



West Oxfordshire District Council

West Oxfordshire Parking Strategy

WYG
Executive Park
Avalon Way
Anstey
Leicester
LE7 7GR

Report No. RT81175-56-02

October 2016
Copyright © WYG EPT Ltd 2016



REPORT CONTROL

Project: West Oxfordshire Parking Strategy
 Client: West Oxfordshire District Council
 Job Number: A081175-56
 File Origin: N:\Projects\A081175-56 West Oxfordshire Parking\Reports\A081175-56 - West Oxon Parking Strategy Final for Issue.docx

Document Checking:

Primary Author	Steve Boden	Initialled:	SB
----------------	-------------	-------------	----

Contributor	Robert Holland	Initialled:	RJH
-------------	----------------	-------------	-----

Review By	Colin Shields	Initialled:	CS
-----------	---------------	-------------	----

Issue	Date	Status	Checked for Issue
1	30.09.16	Draft Version 1	CS
2	7.10.16	Draft Version 2	CS
3	21.10.16	Final Version 3	CS



Contents

EXECUTIVE SUMMARY.....	3
1 INTRODUCTION.....	5
2 PARKING, TRANSPORT AND PLANNING POLICY.....	8
3 EXISTING PARKING PROVISION	14
4 PARKING SURVEY RESULTS.....	25
5 STAKEHOLDER WORKSHOPS	42
6 PUBLIC CONSULTATION.....	47
7 FUTURE PARKING ASSESSMENT	58
8 PARKING POLICY OPTIONS	76
9 PARKING STRATEGY ACTIONS BY LOCATION	98
10 ACTION PLAN	107

Tables

Table 1 – Emerging Housing Proposals.....	11
Table 2 – Existing Off-Street Car Parking Provision Witney.....	15
Table 3 – Existing On-Street Car Parking Provision Witney.....	16
Table 4 – Existing Off-Street Car Parking Provision Carterton.....	17
Table 5 – Existing Off-Street Car Parking Provision Chipping Norton.....	18
Table 6 – Existing On-Street Car Parking Provision Chipping Norton.....	19
Table 7 – Existing Off-Street Car Parking Provision Woodstock.....	20
Table 8 – Existing On-Street Car Parking Provision Woodstock.....	20
Table 9 – Existing Off-Street Car Parking Provision Burford.....	21
Table 10 – Existing On-Street Car Parking Provision Burford	22
Table 11 – Existing Off-Street Car Parking Provision	22
Table 12 – Parking at Railway Stations, 27 September, 2016	40
Table 13 – Stakeholder Attendees	42
Table 14 – Consultees Usage of Car Parks	47
Table 15 – TEMPro Growth Forecasts	59
Table 16 – Witney Future Off-Street Parking Demand – 2031 Weekday (%).....	62
Table 17 – Witney Future Off-Street Parking Demand – 2031 Saturday (%).....	62
Table 18 – Witney Future On-Street Parking Demand – 2031 Weekday (%).....	63
Table 19 – Witney Future On-Street Parking Demand – 2031 Saturday (%).....	63
Table 20 – Carterton Future Off-Street Parking Demand – 2031 Weekday (%).....	65
Table 21 – Carterton Future Off-Street Parking Demand – 2031 Saturday (%).....	65
Table 22 – Chipping Norton Future Off-Street Parking Demand – 2031 Weekday (%).....	67
Table 23 – Chipping Norton Future Off-Street Parking Demand – 2031 Saturday (%).....	67



Table 24 – Chipping Norton Future On-Street Parking Demand – 2031 Weekday (%).....	68
Table 25 – Chipping Norton Future On-Street Parking Demand – 2031 Saturday (%).....	68
Table 26 - Woodstock Future Off-Street Parking Demand – 2031 Weekday (%).....	70
Table 27 – Woodstock Future Off-Street Parking Demand – 2031 Saturday (%).....	70
Table 28 – Woodstock Future On-Street Parking Demand – 2031 Weekday (%).....	71
Table 29 – Woodstock Future On-Street Parking Demand – 2031 Saturday (%).....	71
Table 30 - Burford Future Off-Street Parking Demand – 2031 Weekday (%).....	73
Table 31 – Burford Future Off-Street Parking Demand – 2031 Saturday (%).....	73
Table 32 – Burford Future On-Street Parking Demand – 2031 Weekday (%).....	73
Table 33 – Burford Future On-Street Parking Demand – 2031 Saturday (%).....	74
Table 34 – Estimated Additional Parking Requirement by 2031.....	75
Table 35 – Potential Parking Policies.....	76
Table 36 – Penalty Charge Notices Issued 2015/16.....	90
Table 37 – West Oxfordshire Parking Strategy Action Plan.....	108

Figures

- Figure 1 – Witney Car Parks and on-Street Surveys
- Figure 2 – Carterton Off Car Parks and on-Street Surveys
- Figure 3 – Chipping Norton Car Parks and on-Street Surveys
- Figure 4 – Woodstock Car Parks and on-Street Surveys
- Figure 5 – Burford Car Parks and on-Street Surveys
- Figure 6 – Witney Off Street Car Parks, Total Daily Occupancy
- Figure 7 – Witney On-Street Parking, Total Daily Occupancy
- Figure 8 – Witney Combined Weekday Occupancy
- Figure 9 – Witney Combined Saturday Occupancy
- Figure 10 – Carterton Off Street Car Parks, Total Daily Occupancy
- Figure 11 – Chipping Norton Off Street Car Parks, Total Daily Occupancy
- Figure 12 – Chipping Norton On-Street Parking, Total Daily Occupancy
- Figure 13 – Chipping Norton Combined Weekday Occupancy
- Figure 14 – Chipping Norton Combined Saturday Occupancy
- Figure 15 – Woodstock Off Street Car Parks, Total Daily Occupancy
- Figure 16 – Woodstock On-Street Parking, Total Daily Occupancy
- Figure 17 – Woodstock Combined Weekday Occupancy
- Figure 18 – Woodstock Combined Saturday Occupancy
- Figure 19 – Burford Off Street Car Park, Total Daily Occupancy
- Figure 20 – Burford On-Street Parking, Total Daily Occupancy
- Figure 21 – Burford Combined Weekday Occupancy
- Figure 22 – Burford Combined Saturday Occupancy
- Figure 23 – Suggested Improvements in West Oxfordshire Towns
- Figure 24 – Reasons for not using Public Transport
- Figure 25 – Summary of General Questionnaire Comments

Appendices

- Appendix A – Car Park Facilities and Condition
- Appendix B – Stakeholder Workshop Agenda
- Appendix C – Public Consultation Results
- Appendix D – Future Parking Demand



EXECUTIVE SUMMARY

The requirement for a parking study was identified in 2015 to manage the pressures associated with parking and the forecast growth in the District as set out in the Local Plan.

The strategy addresses general issues that relate to parking across the whole District up to 2031 and also includes specific consideration in the following locations:

- Witney
- Carterton
- Chipping Norton
- Woodstock
- Burford

There is a wide variety of parking challenges in the District and different solutions are required in different locations. The methodology for the strategy is outlined as follows:

- Obtain detailed information of existing parking provision and record on-site observations;
- Review relevant planning policy and parking related documents to ensure parking study recommendations are in line with current policies;
- Consult with relevant stakeholders by holding a series of workshops to gauge local opinion;
- Undertake an online parking questionnaire to obtain the views of local people;
- Undertake detailed parking beat surveys of on-street and off-street parking locations in Witney, Carterton, Chipping Norton, Woodstock and Burford to record parking occupancy information at three different times of year;
- Estimate future parking demand based on forecast growth in the District; and
- Taking on board the information gathered above, assess the possible parking policy options for the District and specific locations and prepare an Action Plan for the period up to 2031.

Stakeholder consultation and feedback from an online parking questionnaire revealed concerns relating to the amount of parking currently available in the towns listed above. The general feeling is that free parking is a major factor in attracting people to the towns which is contributing to the economic success of the District. The major concern in most locations is a lack of parking space to serve the needs of visitors, employees and residents. A number of sites for new car parking were suggested by stakeholders.



Parking beat surveys recorded high levels of occupancy at on-street and off-street parking locations in Witney, Chipping Norton, Woodstock and Burford.

The Council owns a number of car parks and currently carries out enforcement on-street on behalf of the County Council. Where on-street changes are required the Council will notify OCC and provide supporting evidence for the need for change.

The Council has no statutory duty to provide parking but is committed to doing so to protect the environment and support the vitality of its towns. Future parking provision may be delivered directly by the Council but may also be provided at the local level by Town or Parish Councils or by developers and other third parties.

This report outlines the following package of recommendations. For each recommendation, the lead organisation responsible for implementation of the recommendation is identified. It should be noted that WODC will be responsible of advising other organisations of their responsibilities.

- Additional off-street parking spaces to be provided in Witney, Chipping Norton, Woodstock and Burford to meet existing and future needs
- Free parking to be retained in all public car parks controlled by the Council
- Amend or introduce on-street parking restrictions to achieve a better balance between the needs of different types of users, including the potential introduction of permit parking schemes, such as resident parking
- Support the promotion of sustainable transport
- Ensure that parking standards and planning policies will result in a good balance between the supply and demand for parking
- Review of the enforcement practices to ensure that staff resources are targeted in the most effective way
- Improvements to the car park facilities and condition



1 INTRODUCTION

1.1.1 West Oxfordshire District Council (WODC) is developing a Parking Strategy that will meet the needs of users and support the objectives of the Council in the short and long term. WODC appointed WYG to provide support in the production of the strategy and this report presents the findings of the study and presents the recommended Parking Strategy to be adopted by the Council.

1.1.2 Parking is an issue that is complicated because of the conflicting demands of users and the impact that parking can have on residents, businesses and visitors. There are many challenges in achieving a well-balanced and affordable approach and often difficult decisions have to be made.

1.1.3 Current issues have been assessed but the strategy also needs to consider how the demand for parking is expected to change in the future and prepare for this change. Data has been collected and consultation has been undertaken in order to create an evidence base from which future forecasts of demand and use can be made. Shortfalls of parking already exist and the Council needs to know how much worse this will get and whether other locations will start to experience a shortfall.

1.2 PURPOSE OF REPORT

1.2.1 This report has been prepared to outline the findings of the study and to present a series of recommendations for the long term needs of the District. These are presented in **Chapter 10**. Most of the recommendations are directed at WODC although a number of them require a commitment from other groups, and as such, the recommendations identify responsibility for implementation. This report has been prepared with input from local residents, businesses, community groups, Parish Councillors, Town Councillors and District Councillors.

1.3 PROJECT BRIEF

1.3.1 This report has been prepared in line with the project objectives that were set out in the project brief produced by WODC:

- 1. To support communities in the development of off-street parking provision to meet local demand in line with planned housing development and population growth*



2. *To provide a positive customer experience in the use of Council owned off-street car parks in the district*
3. *To enable the provision of parking options which supports the local economy, changing demographics and meet the needs of workers and residents and supports planned economic development*
4. *To provide sustainable parking service provision*
5. *Work in partnership with the County Council, supporting them in the delivery of on-street parking provision and the provision of traffic management solutions, aiding traffic flow and the safety of motorists and pedestrians*

1.4 STUDY AREA

1.4.1 The locations included in the study area have been agreed with WODC and are shown on the plans in **Figures 1-5**. The study areas include the key on-street parking areas plus the following off-street car parks that are provided and managed by WODC and Network Rail. Other car parks exist in the District that are used by the public, principally at supermarkets in the town centres but these were not included in the scope of the study:

Witney – Marriotts Walk, Woodford Way, Woolgate and Windrush Leisure Centre car parks

Carterton – Alvescot Road and Black Bourton Road car parks

Chipping Norton – Albion Street and New Street car parks

Woodstock – Hensington Road car park

Burford – Guildenford car park

Railway Station car parks – Long Hanborough, Charlbury, Kingham

1.5 METHODOLOGY

1.5.1 The methodology for this study is outlined as follows:

- Obtain detailed information of existing parking provision and record on-site observations.
- Review relevant planning policy and parking related documents to ensure parking study recommendations are in line with current policies.
- Undertake detailed parking beat surveys of on-street and off-street parking locations in the study areas to record occupancy information.



- Consult with relevant stakeholders by holding a series of workshops to understand local opinion.
- Undertake an online parking questionnaire to obtain the views of local people.
- Estimate future parking demand based on forecast growth in the District.
- Taking on board the information gathered above, prepare a package of recommendations for the period up to 2031.

1.5.2 Data has been gathered from site surveys at WODC car parks and a consultation exercise and this has been used to develop the parking strategy. All data was correct at the time of collection but it is recognised that circumstances may change over time. Background documents and policy statements may also become superseded.

1.6 REPORT LAYOUT

1.6.1 This report is structured as follows:

- Chapter 2 provides an overview of relevant planning, transport and parking policy documents
- Chapter 3 outlines existing parking provision
- Chapter 4 presents the results of parking surveys
- Chapter 5 summarises the key findings of stakeholder workshops
- Chapter 6 presents the results of the public consultation
- Chapter 7 calculates future parking demand
- Chapter 8 is a review of the potential parking policy options
- Chapter 9 describes the proposed parking strategy in each of the key locations
- Chapter 10 presents the Action Plan



2 PARKING, TRANSPORT AND PLANNING POLICY

2.1 INTRODUCTION

2.1.1 This report has been prepared with reference to relevant parking, transport and planning policy. Relevant extracts are summarised in this Chapter. The documents in this Chapter provide information relating to future growth in the area.

2.2 NATIONAL

National Planning Policy Framework (NPPF)

2.2.1 This Parking Strategy has been prepared in accordance with paragraph 40 of the NPPF which states:

“Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.”

Parking Strategies and Management (Chartered Institution of Highways and Transportation)

2.2.2 This document was prepared by the CIHT to provide guidance on policy context; objectives and measures; and implementation for preparing parking strategies. The guidance will be used to inform preparation of the Parking Strategy.

2.3 COUNTY WIDE

Oxfordshire County Council – Connecting Oxfordshire Local Transport Plan 4 2015-31.

2.3.1 **Connecting Oxfordshire sets out the County Council’s transport policy and strategy up to 2031 and was prepared with input from the City and District Councils, stakeholders, MP’s and the public.** It was adopted by Full Council in 2016. The LTP forecasts that there will be 100,000 new homes in the County by 2031 and 85,000 new jobs and it sets out a strategy to provide transport improvements that will enable this growth to take place in a sustainable and manageable way.



2.3.2 The Connecting Oxfordshire strategy includes major improvements along the A40 corridor that will benefit travel between West Oxfordshire and Oxford along this route. This includes highway capacity improvements, a new Park and Ride service in Eynsham and bus priority schemes. Carterton, Witney and Eynsham are proposed to be linked by a bus rapid transit service along the A40 and the Langford Lane Park and Ride at Oxford Airport will have a bus rapid transit service along the A4260 through Kidlington.

Oxfordshire County Council - Oxford Transport Strategy, 2015

2.3.3 The Oxford Transport Strategy (LTP Volume 2 part i) has been developed by Oxfordshire County Council as part of the broader Local Transport Plan.

2.3.4 Various schemes and initiatives were considered for inclusion in the strategy and the key one in the context of this report is the development of new Park and Ride sites at locations further out of the city. New Park and Ride sites to the west of the city at Eynsham, Cumnor and Langford Lane (Oxford Airport, Kidlington) are proposed with a total of 3,300 new parking spaces and Bus Rapid Transit (BRT) services that would achieve journey time savings to the city centre. The strategy suggests that this will reduce traffic demand using the three main A34 interchanges by encouraging people to transfer to a bus at locations further out.

2.3.5 The Eynsham site is expected to attract people from Witney and Carterton, Cumnor is intended for passengers from Cumnor and Faringdon and Langford Lane is expected to be used by people from Chipping Norton, Woodstock and Charlbury.

2.3.6 A successful Park and Ride service will reduce traffic in Oxford and on the radial routes into the city, but it will not necessarily help to reduce parking issues in the West Oxfordshire towns. Residents of the towns may choose to use the Park and Ride service instead of driving into Oxford, but they will still need to park their cars at home in West Oxfordshire.

Oxfordshire County Council – Connecting Oxfordshire - Carterton Area Strategy

2.3.7 OCC has produced an Area Transport Strategy for Carterton that is due to be updated when the Local plan is adopted by WODC. The strategy includes highway capacity improvements to improve access to the A40, improve bus services and walking/cycling facilities.



Oxfordshire County Council – Connecting Oxfordshire - Witney Area Strategy

2.3.8 OCC has produced an Area Transport Strategy for Witney that is due to be updated when the Local plan is adopted by WODC. The strategy includes improved access to the A40, traffic reduction in the town centre, improved bus services and walking/cycling facilities and seeks developer contributions towards cumulative transport schemes.

2.4 DISTRICT WIDE

West Oxfordshire Local Plan 2011

2.4.1 **The 2011 Local Plan was adopted in 2006 and many of its policies have been 'saved'** and therefore still provide the basis for local planning decisions in the District. These are due to be replaced when the emerging Local Plan is adopted.

2.4.2 **Policy T8 'New off-street public car parks' is relevant to the Parking Strategy. It states that;**

'Proposals for new off-street public car parks will only be permitted where:

- a) they would ensure the continued vitality and viability of a town centre or of other facilities attracting visitors; or
- b) the local environment is being seriously damaged by on-street parking and **alternative parking provision is essential.'**

2.4.3 **The text supporting Local Plan Policy T3 'Public Transport Infrastructure' is also relevant. It states that:**

'The Local Transport Plan includes several initiatives to improve and expand local services:

- Improved cycle routes to Hanborough and Charlbury Stations, feeder taxi-buses to Charlbury Station, and improved and expanded car parking facilities at these stations.'



West Oxfordshire Local Plan 2011-2031

- 2.4.4 The Local Plan is currently being replaced with a new set of documents that make up the Local Development Framework (LDF). The new Local Plan will guide development in the District up to 2031. Draft housing and economic growth figures used in the emerging Local Plan and its supporting documents have been used within the Parking strategy to help forecast how parking demand will change in the future.
- 2.4.5 The Local Plan 2031 was submitted for examination in 2015 but was suspended in January 2016 while further work is carried out on the housing numbers. There will be further consultation on the changes. A report has been produced for the District Council that provides an update on the Oxfordshire Strategic Housing Market Assessment.
- 2.4.6 Indicative figures have been produced by WODC for the proposed number of new houses to be provided in each sub-area of the District. These are set out in Table 1.

Table 1 – Emerging Housing Proposals

Area	2011 Dwellings	Completions 2011-2016	Proposed Growth	% increase 2016-2031
Witney Sub-Area	14,297	422	4,400	30%
Chipping Norton Sub-Area	5,666	165	2,400	41%
Carterton Sub-Area	9,975	231	2,600	25%
Eynsham Woodstock Sub-Area	9,408	439	5,500	56%
Burford Charlbury Sub-Area	7,603	207	1,000	13%
District Total	46,949	1,464	15,900	33%

2.4.7 The Draft Local Plan 2031 makes the following references to car parking:

¶6.86 Car parking capacity is however nearing capacity in the town centres and therefore the Council have commenced work on a District-wide Parking Strategy due to be completed by the end of 2015 to investigate whether



parking provision is meeting current needs and will meet future parking requirements.

6.87 As a predominantly rural area where our town centres attract shoppers from a wide area, a continuing supply of available car parking space will remain of importance if the shopping centres are to continue to flourish in the face of competition from internet retailing and larger centres out of the District. Opportunities to increase car parking in our town centres are however limited and solutions such as decking may be required. Development proposals which will significantly increase car parking demand in town centres will be expected to make appropriate provision for increased public car parking and access to them, whether through direct provision or financial contributions.'

2.4.8 Policy E6 - Town Centres states that:

'Development proposals which significantly increase car parking demand in our town centres will be expected to make appropriate public car parking provision or equivalent financial contributions.'

2.4.9 The Draft Local Plan highlights the lack of parking capacity in Chipping Norton town centre to meet current needs and that while existing car parks in Witney are currently considered adequate, the Woolgate and Woodford Way car parks operate at a high level of usage. A lack of capacity in Burford and Woodstock is also highlighted along with the need to review car and coach parking where capacity is currently exceeded.

2.4.10 Policy T4 – Parking Provision states that

'Proposals for new off street public car parking areas will be supported in accessible locations where they would help to ensure the continued vitality and viability of town centres, where they would support visitor and tourist facilities and attractions or where the local environment is being seriously damaged by on-street parking and alternative parking provision is essential.'



Parking Standards

- 2.4.11 Parking standards for new development is also a key issue to be considered within the parking strategy. Local and national policy is in place that provides the framework for decisions about the levels of public and private parking to be provided by new developments.
- 2.4.12 The current parking standards are set out in the Local Plan 2011 and are taken directly from the Oxfordshire Local Transport Plan 3. All parking standards are maximum levels (although clarifications of the National Planning Policy Framework by the Government aim to discourage the use of maximum standards) so developers have been able to provide less parking than the standard but not more. Low parking provision in new developments is especially favoured in Witney town centre. Residential development requires 1 parking space for 1 bed dwellings, 2 spaces for 2-3 bed dwellings and 2+ spaces for 4+ bed dwellings.

NEIGHBOURHOOD PLANS

- 2.4.13 The Chipping Norton Neighbourhood Plan (2015-2031) and Chipping Norton Transport Options Study (OCC, 2016) have been produced to guide development in the town and these documents make specific reference to the parking and traffic issues.

2.5 SUMMARY

- 2.5.1 This report has been prepared taking into account relevant planning policy and transport reports. It is important to understand the future direction of growth for the District in order to identify appropriate parking recommendations to support this growth. It is important that these recommendations support the long term vision for the District.



3 EXISTING PARKING PROVISION

3.1 INTRODUCTION

3.1.1 This section of the report describes existing parking provision and summarises observations made on-site during daytime site visits. A number of issues are raised in relation to existing parking provision and recommendations to address these are made in later Chapters.

3.1.2 Surveys were carried out at all of the main public car parks provided by WODC and on the main parking streets. It is recognized that people park in other locations, in private non-residential spaces and private car parks (e.g. Sainsburys, Blenheim Palace). WODC has limited influence over how these parking spaces are operated so they do not form a major part of the strategy or the data collection exercise, however, the strategy does recognize that these car parks provide a vital service to the town centres and that liaison with the private operators is required to ensure there is a comprehensive approach to parking in each town.

3.1.3 All of the public off-street car parks and on-street parking is free of charge, but time restrictions do apply in many locations.

3.2 WITNEY

3.2.1 Witney is the largest town in the District with a population of approximately 28,000 and a popular service centre with a large retail function. The town is the main economic centre in the District with almost 15,000 jobs (35% of the jobs in the District) and it experiences in-commuting as well as out-commuting to Oxford and other locations.

3.2.2 Witney is close to the A40, the main east-west route through Oxfordshire and so has a direct link to Oxford, although the road suffers from severe congestion at peak times. Traffic congestion is also a significant problem in the town because of the high level of demand and, in some locations, the constrained road network.

3.2.3 The town centre is the primary shopping destination in the District with two main retail/entertainment centres either side of the High Street (Marriotts Walk and Woolgate) and each of these contains a large car park. Marriotts Walk is a multi-storey car park with different time limits on each of the three storeys while Woolgate is a large surface-level car park with time restrictions in place. The Leisure Centre car park has also been surveyed and is mostly



used by leisure centre visitors. Sainsburys also provides town centre parking but surveys were not carried out at this private car park.

3.2.4 Opportunities for growth in the existing built up areas of the town are limited so most development is likely to be located on the fringes at various locations around the town. Major infrastructure is likely to be required to facilitate the development proposals.

3.2.5 The number of existing off-street parking spaces in Witney is presented in **Table 2**.

Table 2 – Existing Off-Street Car Parking Provision Witney

Car Park	Number of Car Parking Spaces			
	Standard	Disabled	Parent and Child	Total
Marriotts Walk (3hr)	229	29	5	263
Marriotts Walk (5hr)	152	0	0	152
Marriotts Walk (9hr)	151	0	0	151
Woodford Way	262	1	0	263
Woolgate	732	34	14	780
Windrush Leisure Centre	83	5	0	88
Total Spaces				1,697

3.2.6 Condition surveys were carried out in July 2016 (see **Appendix A**) that assessed the condition of the car park surface, lining, signing, car park boundaries, bollards/barriers, landscaping, cleanliness, drainage and footpaths. The need for minor maintenance at Marriotts Walk and Woolgate was identified but the conditions at Woodford Way and the Leisure Centre will require more work. Woodford Way has a poor quality surface and grounds maintenance at Woodward Way and the Leisure Centre is required in the near future.

3.2.7 On-street parking is also available in Witney town centre. Surveys were also carried out on the roads that fulfill an important role in the provision of town centre parking, as presented in **Table 3**:



Table 3 – Existing On-Street Car Parking Provision Witney

	Approximate No. of spaces	Most Common Time Limits
The Leys	70	None
Church Green	98	4 hrs
Market Square	50	30 mins
High Street	31	30 mins
Corn Street	85	2 hrs
The Crofts	4	2 hrs
Holloway Road	23	None
Farm Mill Lane	15	None

3.3 CARTERTON

3.3.1 Carterton is the second largest town in the District and is comprised of two main centres, Carterton and Brize Norton. The population of Carterton is approximately 16,000. Most of the development of Carterton took place in the 20th century and RAF Brize Norton has been **expanded since the 1930's to become the main air** transport base in the country and major local employer with 4,000 personnel.

3.3.2 The town has many more residents than available jobs so there is net out-commuting for employment, with Witney as a common workplace.

3.3.3 The main retail centre is in Carterton, located around the junction of the two main roads through the town, Alvescot Road and Burford Road. The centre is relatively small but does include three supermarkets with large private car parks in addition to the two public car parks operated by WODC.

3.3.4 The town does not have direct access to the strategic road network and links to the A40 are via rural single-carriageway B-roads. Improvements to the road network have been proposed



in the Local Transport Plan. Congestion in the town is less of a problem than Witney although traffic queues are common at the central signalised crossroads.

3.3.5 There is scope for more growth in the town centre because it is not as constrained as the other centres. There is a scheme to improve the town centre environment and a Masterplan has been produced. Housing growth is expected to occur on MOD land and on the Greenfield fringes of the town.

3.3.6 The number of off-street parking spaces in Carterton is presented in **Table 4**.

Table 4 – Existing Off-Street Car Parking Provision Carterton

Car Park	Number of Car Parking Spaces			
	Standard	Disabled	Parent and Child	Total
Alvescot Road	37	2	0	39
Black Bourton Road	89	6	0	95
Total Spaces				134

3.3.7 The Alvescot Road car park surveys just included the area to the left of the access road that is the responsibility of WODC. There are 79 additional parking spaces behind the shopping centre. Access to the adjacent Morrisons supermarket is taken through the Black Bourton Road car park.

3.3.8 The condition surveys (**Appendix A**) showed that the two car parks in Carterton are in good condition with just minor maintenance required.

3.3.9 On-street parking is quite limited in the town centre because the main roads are used to carry traffic rather than for parking.



3.4 CHIPPING NORTON

3.4.1 Chipping Norton is a market town of approximately 6,500 inhabitants located in the north of the District on the edge of the Cotswolds Area of Outstanding Natural Beauty (AONB). The town provides local retail and leisure services with a number of food retail outlets, shops, services, public houses and leisure facilities.

3.4.2 The town lies on the crossroads of the A44 that runs along a north-west to south-east alignment and the A361 running north-east to south-west. There is a significant proportion of through-traffic and HGVs in the town centre and an Air Quality Management Area has been designated.

3.4.3 The scope for future growth is relatively limited, partly due to the AONB and expansion is most likely on the east side of the town that is outside of the AONB. Some brownfield land is also available for development within the town.

3.4.4 The number of off-street parking spaces in the town is presented in **Table 5**.

Table 5 – Existing Off-Street Car Parking Provision Chipping Norton

Car Park	Number of Car Parking Spaces			
	Standard	Disabled	Parent and Child	Total
Albion Street	54	0	0	54
New Street	127	10	4	141
Total Spaces				195

3.4.5 The condition surveys (**Appendix A**) showed that the two car parks in Chipping Norton do not have urgent issues but will need improvements to a range of issues in the next 2-3 years. This includes improvements to the surface, lining, drainage and grounds maintenance. New Street car park also needs a new handrail for pedestrians.

3.4.6 Surveys were also carried out on roads that fulfill an important role in the provision of town centre parking, as presented in **Table 6**:



Table 6 – Existing On-Street Car Parking Provision Chipping Norton

	Approximate No. of spaces	Time Restriction
The Green	17	30 mins
Topside / High Street	55	2 hrs
Market Place and Square	66	2 hrs
Horsefair	20	30 mins
West Street	16	30 mins
Cattle Market	5	30 mins
Fox Close	6	30 mins
New Street	16	30 mins

3.5 WOODSTOCK

3.5.1 Woodstock is a small, medieval town at the eastern edge of the District that is located next to Blenheim Palace, which is a World Heritage Site and the largest visitor attraction in the District. The town and palace are major tourist attractions, with the additional demands on parking that brings. The range of services available is high for a town with a population of approximately 3,000 people and this is due to the income provided by tourism. However, an over-reliance on this income could also be a cause for concern in the future.

