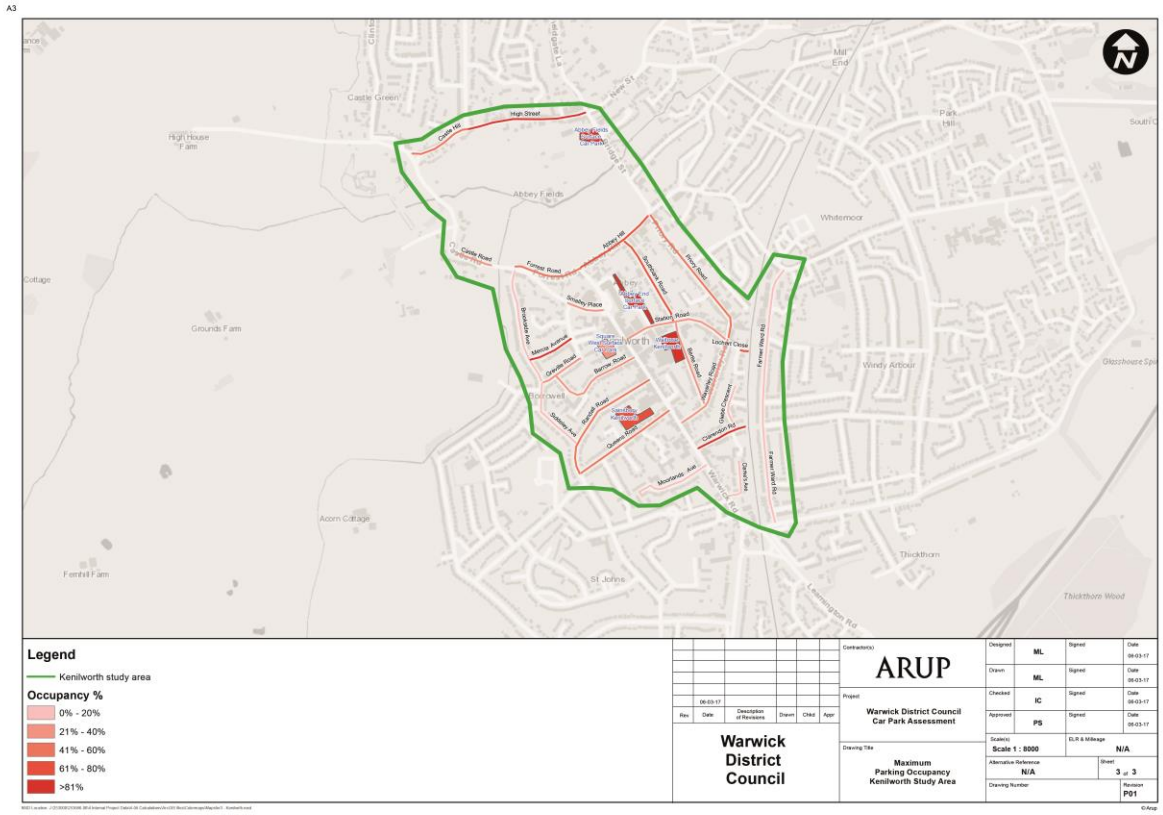

Fig. 3 Kenilworth Study Area and Parking Demand (Arup)

3.2 Parking Information

Electronic Variable Message Signs (VMS) are currently in operation in both Royal Leamington Spa and Warwick, although only the system in Royal Leamington Spa offers real time parking data allowing users to make an informed choice based on available parking spaces. Fixed plate signage is used extensively in all town centres.

Information about fees and charges is clearly signed in all car parks and is also available online at warwickdc.gov.uk. The website also gives full information on car park location and spaces. The website is responsive meaning it adapts for viewing on tablets and mobile phones which offers benefits to those viewing the website on the go.

3.3 Resident Parking

On-street resident parking schemes are managed and administered by Warwickshire County Council.

Warwick District Council manages a limited amount of off-street surface car parking adjacent to housing areas across the District. Details of resident parking permit numbers in the study areas can be viewed in Appendix 3.

3.4 Facilities and Payment

A recently conducted independent quality audit has found Warwick District Council's existing car park facilities to be of 'good quality' although some would benefit from attention[4]. The most important areas for improvement are related to lighting, staffing, CCTV cameras and pedestrian safety.

Motorcycles and bicycles can be parked in designated areas at a number of off-street surface car parks across Warwick District free of charge. Metal hoops are provided in certain car parks for added security.

All car parks operate a pay and display system with the exception of St. Peters and Covent Garden Multi-storey car parks which are pay on exit. To date all payments are by cash, taken at the pay machines located in each car park. Other payment methods have been previously investigated, but have been cost prohibitive and unpopular with customers until recently.

Payment technology for parking machines has advanced significantly in the last 10 years and all new parking equipment will need to be fitted with the correct technology to allow customers to pay quickly and reduce cash collected from machines.

3.5 Off-Street Parking Fees and Charges

At time of writing, Warwick District Council currently operates linear charging at its off-street car parks at a rate of £1 an hour. All day parking is generally charged at £4.50. It is noted that some variations in tariffs exist across each individual town which reflects local circumstances or is a reflection of previous attempts to encourage greater use of underutilised car parks.

A fixed number of season tickets are available in each off-street car park to provide a better value all day parking option for people living and working in the District's town centres. Purchasing of a season ticket does not guarantee a parking space within that car park and season tickets are issue on a first come first served basis (although customers do have an option of joining a waiting list).

Warwick District Council currently offers free parking for blue badge holders in all its off-street car parks. There is designated wide bay disabled parking bays in most car parks, to allow those with more mobility and accessibility issues extra space to maneuver out from the vehicle.

[4] Arup Warwick District Car Parks Assessment and Report, May 2017

Warwick District Council staff are currently provided with parking permits as part of their terms of employment that allow free use of specified Council car parks for Council business.

3.6 On-street Fees and Charges

On-street parking charges are set by Warwickshire County Council. Warwick District Council's off-street charges have to reflect the County Council's charging policy in accordance with the terms of the de-criminalisation application to the Department for Transport for on-street parking. As such Warwick District's short stay charges in its off-street car parks cannot exceed on-street charges.

3.7 Enforcement

The Council carries out enforcement activities across all of its paid for surface and multi-storey car parks through a staffed, Ranger service. Enforcement is just one of the roles of the Council's Ranger Service, and is not their main function. However to ensure car parks are used appropriately there are rules and restrictions that need to be adhered to. A Penalty Charge Notices (PCN) is only issued when a contravention has taken place and staff members are not able to rectify the issue by speaking to the driver.

All Rangers are fully trained prior to taking up the role of enforcement, and are not given targets or financial incentives for in relation to the number of PCNs issued. The Ranger Service is currently subject to a review with a view to ensuring the correct balance between parking management and cost-effectiveness.

On-street parking enforcement is managed by Warwickshire County Council as Highways Authority through a private contractor.

3.8 Outside the Town Centres

In addition to the discussed car parks where charges are applied there are a number of other car parks in the District which are currently free and are not patrolled by the Ranger Service. They are however maintained and managed by Warwick District Council. These include:-

Newbold Comyn	Royal Leamington Spa
Victoria Park	Royal Leamington Spa
Riverside House	Royal Leamington Spa
West Close	Royal Leamington Spa
Scar Bank	Warwick
Castle Farm	Kenilworth
Oakley Wood Crematorium	Royal Leamington Spa
Housing Estate car parks	District wide

3.9 Finance and Investment

The car park income for Warwick District Council was budgeted at £3,019,000 for 2016/17 with revenue expenditure expected to be £1,892,000 (before depreciation charges). Pay and Display income accounted for nearly 90% of this figure.

