Thame Town Centre

Car Parking Survey & the Impact of Future Population Growth over the Next Decade.

Final Report

Town Centre Working Group

31st July 2016

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Introduction

The Millers electronic survey highlighted that population growth over the next decade and car parking were the two major issues raised by 235 public respondents.

The following report is a study of our existing car parking infrastructure and a decade forecast to determine future requirements. There will naturally be infrastructure impacts on schools, transport, sewerage and social services to be considered separately.

Over 20 years ago the newspapers were forecasting the death of the High Street due to the impact of 'Out of Town' retail developments combined with the lack and high cost of High Street parking.

Twenty years later the 2015 national retail results issued in April 2016 and announced on the BBC stated that Retail High Street sales were flat compared to 2014, 20.5% non-food sales were made via the internet net and retail vacancies across the UK were 12.2%. The female MP who commented on the results stated that "there are just too many retail shops on our high streets"

I am optimistic about our Thame High Street (THS). My initial observation was that currently have adequate car parking capacity except for possibly at peak periods but its utilisation of the spare capacity must be improved. It is free to park in Thame Town Centre (TTC) or we charge a minimum fee.

A possible 20% plus growth in Thame housing construction over the next decade will require additional car parking capacity and also new retail development.

Work on this project will continue with a new working group linked to the appointment of the TTC Co-ordinator.

Objectives of the Study

- To determine the capacity of each of the TTC car parks and the occupancy rates, particularly on the busiest three days of the week; Tuesday, Saturday and Friday, during the peak parking periods 10:00am to 13:00pm.

- To identify the specific car parks where there is spare capacity.

- To evaluate any short fall in car parking spaces in TTC.

- To review the existing car parking signage and identify, where it is inadequate to photograph and make recommendations.

- To identify and quantify the magnitude of enforcement issues and its impact on car parking capacity.
- To calculate the impact of additional housing and population growth over the next decade on future car parking requirements.

- To make initial recommendations based upon the survey findings in addition to those incorporated in the Miller's Study.

- Next steps; to share the findings with other members of the TTCentre workgroups. To share the findings with external workgroups such as 21st Century Thame.

- To hold brainstorming sessions with these workgroups to create additional ideas and suggestions.

- At a later date to develop implementation plans with appropriate timescales.

- To achieve the tasks and deadlines set in the work plan by end of July 2016.

The Survey Process

Sixteen separate daily surveys were undertaken and 240 observations were made.

Day	Surveys	Observations
Monday	2	35
Tuesday	2	26
Wednesday	3	41
Thursday	2	33
Friday	3	40
Saturday	4	65
Total	**16**	**240**

Tuesday Market Day, is the second busiest day of the week and Friday the third busiest. The focus was on recording spare capacity between 10am and 13:30pm because this is the peak occupancy period with the lowest spare capacity.

All the surveys were carried out on dry days. The finer the weather the higher the parking attendance.

I recommend that at least an additional survey is carried out for the Tuesday market day because it has the lowest level of spare parking capacity and this would improve the accuracy of the results.

A great amount of time and effort was taken to complete these surveys. A personal thanks to Cllr Bob Austen who helped with the surveying tasks.

I would like to thank Cllr Helena Fickling for her advice, review of the final report and continual support.

Thame Town Centre Car (TTC) Parking Capacity

The first task was to determine the total capacity of the TTC car parks.

The total capacity of the eleven TTC car parks surveyed was 952; a surprisingly high number, this does include the Waitrose, Sainsbury's & Co-op car parks.

A full list of the eleven car parks is as follows with the capacity alongside.

TOWN HALL CAR PARK (THCP)	43
UPPER HIGH ST CAR PARK (UHSCP)	132
HIGH ST PARKING (HSP)	135
NORTH ST CAR PARKING (NSCP)	29
CATTLE MARKET CAR PARK (CMCP)	146
WAITROSS CAR PARK (WCP)	230
SAINSBURYS CAR PARK (SCP)	65
Co-Op CAR PARK (CO-OP)	67
SPREAD EAGLE CAR PARK (SECP)	66
SOUTHERN RD GIRL GUIDES (SR Guides)	14
SOUTHERN RD SCOUTS (SR Scouts)	25
Total	952

Excluded from the above are:

PRIEST END CAR SPACES	30
CHURCH ROAD ST MARYS	14

No doubt 50% of the Priest End and Church Road parking is by High Street shoppers who make the quarter mile short walk to the heart of the High Street (5-10 minutes).

