



Draft Aylesbury Town Centre Parking Strategy: Recommendations Report



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1. Introduction

Aylesbury Vale District Council (AVDC) has developed a strategy to guide parking management, policy and investment decisions in Aylesbury town centre between 2018 and 2033.

This report provides a summary of recommendations that will be used to develop a delivery plan for the strategy.

Recommendations are directly linked to the objectives and priorities in the strategy to ensure a clear link between activities and desired outcomes for Aylesbury. The recommendations have been categorised into two phases with phase one representing those which AVDC would like to deliver first. They have also been grouped together by the following themes:

- Strategic Management
- Operational Management
- Initiatives and Innovation

Following the recommendations section, a summary is provided regarding the opportunities for funding the recommendations.

Finally, a high level operational programme is included that provides a logical sequence of interventions.

Key for Tables	
Recommendation	<ul style="list-style-type: none">• Phase one – Up to 2yrs• Phase two – 3yrs+
Owner	<ul style="list-style-type: none">• Buckinghamshire County Council (BCC)• Aylesbury Vale District council (AVDC)
Cost (indicative)	<ul style="list-style-type: none">• £ - Under £25k• ££ - £26k-£100k• £££ - £101k-£500k• ££££ - £501k+

2. Recommendations – Strategic Management

Ref	Recommendations – phase one	Owner	Indicative cost
SM1	Create a joint AVDC/BCC town centre parking board to own, monitor and deliver the parking strategy. Consider inviting private operators and Network Rail to become members of the board.	AVDC/BCC	£
SM2	Produce an annual parking report with updates on actions and indicators. This will enable effective monitoring of the delivery of the strategy.	AVDC	£
SM3	Update parking standards as part of the new local plan with the aim of reducing the number of car park spaces permitted as part of new development in the town centre. Tighter parking standards are required to align with current policies applicable to the town centre.	AVDC	£
SM4	Focus, promote and prioritise multi-storey car parks on radial routes outside of the inner ring road (e.g. Walton Street) for commuter, residents and event parking.	AVDC	££
SM5	Conduct a review of car park allocations associated with permitted development in the town centre and obtain specialist planning and legal advice regarding the options to improve management of this issue.	AVDC	££
SM6	Regularly review the demand for electric charging points in the town centre and provide where required. Work with town centre stakeholders to deliver charging points and proactively apply the requirements for charging points outlined in the local plan (Policy T7, VALP).	AVDC/BCC	££
SM7	Develop and deliver a programme of measures to assist motorists to quickly access available car parking spaces in the town centre, including on-highway signage and a parking availability platform in partnership with 3 rd party app providers, Sat-Nav and data companies.	AVDC/BCC	£££
SM8	Develop and deliver an annual programme of car park maintenance activities to improve the quality and customer experience for those groups impacted by parking.	AVDC	£££

2. Recommendations – Strategic Management

Ref	Recommendations – phase two	Owner	Indicative Cost
SM9	Explore the benefits of developing a programme of walking corridor improvements between car parks and destination, prioritising Walton Street and Friarscroft car park.	AVDC/BCC	£££
SM10	Implement wider measures to improve sustainable transport access to the town centre as identified within the Aylesbury Town Centre Transport Strategy (2017).	BCC/AVDC	££££

Ref	Recommendations – (scrutiny committee to be invited to comment on phasing for each recommendation)	Owner	Indicative cost
SM11	Develop and deliver an annual customer and stakeholder survey (questions to include mode of transport to access town centre, purpose of visit) of those using and impacted by parking facilities, in order to improve customer insight and inform service delivery.	AVDC/BCC	£
SM12	Conduct a review of both digital and physical wayfinding information and develop a prioritised investment plan for improvement and co-ordination across the town centre, prioritise the review of highway Variable Message Sign (VMS)	BCC/AVDC	£
SM13	Review names of car parks and change to more logical, place based alternatives to improve understanding by visitors. Where care parks currently have two names, revert to single names.	AVDC/BCC	£
SM14	Work closely with partners to write and communicate an approach to managing parking associated with events in the town centre that includes car, cycle and coach parking. In doing so, recognise and promote the benefits of accessing the town centre by sustainable modes to address congestion and air quality issues.	AVDC/BCC	£
SM15	Develop high quality design principles for application when delivering new parking provision, recognising the wider placemaking role of car parking, the impact of vulnerable users such as children and the elderly and ongoing maintenance considerations.	AVDC	£
SM16	Complete a business case review for the consolidation of car parking in the north and eastern quadrants of the town centre recognising the wider aspirations of the town centre in addition to income generation and capita receipts.	AVDC	££