Whilst car parking demonstrates a revenue surplus, it does not reflect the underlying costs of maintaining these assets. A car park memorandum account was drawn up using 2016/17 budgets to include the notional interest costs of the car parks and also capital depreciation charges. Taking account of the carrying costs of these assets, the 2016/17 budget forecasts a net loss of some £300,000.

It is noted that current reserves are not large enough to maintain the carpark assets. Insufficient income is being generated to fund the Carpark Reserve with this shortfall estimated to be around £300k per annum. Any actual income from Car Parking in excess of that budgeted is appropriated to the Car Park Repairs and Maintenance Reserve. This reserve is forecast to stand at £242,000 at the end of 2016/17 before any appropriations to it.

The planned maintenance programme for surface car parks sets out the amount of money required to keep car parks in a useable condition over the next 5 years as shown below:

Year 1 (2016/17)	Year 2 (2017/18)	Year 3 (2018/19)	Year 4 (2019/20)	Year 5 (2020/21)
£65,115	£19,000	£188,645	£176,200	£26,250

Costs have also been calculated for the medium to long term, from 2021 through to 2045.

Year 6-10 (2021-2025)	Year 11-15 (2026-2030)	Year 16-20 (2031-2035)	Year 21-25 (2036-2040)	Year 26-30 (2041-2045)
£394,500	£870,000	£526,200	£819,650	£481,200

General Repairs and maintenance are currently dependent on there being sufficient monies in this Reserve. In February 2017, the Council has projected an ongoing £830,000 deficit by 2022/23 unless further savings can be identified which restricts its ability to fund these works by other means.

Structural surveys of the District Council's MSCP's has identified serious structural issues at Linen Street and Covent Garden car parks, which has a significant impact on the council's finances and strategic parking options. Business cases are being drawn up to demonstrate financially viable options to redress this.

3.10 Future Parking Demand

Traffic growth predictions for the period from 2017 to 2029 have been undertaken using the Government's TEMPRO/National Trip End Model (NTM). The forecasts take into account national projections of population, employment, housing, car ownership and trip rates. The NTM is then applied in conjunction with local factors from the TEMPRO database to give an overall prediction of traffic growth for the

years specified. Whilst TEMPRO/NTM predicts traffic growth rather than parking demand, every trip must and finish in a parking spot of some sort and is it therefore considered reasonable to use traffic growth as proxy for parking demand growth.

Interrogation of the TEMPRO/NTM database, locally adjusted for Warwick District gives a growth factor of 1.168 (i.e. just below 17%) for the period 2017 to 2029.

3.11 Asset Management

Although car parks generate a significant amount of revenue they can be expensive assets to provide and maintain. The Council is developing an Asset Management Strategy to ensure the assets managed by the Council are necessary for it to meet its strategic objectives, and are financially viable in the short, medium and long term. Car parks are included within the scope of the strategy and a list of the perceived development opportunities and implications can be viewed in Appendix 4 of this strategy.

3.12 Park and Ride

There is an aspiration within both Warwickshire County Council and Warwick District Council to pursue a Park and Ride option for Leamington Spa and/ or Warwick and the Local Plan protects areas of search for potential park and ride facilities to the south and north of Warwick and Leamington. The current ASPS planning application, granted on appeal in 2016, is for 900 dwellings on a 142 acres site that will include a 500 space Park & Ride car park adjacent to Greys Mallory roundabout, south of Leamington and Warwick.

Were the Park & Ride scheme to come forward it could lead to a drop in demand for town centre parking in Leamington Spa and Warwick. Park and Ride schemes, however, can be challenging to make financially viable and several towns and cities have reduced or abandoned existing arrangements. Coventry's northern Park & Ride site was closed in 2013 and the southern site changed from a dedicated service to become a stop on an existing bus route. The Swansea West Park & Ride was closed 2016 due to insufficient users, as was the Dorchester scheme. Ipswich has seen services cut and the number of sites reduced.

3.13 Reports and Consultation

Findings of recent studies undertaken by FutureFocus and Arup have been considered as part of this strategy.

In May 2017 a Task & Finish Group reported to Warwick District Council's Overview and Scrutiny their findings and recommendations with regards to parking charges in off-street car parks. These findings and recommendations have been considered when drafting this strategy

It is proposed that a wider consultation with key stakeholders and members of the public on the draft strategy will take place between July and September 2017.

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Key Issues and Challenges

4.1 Key Issues

As in the previous chapter the key issues when considering parking provision are presented town by town followed by an appraisal of the general issues facing the Car Parking service in a wider district context.

4.1.1 Royal Leamington Spa

The baseline indicates that presently there is an acceptable level off-street parking stock to cater for the average demand in the town centre with additional capacity from on-street parking alleviating what pressure there is on the off-street service. It is recognised however that seasonal fluctuations in demand, particularly around the summer holiday and Christmas period, put pressure on the existing parking service and consideration to helping manage this issue should be considered.

With demand forecast for parking forecast to increase by around 17% by 2027 there are some longer term concerns about Leamington's ability to manage demand given with its existing parking stock and parking management arrangements however.

Assuming no changes to the existing parking stock in Leamington Spa parking demand across the town centre is forecast to exceed 85% by 2023. This forecast would be subject to change in the context of any future development or loss of parking assets in the town.

Changes to town centre parking infrastructure with the closure and redevelopment of Covent Garden car park will present more immediate challenges with limited alternative parking options in the town centre that users can be diverted to.

4.1.2 Warwick

The baseline for Warwick indicates a high level of demand on town centre parking – both on and off-street - at peak periods which at times will compromise the effectiveness of the service. The availability of large car parks at Cape Road and Barrack Street for public use at weekends does reduce the impact of seasonal and weekend demands on the service however. As these car parks are not within the District Council's ownership this does bring its own challenges however.

There remain high levels of existing, underutilised off-street parking stock on the edge of the town centre and redirecting a proportion of existing users to these car parks could have a notable benefit to the effects of parking congestion in the centre of the town. Forecast growth in demand of 17% for town centre parking further necessitates the need to encourage better use of this existing infrastructure.

Assuming no changes to the existing parking stock in Warwick parking demand across the town centre is forecast to reach 85% by 2029. This forecast does require greater public use of underutilised car parks and would be subject to change in the context of any future development or loss of parking assets in the town.

In the short-term the structural issues facing Linen Street MSCP creates challenges. With the car park facing closure an effective displacement plan will need to be implemented to minimise the impact of the reduction in town centre parking on the

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town centre. Moreover a decision will need to be made with respect to the re-provision (and funding) of car parking in the town centre which existing demand and usage suggests to be a necessity. The car parks at St. Mary's Lands 2 and 3 are underutilised presently but improvements to infrastructure and potential rebranding of the car parks may encourage increased usage at these sites.

On the edge of the town centre, the District Council had invested significantly in the leisure centre at St. Nicholas Park. New operators will seek to increase footfall, the consequence of which will see additional pressure on the car park at the site. On warm, summer days, St. Nicholas Park car park and the adjacent Myton Fields car park can see demand exceed the spaces and consideration needs to be given to parking management to ensure this demand does not compromise the objectives of the leisure centre investment.