On Tuesday Charter Market Day 116 of the above car parking spaces are lost to the occupancy of the stand holders.

We need to benchmark the Thame car parking capacity against Henley-on-Thames and Wallingford to determine if our 952 spaces are well above or well below the other two towns. All three Towns have comparable populations based on the 2011 census; Thame 11561, Henley-on –Thames 11619 and Wallingford 11600.

Individual Car Parking Reviews

Summary:

Eleven individual car parks were all surveyed for capacity and parking fees, other observations have been noted. Most importantly the spare capacity has been noted particularly between the peak car parking periods of 10:00am and 13:00pm. The results clearly indicate where there is free car parking closest to the TTC, these car parks are actively sought out. Convenience and easiest access are the customer requirements. Where there are fee paying car parks there is greater spare capacity even when only 100 metres from the High Street. Those with up to 400meter walk to the High Street have the lowest occupancy and greatest space capacity.

The High Street where parking is controlled by the police is the first area to be occupied because of its free two hour parking. It stretches from the forge in the west to the war memorial in the east. There was rarely a car parking space unoccupied during the survey periods. The Town Hall car park and the Upper High Street car park are treated as separate parking areas from the High Street. These two car parks are controlled by Thame Town Council car parking attendants.

1. **Town Hall Car Park (THCP)**

   The THCP has 43 spaces including 5 disabled spaces. The 43 spaces include the 12 outside the shop frontages from the Book House to Studio 45. Parking is free for one hour. This car park is the first car park to be fully occupied. Where there are spaces available they are often for disabled users. Usually this car park is fully occupied from 09:00am to 16:00pm Monday to Saturday. It is monitored by TTC.

2. **Upper High Street Car Park (UHSCP)**

   The UHCP has 132 spaces with up to three hours free parking it is jointly the first car park of choice with the THCP. This cark park is full by 09:45am on a Saturday morning, by 10:00am on Friday and 10:15am on other week days. Parking does not become freely available until after 14:00pm. There is constant queuing and waiting for spaces.

   On Tuesday Market days the parking spaces are reserved for stand holders.

3. **High Street Car Parking (HSCP)**

This stretches from the Forge in the west to the War Memorial in the east. There are 135 designated spaces available on both sides of the High Street. The HSCP is the most popular. It gives the public the maximum level of convenience and access. The parking is free for two hours. It is monitored by the police, however infringements are seldom enforced.

4. **North Street Car Parking (NSCP)**

The NSCP provides a link between the High Street and the Cattle Market. There are 29 parking spaces but most are unmarked bays. They are always full because of their proximity to the High Street (50 to 150 metres). They are clearly in higher demand than the Cattle Market due to free parking for two hours too.

5. **Cattle Market Car Park (CMCP)**

CMCP has a capacity of 146 spaces. The first hour is free, the second hour £1 and five hours parking for £2. This is the longest staying car park excluding the Spread-eagle Hotel. Special pricing is available for SODC permit holders for the CMCP. The car park is 400 metres from the High Street and the signage is poor. The first time I witnessed SODC enforcement was one month ago. It usually has 50% to 60% capacity except on Tuesday market day and Wednesday and Friday when they have a cattle auction, which happened on two survey dates. The 400 metres walk to the High Street makes it the least convenient car park, especially if you are carrying shopping. I estimated that Racquets Fitness Centre use a maximum of 30 spaces.

The future of the Cattle Market development could have a major impact on total car parking capacity.

Signage to the cattle market car parking is very poor/inadequate. At the prior B4445 roundabout there are blue parking signs to Waitrose and right to the Southern Road roundabout. There are no parking signs on the left indicating the cattle market car park. There are two entrances to the CMCP, one has a small “P” sign and the other entrance has a disabled notice only. Photographs have been taken of the signage.

