



Basingstoke and Deane Borough Council

---

**BASINGSTOKE TOWN CENTRE  
PARKING STRATEGY**

Adopted December 2022

---

# CONTENTS

---

<b>1. EXECUTIVE SUMMARY</b>	<b>2</b>
<b>2. INTRODUCTION</b>	<b>3</b>
<b>2.1. AIM AND OBJECTIVES</b>	<b>3</b>
<b>3. CURRENT CAR PARKING PROVISION</b>	<b>5</b>
<b>3.1. CURRENT PARKING SUPPLY</b>	<b>6</b>
<b>3.2. PARKING DEMAND</b>	<b>8</b>
<b>4. THE CONTEXT FOR CHANGE</b>	<b>9</b>
<b>4.1. POLICY CONTEXT</b>	<b>9</b>
<b>5. FUTURE PARKING DEMAND</b>	<b>12</b>
<b>5.1. PARKING DEMAND LEVELS TO 2039</b>	<b>12</b>
<b>6. STRATEGY APPROACH</b>	<b>13</b>
<b>6.1. THE DISTRIBUTION OF PARKING SPACES</b>	<b>13</b>
STRATEGY THEME 1 – THE RIGHT QUANTUM AND LOCATION OF SPACES	13
STRATEGY THEME 2 - RELATIVE ACCESSIBILITY OF PARKING SPACES	18
STRATEGY THEME 3 - SUSTAINABLE TRAVEL PROVISION (TO SUPPORT THE DISTRIBUTION AND NUMBER OF PARKING SPACES)	20
STRATEGY THEME 4 - POLICY AND GUIDANCE	23
<b>6.2. FUTURE PARKING OPTIONS</b>	<b>24</b>
STRATEGY THEME 5 - PARK AND STRIDE	24
STRATEGY THEME 7 - ELECTRIC VEHICLE CHARGING	28
STRATEGY THEME 8 - CAR CLUBS	30
STRATEGY THEME 9 - AIR QUALITY AND TECHNOLOGICAL IMPACTS	32
<b>7. SUMMARY</b>	<b>34</b>
APPENDICES	35

---

# 1. EXECUTIVE SUMMARY

---

The Basingstoke Town Centre Parking Strategy seeks to flexibly respond to current and future changes in demand by providing the right number of parking spaces in the right locations to support the town centre economy. It recognises the varying needs and length of stay of visitor and seeks to meet this demand in the most effective way, whilst being aware that changes are occurring in the way that we travel and will continue to do so.

In taking this approach, the strategy acknowledges the role of electric vehicles as a part of the transport solution, as well as future proposals for a car club in the town and other mobility improvements that are expected to occur. This aligns with the council's adopted Climate Change and Air Quality Strategy, with reductions in emissions, improved air quality and other modes of transport that may emerge, all of which contribute to making the town and attractive and accessible place to visit.

The strategy has been developed to align with the Town Centre Masterplan and has been prepared to improve and support change in the town centre, including the potential to make better use of car parks with the scope to provide improved footfall and support wider objectives outlined in the masterplan including the creation of places, recognising dual uses and greening of the environment.

Views were sought on a draft of the strategy in October / November 2022 and the views expressed have been considered in finalising the Parking Strategy which develops the concepts in the masterplan further. It is supported by a series of action plans, which seek to ensure that car parking provision is appropriate as well as seeking to reduce car trips and promote walking and cycling.

It recognises that as a result of the pandemic as well as changing lifestyles, that the demand for parking spaces has declined, aligned to a greater number of people working at home on a regular basis. alongside changes in retail habits. Consequently, the Parking Strategy provides a basis to consider how change can occur and relevant tests to address whether car parks still represent the best and most appropriate use of centrally located and highly accessible locations. Alongside this, it recognises other actions required to ensure that the car parking offer is the most attractive, including greater scope for facilities such as electric vehicle chargers and car clubs to support residents and visitors, as well as other mobility changes that may occur in the future.

In parallel to parking provision, clear direction is provided by the Government as well as guidance more locally, to support a greater number of trips by walking and cycling and through the use of High Quality Public Transport. In this respect, the strategy supports:

- The Horizon 2050 Vision;
- The Climate Change and Air Quality Strategy
- The Transport Strategy;
- The Well-Being Strategy; and
- Emerging Hampshire documents in the form of the Local Transport Plan and the Local Cycling and Walking Infrastructure Plan.

It is also aligned with the approach of the Town Centre Masterplan and the concepts included within it, with testing of these through transport modelling indicating that, if implemented, trips on foot and by bicycle will increase in the future alongside wider improvements to support public transport accessibility.

## 2. INTRODUCTION

---

The Parking Strategy was initially prepared by WSP and is part of a larger body of Basingstoke town centre work which includes a Vision study prepared by Hemingway Design, a Masterplan prepared by Allies and Morrison, viability work led by JLL and a cultural study prepared by Counter Culture. The aim of this collection of work is to set the future direction for the town centre over the coming decades. It will help the Council to shape policy and lead projects for its areas of ownership and the wider town centre. It has also been informed by public consultation on a draft document during October / November 2022.

Understanding movement and car parking are vital aspects of creating a revitalised and sustainable Basingstoke town centre as plans for its redevelopment are brought forward. Car parks have a vital function of supporting the town centre economy whilst also shaping the town centre in terms of vehicle trips and journeys. There is a need to have a parking strategy in place to inform decisions on car parking provision across the wider town centre, as well as recognising that these assets may be useful for future changes around mobility and travel.

The Parking Strategy has been based on desktop analysis, a COVID-secure site visit and discussions with BDBC and Hampshire County Council (HCC) officers, other car park operators and Members. No new surveys of car park usage were carried out, as they would have been unrepresentative due to COVID-19 restrictions. However, pre-COVID data has been sourced to provide a sense of accuracy and account taken of expected future changes arising from national forecasts. This has been supplemented by other data sources, such as income levels from ticket sales where available. Recent analysis has indicated that overall ticket sales in council owned car parks continues to be less than that for the same period in 2019. In some car parks, demand has decreased by as much as 60%, but across all car parks, is around 39% lower than before the pandemic. This reduction in demand highlights the scope to gradually manage down the number of car parks and to respond to the recommendations of the Masterplan. In this way, wider objectives can be realised in time.

### 2.1. AIM AND OBJECTIVES

The aim of the council's Parking Strategy is:

*“To provide a positive framework to support the town centre, economy and the environment whilst identifying the quantum and location of car parking required in support future growth in the borough up to 2040”.*

It therefore has a significant role to play in creating a vibrant town centre which can respond to recent changes in retail behaviours and provide support for other improvements as presented through the Masterplan.

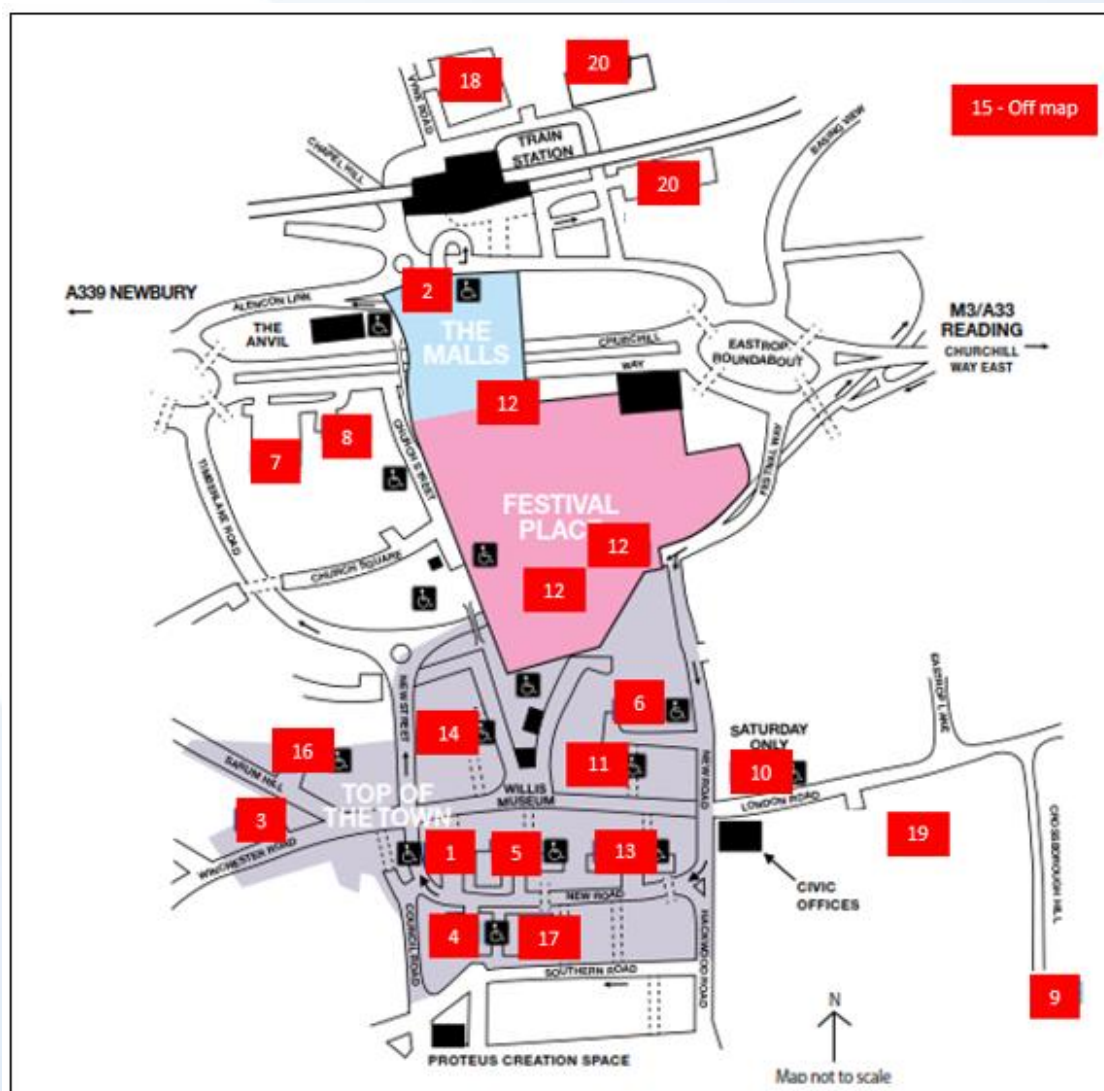
In order to do this it:

