Atherstone Town Centre

Parking Review

North Warwickshire Borough Council

January 2009

Atherstone Town Centre
Parking Review

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Background

Colin Buchanan (CB) were appointed by North Warwickshire Borough Council (NWBC) to conduct a short study into town centre parking in Atherstone in November 2008. The study was to investigate existing conditions and make future projections and recommendations, based on available data and some limited additional surveys.

Study Remit & Work Undertaken

The main outcomes sought from the town centre parking review as requested by North Warwickshire Borough Council were:

- Whether the amount and type of car parking currently provided (by both the public and private sector) is sufficient for Atherstone's needs.
- What measures would ideally need to be adopted to provide a satisfactory car parking service in the town (i.e. optimum number of spaces, waiting times etc.)
- What the impact on car parking will be once the more regular train service from Atherstone commences in December.
- What measures can be adopted in the short to medium term to improve car parking in the town (i.e. different waiting times/restrictions, greater enforcement, variable charging/permits etc.)
- Some idea of the cost of implementing such changes.

The study included analysis of policy context (national, regional and local), limited additional surveys; collection of secondary data (land use, transport and population, parking tariffs and regulation); analysis and presentation of surveys and secondary data; undertaking future demand projections, including potential increased rail demand; making strategic objectives and policy recommendations.

Policy review (Chapter Two)

The following are core strategic objectives for parking in Atherstone. These objectives refer to the specific national, regional and local policies on land use, transport and parking described in Chapter 2, which provide the policy context and framework within which the strategy sits.

There are **3 key objectives** for a parking strategy for Atherstone. These are:

- **Economy:** parking should support and enhance the vitality and viability of the town centre and contribute wherever possible to local economic development;
- **Sustainability:** parking should be managed in a manner consistent with the principles of sustainable travel choices;
- **Finance and Tariffs:** charges and controls can be used to influence parking behaviour in support of other objectives and maximise revenue, sensitive to the local economy.

Further to core objectives is the need to:

- Enhance community involvement and access to services;
- Protect and improve the environment;
- Make the best use of resources;
- Ensure parking enforcement is appropriate to meet other strategic aims;
- Where appropriate protect the ability of local residents to park close to their homes;
- Provide sufficient parking for disabled motorists, cyclists, and motorcyclists;
- Ensure car park quality is high (secure, well signed, well maintained, user friendly);
- Develop a monitoring programme to enable better future decision-making.

Survey data and analysis (Chapter Three)

A number of broad conclusions can be drawn from this study of parking in Atherstone. These are summarised in the following section:

- **Peak parking demand** is much higher on a weekday than on a Saturday;
- In the busiest peak period (weekday) there are:
  - 50 free spaces in public off-street car parks;
  - 75 free spaces in private town centre retail car parks;
  - but, 50 vehicles parked illegally on-street in the town centre;
  - Therefore, total free capacity is approximately 75 spaces at peak times.
- **Public off-street car parks** are well used, especially on weekdays, and whilst in general there is no significant off-street parking capacity problem some individual car parks operate at effective capacity in peak periods, examples are:
  - **Station Street short stay car park** - although small it is highly convenient for the town centre and very well used;
  - **Woolpack Way short stay car park** – conveniently located and well used throughout the day by short stay parkers;
  - **Sheepy Road** and **Cattle Market long stay car parks** are both typically full to capacity all day with long stay commuter parking;
- Public off-street car parks typically attract the 'right' sort of use i.e. short stay acts in short stay car parks, long stay acts in long stay car parks;
- **Private town centre retail car parks** are well used but provide significant and vital additional parking capacity for the town centre, acting as a pressure valve for town centre parking demand;
- **Prime, central on-street parking** areas experience heavy parking demand all day, often far in excess of capacity:
  - **Long Street** –prime retail street with high demand, high turnover (50-60% of acts < 30minutes), a lot of illegal parking, but also some long stay parking.

Parking demand projections (Chapter Four)

To make future demand projections we considered potential demand arising from land use/ socio-economic growth (housing, population, car ownership, employment) as well as potential additional demand generated by the improved rail connections to Atherstone rail station.

These future demand projections indicate that:

- Background growth of 0.5% to 1.5% is possible, though in the present economic climate is likely to be towards the lower end of this spectrum or even negligible;
- Additional parking demand generated by improved rail connections to Atherstone will grow slowly over time. Dependent on passenger growth this could result in additional parking demand of 15 to 85 vehicles, although in reality the figure is likely to be at the lower end of this spectrum - possibly 15-30 vehicles;
- With moderate or negligible background growth and rail passenger growth, current supply would cater for demand to 2020;
- However, if any of the main town centre retail car parks (Aldi, Co-op, Somerfield) which make up a significant proportion of total capacity were to be lost with no new replacement supply, then there could be significant capacity problems;
- Therefore, if we anticipate low background growth, moderate rail related demand and no loss of town centre retail parking we would anticipate no significant capacity problems until 2018 the earliest and possibly beyond.
- However, improved demand management and regulation and, especially, enforcement of supply will be crucial to maintaining an effective parking regime in Atherstone.

Tariff benchmarking (Chapter Five)

The tariff benchmarking exercise revealed that:

- Within the county of Warwickshire, three districts (Warwick, Stratford, Rugby) have introduced decriminalised parking and on-street parking charges.
  - Warwick charge 20p for 30 minutes; 90p for 1 hour; £1.50 for 2 hours.
  - Stratford charge 50p for 30 minutes; £1 for 1 hour; £1.50 for 1.5 hours; £2 for 2 hours.
- None of the towns considered (outside Warwickshire) charge for on-street parking;
- Only 1 authority (outside Warwickshire) has a specific off-street parking charge for the first 30 minutes;
- 5 of the 7 authorities (outside Warwickshire) have a 1 hour off-street parking charge, set between 40 and 90 pence;
- The average charge for 4 hours is approximately £2;
- Some authorities have differential charges between short and long stay car parks;

The Civil Enforcement of Parking Contraventions (Guidelines on Levels of Charges) (England) Order 2007 provide the context for penalty fare structures. Elsewhere in Warwickshire, districts have implemented the band 1 penalty charge levies, which for higher level contraventions are £60 (reduced to £30 if paid promptly). So it is recommended that NWDC adopt a similar policy consistent with neighbouring authorities within Warwickshire.

Policy recommendations (Chapter Six)

The table below provides a summary of the policy and strategy recommendations as an action plan. A more detailed discussion is included in Chapter six.

Table S 1: Measures and recommendations: action plan

Measures and recommendations	Implementation action	Strategic objectives	Action timescale
Core measures and recommendations			
Increase turnover of prime on-street and prime off-street parking	Enforce 30 minute on-street regulation in town centre (Long Street) through negotiation with highway authority (WCC) and enforcement and revise off-street parking order for Station Street car park to 30 minutes (to match Long Street)	To support **economic vitality and viability** To ensure **adequate parking capacity** Use **charges and controls to influence parking behaviour**	**Short - Medium**
Move surplus on-street parking to off-street car parks, remove long stay from on-street	Through regulation (revised parking order hours), negotiation with highway authority (WCC) and enforcement	Use **charges and controls to influence parking behaviour** To ensure **adequate parking capacity** To support **road safety and traffic flow** To support **economic vitality and viability**	**Short - Medium**
Decrease long stay parking over time (in conjunction with promotion of alternative modes, such as the hourly mainline rail connection and	Promotion/ adoption of Travel Plans for major employers, to reduce s.o.v journeys, increase public transport, walking, cycling, car clubs	To ensure **adequate parking capacity** Manage parking demand consistent with	**Ongoing**

WCC interurban bus services)	Revised restrictions in long stay car parks and introduction of permits	the principles of **sustainability** Use **charges and controls to influence parking behaviour**	
Better enforcement on-street and off-street	Employ enforcement officer(s) for on-street and off-street	Use **enforcement** to meet strategic aims To ensure **adequate parking capacity** To support **road safety and traffic flow**	**Short - Medium**
Introduce long stay parking restrictions (4 hour) and long stay permits in town centre long stay car parks	Needs officer action, consultation, member agreement and revised off-street parking order	To ensure **adequate parking capacity** Use **charges and controls to influence parking behaviour**	**Short - Medium**
Introduce long stay parking permits for commuters at NWBC public car park on Carlyon Road	Implement through officer action, consultation and member agreement	Use **tariffs** to influence parking behaviour in support of objectives	**Short - Medium**
Provide adequate off-street parking to support railway station and increased rail demand and restrict on-street parking near station	Enter discussions with land owner of rail station car park as to potential for NWBC management Discuss on-street issues with WCC	To ensure **adequate parking capacity** To support **road safety and traffic flow** To protect **residential amenity**	**Medium - Long**
Consider options for short term waiting and kiss	Discuss with land owner of rail station, the rail	To ensure **adequate parking capacity**	**Short- Medium**

and ride pick up/ drop off at rail station	operator and WCC to create adequate solution	To support **road safety and traffic flow**	
Increase fine structures to penalise parking contraventions	Revision of parking and traffic regulation order– member agreement needed	Use **tariffs** to influence parking behaviour in support of objectives Use **enforcement** to meet strategic aims	**Short - Medium**
Revise hours of operation of parking places order	Revision of parking places order	To ensure **adequate parking capacity** To **make best use of resources**	**Short**
Ensure adequate provision of off-street parking capacity for new residential developments, consider overnight use of off-street car parks by residents and residential permits for off-street car parks	Ensure policy is up to date and parking order hours of operation are revised Consider residential permits for off-street car parks	Protect the ability of **local residents** to park close to their homes To **make best use of resources** To ensure **adequate parking capacity**	**Ongoing**
Provide adequate disabled, cycle and motorbike parking	Ensure policy for provision is up to standard and enacted by local officers	Provide sufficient parking for **disabled motorists, cyclists, and motorcyclists**	**Ongoing**
NWBC to produce and adopt a travel plan – possibly in conjunction with proposed council move	Through local planning policy and officer action	Manage parking demand consistent with the principles of **sustainability**	**Short- Medium**
Encourage local employers to produce and adopt travel plans	Through local planning policy and officer action and consider using external advisors	Manage parking demand consistent with the principles of **sustainability**	**Medium**

Implement a monitoring programme to ensure parking is performing adequately to meet service delivery targets and policy aims and objectives	Through local planning policy and officer action	**Develop a monitoring programme** To **make best use of resources**	**Ongoing**
Consider on-street directional signage to car parks and improved town centre signage in car parks.	Through officer action and discussion with highway authority (WCC)	To **make best use of resources** To support **road safety and traffic flow**	**Medium**
Improve communication with highway authority and other key private sector parking operators	Develop and maintain a dialogue with highway authority, private operators (retail) and landowners (rail station)	To **make best use of resources** To ensure **adequate parking capacity** To support **economic vitality and viability**	**Ongoing**
Supplementary medium-long term measures and recommendations to consider			
Implement on-street charging and payment systems	*Revision of local parking policy – member agreement needed*	*Use **tariffs** to influence parking behaviour in support of objectives*	***Medium***
Implement charging and payment systems in short stay and long stay off-street car parks		*To **make best use of resources*** *To ensure **adequate parking capacity***	***Medium***
Provide additional (short stay) off-street parking capacity	*Consider potential through council move*	*To ensure **adequate parking capacity***	***Medium-Long***

1 Introduction

1.1 Background

1.1.1 Colin Buchanan (CB) were appointed by North Warwickshire Borough Council (NWBC) to conduct a short study into town centre parking in Atherstone in November 2008. The study was to investigate existing conditions and make future projections and recommendations, based on available data and some limited additional surveys.

1.1.2 The key driver of the study was the forthcoming introduction of a new regular hourly rail service from Atherstone rail station, to come into effect from 1st December 2008. This, along with further additional potential land use changes in Atherstone town centre, may affect future demand for parking in Atherstone.

1.1.3 Atherstone is a small market town in North Warwickshire, of 15-16,000 people. It is on the A5 between Nuneaton and Tamworth, in the County of Warwickshire, North-East of Birmingham.

1.1.4 North Warwickshire Borough Council (NWBC) own and operate public off-street car parks in Atherstone, whilst Warwickshire County Council (WCC) are the highway authority and are responsible for on-street parking. Currently parking is free across the town.

1.1.5 There is no on-street parking enforcement by the police and Civil Parking Enforcement (CPE) has not been introduced and is not being considered in the short term by WCC. Public off-street parking enforcement is undertaken 2 days per week by Euro Car Parks. However, charges under the existing parking fine structure are low at £20, reduced to £10 if paid within 7 days.

1.1.6 The existing off-street parking places order for Atherstone operates from 9am to 5pm, from Monday to Saturday.

Figure 1.1: Atherstone

1.2 Study remit

1.2.2 The main outcomes sought from the town centre parking review as requested by North Warwickshire Borough Council were:

- Whether the amount and type of car parking currently provided (by both the public and private sector) is sufficient for Atherstone's needs.
- What measures would ideally need to be adopted to provide a satisfactory car parking service in the town (i.e. optimum number of spaces, waiting times etc.)
- What the impact on car parking will be once the more regular train service from Atherstone commences in December.
- What measures can be adopted in the short to medium term to improve car parking in the town (i.e. different waiting times/restrictions, greater enforcement, variable charging/permits etc.)
- Some idea of the cost of implementing such changes.

1.2.3 NWBC supplied details of capacity and usage in NWBC public car parks from a previous survey in May 2006, but no information on on-street or private sector parking was provided.

1.3 Report structure

1.3.2 Chapter Two sets out the policy background to the study including national, regional and local policy guidance.

1.3.3 Chapter Three describes the surveys which were undertaken and presents analysis of the survey results.

1.3.4 Chapter Four presents future demand projections, looking at future land use change and drivers of future demand change such as the increased rail frequency.

1.3.5 Chapter Five presents the results of a tariff benchmarking exercise looking at competing centres in the region.

1.3.6 Chapter Six summarises the findings, presents strategic objectives and makes policy recommendations.

2 Policy review

2.1 National policy

2.1.1 National transport policy indicates the commitment of government to the development of integrated land use and transport planning. The guidance, summarised below, promotes an integrated approach to land use, economic development, transport and the environment. It identifies the important role that land-use planning plays in:

- Reducing the need to travel by regulating the pattern of land uses in relation to each other and to existing transport facilities;
- Enabling people to access local facilities over local networks by short walking or cycling trips, in turn contributing to social inclusion;
- Supporting the provision of high quality public transport access to development, in order to encourage its use and persuade users / visitors of its relative attractiveness; and
- Supporting the management of motorised travel to enable it to undertake its essential role effectively, but in all other respects to contribute to sustainable transport objectives.

Planning Policy Guidance 13 (Transport), 2001

2.1.2 Land use planning has a key role in delivering the Government's integrated transport strategy. By shaping the pattern of development and influencing the location, scale, density and mix of land uses, planning can help reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking and cycling.

2.1.3 The objectives of the PPG13 guidance are to integrate planning and transport at the national, regional, strategic and local level to:

- Promote more sustainable transport choices for both people and for moving freight;
- Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
- Reduce the need to travel, especially by car.

2.1.4 With regards to parking policy, the guidance recommends that parking policies are used alongside other planning and transport measures to promote sustainable transport choices and reduce reliance on the car for work and other journeys.

2.1.5 PPG13 recognises that the availability of car parking has a major influence on the means of transport people choose for their journeys and note that levels of parking can be more significant than public transport provision in determining means of travel (particularly for the journey to work), even for locations very well served by public transport.

2.1.6 In developing and implementing policies on parking, Local Authorities should:

- Ensure that, as part of a package of planning and transport measures, levels of parking provided in association with development will promote sustainable transport choices;
- Not require developers to provide more spaces than they wish (except where there are significant implications for road safety);
- Encourage the shared use of parking in town centres and as part of major proposals;
- Take care not to create perverse incentives for development to locate away from town centres, or threaten future levels of investment in town centres.

- Require developers to provide designated parking spaces for disabled people, in accordance with current good practice;
- Where appropriate, introduce on-street parking controls in areas adjacent to major travel generating development to minimise the potential displacement of parking where on-site parking is being limited;
- Require convenient, safe and secure cycle parking in development at least at levels consistent with the cycle strategy in the local transport plan;
- Consider appropriate provision for motorcycle parking; and
- Maximum parking standards should be applied to broad classes of development, to promote sustainable transport choices.

2.1.7 The guidance warns that a balance must be struck between encouraging new investment in town centres by providing adequate levels of car parking, and potentially increasing traffic congestion by encouraging unnecessary car trips.

2.1.8 On-street measures should be used to complement land use policies. Car parking charges should also be used to encourage the use of alternative modes and should not undermine the vitality of other town centres. Controls over public parking (both on-street parking and in car parks) need to be backed up by adequate enforcement measures.

2.1.9 Authorities are encouraged by this guidance to turn over redundant or under-utilised existing car parking areas and to redevelop, or re-use them, where appropriate.

2.1.10 Specific comments are made regarding the provision of parking at urban and suburban rail stations. Whilst this can increase the potential catchment population for rail services, it can at the same time exacerbate road congestion in the surrounding area. At mainline stations it may also discourage travellers from using local bus or train services to connect to longer distance services. Parking may also result in lower density development in the immediate vicinity of the station. Local authorities need therefore to consider the case for parking facilities at urban and suburban rail stations and the treatment of on-street parking near to stations within the context of their local transport plan objectives and advice in this guidance.

2.1.11 The guidance notes also that resident parking schemes and other controls can be used to avoid on-street parking in areas adjacent to developments with limited on-site parking.

2.1.12 The overall approach outlined in PPG13 will provide the context for the local plan strategy, a key aim of which should be to encourage greater use of public transport, walking and cycling, and reducing the overall need to travel (especially by car) through appropriately located development, primarily in existing town centres.

Planning Policy Statement 6: Planning For Town Centres, 2005

2.1.13 The PPG13 guidance for transport in town centres is reiterated in PPS 6. The Government's key objective for town centres is to promote their vitality and viability by:

- Planning for the growth and development of existing centres; and
- Promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all.

2.1.14 In this context, other government objectives must be taken into account, particularly:

- Improving accessibility, ensuring that existing or new development is, or will be, accessible and well served by a choice of means of transport; and
- To deliver more sustainable patterns of development, ensuing that locations are fully exploited through high-density, mixed-use development and promoting

sustainable transport choices, including reducing the need to travel and providing alternatives to car use.

2.2 Regional/ local policy

2.2.1 The Warwickshire Structure Plan provides the strategic framework for land use planning in the county, shaping Warwickshire's future physically and environmentally, and influencing it economically and socially. The Structure Plan has been prepared in accordance with the Regional planning policy guidance (RPG11) that was approved by the Secretary of State in 1998. The RPG provides an overarching spatial strategy for the development plans in each region. It has a particular role in determining overall housing requirements for each county and unitary authority area and includes the Regional Transport Strategy.

Regional Planning Guidance for West Midlands (RPG11) (1996)

2.2.2 Regional planning guidance for the West Midlands covers the period up to 2011 and provides a regional framework for the preparation of local authority development plans and the spatial framework for the preparation of local transport plans.

2.2.3 The guidance places emphasis on the need for new and sustainable development in the region, based on the growing understanding that economic, social and environmental issues are inextricably linked.

2.2.4 For the region to function successfully in the future and to create safer and more sustainable places, greater reliance will need to be placed on walking, cycling and public transport, together with a recognition of the role that new technology can play in reducing the need to travel.

2.2.5 In general, the approach to parking needs to complement and reinforce the wider spatial strategy. In particular, it needs to support the commitment to urban renaissance, whereby development is concentrated in locations that are highly accessible, or have the potential to be highly accessible, by non-car modes.

Warwickshire Structure Plan (1996-2011)

2.2.6 The following specific parking policies are described in the Warwickshire Structure Plan 1996-2011:

- Restraint based on maximum parking standards for certain classes of developments, linked to an integrated programme of public transport and accessibility improvements
- Set maximum parking standards for B1 land uses (1:30 m^2)
- Set maximum parking standards for other non-residential land uses and reducing provision below this in locations with good public transport
- Apply guidance on residential parking standards (PPG13), reflecting local circumstances

2.2.7 Warwickshire County Council has produced a list of transport objectives with the aim of integrating transport and land use planning so that it improves the accessibility between people's homes and workplaces and the services and facilities they require. In particular, the objectives are geared to reduce on the dependence of the private car and reducing road traffic levels consistent with the Road Traffic Reduction Act 1997.