6. Waitrose Car Park (WCP)

Waitrose car park has a capacity of 230 spaces, parking is free for two hours. The entrance signs state “Parking Short Stay” which would indicate that it is a public car park. There is clear evidence from the surveys which support that assumption. Monday, Wednesday and Thursday have the lowest WCP parking usage. However Tuesday is the busiest period comparable to Friday or Saturday between 10:00am and Noon. Clearly the public are parking in Waitrose and taking the opportunity to also visit the Tuesday Market. On Tuesday there is a substantial increase in footfall through Greyhound Walk too.

At the Waitrose roundabout there are two CP signs left and right of the entrance. There is no CP sign directing traffic to the Cattle market car park. See photograph.

7. Sainsbury’s Car Park (SCP)

Sainsbury’s car park has a capacity of 65 spaces including the use of six unmarked bays. Parking is free for two hours. The car park is monitored by an automatic camera number plate recognition system. The SCP is solely for Sainsbury’s customers only. Clearly if you were carrying out a major shop this is your car park of choice. The Jonas Carter (JC) study stated that 75% of Sainsbury’s sales were from main shopping. There is an opportunity for 50% of the casual shoppers to carry out other linked shopping trips to the High Street also taking the pressure off High Street parking.

The SCP does have spare capacity. This has not been included in the spare capacity calculations at present.

8. Co-Op Car Park (Co-Op)

The Co-Op car park has a capacity of 67 car parking spaces including four disabled. It is monitored by SODC and is open to everyone, not just Co-Op customers. It is fee paying with the first hour free and also free on Saturday from 14:00. The second hour is £1 and the third hour £1.60. It is only 100 meters from the High Street yet it is rarely occupied above 50% of its capacity. This is because signposting is inadequate from the Southern Road roundabout and its access is complicated. It is certainly too

difficult for many visitors and tourists to locate. There is a major opportunity to utilise the spare capacity.

9. Spread-eagle Hotel Car Park (SHCP)

This has a capacity of 66 spaces of a fixed charge of £3 for all day parking. Most people think this car park is for hotel customers only.
(Including Millers) but it is open to the public. Cllr Linda Emery always parks there on Food Festival days. At the discretion of the management parking is free. LE attended a Lions anniversary meal there recently, on giving her name at the bar she was not charged for parking. If attending a standard occasion car parking charges apply. The car park is controlled by Britannia Parking who also control the Waitrose Car Park. They use the same Psion monitoring equipment as Waitrose.

The SHCP has rarely more than 50% occupancy during the day because of public lack of awareness, poor signage and unknown convenience. It could be an option for the Tuesday market stand holders to park there, with the agreement of the management, instead of the 400 metres distant CMCP. The SHCP could to be discreetly promoted to market stand holders. The public should be made aware of the Spread-eagle as a long term reasonably priced car park.

The signage at the entrance of the car park is light brown in colour and its clarity is poor. We have no ability to change the signage etc. of this car park.

Again this is a major opportunity to utilise spare capacity.

10. Southern Road Guides Car Park (SRGCP)

The car park has a capacity of 14 spaces including one disabled space. Parking for 2 hours is free. It is controlled by TTC. There is spare capacity with an average of only six spaces used during peak shopping hours.

11. Southern Road Scouts Car Park (SRSCP)

There are 20 marked bays but I estimate that capacity is at least 25 due to the space in the centre of the car park. There is an opportunity to expand this car park by formally marking out at least 12 and possibly 17 other bays in the mid centre area and against the side of the scouts building. This car park is used by permit holders and the public are entitled to 2 hours free parking. There is variable spare capacity but it is usually only 50% during peak hours 10:00am to 12:00 noon. The car is monitored by TTC.

Its popularity undoubtedly suffers from the fact that it is a 700 metre walk to the Town Hall.

It could be more actively promoted as a permit area focusing on long stay working hours parking. It could also be promoted for the peak days shopping on Tuesday, Friday and Saturday?