- Provides a robust approach on the quantum and location of car parks to meet a wide range of visitors to the town centre in support of town centre activities with a framework within which to make decisions.

- Supports the use of alternatives to driving into the centre – such as cycling, walking, bus services and High Quality Public Transport (HQPT) routes and support improvements to these travel modes, in line with the adopted Transport Strategy as well as the Climate Change and Air Quality Strategy.
- Recognise that for many people travelling into the town from the wider catchment area, the car is likely to remain the preferred mode of travel, and it is therefore important that car parking remains accessible and attractive for those that need it and where no alternatives are available.
- Maintain investment in parking in order to support an efficient, effective, and modern service, responding to improvements in technology and changing lifestyles.
- Supports the wider health agenda, by encouraging short walks to the central area from a number of peripheral car parks, reducing journeys in the central area and in the longer-term supporting recommendations in the masterplan associated with traffic zones.

### 3. CURRENT CAR PARKING PROVISION

This plan shows the significant amount of parking available in the town centre.



\*Map source – BDBC with WSP label additions

#### Key

No.	Car Park name	No.	Car Park name	No.	Car Park name
1	Albert Yard	9	Crossborough Hill	17	Southern Road
2	Alençon Link (The Malls)	10	Eastlands	18	Vyne Meadow
3	Brinkletts	11	Feathers Yard (Electric Vehicle charging hub)	19	Parklands (Civic Offices)
4	Castons	12	Festival Place	20	Basingstoke Railway station
5	Castons Yard	13	Jacobs Yard		
6	Central	14	Joices Yard		
7	Churchill Way	15	Lower Basing View		
8	Churchill Way East	16	Sarum Hill		

### 3.1. CURRENT PARKING SUPPLY

The town centre parking area consists of a mixture of twenty public and privately owned/operated public car parks, of which eighteen are owned and operated by BDBC and two are owned and operated by private operators, South Western Railway and the owners of Festival Place.

The Borough Council is one of the key providers of off-street parking in the town, with direct control of over 2,000 spaces, comprising a mixture of pay and display and permit parking. These are primarily surface level car parks around the Top of the Town area where the focus is currently on short-stay facilities. Additionally, the council owns a (predominantly) permit holder only car park at Vyne Meadow used in the main by commuters as well as a separately managed car park located above 'The Malls' shopping area.

There are two high capacity car parks not under Council control, one owned by South Western Railway (1,339 spaces) located close to the railway station, and the other above the Festival Place Shopping Centre (2,624 spaces) operated by their managing agent. The total combined parking provision within Basingstoke Town Centre is 6,001 spaces with approximately 34% owned by BDBC and 66% owned by third parties.

The public multi-storey car parks located at The Malls and Festival Place make the experience of using the town centre very easy for car owners, allowing people to drive directly into The Malls which results in reduced footfall across the town. There are also a number of public surface car parks in the Top of Town area helping to serve the area's shops and businesses.

The public car park capacities are shown below.

No.	Car park name	Owner/ Operator	Duration Short (S) Long (L)	Distribution of spaces			
				Car	Disabled	Motorcycle	Electric charging
1	Albert Yard	BDBC	S	19	2		
2	Alençon Link (The Malls)	BDBC	L	540	16	Yes	
3	Brinkletts	BDBC	L	37	0		
4	Castons	BDBC	L	126	4		
5	Castons Yard	BDBC	S	60	11		
6	Central	BDBC	S	139	11	Yes	
7	Churchill Way	BDBC	L	101	0		Yes
8	Churchill Way East	BDBC	L	24	0		
9	Crossborough Hill***	BDBC	S	78	0		
10	Eastlands (Sat only)	BDBC	L	170	5		Yes

No.	Car park name	Owner/ Operator	Duration Short (S) Long (L)	Distribution of spaces			
				Car	Disabled	Motorcycle	Electric charging
11	Feathers Yard	BDBC	S	13	6		Yes
12	Festival Place	AEW	S/L	2,624	118		Yes
13	Jacobs Yard	BDBC	S	28	2		
14	Joices Yard****	BDBC	S	60	6	Yes	
15	Lower Basing View	BDBC	S	105			
16	Sarum Hill	BDBC	L	45	2		
17	Southern Road*	BDBC	L	123			
18	Vyne Meadow**	BDBC	L	349			
19	Parklands (Weekend only)	BDBC	L	21			
20	Basingstoke Railway station - Bunnian Place and North Yard	South Western Railway	S/L	1,339			Yes
<b>Total</b>				<b>6,001</b>	<b>183</b>		

\* Southern Road car park: 76 pay and display spaces plus 47 business permit bays.

\*\* Vyne Meadow car park: Monday to Friday - 25 pay and display parking bays, and 324 permit holder parking bays. Weekends: 349 pay and display spaces.

\*\*\* Crossborough Hill car park: 28 bays are available free for up to three hours if using the leisure facilities in the War Memorial Park. There are also 50 business permit spaces.

\*\*\*\* Joices Yard: 50 pay and display spaces plus 10 permit bays.

The study scope only considered public parking within the town centre and no estimate has been made for the amount of private non-residential parking.

## 3.2. PARKING DEMAND

- 3.2.1. A series of available car park occupancy data was sourced and analysed for the car parks across the town centre. Due to the pandemic, where a choice of data has been available, information from 2019 has been selected over more recent data from 2021/2022. This has been used to remove the significantly reduced travel and parking impacts during the pandemic period from the long-term Parking Strategy.
- 3.2.2. Car park demand data has shown that the Festival Place car park and the car parks located in the Top of Town area were highly occupied and/or oversubscribed in 2019. Whereas car parks such as Vyne Meadow and those at Basingstoke Railway station were not as well occupied (in 2019 maximum occupancy was around 70%, with average occupancy much lower), particularly at the weekend.
- 3.2.3. The baseline data demonstrated, on average, high maximum levels of occupancy across the town centre suggesting the town currently had about the right quantum of parking to meet 2019 levels of demand, albeit without implementing measures to support alternative modes of transport, in response to the declared Climate Emergency.
- 3.2.4. COVID-19 has changed the world in a number of ways, especially in the way we now work and shop. In Basingstoke, car park ticket sale levels, since the relaxation of COVID-19 restrictions, have varied across car parks. Analysis of 2022 ticket sales data shows that most central car parks have experienced lower levels of demand than seen in 2019 but, as would be expected, greater than experienced in 2021. While this varies by car park, for the first seven months of 2022 ticket sales across all car parks are still approximately 39% less than that for the same period in 2019. Commuter car parks such as Vyne Meadow whose operation is based on season ticket sales, have experienced significantly lower demand than before the pandemic, in addition to other car parks where demand has fallen due to site specific reasons (e.g. use of the car park as a Covid testing centre). Detail for all car parks can be found in the table at **Appendix A**.
- 3.2.5. The “new normal” car park demand levels post pandemic continue to fluctuate but are predicted to remain below pre-pandemic levels, with now established patterns of hybrid working and the way that we shop and spend our leisure time. The Parking Strategy seeks to provide a flexible framework that can respond to the rebalancing of demand, as well as support other Council documents and policies.