4.1.3 Kenilworth

Kenilworth town centre is currently well served by its off-street car parks with additional capacity supplemented by privately operated car parks in the town centre. The short term issue for the town centre is to ensure that visitors are aware of the alternative car parking at Square West car park to ensure a more balanced use of the parking facilities and that potential revenue is not being lost to private car parking.

Assuming no changes to the existing parking stock in Kenilworth parking demand across the town centre is not forecast to reach 85% within the time period covered by this strategy and beyond. This forecast would be subject to change in the context of any future development or loss of parking assets in the town.

A more pressing issue concerns parking provision at Abbey Fields. The car park serves Abbey Fields, the leisure centre at the site and the traders in Old Town, Kenilworth. Demand frequently exceeds supply at this location currently to the detriment of each of the stakeholders and user groups.

4.1.4 General Key Issues

Currently the car park service operates at a loss of approximately £300k per annum taking into account the revenue it generates when compared to the cost of managing and maintaining the service.

There is a desire to close the gap in the account and consideration will need to be given how this can be achieved through management of the parking services. Alternatively the District Council may consider exploring alternative management models for some or all of its off-street car parks (i.e. private management, charitable trusts). Changes to how the service is managed could have an impact on the District Council's ability to generate revenue and manage fees and charges.

Parking management presents two issues for consideration. Firstly the existing off-street parking enforcement undertaken by the Ranger service is due to be reviewed to ensure it is a cost-effective approach to managing enforcement in off-street car parks. If not found to be sustainable an alternative approach will need to be devised to ensure the car parks remains effective from a space management perspective. Secondly with on-street parking management, including setting of fees and charges, managed by the County Council a key element of town centre parking management is outside of Warwick District Council's control. Both elements of parking management will need to be reviewed and new ways of working explored to ensure town centre parking management is as effective as it can be.

4.2 Challenges and Opportunities

Major Masterplans, regeneration projects and development proposals continue to be considered in terms of loss/gain of parking spaces against the additional benefits to the towns and town centres.

In Warwick, The St. Mary's Land masterplan proposes the creation of some additional car parking at St. Mary's Land Area 3 and the proposed connectivity improvements as well as the overall enhancement of the area may promote public use of the connected car parks. Conversely the proposals may result in a loss of capacity at St. Mary's Land 2 if the proposed hotel development progresses – which in turn would bring its own economic benefits to the town centre. The Print Works development on Theatre Street commits the provision of additional resident parking in Linen Street car park which brings short and long-term challenges in terms of displacement and loss of pay and display revenue. The development of regeneration of a centrally located site for residential purposes does bring additional aesthetic and economic benefits to the town centre however.

Similarly the relocation of Warwick District Council's headquarters to the site of Covent Garden will create temporary challenges to the town centre and its users, which will be outweighed in the long run by the development of new, purpose built multi-storey car parking, residential dwellings and a prime office space in the heart of the town centre.

The asset management plan has identified further sites for redevelopment including Chandos Street and Court Street in Royal Leamington Spa and Priory Road, Warwick. Whilst car parking plays a key role in the economic vitality of the town centre, the above scenarios suggest there may be further opportunities for development that would have a greater benefit those living and working in the town centre. Recent studies suggesting capacity in off-street town centre parking to be saturated at times in Leamington and Warwick suggests that any business case that involved a wholesale loss of parking at the suggested sites would be challenging.

Existing parking equipment in off-street car parks, whilst functional, has reached the end of its design life and will need to be renewed in the short-term with the associated costs of procurement, installation and future maintenance. New technology in parking including smart pay, contactless payment and voucher readers does provide opportunities to improve the user experience of the car parks however.

The environmental impact of car parking will be an ever present issue for consideration during the duration of this strategy with significant changes to the automotive market currently being discussed. Low emission vehicles and driverless technology is on the horizon and a slow but steady pattern in growth of electric vehicle ownership is already noted. Warwick District Council's car park service will need to be resilient to the changing demands required by this technology but also wary of the fact that there remains significant scope for change and development in this market.

Growth in demand for parking will provide challenges for parking managers, users and stakeholders. Limited opportunities exist to expand the capacity of parking in town centres and the costs associated with development will need to be considered in the context of the existing budget deficit and the need to support the economic vitality of town centres. Development will be appropriate in some circumstances however opportunities exist to make redirect demand to alternative underutilised car

parks through pricing incentives, technology such as parking apps, brand and promotional work. Additionally there is further scope to work with stakeholders and partners to reduce traffic through the promotion of sustainable travel options.

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5. Key Principles

5.1 Vision

Warwick District Council's corporate vision is to make Warwick District 'A Great Place to Live Work and Visit'. Warwick District Council's Car Parking Strategy for 2017-2027 aims to support this vision through the adoption of 5 Key Principles;

1. **Ensuring sufficient car parking capacity is provided across Warwick District's town centres to meet the current and future demand for parking.**

2. **Ensuring safe, quality car parking options are provided, that are well-managed and effectively promoted to meet the demands of our residents, visitors and stakeholders.**

3. **Ensuring sufficient car parking to support Warwick District Council's key facilities and premises.**

4. **Pursuing opportunities to reduce the environmental impact of car parking in existing car parks and new developments**

5. **Considering opportunities to support regeneration projects and development within our town centres through alternative use of our car parking assets**

The rationale behind each key principle is summarised in the below points

5.2 Key Principle 1

Ensuring sufficient car parking capacity across Warwick District's town centres to meet the current and future demand for parking.

The appropriate level of parking within the town centre has a crucial part to play in its economic vitality. However, an overabundance of parking will detract from the attractiveness of the respective town centres from an investment perspective as well as being detrimental to the urban environment. Adequate parking capacity currently exists across Warwick District to meet existing demand however this will come under increasing pressure as traffic growth is forecast to increase by approximately 17% by 2027. A partnership approach to parking management will be essential to ensure on-street and off-street parking remains effective across the District.

The location of parking has a crucial part to play in the economic vitality of town centres. Shoppers in particular want to park as close to their final destination as possible whilst long-stay users, residents and workers also need to be provided for. Meeting the needs of these different user groups are will need to be considered.

Studies suggest that additional parking capacity will need to be considered across the District as population and traffic increases and the most effective and efficient

way of providing this additional capacity will need to be addressed as the need arises.

Council priorities

- We will continually review the current demand for daytime and evening parking in our town centres against the supply and look for opportunities to increase capacity for short-stay off street parking in the town centre whilst still meeting the needs of long-stay users.
- We will consider the provision of new car parks in town centres to ensure sufficient parking capacity is provided to meet the public demand. Where a need to provide additional capacity is identified an appropriate solution will be sought that meets the needs of the town and customer whilst also being affordable and cost-effective for Warwick District Council.
- We will seek to minimise disruption to our town centres in the event of car park redevelopment by working with key stakeholders to implement effective car park displacement plans as required.
- We will endeavour to implement an effective approach to pricing in off-street car parks to ensure short-stay parking is given priority in central town centre locations without discouraging long-stay users.
- We will develop existing relationships with colleagues at Warwickshire County Council and in key partner organisations to deliver a partnership approach of data sharing and joint decision making in areas of car park charging and future parking management.
- We will work with partners to ensure that the potential impacts of any decisions taken on town centre parking does not adversely impact on residential areas adjoining the town centres and will work with Warwickshire County Council to consider the potential need for future changes to residential parking permit schemes.

