



## AYLESBURY VALE DISTRICT COUNCIL

### Democratic Services

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11 October 2018

### COUNCIL

A meeting of the Aylesbury Vale District Council will be held at **6.30 pm** on **Wednesday 24 October 2018** in **The Oculus - Aylesbury Vale District Council**, when your attendance is requested.

Contact Officer for meeting arrangements: Bill Ashton; [bashton@aylesburyvaledc.gov.uk](mailto:bashton@aylesburyvaledc.gov.uk);

#### WEBCASTING NOTICE

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If you have any queries regarding this, please contact the Monitoring Officer on 01296 585032.

#### AGENDA

**1. APOLOGIES**

**2. MINUTES** (Pages 3 - 14)

To approve as a correct record the Minutes of the meeting of the Council held on 19 September, 2018, copy attached as an appendix.

**3. DECLARATIONS OF INTEREST**

Members to declare any interests.

**4. ANNOUNCEMENTS**

By the Chairman of the Council.  
By the Leader/Cabinet Members.

**5. PETITIONS/DEPUTATIONS (IF ANY)**

**6. WRITTEN QUESTIONS (SEPTEMBER 2018)**

No written questions were submitted by Members during September 2018.

Previous Members' Written Questions and Answers can be accessed at <http://democracy.aylesburyvaledc.gov.uk/ieListMeetings.aspx?Committeeld=441>

**7. GAMBLING POLICY 2019-2022 (Pages 15 - 78)**  
**Councillor Sir Beville Stanier**  
**Cabinet Member for Waste and Licensing**

To consider the attached report.

**8. CAR PARKING STRATEGY (Pages 79 - 152)**  
**Councillor Mrs Ward**  
**Cabinet Member for Civic Amenities**

To consider the attached report.

**9. QUESTION TIME**

There will be an opportunity for Members to ask questions of individual Cabinet Members and Committee Chairmen.

## MINUTES OF THE PROCEEDINGS OF A MEETING OF THE AYLESBURY VALE DISTRICT COUNCIL

19 SEPTEMBER 2018

**PRESENT:** Councillor S Renshell (Chairman); Councillors J Brandis (Vice-Chairman), C Adams, M Bateman, A Bond, S Bowles, B Chapple OBE, S Chapple, A Christensen, A Cole, S Cole, B Everitt, P Fealey, B Foster, N Glover, T Hunter-Watts, T Hussain, A Huxley, P Irwin, S Jenkins, R Khan, S Lambert, T Mills, L Monger, G Moore, H Mordue, S Morgan, R Newcombe, C Paternoster, C Poll, W Raja, S Raven, B Russel, Sir Beville Stanier Bt, P Strachan, R Stuchbury, D Town, A Waite, J Ward, W Whyte and M Winn

**APOLOGIES:** Councillors B Adams, J Blake, N Blake, J Bloom, C Branston, J Chilver, M Collins, P Cooper, M Edmonds, A Harrison, M Hawkett, S Jarvis, R King, A Macpherson, G Powell, M Rand, M Smith and M Stamp

### WEBCASTING

Prior to the start of the meeting, the Chairman reminded everyone present that the meeting would be broadcast live to the internet and be capable of repeated viewing.

Members of the audience who did not wish to be on camera were invited to move to a marked area at the side of the chamber.

### 1. MINUTES

RESOLVED –

That the Minutes of the meeting of Council held on 18 July, 2018, be approved as a correct record.

### 2. ANNOUNCEMENTS

#### (a) Chairman of the Council

(i) **Silent Soldier Campaign** – the Chairman of the Council informed Members that to mark the final year of the World War One centenary, the British Legion had invited the public to take part in a movement to say ‘thank You’ to the First World War generation who had served, sacrificed, rebuilt and changed the nation. A life sized image of a “Tommy”, situated outside the main entrance to the Gateway offices, would be unveiled in a ceremony to be held at 6.30pm on Thursday 20 September 2018. All Members were invited to attend.

(ii) **Chairman’s Quiz Night** – the Chairman of the Council invited Members and staff to form or join a team for the next Chairman’s quiz night that would be held at 7.30pm on Friday 19 October, in the Oculus, the Gateway.

(b) **Deputy Leader of the Council** – the Deputy Leader of the Council informed Members that the Government had recently announced the preferred route for the Oxford to Cambridge Expressway, which was Option B for the corridor to “broadly align” with the proposed East-West rail route from Abingdon to south Milton Keynes via Winslow.

The Council recognised the Government's long term ambition for growth in Aylesbury Vale and also saw the essential requirement for additional infrastructure to support this economic growth and the associated housing requirement to support 1.1 million jobs along the Expressway.

Once more detail was available on the actual route it would be important to ensure that it achieved the best possible outcomes for residents and Aylesbury Vale. The concerns that had been raised were understood. The Council would be working with communities to ensure that account was taken of these concerns during the consultation process to ensure the best mitigation was achieved. It would also listen to communities and work to maximise the possible benefits and outcomes for local residents.

A briefing for Members would be held on a date to be advised.

- (c) **Cabinet Member for Waste and Licensing** – the Cabinet Member for Waste and Licensing informed Members that this would be the last Council meeting attended by the Assistant Director (Business Support and Enablement), Isabel Edgar Briancon, who would be taking up a position as Head of Paid Service at Stratford-on-Avon District Council. Members thanked Mrs Briancon for the all the work she had done for the Council over the last 11 years, in particular relating to waste and recycling, and on the street and horticultural contract that was an agenda item for this meeting.
- (d) **Cabinet Member for Finance and Resources** – the Cabinet Member for Finance and Resources updated Members on the security measures that were being put in place as part of the Council's duty to ensure all data and email accounts were held safely and securely. Airwatch would support this change as it controlled the Council's data within a secure 'bubble on Members' devices. The set up process was easy and would be supported by the Enterprise Service Desk.

Members who had not already installed Airwatch on their devices were asked to contact the Enterprise Service Desk as the deadline for getting this sorted for Members was 1 October, 2018.

- (e) **Cabinet Member for Planning and Enforcement** – the Cabinet Member for Planning and Enforcement updated Members on the situation in relation to 112 High Street, Aylesbury. The Council had been advised by the public on 16 August of a dangerous structure. Council Building Control staff and structural engineers had visited the site and had been so concerned about the immediate risk to the public that they had immediately acted on emergency powers to secure the building and the surrounding area. This had also included liaising with the Police, Fire Service and the County Council. A food business and flats adjacent to the site had been evacuated which was an action that the Council had not taken lightly.

Members were further informed on the work that had been undertaken over the next few weeks to ensure the structural integrity of the building which had finally been signed off on 13 September. The Council had engaged and kept the media informed at all stages of this process.

Members paid tribute to Council staff who had acted swiftly to this potentially dangerous situation and had helped to ensure that no-one had been hurt or injured.

### **3. PETITIONS/DEPUTATIONS (IF ANY)**

There were none.

### **4. WRITTEN QUESTIONS (AUGUST 2018)**

Two written questions had been received during August 2018 and the answers could be accessed at

<http://democracy.aylesburyvaledc.gov.uk/ieListMeetings.aspx?Committeeld=441>

### **5. KINGSBURY AND MARKET SQUARE IMPROVEMENT SCHEMES**

Council received a report which set out the challenges facing Kingsbury and Market Square and that outlined plans to bring forward improvement schemes for both spaces and the associated costs. This regeneration of the Aylesbury town centre was reflected in the Aylesbury Town Centre Plan (published in 2014) and in the draft Vale of Aylesbury Local Plan.

It was abundantly clear that the demand for physical retail space was changing across the UK and almost every operator including Marks & Spencer's and John Lewis partnerships were committed to undertaking portfolio reviews. Others such as House of Fraser, were already part way through that process and it was well known that the Aylesbury branch would likely close at some point. Whilst some of this change was offset by big box operators such as B&Q and Screwfix opening smaller, high street formats, users of town centres were undoubtedly looking to their towns (particularly those the size of Aylesbury), to provide a more social experience. National spend on casual dining and the increase in the number of restaurants and cafes had been phenomenal and whilst the dining out market had also seen a softening in recent months, spend generally in this area continued to grow, with shopping being only part of the reason to visit. Aylesbury was no exception to this trend and had seen a number of new cafes and restaurants open in recent years, with more opening as part of The Exchange development.

The increase in people looking to town centres to combine a food and entertainment experience had also been exceptional. Industry reports suggested that 40% of footfall based their decision to visit a town based on the choice of dining options fuelling a significant national growth in both the number of restaurant and café openings and breadth of cuisine available. In the last twelve months, this rapid expansion had led to a softening of the dining out market with some rationalising by well known brands such as Jamie's, but new brands continue to enter the market. Spend overall generally in this area continued to grow. Aylesbury was no exception to this trend and had seen a number of new cafes and restaurants open in recent years, with more opening as part of The Exchange development.

The growth of town centre living was changing what a town needed to offer to sustain successful residential communities. In the last five years, 89,140 offices in the UK have been converted to living accommodation. In Aylesbury town centre, former offices such as Kingfisher House and Friars Square have been successfully converted to residential and proved extremely popular. The office building above QDs at the bottom of High Street had a permitted development for 110 apartments and the 47 apartments in The Exchange development were on sale.

The importance of creating a great environment was critical to the success of attracting people to a town whether to shop, socialise, live or work. It also impacted greatly on a town's ability to secure new retailers, restaurants etc as public space helped form first

impressions of a potential investor and give a sense of the character of a town and its wellbeing.

A theme central to the entire Town Centre Plan, was the recognition that Aylesbury needed to improve the quality of its environment and public space to help create the experience people were looking for whether living, visiting or working. Whilst it was difficult to quantify a direct financial return on investment from public space improvements, there was strong supporting evidence which showed that it could deliver both intrinsic and non-economic benefit, and these were set out in the Committee report.

While good progress had been made in Aylesbury on delivering a range of public space improvements including decorative colourful planters and agreeing a parking order for Kingsbury to enable enforcement of illegal parking on the central area, a range of street entertainment and events in Market Square (such as Aylesbury on Sea, Whizzfizz and the Christmas lights switch on), these were small but incremental improvements. The two largest public spaces – Kingsbury and Market Square, still had operational and aesthetic challenges which required significant schemes to come forward to make a real difference.

### **Kingsbury**

The background and context of Kingsbury was detailed in the report. Use of Kingsbury had changed and whilst it still retained many fine buildings it had struggled in recent times to attract the footfall of its former years and to find its own identity. In 2004, a Government funded scheme to improve the public space had attract private investment in the commercial units and made it more integral to the retail circuit. However, this had not brought about the hoped for transformation. The on-going decline in footfall had led to new challenges and an increase in anti-social behaviour ranging from parking on the central area to public drinking outside the agreed areas. Much effort had also been made by AVDC and its partners to address these issues, but the overall feedback was that more significant investment was needed to enable Kingsbury to thrive and become a greater asset to the town.

The Action Plan for Kingsbury (taken from the Town Centre Plan) was attached as Appendix 2, which had a mini vision for the area to “create a more attractive environment for residents, visitors and businesses and improve it as the gateway to the old town.” A number of the actions listed had already been completed. However, one of the key outstanding actions was to, “form a stakeholder group to identify options for improving the physical environment, looking at seating, lighting, surfaces etc so that better use of the open space can be made all year round.”

Some preliminary work had already been undertaken by the Town Centre Manager to gauge interest by the business community in a scheme being brought forward. This engagement had been on the basis that whilst AVDC (working potentially with BCC who own the highway around the central area which was failing in parts), might be able to deliver enhancements to the public space. The land and buildings also needed to be considered to achieve the best outcome for this relatively small area. This meant that the investment and commitment from the 40 landlord and tenants in Kingsbury would be needed as well.

The potential to transform Kingsbury through a joint approach was significant and any stakeholder engagement would also extend to other key partners such as the Aylesbury Town Council, Thames Valley Police and the Aylesbury Old Town Residents' Association. Some initial thought had been given as to what the future look and feel of Kingsbury could be taking into account the need to reduce the reliance on retail and ensure that Kingsbury complemented other areas of the Town Centre. An initial concept based on bringing the Roald Dahl theme from the museum in the adjacent area, to

Kingsbury (both land and buildings) had been suggested and been well received by landlords and tenants. However, as part of the development of the concept, significant more work would need to be undertaken with stakeholders to ensure that the vision was shared and jointly owned. Any early ideas would also need to be supported by Heritage and Planning Officers before they were developed in detail to form a planning application.

### **Aylesbury Market Square**

The background and context of Market Square was detailed in the report. Market Square was still a very popular space and was home to four markets a week – the Vintage & Craft Bazaar, general, foodie Friday, special markets, concerts, Christmas light switch-on, the Christmas Carol concert, Whizzfizz and more. However, despite its popularity, the square was constrained by key issues including accessibility (cobbled square) and poor infrastructure which collectively prevented all of the space from being used for a wider range of activities.

The Action Plan for Market Square (taken from the Town Centre Plan) was attached as Appendix 3, which had a mini vision for the area to ““make more of the area’s presence as a key retail, catering and leisure hub””.

As with Kingsbury, a number of the actions were already underway or complete. For example, significant investment had taken place to improve the markets. New stalls, and the development of the Vintage & Craft Bazaar and the foodie Friday markets, had all helped to revitalise the popularity of the town’s historic market tradition. However, the one key action required was for a review of the public realm to ““create a more attractive and usable environment for shopping, eating, drinking and leisure (including large scale events and socialising).””

The Action Plan also stated that the review should include looking at better links between areas; vehicle, pedestrian and events use, and the public space (including layout, surfaces, street furniture, signage, lighting and electricity supply). The brief would take into account these requirements and the specific challenges as set out in the report, alongside the requirement to retain the square’s heritage look and feel.

### **Indicative costs of the improvements**

Members were informed that developing the concept to implementation of a scheme had a number of phases which would be applicable to both spaces. The key phases were:

- inception, concept preparation and stakeholder engagement.
- design development to planning.
- tender and construction pack
- delivery and project management.

Each phase carried costs which included the costs of securing specialist advice. Much of this advice would be needed for both spaces although with Kingsbury there would be an additional requirement to develop a Design Guide for the buildings.

Both spaces would be considered together to ensure a cohesive approach to the improvements and also to deliver some economies of scale in terms of commissioning the various elements of work.

The fee and capital costs of both schemes were only indicative at this stage. However, they had been estimated as:

Collective fee costs for Kingsbury and Market Square: £180,000  
Capital costs of delivery – Kingsbury: £2m  
Capital costs of delivery – Market Square: £2m  
Contingency: £320,000  
**Total: £4.5m**

This would be funded from 3 sources:

- existing section 106 funding allocated to Aylesbury Town Centre but not to any specific scheme: £1m.
- Heritage Lottery Funding townscape grants: £2m (potential funding source).
- New Homes Bonus: £1.5m

At this stage there was no guarantee that the bid for Heritage Lottery funding would be completely or partially successful. It was proposed that any gap in funding from the lottery would be met by additional new homes bonus monies.

The timescales would not be known until the specialist advice had been procured. However, as an indication, phases (i) to (iii) were likely to take until at least Spring 2019 to complete enabling procurement for the delivery in Summer 2019., with construction starting later in 2019. Depending on the nature of the finally approved schemes, it was probable that work would be phased rather than carried out at the same time to minimise disruption.

The Finance and Services Scrutiny Committee on 9 July, 2018, had considered the Improvements Schemes. Scrutiny's comments had been reported to Cabinet who had considered them in making a recommendation to full Council.

It was proposed by Councillor Mrs Ward, seconded by Councillor A Cole, that:-

- (1) That the plans to bring forward improvements schemes for Kingsbury and Market Square be endorsed in principle.
- (2) That approval be given, in principle, for a package of funding in support of the proposals, as set out below, and to make the necessary amendments to the capital programme.
  - (i) Use of Section 106 unallocated funds for Aylesbury Town Centre: £1m.
  - (ii) An application for Heritage Funding Townscape grants: £2m (potential funding source).
  - (iii) Use of New Homes Bonus: £1.5m (to be increased to meet any shortfall from the application for Heritage Lottery Funding).
- (3) That approval be given to immediately release £100,000 to enable the procurement of a public realm architect to be appointed to develop concepts for both schemes in consultation with stakeholders.
- (4) That the concepts and indicative costs of delivering both schemes be reported back to scrutiny and Cabinet, with Cabinet given authority to release the next phase of funding to enable the concepts to be developed to detailed planning application stage.
- (5) That Cabinet be given authority to release the remaining funding of up to £4.4m to deliver the schemes once planning permission was granted.



The proposal was opened up to debate. It was thereupon proposed by Councillor Monger and seconded by Councillor Christensen:

That the recommendations be amended to read as follows (the proposed changes/additions being shown in emboldened typeface, the proposed deletions being struck through):-

- (1) That the ~~plans~~ **proposal** to bring forward improvements schemes for Kingsbury and Market Square be endorsed in principle.
- (2) That approval be given, in principle, for a package of funding in support of the proposals, as set out below, and to make the necessary amendments to the capital programme.
  - (i) Use of Section 106 unallocated funds for Aylesbury Town Centre: £1m.
  - (ii) An application for Heritage Funding Townscape grants: £2m (potential funding source).
  - (iii) Use of New Homes Bonus: **to a maximum of £1.5m subject to the agreement of the NHB Grants Panel** (~~to be increased to meet any shortfall from the application for Heritage Lottery Funding~~).
- (3) That approval be given to immediately release **up to** £100,000 to enable the procurement of a public realm architect to be appointed to develop concepts for both schemes in consultation with **commercial** stakeholders and **Aylesbury Town Council**.
- (4) That the concepts and indicative costs of delivering both schemes be reported back to **Council scrutiny and Cabinet, with Cabinet given authority for consideration and subject to approval** to release the next phase of funding to enable the concepts to be developed to detailed planning application stage.
- (5) ~~Cabinet be given authority to release the remaining funding of up to £4.4m to deliver the schemes once planning permission was granted.~~ **That subject to planning consent being obtained, a draft contract for the completion of the project be subjected to consideration by Scrutiny Committee, Cabinet and Council.**

Upon being put to the meeting the amendment was declared to be LOST.

During further debate on the original proposal it was then proposed by Councillor Mills and seconded by Councillor Stuchbury that recommendation (2)(iii) be amended to read as follows:-

“(2)(iii) Use of New Homes Bonus: to a maximum of £1.5m, with any increase in the amount of NHB funds to be first approved by Cabinet.”

The proposer and seconder of the original proposal agreed to update it to take account of the amendment to recommendation (2)(iii). The original proposal, as amended, was put to the meeting and it was declared to be CARRIED. Accordingly, it was

RESOLVED –

- (1) That the plans to bring forward improvements schemes for Kingsbury and Market Square be endorsed in principle.

- (2) That approval be given, in principle, for a package of funding in support of the proposals, as set out below, and to make the necessary amendments to the capital programme.
  - (i) Use of Section 106 unallocated funds for Aylesbury Town Centre: £1m.
  - (ii) An application for Heritage Funding Townscape grants: £2m (potential funding source).
  - (iii) Use of New Homes Bonus: to a maximum of £1.5m, with any increase in the amount of NHB funds to be first approved by Cabinet.
- (3) That approval be given to immediately release £100,000 to enable the procurement of a public realm architect to be appointed to develop concepts for both schemes in consultation with stakeholders.
- (4) That the concepts and indicative costs of delivering both schemes be reported back to scrutiny and Cabinet, with Cabinet given authority to release the next phase of funding to enable the concepts to be developed to detailed planning application stage.
- (5) That Cabinet be given authority to release the remaining funding of up to £4.4m to deliver the schemes once planning permission was granted.

## **6. STREET CLEANSING AND HORTICULTURAL CONTRACT**

Work had commenced in January 2018 to determine how the existing street cleansing and horticultural contract and services could be delivered when the current contract expired in January 2020.

Council received a report and background information, as well as the appendices in the confidential part of the agenda, that had been considered by the Environment and Living Scrutiny Committee on 24 July, 2018, and by Cabinet on 12 September, 2018, following the recent appraisal process for future service delivery.

The outcome of a Member/Officer workshop in February 2018 had indicated a preference for either an in-house delivery of the service or a re-procurement OJEU compliant tender process when the current contract expired. The workshop considered the following options:

- a) Street and Horticultural Services (as is) either in-house or full procurement process of joint services
- b) Waste, Street and Horticultural Services either in-house service or full procurement of joint services
- c) Waste and Street Services either in-house service or full procurement process. Horticultural Services would be delivered separately, either in-house or contracted

Consideration had also been given as to whether to include wider waste services in a procurement exercise. However this had been discounted for numerous reasons which included the aspiration to build on the commercial and transformational successes of the Waste and Recycling Service.

A market survey had been carried out by the Association for Public Service Excellence (APSE) to investigate what other Local Authorities did for their street and horticultural services. The survey found that of the Authorities that responded:-

- 88% delivered street cleansing in-house.
- 73% delivered parks and horticulture services in-house.
- 63% jointly managed and delivered both street cleansing and horticulture services.

The Waste Transformation Board had considered the options in May 2018 against various criteria which included: Agility, Capacity, Control, Cost, External Income Generation, Human Resource Resilience, Innovation and Value for Money. The Board had felt that having control and flexibility of the service was a high priority and would allow for adaptation to changing circumstances. Members would also have the ability to determine how the services were discharged.

The Board had also felt that in terms of resources, AVDC were already delivering a successful in-house waste collection service which meant the Council had internal knowledge and expertise in direct service provision. This included the depot, workshops, fleet management, software systems, and health and safety. The report contained two high scoring options for the service delivery (Option 1.A and Option 3) with their risks outlined. Both options offered similar annual savings to the Council. Detailed information on the options and tendering process was included in the confidential part of the agenda. Members referred to this information in general terms during their discussions and deliberations.

Members were informed that if there was a final unitary decision for Buckinghamshire, there was the option for the current contract to be extended for up to two years until January 2022. Although this was subject to the contractor's agreeing to the extension, it would mitigate the risk of non-service delivery during the transition period to a unitary authority.

The Environment and Living Scrutiny Committee had considered the appraisal process and information on 24 July, 2018 and been supportive of Delivery Option 1.A. Cabinet had considered the views expressed at the scrutiny meeting in making a final recommendation to Council.

Proposed by Councillor Sir Beville Stanier, seconded by Councillor Irwin and

RESOLVED –

- (1) That Delivery Option 1.A, as detailed in the confidential report, be approved for the delivery of street cleansing and horticultural services from January 2020.
- (2) That it be noted that a funding proposal relating to Delivery Option 1.A would be developed and then reported to Cabinet and Council as part of the Capital Programme Update for 2019/20 to 2022/23.

## 7. QUESTION TIME

Members had the opportunity to ask questions of individual Cabinet Members and Committee Chairmen about issues affecting their portfolios/Committee activities:-

- (a) **Kingsbury and Market Square Improvement Schemes** (Councillor Foster) – the Cabinet Member for Civic Amenities informed Members that the Council would be taking the schemes approved earlier in the meeting seriously. A public realm architect would be employed and the Council would listen to all people and consult widely on the schemes. This would include looking at how to make the most of the Town's heritage and at that could be done to attract more people into Aylesbury.

- (b) **Cornwall Meadows car park, Buckingham** (Councillor Stuchbury) – the Cabinet Member for Civic Amenities informed Members that the payment machines in this car park were in need of being modernised and replaced. This would be addressed as part of the Car Parking Strategy that would be reported to Council in October.

There had been a number of problems with individual machines being reported as faulty over the last 5 weeks. On each occasion, engineers had attended on site within 2 days and been able to repair the machines. There were 5 machines located in the car park and 4 out of the 5 machines had been working properly during the period.

Members were informed that quotes to repair the potholes had been received. A work plan was being put together with it anticipated that a contractor would be appointed soon.

- (c) **Universal Credit** (Councillor Stuchbury) – the Cabinet Member for Communities confirmed that information would be reported back to Members assessing the impacts of the rollout of Universal Credit on local people.
- (d) **Oxford-Cambridge Expressway** (Councillor Monger) – the Deputy Leader of the Council responded to the question which had raised a number of issues in relation to the announcement of the preferred route of the Oxford-Cambridge expressway. These had included the impact on biodiversity, undertaking an Environmental Impact Assessment, AVDC responding to Highways England and central Government, and ensuring that a full public consultation was undertaken in due course.

Members were informed that the issues highlighted would be passed to the Leader of the Council. However, details of the exact route were still sketchy and the Council didn't want to make assumptions until the full facts were known. AVDC was continuing to talk to central Government on the essential requirement for additional infrastructure to be provided.

- (e) **Major Planning Application, Edlesborough** (Councillor Poll) – the Cabinet Member for Planning and Enforcement informed Members that the work to enable this planning application to be decided was nearing completion. It was a very complicated matter that would hopefully be decided within the next month.
- (f) **Fairford Leys Riverine Corridor** (Councillor A Cole) – the Cabinet Member for Environment and Leisure informed Members that he would be working with the Officers with an aim to delivering the next phases of the Riverine Corridor as soon as was possible.
- (g) **Assisting Town Centre businesses** (Councillor Mrs Morgan) – the Cabinet Member for Civic Amenities informed Members that there a number of ways that existing retail and other businesses in the Aylesbury town centre could be assisted including through the Town Centre Partnership and the landlords forum. The Kingsbury and Market Square Improvements would look to invest in the town centre's public realm to improve the sense of civic pride.
- (h) **Street Cleansing** (Councillor Mrs Morgan) – the Cabinet Member for Waste and Licensing asked the Member to provide him with information on street cleansing issues at Havelock Street and Fleet Street, Aylesbury, so that he could look into the matter.

**8. EXCLUSION OF THE PUBLIC**

RESOLVED –

That under Section 100(A)(4) of the Local Government Act, 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in the Paragraph indicated in Part 1 of Schedule 12A of the Act:-

Street Cleansing and Horticultural Contract (Paragraph 3).

The public interest in maintaining the exemption outweighed the public interest in disclosing the information because the report contained information relating to the financial or business affairs of organisations (including the Authority holding that information) and disclosure of commercially sensitive information would prejudice negotiations for contracts and land disposals and transactions.

**9. STREET CLEANSING AND HORTICULTURAL CONTRACT**

In connection with the decisions reached earlier during the meeting, consideration was given to the confidential report and information in the confidential part of the agenda.

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**Council**  
**24 October 2018**

**REVIEW OF THE COUNCIL'S LICENSING POLICY GAMBLING ACT 2005**  
**Councillor Sir Beville Stanier**  
**Cabinet Member for Waste and Licensing**

**1 Purpose**

- 1.1 To inform Full Council of the need to review the Council's current Gambling Policy and seek their adoption of the attached draft of the Council's Gambling Policy

**2 Recommendations/for decision**

- |  |
|--|
| 2.1 That Full Council adopt the attached draft of the Council's Gambling Policy. |
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**3 Supporting information**

- 3.1 Section 349 of the Gambling Act 2005 requires all licensing authorities to prepare and publish a statement of principles that they propose to apply in exercising their functions under the Act. The statement of principles or gambling policy must be reviewed and republished every three years. The Council's policy is now due for revision and a new version must be published by 3 January 2019, with it coming into force on 31 January 2019.
- 3.2 A new draft policy, containing a number of proposed revisions was prepared and presented to the Licensing Committee at its meeting on 2 July 2018. The main changes relate to the preparation and publication of a Local Area Profile (LAP) and expansion of the sections referring to risk assessments and the licensing objectives. There has also been some minor changes to other sections within the policy. A copy of the new revised policy is shown as Appendix 1.
- 3.3 In accordance with legal requirements, the draft new policy was distributed for consultation and a copy of the policy was published on AVDC's website. The consultation period ran for 8 weeks, between 9 July and 31 August 2018. A wide range of potential stakeholders were consulted, which included:
- Responsible authorities under the Gambling Act
  - Local organisations working with those potentially vulnerable to gambling related harm.
  - Premises licence and permit holders within the District
  - Organisations representative of gambling businesses.
  - District and Borough Councillors.
  - Parish Councils and neighbouring Districts
- 3.4 The Council's Licensing Service received only one response to the consultation, from GamCare. GamCare is the leading provider of information, advice, support and treatment services for those affected by problem gambling. GamCare's comments and the Licensing Service's response is shown as Appendix 2.
- 3.5 The draft gambling policy was again considered by the Licensing Committee at its meeting on 10 September 2018. The policy was then referred for consideration by the Environment and Living Scrutiny Committee on 25 September 2018.

- 3.6 Following discussions at the Licensing and Environment and Living Committees, the following points were considered/established:
- 3.7 It is intended that the LAP will be published as a separate document to the policy. Operators of licensed gambling premises are now required to assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises; as part of this assessment operators must take into account relevant matters identified in the Council's Gambling Policy. The Gambling Commission encourages licensing authorities to prepare and publish LAPs to assist operators in identifying local risk factors. The LAP is essentially a statistical document, with its content and its application governed by the policy. Given the fluid nature of the document it is considered more appropriate to publish the LAP separate to the policy to allow timely changes to be made, in consultation with the Licensing Committee, without the requirement for full consultation and Council approval. The new draft LAP is shown as Appendix 3.
- 3.8 Members of both Committees continue to be concerned by the high concentration of licensed gambling premises, notably in the Aylesbury Town Centre area. Members expressed frustration about the lack of statutory provision or guidance that would facilitate the introduction of cumulative impact or saturation type policies. The Chairman of the Licensing Committee has written to the Government about this issue in 2017.
- 3.9 Members were made aware of the Government's decision to reduce the maximum stakes on fixed-odd betting terminals (FOBTs) from £100 to £2. It is generally believed that once implemented, this decision will have a significant impact on the number of licensed high street betting shops.
- 3.10 Members of the Licensing Committee visited a licensed gambling premises and had the opportunity to see first hand the safeguarding measures in place such as self-exclusion policies, customer interaction policies and referral to support services. The growing trend in online gambling and the potential benefit of having well regulated high street licensed premises to help signpost problem gamblers to support services was considered.
- 3.11 LAP and local risk assessments were recognised as useful tools to challenge applications in risk areas.
- 3.12 The potential to implement clustering type policies in respect of gambling premises in other Council policy areas, such as the VALP and neighbourhood plans was considered.
- 3.13 In accordance with legal provisions, final approval of the policy must be dealt with by Full Council.

#### **4 Options considered**

- 4.1 No other options considered in terms of preparation and adoption of the policy as this is a statutory function with little discretion as to how the Council can proceed. It was considered whether or not to include the Local Area Profile within the policy document, however there is a statutory requirement to carry out a full consultation on any proposed amendments to the policy, with the final decision required by full Council. The purpose of Local Area Profile is to provide statistical information which will invariably change over time. It is therefore considered more appropriate to publish this document separate to the policy so timely changes can be made without the requirement for full consultation and Council approval.



**5 Reasons for Recommendation**

5.1 This is a statutory requirement.

**6 Resource implications**

6.1 Limited resource implications dealt with by licensing income.

**7 Response to Key Aims and Objectives**

7.1 Supports business and local communities.

Contact Officer  
Background Documents

Simon Gallacher, Principal Licensing Officer  
Gambling Act 2005, Gambling Commission Guidance to Licensing  
Authorities.



# **Gambling Act 2005 Licensing Policy 2019-2022**

**Gambling Act 2005  
Licensing Policy for Aylesbury Vale District Council  
2019-2022**

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## **PART A**

### **GENERAL PRINCIPLES**

#### **1. The Licensing Objectives**

The Gambling Act 2005 regulates most forms of gambling in the UK, and places local control of gambling in the hands of local authorities. Aylesbury Vale District Council is the licensing authority for the District of Aylesbury Vale.

In exercising most of their functions under the Gambling Act 2005 (“the Act”), the licensing authority will have regard to the licensing objectives as set out in section 1 of the Act. The licensing objectives are:

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- Ensuring that gambling is conducted in a fair and open way
- Protecting children and other vulnerable persons from being harmed or exploited by gambling

While the term “vulnerable” is not defined in the Act, the Gambling Commission assumes for regulatory purposes that vulnerable people include those who gamble more than they want to, people who gamble beyond their means and people who may not be able to make informed or balanced decisions about gambling due to, for example, mental health, a learning disability or substance misuse relating to alcohol or drugs. The licensing authority will make the same assumption when exercising its powers under the Act.

In making decisions under section 153 of the Act in relation to premises licences the licensing authority is bound to aim to permit the use of premises for gambling in so far as it thinks it:

- a) in accordance with any relevant code of practice issued by the Gambling Commission
- b) in accordance with any relevant guidance issued by the Gambling Commission
- c) reasonably consistent with the licensing objectives (subject to the above) and
- d) in accordance with the authority’s licensing policy (subject to the above).

The licensing authority will therefore pay close attention to the compliance of any proposal with each part of section 153. Applicants are strongly advised to provide such information as is necessary in the circumstances of each case as will enable the licensing authority to reach a confident conclusion as to the compliance of the proposal with section 153.

#### **2. Introduction**

Aylesbury Vale is situated in the County of Buckinghamshire, which contains four District Councils and one County Council in total. It is home to 193,113 people (ONS 2017) , with the area seeing a 10.4% increase since 2011, the fifth highest rate of growth of any local authority in Great Britain. While one third of this population lives in Aylesbury itself, the remainder is distributed sparsely across almost 350 square miles and 109 parishes. Attached as Appendix 1 is a map of the Council area.

Licensing authorities are required by the Act to publish a statement of the principles i.e. a policy, which they intend to apply when exercising their functions under the Act. That is the purpose of this policy. In summary this policy is divided into three sections. The first section deals with general principles relating to the implementation of the Gambling Act 2005. The second part concentrates

on premises licences and provides guidance on this authority's general approach in an effort to assist all parties involved in an application. The final section relates to permits under the Act. The policy must be published at least every three years. The policy must also be reviewed from "time to time" and any amended parts re-consulted upon. The policy must be then re-published.

The Act makes licensing authorities responsible for licensing premises for gambling e.g. gaming machine arcades, betting shops, casino gaming and bingo. The ability of the council to regulate gambling activities in the District provides an opportunity for the council and its partners to have more direct influence on the determination of licence applications. Residents who are, or who could be, affected by premises providing gambling facilities have an opportunity to influence decisions and the council is able to work with others to protect children and vulnerable people from being harmed or exploited by gambling activities.

