

## 9 Short Term Option (12 mths)

9.1.1. The review of options has sought to assess the practical completion of the schemes against the short, medium and long terms time scales as set out previously.

9.1.2. The short term options considered which could be implemented within the next 12 mths, if consented and approved, are listed below,

- Centrica park and ride facility
- King Edward VII Hospital park and ride
- Home Park extension of evening parking/shuttle bus
- Increased on street parking
- Travel Information Signs
- East Berks College – Overflow parking
- Publicity/Promotion
- Management of Coach park

9.1.3. The above projects will facilitate an increase in parking provision for the town across the week. The table below seeks to provide an estimation of the number of spaces that could be provided by the individual schemes and a total for each period shown.

Measure	Weekday	Weekend	Evening
Centrica	0	150	0
King Edward VII Hospital	0	100	0
Home Park Car Park	0	0	145
King Edward Court	0	0	100
Increased on-street provision	170	100	100
East Berks College	0	50	50
Management of Coach Park	150	150	0
	320	550	395

9.1.4. As can be seen from the table in the short term the schemes can provide a range of additional spaces between 300 and around 600 spaces, if all the spaces are be provided.

9.1.5. Within the context of the short term schemes, the Council have an aspiration to seek to “fastrack” a number of projects and seek to secure these opportunities to support within the 12mth period , but in practical terms within the next 6mths and if possible for Christmas 2008.

9.1.6. The list below consist of the those projects which the Council believe can be secured in the near future, subject to preparation of legal agreements and implementation of supporting infrastructure.

	0 to 6 months	Spaces	6 to 12 months	Spaces
Centrica		0	✓	150
King Edward VII Hospital	✓	100		0
Home Park Car Park (Eve shuttle bus ext.)	✓	145		0
King Edward Court (eve. use)		0	✓	100
Increased on-street provision	✓	100		0
East Berks College	✓	50		0
Management of Coach Park	✓	150		0
		545		250

9.1.7. The table shows that subject to planning restraints, funding and negotiations with third parties, then around 500 spaces could be provided within the next 6-12 months.

9.1.8. The list of measures above, focuses on the provision of spaces, however this is only part of the strategy and only seeks to demonstrate that there are opportunities for additional parking predominantly on the outside of the town centre, which could be utilised. However there is still the requirement to manage the current parking provision and create a publicity and promotional package that aids this management.

9.1.9. As set out previously the use of a promotional campaign to highlight all modes is equally as critical to the enhancement and promotion of Windsor, to all users. Therefore included within the package of measures will need to be specific target areas a sample of which are set out below,

- Businesses – seek to promote the edge of town centre car parks or Park & Rides for business use with discount tickets to relocate the employees from the retail/town centre car parks, similar to Home Park.
- Night-time - Promote the night-time economy within Windsor, utilising a mix of destinations or core areas within the town and highlight the means of access, not only by car, but bus, rail, walking cycling etc.
- Focus marketing – the tourism survey demonstrates that not all who visit Windsor seek to visit the Castle, hence as with the night time principle create destinations, The River, King Edwards Court, Eton etc and prepare targeted information for travel to facilitate these users.

9.1.10. The key aspect of the publicity is that to achieve this the publicity must be in place as the measures come on stream and one of the initial projects almost prior to all others is to begin and create the publicity package for Windsor, which is considered to be the link to all the other measures and their success.

9.1.11. Plan 20812-003 shows the location of the proposed short-term options.