There is signage to the three car parks in Southern Road on the North side of the High Street next to the Museum before the mini-roundabout. Improved signage is essential if the Co-op, Guides and Scouts Car parks are going to be operated above 50% of their current capacity.

One car park sign points left going nowhere and offers 1½ hours free parking. No car parking is of this duration. There are three signs to the nonexistent 1½ hour car park. The second sign is on the way to Waitrose and the third sign is opposite the CMCP entrance pointing north. Photographs have been taken. The other two signs on the left side of the Southern road roundabout are ambiguous as to directions.

Photographs have been taken.

The Tuesday Charter Market Experience

The Tuesday market is the second busiest day of the week. (See spare car parking capacity results). On market days the parking spaces are reduced from 132 to 30. It is estimated that 50% of those 30 spaces are used by market stand holders vans. The CMCP and WCP are far better attended because of the displacement of cars from the UHSCP. It is noticeable that the Tuesday market day attendance starts to decline around 12:00 to 12:30 the decline on Friday and Saturday is much later in the day.

There are parking enforcement issues which are stated in a later section.

Only 13% of Thame Households visit the market based on the August 2015 Charter Market survey.

- 1460 people attended
- 1000 households
- 650 who live in Thame
- 350 who work in Thame, live in a nearby village or were visitors/tourist.

Comments and anecdotal evidence suggests the market would be better attended if parking utilisation was improved.

The Friday Experience

Friday is different to any other weekday. There is clearly late shopping at Waitrose in preference to the week-end. Lord Williams School closes early and there are many students in the town from 15:00. The car parks are well occupied after 15:00.

The Saturday Experience

Saturday is the busiest day of the week based on car parking statistics. If the UHSCP were not in use as with market day there would negligible spare parking capacity. It is very busy throughout the whole day as is Friday.

Car Parking Enforcement and Technology

There are five enforcement bodies operating the Thame car parking.

- The Police control the highways.
- SODC who control the fee paying car parks including the Cattle Market and the Co-Op.
- Thame Town Council who control the free car parks of the Town Hall, Upper High Street and the Southern Road Scouts and Girl guides car parks.
- The free supermarket parking at Waitrose is controlled by Britannia Parking and Sainsbury's is controlled by electronic number plate time recording recognition.
- The fee paying Spread-eagle Hotel car park is controlled by Britannia Parking.

There is a clear lack of enforcement on the highways controlled by the Police. Their presence appears non-existent. On two market days I observed 14 and 19 cars respectively parked on double yellow lines of the North and South sides of the Upper High Street. TTC have recognised the need to monitor the High Street parking controlled by the Police. They are recording constant abusers and passing the data to the Police.

Enforcement by SODC of the Co-op and Cattle Market initially appeared to be non-existent from early surveying. My opinion changed when I saw an SODC parking attendant in both of these car parks, firstly at the end of June. This looks as though new staff have been appointed?

The enforcement of the Town Hall and Upper High Street by TTC staff is actively complied with. It could be more efficient with the introduction of hand held electronic technology as is used by Britannia Parking in Waitrose and Spread-eagle Hotel car parks.

TTC staff record manually each car registration and the time observed. With two car parks to monitor it must be impossible to capture all the data on 175 cars within an hour. It would be interesting to view the registration capture to determine how many cars are listed in a day.

LE experienced an illustration of the lack of enforcement by the Police, one Saturday at 12:45 in the UHSCP. When coming out of the car park she pointed to a free space to a driver looking for a space. They wound down their window and thanked her but said they wanted to park by Rumsey's cafe because although the parking was for only two hours there was no enforcement. The UHSCP gives three hours parking.

At Waitrose Psion Walkabout technology is employed. Each handheld unit costs approximately £500. There are also apps to carry out this task. The user either scans or enters manually the car number plate. The car park capacity of 230 is looked after by one attendant. The attendant receives a sound alarmed message from the device when each car has been in the car park for two hours. LE believe this approach if adopted by Thame Town Council and the Police would double the capture of car registration data, double the issue of enforcement tickets and improve car parking availability particularly on Friday and Saturday.

I am not aware of any technology used by SODC.