5.3 Key Principle 2

Ensuring safe, good quality car parking options are provided, that are well-managed and effectively promoted to meet the demands of our residents, visitors and stakeholders.

Parking quality, safety and ease of use have a direct impact on people's choice of where they park and how much they are prepared to pay. The provision of safe, good quality car parking and the promotion of these facilities is fundamental to retaining customers and maintaining high levels of customer satisfaction within the parking service.

Customer satisfaction with the service is currently good and a recent independent study of our off-street car parks rated the overall quality of the provision to be good where measured against industry standards. This needs to maintained as a minimum and opportunities to improve quality and customer satisfaction should be sought.

Developments in technology offer new ways of communicating to customers and opportunities to make parking easier and to ease congestion in town centres through the use of mobile and online communications should be explored.

Council priorities

- We will identify opportunities to improve the quality and safety of our existing off-street car parking stock and implement robust management plans to ensure off-street car parks are well maintained and cost-effective.

- We will be proactive in looking for opportunities to bring forward technological solutions that will help residents and visitors navigate our town centres and access available on-street and off-street parking to reduce traffic congestion and improve the user experience. Consideration will be given to the benefits of parking apps and opportunities to improve on existing technology such as the Variable Message Signs in Leamington Spa and Warwick.

- We will listen to our customers and work with our internal and external stakeholders to identify opportunities to improve the promotion of parking availability and options, utilising all available channels including Twitter, social media and other online channels including the websites of Warwick District Council, Shakespeare's England and other relevant partners.

5.4 Key Principle 3

Ensuring sufficient car parking to support Warwick District Council's key facilities and premises

Parking plays a crucial role in supporting a range of key facilities and premises including our leisure centres, parks and open spaces, cultural spaces and commercial premises. It is important that users of these facilities are able to access them easily with car parking playing an essential role in the transport strategy for these sites.

Capacity and appropriate fees and charges need to be monitored and there be the need to work in partnership with Warwickshire County Council where on-street parking provides key capacity for any of our facilities.

Council priorities

- We will monitor and manage the quality and effectiveness of the parking facilities and parking management at our operational and non-operational sites.

5.5 Key Principle 4

Pursuing opportunities to reduce the environmental impact of car parking in existing car parks and new developments

This objective broadly considers the environmental impact of the District Council's operations. In the context of car parking, the environmental impact concerns the means of affecting the behaviour of road users to reduce congestion and emissions arising from vehicle use alongside opportunities to reduce the environmental impact of parking infrastructure.

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Council priorities

- We will explore opportunities to work with external partners on emerging low emission vehicle, autonomous vehicle and intelligent mobility technologies, areas of acknowledged sectoral strength within the Coventry & Warwickshire economy and will actively seek opportunities to pilot development projects within the district.

- We will investigate means of encouraging the use of low emission vehicles through the expansion of electric vehicle charging infrastructure across the district.

- We will ensure that environmental sustainability a key consideration as part of the car park services ongoing approach to planned preventative maintenance and procurement. This will be considered when procuring lighting and parking meters and will be a fundamental consideration for any future development.

5.6 Key Principle 5

Considering opportunities to support regeneration projects and development within our town centres through alternative use of our car parking assets

In the broader context of asset management, Warwick District Council, through its multi-storey and surface car park stock, owns a several sites in town centre and wider town locations across the District. The car parking sites should be considered strategic assets in the context of regeneration project and development opportunities and consideration should be given to consolidating car parking where the opportunities arise to use sites for more lucrative or strategic purposes.

Council priorities

- We will continuously monitor and review the District Council's off-street car park stock as part of the asset management plan with a view to identifying opportunities to consolidate car parking and release land for regeneration and development purposes.

  We will assess any development opportunities against the car park capacity baseline and include re-provision of car parking with any new development as required.

It is acknowledged that meeting each of these objectives in every decision made will be challenging but where possible Warwick District Council will aim to balance these objectives in pursuit of the overall strategic aim.

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6. The Strategy

This chapter considers the key objectives outlined in the previous chapter and interprets them into practical priorities for Warwick District Council's parking service. Specific actions are then detailed in the following chapter.

6.1 Parking Provision

Parking provision plays a key role in supporting the economic vitality of our town centres. The strategy addresses three broad areas in relation to parking provision across the District.

i. Parking Supply

a. Consideration will be given to maintaining the current level of town centre parking wherever possible in the short-term to provide sufficient parking capacity.

b. Provision of new or expanded car parking in town centres will be considered to ensure economic vitality, giving consideration to opportunities to reduce traffic and congestion in town centres through alternative parking or other means of transport.

c. Where supply and demand allows opportunities to consolidate town centre parking and other sites where off-street parking currently exist currently should be considered to support economic growth and regeneration in town centres.

d. Alternative travel options e.g. enhanced public transport provision, improvements to cycle routes and secure cycle storage, car-sharing initiatives etc. will be actively promoted to help manage forecast growth in demand for car parking across Warwick District's town centres.

e. A review of supply and demand will take place annually to ensure future decision making is based on up to date data.

ii. Parking Location

a. Off-street car parking within 400m of the respective town centres will be retained for short stay parking wherever possible to support the economic prosperity of our town centres.

b. Long stay parking will be directed to multi-storey car parks where available or to alternative car parking areas outside the prime retail area but within walking distance of the town centres.

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c. The potential future provision of Park & Ride facilities, primarily aimed at easing pressure on town centre car parking by removing long stay car parking to peripheral locations will be investigated and, if deemed viable, a business case developed for potential sites.

iii. Parking Charges:

a. Fees and charges for off-street parking will be reviewed annually

b. Decisions on the level of fees and charges will be made following full consideration of the balance between the potentially conflicting priorities the Council faces e.g. the need to manage supply and demand, budget considerations relating to the maintenance and improvement of the council's car parks, the need to support town centre economies, the pressures created by town centre residential development, the parking charges in nearby town centres, the parking charges levied by the County Council in relation to on-street provision, the quality of the provision available etc.

c. Pricing should encourage space turnover in desirable areas.

iv. Parking Management

a. Management of off-street enforcement will be reviewed and management plans implemented where required, ensuring the correct balance between parking management and cost-effectiveness.

b. Warwick District Council will work with colleagues at Warwickshire County Council and private partners to effectively manage on-street parking provision and private off-street car parks in towns and town centres.

6.2 Parking Information and Quality

In order to maintain the quality of parking and information available the strategy will address the following:

a. Investigate and pursue opportunities for utilising technology to improve the effectiveness of ticket and payment systems in terms of revenue generation and user experience.

b. Provide parking information for users via electronic media including the possible integration of apps and other appropriate channels.

c. Continue to manage, and where practical, raise the standard of parking facilities to improve the user experience.

d. Survey users routinely to understand user satisfaction with our parking service.