Warwickshire Local Transport Plan (LTP 1/ LTP 2) (2001-2006/ 2006-2011)

2.2.8 Warwickshire's Local Transport Plan can be summarised as having the following objectives:

- Promoting affordable transport for people on low incomes;
- Increasing accessibility for disabled people and others with mobility problems;
- Providing alternatives to using cars, giving the highest priority to improving public transport, the integration of transport and improving facilities for walking and cycling;
- Promoting economic vitality, in particular, of town centres, by making them more accessible and giving their vitality greater priority than the needs of through traffic;
- Encouraging industry to develop distribution arrangements, including the use of rail, pipeline and canal, which minimise environmental damage;
- Reducing the impact of traffic on residential areas and the countryside while recognising the travel needs; and
- Ensuring that transport related developments accord with the environmental resource policies of this plan.

A parking strategy for Warwickshire (2006-2011)

2.2.9 This strategy (which forms the Planning Guidance for the county) covers all aspects of parking. The strategy aims to complement the policies in the Structure Plan such as restraining traffic growth by promoting greater use of public transport, walking and cycling.

2.2.10 This strategy was published by Warwickshire County Council in 2006. The objectives of the strategy are to:

- Support the general locational policies of the plan, particularly those focusing development on town centres;
- Account for the different circumstances in rural and urban areas;
- Take into account the accessibility of the location by other modes of transport;
- Encourage non-car based modes of transport; and
- Not be used to compete with other authorities for development.

2.2.11 In general, the policies deal with three important measures which aim to influence people's choice of transport. It provides policy guidance on:

- the requirements for green travel plans;
- the standards to be applied for car parking; and
- the mechanisms for ensuring the most effective use of town centre car parking

2.2.12 The strategy also highlights the need to provide adequate new off-street parking with major new developments, e.g., retailing and leisure facilities, where:

- it is consistent with the targets and parking standards (highlighted above); and
- there is a demonstrable shortage of parking in that town centre; and
- the parking will serve the centre as a whole.

2.2.13 It is also noted that in town centres the proportion of long stay parking should be reduced or replaced with short stay parking.

Parking standards (Warwickshire Structure Plan 1996-2011)

2.2.14 The parking standards set out in this section are maximum standards for each land use class of development (**Table 2.1**), above specified floorspace thresholds. In addition, lower standards of parking provision will be applied for small developments to reflect local circumstances.

Table 2.1: Maximum parking standards

Use	National Maximum Parking Standard	Threshold from and above which standard applies
Food retail	1 space per 14 sq.m.	1000 sq.m.
Non food retail	1 space per 20 sq.m.	1000 sq.m.
Cinemas and Conference facilities	1 space per 5 seats	1000 sq.m.
D2 (other cinemas, conference facilities and stadia)	1 space per 22 sq.m.	1000 sq.m.
B1 including offices	1 space per 30 sq.m.	2500 sq.m.
Higher and further education	1 space per 2 staff + 1 space per 15 students	2500 sq.m.
Stadia	1 space per 15 seats	1500 seats

North Warwickshire Borough Council: Borough Priorities

2.2.15 North Warwickshire Borough Council have defined 7 borough priorities for service delivery and performance. These can be used as a reference point to define quality and provision of services so that performance meets the overall aims and objectives of the council.

2.2.16 Whilst not all seven priorities are relevant to this study, three of the borough's priorities for service delivery and performance are useful for the local policy context of the study.

2.2.17 The three priorities which are relevant to the strategy are as follows:

- Enhancing community involvement and access to services;
- Protecting and improving our environment;
- Making the best use of resources.

3 Survey data and analysis

3.1 Introduction

3.1.1 This section describes the existing provision of off-street car parks and on-street parking in Atherstone town centre, sets out the historic data that was provided to the consultant by NWBC and then describes the surveys which Colin Buchanan conducted for the purposes of this study.

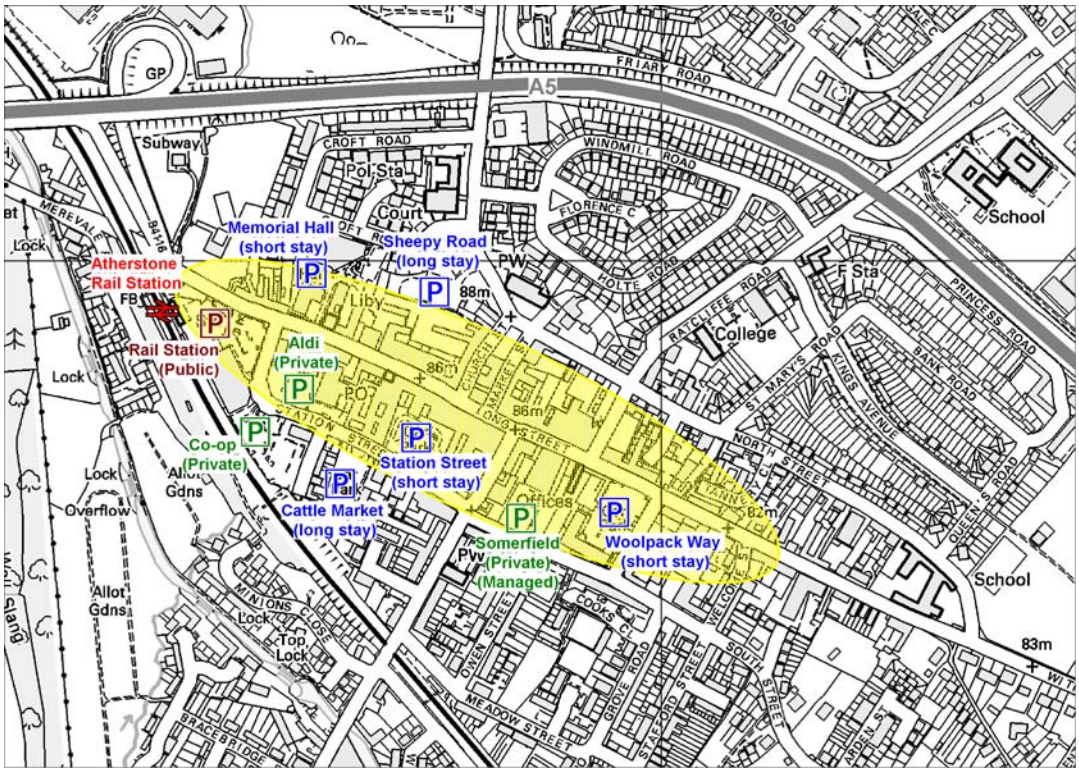
3.1.2 The methodology, dates and times of CB's surveys are also set out below, and subsequently the survey results are presented and analysed.

3.1.3 All significant public and private off-street car parks in Atherstone as well as the key on-street parking areas in the town centre are listed and described below.

3.2 Off-street parking

3.2.1 Figure 3.1 below shows the location of off-street car parks in Atherstone town centre.

Figure 3.1: Off-street car parks in Atherstone town centre



3.2.2 All public off-street car parks are shown in blue in Figure 3.1. Private car parks are shown in green and the rail station which is privately owned but is covered by a title deed covenant to be retained for public use is shown in red.

3.2.3 Figure 3.1 shows the location of Atherstone rail station in relation to the town centre and town centre car parks and also highlights the core town centre area – covered by the on-street parking surveys through this study.

Public off-street car parks

3.2.4 The following are publicly owned car parks in Atherstone town centre (or for public use).

- Memorial Hall
- Station Street
- Woolpack Way
- Cattle Market
- Sheepy Road
- NWBC staff car parks – Woolpack Way, South Street (for public use at weekends)
- Atherstone rail station (private but covenant stipulates as public use for rail station)

Private retail car parks (town centre)

- Aldi
- Co-op

3.2.5 Table 3.1 describes the off-street parking provision in Atherstone town centre.

Table 3.1: Off-street car parks in Atherstone town centre

Car Park	Duration (Mon-Fri max)	Public/ Private	Total Spaces	Disabled spaces	Percent Disabled
Memorial Hall	short stay (4 hour)	Public	**67**	4	6%
Station Street	short stay (1 hour)	Public	**20**	1	5%
Woolpack Way	short stay (2 hour)	Public	**54**	8	15%
Cattle Market	long stay (14 hour)	Public	**108**	9	8%
Sheepy Road	long stay (14 hour)	Public	**71**	5	7%
Atherstone rail station	long stay (N/A)	*Public	****50**	N/A	
NWBC staff car parks on Woolpack Way/ South St (For weekend public use)	long stay (14 hour)	Public	**82**	N/A	
Aldi supermarket	short stay (2 hour)	Private	**76**	N/A	
Co-op supermarket	short stay (2 hour)	Private	**162**	N/A	
Somerfield supermarket	Short stay (2 hour)	***Private (managed)	**62**	N/A	

* Atherstone rail station car park is actually in private ownership but is subject to a covenant in the deeds which stipulates its continued use as a public car park for users of the rail station, whilst the station is in active use.
** 50 spaces is a conservative estimate as at present the car park has an unmade, gravel surface.
*** Somerfield car park is included but it is noted that it is a privately managed car park which is enforced.

3.2.6 Therefore, the **total public off-street parking capacity** in Atherstone town centre is **370 spaces on a weekday and 452 spaces on a weekend.**

3.2.7 Whilst the **overall total off-street parking capacity (including private retail)** is **670 spaces on a weekday and 752 spaces on a weekend.**

3.2.8 In addition, there is one publicly-owned car park outwith Atherstone town centre to the north-east. This is located in the Carlyon Road industrial estate.

3.2.9 The 58 space Carlyon Road car park is currently leased to a private company, the Sandwich Factory, for staff parking. This car park has been included in the review of parking, as a publicly owned asset, to consider future options for this site.

3.3 On-street parking

3.3.1 The nature of Atherstone town centre is such that there are only a small number of town centre streets which are very central to and within a reasonable walking distance of town centre shops, services and amenities and provide any parking capacity.

3.3.2 The on-street element of this study has focused only on central streets which are considered to provide town centre parking capacity and which sit within the core town centre area shown in Figure 3.1 and are ringed by the off-street car parks. These streets are listed below with their approximate capacities.

Core town centre streets with on-street parking

- Long Street (30 spaces)
- Station Street (13 spaces)
- South Street (3 spaces)
- Market Square, Market Street, Church Street (24 spaces: 12 spaces + 12 bays)

Therefore, **total core town centre on-street parking capacity** is **70 spaces**.

3.3.3 There are other streets outside these such as North Street and Woolpack Way, but these are either subject to existing parking and/ or waiting restrictions which prevent on-street parking (Woolpack Way) or have carriageway widths which restrict parking (North Street).

3.3.4 Outwith these streets and the ring of town centre off-street car parks, slightly farther out are a number of residential streets. These are however somewhat distinct from the town centre separated by the highway layout and greater walking distance.

3.4 CB survey methodology

3.4.1 All public off-street car parks managed by North Warwickshire Borough Council were surveyed on Thursday 6th and Saturday 15th November 2008.

3.4.2 This included 5 public off-street car parks (Cattle Market, Sheepy Road, Memorial Hall, Woolpack Way and Station Street) on the Thursday survey day and 6 on the Saturday, including the council staff car park, open for public use at evenings and on weekends.

3.4.3 Surveys were also conducted at the 'Sandwich factory' car park on Carlyon Road, which is outside the town centre and owned by NWBC but leased for private staff parking.

3.4.4 In addition, 4 key town centre on-street parking areas were surveyed, these were: Long Street, Station Street, South Street and Market Square/ Market Street/ Church Street.

3.4.5 The surveys took place simultaneously in all locations. These were registration plate matching 'beat' surveys to record both overall demand (number of acts) and duration of stay (type of acts).

3.4.6 Five 'beats' were conducted in the following time periods:

- Before 8am
- 9-11am
- 12-2pm
- 3-5pm and;
- After 5pm

3.4.7 The only exception to this was Long Street, the primary retail street. In this location three more detailed parking beat and observation surveys were conducted: between 10 and 11am; between 1 and 2pm; and, between 4 and 5pm.

3.4.8 In each time period, registration plates recorded duration of stay for every parking act to the nearest 5 minutes and parking behaviour was observed. This enabled a more detailed study and understanding of patterns of demand, to aid policy and strategy formulation at a later stage of the study.

3.4.9 Further spot count surveys took place in the two largest privately owned town centre retail car parks – Aldi and Co-op supermarkets – and at the rail station car park. These were on the same survey days (Thursday 6th and Saturday 15th November 2008). These spot counts of demand were in the following four time periods:

- before 10am
- 11-1pm
- 2-4pm
- after 5pm

3.4.10 The survey results are set out and analysed in Section 3.5 and Section 3.6 below.

Supplementary surveys

3.4.11 Supplementary surveys were conducted on Tuesday 2nd December 2008 in selected car parks and on-street locations. These were used to validate the original survey dataset, to ensure that a 'typical' day had been chosen and to ensure that the data used in the study is representative.

3.4.12 The additional surveys were conducted in Sheepy Road, Cattle Way and Woolpack Way car parks. The same survey specification (5 beats) was used as in the original surveys.

3.4.13 On street parking patterns were also surveyed in a similar manner at Market Street and Church Street, with the results once again providing validation of the original survey data.

3.4.14 The results of these additional surveys are summarised in **Appendix 3.**

3.4.15 In addition spot count surveys of peak demand at the Somerfield supermarket private retail car park were undertaken in November 2008 and repeated in January 2009.

Data analysis methodology – additional information

3.4.16 In order to describe demand and supply relationships in the off-street car parks and on-street from the beat surveys, CB developed a methodology to breakdown parking demand by parking type based on registration matching.

3.4.17 Table 3.2 below describes the assumptions made, based on observed behaviour to form user typologies.

Table 3.2: Beat survey data assumptions

Beats and locations		User typology	Observed behaviour
5	All public off-street and on-street - except Long Street	Residential	YYYYY, YYYYN, YYYNN, YYNNN, YNNNN, YNYNN, YNNYN, YNNNY, YNYYY, YNNYY, YYNYN, NYNNY, YYNNY, NNNNY
		Commuter	NYYYY, NYNYY, NYYYN, NYYNY, NNYYY
		Short Stay	NYNNN, NNYNN, NNNYN, NNYYN, NYYNN, NNNYY
3	Long Street only	Commuter/ business	YYY, YYN, NYY, YNY
		Short Stay	YNN, NYN, NNY

3.4.18 Effectively, what this table describes is that any vehicle which was observed before 8am is a resident, any vehicle which was present for 3 or 4 time periods during the day but was not observed before 8am is classified as a commuter. Anyone only present for a single time period or two time periods (who doesn't return in another time period) is short stay.

3.4.19 Furthermore, in the analysis which follows, in some cases we describe 'effective capacity'. Effective capacity is a description of a situation where an area of parking (off-street car park or on-street area) is being utilised at (or above) 90-95% of actual capacity. This describes the car park as being at the effective maximum 'operational' capacity allowing for vehicle entry/ exit and circulation (inefficient demand within one time period).

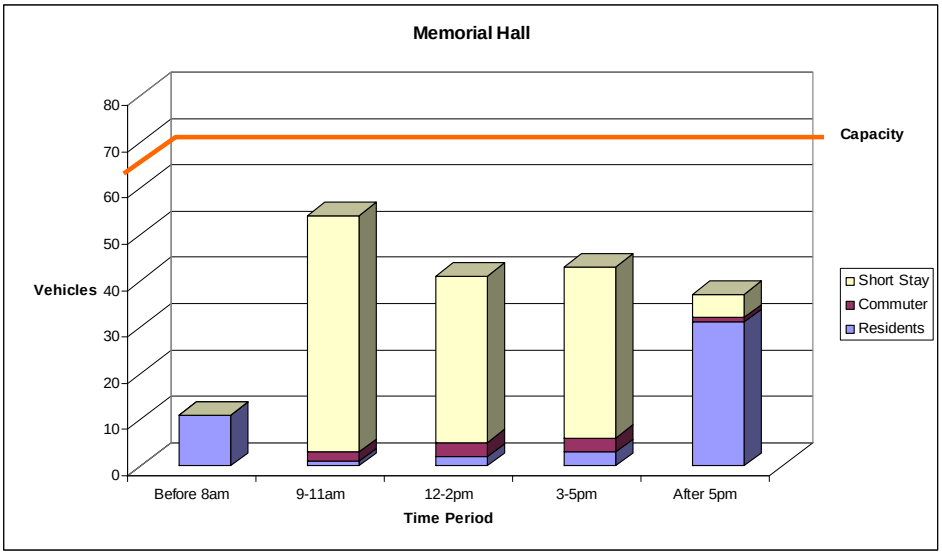
3.5 CB survey results - weekday

3.5.1 This section summarises the weekday off- and on-street beat surveys of parking demand.

Public off-street car parks

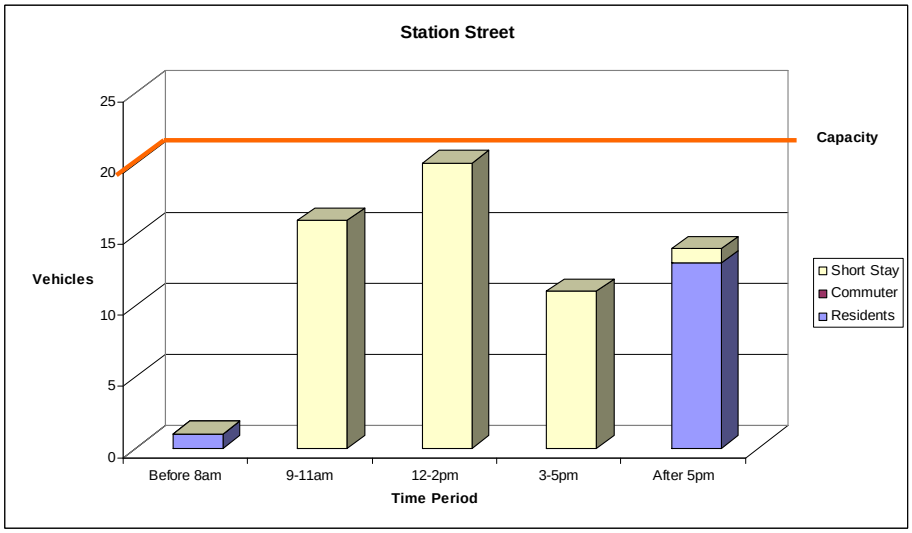
3.5.2 Figure 3.2 shows demand and duration of stay for the **Memorial Hall short stay car park**. Peak demand was 50 vehicles, 75% of capacity. The survey showed fairly high short stay demand (40-45 vehicles) during the day and some resident use overnight.

Figure 3.2: Off-street duration (Memorial Hall – weekday)



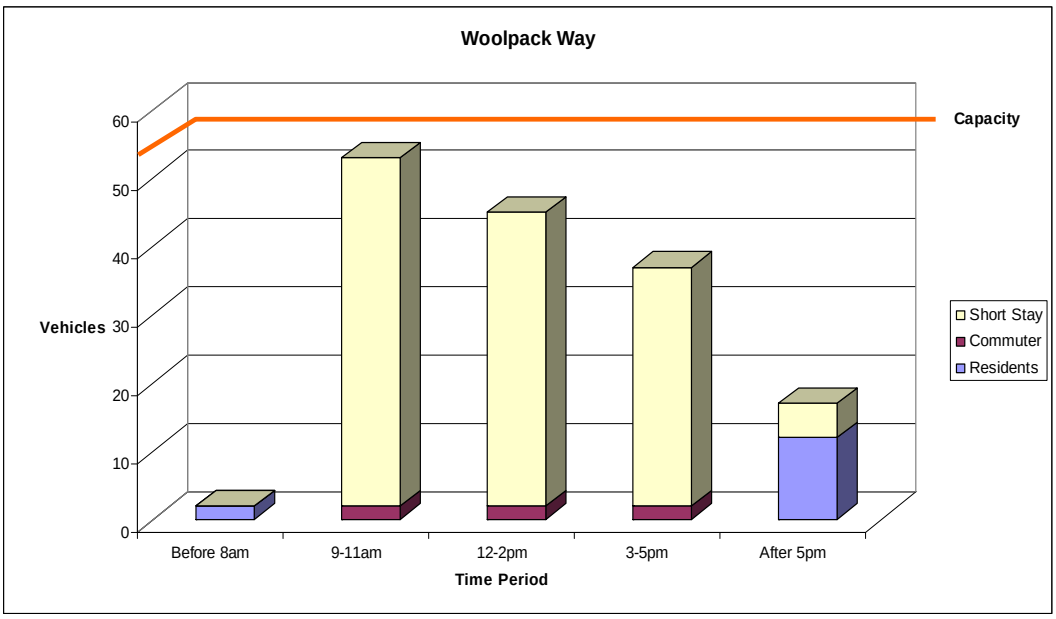
3.5.3 Figure 3.3 describes the demand at **Station Street short stay car park**. The car park was at capacity (20 vehicles) at lunchtime between 12-2pm and there was high short stay use throughout the day (between 9am and 5pm) and some overnight resident use.