## **4. THE CONTEXT FOR CHANGE**

---

### **4.1. POLICY CONTEXT**

#### **CLIMATE EMERGENCY**

The Parking Strategy has been produced through a pivotal time period. In 2019, both Basingstoke and Deane Borough Council (BDBC) and Hampshire County Council (HCC) declared climate emergencies. BDBC has established its approach in an adopted Climate Change and Air Quality Strategy, which supports actions to increase the number of trips made on foot, by bike and public transport as well as supporting a shift to electric vehicles in times. This supports the Horizon 2050 vision of the borough for the next 30 years set out by residents, businesses, and key partners. The 2050 Vision also highlights an urgent need to reduce carbon emissions and the use of fossil fuels, and the Parking Strategy supports these approaches, as well as other objectives associated with health and well-being.

#### **DECARBONISING TRANSPORT: A BETTER, GREENER BRITAIN, DEPARTMENT FOR TRANSPORT (DFT) 2021**

The DfT published the Decarbonising Transport plan in July 2021, where several commitments were made to decarbonise transport. The document notes that we cannot simply rely on the electrification of road transport or believe that zero emission cars and lorries will solve all our problems. The DfT seeks to make public transport, cycling and walking the natural first choice for all who can take it.

#### **HAMPSHIRE LOCAL TRANSPORT PLAN 4**

Over the course of the last two years, HCC has been developing a new draft Local Transport Plan (LTP4). The LTP4's two guiding principles are to 'significantly reduce dependency on the private car' and 'provide a transport system that promotes high quality, prosperous places and puts people first', which align with the Parking Strategy objectives. HCC is planning to develop and implement a Hampshire-wide parking strategy which covers all aspects of parking and is aligned with the proposed LTP4 outcomes, working collaboratively with the districts/boroughs.

#### **BASINGSTOKE TRANSPORT STRATEGY**

In a partnership between BDBC and HCC, a Transport Strategy has been adopted for Basingstoke. The transport strategy includes a range of measures for improving transport including a network of High Quality Passenger Transport (HQPT) routes and seeks to improve walking, cycling and public transport take up and measures. BDBC has also been jointly working with HCC on a local cycling and walking infrastructure plan, which was published in draft in Summer 2022, and there are emerging proposals for consultation on an approach to future public transport provision in the town expected in early 2023.

#### **BASINGSTOKE TOWN CENTRE VISION**

Public and stakeholder engagement was conducted by HemingwayDesign on behalf of BDBC in February and March 2021 to understand what residents, visitors, businesses, and councillors would like to see for the future of Basingstoke town centre. The vision highlights that currently, Basingstoke's identity is dominated by its shopping centres and accessibility by car, but for long term success it must switch to a more diverse and forward-looking approach. It highlights that the future direction of low carbon mobility is likely to reduce the requirement of town centre parking. The

Vision also confirms that “Basingstoke Town Centre will be a place that prioritises people, encouraging active participation by all, and generating prosperity for all through progressive and purposeful actions.”

## **BASINGSTOKE TOWN CENTRE MASTERPLAN**

Allies and Morrison has drawn up a Masterplan to set the future direction for the town centre over the coming decades in order to provide economic benefits. The Masterplan recognises that private car use will continue to be a significant way that people travel to the town centre, particularly from surrounding countryside and villages. It is anticipated that the whole Masterplan development will be completed in a number of phases, over a 15 year period. Over this time, the Masterplan seeks to encourage residents to take up active and sustainable travel methods as their first choice, particularly for shorter trips to make the town centre a nicer place to be, and consequently reduce the overall demand for parking whilst also helping to strengthen the town centre economy. It does this by proposing the following transport related approaches:

- Making the town centre more walkable and cycle-friendly, with improved facilities, low traffic areas and the relocation of the bus station, supported by high quality public transport serving peripheral locations including those to be identified in the Local Plan update.
- Removal of through-traffic in the town centre by seeking to establish a series of separate traffic zones within the Ringway with the following principles:
  - No property is cut off - everything can still be accessed and serviced safely
  - People from outside the Ringway can still drive to the town centre/other destinations within the Ringway
  - Short car trips across the area are still possible, but might take a little longer and use is made of the strategic ringway, which was created and improved in recent years to serve this purpose
  - Reducing traffic cutting through the town makes space for walking, cycling and buses to have more priority, reduces emissions and improves air quality and provides road safety benefits.

The Masterplan also proposes to deliver infill development in the Top of Town area. These proposals will need to be considered in detail against the tests for consolidation, and/or relocation of parking spaces as set out in Strategy Theme 1 below, to ensure they do not negatively impact the town centre economy or town centre users and overall economic vitality.

## **POST PANDEMIC SOCIETAL CHANGES**

The COVID-19 pandemic has accelerated some social changes which were already under way, in particular:

- Retail spend has been moving away from physical stores to online retailers for many years, and the pandemic has accelerated this trend, including in groceries and clothing. However, public consultation undertaken in preparing the strategy has highlighted that shopping remains the main reason why visitors choose to park in the town centre.
- Grocery shopping is for some people no longer a weekly task (the in-store ‘big shop’), now replaced with online ordering and smaller top-up shops at local stores. This is a trend that has been in evidence for some years. It is likely the pandemic has accelerated it, especially where working from home allows people more flexibility to pop to a convenience store close to where they live, reducing demand for car parking.
- Working from home (full- or part-time) was a growing trend before the pandemic. Many organisations will now allow or encourage their staff to work from home at least some of the time

and is recognised in patronage levels of transport operators locally and nationally. This, then, has accelerated an existing change, with impacts on office demand and the transport needed for people commuting to work. It is also possible that there could be less demand for parking spaces in areas such as large business parks or near public transport as well as less demand for parking in certain town centre locations as reflected in recent BDBC ticket sales data.

- The increased flexibility allowed within the working day may also change working hours on a more permanent basis, with fewer people working traditional 9-5 hours. This is already having the effect of spreading transport demand with less intense peak hours, and demand for parking spread more evenly and a reduced overall need.
- A reduced requirement to be physically present in the office five days a week may affect people's choices of where to live. In particular, recent graduates and knowledge economy workers may find it more pleasant to live further away from their office, trading a longer commute for a couple of days a week for other benefits. This may make Basingstoke town centre a more attractive location for some people to live.
- A national trend of both declining car ownership as well as those with driving licenses has already been observed over a number of years and Masterplan proposals for town centre living will reduce the need to own a car, reducing pressure on the town centre car parking demand.
- Greater use of scooters by those without access to a car for short-trips is a national trend, as well as increased popularity of car clubs, particularly in urban areas where facilities are located in close proximity and parking more limited. It should be noted that whilst the use of scooters is not necessarily legally at present, their popularity continues to increase and is helpful to acknowledge.
- Recognition that home deliveries of goods as well as food, including take-aways is now firmly established and may continue to grow, with a view that these should be planned into future projects in a positive manner, rather than occurring through demand in an un-considered way.
- It is also notable that there is greater demand for locations for picking-up and dropping-off of visitors to the town centre, including those who may have less mobility, including those who may not hold blue badges but are unable to walk longer distances.

## 5. FUTURE PARKING DEMAND

---

### 5.1. PARKING DEMAND LEVELS TO 2039

In order to assess the future parking demand for Basingstoke town centre, the impact of the Masterplan proposals in comparison to the current BDBC Local Plan was assessed as part of the North Hampshire Transport Model (NHTM19) for weekdays only in the assessment years of 2019 and 2039.

The following scenarios have been modelled for this study:

- 2019 Base Year
- 2039 Do-Minimum – without the Basingstoke Town Centre Masterplan proposals; and
- 2039 Do-Something – with the Basingstoke Town Centre Masterplan proposals.

Whilst it is acknowledged that it may be necessary to supplement this with additional modelling work to understand the impacts of additional housing associated with the Local Plan Update spatial strategy, these scenarios help to understand the implications of implementing the masterplan. This includes the removal of through-traffic for private vehicles within the town centre, changes to car parks, improved walking and cycling facilities and additional High Quality Public Transport (HQPT) network routes. It provides a helpful insight into the impact on trips in the future and behaviour as alternative modes to the car become more attractive within the central area, actions supported by adopted Council strategies.

