

To: City Executive Board
Date: 20 June 2018
Report of: Head of Direct Services
Title of Report: Oatlands Road Recreation Ground Car Park

Summary and recommendations	
Purpose of report:	To introduce a parking tariff at Oatlands Road Recreation Ground
Key decision:	No
Executive Board Member:	Cllr Hollingsworth, Planning and Regulatory Services
Corporate Priority:	A Vibrant and Sustainable Economy.
Policy Framework:	None
Recommendations: That the City Executive Board resolves to:	
<ol style="list-style-type: none"> 1. Agree to introduce a pay & display parking scheme at Oatlands Road Recreation Ground Car Park 2. Add Oatlands Road Recreation Ground Car Park to the existing City of Oxford Off Street Parking Places Order 3. Agree that excess and penalty charges be applied to Oatlands Road Recreation Ground Car Park in accordance with the City of Oxford Off Street Parking Places Order 4. Agree the tariff level and hours of operation at the car park as set out in Appendix 1 attached. 	

Appendices	
Appendix 1	Proposed tariff for Oatlands Road Recreation Ground
Appendix 2	Existing Parks Tariff
Appendix 3	Proposed Plan
Appendix 4	Risk Register

Introduction and background

1. Parking charges in Park locations were first introduced in September 2011 with the objective being to manage the limited spaces available and ensure that car parks that serve recreational facilities are not used by commuters as free parking.
2. The current locations include Walton Well Road, Alexander Court, Hinksey Park and two car parks in Cutteslowe: Harbord Road and Cutteslowe A40.
3. The tariff charged at each car park varies as it endeavours to take into account local circumstances. The proposed Park tariff is shown in Appendix 1. Appendix 2 details Park tariffs operating elsewhere within the city for comparator purposes.
4. The introduction of parking tariffs has not adversely impacted visitor numbers, as income from these sites continues to increase.
5. As the parking tariffs appear not to have had an adverse effect, it is proposed that Oatlands Road Recreation Ground car park is added to the Parking in the Parks scheme.
6. The car park was originally part of the Oatlands Road Recreation Ground and was appropriated from Open Space to Estates in the mid-1960s. The car park was subsequently constructed.
7. The site is in need of significant investment in order to bring the car park up to an acceptable standard.
8. The car park is regularly used by commuters as an alternative to using the park & ride site. This behaviour prevents park users from accessing the facility and does not support the council's policy of encouraging park & ride use.

Current Operation

9. The car park currently operates without any parking controls. Customers are not required to pay to use the facility nor are they restricted to a maximum time period.
10. The lack of parking controls and the proximity of this site to the city centre have encouraged some customers to use this area as a free alternative to the park & ride car parks. Thus preventing others from enjoying the park facility.
11. The site is currently unmade and is in need of significant repair. Provision has been made within the Capital Programme to support this. In addition to resurfacing work, the Council will need to install two ticket machines and erect signage.

Proposal

12. To implement a pay & display scheme in Oatlands Road Recreational Ground car park and adopt a parking tariff that discourages commuter parking. The proposed tariff is shown in Appendix 1

13. The parking tariff will be in operation from 09:00 and cease at 17:00. This time bracket should aid in deterring commuters, whilst allowing residents to utilise the facility in the evening and early morning without charge.
14. Enforcement will be undertaken by the Council's parking team and penalty notices will be issued for non-compliance. The current Excess Charge is £100 reduced to £50 if paid within 14 days in accordance with all other public off-street car parks operated by the City Council.

Financial implications

15. The current years Capital Programme includes £75k for the surfacing works and associated construction works at this site.
16. It is not envisaged that this car park will generate any significant income. However, any proceeds derived from the parking operation will be used to assist in the ongoing maintenance.

Legal issues

17. The Road Traffic Regulation Act 1984 gives the Council power to provide off street parking places where it is necessary for the purposes of relieving or preventing traffic congestion. If the recommendation is agreed a variation will be required to the existing Off Street Parking Places Order in order to add Oatlands Road. This must be completed in accordance with the 1984 Act and Regulations and will require the consent of the County Council as Highways Authority and promotion of the variation order by way of a public notice. The Order must be advertised for 21 days providing customers with an opportunity to formally comment on the proposal.

Consultation

18. If the proposal is agreed and a variation order is advertised any comments received will be considered in consultation with the relevant Board Member.

Level of risk

19. If a parking tariff is not introduced, it is inevitable that commuters will continue to use the car park as currently. Without parking controls, the site remains inaccessible for customers that want to enjoy the adjacent park which risks aggravating parking problems and traffic congestion on nearby roads.

Conclusion

20. A high proportion of customers who currently use the car park are not parking in order to use the park, but are commuters. It would appear that they are using this site as an alternative to Park & Ride.

21. This commuter parking prevents park users from accessing the car park and is counter to the Council's objective of relieving or preventing traffic congestion by encouraging Park & Ride usage.
22. Similar challenges were prevalent at other Park locations and the introduction of charges in 2011 has almost eradicated these issues.
23. The Council is now investing a significant sum to upgrade this facility and the introduction of charging will assist in the ongoing maintenance of this site.
24. The Council's experience of operating car parks adjacent to park facilities suggest that the Park will not be adversely affected by the introduction of a scheme of this nature.

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Background Papers: None
