

To: City Executive Board
Date: 14 August 2018
Report of: Executive Director of Sustainable City
Title of Report: Court Place Farm Parking

Summary and recommendations	
Purpose of report:	To implement a coherent parking policy at the Court Place Farm car park
Key decision:	No
Executive Board Member:	Councillor Hollingsworth, Planning and Regulatory Services
Corporate Priority:	A Vibrant and Sustainable Economy.
Policy Framework:	
Recommendations: That the City Executive Board resolves to:	
<ol style="list-style-type: none"> 1. Introduce a pay & display parking scheme at Court Place Farm car park; 2. Add Court Place Farm car park to the existing Parks Traffic Order; 3. Agree that the level of penalty charges is kept in accordance with all other City Council operated car parks; and 4. Agree the tariff level at the car park 	

Appendices	
Appendix 1	Current Parks Tariff
Appendix 2	Site Plan
Appendix 3	Car park capacity per area

Introduction and background

1. Parking charges in Park locations were first introduced in September 2011. The objective of the scheme was to manage the limited parking spaces available and ensure that the car parks were not used for commuter parking.
2. The current locations include Walton Well Road, Alexander Court, Hinksey Park and two car parks in Cutteslowe located at Harbord Road and Cutteslowe A40.
3. The parking at Court Place Farm is currently divided into three distinct areas, which include Oxford City Football Club, OXSRAD and the City Council's car park. The areas are defined as shown in Appendix 2
4. The overall capacity of the site can accommodate circa 170 vehicles, with the capacity of each area shown in Appendix 3
5. Oxford City Football Club and OXSRAD have confirmed that the current facility is not able to meet current demand during peak periods.
6. Officer observations suggest that non-park/club users are taking advantage of the fact that the Council currently does not charge for parking at this location. This particular site is within walking distance of the John Radcliffe Hospital, which makes it an attractive option for hospital employees that are unable to park at their place of work.

Current Operation

7. 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.
8. The lack of parking controls and the proximity of this site to the John Radcliffe Hospital have encouraged some customers to use this area as an alternative parking site.
9. Significant capital investment has been invested in this car park to bring the surface up to an acceptable standard.
10. The absence of parking controls has not encouraged visitors to explore whether car sharing or more sustainable forms of transport could be considered when visiting this facility.

Proposal

11. Considering the challenges associated with parking at these sites, it was initially proposed that a cohesive scheme would be adopted across the entire Court Place complex, encompassing OXSRAD, Oxford City Football Clubs and the Council's parking areas.
12. The Council reached a suitable agreement with OXSRAD and have sought to conclude negotiations with OCFC. However, whilst discussions have remained positive, we have not been able to progress the scheme.
13. As a consequence, the Council has not been able to address the parking issues that are affecting this site. Furthermore, OCC have not been able to recover any of the capital investment as parking charges have not yet been introduced.
14. Whilst officers are optimistic that an agreement can be reached with OCFC, it is now proposed that the Council implement a pay & display scheme in the sections shown as area 1 & 2 on appendix 2.
15. The car park is currently used by a number of various groups, which utilise the facility at different points of the day. Officer observations suggest that the majority of vehicles parked in area 1 during the week, in the daytime period are not using the park facility or OXSRAD's gymnasium. It is therefore assumed that these customers are using this car park for commuter purposes.
16. It is likely that this group consists of employees of the John Radcliffe hospital, as they can easily walk to the hospital within 15-20 minutes.
17. Outside of the daytime period during the week, the site is predominately used by netball and football teams for either matches or training sessions. However, both parties preference for parking is to utilise the OCFC area, as this adjacent to the facility being used.
18. Patronage at weekends mainly consists of spectators and participants of OCFC . However, it is understood that the car park is also used by other sporting groups who may be parking at this site whilst using adjacent facilities.
19. The parking tariff will only operate Monday-Friday . It is expected that the operating period will reduce the amount of commuters that are using this car park, whilst facilitating sporting groups that use the facility at the weekend.

20. Officers have taken into consideration the average length of stay and are proposing that the first tariff band is charged at a level that does not discourage use. However, whilst the charge is modest, it is hoped that the introduction of a parking tariff may persuade some to seek more sustainable mode of transport or consider car sharing where possible. See appendix 1 for tariff information.
21. Implementing a parking scheme at this site will ensure the area is managed and the facility is utilised by those intended. The tariff adopted will further support this objective by discouraging commuter parking,
22. Parking enforcement will be undertaken by the Council's parking contractor Oxford Direct Services (ODSL) and penalty notices will be issued for non-compliance including the use of the disabled bays located near the Oxsrads facility. 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

23. To enable enforcement two parking machines will also be required in addition to a small amount of signage.
24. The financial forecast suggests that this site could generate c£9,000 from parking cars at this facility. The capital investment made in the car park will be gradually recovered once charges are introduced.
25. The car park has been recently resurfaced. For this site to be maintained to an acceptable standard, it is suggested that a £5,000 per annum budget provision is created.

Legal Issues

26. If the recommendation is ratified, the Council will be required to obtain consent from the Highways authority to the proposals contained within this report and then to promote the Order following the same process as adopted for all other off-street Council car parks. The Order must be advertised for 21 days. This provides customers with an opportunity to formally comment on the proposal.

Consultation

27. The Council has met with OCFC and OXSRAD to ensure the scheme achieves the desired outcomes.

28. Whilst we have not been able to conclude an arrangement with OCFC, it is generally acknowledged that there is only a finite parking resource and this needs to be better managed.

29. Licence agreements with OXSRAD have been signed and agreed.

30. Once the CEB has ratified the proposal, the Traffic Order will be advertised in the local press and notices displayed within the affected car park. This notice will invite customers to formally comment on the proposal.

31. 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

32. The City Council/ODSL has a significant and successful track record in providing off-street parking in the city centre, park & rides, suburban sites and park locations. This experience has helped formulate a successful policy which encourages visitors whilst reducing congestion.

33. Historically when charges are introduced affordability of the tariff is often cited as the main obstacle for customers using the facility. However, as the proposed tariff is £1.00 for up to three hours parking, it is anticipated that this amount will not adversely impact usage.

34. Failure to implement a cohesive parking policy at Court Place Farm will not encourage motorists to change their behaviour. The car park will remain an attractive alternative for employees working at the hospital and capacity will be exceeded during peak periods.

Conclusion

35. Implementing a tariff may encourage commuters to utilise more sustainable methods of transport or car share, consequently reducing congestion in the area. This will help to ensure that there are available parking spaces for bona fide users of the park.

36. The proposed scheme will help manage the available capacity, achieve a turnover of vehicles and to recover costs associated with providing these facilities.

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Background Papers: None