When reviewing the change in journeys conducted both internally within the Basingstoke town centre ring-road and also those that travel to/from the town centre and across the ring road, the model results (weekday only) indicate the following key car park related impacts:

- In 2039, there is predicted to be a 33% increase in the number of walking journeys (over 12,000 extra daily walking journeys) as a direct result of the Basingstoke Town Centre Masterplan proposals due to the removal of through-traffic within the town centre, when compared to the 2039 Do-Minimum scenario should this be implemented as proposed.
- In 2039, there is also predicted to be a reduction of over 12,500 daily car journeys as a direct result of the Basingstoke Town Centre Masterplan proposals, when compared to the 2039 Do-Minimum scenario.

The modelling results support the potential for a lower future demand for parking spaces in the central area, alongside investment in walking and cycling routes to encourage trips by these modes. This emphasises trends seen to date in terms of reduced demand for parking spaces.

## 6. STRATEGY APPROACH

---

The balanced strategy approach seeks to maintain the right level of car parking, in the right place, in order to support economy and to bring forward the regeneration and rejuvenation of Basingstoke town centre as well as wider objectives.

In the short to medium term, many trips supporting retail, hospitality and service sectors will continue to be made by car, particularly given the rural catchment area of Basingstoke. However, a current trend that is expected to continue will be the increase in ownership of electric vehicles which, together with improvements in walking, cycling and public transport provision will continue to support the accessibility of the town centre. This will be achieved through measures contained in the emerging Local Cycling Walking Infrastructure Plan (LCWIP), supplemented by proposals for a strategy to define how public transport will be improved.

The transport approaches outlined in this section are organised according to nine strategy themes, with specific associated tasks and task owners identified for each theme.

### 6.1. THE DISTRIBUTION OF PARKING SPACES

#### STRATEGY THEME 1 – THE RIGHT QUANTUM AND LOCATION OF SPACES

##### Why is this important?

In order to provide a positive parking framework to support the vitality of the Town Centre, balanced with a recognised decline in demand it is proposed that there is a limited and managed reduction in provision to facilitate wider objectives, such as climate change, air quality and health.

It must also recognise that for people travelling into the town, particularly from the wider catchment area, the car is likely to remain their preferred mode of travel, and it is important that car parking remains available for those that need it and where no suitable alternatives are available, such as the wider rural parts of the borough.

In the longer-term, and recognising future improvements in walking, cycling and public transport along with other measures such as the creation of traffic zones and removal of through traffic, there is likely to be further scope to manage car parking more effectively. This could include considering future changes in mobility alongside the scope to reduce supply. This aligns with the findings from modelling work undertaken to date and recognises proposals for an electric vehicle car club and the potential for this to expand.

The Masterplan recognises the scope for appropriate consolidation, as well as the potential for additional floors/decks and/or relocation of utilised parking spaces would help to release some car parks for other uses, as has been undertaken in other areas of the country such as Birmingham, Reading and Maidenhead town centres. Further supporting principles are contained within the Masterplan prepared by Allies and Morrison, which could help to promote activity in the town, create an improved pedestrian environment and increased footfall, encouraging more people to use areas like the Top of the Town. This also brings much needed benefits in terms of climate change, particularly when associated with other actions set out in the Masterplan. A commentary on the status of the BDBC car parks and their potential suitability for change is presented in **Appendix B**.

It is important that any proposed changes to car park provision or location are assessed with full long-term implications understood in order to make sure that they positively contribute towards the vitality of the Town Centre. Any proposals to re-use a car park, including a reduction in overall provision, consolidation, additional floors/decks and/or relocation of parking spaces within the town centre will need to meet the following tests:

1. Current (average from at least a current 12 month period) and future predicted average car park usage/demand levels could be suitably accommodated within the remaining town centre car park provision.
2. Allocated Blue Badge parking spaces would be maintained in both convenient and central parking locations, given associated mobility considerations.
3. Access to educational facilities, early years settings, places of worship and health facilities would be maintained in suitable, convenient locations in line with design standards (e.g. Manual for Streets), recognising the particular circumstances of certain locations and to prevent inconsiderate/illegal parking on the highway.
4. Proximity to other car parks and walking, cycling and public transport options and the scope to improve these, as well as promote their use.

#### **How would this be achieved?**

In the short term, account should be taken of the current reduced demand for parking spaces and to consider if there is the potential to secure the delivery of wider objectives in a limited number of locations, in support of the masterplan. As such, this provides the potential to make more efficient use of available parking capacity for those who have the greatest need and changes in the way that residents travel in the future. This will require the following actions to be undertaken:

- Continue to undertake monitoring and analysis of car park usage/demand across the town centre to ensure a balanced provision of spaces.
- Retain the appropriate number of business permits to fulfil demand across the town but review their locations as needed.
- Retain suitable access and parking allocation for market trader's vehicles in good proximity to Market Place at the Top of the Town, and other specific needs associated with individual car parks.
- Retain required level of blue badge parking across the town, ensuring that this is conveniently located with an appropriate level of accessibility for users.
- Any consideration of adding levels or decks to existing car parks should be respectful of all relevant policies, including planning, environmental/ecological and the Equality Act.
- Work with partners and landowners such as South Western Railway and John Lewis Partnership to discuss potential for sharing of their car parks for public and private users in order to make the most effective use of these assets, particularly in respect of peak periods of the year, such as the run up to Christmas.
- Ensure a programmed approach to the re-location of any car parking spaces in order to ensure that the economic vibrancy of the town centre is maintained as well as longer-term

implementation of wider measures in the Masterplan. This may require greater promotion of alternative parking provision and where capacity is more readily available, if required.

### What are the expected benefits?

Potential benefits	Contribution to Parking and Transport Strategy Outcomes
The desired level of parking is retained in the right locations across the town centre.	Support the town centre economy and development of the Masterplan.
Provides the scope to consider the re-use of centrally located car parks and promotion of alternative locations to meet with wider objectives, in a limited number of cases.	Will begin to encourage a greater number of trips by alternative modes and can secure footfall and trips from remaining car parks, with improvements in walking routes from these locations. This 'interchange' type facility also provides benefits in terms of health and air quality improvements.
Creation of improved 'places' where car parks may currently be used simply for servicing and car parking. This could offer the scope to improve urban design quality and support greening of the central area. This could also consider matters such pick-up / drop-off, home deliveries and future potential scooters / bike hire as appropriate.	Will support better planned environments and provide a more attractive place to walk / cycle.

## Making it happen

We have identified a number of action steps which will be necessary to progress delivery against Strategy Theme One:

Action Step	Type	Lead
Conduct long term demand monitoring	Study / Delivery Analysis of operational data	BDBC (Parking Team, Regeneration Team and Finance)
Funding and delivery plan	Business Case / Delivery	BDBC
As needed, review and test potential phasing of consolidation, decking and/or relocation of parking spaces across the town to support the Masterplan, and potential release of sites for alternative uses.	Study / Delivery	BDBC
Good urban design of spaces		

As part of the planning and delivery of this strategy theme we will need to:

Work with...	Take account of...	Manage challenges relating to...
<ul style="list-style-type: none"> <li>• Festival Place</li> <li>• South Western Railway (station interchange)</li> <li>• Network Rail</li> <li>• Bus operators</li> <li>• Basing View</li> <li>• Town centre developers</li> <li>• Local businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Potential changes in future demands for parking and business permits</li> <li>• Impacts on all users, including Blue Badge holders</li> <li>• Accessibility and vitality of the town centre</li> <li>• Access for market traders and other specific car park users</li> <li>• Planning regulations when amending existing car park spaces</li> <li>• The financial costs associated with decking / consolidating car parks</li> <li>• Changes in technology and mobility</li> </ul>	<ul style="list-style-type: none"> <li>• Keeping the right level of parking spaces in the right locations in the town centre.</li> <li>• Multiple town centre users with different needs, including those who have varying levels of mobility as well as purpose of visit and length of stay.</li> <li>• The alignment and co-ordination of parking measures with the town centre Masterplan development opportunities.</li> <li>• Keeping enough parking spaces in the town centre during masterplan construction works.</li> </ul>

## STRATEGY THEME 2 - RELATIVE ACCESSIBILITY OF PARKING SPACES

The relative accessibility of parking spaces to key destinations within the town centre will need to be reviewed over the life of the Strategy to support the town centre economy and respond to the Masterplan proposals.