2. Recommendations – Operational Management

Ref	Recommendations – Phase 1	Owner	Indicative cost
OM1	Identify a single strategic lead for parking management within AVDC supported by appropriate staff and resource.	AVDC	£
OM2	Benchmark and review car parking tariffs annually and continue to promote relatively higher short stay tariffs in the town centre to encourage ‘churn’, with relatively lower tariffs at long stay car parking for commuter parking.	AVDC	£
OM3	Scope and agree badge provision to align to national and local standards across the town centre.	BCC/AVDC	£
OM4	Conduct a review of penalty notice conversions and implement an action plan to improve the conversion rate.	AVDC	£
OM5	Review provision of cycle parking with the aim of increasing quality provision in all car parks.	BCC/AVDC	££
OM6	Upgrade payment facilities and payment options to improve customer experience and operational efficiency. Whilst payment by cash should still be made available for the time being, the use of electronic payment methods (including contactless at the parking facility and payment by app) are already of increasing importance. Consider pay by license and pay for time used rather than pay on arrival. Also consider introducing a parking payment platform to remove the need for a contract between multiple mobile phone/app payment providers.	AVDC	£££
OM7	Upgrade back office systems to gather real time data & digitise enforcement and management. Digitisation makes it easier to create time based permits and special permits for specific functions, enabling the Council to tailor products to meet the needs of the communities it serves. Improved data provision will also enable more effective management of the service and improve the quality of service offered.	AVDC	£££

2. Recommendations – Operational Management

Ref	Recommendations – Phase 2	Owner	Indicative cost
OM8	Implement the fair and reasonable tariff review recommendations identified by Parking Matters Ltd. for all AVDC car parks. The review should include parking permits issued to workers and residents.	AVDC	£
OM9	Develop a special events plans to effectively manage the impacts of seasonal events and special events that impact on parking provision in the town centre.	BCC/AVDC	£
OM10	Conduct a review and develop a business case to investigate how the parking service (or elements of it), can be provided jointly with other providers.	AVDC/other providers	££
OM11	Integrate parking systems with wider transports management systems eg. Sat Nav, to deliver a seamless service for the customer.	AVDC/BCC	££££

2. Recommendations – Initiatives and Innovation

Ref	Recommendations – Phase 1	Owner	Indicative cost
I11	Work with stakeholders to ensure broader digital strategies for the town centre are aligned, including apps and online resources.	AVDC	£
I12	Work in partnership with the community, public and private sector to implement low cost parking improvement measures such as planting and relocating recycling bins.	AVDC/BCC	££
I13	Scope a five year programme and implement one parking innovation pilot every year, for example: <ul style="list-style-type: none"> - Incentives to encourage people to use the centre eg. periods of free parking; - Car free day in the town centre; - Temporary reallocation of car park spaces e.g. parklets; - Bringing redundant space in to temporary productive use (known as Meanwhile space e.g. art installation in multi-storey car parks) 	AVDC/BCC	£££
I14	Explore the feasibility of ‘added value’ services at car and cycle parking locations in the town centre, including valeting services, cycle maintenance, Amazon delivery lockers.	AVDC	££

Ref	Recommendations – Phase 2	Owner	Indicative cost
I15	Open discussions with a cycle hire company e.g. YoBike, Brompton, to provide a public cycle hire scheme in the town centre.	AVDC/BCC	£
I16	Work with the private operators to investigate market led solutions to parking provision in the town centre, including pool car schemes.	AVDC/BCC	£

3. Funding Context

In terms of funding and investment associated with delivering the car parking service in Aylesbury town centre, there are a number of factors to consider. Income can be generated from a number of sources, including:

- Tariffs
- Penalty charges
- Alternative uses of car parks e.g. renting for storage
- Capital receipts from sale of car parks (linked to the opportunity to consolidate car parks as part of the longer term regeneration programme)
- Rental income from the redevelopment of AVDC car parks
- Grants to support innovation eg Garden Town, Digital Declaration Fund
- New homes bonus
- Reserves
- Partners – in-kind and direct funding

There are opportunities to reinvest income generated from the service into different areas, including:

- Upgrade of equipment and technology to improve efficiency
- Upgrade of car parks to improve customer experience
- Upgrade to the wider public realm to mitigate the negative impacts of car parking.

In addition, it is important to look at the costs of car parking with a wider lens. For example, the provision of car parking in the town centre encourages car trips that contribute to local air quality and congestion problems that have a cost to the wider economy that requires further investment to mitigate and correct.

In addition, the redevelopment of car parking in prime town centre location for place making or cultural amenity may result in a loss of immediate income for AVDC but improve the overall vibrancy and economic performance of the town to the ultimate benefit of residents and productivity.

Accordingly, when considering investment associated with car parking in Aylesbury town centre we recommend adopting a business case approach to decision making, where the immediate commercial and wider strategic impact of investments are assessed.