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6.3 Environmental Considerations

The strategy will consider the environmental impact of parking by considering the following:

a. Monitoring the electric vehicle market and encouraging use of low emission vehicles by introducing additional Electric Vehicle charging points into off-street car parks and other locations throughout the district as appropriate.

b. Working in partnership with Warwickshire County Council to promote alternative modes of transport as a means of accessing town centres.

c. Exploring opportunities to reduce environmental impact of parking through planned preventative maintenance and implementation of management plans for our off-street car parks.

d. Working with a range of partners, including the Coventry & Warwickshire Local Enterprise Partnership, to explore options to pilot initiatives to support the development of autonomous vehicle, intelligent mobility or alternative low emission vehicle technologies within the district.

6.4 Community Impact

The Strategy will be developed through public consultation and extensive engagement with a range of key partners, including but not limited to:

- Town and Parish Councils
- Warwickshire County Council
- Local Chambers of Trade and the sub-regional Chamber of Commerce
- Leamington Business Improvement District
- Private car park operators
- Local retail businesses and shopping centres, tourist attractions, leisure providers, major employers

The Strategy will be regularly reviewed to ensure it remains fit for purpose, adapts to changes in the local economy, differing land uses within town centres, technological developments in the transport sector, market benchmarking, updated supply and demand information and consideration of the impact of car parking in town centres on surrounding residential areas.

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7. Strategy Actions

This chapter identifies specific short-medium term actions and measures that will underpin the strategy and support delivery of each of the key principles. The actions are those that are priorities for Warwick District Council although some of the actions rely on cooperation with other stakeholders.

7.1 Parking ProvisionStudies indicate that town centre parking is at a premium in Royal Leamington Spa, Warwick and to an extent Kenilworth at average peak periods. As such it is the District Council's intention to ensure that **the current level of town centre parking will be maintained wherever possible in the short-term to provide sufficient parking capacity.** The reallocation of car parks for other uses should only be considered where alternative parking arrangements can be clearly demonstrated. **Supply and demand will be reviewed by the car parking service on an annual basis** to ensure any future decision making is informed by accurate and up to date data.

As traffic increases demand for parking in the town centres is forecast to increase by 17% over the period of the strategy putting additional pressure on the car parking service and further consideration will need to be given to ensure visitors to the town centre are encouraged to access the town centre to effectively manage demand on the parking service. Provision of new or expanded car parking in our town centres should be considered to ensure economic vitality, giving consideration to opportunities to reduce traffic and congestion in town centres through alternative parking or other means of transport. In this context and subject to developed business cases **it is proposed that parking is redeveloped or re-provided as necessary to provide sufficient town centre parking capacity to support the town centres. The redevelopment of multi-storey parking at Covent Garden is positive and to be supported. The development of additional parking capacity at Saltisford Brook in line with the St. Mary's Land Masterplan, Warwick should similarly be supported as should the re-provision of parking in Warwick to mitigate the impact of any future closure of Linen Street MSCP.** Each of these proposals will be subject to approval of a detailed business case by Warwick District Council's Executive. Project costs for Linen Street and St. Mary's Land have been estimated at RIBA Stage 1 and can be seen in Appendix 6.

Redevelopment proposals also have to be considered. The loss of Covent Garden MSCP and surface car park in Royal Leamington Spa and Linen Street car park in Warwick for a period of time will increase demand on an already pressured service and consideration needs to be given to how the displacement of users from this site can be done effectively to minimise the impact on the town centre. **It is proposed that we will continue to develop and maintain working relationships with key stakeholders to manage any short-term disruption to town centres where development occurs through effective displacement plans.** The potential costs of managing displaced users from both Covent Garden and Linen Street have been estimated at RIBA Stage 1 and can be seen in Appendix 6.

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In the medium to long term re-provision of a MSCP on the site of Covent Garden, as well as the development of a smaller surface car park at Station Approach may free up sites for redevelopment with Chandos Street and Court Street being considered presently. Similarly the potential redevelopment of Linen Street car park in Warwick town centre as well as the development and greater use of Myton Fields and St. Mary's Land Area 2 by commuters may free up surface car parks in Warwick such as Priory Road. The need to balance the cost of car parking provision means that **where supply and demand allows, opportunities to consolidate town centre parking and other sites where off-street parking currently exist should be considered to support economic growth and regeneration in town centres.** In this context selected site disposal should also be considered as an option to provide investment in the car parks service where it is needed to enhance the overall car park experience.

Off-street car parks provide vital infrastructure to support our town centres. Considering the retail requirements for each town centre, research suggests that the primary consideration for shoppers is the location of the car park i.e. the closer the car park is to the destination the more desirable it is. Further research quantifies the acceptable distance shoppers are prepared to walk from car park to town centre at 400m. To support the economic vitality of the town centre it is recommended that **off-street surface car parks within 400m of the respective town centres should be retained for short stay parking** with appropriate restrictions in place to ensure this and consideration should be given to increasing the fees and charges in these car parks to reflect the desirability of these locations.

Cheaper parking should be offered to commuters and visitors using off-street parking for long stay purposes at car parks outside of the immediate town centres. These sites should be used as an opportunity to promote health and wellbeing messages. **Long stay parking users should be directed to multi-storey car parks where available or to surface car parks beyond the central area. These sites should be promoted as Park and Stride locations.**

On-street parking and private car parks provide valuable short-term parking capacity in the District's town centres and the District Council needs to work in partnership with colleagues at Warwickshire County Council to monitor and manage the impact of on-street parking provision in towns and town centres. **A regular partnership meeting with Warwickshire County Council and other key partners will be established to ensure a partnership approach is taken to parking management across Warwick District.**

Fees and charges for off-street parking will be reviewed annually in the context of the budget and capacity challenges facing Warwick District Council's car parking service. Opportunities to close the gap through changes to fees and charges will be explored as appropriate. Additionally appropriate pricing can help manage parking demand and where demand is high charging should be reviewed to see if price changes can assist in alleviating pressure on particular sites. As a general rule **pricing should reflect desirability of central areas and quality of parking provision**. Appropriate fees and charging can also support with effective

parking management and **pricing should encourage space turnover in desirable areas.**

Management of off-street enforcement will be reviewed to ensure the correct balance between parking management and cost-effectiveness. A review of the Ranger will be undertaken to evaluate whether this is the most effective and efficient way of delivering the range of functions included within the current role.

7.2 Parking Information and Quality

The off-street parking management systems (i.e. parking metres) are due for renewal and with technology having progressed the opportunities exist **for utilising technology to improve ticket and payment systems.** Opportunities to increase revenue by using systems that increase compliance in payment such as introducing number plate recognition or increasing the number of Pay on Foot machines should be explored. Opportunities to improve the user experience including offering a range of payment options and incentive schemes (i.e. contactless payment, pay by phone, Apple Pay, voucher schemes) will also be considered. The potential costs of replacing and improving Pay and Display and Pay on Foot technology across Warwick District Council's off-street car parks have been estimated at RIBA Stage 1 and can be seen in Appendix 6.

With the demand for parking forecast to increase over the duration of the strategy there will be an increased need to ensure that users of the car park are able to make informed choices about where to park. Opportunities to **provide more information for visitors via electronic media including the possible integration of apps or improvements to Vehicle Management Systems** will be investigated**.** More specifically, in Warwick consideration will be given to rebranding the St. Mary's Land car parks in line with the St. Mary's Land Masterplan to help raise public awareness and use of the two underutilised car parks at Area 2 and Area 3.

Car park quality is a determining factor for users and we will **annually survey users to understand customer satisfaction with the service**. Warwick District Council will **continue to manage, and where practical, raise the standard of parking facilities** giving consideration to budget constraints to meet the demands of users and to ensure off-street facilities offer attractive parking options.