Figure 3.3: Off-street duration (Station Street – weekday)



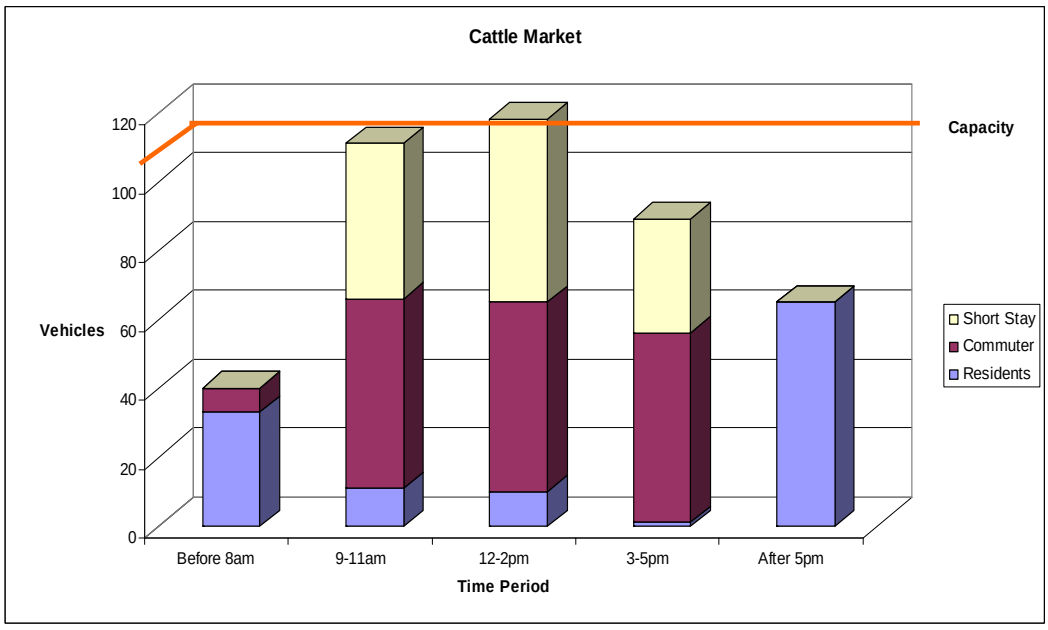
3.5.4 Figure 3.4 shows demand and duration of stay for **Woolpack Way short stay car park**. Peak demand was 50 vehicles (90% utilisation) at effective capacity. There was some resident demand overnight as well as high short stay demand during the day.

Figure 3.4: Off-street duration (Woolpack Way – weekday)



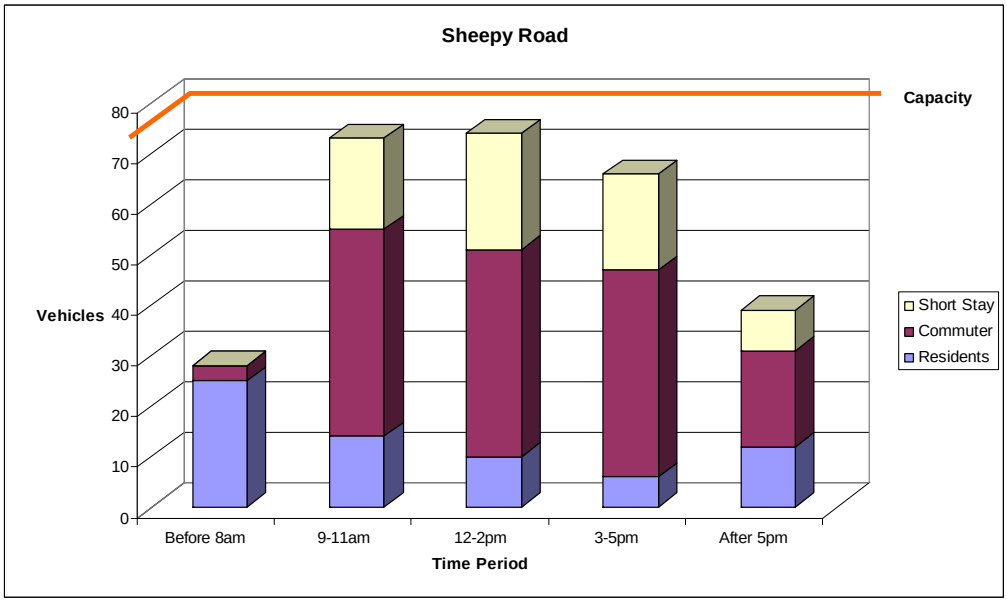
3.5.5 Figure 3.5 below describes the overall demand and duration of stay for the **Cattle Market long stay car park**. Peak demand was 110, 100% of capacity. The data reflects its long stay designation with less short stay demand and a higher level of commuter (long stay) use during the day. Significant overnight demand for resident parking was observed in this car park, which is explained by the lack of on-street parking in the vicinity.

Figure 3.5: Off-street duration (Cattle Market – weekday)



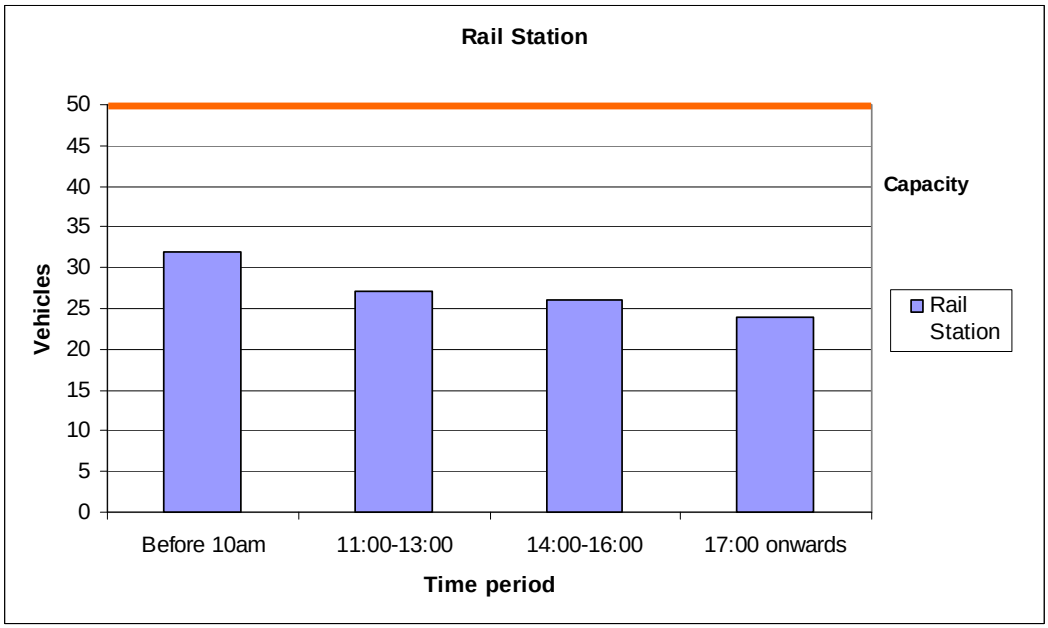
3.5.6 Figure 3.6 describes the overall demand and duration of stay for **Sheepy Road long stay car park** on a typical weekday. Peak observed demand was 70, 90% of capacity. As with the Cattle Market high levels of commuter (long stay) parking demand were observed, although residential overnight demand was lower – reflecting the availability of on-street parking nearby. Overnight residential demand of 10-20 vehicles remained in place during the day. A small but significant proportion of short stay parking was also observed.

Figure 3.6: Off-street duration (Sheepy Road – weekday)



3.5.7 Figure 3.7 shows that peak recorded demand for the railway station car park was 32, which is approximately 65% of capacity.

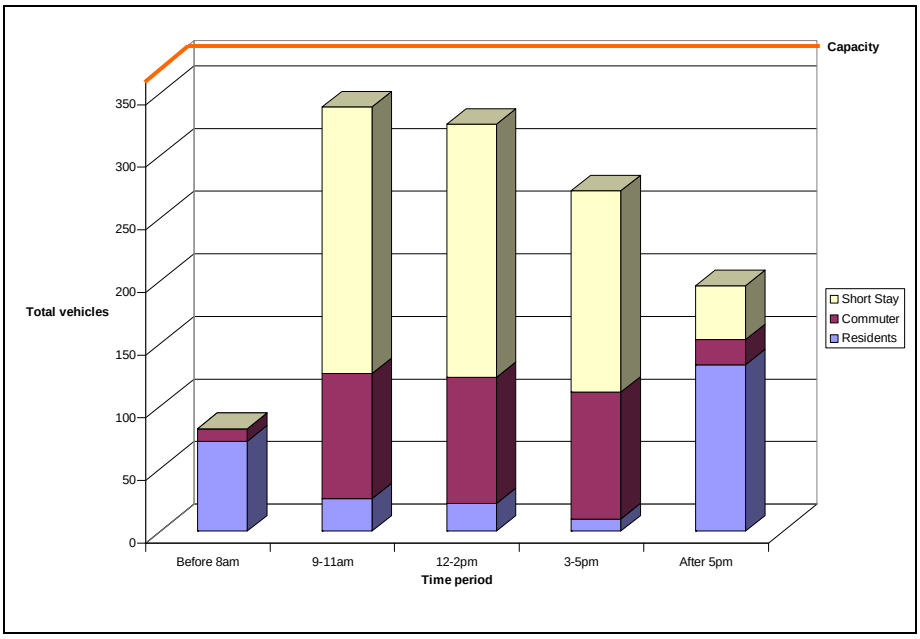
Figure 3.7: Off-street duration (Rail Station – weekday)



Public off-street car parks – weekday total

3.5.8 Figure 3.8 describes the total weekday off-street demand. Peak period weekday demand of 325 vehicles (88% utilisation) was observed. At peak occupancy there were approximately 50 free spaces across all public car parks.

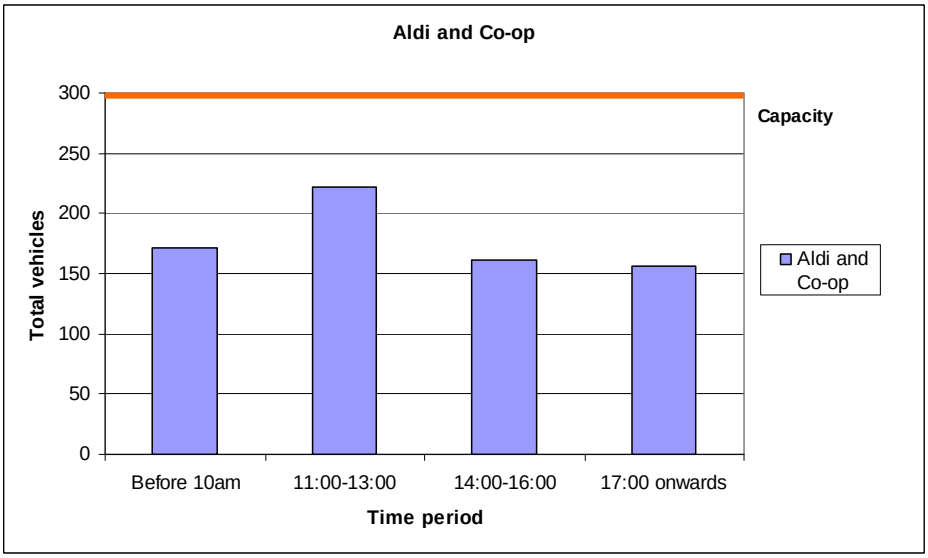
Figure 3.8: Total public off-street weekday demand



Private town centre retail car parks – weekday totals

3.5.9 Figure 3.9 shows that total demand at the **Aldi, Co-op and Somerfield car parks** peaked at 225, 75% of capacity. Therefore, significant free capacity of 75 spaces was observed on a weekday in the town centre retail car parks even at peak demand times.

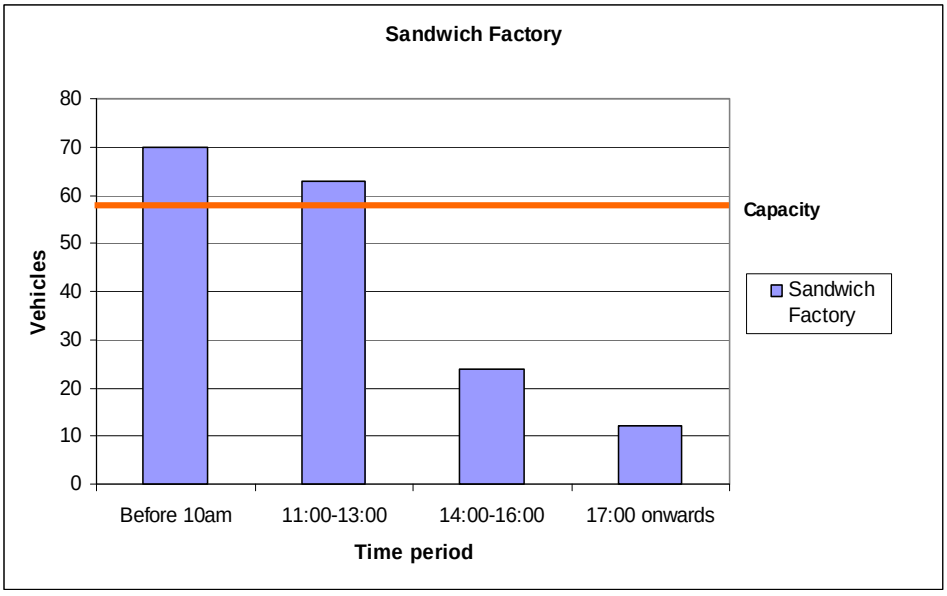
Figure 3.9: Private town centre retail car parks – weekday



Sandwich factory

3.5.10 Figure 3.13 shows that the 'sandwich factory' car park on Carlyon Road, which is owned by NWBC, but leased for private staff car parking, operates above capacity on a weekday from early morning through to 1pm. Excess demand over supply is catered for by illegal parking on grass verges around the site. This could be explained by demand from overnight shift workers.

Figure 3.10: Sandwich factory - weekday

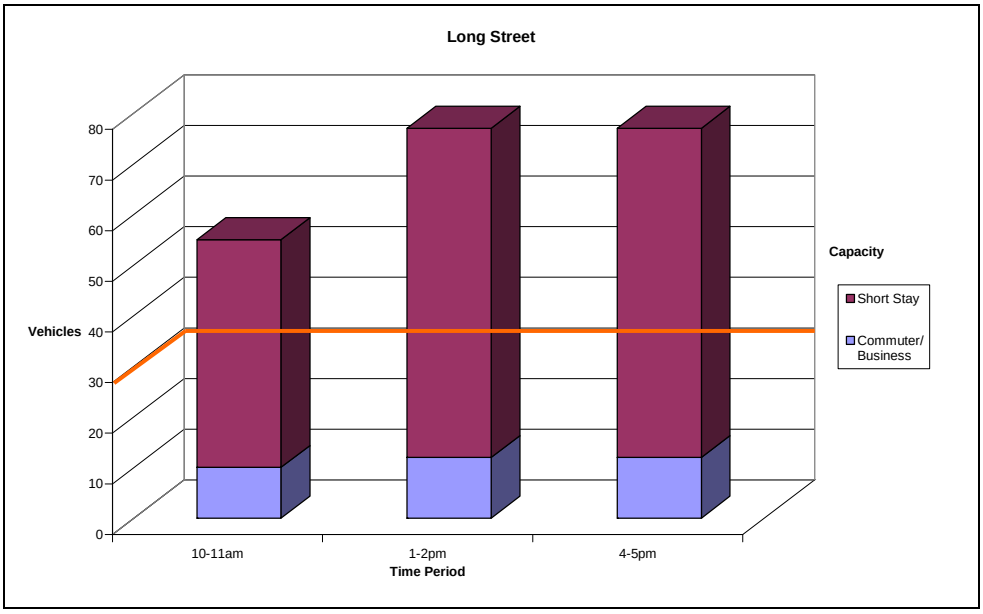


On-street

3.5.11 Figure 3.11 describes the overall demand and duration of stay for **Long Street**. It shows consistently high parking demand throughout the day, well in excess of legal on-street parking capacity. The total overall demand peaked at 70 vehicles but this was observed during the lunchtime 'peak' of 1-2pm and again between 4-5pm in the afternoon. Even at 10am demand was at least 50% above capacity.

3.5.12 A significant amount of illegal short stay parking acts were observed during the survey period, with parking on double yellow lines and in 'keep clear zones', which explains demand exceeding capacity. Short stay demand peaked at 60 vehicles, whilst a further 10 vehicles were observed to remain in place for the duration of the survey day.

Figure 3.11: On-street duration (Long Street – weekday)



3.5.13 The nature of parking demand on Long Street was additionally surveyed through recording length of duration of stay for all short stay parking acts recorded during each beat survey period to the nearest 5 minutes.

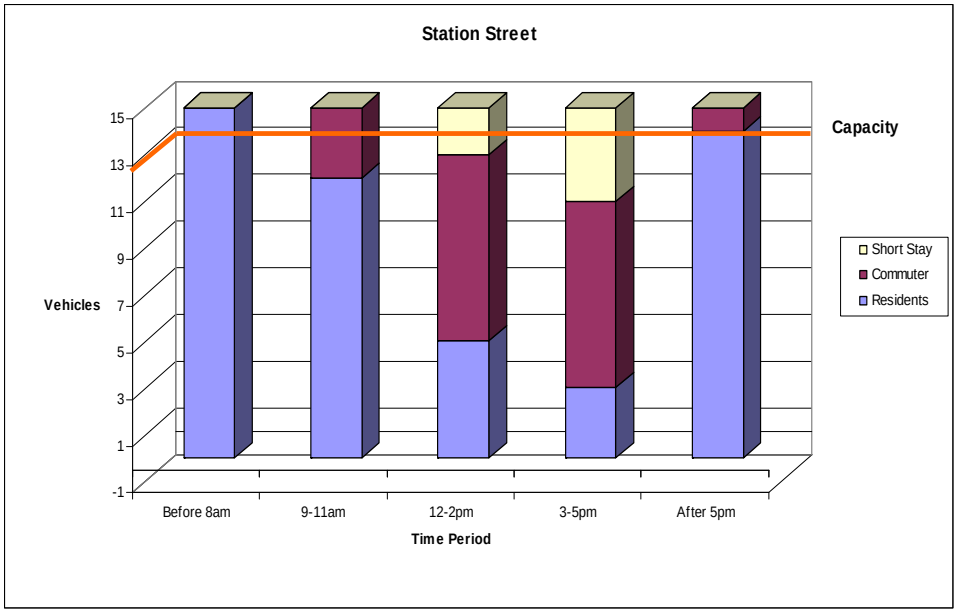
Table 3.3: Long Street – breakdown of short stay demand

Duration of stay	No. of acts	Percent of short stay demand
0-15 mins	39	22%
15-30 mins	51	29%
30-45 mins	12	7%
45-60 mins	10	6%
> 60 mins (<2hours)	63	36%

3.5.14 The surveys reveal that over 50% of short stay parking acts on Long Street, the key town centre 'high street' in Atherstone, are of less than 30 minutes duration. Relatively few parking acts of 30-60 mins were observed.

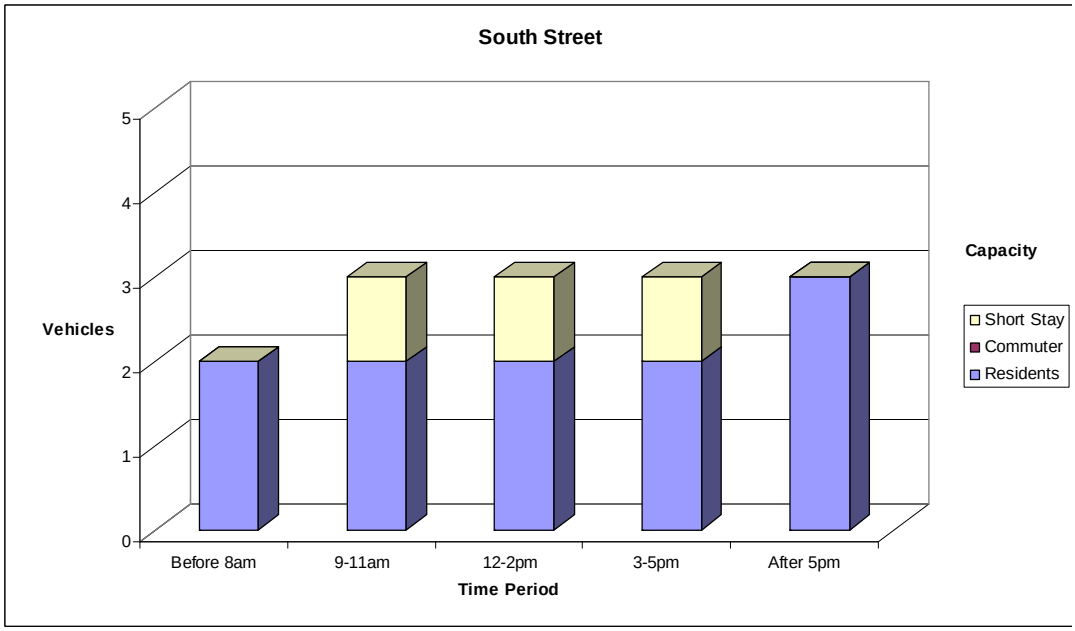
3.5.15 Figure 3.12 describes the overall demand and duration of stay for **Station Street**. The peak demand was 15 vehicles, over 100% of legal parking capacity. The highest observed demand was all day long-stay commuter parking, with some short-stay and residential demand.