### How would this be achieved?

- Ensure suitable, safe walking routes are maintained/provided to and from the town centre.
- Investigate options for car parking charges which would support the attractiveness of more peripheral locations, in particular for longer stay uses such as commuting and as such, supporting a Park and Stride approach where costs reflect more locations. This may include greater promotion of such car parks such that visitors have greater awareness of available space and associated charging costs.
- Maintain Blue Badge parking to ensure convenient and central parking for disability groups. This could include increased levels of Blue Badge parking in central locations such as Joices Yard.
- Link to enhanced walking and cycling measures being provided by HCC's Local Cycling Walking Infrastructure Plan, as well as the proposed emerging Public Transport Strategy.

### What are the expected benefits?

Potential benefits	Contribution to Parking and Transport Strategy Outcomes
A variety of parking charges available across the town centre	Greater choices when parking in the town centre to encourage EV options
Greater incentives for people to walk and cycle between locations.	Increased walking and cycling
No change in blue badge parking provision across the town centre	Parking provision for blue badge holders remains a high priority for BDBC
A greater number of short trips on foot from peripheral car parks supports a health and well-being agenda and with fewer cars in the central area.	Increased walking Air quality

## Making it happen

We have identified a number of action steps which will be necessary to progress delivery against Strategy Theme Two accessibility of parking spaces:

Action Step	Type	Lead
Conduct/update route audits to all car parks	Study / Delivery	BDBC
Review parking charges in light of a car park's function and location in line with the principles in this strategy	Study / Delivery	BDBC
Conduct blue badge provision monitoring/usage	Study / Delivery	BDBC (Parking Team)

As part of the planning and delivery of this strategy theme we will need to:

Work with...	Take account of...	Manage challenges relating to...
<ul style="list-style-type: none"> <li>Local walking and cycling groups</li> <li>BDBC (Parking Team)</li> <li>Hampshire County Council</li> </ul>	<ul style="list-style-type: none"> <li>Potential changes in future demands for blue badge spaces</li> <li>Accessibility and safety needs of different users</li> </ul>	<ul style="list-style-type: none"> <li>The alignment and co-ordination of parking measures with the timing of town centre masterplan development opportunities</li> <li>Multiple town centre users with different needs</li> <li>Keeping enough blue badge parking spaces in the town centre during masterplan works</li> <li>Improving walking routes</li> </ul>

### STRATEGY THEME 3 - SUSTAINABLE TRAVEL PROVISION (TO SUPPORT THE DISTRIBUTION AND NUMBER OF PARKING SPACES)

To support the Climate Emergency targets, we will encourage sustainable travel measures set out in plans for town centre regeneration to help offset car and parking demand and encourage travel by sustainable travel modes (on foot, by bike and on public transport) for short trips. This will require close working with HCC and will help the viability of the town centre in the period when people are moving away from private car use towards making more trips by more sustainable methods.

#### How could this be achieved?

- Take forward the proposed Masterplan improvements in infrastructure and facilities for active travel in and around town centre, including changes to the highway network to make active travel routes more direct and legible. Consider introducing cycle lanes through the pedestrianised town centre.
- Improve the attractiveness of walking and cycling routes to, from and within the town centre, including to residential areas and the wider strategic cycling network through initiatives proposed by the LCWIP.
- Align bus improvements with the objectives set out in Hampshire County Council’s Bus Service Improvement Plan, Enhanced Partnership Scheme and the introduction of HQPT routes and BDBC’s Transport Strategy.
- Review opportunities to improve existing infrastructure and facilities for bus and cycle travel, including upgrading stops, stands and shelters. Install charging points for electric cycles, a maintenance stand, and adequate secure storage for standard and non-standard cycles (tricycles, cargo bikes etc).
- Support the delivery of the Local Walking and Cycling Infrastructure Plan and look to enable infrastructure through planning and development processes.

#### What are the expected benefits?

Potential benefits	Contribution to Parking and Transport Strategy Outcomes
Faster journey times by public transport.	Maintain journey time reliability on key routes
More frequent, reliable and punctual services	Increased use of public transport
Greater incentives for people to walk and cycle between locations.	Health benefits associated with active travel choices
Changing between modes of transport is easier	Reduce overall car travel
Enabling a reduced demand for parking spaces in the longer term	

Potential benefits	Contribution to Parking and Transport Strategy Outcomes
Greater priority / use of road space for cyclists and pedestrians	Increased walking and cycling
Quick, easy and convenient short distance trips on foot and by bike	
Improved safety for pedestrians and cyclists.	

### Making it happen

We have identified a number of action steps which will be necessary to progress delivery against Strategy Theme Three sustainable transport provision:

Action Step	Type	Lead
Identify priority corridor(s) for investment	Study	HCC
Identify / deliver 'quick wins' and 'missing links', in line with the longer term development of holistic corridors	Study / Delivery	HCC
Funding and phasing delivery plan aligned to the Masterplan	Business Case / Funding Bids / Delivery	HCC

As part of the planning and delivery of this strategy theme we will need to:

Work with...	Take account of...	Manage challenges relating to...
<ul style="list-style-type: none"> <li>• HCC</li> <li>• Local walking and cycling groups</li> <li>• Bus operators</li> <li>• South Western Railways (station interchange)</li> </ul>	<ul style="list-style-type: none"> <li>• The need for complementary measures in order to maximise outcomes - e.g. promotion / publicity, travel planning and co-ordinated parking policy</li> <li>• The need for complementary measures to encourage increased walking and cycling activity</li> <li>• Integration with town centre proposals</li> </ul>	<ul style="list-style-type: none"> <li>• The different demands for road space</li> <li>• The commercial viability of services</li> <li>• Potential land</li> <li>• Significant investment costs and the need for a phased / incremental approach over time</li> <li>• The range of different pedestrian and cyclist user types</li> <li>• Piecemeal development of walking and cycling corridors due to the nature of funding / implementation opportunities (e.g. related to development)</li> </ul>

## STRATEGY THEME 4 - POLICY AND GUIDANCE

In order to support Strategy Themes 1 to 3, BDBC Local Plan and/or Supplementary Planning Document updates will be required to successfully align with the masterplan proposals.

### How could this be achieved?

- Prioritise sustainable travel in plans for town centre regeneration through site specific proposals as they emerge. This includes cycling and walking route infrastructure as well as consideration about where bicycles (including cargo bikes etc) can be safely and conveniently stored.
- Consider emerging trends associated with home delivery, including food, to ensure these are located in well positioned and safe locations that do not impact on amenities and key walking / cycling routes.
- Consider greater needs for pick-up and drop-off for visitors to the town centre, including car parks as appropriate to ensure that there are safe and convenient locations
- Provide additional guidance on when developments with car clubs and/or reduced levels of parking provision would be permitted.
- A review of current parking standards aimed towards setting maximum levels of parking to be provided in new developments.
- Promote the use of charging infrastructure for electric vehicles (cars and bikes) in new developments through policy changes.

Embedding relevant principles outlined above in the Local Plan Update and / or supporting documents in time will be necessary. This includes a future review of the Parking Standards Supplementary Planning Documents to support the Parking Strategy in time responding to these principles as well as wider objectives associated with climate change.

## 6.2. FUTURE PARKING OPTIONS

In addition to the Parking Strategy, the following parking related supporting measures are further explored:

### STRATEGY THEME 5 - PARK AND STRIDE

To support the implementation of the Masterplan proposals, the development of a Park and Stride approach, focussed on using peripheral car parks, a short walk from the central area, and support a health agenda as well as removing cars from the central area.

#### How could this be achieved?

- Identify locations more formally, based upon Appendix B of this strategy and promote these locations, as well as secure improvements to increase attractiveness of the car parks and the associated walking routes.

#### Making it happen

A number of actions will be necessary to progress delivery against Strategy Theme Five park and stride concept:

Action Step	Type	Lead
Park and Stride locations more formally identified Scope out required improvements, if any, in routes and car parking facilities Promote use and ensure clear route legibility Ensure that pricing strategy supports future use	Study / delivery	BDBC

As part of the planning and delivery of this strategy theme we will need to:

<b>Work with...</b>	<b>Take account of...</b>	<b>Manage challenges relating to...</b>
<ul style="list-style-type: none"> <li>• Hampshire County Council to formulate study solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment with the Masterplan</li> <li>• Potential changes in future demands for travel to, from and within the town centre</li> </ul>	<ul style="list-style-type: none"> <li>• The alignment and co-ordination of transport measures with the timing of town centre development opportunities</li> <li>• Multiple town centre users with different needs</li> <li>• Keeping the town centre fully operational during works</li> </ul>

**STRATEGY THEME 6 - New key development sites and associated public transport**

The Basingstoke Transport Strategy, developed jointly by Hampshire County Council and BDBC has proposed a High Quality Public Transport (HQPT) network for Basingstoke, with a HQPT strategy expected in time. Significant areas of new housing in Basingstoke are planned over the coming years including a development of up to 3,520 new homes at Manydown North, located to the west of the town. This is in addition to sites to be allocated for development in the Local Plan Update. It is proposed that a HQPT network of high frequency bus corridors be developed within the town to support these sites and other key locations, such as the Leisure Park and any future changes that may occur around provision of a hospital. The HQPT network will use priority measures to enable fast services from Basingstoke’s neighbourhoods to key locations, with other features creating a more integrated system and making public transport easier, faster and more appealing for residents.

