

## 14 Summary and Conclusion

### 14.1 Introduction

- 14.1.1. This report has been commissioned by The Royal Borough of Windsor and Maidenhead and seeks to review and promote a future parking strategy for Windsor, which will replace or complement the current strategy as set out in the boroughs parking Strategy Report dated 2004 and tie into the objectives of the current LTP.
- 14.1.2. The requirement for this review was brought about by the determination that a new park and ride facility to the north of the town was not viable, (as a main part of the 2004 strategy,) this document seeks to assess alternative options for replacing this facility and providing a short to long term objective for the Council to pursue.
- 14.1.3. The report has been prepared by Peter Brett Associates on behalf of the Borough.

### 14.2 Data Collection

- 14.2.1. In early 2008, PBA and the Council sought to undertake a wide range of surveys across the town as summarised below
  - Accumulation and in/out surveys at 8 of the towns car parks
  - Historical data for King Edwards Court
  - A public questionnaire survey in 6 of the main car parks
  - A review of the Councils historical parking management data
  - An on street survey
  - An assessment of the historical traffic data for the Relief Road
  - A business questionnaire
  - A review of the Tourism Predictions
  - The use of the 2001 and previous census data to assess employment and residential growth ranges
- 14.2.2. This data collection exercises allowed the current situation to be mapped and recorded and provide a benchmark for a neutral month. It is noted that in the summer, the usage patterns and demand will be greater, hence in July 08 a second set of surveys will be completed at the main 9 car parks (inc King Edwards Court), to validate some of the future predictions.

### 14.3 Car Park Results

- 14.3.1. The surveys undertaken in February 08 in principle showed that the town centre car parks as a whole were around 80% occupied on weekdays and approaching full capacity at weekends for a short period of the day focused around lunch time.
- 14.3.2. Obviously certain car parks were more critical during the day, River Street and Castle were heavily used, with both also used heavily at night linked to the night-time attractions in that area.
- 14.3.3. A key aspect noted from a weekday occupancy survey established that the major of vehicles had a single occupant; this was extremely prevalent in the am peak and suggests that around 20% of the car park spaces are occupied by employees; hence those spaces are occupied all day and not available for town centre use.

## 14.4 On Street Survey

14.4.1. The Council undertook a range of on street parking surveys for weekdays and weekends for daylight and the evening in May 08. The surveys highlighted a number of roads, which were close to, or at capacity. The surveys also established the daily profiles of use and established the level of take up of business, pay and display, residents and visitors across the day.

## 14.5 Public Questionnaire

14.5.1. The public questionnaire was undertaken in the 6 main car parks in the town centre, including King Edwards Court on Thursday and Saturday in February 2008. On average around 100 people were surveyed each day and a number of key issues were highlighted as summarised below,

- The highest majority 37% and 46% on weekday and weekends respectively were visiting Windsor to shop
- Around 21% on weekdays were parking as employees or on business, this dropped to 3% at the weekend
- The major stayed fro between 2 to 3 hours, in excess of 60% on both days.
- Most chose their car park linked to their destination and purpose of visit
- On a weekday t61% of vehicles had a single driver, this dropped to 25 % at the weekend
- Over 90% parked in their 1<sup>st</sup> choice car park on both days
- Around 80% found it easy to park in their chosen car park
- Of those travelling to Windsor, around 5 % are from within 1 mile, 20% within 5 miles, 40% from Berkshire and the majority of the rest some 35% from outside Berkshire.

## 14.6 Business Questionnaire

14.6.1. The business questionnaires were issued to around 200 of the employees in Windsor across all types, retail, commercial, and leisure etc, the Council received around 29 responses. Those that responded covered around 1,500 employees of the town.

14.6.2. The responses determined that 18 of the companies had employees who utilised the town centre car parks and surrounding roads to park for work, this equated to around 1/3<sup>rd</sup> of the 1500 seeking to park in the town centre.

14.6.3. The business were supportive of the provision of additional spaces, wanted more flexibility in the towns parking provision and wanted a review of parking charges at key car parks.

## 14.7 Predictions of Demand

- 14.7.1. Having established the base line data, the report seeks to determine the future demand for a range of town centre users as set out below,
- Residential
  - Business
  - Tourism
  - Town Centre/Retail
- 14.7.2. The report sought to set a short, medium and long-term timetable on the demand methodology, using 2016 as a benchmark future year, but seeking to cap the long-term assessment at 2013.
- 14.7.3. In addition to the timetable, the estimated demand in future spaces was also categorised into Weekday, Evening and Weekend.
- 14.7.4. In summary having combined all the different future demands, assessed the time period and the period of the week these shortfalls occur in, the following table sets out the estimated additional spaces that would be required if each additional demand was met with additional capacity.