3.5.2 Growth in housing has been relatively low in recent years although recent planning permissions have been granted for residential development in the town. Woodstock is at the east side of the District, close to Oxford and has good access to the city along the A44 that runs through the town centre. As a result there is a large proportion of out-commuting from the town, despite the congestion on the A40 and A44.

3.5.3 There is some scope for limited housing development within the town and on its fringes, particularly on the east side.



3.5.4 Blenheim Palace has large car parks of its own, which do not form part of this study but there is a close relationship between the palace and the town centre as many visitors park in one or the other and walk between the two.

3.5.5 The number of off-street parking spaces in Woodstock is presented in **Table 7**.

Table 7 – Existing Off-Street Car Parking Provision Woodstock

Car Park	Standard Spaces	Disabled Spaces	Total
Hensington Road	113	4	117

3.5.6 The condition survey (**Appendix A**) showed that the car park is in a reasonable condition with just minor grounds maintenance required.

3.5.7 Surveys were also carried out on roads that fulfill an important role in the provision of town centre parking, as follows:

Table 8 – Existing On-Street Car Parking Provision Woodstock

	Approximate No. of spaces	Time Restriction
Rectory Lane / Park Lane	42	23 hrs
Park Street	63	3 hrs
High Street	64	1 hr
Market Place & Square	39	1 hr
Oxford Street	60	1 hr
Browns Lane	9	None



3.6 BURFORD

3.6.1 Burford is a small town in the west of the District with a population of approximately 1,300. It is a historical town with limited recent housing development and it relies heavily on tourism to bring income to the local traders. The number of retail and leisure businesses in the town far exceeds the number that could be sustained by the local population alone.

3.6.2 The town is located in the west just to the north of the A40 and is distributed either side of the High Street (A361). This road provides access to Chipping Norton and Stow on the Wold (via the A424) to the north and as a result through traffic often uses the High Street.

3.6.3 Much of the town is in a Conservation Area, which also contains a number of listed buildings. This is a constraint to development, but there is a need for more affordable housing because house prices are very high which makes it difficult to retain younger people and families in the town. There are no brownfield sites available for development but there is some scope for small scale extensions at the edge of the town.

3.6.4 The number of off-street parking spaces in Burford is presented in **Table 9**.

Table 9 – Existing Off-Street Car Parking Provision Burford

Car Park	Standard Spaces	Disabled Spaces	Parent & Child	Total
Guildenford	163	2	2	167

3.6.5 The condition survey (**Appendix A**) showed that the car park is in a reasonable condition with just minor drainage and grounds maintenance work required.

3.6.6 Surveys were also carried out on roads that fulfill an important role in the provision of town centre parking, as follows:



Table 10 – Existing On-Street Car Parking Provision Burford

	Approximate No. of spaces	Time Restriction
High Street	106	2 hrs
Sheep Street	52	None
Priory Lane	36	None
Church Lane	13	None
Guilford	23	None
Witney Street	63	None
Swan Lane	10	None
Pytt's Lane	9	None
Lawrence Lane	5	None

3.7 VILLAGES WITH RAILWAY STATIONS

3.7.1 An assessment was carried out of parking issues in villages in the district that have railway stations, namely Long Hanborough, Charlbury and Kingham.

3.7.2 Parking facilities have recently been expanded at all three stations to improve capacity and there are aspirations for further improvements including platform lengthening, line redoubling and the provision of better station facilities.

3.7.3 The number of off-street parking spaces at stations is presented in **Table 11**.

Table 11 – Existing Off-Street Car Parking Provision

Car Park	Standard Spaces	Disabled Spaces	Total
Long Hanborough	206	12	218
Charlbury	188	5	193
Kingham	242	6	248



3.7.4 The station at Long Hanborough is split between a small area adjacent to the platform and a large car park accessed via a pedestrian ramp. The adjacent car park contains disabled parking; residents permit parking, a small number of standard parking bays, cycle and motorcycle parking and a bus stop. Parking permits are provided to adjacent residents. There was no evidence that parking overflows on to the highway in the village, there are double yellow lines on the adjacent roads and on the day of the survey there were plenty of spaces in the car park that appeared to be little-used. The use of the residents parking permit area was low during the daytime but it is not known how busy this gets at times of peak evening demand.

3.7.5 The roads near to Charlbury station also have parking restrictions to prevent overflow parking. The station is some distance from the village but still within walking distance for rail users. There are double yellow lines close to the station but on the edge of the village the restrictions are no waiting for an hour in the middle of the day, designed to prevent commuter parking on those streets. However, in the rest of the village it is possible to park on-street all day and in the car park. It is not known how many of these vehicles are parked by commuters, but the station car park was 100% occupied at midday on the day of the survey so it is likely that commuters are finding other places to park in the village. More intensive surveys would be required to quantify the number of passengers that do this.

3.7.6 Kingham station has also been extended to provide an overflow car park adjacent to the existing one. There was plenty of spare capacity on the day of the survey and no evidence of any overflow on to the adjacent highway.

3.7.7 Charges apply at all of these stations, £3.80 per day for arrivals before 10am and £2.30 per day after 10am. Saturday and Sunday charges are £2.30 per day at all times. There is a small discount if charges are paid via the APCOA Connect online facility.

3.8 COACH PARKING

3.8.1 There are dedicated coach parking facilities in Burford and Woodstock, the busiest destinations for coach trips in the District.

3.8.2 The coach parking in Burford is chevron parking on Priory Lane, which is a narrow road off the High Street, adjacent to a primary school and residential properties. The spaces are not large enough for modern bus sizes and buses often overhang the bays. Manoeuvring in and out is



difficult. This is not an ideal location for a coach park and it is likely that four spaces is not adequate at busy times of the year.

3.8.3 The coach parking in Woodstock is located at Bladen Chains caravan club, approximately 1 mile to the south of the town. Many coaches do not use this area and prefer to drop off and wait within the town which can cause a nuisance and obstruction.

3.8.4 Coach trips to Bampton for the Downton Abbey tours have begun to cause problems in the village because there is little or no room for coaches to park or turn round, particularly at the Church.

3.9 HGV PARKING

3.9.1 There is no dedicated HGV parking in the study area. HGVs sometimes park on-street or use laybys.



4 PARKING SURVEY RESULTS

4.1 INTRODUCTION

4.1.1 Parking beat surveys were carried out at three different times of year (July and October 2015 and February 2016) to gain an understanding of how the use of the car parks varies throughout the year. The surveys were done at times that are considered to be representative of the most common conditions; they were not done at the very busiest times such as Christmas or other special events. The focus of the strategy will be on the typical day-to-day conditions rather than the absolute maximum times of use, but with recognition that there are times and events that create even more demand than normal.

4.1.2 Occupancy surveys were carried out over six day periods between 9.00am and 6.00pm in every car park and on every road presented in the tables in the previous section of this report. Surveys were not carried out on a Sunday as demand is significantly lower. The locations of the surveys are shown on **Figures 1-5**.

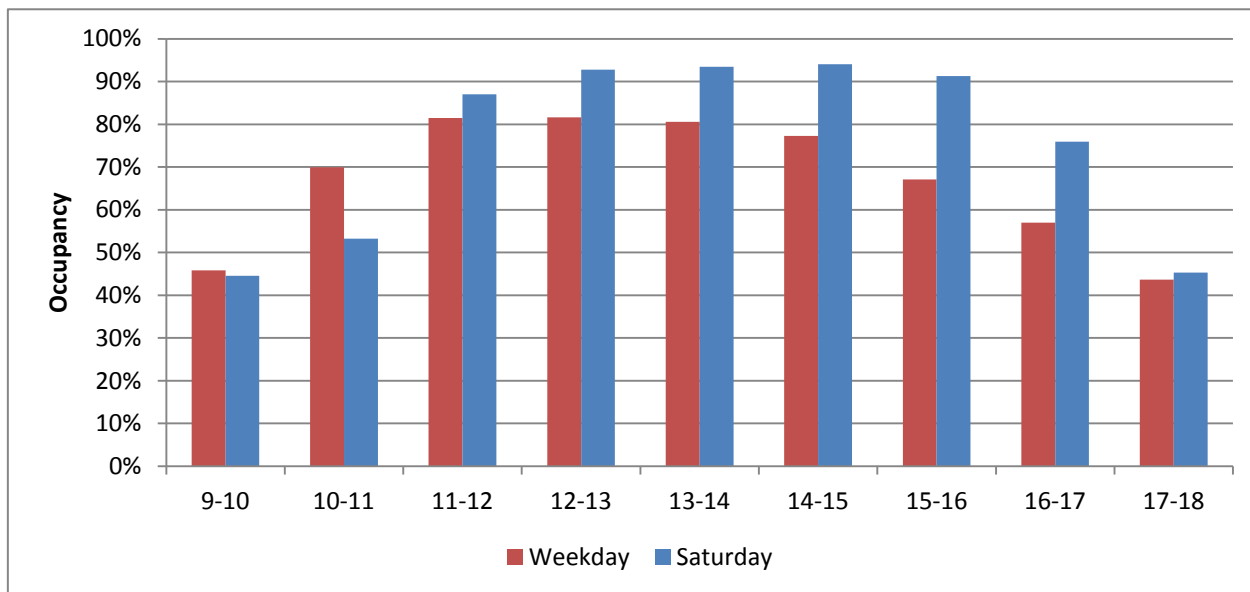
4.2 WITNEY RESULTS

Off Street Car Parks

4.2.1 **Figure 6** shows the daily occupancy levels in October 2015 across all of the combined car parks in the town centre. This survey was found to have higher levels of occupancy than the ones carried out in July and February. It shows that on weekdays the average occupancy of these car parks was over 80% and on Saturdays it was almost 95%.



Figure 6 – Witney Off Street Car Parks, Total Daily Occupancy, October 2015



4.2.2 Within this overall average there are variations between different locations. The main conclusions about off-street car parks in Witney are as follows:

- Marriotts Walk Short Stay (3hr) is full on Saturdays and is often over 80% occupied on weekdays
- Marriotts Walk Medium Stay (5hr) is full on Saturdays for a shorter period of time and can reach 90% occupancy on weekdays, although there is often some spare capacity there
- Marriotts Walk Long Stay (9hr) has spare capacity on Saturdays and is usually full during weekdays
- Woodford Way is full between 9.00am and 4.00pm every day
- Woolgate is full on Saturdays between 11.00am and 4.00pm but has some spare capacity every weekday except Friday
- The Leisure Centre is full on Saturday morning and is full at lunch time and in the afternoon on weekdays

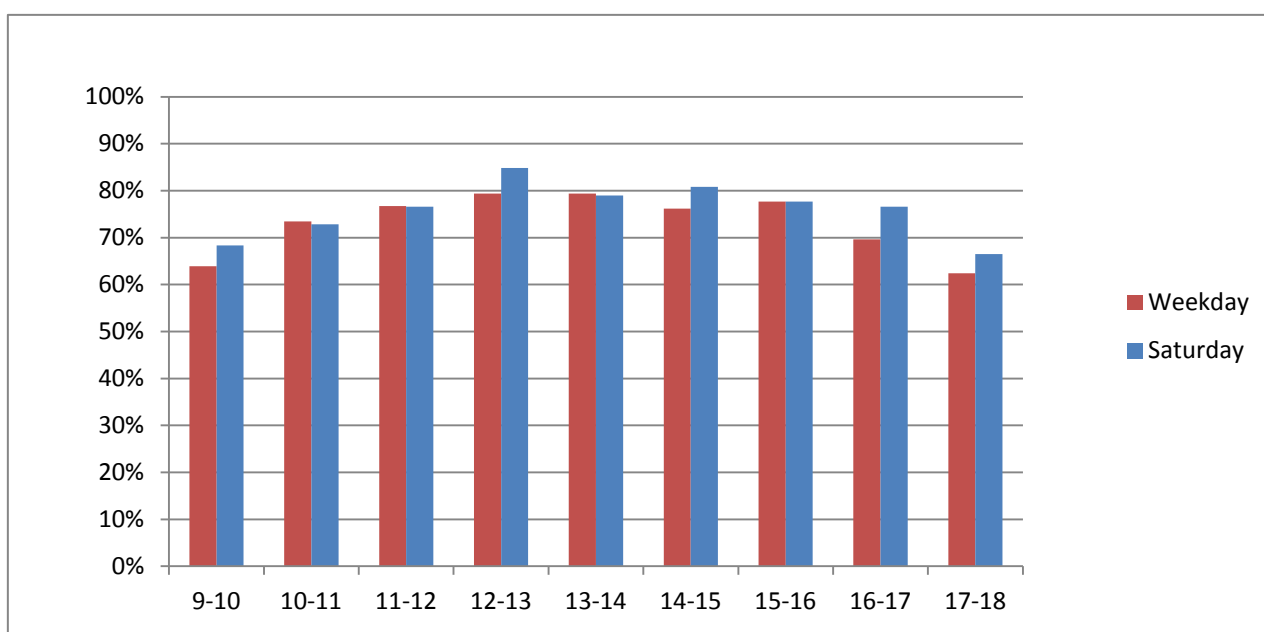
4.2.3 In July the occupancy was similar on weekdays but there was more spare capacity on Saturday. In February the occupancy levels were slightly lower on weekdays and Saturday.



On-Street Parking

4.2.4 **Figure 7** shows the daily on-street occupancy levels in October 2015 across all of the surveyed roads. This survey was found to have higher levels of occupancy than the ones carried out in July and February. The number of available spaces was estimated by using road length and actual parking behaviour. It shows that on weekdays the average occupancy of these roads was approaching 80% at the busiest times and on Saturdays it was above 80%.

Figure 7 – Witney On-Street Parking, Total Daily Occupancy, October 2015



4.2.5 Within this overall figure there is a wide variation between different roads and different times of year. Some are much more popular than others, depending on their proximity to town centre destinations and other factors. The main conclusions about Witney town centre on-street parking are:

- Church Green is usually between 70% and 90% occupied
- Market Square gets full on a Saturday and over 90% on weekdays
- High Street was busy in October but less so in the February and July surveys
- Corn Street gets close to capacity on Saturdays but has some spare capacity on weekdays
- The Leys reaches full capacity on most days
- Holloway Road is full most of the time



Combined Parking Occupancy

4.2.6 **Figures 8 and 9** show the usage of public car parks in Witney town centre on a typical weekday and Saturday. It shows the number of spaces occupied and the number that are still available throughout the day in car parks and on-street. They show that there is some spare capacity on a weekday and a severe lack of capacity on a Saturday lunchtime peak. However, the spare capacity may not be in the place that people want to park so it may be necessary to redistribute demand in order to make use of the capacity that exists.

Figure 8 – Witney Combined Weekday Occupancy, October 2015

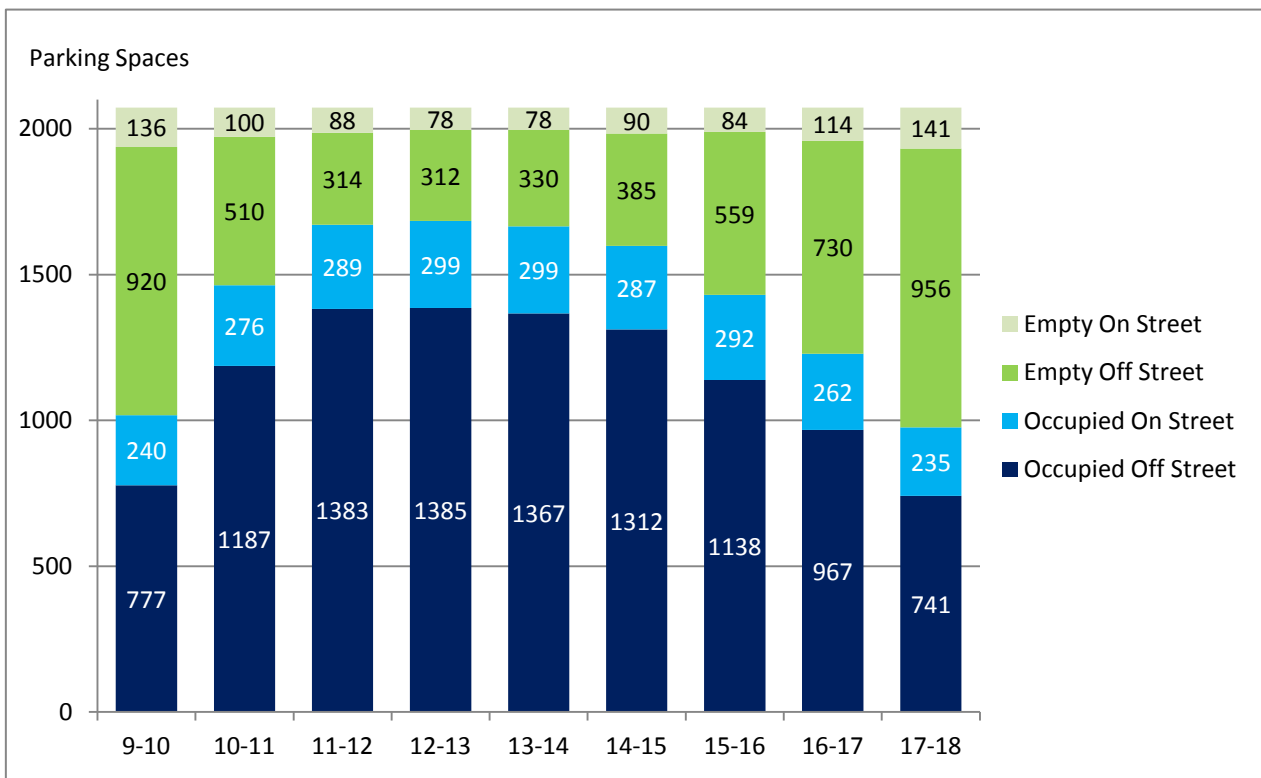
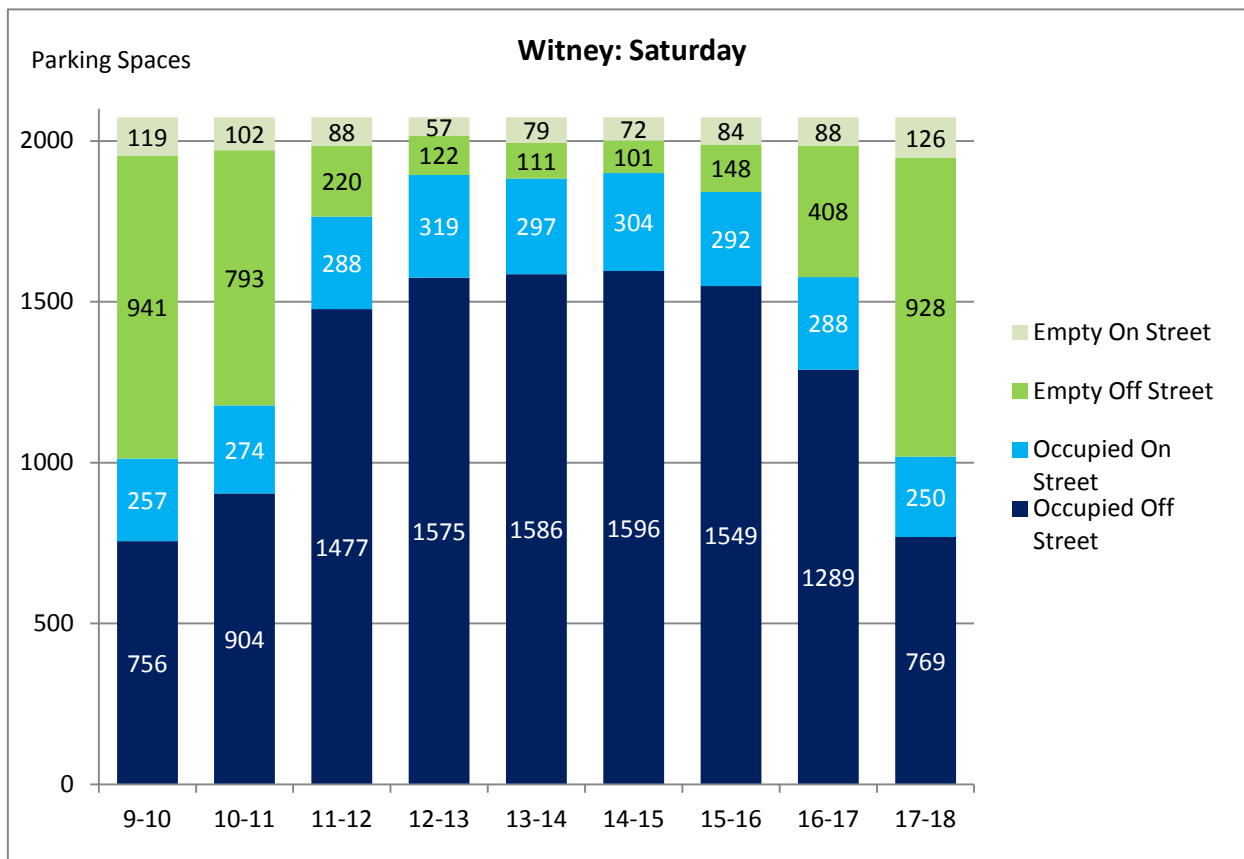




Figure 9 – Witney Combined Saturday Occupancy, October 2015



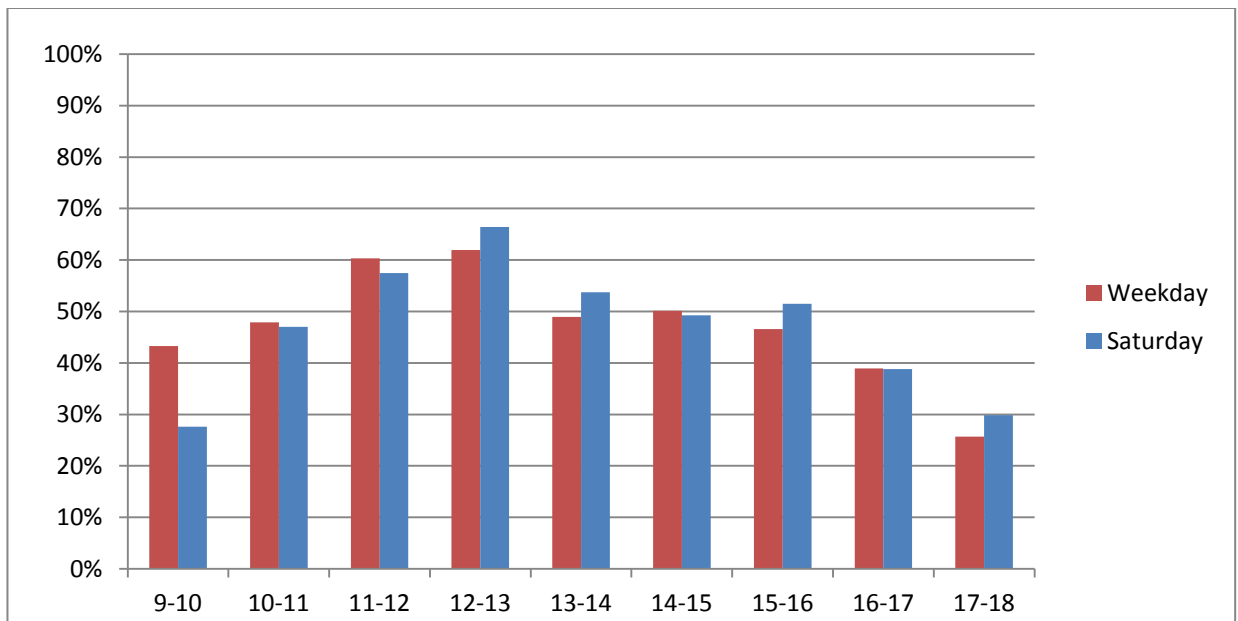


4.3 CARTERTON RESULTS

Off Street Car Parks

4.3.1 **Figure 10** shows the daily occupancy levels in October 2015 across all of the combined car parks in the town centre. This survey was found to have higher levels of occupancy than the ones carried out in July and February. It shows that on weekdays the average occupancy of these car parks was just over 60% and on Saturdays it was slightly higher. This shows that there is plenty of spare parking space in the public car parks in the town centre (occupancy of the supermarket car parks has not been surveyed as part of this study).

Figure 10 – Carterton Off Street Car Parks, Total Daily Occupancy, October 2015



4.3.2 This average contains the two car parks, Alvescot Road and Black Bourton Road. There is little difference between the occupancy levels of the two car parks. More people park in Black Bourton Road but it is a larger car park so the occupancy level is lower than Alvescot Road.

4.3.3 The occupancy was similar in the February survey and lower in July. Thursday was found to be the busiest day of the week in these car parks, due to the weekly market held on that day.

On-Street Parking

4.3.4 There is little on-street parking on the highway in Carterton town centre and no surveys were carried out.

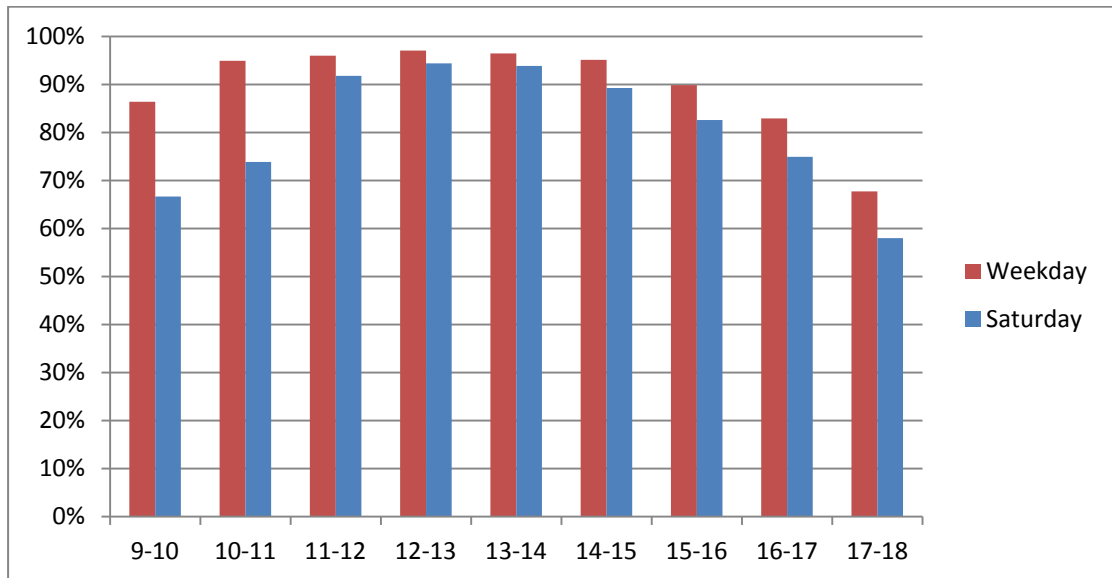


4.4 CHIPPING NORTON RESULTS

Off Street Car Parks

4.4.1 **Figure 11** shows the daily occupancy levels in October 2015 in the two car parks in the town centre. This survey was found to have very similar levels of occupancy as the ones carried out in July and February. It shows that on weekdays the average occupancy of these car parks was very high at over 95% for a long period of the day and on Saturdays it was slightly lower but still very busy.

Figure 11 – Chipping Norton Off Street Car Parks, Total Daily Occupancy, October 2015



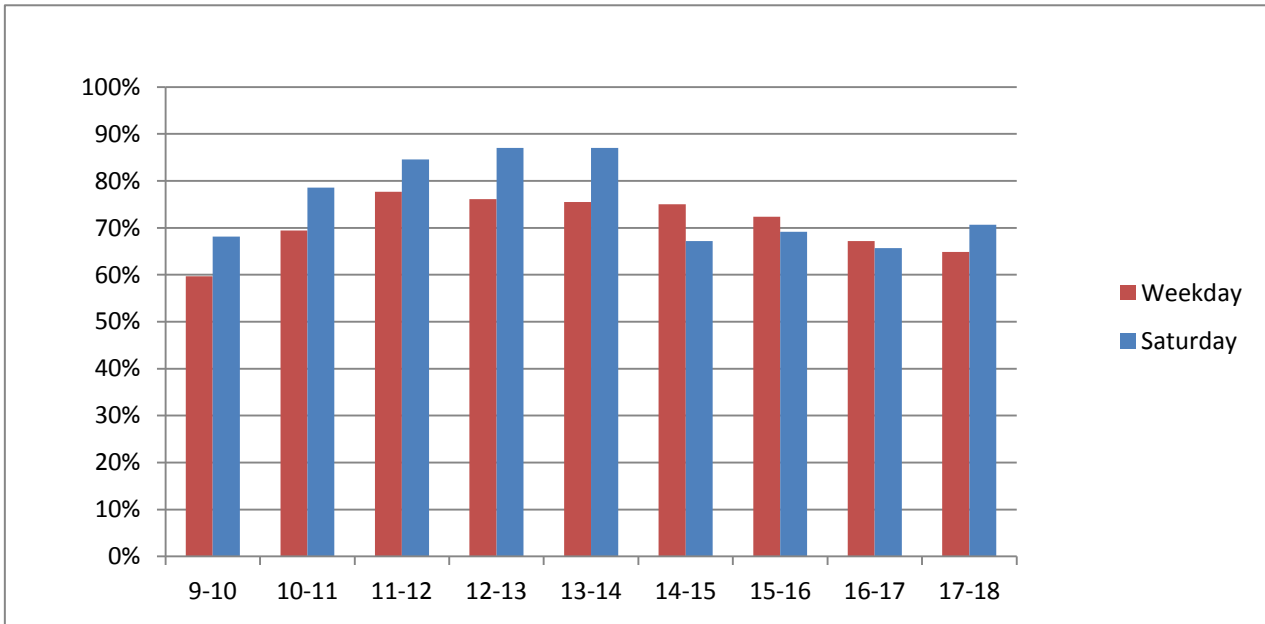
4.4.2 The main conclusion about off-street car parks in Chipping Norton is that the New Street and Albion Street car parks have similar levels of occupancy, i.e. they are both virtually full for the bulk of the day.