Figure 3.12: On-street duration (Station Street – weekday)



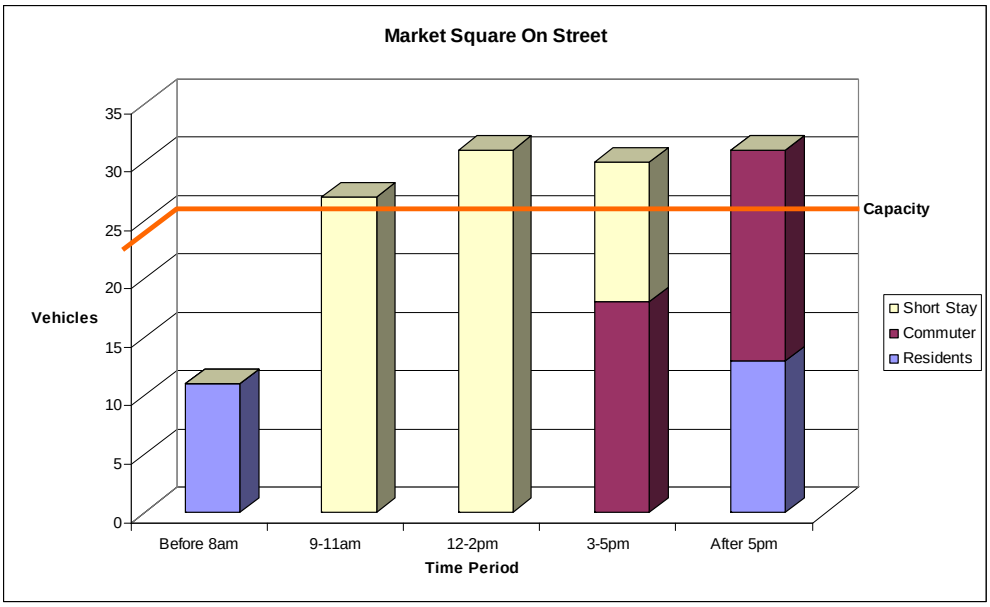
3.5.16 Figure 3.13 below describes demand and duration of stay for **South Street**. There is minimal parking capacity on South Street (3 cars) and this capacity was occupied all day by residents.

Figure 3.13: On-street duration (South Street – weekday)



3.5.17 Figure 3.14 describes demand and duration of stay for **Market Square**, **Market Street and Church Street**. Some residential parking was observed overnight but between 9am and 5pm primarily short stay demand was observed. Peak demand, of 30 vehicles was observed from 12pm onwards. This exceeds legal parking capacity on these roads.

Figure 3.14: On-street duration (Market Square – weekday)



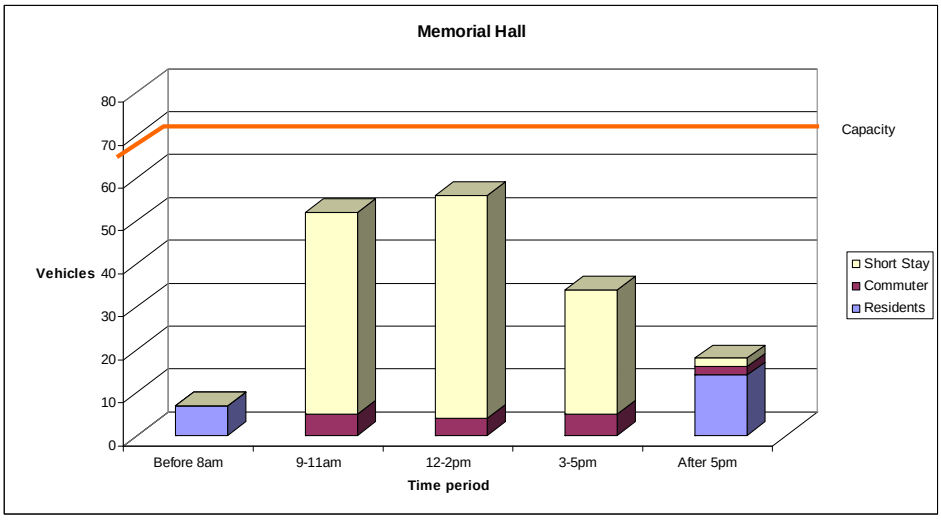
3.6 CB survey results - Saturday

3.6.2 This section summarises the results for the Saturday off- and on-street beat surveys.

Off-street

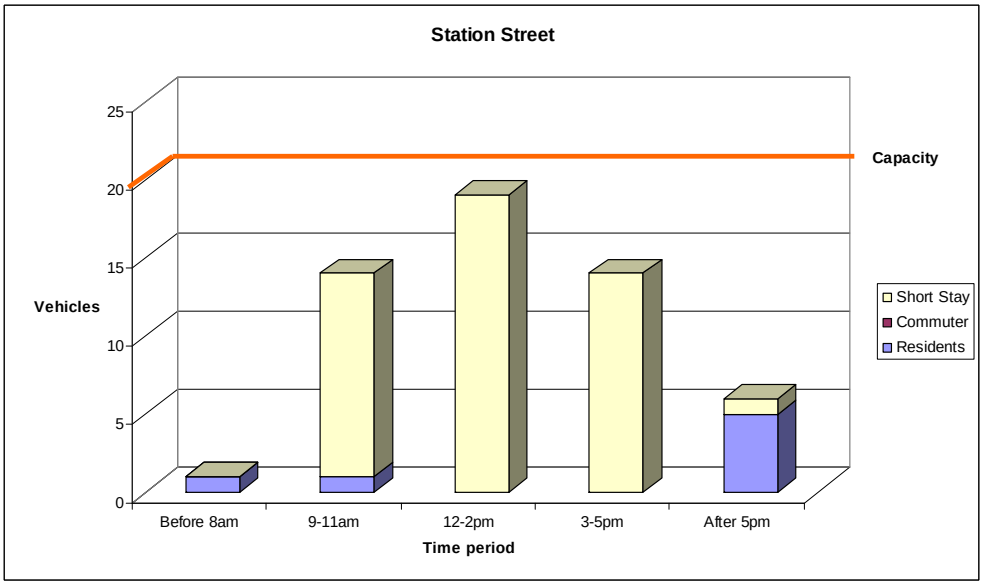
3.6.3 Figure 3.15 describes demand and duration of stay for **Memorial Hall short stay car park**. Peak demand was 54, at 81% of capacity. Short stay demand of 50 vehicles was observed from 9am to 2pm, whilst little commuter and resident parking was observed.

Figure 3.15: Off-street duration (Memorial Hall – Saturday)



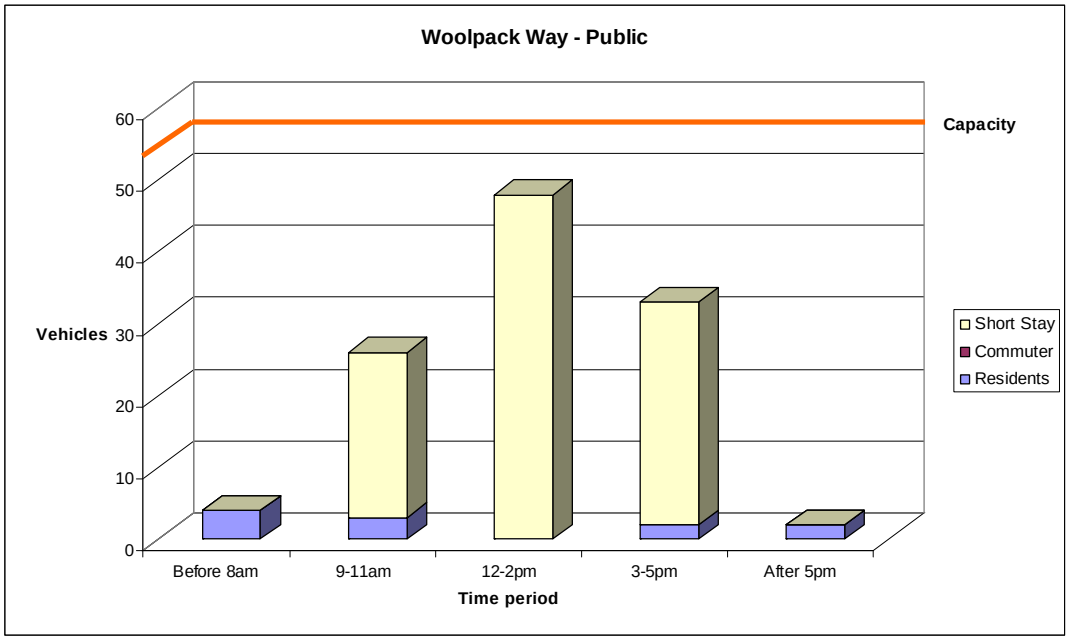
3.6.4 Figure 3.16 below describes the demand and duration of stay for the **Station Street short stay car park**. The highest demand was from short stay parkers notably between 12 and 2pm when the car park reaches effective capacity (90-95% utilisation).

Figure 3.16: Off-street duration (Station Street – Saturday)



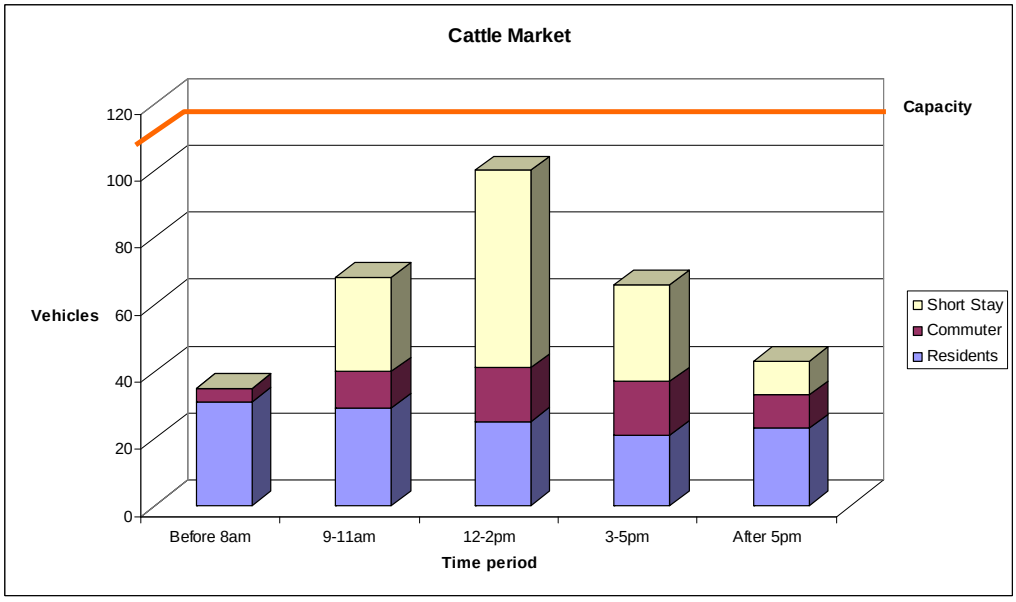
3.6.5 Figure 3.17 describes the demand and duration of stay for **Woolpack Way short stay car park**. Peak observed demand was 48 (89%) i.e. approaching effective capacity. Low resident demand and high short stay demand was observed, notably from 12 to 2pm.

Figure 3.17: Off-street duration (Woolpack Way – Saturday)



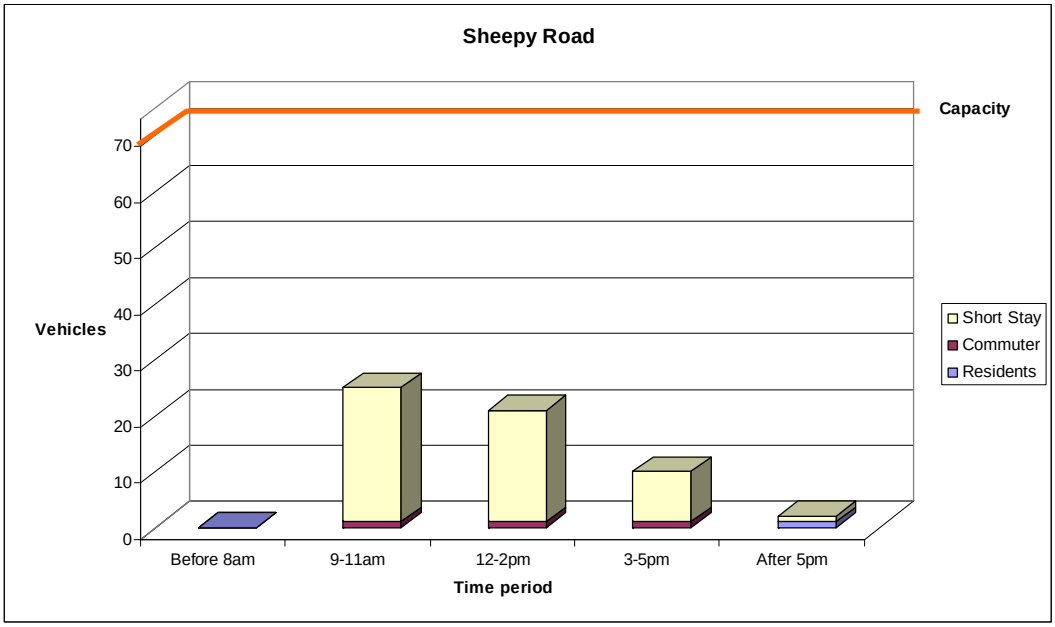
3.6.6 Figure 3.18 describes demand and duration of stay for the **Cattle Market long stay car park**. The peak demand is 98, which is 88% of its capacity. In addition, it shows a consistent level of resident and commuter parking demand throughout the day, but with a peak of short stay demand during the lunchtime between 12 and 2pm.

Figure 3.18: Off-street duration (Cattle Market – Saturday)



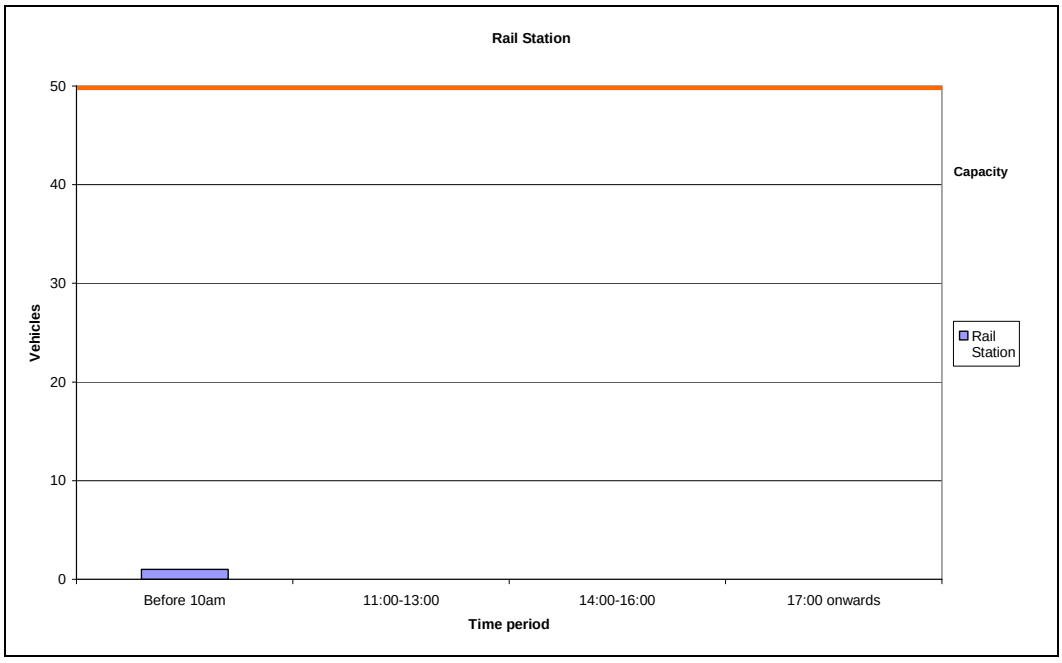
3.6.7 Figure 3.19 below describes the overall demand and duration of stay for the **Sheepy Road long stay car park** on a typical Saturday, which shows that the car park does not reach its full capacity in any time period.

Figure 3.19: Off-street duration (Sheepy Road – Saturday)



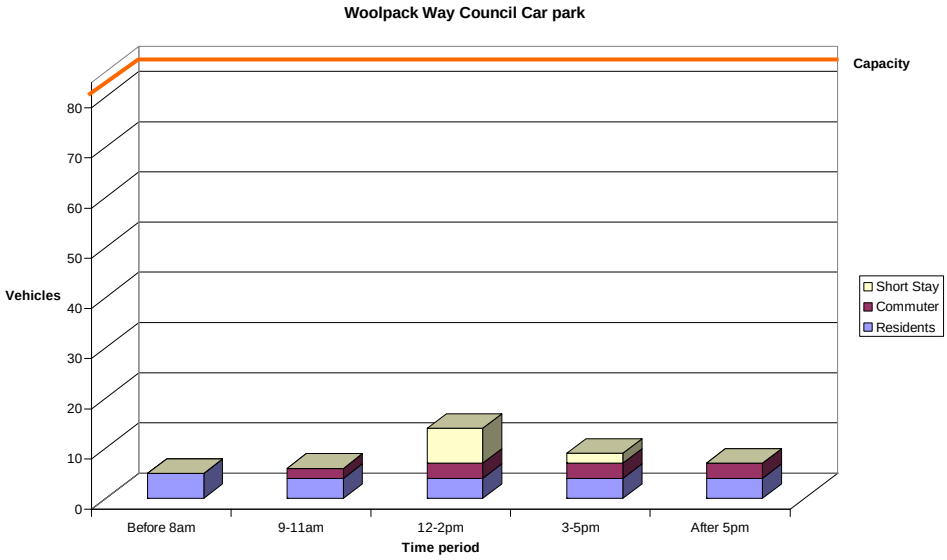
3.6.8 Figure 3.20 shows that hardly any parking acts were observed in the rail station car park during the Saturday survey, with 50 'free' spaces at any time.

Figure 3.20: Rail station car park – Saturday



3.6.9 Figure 3.21 below describes demand and duration of stay for the **NWBC staff car park** on Saturday. It shows low levels of demand, peaking at only 15% (approx.) of capacity.

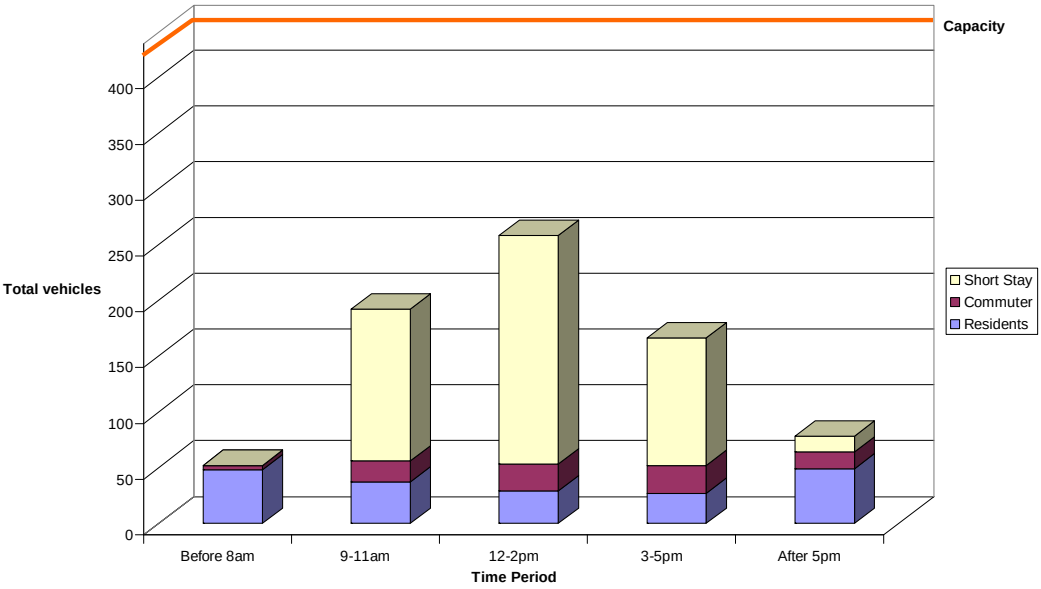
Figure 3.21: Off-street duration (Woolpack Way NWBC staff – Saturday)



Public off-street car parks – Saturday total

3.6.10 Figure 3.22 shows total observed Saturday demand in Atherstone's public off-street car parks. Peak demand was much lower than a weekday, at only 57% of capacity.