	Short Term 2009	Medium Term 2011	Long Term 2013 +
Weekday	280	707	1144
Evening	69	119	133
Weekend	409	485	629

## 14.8 Future Strategy and Options

- 14.8.1. The extensive data collection and analysis exercise has made it possible to quantify the scale of predicted demand and formulate an overall strategy. The high level strategic aim is **'...to manage the predicted demand to support the vitality of the town for residents, business and visitors...'**

It is proposed that the predicted demand will be managed by:

- Maximising use of existing parking stock
- Increasing capacity
- Promoting alternative travel choices

A combination of these measures will assist in ensuring that the strategic aims are delivered.

- 14.8.2. Within the report a range of schemes, projects and strategies have been proposed to not only provide additional spaces to serve the town, but to allow better management of the current and future provision including a new publicity campaign to promote all modes and access to the town and a targeting of schemes and spaces to serve the main corridors which access the town.

14.8.3. These measures seek to address the current and future issues witnessed within the town, but simultaneously seek to enhance and support the current policies set out in the LTP and other Council documents promoting sustainability.

14.8.4. The measures were considered under the following headings,

- New Parking Opportunities
- Improve Parking Opportunities
- Information and Publicity
- Planning policy
- Pricing Structure
- Olympics

## 14.9 Short Term Options

14.9.1. The following measures and strategies were considered for the short-term period for the next 12 mths. A number of the measures may be considered for implementation or progression in the next 6 months.

- Centrica park and ride facility
- King Edwards 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

14.9.2. The measures and schemes set out above could provide the following number of spaces for the allotted periods shown.

Measure	Weekday	Weekend	Evening
Number of Spaces	320	550	395

## 14.10 Medium Term Options

14.10.1. The following measures and strategies were considered for the medium term period for the period of 12 to 36 months.

- Windsor Race Course park and ride facility
- Home Park extension of capacity
- Private Business Parking
- Planning Policy
- Windsor Dials new footbridge
- VMS Signage
- New Pricing Structure

14.10.2. The measures and schemes set out above could provide the following number of spaces for the allotted periods shown.

Measure	Weekday	Weekend	Evening
Number of Spaces	400	500	100

## 14.11 Long Term Options

14.11.1. The following measures and strategies were considered for the long-term period for the period beyond the next 36 months.

- Alexandra gardens new car park
- River Street/Castle redevelopment
- Information technology

14.11.2. The measures and schemes set out above could provide the following number of spaces for the allotted periods shown.

Measure	Weekday	Weekend	Evening
Number of Spaces	300	300	300

Working Draft

## 14.12 Demand and Provision

- 14.12.1. The table below shows a comparisons the predicted demand for spaces in the future and the potential provision, in the schemes previously set out are implemented, as can be seen in all cases, the possible provision would accommodate the demand. This is not to say that the demand should be met and that other strategies linked to sustainable travel or management of existing parking areas should not be considered prior to any additional provision.

	Weekday			Evening			Weekend		
Year	2009	2011	2013	2009	2011	2013	2009	2011	2013
<b>Provision</b>	320	720	1020	295	495	795	550	1050	1350
<b>Demand</b>	-280	-720	-1144	-69	-119	-133	-409	-485	-629
<b>Difference</b>	40	13	- 124	226	376	662	141	565	721

## 14.13 Capital and Operating Budgets

- 14.13.1. The report seeks to assess the potential capital and operational costs for the entire package of works as summarised in the table below.

Year	Costs	
	Capital Investment	Operational Investment
<b>2008-2009</b>	<b>325,000</b>	<b>34,000</b>
<b>2009-2010</b>	<b>1,000,000</b>	<b>195,000</b>
<b>2010 / 2011</b>	<b>970,000</b>	<b>437,000</b>
<b>2011 / 2012</b>	<b>5,000,000</b>	<b>437,000</b>
<b>2012 / 2013</b>	<b>1,000,000</b>	<b>437,000</b>
<b>Budget Total</b>	<b>8,295,000</b>	<b>1,540,000</b>

- 14.13.2. The Council currently have a capital expenditure of around £1 million and have historically sought to secure a £7million contribution from SEERA (still to be agreed), however these budgets do not include the possible infrastructure costs and other measures now being considered outside of the parking strategy, which push the capital expenditure upto around £11/12 million.

## 14.14 Way Forward

- 14.14.1. This report has been prepared as a working document for the future strategy for Windsor and will be subject to discussion and agreement by the Council at July Cabinet, following which the project will be progressed to future business cases for the specific schemes.