On-Street Parking

4.4.3 **Figure 12** shows the daily on-street occupancy levels in July 2015 across all of the surveyed roads. This survey was found to have higher levels of occupancy than the ones carried out in October and February which had unusually low occupancy levels on the Saturday. The number of available spaces was estimated by using road length and actual parking behaviour. It shows that on weekdays the average occupancy of these roads was approaching 75% at the busiest times and on Saturdays it was above 85%.



Figure 12 – Chipping Norton On-Street Parking, Total Daily Occupancy, July 2015



4.4.4 Within this overall figure there is a wide variation between different roads and different times of year. Some are much more popular than others, depending on their proximity to town centre destinations and other factors. The main conclusions about Chipping Norton town centre on-street parking are:

- Topside is full for most of the weekday and Saturday
- Market Place and Square is full for most of the weekday and Saturday midday
- Horsefair is almost full at midday
- The Green has plenty of spare capacity
- New Street gets full at midday but has some spare capacity at other times
- West Street sometimes gets full but most of the time there is space available

Combined Parking Occupancy

4.4.5 **Figures 13 and 14** show the usage of public car parks in Chipping Norton town centre on a typical weekday and Saturday. It shows the number of spaces occupied and the number that are still available throughout the day in car parks and on-street. They show that there is some spare capacity on a weekday and a severe lack of capacity on a Saturday lunchtime peak. However, the spare capacity may not be in the place that people want to park so it may be



necessary to redistribute demand in order to make use of the capacity that exists. Most of the available space is on-street; the off-street car parks are effectively full at busy times.

Figure 13 – Chipping Norton Combined Weekday Occupancy, July 2015

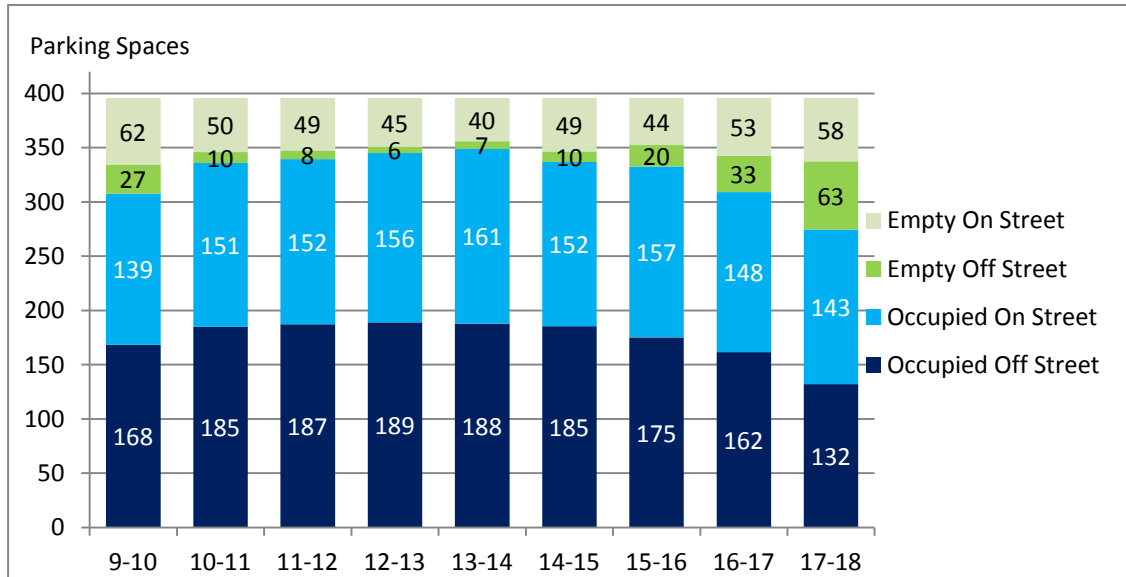
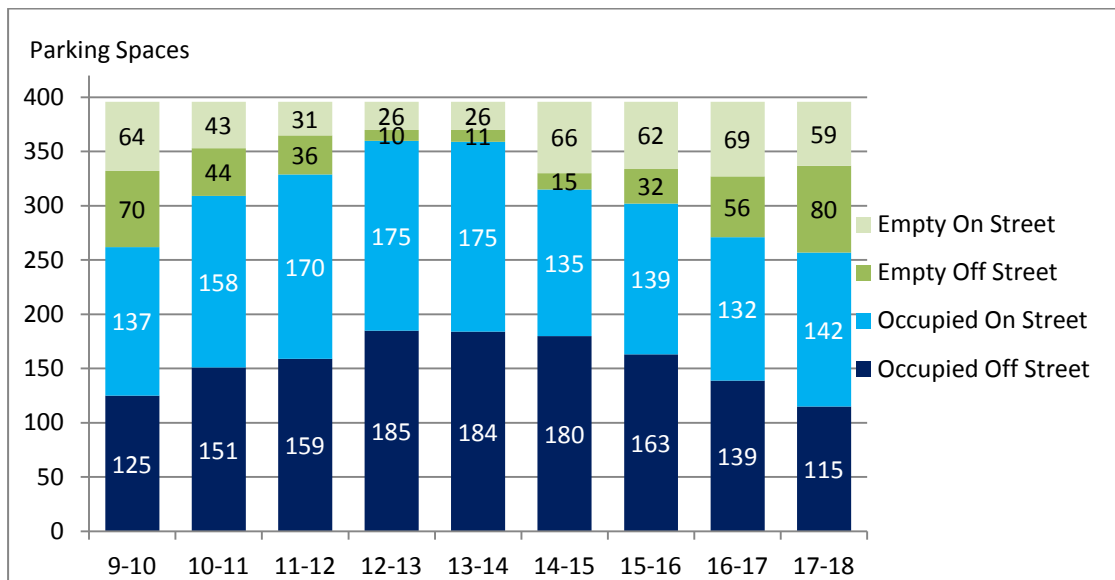


Figure 14 – Chipping Norton Combined Saturday Occupancy, July 2015



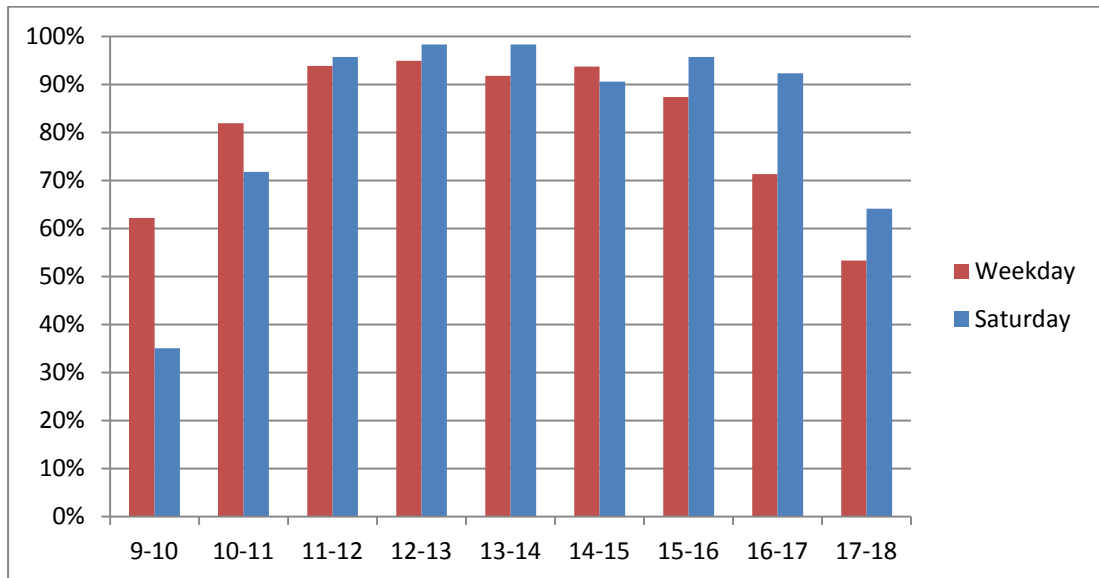


4.5 WOODSTOCK RESULTS

Off Street Car Parks

4.5.1 **Figure 15** shows the daily occupancy levels in October 2015 in the only town centre car park at Hensington Road. There was some variation between the different survey dates but the October one shows the highest levels of occupancy. It shows that on weekdays the average occupancy of this car park was very high at over 90% for a long period of the day and on the Saturday it was even higher at over 95%.

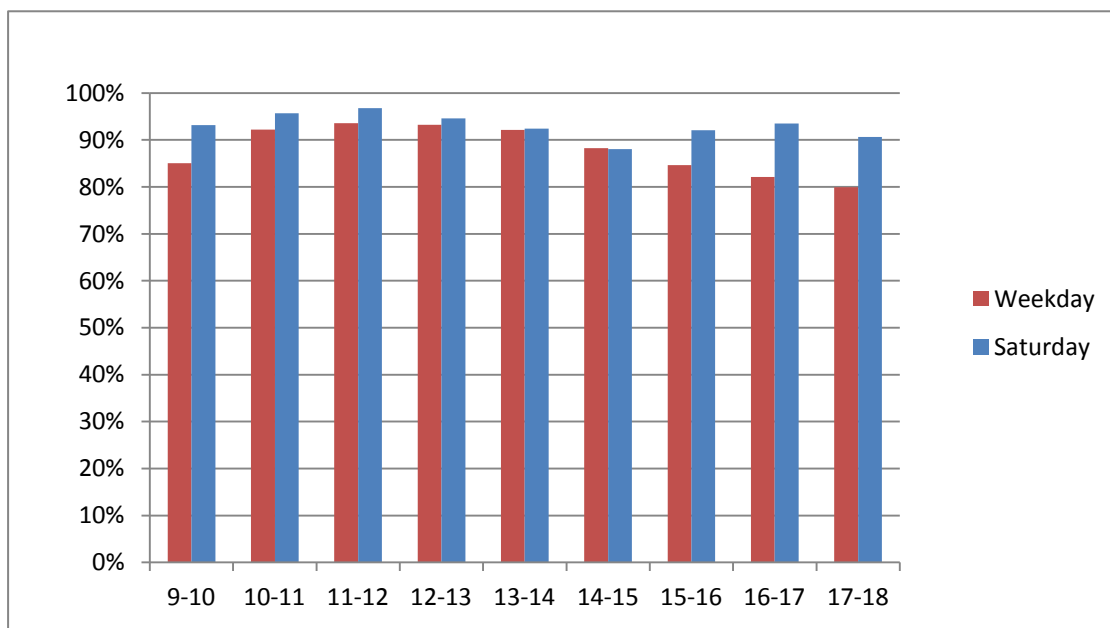
Figure 15 – Woodstock Off Street Car Parks, Total Daily Occupancy, October 2015



On-Street Parking

4.5.2 **Figure 16** shows the daily on-street occupancy levels in October 2015 across all of the surveyed roads. The surveys all showed similarly high levels of occupancy at the different times of year. The number of available spaces was estimated by using road length and actual parking behaviour. It shows that on weekdays the average occupancy of these roads was over 90% for most of the survey period and on Saturdays it was similarly high.

Figure 16 – Woodstock On-Street Parking, Total Daily Occupancy, October 2015



4.5.3 Within this overall figure there is a wide variation between different roads and different times of year. Some are much more popular than others, depending on their proximity to town centre destinations and other factors. The main conclusions about Woodstock town centre on-street parking are:

- Rectory Lane / Park Lane is full every day
- Park Street is virtually full for most of each day
- High Street is full every day
- Market Place and Square is full every day
- Oxford Street is full for most of Saturdays but does have some spaces on weekday afternoons

Combined Parking Occupancy

4.5.4 **Figures 17 and 18** show the usage of public car parks in Woodstock town centre on a typical weekday and Saturday. It shows the number of spaces occupied and the number that are still available throughout the day in car parks and on-street. They show that the majority of parking in the town is done on-street; less than a third of the parked vehicles were in the car park. There is very little spare capacity on a weekday or on Saturday. Most of the available space is on-street; the off-street car park is effectively full for most of the day.



Figure 17 – Woodstock Combined Weekday Occupancy, October 2015

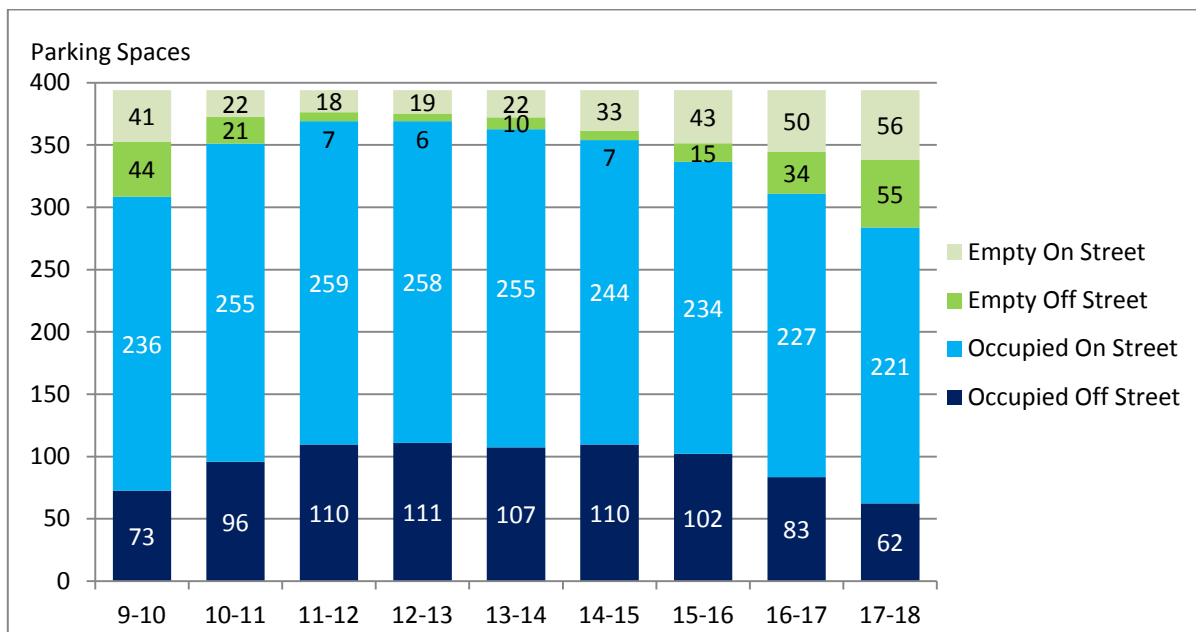
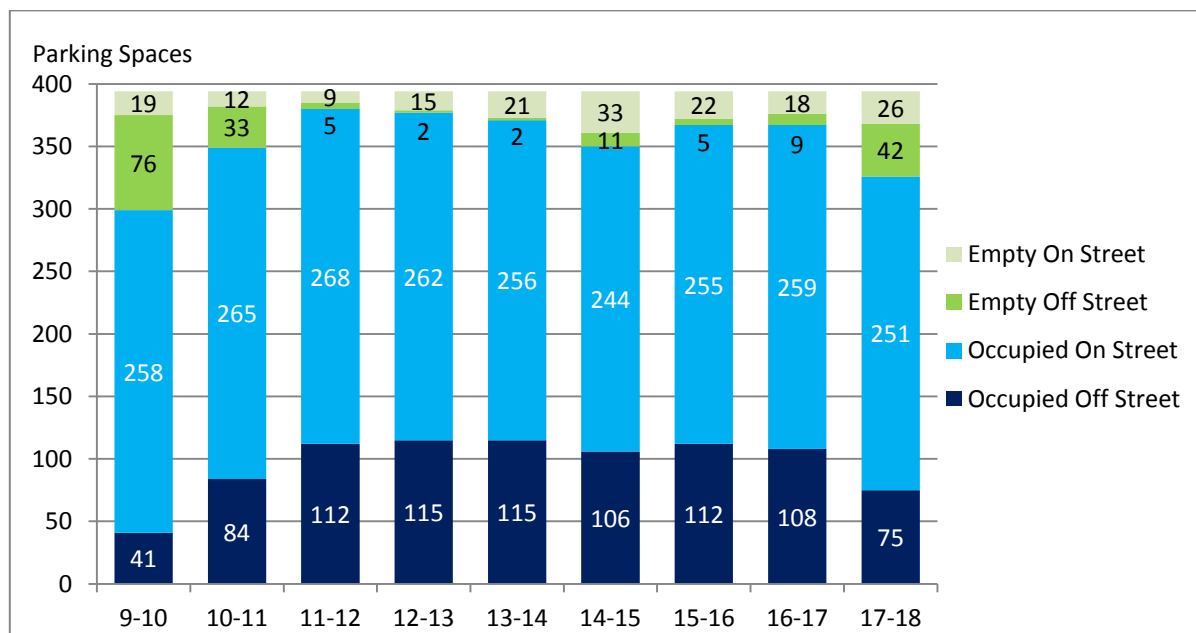


Figure 18 – Woodstock Combined Saturday Occupancy, October 2015



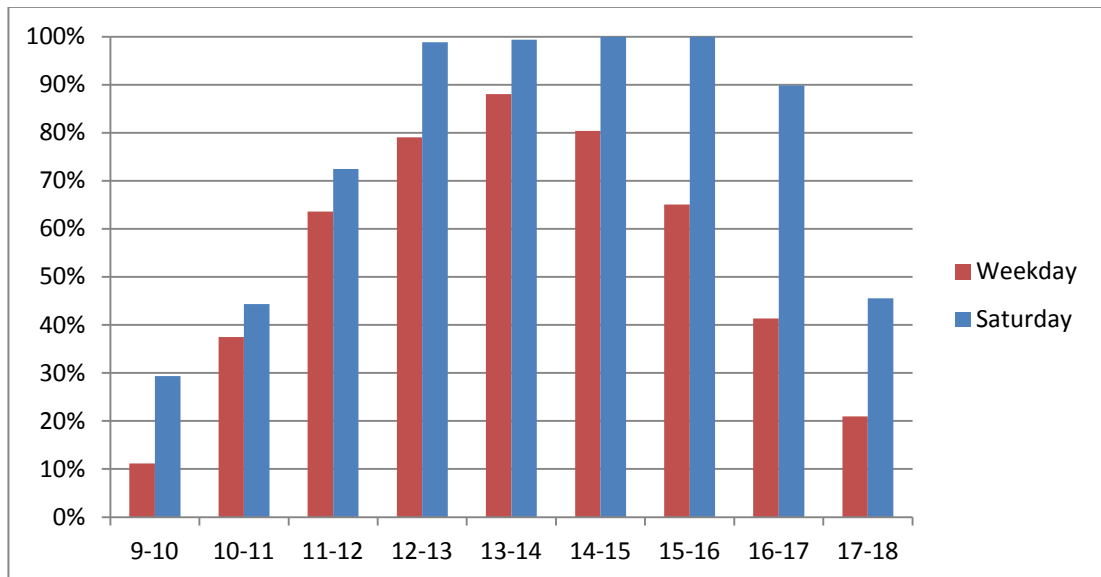


4.6 BURFORD RESULTS

Off Street Car Parks

4.6.1 **Figure 19** shows the daily occupancy levels in October 2015 in the only Burford car park, named Guildenford, with a capacity of 167 spaces. There was some variation between the different survey dates but the October one shows the highest levels of occupancy. It shows that on weekdays the average occupancy of this car park was quite high with a maximum of 85% at midday but was very high, i.e. 100% on Saturday for a long period of the day.

Figure 19 – Burford Off Street Car Park, Total Daily Occupancy, October 2015

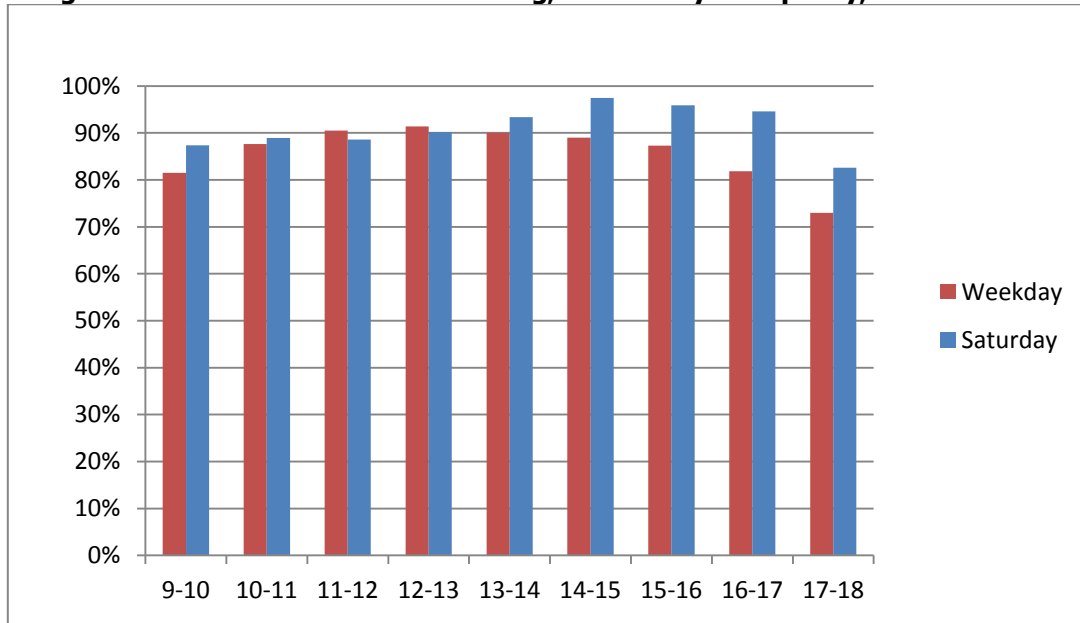


On-Street Parking

4.6.2 **Figure 20** shows the daily on-street occupancy levels in October 2015 across all of the surveyed roads. The surveys all showed similarly high levels of occupancy at the different times of year. The number of available spaces was estimated by using road length and actual parking behaviour. It shows that on weekdays the average occupancy of these roads was up to 90% and on Saturdays it was even higher at over 95% in the afternoon.



Figure 20 – Burford On-Street Parking, Total Daily Occupancy, October 2015



4.6.3 Within this overall figure there is a wide variation between different roads and different times of year. Some are much more popular than others, depending on their proximity to town centre destinations and other factors. The main conclusions about Burford town centre on-street parking are:

- High Street is the main parking area and it is effectively full for most of the day
- Sheep Street and Priory Lane are also full for most of the day
- Parking takes place on various other roads in the town and these get full at various times of the week but there is some spare space

Combined Parking Occupancy

4.6.4 **Figures 21 and 22** show the usage of public car parks in Burford town centre on a typical weekday and Saturday. It shows the number of spaces occupied and the number that are still available throughout the day in car parks and on-street. There is a small amount of capacity on weekdays but zero spare capacity on a Saturday afternoon.



Figure 21 – Burford Combined Weekday Occupancy, October 2015

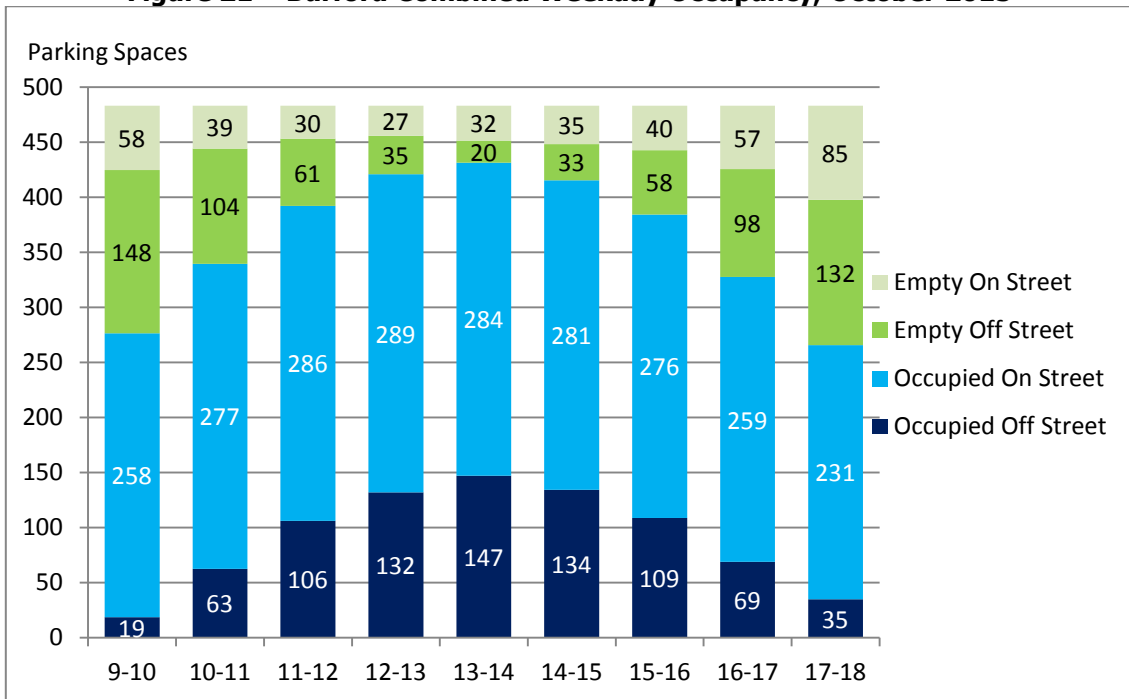
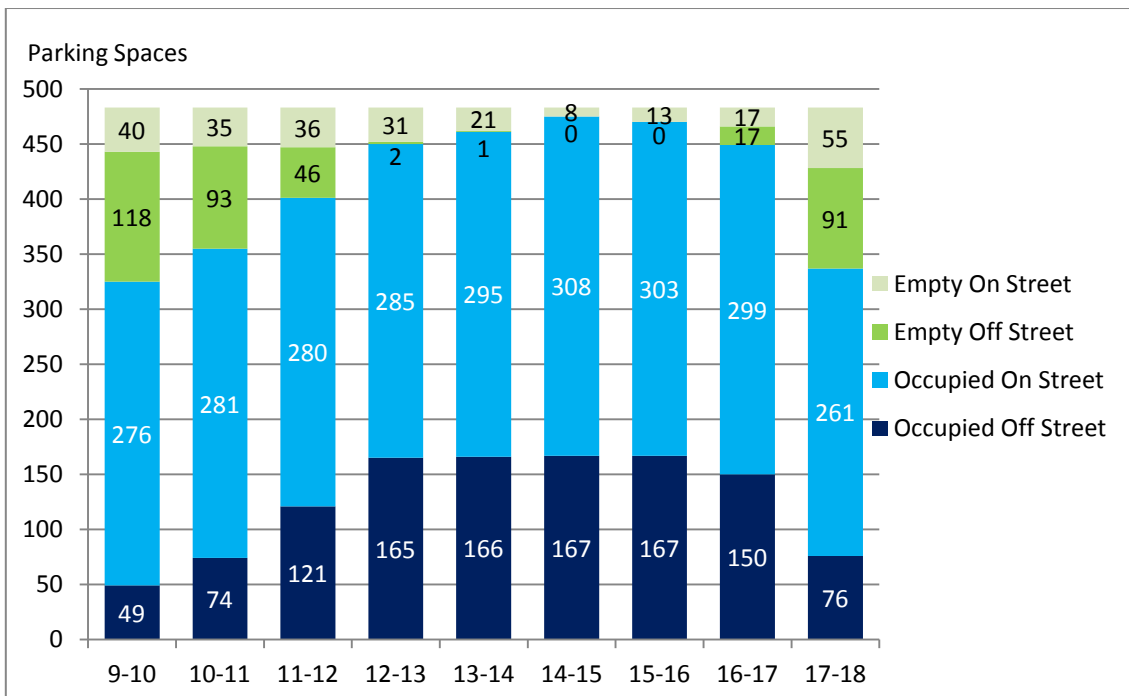


Figure 22 – Burford Combined Saturday Occupancy, October 2015





4.7 VILLAGES WITH RAILWAY STATIONS

4.7.1 An assessment of parking at villages with railway stations was carried out in response to issues raised by stakeholders during the consultation process. Site visits were carried out on a typical weekday in September 2016 to obtain a snapshot of car park use at the stations at Long Hanborough, Charlbury and Kingham. The observed occupancy (excluding disabled parking spaces) is presented in **Table 12:**

Table 12 – Parking at Railway Stations, 27 September, 2016

Car Park	No. of Standard Parking Spaces	No. of Occupied Spaces at Midday	Occupancy %
Long Hanborough	206	185	90%
Charlbury	188	188	100%
Kingham	242	169	70%

4.7.2 These were surveys carried out on a single day so should be treated with some caution, but some broad conclusions can be drawn from the data.