Figure 3.22: Total Saturday demand - public off-street car parks



Private town centre retail car parks – Saturday

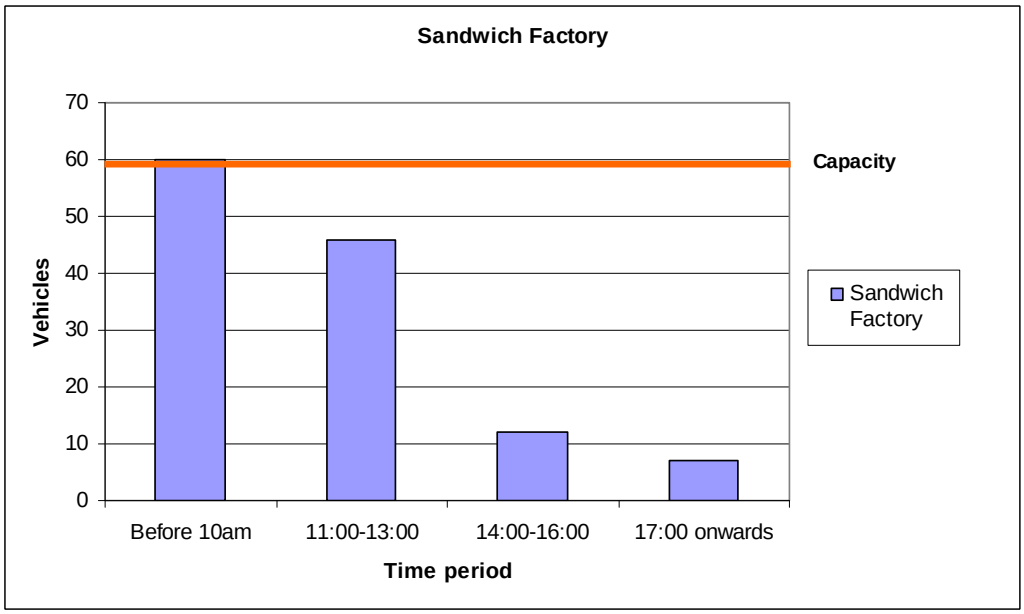
3.6.11 As Figure 3.23 shows, on a Saturday the combined peak demand for the Aldi, Co-op and Somerfield car parks was 250 vehicles (83% of capacity) between 11am and 1pm. Therefore, whilst busy, approximately 50 'free' spaces were observed in these car parks.

Figure 3.23: Private town centre retail car parks – Saturday

Sandwich factory

3.6.12 Figure 3.24 below shows that on a typical Saturday, the car park is at capacity before 10am but thereafter demand remains high until 1pm then falls away.

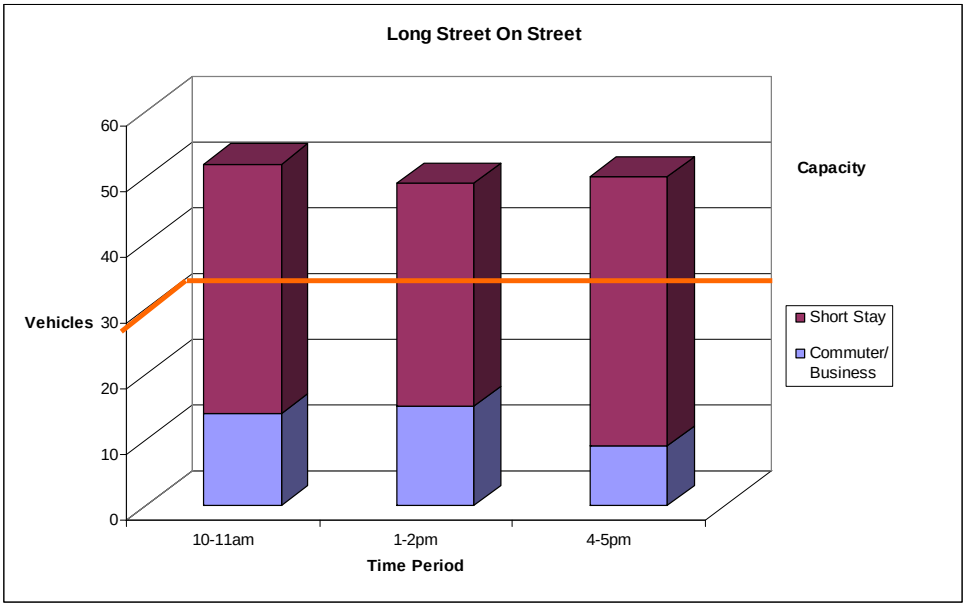
Figure 3.24: Sandwich factory - Saturday



On-street

3.6.13 Figure 3.25 describes overall demand and duration of stay for **Long Street**. Demand exceeded capacity across all time periods. In addition, it shows a consistent proportion of short stay parking acts, at 70-80% of total demand, with some commuter demand.

Figure 3.25: On-street duration (Long Street – Saturday)



3.6.14 Table 3.4 shows a breakdown of short stay parking acts observed on Long Street on a Saturday.

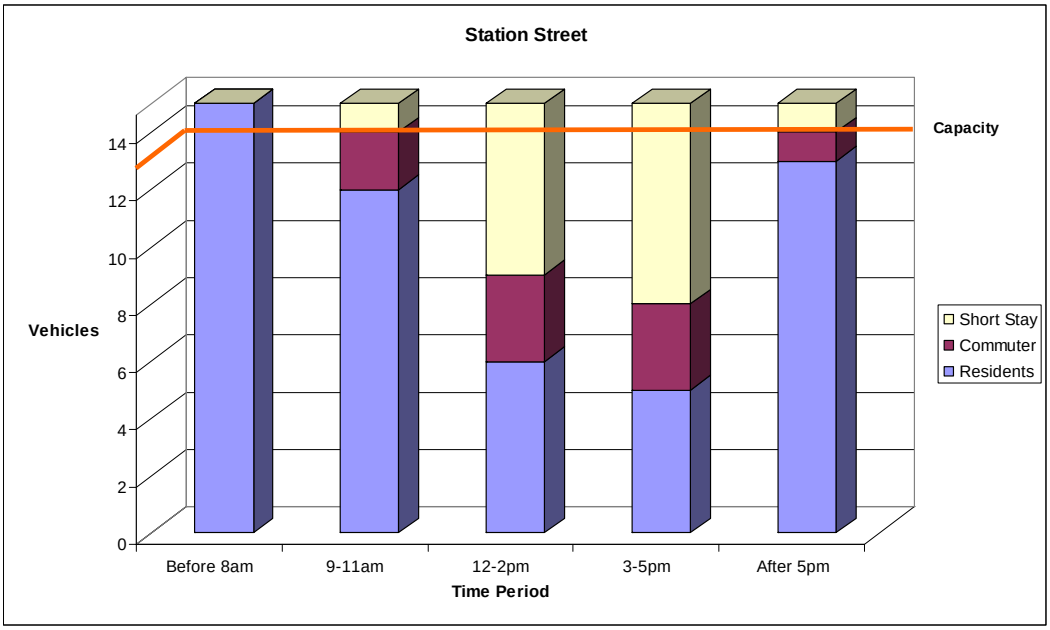
Table 3.4: Long Street – Saturday short stay parking acts

Duration of stay	No. of acts	Percentage of short stay demand
0-15 mins	46	41%
15-30 mins	21	19%
30-45 mins	7	6%
45-60 mins	3	3%
> 60 mins	36	32%

3.6.15 On a Saturday, 60% of observed short stay acts were less than 30 minutes in duration. This is an even higher proportion than observed on a weekday (50%). This demonstrates a high demand for very short stay parking in prime central areas.

3.6.16 Figure 3.26 describes the overall demand and duration of stay for **Station Street** on a typical Saturday. The peak demand was 14 vehicles, over 100% of its capacity. In addition, it shows considerable residential parking demand in all survey periods and notable levels of shorter stay parking demand in afternoon between 12 and 5pm.

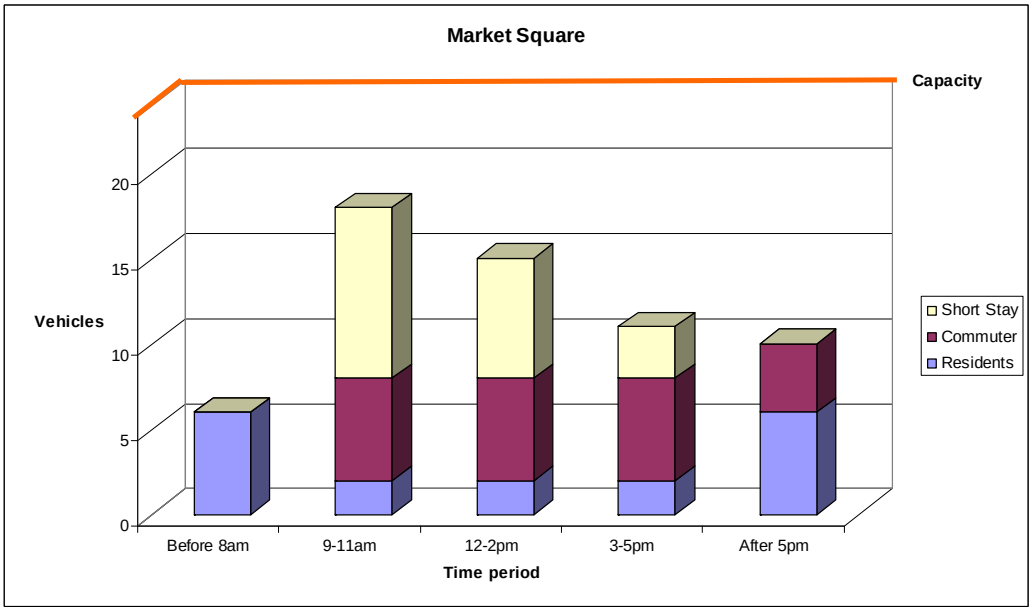
Figure 3.26: On-street duration (Station Street – Saturday)



3.6.17 No cars were observed parking on South Street during the day on the Saturday survey day.

3.6.18 Figure 3.27 describes on-street duration of stay and demand recorded for **Market Square**, **Market Street and Church Street** on a Saturday. Demand was at approximately 75% of capacity between 9am and 11am.

Figure 3.27: On-street duration (Market Square – Saturday)



4 Parking demand projections

4.1 Introduction

4.1.1 In order to make projections of demand in the future we need to consider what is likely to affect observed patterns of demand. Future increases in demand are likely to arise from land use and socio-economic change (housing growth, population growth, car ownership growth, employment growth etc).

4.1.2 There are a number of sources of information from which we can produce estimates of the likely change in such factors and use comparable growth factors as a proxy for growth in car use and parking demand. This gives us a useful estimation of background growth in demand. Section 4.2 below describes our estimates of background growth.

4.1.3 In addition, in Atherstone a key driver of change in demand for parking in the town centre could be the new hourly rail service operating to/ from Atherstone rail station. Therefore demand projections for passengers have been calculated and sourced for the rail station and parking demand calculated.

4.1.4 Sections 4.3 to 4.5 describe the methods used for deriving future rail station demand.

4.1.5 Section 4.6 summarises the total estimated future patterns of demand and supply for Atherstone.

4.2 Background parking demand growth

Housing and population growth

4.2.1 NWBC local planning officers were consulted to provide a background to housing growth, supply and completions in North Warwickshire.

4.2.2 The existing (2001 census) population of the four wards of Atherstone is in the region of 15-16,000 people, approximately a quarter of the overall population of North Warwickshire Borough.

4.2.3 Housing completions since 2001 have been at a rate of approximately 60-120 per annum (pa) across NWBC and are projected to rise to 150-200 p.a. over the next 15-20 years. Even at generous population estimates this would mean a population increase of 300-400 people per annum, assuming a worst case all net population growth (in-migration).

4.2.4 Approximately one-third of future housing growth is likely to take place in Atherstone itself which relates to a population increase of approximately 100 people per annum or an approximate population growth rate of 0.67%pa.

4.2.5 In addition, average population growth rates for North Warwickshire Borough were derived from Office of National Statistics (ONS) data using the TEMPRO (National Trip End) programme. This estimate, based on (ONS) population and planning data for North Warwickshire is for growth of approximately 0.5% pa from 2008 to 2020.

Car ownership and traffic growth

4.2.6 Average growth in car ownership in Atherstone and North Warwickshire was calculated using TEMPRO, as a proxy for increased demand in future years. This percentage growth predicted for the period 2008-2020, again based on all available planning, land use and transport forecasts is approximately 1.4%.

4.2.7 Warwickshire County Council's Second Local Transport Plan (LTP2) for the period 2006-2011 estimates vehicle trip growth of 1.5% per annum in the period covered by the plan.

Summary – background growth

4.2.8 A range of data sources were consulted to estimate trends in background growth in demand for parking in future years. The data revealed a potential range of between approximately 0.5% and 1.5% per annum – therefore for the purposes of our estimation of future demand in Section 4.6, below, we have used three levels of background growth:

- Low growth + 0.5% p.a.
- Medium growth + 1.0% p.a.
- High growth + 1.5% p.a.

4.2.9 It is likely in the current economic climate that estimates of growth in the low/ medium growth brackets would appear more realistic.

4.3 Atherstone rail station demand projections

4.3.2 One of the key drivers of the study was how baseline observed parking demand will be affected by the new hourly rail service between Atherstone and London Euston, Birmingham New Street and Liverpool Lime Street, operated by London-Midland.

4.3.3 A number of sources were used to investigate future parking demand resulting from increased passenger demand. The first stage in this process was to source and/ or calculate estimates of annual rail station patronage for future years. Annual passenger numbers were broken down into daily passenger demand and further split by mode of travel to/ from the rail station to generate an estimated figure of daily parking demand.

4.3.4 A number of initial sources were consulted for the purposes of this exercise including:

- The rail franchise operator - London-Midland;
- The rail passenger demand forecasting handbook (PDFH) v4.1;
- 2001 census journey to work (JtW) dataset – Office of National Statistics (ONS);
- Rail station entry/ exit counts - Office of Rail Regulation (ORR);
- Warwickshire County Council (WCC).

4.3.5 Two methods were chosen to estimate annual passenger numbers and give future parking demand associated with the rail station. The following two sections describe the two methods by which annual passenger demand were derived. Firstly, in section 4.4 using the rail operator's annual patronage forecasts and, secondly, in section 4.5 by manual calculation using rail industry guidelines on passenger demand forecasting.

4.3.6 Both methods of annual forecasting have been disaggregated to give daily passenger demand by using a 'standard' factor of 250 (a proxy for average working days per year).

4.3.7 Daily passenger demand was then split by the modal share for journeys to work by car for the four wards of Atherstone. This figure of 63%, taken from the 2001 census Journey to Work (JtW) dataset, was applied to the daily passenger figures to give additional daily car demand for Atherstone rail station.

4.3.8 Then, from this daily passenger demand, a figure for daily parking demand was derived on a 'worst case scenario' assumption that each additional daily car (driver) trip to Atherstone rail station (as a result of increased service frequency) will result in demand for one additional parking space.

4.4 Rail operator demand forecasts

4.4.1 Passenger demand forecasts were initially sourced from the rail franchise operator London-Midland. The rail operator provided patronage and revenue forecasts which had been undertaken for the business planning of the revised service.

4.4.2 These figures were available for years 1-4 after service introduction. We then subsequently undertook our own calculations to project patronage growth using a trend line analysis to derive passenger demand to 2020. The initial numbers provided by the operator are included in Table 4.1 below. The trend line analysis and calculations of future demand are shown in Appendix 1 (Section A).

4.4.3 As described above, the annual patronage figures were factored by a multiplier of 250 to give an average daily demand estimate. From this daily passenger demand figure an estimate of car trips was derived. This was calculated using the 2001 ONS census journey to work dataset for the 4 wards which make up Atherstone.

4.4.4 A 'worst case' estimate was used to calculate parking demand from this modal split. Each car trip to the rail station was estimated to generate parking demand of one vehicle.

4.4.5 Table 4.1 below shows the parking demand projections for Atherstone Rail Station for the first four years. This data was then extrapolated for future years.

Table 4.1: Passenger and parking demand projections

Estimated Journeys from Atherstone	Yr 1	Yr 2	Yr 3	Yr 4
Annual Patronage	10,545	14,763	18,981	21,090
Daily[1] Patronage	42	59	76	84
Daily car[2] demand	26	37	48	53

4.5 Manual demand calculation (PDFH v4.1)

4.5.1 CB undertook manual passenger demand calculations for the revised rail service from Atherstone to provide an alternative estimation of future demand. The manual calculations were undertaken using the rail industry standard guidance document the 'Passenger Demand Forecasting Handbook' (PDFH version 4.1).

4.5.2 The manual demand calculations and the resulting passenger and parking demand estimates are shown in full in Appendix 1 (Section B). The numbers from this analysis feed into the future demand and supply projections in section 6.7 below.

4.5.3 Rail demand and parking demand estimates from the manual calculations are much lower than those forecast by the rail operator in its business case development. See Table A 5 in Appendix 1 (Section B). As the difference is significant, additional parking demand of 14 vehicles in 2020 rather than 86, both sets of numbers have been used in the subsequent sections to show a range of rail-related parking demand projections.

4.6 Future demand/ supply trends

4.6.1 Projections of future on-street, off-street and private retail parking demand have been produced based on a variety of standard available data sources and calculations of parking demand related to the new rail service operating from Atherstone.

[1] Yearly totals were divided by 250 as recommended by the Passenger Demand Forecasting Handbook (PDFH)
[2] 63% of the daily totals, (Source: 2001 Journeys to work census data, Office of National Statistics (ONS))

4.6.2 Figures 4.1 to 4.8 describe a number of future growth scenarios for parking in Atherstone, based on the baseline survey data recorded by Colin Buchanan and the projected increases in future demand for parking as a result of (a) background housing, population and car ownership growth and (b) the more localised improved rail connections from Atherstone. All graphs assume static supply with no change in capacity.

4.6.3 For all forecasts, low, medium and high background growth rates have been used to give a range for potential future growth. These growth rates are 0.5%, 1%, and 1.5% respectively.

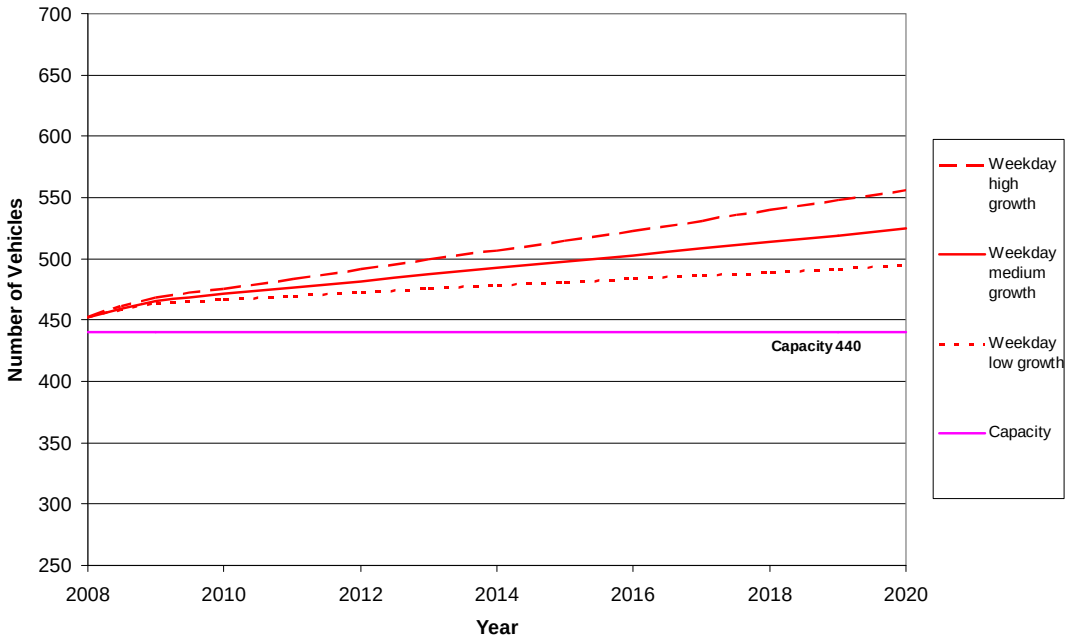
4.6.4 ***Figures 4.1-4.4 describe future demand and supply trends using CB's manual calculations of rail passenger demand***.