On Tuesday Market day 30 cars are parked at the back of the stand holders pitches; many are vans and 50% appear to be stand holder vehicles parked there for the day. These vehicles could be moved to the Spread-eagle freeing up spaces for the public?

LE has been informed that only three car parking tickets have been issued on average per day which covers the cost of the staff. This assumption needs to be validated.

North Street and Upper High Street South Side, Smarts Chip shop to the War Memorial, enforcement surveys. These two surveys will need to be carried out at a future date. Wide spread abuse of parking limits can have a major impact on space car parking capacity. Its impact needs to be determined.

There exists a national car parking app called Parkopedia which is free to download on mobile phones and has good reviews which identifies all the car parks in the UK.

Tesco Potential Impact on the High Street, Footfall and Car Parking Capacity.

Tesco application to SODC was rejected on Wednesday 13th July. It is not known if they intend to appeal.

We should consider the possible footfall impact on our high street if such an appeal is successful. The impact on footfall is key to understanding the impact on car parking capacity. Both the Tesco and CJ surveys did not consider the impact of footfall, particularly non food sales.

Footfall is the key measurement used in the high street for retail intelligence and research. Springboard is the largest and longest established company in this sector. They have carried out intelligence and research across 100s of high streets. They have also completed retail impact studies. There are other research companies; Google Footfall High Street Research.

As an example the Bicester Retail Park practice is to use footfall and capture shop revenues. 70% of sales are to Asian customers, they advertise on Asian TV, bus shoppers from London hotels, give a 10% discount card and 90% of shops have native speaking sales people based upon market intelligence. (Search Google.)

The JC impact study would lead me to believe high street footfall may decline by 8% as an initial assessment. The impact on food sales was 17.9% but the impact on the £48m sales of non-food is debateable.

We should consider/review the monitoring of footfall and possibly use other intelligence on our high street. It could be used for the Tuesday market, tourism, Midsummer Murder etc.

Haddenham, Bucks; 5500 additional Homes by 2032

At the July 2016 Thame Town Hall Local Plan 2032 consultation we observed the requirement to build 5500 additional homes in Haddenham just north of our Thame boarder. With the construction of these homes the retail development alongside will be a major requirement. This will probably result in a major increase of retail traffic into both Thame and Aylesbury. If only 20% of these residences decide to shop in Thame this will have a major impact on retail sales and car parking requirements.

This impact needs to be quantified in our parking.

Car Park Spare Capacity

In calculating the spare capacity we have surveyed every car park. We have not surveyed the High Street parking availability which is monitored by the Police. This area is always 100% occupied during the peak period of 10:00am to 13:00pm because of its easy access, convenience and two hour free parking.

We have compiled spare capacity data for every day of the week excluding Sunday. Sunday has only around 60% of the lower Monday, Tuesday and Thursday week days. We should actively market and encourage Sunday shopping and Tourism.

An observation on Sunday at noon peak time indicated the occupancy of:

THCP	70%
UHSCP	55%
Co-Op	15%
HSP	90%

There follows a summary of the spare capacity by each day of the week for each car park with a range based on the survey results during the peak period 10:00 to 13:00pm; the range being lowest, highest and average.

Summary Spare Capacity Range

Car Park		Tues	Sat	Fri	Mon	Weds	Thurs
CMCP	Low	0	19	26	48	36	32
	High	17	54	54	74	70	54
WCP	Low	10	6	18	36	55	39
	High	38	33	28	76	121	66
Co-Op	Low	13	11	17	32	39	32
	High	28	42	37	41	48	54
SHCP	Low	29	31	28	33	25	36
	High	29	49	43	40	34	42
SRGCP	Low	1	4	5	3	5	3
	High	5	10	5	9	16	10
SRSCP	Low	3	7	14	0	7	13
	High	8	21	14	8	22	20
Total	Low	56	78	108	152	167	155
	High	125	209	181	248	311	246
	Ave	90	143	145	200	239	200

Sainsbury's has spare capacity but it is not included in the above.