The responsibility for regulating gambling is shared between the Gambling Commission and Local Authorities or Councils. The Gambling Commission is responsible for issuing operating licences to organisations and individuals who provide facilities for gambling and personal licences to persons working in the gambling industry. The Commission takes the lead role on ensuring that gambling is conducted in a fair and open way through the administration and enforcement of operating and personal licence requirements. The Commission is also responsible for remote gambling activities such as facilities provided via the Internet, television or radio. The Gambling Commission issues national guidance to licensing authorities, which authorities must take into account when exercising their own functions. The current edition of the guidance is the fifth edition, as updated in September 2016. The licensing authority has had regard to that guidance in preparing this policy.

The licensing authority has consulted widely upon this policy before finalising and publishing it. A list of those persons the authority has consulted with is provided as Appendix 2. The Gambling Act requires that the following parties are consulted by licensing authorities:

- The Chief Officer of Police;
- One or more persons who appear to the authority to represent the interests of persons carrying on gambling businesses in the authority's area;
- One or more persons who appear to the authority to represent the interests of persons who are likely to be affected by the exercise of the authority's functions under the Gambling Act 2005.

Consultation took place between 9 July 2018 and 31 August 2018 and the reviewed policy was approved at a meeting of the Full Council on . The full list of comments made and their consideration by the Council of those comments is available by request to the Licensing Service

The policy was approved at a meeting of the Full Council on (Date to be inserted) and was subsequently published via our website. Copies were placed in the public libraries of the area as well as being available from the Council Office. Should you have any comments as regards this policy statement please send them via e-mail or letter to the following address:

Aylesbury Vale District Council  
Licensing Services, Customer Fulfilment, The Gateway, Gatehouse Road, Aylesbury, Bucks HP19 8FF  
[licensing@aylesburyvaldc.gov.uk](mailto:licensing@aylesburyvaldc.gov.uk)

It should be noted that this policy statement will not override the right of any person to make an application, make representations about an application, or apply for a review of a licence, as each

will be considered on its own merits and according to the statutory requirements of the Gambling Act 2005.

### **3. Declaration**

In producing the final statement, the licensing authority declares that it had regard to the licensing objectives of the Gambling Act 2005, the guidance issued by the Gambling Commission, and any responses from those consulted on the statement.

### **4. Responsible Authorities**

For the purpose of the Gambling Act 2005, the following are responsible authorities in relation to premises:

- A licensing authority in whose area the premises are wholly or partly situated
- The Gambling Commission
- Thames Valley Police
- Bucks Fire and Rescue
- Head of Planning, Aylesbury Vale District Council
- Environmental Health, Regulatory Services, Aylesbury Vale District Council
- Buckinghamshire Safeguarding Children Board, Bucks County Council
- HM Commissioners of Customs and Excise

The licensing authority is required by regulations to state the principles it will apply in exercising its powers under Section 157(h) of the Act to designate, in writing, a body which is competent to advise the authority about the protection of children from harm. The principles are:

- the need for the body to be responsible for an area covering the whole of the licensing authority's area; and
- the need for the body to be answerable to democratically elected persons, rather than any particular vested interest group.

The licensing authority designates the Buckinghamshire Safeguarding Children Board for this purpose.

The contact details of all the Responsible Authorities under the Gambling Act 2005 are available via the Council's website at:

[www.aylesburyvaledc.gov.uk](http://www.aylesburyvaledc.gov.uk)

### **5. Interested parties**

Interested parties can make representations about licence applications, or apply for a review of an existing licence. To be an 'interested party' a person must meet one of the following criteria:

- live sufficiently close to the premises to be likely affected by the gambling activities
- have business interests that might be affected by the gambling activities
- represent persons in either of these two groups for example residents' and tenants' associations, trade unions and trade associations, partnerships, charities, community groups, faith groups, medical practices, Assembly Members, Councillors and MPs.

When considering whether a person lives sufficiently close to the premises, the Licensing Authority will take into account:

- the size of the premises
- the nature of the premises
- the distance of the premises from the location of the person making the representation
- the potential impact of the premises, for example the number of customers and routes likely to be taken by those visiting the establishment
- the circumstances of the complainant

In considering 'likely affected', the Licensing Authority recognises that there is a broad context in which people may possibly be affected by premises providing gambling facilities in their vicinity. The Licensing Authority will maintain an open-mind when considering the circumstances presented in any representation.

Having a 'business interest' will be given the widest possible interpretation and include community and voluntary groups, schools, charities, faith groups and medical practices. The Licensing Authority will consider the following factors relevant when determining whether a person's business interests may be affected:

- the size of the premises
- the catchment area of the premises, for example how far people travel to visit the premises
- whether the person making the representation has business interests in the affected catchment area

The Licensing Authority will not take into account representations that are:

- repetitive, vexatious or frivolous
- from a rival gambling business where the basis of the representation is unwanted competition
- moral objections to gambling
- concerned with expected demand for gambling
- anonymous

Details of applications and representations referred to a licensing sub-Committee for determination will be published in reports that are made publicly available and placed on the council's website in accordance with the Local Government Act 1972 and the Freedom of Information Act 2000. Personal details will however be redacted from representations in the final website version of reports.

Names and addresses of people making representations will be disclosed to applicants and only be withheld from disclosure to the applicant on the grounds of personal safety where the Licensing Authority is specifically asked to do so.

## **6. Exchange of Information**

Licensing authorities are required to include in their statements the principles to be applied by the authority in exercising the functions under sections 29 and 30 of the Act with respect to the exchange of information between it and the Gambling Commission, and the functions under section 350 of the Act with respect to the exchange of information between it and the other persons listed in Schedule 6 to the Act.

The principle that the licensing authority applies is that it will act in accordance with the provisions of the Gambling Act 2005 in its exchange of information, and the provisions of the applicable data protection legislation. The licensing authority will also have regard to guidance from the Gambling Commission on this matter.

## **7. Enforcement**

Licensing authorities are required by regulation under the Gambling Act 2005 to state the principles to be applied by the authority in exercising the functions under Part 15 of the Act with respect to the inspection of premises; and the powers under section 346 of the Act to institute criminal proceedings in respect of the offences specified.

The licensing authority's principles are that it will be guided by advice contained in national guidance and will endeavour to be:

- Proportionate: regulators should only intervene when necessary: remedies should be appropriate to the risk posed, and costs identified and minimised;
- Accountable: regulators must be able to justify decisions, and be subject to public scrutiny;
- Consistent: rules and standards must be joined up and implemented fairly;
- Transparent: regulators should be open, and keep regulations simple and user friendly; and
- Targeted: regulation should be focused on the problem, and minimise side effects.

As the national guidance advises, the licensing authority will endeavour to avoid duplication with other regulatory regimes so far as possible. The licensing authority will adopt a risk-based approach to enforcement based on;

- The licensing objectives
- Relevant codes of practice
- Guidance issued by the Gambling Commission
- The principles set out in this statement of licensing policy

The licensing authority will also have regard to the Regulators' Code issued by the Better Regulation Delivery Office.

The purpose of the Code is to promote proportionate, consistent and targeted regulatory activity through the development of transparent and effective dialogue and understanding between regulators and those they regulate. The Code also aims to promote efficient and effective approaches to regulatory inspection and enforcement, improving the outcome of regulation without imposing unnecessary burdens.

The main enforcement and compliance role for the licensing authority under the Act is to ensure compliance with the premises licences and other permissions which it authorises. In circumstances where the Licensing Authority is made aware of possible illicit gambling activities at premises within the Council's area, the Licensing Officers will carry-out investigations and take robust enforcement action where evidence of offences is established.

The Gambling Commission is the enforcement body for operating and personal licences. It is also worth noting that concerns about manufacture, supply or repair of gaming machines will not be dealt with by the licensing authority but will be notified to the Gambling Commission.

## **8. Licensing Authority functions**

Licensing Authorities are required under the Act to:

- Be responsible for the licensing of premises where gambling activities are to take place by issuing Premises Licences
- Issue Provisional Statements
- Regulate members' clubs and miners' welfare institutes which wish to undertake certain gaming activities, by issuing Club Gaming Permits and/or Club Machine Permits
- Issue Club Machine Permits to Commercial Clubs



- Grant permits for the use of certain lower stake gaming machines at unlicensed Family Entertainment Centres
- Receive notifications from alcohol licensed premises (under the Licensing Act 2003) for the use of two or fewer gaming machines
- Issue Licensed Premises Gaming Machine Permits for premises licensed to sell/supply alcohol for consumption on the licensed premises, under the Licensing Act 2003, where there are more than two machines
- Register small society lotteries below prescribed thresholds
- Issue Prize Gaming Permits
- Receive, endorse and, if necessary, determine Temporary Use Notices
- Receive Occasional Use Notices
- Provide information to the Gambling Commission regarding details of licences issued (see section above on information exchange)
- Maintain registers of the permits and licences that are issued under these functions.

Local licensing authorities are not involved in licensing remote gambling; this is the responsibility of the Gambling Commission through operating licences. Remote gambling means gambling in which persons participate by the use of the internet; telephone; television; radio or any other kind of electronic or other technology for facilitating communication.

### **9. Electronic submissions and Communication**

The Licensing Authority welcomes the use of electronic communication. The use of electronic communication, such as email, is not only considered more efficient in terms of time and effort, it brings about greater cost savings. The Licensing Authority will accept applications, notices and representations submitted via email, or by other electronic means available, to the Licensing Service. Further information and application forms are available on the Council's web site, [www.aylesburyvaldc.gov.uk](http://www.aylesburyvaldc.gov.uk)

## **PART B**

### **PREMISES LICENCES**

#### **10. General**

Premises licences will be subject to the requirements set-out in the Gambling Act 2005 and regulations, as well as specific mandatory and default conditions which are detailed in regulations issued by the Secretary of State. Licensing authorities are able to exclude default conditions and also attach others, where it is believed to be appropriate.

#### **11. Decision-making**

The Licensing Authority aims to permit the use of premises for gambling in accordance with the requirements of the Act. The Licensing Authority considers it important to emphasise that “aim to permit” does not create a “presumption to grant”. The Licensing Authority will allow premises to be used for gambling in so far as it considers it:

- In accordance any relevant code of practice or guidance issued by the Gambling Commission
- In accordance with any relevant guidance issued by the Gambling Commission
- Reasonably consistent with the licensing objectives, and
- In accordance with the authority’s statement of licensing principles.

The ‘aim to permit’ framework provides wide scope for the Licensing Authority to impose conditions on a premises licence, reject, review or revoke premises licences where there is a potential conflict with the relevant codes of practice, relevant Guidance issued by the Commission, the licensing objectives or the licensing authorities own statement of policy.

The general approach expressed in this policy does not override the right of any person to make an application and to have that application considered on its merits.

As far as is possible the Licensing Authority will avoid duplication with other regulatory regimes., such as planning and building control regulations.

The Licensing Authority will avoid taking into account demand for gambling premises when making decisions.

The Licensing Authority will not take into account representations based on moral objections.

#### **12. Definition of “premises”**

In the Act, "premises" is defined as including "any place" and Section 152 prevents more than one premises licence applying to any place. However, a single building could be subject to more than one premises licence, provided they are for different parts of the building and the different parts of the building can be reasonably regarded as being different premises. In considering whether it is lawful to licence part of a building, the Licensing Authority will take into account national guidance issued by the Gambling Commission.

In deciding whether a proposed licence for a part of a premises is consistent with the licensing objectives, the licensing authority will pay special heed to the need to protect children. As advised by the Gambling Commission, children should be protected not only from taking part in gambling, but also from being in close proximity to gambling. Therefore premises should be configured so that children are not invited to participate in, have accidental access to or closely observe gambling where they are prohibited from participating.

### **13. Split premises**

The Licensing Authority will always give the closest consideration to whether a sub-division has created separate premises meriting a separate machine entitlement.

The Authority will not automatically grant a licence for sub-divided premises even if the mandatory conditions are met, particularly where the Authority considers that this has been done in order to sidestep controls on the number of machines which can be provided in a single premises. The Authority will consider if the sub-division has harmed the licensing objective of protecting the vulnerable. The Authority may also take into account other relevant factors as they arise on a case-by-case basis.

### **14. Premises “ready for gambling”**

The Guidance states that a licence to use premises for gambling should only be issued in relation to premises that the licensing authority can be satisfied are going to be ready to be used for gambling in the reasonably near future, consistent with the scale of building or alterations required before the premises are brought into use.

If the construction of a premises is not yet complete, or if they need alteration, or if the applicant does not yet have a right to occupy them, then an application for a provisional statement should be made instead.

In deciding whether a premises licence can be granted where there are outstanding construction or alteration works at a premises, the authority will determine applications on their merits, applying a two stage consideration process:-

- First, whether the premises ought to be permitted to be used for gambling
- Second, whether appropriate conditions can be put in place to cater for the situation that the premises are not yet in the state in which they ought to be before gambling takes place.

Applicants should note that this authority is entitled to decide that it is appropriate to grant a licence subject to conditions, but it is not obliged to grant such a licence.

More detailed examples of the circumstances in which such a licence may be granted can be found at Part 7 of the guidance.

### **15. Risk assessment**

From 6 April 2016 gambling operators, such as those operating betting shops and adult gaming centres, are required to assess the local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises.

Local risk assessments must take into account the relevant matters identified in the Licensing Authority’s statement of licensing policy.

Risk assessments should take into account the risks presented by the local landscape, such as the premises’ exposure to particular vulnerable groups and crime.

Operators are required to conduct or update a risk assessment when:

- applying for a new premises licence
- applying for a variation to a premises licence
- significant changes in the local environment or at the premises warrant a risk assessment to be conducted again.

It is the operator's responsibility to identify when significant changes require their existing risk assessment to be reviewed. To assist, the Licensing Authority will notify licensed operators when changes are made to the 'local area profile', see 'Local Area Profiles'. The characteristics identified in the local area profiles are not exhaustive and operators may identify other significant factors that they need to take into account. Operators are expected to take a proactive approach in reacting to significant changes to the local environment and they should not wait to be notified by the Licensing Authority before reviewing their risk assessment to account for a change in local circumstances.

Operators will need to review their risk assessment when changes occur at their premises, arising for example from changes to layouts or working practices.

The Council expects risk assessments to be structured in a manner that offers sufficient assurance that a premises has suitable controls and procedures in place. These controls should reflect the level of risk within the particular area, which will be determined by local circumstances.

Risk does not necessarily relate to events that have happened but also to events that could happen. Risk is related to the probability of an event happening and the likely impact of that event on one or more of the licensing objectives.

The Licensing Authority will challenge an operator's risk assessment where it can be evidenced that there are local risks that the operator has failed to take into consideration or the proposed control measures are deemed inadequate.

Licensees are required to share their local risk assessments with licensing authorities when applying for a premises licence, applying for a variation to an existing premises licence or otherwise at the request of the licensing authority. We therefore consider it appropriate for operators to hold premises risks assessments on the premises. Doing so can also save considerable time and expense, as well as increasing the confidence of those agencies as to the operator's awareness of their obligations.

Information provided in respect of risk assessments may be used by the Licensing Authority when determining applications for new licences, variations, provisional statements and reviews.

Operators are strongly encouraged to refer to the sections on 'Local Area Profiles' and 'Licensing Objectives' when formulating or reviewing their risk assessments.

## **16. Local Area Profiles**

The Licensing Authority believes Local Area Profiles provide significant benefits in raising awareness of local risks to the licensing objectives in an area. They enable the Licensing Authority to better serve the local community by: identifying the risks within it, providing greater clarity for operators, improving decision making and encouraging a proactive approach.

The Licensing Authority, in conjunction with partner agencies, will produce and publish a Local Area Profile which will be made available on the Council's website and on request from the Licensing Service. The profile will provide geographical information, associated with key characteristics, which have been identified as representing higher levels of risk to one or more of the licensing objectives.

The Licensing Authority expects operators of licensed premises to utilise the latest Local Area Profile information when formulating and reviewing their risk assessments. Operators are expected to establish whether the site of their gambling premises is in, or in the vicinity of, a high risk area. Operators will be expected to clearly show that they have fully considered the potential impact of the operation of gambling facilities at their premises on the promotion of the licensing objectives in the local area.

The Licensing Authority will refer to the latest Local Area Profile information when considering all licence applications.

The Licensing Authority will seek to restrict facilities for gambling in areas where it feels its vulnerable persons will be put at potential risk of harm. However, each case will be decided on its merits and new and existing operators will always be given the opportunity to demonstrate how they might overcome Licensing Authority concerns in this area prior to determination of any licence application.

## **17. Planning**

The licensing authority will not take into account the likelihood of the applicant obtaining planning permission or building regulations approval for their proposal.

Further, when dealing with a premises licence application for finished buildings, the licensing authority will not take into account whether those buildings have or comply with the necessary planning or building consents. Those matters should be dealt with under relevant planning control and building regulation powers, and not form part of the consideration for the premises licence.

The licensing authority will, however, consider whether compliance with a planning or building regulation consent would interfere with compliance with licence conditions or the licensing objectives.

## **18. Duplication with other regulatory regimes**

The licensing authority will seek to avoid any duplication with other statutory / regulatory systems where possible, including health and safety and fire regulation.

## **19. Licensing objectives**

Premises licences granted must be reasonably consistent with the licensing objectives. With regard to these objectives, this licensing authority has considered Part 5 of national guidance, and will generally exercise its functions having regard to it. Some particular comments are made below.

### **19. 1 Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.**

Licensees and applicants will be expected to demonstrate through their risk assessment that they have given careful consideration to preventing gambling from being a source of crime and disorder, being associated with crime or disorder or being used to support crime and appropriate control measures are in place.

Licence applications, including review applications, in areas with higher levels of crime and/or disorder associated with gambling premises will receive particular attention by the Licensing Authority.

The Licensing Authority will expect licence holders and applicants to demonstrate they have robust control measures in place to tackle crime and disorder issues. In circumstances where the Licensing Authority considers that the proposals are inadequate, additional conditions may be imposed.

Appropriate control measures that may be considered include (but are not limited to):

- Provision of comprehensive CCTV, including details of areas covered and arrangements for operation, monitoring and maintenance.
- Conspicuous warning signs in appropriate places relating to use of CCTV, zero drug tolerance policies, zero staff abuse policy.

- The layout of the premises so that staff can have an unobstructed views of customers, machines, entry points and access to toilets.
- Use of fixed/secured furniture.
- Minimum staff levels and arrangements for securing staff safety.
- The location of gaming machines and gaming machine design.
- Robust incident reporting procedures.
- Provision of SIA registered door supervisors at key times or days of the week.
- Use of a search policy.
- Strategically placed panic buttons, burglar alarms, personal alarms
- Barring procedures and alerts systems.
- Active participation in Bet Watch or similar schemes.
- Encourage customers to report crime and disorder issues.
- Appropriate lighting levels.
- Arrangements for monitoring the immediate vicinity of premises.
- Measures to prevent street drinking, urinating in the street, begging, drug taking, litter and obstruction of the public highway associated with the premises.
- Liaison with local police with regard to local crime trends.
- Provision of toilets, with suitable maintenance and monitoring arrangements in place.
- Comprehensive staff training including incident reporting, spotting signs of drug use, crime scene preservation, CCTV and conflict resolution.
- Removal of gambling facilities at certain times or days associated with high risk of crime and disorder.
- Use of security counter screens.

In circumstances where the Licensing Authority considers that the risk to the crime and disorder objective cannot be sufficiently mitigated by either the proposed control measures or additional conditions, then an application may be refused or licence revoked in the case of a review application.

### **19.2 Ensuring that gambling is conducted in a fair and open way -**

Generally the integrity of operators of licensed gambling premises will be vetted by the Gambling Commission. Operating and personal licences issued by the Gambling Commission need to be in place prior to licensed premises becoming operational. The Licensing Authority will therefore not normally need to be concerned with ensuring gambling is conducted in and a fair and open way as this will have been addressed by the Gambling Commission.

The provision of unauthorised facilities for gambling can be deleterious to the fairness and transparency objective. Examples of unauthorised activity include the provision of illegal gaming machines, unlicensed betting syndicates and “underground” card schools. The Licensing Authority will take robust enforcement action where it is established unauthorised gambling is taking place at premises within Aylesbury Vale.

### **19.3 Protecting children and other vulnerable persons from being harmed or exploited by gambling**

The Gambling Act defines 'child' as those persons under 16 years of age and 'young persons' as those persons aged 16 or 17 years of age. For the purposes of this policy, the Licensing Authority considers "children" to refer to all persons under 18 years old.

The term 'vulnerable persons' is not defined, however the Gambling Commission does offer some guidance:

- People who gamble more than they want to.
- People who gamble beyond their means.
- People who may not be able to make informed or balanced decisions about gambling due to a mental impairment, alcohol or drugs.

The Licensing Authority believes that 'vulnerable persons' include the above persons but this list is not exhaustive. The Licensing Authority is aware that the impact of gambling is complex, it is not just the gambler who may be vulnerable to harm or exploitation but also their friends, family, customers and staff at gambling facilities and the wider society. The Licensing Authority will consider what constitutes a vulnerable person on a case-by-case basis, taking into account the local area.

What constitutes 'harmed or exploited' is not defined within the Gambling Act. There are potentially numerous issues associated with compulsive or problem gambling including physical, psychological and social harms. The Licensing Authority will consider what constitutes 'harm' and 'exploited' on a case-by-case basis, taking into account the local area.

Licensees and applicants will be expected to demonstrate through their risk assessment that they have given careful consideration to indications of deprivation in the local area and the impact of their gambling activities on young people, the homeless, the unemployed, those affected with mental health conditions, those on low incomes and those from identified vulnerable ethnic minority groups, who may be living in or visiting the local area.

Licence applications, including review applications, in areas of where there is a higher degree of concern because of increased risk of harm to or exploitation of children and/or vulnerable persons will receive particular attention by the Licensing Authority.

Licensees and applicants will be expected to demonstrate through their risk assessment that they have given careful consideration to protecting children and vulnerable persons from harm and exploitation and have robust control measures in place. In circumstances where the Licensing Authority considers that the proposals are inadequate, additional conditions may be imposed.

Appropriate control measures that may be considered include:

- Use of refusal logs to record failed proof of age ID checks.
- Conspicuous signage advertising proof of age policy.
- Use of till prompts to remind staff to implement proof of age policy.
- Leaflets offering assistance to problem gamblers prominently displayed on the premises.
- Notices displayed on the premises, in appropriate languages, to sign post support services for problem gamblers.
- Documented staff training, with regular refresher training, with a focus on identifying vulnerable persons and implementing appropriate strategies for action where necessary.
- Routine staff meetings to discuss and identify local vulnerability issues.
- Robust implementation of self-exclusion schemes, supported with signposting to appropriate sources of support and advice eg GamCare and Gamblers Anonymous.
- Windows and entrance displays designed not to entice passers-by in.

- Designing the layout, lighting and fitting out of the premises so as not to attract children and other vulnerable persons who might be harmed or exploited by gambling.
- Promotional material associated with the premises will be designed not to encourage the use of the premises by children or young people if they are not legally allowed to do so.
- Regular liaison with local support services to identify emerging trends and existing issues in respect of vulnerability.
- Avoidance of incentives to enter or loiter within shops, for example by not offering free food and drink or prohibiting customers from bringing their own refreshments.
- Active participation and support for local Bet Watch or similar schemes.
- Avoidance of loan working, particularly in high risk areas.
- Positioning gaming machines so they are not visible to passers-by.
- Daily staff diaries to record any issues of concern observed by staff or actions taken.
- The provision of SIA registered door supervisors.
- The use of floor walkers to interact with customers.
- Monitoring outside areas for signs of customer vulnerability for example alcohol and drug use, signs of homelessness, begging, children congregating outside or children of customers left outside unsupervised.
- Effective staff support systems.
- Prohibit ATMs on the premises.

This list not is by no means exhaustive and is provided as a guide. Operators and applicants should also be aware that there are extensive conditions attached to operating and personal licences issued by the Gambling Commission.

In circumstances where the Licensing Authority considers that the risk to children and other vulnerable persons being harmed or exploited cannot be sufficiently mitigated by either the proposed control measures or additional conditions, then an application may be refused or licence revoked in the case of a review application.

For multi-occupied premises consideration should be also be given to the arrangements for controlling access to children and the compatibility of the activities of the occupants. In many cases separate and identifiable entrances may be required so that people do not drift inadvertently into a gambling area.

Children are not permitted to use Category C or above machines and in premises where these machines are available and children are permitted on the premises, the Licensing Authority will require:

- all Category C and above machines to be located in an area of the premises which is separated from the remainder of the premises by a physical barrier to prevent access other than through a designated entrance
- adults only admitted to the area where these machines are located
- adequate supervised access to the area where the machines are located
- the area where these machines are located is arranged so that it can be observed by the staff or the licence holder
- prominent notices displayed at the entrance to, and inside, any such areas there indicating that access to the area is prohibited to persons under 18



## **20 . Conditions**

Licensed premises are subject to a variety of conditions. Premises licences, granted by the Licensing Authority, are subject to mandatory, default as well as additional conditions imposed by the licensing authority. Furthermore they are subject to conditions and codes of practice by virtue of operating licences and personal licences issued by the Gambling Commission.

When considering application, the Licensing Authority can attach conditions to any licence if it is believes that the imposition of conditions will ensure that the operation of the premises is reasonably consistent with the licensing objectives. The Licensing Objectives section in Part 2 of this policy provides further guidance on suggested control measures which may form the basis of the types of conditions imposed by the Licensing Authority. The suggested measures are not exhaustive and they may be other types of conditions considered necessary dependant on the particular circumstances. Conditions will be attached to individual licences on the basis of their merits.

Any conditions attached to a licence will be:

- relevant to the need to make the proposed building suitable as a gambling facility;
- directly related to the premises and the type of licence applied for;
- related to the scale and type of premises; and
- reasonable in all respects.

Certain matters are set out in the Act that may not be the subject of conditions:

- conditions which prevent compliance with an operating licence condition;
- conditions relating to gaming machines categories, numbers or method of operation;
- conditions requiring membership of a club or body in respect of any part or activity at the premises;
- conditions on limits of stakes, fees, winnings or prizes..

## **21. Door Supervisors**

The Gambling Commission advises in its Guidance to Licensing Authorities that if a licensing authority is concerned that a premises may attract disorder or be subject to attempts at unauthorised access (for example by children) then it may require that the entrances to the premises are controlled by a door supervisor, and is entitled to impose a condition on the premises licence to this effect.

## **22. Adult Gaming Centres / Family Entertainment Centres.**

The licensing authority will specifically have regard to the need to protect children and vulnerable persons from harm or being exploited by gambling and will expect the applicant to satisfy the authority that there will be sufficient measures to ensure that under 18 year olds do not have access to the premises. Accordingly, the licensing authority will give specific consideration to the following control measures:

- Implementation of proof of age schemes
- CCTV
- Supervision of entrances / machine areas
- Location of machines
- Physical separation of areas
- Location of entry
- Notices / signage

- Specific opening hours
- Staff training
- Measures to recognise and deal with children, including truants.

This list is not mandatory, nor exhaustive, and is merely indicative of example measures.

### **23. Casinos**

The licensing authority has not passed a 'no casino' resolution under Section 166 of the Gambling Act 2005, but is aware that it has the power to do so. Should this licensing authority decide in the future to pass such a resolution, it will update this policy statement with details of that resolution. Any such decision will be made by the Full Council. At present, no such resolution is necessary because the Act gives the licensing authority no power to issue casino licences in any event.

### **24. Bingo premises**

As advised by national guidance, the licensing authority will satisfy itself that bingo can be played in any bingo premises for which it issues a premises licence. This will be a relevant consideration where the operator of an existing bingo premises applies to vary their licence to exclude an area of the existing premises from its ambit and then applies for a new premises licence, or multiple licences, for that or those excluded areas.

The licensing authority considers that the ability for children to enter bingo premises poses a particular risk in terms of access to gaming machines. The licensing authority expects applicants to propose robust procedures to ensure that no such access occurs.

### **25. Betting premises**

Betting premises are the most common form of premises licensed by the Licensing Authority for gambling in Aylesbury Vale. Holders of betting premises licences may make available for use up to four gaming machines of category B, C or D. Regulations state that category B machines at betting premises are restricted to sub-category B2, B3 and B4 machines; the most common form of gaming machine in licensed betting premises, Fixed Odd Betting Terminals (FOBTs), fall under this category. Children are not permitted to enter, or be employed at, any premises with a betting premises licence.

Licensed betting premises are subject to a variety of conditions. Premises licences, granted by the Licensing Authority, are subject to mandatory, default and possible additional conditions imposed by the licensing authority. Furthermore they are subject to conditions and codes of practice by virtue of operating licences and personal licences issued by the Gambling Commission.

Licensed betting premises are only permitted to offer gambling facilities between 7am and 10pm (default condition), unless the Licensing Authority has granted a variation application to extend these hours. The Licensing Authority is concerned that later/earlier opening hours will attract the more vulnerable, such as those who are intoxicated or who have gambling addictions. The Licensing Authority also has concerns that licensed betting premises operators may seek to extend the permitted hours for the primary purpose of making gaming machines available to customers for longer. As a consequence although applications will be considered on merit, the Licensing Authority will expect applicants to demonstrate that robust measures will be in place to protect the vulnerable and the additional hours are not being sought to take advantage of the gaming machine entitlement.

The Licensing Authority has the power to restrict the number of betting machines (bet receipt terminals), their nature and the circumstances in which they are available for use by way of conditions. Essentially betting machines allow customers to place bets in the same way that they

can at the betting shop counter without the need for staff interaction. When considering imposing conditions the Licensing Authority will take into account, among other factors:

- the size and physical layout of the premises
- the number of counter positions
- the ability of staff to monitor the use of machines by children or vulnerable people, people under the influence of drink or drugs and those involved in criminal activity, for example 'money laundering'.

## **26. Tracks**

This licensing authority is aware that tracks may be subject to one or more than one premises licence, provided each licence relates to a specified area of the track.

The licensing authority will especially consider the impact upon the third licensing objective (i.e. the protection of children and vulnerable persons from being harmed or exploited by gambling) and the need to ensure that entrances to each type of premises are distinct and that children are excluded from gambling areas where they are not permitted to enter.

It is noted that children will be permitted to enter track areas where facilities for betting are provided on days when dog-racing and/or horse racing takes place, but that they are still prevented from entering areas where gaming machines (other than category D machines) are provided. The authority will therefore expect the premises licence applicant to risk assess the proposed operation and demonstrate suitable measures to ensure that children do not have access to adult only gaming facilities.

Control measures may include:

- Proof of age schemes
- CCTV
- Supervision of entrances / machine areas
- Physical separation of areas
- Location of entry
- Notices / signage
- Specific opening hours

This list is neither mandatory nor exhaustive, and is merely indicative of example measures.

## **27. Provisional Statements**

Developers may wish to apply to this authority for provisional statements before entering into a contract to buy or lease property or land to judge whether a development is worth taking forward in light of the need to obtain a premises licence. There is no need for the applicant to hold an operating licence in order to apply for a provisional statement.

S204 of the Gambling Act provides for a person to make an application to the licensing authority for a provisional statement in respect of premises that he or she:

- expects to be constructed;

- expects to be altered; or

- expects to acquire a right to occupy.

The process for considering an application for a provisional statement is the same as that for a premises licence application. The applicant is obliged to give notice of the application in the same way as applying for a premises licence. Responsible authorities and interested parties may make representations and there are rights of appeal.

In contrast to the premises licence application, the applicant does not have to hold or have applied for an operating licence from the Gambling Commission (except in the case of a track) and they do not have to have a right to occupy the premises in respect of which their provisional application is made.

The holder of a provisional statement may then apply for a premises licence once the premises are constructed, altered or acquired. The licensing authority will be constrained in the matters it can consider when determining the premises licence application, and in terms of representations about premises licence applications that follow the grant of a provisional statement, no further representations from relevant authorities or interested parties can be taken into account unless:

- they concern matters which could not have been addressed at the provisional statement stage, or
- they reflect a change in the applicant's circumstances.

In addition, the authority may refuse the premises licence (or grant it on terms different to those attached to the provisional statement) only by reference to matters:

- which could not have been raised by objectors at the provisional statement stage;
- which in the authority's opinion reflect a change in the operator's circumstances; or
- where the premises has not been constructed in accordance with the plan submitted with the application. This must be a substantial change to the plan and this licensing authority notes that it can discuss any concerns it has with the applicant before making a decision.

## **28. Reviews**

Requests for a review of a premises licence can be made by interested parties or responsible authorities. However, it is for the licensing authority to decide whether the review is to be carried-out.

This will be on the basis of whether the request for the review is relevant to the matters listed below.

- in accordance with any relevant code of practice issued by the Gambling Commission;
- in accordance with any relevant guidance issued by the Gambling Commission;
- reasonably consistent with the licensing objectives; and
- in accordance with the authority's statement of licensing policy.

The request for the review will also be subject to the consideration by the authority as to whether the request is frivolous, vexatious, or whether it will certainly not cause this authority to wish to alter/ revoke/ suspend the licence, or whether it is substantially the same as previous representations or requests for review. The decision by the Licensing Authority to accept a formal review application is in no way a pre-judgement of the outcome.

The licensing authority can also initiate a review of a particular premises licence, or a particular class of premises licence on the basis of any reason which it thinks is appropriate.

The 'aim to permit' framework provides wide scope for the Licensing Authorities to review premises licences where there is a potential conflict with the Gambling Commission's codes of practice, the Gambling Commission's Guidance to Licensing Authorities, the licensing objectives or this statement of policy.

The licensing authority will endeavour to engage with operators of licensed premises prior to discharging its powers to instigate a review. As part of this engagement process, the Licensing Authority will expect operators to make their local risk assessment available. The Licensing

Authority may exercise its right to instigate a review if the operator's local risk assessment does not offer reasonable measures to address and mitigate the risks.