4.6.5 ***Figures 4.5-4.8 describe future trends in demand and supply using the rail operator's passenger demand forecasts.***

Growth projections using CB manual calculations of rail demand

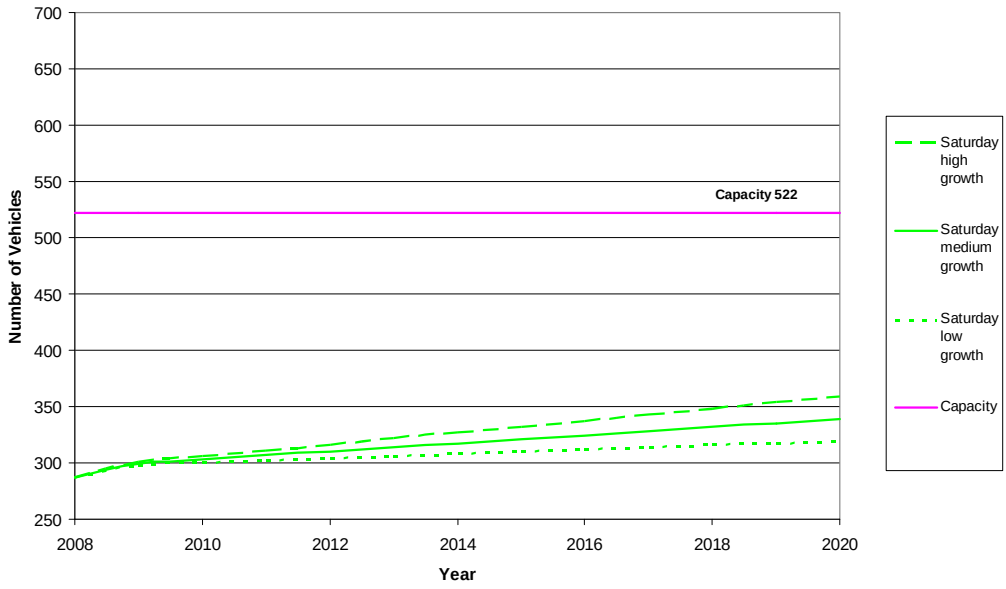
4.6.6 Figure 4.1 shows demand projections to 2020 for public off-street car parks and on-street parking in Atherstone town centre, using CB's manual rail demand calculations. It shows that if we consider only on- street and public off -street parking, demand is already close to capacity. There is a lot of illegal on-street parking in the central area where demand is above capacity, whilst off-street car parks are busy but within capacity. Future growth is expected to push peak demand over supply of the order of 50-100 vehicles by 2020, if no parking or demand management measures are put in place.

Figure 4.1: Public parking projections (weekday)



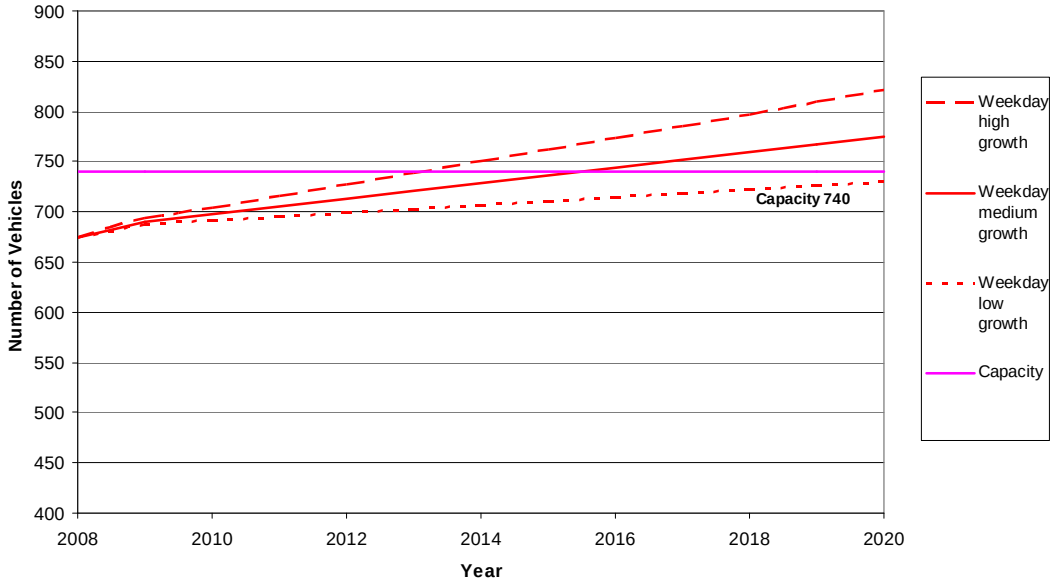
4.6.7 Figure 4.2 shows similar demand/ supply projections to 2020 for a Saturday. It shows that future demand for on- and public off-street parking on a Saturday is unlikely to exceed capacity in future years.

Figure 4.2: Public parking projections (Saturday)



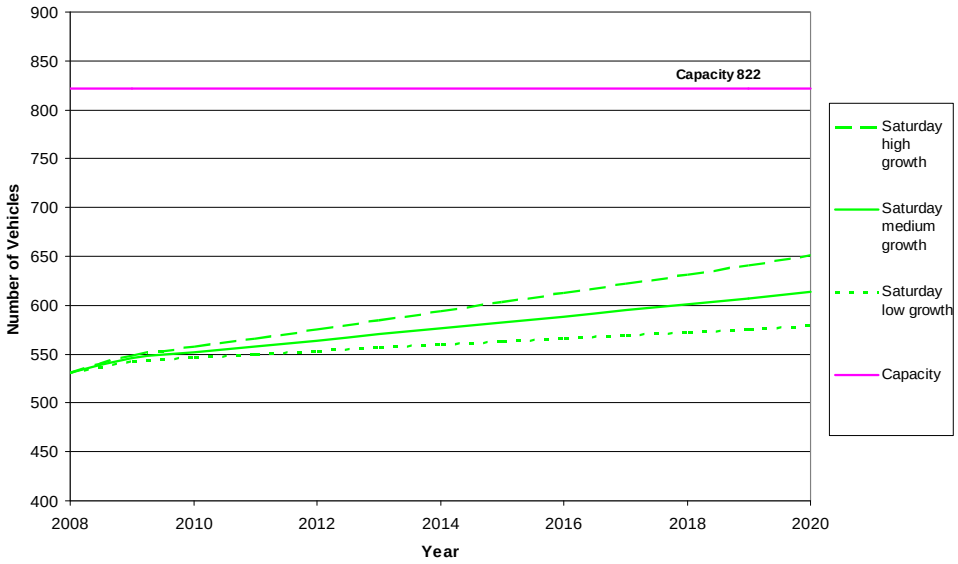
4.6.8 Figure 4.3 shows overall weekday parking demand projections for all car parks (public and private) and on-street parking in Atherstone town centre using CB's manual rail demand calculations. It demonstrates that there is currently spare capacity of the order of 75 vehicles/ spaces across all private and public parking. With future growth however, peak weekday town centre parking demand is expected to exceed supply levels at some point between 2012 and 2018 if there is no management of demand growth or supply. In the current economic climate, low/ medium or even negligible growth is probably most appropriate, so we would be looking to 2016 at the earliest or even beyond 2020 before significant capacity issues arise.

Figure 4.3: Total public and private projections (weekday)



4.6.9 Figure 4.4 shows the demand/ supply projections on a Saturday for all car parks (public and private) combined with on-street parking. Again it shows that overall parking demand on a Saturday is expected to remain well within capacity for the foreseeable future.

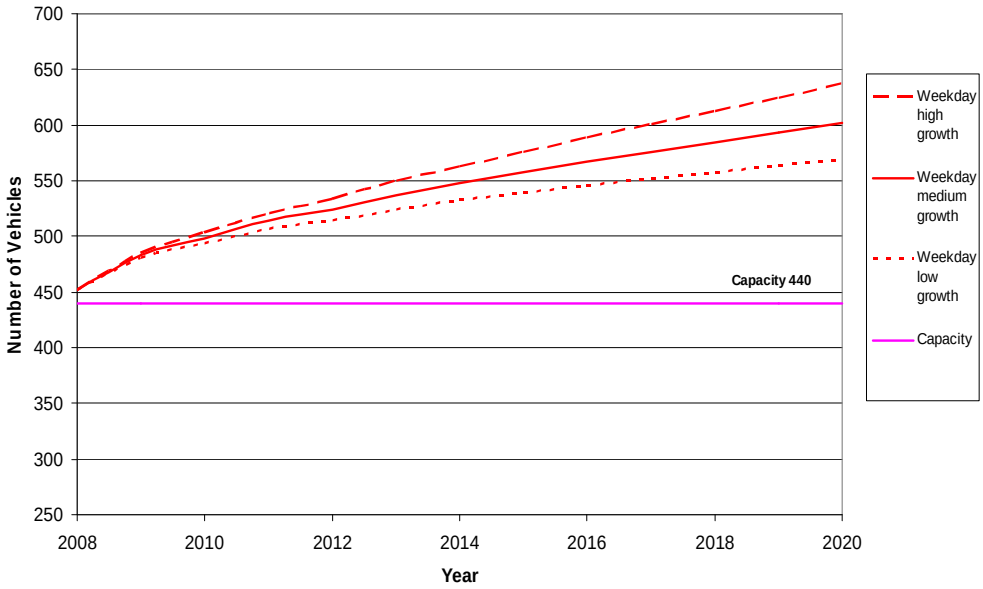
Figure 4.4: Total public and private projections (Saturday)



Growth projections using rail operator demand forecasts

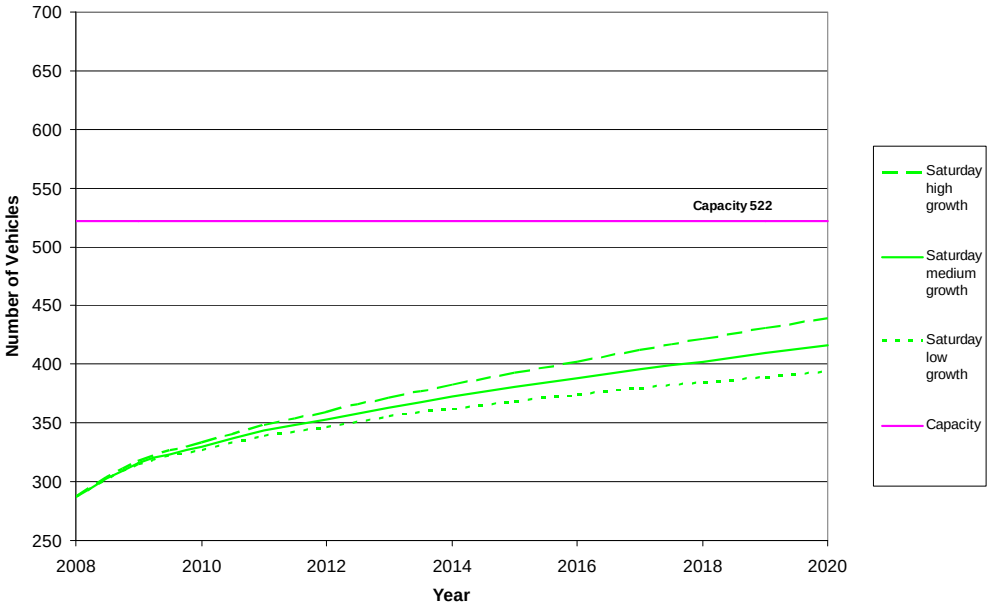
4.6.10 Figure 4.5 shows demand/ supply trends for public off-street car parks and on-street parking in Atherstone town centre using the rail operator's passenger demand forecasts. It highlights that demand growth could create a deficit of 120-200 spaces by 2020.

Figure 4.5: Public parking projections (weekday)



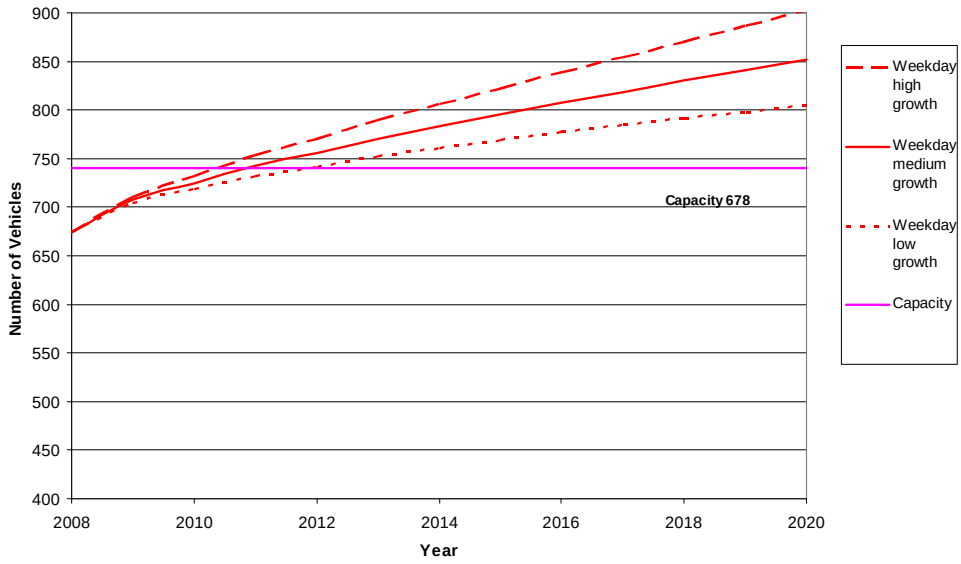
4.6.11 Figure 4.6 shows similar demand/ supply projections to 2020 for a Saturday. It shows that demand for on- and public off-street parking on a Saturday will be comfortably within capacity in future years, even under these worst case demand projections.

Figure 4.6: Public parking projections (Saturday)



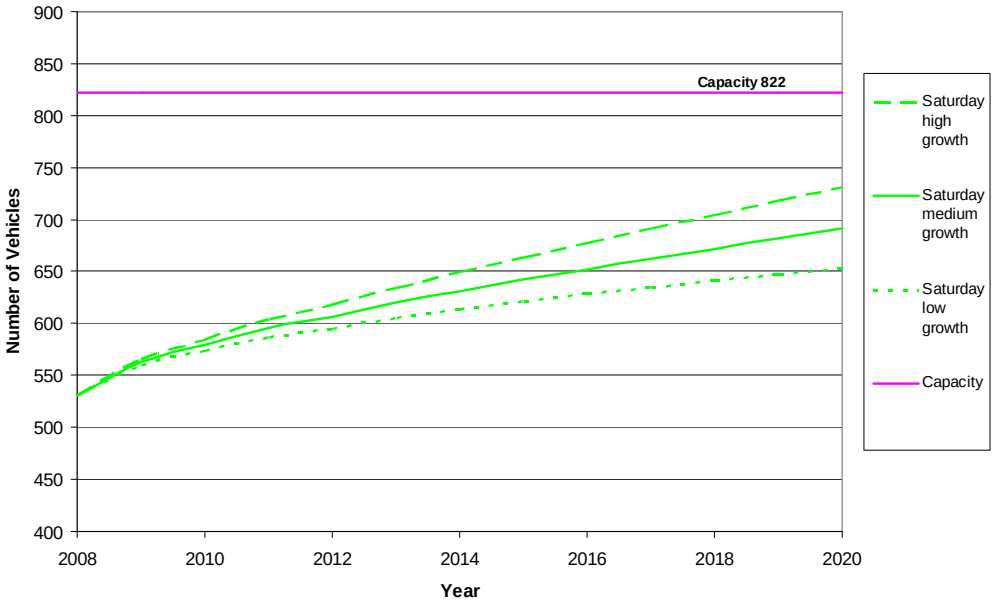
4.6.12 Figure 4.7 shows the overall weekday demand projections for all public and private car parks combined with on-street. Under these worst case demand projections, peak demand could meet capacity as early as 2010, if demand is left unchecked and no parking management measures are introduced. However, In the current economic climate, low/ medium or even negligible growth is most appropriate; therefore capacity is unlikely to be an issue until 2012 at the earliest and possibly not until well after this time.

Figure 4.7: Total public and private projections (weekday)



4.6.13 Figure 4.8 shows the demand/ supply projections on a Saturday for all car parks (public and private) combined with on-street parking. It shows overall parking demand on a Saturday is likely to remain within capacity to 2020 and probably beyond.

Figure 4.8: Total public and private projections (Saturday)



5 Tariff benchmarking

5.1 Tariffs

5.1.1 A tariff benchmarking exercise was undertaken to establish the charges neighbouring authorities levy for off-street town centre car parking.

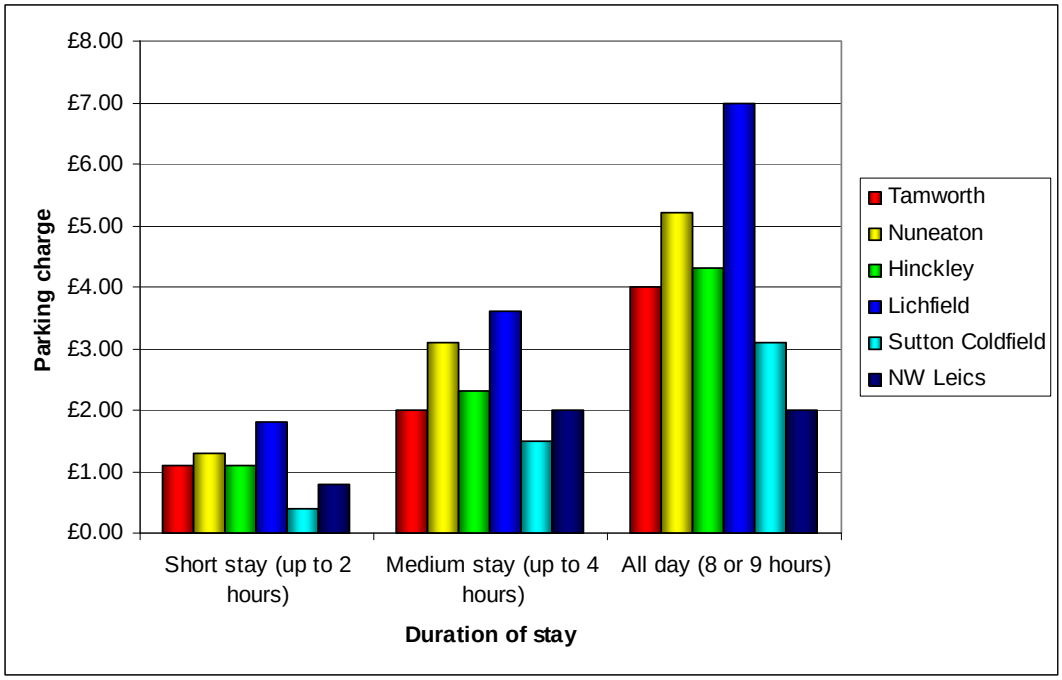
5.1.2 A summary table of tariff structures in operation for town centre car parking in a range of comparative local centres including Tamworth, Nuneaton, Hinckley, Lichfield and Sutton Coldfield is shown in Table 5.1.

5.1.3 Figure 5.1 represents a broad comparison of these charges for different duration of stay profiles for short, medium and long stay parking acts across these town centres.

Table 5.1: Tariff benchmarking – comparison local centres

Length of Stay	NW Leics.	Tamworth	Nuneaton	Hinckley	Lichfield	Sutton Coldfield
Population (approx.)	*90,000*	*75,000*	*70,000*	*43,000*	*31,000*	*105,000*
Short stay (up to 2 hours)	£0.80	£1.10	£1.30	£1.10	£1.80	£0.40
Medium stay (up to 4 hours)	£2.00	£2.00	£3.10	£2.30	£3.60	£1.50
All day (8 or 9 hours)	£2.00	£4.00	£5.20	£4.30	£7.00	£3.10

Figure 5.1: Tariff benchmarking – comparison local centres



5.1.4 Prices vary significantly between towns. For short term parking, Sutton Coldfield charge as little as 40 pence for up to 2 hours parking whilst the larger towns such as Tamworth, Nuneaton and Hinckley charge £1.10 to £1.30 for up to 2 hours parking.

5.1.5 All day parking charges also vary significantly, from as little as £2.00 for 8-9hours parking in North-West Leicestershire up to £7.00 in Lichfield.