4.7.3 It would appear that parking space is severely constrained at Charlbury and it is likely that some commuters park in the village and walk to the station. Some efforts have been made to prevent this on the nearest streets to the station by installing midday restrictions. Further surveys would be required to understand the location and quantity of commuter parking in the village.

4.7.4 Long Hanborough station was also busy, but not full. It is possible that the car park does fill up on very busy days, although some of the spaces in the car park do not look very well used. The streets surrounding the station have parking restrictions so an overspill on to adjacent streets is unlikely. More intensive surveys would identify whether commuter parking is taking place in the village.

4.7.5 The resident permit parking area was virtually empty at the time of the site visit but clearly this will get busier in the evening when residents return home. No rail commuters were observed parking in this area.



4.7.6 Kingham station has the largest car park and the lowest level of occupancy. It is unlikely that there is any commuter parking on the streets surrounding the station or in the village.

4.8 SURVEY RESULTS SUMMARY

4.8.1 This section has presented the results of the occupancy surveys that have been carried out in 2015 and 2016. The main conclusions that can be drawn from this data are:

- **Witney** has very little spare capacity on Saturdays but there is a limited amount of space in the Woolgate and Marriotts Walk car parks during the weekdays
- **Carterton** has plenty of spare capacity in the off-street car parks but very little in the one on-street parking area that was surveyed
- **Chipping Norton** has very little spare capacity in the off-street car parks but there is some spare capacity on some streets that are more distant from the town centre
- **Woodstock** has virtually no spare capacity either on-street or off-street
- **Burford** has virtually no spare capacity either on-street or off-street
- **Charlbury Station** car park is at capacity and it is likely that rail users are parking on-street in the village
- **Long Hanborough Station** car park is close to capacity and it is possible that overspill happens at busy times, although there was no evidence of this during the site visit
- **Kingham Station** car park has plenty of spare capacity and there is unlikely to be any overspill of parking



5 STAKEHOLDER WORKSHOPS

5.1 INTRODUCTION

5.1.1 Four workshops were held during April 2016 to seek the views of local stakeholders. Each workshop was focussed on one of the main towns of Witney, Carterton, Burford, Chipping Norton and Woodstock. A range of stakeholders from each town was invited to attend one of the workshops, including Town Councillors, business representatives, Parish, District and County Councillors along with District and County Council officers. Attendance at the workshops was by invite only and invites were co-ordinated by WODC.

5.1.2 The workshops were held as an open forum although an agenda was circulated at the beginning of each workshop to provide attendees with suggested discussion points. The agenda was the same for each workshop and a copy is presented in **Appendix B. Table 13** summarises the times of the workshops, the number of invitees and the number of attendees at each workshop. The views of invitees who were unable to attend a workshop but provided comments via email have been taken into account.

Table 13 – Stakeholder Attendees

Group	Date	Number of Attendees (excluding WODC/WYG staff)
Witney	15 th April 2016	6
Woodstock	22 nd April 2016	11
Chipping Norton	22 nd April 2016	5
Carterton	22 nd April 2016	5
Burford	22 nd April 2016	3



5.2 WITNEY FEEDBACK

5.2.1 A summary of the specific parking related points raised at the Witney workshop are summarised below:

Witney Comments

- Some residents find it very difficult to find space to park near to their home. This is especially difficult for elderly residents. This is a particular problem in Corn Street and Church Green, where pavement parking is also a problem. Residents parking schemes or residents exemptions should be considered
- Some people do have off-street parking but choose to park on the road because it is more convenient
- There is a conflict of demand for street parking between residents and business customers/employees
- Some parking restrictions are old and redundant and need to be reviewed now that the A40 has removed some through traffic
- Enforcement of parking restrictions and pavement parking could be increased, particularly around Corn Street
- The parking standards within the town planning system have led to insufficient parking space to meet the demand
- A review of the whole town centre on-street parking restrictions is required rather than individual roads
- Most car parks were thought to be good. Marriotts Way is difficult for some people to negotiate, the lighting could be improved and the doors are difficult for elderly or disabled people and pushchairs
- Very little land available for new car parks although new sites may become available if current uses cease. New multi-storey car parks could be provided on the Woodford Way or on the Woolgate surface car parks but it would need to be well designed to fit in to the town
- New car park and demand will lead to extra traffic so need to understand whether the road network would be able to cope
- New housing development will inevitably generate more demand for parking
- Improved signing to the Cogges Hill Road car park could increase the number of people that use it for town centre trips



- A Park and Ride service was suggested but the costs to run it would be high
- School drop off and pick up is a problem at some schools
- Improved cycle and pedestrian links would help to reduce demand
- People generally like the free parking and think it benefits the town
- The car park variable message signing is unreliable
- Electric charging spaces should be installed
- Parking by blue badge holders and loading vehicles reduces the availability of parking space on some streets (e.g. Langdale Gate)

5.3 WOODSTOCK FEEDBACK

5.3.1 A summary of the specific parking related points raised at the Woodstock workshop are summarised below:

Woodstock Comments

- Enforcement. Many vehicles are parked in limited waiting bays well beyond the time allowed. Residents and business employees park in these spaces blocking the space for visitors and shoppers. Disabled spaces are also used for all day parking. More enforcement of these spaces is required.
- The need for residents and business parking was raised. If spaces are reserved for these users, there may not be many left for other users
- Some people want to remove some of the restrictions or amend them
- Some people park on street and use the bus to Park and Ride into Oxford
- There are not enough spaces in total and there are not many places where more could be provided. The Fire Station / Police / Library site was discussed, as was the Memorial Ground. Options to expand the existing car park should be explored and the cost of a multi-storey should be calculated
- The lack of parking space is damaging the local economy and new businesses are dissuaded from coming
- There is no extra space at Blenheim that could be used for public parking
- The introduction of charges to pay for improvements and extra enforcement was discussed but not strongly supported

5.3.2 Stakeholders submitted documents and studies that have been carried out on parking in Woodstock in the past. This included a questionnaire survey that showed people consider it to



be often difficult to park in the town. Potential solutions were to rationalize the time limits, increase enforcement, resident parking and a time limit in the car park. The Town Council has requested that OCC carry out a consultation exercise to evaluate various parking proposals and that WODC consider the need for resident parking in the town.

5.4 CHIPPING NORTON FEEDBACK

5.4.1 A summary of the specific parking related points raised at the Chipping Norton workshop are summarised below:

Chipping Norton Comments

- The Parking Strategy needs to take account of the new Neighbourhood Plan because it plays an important role in that document
- Changes to parking restrictions were discussed to squeeze some more spaces in
- New Street car park is full by 9.00am with commuter parking so there is no room for visitors and shoppers
- New businesses in town centre are creating more demand
- There is limited scope for new car parks. New Street could be decked to provide approximately 40 new spaces. It is on a slope, so if the bottom half were decked it would not be as intrusive as some multi-stories
- More enforcement of limited waiting is required
- Some of the signing is confusing
- The introduction of charges was discussed to provide some funds for investment but there was no clear agreement on this
- Could residents parking be introduced? Spring Street is one potential location for this

5.5 CARTERTON FEEDBACK

5.5.1 A summary of the specific parking related points raised at the Carterton workshop are summarised below:

Carterton Comments

- More people are now parking in the new Asda 3 hour car park because it is better than the previous supermarket



- There are non-regulatory parking problems in the residential neighbourhoods because not enough parking spaces have been provided. WODC/OCC need to issue some guidance
- There is a town centre masterplan in the pipeline but not sure if this has much impact on parking. It should help to increase demand.
- There is limited scope to provide more off-street parking spaces in the town centre
- The planning system has allowed development that has insufficient parking space
- Loss of bus services will generate more parking demand
- The condition of the parking area in front of the Burford Road shops is very poor and congested
- The internal layout of the Alvescot Road car park is not very easy to use because of the islands, etc. More space could be provided by redesigning it
- Need to consider options of controlling parking and traffic on Wycombe Way

5.6 BURFORD FEEDBACK

5.6.1 A summary of the specific parking related points raised at the Burford workshop are summarised below:

Burford Comments

- There is a lack of parking space in the town
- Existing car park needs to be extended to provide more spaces. The adjacent land is available and an investment by WODC would generate a lot of extra trade for the town. The town relies on tourism and generates a lot of income for the District
- The problems are not caused by residents vehicles
- Access into car park is not ideal but not a major issue
- **Lighting in the car park is not very good. Some people won't use it in the dark**
- Proposed changes to limited waiting in the High Street were not implemented because of objections
- A new car park was proposed on Sheep Street approximately 10 years ago but permission was refused so unlikely to be an option now



6 PUBLIC CONSULTATION

6.1 INTRODUCTION

6.1.1 Public consultation was carried out to gain a better understanding of the existing parking patterns/issues/concerns and the views of the public towards future parking requirements in the study area. A weblink to a parking questionnaire was made available on the WODC website between 8th February and 29 February 2016 and the survey was publicised through the Council website, social media, press release, community newsletter and posters.

6.1.2 Questions were broken down by study area location and respondents were able to answer questions on as many areas as they liked. 2,681 people completed the questionnaire and the detailed results are presented **Appendix C**.

6.1.3 Respondents were asked to identify which car park they used most often and to make comments about that car park. They were also asked to identify a second car park which they used and comment about that and 26% of people gave feedback on more than one car park. The number of responses relating to different car parks is presented in **Table 14**.

Table 14 – Consultees Usage of Car Parks

Car Park	Most Days	1-3 times a week	Most weekends
Burford - Guildenford	24	47	28
Carterton - Alvescot Road	35	171	55
Carterton - Black Bourton	76	242	126
Charlbury - Spendlove Centre	53	103	43
Chipping Norton - Albion Street	25	62	33
Chipping Norton - New Street	26	55	45
Eynsham - Back Lane	13	62	26
Great Tew - The Lane	1	2	7
Long Hanborough - Riely Close	4	36	27



Witney - Marriotts Walk	197	823	475
Witney - Woodford Way	151	392	336
Witney - Woolgate	276	1064	518
Witney - Burwell Drive	61	152	120
Witney - Gordon Way	24	66	81
Woodstock - Hensington Rd	10	62	64

6.2 DISTRICT-WIDE RESULTS

6.2.1 The questions relating to general issues covered the following subjects:

- General condition and satisfaction levels;
- Purposes of the trips made to car parks;
- Enforcement levels of parking restrictions;
- Car parking locations other than Council car parks;
- Volume of parking spaces provided;
- Scope for removal of some parking restrictions;
- The use of public transport;

6.2.2 Overall there is good level of satisfaction with the condition and facilities in the car parks used by Consultees with three times as many responses of **'Good' compared with 'Poor'**.

6.2.3 The most common purpose for the visit to the most commonly used car park is for Shopping (85.9%), with Leisure the second most common (36.6%). Commuting was the main purpose in only 14.7% of trips and resident parking accounted for just 3.6%.

6.2.4 A large proportion of respondents said that there are not enough parking spaces in West Oxfordshire. 63% said that there are not enough Council-owned parking spaces while 30% said the number was adequate. 51% said there are not enough on-street spaces and 21% said there are enough.

6.2.5 People were asked where they park when they don't use a Council car park and the response was that a large proportion of people park on street often or sometimes (68%) while a smaller



number (33%) use private car parks. This highlights that the role of private car parks is important and the need to involve private operators in the overall strategy is required, where feasible.

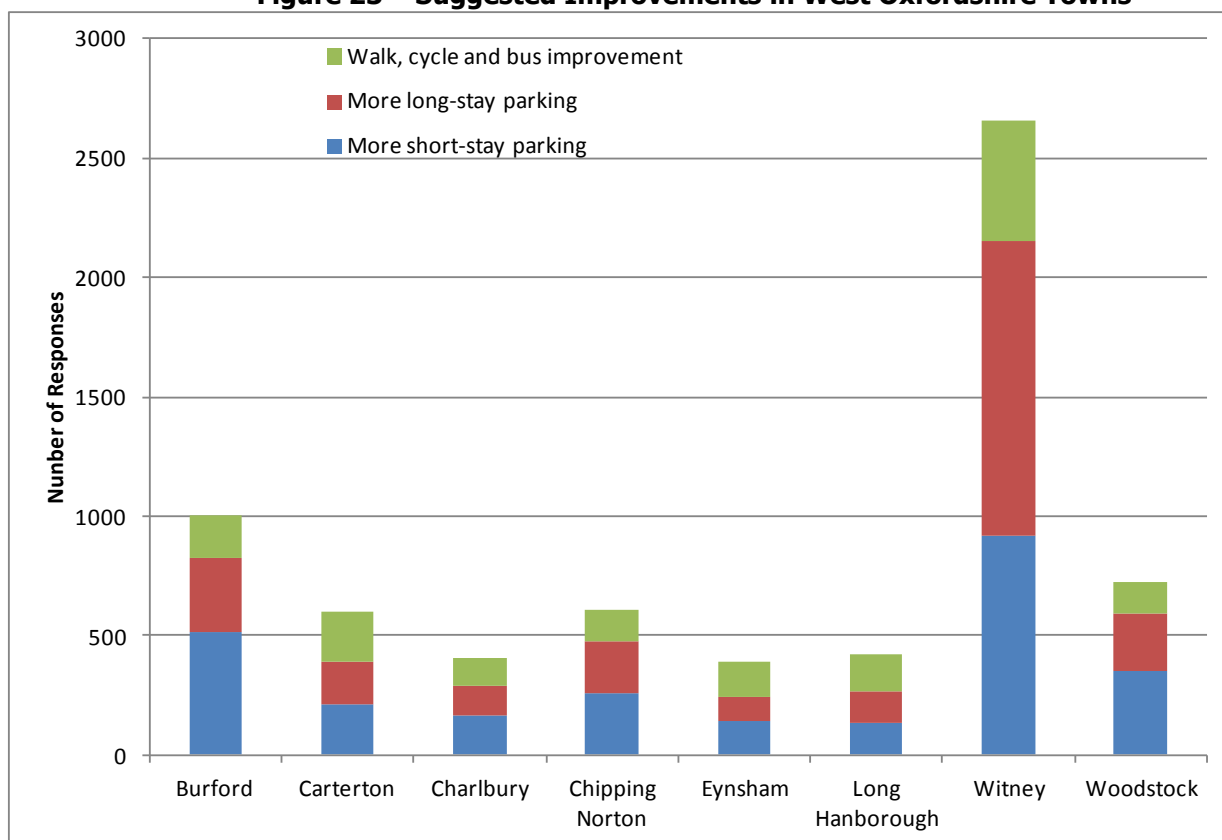
6.2.6 In terms of the level of enforcement of parking restrictions by the Council, just over half the **people said the current level is adequate, 26% said they didn't know and 19% said there** should be more enforcement. Those that said there should be more were asked to expand on the location and time that more enforcement should be carried out and 456 people made suggestions. Most of these specified particular streets while others named towns or provided more general comments.

6.2.7 A large majority of people did not want any parking restrictions removed, with only 9% saying that there are yellow lines that could be removed. These people were given the opportunity to identify the restrictions that they think could be amended or removed and there are 208 detailed comments relating to individual streets or wider areas.

6.2.8 Consultees were asked to suggest what sort of changes would be most appropriate in the different towns in the District. **Figure 23** shows the results (excluding those that answered 'Don't know'):



Figure 23 – Suggested Improvements in West Oxfordshire Towns



6.2.9 **Figure 23** shows that the provision of more parking is considered to be a more popular improvement than the provision of better walking, cycling and public transport facilities. Overall, only 23% of respondents said that public transport should be improved while 77% said more parking is required (people were able to say both are required).

6.2.10 There was some variation between the requirement for additional long and short stay parking spaces. All towns suggested that an increase in the number of short stay spaces is more important than long stay; with the exception of Witney where almost 50% of respondents said that more long stay parking is required, perhaps reflecting the importance of the town as a centre of employment. Woodstock and Burford had the highest demand for an increase in short stay parking, with approximately 50% of respondents suggesting it which may be related to their roles as centres of tourism.

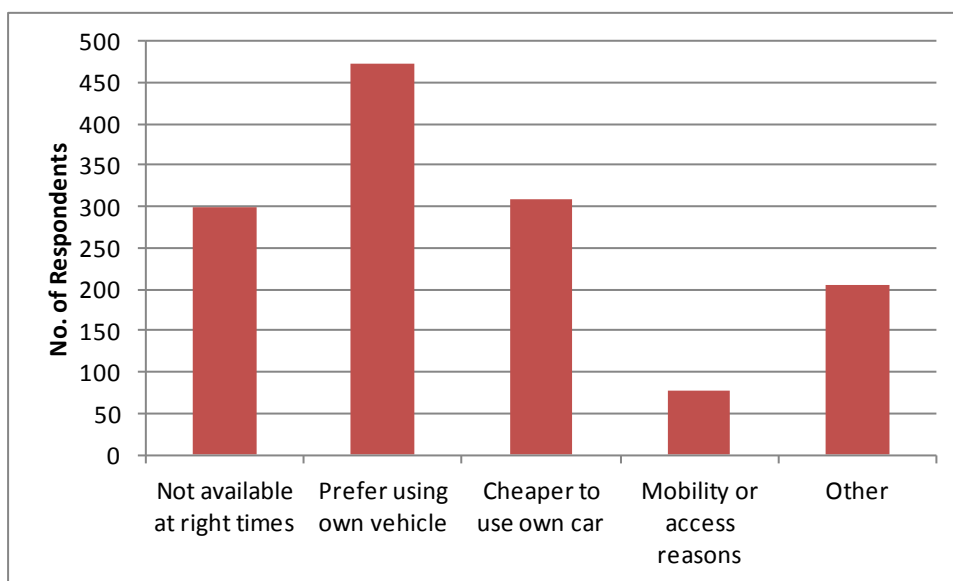
6.2.11 Witney, Woodstock and Burford had very low numbers of people saying that public transport improvements are required (all below 20%) while towns such as Eynsham, Carterton and Long



Hanborough had much larger numbers suggesting public transport improvements (all over 34%) perhaps reflecting the current level of importance of public transport in those towns.

6.2.12 Further questions explored the use and attitude of respondents towards public transport. The results showed that 63% of respondents use public transport and a follow up question asked why the remainder does not use it.

Figure 24 – Reasons for not using Public Transport

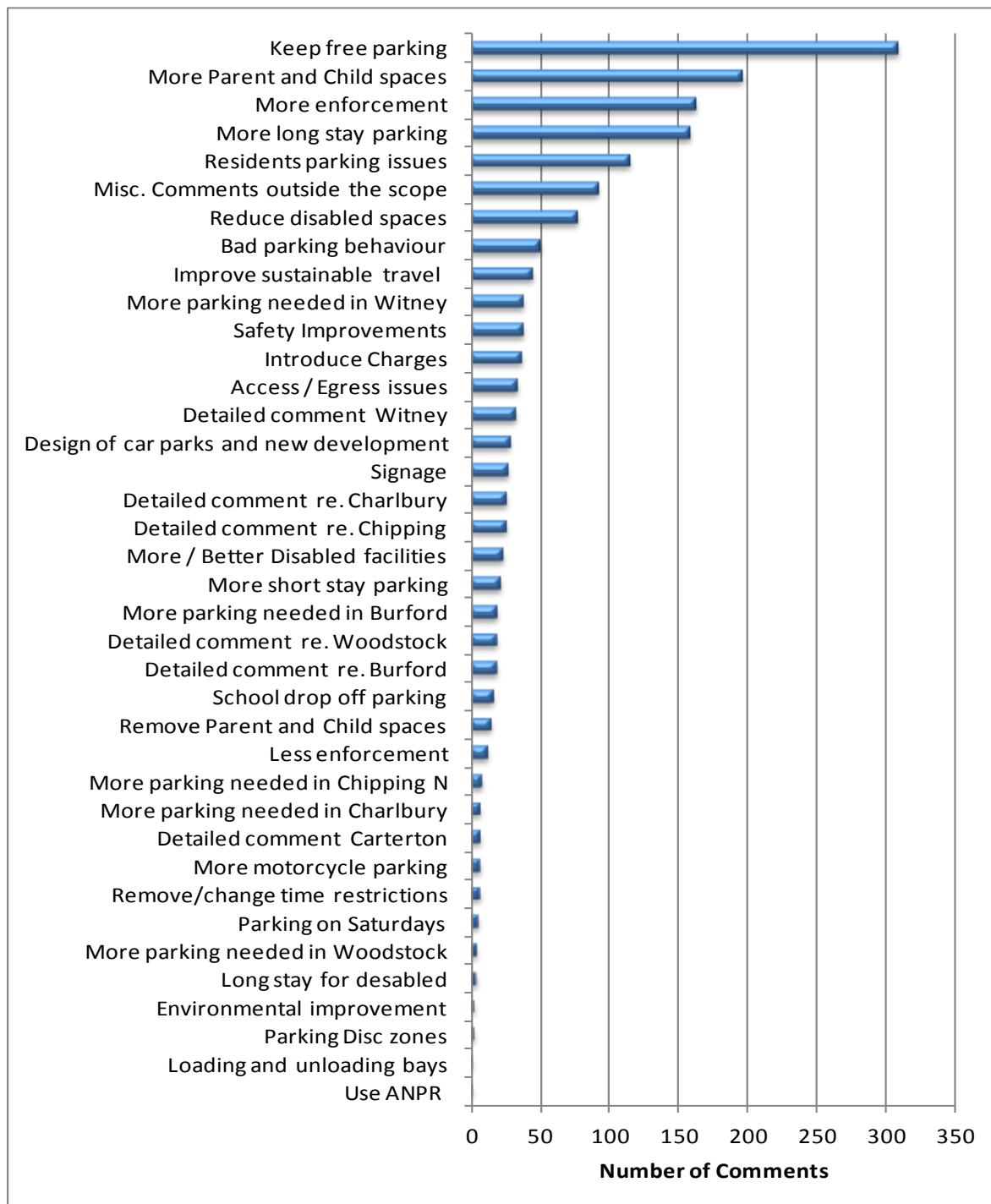


6.2.13 **Figure 24** shows that the most common reason given for not using public transport was a preference for using their own vehicle, followed by the cost and the lack of availability of public transport.

6.2.14 The final question in the survey asked for any general comments about parking in the District. Almost 1,300 people provided a written response to this question, so it has been necessary to summarise the responses into some general issues. **Figure 25** presents a summary of the results into themes.



Figure 25 – Summary of General Questionnaire Comments





6.2.15 **Figure 25** shows that the public places a high value on the free parking; its retention is by far the most common response. The other key issues that come out of these comments is that many people would like to see more parent and child spaces, more enforcement of restrictions, more long stay parking and the introduction of residents parking schemes.

6.2.16 The following section details the specific issues highlighted by respondents in each town:

6.3 WITNEY RESULTS

6.3.1 Overall 2,018 people who responded said that their most commonly used car park was in Witney. Woolgate was the most commonly used with 1,182 of respondents using this as their main car park and a further 163 using it as their second choice car park. 643 park in Marriotts Way, 170 in Woodford Way and 23 in Burwell Drive car parks. The main conclusions were as follows:

Woolgate Car Park Users

- Main purposes are shopping followed by leisure and most people use the car park for 1-3 hours
- High level of satisfaction with the condition of the car park (53% said it was Good)
- Signs, security, lighting all received a high score for satisfaction
- General layout could be improved
- Worst result was for the availability of spaces, only 21% said this was Good
- Overall assessment of car park 38% Good, 56% Adequate, 6% Poor

Marriotts Way Car Park Users

- Main purposes are shopping followed by leisure and most people use the car park for 1-3 hours
- Availability of spaces, signs, security, lighting all received a high score for satisfaction
- Worst result was for the condition of the car park, but even so 50% said this was Good and only 13% said Poor
- Overall assessment of car park was high, 54% Good, 43% Adequate, 3% Poor



Woodford Way Car Park Users

- Main purposes are shopping followed by leisure but other purposes were more common than in the larger Witney car parks
- The length of stay was equally split between 1-3 hours and 5-12 hours during the daytime
- Pedestrian and vehicle signage received a high satisfaction score
- The security, condition and general layout received mainly adequate scores
- Worst result was for the availability of spaces, only 18% said this was Good and 38% said Poor
- Overall assessment of car park was lower, 23% Good, 70% Adequate, 7% Poor

Burwell Drive Car Park Users

- Main purposes is shopping and most people use the car park for less than 1 hour
- The signs, condition and general layout all received an indifferent satisfaction score
- Worst result was for the security and lighting in the car park with 39% rating this as Poor
- Overall assessment of car park was adequate, 30% Good, 56% Adequate and 13% Poor

6.3.2 Some respondents (471 people) also named Witney car parks as their second most common car parks and answered the same questions about that second choice. The results were broadly similar to those for the most commonly used car park, with slightly more Poor scores, perhaps reflecting that this is their second choice of car park.

6.4 CARTERTON RESULTS

6.4.1 Overall 174 people named the car parks in Carterton as the one they use most often with 111 answering questions about Black Bourton Road and 63 about Alvescot Road. The main conclusions were as follows:

Alvescot Road Car Park Users

- Main purposes are shopping and most people use the car park for under 3 hours in the daytime and under 1 hour in the evening
- Good levels of satisfaction with the availability of spaces



- The signs, security, lighting, condition and general layout all received an indifferent satisfaction score
- Overall assessment of car park was satisfactory with scores of 27% Good, 61% Adequate, 12% Poor

Black Bourton Road Car Park Users

- Main purposes are shopping and most people use the car park for under 3 hours in the daytime and under 1 hour in the evening
- Good levels of satisfaction with the availability of spaces and the condition of the car park
- The signs, security, lighting and general layout all received an indifferent satisfaction score
- Overall assessment of car park was satisfactory with scores of 33% Good, 59% Adequate, 8% Poor

6.5 CHIPPING NORTON RESULTS

6.5.1 Overall 116 people named Chipping Norton car parks as the one they use most often with 79 answering about New Street and 37 about Albion Street car parks. The main conclusions were as follows:

Albion Street Car Park Users

- Main purposes are shopping followed by work/business and the length of stay is quite evenly distributed with a large proportion of long stay parking
- Signs, security, lighting and condition all received an indifferent score for satisfaction
- Worst result was for the availability of spaces with 54% of people saying this was Poor and the general layout is considered to be poor as well, with 49% Poor
- Overall assessment of car park was quite low with scores of 22% Good, 46% Adequate, 32% Poor

New Street Car Park Users

- Main purposes are shopping followed by work/business and residents parking. The most common length of stay is 1-3 hours but the rest are evenly distributed with a large proportion of long stay parking



- Security, lighting and the condition of the car park all received low scores for satisfaction. Signing and pedestrian access received indifferent scores
- Worst result by a long way was the availability of spaces with 57% of people rating this as Poor
- Overall assessment of car park was average with scores of 11% Good, 71% Adequate, 18% Poor

6.6 WOODSTOCK RESULTS

6.6.1 Overall 41 people named the Woodstock car park as the one they use most often. The main conclusions were as follows:

Hensington Road Car Park Users

- Main purposes are shopping followed by leisure and most people use the car park for 1-3 hours. There was a noticeable amount of overnight parking for 12 hours or more
- Quite good level of satisfaction with the general layout of the car park (only 12% said it was Poor)
- Signs, security, lighting, pedestrian access and condition of the car park all received a low score for satisfaction
- Worst result was for the availability of spaces in the car park with 49% of people rating this as Poor
- Overall assessment of car park was quite low with scores of 10% Good, 60% Adequate, 30% Poor

6.7 BURFORD RESULTS

6.7.1 Overall 49 people named the Burford car park as the one they use most often. The main conclusions were as follows:

Guildenford Car Park Users

- Main purposes are 'Other' and analysis of the supporting comments shows that the most common purpose was for Church visits. The most common length of stay is 1-3 hours with a good proportion of 5-12 hours, which presumably includes commuter parking



- Quite good level of satisfaction with the general layout of the car park (with 18% rating it as Poor)
- Signs, security, lighting, pedestrian access and condition of the car park all received a low score for satisfaction
- Worst result was for the availability of spaces in the car park with 55% of people rating this as Poor
- Overall assessment of car park was low with scores of 11% Good, 47% Adequate, 42% Poor

6.8 CHARLBURY RESULTS

6.8.1 Overall 79 people named the Spendlove Centre car park as the one they use most often. The main conclusions were as follows:

Spendlove Centre Car Park Users

- Main purposes are shopping and most people use the car park for under 1 hour
- Signs, security, lighting, pedestrian access and the general layout of the car park all received a low score for satisfaction
- Worst results were for the condition of the car park and the availability of spaces with only 9% and 10% of people rating these as Good respectively
- Overall assessment of car park was quite low with scores of 10% Good, 60% Adequate, 30% Poor



7 FUTURE PARKING ASSESSMENT

7.1 INTRODUCTION

7.1.1 An assessment of future parking demand has been undertaken up to 2031 to take into consideration future growth outlined in the planning policy documents summarised in **Chapter 2**. All calculations relating to future parking demand are presented in **Appendix D**.