Summary Spare Capacity by Day of the Week

Day	Low	High	Average	% Capacity
Tuesday	56	125	90	10.8%*
Saturday	78	209	140	14.7%
Friday	108	181	145	15.2%
Wednesday	167	311	239	25.1%
Thursday	155	246	200	21.0%
Monday	152	248	200	21.0%
Average	119	220	169	18.0%

*The % capacity is based upon 952 spaces in total; except Tuesday market day with 836 spaces capacity.

Clearly we have space capacity between the busiest period of 10:00am to 13:00pm and we need to take appropriate actions to utilise this capacity before considering developing new car parking facilities.

The percentage capacity is based upon a simple average between low and high capacities. A more accurate analysis would have based it upon a weighted average reflecting all the capacity observations. I do not believe there is a significant difference between the simple average and weighted average calculations.

Based upon the average 18% spare capacity LE estimates that the daily number of cars that park in Thame; Monday to Saturday is 3000. (932 spaces x 82% occupancy x parking turnover of 4).

With a range of 2500 on Wednesday to 3650 on Saturday.

The Impact of Housing & Population Growth over the Next Decade

My (LE) estimate here is for 20% growth in housing and population over the next decade.

The 2011 census stated that there were 4723 houses and 11651 population. The estimated houses from the latest council tax database is 5000.

I estimate the 2026 number of houses will be 6000.

There are three key factors behind the 20% growth.

1. 2013 NP target of 775 new homes over the next 15 years that is 52 homes per year.
2. SODC 2016 Local Plan 2032; a possible additional 600 homes over the next 15 years. That is 40 homes per year.
3. The number of windfall houses built outside the above targets 200 homes over 5 years that is 40 homes per year.

If completed the above three factors would result in the worst case scenario in the growth of house building of 26%. If all of the above three factors transpire the actual growth will be 26.4%. (1320/5000).

The impact of Brexit on house building construction has yet to be assessed in both the short term and medium to long term.

There will be a reduction in buy to let housing purchases because of the changes made in the last budget. These new rules came into force at the end of March 2016. 25% of new housing was bought by buy to let customers. The budget changes where additional stamp duty of 3% and changes in offsetting interest costs against rental income.

Spare car parking capacity is 10.8% on Tuesday market day, 14.7% and 15.2% on both Saturday and Fridays. We need to take action to utilise this capacity before new parking is constructed.

A 20% growth in Thame housing over the next decade would result in the requirement for additional new car parking if we are to retain our retail market share in the high street against out of town competitors.

Initial Car Parking Recommendations and Next Steps

- Improved signage to Cattle Market, Southern Road Scouts, Co-Op and Spread-eagle Hotel.
- Rename the Co-Op car park "High Street Parking" to one sign on the roundabout entering Dorchester Place. The current two signs are ambiguous and confusing.
- A full study of car parking signage to be carried out to improve access and convenience. Photographs have been taken.
- The SRSCP has 20 marked bays. Capacity is assumed at 25, however a careful reappraisal indicates a capacity of 37 potential bays if markings were added.
- Transfer a limited number of market stand holders' cars/vans into the SHCP on an individual communication basis.
- Actions to improve utilisation of spare capacity in CMCP, Co-Op, SHCP and SRSCP.
- Develop actions to move Tourists and visitors towards Monday, Wednesday, Thursday & Sundays where we have lower attendance.
- Complete public surveys for Monday to Saturday, sample of 60, to determine the level of Thame residents, nearby villages, visitors and tourists and identify which car parks they have used and why.
- Introduce electronic hand held equipment to TTC car parking attendance for improved enforcement and more importantly the freeing up of car spaces for additional retail customers.
- Complete survey on enforcement in North Street road side car parking to determine how many individuals are parking over the two hour rule. If the results indicate a high level of abuse extend the survey to the High Street and Upper High Street. If the results confirm a high level of abuse we need to decide what actions we can take.
- Enhance the role of TTC car parking attendance to direct traffic to spare capacity car parks.
- Share report with all councillors and other working groups, 21st Century Thame, Residents Associations, etc for comments suggestions and ideas.
- Once TTC Coordinator is appointed; immediate involvement.
- Revise next steps as research and work plan progresses.
- An option to consider is further car parking in Southern Road near the Guide and Scout car parks. Could we consider opening a gravel area only behind the changing room area for use on Tuesdays, Saturdays and Fridays only?

