

**Briefing Note: Park and Stride Pilot Initiative**  
**From: Paul Garrison (Project Manager – Car Parks)**

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## **Overview**

It is proposed that consideration be given to piloting a parking/health and wellbeing initiative in Warwick in 2018 with the objective of encouraging public use of underutilised car parks in Warwick.

It is suggested that existing car parks attached to St. Mary's Lands at Bread and Meat Close and Hampton Road are rebranded as 'Park and Stride' car parks where users can derive financial incentives and health benefits for parking in locations outside of the immediate town centre.

If successful, the initiative has the potential to redirect a proportion of the existing demand for parking from the centre of Warwick to the alternative car park locations which could have several operational and strategic benefits including;

- Supporting the St. Mary's Land Masterplan by increasing use and awareness of the site and associated facilities i.e. racecourse, golf centre, gardens, open space.
- Supporting the Linen Street displacement plan by raising public awareness of the two car parks both of which are identified as alternative parking locations in the event of Linen Street closing for redevelopment.
- Supporting Warwick District Council's health and wellbeing objectives by promoting green travel options and encouraging walking.
- Potentially increasing car parking revenue in Warwick through increased ticket sales as the respective car parks.

Currently preferential parking rates are offered at both car parks for which the pilot initiative is proposed. As a consequence it is suggested that no changes to fees and charges will be required to support this initiative. The financial incentives are as follows;

St. Mary's Lands 3 (Bread and Meat Close) – free public parking for the first two hours with parking chargeable after two hours.

St. Mary's Lands 2 (Hampton Road) - £1 for all day parking.

Additionally, no further planning permission is required to implement this initiative.

It is suggested that the pilot initiative could be launched in spring 2018 and reviewed in autumn 2018 to determine its success and give consideration to a more permanent implementation of the initiative in Warwick and the wider District.

## **Capital Costs**

### **Essential**

New signage will be required to promote the scheme on site. It is suggested this can be done by overlaying a vinyl sticker over existing signage. A concept design for the signage is attached in the appendix.

Additional costs will be incurred through publicity and promotion which could include advertising in the local press and design for online promotional material.

## Desirable

A recent independent quality assessment of our car parks highlighted potential improvements for the car parks. None of the following are to be considered essential requirements.

## CCTV

There is no CCTV camera in the St. Mary's Lands 3 car park, though there is some CCTV coverage from the CCTV camera at the Bread and Meat Close junction. Additional CCTV coverage could be considered for this car park.

## Highways Signage

Additional traffic signage for St. Mary's Lands 3 could be considered to direct users to this car park.

## Bay Marking

No pedestrian lanes are in place in either car parks and to improve pedestrian management this could be considered. Additionally the bay marking in St. Mary's Lands 3 is faded and would benefit from being refreshed.

## Lighting

Lighting in both car parks is considered to be poor and consideration could be given to upgrading the lighting to enhance the user experience and to help reduce any fear of crime concerns.

## Potential

At the end of the pilot scheme there may be additional costs to replace the Park and Stride signage if the initiative is deemed to have been unsuccessful.

## **Revenue Implications**

### Increase revenue at SML 3

It should be assumed that minimal additional revenue would be generated through this initiative as any new users are likely to use the site because of the free parking incentive.

Longer-term, and making some assumptions about the nature of parking based on other short-stay car parks in Warwick, the potential additional income for this car park would be **c. £25k pa**. (based on an average occupancy of 75%). The financial benefits are only likely to be realised however once alternative 3-4 hour stay options become limited i.e. when Linen Street closes. Currently annual income for SML 3 is c. £10k pa.

### Increase revenue at SML 2

Parking is currently charged at £1 a day on this car park and if we were to aspire to an average occupancy of 75%, this could generate an additional **c. £25k pa** – with this reducing proportionately with a reduction in occupancy. Currently annual income for SML 3 is c. £10k pa.

## Loss of revenue from alternative car parks

If the initiative proves successful there is the potential for some loss of income from the town centre car parks. However it may be assumed that if capacity is released in the town centre car parks some of the residual on-street demand is likely to fill this space.

## Approach

### Option 1: Park and Stride to be promoted and piloted as a Warwick District Council initiative

Warwick District Council could choose to pilot this initiative in isolation. In this scenario the branding would be designed in the corporate image and the initiative would be promoted so as to align with the District Council's strategic priorities i.e. economic development, health and wellbeing etc.

By developing this initiative in isolation Warwick District Council retains control over the project messages and receives surety that the scheme will be delivered as envisaged by WDC and without an excessive amount of cross-agency discussion and deliberation which should trim down delivery timescales. Additionally assuming the initiative is positively received it may be beneficial for the authority to be clearly identifiable as the lead on this initiative.

Given that the initiative relates to car parks on St. Mary's Lands there is a risk however that by taking a 'silo' approach and not being seen to work with partners WDC could face both public and political criticism for now thinking outside of its own relatively, narrow parameters.

### Option 2: Warwick District Council partner with Warwickshire County Council

Warwick District Council could partner with Warwickshire County Council under the banner of Warwickshire Active Travel initiative.

A partner approach on travel reinforces the strong partnership approach that exists at present with the St. Mary's Lands Masterplan. Additionally the Warwickshire Active Travel initiative is a regional brand and by incorporating this into the Park and Stride initiative the scheme could benefit from a regional PR reach beyond what could be attained if the scheme were seen to be a WDC initiative only.

The risk with this approach is that the initiative will need to go through a period of consultation and discussion to get agreement from all partners which will likely affect timescales. In terms of key messages, Warwick District Council may lose some control over the initiatives narrative with the Active Travel message likely to be the core message.

Additionally, Warwickshire Active Travel is evidently a very strong County brand and there is a risk that any goodwill received by the initiative will be directed towards WCC rather than WDC.

## Risks

If successful there is a risk that public take up of the free parking at SML 3 reduces the capacity for parking for users at the Golf Centre and Hill Close Gardens. In reality demand would have to increase significantly from current levels to affect either of these operations and they may even benefit from the increased levels of awareness afforded to them by the increased parking.

If parking were to become problematic consideration could be given to providing allocated parking spaces for users of the Golf Centre and Covent Garden.

**See Separate Sheet for Park and Stride Concept Design**