Once a valid application for a review has been received by the licensing authority, representations can be made by responsible authorities and interested parties during a 28 day period. The licensing authority must carry out the review as soon as possible after the 28 day period for making representations has passed.

The purpose of the review will be to determine whether the licensing authority should take any action in relation to the licence. If action is justified, the options open to the licensing authority are:-

- (a) add, remove or amend a licence condition imposed by the licensing authority;
- (b) exclude a default condition imposed by the Secretary of State (e.g. opening hours) or remove or amend such an exclusion;
- (c) suspend the premises licence for a period not exceeding three months; and
- (d) revoke the premises licence.

In determining what action, if any, should be taken following a review, the licensing authority must have regard to the principles set out in section 153 of the Act, as well as any relevant representations.

In particular, the licensing authority may also initiate a review of a premises licence on the grounds that a premises licence holder has not provided facilities for gambling at the premises. This is to prevent people from applying for licences in a speculative manner without intending to use them.

Once the review has been completed, the licensing authority must, as soon as possible, notify its decision to:

- the licence holder
- the applicant for review (if any)
- the Commission
- any person who made representations
- the chief officer of police or chief constable; and
- Her Majesty's Commissioners for Revenue and Customs

## PART C

### Permits / Temporary & Occasional Use Notice

#### **29. Unlicensed Family Entertainment Centre (FEC) gaming machine permits (Statement of Principles on Permits - Schedule 10 paragraph 7)**

Where a premises does not hold a premises licence but wishes to provide gaming machines, it may apply to the licensing authority for this permit. It should be noted that the applicant must show that the premises will be wholly or mainly used for making gaming machines available for use (Section 238).

The Gambling Act 2005 states that a licensing authority may prepare a *statement of principles* that they propose to consider in determining the suitability of an applicant for a permit and in preparing this statement, and/or considering applications, it need not (but may) have regard to the licensing objectives and shall have regard to any relevant guidance issued by the Commission under section 25. In accordance with national guidance, given that the premises may be likely to appeal particularly to children, the licensing authority will give weight to matters relating to protection of children from being harmed or exploited by gambling.

Also in accordance with national guidance, the licensing authority may ask applicants to demonstrate:

- a full understanding of the maximum stakes and prizes of the gambling that is permissible in unlicensed FECs;
- that the applicant has no relevant convictions (those that are set out in Schedule 7 of the Act; and
- that staff are trained to have a full understanding of the maximum stakes and prizes.

The licensing authority will expect the applicant to show that there are policies and procedures in place to protect children from harm. Harm in this context is not limited to harm from gambling but includes wider child protection considerations. The efficiency of such policies and procedures will each be considered on their merits, however, they may include appropriate measures / training for staff as regards suspected truant school children on the premises, measures / training covering how staff would deal with unsupervised very young children being on the premises, or children causing perceived problems on / around the premises.

#### **30. (Alcohol) Licensed premises gaming machine permits - (Schedule 13 paragraph 4(1)) Automatic entitlement: 2 machines**

There is provision in the Act for premises licensed to sell alcohol for consumption on the premises, to automatically have 2 gaming machines, of categories C and/or D. The premises merely need to notify the licensing authority. If the person ceases to be the holder on the on premises alcohol licence the automatic entitlement to the two gaming machines also ceases. Whoever applies for the new premises licence alcohol licence will also need to apply under S 82 (2) notifying the licensing authority of their intention to make the gaming machine available for use and paying the prescribed fee. If the alcohol licence ceases to have effect because it is suspended then the gaming machine can not be used.

The licensing authority can remove the automatic authorisation in respect of any particular premises if:

- provision of the machines is not reasonably consistent with the pursuit of the licensing objectives;
- gaming has taken place on the premises that breaches a condition of either section 279 or section 282(1) of the Gambling Act (i.e. that written notice has been provided to the licensing authority, that a fee has been provided and that any relevant code of practice

issued by the Gambling Commission about the location and operation of the machine has been complied with);

- the premises are mainly used for gaming; or
- an offence under the Gambling Act has been committed on the premises.

### **31. Permit: 3 or more machines**

If a premises wishes to have more than 2 machines, then it needs to apply for a permit and the licensing authority must consider that application based upon the licensing objectives, any guidance issued by the Gambling Commission issued under Section 25 of the Gambling Act 2005, and “*such matters as they think relevant.*”

The licensing authority will consider each application on its merits, but generally the authority will have regard to the need to protect children and vulnerable persons from harm or being exploited by gambling and so will expect the applicant to satisfy it that there will be sufficient measures to ensure that under 18 year olds do not have access to the adult only gaming machines. Such measures may include the ability to supervise the machines from the bar, or by supervisory staff specifically trained for that purpose. As regards the protection of vulnerable persons, applicants may wish to consider the provision of information leaflets / helpline numbers for organisations such as GamCare.

It should also be noted that the holder of a permit must comply with the code of practice for gaming machines in clubs and premises with an alcohol licence issued by the Gambling Commission.

### **32. Prize Gaming Permits**

The Gambling Act 2005 states that a licensing authority may “prepare a statement of principles that they propose to apply in exercising their functions under this Schedule” which “may, in particular, specify matters that the licensing authority proposes to consider in determining the suitability of the applicant for a permit”.

The licensing authority will apply the following principles. The applicant should set out the types of gaming that he or she is intending to offer and be able to demonstrate:

- that they understand the limits to stakes and prizes that are set out in Regulations;
- that the gaming offered is within the law
- clear policies that outline the steps to be taken to protect children from harm.

### **33. Club Gaming and Club Machines Permits**

Members clubs and miners’ welfare institutes (but not commercial clubs) may apply for a club gaming permit. The permit will enable the premises to provide gaming machines (3 machines of categories B, C or D), equal chance gaming and games of chance as set-out in the regulations.

Members clubs, miner’s welfare institutes and commercial clubs may apply for a club machine permit. The permit will enable the premises to provide gaming machines (3 machines of categories B, C or D but only one B3A machine). NB commercial clubs may not site any category B3A gaming machines offering lottery games in their club.

The provision of equal chance gaming must comply with the Gambling Commission’s code of practice for equal chance gaming in clubs and premises with an alcohol licence; while the provision of gaming machines must comply with the code of practice for gaming machines in clubs and premises with an alcohol licence issued by the Gambling Commission.

In considering applications for permits under these provisions, the licensing authority will have regard to Part 25 of the national guidance issued by the Gambling Commission.

#### **34. Temporary Use Notices**

Temporary Use Notices allow the use of premises for gambling where there is no premises licence but where a gambling operator wishes to use the premises temporarily for providing facilities for gambling. Premises that might be suitable for a Temporary Use Notice, according to the Gambling Commission, would include hotels, conference centres and sporting venues.

The licensing authority can only grant a temporary Use Notice to a person or company holding a relevant operating licence, i.e. a non-remote casino operating licence.

Regulations state that Temporary Use Notices can only be used to permit the provision of facilities or equal chance gaming, where the gaming is intended to produce a single winner, which in practice means poker tournaments.

If objections are received to a Temporary Use Notice, the objections will be considered at a hearing, unless all parties agree that a hearing is unnecessary. The principles applied by the licensing authority will be those under section 153 of the Act.

#### **35. Occasional Use Notices:**

The licensing authority has very little discretion as regards these notices aside from ensuring that the statutory limit of 8 days in a calendar year is not exceeded. This licensing authority will though consider the definition of a 'track' and whether the applicant is permitted to avail him/herself of the notice.



Aylesbury Vale District Council



**Statement of Principles (Gambling Policy) 2019-22**

**List of Consultees**

**The Gambling Act, Section 349**

The following persons have been consulted in the preparation of this revised policy:

The Chief Officer of Police, Thames Valley Police

The Licensing Authority

The Gambling Commission

Bucks Fire and Rescue

Planning, Aylesbury Vale District Council

Environmental Health, Aylesbury Vale District Council

Buckinghamshire Safeguarding Children Board, Bucks County Council

HM Commissioners of Customs and Excise

Premises licence and permit holders under the Gambling Act 2005 within the District

Buckinghamshire Safeguarding Adult Board, Bucks County Council

One Recovery Bucks

Bucks Mind

Healthy Minds Bucks

CAB Aylesbury

Wycombe DC

Chiltern and South Bucks DC

Gamcare

Gamblers Anonymous

Councillors, Aylesbury Vale District Council

Councillors, Bucks County Council

Town/Parish Councils

BACTA

Association of British Bookmakers Limited

The Bingo Association Limited

**Gallacher, Simon**

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**From:** Catherine Sweet <catherine.sweet@gamcare.org.uk>  
**Sent:** 06 July 2018 16:54  
**To:** Licensing Mailbox  
**Cc:** Gallacher, Simon  
**Subject:** RE: Gambling Act 2005 - Policy review 2019-22  
**Attachments:** GamCare Local Authorities Brochure 2018 (web-version).pdf; GamCare Training Brochure 2017.pdf

Hello,

Thank you for your email, we appreciate your interest in our work.

While we do not have the resources available to allow us to personally respond to each Local Authority which contacts us regarding their refreshed Statement of Principles, we have compiled a list of the issues or factors which we think it would be helpful to consider below, more information is available via the [Gambling Commission](#).

The function of the Statement is to reflect locally specific gambling concerns and to reflect the Council's wider strategic objectives. The active use of the Statement is one means by which you can make clear your expectations of gambling operators who have premises in your area. This allows operators to respond to locally specific requirements and adjust their own policies and procedures as required.

- A helpful first step is to develop a risk map of your local area so that you are aware of both potential and actual risks around gambling venues. A useful explanation of area-based risk-mapping has been developed with Westminster and Manchester City Councils, which gives some guidance on those who may be most vulnerable or at-risk of gambling-related harm. For more information please see [www.geofutures.com/research-2/gambling-related-harm-how-local-space-shapes-our-understanding-of-risk/](http://www.geofutures.com/research-2/gambling-related-harm-how-local-space-shapes-our-understanding-of-risk/)
- Consider that proposals for new gambling premises which are near hostels or other accommodation or centres catering for vulnerable people, including those with learning difficulties, and those with gambling / alcohol / drug abuse problems, as likely to adversely affect the licensing objectives set out by the Gambling Commission. This is also relevant regarding the proximity to schools, colleges and universities.
- A detailed local risk assessment at each gambling venue – pertinent to the environment immediately surrounding the premises as well as the wider local area – is a good way to gauge whether the operator and staff teams are fully aware of the challenges present in the local area and can help reassure the Local Licensing Authority that appropriate mitigations are in place.
- Does the operator have a specific training programme for staff to ensure that they are able to identify children and other vulnerable people, and take appropriate action to ensure they are not able to access the premises or are supported appropriately?
- Does the operator ensure that there is an adequate number of staff and managers are on the premises at key points throughout the day? This may be particularly relevant for premises situated nearby schools / colleges / universities, and/or pubs, bars and clubs.
- Consider whether the layout, lighting and fitting out of the premises have been designed so as not to attract children and other vulnerable persons who might be harmed or exploited by gambling.
- Consider whether any promotional material associated with the premises could encourage the use of the premises by children or young people if they are not legally allowed to do so.

We would suggest that the Local Licensing Authority primarily consider applications from [GamCare Certified operators](#). GamCare Certification is a voluntary process comprising an independent audit assessment of an operator's player protection measures and social responsibility standards, policy and practice. Standards are

measured in accordance with the GamCare Player Protection Code of Practice. If you would like more information on how our audit can support Local Licensing Authorities, please contact [mike.kenward@gamcare.org.uk](mailto:mike.kenward@gamcare.org.uk)

For more information on GamCare training and other services available to local authorities, as well as recommended training for gambling operators, please see the attached brochures.

If there is anything else we can assist with please do let us know.

Kind regards,  
Catherine

**Catherine Sweet**  
**Head of Marketing and Communications**  
T: 020 7801 7028  
E: [catherine.sweet@gamcare.org.uk](mailto:catherine.sweet@gamcare.org.uk)



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**From:** Info  
**Sent:** 06 July 2018 15:45  
**To:** Catherine Sweet  
**Subject:** FW: Gambling Act 2005 - Policy review 2019-22

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**From:** Gallacher, Simon <[sgallacher@aylesburyvaledc.gov.uk](mailto:sgallacher@aylesburyvaledc.gov.uk)>  
**Sent:** 06 July 2018 12:50  
**Subject:** Gambling Act 2005 - Policy review 2019-22

**This Message originated outside your organization.**

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**Gambling Act 2005  
Licensing Policy Review 2019-22**

We are interested to hear from you if you have any views on premises based gambling in Aylesbury Vale. Premises based gambling includes betting shops, bingo, adult gaming centres and the provision of gaming machines in pubs and clubs.

The Council, acting as Licensing Authority, together with the Gambling Commission and providers of gambling facilities, have responsibility for promoting the following objectives:

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- Ensuring that gambling is conducted in a fair and open way
- Protecting children and other vulnerable persons from being harmed or exploited by gambling

The Council's policy sets out the principles that will be applied when exercising its functions under the Gambling Act 2005. The policy must be reviewed at least every three years, with the latest version due to be published by January 2019. A draft version of the revised policy is available on the Council's web site:

<https://www.aylesburyvaledc.gov.uk/gambling-policy-review>

The revised policy emphasises the importance of risk assessments and the promotion of the above objectives. Operators of licensed gambling premises are required to carry out a local assessment to determine whether in light of their activities additional steps need to be taken to help promote the above objectives. In order to assist with this assessment the Council intends to prepare and publish a Local Area Profile (LAP) to highlight local risk factors.

The Council welcomes any comments you wish to make about the content of the draft policy or the proposed Local Area Profile. You can respond by e-mailing to [licensing@aylesburyvaledc.gov.uk](mailto:licensing@aylesburyvaledc.gov.uk) or writing to us at the above address. Please be aware that due to legal restraints there are certain matters that we can not consider when formulating policy, which includes objections to gambling facilities on moral, economic or planning grounds.

The deadline for comments is the **31 August 2018**.

Please forward this correspondence to other individuals or organisations that you feel may wish to contribute to this consultation.

Yours sincerely


Simon Gallacher  
Principal Licensing Officer  
Aylesbury Vale District Council  
The Gateway  
Gatehouse Road  
Aylesbury  
HP19 8FF  
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The views expressed within this message are those of the individual sender and not necessarily those of Aylesbury Vale District Council.

The anti-virus software used by Aylesbury Vale District Council is updated regularly in an effort to minimise the possibility of viruses infecting our systems. This footnote confirms that this email message has been swept for the presence of computer viruses.



# **GamCare Training Services: Awareness and Prevention**



# Why choose GamCare?

GamCare is the UK's leading provider of information, advice, support and treatment for anyone affected by problem gambling. We also work to minimise gambling related harm through education and training.

Since 1997 GamCare has provided training for clinicians, researchers, educators, policy makers, the gambling industry and other professionals to increase understanding of problem gambling, its causes and consequences.

With 20 years of expertise, speaking daily to those affected by gambling problems, GamCare can work with many different organisations to raise awareness of problem gambling, and to educate those who might choose to gamble to do so responsibly.

This brochure is for anyone in a frontline role working with the public who believes they may come into contact with those affected by gambling related harm.

We deliver a comprehensive range of training products to suit your needs. Contact us today to discuss your requirements.

“The sessions Gamcare hosted have improved our knowledge and understanding of responsible gambling and the issues that can affect our customers.

This was an empowering session for all - our teams are now better equipped and more confident in dealing with more complex and sensitive matters.”



## Contact GamCare:

020 7801 7000

info@gamcare.org.uk

www.gamcare.org.uk/training-and-certification

# Awareness and Prevention

## Problem Gambling Awareness

3 hours

15 max.

On-site or at our London office

Provides an understanding of problem gambling and gambling-related harm, including signs, symptoms and the impacts of problem gambling on an individual's life and those around them.

- Start to understand the psychology of gambling, why people gamble and what happens to the brain when we gamble.
- Understand the difference between gambling and problem gambling, indicators and how to signpost to appropriate services.

This course is for those working in frontline roles where they may encounter those affected by gambling-related harm, and who wish to gain a better understanding of the issue.

## Problem Gambling - Identification and Brief Advice

3 hours (CPD)

15 max.

On-site or at our London office

Provides in-depth understanding of gambling-related harm, with a focus on key risk factors and how to identify the problem, how to use a brief gambling screen and a range of current referral sources.

- Understand problem gambling, how to screen for it and structure a brief conversation to elicit further detail.
- Attain knowledge of the support and advice available, including player protection tools as well as emotional and practical support.

This course is for those working in frontline roles where they may encounter those affected by gambling-related harm, such as gambling industry staff, primary care workers, clinicians, advisers support workers or other healthcare professionals.

It provides the skills and knowledge to manage concerns and direct individuals to specialist help and support.

# Gambling Industry Training

## Social Responsibility and Interaction



**6 hours (3 CPD Hours)**



**15 max.**



**On-site or at our London office**

Enables gambling industry managers and employees to identify customers who may have an issue with gambling, to understand their behaviour and conduct sensitive, meaningful interactions with those customers at the right time and place to signpost to appropriate support services.

As well as helping teams to identify the behavioural characteristics of customers who may be at risk of gambling-related harm, this course gives an understanding of the psychology of gamblers in relation to interaction. It will encourage the development of skills to provide effective, motivational interactions and conversations with at-risk customers.

This course is aimed at those working across the gambling industry, who have responsible gambling interactions with customers in a frontline capacity, such as customer service teams or those working in land-based premises.

## Social Responsibility, Communication and Motivating Behaviour Change



**12 hours**



**15 max.**



**On-site or at our London office**

Provides staff with the knowledge and skills to have proactive interactions on the subject of responsible gambling with all customers, whether or not they are experiencing harm from their gambling.

This two-day course gives an in-depth understanding of how motivational communication works and includes opportunities for practice time, to improve confidence in handling interactions with social, at-risk or problem gamblers.

The course equips learners with the theoretical and practical skills for handling calls and conversations, with special focus on staying safe and self-care when dealing with more challenging situations.

This course is aimed at those working across the gambling industry dealing with escalated responsible gambling issues, who need to carry out proactive responsible gambling interactions.

# Gambling Industry Training & Certification

## GamCare Extra eLearning: Player Protection and Social Responsibility



**1 hour**



**eLearning**

Increase understanding of problem gambling and player protection.

Find out how to identify and respond to player activity that may indicate problem gambling, inform customers about responsible gambling and signpost to appropriate help and support.

Extra eLearning is a series of scenario-based multiple choice modules, aimed at those interacting with customers in the remote sector of the gambling industry.



## GamCare Certification

We recognise the importance of acknowledging those organisations that achieve high standards of social responsibility and player protection. We also believe that it's important that players can identify companies that operate to these high standards.

GamCare Certification is a voluntary audit process, assessed against our Code of Practice, and we certify both remote and land based gambling companies that have successfully implemented player protection policy and practice relevant to their platform and gambling service.

For more information contact Daniel Reilly at [daniel.reilly@gamcare.org.uk](mailto:daniel.reilly@gamcare.org.uk)

**“The Certification process certainly assisted us in understanding our role, as operators and product suppliers, regarding (the prevention of) problem gambling. Knowing our role is key to understanding our responsibilities.”**



# Awareness and Prevention

## Young People and Problem Gambling Awareness

**3 hours (CPD)**

**15 max.**

**On-site or at our London office**

Around 370,000 young people aged 11-15 gamble each week, and it's estimated that as many as 25,000 may already be problem gamblers (Gambling Commission, 2017).

Many more may also be affected by the gambling of a loved one.

Youth facing professionals such as teachers and youth workers are well placed to be able to minimise harm as part of a robust safeguarding, mental health and prevention agenda.

This training provides knowledge of the nature of young people's gambling, confidence when dealing with the issue and awareness about where to signpost young people to if they need further support.

This CPD Accredited course is suitable for anyone working with young people aged 11-19.

## Identification and Brief Advice - For Universities

**3 hours**

**15 max.**

**On-site or at our London office**

Student gambling issues are an increasing concern for universities. Provide your staff with the awareness, knowledge and skills to identify problems with gambling and advise students who are affected.

Attendees will gain practical communication skills to invite students to discuss their gambling and provide a brief screening of their gambling behaviour, and will leave equipped with the knowledge of which services they can signpost to for further support.

This training is relevant to all staff members at universities who interact with students - you may be working in the student finance department, or you may be a clinician or welfare worker.



# Awareness and Prevention

## Identification and Brief Advice - For the Criminal Justice System

**3 hours**

**15 max.**

**On-site or at our London office**

Problem gambling is disproportionately prevalent amongst those in the criminal justice system. From arrestees to those on probation, there is compelling evidence that problem gambling is an issue which too often remains unidentified.

Provide your staff with the knowledge and skills to be aware of, understand and screen for problem gambling.

This training will enable staff to understand the complexities of the issue and will equip your team with the knowledge of which services they can signpost to for further support.

This training is for anyone working within the criminal justice system, at any stage.

Please note we offer reduced fees for charities and statutory sector organisations.

## Identification and Brief Advice - For Sports Clubs and Organisations

**3 hours**

**15 max.**

**On-site or at our London office**

This course raises awareness of problem gambling for professional sports players, academies and the sports industry, and promotes a responsible attitude to gambling among this at-risk group.

This training provides coaches and sports leaders with the knowledge and skills to screen for problem gambling. It will enable attendees to understand the complexities of the issue and will equip them with the knowledge of which services they can signpost to for further support.

This course is aimed at leaders in the sports industry who have a duty of care to their players.





The CPD Standards Office

**CPD PROVIDER: 21518**  
**2017 - 2019**

[www.cpdstandards.com](http://www.cpdstandards.com)



# **GamCare Local Authority Services**

Page 51



# Why choose GamCare?

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GamCare is the UK's leading provider of information, advice, support and treatment for anyone affected by problem gambling. Our expert services are confidential and non-judgemental.

Our core support and treatment services are currently funded through grant agreements with GambleAware. We also work to minimise gambling related harm through awareness, education and outreach for groups who are identified as at-risk of gambling-related harm.

We also work with the gambling industry to provide training and Certification, aiming to ensure that operators who provide products in the UK understand more about problem gambling, social responsibility and appropriate customer interaction to minimise gambling related harm. We work to ensure players are protected and that employees know more about problem gambling so that they can support their customers.

Our education and awareness initiatives include work with young people and the frontline professionals supporting them, as well as police, prisons and probation services across the UK.

There is a gap between the number of people affected by problem gambling and those accessing support. GamCare currently supports around 1 in 10 problem gamblers. One of the challenges we face is that problem gambling support services, whilst funded, do not usually have a high profile in local areas.

Problem gambling can present a challenge to local authorities as it links to a range of services, such as licencing, community safety, children and families and housing/homelessness.

GamCare are uniquely positioned to support local authorities to develop an integrated strategy to address problem gambling, from promoting safer play through to targeting those with increasing risk and ensuring problem gamblers, and those affected by problem gambling, have access to effective support and treatment.

GamCare is able to work across local authorities to provide an holistic response to problem gambling in each local area. We have developed knowledge and expertise relevant to a range of stakeholders working in frontline roles across your area and have developed training for teachers, GP's, police and probation workers, youth workers and many more.

GamCare offers a pick and mix package of paid-for training, consultancy, auditing and engagement services, all underpinned by an expert advice and treatment service which is available completely free of charge across the country.

We are expert in problem gambling and understand its manifestation in context. We have developed a wide range of training programmes which provide:

- Awareness raising to highlight the issue of problem gambling, its nature and incidence, as well as impacts, and where to get support;
- Identification and Brief Advice for frontline staff who may come across problem gamblers (or 'affected others') in their everyday work;
- In-depth, pro-active behaviour change training aimed at those working with those affected in supportive capacities.

# Impacts of Problem Gambling in Local Areas

It is estimated that problem gambling affects around 400,000 people in the UK, with around 2 million at risk of harm. It's also estimated that for every problem gambler, up to seven others are impacted. Problem gambling is a cross-cutting social issue with a wide range of impacts for individuals, families and communities.

Problem gambling disproportionately affects certain groups. Young people, those in the criminal justice system and homeless people are at increased risk. In 2016, the Institute for Public Policy Research estimated that the social cost of gambling to the UK economy could be up to £1.2bn<sup>1</sup>. The range of gambling impacts cuts right across your borough; GamCare has services to address every one.



## 1. Community Safety

Domestic violence, criminal activity and crime committed at gambling premises.

## 2. Licensing

Licensing issues and enforcement costs linked to problem gambling & social responsibility failures.

## 3. Public Health

Alcohol and substance misuse, poor mental and physical health.

## 4. Housing

Debt from problem gambling, rent arrears, homelessness.

## 5. Children's Services

Family breakdown, impact on education, safeguarding concerns, domestic violence.

## 6. Adult Social Services

Unemployment, isolation, suicidal ideation, domestic violence.

## GamCare's Local Authority Offer

### Certification

Challenging operators to provide best in class social responsibility

### Training

For frontline teams working with vulnerable / at risk groups

### Data Insight

Helping Local Authorities understand the impact in their areas

### Information & Advice

Free support via the National Gambling HelpLine

### Outreach & Engagement

Targeted at priority groups across your communities

### Free Treatment

Face to face and online interventions across Great Britain

# GamCare Certification - Audit and Consultancy

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We work with gambling operators to review their policies and procedures, audit their training and support them to embed a culture of social responsibility from the Boardroom to the Customer Service Team.

Our Certification and industry training products have shifted Social Responsibility and Player Protection from the margins to the centre of gambling industry strategy.

We can support your Licensing and Safer Communities teams, providing confidence that they are promoting safer gambling in the local area and working to minimise gambling related harm.

- Gambling industry staff are trained to the highest possible standards in the identification, interaction and signposting of individuals towards problem gambling support services.
- Staff understand the value of high quality personalised interactions, made in the right ways at the right times, making premises safer and keeping crime and vulnerability out.
- Operators have embedded a culture of responsible gambling, prioritise the minimisation of risks and harm, and practice a zero tolerance approach to profiting from problem gambling.
- Local authorities are supported to ensure GamCare Certification, benchmarking a level of social responsibility in local operators, is fully embedded in licensing Statement(s) of Principles.



“The Certification process certainly assisted us in understanding our role, as operators and product suppliers, regarding (the prevention of) problem gambling. Knowing our role is key to understanding our responsibilities.”

# GamCare Awareness Training

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## Problem Gambling Awareness

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**3 hours**



**15 max.**



**At a location to suit you**



**Contact us for a quote**

Provides an understanding of problem gambling and gambling-related harm, including signs, symptoms and the impacts of problem gambling on an individual's life and those around them.

- Start to understand the psychology of gambling, why people gamble and what happens to the brain when we gamble.
- Understand the difference between gambling and problem gambling, indicators and how to signpost to appropriate services.

This course is for those working in frontline roles where they may encounter those affected by gambling-related harm, and who wish to gain a better understanding of the issue.

The CPD Standards Office

CPD PROVIDER: 21518  
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[www.cpdstandards.com](http://www.cpdstandards.com)



## Identification and Brief Advice

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**3 hours (CPD)**



**15 max.**



**At a location to suit you**



**Contact us for a quote**

Provides in-depth understanding of gambling-related harm, with a focus on key risk factors and how to identify the problem, how to use a brief gambling screen and a range of current referral sources.

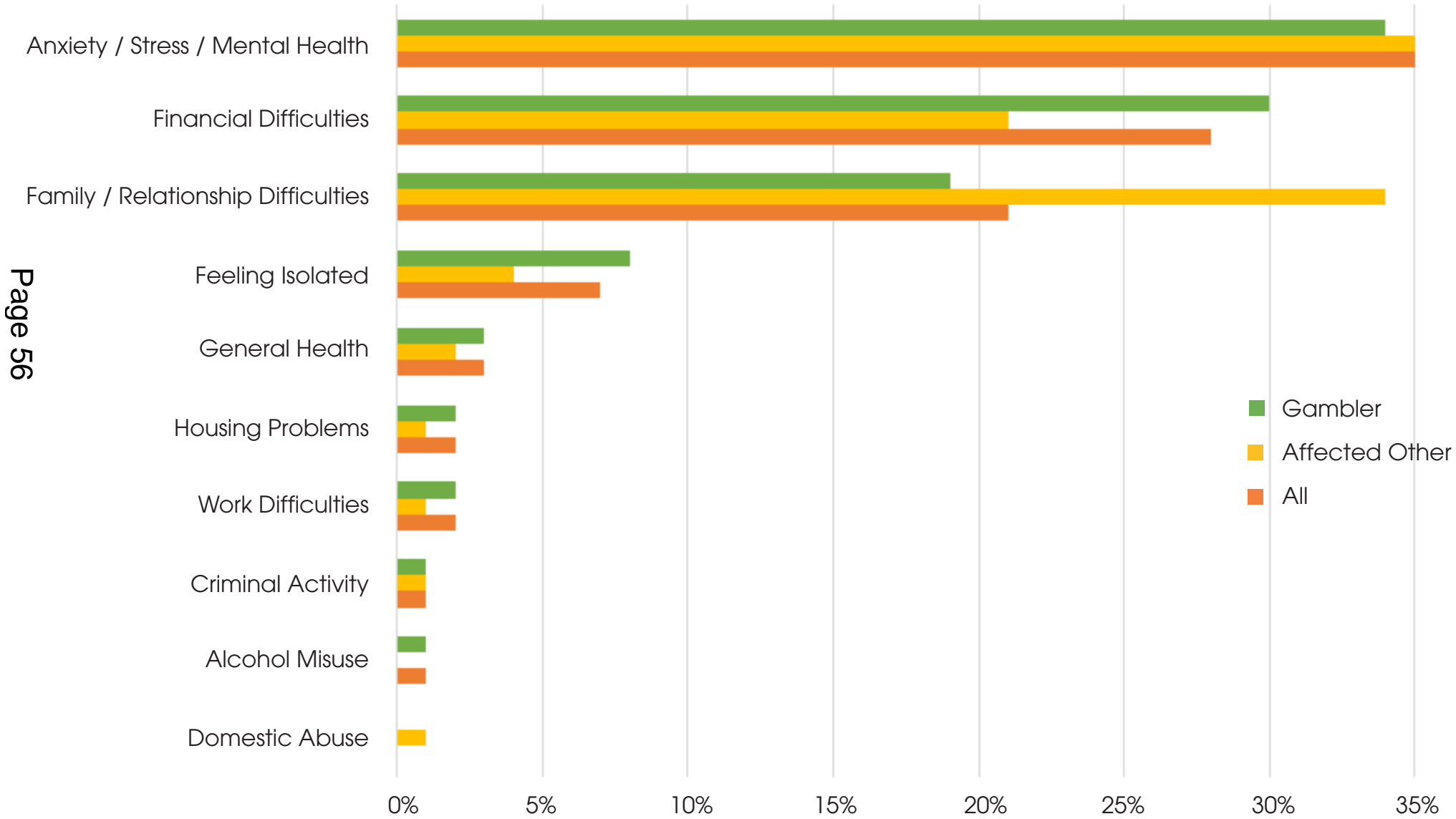
- Understand problem gambling, how to screen for it and structure a brief conversation to elicit further detail.
- Attain knowledge of the support and advice available, including player protection tools as well as emotional and practical support.

This course is for those working in frontline roles where they may encounter those affected by gambling-related harm, such as gambling industry staff, primary care workers, clinicians, advisers support workers or other healthcare professionals.

It provides the skills and knowledge to manage concerns and direct individuals to specialist help and support.

# Data Insight

GamCare can provide local authorities with data about the number of calls we get from their area (by first part of postcode) and the impacts raised by these callers (where known). Nationally, the most common impacts disclosed in 2016/17 included:





# Information, Advice and Treatment

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GamCare operates the National Gambling HelpLine; open every day from 8am to midnight, providing information, advice and support over the phone and via web chat to more than 30,000 callers each year.

This service is supported by face to face and online treatment, operating through GamCare and our network of partner agencies across England, Scotland and Wales, delivering expert one to one and group interventions.

These fully funded services are free to access, across your local authority area, right now:

- Telephone information and advice for problem gamblers and those affected by gambling-related harm;
- Brief and Extended Brief Interventions to reduce gambling-related harm;
- Face to face and online treatment;
- Signposting, dovetailed into local services;
- Aftercare and peer support, including GamCare's online Forum and Chatrooms;
- A source of local expertise on problem gambling and its impacts.

We can partner with local authorities to promote our services at no or low cost to improve the uptake of treatment and support and reduce the impacts of problem gambling in your area.

# Engagement and Outreach

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We understand how problem gambling develops in people's lives, and we understand how to intervene before things get out of control.

Our engagement teams work to proactively connect with the gambling industry, schools, police and probation services to provide a local signpost for all services in the community seeking expert help for gambling related harm.

Our engagement services will:

- Provide a specific gambling outreach service embedded within your local community;
- Engage with stakeholders across Local Authorities, operating a no-wrong door policy to ensure anyone, at any stage of the development of a problem can be supported;
- Operate from local authority or other desired premises;
- Link service users directly into the GamCare treatment network where further support is needed.