7.3 Environmental Considerations

Low emission travel will continue to be a priority for central government and the growth of private ownership of electric vehicles will require some provision of charging in the District's town centres. **Monitor the electric vehicle marks and aim to encourage use of low emission vehicles by introducing rapid charging points into off-street car parks.**

Forecast growth in parking demand will put pressure on parking facilities and will bring associated challenges including traffic congestion and impacts on air quality. For these reasons Warwick District Council will **work in partnership with Warwickshire County Council to promote sustainability and alternative modes of transport as a means of accessing town centres.**

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'Green parking' considers environmentally sustainable ways of operating a parking service and this is something that will be pursued through **management plans for key car parks and planned preventative maintenance**.

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Appendix 1 - Action Plan 2017-2020

Action	Target Delivery Date	Contribution to Car Park Strategy Key Principle
Draft Strategy shared with Members	June 2017	All
Complete Review of Car Parking Charges	June-August 2017	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted Ensure sufficient car parking to support key facilities and premises
Draft Strategy Consultation with stakeholders	June – December 2017	All
Electric Vehicle Charging point review	June - October 2017	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted Pursue opportunities to reduce the environmental impact of car parking in existing car parks and new developments
St. Mary's Lands Review	June 2017 - ongoing	All
Develop Business Case to Support Provision of New Car Parking in Warwick	July-September 2017	All
Agree Planned Maintenance Programme as Part of Asset Strategy	July 2017 (TBC)	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted Consider opportunities to support regeneration projects and development within our town centres through alternative

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		use of our car parking assets
Submit Revised Parking Strategy to Members for Approval	January 2018	All
Submit displacement Strategy for Covent Garden Surface and Multi Storey Car Park, and part of Riverside House Car Park to Members	September 2017	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted
Review of Ranger Service	September 2017	Ensure safe, quality car parking options that are well-managed and effectively promoted
Report to Members with proposal for long term parking provision for Warwick	October 2017	All
Submit displacement Strategy for Linen Street Car Park to Members	October 2017	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted
Procure Demolition and Construction of New Car Parking in Warwick (subject to agreement)	December 2017	All
Review Staff and councillor car park pass scheme	December 2017	Ensure sufficient capacity across Warwick District to meet current and future demand for parking
Establish Parking Management Partnership meetings with WCC and other key partners	By December 2017	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted
Review and renew Pay on exit equipment	December 2017 – February 2018	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively

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		promoted Pursue opportunities to reduce the environmental impact of car parking in existing car parks and new developments
Review and renew pay and display equipment	December 2017-February 2018	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted Pursue opportunities to reduce the environmental impact of car parking in existing car parks and new developments
Implement Covent Garden Displacement Plan	February 2018 – ongoing	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted Pursue opportunities to reduce the environmental impact of car parking in existing car parks and new developments Consider opportunities to support regeneration projects and development within our town centres through alternative use of our car parking assets
Demolition and construction of Covent Garden MSCP and WDC HQ	May 18 – December 2019	All
Prepare Business Case for Development of Parking Provision at Myton Fields	TBC 2017	Ensure sufficient capacity across Warwick District to meet current and future demand for parking Ensure safe, quality car parking options that are well-managed and effectively promoted Ensure sufficient car parking to support Warwick District Council's key facilities and premises
Implement Linen Street Displacement Plan	TBC 2018	
Review opportunities to develop off-street	TBC 2018	All

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car parks for alternative uses		

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Appendix 2 – Policy Context

National Context

As set out in the **Department for Transport's (DfT's) guidance on Local Travel Plans** issued in July 2009, the government's five broad transport goals are:

- to support national economic competitiveness and growth, by delivering reliable and efficient transport network
- to reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change
- to contribute to better safety, security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health
- to promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society
- to improve quality of life for transport users and non-transport users, and to promote healthy natural environment.

Regional Context

Produced in accordance with the Local Transport Plan Guidance issued by the Department for Transport in 2009 the **Local Transport Plan (LTP) for Warwickshire** sets out the transport strategy and policies for the County from 2011 to 2026. The plan has six overarching objectives:

- To promote greater equality of opportunity for all citizens in order to promote a fairer, more inclusive society
- To seek reliable and efficient transport networks which will help promote full employment and a strong, sustainable local and sub-regional economy
- To reduce the impact of transport on people and the [built and natural] environment and improve the journey experience of transport users;
- To improve the safety, security and health of people by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health;
- To encourage integration of transport, both in terms of policy planning and the physical interchange of modes;
- To reduce transport's emissions of carbon dioxide and other greenhouse gases, and address the need to adapt to climate change.

Local Context

The **Sustainable Communities Strategy** is Warwick District's over-arching with five broad themes covering the wider policy context of the Fit for the Future Strategy; prosperity, health and well-being, safer communities, sustainability and housing. Within each of these themes are a number of key strategic aims. Those relevant to the car parking strategy fall under the headings of prosperity and sustainability:

Prosperity

- Ensuring the right infrastructure is available, at the right time, to encourage and support growth
- Making better use of public sector assets to increase financial returns
- Incentivising growth of existing businesses and attracting inward investment

Sustainability

- Ensuring our services adapt and have greater resilience to the impacts of climate change
- Ensuring climate change impacts will be taken into account in decision making, policy development and significant operational initiatives

Seeking to enable the District's economy to prosper by providing opportunities for businesses to grow and relocate is an important priority with Warwick District's draft **Local Plan**.

To achieve this, the Plan sets out policies and proposals to support employment, vibrant town centres and a strong cultural and tourism offer. The Local Plan recognises that Town centres play an important part in supporting economic growth and encouraging investment. An attractive, diverse and accessible town centre will attract people to use its shops and services, supporting new investment and jobs. The Plan aims to maintain the shopping function of the town centres of Royal Leamington Spa, Warwick and Kenilworth and support proposals which enhance their respective roles within the local retail hierarchy. Proposals will also be encouraged which diversify the range of uses in the town centres without compromising the shopping function, particularly uses which make the town centre more attractive to residents, employers, shoppers and visitors.

Warwick District's **Strategic Approach to Sustainability and Climate Change** outlines how the Council will play its role in making the District more sustainable, by addressing key issues such as climate change, energy security and depletion of natural resources. It defines our strategic aims and associated objectives, and presents an action plan which describes how the aims and objectives will be fulfilled in the short-to-medium term. Relevant objectives of the document are:

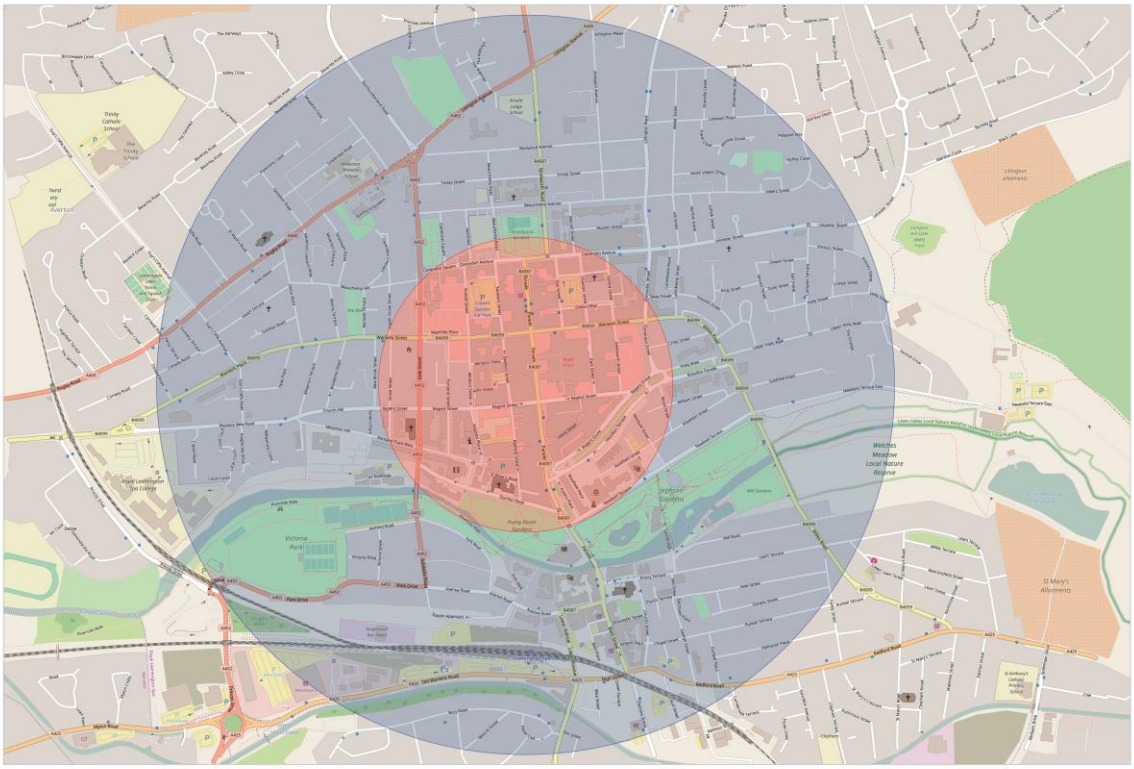
- Reduce transport-related carbon dioxide emissions
- Ensure sustainability is fully integrated into procurement activities

Warwick District Council's **Air Quality Action Plan** sets out seven broad actions and for each of them, specific measures have been included. The actions are as follows:

- Action 1: Promote Smarter Travel Choices;
- Action 2: Actively promote low emission vehicles and supporting infrastructure;
- Action 3: Use the procurement system to ensure that air quality is a consideration within contracts for Warwick District Council;
- Action 4: Use the planning system to ensure that air quality is fully considered for new development;
- Action 5: Use traffic management to reduce emissions in locations with AQMAs;
- Action 6: Work with Public Health colleagues to inform the public about health impacts of Air Pollution and how they can change behaviour to reduce emissions and reduce exposure; and
- Action 7: Continue to monitor and assess air quality in line with Government guidance on Local Air Quality Management.

Appendix 3 – Town Centre Walking Distances

Royal Leamington Spa



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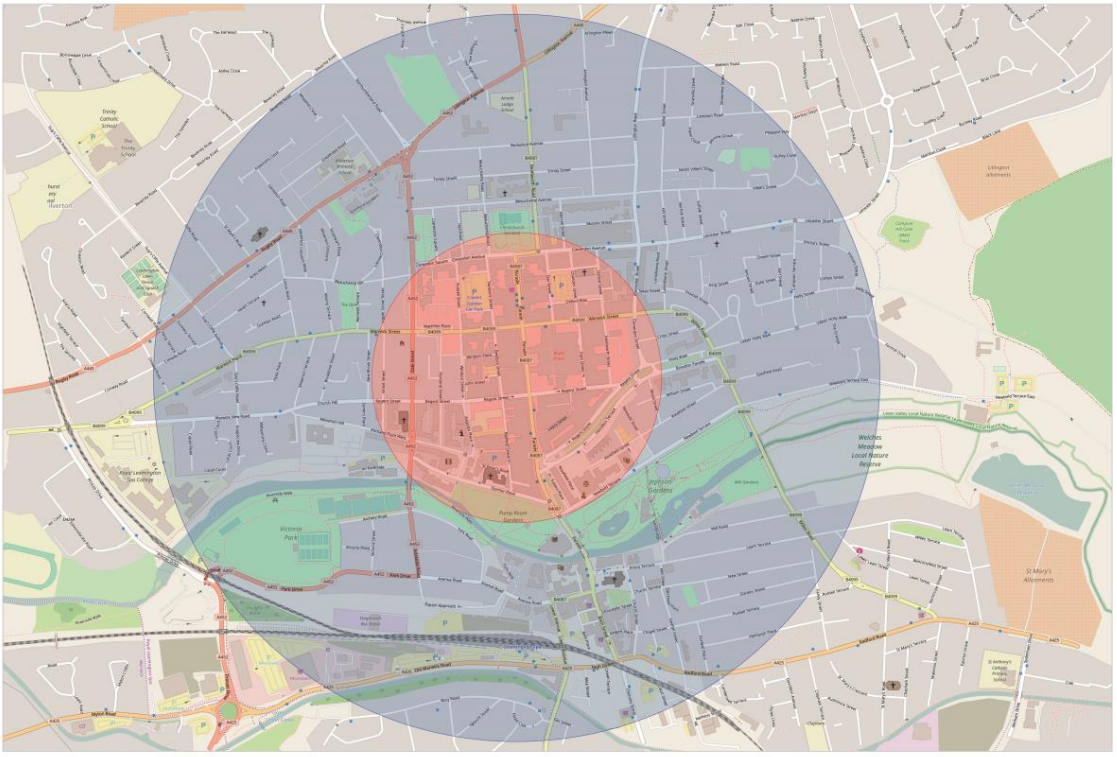
Warwick



Royal Leamington Spa 400m 1000m

Kenilworth

Kenilworth 400m 1000m

Appendix 4- Car Parking Stock 2017

Leamington Spa		
WDC Car Parks **(Prime Town Centre in Red)**	*Metres from centre*	Supply
Adelaide Bridge	*440*	43
Bath Place	*690*	53
Bedford Street	*190*	49
Chandos Street	*240*	146
Court Street	*880*	64
Covent Garden Multi Storey	*250*	511
Covent Garden Surface	*270*	81
Packington Place	*780*	32
Rosefield Street	*270*	45
Royal Priors Multi Storey	*110*	353
St. Peter's Multi Storey	*240*	385
Station Approach	*630*	61
WDC Total		**1823**
Private Car Parks[1]		**21**
On-street Parking		
Unrestricted		1992
Limited Waiting/ Residents' Permits		1632
Limited Waiting		86
Pay & Display/ Residents' Permits		834
Pay & Display		208
On-street Total		**4752**
Total		**6596**

Warwick		
WDC Car Parks **(Prime Town Centre in Blue)**	*Metres from centre*	Supply
Castle Lane	*320*	18
Linen Street Multi Storey	*240*	152
New Street	*90*	40
Priory Road	*360*	42

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St. Marys Area 2	*980*	187
St. Marys Area 3	*420*	67
St. Marys Area 4	*390*	70
St. Nicholas Park	*650*	250
The Butts	*200*	17
West Rock	*210*	92
Westgate	*210*	32
WDC Total		**967**
Private Car Parks*		**320**
Unrestricted		348
Limited Waiting/ Residents' Permits		604
Limited Waiting		32
Pay & Display/ Residents' Permits		220
Pay & Display		55
On-street Parking		**1259**
Total		**2546**

Kenilworth		
WDC Car Parks (Prime Town Centre in Blue)	*Metres from centre*	Supply
Abbey End	*100*	221
Abbey Fields	*680*	82
Square West	*100*	143
WDC Total		**446**
Private Car Parks[1]		**407**
On-street Parking		
Unrestricted		479
Limited Waiting/ Residents' Permits		264
Limited Waiting		14
Pay & Display/ Residents' Permits		129
Pay & Display		32
On-street Total		**918**
Total Parking		**1771**

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Appendix 5 – Car Park Asset Management Review

Development Opportunities and Implications

Royal Leamington Spa

Covent Garden

A decision has been made to relocate the Council Offices from Riverside House to Covent Garden surface car park. This will require the provision of 120 car parking spaces for staff, and 50 spaces for the adjoining development on the same site in a new 650 space car park. This additional parking requirement in addition to the loss of the surface car park will have an impact on the overall capacity for the town centre.