7.1.2 Parking demand is based on a number of factors which mean estimating future parking demand is not a straightforward exercise. Future parking demand is influenced by factors such as:

- Availability of parking – if parking is plentiful, people are more likely to drive to an area. If parking is in short supply, drivers may travel by an alternative mode or may even be discouraged from visiting an area altogether. Any latent demand in such instances will be unknown.
- Sustainable travel options – if attractive alternatives to the private car are available, people are more likely to travel by alternative modes to the private car. This could reduce parking demand.
- Parking charges – if parking charges are considered to be too high, people may be put off from driving to an area. They may choose to travel by an alternative mode or may even be discouraged from visiting an area altogether. This is not a factor in West Oxfordshire as all car parks are free of charge.
- Growth of the internet – an increasing number of everyday tasks can now be undertaken without having to travel. As the internet continues to evolve this will impact upon travel patterns and parking demand.
- Town/village centre offering - catchment area size may increase/decrease over the years as a result of growth/decline of that area or of competing areas. This will have implications for parking demand in an area.
- Population growth – as population increases, demand for goods and services will increase. These people will be free to travel where they like and will not necessarily choose their closest destination (see previous bullet point).
- Traffic congestion – there is a limit to the amount of traffic that can travel through a road network and it would be wrong to provide so much parking space that it leads to unsustainable traffic growth.



7.1.3 The figures for increased parking capacity relate to the life of the Local Plan. This means that these are the total additional spaces required by 2031. Provision can therefore be phased over the next 15 years as new developments are constructed and parking demand gradually increases.

7.2 METHODOLOGY

7.2.1 In order to estimate the future parking demand in each of the study areas, the existing occupancy levels have been factored up using TEMPro growth factors. TEMPro is a software program approved by the Department for Transport as being suitable for estimating growth in traffic and is based on an assumed level of future development across the particular TEMPro area. The TEMPro based approach has been used for all of the study area locations. A new version of TEMPro has recently been issued (Version 7.0) that provides an up to date forecast of expected growth in different areas of the District.

7.2.2 Growth factors have been obtained for each of the study area locations and applied to the parking occupancy data presented earlier in this report in order to provide an estimate of future parking demand.

7.2.3 It is acknowledged that whilst TEMPro provides a good basis for estimating growth across the whole District, it may not necessarily reflect the location of growth as identified in the emerging Local Plan. The parking demand associated with these growth areas is difficult to forecast. Transport Assessments have been prepared for many developments in the District but these do not provide details of public parking demand throughout the day for the study area locations. The TEMPro growth factors forecasting the level of growth are shown in **Table 15**.

Table 15 – TEMPro Growth Forecasts

Location	Forecast Traffic Growth 2016 - 2031	
	Average Weekday	Saturday
West Oxfordshire District	19.1%	19.7%
Witney	19.2%	19.5%
Carterton	17.3%	17.5%
Chipping Norton	20.4%	21.0%
Burford	21.1%	21.5%
Woodstock	20.0%	20.9%



- 7.2.4 The TEMPRO growth factors are similar for each of the study area locations. The growth factors have been compared with the housing growth targets for West Oxfordshire (see Chapter 2). Based on the number of households being 46,949 at the time of the 2011 Census, the completions between 2011 and 2016 of 1,464 and a target for 15,016 new homes between 2016 and 2031, this represents a 31% increase in housing over the period between 2016 and 2031 (approximately 2.1% per year). TEMPPro factors of circa 21% for the period 2016 to 2031 (1.4% per year) are somewhat lower than the housing growth targets for the District as a whole, possibly reflecting the lower level of actual completions that have been achieved in recent years rather than the Local Plan targets. On this basis TEMPRO growth factors are considered to be a sound basis for estimating future parking demand.
- 7.2.5 At this stage no further increase in demand has been made to account for individual developments, including any increase in retail expansion in the town centres. Increasing demand beyond TEMPPro in order to represent individual developments could result in an over-estimate of future parking demand and an over-provision of parking which would be against current transport policy to encourage sustainable travel. The future parking demand forecasts would need to be updated in light of any development proposals that are approved.
- 7.2.6 It is important to recognise that the calculations of future demand show some parking locations to be over 100% occupied. In practice if a car park or street is fully occupied, vehicles will be displaced to another car park or will park on-street (perhaps in an area where on-street parking may not be desirable).
- 7.2.7 The forecasts also exclude privately operated car parks, including the supermarkets. This is an area of uncertainty because current usage data has not been collected, but it is assumed that supermarkets will provide parking for their own customers and not rely significantly on public car parks (with the exception of Waitrose and the Woolgate car park).
- 7.2.8 **The approach estimates future parking demand based on 'typical' periods of the year rather than peak periods such as Christmas.** It would be inappropriate to assess demand and present recommendations for the peak periods of the year because this is likely to result in an over-provision of parking spaces during the rest of the year. An over-provision of parking spaces would be against current transport policy aimed at encouraging sustainable travel.



7.3 WITNEY FUTURE PARKING DEMAND

- 7.3.1 During the period between 2015 and 2031 there are a number of likely changes in Witney that need to be taken into account when considering future parking demand. The target is to construct 4,587 new homes in the sub-area (2016-31), a 31% increase and increase the number of jobs in the town.
- 7.3.2 An estimate of future parking demand in Witney based on TEMPro growth factors is presented in **Tables 16 to 19**. Future occupancy levels have been estimated by applying the growth factors to 2015/2016 occupancy levels recorded in the parking beat surveys.
- 7.3.3 The occupancies are colour-coded with a red-amber-green rating to help show where car parks are at or approaching full capacity. Green numbers indicate that occupancy is below the CIHT recommended threshold of 85% occupancy, amber numbers indicate occupancies between 85% and 100% where users are likely to find it increasingly difficult to find a parking space and red numbers indicates where a car park is likely to be full.
- 7.3.4 The tables show that the forecast growth in demand will push many car parks to or over capacity. The only car park that would retain any empty spaces at the busiest times would be Marriotts Walk. The total occupancy across all car parks would reach 99% on weekdays and 112% on Saturday.
- 7.3.5 It is a similar situation with regards to on-street parking, where there are likely to be little or no vacant parking spaces by 2031. Corn Street may have some available spaces but other streets would be over capacity and there would likely be some displacement to the less busy streets and all the spare spaces would be occupied.
- 7.3.6 To bring the overall car park occupancy down to a threshold of 85% the town would require the addition of approximately **530** parking spaces by 2031 (worst case demand $1,895 \div 0.85 = 2,229$ spaces required). If on-street parking occupancy is also to be reduced to 85% occupancy, it would require an additional **70** parking spaces, presumably to be provided off street because more on-street spaces would be difficult to provide.
- 7.3.7 The impact of this increase on traffic congestion will need to be assessed in detail to make sure there is adequate capacity for these users to reach the car parks without excess delay.

Total additional requirement = approximately 600 new off-street parking spaces.



Table 16 – Witney Future Off-Street Parking Demand – 2031 Weekday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Marriotts Walk 1-4 (3Hr)	263	36%	72%	90%	92%	90%	87%	78%	65%	49%
Marriotts Walk 5-6 (5 hr)	152	13%	36%	61%	75%	78%	76%	59%	36%	24%
Marriotts Walk 7-8 (9hr)	151	84%	110%	114%	115%	114%	112%	90%	72%	51%
Woodford Way	263	118%	119%	119%	119%	119%	119%	115%	99%	80%
Woolgate	780	40%	80%	98%	95%	93%	86%	73%	63%	44%
Windrush Leisure Centre	88	78%	91%	101%	102%	102%	98%	80%	86%	106%
Total	1697	55%	84%	98%	99%	98%	94%	81%	69%	53%

Table 17 – Witney Future Off-Street Parking Demand – 2031 Saturday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Marriotts Walk 1-4 (3Hr)	263	24%	70%	114%	119%	118%	119%	119%	105%	81%
Marriotts Walk 5-6 (5 hr)	152	4%	22%	64%	116%	116%	111%	103%	69%	28%
Marriotts Walk 7-8 (9hr)	151	9%	17%	25%	52%	72%	82%	69%	43%	19%
Woodford Way	263	86%	110%	119%	119%	119%	119%	118%	100%	78%
Woolgate	780	63%	57%	117%	118%	118%	118%	117%	99%	49%
Windrush Leisure Centre	88	115%	117%	118%	91%	76%	81%	62%	65%	53%
Total	1697	53%	64%	104%	111%	112%	112%	109%	91%	54%



Table 18 – Witney Future On-Street Parking Demand – 2031 Weekday (%)

Street	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
The Leys	70	55%	79%	88%	94%	94%	93%	92%	69%	54%
Church Green	98	91%	93%	98%	100%	98%	94%	98%	89%	77%
Market Square	50	92%	102%	98%	98%	103%	98%	93%	89%	85%
High Street	31	61%	85%	94%	95%	100%	87%	69%	88%	60%
Corn Street	85	67%	76%	78%	84%	84%	81%	87%	72%	77%
The Croft	4	60%	66%	60%	48%	54%	77%	95%	54%	48%
Holloway Road	23	114%	116%	116%	115%	110%	108%	110%	107%	110%
Farm Mill Lane	15	84%	78%	79%	87%	76%	79%	91%	73%	72%
Total	376	77%	88%	91%	95%	94%	91%	92%	81%	74%

Table 19 – Witney Future On-Street Parking Demand – 2031 Saturday (%)

Street	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
The Leys	70	63%	72%	80%	79%	65%	60%	70%	65%	43%
Church Green	98	76%	83%	83%	95%	91%	93%	95%	90%	82%
Market Square	50	100%	112%	112%	119%	105%	112%	103%	108%	100%
High Street	31	73%	77%	104%	108%	104%	108%	81%	69%	54%
Corn Street	85	89%	87%	87%	110%	107%	111%	97%	101%	90%
The Croft	4	60%	90%	60%	90%	60%	90%	90%	90%	60%
Holloway Road	23	94%	94%	109%	109%	109%	114%	114%	119%	119%
Farm Mill Lane	15	112%	112%	112%	119%	112%	112%	119%	119%	104%
Total	376	82%	87%	92%	101%	94%	97%	93%	92%	79%



7.4 CARTERTON FUTURE PARKING DEMAND

7.4.1 During the period between 2015 and 2031 there are a number of likely changes in Carterton that need to be taken into account when considering future parking demand. These are summarised as follows:

- The target is to construct 2,534 new homes in the sub-area (2016-31), a 25% increase and to increase the number of jobs in the town.
- The town centre Masterplan will be implemented that is likely to lead to an increase in demand for parking through land use development and public realm improvements. The Masterplan also includes changes to the existing car parks.

7.4.2 An estimate of future parking demand in Carterton based on TEMPro growth factors is presented in **Tables 20 to 21**. Future occupancy levels have been estimated by applying the growth factors to the 2015/2016 occupancy levels recorded in the parking beat surveys.

7.4.3 The tables show that there is adequate capacity to cope with the forecast growth in demand. Total occupancy across all car parks would reach 73% on weekdays and 78% on Saturday.

7.4.4 **No new parking spaces are required in the town to meet forecast demand.**



Table 20 – Carterton Future Off-Street Parking Demand – 2031 Weekday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Alvescot Road	39	68%	80%	88%	87%	67%	66%	61%	54%	32%
Black Bourton Road	95	44%	46%	63%	67%	53%	56%	52%	42%	29%
Total	134	51%	56%	71%	73%	57%	59%	55%	46%	30%

Table 21 – Carterton Future Off-Street Parking Demand – 2031 Saturday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Alvescot Road	39	60%	63%	78%	96%	72%	75%	66%	27%	15%
Black Bourton Road	95	21%	52%	63%	70%	59%	51%	58%	53%	43%
Total	134	32%	55%	68%	78%	63%	58%	60%	46%	35%



7.5 CHIPPING NORTON FUTURE PARKING DEMAND

7.5.1 During the period between 2015 and 2031 there are likely changes in Chipping Norton that need to be taken into account when considering future parking demand. The target is to construct 2,073 new homes in the sub-area (2016-31), a 36% increase and to increase the number of jobs in the town.

7.5.2 An estimate of future parking demand in Chipping Norton based on TEMPro growth factors is presented in **Tables 22 to 25**. Future occupancy levels have been estimated by applying the growth factors to 2015/2016 occupancy levels recorded in the parking beat surveys. The tables show that the forecast growth in demand will push the car parks further over capacity by 2031. The total occupancy across all car parks would reach 117% on weekdays and 114% on Saturday.

7.5.3 It is a similar situation with regards to on-street parking, where there will be no vacant parking spaces by 2031. There may be pockets of vacant parking space but there would also be overspill from other streets that would take up these spaces, particularly on Saturday.

7.5.4 The car parks are at capacity already, as are many of the on-street parking areas, so it is possible that there is latent demand that is currently being suppressed because of a lack of parking space. Occupancy of parking spaces cannot be greater than 100%, but demand can be. Therefore the future demand may be even higher than forecast because if more parking spaces are provided the suppressed demand may return. It is not possible to quantify the effect of suppressed demand but it means that there is a risk that the forecasts are an underestimate of future demand.

7.5.5 To bring the overall car park occupancy down to a threshold of 85% the town would require the addition of approximately **70** parking spaces by 2031 (worst case demand $228 \div 0.85 = 268$ spaces required). If on-street parking occupancy is also to be reduced to 85% occupancy, it would require an additional **50** parking spaces, presumably to be provided off street because more on-street spaces would be difficult to provide.

7.5.6 The impact on the traffic congestion would need to be assessed in detail to make sure there is adequate capacity for these users to reach the car parks without excessive delay.

Total additional requirement = approximately 120 new off-street parking spaces.



Table 22 – Chipping Norton Future Off-Street Parking Demand – 2031 Weekday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Albion Street	54	108%	114%	115%	115%	114%	109%	106%	102%	94%
New Street	141	102%	114%	116%	118%	117%	116%	109%	99%	77%
Total	195	104%	114%	116%	117%	116%	114%	108%	100%	81%

Table 23 – Chipping Norton Future Off-Street Parking Demand – 2031 Saturday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Albion Street	54	101%	103%	121%	121%	121%	114%	99%	92%	83%
New Street	141	73%	84%	107%	112%	111%	106%	100%	90%	65%
Total	195	81%	89%	111%	114%	114%	108%	100%	91%	70%



Table 24 – Chipping Norton Future On-Street Parking Demand – 2031 Weekday (%)

Street	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
The Green	17	21%	20%	17%	20%	18%	23%	16%	16%	25%
Topside	55	77%	102%	114%	112%	113%	106%	108%	101%	97%
Market Place & Sq	66	86%	98%	106%	100%	100%	102%	95%	85%	80%
Horsefair	20	83%	88%	95%	100%	100%	107%	104%	100%	101%
West Street	16	59%	59%	75%	66%	72%	68%	69%	65%	51%
Cattle Market	5	43%	63%	82%	72%	77%	96%	82%	58%	43%
Fox Close	6	40%	36%	32%	40%	24%	20%	24%	16%	24%
New Street	16	69%	72%	95%	105%	92%	87%	83%	86%	89%
Total	201	72%	84%	94%	92%	91%	90%	87%	81%	78%

Table 25 – Chipping Norton Future On-Street Parking Demand – 2031 Saturday (%)

Street	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
The Green	17	64%	57%	71%	64%	78%	64%	64%	78%	78%
Topside	55	101%	119%	110%	123%	123%	110%	108%	75%	88%
Market Place & Sq	66	79%	88%	117%	119%	115%	77%	86%	90%	97%
Horsefair	20	91%	103%	115%	115%	109%	79%	97%	103%	103%
West Street	16	91%	83%	76%	60%	98%	53%	38%	45%	45%
Cattle Market	5	24%	73%	97%	73%	48%	48%	24%	24%	0%
Fox Close	6	20%	20%	0%	20%	0%	0%	20%	40%	40%
New Street	16	76%	121%	98%	106%	91%	91%	83%	91%	98%
Total	201	82%	95%	102%	105%	105%	81%	84%	79%	85%



7.6 WOODSTOCK FUTURE PARKING DEMAND

7.6.1 During the period between 2015 and 2031 there are a number of likely changes in Woodstock that need to be taken into account when considering future parking demand. The target is to construct 4,928 new homes in the sub-area (2016-31), a 50% increase, although the large majority of this development is likely to be allocated to Eynsham rather than Woodstock.

7.6.2 An estimate of future parking demand in Woodstock based on TEMPRO growth factors is presented in **Tables 26 to 29**. Future occupancy levels have been estimated by applying the growth factors to 2015/2016 occupancy levels recorded in the parking beat surveys.

7.6.3 The tables show that the forecast growth in demand will push the car park further over capacity by 2031. The total occupancy of the car park would reach 114% on weekdays and 119% on Saturday. It is a similar situation with regards to on-street parking, where there would be excess demand for spaces by 2031 up to 117%.

7.6.4 The car parks and streets are already at capacity, so it is likely that there is latent demand that is currently being suppressed because of a lack of parking space. Occupancy of parking spaces cannot be greater than 100%, but demand can be. Therefore the future demand may be even higher than forecast because if more parking spaces are provided the suppressed demand may return. It is not possible to quantify the effect of suppressed demand but it means that there is a risk that the forecasts are an underestimate of future demand.

7.6.5 To bring the overall car park occupancy down to a threshold of 85% the town would require the addition of approximately **50** parking spaces by 2031 (worst case demand $139 \div 0.85 = 164$ spaces required). If on-street parking occupancy is also to be reduced to 85% occupancy, it would require an additional **100** parking spaces (demand $324 \div 0.85$), presumably to be provided off street because more on-street spaces would be difficult to provide.

Total additional requirement = approximately 150 new off-street parking spaces.



Table 26 - Woodstock Future Off-Street Parking Demand – 2031 Weekday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Hensington Road	117	75%	98%	113%	114%	110%	112%	105%	86%	64%

Table 27 – Woodstock Future Off-Street Parking Demand – 2031 Saturday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Hensington Road	117	42%	87%	116%	119%	119%	110%	116%	112%	77%



Table 28 – Woodstock Future On-Street Parking Demand – 2031 Weekday (%)

Street	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Rectory Ln/Park Ln	42	111%	116%	119%	118%	119%	110%	103%	108%	107%
Park Street	63	99%	109%	111%	113%	112%	107%	108%	98%	96%
High Street	64	111%	116%	116%	117%	114%	110%	107%	102%	100%
Market Place & Sq	39	112%	115%	118%	117%	114%	115%	107%	105%	99%
Oxford Street	60	97%	104%	103%	98%	99%	94%	87%	88%	85%
Browns Lane	9	83%	88%	104%	107%	101%	93%	83%	77%	75%
Total	277	104%	111%	112%	112%	111%	106%	102%	99%	96%

Table 29 – Woodstock Future On-Street Parking Demand – 2031 Saturday (%)

Street	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Rectory Ln/Park Ln	42	121%	121%	121%	107%	104%	121%	115%	118%	112%
Park Street	63	111%	115%	117%	113%	109%	107%	111%	115%	113%
High Street	64	119%	117%	111%	115%	117%	94%	110%	115%	111%
Market Place & Sq	39	115%	121%	121%	118%	112%	99%	112%	112%	99%
Oxford Street	60	99%	107%	117%	117%	113%	115%	113%	109%	111%
Browns Lane	9	121%	121%	121%	121%	121%	94%	94%	94%	94%
Total	277	113%	116%	117%	114%	112%	106%	111%	113%	110%



7.7 BURFORD FUTURE PARKING DEMAND

7.7.1 During the period between 2015 and 2031 there are a number of likely changes in Burford that need to be taken into account when considering future parking demand. The target is to construct 894 new homes in the sub-area (2016-31), an 11% increase, although the large majority of this development is likely to be allocated to Charlbury rather than Burford

7.7.2 An estimate of future parking demand in Burford based on TEMPRO growth factors is presented in **Tables 30 to 33**. Future occupancy levels have been estimated by applying the growth factors to 2015/2016 occupancy levels recorded in the parking beat surveys.

7.7.3 The tables show that the forecast growth in demand will push the car park further over capacity by 2031. The total occupancy of the car park would reach 107% on weekdays and 119% on Saturday. It is a similar situation with regards to on-street parking, where there would be excess demand for spaces by 2031 up to 118%.

7.7.4 The car parks and streets are already at capacity, so it is likely that there is latent demand that is currently being suppressed because of a lack of parking space. Occupancy of parking spaces cannot be greater than 100%, but demand can be. Therefore, the future demand may be even higher than forecast because if more parking spaces are provided the suppressed demand may return. It is not possible to quantify the effect of suppressed demand but it means that there is a risk that the forecasts are an underestimate of future demand.

7.7.5 To bring the overall car park occupancy down to a threshold of 85% the town would require the addition of approximately **70** parking spaces by 2031 (worst case demand $203 \div 0.85 = 239$ spaces required). If on-street parking occupancy is also to be reduced to 85% occupancy, it would require an additional **125** parking spaces (demand $374 \div 0.85 = 440$), presumably to be provided off street because more on-street spaces would be difficult to provide.

Total additional requirement = approximately 200 new off-street parking spaces.



Table 30 - Burford Future Off-Street Parking Demand – 2031 Weekday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Guilkenford	167	14%	45%	77%	96%	107%	97%	79%	50%	25%

Table 31 – Burford Future Off-Street Parking Demand – 2031 Saturday (%)

Car Park	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
Guilkenford	117	42%	87%	116%	119%	119%	110%	116%	112%	77%

Table 32 – Burford Future On-Street Parking Demand – 2031 Weekday (%)

Street	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
High Street	106	99%	110%	113%	117%	116%	114%	110%	109%	95%
Sheep Street	52	110%	112%	115%	115%	115%	115%	110%	106%	97%
Priory Lane	36	106%	116%	118%	116%	116%	108%	113%	94%	89%
Church Lane	13	75%	95%	95%	101%	99%	101%	97%	89%	67%
Guilkenford	23	95%	103%	103%	104%	100%	102%	109%	102%	94%
Witney Street	63	99%	96%	102%	100%	96%	97%	95%	87%	79%
Swan Lane	8	64%	97%	121%	127%	124%	118%	112%	100%	88%
Pytt's Lane	10	85%	94%	97%	94%	92%	94%	82%	65%	58%
Lawrence Lane	5	48%	87%	92%	97%	92%	92%	97%	68%	63%
Total	316	98%	106%	110%	111%	109%	108%	106%	99%	88%



Table 33 – Burford Future On-Street Parking Demand – 2031 Saturday (%)

Street	Capacity	Occupancy (%)								
		09:00-10:00	10:00-11:00	11:00-12:00	12:00-13:00	13:00-14:00	14:00-15:00	15:00-16:00	16:00-17:00	17:00-18:00
High Street	106	115%	115%	118%	121%	118%	121%	119%	117%	115%
Sheep Street	52	119%	114%	117%	121%	112%	121%	117%	117%	93%
Priory Lane	36	111%	101%	105%	115%	121%	121%	121%	115%	88%
Church Lane	13	93%	112%	112%	112%	140%	140%	131%	121%	103%
Guildenford	23	85%	100%	100%	100%	106%	95%	111%	116%	90%
Witney Street	63	89%	96%	93%	89%	100%	116%	112%	108%	91%
Swan Lane	8	137%	137%	121%	121%	137%	137%	137%	137%	137%
Pytt's Lane	10	97%	109%	73%	73%	109%	109%	109%	109%	85%
Lawrence Lane	5	73%	73%	73%	49%	73%	73%	49%	97%	97%
Total	316	106%	108%	108%	110%	113%	118%	116%	115%	100%



7.8 SUMMARY

7.8.1 This chapter presents the forecast demand for parking in each of the towns in the District. The forecasts require a series of assumptions to be made about the future which must be considered alongside the forecasts and adjustments may be required as circumstances develop over time. The important assumptions/caveats are as follows:

- Forecast demand has been calculated by applying a factor to the existing levels of demand, however, where existing car park occupancy is at 100% it is not possible to know the level of suppressed demand that exists, i.e. people that are unwilling or unable to park in the towns because of a lack of parking spaces. If more spaces were provided this suppressed demand may be released, demand would be even higher than that observed in the surveys and future forecasts of demand would be higher;
- The TEMPro traffic growth forecasts assume a lower level of housing growth than is proposed in the emerging Local Plan. This is a common situation across the country. TEMPro uses many other factors than the potential Local Plan increase in the number of houses and it has been assumed to be a more reliable forecast of future travel behaviour than just a simple increase based on housing numbers.

7.8.2 Taking these factors into consideration the best estimate of additional car park space would be as follows:

Table 34 – Estimated Additional Parking Requirement by 2031

Location	Additional parking spaces required to achieve maximum occupancy of 85%
Witney	600
Carterton	0
Chipping Norton	120
Woodstock	150
Burford	200



8 PARKING POLICY OPTIONS

- 8.1.1 This chapter presents the parking issues in the District and discusses the costs and benefits of various policy options. A package of recommendations is proposed in order to provide the right amount and type of car parking to support the vitality and viability of the study area.
- 8.1.2 A wide range of policy tools exist to enable the Parking Strategy to support other policies in the District and achieve their objectives. Consultation with the public and stakeholders plus research and experience from other parking strategies and measures implemented in the UK has been used to develop a list of possible changes to current policy and practice.
- 8.1.3 An assessment of the impacts of these policies in other places and their appropriateness to WODC is presented in the following section. The potential policies are presented in **Table 35**. An Action Plan for implementation of the recommendations is presented in **Chapter 10**.

Table 35 – Potential Parking Policies

	Parking Strategy Area
1	Off-street car park capacity
2	Tariff Charging Options
3	Long and Short Stay Parking
4	On-street parking issues
5	Permit Parking
6	Sustainable Transport
7	Parking standards and new development
8	Enforcement
9	Condition, Facilities, Technology, Security and Maintenance
10	Potential for regeneration projects on car park land
11	Management of Parking Services
12	Specialist Parking
13	Parking at Special events and times
14	Initiatives, Marketing and Promotions
15	Park and Ride
16	Tailored package of strategy tools for each key location



8.1.4 Each of the potential policy options has been assessed in the following section to demonstrate their likely effects in the context of the district and WODC operations.

8.1.5 The interventions have been assessed with reference to a series of indicators, including:

- User satisfaction
- Economic Impact
- Land Availability
- Traffic movements
- Conservation and environmental
- Council parking operations

8.2 POLICY OPTION 1: CAR PARK CAPACITY

8.2.1 The assessments of future parking needs in the previous chapter highlighted where there are expected to be shortfalls in parking space in the future. The need to adjust the amount of parking space that is provided is presented in the following sections for each of the main towns in the District.

8.2.2 The work undertaken as part of this study has identified that parking demand will exceed supply in some locations. It is important that the right amount of car parking is provided to support the viability and vitality of each study area location but at the same time efforts must focus on encouraging more sustainable modes of travel to the single occupancy car. Measures should be introduced to keep demand within the theoretical 85% car park occupancy threshold. Provision of additional car parking should form part of this approach.

8.2.3 Where required, an estimate has been made of the likely number of additional parking spaces required in each location in order to accommodate future demand. This approach is consistent with the feedback obtained from the stakeholder workshops and parking questionnaire which indicated a clear preference towards both sustainable travel improvements and new car parking in order to meet the parking demands from future growth.

8.2.4 The calculation of additional capacity required was presented in the previous chapter. In summary the capacity assessment of the main centres shows that:

- There is a lack of parking capacity in the centres of **Witney, Chipping Norton, Woodstock and Burford** that is expected to get worse in the future; and



- There is adequate off-street parking in **Carterton** that is expected to meet demand in the future (unless unexpected circumstances occur).

8.2.5 The options for providing these additional spaces in each town are presented in more detail in the following section that presents the proposed parking strategy for each location.

Recommendations

That the Council facilitates and enables additional parking provision, working with Town Councils and the private sector to achieve new off-street parking spaces in Witney (600), Chipping Norton (120), Woodstock (150) and Burford (200) to meet existing and future demands

8.1 POLICY OPTION 2: CHARGING FOR PARKING

8.1.1 The installation of charges for parking has been carried out by the majority of local authorities in the country for a variety of reasons, including the provision of a funding stream to maintain and improve car parks, pay for enforcement, promote sustainable transport modes and control excess demand for parking spaces. However, support for the provision of free parking in West Oxfordshire was the number one response received in the public and stakeholder consultation exercise.

8.1.2 Throughout preparation of this study, it has become apparent that the introduction of parking charges would be very unpopular amongst a wide cross-section of user groups, in particular because of the impact on the vitality and viability of study area locations. It is therefore recommended that all parking remains free of charge. It is not felt appropriate at the present time to introduce charges. Whilst parking charges can reduce parking demand and therefore the requirement for additional car parking, on balance it is considered that parking charges would be detrimental to the long term viability and vitality of the study area locations.

8.1.3 It is considered that this policy would be too difficult to implement because of a lack of support from the public and stakeholders and is therefore not recommended.