## Contact GamCare

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020 7801 7000



info@gamcare.org.uk



www.gamcare.org.uk



**GamCare**

1st Floor, CAN Mezzanine Old Street  
49-51 East Road, London, N1 6AH

020 7801 7000

[info@gamcare.org.uk](mailto:info@gamcare.org.uk)

[www.gamcare.org.uk](http://www.gamcare.org.uk)

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Response to GamCare

<b>GamCare Recommendation</b>	<b>AVDC response</b>
Develop a risk map of your local area so that you are aware of both potential and actual risks around gambling venues. A useful explanation of area-based risk-mapping has been developed with Westminster and Manchester City Councils, which gives some guidance on those who may be most vulnerable or at-risk of gambling-related harm.	A Local Area Profile document has been prepared and in accordance with the policy licence holders are expected to have regard to this document when preparing/reviewing their risk assessments. The risk factors identified in the work by Manchester and Westminster Councils was taken into account in the preparation of the revised policy.
Consider that proposals for new gambling premises which are near hostels or other accommodation or centres catering for vulnerable people, including those with learning difficulties, and those with gambling / alcohol / drug abuse problems, as likely to adversely affect the licensing objectives set out by the Gambling Commission. This is also relevant regarding the proximity to schools, colleges and universities.	These areas have been considered in the revised policy and referenced in the Local Area Profile.
A detailed local risk assessment at each gambling venue – pertinent to the environment immediately surrounding the premises as well as the wider local area – is a good way to gauge whether the operator and staff teams are fully aware of the challenges present in the local area and can help reassure the Local Licensing Authority that appropriate mitigations are in place.	This has been included in the revised policy, which sets out AVDC’s expectations. Operators are expected to keep copies of the risk assessment at each of their premises. Inspecting officers are tasked with reviewing risk assessments when carrying out inspections.
Does the operator have a specific training programme for staff to ensure that they are able to identify children and other vulnerable people, and take appropriate action to ensure they are not able to access the premises or are supported appropriately?	This matter is addressed in detailed conditions (mandatory social responsibility codes) attached to the Operators’ Licence issued by the Gambling Commission.
Does the operator ensure that there is an adequate number of staff and managers are on the premises at key points throughout the day? This may be particularly relevant for premises situated nearby schools / colleges / universities, and/or pubs, bars and clubs.	The revised policy contains a raft of suggested control measures to help promote the licensing objectives, including reference to employing sufficient staff particularly in high risk areas. The policy directs licensees to have regard to these measures when formulating their risk assessments.
<b>Consider whether the layout, lighting and fitting out of the premises have been designed so as not to attract children and other vulnerable persons who might be harmed or exploited by gambling.</b>	<b>This suggestion has been incorporated into the suggested control measures in section 91.3.</b>
<b>Consider whether any promotional material associated with the premises could encourage the use of the premises by children or young people if they are not legally allowed to do so.</b>	<b>This suggestion has been incorporated into the suggested control measures in section 91.3.</b>
We would suggest that the Local Licensing	The GamCare certification scheme

<p>Authority primarily consider applications from GamCare Certified operators.</p>	<p>acknowledges compliance with measures that replicate certain mandatory conditions/social responsibility codes. The use of the word 'primarily' appears to be misplaced. The Licensing Authority has no such discretion to give priority consideration and all applications must be considered on their individual merit.</p>
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## **Aylesbury Vale – Local Area Profile - DRAFT**

### **Gambling Act 2005**

**August 2018**

### **Introduction**

Aylesbury Vale District Council in its role as Licensing Authority believes Local Area Profiles (LAP) provide significant benefits in raising awareness of local risks to the licensing objectives in Aylesbury Vale. They enable the Licensing Authority to better serve the local community by: identifying the risks within it, providing greater clarity for operators, improving decision making and encouraging a proactive approach.

This profile provides general geographical information, associated with key characteristics, which have been identified as representing higher levels of risk to one or more of the licensing objectives under the Gambling Act 2005.

The Licensing Objectives are:

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- Ensuring that gambling is conducted in a fair and open way
- Protecting children and other vulnerable persons from being harmed or exploited by gambling

The Licensing Authority expects operators of licensed premises to utilise the latest LAP information when formulating and reviewing their risk assessments as required by the Gambling Commission's Licence Conditions and Codes of Practice. Operators are expected to establish whether the site of their gambling premises is in, or in the vicinity of, a high risk area. Operators will be expected to clearly show that they have fully considered the potential impact of the operation of gambling facilities at their premises on the promotion of the licensing objectives in the local area.

It is the operator's responsibility to identify when significant changes require their existing risk assessment to be reviewed. To assist, the Licensing Authority will notify licensed operators when changes are made to the Local Area Profile. The characteristics identified in the local area profiles are not exhaustive and operators may identify other significant factors that they need to take into account. Operators are expected to take a proactive approach in reacting to

significant changes to the local environment and they should not wait to be notified by the Licensing Authority before reviewing their risk assessment to account for a change in local circumstances.

The Licensing Authority will refer to information in the latest LAP when considering premises licence applications.

The Licensing Authority will routinely review information in the LAP to ensure the content is kept current.

### **Aylesbury Vale**

Aylesbury Vale consists of 350 square miles of leafy, Buckinghamshire countryside, with Charming villages and market towns, stately homes, gardens, canals and the first class Aylesbury Waterside Theatre. It is home to 193,113 people (ONS 2017) , with the area seeing a 10.4% increase since 2011, the fifth highest rate of growth of any local authority in Great Britain. Located 40 miles west of London, 65 miles south east of Birmingham, it is within an hour's drive of Heathrow, Gatwick, Luton and Stansted airports. It is home to the world-famous National Spinal Injuries Centre at Stoke Mandeville hospital and Silverstone, the Formula One Grand Prix circuit and birthplace of the Paralympic movement.

The area will see significant development over the next few years and it is planned to build more than 27,000 new homes, including 16,000 in the Aylesbury town area.

The Council has prepared a new Local Plan (Vale of Aylesbury Local Plan or VALP) which sets out the long-term vision and strategic context for managing and accommodating growth within the district until 2033. The aim of the plan is to set out:

- Areas where development will take place.
- Areas that will be protected.
- Policies that will be used to determine planning applications.

The VALP has been submitted to the government and, following public examination in July 2018, it is hoped that the plan will be adopted by the end of 2018. The VALP contains a wealth of information about Aylesbury Vale and operators are advised to review its content for relevant information.

There are currently 17 licensed gambling premises in Aylesbury Vale: 14 betting offices, two bingo and one Adult Gaming Centre. Other than two betting offices in Buckingham, all licensed premises are located within the vicinity of Aylesbury Town Centre. Location plans are attached as **Appendix 1**.

More information about population statistics in Buckinghamshire and Aylesbury Vale is available from:

<https://www.buckscc.gov.uk/media/4510242/buckinghamshires-demography-2016-dec-17.pdf>

To read more about the history of Aylesbury Vale please see:

<https://www.aylesburyvaledc.gov.uk/history-aylesbury-vale>

## **Aylesbury Town Centre**

Aylesbury, the County Town of Buckinghamshire, is a bustling market town. The town has very early origins dating back to Bronze and Iron age times and the market dates back to the 13<sup>th</sup> Century. The market is still very active today and trades on Wednesdays, Fridays and Saturdays (9am to 4pm).

Aylesbury Vale District Council together with Bucks County Council and Aylesbury Town Council take responsibility for looking after different service areas. For further information about these service areas please read:

<https://www.aylesburyvaledc.gov.uk/section/what-each-council-does>

Aylesbury Town is home to around 71,500 residents (Census 2011) and a University.

The town provides an array of entertainment and attractions for visitors and residents, both day and night. There are around 50 licensed premises including bars, pubs, restaurants and night clubs. Other attractions include two shopping centres, a cinema, the Waterside theatre, the Roald Dahl and Bucks County Museum. The town centre hosts regular events from small scale to large scale events attracting many thousands of visitors, such as Christmas Lights switch on and Whizz Fizz Festival.

The town has been awarded and successfully retained Purple Flag status for a number of years now in recognition of its safe and vibrant night time economy.

Aylesbury was awarded Garden Town status in January 2017, which offers a unique chance to ensure that as the town grows, Aylesbury and the surrounding area continues to be the best possible place to live work and visit.

Garden Town status will provide the support to better plan and develop new housing development, and ensure new and existing development within the town works well together. With a larger population comes a greater demand on services, from healthcare and transport, to leisure and retail. The Council therefore needs to make sure that the town is prepared to deal with growth, and that growth is delivered in a sustainable way. The Council will be working with service providers including the Clinical Commissioning Group (responsible for planning healthcare), educational establishments, utilities providers, businesses, landowners, and a wide range of other key community members to ensure the required planning is in place for the growth and change.

The Aylesbury Town Centre Plan has been developed by Aylesbury Vale District Council, Aylesbury Town Council and Buckinghamshire County Council to ensure future works and developments are co-ordinated to:

- Help preserve the town's history and heritage.
- Encourage sustainable, mixed-use development, attracting people of all ages to live, work and spend leisure time in the town centre.
- Create beautiful, flexible public spaces, suitable for events and for people to spend time in.
- Make the town centre easier to get to and around.

Further sources of information about Aylesbury are available from:

<https://www.visitaylesbury.co.uk/>

<https://www.aylesburyvaledc.gov.uk/section/visiting-and-tourism-0>

<http://www.aylesburytowncouncil.gov.uk/about-aylesbury/town-guide/>

## **Crime and Disorder**

In the year ending December 2017, the crime rate in Aylesbury Vale was about the same as the average rate across similar areas and just below average for the Thames Valley Police region. Currently there is no specific data available that indicates an association between crime and disorder and gambling premises in the Aylesbury Vale District.

Annual summaries of notifiable offences in Aylesbury Vale are available from the Thames Valley Police website:

<https://www.thamesvalley.police.uk/about-us/publications-and-documents/aylesbury-performance-figures/>

Local crime maps showing monthly reported crimes since May 2015 are available for Aylesbury North, South and East and Aylesbury Town Centre:

<https://www.thamesvalley.police.uk/your-local-area/neighbourhood-crime-maps/>

The local crime maps also provide annual summaries of reported crimes in these four areas.

## **Deprivation**

Buckingham is the among the least deprived county councils in England, while Aylesbury Vale is ranked 44<sup>th</sup> out of 326 according to the 2015 index of multiple deprivation (IMD)\*. Within the District there is variation however and the most deprived areas are within the vicinity of the Aylesbury Town Centre area, including three areas which rank in the second most deprived decile.

The last published detailed statistical and mapping information relating to deprivation in Aylesbury Vale is shown as **Appendix 2** and is also available via the Bucks County Council website:

<https://www.buckscc.gov.uk/services/community/research/deprivation/>

\*The IMD is the official measure of relative deprivation for small areas or neighbourhoods in England. It combines information from seven different measures of deprivation and combines them to produce an overall relative measure of deprivation. The seven measures are: Income Deprivation; Employment Deprivation; Education, Skills and Training Deprivation; Health Deprivation and Disability; Crime; Barriers to Housing and Services; Living



Environment Deprivation. There are 32,844 small areas used, called Lower-layer Super Output Areas, which area representing an average of 1,500 residents. The lower the ranking number the more deprived the area.

### **Underage Age gambling risks**

Interactive mapping information showing the location of schools in Buckinghamshire is available via:

[https://services.buckscc.gov.uk/school-admissions/schools?utf8=%E2%9C%93&phase\\_of\\_entry=All&view=map](https://services.buckscc.gov.uk/school-admissions/schools?utf8=%E2%9C%93&phase_of_entry=All&view=map)

Location of youth centres in Buckinghamshire can be found here:

<https://www.bucksfamilyinfo.org/kb5/buckinghamshire/fsd/results.action?familychannel=7-3-7>

See also location of support services used by vulnerable persons below.

### **Vulnerable person risks**

Interactive mapping information showing the location of adult and community learning centres in Buckinghamshire is available via:

<https://www.bucksfamilyinfo.org/kb5/buckinghamshire/fsd/results.page?town=Aylesbury&familychannel=4>

Information about hostels and supported accommodation in the area is available via:

<https://www.aylesburyvaledc.gov.uk/hostels-and-supported-accommodation>

Location of support services used by vulnerable persons are listed below:

<b>One Recovery Bucks (ORB)</b> Integrated substance misuse service for Buckinghamshire	100a Walton Street, Aylesbury HP21 7QP
<b>Young Addaction Buckinghamshire</b> Substance misuse service working with young people up to the age of 18 and their families	Unit G, The Merlin Centre, Gatehouse Close, Gatehouse Industrial Area, Aylesbury, HP19 8DP
<b>Buckinghamshire Child and Adolescent Mental Health Service (CAMHS)</b>	Sue Nicolls Centre, Bierton Rd, Aylesbury HP20 1EG
<b>Youth Justice Liaison and Diversion Service, NHS</b> Support and signpost service young people and their families who come	Sue Nicolls Centre, Bierton Rd, Aylesbury HP20 1EG

into contact with the Police.	
<b>Alcoholics Anonymous</b>	<ol style="list-style-type: none"> <li>1. Unity House, 98 Walton St HP21 7QP</li> <li>2. The Whiteleaf Centre, Bierton Rd, HP20 1EG</li> <li>3. Church of the Holy Spirit, 71a Camborne Ave, Bedgrove. HP21 7UE</li> <li>4. The Ark, 28 Risborough Rd, Stoke Mandeville HP22 5UT</li> <li>5. St Mary's Church Centre, Church Lane, Wendover HP22 6NL</li> <li>6. Parish Rooms, St Bernadines RC Church, Chandos Road, Buckingham MK18 1AL</li> </ol>
<b>Mind Buckinghamshire</b> Charity working to support and represent people with mental health problems.	Ashton House, 14 Granville Street, Aylesbury HP20 2JR
<b>Citizens Advice</b>	<ol style="list-style-type: none"> <li>1. 2 Pebble Lane, Aylesbury HP20 2JH</li> <li>2. Wheeldon House, Market Hill, Buckingha, MK18 1JX</li> </ol>
<b>Youth Concern</b> Drop-in Centre, "Aylesbury Nightstop", and Counselling Service	The Uptown Coffee Bar, Whitehill Lane, Aylesbury HP19 8FL
<b>Time to Talk</b>	Aylesbury College, Oxford Road, Aylesbury HP21 8PD
<b>Bucks Counselling Practice</b>	115 Lower Road, Aylesbury HP21 9DR
<b>Medical Practices</b>	Aston Clinton Surgery, 136 London Road, Aston Clinton HP22 5LB
	Meadowcroft Surgery, Jackson Road, Aylesbury HP19 9EX
	Berryfields Medical Centre, Grantham Avenue, Aylesbury HP19 9AP
	Fairford Leys Surgery, 65 Kingsgate, Aylesbury HP19 8GG
	Poplar Grove Practice, Poplar Close, Aylesbury HP20 1XB
	Oakfield Surgery, Aylesbury HP20 1LJ
	Mandeville Surgery, Hannon Road, Aylesbury HP21 8TR
	Bedgrove Surgery, Brentwood Way, Aylesbury HP21 7TL
	Brill Surgery, 22 Thame Road, HP18 9SA
	Buckingham Community Hospital, High Street, Buckingham MK18 1NU
	The Swan Practice North End Surgery, High Street Buckingham MK18 1NU
	The Swan Practice, Verney Close,

	Buckingham MK18 1JP
	Edlesborough Surgery, 11 Cow Lane, Edlesborough LU6 2HT
	Haddenham Medical Centre, Stanbridge Road, Haddenham HP17 8JX
	Trinity Health New Chapel Surgery, 38 High Street, Long Crendon HP18 9AF
	Little Rothschild House Surgery, 71 Marsworth Road, Pistone LU7 9AX
	The Swan Practice, 2 Vicarage Lane, Steeple Claydon MK18 2PR
	Stoke Mandeville Hospital, Mandeville Road HP21 8AL
	Waddesdon Surgery, Goss Avenue, Waddesdon HP18 0LY
	Wendover Health Centre, Aylesbury Road, Wendover HP22 6LD
	Whitchurch Surgery, 49 Oving Road, Whitchurch HP22 4JF
	Whitehill Surgery, Whitehill Lane HP19 8EN
	Wing Surgery, 46 Stewkley Road, Wing LU7 0NE
	Norden House Surgery, Avenue Road, Winslow MK18 3DW
<b>Aylesbury Jobcentre Plus</b>	Heron House, 49 Buckingham Street, Aylesbury HP20 2LX

### **Food banks**

The Oaks Community Coffee Shop,  
3 Elm Court,  
Aylesbury,  
Buckinghamshire  
HP21 7NQ


St Peter's Community Cafe,  
Coventon Road,  
Aylesbury,  
Buckinghamshire  
HP19 9ND

Southcourt Baptist Church  
40 Penn Road,  
Aylesbury,  
Buckinghamshire  
HP21 8HW

# Aylesbury Vale GA05

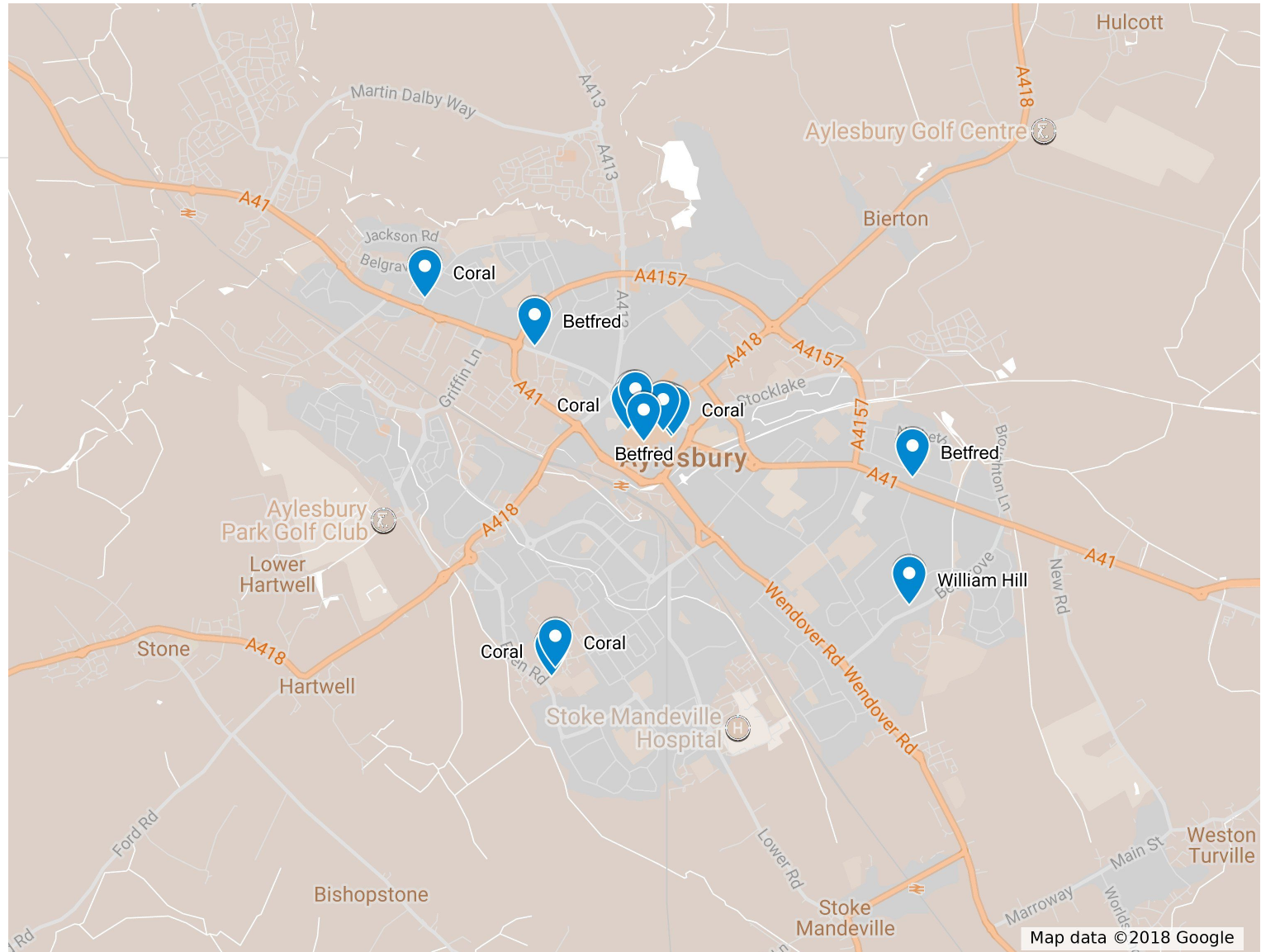
# Appendix 1

AVDC Gambling Act licensed premises June 2018

 All items

Map of premises licensed under the Gambling Act 2005 Aylesbury Town Centre and surrounding area.

Page 68



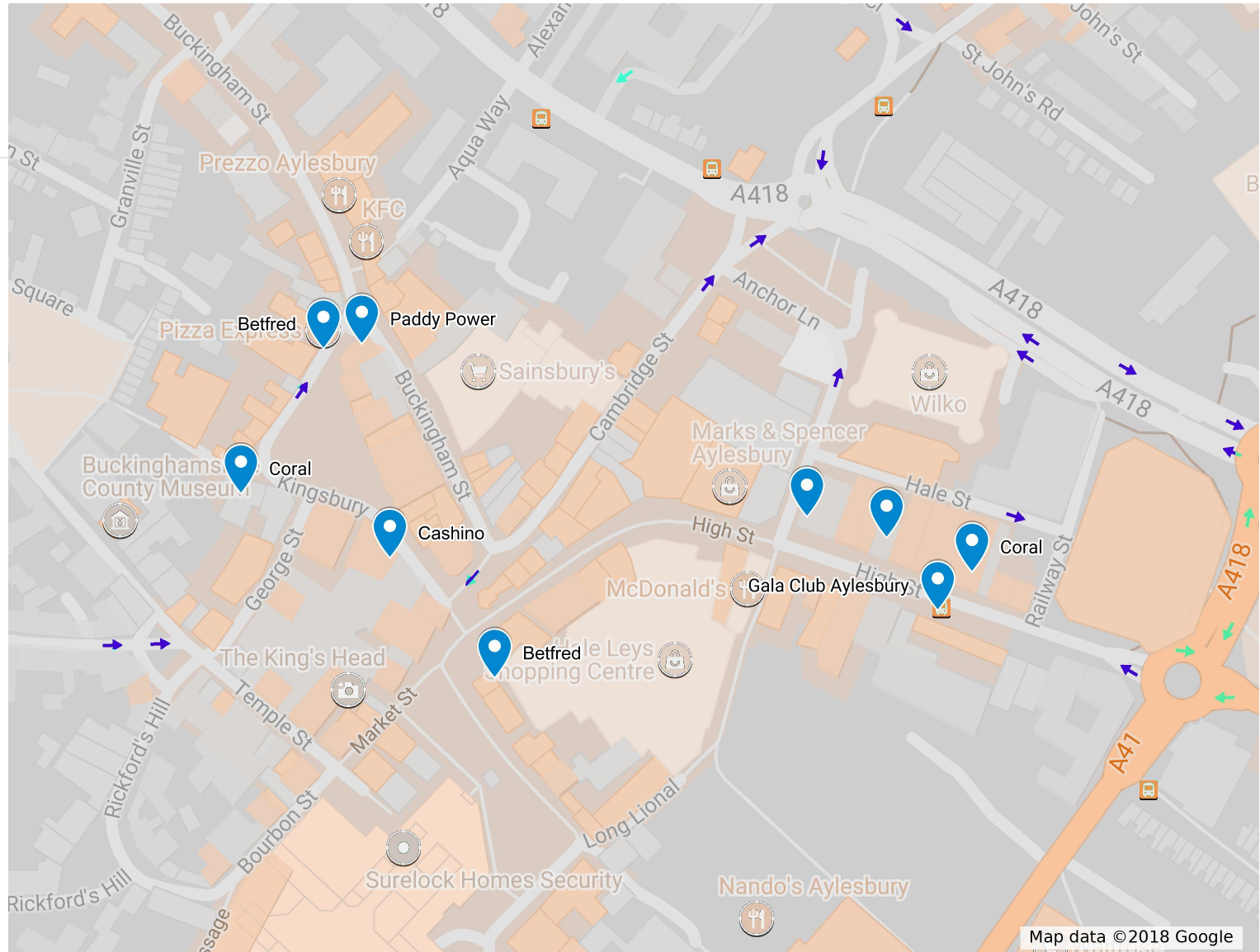
# Aylesbury Vale GA05

AVDC Gambling Act licensed premises June 2018

 All items


Map of premises licensed under the Gambling Act 2005 in Aylesbury Town Centre.

Page 69

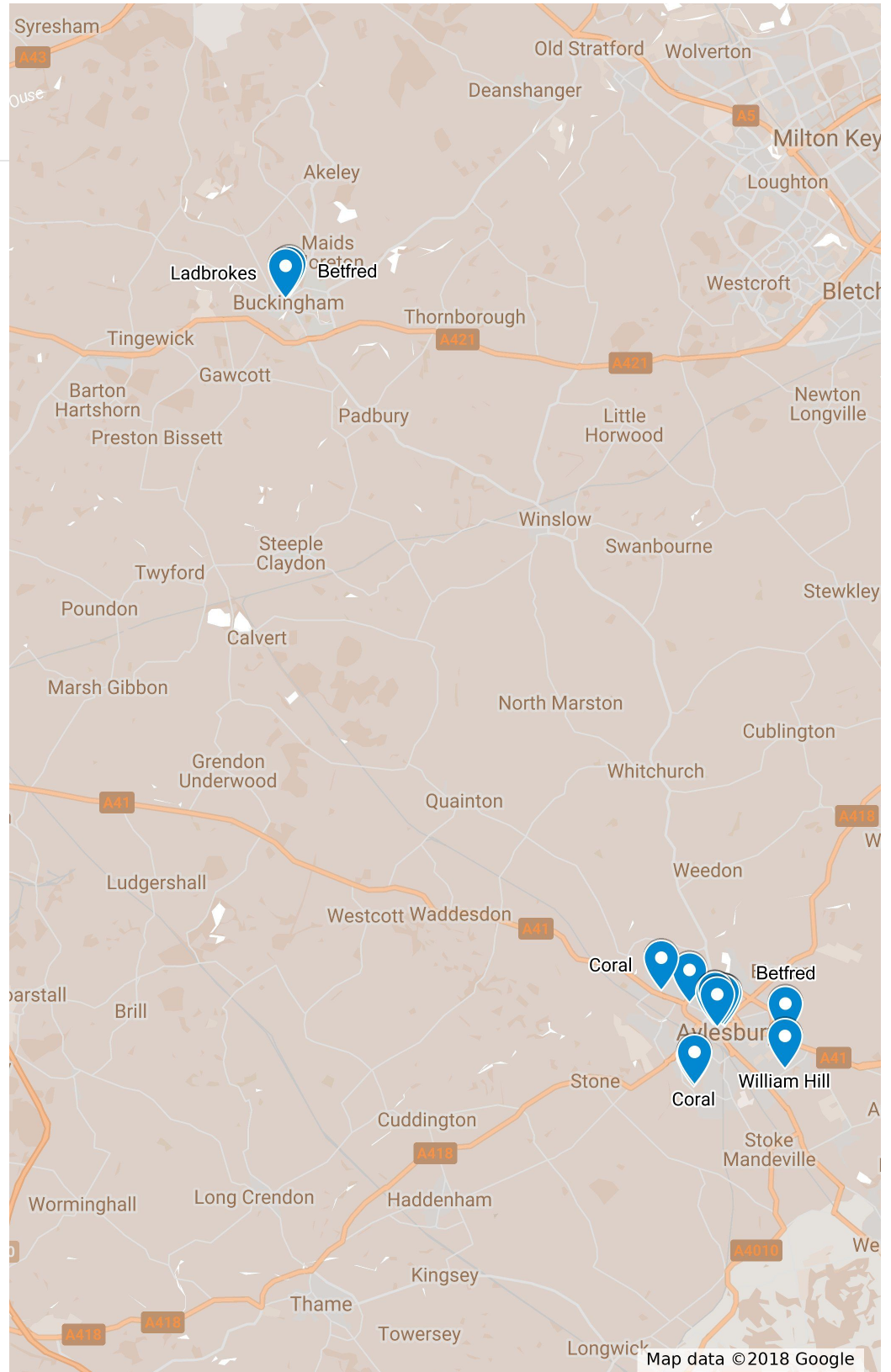


# Aylesbury Vale GA05

AVDC Gambling Act licensed premises June 2018


 All items

Map of premises licensed under the Gambling Act 2005 in Aylesbury Vale

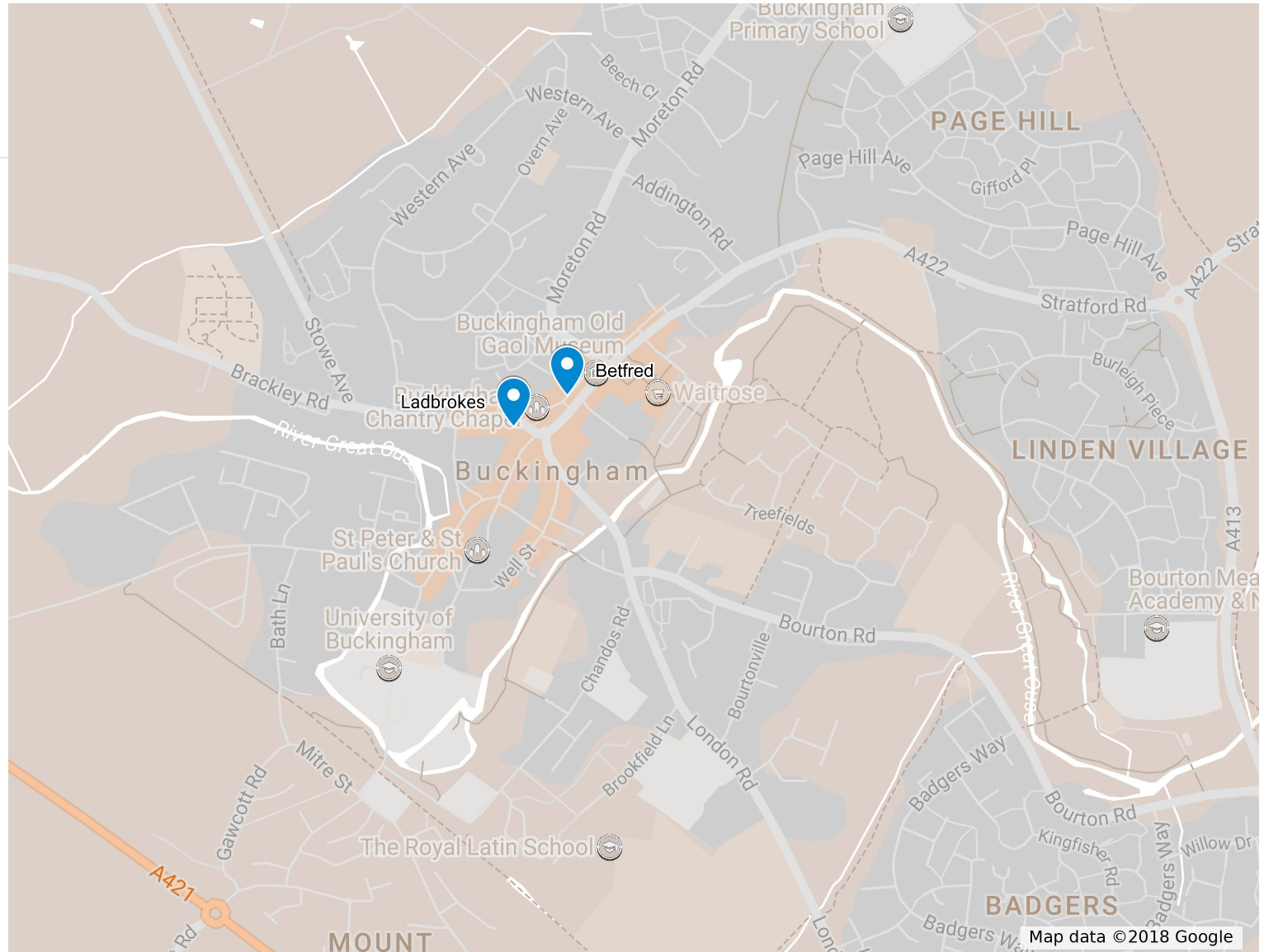


# Aylesbury Vale GA05

AVDC Gambling Act licensed premises June 2018

 All items

Map of premises licensed under the Gambling Act 2005 in Buckingham.



## Deprivation in Buckinghamshire

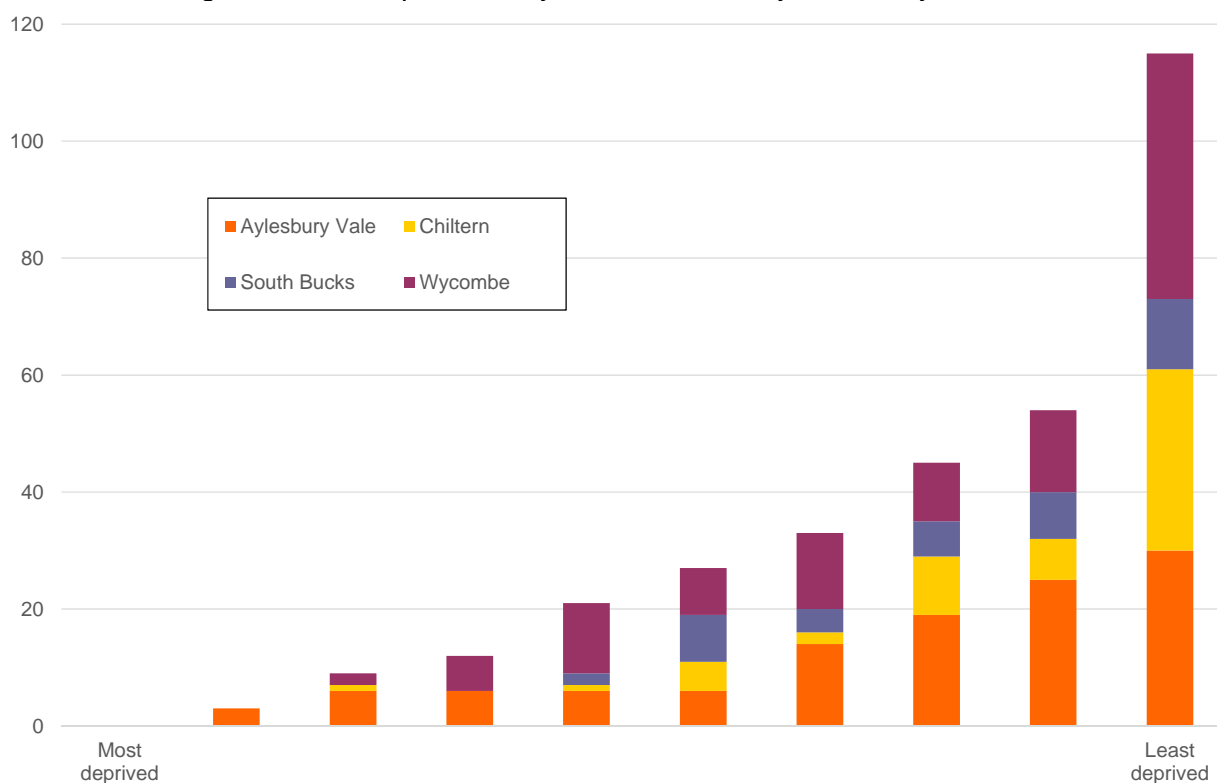
30 September 2015

Buckinghamshire is the least deprived Local Enterprise Partnership (LEP) and the second least deprived county council in England according to the 2015 index of multiple deprivation. At the district level, Chiltern is the third least deprived local authority in England (behind Hart in Hampshire and Wokingham) and the least deprived in Buckinghamshire, ahead of South Bucks (25<sup>th</sup> least deprived), Wycombe (34<sup>th</sup>) and Aylesbury Vale (44<sup>th</sup>).