5.1.6 Daventry was another nearby town considered in this review. There is currently no charge either for off-street or on-street parking. Instead Daventry BC control parking through time limit restrictions of 30 minutes, 90 minutes and 3 hours. Daventry also operate a residents' permit system allowing residents to park in short stay car parks or in on-street residents bays in the town centre for longer than the specified duration limit if they have purchased a residents permit. Residents' permits are priced at a reasonable £15 per annum (pa) for a first vehicle and a prohibitive £252 pa for additional vehicles.

5.1.7 **Table 5.3** below provides a more detailed breakdown of car parking charges, hours of operation and fine structure for each town.

5.1.8 Key points of note include:

- None of the towns considered currently charge for on-street parking;
- Only 1 authority has a separate charge (50 pence) for the first 30 minutes;
- 5 of the 7 authorities have a 1 hour charge, of 40 to 90 pence;
- The average charge for 4 hours is approximately £2;
- Some authorities have differential charges between short and long stay car parks;

5.1.9 Elsewhere within the county of Warwickshire, three districts (Warwick, Stratford, Rugby) have introduced decriminalised parking and on-street parking charges. The charges are set at the following levels:[3]

- Warwick: 20p for 30 minutes; 90p for 1 hour; £1.50 for 2 hours.
- Stratford: 50p for 30 minutes; £1 for 1 hour; £1.50 for 1.5 hours; £2 for 2 hours.

5.1.10 In most instances, the parking authorities quoted the 'The Civil Enforcement of Parking Contraventions (Guidelines on Levels of Charges) (England) Order 2007' as a means of setting the level of excess charges. It is therefore recommended that North Warwickshire Borough Council could consider higher excess charges for Atherstone, in line with this policy guidance document, as adopted by neighbouring authorities.

5.1.11 The Civil Enforcement of Parking Contraventions (Guidelines on Levels of Charges) (England) Order 2007 set the following penalty fare structure, as shown in Table 5.2.

Table 5.2: CPE Order 2007 - Guidelines on penalty charges

Band	Higher level penalty charge	Lower level penalty charge	Higher level penalty charge paid early	Lower level penalty charge paid early
1	£60	£40	£30	£20
2	£70	£50	£35	£25

Reference: Office of Public Sector Information (OPSI) - http://www.opsi.gov.uk/si/si2007/uksi_20073487_en_1

5.1.12 It should be noted that elsewhere in Warwickshire county, districts have implemented the band 1 penalty charge levies, which for higher level contraventions are £60 (reduced to £30 if paid promptly). So it is recommended that NWDC adopt a similar policy consistent with neighbouring authorities within Warwickshire.

[3] Charges for Rugby were unavailable at the time of writing this report.

Table 5.3: Detailed charging structure

		NW Leics.		Tamworth		Nuneaton		Hinckley		Lichfield		Sutton Coldfield		Daventry	
		On street	Off street	On street	Off street	On street	Off street	On street	Off street	On street	Off street	On street	Off street	On street	Off street
Length of stay	0.5 hours	N/A	-	N/A	50p	N/A	-	N/A	-	N/A	-	N/A	-	N/A	Free
	1 hour	N/A	50p	N/A	-	N/A	80p	N/A	70p	N/A	90p	N/A	40p	N/A	Free
	1.5 hours	N/A	-	N/A	-	N/A	-	N/A	-	N/A	-	N/A	-	N/A	Free
	2 hours	N/A	80p	N/A	£1.10	N/A	£1.30	N/A	£1.10	N/A	£1.80	N/A	40p	N/A	Free
	3 hours	N/A	£1.20	N/A	£1.60	N/A	£2.10	N/A	£1.30	N/A	£2.70	N/A	-	N/A	Free
	4 hours	N/A	£2.00	N/A	£2.00	N/A	£3.10/ £2.60 (short stay/ long stay)	N/A	£2.30 (£1 selected long stay)	N/A	£3.60/ £2.00 (short stay/ long stay)	N/A	£1.50	N/A	Free
	All day (8-9 hours)	N/A	£2.00	N/A	£4.00	N/A	£5.20/ £3.20 (short stay/ long stay)	N/A	£4.30 (£2 selected long stay)	N/A	£7.00/ £4.00 (short stay/ long stay)	N/A	£3.10	N/A	Free
Hours of parking restrictions		8am-5pm Mon-Sat		8am-6pm Mon-Sat		24 hours every day 80p after 6pm and Sundays		8am-5.30pm Mon-Sat		7.30am-6.30pm Mon -Sun (Sunday parking £1.00)		7am-7pm Mon-Sat		Different max parking times (30 mins, 90 mins, 3 hours, all day)	
Penalty charges for non-compliance		£50 (50% reduction if paid within 14 days)		£50 (50% reduction if paid within 14 days)		£20 within 24 hours £30 within 7 days £60 within 28 days		£50 (50% reduction if paid within 14 days)		£50 within 14 days; £75 thereafter		£50 (50% reduction if paid within 14 days)		£60	

5.2 Benefits and disbenefits of charging

5.2.2 The key benefits which would be gained by NWBC introducing a charging regime in Atherstone would be:

- To raise income to offset maintenance costs of lighting, CCTV and general upkeep of car parks;
- To increase the available budget for maintenance and improvement to service which can be used to improve overall car park quality, safety and ambience over time;
- To fund an enforcement regime to improve safety and minimise criminal activity and to increase availability of parking by reducing or eliminating illegal parking; this is especially important where an authority is at/ near parking capacity (and have limited parking capacity) – enforcement can have a major effect on turnover and capacity.

5.2.3 The potential disbenefits of charging include: increased maintenance administration costs; the potential to encourage people to drive to alternative locations for shops and services and also to encourage people to park in other areas of the town where there is no restriction or regulation of parking.

5.2.4 Key considerations include adopting a holistic approach. This would be to formulate a management strategy which includes on-street and off-street public parking, includes communication and agreements with private town centre retail parking operators and which engages the public and local businesses in the process through stakeholder consultations to ensure people understand the reasoning behind the introduction of any tariff structure.

5.2.5 There are many examples of successful implementation of parking charging and in many cases improved regulation can create a better environment for all, for residents, for local businesses and for shoppers and workers, by managing demand and supply to make the most of existing supply and to remain consistent with the overall aims of local planning policy.

5.2.6 Previous examples have overcome concerns through a variety of measures. These include the introduction of discounted parking permits for local residents or businesses and dialogue with local residents over parking issues through local media, the internet and public meetings.

6 Policy recommendations

6.1 Summary findings

6.1.1 A number of broad initial conclusions can be drawn from this study of parking in Atherstone. These are summarised in the following section:

- **Peak parking demand** is much higher on a weekday than on a Saturday;
- In the busiest peak period (weekday) there are:
  - 50 free spaces in public off-street car parks;
  - 75 free spaces in private town centre retail car parks;
  - but, 50 vehicles parked illegally on-street in the town centre;
  - Therefore, total free capacity is approximately 75 spaces at peak times.

- **Public off-street car parks** are well used, especially on weekdays, and whilst in general there is no significant off-street parking capacity problem some individual car parks operate at effective capacity in peak periods, examples are:
  - **Station Street short stay car park** - although small it is highly convenient for the town centre and very well used;
  - **Woolpack Way short stay car park** – conveniently located and well used throughout the day by short stay parkers;
  - **Sheepy Road** and **Cattle Market long stay car parks** are both typically full to capacity all day with long stay commuter parking;
- Public off-street car parks typically attract the 'right' sort of use i.e. short stay acts in short stay car parks, long stay acts in long stay car parks;

- **Private town centre retail car parks** are well used but provide significant and vital additional parking capacity for the town centre, acting as a pressure valve for town centre parking demand;

- **Prime, central on-street parking** areas experience heavy parking demand all day, often far in excess of capacity:
  - **Long Street** –prime retail street with high demand, high turnover (50-60% of acts < 30minutes), a lot of illegal parking, but also some long stay parking.

- **Future demand projections** indicate that:
  - Background growth of 0.5% to 1.5% is possible, though in the present economic climate is likely to be towards the lower end of this spectrum;
  - Parking demand generated by improved rail connections to Atherstone will grow slowly over time. Dependent on passenger growth this could result in additional parking demand of 15 to 85 vehicles, although 85 vehicles is the worst case upper limit of additional rail-related demand in 2020, and in reality it is likely the figure would be a lot lower, possibly 15-30 vehicles;
  - With moderate or negligible background growth and rail passenger growth, current supply would cater for demand to 2020;
  - However, if any of the main town centre retail car parks (Aldi, Co-op, Somerfield) which make up a significant proportion of total capacity were to be lost with no new replacement supply, then there could be significant capacity problems;
  - Therefore, if we anticipate low background growth, moderate rail related demand growth and include town centre retail car parks in our forecasts we would anticipate no major capacity problems until 2018, but a need for improved demand management and regulation and enforcement of supply to maintain an effective parking regime.

6.2 Strategic objectives

6.2.1 The following are core strategic objectives for parking in Atherstone. These objectives refer to the specific national, regional and local policies on land use, transport and parking described in Chapter 2, which provide the policy context and framework within which the strategy sits.

6.2.2 There are **3 key objectives** for a parking strategy for Atherstone. These are:

- **Economy:** parking should support and enhance the vitality and viability of the town centre and contribute wherever possible to local economic development;
- **Sustainability:** parking should be managed in a manner consistent with the principles of sustainable travel choices;
- **Finance and Tariffs:** charges and controls can be used to influence parking behaviour in support of other objectives and maximise revenue, sensitive to the local economy.

6.2.3 Further to core objectives is the need to:

- Enhance community involvement and access to services;
- Protect and improve the environment;
- Make the best use of resources;
- Ensure parking enforcement is appropriate to meet other strategic aims;
- Where appropriate protect the ability of local residents to park close to their homes;
- Provide sufficient parking for disabled motorists, cyclists, and motorcyclists;
- Ensure car park quality is high (secure, well signed, well maintained, user friendly);
- Develop a monitoring programme to enable better future decision-making.

6.3 Measures and recommendations

6.3.1 The following measures and recommendations are designed to meet the needs of Atherstone and to conform to the key objectives (and policy aims) described above.

On-street measures

6.3.2 For on-street parking the most pressing concern is Long Street, to bring management in line with policy objectives. The existing 30 minute maximum stay restriction in this prime on-street parking location would appear to allow the majority of people (50-60%) who want to stay for less than 30 minutes duration to do so. Therefore, by ensuring that this parking restriction is enforced would be the most sensible measure to adopt to increase turnover and allow further short stay parking acts. Such enforcement could increase activity and footfall for local businesses and traders and hence increase volume of trade on Long Street. On-street parking could be considered for charging, in the longer term, however, it is our view that initially short stay restrictions and enforcement may suffice.

6.3.3 It is important that NWBC engage with the highway authority (WCC) regarding on-street parking regulation and enforcement.

6.3.4 Consideration should be given to formalising council policy on pavement parking, through revised on-street orders, where necessary. Appropriate enforcement and signage would be required to back up this policy.

Off-street measures

6.3.5 The importance of residential use of off-street car parks overnight should not be ignored, with approximately 100-120 vehicles observed. Any revised regulations should make allowance for overnight residential parking off-street, but ensure that any such vehicles do not take up vital town centre short stay off-street parking during the day.

6.3.6 Consideration should be given to paid permits for town centre car parks with reductions to regular users – specifically for long stay car parks. This could be an easier alternative than charging, as well as being cheaper to implement. NWBC should consider one option of reducing the maximum free parking time limit to 4 hours in all long stay car parks and allowing longer stay parking with a paid for permit. Even at 50 pence per day (£125 per annum/ based on 250 working days per year), this could potentially realise revenues of £25,000 per annum.

6.3.7 The permit and restriction system would incur some modest administration costs and need to be enforced, however, it would not only raise revenue which would help fund enforcement but would contribute to maintenance budgets and meet sustainability principles, deterring unnecessary car travel where alternative modes are available. This can be implemented in conjunction with promotion of the new hourly mainline rail service to/ from Atherstone rail station between London, Birmingham and Liverpool and interurban bus services in Warwickshire being promoted through WCC's LTP2.

6.3.8 Specific consideration should be given to the future operation of the NWBC public car park on Carlyon Road industrial estate. At present the facility is leased to a private company (the sandwich factory) for use by their staff for £3,750 per annum. We estimate demand of approximately 45-60 users per day from Sandwich Factory staff. Consideration could be given to a long stay permit, for example set at £1 per day. The income from this facility alone would be substantial and would offset other costs. A £1/ day charge could raise revenues of £12,000-£15,000 per annum. Alternative options for the site are either to renegotiate an increase in the annual lease or to investigate potential disposal to realise capital.

6.3.9 In addition, NWBC should consider reducing maximum stay time limits in Station Street, the prime short stay off-street car park to 30 minutes, in line with restrictions on Long Street. For now, it is recommended that Woolpack Way be left at the present 2 hour limit and Memorial Hall at 4 hours (as it specifically serves leisure users in addition to the town centre); although future consideration could be given to reducing these time restrictions to 1 hour and 2 hours respectively, if demand increases substantially in the future. The off-street and on-street parking orders would need to include a statement to the effect of, for example, 'no return within 4 hours' to prevent repeat parking acts contrary to policy aims.

6.3.10 NWBC could also consider the potential for implementing tariffs in short stay car parks in the long term, if demand increases substantially. Although this is not recommended at the present time, in the current economic climate, a flat linear tariff structure of 20 pence per half hour, but with the first half hour free, would be highly competitive in the current economic climate and highly competitive with neighbouring parking authorities. This would further aid management, improve turnover in key parking locations and could fund the enforcement and maintenance of car parks. Any such changes, especially if tariffs are considered, need to be sensitive to residential amenity in surrounding areas.

6.3.11 NWBC should engage with key town centre retail car park operators to improve dialogue with these key providers of town centre parking capacity. In addition, NWBC should consider discussing the potential for NWBC to manage the railway station car park with the landowner of this facility. This could improve parking quality and increase off-street parking capacity.

6.3.12 Whilst seeking to maintain sound environmental principles the council should still ensure that all new residential development provides sufficient off-street parking capacity for new residents, in line with current local residential parking standards (1:1, 1:1.5); so as to prevent additional pressure on town centre parking capacity.

Measures to manage overall demand and supply

6.3.13 Whilst it is not deemed that capacity will be a significant issue, at least in the next 4-10 years, it would be prudent for NWBC to consider either:

- (a) the potential to provide additional off-street car parking, to guard against the possibility that in future private sector retail parking provision may change; and/ or
- (b) revised restrictions and regulations (backed up by effective enforcement) to maintain high turnover of short stay whilst reducing long stay availability over time;
  - This could be done in conjunction with any future council office move through making available net additional car parking for the town centre. This should be short stay parking close to the town centre to maintain town centre vitality and support viability of the local economy.

Measures to manage rail demand

6.3.14 It is recommended that NWBC begin a dialogue with the landowner of the rail station car park to consider how best to manage the car park for future use by rail users and visitors to the town centre. The car park could potentially be managed and enforced by NWBC.

6.3.15 Discussions should take place with the highway authority (WCC) regarding urgent implementation of on-street parking and waiting regulations in the vicinity of Atherstone rail station. There is a high chance that on-street parking and waiting in this location could result in unnecessary traffic congestion and also cause a significant road safety risk. There is a small space with potential to cater for any short term waiting/ kiss and ride pick up/ drop off at the current pedestrian access to the platforms. NWBC should explore with WCC and/ or the rail operator the potential to formalise management of this space subject to resources/ funds being available.

6.3.16 In addition, it is recommended that NWDC signpost the available rail station public parking on the NWDC website. Creating a page heading or frequently asked question response with the title “Where should I park for the/ Atherstone rail station?” including directions and maps to the adjacent rail station car park.

Enforcement and regulatory measures

6.3.17 Both the existing off-street and on-street parking places order should be extended to operate from 8am to 6pm. This would minimise conflict between users, especially overnight residential demand and town centre short stay or commuter demand.

6.3.18 Better enforcement of parking regulations and restrictions, especially on-street, but also off-street, would increase amenity and safety of prime town centre streets, but would have the effect of increasing turnover and thus improving short stay parking availability without the need for additional infrastructure.

6.3.19 In order to support effective enforcement a revised fine structure should be adopted that is suitable to support policy aims and effective parking management (and to improve road safety/ traffic flow) to act as a deterrent to illegally parked vehicles. In line with other local parking authorities considered in this review, a fair penalty charge is suggested at £60, reduced by 50% if paid within 14days. This is in line with the band 1 penalty charge proposed in the 2007 Civil Enforcement of Parking Contraventions (Guidelines on Levels of Charges) (England) Order and in line with other districts within Warwickshire county.

Additional measures

6.3.20 The council could consider producing and adopting a travel plan for its own staff and visitors to reduce its parking requirements and free up spaces for town centre users and/ or releasing land for development. This could be used to set a precedent for other significant town centre employers to produce and adopt travel plans to reduce car travel and parking demand, in line with strategic transport and environmental goals.

6.3.21 NWBC should also ensure that sufficient cycle parking is provided in the town centre and that adequate provision of disabled and motorbike parking is maintained. Provision of dedicated parking for car sharing or car clubs could be considered, subject to demand.

6.3.22 Existing disabled provision exceeds government guidelines on provision of a minimum of 5% of capacity, and this principle should be maintained in the future. An appropriate number of cycle parking stands and motorcycle bays should be implemented n the town centre and promoted and signposted accordingly. It is recommended that 10-20 cycle stands/ racks and motorcycle parking for 5-10 motorcycles be implemented.

6.3.23 One final measure which NWBC could consider to support other measures and recommendations would be to implement improvements to on-street directional signage to parking locations and improved town centre signage in car parks.

Table 6.1: Measures and recommendations: action plan

Measures and recommendations	Implementation action	Strategic objectives	Action timescale
Core measures and recommendations			
Increase turnover of prime on-street and prime off-street parking	Enforce 30 minute on-street regulation in town centre (Long Street) through negotiation with highway authority (WCC) and enforcement and revise off-street parking order for Station Street car park to 30 minutes (to match Long Street)	To support **economic vitality and viability** To ensure **adequate parking capacity** Use **charges and controls to influence parking behaviour**	**Short - Medium**
Move surplus on-street parking to off-street car parks, remove long stay from on-street	Through regulation (revised parking order hours), negotiation with highway authority (WCC) and enforcement	Use **charges and controls to influence parking behaviour** To ensure **adequate parking capacity** To support **road safety and traffic flow** To support **economic vitality and viability**	**Short - Medium**
Decrease long stay parking over time (in conjunction with promotion of alternative modes, such as the hourly mainline rail connection and WCC interurban bus services)	Promotion/ adoption of Travel Plans for major employers, to reduce s.o.v journeys, increase public transport, walking, cycling, car clubs Revised restrictions in long stay car parks and introduction of permits	To ensure **adequate parking capacity** Manage parking demand consistent with the principles of **sustainability** Use **charges and controls to influence parking behaviour**	**Ongoing**
Better enforcement on-street and off-street	Employ enforcement officer(s) for on-street and off-street	Use **enforcement** to meet strategic aims To ensure **adequate parking capacity** To support **road safety and traffic flow**	**Short - Medium**
Introduce long stay parking restrictions (4 hour) and long stay permits in town centre long stay car parks	Needs officer action, consultation, member agreement and revised off-street parking order	To ensure **adequate parking capacity** Use **charges and controls to influence parking behaviour**	**Short - Medium**
Introduce long stay parking permits for commuters at NWBC public car park on Carlyon Road	Implement through officer action, consultation and member agreement	Use **tariffs** to influence parking behaviour in support of objectives	**Short - Medium**
Provide adequate off-street parking to support railway station and increased rail demand and restrict on-street parking near station	Enter discussions with land owner of rail station car park as to potential for NWBC management Discuss on-street issues with WCC	To ensure **adequate parking capacity** To support **road safety and traffic flow** To protect **residential amenity**	**Medium - Long**
Consider options for short term waiting and kiss and ride pick up/ drop off at rail station	Discuss with land owner of rail station, the rail operator and WCC to create adequate solution	To ensure **adequate parking capacity** To support **road safety and traffic flow**	**Short- Medium**

Increase fine structures to penalise parking contraventions	Revision of parking and traffic regulation order– member agreement needed	Use **tariffs** to influence parking behaviour in support of objectives Use **enforcement** to meet strategic aims	**Short - Medium**
Revise hours of operation of parking places order	Revision of parking places order	To ensure **adequate parking capacity** To **make best use of resources**	**Short**
Ensure adequate provision of off-street parking capacity for new residential developments, consider overnight use of off-street car parks by residents and residential permits for off-street car parks	Ensure policy is up to date and parking order hours of operation are revised Consider residential permits for off-street car parks	Protect the ability of **local residents** to park close to their homes To **make best use of resources** To ensure **adequate parking capacity**	**Ongoing**
Provide adequate disabled, cycle and motorbike parking	Ensure policy for provision is up to standard and enacted by local officers	Provide sufficient parking for **disabled motorists, cyclists, and motorcyclists**	**Ongoing**
NWBC to produce and adopt a travel plan – possibly in conjunction with proposed council move	Through local planning policy and officer action	Manage parking demand consistent with the principles of **sustainability**	**Short-Medium**
Encourage local employers to produce and adopt travel plans	Through local planning policy and officer action and consider using external advisors	Manage parking demand consistent with the principles of **sustainability**	**Medium**
Implement a monitoring programme to ensure parking is performing adequately to meet service delivery targets and policy aims and objectives	Through local planning policy and officer action	**Develop a monitoring programme** To **make best use of resources**	**Ongoing**
Consider on-street directional signage to car parks and improved town centre signage in car parks.	Through officer action and discussion with highway authority (WCC)	To **make best use of resources** To support **road safety and traffic flow**	**Medium**
Improve communication with highway authority and other key private sector parking operators	Develop and maintain a dialogue with highway authority, private operators (retail) and landowners (rail station)	To **make best use of resources** To ensure **adequate parking capacity** To support **economic vitality and viability**	**Ongoing**
Supplementary medium-long term measures and recommendations to consider			
Implement on-street charging and payment systems	*Revision of local parking policy – member agreement needed*	*Use **tariffs** to influence parking behaviour in support of objectives*	***Medium***
Implement charging and payment systems in short stay and long stay off-street car parks		*To **make best use of resources*** *To ensure **adequate parking capacity***	***Medium***
Provide additional (short stay) off-street parking capacity	*Consider potential through council move*	*To ensure **adequate parking capacity***	***Medium-Long***

Appendix 1: Rail demand forecasting

Section A: Rail operator patronage forecasts

Table A 1 shows demand projections for future years from the rail operator (London Midland) (commencing 1st December 2008) for Atherstone rail station and Figures A1 and Table A2 show the parking demand calculations based on these patronage estimates.