4. Summary of recommendations by phase (excluding those which scrutiny is invited to comment on)

	Recommendations
<p>Next 2 years (Short Term)</p> <p>Phase 1</p>	<ul style="list-style-type: none"> - Create a joint AVDC/BCC town centre parking board to own, monitor and deliver the parking strategy. Consider inviting private operators and Network Rail to become members of the board.
	<ul style="list-style-type: none"> - Produce an annual parking report with updates on actions and indicators. This will enable effective monitoring of the delivery of the strategy.
	<ul style="list-style-type: none"> - Update parking standards as part of the new local plan with the aim of reducing the number of car park spaces permitted as part of new development in the town centre. Tighter parking standards are required to align with current policies applicable to the town centre.
	<ul style="list-style-type: none"> - Focus, promote and prioritise multi-storey car parks on radial routes outside of the inner ring road (e.g. Walton Street) for commuter, residents and event parking.
	<ul style="list-style-type: none"> - Conduct a review of car park allocations associated with permitted development in the town centre and obtain specialist planning and legal advice regarding the options to improve management of this issue.
	<ul style="list-style-type: none"> - Regularly review the demand for electric charging points in the town centre and provide where required. Work with town centre stakeholders to deliver charging points and proactively apply the requirements for charging points outlined in the local plan (Policy T7, VALP).
	<ul style="list-style-type: none"> - Develop and deliver a programme of measures to assist motorists to quickly access available car parking spaces in the town centre, including on-highway signage and a parking availability platform in partnership with 3rd party app providers, Sat-Nav and data companies.
	<ul style="list-style-type: none"> - Develop and deliver an annual programme of car park maintenance activities to improve the quality and customer experience for those groups impacted by parking.
	<ul style="list-style-type: none"> - Identify a single strategic lead for parking management within AVDC supported by appropriate staff and resource.
	<ul style="list-style-type: none"> - Benchmark and review car parking tariffs annually and continue to promote relatively higher short stay tariffs in the town centre to encourage 'churn', with relatively lower tariffs at long stay car parking for commuter parking.
<ul style="list-style-type: none"> - Scope and agree badge provision to align to national and local standards across the town centre. 	

	Recommendations
<p>Next 2 years (Short term)</p> <p>Phase 1</p> <p>Continued...</p>	<ul style="list-style-type: none"> - Conduct a review of penalty notice conversions and implement an action plan to improve the conversion rate.
	<ul style="list-style-type: none"> - Review provision of cycle parking with the aim of increasing quality provision in all car parks.
	<ul style="list-style-type: none"> - Upgrade payment facilities and payment options to improve customer experience and operational efficiency. Whilst payment by cash should still be made available for the time being, the use of electronic payment methods (including contactless at the parking facility and payment by app) are already of increasing importance. Consider pay by license and pay for time used rather than pay on arrival. Also consider introducing a parking payment platform to remove the need for a contract between multiple mobile phone/app payment providers.
	<ul style="list-style-type: none"> - Upgrade back office systems to gather real time data & digitise enforcement and management. Digitisation makes it easier to create time based permits and special permits for specific functions, enabling the Council to tailor products to meet the needs of the communities it serves. Improved data provision will also enable more effective management of the service and improve the quality of service offered.
	<ul style="list-style-type: none"> - Work with stakeholders to ensure broader digital strategies for the town centre are aligned, including apps and online resources.
	<ul style="list-style-type: none"> - Work in partnership with the community, public and private sector to implement low cost parking improvement measures such as planting and relocating recycling bins.
	<p>Scope a five year programme and implement one parking innovation pilot every year, for example:</p> <ul style="list-style-type: none"> - Incentives to encourage people to use the centre eg. periods of free parking; - Car free day in the town centre; - Temporary reallocation of car park spaces e.g. parklets; - Bringing redundant space in to temporary productive use (known as Meanwhile space e.g. art installation in multi-storey car parks)
	<ul style="list-style-type: none"> - Explore the feasibility of ‘added value’ services at car and cycle parking locations in the town centre, including valeting services, cycle maintenance, Amazon delivery lockers.

	Recommendations
<p>Next 3-5 years (Long term) Phase 2</p>	<ul style="list-style-type: none"> - Explore the benefits of developing a programme of walking corridor improvements between car parks and destination, prioritising Walton Street and Friarscroft car park.
	<ul style="list-style-type: none"> - Implement wider measures to improve sustainable transport access to the town centre as identified within the Aylesbury Town Centre Transport Strategy (2017).
	<ul style="list-style-type: none"> - Implement the fair and reasonable tariff review recommendations identified by Parking Matters Ltd. for all AVDC car parks. The review should include parking permits issued to workers and residents.
	<ul style="list-style-type: none"> - Develop a special events plans to effectively manage the impacts of seasonal events and special events that impact on parking provision in the town centre.
	<ul style="list-style-type: none"> - Conduct a review and develop a business case to investigate how the parking service (or elements of it), can be provided jointly with other providers.
	<ul style="list-style-type: none"> - Integrate parking systems with wider transports management systems eg. Sat Nav, to deliver a seamless service for the customer.
	<ul style="list-style-type: none"> - Open discussions with a cycle hire company e.g. YoBike, Brompton, to provide a pubic cycle hire scheme in the town centre.
	<ul style="list-style-type: none"> - Work with the private operators to investigate market led solutions to parking provision in the town centre, including pool car schemes.