Across the county, 86 per cent of lower level super output areas (LLSOAs) rank among the least deprived half of England (ie the five least deprived deciles), ranging from 96 per cent in Chiltern to 95 per cent in South Bucks and 81 per cent in both Aylesbury Vale and Wycombe. More than a third (36 per cent) of Buckinghamshire's LLSOAs rank in the least deprived decile, ranging from 54 per cent in Chiltern to 26 per cent in Aylesbury Vale.

While no part of Buckinghamshire falls into the most deprived decile in England on the index of multiple deprivation, three LLSOAs in Aylesbury Vale fall into the second most deprived decile, ranking in the 19<sup>th</sup> and 20<sup>th</sup> percentiles. Wycombe and Chiltern's most deprived LLSOAs fall in the third decile, while South Bucks' falls in the fifth.

Chart 1: Buckinghamshire's deprivation by national decile by LLSOA by district, 2015



Source: Indices of deprivation, DCLG, 2015

As well ranking as the least deprived LEP on the index of multiple deprivation, Buckinghamshire is least deprived on the health and education, skills and training domains, as well as ranking second least deprived on the income domain and third least deprived for employment and living environment. However, Buckinghamshire is only 8<sup>th</sup> least deprived (ie 31<sup>st</sup> most deprived) on the crime domain and 23<sup>rd</sup> least deprived (17<sup>th</sup> most deprived) on barriers to housing and services. The full results by district, county and LEP are presented in Table 1 below, with results by LLSOA in Table 2 and by ward in **Table 3**.



Table 1: Deprivation by rank of average rank by district, county and LEP (1=most deprived)

	Index of multiple deprivation	Income	Employment	Education, skills and training	Health deprivation	Crime	Barriers to housing and services	Living Environment
Aylesbury Vale	283 of 326	285 of 326	290 of 326	254 of 326	284 of 326	236 of 326	74 of 326	291 of 326
Chiltern	324 of 326	320 of 326	311 of 326	320 of 326	323 of 326	246 of 326	234 of 326	322 of 326
South Bucks	302 of 326	298 of 326	314 of 326	301 of 326	321 of 326	97 of 326	127 of 326	273 of 326
Wycombe	293 of 326	259 of 326	270 of 326	261 of 326	318 of 326	230 of 326	167 of 326	298 of 326
Buckinghamshire County	26 of 27	26 of 27	25 of 27	26 of 27	27 of 27	14 of 27	15 of 27	27 of 27
Buckinghamshire Thames Valley	39 of 39	38 of 39	37 of 39	39 of 39	39 of 39	31 of 39	17 of 39	37 of 39

Source: Indices of deprivation, DCLG, 2015

Table 2: Distribution of Buckinghamshire's LLSOAs by domain, % of LLSOAs by decile

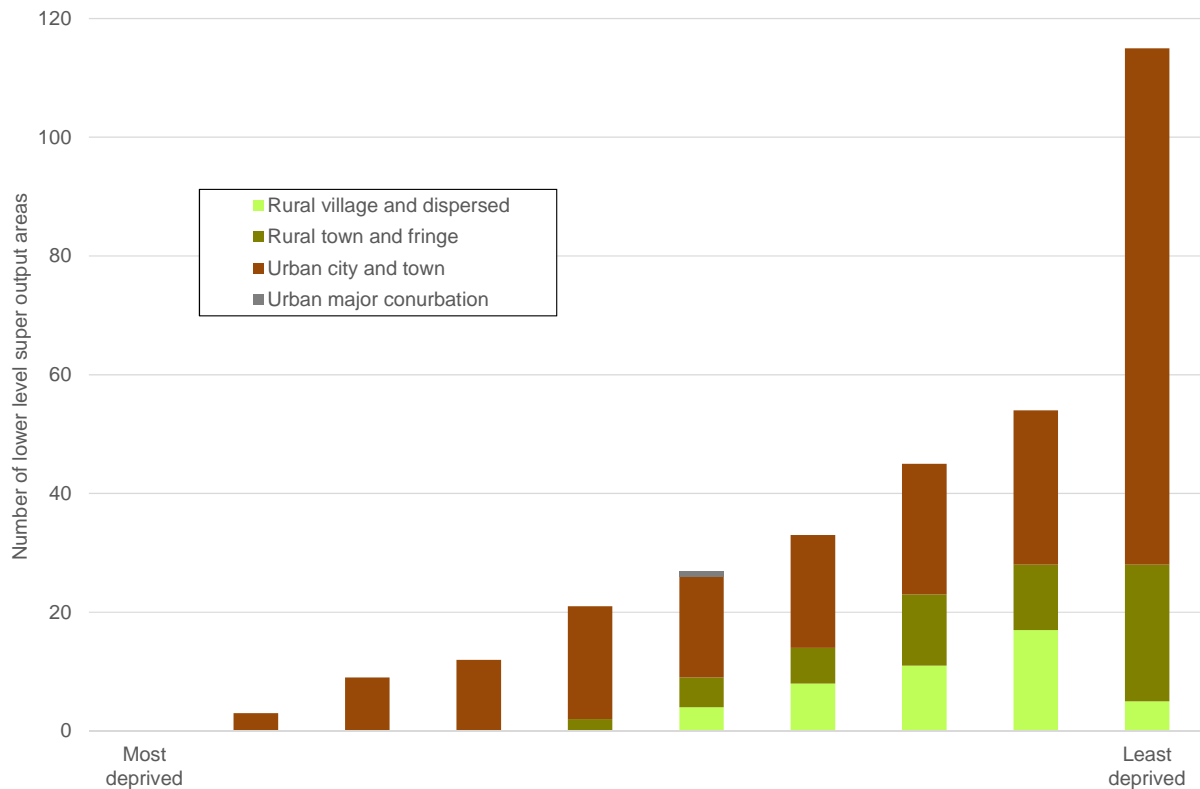
	Index of multiple deprivation	Income	Employment	Education, Skills and training	Health deprivation	Crime	Barriers to housing and services	Living environment
Least deprived	36.1	35.4	39.2	23.2	57.4	12.2	6.0	39.8
9th	16.9	13.2	16.9	22.6	19.4	16.9	9.1	17.6
8th	14.1	11.3	10.7	11.6	7.2	20.1	11.6	13.8
7th	10.3	9.4	7.5	8.8	7.8	13.8	11.9	7.5
6th	8.5	8.8	9.1	7.5	2.8	9.1	10.7	6.6
5th	6.6	9.7	6.0	6.0	2.2	9.7	10.0	6.3
4th	3.8	6.9	5.6	7.2	2.2	7.5	10.7	3.4
3rd	2.8	4.1	3.8	5.6	0.6	6.9	11.9	3.4
2nd	0.9	1.3	1.3	5.3	0.3	2.5	10.0	1.6
Most deprived	0.0	0.0	0.0	2.2	0.0	1.3	8.2	0.0

Source: Indices of deprivation, DCLG, 2015

Across the country, deprivation on the barriers to housing and services domain often occurs where scores on the other domains is comparatively low. Deprivation on this domain reflects local challenges such as low incomes in relation to local housing costs, household overcrowding and homelessness as well as distance from services (GPs, food shops, schools and post offices) which tends to affect more sparsely populated areas.

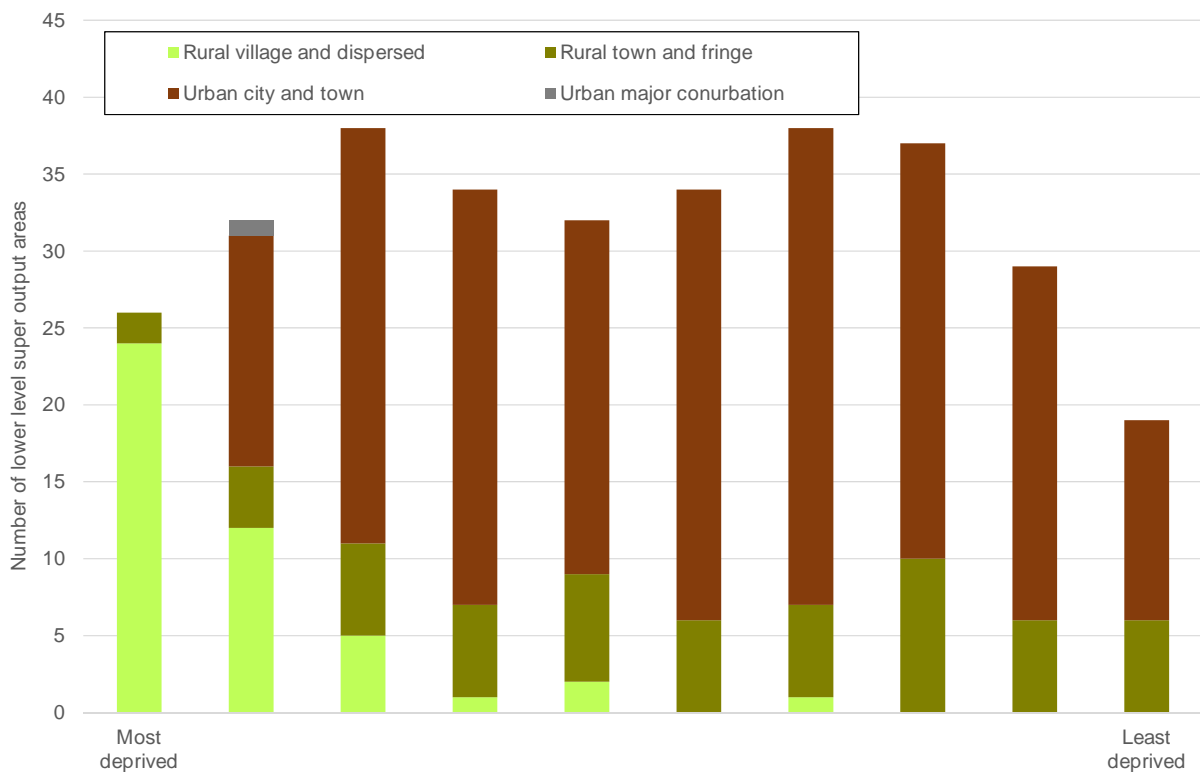
The most deprived parts of Buckinghamshire are in urban areas, with only one rural LLSOA ranking below the national sixth decile as shown in Chart 2. However, on the barrier to housing and services domain, 8 per cent of Buckinghamshire's LLSOAs are among England's most deprived decile, including 24 of Buckinghamshire's 45 LLSOAs classified as *rural village and dispersed* as shown in Chart 3.

Chart 2: Buckinghamshire's deprivation (IMD) by LLSOA by rural urban classification, 2015



Source: Indices of Deprivation, DCLG, 2015

Chart 3: Buckinghamshire's deprivation on the barriers to housing and services domain by LLSOA by rural urban classification, 2015



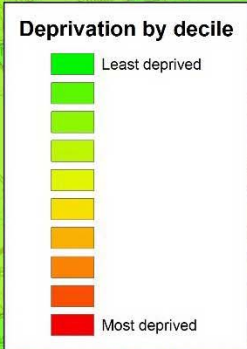
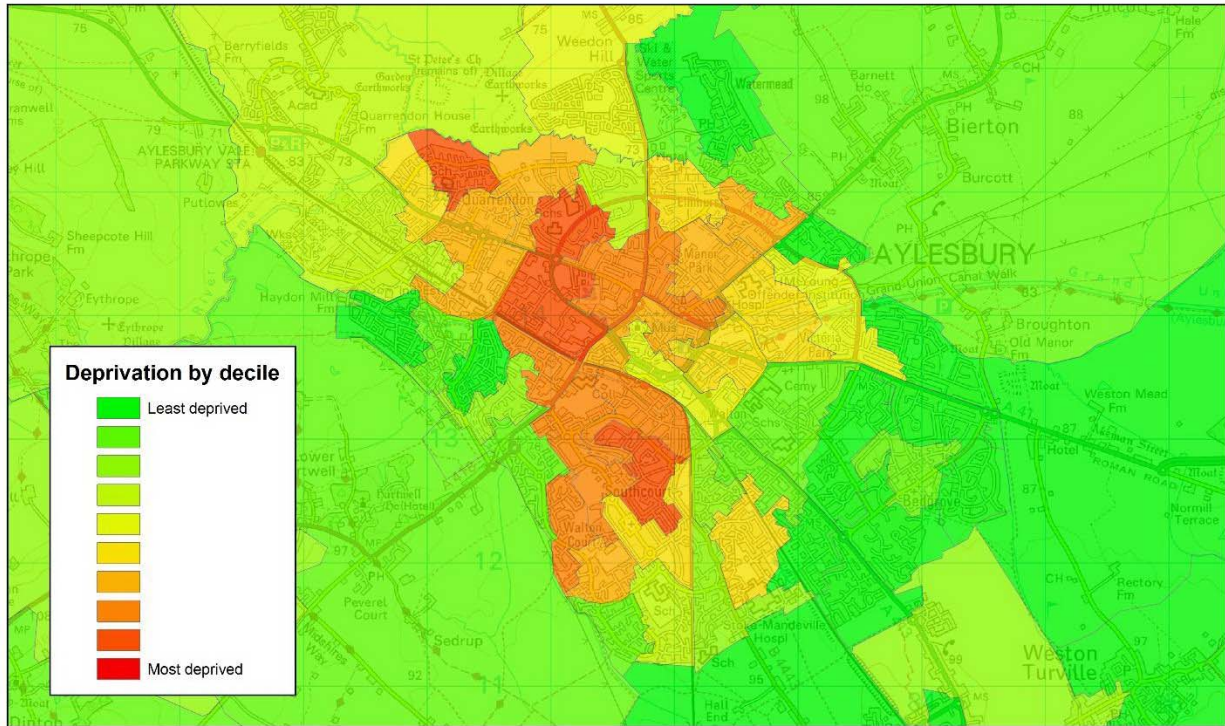
Source: Indices of Deprivation, DCLG, 2015

Table 3: Deprivation by ward (percent ranks of average rank), 2015

	Index of multiple deprivation	Income	Employment	Education, skills and training	Health deprivation	Crime	Barriers to housing and services	Living environment		
Aylesbury Vale	Bedgrove	98.3	96.7	93.0	75.9	91.4	82.0	82.9	88.0	
	Buckingham South	96.4	88.9	95.8	89.4	94.2	67.3	38.0	97.1	
	Aston Clinton	93.7	89.7	86.6	84.2	88.8	73.4	39.8	94.2	
	Edlesborough	92.0	91.3	96.7	92.0	90.3	80.0	20.8	57.3	
	Long Crendon	91.7	91.3	95.3	86.4	91.8	84.0	45.1	73.1	
	Wendover	91.7	83.2	87.9	79.4	89.8	70.3	57.6	90.6	
	Quainton	91.3	95.7	93.5	91.4	96.0	90.0	35.0	29.6	
	Newton Longville	91.1	73.8	76.5	72.0	76.1	65.1	76.4	97.7	
	Wing	89.9	77.2	79.1	64.5	71.5	58.5	91.5	92.5	
	Haddenham	89.8	90.0	88.3	85.3	84.3	78.8	40.4	86.1	
	Bierton	89.4	93.2	88.8	86.0	86.0	28.7	27.5	87.7	
	Pitstone	87.0	69.3	88.6	66.0	93.2	70.5	38.4	81.7	
	Great Horwood	85.5	95.9	97.1	93.5	93.0	37.9	28.6	25.7	
	Winslow	85.3	71.7	78.6	76.4	78.4	88.0	53.5	85.9	
	Waddesdon	84.4	79.7	89.9	83.0	76.1	78.4	52.1	58.1	
	Cheddington	82.6	87.8	91.6	90.9	87.8	85.8	20.4	54.4	
	Mandeville and Elm Farm	82.5	81.4	79.3	57.2	83.4	58.3	29.5	91.5	
	Buckingham North	81.4	70.4	85.3	68.9	72.3	47.9	55.9	84.2	
	Coldharbour	80.0	75.3	80.8	53.2	76.3	67.0	36.2	77.8	
	Steeple Claydon	79.0	78.3	85.8	58.2	84.5	45.1	33.7	76.2	
	Stewkley	78.3	90.3	89.8	91.8	94.7	93.4	5.1	66.1	
	Marsh Gibbon	77.8	90.8	96.6	84.8	96.1	92.4	9.4	44.4	
	Great Brickhill	72.9	76.2	85.8	88.4	75.4	30.9	21.4	67.5	
	Oakfield	72.4	68.4	62.1	46.8	74.6	48.2	70.8	70.4	
	Weedon	71.9	56.3	71.9	71.6	81.2	68.9	30.4	64.7	
	Wingrave	70.0	88.3	89.2	66.3	92.8	78.2	5.3	61.0	
	Tingewick	64.7	75.4	88.6	82.7	86.8	84.4	4.8	41.8	
	Brill	61.1	93.3	94.8	79.9	93.2	49.0	2.6	34.5	
	Luffield Abbey	55.2	97.7	95.2	80.5	98.2	85.9	0.6	15.1	
	Grendon Underwood	51.3	88.4	97.2	75.4	91.0	76.8	0.1	24.8	
	Elmhurst and Watermead	44.6	40.5	39.6	29.6	53.8	35.3	40.2	84.1	
	Walton Court and Hawkslade	44.4	37.6	42.7	18.6	46.8	32.2	48.7	98.7	
	Aylesbury Central	35.2	37.2	56.2	51.6	58.7	3.7	26.8	36.3	
	Quarrendon	30.1	17.3	26.2	8.8	38.3	39.4	69.9	95.7	
	Gatehouse	27.2	27.5	27.7	10.5	33.4	24.4	37.7	70.8	
	Southcourt	15.0	15.8	17.4	1.9	31.0	13.4	24.6	91.7	
	Chiltern	Seer Green	100.0	98.6	98.1	99.1	99.9	82.6	97.4	98.2
		Austenwood	99.9	99.9	99.8	99.9	99.9	87.7	66.9	98.9
		Chesham Bois and Weedon Hill	99.9	99.8	99.8	99.9	99.9	93.4	61.0	98.2
		Great Missenden	99.8	93.9	97.2	98.4	99.6	74.1	82.9	88.0
		Amersham Common	98.5	93.8	89.4	96.1	96.7	77.9	63.2	95.0
		Chalfont St Giles	98.3	94.8	95.7	94.6	99.8	75.0	49.6	95.3
		Little Missenden	96.7	94.8	97.1	99.0	97.8	73.3	18.6	98.5
		Prestwood and Heath End	96.1	91.5	91.5	87.4	98.1	56.7	75.2	98.4
		Penn and Coleshill	95.8	99.4	99.6	98.3	99.9	81.4	13.6	95.3
Holmer Green		95.3	87.9	91.2	78.6	90.9	57.6	64.3	98.7	
Central		95.2	85.4	82.8	84.9	89.3	48.1	97.0	89.8	
Amersham Town		94.9	86.1	89.7	93.9	98.6	76.3	26.4	89.8	
Little Chalfont		94.1	73.5	71.9	89.1	98.3	75.0	87.5	97.5	
Chalfont Common		94.0	90.5	72.0	96.0	84.4	49.3	87.5	98.7	
Hilltop and Townsend		93.2	87.0	86.1	82.8	95.0	63.5	69.9	75.0	
Gold Hill		92.6	68.1	69.3	81.0	98.1	37.2	94.7	95.8	
Ballinger, South Heath and Chartridge		87.4	99.4	97.8	97.1	99.7	76.7	6.8	53.6	
Amersham-on-the-Hill		82.3	53.2	60.0	86.7	88.7	43.9	87.1	93.2	
Ashley Green, Latimer and Chenies		79.2	95.2	95.2	92.9	99.1	60.1	7.0	39.9	
Cholesbury, The Lee and Bellingsdon		77.3	99.1	96.5	97.9	99.9	65.9	3.8	37.3	
Asheridge Vale and Lowndes		73.6	59.2	57.5	61.2	87.1	39.4	60.6	97.4	
Newtown		73.4	53.8	54.4	50.3	87.5	59.2	84.0	77.5	
St Mary's and Waterside		51.0	38.3	35.9	39.5	81.5	34.0	48.7	76.5	
Vale		50.2	28.5	36.1	30.7	87.2	15.7	95.6	88.6	
Ridgeway		37.9	17.2	24.2	13.1	75.6	41.7	90.0	99.1	

	Index of multiple deprivation	Income	Employment	Education, skills and training	Health deprivation	Crime	Barriers to housing and services	Living environment	
South Bucks	Gerrards Cross North	98.6	97.4	96.3	99.9	98.9	52.6	66.6	63.7
	Beaconsfield North	97.9	94.7	96.5	97.9	97.2	49.0	68.5	81.7
	Beaconsfield West	93.7	87.2	90.1	75.9	97.6	38.0	84.1	78.5
	Farnham Royal	93.5	80.2	92.9	90.8	97.6	31.0	70.7	88.0
	Gerrards Cross South	92.1	88.7	99.3	99.2	99.7	87.1	9.7	87.4
	Gerrards Cross East and Denham South West	83.9	74.9	93.2	69.2	99.5	76.6	13.7	72.3
	Beaconsfield South	83.0	72.1	80.1	80.9	97.3	22.1	48.1	86.9
	Stoke Poges	82.1	84.4	81.4	82.3	93.6	29.5	37.4	83.7
	Denham North	76.9	52.1	61.9	62.4	64.9	68.4	64.0	92.7
	Dorney and Burnham South	74.1	95.1	94.7	82.8	92.7	2.6	26.2	59.5
	Taplow	73.4	98.4	98.7	93.8	97.6	13.8	11.5	27.1
	Iver Heath	72.0	65.2	80.4	48.3	84.9	45.3	35.3	62.1
	Burnham Church	69.7	64.2	67.4	74.4	80.0	8.5	73.6	77.1
	Denham South	69.6	79.1	85.9	59.8	95.7	24.9	14.0	65.0
	Burnham Lent Rise	67.1	55.1	54.3	43.4	76.7	32.9	85.5	62.9
	Iver Village and Richings Park	64.8	60.9	71.5	47.2	80.2	21.1	56.5	57.0
	Hedgeley and Fulmer	64.7	71.5	83.7	83.1	88.6	13.2	13.5	49.5
	Burnham Beeches	63.5	94.2	84.6	89.8	99.2	4.9	10.3	43.5
	Wexham and Iver West	40.5	60.6	65.7	34.2	89.7	4.2	10.7	50.6
	Wycombe	Hazlemere North	99.8	96.4	96.8	89.1	99.2	77.0	93.9
Greater Hughenden		99.6	99.1	99.2	95.3	98.7	88.5	54.2	94.3
Hazlemere South		99.6	92.3	97.7	87.7	97.8	76.5	87.0	96.9
Downley and Plomer Hill		98.5	90.9	89.1	84.2	96.2	80.2	65.9	97.5
Tylers Green and Loudwater		96.5	91.0	92.6	81.5	98.0	71.5	72.8	87.5
Lacey Green, Speen and the Hampdens		95.5	99.3	99.7	94.8	99.2	97.5	16.3	61.7
Greater Marlow		94.6	95.1	95.9	98.4	98.8	86.5	23.4	84.5
Bourne End-cum-Hedsor		94.4	87.3	89.1	84.9	95.5	85.4	77.5	78.3
Marlow North and West		93.4	81.5	91.4	82.0	96.8	66.0	81.6	88.5
Flackwell Heath and Little Marlow		93.4	89.9	90.0	80.1	94.6	59.4	76.9	85.2
icknield		88.4	89.0	96.6	93.6	99.5	62.8	16.7	75.7
Marlow South East		85.4	65.5	77.4	72.8	94.6	59.1	71.9	78.1
Stokenchurch and Radnage		85.2	79.8	85.5	50.2	97.3	66.8	58.3	71.3
Bledlow and Bradenham		85.0	97.1	98.6	99.5	99.9	93.9	3.9	61.2
The Risboroughs		84.9	72.0	68.2	62.7	88.5	69.6	52.7	98.0
The Wooburns		83.3	67.5	74.2	58.3	91.1	62.7	61.2	81.2
Abbey		74.8	57.3	69.4	70.1	88.0	42.8	41.2	70.4
Terriers and Amersham Hill		71.2	49.5	58.5	75.6	86.3	46.3	54.9	53.2
Chiltern Rise		68.9	69.3	69.8	54.8	88.0	47.5	36.6	50.7
Sands		61.1	42.8	51.8	36.2	87.4	30.7	67.2	70.1
Totteridge	57.2	35.4	51.1	28.5	75.1	51.3	57.7	90.7	
Hambleden Valley	56.8	99.6	99.8	98.5	100.0	76.3	0.7	8.0	
Disraeli	52.5	34.5	40.4	30.3	80.8	39.0	57.8	93.7	
Ryemead	51.7	35.6	57.6	52.5	87.0	36.3	25.9	46.5	
Booker and Cressex	47.7	37.0	35.8	38.9	57.6	34.2	34.8	93.9	
Bowden	42.9	24.0	31.8	28.5	75.2	42.9	46.7	83.5	
Micklefield	28.8	13.9	21.7	13.7	69.6	32.5	42.1	89.6	
Oakridge and Castelfield	22.2	14.7	19.8	9.2	52.0	26.7	40.7	63.0	

Source:BBF analysis of indices of deprivation, DCLG, 2015

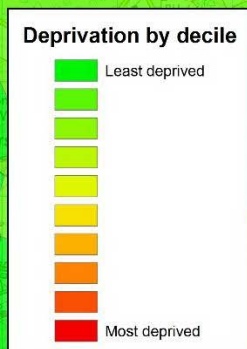
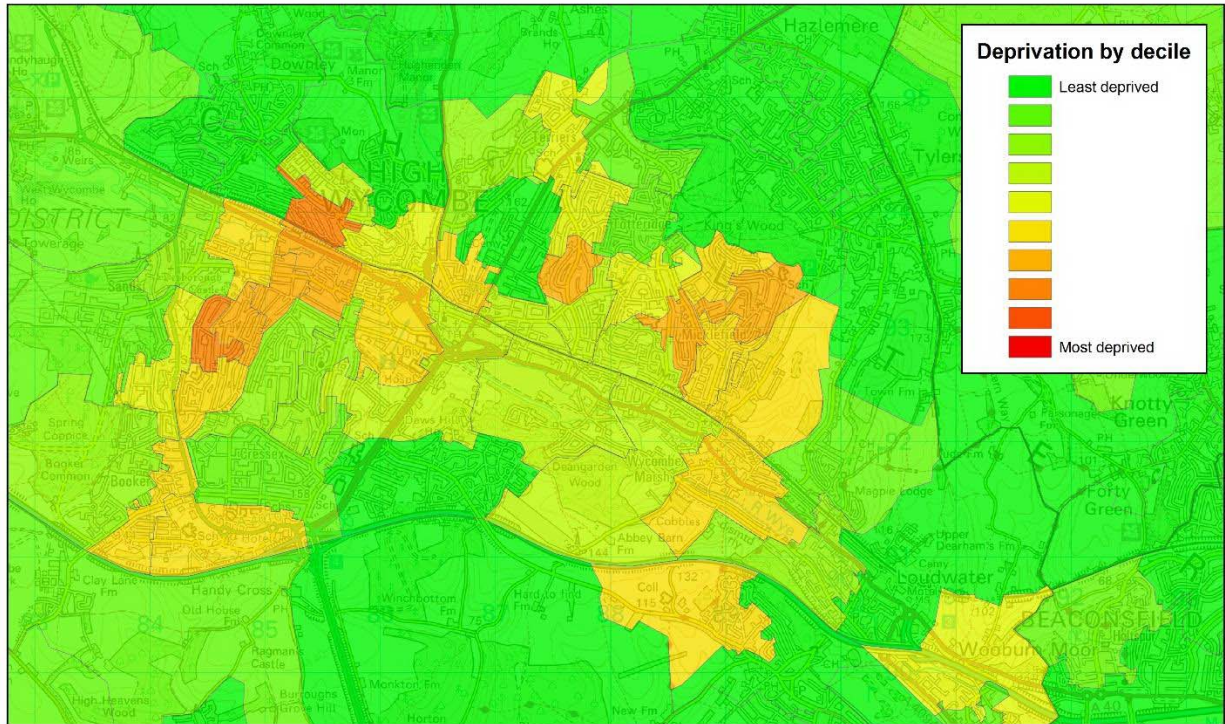


Scale: 1:35,000 at A4

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Map data by Geoportals.com

**Deprivation in Aylesbury**  
Lower level super output area by English decile, 2015



Scale: 1:37,500 at A4

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Map data by Geoportals.com

**Deprivation in High Wycombe**  
Lower level super output area by English decile, 2015





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Council  
24 October 2018

**CAR PARKING STRATEGY FOR AYLESBURY TOWN CENTRE**  
**Councillor Mrs Ward**  
**Cabinet Member for Civic Amenities**

**1 Purpose**

- 1.1 To inform Council of the consideration given to a car parking strategy for Aylesbury Town Centre.

**2 Recommendations**

Council is asked to:

- 2.1 Approve and adopt the Car Parking Strategy set out in Appendix 2 of the attached Cabinet report.
- 2.2 Approve and adopt the phase one and two recommendations set out in Appendix 3 of the Cabinet report 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 £400,000 (estimated by ARUPS), to upgrade the payment options (OM6).
- 2.3 Note that there might 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 had been received.

**3. Background**

- 3.1 The attached report will be considered by Cabinet on 16 October, 2018. That report incorporates the report and Minutes of the Economy and Business Development Scrutiny Committee of 11 September and a copy of the draft car parking strategy for Aylesbury Town.
- 3.2 It is anticipated that Cabinet will make the above recommendations to Council having regard to the Scrutiny Committee's views and other factors. However, should this not be the case, a copy of Cabinet's final recommendations will be circulated at the Council meeting.

**4. Indicative costs of the improvements / Source of funding / Resource Implications**

- 4.1 These are set out in the Appendices.

Contact Officer  
Background Documents

Teresa Lane 01296 585006  
Draft strategy documents.

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**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**

**DRAFT PARKING STRATEGY FOR AYLESBURY TOWN CENTRE**

.....

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.

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**DRAFT PARKING STRATEGY FOR AYLESBURY TOWN CENTRE**

**1 Purpose**

- 1.1 The purpose of this report is to invite comments from the Scrutiny Committee on the draft Parking Strategy for Aylesbury to help inform Cabinet's consideration of the Strategy and their recommendations to Council.

**2 Recommendation**

- |  |
|--|
| <p>2.1 The Scrutiny Committee is asked to comment:</p> <ul style="list-style-type: none"><li>- on the draft Strategy set out in Appendix 1</li><li>- the phase one and two recommendations set out in Appendix 2 which include a proposed capital investment of approximately £400k (estimated by ARUPS), to upgrade the payment equipment and options.</li></ul> <p>2.2 Suggest which phase the recommendations numbered SM11 – SM16 on page 5 of Appendix 2 should be categorised as.</p> <p>2.3 Comment on the proposed metrics set out on page 50 of Appendix 1.</p> |
|--|

**3 Supporting information**

**The approach**

- 3.1 It's 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 The scope of works included:
- understanding the current service and operational arrangements
  - reviewing and appraising current parking provision, infrastructure and capacity
  - identifying and evaluating constraints and issues
  - providing advice on potential solutions to address the constraints and issues
  - analysing future demand

- recommend the optimum parking provision for the town between 2018 –2033 taking into account emerging trends and technologies
- 3.6 After a procurement process, ARUPS was selected and appointed to deliver the brief for Aylesbury with the option for their work to be extended to Buckingham, Winslow and Wendover. The briefs would be tailored to the different localities as needed.
- 3.7 The tasks undertaken by ARUPS to produce the draft Strategy were wide ranging and included reviews of:
- related national, regional and local policy and guidance eg the National Planning Policy Framework, The Aylesbury Transport Plan, the draft Vale of Aylesbury Plan, the BTVLEP Strategic Economic Plan and the Aylesbury Town Centre Plan
  - on-site visits
  - best practice and emerging trends and technologies
  - condition surveys
  - customer feedback
  - available data on usage
- 3.8 Face-to face interviews also took place with operational staff, key stakeholders. Workshops were also held.
- 3.9 From the interviews and workshops, ARUPS identified a vision and six objectives to provide the framework for the Strategy. Together they define what needs to be achieved in the lifespan of the document in terms of successful outcomes for the residents, workers and visitors to Aylesbury.
- 3.10 The six objectives are each underpinned by a number of key themes:

<b>Vision – To deliver an improved parking experience in Aylesbury for all</b>
<p><b>1. Responsive to the needs of different groups and customers</b></p> <ul style="list-style-type: none"> <li>• People centred</li> <li>• Provision and use</li> <li>• Legibility and convenience</li> </ul>
<p><b>2. Positively contributes to the local economy and regeneration</b></p> <ul style="list-style-type: none"> <li>• Assets and land use</li> <li>• Supporting business</li> <li>• Coach parking</li> </ul>

<p><b>3. Commercially sustainable &amp; efficient parking management model</b></p> <ul style="list-style-type: none"> <li>• Management</li> <li>• Pricing and equipment</li> <li>• Enforcement</li> </ul>
<p><b>4. Enhances the local environment</b></p> <ul style="list-style-type: none"> <li>• Place making</li> <li>• Ultra-low emission travel</li> </ul>
<p><b>5. Integrates effectively with wider policy and plans</b></p> <ul style="list-style-type: none"> <li>• Planning policy</li> <li>• Local transport authority</li> </ul>
<p><b>6. Resilience and anticipation of future change</b></p> <ul style="list-style-type: none"> <li>• Addressing growth</li> <li>• Evolving town centre</li> <li>• Automation and technology</li> </ul>

- 3.11 The conclusions and priorities from the ARUPS work are set out in the draft Strategy (Appendix 1) and summarised in section 4 below. The more detailed recommendations which flow from the priorities are set out in (Appendix 2).
- 3.12 The recommendations are wide ranging in their complexity to deliver, cost, timeframe and ownership. In respect of the latter, some of the recommendations identify Bucks County Council as the 'owner' for delivering a recommendation, whilst others need to be delivered jointly by AVDC and BCC or with other stakeholders. (Members will note from Section 4 that one of the key phase one recommendations is to establish a joint board with Bucks County Council to do this).
- 3.13 It is fully expected that a number of the recommendations for Aylesbury will also be identified in the Strategies now being prepared for Buckingham, Winslow and Wendover. Where this is the case, a coordinated approach will be taken to their implementation.
- 3.14 Many of the recommendations also require more work to be undertaken before a decision can be taken on whether they should be implemented. In some cases a business case may need to be developed for further consideration by members.
- 3.15 There may be scope to apply for funding to investigate/deliver some of the recommendations. For example through Garden Town funding, or the Digital Declaration Fund.