**How could this be achieved?**

- Accommodate the proposed HQPT route into the town centre to facilitate enhanced public transport access to/from the town, including an improved interchange facility and the introduction of two way working around Top of Town.

**Making it happen**

We have identified a number of action steps which will be necessary to progress delivery against Strategy Theme Six new key development sites and associated public transport:

Action Step	Type	Lead
Complete feasibility work of options for potential HQPT corridors in relation to the town centre Masterplan	Study	HCC
Develop and consult on a draft strategy associated with the HQPT	Strategy	HCC
Identify key land requirements and seek land safeguarding as part of the Masterplan / Local Plan Update	Study / Policy	BDBC / HCC
Confirm the phasing plan in line with the Masterplan	Study	BDBC / HCC
Consider the scope for improved interchange at key locations served by public transport, (on the route and in central area)	Study	BDBC / HCC

As part of the planning and delivery of this strategy theme we will need to:

<b>Work with...</b>	<b>Take account of...</b>	<b>Manage challenges relating to...</b>
<ul style="list-style-type: none"> <li>• Hampshire County Council to formulate study solutions</li> <li>• Bus operators</li> <li>• South Western Railway (station interchange)</li> <li>• Local businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment with the Masterplan</li> <li>• Potential changes in future demands for travel to, from and within the town centre</li> <li>• The need for complementary measures in order to maximise outcomes - e.g. promotion / publicity, travel planning and co-ordinated parking policy</li> </ul>	<ul style="list-style-type: none"> <li>• The different demands for road space</li> <li>• The commercial viability of services</li> <li>• Potential land requirements</li> <li>• Significant investment costs and the need for a phased / incremental approach over time in line with the Masterplan</li> </ul>

## STRATEGY THEME 7 - ELECTRIC VEHICLE CHARGING

Zero emission vehicles have an essential part to play in delivering a low carbon future. Government policy is to phase out the sale of new petrol and diesel cars (those powered by an internal combustion engine) by 2030. This provides a strong statement to local government, the market and the public that a shift from petrol/diesel-powered vehicles to electric vehicles is required to help meet out climate commitments.

Provision of EV charge points (EVCPs) is vital for the public and industry to adopt EVs, and whilst it is expected that many EV drivers will charge their vehicle at home or work, there is a need for a network of publicly available charge points for the 20% - 30% of motorists who do not have access to off-street parking, as well as at destination charging.

The borough council already has a good track record of installing electric vehicle charging points in public car parks, including creating Hampshire's first publicly owned electric vehicle charging hub at Feather's Yard in Basingstoke town centre. The continued prioritisation of the installation of charge points will help to achieve BDBC carbon reduction targets and is being progressed in respect of on-street provision in partnership with HCC.

### How could this be achieved?

- Explore the installation of further EVCPs in suitable town centre car parks and on-street locations and develop a strategy document to outline the approach in more detail. Where funding is available and sites are deliverable, promptly install new charge points across the town centre.

### Making it happen

We have identified a number of action steps which will be necessary to progress delivery against Strategy Theme Seven electric vehicle charging:

Action Step	Type	Lead
Prepare an Electric Vehicle Charging Strategy	Strategy	BDBC
Review potential locations for EVCPs	Study	BDBC
Develop the funding mechanisms and business case	Business Case	BDBC
Install charge points where applicable	Installation	BDBC

As part of the planning and delivery of this strategy theme we will need to:

<b>Work with...</b>	<b>Take account of...</b>	<b>Manage challenges relating to...</b>
<ul style="list-style-type: none"> <li>• Hampshire County Council</li> <li>• Residents</li> <li>• Local businesses</li> <li>• Landowners</li> <li>• Relevant utility companies</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment with the Masterplan</li> <li>• Potential changes in future demands for travel to, from and within the town centre</li> <li>• Available power supplies</li> </ul>	<ul style="list-style-type: none"> <li>• The different demands for road space</li> <li>• The commercial viability of services</li> </ul>

## STRATEGY THEME 8 - CAR CLUBS

Car clubs are companies or community organisations which enable members to hire cars by the hour from convenient, locations close to where they live or work.

They offer an alternative model to private car ownership for both individuals and businesses having the potential to reduce car ownership, inspiring a shift away from private car use to walking, cycling and public transport instead. Car club vehicles can help to reduce carbon emissions as they are typically new cars, which release less emissions than older private vehicles. Additionally, there is evidence from that car club members make fewer journeys by car than if they owned a vehicle, which has a beneficial impact on emissions and congestion. It also means that less centrally located land is taken up by car parking. This is frequently not occupied for long-periods of the day.

Whilst no car clubs currently operate in Basingstoke, opportunities to secure this will be explored. Consideration should also be given to the scope to secure these as a part of new development, particularly where reduced levels of parking standards are expected and will be supported by policies in the Local Plan Update.

### How could this be achieved?

- Investigate options for car club provision within the town centre, focussed on electric vehicles.
- Work with developers to provide car clubs to support new residential developments, particularly if residential parking provision is expected to be to a low volume.

### Making it happen

We have identified a number of action steps which will be necessary to progress delivery against Strategy Theme Eight car clubs:

Action Step	Type	Lead
Review options and potential locations for car clubs	Study	BDBC
Develop funding mechanisms and business case	Business Case / Procurement processes	BDBC
Provide a positive policy framework in the Local Plan Update to facilitate car clubs	Policy development	BDBC

As part of the planning and delivery of this strategy theme we will need to:

<b>Work with...</b>	<b>Take account of...</b>	<b>Manage challenges relating to...</b>
<ul style="list-style-type: none"><li>• Developers</li><li>• Local businesses</li><li>• Operators</li><li>• Local authorities with existing facilities</li></ul>	<ul style="list-style-type: none"><li>• Integration with the town centre Masterplan proposals</li></ul>	<ul style="list-style-type: none"><li>• The different demands for road space</li><li>• The commercial viability of services</li></ul>

## STRATEGY THEME 9 - AIR QUALITY AND TECHNOLOGICAL IMPACTS

Emissions from vehicles are a major contributor to harmful carbon emissions therefore we need to support the reduction of vehicle use over time. In response to the Masterplan proposals, there is potential to reduce car use for short trips into the town centre making it a nicer place to be, with fewer vehicles and associated noise, safety and emissions issues. Increased levels of walking and cycling for short trips and reduced car trips should lead to an improvement of air quality within the town centre, as well as reduce the demand for parking.

### How could this be achieved?

- Investigate new technology/digital options for parking management as BDBC invests and develops its car parks to improve service delivery e.g. Variable Message Signage web-based technology to help drivers find the nearest car park with spaces and reduce travel time and emissions looking for a parking space. To also review cashless parking options.
- Consider the introduction of emissions linked parking charges in the longer term, potentially linked to the traffic zones created through the Masterplan proposals.

To review Mobility as a Service (MAAS) opportunities which could provide easy, digital access to travel information. This would help to inform residents and visitors as to the different ways to undertake their journey and could encourage modal shift. This includes solutions to gather personalised travel requirements into a single travel app, for example, or perhaps a service to allow unlimited access to multiple transport providers via a monthly user fee.

### Making it happen

A number of action steps which will be necessary to progress delivery against Strategy Theme Nine air quality and technological impacts:

Action Step	Type	Lead
Investigate the scope and application of new technology options including MAAS where appropriate	Study / Delivery	BDBC
Review options for linking parking charges to emissions	Study	BDBC
Develop the business case	Business Case	BDBC

As part of the planning and delivery of this strategy theme we will need to:

<b>Work with...</b>	<b>Take account of...</b>	<b>Manage challenges relating to...</b>
<ul style="list-style-type: none"> <li>• Technology providers</li> <li>• Parking asset management team</li> </ul>	<ul style="list-style-type: none"> <li>• The need to mitigate air quality impacts associated with road traffic</li> <li>• Integration with the town centre Masterplan proposals</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining our existing infrastructure to a satisfactory condition alongside seeking to secure investment in improvements</li> </ul>

## 7. SUMMARY

---

The Parking Strategy was commissioned as part of the wider Town Centre Strategy which seeks to ensure the future vibrancy and prosperity of the town. It seeks to provide a pragmatic and flexible framework that can respond to post pandemic car park demand levels, as well as support other Council documents and policies such as the Town Centre Masterplan. It recognises that access to the town centre by car will continue to be important and as such, it guides future car parking provision and investment decisions for Basingstoke, as well as supporting the scope for car park consolidation and improvement as appropriate to deliver the wider objectives of the Masterplan to help contribute towards the climate change and health and wellbeing objectives being progressed by the Council.