Recommendations

That all WODC car parks are retained as free of charge for users



8.2 POLICY OPTION 3: LONG AND SHORT STAY PARKING

- 8.2.1 The length of time that parking spaces are used can be adjusted by imposing time restrictions. These already apply in some of the Districts car parks and new restrictions can be implemented to replace long stay parking with short stay.
- 8.2.2 Long stay parking is not the best use of town centre space, especially where space is limited. It does little to generate town centre footfall and economic activity, although it is convenient for business owners and commuters.
- 8.2.3 The use of town centre car parks for long stay parking is a common complaint in many of the centres and can be a poor use of a scarce public resource. A quick turnover of parking spaces for short term visits is critical in maintaining the viability of the towns but if spaces are blocked by commuter or resident parking this can prevent short trips and damage the local economy. This effect has been reported in many of the car parks because they have neither time restrictions nor parking charges to encourage a greater turnover of spaces.
- 8.2.4 On the other hand, the availability of long stay parking is also seen as important by many people who work or live in the town centres.
- 8.2.5 The length of stay is a particular issue with reference to on-street spaces. There are many streets where time restrictions apply but the time limits are ignored by people who stay longer. A review of the appropriateness of the TROs and amendments of the time restrictions may be sufficient to adjust local parking behaviour and make enforcement more simple.
- 8.2.6 If car parks or streets were converted in whole or part to short stay it could increase the turnover of these spaces by short stay visitors and increase the capacity of parking in general. It is possible that short stay visitors are currently discouraged from visiting some locations because of the lack of space to park.
- 8.2.7 This strategy does not advocate the simple replacement of long stay parking by short stay. In some circumstances this would be appropriate but not in all. In all circumstances the alternative provision for long stay parking has been considered.
- 8.2.8 Alternative locations for commuter parking would need to be identified. Commuters can be encouraged to walk further from their car park to their workplace so options may exist in some non-central locations.



8.2.9 Opportunities to provide more short stay parking in the centre of towns by relocating long stay parking should be investigated, to support the economic vitality of those towns. Specific locations where this could be achieved are presented in the following Chapter.

Operational Impacts

8.2.10 An increase in the turnover of each parking space would be a benefit to businesses and the Council. An increase in car park throughput may require slightly more enforcement and management but this would be a relatively minor impact.

8.2.11 The operational implications of encouraging a greater number of vehicles to use the town centre car-parks would need careful consideration to assess the potential for increased congestion and / or localised environmental degradation. This being said, the number of spaces that would be affected by implementing such a conversion would likely be quite low, the policy would be expected to reduce traffic circling the town centre whilst attempting to find parking spaces. It is therefore considered likely that any detrimental impacts are likely to be quite marginal and manageable.

Recommendations

Provide more short stay parking, either off-street or on-street, by removing long stay parking in appropriate locations through new or revised parking restrictions. Identify alternative locations for displaced long stay parking

Review appropriateness and enforcement of existing time restrictions



8.3 POLICY OPTION 4: ON-STREET PARKING

8.3.1 On-street parking plays an important role in the vitality of the town centres and it is important that the strategy relating to on-street and off-street parking is complementary. The District Council is not directly responsible for the provision or management of on-street parking so has limited control over it. However, the Council does enforce the parking restrictions and liaises with the County Council to promote on-street schemes or changes to Traffic Regulation Orders (TROs) if necessary.

8.3.2 On-street parking issues were one of the most common areas of concern in the public and stakeholder consultation exercise. The main issues highlighted were:

- Need for more parking restrictions for safety or access reasons
- On-street spaces are often occupied all day by commuters or residents
- **Some TRO's** could be removed or changed to provide more on-street parking or give priority to particular types of user
- **The enforcement of the existing TRO's is inadequate (this is covered** in more detail in Policy Option 8 on Enforcement)

8.3.3 The Parking Strategy is limited in its ability to control or influence on-street parking because it is the responsibility of the County Council, however there is a close relationship between on-street and off-street parking and the two must be considered together.

Recommendations

Review of Traffic Regulation Orders in particular locations or across whole town centres to improve road safety, the throughput of traffic, enforcement and the balance between short and long stay parking



8.4 POLICY OPTION 5: PERMIT PARKING

8.4.1 Permit parking schemes should be considered under the right circumstances. Areas of on-street parking can be reserved for the local residents or businesses to use under a permit scheme. Such schemes are often used where residential streets are being used for other types of parking (e.g. commuters, shoppers or railway passengers). There are many such schemes in other parts of Oxfordshire.

8.4.2 There is also a need in some locations to provide permit parking for businesses and contractors that need frequent vehicular access during the day and for visitors and tradesmen who may be visiting nearby properties.

8.4.3 Some residents parking schemes give preference to residents with a permit by allowing non-permit holders to only park for a limited time period. Other types of scheme are for the exclusive use by residents and all other users are prohibited. There would be an annual charge for the residents parking permits (£60 per year per vehicle in Oxfordshire).

8.4.4 If a majority of the residents of a street or area are in favour of a permit parking scheme then they can request that a scheme be implemented. The scheme would have to be approved, implemented and managed by the County Council because it has responsibility for the highway but WODC would also need to be consulted about such a scheme. Surveys would then be carried out to establish the requirement for a scheme and the potential costs and benefits. All schemes need to be self-financing, funded by the annual charge.

8.4.5 Resident parking schemes usually use paper permits but it is also possible to use an online permit scheme that would reduce administration costs but there are issues with enforcement in locations where the mobile WIFI signal is unreliable. Temporary permits for contractors, businesses and hotels are possible where necessary. Permits can also be used to promote sustainable transport options, by offering discounts for electric or low-emission vehicles for instance.

8.4.6 An alternative form of parking management designed to have a similar impact to introduction of a resident permit parking might be considered that would involve the implementation of a limited period of restricted parking (for all) during the middle of the day as a means of discouraging long-stay, commuter parking. The advantage of this system would be the simplicity of its enforcement. However, it may be unpopular with residents, whose vehicles



would also be subject to the restrictions, and it is not clear whether or not long-stay commuters might try to circumvent restrictions by temporarily moving their vehicles during restricted periods. As is the case with any new parking restrictions proposed, the potential cost of enforcement may exceed the resources available to provide for it.

8.4.7 Problems caused by parking in residential areas were raised by stakeholders and the public during the consultation process and many people requested that resident parking should be provided as a solution to these problems. It was one of the most common requests in the comments section of the public questionnaire.

Recommendations

WODC to provide information and recommendations to OCC to develop resident permit parking schemes where there are valid concerns about the ability of residents to park on their street.

POLICY OPTION 6: SUSTAINABLE TRANSPORT

8.4.8 The provision of a sustainable travel strategy is clearly a much wider issue than parking but there is a relationship between the volume of parking and a sustainable transport strategy (i.e. walking, cycling and public transport modes). An over-provision of parking can damage efforts to encourage the use of sustainable modes of travel while the provision of good sustainable travel options can reduce the need for additional parking spaces.

8.4.9 Increased use of sustainable modes of travel is an alternative to building more parking spaces, but it has to be recognised that there is limited scope to satisfy all travel and parking needs through the promotion of non-car modes. This is part of the solution but it will not remove the need for more parking spaces entirely.

8.4.10 Many locations have low levels of public transport accessibility so the options to improve public transport need to be considered as an alternative to providing more car park space. The development of sustainable transport is part of the County Council's **Connecting Oxfordshire** Local Transport Plan 4 (2015-31) and the parking strategy needs to be developed with the long term transport strategy in mind.



- 8.4.11 Sustainable transport improvements were requested by 30% of the people that responded to the public questionnaire. It was mentioned by some stakeholders but not as the primary solution, mainly because of the lack of existing facilities and limited scope for improvement, given the likely budgets that will be available.
- 8.4.12 Given the existing scale of settlements around the District, it is not likely that significant improvements to public transport accessibility will be forthcoming in the foreseeable future. In broad terms, public transport is likely to remain used by a limited market (e.g. the elderly, young and those without access to a car). Furthermore, as market towns serving a wider, predominantly rural hinterland, use of the car to access services in the various settlements across the district will remain high.
- 8.4.13 With limited scope to prompt substantial modal shift away from use of the car to access key settlements and / or provide additional parking within them, promoting the more efficient use of existing car-parks will be fundamental to delivery of a successful strategy. Measures to promote walking and cycling more widely within settlements could be integrated with efforts to improve specific walking and cycling links between more outlying car-parks and key services located within town centres in order to maximise the convenience for users.
- 8.4.14 Car parks do have a role to play in the improvement of sustainable transport by providing a secure location for cycle parking and motorcycle parking. These are already provided in a limited number of the car parks but this could be expanded significantly, that may help to reduce demand for the conventional parking spaces.
- 8.4.15 Car parks can also help to support the use of electric powered vehicles through the provision of electric charging points in the car parks and by offering discounted parking permits for electric and low-emission vehicles.
- 8.4.16 Park and Ride services are discussed in Policy Option 15.

Recommendations

Ensure that the Parking Strategy is consistent with sustainable transport strategy by not providing an over-supply of parking spaces and over-reliance on car travel

Provide cycle and motorcycle parking spaces in more car parks and consider the provision of electric vehicle charging points.

Consider providing parking permit discounts for electric and low emission vehicles



8.5 POLICY OPTION 7: PARKING STANDARDS AND NEW DEVELOPMENT

8.5.1 The implementation of the Parking Strategy will need to be supported by a complementary approach to new development in the District. Pre-application advice and decisions about planning applications through the development control process can contribute to the aims of the Parking Strategy and town centre growth.

8.5.2 There is some dissatisfaction with the outcome of the planning process in relation to parking in residential and commercial developments from stakeholders and the public. A common comment in the consultation was that recent developments have provided insufficient off-street parking and the result is a serious under-provision of parking and a large overspill of parking on to nearby streets. This applies to residential developments where roads are often blocked by parked cars and commercial developments where there is a shortage of off-street parking.

8.5.3 The parking standards currently used in the District are taken from the OCC Residential Design Guide, Planning Policy Guidance 13 – Transport and the overarching Local Transport Plan. These advocate maximum levels of residential parking and maximum levels of commercial parking in Witney town centre. The planning process uses adopted national and local planning policy documents to guide the design of new developments and the scope to adjust these is constrained. However, there needs to be a recognition that in many cases in the District the amount of off-street parking that has been provided in new developments has been inadequate, with consequences for the amount of on-street parking and obstruction of the highway.

8.5.4 This strategy does not propose new parking standards for new development but it does highlight that recent development has resulted in a perceived under-provision of parking. In areas where sustainable modes of travel are not very high quality this causes on-street parking problems. It is recommended that the Parking Standards that are applied by WODC as Planning Authority are reviewed in light of some of the issues that have arisen in recent developments and that Planning policies are reviewed in light of evidence in this Parking Strategy to enable suitable parking requirements to be imposed on developers.

8.5.5 A parking strategy should be in place before S106 can be collected for town centre car parks improvements. Once the strategy is adopted and specific schemes identified, it could be



incorporated into the CIL list and / or the Local Plan Infrastructure Delivery Plan and funding for the schemes can be secured through those means.

8.5.6 The review of the appropriateness of parking space serving developments should not take place in isolation and should be conducted within the wider context of considering overall quality of parking provision and wider design issues likely to impact on the overall level of car ownership and car use (especially to undertake short trips) in a given location. Wider design issues that are equally valid for consideration include:

- The specific location and layout of proposed parking provision **should** “seek to avoid ‘land-hungry’ approaches to parking, such as rear courtyards”¹ and support the creation of street environments suited to facilitating and encouraging walking and cycling as preferred modes for local trip making by all;
- Ensuring that high quality and convenient walking, cycling and (where appropriate) public transport routes provide suitable connections between proposed new developments and adjacent areas of settlement (on all sides), existing sustainable travel networks and to key local services and amenities; and,
- Ensuring that adopted parking standards set clear and enforceable guidelines concerning the implementation of facilities to provide secure and conveniently accessible cycle storage facilities together with other amenities supporting both cycling and walking (e.g. appropriate storage for outdoor / wet clothing, showers and changing facilities etc). This should apply to both origin and destination points.
- Creating a funding source for town centre car park improvement secured from developers via Section 106 or planning conditions.

8.5.7 The use of the Parking Strategy to guide new development will need to be consistent with current policy contained in the National Planning Policy Framework.

8.5.8 New developments have often not been required to provide a contribution towards town centre facilities, including parking even though the new residents or employees will be making use of this public service. A contribution towards improving such facilities should be sought

¹ The Chartered Institute of Highways & Transportation and Institute of Highway Engineers: Guidance Note: Residential Parking, available at: <http://www.ciht.org.uk/en/knowledge/standards-advice/residential-parking-guidance-note.cfm>



from local developers where it can be shown that they have a material impact and where there is an existing or forecast lack of available parking spaces.

Recommendations

Review the content and application of parking standards and planning policies to avoid under-provision of parking space at new developments

Adopt formal Parking Strategy to provide more policy support during discussions with developers and to secure S106/CIL contributions towards town centre parking schemes

POLICY OPTION 8: ENFORCEMENT

8.5.9 Parking enforcement is carried out by WODC Community Wardens in car parks and on-street to prevent dangerous and inconsiderate parking, ensure the smooth flow of traffic, prevent the blocking of designated parking spaces and pedestrianised areas and to ensure that there is a regular turnover of limited waiting spaces in areas of high demand. A **'light touch' approach to enforcement** by WODC has been used, defined as follows:

- Parking enforcement is not income driven
- There are no targets set for the issue of penalty charge notices (PCN)
- The grace period of 10 minutes is adhered to in line with legislation in permitted parking places (some parking contraventions warrant an instant PCN).
- Our enforcement officers will give advice if a driver is present, and not issue a PCN unless it has already printed
- **PCN's** are issued when a contravention is observed by the Enforcement Officer taking the above into consideration
- If a PCN is issued there is a legislative process to challenge the ticket, each case will be considered on its own merits, including mitigating circumstances
- The primary objectives for parking enforcement is to keep the traffic flowing, ensure the safety of all road users including pedestrians, ensure spaces for specific classes of vehicle are not misused and ensure turnover of vehicles where appropriate.



- 8.5.10 Enforcement is currently set at a level that is thought to be the best use of staff resources in order to achieve the best balance between staff costs, road safety, public satisfaction and income from Penalty Charge Notices (PCN). Currently there are 6.6 Full Time Equivalent (FTE) Community Wardens that carry out parking enforcement (among other duties) plus 1.8 FTE back-office staff. It would be simple to recommend that more enforcement needs to be carried out but without any income from parking fees there is a limit on the budget available for this.
- 8.5.11 **The publicised hours of 'usual' enforcement are between 8am and 6pm although occasional patrols are carried out in the evening and on Sundays. The 'light touch' approach to the enforcement of parking restrictions in the District has led to a range of parking issues and behaviours, both positive and negative.**
- 8.5.12 More staff time could be spent on enforcement but there are diminishing returns on this expenditure and there are potential issues from users concerned about over-zealous enforcement. Once the large majority of users are using the car parks or on-street parking correctly there is little benefit in spending more time carrying out enforcement.
- 8.5.13 **The Council's Parking** Services use the staff resources available to decide how best to carry out the enforcement of car parks. The question is whether investing more time in enforcement would increase net income or decrease it. Travel time between the rural locations makes enforcement more time consuming than in more urban areas. The strategy is realistic about the likely budget that will be available to provide higher levels of funding.
- 8.5.14 Community Wardens also provide secondary services of providing information to the public, reporting crime, anti-social behaviour and abandoned vehicles, blocking of accesses and they provide a presence on the street.
- 8.5.15 The effect of enforcement on the local economy also needs to be considered. Time restrictions are designed to ensure there is a turnover of spaces, so that there is space to park for people coming to the town centre. Enforcement ensures that this turnover takes place as intended. Over-enforcement is sometimes raised as a concern in relation to the attractiveness of a town centre to visitors so a good balance needs to be achieved.
- 8.5.16 The public consultation showed that people are generally satisfied with the current level of enforcement, with 55% saying that there is enough, 27% saying **they don't know** and 19% saying there is not enough. Over 450 people suggested where more enforcement is required.



8.5.17 Most of the concerns about a lack of enforcement relate to on-street parking, particularly in Witney, Charlbury, Chipping Norton, Burford, Eynsham and Woodstock. Corn Street in Witney was highlighted at the number one issue in relation to the enforcement of parking restrictions. There were also many complaints about the lack of enforcement of particular types of parking restrictions, the most common being parking in disabled bays, on double yellow lines and parent & child bays.

8.5.18 There are concerns regarding enforcement in some areas such as Bampton where pavement parking and on-street parking has historically been tolerated. A review of these locations has **meant that TRO's are being enforced primarily due to a concern for public safety**, however this **may mean additional alternative parking is required, possibly through the revision of TRO's** and this will need to be explored with OCC.

8.5.19 In other locations such as Clanfield, inappropriate parking behaviour where there is no TRO in place may mean that OCC needs to consider implementing a new TRO to improve safety and keep traffic flowing.

Recommendations

The allocation of resources provided to enforce parking restrictions is regularly monitored and adjusted to meet local objectives

A review of TROs, signs and road markings is done to try to simplify TROs and make them easier to enforce

New enforcement technology should be considered when legislation permits and if it is more effective and efficient (e.g. mobile or camera enforcement).

8.5.20 The PCNs that were issued in the financial year 2015/16 are presented in **Table 36**. This shows that the bulk of enforcement effort and income generated is in Witney (65% of all PCNs as well as the most parking spaces and user demand). Chipping Norton receives a disproportionate number of PCNs in relation to its size compared with centres such as Carterton. The number of PCNs is influenced by the volume and type of parking provided and the demand. In Carterton most parking is off-street where there are no time restrictions, so



the incidence of non-compliance is low whereas in Chipping Norton there is a lot of on-street parking in time-limited bays, where non-compliance is common.

Table 36 – Penalty Charge Notices Issued 2015/16

	Parking Area	PCNs Issued 2015/16
Witney Car Parks	Marriotts Way	1266
	Woolgate	1212
	Leisure Centre	48
	Other Car Parks	164
Witney On-street	Bridge Street	34
	Church Green	500
	Corn Street	446
	High Street	679
	Market Square	462
	West End	79
	Welch Way	60
	Other Streets	124
	Sub-total	5074
Chipping Norton	Car Parks	108
	High St	574
	Horsefair	65
	Market Place	135
	Market Square	139
	New St	149
	West St	151
	Other streets	158
	Sub-total	1479
Woodstock	Car Park	14
	On-street	495
Burford	Car Park	5
	On-street	482
Carterton	Car Parks	22
	On-street	54
Charlbury	Car Park	27
	On-street	113
Eynsham	Car Park	9
	On-street	27
Other Locations	On-street	68



TOTAL		7806
-------	--	-------------

8.6 POLICY OPTION 9: CONDITION, FACILITIES, TECHNOLOGY AND MAINTENANCE

8.6.1 The facilities and condition of the main car parks in the District has been audited and the full results are presented in **Appendix A**. Points to note from the audit are:

- Some car parks have bicycle parking spaces but only a few more have motorcycle spaces;
- Almost all car parks have disabled spaces, but very few have parent & child spaces;
- Condition of the car park surface is generally good, with a few exceptions;
- Streetlights are provided in every car park (although their quality has not been checked);
- Car parks have variable facilities. Equipment like CCTV, waste bins, recycling facilities, toilets and information boards are present in less than half of the car parks.

8.6.2 Stakeholders have said that signage to the car parks and signage for pedestrians leaving the car parks is not very good. It is recommended that a thorough review of signage should be undertaken for each car park. The car park condition survey showed that most car parks have direction signs for drivers to follow but many do not have any signs to direct pedestrians once they have parked their car (although not all car parks would need signs when there is only one pedestrian route available).

8.6.3 More cycle parking and motorcycle parking spaces could be installed, where appropriate. In some locations the best place for these facilities is on-street but where the car park is close to the town centre or where there is limited on-street or footway space the car park could be a good location. Surveys of cycle parking would show whether these is a need for more spaces but every car park should include some space dedicated for motorcycles.

8.6.4 Improving safety and the feeling of security is an important tool. Many users felt that security is not as good as it could be. Improvements to bring all car parks up to a recognized level (e.g. the Park Mark or Safer Parking Scheme standard) would raise customer satisfaction levels and the number of visitors. Currently there is some variability in the quality of facilities in different locations and the standard needs to be more consistent across the District.



8.6.5 **The maintenance of the Council's car parks is managed by Legal and Property Service using a limited annual budget.** Winter gritting is undertaken when conditions require by Ubico, a local authority owned company.

New Technology

8.6.6 Technology solutions have been implemented by many local authorities to overcome various parking problems or use their parking space more efficiently.

8.6.7 Variable message signs (VMS) are used in many town and city centres to provide drivers with information about the location of spare parking capacity. VMS is less effective in smaller town centres where there is less choice about which car park to drive to and the benefits to users and traffic congestion are lower. Witney has a VMS scheme already but there are ongoing issues with the system and the cost of maintenance. It would be possible to expand the system to include additional car parks but this seems to be unlikely under current circumstances. External funding would be required to expand the system.

8.6.8 Smartphone apps provide information about the location and availability of parking spaces and WODC need to keep up to date with how this technology evolves and the potential benefits it could deliver in the future.

8.6.9 Electric car charging bays are one way that parking can help to deliver sustainable transport improvements. Many local authorities, including Cotswold District, provide electric charging points in their public car parks and WODC should consider installing similar facilities in the main towns. The Rapid Charge Network is expanding across the UK and joining the network would be an important step forward for the District.

8.6.10 Other technology such as integrated communication systems with help points, CCTV and information boards are potential improvements but would have capital and revenue cost implications.

8.6.11 Longer-term, the emergence of new driverless technology has the potential to have a transformational effect on the scale and location of both short and long stay parking activity. Whilst the advent of fully automated, driverless cars remains some distance away, some driverless functions are likely to be fitted as standard to the next generation of vehicles and well within the medium-term planning horizon.



8.6.12 Further clarity concerning the application of driverless technology has recently been provided following publication of the DfT's Pathway to Driverless Cars that would appear to indicate a clear expectation that trials of remote parking will occur within a reasonably short timeframe and furthermore that they will include evaluation of "out of sight" systems as a fairly rapid follow on, stating:

*"Subsequent iterations of this regulatory programme will likely take into account future remote control systems, where it is expected that the vehicle could be out of the driver's sight while the parking manoeuvre is completed. This will dovetail with international type approval regulations, which are currently being amended to ensure remote parking systems are safe."*²

8.6.13 This strategy does not propose any policies or technologies that address the opportunities provided by driverless technology, but it is worth acknowledging that a rapid uptake of this technology would have significant implications for transport systems in the future, including the demand for parking and methods of providing it.

Operational Impacts

8.6.14 Investing in the existing car parks to improve their use is a valid policy option. Many local authorities and private operators invest in their car parks in the expectation that better facilities will encourage more use. WODC has a programme of maintenance and car parks have been **resurfaced using the Council's revenue budget**.

8.6.15 However, there is a limit to the impact that physical improvements to car parks will have in the absence of other changes. Safety and security are important features that often appear as a high priority for users, linked to the provision of CCTV and lighting but many of the Councils car parks already have these features.

8.6.16 Car parks that are generating large amounts of income can justify expenditure to maintain that position, but it is more difficult to justify significant expenditure where there are no direct returns. Minimum levels of car park condition need to be maintained, to ensure that people are safe and secure. Where the condition of the surface is bad enough to dissuade people from

² Centre for Connected & Autonomous Vehicles: Pathway to Driverless Cars: Proposals to support advanced driver assistance systems and automated vehicle technologies



using the car park, damages their vehicles or creates risks for pedestrians then investment is required.

8.6.17 **Additional expenditure would need to come out of the Council's revenue budget which is already under pressure.** If the investment is expected to generate additional income from additional business then a detailed business case will be required to justify the use of limited resources for this investment.

Recommendations

Low tech improvements to be made in selected car parks where necessary, e.g. CCTV, waste bins, bicycle and motorcycle parking, information signs, etc)

Consider the installation of electric vehicle charging points in key locations

Review existing driver and pedestrian signage for car parks and upgrade where necessary

8.7 POLICY OPTION 10: POTENTIAL FOR REGENERATION OF CAR PARK LAND

8.7.1 The sale of car park land for development is possible but it would need to include the replacement of an equivalent or greater number of parking spaces elsewhere in the town or within the confines of the site and take into account the additional demand for parking generated by the development itself. Most car parks are on land that would be valuable for town centre development. However, the lack of existing parking spaces in most towns means that a reduction in the number of available spaces would have a large detrimental effect on its economy. Even in Carterton, where the demand for parking is lower, there is not enough unused parking space to justify the release of land for development.

The only circumstances where this land could feasibly be disposed of would be if a developer were proposing to replace or increase the number of available parking spaces in a different location or within the site itself. Given that there is a lack of available space to construct new car parks close to the town centres the likelihood of this seems to be low. It is difficult to see how such a scheme would be financially viable to a developer and this would be reflected in the price they would be willing to pay for the Council car park.

Recommendations

Ensure that any development proposals which use existing car park sites provide an equivalent or better overall parking provision and there is no net loss in parking provision



8.8 POLICY OPTION 11: MANAGEMENT OF PARKING SERVICES

8.8.1 Different elements of the management of the Parking Service such as enforcement and the proportion and location of long and short stay parking will be reviewed in light of the Actions identified in this strategy.

8.9 POLICY OPTION 12: SPECIALIST PARKING

8.9.1 Disabled parking is provided in most car parks, although some consultation responses did ask for more to be provided. The usage of these spaces could be monitored during routine monitoring and more or less spaces could be provided where appropriate.

8.9.2 Formal coach parking is provided in two locations, Burford and Woodstock. The Burford coach parking is less than ideal because of its location and size. Solutions to this problem are not obvious, but an alternative site for parking appears to be a priority in Burford. In Woodstock the coaches often do not use the facility because of its peripheral location and they prefer to wait in the town centre. Enforcement of on-street restrictions may be the solution to this problem, but it is recognized that enforcement of this is very difficult. Possible solutions to the problems caused by coach parking in Bampton also need to be investigated.

8.9.3 Bicycle and motorcycle parking is provided in many car parks and town centre streets but there is potential to provide more and better facilities to support the sustainable transport strategy.

8.9.4 Formal HGV and other large vehicle parking is not provided in the District and they use informal spaces and park on-street. This was not an issue raised in the consultation but it would be useful to better understand the particular problems for HGVs and if they are causing problems for other people.

<p>Recommendations</p> <p>Monitor usage of disabled parking spaces and provide more or less where appropriate</p> <p>Install new bicycle or motorcycle parking spaces where appropriate</p> <p>Review options for providing new coach parking where none exist and improving the facilities that do exist</p>



8.10 POLICY OPTION 13: PARKING AT SPECIAL EVENTS

8.10.1 Historically, Community Wardens have carried out stewarding duties at special events such as markets, where the demand for parking is high and the available space for parking may have been reduced. Staff budgets are likely to be restricted for this type of service in the future and event organisers will therefore need to take more responsibility for managing traffic and ensuring that adequate parking is provided.

8.11 POLICY OPTION 14: INITIATIVES, MARKETING AND PROMOTIONS

8.11.1 Many promotions in other locations rely on reductions in parking charges when there is a desire to boost trade at particular times of day. That is not an option in WODC because parking is free of charge at all times. The options for stimulating footfall by offering discounts therefore do not exist. Other methods to attract more visitors can be used but they are more limited because cost savings cannot be offered.

8.11.2 Advertising / sponsorship in car parks can provide an income and local attractions and events can be advertised, thus boosting visitor numbers.

8.11.3 It is recommended that parking information on WODC's website is improved or refreshed when required to provide clear information relating to all public car parks in the District. This could include an interactive map allowing users to easily find the most appropriate car park for their needs and to show where there are parking space vacancies. Information such as the number of spaces in car parks, opening hours, time restrictions and on-street parking locations should be easily available.

8.11.4 The availability of existing mobile phone app's should be reviewed and the possibility of the **Council providing links to these app's should be considered to** provide customers with relevant parking information. The internet is likely to be the first source of information for many people and as such, up to date information in a clear and concise format is a key marketing/promotion tool that will assist users in finding an available parking space. Given that there are varying levels of demand for car parks, up to date information will assist users in finding a car park with spare capacity. Occupancy is already monitored at the major car parks but there are technical issues with the accuracy and availability of the data. This issue would need to be resolved before accurate data can be provided to users.

Recommendations

- Promote initiatives to generate activity and footfall at specific times of the day and week
- Use new technology (Smartphones, online and Council website) to communicate information, promotions and initiatives



8.12 POLICY OPTION 15: PARK AND RIDE

8.12.1 OCC is developing a Park and Ride strategy that will provide better Park and Ride options along the A40 corridor. A Park and Ride site is planned for Eynsham which may benefit Witney if it could be used as a Park and Ride into Witney as well. This would reduce the need for parking in Witney town centre.

Recommendations

Support efforts by OCC to provide a Park and Ride service into Witney in order to reduce the demand for parking in the town centre

8.13 POLICY OPTION 16: LIAISON WITH STAKEHOLDERS

8.13.1 The Council will continue to support OCC in their delivery of on-street parking restrictions, enforcement, road safety, sustainable transport and Park and Ride. The key employers in the District will also be vital in helping to deliver improvements to parking, especially the town centre retail operators.

Recommendations

Continue to liaise and co-operate with Local Highway Authority and private stakeholders to deliver and manage effective car parking



9 PARKING STRATEGY ACTIONS BY LOCATION

The following section sets out the proposed parking strategy for each location in the District. These are location-specific issues and recommendations, in addition to the general strategy presented in the previous section.

9.1 WITNEY

Context

- 9.1.1 Witney is the primary retail and employment centre in the District and existing demand for off-street and on-street parking is high and expected to grow significantly. The work undertaken has identified that parking demand will exceed supply well before 2031.