#### **4. Overview of the conclusions for each theme**

- 4.1 The conclusions set out below relate to the AVDC parking service unless otherwise stated.

### **Responsive to the needs of different groups and customers**

- A joined up approach to the delivery of the Strategy (and parking generally) is needed. A joint delivery board with BCC is proposed.
- Investment is needed to upgrade payment facilities to offer more and better options to pay which are available consistently across all car parks.
- New systems are needed to provide more robust data about car park usage.
- There are many opportunities to improve the customer experience but more regular customer engagement is needed to improve customer insight and inform service delivery.
- The quality of car park environments and the pedestrian routes to and from the sites need improving.
- The mismatch between the designation of some car parks and the needs of their most appropriate user groups needs addressing to make the best use of the capacity we have. For example, Friarscroft is the best located car park for commuters but closes at 8.30pm because of anti-social behaviour issues. Different security measures are needed to address the problem and make the car park the first choice of commuters.
- Off-street parking should become the focus of parking provision.
- Signage needs to be improved in all respects: journey to a car park, pedestrian wayfinding to and from car parks.
- Information generally about car parks needs aligning across providers and improved. For example, the development of an app aligned to sat nav software to show real time capacity across the town centre.

### **Positively contributes to the local economy and regeneration**

- The distribution of parking across the town needs consideration
- There may be opportunities to address consolidating some car parking sites and release land for other regeneration purposes
- Access to the town centre by coach for large scale events should be facilitated and encouraged
- Congestion is an issue which impacts on parking. Providing more parking may only make the situation worse. Car parking plans need, therefore, to be aligned to the wider public transport plans.
- At least one new innovation or initiative should be piloted annually. For example, free parking for a selected time in a particular car park

### **Commercially sustainable and efficient parking management model**

- Parking charges should be benchmarked and reviewed annually with differentiated charging promoted. In particular, the on-street parking charge should be higher.



- Back office systems need to be updated to provide real time information and digitise enforcement and management.
- The management structure for the service needs review with a single strategic parking lead identified.
- Joining/sharing elements of the service should be considered. For example the back office function with other providers should be considered to improve efficiency.

#### **Enhances the local environment**

- An asset management plan is needed to ensure car parks are well maintained.
- Low cost internal improvements eg planting should be investigated.
- Electric charging bays in selected car parks should be provided.

#### **Integrate effectively with wider policy and plans**

- The number of parking spaces permitted in policy for development in the town centre should be reduced.
- Electric charging points should be designed into any new developments.
- Cycle routes and cycle parking should be aligned and initiatives supported to deliver improvements (particularly in respect of the Garden Town opportunity).

#### **Resilience and anticipation of future change**

- We should invest in our existing car parks and maximise their use before delivering additional net provision.
- Permitted development parking allocations needs review.
- Plans should be in place for autonomous parking at multi-storey car parks.
- Areas within car parks should be reconfigured to enable drop-off and pick up points.
- Better/creative use should be made of redundant parking space in car parks eg Amazon lockers to add value to the customer experience and generate income.

### **6. Resource implications**

- 6.1 The resource implications are not known for many of the recommendations. Establishing these costs will be part of the work commissioned by the proposed joint board. However, the upgrading of the outdated equipment to provide customers with more payment options across the AVDC car parks is considered a priority. The age of the current equipment carries high maintenance costs and the limited ways to pay, is a source of customer dissatisfaction.

- 6.2 ARUPS has provided a high level summary of the costs of replacing the equipment at each of the car parks and introducing new payment options such as contactless. The estimated capital cost is £400k. The annual maintenance costs are expected to be similar to current costs but there will be a new additional annual cost for card transactions. This is currently estimated by ARUPS to be about £25k.
- 6.3 The Committee is asked to note that whilst one of the recommendations from ARUPS is that a modest increase in the charging tariff would be reasonable to help pay for improvements, cabinet will consider a number of options for funding these initial improvements. As part of this discussion, cabinet will be taking into consideration the difficult trading conditions facing the Vale's town centres, and how it can support town centre businesses by offering attractive and competitive parking charges to encourage footfall.

Contact Officer  
Background Documents

Teresa Lane 01296 585006  
Specification for tender  
Draft Parking strategy 2018  
Recommendations Report 2018  
Baseline Report 2018  
Operational Review 2018



# Draft Aylesbury Town Centre Parking Strategy

August 20

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# 1. Introduction

Aylesbury Vale District Council (AVDC) has developed this strategy to guide parking management, policy and investment decisions in Aylesbury town centre between 2018 and 2033. The strategy is underpinned by a robust technical evidence base (Please refer to the Aylesbury Town Centre Parking Strategy technical report).

The strategy recognises the role of parking with a wide lens and considers regeneration, place making and transport aspects and impacts. It responds to challenges presented by the current model of public sector financing, new technology and the evolving function of the town centre.

Consideration has been given to the context in which parking is managed and delivered in the district, particularly the role and responsibilities of key partners, including Buckinghamshire County Council (BCC).

The geographic scope of the strategy focuses on the town centre of Aylesbury. Coach parking and cycle parking are considered, in addition to off-street car parks owned and controlled by AVDC, BCC, Network Rail and private operators. The role of on-street parking is also considered.

The strategy includes a vision and objectives that details what 'good' looks like when the strategy is delivered. It also provides an assessment of the current parking context, including parking provision, opportunities and constraints.

The document specifies the strategic approach in response to each of the objectives, supported by clear priorities. Case studies are provided in this section to provide further clarity regarding the proposed approach and examples of where positive impacts have been achieved.

Finally, there is a summary of our delivery plan that will be used to drive forward actions and provide a framework to monitor progress against strategy objectives.

# Context



## 2. Context

### 2.1 Town Profile

Aylesbury is a historic market town located in central Buckinghamshire and within the district of Aylesbury Vale. It is the County town and has a population of 71,500, which is just over 41% of the district's population.

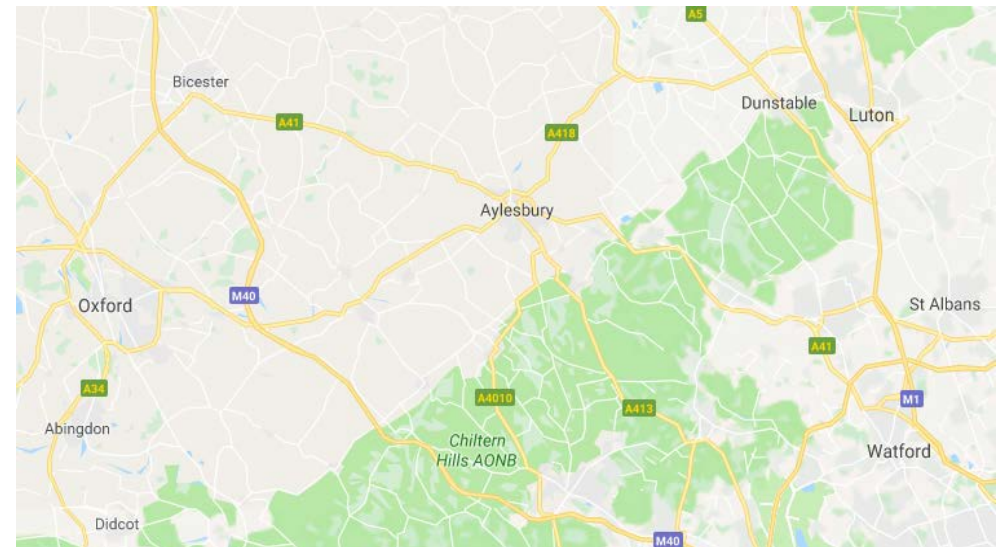
It is a vibrant market town with a growing economy and population and was awarded Garden Town status in January 2017.

Three roads converge in the town, the A41, the A413 and A418. The M40 motorway is approximately 15 miles to the west and the M25 motorway is 21 miles to the south east.

The town is served by two railway stations, Aylesbury station on the southern edge of the town centre and Aylesbury Parkway approximately 2.5 miles north west of the town. Further rail improvements are planned to the north as part of East West rail development. There is a well serviced combined bus station in the town centre.

The current housing stock (31,690 dwellings) is forecast to increase by 50% by 2033, with over 15,000 new homes proposed. Many of these are already under construction or have planning approval. The major housing sites are located to the east and north of Aylesbury within 2 miles of the town centre.

Aylesbury Town - Key Facts	
<b>Population</b> 71,500	<b>New homes by 2033</b> 15,000 (50% increase)
<b>Status</b> Garden Town & Purple Flag	<b>Economically Active</b> Supports 100,000 pax.
<b>Travel to Work (in town)</b> 51% by car	<b>Travel to Work (to town)</b> 84% by car
<b>Cost of Congestion</b> £110m	<b>Off Street Car Parking</b> Approx. 4,700 bays in centre
<b>Customer Catchment</b> 259,000 (25mins drive)	<b>Air Quality</b> 3 AQMAs
<b>Cycle Parking</b> 250 spaces	<b>Coach Parking</b> 1 bay



## 2. Context

### 2.2 Challenges and Opportunities

At a strategic level, there are number of challenges and opportunities that have a bearing on how parking is managed in Aylesbury.

**Journey delays** - congestion is a challenge in the town centre with journey delays evident on main roads and junctions, particularly during the morning and evening rush hour. Policies that encourage car use will further exacerbate congestion.

**Air quality** – there are areas of poor air quality in the town with pollution levels harmful to human health. The main source of pollution is fossil fuel burning vehicles.

**Sustainable travel** – such as walking, cycling and public transport are low emission and can assist with tackling congestion and promoting health. Improvements to viable travel choice in Aylesbury is a significant opportunity.

**Technology** – new technology offers a wealth of opportunities to improve the experience of visitors and residents in the town centre. New advances in vehicle technology, such as automation, zero emission cars and electric bikes must also be considered.

**New public sector finance model** – increasingly, local authorities are required to develop locally sustainable financial models. Part of running an efficient organisation is the effective use of assets and management of services, including car parking.

**Aylesbury as a destination** – with the new Garden Town status and the need to respond to the evolving function of town centres parking policy must be developed in line with the wider outcome focused aspirations for the town as a high quality destination.

**Partnerships** – effective partnerships provide the opportunity for a consolidated and joined up to parking provision in the town.

**Growth** – as the town continues grows it must accommodate more people and journeys but growth also presents the opportunity to further stimulate the local economy and attract investment in the built environment.

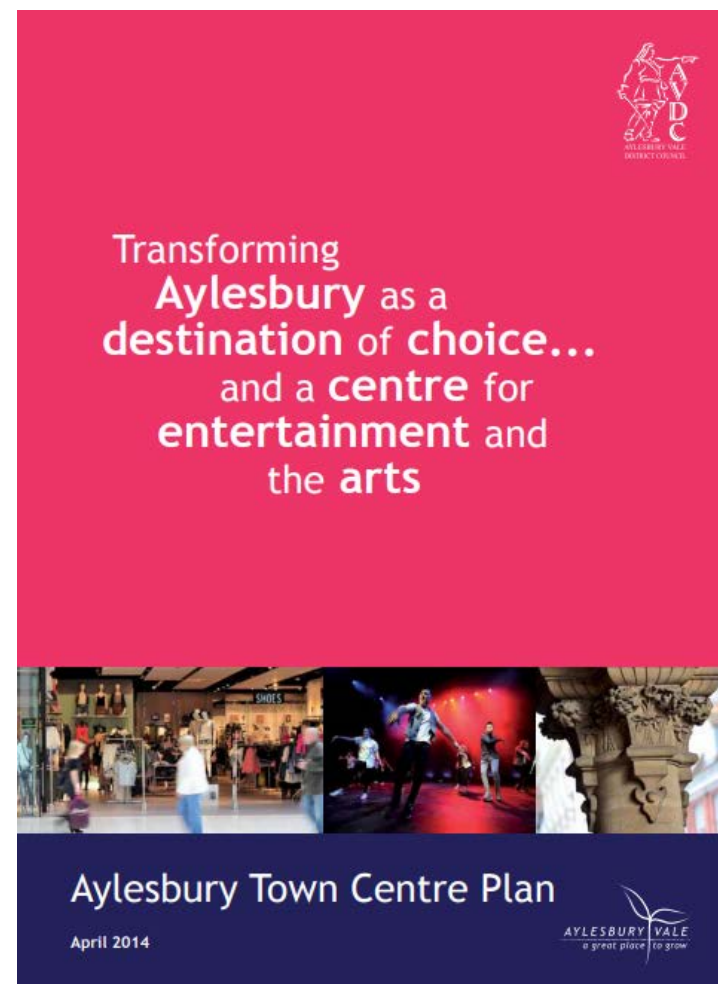
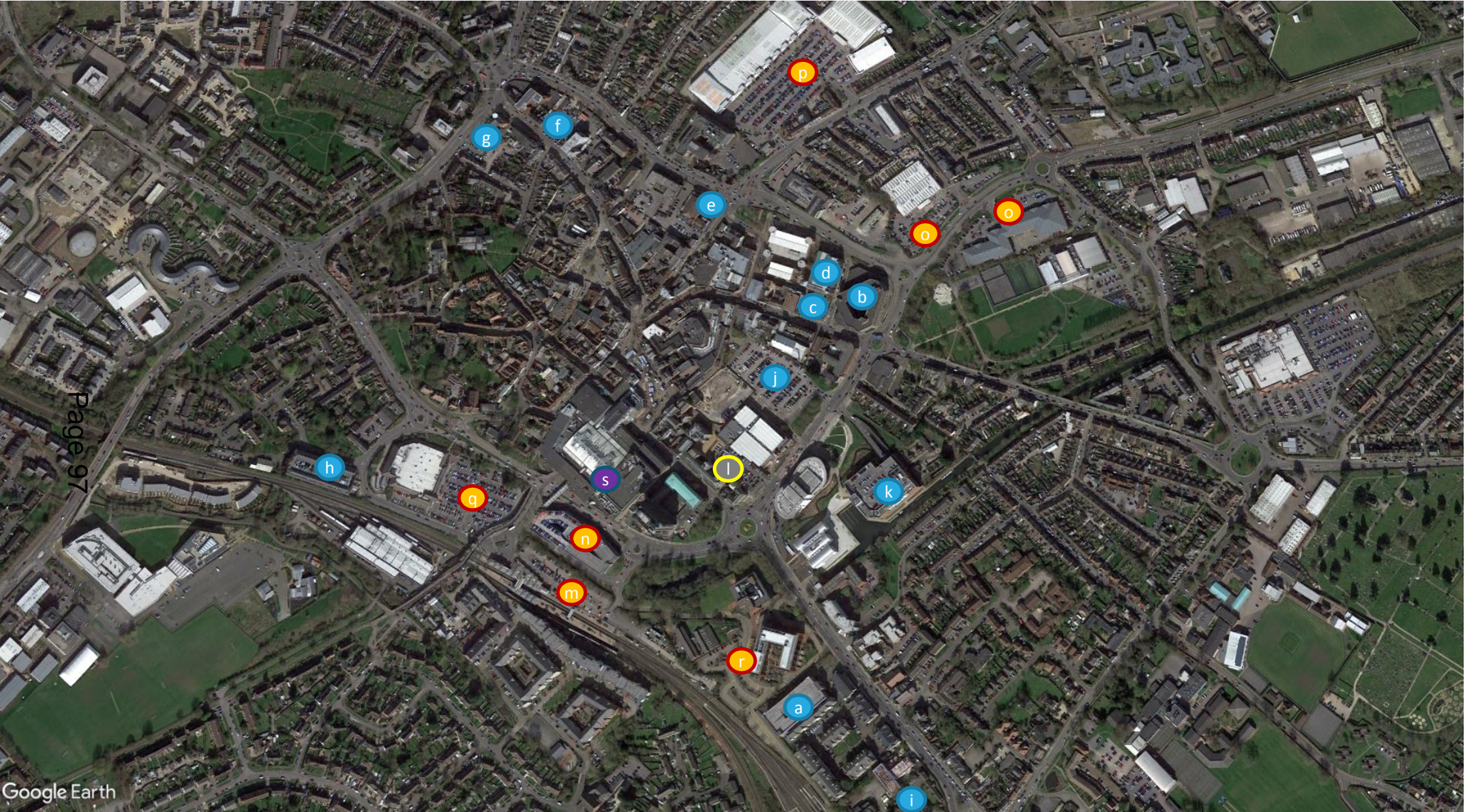




Fig. 1.0: Parking in study area



KEY	AVDC Managed	Privately Managed	BCC Managed	Coach Parking

## 2. Context

### 2.3 Existing Parking Capacity

The tables below provide a summary of the parking provision within the study area in Aylesbury town Centre as defined in (Fig. 1.0, page 7).

Key	Car Park Name	No. of spaces	Operator	Type
	<b>CAR PARKING</b>			
<b>a</b>	Walton Street	525	AVDC	Long and Short Stay
<b>b</b>	Hampden House	364	AVDC	Long Stay
<b>c</b>	Hale Street	16	AVDC	Short stay (1hr max)
<b>d</b>	Upper Hundreds	305	AVDC	Short stay
<b>e</b>	Anchor Lane	7	AVDC	Blue badge only
<b>f</b>	Coopers Yard	59	AVDC	Short stay
<b>g</b>	Whitehall Street	38	AVDC	Long stay
<b>h</b>	Friarscroft	342	AVDC	Long stay
<b>i</b>	Walton Green	14	AVDC	Long stay
<b>j</b>	Exchange Street	238	AVDC	Short stay
<b>k</b>	Waterside	275	AVDC	Short Stay
<b>l</b>	Waterside North	98	BCC	Short Stay
-	Controlled RPZ	X	BCC	Permit
-	Public On-street	X	BCC	Short Stay
<b>m</b>	Railway Station	302	Chiltern Rail	Long and Short Stay
<b>n</b>	Friars Square	360	Private	Short Stay
<b>o</b>	The Vale Hundreds	180	Private	Short Stay
-	Tesco (Tring Road)	660	Private	Short Stay
<b>p</b>	Aylesbury Shopping Park	600	Private	Short Stay
<b>q</b>	Morrisons	300	Private	Short Stay
<b>r</b>	Blue Leanie	X	Employee only	Short Stay
	<b>OTHER PARKING</b>			
-	Cycle Parking	250	Chiltern/BCC	-
<b>s</b>	Coach	1	Private	Permit

Type	Description
Blue badge spaces	Most car parks have reserved bays and are free to badge holders and special on-street parking concessions apply.
Cycle parking	Cycle parking is disbursed throughout the town centre. Some formal locker parking is situated in multi-storey car parks. There are approximately 250 free bike parking spaces in and around the town centre. 100 of these spaces are located at Aylesbury railway station.
Motorcycle Parking	Free motorcycle parking is available in a number of public car parks across the town centre; Exchange Street, Coopers Yard (Buckingham Street) and Upper Hundreds.
Electric Charging Points	A review of electric charging facilities in the Aylesbury town centre using <a href="http://www.zap-map.com">www.zap-map.com</a> shows that there is one charging point at Aylesbury railway station.

# Our Approach



### 3. Our Approach

The vision and objectives are an important part of this strategy. They define what needs to be achieved in the lifespan of the document in terms of successful outcomes for the residents, workers and visitors to Aylesbury.

Six objectives have been identified underpinned by key themes. They have been developed in response to evidence led analysis and aligned to relevant local and national policy and strategy.

A delivery plan has been developed to guide investment and resources to achieve the aspirations expressed through the vision and objectives and is summarised in the final part of this document.

The following section provides an overview of our strategic approach to each of the six strategy objectives with further analysis provided by theme.

Priorities areas are identified with further analysis that will directly inform the actions we will take to deliver positive change.

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<b>Vision – To deliver an improved parking experience in Aylesbury for all</b>	
1. Responsive to the needs of different groups and customers	<ul style="list-style-type: none"><li>• <b>Theme: People centred</b></li><li>• <b>Theme: Provision and use</b></li><li>• <b>Theme: Legibility and convenience</b></li></ul>
2. Positively contributes to the local economy and regeneration	<ul style="list-style-type: none"><li>• <b>Theme: Assets and land use</b></li><li>• <b>Theme: Supporting business</b></li><li>• <b>Theme: Coach parking</b></li></ul>
3. Commercially sustainable & efficient parking management model	<ul style="list-style-type: none"><li>• <b>Theme: Pricing and equipment</b></li><li>• <b>Theme: Management and Enforcement</b></li></ul>
4. Enhances the local environment	<ul style="list-style-type: none"><li>• <b>Theme: Placemaking</b></li><li>• <b>Theme: Ultra-low emission travel</b></li></ul>
5. Integrates effectively with wider policy and plans	<ul style="list-style-type: none"><li>• <b>Theme: Planning policy</b></li><li>• <b>Theme: Local transport authority</b></li></ul>
6. Resilience and anticipation of future change	<ul style="list-style-type: none"><li>• <b>Theme: Addressing growth</b></li><li>• <b>Theme: Evolving town centre</b></li><li>• <b>Theme: Automation and technology</b></li></ul>

# Objective 1: Responsive to the needs of different groups and customers



# Theme: People Centred

## Priorities

- Take a balanced and data led approach to meet current and future parking demands, considering impacts on all groups and customers;
- Conduct effective engagement to understand the needs of all groups that are impacted by parking provision;
- Actively consider the needs of the most vulnerable when maintaining and delivering the parking service;
- Proactively manage large events in partnership with other operators using effective event management protocols;

As a public sector body, AVDC has a responsibility to meet the needs of both customers who use AVDC parking services and facilities and those groups who are indirectly impacted by the use of those services and facilities. For example, well-designed, managed and maintained car parks will have a positive impact on the customer experience and reduce negative impacts on the local public realm and amenity.

Conversely, the unrestrained provision of car parking will impact on the availability of business and housing land in the town centre and generate significant amount of new car journeys leading to an increase in congestion and pollution, negatively impacting all. The experience will also have an impact on the local economy and sustainability of the town centre

**Fig. 2.0** highlights a number of different groups whose perspectives will be considered when managing existing and providing new parking facilities and services in the town centre. This reflects our approach to put customers and residents at the centre of service provision and respects the wider impacts of car parking policy on our community, environment and economy.

In particular, we recognise that the impacts of our service on the most vulnerable groups in society need to be considered and addressed as a priority. We want the town centre to provide a safe and pleasant environment in which families and children are encouraged to dwell and play, enlivening the environment. Accordingly, we will manage parking in a way to help meet this aim.



*Fig. 2.0: Considering different perspectives on parking*



## Theme: Provision and Use

### Priorities

- Maintain the current provision and type of car parking but improve quality and management of that provision;
- Focus promotion of underutilised car parks, particularly large off-street multi-storey car parks;
- Increase the provision of blue badge parking in central locations;
- Encourage use of car parking within AVDC/BCC control;

The spatial distribution of car parking varies across the town centre – see Fig 6.0 on page 21. It is noticeable that the ‘old town’ to the west of the centre lacks provision of large multi-storey or surface car parking, relying more on small surface car parks and on-street car parking.

There is a concentrated provision of off-street car parking to the south and west. Long stay parking is predominantly situated to the south. There is a dedicated provision of blue badge parking at Anchor Lane and blue badge holders can park for free in on-street provision. On-street provision is distributed throughout the town centre.

All off-street car parks are within ten minutes walking distance of the town centre. The quality of routes to and from car parks appears to be generating a negative perception and is a barrier to use, particularly of the outlier car parks.

An audit of eleven AVDC off-street car parks was undertaken on Thursday 1st February 2018. The purpose of the audit was to establish the baseline of existing facilities and identify any notable issues and instances of good practice. The visit was supplemented by information provided by the AVDC parking service. **Fig. 3.0** provides a summary of the results of the audit.

Fig. 3.0: AVDC car park audit summary

	Payment Options	Accessibility and Physical Constraints	Efficiency	Environmental Quality and Surfacing	Safety and Security	Space size	Signage and way finding	Other Parking Types
Walton Street	A	G	G	G	G	G	G	A
Walton Green	G	G	A	A	G	A	A	A
Waterside	G	G	G	G	G	G	G	G
Exchange Street	G	A	G	A	G	G	A	G
Hale Street	G	A	G	A	A	G	A	A
Hampden House	G	A	A	A	R	A	G	A
Upper Hundreds	A	G	G	A	A	G	G	G
Anchor Lane	G	A	G	G	G	G	A	G
Coopers Yard	G	A	G	G	G	G	A	A
Whitehall Street	G	G	G	A	A	G	A	A
Friarscroft	G	G	G	R	R	G	A	A

### KEY

Green (G) indicates good practice  
 Amber (A) indicates some minor issues  
 Red (R) indicates fundamental issues against the criteria.

## Theme: Provision and Use

Key findings of the car park survey include:

- Improving and updating the visual environment and maintenance of both Hampden House and Friarscroft car parks would have a positive impact;
- Although many of the car parks scored positively on Payment Options, standardised methods of payment would offer a more consistent choice to customers, specifically Pay-by-phone;
- As a general comment, signage and way finding could be improved across all eleven car parks, with a general improvement on provision of up-to-date maps;
- None of the car parks presently provide electric charging facilities for motorists, which is in contrast to many other UK towns and cities that are implementing charging provisions;

Cycle parking provision was limited across all car parks;

In terms of car park use, occupancy surveys were undertaken on two separate dates, one busy period in December and one quiet period in January, of all eleven AVDC car parks in scope. Counts covered the period from 7am until 10pm, to capture day and evening use.

**Fig. 4.0 (page 15)** provide a summary of the results, indicating the maximum occupancy observed on the day of the surveys and the percentage this represents of the total car park capacity. On 14th December, there was a high prevalence of Christmas shoppers, with free late night parking from 16:30 onwards in the car parks. It was also noted that the pantomime and cinema may have impacted on parking between 19:00-21:00. No abnormal conditions were noted on Thursday 25th January.

Occupancy of the car parks varies greatly across the eleven sites. Smaller car parks such as Hale Street, Cooper's Yard, Anchor Lane and Whitehall Street exhibit high occupancy, whilst the larger car parks show lower usage in relation to total capacity, especially in the January count. Upper Hundreds car park and Waterside car park both had a maximum occupancy of less than 30% in the January surveys.

**69%**

Maximum use of  
car park capacity  
in busy period

**56%**

Maximum use of  
AVDC car park  
capacity in quiet  
period



Fig. 4.0: AVDC car park utilisation

Car Park - <b>Thursday 14th December 2017</b>	No. of spaces	Maximum occupancy	% of total capacity
Walton Street Car Park	525	256	49%
Walton Green Car Park	14	11	79%
Waterside Car Park	275	144	52%
Exchange Street	238	229	96%
Hale Street Car Park	16	16	100%
Hampden House Car Park	364	358	98%
Upper Hundreds Car Park	305	149	49%
Anchor Lane Car Park (disabled only)	7	7	100%
Buckingham Street / Cooper's Yard Car Park	59	58	98%
Whitehall Street Car Park	38	32	84%
Friarscroft Car Park	342	247	72%
<b>Total</b>	<b>2183</b>	<b>1507*</b>	<b>69%</b>
*Maximum occupancy is measured individually for each site, so does not represent maximum occupancy for a single time period.			

Car Park - <b>Thursday 25th January 2018</b>	No. of spaces	Maximum occupancy	% of maximum capacity
Walton Street Car Park	525	231	44%
Walton Green Car Park	14	13	93%
Waterside Car Park	275	55	20%
Exchange Street	238	226	95%
Hale Street Car Park	16	14	88%
Hampden House Car Park	364	226	62%
Upper Hundreds Car Park	305	85	28%
Anchor Lane Car Park (disabled only)	7	6	86%
Buckingham Street / Cooper's Yard Car Park	59	59	100%
Whitehall Street Car Park	38	38	100%
Friarscroft Car Park	342	267	78%
<b>Total</b>	<b>2183</b>	<b>1220*</b>	<b>56%</b>
*Maximum occupancy is measured individually for each site, so does not represent maximum occupancy for a single time period.			

## Theme: Provision and Use

Across the eleven AVDC car parks, the maximum occupancy in comparison to total capacity is 69% for the December count and 56% for the January count. In reality, it is likely to be lower than this, as 56% is the cumulative average of maximum use for each car park. However, this does indicate that for the eleven car parks, there was at least minimum a spare capacity of 31% and 46% respectively. This could be interpreted as the overprovision of parking in the town centre.

In terms of duration of stay at AVDC car parks, analysis of tariff data indicates as expected a higher turnover of spaces in short stay compared to long stay car parks.

**Fig. 5.0 (page 17)** provides a summary of non-AVDC car park use based on information gained from operator interviews and publically available document reviews. There is an extensive amount of parking linked to superstores and out-of-town shopping areas on the periphery of the town centre. Most is short stay, limited to two hours. BCC manages the provision of a significant amount of on-street car parking provision both public and residential. The majority of on-street residential parking is provided to the west of the town. Anecdotal evidence indicates that the on-street parking is well used. However, the additional on-street parking for multi-use vehicles has led to some displacement of taxis creating a tension between the taxi trade and people wishing to park in the shared spaces.

As part of the study, account was also taken of the current and planned use of car parks in private ownership to see if they could be used in the evenings and weekends to help meet any increase in public parking demand. For operational reasons, these parking spaces cannot be released.

Drawing on all surveys and analysis of data the following conclusions can be drawn:

- Current AVDC car parking provision more than meets current demand for short and long stay car parking particularly when other public parking is available eg Friars Square and Waterside North;
- Audits have revealed an issue with quality of provision at car parks;
- Most car parks have reserved bays and are free to blue badge holders and special on-street parking concessions apply;
- Car parking provided by private operators accounts for a significant proportion of available car parking in the town centre;
- Cycle parking provision in general is poor;

Fig. 5.0: Other Car Parks

Car Park	No. of Spaces	Operator	Commentary
Waterside North	98	BCC	A well situated and designed surface car park in the centre of the town centre that is well used and often at capacity during peak periods.
Controlled RPZ	Data not available	BCC	Residents permit parking is used across the town centre, with a significant use in the historic residential area west of the town centre. Car parking spaces are well used by residents.
Public On-street	Data not available	BCC	On-street parking in the town centre tends to be short-stay pay and display, with no charge on Sundays. Maximum duration of stay can vary but typically is 1 hour or 2 hours, with no return within 1 hour. On-street parking is popular and well used.
Railway Station	302	Chiltern Railways	Situated next to the railway and managed by Chiltern Rail who are considering car park expansion but their franchise has only 5 years to run so decking is not a viable option. They operate the station car park via a management agreement with Apcoa. The car park is full generally on Tuesday – Thursday but slightly less so on Monday and Friday. There is space at weekends and they would be happy to consider alternative pricing options to drive increased usage and revenue. At the moment there is a peak or an off-peak charge.
Friars Square	360	Private Operator	Well provisioned multi-storey car park located next to and linked to the Friars Square shopping centre. Graded payment based on time. Allocated disabled parking spaces can be found on every level. Parking for disabled people is not free of charge. Well used during peak periods. (NB The adjacent floors used by BCC during the week are released at weekends and Bank Holidays for public use. These additional spaces are not included in the 360).
The Vale Hundreds	180	Private Operator	Surface car park situated to the north east of the town centre split across two sites. Free but for customers only.
Tesco (Tring Road)	660	Private Operator	Located on the Tring Road to the East of the town centre. Free for up to three hours. Customers only.
Aylesbury Shopping Park	600	Private Operator	Surface car park located to the north of the town centre. Tariffs apply which are managed by UKPC. Well used, particularly during peak periods.
Morrisons	300	Private Operator	Surface car park to the south of the town centre that is free for up to two hours. They have a problem with people parking for free and walking across to the town hence the charge after 2 hours. They employ a management company use ANPR to monitor and enforce charges. They were looking to deck in 2016 but it was not practical due to the bridge.
Lloyds Building (known as the Blue Leanie)	Data not available	Private Operator	N/A for public.

# Theme: Legibility and Convenience

## Priorities

- Align digital and physical wayfinding information to aid consistency;
- Deploy effective directional signing from the highway, indicating type and availability of parking;
- Ensure clear and consistent onward signing and destination information at each car park;
- Simplify naming conventions and provide consistent payment options at all car parks;
- Improve provision and signing of cycle parking in the centre;
- Focus improvement on key routes between parking and destinations;

Audits undertaken of existing AVDC off-street car parks have highlighted a number of issues and inconsistencies that need to be addressed to improve the customer experience in terms of legibility and convenience. Key issues identified include:

Variable Message Signs (VMS) with information about car parks and capacity are not operating fully;

- Limited assistance locating available spaces;
- Car park names lack meaning for casual visitor;
- Some signage showing signs of neglect;
- No sense of destination when walking out of most car parks;

Poor legibility and information can lead to cars circulating to find spaces in the town centre exacerbating congestion and air quality issues and generally providing a poor initial impression of the town.