Conclusions

The future is positive. There is adequate spare capacity in specific car parks. We need to implement the actions highlighted in this report to utilise the spare capacity; including the improvements to signage, the possible addition of new bays and the enforcement of parking regulations all of which will supplement the existing car parking capacity.

Appendix Items

Saturday 23rd April	Survey 1
Thursday 5th May	Survey 2
Tuesday 17th May	Survey 3
Friday 25th May	Survey 4
Saturday 21st May	Survey 5
Tuesday 7th June	Survey 6
Wednesday 15th June	Survey 7
Friday 17th June	Survey 8
Wednesday 29th June	Survey 9
Saturday 2nd July	Survey 10
Wednesday 6th July	Survey 11
Friday 8th July	Survey 12
Saturday 9th July	Survey 13
Monday 11th July	Survey 14
Thursday 14th July	Survey 15
Monday 18th July	Survey 16

The agreed work plans for car parking and impact of population growth listing the tasks to be completed and the timescales for completion.

24 Photographs of actual signage or lack of signage in TTCentre.

Saturday 23rd April – 1st Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	10:00	5	
	13:00	0	
UHSCP	10:15	3	
	13:15	1	
WCP	10:05	76	
	11:00	44	
CoCP	09:55	33	
	12:50	35	
NSCP			
CMCP			
SECP			
SR SCOUTS	10:25	49	
SR GUIDES	10:30	13	
Car Park Codes:			
Town Hall Car Park		THCP	
Upper High St Car Park		UHSCP	
Waitrose Car Park		WCP	
Co-Op Car Park		CoCP	
North St Car Park		NSCP	
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Thursday 5th May - 2nd Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	10:45	0	Maximum 1hr Stay Free
	12:00	7	
UHSCP	11:00	0	Maximum 3hr Stay Free
WCP	10:45	44	Maximum 2hr Stay Free
CoCP	11:15	32	Maximum 8hr Pay 1hr Free
NSCP			
CMCP	11:25	47	Maximum 8hr Pay 1hr Free
SECP			
SR SCOUTS			
SR GUIDES			
Car Park Codes:			
Town Hall Car Park		THCP	
Upper High St Car Park		UHSCP	
Waitrose Car Park		WCP	
Co-Op Car Park		CoCP	
North St Car Park		NSCP	
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Tuesday 17th May – 3rd Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	10:25	0	
	12:25	0	
UHSCP	11:00		Market Day 30 cars prkd
WCP	10:45	17	
CoCP	10:40	13	
NSCP			
CMCP	10:30	0	Full
	12:20	12	
SECP	11:25	29	Capacity 66
SR SCOUTS			
SR GUIDES			
SCP			
Car Park Codes:			
Sainsbury's Car Park		SCP	
Town Hall Car Park		THCP	
Upper High St Car Park		UHSCP	
Waitrose Car Park		WCP	
Co-op Car Park		CoCP	
North St Car Park		NSCP	
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Friday 20th May - 4th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	09:45	2	43 Capacity
	10:45	0	
	12:40	4	
	15:15	2	
	16:00	2	
UHSCP	09:50	3	132 Capacity
	10:50	0	
	12:45	5	
WCP	10:10	28	230 Capacity
CoCP	10:00	37	67 Capacity
NSCP			
CMCP	10:30	54	146 Capacity
	13:40	52	
	15:00	26	
SECP	10:20	43	Capacity 66
			30 Spaces Priest End
			13 Spaces Church St
			29 Spaces North St
			135 Spaces High St
			From Forge in West to
			War Memorial in East
Car Park Codes:			
Sainsbury's Car Park		SCP	
Town Hall Car Park		THCP	
Upper High St Car Park		UHSCP	
Waitrose Car Park		WCP	
Co-op Car Park		CoCP	
North St Car Park		NSCP	
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Saturday 21st May -5th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	11:00	0	43 Capacity
	11:50	0	
	13:45	0	
	14:25	1	
UHSCP	11:00	0	132 Capacity
	12:00	2	
	13:45	5	
WCP	12:10	10	230 Capacity
SCP	11:55	5	65 Capacity
CoCP	10:55	32	67 Capacity
	12:30	11	
	14:30	27	
NSCP	12:00	0	29 Capacity
CMCP	12:10	19	146 Capacity
SECP	10:20	43	Capacity 66
SR Scouts	11: 00	21	Capacity 25
	14:30	17	
SR Guides	14:30	4	Capacity 14
Car Park Codes:			
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Tuesday 7th June -6th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	11:55	2	43 Capacity
	13:00	1	
	14:45	1	
	16:55	3	
UHSCP	12:00	2	132 Capacity
	12:45	3	
WCP	09:55	121	230 Capacity
		38	
SCP			65 Capacity
CoCP	09:45	39	67 Capacity
NSCP	09:55	2	29 Capacity
CMCP	10:00	54	146 Capacity
SECP			Capacity 66
SR Scouts	10:05	0	Capacity 25
SR Guides	10:10	7	Capacity 14
Car Park Codes:			Road Parking
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Wednesday 15th June -7th Car Park Survey