Table A 1: Annual passenger demand projections

Flow		Yr 1	Yr 2	Yr 3	Yr 4
Atherstone	Crewe	131	183	236	262
Atherstone	Lichfield T V	248	347	446	495
Atherstone	Milton Keynes C	238	333	428	476
Atherstone	Northampton	507	709	912	1,013
Atherstone	Nuneaton	2,679	3,751	4,822	5,358
Atherstone	Polesworth	3	4	5	6
Atherstone	Rugeley Trent Valley	150	210	270	300
Atherstone	Rugby	706	989	1,271	1,413
Atherstone	Stoke On Trent	490	686	882	980
Atherstone	Stafford	508	711	914	1,016
Atherstone	Tamworth	1,119	1,567	2,014	2,238
Atherstone	Watford Junction	60	84	109	121
Atherstone	London BR	3,706	5,188	6,671	7,412
Total		**10,545**	**14,763**	**18,981**	**21,090**

Figure A 1: Rail parking demand projections (Rail operator passenger forecasts)

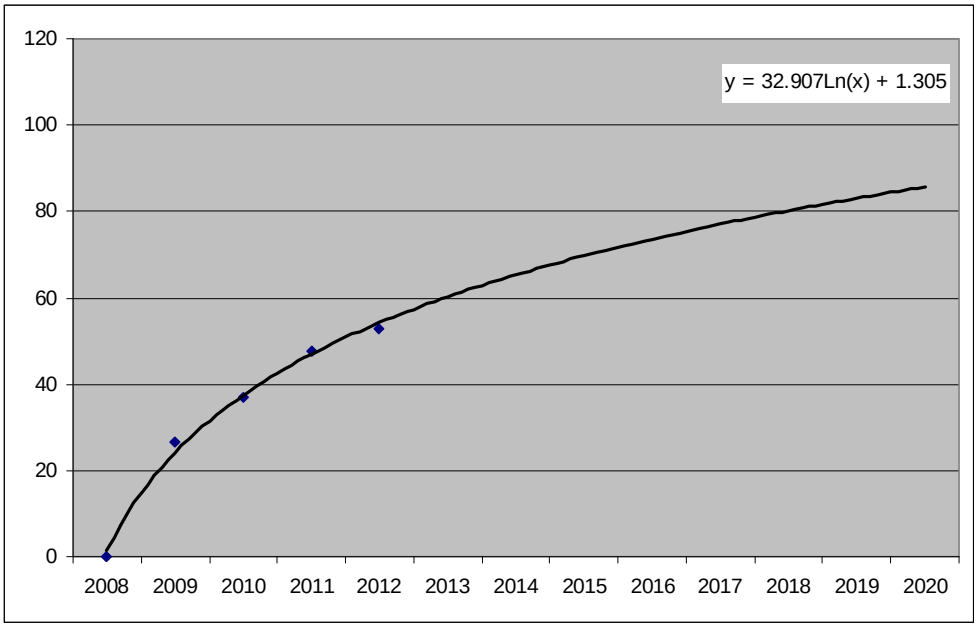


Table A 2: Rail parking demand projections (Rail operator passenger forecasts)

		Annual Patronage	Daily Patronage	Daily parking demand
2008				
2009	Yr 1	10,545	42	26
2010	Yr 2	14,763	59	37
2011	Yr 3	18,981	76	48
2012	Yr 4	21,090	84	53
2013	Yr 5			60
2014	Yr 6			65
2015	Yr 7			70
2016	Yr 8			74
2017	Yr 9			77
2018	Yr 10			80
2019	Yr 11			83
2020	Yr 12			86

Section B: Manual calculation using PDFH

The Rail Passenger Demand Forecasting Handbook version 4.1 states that if only journey time, service frequency and interchange are changing, then the formula for manual calculation is:

$$I_j = \left(\frac{GJT_{new}}{GJT_{base}} \right)^g$$

where:

- I_j is the index for the change in volume due to journey time related factors

- *g* is the generalised journey time elasticity (-0.9 for journeys to and from London)
- GJT_{base} and GJT_{new} are the base and new generalised journey times.

Given that the journey time between London Euston and Atherstone is 118 minutes and the base frequency is 1 direct hourly service per day (equating to a headway/service interval penalty time of 27 minutes). If the new frequency is 12 hourly services per day (equating to a headway/service interval penalty time of 5 minutes). Then the new station-to-station journey time will be 123 minutes.

Table A 3 summarises the information used to calculate the new station-to-station journey time.

Table A 3: Forecasting service quality change

	Base	**New**		**Base**
	Service	GJT Units		Service
Time	118	118	Time	118
Headway	1	27	Headway	1
Interchange	0	0	Interchange	0
Total GJT		**145**	**Total GJT**	

By using the base and new values for the journey times (highlighted in **bold** above) and given that the generalised journey time elasticity is -0.9 for journeys to and from London. The forecast change in demand, I, would be 1.16, which means an increase in rail demand by 16%.

Using the calculated rail demand, patronage was predicted for future periods using the passenger entry and exit figure of 2006/07. Note the 2006/07 entry and exit figure was taken from the Office of Rail Regulation website (Station use Statistics). Details for determining the rail demand is given in the appendix.

Table A 4 below shows the entry and exit passenger numbers for the periods 04-05, 05-06 and 06-07, which were taken from the Office of Rail Regulation website. The entry and exit figure for 07-08 and subsequent years was determined by applying the calculated rail demand to the entry and exit figure of 06-07.

Table A 4: Passenger entry and exit numbers

Year	Number of entry and exit passengers
04-05	1658
05-06	1425
06-07	3162
07-08	3667

Using the above data, a trend analysis was conducted to forecast the passenger entry and exit numbers for future years. Figure A 2 shows the trend line estimating future passenger numbers for Atherstone rail station based on our manual passenger demand forecasts.

Figure A 2: Entry and exit passenger forecast for Atherstone rail station

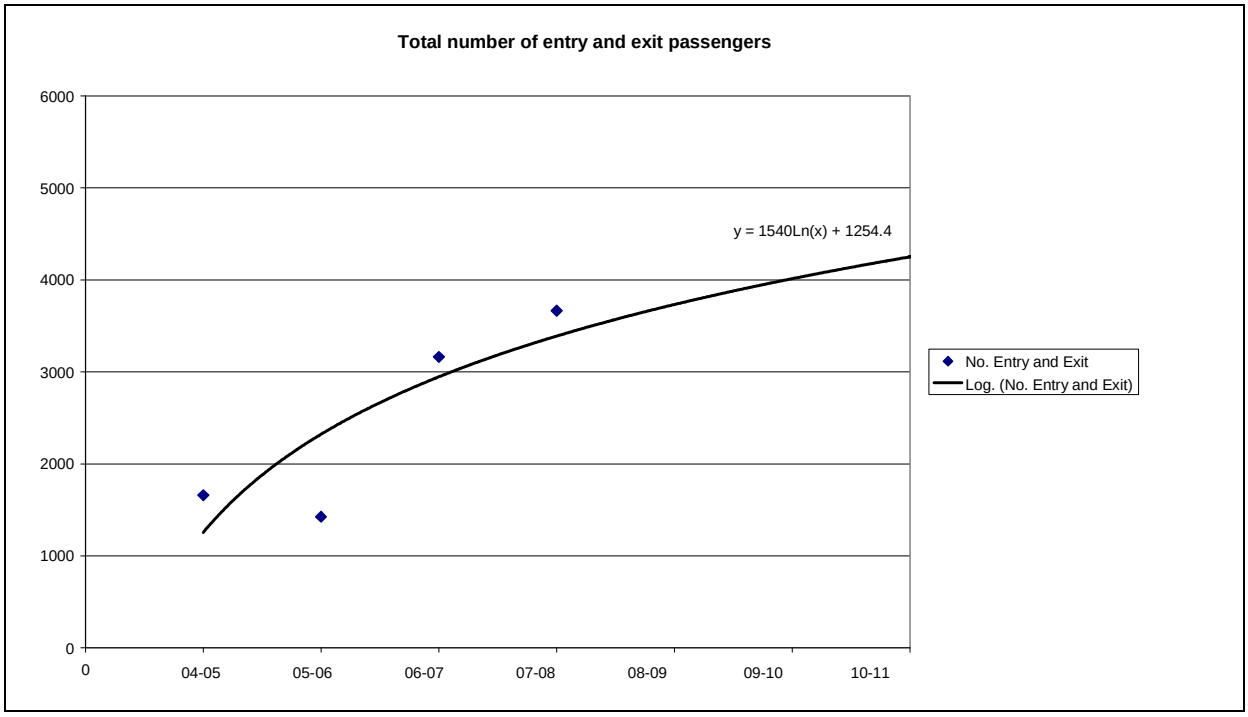


Table A 5: Manually calculated rail passenger and parking demand

Year	annual entry/ exit	daily entry/ exit	car demand
04-05	1658	7	4
05-06	1425	6	4
06-07	3162	13	8
07-08	3667	15	9
08-09	3733	15	9
09-10	4014	16	10
10-11	4251	17	11
11-12	4457	18	11
12-13	4638	19	12
13-14	4800	19	12
14-15	4947	20	12
15-16	5081	20	13
16-17	5204	21	13
17-18	5319	21	13
18-19	5425	22	14
19-20	5524	22	14

Appendix 2: 2006 survey data

Table 3.1 below gives the results from a survey conducted by Euro Car Parks in May 2006 showing the occupancy percentages for car parks in Atherstone. The surveys were carried out every hour between 9am and 5pm.

Table A.4: Peak percentage occupancy observed (2006)

Car Park	Tues	Weds	Thurs	Fri	Sat	Mon
Cattle Market	89%	94%	94%	94%	65%	88%
Station Street	85%	85%	85%	95%	85%	90%
Memorial Hall	84%	99%	74%	78%	49%	73%
Sheepy Road	95%	94%	90%	92%	53%	88%
Church Street	92%	84%	95%	92%	92%	100%
Woolpack Way	80%	59%	57%	64%	50%	57%
South Street (council weekday – public weekend)					17%	
Woolpack Way (council weekday– public weekend)					12%	

Note: The above figures are peak percentage occupancy observed on given day in any hour and not comparable.

This data provides a useful context for the study and have, along with our own site visits and local officer experience, allowed us to corroborate the accuracy of our own detailed survey findings from our 2008 surveys.

Our analysis and calculations have been based on our CB surveys of November and December 2008, as this is both current and more detailed than the 2006 survey summary information supplied.

Appendix 3: Additional survey results

Tuesday 2nd December 2008

The additional surveys carried out in the Sheepy Road and Cattle Market long stay car parks observed very similar levels of demand and duration of stay as to the original surveys.

Figure A 3: Sheepy Road car park

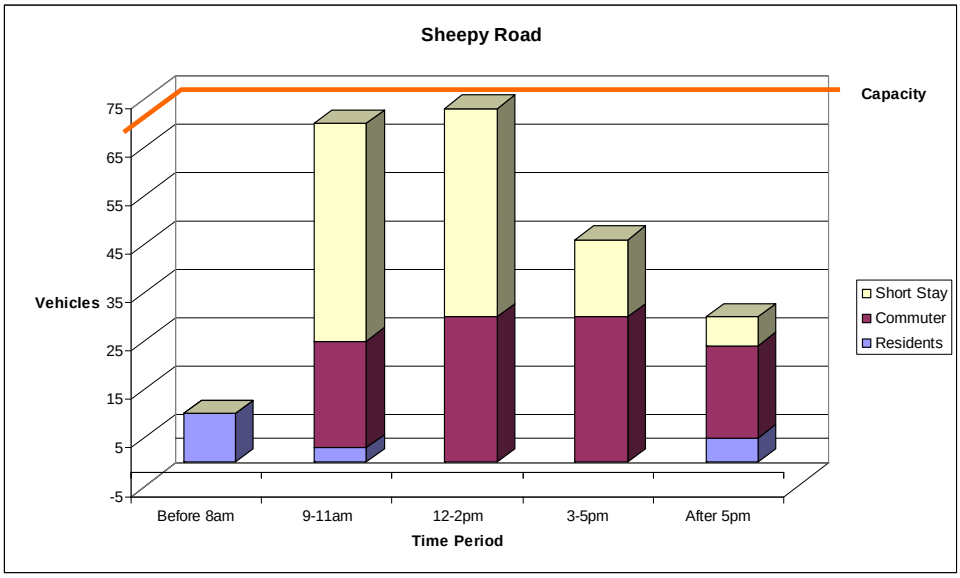
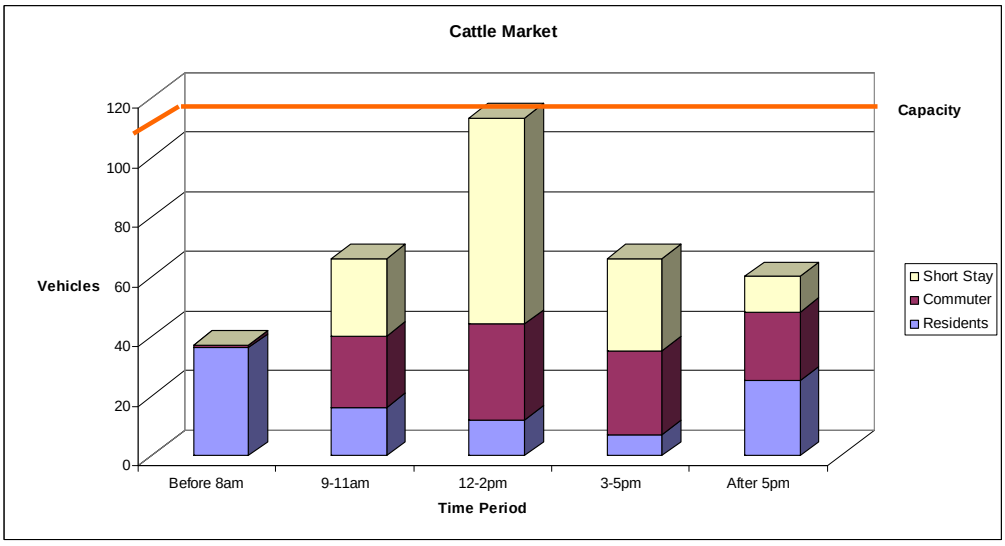


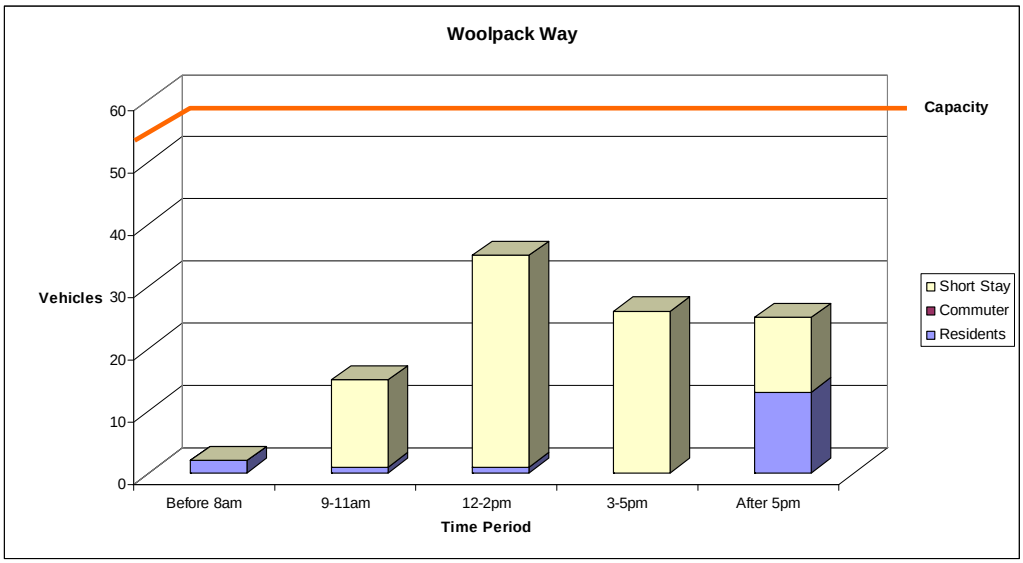
Figure A 4: Cattle Market car park



The additional survey in the Woolpack Way short stay car park described slightly lower demand overall than the original survey but following a number of site visits the original survey data was

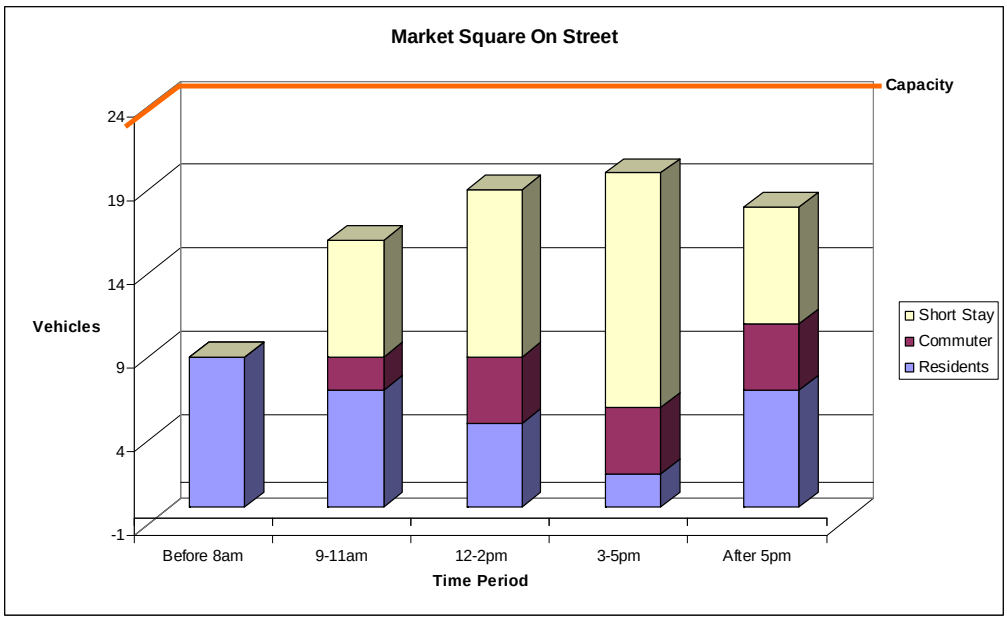
deemed to represent a more typical day for demand, so the original survey results were used in the overall analysis of demand and supply.

Figure A 5: Woolpack Way car park



The additional on-street surveys of market square also revealed slightly lower levels of demand than on the original survey day, but as with Woolpack Way this data was thought to under-represent 'typical' daily demand therefore the original survey data was used for the overall analysis.

Figure A 6: Market Square on-street



Appendix 4: Consultees

North Warwickshire District Council

Warwickshire County Council

London Midland Railways

Atherstone Town Council

Warwickshire Police