## Wayfinding systems

Smarter wayfinding systems are able to actively promote and encourage walking by providing access to real-time data and making walking more engaging, efficient and informed. GPS enabled apps can more accurately inform users of their route possibilities and present walking as a viable mode choice. Travel-planning apps like *Citymapper* now enable users to calculate the fastest route from A to B, using multiple modes of transport, including walking.

## New modes of city exploration

While transportation and wayfinding apps help us travel efficiently and reliably, exploration apps like *Likeways* – which suggests an indirect route to a destination that guides users through places of interest – can provide exciting and interactive ways to learn about and even get lost in cities. Hyper-local storytelling, location-based prompts and challenges and superimposed layers of digital communication provide entertaining ways for people to discover familiar and unfamiliar places.



# Theme: Legibility and Convenience

Improvements are also required relating to the legibility of cycle parking within the town centre which is dispersed in nature, generally unattractive, and poorly signed.

In order to provide a high level of customer service it is important that all parking information provided is consistent, accessible and kept up to date.

Onward destination information is also important to help customers quickly find their way once they have arrived through the provision of legible wayfinding information. This will frame the town in a positive manner providing a good first impression. For example, key routes between car parks and town centre can be improved both with physical improvements and digital information to improve the customer experience.

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# Objective 2: Positively contributes to the local economy and regeneration



# Theme: Assets and Land Use

- Priorities**
- Seek and develop opportunities to maximise regeneration value from the parking assets within the control of AVDC;
  - Align car park asset management plans with wider regeneration aspirations for the town;

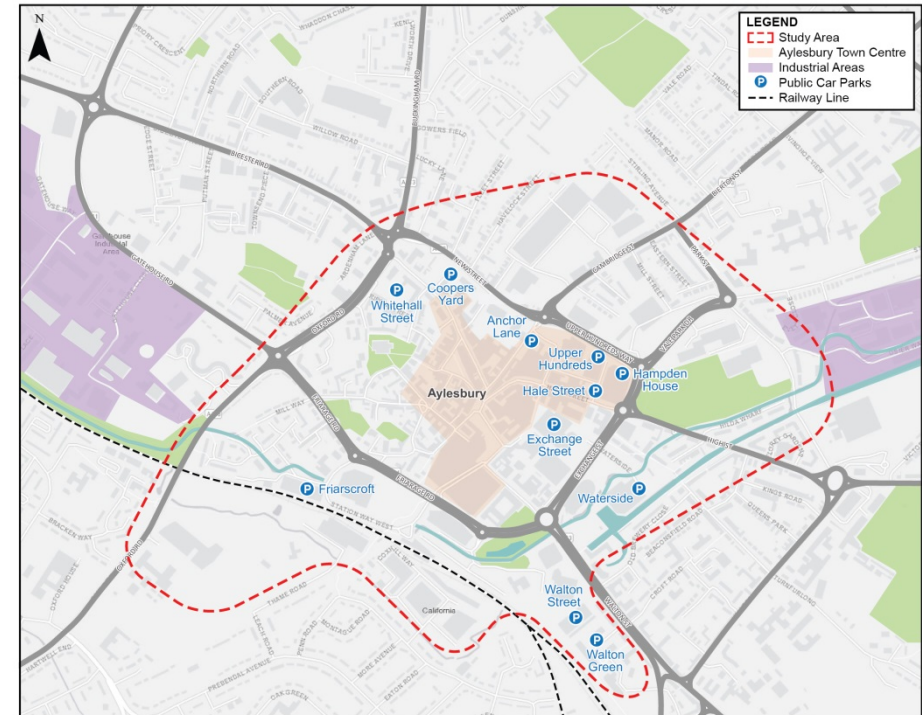
AVDC own a significant number of car parking assets in the town centre in the form of surface car and multi-storey car parks. They are primarily distributed to the north and east of the study area as indicated in **Fig. 6.0 and listed in Fig 4 (page 15).**

The general structural condition of the assets is adequate, however, ticketing equipment and the general appearance of the multi-storey car parks is poor.

Given the evolving nature of the town centre and transformative regeneration plans in the pipeline, as a general principle, there is potential to consider the redevelopment of land which is currently occupied by car parks if a strong business case exists for action.

The following section provides analysis of land use opportunities in the town split by four sectors – north, east, west, south. Our approach primarily focuses on consolidation of car parking sites, retaining the net number of car park spaces across the town centre.

Fig 6.0 Town Centre Car Parks Assets



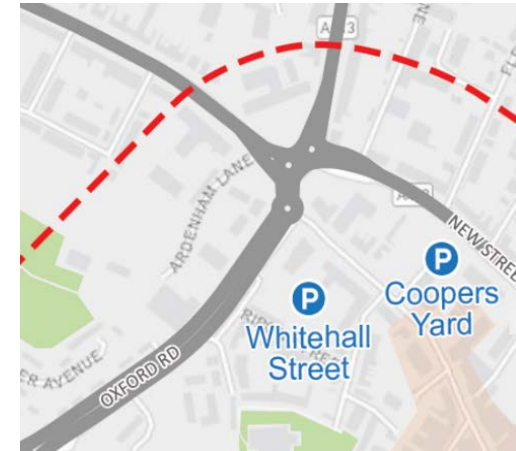
# Theme: Assets and Land Use

## North

Whitehall Street and Cooper’s Yard are two similar, short stay surface car parks situated to the north of the town centre. They are well maintained and well used and perform an important function to help enliven and support business in this area of the town centre.

*We propose that due to their close proximity they can be considered for consolidation, therefore releasing a plot of land for redevelopment. The total number of spaces provided would not be lost by adding a single deck structure to the remaining car park plot.*

To note, Aylesbury Vale Estate have an option to develop these sites, therefore any proposal would require agreement and may have cost implications for AVDC.



## East

There is significant provision of car parking in the eastern quadrant of the town centre. Anchor Lane is blue badge only and provides an important function to support those with mobility issues to access the town centre. Upper Hundreds is an ageing multi-storey car park that occupies a large plot. Hampden House is an underground car park with office and retail above owned by Freshwater who have permitted development in place for conversion to apartments. Hale Street is a small surface car park that offers a convenient short stay option. Exchange Street is a large surface temporary car park that is situated on a prime site for furthering the regeneration of the town centre.

This area of the town centre is a focus of redevelopment and regeneration plans as part of the wider town centre vision. Due to the underutilisation of the car parks combined with the inefficiency of managing a number of assets in close proximity, consolidation offers a real opportunity to add value (eg plot release for redevelopment) whilst retaining sufficient capacity.

In particular, we recognise that due to the importance of place making and public realm in this area, any car parking needs to be high quality, well maintained and in line with the vision for the town centre.





# Theme: Assets and Land Use

## West

Friarscroft is underutilised with competition from Morrisons, Network Rail and Friar Square car parks that are situated in a more convenient and attractive location. It's use as a car park by commuters and permit holders is currently constrained by its early closure. Later closing times would enable space occupied in in other car parks by these customer groups to be released creating more capacity for short stay customers.

The link between Friarscroft would need to be enhanced with improved wayfinding. If parking provision remains at similar levels in the town centre, then the site would be available for redevelopment. The site has excellent accessibility to the town centre and onward sustainable transport connections therefore would be a good location for homes. It's close proximity to the railway line may lend itself to affordable homes provision and/or assisted living.

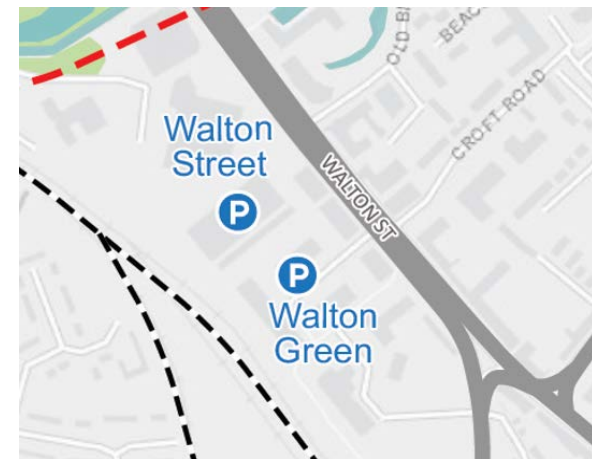
At the same time consideration should be given to the possibility of wider redevelopment in this area over the longer term in line with the aspirations set out in the draft Vale of Aylesbury Plan for a better integrated transport hub. It is recognised that this will be complicated by the existing land ownership/occupations with respective parties having competing objectives and priorities

## West

Walton Street is a high quality car park in a good location that is well maintained and offers a good customer experience.

Although it is a short walk to the town centre it appears longer due to the relatively unwelcoming walk alongside the highway and the need to cross the road.

Walton Green is a small long stay surface car park that is in poor condition. It serves a limited long stay function. Consideration should be given to redeveloping the site.



## Theme: Supporting Business

### Priorities

- Actively engage business and shoppers in parking discussions;
- Promote safe and secure cycle parking at employment and retail sites;
- Prioritise the use of organised off-street parking provision over on-street that may negatively impact the public realm;

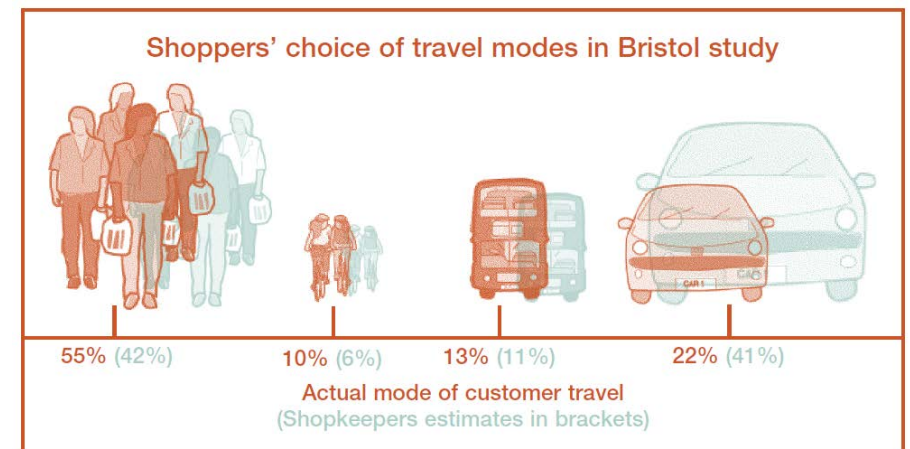
Car parking provides an important function to support business. Customers use parking as part of their journey to access goods and services. Employees use car parking during the course of their shift. Occasionally, delivery companies use parking provision to load and unload.

There is often a perceived and actual position in terms of car parking provision that does not fully align. For example, a study conducted by Sustrans in Bristol indicated that shop keeper's perception of how customers travelled to their shop differed considerably from the actual mode of travel (See **Fig. 7.0**). Particularly, access by non-car travel choices were underestimated.

Research undertaken by the Campaign for Better transport (2014) indicated that car dominated towns are less resilient and have lower commercial vitality than those which are accessed by a more diverse range of transport modes.

A survey undertaken by AVDC in 2016 revealed that town centre businesses feel that the provision of car parking needs to be improved. It also indicated that car parking prices were an issue.

Fig. 7.0: Sustrans research (2014)



## Theme: Supporting Business

### Priorities

- Facilitate and encourage town centre access by coach, particularly for events and theatre visits;
- Improve capacity and provision for coach drop at the Aylesbury bus station

Surveys undertaken reveal that there is more than adequate car parking capacity and choice in the town centre, even during busy periods.

Likewise, pricing when benchmarked against similar towns is cheaper or comparable. Research also indicates parking price levels do not have a strong correlation with economic activity within an urban centre.

Regardless of the actual situation, the perception of car parking needs to improve in the town centre as it may be acting as a barrier and/or deterrent for businesses remaining or relocating to the town, negatively impacting the economy.

However, we also note the over provision of car parking can both use up valuable space in urban centres that can be used for more economically beneficial uses. In addition, car parking by its very nature generates additional car trips contributing towards congestion which has a significant impact on economic growth and vitality.

At a strategic level, AVDC and BCC are currently working together to deliver the Aylesbury Transport Plan ([www.aylesburyvaldc.gov.uk/transport-strategy](http://www.aylesburyvaldc.gov.uk/transport-strategy)) to address town centre congestion and the related negative impacts on business.

On-street provision, although visible and convenient, generates conflict between cars and other road users, particularly along Cambridge Street, in and around the town's central squares and adds to the disconnect between the theatre area and the rest of the town centre.

We recommend that all visitors to the town centre are encouraged to use formal off-street car parking opposed to on-street provision. Pilots should be undertaken to test the removal of on-street parking and replacement of these on-street spaces with other, meanwhile uses – see **Fig 11, page 33** for an example.

“Business owners often over-value the importance of parking and car access to their sales. Business organisations in particular need to become more familiar with the evidence in this area, so as to promote the economic benefits of public spaces to their members, and the importance that customers place on them.”

**Source - *The pedestrian pound The business case for better streets and places***

**+65%**

retail spent

According to Transport for London analysis, pedestrians usually spend 65% more than drivers.

## Theme: Coach Parking

### Priorities

- Investigate a more effective and higher capacity coach drop-off provision as part of the redevelopment of Exchange Square

How to provide adequate coach parking is a question that many towns and cities find difficult to deal with. Coach parking creates a dichotomy in that it requires large amounts of land in the same location where land values are highest, in prime town centre locations. It can be difficult to justify setting aside such land for the purposes of coach parking which may be vacant for much of the time or whole periods of the year.

Visit Britain makes a strong case for coach provision in its 'Welcoming Coaches and Groups' Advice Document. In 2012 almost 2.4 million overnight trips were taken by domestic residents as part of an organised coach tour in Great Britain, accounting for 8.6 million overnight stays, contributing £617 million to the domestic tourism economy.

The Aylesbury Town Centre Plan (2014) identifies coach parking as an important means to access the town centre, particularly for visitors to the theatre. One coach parking space is available at Aylesbury Bus Station. This is free of charge but must be booked in advance. Exchange Street can be used for set down for those visiting the Waterside Theatre by coach, however, only a limited number of coaches can stop at a time can stop (See **Fig. 8.0**). Coaches usually arrive for events in groups therefore this generates an issue on the road network.

Options for additional coach parking and drop-off in the town centre are currently limited. Potentially, the AVDC car park at The Gateway could be used for coach layover following drop-off but this would have to be on a charged basis to at the very least cover operational costs of security.



Fig. 8.0 – Coach drop off Exchange Street



# Objective 3: Commercially sustainable & efficient parking management model



# Theme: Pricing and Equipment

## Priorities

- Annually review parking tariffs and implement a reasonable pricing regime;
- Set on-street and short stay parking tariffs at proportionately higher levels than off-street and long stay;
- Regularly review equipment and standardised and upgrade where practicable;

Current parking tariffs in AVDC are lower than comparable towns for both long and short stay (See Fig. 9.0).

Research indicates that most do not consider the tariff level when they park. However, if car parks become noticeably more expensive than those offered by other providers in a locality, drivers may choose to park elsewhere.

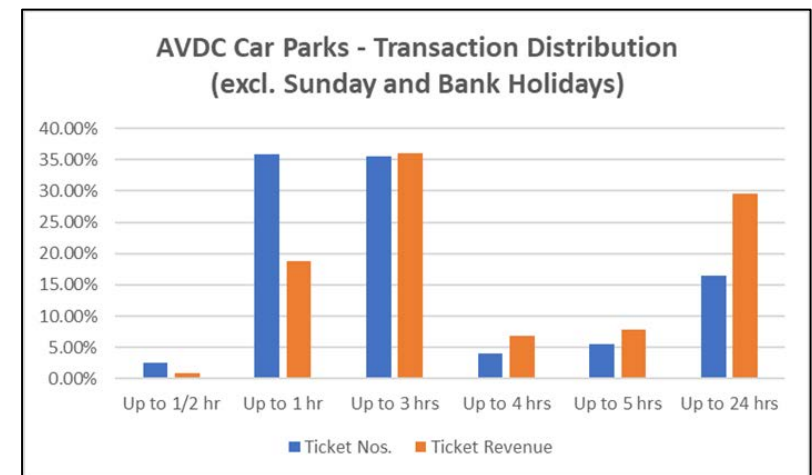
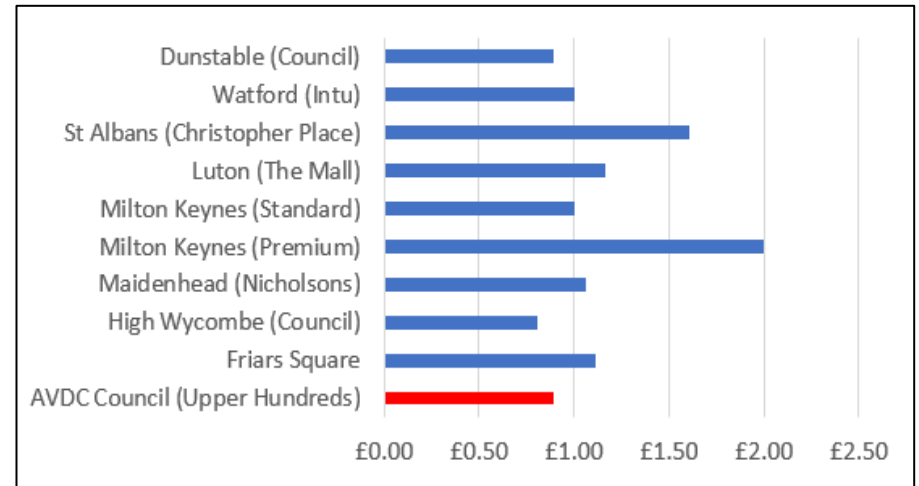
As such, there is an opportunity to review tariff levels at AVDC car parks but any increase must be benchmarked against and co-ordinated with local and regional providers.

For on-street parking, best practice dictates that charges should be proportionally higher than off-street and stays shorter. This will encourage the appropriate use of both forms of car park. Similarly, short stay parking should be set at higher cost levels per hour than long stay to encourage appropriate use.

In terms of equipment, currently there is lack of standardisation both across AVDC car parks and car parking as a whole in the town centre. For example, some methods of payment are available at some car parks but not others. In addition, much of the equipment is ageing and leading to operational inefficiencies.

Collectively, this is having a negative impact on the customer experience of those visiting the town.

Fig.– 9.0 Comparison of Average Short Stay Tariffs



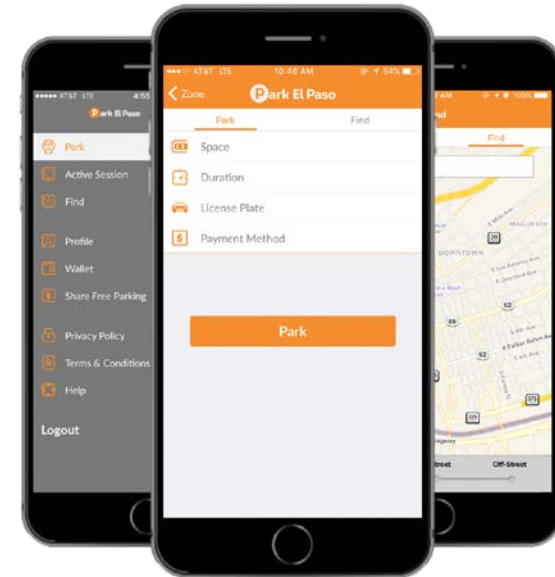
## Theme: Pricing and Equipment

We recognise there is a need to implement a programme of equipment standardisation and upgrades whilst providing payment flexibility, and choice.

Measures that will be considered include:

- Contactless payment is fast becoming the natural way to pay in large parts of the country and is a convenient way to pay;
- Optimise the use of Permits and long term passes. Purchased online, these permits and passes can be a very efficient way of accepting payment for visitors and regular users alike.;
- Provide a 'multi-vendor' platform to accept payments from a variety of sources. The current model of contracting with a single mobile payment service is unsustainable in the long term.
- Vehicles and apps from 'out of town' will need to be able to make payments, therefore a platform able to accept payments from a variety of 3rd party sources is required. A similar platform has already been established in a number of European cities. The Council should seek to join with other authorities in jointly procuring a system.

The implementation and phasing of measures will be based on a sound business case for investment with a focus on improving customer service for those using the car parks.



# Theme: Management and Enforcement

## Priorities

- Champion the co-ordination of parking within the town;
- Take an evidence led approach to investment decisions;
- Provide a suitable staff resource to effectively manage AVDCs parking function;
- Produce and release an annual performance report;
- Adopt an efficient, fair and polite approach to parking enforcement;
- Improve enforcement recording and management systems;

Parking within the town centre is managed by four broad groups:

- AVDC is responsible for managing its off-street car parks;
- BCC manages on-street and one off-street car park;

Private operators, such as retail parks and Chiltern Rail;

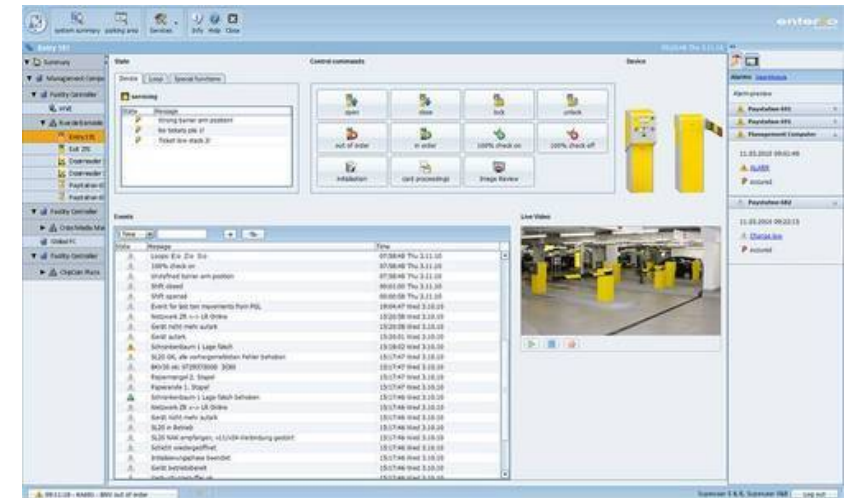
Employers with parking on-site;

It is essential that parking management activity is coordinated to ensure an effective service is provided to the customer and community.

Currently, AVDC parking revenue is heavily reliant on commuter and long stay visitors. Given current policies regarding the need to deliver modal shift from private car to public transport, walking and cycling there is a conflict in terms of supporting commuter car parking and providing a disincentive to those travelling by car.

Until significant investment is made in supporting alternative modes and the uptake of new technology advances (e.g. autonomous vehicles) traditional commuter parking will still be required.

To reduce the impact of congestion on the town centre we recommended that car parks on radial routes outside of the town centre are prioritised for commuters eg Friarscroft with car parks within the town centre used for short stay parking, serving the economic function of the town centre economy. Tariff pricing should reflect and support this approach.



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## Theme: Management and Enforcement

In addition, we will seek to maximise the use of the current parking provision by improving the both the efficiency of operation, optimising the customer experience.

Where practicable, surplus generated from tariffs will be reinvested into improvements to parking and the public realm. Investment decisions will be made on sound business cases and involve appropriate stakeholders.

We will measure the performance of the service by maintaining and publishing key performance indicators to ensure continuous improvement.

Recognising the scale of the car parking operations and the significant impact of car parking on town vitality and visitor experience we will resource the parking management function appropriately.

In terms of enforcement, management processes are aligned to legislation set out in the Traffic Management Act 2004.

Although parking enforcement can be an emotive issue it is a necessary element of parking management. We will continue to approach enforcement in a fair and polite manner and request that the community responds in a similar fashion.

In particular, enforcement needs to target behaviours which have an impact on the flow of traffic, road safety and the public realm. For example, inappropriate parking on residential streets (Old Town), on narrow roads (Cambridge Street) and on junctions/entrances will be addressed.

Due to current limitations in data gathering and recording it is not possible to ascertain the current effectiveness of enforcement by AVDC. We will commit to ongoing reviews to ensure that we deliver an evidence led and efficient enforcement regime.



# Objective 4: Enhances the local environment

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# Theme: Placemaking

## Priorities

- Seek opportunities to innovatively use car parking assets to support the local economy and amenity;
- Apply good design principles when constructing new car parks;
- Plan and deliver an annual maintenance and upkeep programme;
- Apply low cost measures such as planting and relocating of recycling bins and embrace community ownership in town car parks;
- Revise tariffs to support investment in townscape and place making, with a proportion of this money ring-fenced for this purpose.

Parking management and policy can play a significant role in placemaking. Placemaking focuses on how the public realm should be designed to create a great environment where people want to spend time and enjoy (Fig. 10). It can have a bearing on how people and vehicles move around and activate different spaces within an area. The design, condition and scale of car parks and parking assets can have a direct impact on the public realm.

Increasingly, there is a move to think innovatively about car parking assets within urban centres. On-street parking provision can temporarily be used for other uses such as the pocket parks/parklets (Fig. 11).

Meanwhile installations can be useful to activate public spaces and offer additional retail and cultural amenity with limited capital investment. They can also help to enliven an area and create footfall ahead of permanent development.

More permanent solutions can be applied to existing multi-storey car parks to help with local regeneration and offer additional benefits. For example, the Peckham Levels scheme in London has seen a number of floors of an existing multi-storey car park be repurposed for other uses providing additional local amenity (Fig. 12).

Fig. 10 – What makes a great place, Public Spaces Project

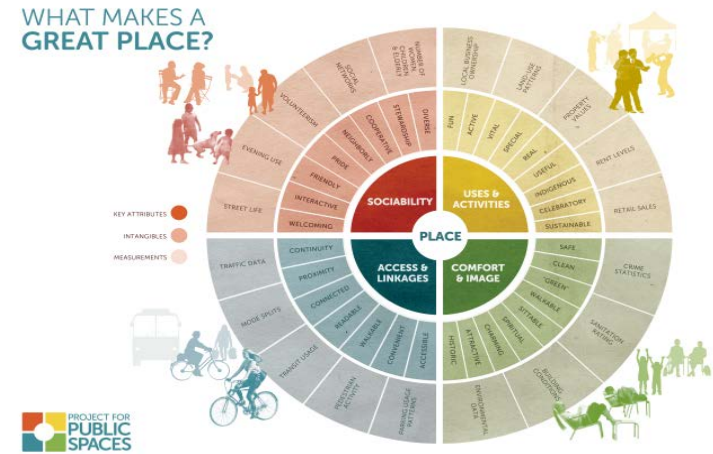


Fig. 11 – Meanwhile parklets



Fig. 12 – Peckham levels – reinventing the car park



## Theme: Placemaking

Like all town centres, there are areas of Aylesbury which are run down or unattractive. This affects both visitors' perception and those of potential new investors. The Vale of Aylesbury Local Plan outlines key challenges that the town faces moving forward (**Fig. 13**)

The recent retail study highlighted that the town is failing to capitalise fully on high spending consumers within the town catchment because, while some are visiting the town centre for employment reasons or to use services such as banks, they are not necessarily visiting in the numbers that could be achieved in terms of retail and other activities.

Of those who are visiting, an insufficient number are spending their money in the town. So, unless Aylesbury improves its offer to give its catchment market what it is increasingly looking for, current leakage to neighbouring towns will continue, even though the nearest competitor retail destinations are over 25 minutes' drive away.

This requirement, supported by the Aylesbury Town centre plan requires that parking assets in the town centre should be considered in a placemaking context and be of sufficient quality without negatively impacting on the public realm to provide a good impression on visitors to encourage them to dwell.

Fig. 13 – Aylesbury Town Centre Challenges, Vale of Aylesbury Local Plan

- Increase in economic and political uncertainty
- Attractiveness and identity
- A growing population
- Protecting existing investment
- Competition and changing expectations
- Out of town retailing
- Competition from major supermarkets
- Omni channel shopping
- Consumers making fewer, shorter trips to towns
- Leisure time is becoming more important
- The proposed East-West Rail route
- The rising popularity and enhancement – of other competing centres

### **Case Study – Designing for urban childhoods**

*A child-friendly approach to urban planning is a vital part of creating inclusive urban centres that work better for everyone. Designing for urban childhoods inspires us to respond positively to the challenges, and sets out actions that can help take us to a more child-friendly future – moving well beyond simply providing playgrounds. It advocates a coherent and systematic approach to planning and designing towns and cities that improves children's development, health and access to opportunities. It recognises the fundamental importance, not just of independence and play, but of the built environment as a whole in helping to shape a child's development and prospects, and hence their adult lives. The benefits of a child-friendly city go beyond children to add value to all citizens' lives. The amount of time children spend playing outdoors, their ability to get around independently, and their level of contact with nature are strong indicators of how a city is performing, and not just for children but for all urban dwellers. Perhaps uniquely, a child-friendly approach has the potential to unite a range of progressive agendas – including health and wellbeing, sustainability, resilience and safety – and to act as a catalyst for urban innovation.*



## Theme: Ultra Low Emission Travel

### Priorities

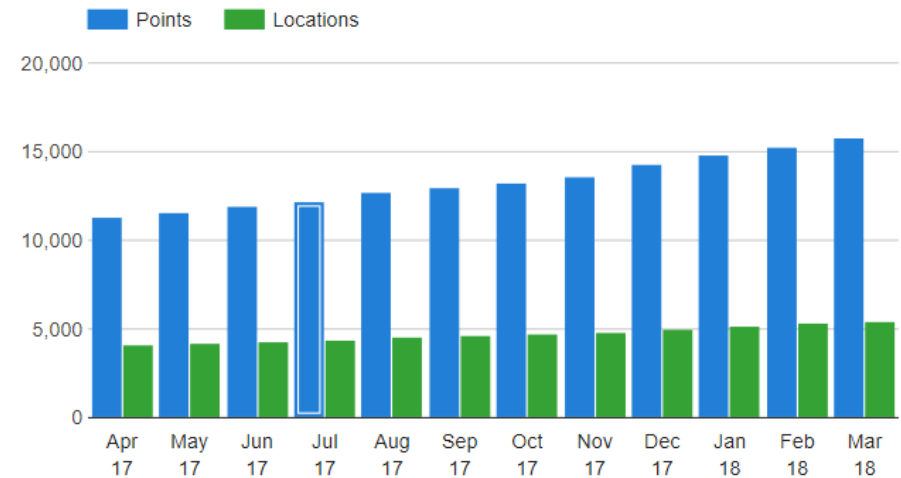
- Incorporate electric charging bays in existing car parks where possible;
- Continue to monitor and assess usage of electric vehicles;
- Progress ULEV pilots and promotion programme, monitoring usage of charging points, review and provide additional charging points if demand requires;

Aylesbury has issues of poor air quality, primarily caused by harmful emissions released by vehicles powered by fossil fuels. There are three Air Quality Management Area (AQMA) in Aylesbury (Tring Road, Friarage Road, Stoke Road) where levels of pollutants are deemed to be harmful to human health and action must be taken.

Ultra-Low Emission Vehicles (ULEV) such as fully electric and hybrids are becoming more popular and affordable (**Fig. 14**). They have environmental benefits, including lower CO<sub>2</sub> and at source air quality emissions compared to fully fossil fuelled modes of travel.

Electric car sales are increasing, reaching 2.2% of overall car sales in the 3rd quarter of 2017. Over the year to October 2017, 38,700 new cars were sold (an average of 1.8% over the year). However, electric cars still account for less than 0.5% of the 26 million cars on UK roads.

Fig. 14 – Number of UK charging locations and connectors over past 12 months, Zap-Map, March 2018



ZAP MAP®

## Theme: Ultra Low Emission Travel

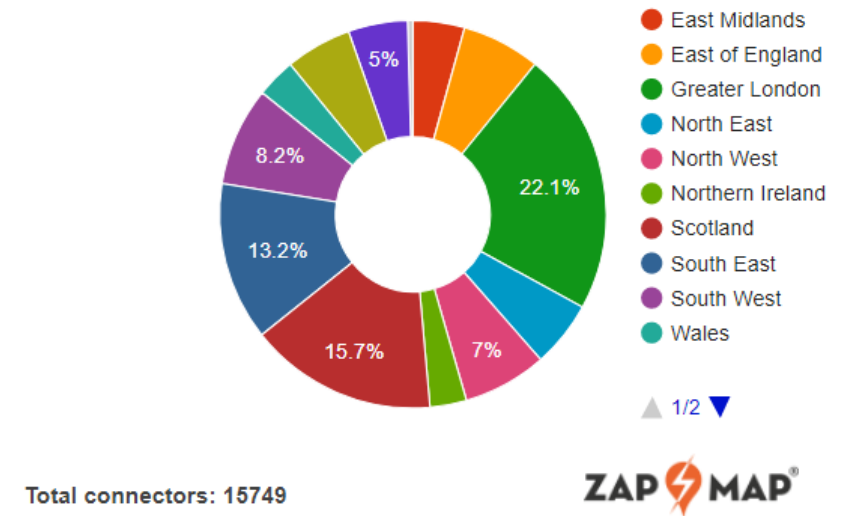
There are no electric charging points currently within AVDC car parks (**Fig. 15**). A review of electric charging facilities in the Aylesbury town centre ([www.zap-map.com](http://www.zap-map.com)) shows that there is one charging point at Aylesbury railway station. Further charging points are required to support the increase use of ULEVs and will be informed by an evidence led study.

Although ULEV have a significant upside for emissions, they do not alleviate negative economic and convenience impacts associated with congestion.

Cycling is a zero emission mode of transport at point of source and therefore would result in environmental improvements if use increased, particularly if otherwise taken by car. Aylesbury has a topography suitable for cycling and has existing infrastructure linked to previous cycle investment programmes. Opportunities to support cycling by the provision of safe and secure cycle parking will be progressed.

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Fig. 15 – Profile of charging connectors across the UK regions, Zap-Map, March 2018



# Objective 5: Integrates effectively with wider policy and plans



## Theme: Planning Policy

### Priorities

- Reduce the number of parking spaces permitted in policy for development in the town centre;
- Promote and enable support and facilitation of electric charging points as part of new development (Policy T7, VALP);

Parking standards are included within local planning policy and provide guidance to new development. **Fig. 16** provides a summary of the current parking standards and **Fig. 17** outlines the new local plan parking policy.