Development on Chandos Street

Once the HQ relocation scheme has concluded then potential development can be brought forward to Chandos Street Car Park in Leamington Spa. By providing a 650 space car park at Covent Garden there is sufficient capacity for the town centre without relying on the spaces provided at Chandos Street, enabling more flexible development opportunities

Warwick

Linen Street

When Linen Street multi-storey car park closes there will be a shortage of parking spaces to serve the town centre if it is not replaced. Additional pressure will come from the need to provide parking for residents of Martinique Square and the Print Works development.

There is a significant amount of capacity on St. Mary's Lands car parks which could help with the situation if there were better links through to the town centre, and customers were willing to walk the additional 200m. However as the car park is surrounded by free on-street parking it is not anticipated that this will be used by car park users. A displacement strategy for the impact on the loss of Linen Street car park will be formulated.

Due to the loss of capacity and consequential impact on the town centre additional parking needs to be created on either the existing site by way of a new multi storey car park or by creating additional parking at another town centre location. Any new car park at Linen Street is likely to have reduced capacity due to modern building standards, such as the need to include lifts and wider ramps. Work is currently underway to commission designs and costs for the new multi storey car park, and a business case that ensures it is financially viable.

There will be a significant amount of disruption during the demolition and rebuilding of the car park. A car parking displacement strategy is being formulated to form part of the redesign project for Linen Street to help mitigate car parking provision during this period.

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St. Nicholas Park

There are plans to improve the range of facilities at St. Nicholas Park Leisure Centre which is likely to have an impact on the usage of the adjoining car park. This will add to the current problem in the summer months as the car park is also used by park users visiting St. Nicholas Park, and is often at full capacity throughout the day, although additional parking is available across the river at Myton Fields.

There is currently work being undertaken to investigate how better use can be made of Myton Fields Car Park which can only be used in the summer at present, and how better links can be made with St. Nicholas Park. A feasibility study with WCC has been commissioned to look at the option of a new footbridge from Myton Fields over the St Nicholas Park.

Priory Road Car Park

A great deal of the current usage at this car park is supplied by Warwick Girls School. They have plans to move into Warwick School, if this was to happen then the land at the Warwick Girls School and Priory Road car park could present an excellent development opportunity. Work would have to be carried out on the impact to Smith Street Traders but the car parks position currently presents poor access to the Smith Street.

St. Marys Land Review

St Marys Lands Area 1 no longer has a pay and display machine as this car park is not used by the public. Area 2 has very low usage and this will only be filled if further work with businesses can be achieved for a large season ticket contingent. The pedestrian links to town also needs to be improved if this car park is to be used at all. Area 3 currently has 2 hours free and a maximum 4 hours stay, this was to support the Golf Centre and Hill Close Gardens. A review of the charging structure and also if additional spaces can be created on this site is required. Area 4 has been consistently used well since it opened and operates at 80% capacity Monday to Friday.

West Rock

As part of the Linen Street feasibility study the option to add a single deck to West Rock will be investigated and a business case created. This option would need to provide enough car parking spaces to cover the net loss from Linen Street in order for this to be a viable business case. The car park is also in desperate need of resurfacing and with some minor modifications an additional 10 parking spaces can be created. This work would only commence once the feasibility study has been concluded.

New Street Car park

This car park is surrounded by multiple private properties and has a number of access issues attached to it. Redevelopment of the site would appear remote, but there is interest in the potential sale of this site to accommodate staff parking for a local business. This option requires further testing to ensure that the town centre is not affected by such a change.

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Kenilworth

Square West

This site has been linked with the development of a public service centre in the past and due to its location offers the best choice for a development site in Kenilworth. Surveys suggest that capacity is not a concern in Kenilworth and there is potential to look at the development options on this car park.

Abbey End

The car park is extremely well used and the road running through it supports access to the town centre shopping anchor (Waitrose). There is little option for development on this car park as it has a covenant with minimum space requirement of 200 spaces.

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Appendix 6 – Forecast Future Project Costs

Please note that all **project costs are estimated at RIBA Stage 1** and are subject to change.

Leamington Spa Displacement Plan

One off capital Cost	**Sum**
Cost of Capital Improvement works at the Campion Hills Park and Ride site	£100,000.00
Opening and closing of Riverside House (Ranger Service)	£0.00
Cost of signage	£20,000.00
Total	£120,000.00

Annual Revenue Cost	**Sum**
Cost of Shuttle Bus Operation	£100,000.00
Loss of Revenue from Covent Garden MSCP and Surface Car Park	£410,000.00
Total	£510,000.00

Annual Income	**Sum**
Income from Park and Ride site	£ 10,000.00
Increased income in Leamington Town Centre car parks	£ 143,000.00

Warwick Displacement Plan

One off capital Cost	**Sum**
Cost of developing secure parking for residents at Martinique Square and the Woolpack	£10,000.00
Cost of developing temporary parking facility at St. Marys Land 3 and 4	£65,000.00
Cost of developing additional parking bays at St. Marys Land 3 (Saltisford Brook)	£100,000.00
Cost of signage	£20,000.00
Total	£195,000.00

Annual Income	**Sum**
Increased income from St. Marys Land 3	£ 29,800.00
Income from permit holders SML 3 and 4 link road	£ 26,000.00
Total	£ 55,800.00

Annual Revenue Cost	**Sum**
Loss of Pay and Display Revenue Linen Street MSCP	£74,000.00
Loss of Pay and Display Revenue West Rock	£66,000.00
Loss of Linen Street and West Rock Permit holder income	£43,000.00
Loss of revenue SML 2 (free parking)	£5,500.00

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Total	£188,500.00

Pay on Foot Improvements

One off capital Cost	**Sum**
Replacement of Linen Street MSCP Pay on Foot machines	£75,000.00
Total	£75,000.00

Parking Equipment Renewal

One off capital Cost	**Sum**
Replacement of 67 Car Park Machines across District-wide off-street car parks	£200,000.00
Total	£200,000.00

Linen Street Redevelopment

One off capital Cost	**Sum**
Option 1: Demolition of Linen Street MSCP and re-provision of 195 space MSCP	£6,200,000
Option 2: Demolition of Linen Street MSCP and re-provision of 70 space two-storey car park for resident parking	£4,400,000
Party Wall Agreements	£TBC

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