

**DRAFT CAR PARKING STRATEGY FOR AYLESBURY TOWN CENTRE**

**Councillor Mrs Ward**

**Cabinet Member for Civic Amenities**

**1 Purpose**

- 1.1 The purpose of this report is to inform Cabinet's consideration on the draft Parking Strategy for Aylesbury with a view to Cabinet making recommendations to full Council.
- 1.2 The attached report and background information were considered by the Economy and Business Development Scrutiny Committee on 11 September, 2018, whose comments are attached as Appendix 1 to the Cabinet report.

**2 Recommendations**

Cabinet is recommended to:

- 2.1 Consider the comments made by the Economy and Business Development Scrutiny Committee on 11 September, 2018.
- 2.2 Agree which phase the recommendations numbered SM11 – SM16 on page 5 of Appendix 3 should be categorised as, taking into account the feedback from the Scrutiny Committee as set out in Appendix 1.
- 2.3 Agree the proposed metrics set out on page 50 of Appendix 2 taking into account the Scrutiny Committee feedback that the metric to measure customer satisfaction should not be introduced until after the improvements have been carried out.
- 2.4 Recommend that Council approve and adopt:-
  - (i) The Car Parking Strategy set out in Appendix 2 to the Cabinet report (subject to any changes that might be agreed at the Cabinet meeting).
  - (ii) The phase one and two recommendations set out in Appendix 3, and in particular:
    - the recommendation (SM1) to set up a joint delivery board with Bucks County Council to oversee the delivery of the strategy.
    - the proposed capital investment of approximately £400k (estimate by ARUPS), to upgrade the payment options (OM6)
- 2.5 Note that there may be a further request for capital expenditure to upgrade payment equipment in AVDC car parks in other towns, once the draft strategies for parking in Buckingham, Wendover and Winslow have been received.

**3 Executive summary**

- 3.1 It is a number of years since the council reviewed its parking strategy for its town centres. With the growth planned for the district and the new challenges and opportunities facing towns (particularly those the size of Aylesbury), it was agreed that parking studies should be commissioned for Aylesbury, Buckingham, Winslow and Wendover.
- 3.2 The outcome of the studies will be used to not only inform the council's investment and management decisions relating to parking but also to provide supporting information for the draft Vale of Aylesbury Plan.

- 3.3 The first study commissioned was for Aylesbury. A brief was developed in consultation with Buckinghamshire County Council and Aylesbury Town Council to ensure that the brief covered all parking issues related to the town centre and was not limited to parking provided by AVDC.
- 3.4 The primary objective of the study was to consider the parking provision within Aylesbury Town and the surrounding area of influence and how AVDC could work with key stakeholders to deliver an integrated, innovative, sustainable and financially affordable parking strategy that meet the needs of our customers, our communities and our businesses (whilst also encouraging sustainable modes of travel) between 2018 and 2033.
- 3.5 Information on the scope of works, the tasks undertaken by ARUPS (the organisation that was selected and appointed to deliver the brief for Aylesbury) to produce the draft Strategy, and the vision and six objectives then used to provide the framework for the Strategy are detailed in the attached report.
- 3.6 The report and information which are attached were considered on 11 September 2018 by the Economy and Business Development Scrutiny Committee, who were supportive of the draft Strategy. The comments made by the Committee are also attached as Appendix 1 to the Committee report.
- 3.7 Cabinet is asked to consider the report and information, as well as the comments from the Scrutiny Committee, and to make recommendations on the Parking Strategy to the full Council meeting to be held on 24 October, 2018.

#### **4. Options Considered / Reasons for Recommendations / Resource Implications**

- 4.1 These are covered in the attached report.

Contact Officer  
Background papers

Teresa Lane (01296) 585006  
None

**EXTRACT FROM DRAFT MINUTES OF ECONOMY AND BUSINESS  
DEVELOPMENT SCRUTINY COMMITTEE HELD ON 11 SEPTEMBER 2018**

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The Committee were asked to consider the recommendations and also suggest which Phase recommendations SM11 – SM16 should fall into. Members sought further information from officers and the Cabinet Member and were advised that:-

- i. Security concerns in car parks, such as lighting and access, were understandable and signage was available showing emergency contact details.
- ii. At present, around six or seven coaches arrived for pantomime performance at Aylesbury Waterside Theatre. A park and ride offer for the theatre would not be an attractive enough offer at present. Consideration of using The Gateway car park could be used to provide a park and ride site but the extra costs for security in keeping the car park open out of office hours would need to be covered.
- iii. There was merit in investigating the possible of offering park and ride for one off major events such as the Christmas Light Switch-on.
- iv. Space in the town centre for coach parks would be too costly, however the current collection and drop-off arrangement was effective
- v. Offering a variety of car park payment methods was important so that customers could select a choice that suited their preference
- vi. Discounted parking or free parking for electric vehicles could be considered under an innovation scheme
- vii. Encouraging use of bicycles through accessible bicycle parking would be considered as long as these were safe and did not affect the aesthetic of the town centre
- viii. Friarscroft car park was underutilised by commuters due to its 8.30pm closure. This closure time was due to anti-social behaviour. The possibility of adding in security measures to deal with this was recommended in the report.
- ix. The Waterside Festival had helped to promote the canalside area and show how accessible the theatre was to Waterside car park.
- x. Town centre flat developments did not always offer car parking as research by developers had shown this was not always necessary.

The Committee were supportive of the recommendations in the report, notably the review of car park names to be more logical for customers and the estimated £400k investment to upgrade payment equipment and options. Members felt that a stakeholder survey should be carried out in Phase 2 as the results would be more meaningful after improvements were carried out. This would have an impact on the proposed metrics in the report. Recommendations SM15 and SM16 were linked and Members agreed that these should be carried out in Phase 2.

RESOLVED –

That the Committee recommends SM12 – SM14 are delivered in Phase 1 and SM11, SM15 and SM16 are delivered in Phase 2.