When benchmarked against other authorities these standards permit more car parking associated with development. A continued policy approach that permits and enables significant parking provision will encourage car journeys. An increase in car trips will contribute to congestion and air quality issues currently impacting Aylesbury residents, economy and the public realm.

Fig. 16 – Aylesbury Vale District Local Plan SPD Car Parking Standards (2002)

Use type	Typical town centre uses	Maximum Parking Requirement
Retail	Shops with GFA less than 100sqm	1 space per 33sqm GFA
	Shops with GFA between 100sqm and 2500sqm, and Retail warehouse	1 space per 22sqm GFA
	Superstores with GFA over 2500sqm	1 space per 17sqm GFA
Residential	1 and 2 bedroom dwellings	1 space per dwelling (+1 visitor space per 2 dwellings)
	3 bedroom dwellings	2 spaces per dwelling
Leisure	Restaurant / cafes	1 spaces per 6sqm public floorspace
	Hotels	1 space per bedroom

Fig. 17 – Extract Vale of Aylesbury Local Plan, Parking Policy

### T5 Vehicle Parking:

Development must provide an appropriate level of parking, taking into account:

- The accessibility of the site, including the availability of public transport, and
- The type, mix and use of development

Garages/integral garages/car ports will not be included within the allocation of parking spaces unless they meet a minimum internal size as set out in the design SPD.

Design must enable and encourage the maximum use of sustainable modes of transport, including provision for cyclists and low-emission vehicles. Within Aylesbury, Buckingham, Haddenham, Wendover, and Winslow infrastructure for electric vehicles should be built into new major development schemes where local centres are proposed. Vehicle parking standards will be set out in the design SPD.



## Theme: Local Transport Authority

### Priorities

- Agree and deliver a joined up approach for all elements of parking including consideration of a single centralised service, outsourcing services and partnerships with neighbouring authorities;
- Support and align initiatives and investments to deliver cycle parking, routes, and network improvements;

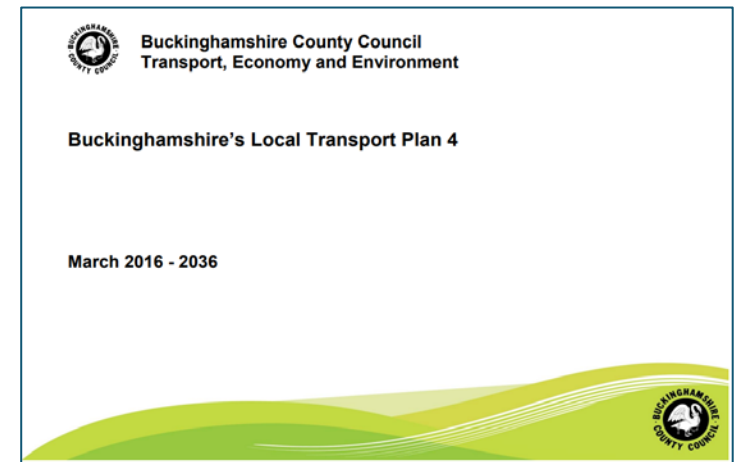
BCC fulfils the functions of the Local Transport Authority for Aylesbury. The Council manages on-street parking, including resident parking zones.

BCC policy and strategy is outlined in the Fourth Buckinghamshire Local Plan (LTP4) and more locally within the Aylesbury Transport Strategy (2017). The publication of LTP4 and revised guidance from the Secretary of State for Transport necessitated the publication of a revised Buckinghamshire Vision for Parking and a new on-street Parking Implementation Plan (PIP).

The PIP is designed to help shape, manage and deliver BCC's Vision for Parking, and is based on the following principles:

1. Provide parking where appropriate;
  2. Control parking where necessary;
- Enforce parking fairly; and
  - Operate parking efficiently and cost effectively.

Twenty-two parking implementation plans are included within the document, which deal specifically with the delivery of civil parking enforcement of on-street waiting, loading and parking.



## Theme: Local Transport Authority

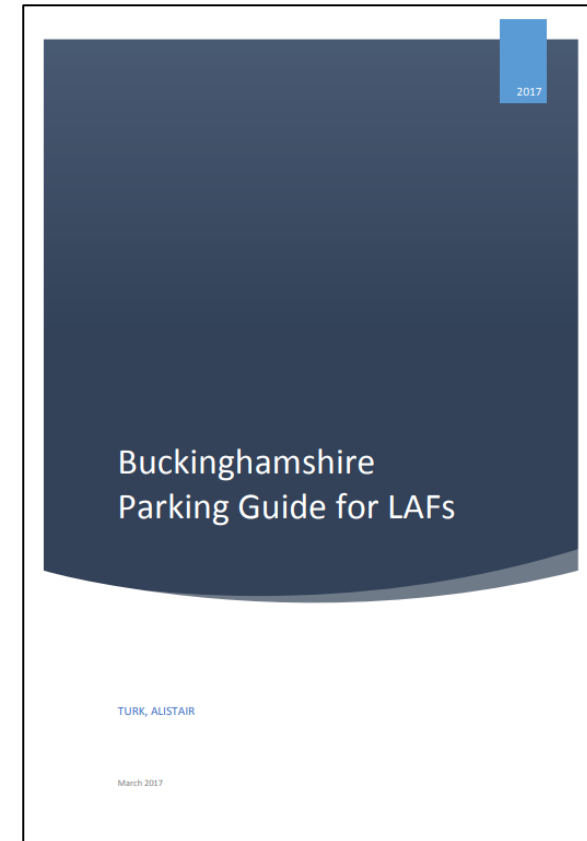
The 2017 Parking Guide for Local Area Forums (LAFs) is a subsidiary document of the PIP produced by BCC, which sets out how BCC go about designing, consulting and implementing waiting, loading and parking controls. The Guide sets out the background to some of the commonly voiced parking issues for a locality and the processes for getting parking issues investigated and actioned.

BCC have also produced a countywide parking guidance document in 2015 specifically for developers, which sits alongside the PIP. This aim of this guidance is to ensure that developers provide the appropriate level and type of parking for new developments. This will play a role in promoting sustainable development across the county by attracting businesses and economic activity; ensuring the county's towns and villages remain attractive places to live and visit; and ensuring that residents continue to experience a high quality of life.

The levels of parking specified have been developed to reflect real-world demand, whilst still encouraging sustainable modes of transport. BCC state that they are pursuing a combined policy response to encourage sustainable transport, as opposed to a solution based largely on parking supply constraint, which has proven to be of limited impact.

The scope of the document does not cover parking enforcement or charging for car parking, which are left to the discretion of the district authorities.

In order to provide an improved experience to the customer in terms of car parking in Aylesbury we recognise that a joined up approach would deliver benefits in terms of operator efficiency and the quality of parking provision.



# Objective 6: Resilience and anticipation of future change



# Theme: Addressing Growth

## Priorities

- Improve the quality of existing car park utilisation through capital improvements and improved management without adding additional net provision;
- Maximise the use of formal off-street car parks;
- Support access by sustainable modes;
- Work with the private operators to investigate market led solutions;
- Conduct a review of permitted development parking allocations;

Between 2010 and 2015, Aylesbury Vale built nearly 6,000 homes – the 5th fastest rate of house building of the 326 local authorities in England. As part of the government’s Garden Town programme, AVDC are now planning to deliver 33,000 additional dwellings in the Vale by 2033, which represents 50% additional housing growth.

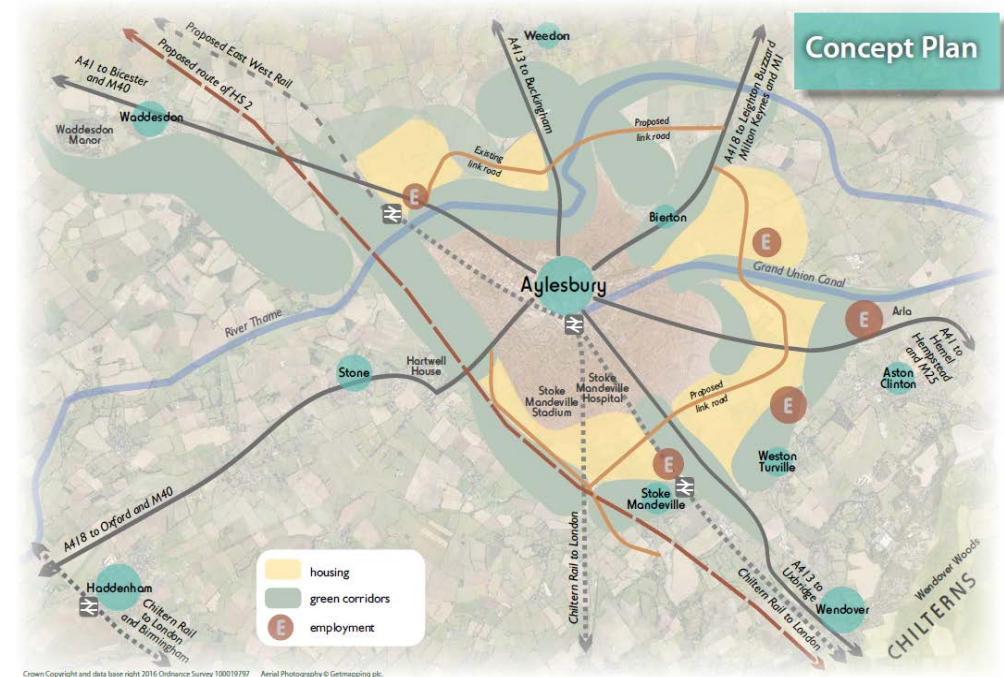
Fig. 18 shows the Concept Plan included in the Aylesbury Garden Town: Expression of Interest document (2016), indicating the strategic masterplan for the area around Aylesbury, showing significant growth in housing and employment areas.

Whilst the ambition of AVDC is for sustainable growth supported by sustainable travel, current forecasts indicate an increase in car travel and corresponding increase in congestion in and around the town.

As outlined in **Fig. 19 (page 43)**, latest rankings for congested cities in the UK places Aylesbury as sixth worst. Therefore, the town is already facing significant congestion issues prior to the additional growth. Measures, including new link roads have been identified to help mitigate the impact of congestion on the town centre. Nevertheless, the significant planned growth in Aylesbury Vale will have a direct impact on congestion in the town during the morning and evening rush hours in particular.

Unless addressed, this will result in a decrease in journey time reliability and delays that will have a negative impact on the economy, air quality and the perception of the town. In particular, it is highlighted in policy and research that modal shift from the private car to sustainable modes of travel – walking, cycling and public transport, is required to ease the impact of congestion.

Fig. 18 – Concept plan for Aylesbury growth (2016)



## Theme: Addressing Growth

Aylesbury town centre is served by various car parks and there is currently little disincentive for people driving to the town centre, therefore this encourages people to access the town by car contributing towards the current congestion issues.

There is a large supply of parking within the town centre and public car parks offer a capacity of over 2,500 car spaces through eleven parking sites, with an additional 2,000 car spaces provided by retailers. Whilst these are intended for customers use only they are also used by the general public to access the town centre. In addition, there is on street provision and residents parking zones.

Back in 2011, The Aylesbury Parking and Access Study Final Report, identified that supply exceeded demand in Aylesbury town centre. This still appears to be the case given the results of the surveys that were undertaken as part of this study.

Existing permitted development in the town centre is also significant which will increase the number of car parking spaces in the town centre.

Even when considering the residual car park capacity, when reflecting on the impact of growth by 2033 in a demand led car park provision scenario, additional car park capacity will be required to meet projected demand.

However, a demand led provision scenario is contrary to local policy and strategy and will have the following negative impacts:

- Compound current congestion issues in the town negatively impacting the economy;
- Reduce the visitor experience due to delays and poor journey time reliability;
- Additional car parking would take land within the town centre that could be used for placemaking and regeneration interventions;
- Emissions linked to car travel will add to the current air quality issues in Aylesbury;

Fig. 19 - INRIX Global Traffic Scorecard (2017)

RANK	CITY	PEAK HOURS SPENT IN CONGESTION	INRIX CONGESTION INDEX	AVERAGE CONGESTION RATE	TOTAL COST PER DRIVER	TOTAL COST TO THE CITY
1	London	74	14.1	13%	£2,430	£9.5bn
2	Manchester	39	6.8	10%	£1,403	£345m
3	Birmingham	36	6.3	9%	£1,281	£632m
4	Lincoln	36	7.1	15%	£1,790	£127m
5	Braintree	33	5.3	10%	£1,264	£52m
6	Aylesbury	32	5.3	10%	£1,331	£110m
7	Guildford	29	4.6	9%	£980	£63m
8	Bath	29	5.8	12%	£1,543	£120m
9	Luton	29	5.2	11%	£1,143	£102m
10	Aberdeen	28	5.5	11%	£1,422	£176m

## Theme: Addressing Growth

In terms of addressing parking via intercept of car trips at a park and ride, previous studies have indicated that this is not a viable option. A review undertaken as part of this strategy agrees with this assessment. Key issues are summarised below:

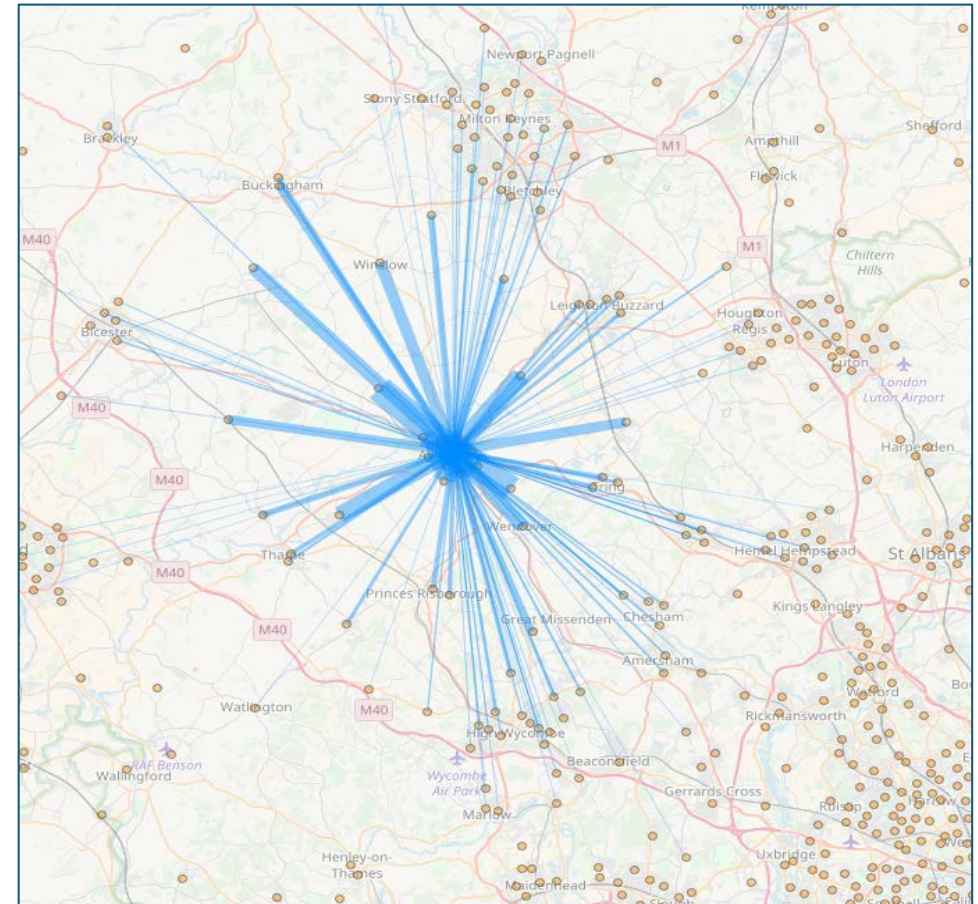
- Dispersed nature of access would require a ring of P&R sites (**Fig. 20, page 44**);
- Significant capital cost and ongoing subsidy;
- Lack of space on highway for bus priority measures;

The provision and management of parking in the context of growth is an important consideration, particularly when framed against the need to access the town centre and the need to tackle congestion.

On balance, the provision of additional car parking spaces at this time would not be appropriate unless supported by significant investment in sustainable transport modes to help mitigate the congestion currently experienced on the access roads to and around the town centre from through traffic.

However, evidence suggests that improved management of current car parks, particularly in terms of more efficient utilisation and access from the road network, would release additional car park capacity and reduce congestion from behaviours such as vehicles circulating looking for car park spaces.

Fig. 20 – Access direction and flow to Aylesbury Town Centre (2011 Census)



## Theme: Evolving Town Centre

### Priorities

- Shape car parking delivery to positively contribute towards the aspiration for Aylesbury to be a high quality destination;
- Adopt a flexible, proactive and responsive approach to changes that impact parking and town centre functionality;
- Work closely with town centre partners;

Across the UK high streets are changing. High streets are now seen as the diverse heart of the community, and no longer exclusively centred on retail. Accordingly, they are being designed and planned to provide an attractive walking and street space environment, accessible to the whole community. There is a requirement that they adapt to the new retail landscape and become more focused on offering convenience and experience that cannot be replicated online.

In order to help achieve the transition of the town centre to a quality destination, parking should make the end-to-end customer experience as pleasant as possible, achieving this will require better back office systems and payment methods. However, if parking dominates and contributes towards congestion it will directly impact on the aspirations of improving the town centre as a walkable, pleasant environment. In addition, traffic congestion will impact on the customer experience before they even get to the car park.

Therefore a balanced approach to parking is required in order to meet the aspirations outlined in the Aylesbury Town Centre Plan and Vale of Aylesbury Plan (**Fig. 21**).

Preparedness, being fleet of foot and responsive to change that is likely to be rapid is also required. Proactively horizon scanning to manage risks and take advantage of opportunities will be a necessity to stay ahead of developments.

In light of technology and responding to future growth, flexibility is required in terms of the parking assets that AVDC hold to offer resilience to future changes in demand. Strong links will continue to be forged with all town centre partners.

*Fig. 21 – Guiding principles and strategic aims for future development Aylesbury Town Centre Plan (2014)*

- **Principle 1:** Positioning the town centre correctly by providing a complementary, credible experience to nearby centres such as Milton Keynes and Watford and being a ‘best in class’ sub-regional centre.
- **Principle 2:** Being different, rather than a clone, but basing the town’s unique selling point on reality. Aylesbury needs to distinguish itself from other town centres in the area, but in a way that is credible.
- **Principle 3:** Offering what the ‘market’ is looking for to capitalise on our enviable catchment. Whilst there has been significant investment in the town centre in recent years by both the public and private sector, Aylesbury’s retail offer is currently weighted towards the lower/mass market consumer, with a limited choice in terms of product categories, ranges and brands for the mid/upper market, discerning consumer. When asked what would make people visit Aylesbury Town Centre more often, ‘better quality shops’ was the most common answer, followed by ‘more independents, better department stores and more high street brands’<sup>24</sup>. An independent food and beverage assessment carried out by Coverpoint in 2014 also concludes that the town centre food and beverage sector needs more choice across all categories, but particularly in the family dining and mid-higher quality categories. This research was used to inform phase one of The Exchange scheme. However, with the continued growth in the food and beverage market, coupled with the housing growth planned for the Aylesbury area and the development of a residential community in the heart of the town itself, there is still significant unmet demand.
- **Principle 4:** Encouraging social interaction. Whilst the retail experience is changing largely as a result of omnichannel retailing, visitors will still value a physical town centre outlet, particularly if it offers them opportunities to browse and spend time in an attractive environment and meet their friends and family. They will see the town centre as a place not just for shopping or business, but for social interaction in its widest sense and as a place in which to meet, relax and spend their leisure time. New improvement schemes need to recognise this by delivering, integrated mixed uses including housing and quality public space throughout the town to help connect the different areas.
- **Principle 5:** Build community spirit. Social interaction is about inclusiveness and using space and facilities to help build a sense of togetherness as one community. We should aim to create a town which shows its community spirit through welcoming events and activities.
- **Principle 6:** Take a connected, ‘whole town’ approach. The success of one area of the town should not be compromised by development in another and we must take a strategic approach to work such as green infrastructure and signage. Principle 7: Appeal to all our different town centre users. We must make sure we’re appealing to the whole of our potential catchment including families, young professionals, students, college and university leavers who are looking for their first jobs, empty nesters and older people

# Theme: Automation and Technology

## Priorities

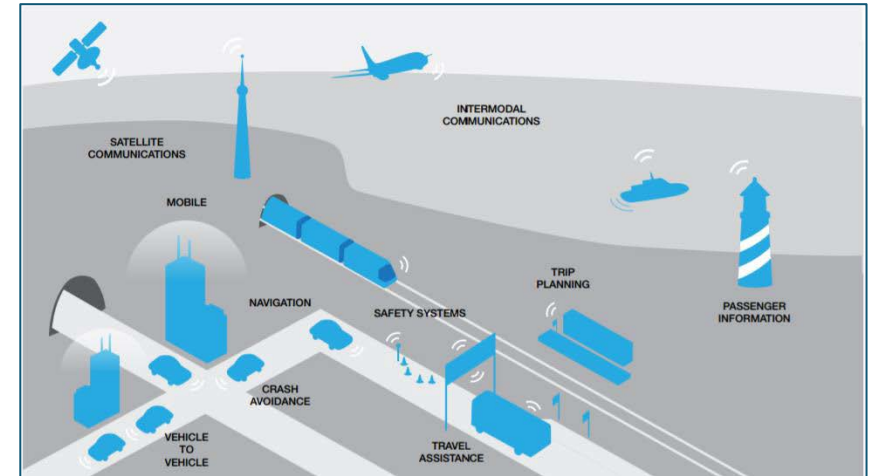
- Plan for autonomous parking at MSCP/s;
- Reconfigure an area to enable drop-off and pick-up (may need to be outside car park) & allocate a pedestrian free section of the car park;
- Respond to major advances in vehicle technology;
- Review design, number and size of car parks;
- Prepare for some MSCPs becoming obsolete;

The incredible pace of technological change in transportation makes it difficult to know exactly what changes will occur or how they will play out. However, trends point to an intelligent, more integrated system for moving passengers and freight.

As populations grow, providing safe, convenient and affordable mobility will become one of the greatest challenges for policy makers. Transport infrastructure will also need to cope with rising volumes and the increasing demand for fast, reliable and environmentally friendly mobility solutions. Rapidly evolving technology, especially in relation to electric and autonomous vehicles, will also impact the future of highways design, leading to innovative business models and new service offerings.

Shifting mobility needs and customer expectations will require mobility systems to evolve and adapt. Transport users will expect reliable and accurate travel information in order to make informed choices about routes and modal options. Travellers across the spectrum, from tourists to seasoned commuters, will soon come to expect seamless, end-to-end journey experiences. This will require policy makers to plan for people and outcomes, not just transport systems.

We recognise connected vehicles are already here and driver assisted or driverless vehicles are coming and there need to be on the front foot to meet the challenges and take advantage of opportunities that arise.





## Theme: Automation and Technology

As more effective use is made of the big data associated with our transport networks, there will be increasing acceptability of new ownership models, rapid gains in the quality of travel planning, and increasingly sophisticated customer decision-making tools and capabilities.

Within the timescale of the strategy to 2033, navigation to car parks should be automated, as should payment, and to some extent enforcement. **Fig. 22 (page 48)** provides an overview of expected vehicle technology trends.

Systems will need to be flexible enough to handle automated and connected vehicles. The operation of parking, both on and off-street will become totally dependent on technology. Parking management will become a question of data and payment systems.

Information about parking availability and digital solutions to pay for it will become integrated within on-line services from giants such as Google and Apple as well as the myriad of specialist parking and transportation apps.

From the user's point of view the current distinction between on-street and off-street parking will become blurred and largely irrelevant. This will be reflected by the convergence of on-street and off-street parking operations.

Local authority parking services will have to adapt to operate within the context of intense public scrutiny and increasing expectations of efficient, user friendly service. At a time of immense pressure to reduce costs, local authorities will need to invest in staff with expert skills, as well as new infrastructure and services just to keep up with the pace of change, let alone make the most of opportunities that change will bring.

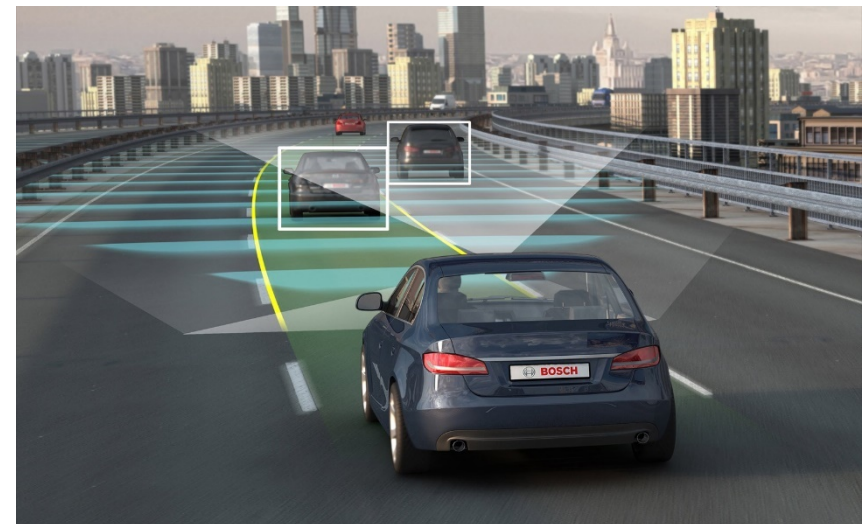


Fig. 22 - Vehicle Technology Trends

Period	Analysis
Now – 2021: Integrating parking payment into vehicles	<p>Some drivers already use smartphones to locate car parks and there are an increasing number of apps that can be used for reservation and payment of parking.</p> <p>With certain exceptions, e.g. station parking, these payment apps are not widely used by customers and the app providers are trying to capture market share by making deals with individual operators (including local authorities) who pay for the service. This is predicted to change in the period to a model where apps are consumer focussed, aimed at providing the best parking experience and will be capable of identifying and paying for parking in many areas. At the same time most operators will need to be digitally enabled to ensure they are ‘visible’ to these parking apps.</p> <p>Vehicle manufacturers are now including similar functionality in their in-car information and navigation systems. By 2021 over 30% of all cars are likely to be ‘connected’ and drivers will expect their car or app to find and pay for their parking automatically.</p>
2022 – 2024: Introducing autonomy	<p>The major vehicle manufacturers have announced that they will release vehicles with autonomous capability from 2021. The exact extent of this capability is yet to be announced; however, it is very likely that Autonomous Vehicle Parking (AVP) will be one of the functions provided. The necessary technology is still in development and it is unclear whether vehicles will be able to negotiate their way around any car park or whether they will only function in car parks that have installed specialist equipment. If no such equipment is required then operators may be faced with drivers dropping off and collecting their cars in service roads and other unauthorised areas, potentially causing congestion at busy times.</p> <p>If it is agreed that a car park should accommodate AVP, then some adaptation will be required from around 2024.</p>
2025 – 2030: Vehicles park themselves and handle the payments	<p>The majority of vehicles will be connected, with significant numbers of users delegating to their car the task of finding, reserving and paying for parking and then guiding them to the space.</p> <p>Cars with AVP will become common, bringing new challenges to parking operators as a large number of car users use “drop-off” and “pick-up” areas instead of accessing their vehicle in its parking space.</p>
Beyond 2030	<p>Cars will gradually acquire more autonomous features during this period, however it seems likely that ‘truly’ autonomous vehicles i.e. those that need no driver intervention under any circumstances will not appear in any numbers before 2030 – 2040. There may also be a significant change in the way these vehicles are owned (with significant numbers of customers hiring vehicles for periods of use rather than owning their own car). Most predictions however relate to city based scenarios. No studies focus on semi-rural locations or take the needs of specific users (such as caravan users) into account when considering autonomous cars, their ownership and use.</p> <p>From a parking point of view, the introduction of autonomy may result in the need for fewer car parks (as users share vehicles they will be less likely to be parked) or car parks that resemble storage areas (i.e. with no walkways and fewer aisles) that can contain a higher density of vehicles. However, based on the current studies these questions would not be key to the Council’s policies until the 2040s at the earliest.</p>

# Delivery Plan

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## 4. Delivery Plan

### 4.1 Action Plan

An action plan will be developed that will be reviewed and updated on an annual basis.

The action plan will cover a three-year period. Every year it will be rolled forward one year and updated accordingly.

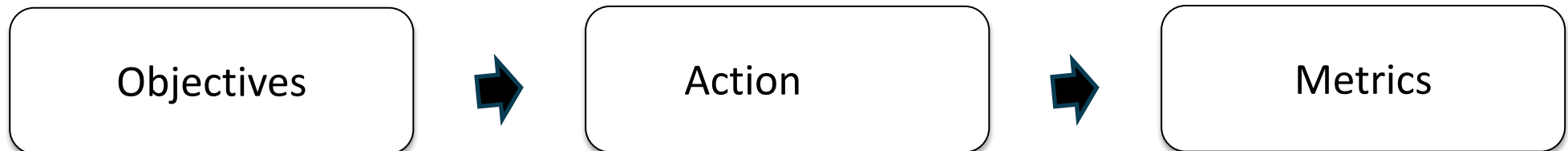
Actions are directly linked to the objectives and priorities in this strategy to ensure a clear link between activities and desired outcomes for Aylesbury.

### 4.2 Metrics

Fig. 23 provides a summary of the metrics that will be used to monitor the parking service in Aylesbury Town Centre. Targets will be set following the first year baseline.

Fig. 23 – Metrics

Indicator	Summary	Frequency
Customer satisfaction survey	Survey of customers and town centre stakeholders regarding parking	Every two years
Annual condition audit	Review of 11 AVDC car park condition as per Fig. 3.0	Every two years
Conversion of penalties notices	% conversion of penalty notices. Baseline in year one	Annual
Income – tariffs	Tariff sales	Annual
Income – non-tariff	e.g. rental income	Annual
Parking surplus reinvestment – Aylesbury Town	Annual investment (£)	Annual
No. of cycle parking bays	Formal cycle parking bays	Annual
No. of EV charging bays	Formal bays	Annual





# Draft Aylesbury Town Centre Parking Strategy: Recommendations Report

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2. Recommendations	4
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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	
<b>Recommendation</b>	<ul style="list-style-type: none"><li>• Phase one – Up to 2yrs</li><li>• Phase two – 3yrs+</li></ul>
<b>Owner</b>	<ul style="list-style-type: none"><li>• Buckinghamshire County Council (BCC)</li><li>• Aylesbury Vale District council (AVDC)</li></ul>
<b>Cost (indicative)</b>	<ul style="list-style-type: none"><li>• £ - Under £25k</li><li>• ££ - £26k-£100k</li><li>• £££ - £101k-£500k</li><li>• ££££ - £501k+</li></ul>

## 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 <sup>rd</sup> 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 car 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"> <li>- Incentives to encourage people to use the centre eg. periods of free parking;</li> <li>- Car free day in the town centre;</li> <li>- Temporary reallocation of car park spaces e.g. parklets;</li> <li>- Bringing redundant space in to temporary productive use (known as Meanwhile space e.g. art installation in multi-storey car parks)</li> </ul>	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	££

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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

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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"> <li>- 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- Produce an annual parking report with updates on actions and indicators. This will enable effective monitoring of the delivery of the strategy.</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- 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).</li> </ul>
	<ul style="list-style-type: none"> <li>- 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<sup>rd</sup> party app providers, Sat-Nav and data companies.</li> </ul>
	<ul style="list-style-type: none"> <li>- Develop and deliver an annual programme of car park maintenance activities to improve the quality and customer experience for those groups impacted by parking.</li> </ul>
	<ul style="list-style-type: none"> <li>- Identify a single strategic lead for parking management within AVDC supported by appropriate staff and resource.</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
<ul style="list-style-type: none"> <li>- Scope and agree badge provision to align to national and local standards across the town centre.</li> </ul>	

	Recommendations
<p>Next 2 years (Short term)</p> <p>Phase 1</p> <p>Continued...</p>	<ul style="list-style-type: none"> <li>- Conduct a review of penalty notice conversions and implement an action plan to improve the conversion rate.</li> </ul>
	<ul style="list-style-type: none"> <li>- Review provision of cycle parking with the aim of increasing quality provision in all car parks.</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- Upgrade back office systems to gather real time data &amp; 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- Work with stakeholders to ensure broader digital strategies for the town centre are aligned, including apps and online resources.</li> </ul>
	<ul style="list-style-type: none"> <li>- Work in partnership with the community, public and private sector to implement low cost parking improvement measures such as planting and relocating recycling bins.</li> </ul>
	<p>Scope a five year programme and implement one parking innovation pilot every year, for example:</p> <ul style="list-style-type: none"> <li>- Incentives to encourage people to use the centre eg. periods of free parking;</li> <li>- Car free day in the town centre;</li> <li>- Temporary reallocation of car park spaces e.g. parklets;</li> <li>- Bringing redundant space in to temporary productive use (known as Meanwhile space e.g. art installation in multi-storey car parks)</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>

	Recommendations
<p>Next 3-5 years (Long term)  Phase 2</p>	<ul style="list-style-type: none"> <li>- Explore the benefits of developing a programme of walking corridor improvements between car parks and destination, prioritising Walton Street and Friarscroft car park.</li> </ul>
	<ul style="list-style-type: none"> <li>- Implement wider measures to improve sustainable transport access to the town centre as identified within the Aylesbury Town Centre Transport Strategy (2017).</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
	<ul style="list-style-type: none"> <li>- Integrate parking systems with wider transports management systems eg. Sat Nav, to deliver a seamless service for the customer.</li> </ul>
	<ul style="list-style-type: none"> <li>- Open discussions with a cycle hire company e.g. YoBike, Brompton, to provide a pubic cycle hire scheme in the town centre.</li> </ul>
	<ul style="list-style-type: none"> <li>- Work with the private operators to investigate market led solutions to parking provision in the town centre, including pool car schemes.</li> </ul>