To reflect post-pandemic trends in car park demand, there exists some spare capacity to support the gradual release and consolidation of car parking provision in line with proposals contained within the Masterplan if considered appropriate. This can help to make the best use of town centre sites where they could be more effectively used to support the town centre in other ways and deliver opportunities for new homes and jobs. This process will be aligned with the tests identified in Section 6.1 in order to reflect the needs of all town centre users. Some of the car parks also provide the opportunity for future increases in provision, should this be justified as a result of increased number of visitors in the longer-term as the masterplan is delivered, alongside improvement in access on foot, by bicycle and public transport.

The Strategy is supported by action plans, which is the means of delivering specific projects in line with the strategy. Each potential project or scheme identified would be subject to further feasibility studies, consultation, and the development of a sound business case. In many cases, this study work will be the focus of shorter-term activity in order to ensure that projects to be prioritised for longer-term investment and delivery are based upon a robust evidence base.

To effectively deliver against the Parking Strategy, BDBC will need to work with Hampshire County Council and key partners, stakeholders and delivery agencies with the strategy being further supported through policy in the updated Local Plan or Parking Standards. The Parking Strategy will therefore remain a 'live' document and be updated over time.

# APPENDICIES

## Appendix A: Car park demand against 2019 figures

The table below sets a comparison of the demand for parking spaces for the same seven month period of time during 2022 (post pandemic) alongside 2019 (pre pandemic) within Basingstoke town centre.

Car Park	Capacity	Ticket Sales 2019 – 2022 (Jan – July)
Albert Yard*	19	-33%
Alencon Link (Malls)	540	N/a
Brinkletts	37	-58%
Castons	126	-33%
Castons Yard*	60	-17%
Central	139	-44%
Churchill Way	101	-44%
Churchill Way East	24	0%
Eastlands	170	+6%
Jacobs Yard*	28	-12%
Joices Yard	60	-36%
Sarum Hill	45	-61%
Southern Rd	123	-48%
Vyne Meadow	349	-39%

## Appendix B: Car park summary table

The table below provides background information on BDBC owned car parks and sets out some direction on potential future roles. The car parking quantum is as per information on the car parking pages of the council's website and

Car park name	Albert Yard			
<b>Capacity</b>	Number of spaces		19	
	Percentage of overall BDBC quantum		1%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	31455	17157	16878	12247 (to 13 July)
<b>Designation</b>	Short Stay			
<b>Other function</b>	Used for market traders' parking (Wednesday & Saturday) and provides rear access to buildings at bottom of Winchester Street.			
<b>Commentary</b>	<p>A small car park that has seen a decline in ticket sales of around 33% between 2019 and 2022.</p> <p>Important rear access for servicing of Top of Town businesses and access to private parking areas for numbers 19 to 35 Winchester Street. BDBC GIS indicates most of car park is an area of Public Highway.</p> <p>Busiest Times over the four years stated above between 11:00 and 13:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 21:00hrs.</p> <p>The car park comprises a number of spaces across a service yard with rights of way etc across it. Given the existence of these rights of way and servicing requirements, provides limited opportunities for alternative uses. It does, however, provide opportunities for improved urban design quality and delivery of measures outlined in the masterplan,</p>			

Car park name	Alençon Link (The Malls)			
<b>Capacity</b>	Number of spaces		540	
	Percentage of overall BDBC quantum		26%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	276496 (Data only available from May)	222841	270616	185684 (to 13 July)
<b>Designation</b>	Long Stay			
<b>Other function</b>	Provides parking for The Anvil (although Churchill Way car parks could be considered as being equally convenient). Busiest Times over the four years stated above between 11:00 and 13:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 21:00hrs.			
<b>Commentary</b>	Provides just over a quarter of BDBC controlled car parking and serves an important function to support the town centre at present. It is previously understood that this also supported commuter parking for the station.			

Car park name	Brinkletts			
<b>Capacity</b>	Number of spaces		37	
	Percentage of overall BDBC quantum		2%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	25992	9404	8009	6332 (to 13 July)
<b>Designation</b>	Long Stay			
<b>Commentary</b>	<p>Has seen a reduction in ticket sales of around 58% between 2019 and 2022, potentially linked to the relocation of nearby SSE offices.</p> <p>Relatively lightly used car park that serves residents to the south west of the town centre without the need to use the ring-road and supports users of the Top of Town area. Scope for the car park to be used more intensively with only a short walk to the town centre and would align with the principles of a park and stride car park as established in the masterplan and could remove a limited number of vehicles from the central area if more intensively used. Greater use of this car park would provide increased footfall through Winton Square and Top of Town.</p> <p>Parking bays are unusually arranged in a herringbone layout which may dissuade some users, albeit there is scope to amend the design.</p>			

Car park name	Castons			
<b>Capacity</b>	Number of spaces		126	
	Percentage of overall BDBC quantum		2%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	82213	38493	40544	28867 (to 13 July)
<b>Designation</b>	Long Stay			
<b>Other function</b>	Used as a concessionary parking area for Fairfields School at pick-up/drop off times. Used as a guest car park for the Premier Inn as well as overnight commercial vehicle parking. Provides (the only vehicular) access to Southern Road car park.			
<b>Commentary</b>	<p>Has experienced a decline of around 33% in ticket sales between 2019 and 2022.</p> <p>Pedestrian link running between this, and Southern Road car park designated as Public Highway. Busiest Times over the three years stated above between 11:00 and 13:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 21:00hrs.</p> <p>Busiest Times over the four years stated above between 11:00 and 13:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 21:00hrs, when the main function is in support of the Premier Inn hotel.</p> <p>Usage figures indicates some spare capacity, which could support consolidation to / from other car parks, potentially through decking if required or potentially de-canting to alternative locations. Should be considered comprehensively with the adjacent Southern Road car park and provides scope for creation of a place / street alongside adjacent residential development.</p>			

Car park name	Castons Yard			
<b>Capacity</b>	Number of spaces		60	
	Percentage of overall BDBC quantum		3%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	189713	127889	148278	93091 (to 13 July)
<b>Designation</b>	Short Stay			
<b>Other function</b>	Provides rear access to buildings on London and Winchester Streets.			
<b>Commentary</b>	<p>Remains a relatively popular car park, with a fall of 17% in ticket sales between 2019 and 2022.</p> <p>Short walk to town centre. Important rear access for servicing of Top of Town businesses (including HGVs) and access to private parking areas for numbers 1 to 7 London Street and numbers 3 to 17 Winchester Street. BDBC GIS indicates most of the 'yard area' (apart from the public car park section adjacent to New Rd) is Public Highway.</p> <p>Businesses and access to private parking areas for numbers 1 to 7 London Street and numbers 3 to 17 Winchester Street. BDBC GIS indicates most of the 'yard area' (apart from the public car park section adjacent to New Rd) is Public Highway. Busiest Times over the four years stated above between 09:00 and 14:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 21:00hrs.</p> <p>Short walk to the town centre and supports the Top of Town area. Given demands arising from home deliveries, would benefit from a more considered approach, providing improved urban design principles, supporting local businesses through the creation of a more successful 'place'.</p>			

Car park name	Central			
<b>Capacity</b>	Number of spaces		139	
	Percentage of overall BDBC quantum		7%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	377957	192558	185046	120946 (to 13 July)
<b>Designation</b>	Short Stay			
<b>Other function</b>				
<b>Commentary</b>	<p>Previously a car park with high demand for spaces at peak times, linked to both convenience and free parking. However, demand has decreased by 44% between 2019 and 2022.</p> <p>Rear access required to be maintained for businesses/residential properties on New Road. Busiest Times over the Four years stated above between 10:00 and 13:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 21:00hrs. Serves an important function to support the town centre for short-stay visitors. Sloping topography of site and access requirements may mean that proposals for alternative uses are limited / costly if considered appropriate.</p>			

Car park name	Churchill Way			
<b>Capacity</b>	Number of spaces		101	
	Percentage of overall BDBC quantum		5%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	53647	27915	26718	14434 (to 13 July)
<b>Designation</b>	Long Stay			
<b>Other function</b>				
<b>Commentary</b>	<p>Demand dropped by around 44% between 2019 and 2022, in part due to the site's use as Covid testing centre until Spring 2022. However, demand has remained low since that time.</p> <p>Electric charging bay provided. Busiest Times over the four years stated above between 10:00 and 12:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 20:00hrs, albeit the car park generally has excess spare capacity and could be used more intensively to provide a park and stride function with a short and attractive walking route through Glebe Gardens to the town centre, supporting wider objectives. This would require a supportive pricing policy as well as promotion of its availability</p>			

Car park name	Churchill Way East			
<b>Capacity</b>	Number of spaces		24	
	Percentage of overall BDBC quantum		1%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	24143	15479	21133	14331 (to 13 July)
<b>Designation</b>	Long Stay			
<b>Other function</b>				
<b>Commentary</b>	Busiest Times over the four years stated above between 10:00 and 11:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 20:00hrs, despite its proximity to the Anvil. Generally, the car park has spare capacity and could be more intensively used.			