Consultation

- 9.1.2 The lack of car park space and a range of issues with on-street parking were the key issues in Witney

Off-Street Parking

- 9.1.3 In order to address the estimated shortfall in parking supply in Witney in the period up to 2031, it is recommended that in the region of 600 additional spaces are provided. The number of spaces required has been calculated to provide the right amount of car parking to support the vitality of the town whilst also encouraging more sustainable modes of travel to the single occupancy car. Additional car parking forms part of an overall package of recommendations with the aim of keeping demand within the theoretical 85% threshold.

- 9.1.4 Local Plan growth has been used to forecast demand but individual development schemes such as retail expansion may require additional parking. Potential locations to provide this additional parking have been discussed and various options exist that require a more detailed analysis of costs, benefits, access issues and deliverability.

On-Street Parking

- 9.1.5 There is a range of issues relating to on-street parking, including a lack of capacity, lack of priority for particular users, inappropriate parking restrictions and inadequate levels of enforcement. Corn Street was highlighted as the number one issue in relation to the limited enforcement in the District and other streets such as High Street, Church Green and West End were also mentioned multiple times.



9.1.6 A review of the town centre Traffic Regulation Orders by OCC is required to assess whether they are appropriate and whether any simplification could make enforcement easier and improve road safety.

9.1.7 Permit parking for residents, businesses and other specific users may be appropriate on some streets and this will be raised with OCC.

Recommendations

- Carry out a thorough review of potential sites for new and expanded car parks to provide approximately 600 new parking spaces by 2031, including potential multi-storey car parks and new sites as they become available
- Encourage OCC to review on-street parking restrictions to improve road safety and convenience for users and to make enforcement easier
- Investigate possibility of installing permit parking in appropriate locations and provide support to residents that are requesting potential schemes
- Replace long stay parking with short stay in appropriate locations, but only if alternative locations can be identified for the displaced long stay
- Consider provision of electric vehicle charging points

9.2 CARTERTON

Context

9.2.1 The study has identified that there are sufficient public parking spaces in the town to meet demand up to 2031. Therefore, there will be no need to provide more spaces in this time period.

Consultation

9.2.2 Consultation revealed that there are issues with parking in residential roads in terms of road safety and obstruction to access. There was some dissatisfaction with the enforcement of parking restrictions in the town and in Shilton Park where on-street parking causes a nuisance and obstruction to other vehicles. Insufficient off-street parking is causing parking problems in residential areas so the parking standards and planning policies may need to be reviewed.



Off-Street Parking

9.2.3 There is an adequate amount of off-street parking in the town centre in the public car parks and the private supermarket car parks to meet existing and future demand. No additional parking is required. There were reasonably high levels of satisfaction with the public car parks with some minor suggestions for improved layout and facilities.

On-Street Parking

9.2.4 Some issues in relation to the parking restrictions in place and how they are enforced. The parking area in front of the Burford Road shops could be improved. It is very well used but the layout and condition needs to be improved. On-street parking in residential areas is also causing obstruction and safety risks.

Recommendations

- Provide advice and guidance to residents about the need to maintain access on residential streets for other residents and emergency services

9.3 CHIPPING NORTON

Context

9.3.1 The work undertaken as part of this study has identified that parking demand already exceeds capacity and more parking spaces are required. Large scale growth is proposed in the town that will make the situation worse. There is also an existing problem with through traffic in the town. The recent Neighbourhood Plan 2015-2031 highlights the need to increase the amount of parking as a key objective. Policy TC4 says that proposals to increase the amount of parking will be strongly supported by the Town Council and contributions from developers towards new car parks will be sought.

Consultation

9.3.2 Stakeholders and the public confirmed that a lack of parking space is an existing problem both on-street and off-street. There was also concern about the parking restrictions in place and how they are enforced. The need for residents parking in some locations was raised. The public consultation revealed that there is a low level of satisfaction with the car parks, particularly Albion Street because it is difficult to find a space and the layout is poor.



Off-Street Parking

- 9.3.3 Car parks get full early in the day and visitors then find it difficult to find a space to park. One option would be to reduce the amount of long stay parking by installing time restrictions in the car parks. This would increase the turnover of parking spaces, but would mean that long stay commuters would have to park elsewhere and there is a risk that they would park on-street instead, unless a car park can be provided in a non-central location.
- 9.3.4 In order to address the estimated shortfall in parking supply in Chipping Norton in the period up to 2031, it is recommended that in the region of 120 additional spaces are provided. The number of spaces required has been calculated to provide the right amount of car parking to support the vitality of the town whilst also encouraging more sustainable modes of travel to the single occupancy car. Additional car parking forms part of an overall package of recommendations with the aim of keeping demand within the theoretical 85% threshold.
- 9.3.5 The availability of space to construct new car parks is severely limited in the town centre because there is a lack of available space, land costs are high and there are conservation issues. The most likely solution would be to expand the use of the existing car park on New Street, possibly with a new deck above the lower section of the car park. Other alternatives need to be considered in more detail.
- 9.3.6 Minor improvements need to be made to the car parks, including the signs, street lighting and general condition. The recycling centre on Albion Street car park creates a poor first impression for visitors.
- 9.3.7 Bus and coach parking is an important issue in the town with proposals to redevelop the existing bus parking area on London Road that is on a short term lease. This is a risk to current bus operations and an alternative, long term location may need to be found, either on a dedicated plot of land, on-street or as part of a larger development.

On-Street Parking

- 9.3.8 Issues were raised about the existing parking restrictions and the lack of space in the town centre. Time restrictions apply on town centre spaces but there are no restrictions further out. It may be possible to provide a few more spaces or improve the use of spaces by adjusting the **TRO's but this would be a minor improvement.** The signing of on-street restrictions and the one-way system may be confusing so that should be reviewed and improved along with the **TRO's.**



9.3.9 Residents parking may be appropriate on some streets on the edge of the town centre where there are conflicting demands to use on-street spaces.

Recommendations

- Investigate options to provide additional off-street parking in the region of 120 spaces to meet 2031 forecast demand. Consider whether expanding New Street car park is viable and whether new car park sites are feasible.
- Support OCC in a review of on-street parking restrictions to improve the availability of spaces and make enforcement easier. Include a review of signing and lining.
- Make minor improvements to signing, lighting and general condition of the existing car parks.
- Resident parking schemes may be appropriate in some town centre locations

9.4 WOODSTOCK

Context

9.4.1 Woodstock is a small town that relies heavily on the tourist trade due to its historic town centre and proximity to Blenheim Palace. However, parking space is severely restricted as only a small car park and limited on-street parking is provided. The lack of parking space is having a reported effect on the economic viability of the town centre and attractiveness to visitors.

Consultation

9.4.2 Consultation revealed that the basic problem is a lack of parking space capacity and this leads to a series of other issues. The lack of effective enforcement of the parking restrictions is a key issue in the town and abuse of time limits is widespread, particularly by people that are familiar with the enforcement system. National and local planning policy and guidance limits the ability to insist on the provision of off-street parking which has meant that some development has insufficient off-street parking that exacerbates the problem. Resident and business parking was requested by many people along with amendments to the existing parking restrictions.



9.4.3 The public response shows that people are relatively happy with the layout of the car park but the signs, security, lighting and pedestrian access received low satisfaction scores. The lack of availability of spaces was the main concern.

Off-Street Parking

9.4.4 **There is one small car park in the town (Hensington Road) that is already full during 'typical' times, not just the busiest peaks.** This car park is inadequate to deal with existing demand, never mind future growth. More off-street car park capacity is required. The difficult question is where to provide this capacity. There is a lack of available space, land costs are high and there are conservation issues.

9.4.5 The existing car park site is too small to accommodate decking. A new site needs to be found either adjacent to the existing car park or in a separate location elsewhere in the town. Possibilities have been discussed but no obvious solution has been found to date. If an adjacent plot of land can be found a multi-storey may be more technically feasible but there would still be major issues of cost and environmental impact and access to the site would be difficult, as it already is.

9.4.6 The lack of any parking charges restricts the scope to invest in costly solutions, particularly for multi-storey car parks.

On-Street Parking

9.4.7 On-street parking is an even bigger source of dissatisfaction than off-street. There are a finite number of parking spaces in the town centre with a variety of different time restrictions of the parking bays and streets. Abuse of these time restrictions has been widely reported and the available enforcement does not ensure the use of these spaces is managed effectively. A **review of the TRO's** and how they are enforced should be undertaken to identify amendments and make enforcement easier.

9.4.8 Permit parking may be appropriate, although schemes have been suggested previously and a solution that is acceptable to all users and authorities has yet not been found.

Recommendations

- Investigate options to provide additional off-street parking in the region of 150 spaces to meet 2031 forecast demand. This will involve purchasing or leasing land for a new car park in the town or working with a third party to develop a car park and ensuring access and environmental issues can be resolved



- Short term improvements to the existing car park to improve satisfaction
- Review on-street parking restrictions to improve the availability of spaces and make enforcement easier
- Consider options for residents parking scheme(s) in the town
- Increase intensity of parking enforcement
- Secure S106 / Community Infrastructure Levy from new developments to create a fund to improve town centre parking
- Parking standards and planning policies for new developments need to be reviewed to provide adequate off-street parking

9.5 BURFORD

Context

9.5.1 Burford is a small town with a prosperous centre that relies heavily on the tourist industry. Parking space is restricted because there is only one small car park and limited on-street parking. There are residential properties throughout the town centre so there is a conflict between the needs of residents, employees and visitors. Growth in housing is expected to be relatively limited in the town, in comparison with other areas of the District but parking demand due to nearby development and tourism is still expected to increase.

Consultation

9.5.2 The lack of parking space is the main concern. The public consultation revealed that there is a low level of satisfaction with the availability of parking space and with the facilities that are provided in the car park. The lack of parking space is said to be affecting the town centre economy because visitors find it difficult to park and go elsewhere. Some people suggested expanding the existing car park while others preferred other locations.

Off-Street Parking

9.5.3 The car park in the town is regularly full, particularly at weekends and there is no capacity to cope with an increase in demand at busy times. More off-street car park capacity is required. The difficult question is where to provide this capacity. There is a lack of available space in the town, land costs are high and there are conservation issues.



9.5.4 The car park gets flooded by the adjacent river so it is unusable at certain times and damaged by the water. The existing car park site may technically be able to accommodate decking but it is unlikely to be a feasible alternative in such a location because of the cost, environmental and access issues due to the single lane width bridge. A major increase in vehicle flow in and out of the car park would cause more congestion at the bridge and make it increasingly difficult for drivers and pedestrians.

9.5.5 A new site for surface parking needs to be found, either adjacent to the existing car park or in a separate location elsewhere in the town. One possibility is land adjacent to the existing car park that is already used as an overspill car park but the costs and benefits of that option need to be explored in more detail and there may be issues with access to the site and the increase in traffic along Church Lane and Guildenford. A comprehensive study of all options would need to be carried out.

On-Street Parking

9.5.6 Many visitors are attracted to the High Street because of the shops and the historic appeal of the environment but people can also park along the street itself, along with residents and employees. Some of the parking spaces along the High Street have a time limit while others are available for long stay parking at any time. These spaces can fill up with residents and employees that park all day, thus reducing the amount of space in the High Street for visitors and passing trade.

9.5.7 Enforcement of the existing restrictions was highlighted as inadequate in the public questionnaire so this needs to be reviewed and improved if possible.

9.5.8 Residents parking may be appropriate in particular streets where parking by non-residents creates problems. However, the needs of the local businesses need to be considered as well so such schemes would need to be well designed and supported by local residents and businesses.

9.5.9 The coach park in Priory Lane is not ideal because of its location and size. An alternative site needs to be found if possible.

Recommendations

- Investigate options to provide additional off-street parking in the region of 200 parking spaces to meet 2031 forecast demand. This will involve purchasing or leasing land for



a new car park in the town or working with a third party to develop a car park and ensuring access and environmental issues can be resolved

- Review on-street parking restrictions to improve the availability of short stay spaces along the High Street and make enforcement easier
- The need for additional loading bays and disabled parking spaces along High Street to be reviewed
- Consider options for residents parking scheme(s) in the town
- Secure S106 / Community Infrastructure Levy from new developments to create a fund to improve town centre parking
- Parking standards and planning policies for new developments to be reviewed to provide adequate off-street parking
- Identify alternative location for the coach park

9.6 RAILWAY VILLAGES

9.6.1 It is likely that there is overspill of rail user parking in Charlbury and a possibility of it in Long Hanborough. It is recommended that a more detailed survey of on-street parking is carried out in these villages to identify the volume, location and timing of any potential overspill parking. Options to mitigate the overspill and balance the needs of other users such as local residents can then be considered. OCC would need to be involved in this project.



10 ACTION PLAN

10.1.1 The Action Plan is presented below:

Table 37 – West Oxfordshire Parking Strategy Action Plan

Recommended Actions		When	Cost	Details	By Whom	
District-wide	1	Increase off-street car park capacity in specific locations	Long	High	Provide parking capacity in new or expanded car parks to provide space to relieve existing problems and satisfy future requirements. WODC to enter into dialogue with communities to encourage or enable the development of appropriate additional car parks, if suitable sites can be identified, funding secured, ownership and management agreed. Include in Local Plan	WODC / Town / Private Operators
	2	Free parking	Short	Low	Retain free parking across the District	WODC
	3	Rebalance the proportions of Long Stay and Short Stay parking	Medium	Low	In many locations the presence of long stay parking is restricting capacity for short stay trips which may be damaging the local economy. Long stay parking can be removed or reduced by implementing time restrictions. Alternative locations for the long stay parking also need to be considered and a large-scale transfer to on-street is unlikely to be an acceptable solution.	WODC / OCC
	4	Request OCC to review on-street parking provision	Medium	Medium	Traffic Regulation Orders to be reviewed to identify any safety risks and inappropriate parking. Long stay on-street parking to be reduced in town centres where it is causing problems. WODC to liaise with OCC	WODC / OCC
	5	Review WODC Parking Orders	Short	Low	Review details of the various Parking Orders to bring up to date with actual usage and amend the Order or on-site lines and signs where necessary	WODC
	6	Permit Parking Schemes	Short	Low	Support residents and specific types of business to consider Permit Parking schemes where there are valid concerns about the ability of residents and business vehicles to park or load on their street due to other types of parking. WODC to assist with liaison with OCC	WODC / OCC
	7	Support OCC in the delivery and promotion of sustainable transport	Medium / Long	Medium / High	Ensure that parking strategy and sustainable transport strategy are consistent and complementary. Ensure car parks contribute to sustainable transport strategy by preventing uncontrolled increase in demand. Electric charging, bicycle and motorcycle spaces to be considered in suitable car parks.	WODC
	8	Parking Standards and Planning Policy	Medium	Low	Adjust parking standards in the Local Plan and the interpretation of the standards to ensure that new development has adequate levels of off-street parking.	WODC Planning / OCC
	9	New development and S106	Medium	Low	Use Parking Strategy to seek contributions from developers towards the provision of additional car park supply in town centres	WODC / OCC
	10	Review of enforcement	Short	Medium	Ensure that enforcement resources are targeted in the most effective way to achieve good parking behaviour at an acceptable cost. Liaise with OCC to enforce on-street restrictions more effectively, amend TRO's where necessary and improve signs/lines to help enforcement	WODC / OCC

West Oxfordshire Parking Strategy
WYG Transport Planning

Recommended Actions		When	Cost	Details	By Whom	
District-wide	11	New car park equipment and signage	Short	Low	Equipment to be improved in selected car parks (e.g. CCTV, bins, cycle parking and information signs). Inadequate signs for drivers and pedestrians to be identified and new signs provided	WODC
	12	Parking at special events and times			To be discussed with WODC	WODC
	13	Promotions, Initiatives and Marketing	Short	Low	Improve website and promote Smartphone apps to help users to find vacant parking spaces	WODC
	14	Support OCC to develop and promote Park and Ride scheme	Short	Low	Promote the provision of Park and Ride to Witney from the proposed Park and Ride site at Eynsham	WODC
	15	Security improvements	Short	Low	Make improvements to street lighting, CCTV and the car park layout to increase levels of security up to a high standard across all car parks,	WODC
	16	Continue and improve liaison with OCC and car park operators	Short	Low	Ensure that there is close liaison with OCC regarding Traffic Regulation Orders, Enforcement, Planning & Development Control, Road Safety, Residents Parking, sustainable transport and land availability. Liaise with other car park operators, including town centre retailers.	WODC
	17	Residential parking advice	Short	Low	Provide online and leaflet advice to issue to residents regarding on-street parking and the need to provide access for residents and emergency services on estate roads	WODC / OCC
	18	Contractors Permits	Short	Low	Review the process for issuing permits for contractors vehicles to ensure the system is fair for other road users and permits are only issued where they are essential	WODC
Witney	19	Create more short stay parking in some central car parks	Medium	Low	Long stay parking to be removed from central car parks by implementing revised time restrictions (i.e. short stay only)	WODC
	20	Identify new off-street car park for relocated long stay parking	Medium	Medium	Carry out detailed review of potential sites and engage with landowners	WODC
	21	Traffic Regulation Order review	Medium	Medium	Carry out a detailed review of TROs and misuse at all times of day on central streets and amend TROs if necessary	WODC / OCC
	22	Consider options for more off-street car park capacity	Long	High	Carry out detailed review of potential sites for new car parks and engage with landowners. Assess viability of expanding the existing car parks, including the use of multi-storeys. Include in Local Plan if necessary Assess whether existing car parks and land could be used more effectively	WODC
	23	Quantify traffic and environmental impacts of proposals	Short	Low	Ensure that all proposals to expand car park capacity are assessed in relation to the impacts of any additional trips in the town and their impact on traffic congestion and the environment	WODC
	24	Consider installation of electric vehicle charge points	Short	Medium	Charge points to be installed in key locations	WODC

West Oxfordshire Parking Strategy
WYG Transport Planning

Recommended Actions		When	Cost	Details	By Whom	
Chipping Norton	26	Investigate options for more off-street car park capacity	Long	High	Carry out detailed review of potential sites for new car parks and engage with landowners. Assess viability of expanding the existing car parks, including the use of multi-storeys. Assess whether existing car parks and land could be used more effectively	WODC
	27	Traffic Regulation Order review	Medium	Medium	Request that OCC carries out a detailed review of TROs and misuse at all times of day and amend TROs if necessary	WODC / OCC
	28	Minor improvements to car parks	Short	Low	Upgrade Albion Street car park	WODC
	29	Support residential parking schemes	Medium	Medium	Provide information to residents that are requesting appropriate resident parking schemes and make recommendations to OCC	WODC
Woodstock	30	Investigate options to provide more parking spaces	Long	High	There is a lack of parking in the town centre and more space will be required in the future. Carry out dialogue with the community and review all options and costs for delivering a new car park. Include in Local Plan if necessary	WODC
	31	Traffic Regulation Order review	Medium	Medium	Carry out a detailed review of TROs and misuse at all times of day on central streets and amend TROs if necessary. Improve signs and lines to help enforcement. Include permit parking schemes as potential solution	WODC / OCC
	32	Targetted enforcement effort	Short	Medium	Amend enforcement to reduce inappropriate on-street parking, within existing budget constraints	WODC
	33	Create fund to improve parking from S106/ CIL	Medium	Low	Use Parking Strategy to create a fund for developers to contribute to the provision of more parking	WODC / OCC
	34	Traffic Regulation Order review	Short	Medium	Carry out a detailed review of TROs and misuse at all times of day and amend TROs if necessary. Improve signs and lines to help enforcement.	WODC / OCC
	35	Assess options for new off-street car parks	Medium	High	Options for off-street parking appear to be limited but a more detailed assessment may reveal additional sites	WODC
	36	Permit parking	Medium	Medium	Provide information to residents and businesses that are requesting permit parking in appropriate streets. Develop comprehensive parking scheme and make recommendations to OCC	WODC / OCC
	37	Coach park	Medium	Medium	Assess options to improve use of coach park and remove coach bus parking from town centre	WODC

Recommended Actions		When	Cost	Details	By Whom	
Burford	38	Investigate options to provide more parking spaces	Long	High	There is a lack of parking in the town centre and more space will be required in the future. Carry out dialogue with the community and review all options and costs for delivering a new car park. Include in Local Plan if necessary	WODC
	39	Traffic Regulation Order review	Medium	Medium	Carry out a detailed review of TROs and misuse at all times of day on High Street and amend TROs if necessary. Provide more short stay spaces on High Street where possible. Consider whether disabled spaces and loading areas are adequate. Include permit parking schemes as potential solution	WODC / OCC
	40	Create fund to improve parking from S106/ CIL	Medium	Low	Use Parking Strategy to create a fund for developers to contribute to the provision of more parking	WODC / OCC
	41	Improve or relocate Coach Park	Medium	Low	Carry out detailed survey of the existing coach park to establish whether it is fit for purpose. If not, consult with community to consider alternative locations for Coach Park	WODC
Railway Villages	42	On-street parking surveys	Short	Low	Carry out detailed surveys of the potential overspill of rail user parking in Charlbury and to a lesser extent, Long Hanborough	WODC