Car park name	Crossborough Hill	
<b>Capacity</b>	Number of spaces	78
	Percentage of overall BDBC quantum	4%
<b>Designation</b>	Short stay (free for 3 hours)	
<b>Other function</b>	Provides turning area for school bus services as well as 28 public parking bays (free for up to three hours if using the leisure facilities in the War Memorial Park).	
<b>Commentary</b>	No specific data is available, albeit this serves an important function in support of the school and users of the park including key events, with some spare capacity during the day for town centre users with a potential park and stride function given the short walk to the central area.	

Car park name	Eastlands			
<b>Capacity</b>	Number of spaces		170	
	Percentage of overall BDBC quantum		1%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	2719	1015	1295	1325 (to 13 July)
<b>Designation</b>	Not available for public use Monday to Friday. Long Stay Public Parking Sat and Sun <b>ONLY</b> .			
<b>Other function</b>				
<b>Commentary</b>	A number of bays currently let to third parties via property services. Busiest Times over the four years stated above between 12:00 and 14:00 hrs. Usage drops significantly after 16:00 hrs with minimum usage after 18:00hrs. Offers potential to be more widely promoted for weekend car parking. Potential to release car park capacity during week if council offices relocate. Only accessible via one way system on new Road or London Road from the east. Greater use supports the approach of Park and Stride and could benefit Top of Town through increased footfall.			

Car park name	Feathers Yard (EV Charging Hub)			
<b>Capacity</b>	Number of spaces		13	
	Percentage of overall BDBC quantum		1%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	24736	14359	94 (No data recorded past Nov 21)	(No data recorded past Nov 21)
<b>Designation</b>	Short Stay – Electric vehicle charging hub			
<b>Other function</b>	Business permit parking area at rear of 9 Wote Street – not part of car park. Provides access to private car park at rear of 5 to 7 Wote Street which is also used for servicing of the public house (and substation).			
<b>Commentary</b>	Provides access to private rear parking for businesses at 4 to 14 London Street and 1 to 9 Wote Street.			

Car park name	Jacobs Yard			
<b>Capacity</b>	Number of spaces		28	
	Percentage of overall BDBC quantum		1%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	76101	43965	52316	38233 (to 13 July)
<b>Designation</b>	Short Stay			
<b>Other function</b>	Provides access to (front of) Church on Winchester Street			
<b>Commentary</b>	Access required for servicing business premises on Winchester Street and those in Jacobs Yard. Access used for Funerals at Church on Winchester Street as access via May Place unsuitable. Access to private parking for Deanes Houses and adjacent property still required. Access to private parking at Jacobs House and underground parking for Wolverton House also still required. Business permit bays (2 No) at end of alleyway. Electricity sub-station and large areas of existing highway across this whole area. Busiest Times over the four years stated above between 10:00 and 13:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 20:00hrs.			

Car park name	Joices Yard			
<b>Capacity</b>	Number of spaces		60	
	Percentage of overall BDBC quantum		3%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	185991	129784	114868	68654 (to 13 July)
<b>Designation</b>	Short Stay			
<b>Other function</b>	Provides access to Haymarket Yard and Theatre as well as local taxi company premises.			
<b>Commentary</b>	<p>Ticket sales data indicates a decline of around 36% between 2019 and 2022.</p> <p>Rear access to businesses 3 to 8a New Street, Wote Street and Winchester Street and residents' access to Windover Mews to be maintained. Busiest times over the three years stated above between 09:00 and 16:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 19:00hrs.</p>			

Car park name	Lower Basing View			
<b>Capacity</b>	Number of spaces		105	
	Percentage of overall BDBC quantum		5%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	11298	4586	1905	2625 (to 13 July)
<b>Designation</b>	Short Stay			
<b>Other function</b>	Has provided spare capacity during pre-Christmas peak			
<b>Commentary</b>	<p>Operates through pay by phone app only. Away from Town Centre on Basing View: more appropriate for users of the business park.</p> <p>Supports the park and stride approach.</p>			

Car park name	Parklands (Civic Offices)			
<b>Capacity</b>	Number of spaces		21	
	Percentage of overall BDBC quantum		1%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	12885	6446	8096	5904 (to 13 July)
<b>Designation</b>	Long Stay			
<b>Other function</b>	Free parking for visitors to Civic Offices Mon-Fri, and parking for Councillors, specific users of Goldings, and NHS/Police vehicles using Parklands Building.			
<b>Commentary</b>	Busiest Times over the four years stated above between 09:00 and 14:00 hrs. Usage drops significantly after 15:00 hrs with minimum usage after 18:00hrs.			

Car park name	Sarum Hill			
<b>Capacity</b>	Number of spaces		45	
	Percentage of overall BDBC quantum		2%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	26559	11292	10117	5580 (to 13 July)
<b>Designation</b>				
<b>Other function</b>	Concessionary parking for users of the nearby Mosque which has limited on-site parking This is important for road safety reasons when visitor numbers are high.			
<b>Commentary</b>	Ticket sales data indicates a decline of 61% between 2019 and 2022. Provision of rear access to private dwellings (approx. 6No). Busiest Times over the four years stated above are between 12:00 and 13:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 20:00hrs. Short walk to the town centre and would support a park and stride function, albeit the neighbouring office is vacant and may provide the scope for a wider re-development opportunity, particularly given usage of the car park.			

Car park name	Southern Road			
<b>Capacity</b>	Number of spaces		123	
	Percentage of overall BDBC quantum		6%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	27352	8094	9454	7634 (to 13 July)
<b>Designation</b>				
<b>Other function</b>				
<b>Commentary</b>	<p>Business permit parking Mon–Fri only but includes that for 2 residents on Southern Road by local arrangement. Fairfield's residents permit scheme overspill location informal arrangement between 18:00 &amp; 08:00 to ease local parking (usage in region of 10 per night).</p> <p>Busiest Times over the four years stated above for Southern Road car park are between 11:00 and 13:00 hrs with this car park ranking 10th out of 15 in terms of ticket sales representing 2% of the four year total. Usage drops significantly after 19:00 hrs with minimum usage after 20:00hrs. May provide scope to consider alternative uses alongside more intensive use of the adjacent Castons car park and should be considered comprehensively.</p>			

Car park name	Vyne Meadow			
<b>Capacity</b>	Number of spaces		349	
	Percentage of overall BDBC quantum		17%	
<b>Annual Usage Jan - Dec</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
	23220	7104	7905	7230 (to 13 July)
<b>Designation</b>	Long stay (mainly for commuters)			
<b>Other function</b>				
<b>Commentary</b>	<p>Close to the railway station and a 10 minute walk into Festival Place shopping centre. Monday to Friday - 25 pay and display parking bays, and 324 permit holder parking bays. Weekends: 349 pay and display spaces.</p> <p>Busiest Times over the four years stated above between 10:00 and 12:00 hrs. Usage drops significantly after 19:00 hrs with minimum usage after 20:00hrs. The Covid-19 pandemic has resulted in a significant fall in usage of this car park for which ticket sales are down approximately 69% in the period January to July 2022 against the same period in 2019.</p> <p>Since national lockdowns, and changes in working patterns, there has been a significant decline in use of this car park. In light of the adjacent large SWR owned car park for rail travellers, decline in use and close by alternative may present an opportunity and the scope for alternative uses of this site. However, such additional footfall through alternative uses may not benefit businesses in areas such as Top of Town due to the walking distance.</p>			