Definitions

Timescales Short Term 1 year
 Medium Term 2-3 years
 Long Term >3 years

Costs Low <£100k
 Medium £100k to £1m
 High >£1m



Figures 1 to 5 - Study Area Locations

Figure 1 – Witney Car Park and On-Street Surveys

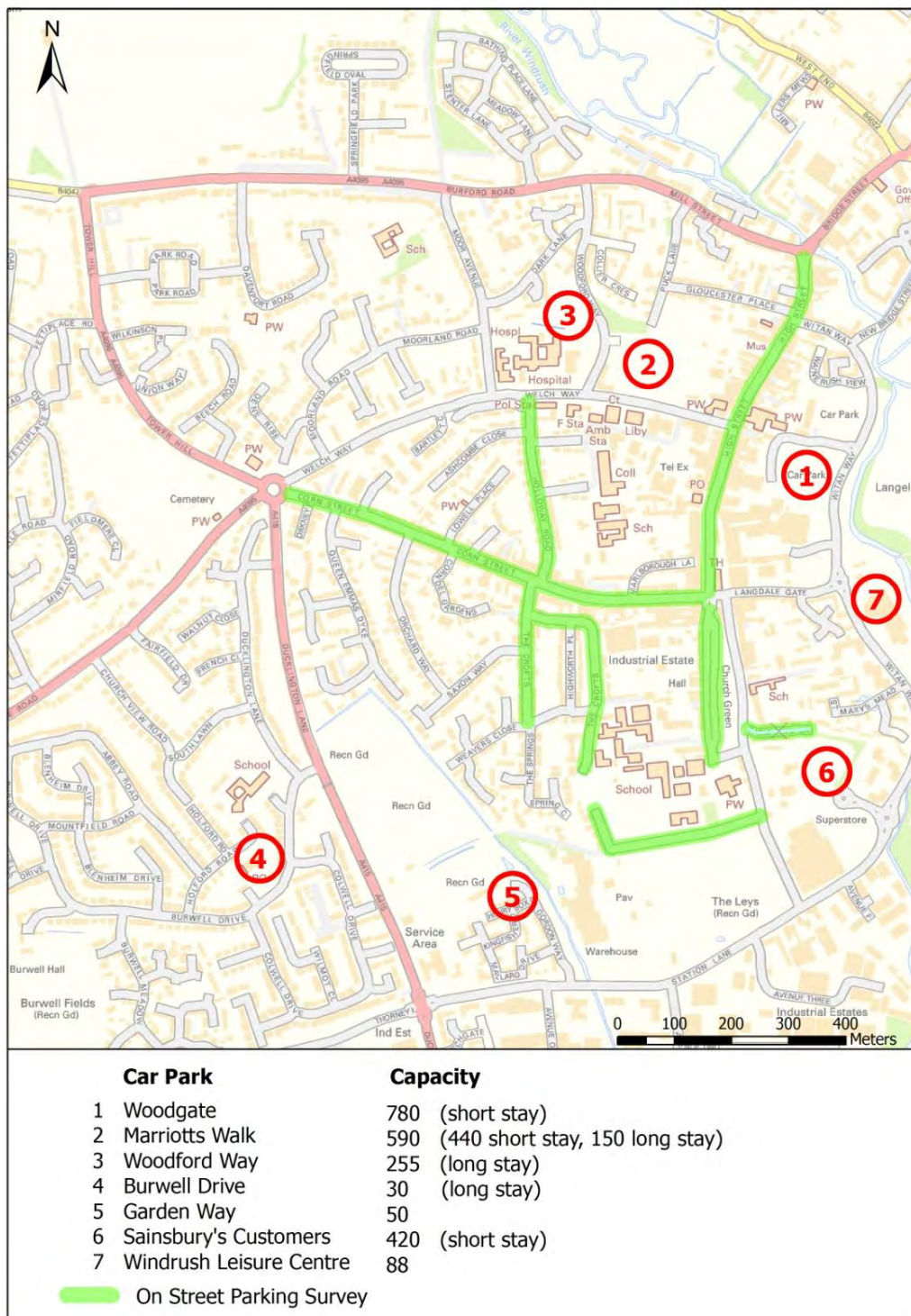


Figure 2 – Carterton Car Park and On-Street Surveys

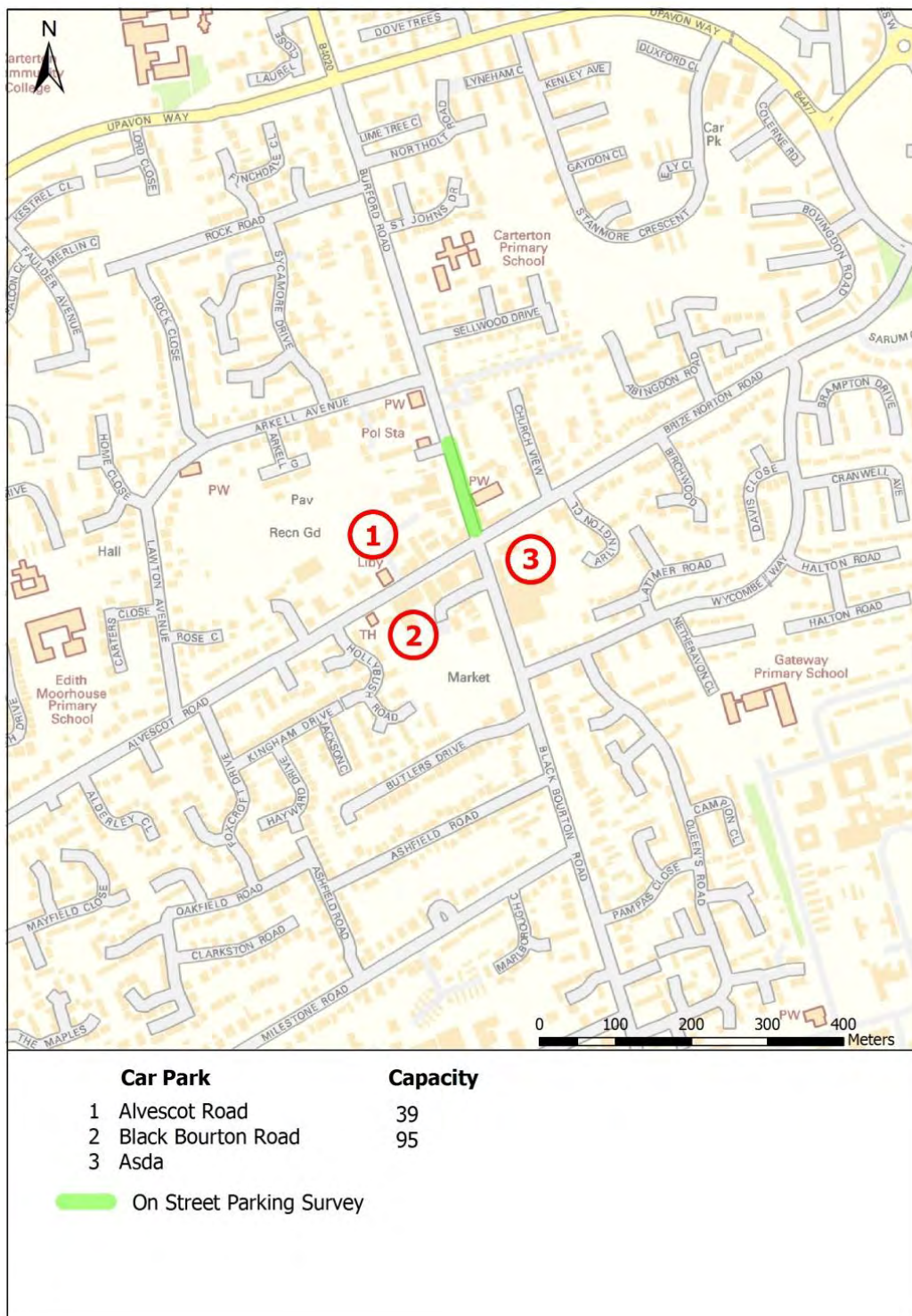


Figure 3 – Chipping Norton Car Park and On-Street

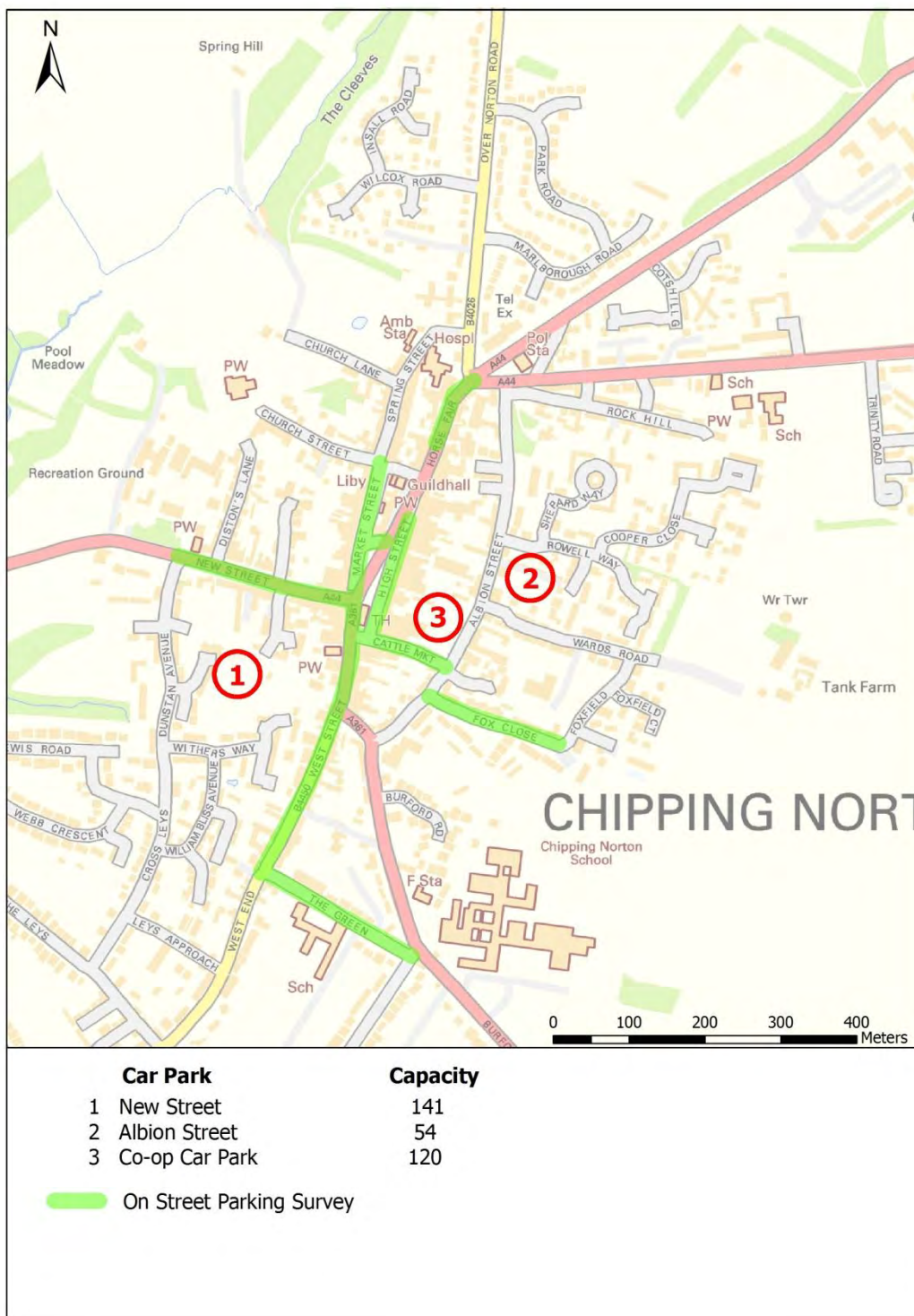


Figure 4 – Woodstock Car Park and On-Street

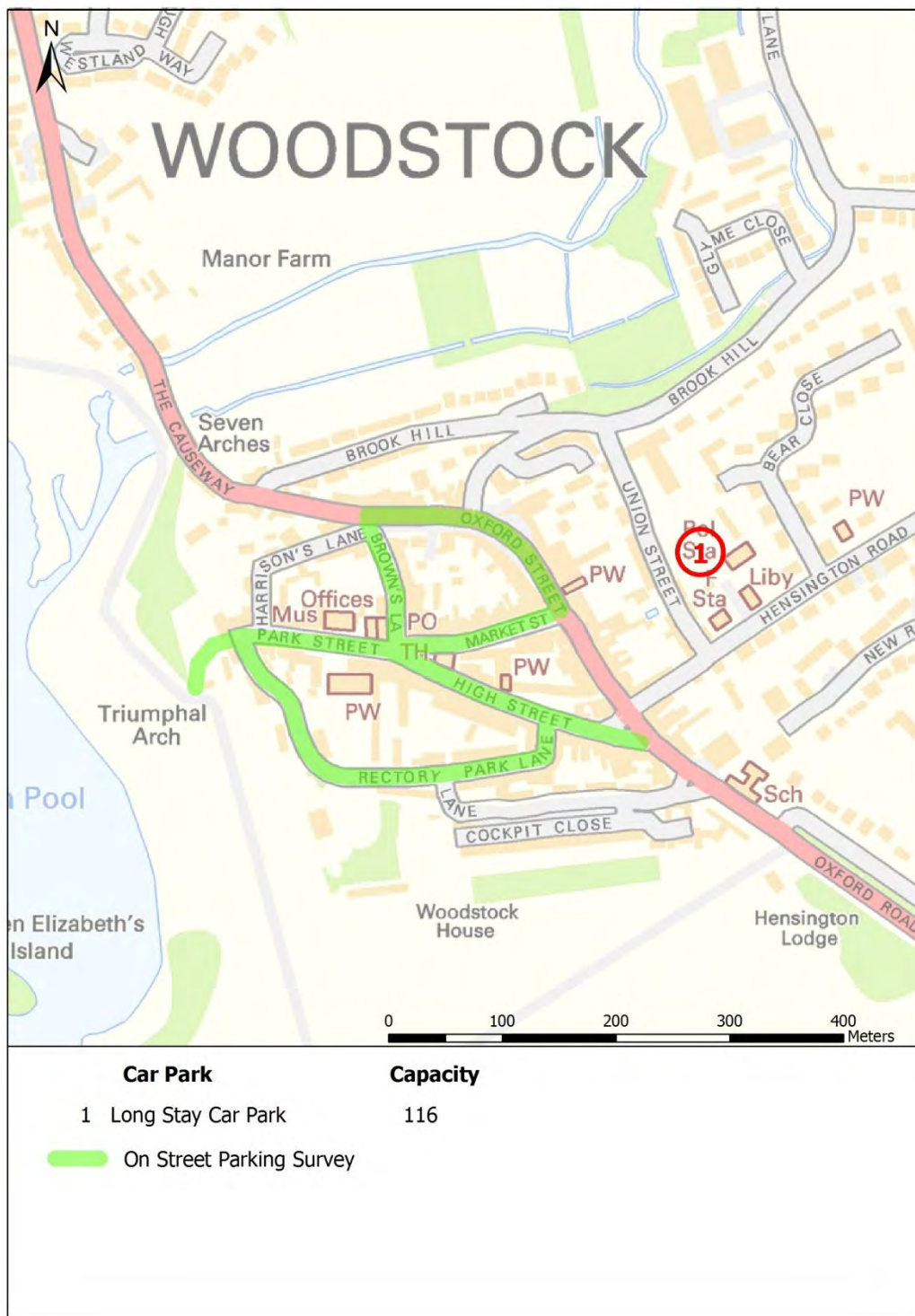
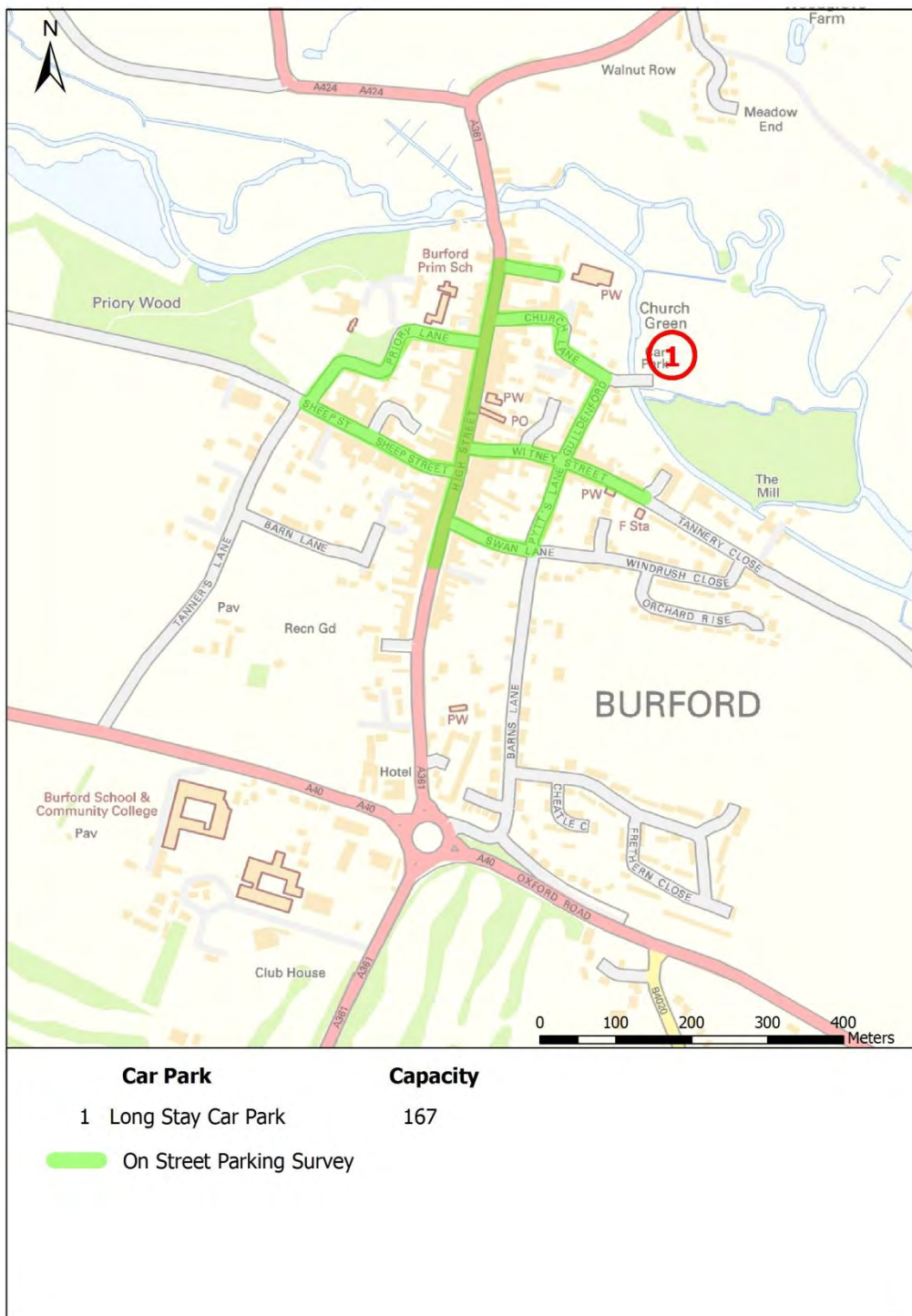


Figure 5 – Burford Car Park and On-Street





Appendix A – Car Park Facilities and Condition

Audit of WODC Car Park Facilities, September 2016

	Witney													
	Woolgate	Marriotts Walk	Woodford Way	Windrush Leisure	Carterton Black B	Carterton Alvescot	Woodstock	Chipping Albion St	Chipping New St	Burford	Charlbury Spendly	Charlbury Station	Kingham	Long Hanboro
Height Barrier	X	✓	X	✓	X	X	X	X	X	X	X	X	X	X
Marked Bays	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Local Information Signs	✓	✓	✓	X	X	X	✓	✓	✓	✓	✓	✓	✓	X
Pedestrian Direction Signs	✓	✓	X	✓	✓	X	✓	X	X	✓	✓	✓	✓	✓
Driver Direction Signs	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Toilet	✓	✓	X	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	X
Waste Bin	✓	X	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recycling	X	X	✓	X	✓	X	✓	✓	✓	✓	✓	✓	X	✓
Condition of Surface (1-4)	1	1	2	2	2	3	2	3	3	3	3	2	2	3
Cycle Parking	✓	✓	X	✓	X	X	✓	X	X	X	X	✓	✓	✓
Motorcycle Parking	X	X	X	X	X	X	X	X	X	X	X	✓	✓	✓
Streetlights	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CCTV	✓	✓	✓	✓	X	✓	X	X	X	X	X	✓	✓	X
Pedestrian Access	1	1	2	2	1	1	2	2	2	3	1	2	1	2
Shopmobility	✓	X	X	X	X	X	X	X	X	X	X	X	X	X
Time Restrictions	✓	✓	X	✓	X	X	✓	✓	✓	✓	✓	✓	✓	✓
Parent & Child Spaces	14	5	0	0	0	0	0	0	4	2	3	0	0	0
Disabled Parking Spaces	34	29	1	5	6	4	4	0	10	2	2	5	6	10

Condition of Surface - 1. Very good/new, 2. Good, 3. Adequate
 Pedestrian Access – 1. Good, 2. Adequate , 3. Poor

WODC Car Park Condition Survey July 2016

Works to be carried out
(year)

Condition 1 2 3 4 5 Comments

<u>Burford - Guildenford car park</u>							
Surface - Tarmac (main cp) Gravel (overflow)					✓		
Lining -					✓		
Signage -					✓		
Boundaries -					✓		
Bollard / Barriers -							
Grounds Maintenance - Cleaning / Planters		✓					Requires cutting back / weed spraying
Drainage -			✓				Interceptor to be emptied annually
Pedestrian Footpaths -						✓	Shared surface area in overflow car park

<u>Carterton - Alvescot Road</u>							
Surface - Tarmac						✓	
Lining -						✓	
Signage -						✓	
Boundaries -					✓		Timber fence
Bollard / Barriers -						✓	
Grounds Maintenance - Cleaning / Planters		✓					Planter requires weeding and planting
Drainage -					✓		
Pedestrian Footpaths -						✓	

<u>Carterton - Black Bourton Road</u>							
Surface - Tarmac	Green					✓	
Lining -	Green					✓	
Signage -	Green					✓	
Boundaries -	Green					✓	
Bollard / Barriers -	Green					✓	
Grounds Maintenance - cleaning / planters	Yellow		✓				Requires cutting back / weed spraying
Drainage -	Green				✓		
Pedestrian Footpaths -	Green					✓	

<u>Charlbury - Spendlove Centre</u>							
Surface - Tarmac	Red	✓					Badly potholed
Lining -	Red	✓					
Signage -	Green					✓	
Boundaries -	Green					✓	
Bollard / Barriers -	Yellow			✓			
Grounds Maintenance - cleaning / planters	Yellow	✓					Requires cutting back / weed spraying
Drainage -	Yellow			✓			
Pedestrian Footpaths -	Green					✓	

Chipping Norton - Albion Street

Surface - Tarmac			✓				Entrance way badly grazed
Lining -			✓				
Signage -						✓	
Boundaries -						✓	
Bollard / Barriers -						✓	
Grounds Maintenance - cleaning / planters			✓				Requires cutting back / weed spraying
Drainage -				✓			
Pedestrian Footpaths -						✓	No Footpaths

Chipping Norton - New Street

Surface - Tarmac					✓		
Lining -					✓		
Signage -					✓		
Boundaries -					✓		
Bollard / Barriers -					✓		
Grounds Maintenance - (cleaning / planters)				✓			Requires cutting back / weed spraying / crowns lifted
Drainage -				✓			Lower section has installed spring water management, soakaways
Pedestrian Footpaths -			✓				Ramped footpath to lower level, requires handrail

<u>Eynsham - Back Lane</u>							
Surface - Tarmac	Yellow				✓		Couple of minor potholes
Lining -	Yellow		✓				
Signage -	Green					✓	
Boundaries -	Green					✓	
Bollard / Barriers -	Green					✓	
Grounds Maintenance - (cleaning / planters)	Yellow		✓				Requires cutting back / weed spraying
Drainage -	Green			✓			
Pedestrian Footpaths -	Green				✓		Footpath link through to Back Lane

<u>Great Tew</u>							
Surface - Shingle	Yellow		✓				Top up shingle
Lining -							N/A
Signage -	Green					✓	
Boundaries -	Green					✓	
Bollard / Barriers -	Green					✓	
Grounds Maintenance - (cleaning / planters)	Yellow		✓				Requires cutting back / weed spraying
Drainage -	Yellow			✓			No drainage, soakaways through shingle surface
Pedestrian Footpaths -	Green				✓		

Long Hanborough - Reily Close

Surface - Block Paving					✓		
Lining -			✓				
Signage -						✓	
Boundaries -						✓	
Bollard / Barriers -						✓	
Grounds Maintenance - (cleaning / planters)			✓				Requires cutting back / weed spraying
Drainage -				✓			
Pedestrian Footpaths -					✓		

Witney - Burwell Meadow

Surface - Tarmac		✓					Potholed, requires complete resurfacing
Lining -		✓					Needs to be relined
Signage -						✓	
Boundaries -						✓	
Bollard / Barriers -						✓	
Grounds Maintenance - (cleaning / planters)			✓				Requires cutting back / weed spraying
Drainage -				✓			
Pedestrian Footpaths -		✓					Poor condition, responsibility of OCC

<u>Witney - Marriotts Multi Storey</u>							
Surface - Multi storey resin bonded	Green					✓	
Lining -	Yellow			✓			
Signage -	Green			✓			
Boundaries -	Green					✓	
Bollard / Barriers -	Green					✓	
Grounds Maintenance - (cleaning / planters)	Green					✓	N/A
Drainage -	Yellow		✓				Evidence of downpipe leaking
Pedestrian Footpaths -	Yellow		✓				Need re-lining

<u>Witney - Witan Way</u>							
Surface - Block Paving	Yellow			✓			Accessway requires relaying, loose blocks
Lining -	Yellow					✓	
Signage -	Green					✓	
Boundaries -	Green					✓	
Bollard / Barriers -	Green					✓	
Grounds Maintenance - (cleaning / planters)	Red	✓					Requires cutting back / weed spraying
Drainage -	Yellow		✓				Needs jetting
Pedestrian Footpaths -	Yellow		✓				

Witney - Woodford Way

Surface - Tarmac		✓						Lower section requires tarmacing
Lining -				✓				
Signage -						✓		
Boundaries -						✓		
Bollard / Barriers -				✓				
Grounds Maintenance - (cleaning / planters)		✓						Requires cutting back / weed spraying
Drainage -					✓			
Pedestrian Footpaths -			✓					

Witney - Woolgate Shopping Centre

Surface - Tarmac						✓	Woolgate Shopping centre responsibility
Lining -					✓		
Signage -						✓	
Boundaries -						✓	
Bollard / Barriers -				✓			
Grounds Maintenance - (cleaning / planters)			✓				
Drainage -					✓		
Pedestrian Footpaths -					✓		

Woodstock - Hensington Road

Surface - Tarmac	Green					✓	
Lining -	Green					✓	
Signage -	Green					✓	
Boundaries -	Green					✓	
Bollard / Barriers -	Green			✓			
Grounds Maintenance - (cleaning / planters)	Yellow		✓				Requires cutting back / weed spraying
Drainage -	Green					✓	
Pedestrian Footpaths -	Green					✓	



Appendix B – Stakeholder Workshop Agenda

West Oxfordshire Parking Study

Stakeholder Consultation

Stakeholder Workshops (2 hours max)

Witney

1	Introductions
2	Overview of study and key issues
3	Purpose of workshops
4	Existing parking provision: <ul style="list-style-type: none">a) location of parking - on-streetb) location of parking - off-streetc) amount of parking/ease of finding a spaced) parking enforcemente) surveillance/safety/lighting/cleanlinessf) information availabilityg) disabled/motorcycle/bicycle parkingh) pedestrian connections
5	Potential for new car parks and changes to on-street parking
6	Future parking provision - how to meet future demand - location and amount of parking
7	How to balance parking requirements and the requirement to encourage sustainable travel - walking/cycling/public transport



Appendix C – Public Consultation Results

Have your say on parking in West Oxfordshire

1. We manage the following car parks in West Oxfordshire. Which do you use and how regularly? (Please tick all that apply)

Answer Options	Most days	1 - 3 times a week	Most weekends	Never	Now and then	Response Count
Burford - Guildenford	24	47	28	989	998	2086
Carterton - Alvescot	35	171	55	997	801	2059
Carterton - Black	76	242	126	908	727	2079
Charlbury -	53	103	43	1474	357	2030
Chipping Norton -	25	62	33	1410	487	2017
Chipping Norton -	26	55	45	1390	537	2053
Eynsham - Back Lane	13	62	26	1515	421	2037
Great Tew - The Lane	1	2	7	1819	87	1916
Long Hanborough -	4	36	27	1622	292	1981
Witney - Marriotts	197	823	475	129	773	2397
Witney - Woodford	151	392	336	426	940	2245
Witney - Woolgate	276	1064	518	66	616	2540
Witney - Burwell	61	152	120	969	762	2064
Witney - Gordon Way	24	66	81	1465	349	1985
Woodstock -	10	62	64	1351	561	2048
<i>answered question</i>						2681
<i>skipped question</i>						0

2. Which car park do you use the most often?

Answer Options	Response Percent	Response Count
Burford - Guildenford	2.0%	49
Carterton - Alvescot	2.5%	63
Carterton - Black	4.4%	111
Charlbury -	3.2%	79
Chipping Norton -	1.5%	37
Chipping Norton -	3.2%	79
Eynsham - Back Lane	0.8%	21
Great Tew - The Lane	0.0%	0
Long Hanborough -	0.1%	2
Witney - Marriotts	25.7%	643
Witney - Woodford	6.8%	170
Witney - Woolgate	47.1%	1181
Witney - Burwell	0.9%	23
Witney - Gordon Way	0.3%	7
Woodstock -	1.6%	41
<i>answered question</i>		2506
<i>skipped question</i>		175

3. Thinking about this car park, what do you think of the following?

Answer Options	Good	Adequate	Poor	Don't know	Response Count
Availability of spaces	756	1175	569	6	2506
Signs to the car park	1155	1049	158	144	2506
Signs in the car park	886	1189	322	109	2506
Security and lighting	888	1157	302	159	2506
General layout of the	866	1159	463	18	2506
Condition of the car	1122	1115	256	13	2506
Pedestrian access /	981	1136	301	88	2506
Overall	936	1361	201	8	2506
<i>answered question</i>					2506
<i>skipped question</i>					175

4. What are your main reasons using this car park?

Answer Options	Response Percent	Response Count
Commuting (eg. Leisure (eg. cinema	1.8%	45
Medical appointment	36.6%	916
On holiday	14.6%	365
Resident (parking	0.2%	5
Shopping	3.6%	89
Work/business	85.9%	2152
Other (please	14.7%	368
	6.8%	170
<i>answered question</i>		2506
<i>skipped question</i>		175

5. How far have you travelled to use this car park?

Answer Options	Response Percent	Response Count
Under 2 miles	37.1%	930
2 - 4 miles	22.3%	558
5 - 9 miles	32.5%	814
10 - 24 miles	7.4%	185
25 miles or more	0.8%	19
<i>answered question</i>		2506
<i>skipped question</i>		175

6. On average, for how long and when do you use this car park?

Answer Options	Under 1 hour	1 - 3 hours	3 - 5 hours	5 - 12 hours	12 hours or more	Response Count
During the day	378	1583	239	179	25	2404
Evenings and	450	682	268	52	68	1520
<i>answered question</i>						2506
<i>skipped question</i>						175

7. If you don't use a council-owned car park, do you...

Answer Options	Yes	No	Sometimes	Response Count
Park on the road?	611	662	807	2080
Use private parking	303	1090	245	1638
<i>answered question</i>				2153
<i>skipped question</i>				528

8. Do you think there is enough parking enforcement across the District?

Answer Options	Response Percent	Response Count
Yes	54.8%	1342
Don't know	26.5%	649
No. Please specify	18.6%	456
<i>answered question</i>		2447
<i>skipped question</i>		234

9. Are there any streets / areas where you think existing yellow lines could be removed?

Answer Options	Response Percent	Response Count
No	91.5%	2239
Yes. Please specify	8.5%	208
<i>answered question</i>		2447
<i>skipped question</i>		234

10. Would you like to comment on one of our other car parks?

Answer Options	Response Percent	Response Count
No	73.6%	1793
Yes	26.4%	644
<i>answered question</i>		2437
<i>skipped question</i>		244

11. Which car park would you like to comment on?

Answer Options	Response Percent	Response Count
Burford - Guildenford	5.0%	30
Carterton - Alvescot	2.2%	13
Carterton - Black	1.3%	8
Charlbury -	2.7%	16
Chipping Norton -	1.2%	7
Chipping Norton -	4.8%	29
Eynsham - Back Lane	1.3%	8
Great Tew - The Lane	0.0%	0
Long Hanborough -	0.8%	5
Witney - Marriotts	40.0%	241
Witney - Woodford	9.3%	56
Witney - Woolgate	27.1%	163
Witney - Burwell	1.8%	11
Witney - Gordon Way	0.0%	0
Woodstock -	2.5%	15
<i>answered question</i>		602
<i>skipped question</i>		2079

12. Thinking about this car park, what do you think of the following?

Answer Options	Good	Adequate	Poor	Don't know	Count
Availability of spaces	207	184	210	1	602
Signs to the car park	265	267	56	14	602
Signs in the car park	207	279	97	19	602
Security and lighting	202	278	89	33	602
General layout of the	194	267	138	3	602
Condition of the car	235	256	107	4	602
Pedestrian access	223	269	89	21	602
Overall	196	295	105	6	602
<i>answered question</i>					602
<i>skipped question</i>					2079

13. What are your main reasons using this car park?

Answer Options	Response Percent	Response Count
Commuting (eg. Leisure (eg. cinema	3.0%	18
Medical appointment	43.2%	260
On holiday	19.6%	118
Resident (parking	0.3%	2
Shopping	3.7%	22
Work/business	79.4%	478
Other (please	13.5%	81
	8.1%	49
<i>answered question</i>		602
<i>skipped question</i>		2079

14. How far have you travelled to use this car park?

Answer Options	Response Percent	Response Count
Under 2 miles	33.9%	204
2 - 4 miles	21.9%	132
5 - 9 miles	37.2%	224
10 - 24 miles	6.3%	38
25 miles or more	0.7%	4
<i>answered question</i>		602
<i>skipped question</i>		2079

15. On average, for how long and when do you use this car park?

Answer Options	Under 1 hour	1 - 3 hours	3 - 5 hours	5 - 12 hours	12 hours or more	Response Count
During the day	83	367	84	42	7	583
Evenings and	92	199	87	11	4	393
<i>answered question</i>						602
<i>skipped question</i>						2079

16. Do you think there are enough parking spaces in West Oxfordshire?

Answer Options	Yes	Too many	Not enough	Don't know	Response Count
In the council-owned	715	4	1489	137	2345
On the road	483	109	1191	562	2345
<i>answered question</i>					2345
<i>skipped question</i>					336

17. Where do you think the following is required?

Answer Options	More short-stay parking	More long-stay parking	Walk, cycle and bus improvement	Don't know	Response Count
Burford	515	310	178	802	1575
Carterton	212	181	205	953	1439
Charlbury	165	121	117	1104	1411
Chipping Norton	259	217	130	1026	1482
Eynsham	141	99	148	1092	1410
Long Hanborough	134	133	158	1073	1408
Witney	915	1241	502	184	2058
Woodstock	350	245	131	895	1463
Other (please specify)					137
<i>answered question</i>					2271
<i>skipped question</i>					410

18. Do you ever use public transport?		
Answer Options	Response Percent	Response Count
Yes	63.1%	1476
No	36.9%	863
<i>answered question</i>		2339
<i>skipped question</i>		342

19. Why don't you use public transport?		
Answer Options	Response Percent	Response Count
Not available at right	34.8%	300
Prefer using own	55.0%	474
Cheaper to use own	35.7%	308
Mobility or access	8.9%	77
Other	23.7%	204
<i>answered question</i>		862
<i>skipped question</i>		1819

20. How did you find out about this survey?		
Answer Options	Response Percent	Response Count
Social media	58.5%	1355
Local news /	10.6%	246
Council website	12.6%	291
Other website	4.2%	98
Word of mouth	7.5%	173
Other, please specify:	6.6%	152
<i>answered question</i>		2315
<i>skipped question</i>		366

21. Do you have any further comments about parking or parking restrictions in West Oxfordshire?		
Answer Options	Response Percent	Response Count
No	44.3%	1025
Yes, please specify:	55.7%	1290
<i>answered question</i>		2315
<i>skipped question</i>		366



Appendix D – Future Parking Demand

A081175-56 West Oxon Parking Study

Growth Factors

TEMPRO 7:

2015 to 2031

	MSOA Area	2015 - 2031 Growth	
		Average Weekday	Saturday
Burford	12	1.2107094	1.2147143
Carterton	13	1.1658984	1.1683879
	14	1.1836496	1.1844073
Chipping Norton	1	1.2036197	1.2098435
Witney	8	1.1771553	1.1798612
	9	1.1671973	1.1694162
	10	1.220018	1.2243475
Woodstock	4	1.2005349	1.2089235
West Oxfordshire	NA	1.1914428	1.197396

Witney - Average 8+9+10 **1.1916677** **1.1949017**
Carterton - Average 13+14 **1.172919** **1.1747235**