Car Park	Time	Spaces Available	Car Park
THCP	09:45	3	THCP
UHSCP	09:55	15	UHSCP
WCP	09:55	121	WCP
		38	
SCP			SCP
CoCP	09:45	39	CoCP
NSCP	09:55	2	NSCP
CMCP	10:00	54	CMCP
SECP			SECP
SR Scouts	10:05	0	SR Scouts
SR Guides	10:10	7	SR Guides
Car Park Codes:			Car Park Codes:
Sainsbury's Car Park		SCP	Sainsbury's Car Park
Town Hall Car Park		THCP	Town Hall Car Park
Upper High St Car Park		UHSCP	Upper High St Car Park
Waitrose Car Park		WCP	Waitrose Car Park
Co-op Car Park		CoCP	Co-op Car Park
North St Car Park		NSCP	North St Car Park
Cattle Market Car Park		CMCP	Cattle Market Car Park
Spread Eagle Car Park		SECP	Spread Eagle Car Park
Southern Rec Scouts Car Park		SR Scouts	Southern Rec Scouts Car Park

Friday 17th June -8th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	11:55	2	43 Capacity
	13:00	1	
	14:45	1	
	16:55	3	
UHSCP	12:00	2	132 Capacity
	12:45	3	
	14:50	5	
	16:55	17	
WCP	12:05	18	230 Capacity
	13:00	15	
SCP			65 Capacity
CoCP	12:25	17	67 Capacity
NSCP	12:00	1	29 Capacity
	12:45	2	
	14:50	0	
CMCP	14:55	31	146 Capacity
SECP	12:35	28	Capacity 66
SR Scouts	15:00	14	Capacity 25
SR Guides	14:55	5	Capacity 14
Car Park Codes:			Road Parking
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Wednesday 29th June -9th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	09:55	2	43 Capacity
	10:55	5	2nd Wednesday Survey
UHSCP	10:15	14	132 Capacity
	11:15	7	
	11:40	13	
	12:32	22	
WCP	10:05	90	230 Capacity
	12:40	55	
SCP			65 Capacity
CoCP	10:00	48	67 Capacity
NSCP	10:45	2	29 Capacity
	11:20	2	
	12:35	2	
CMCP	10:45	52	146 Capacity
	11:20	65	Cattle Market in Progress
	12:35	70	Cattle Market Finished
SECP	10:10	25	Capacity 66
SR Scouts	10:50	22	Capacity 25
SR Guides	10:50	5	Capacity 14
Car Park Codes:			Road Parking
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Saturday 2nd July -10th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	09:40	2	43 Capacity
	11:20	0	Sunny day. Very busy
	14:20	0	
	15:05	0	
UHSCP	09:43	3	132 Capacity
	11:06	0	
	15:15	20	
WCP	10:44	24	230 Capacity
			Britannia PA – Psion
			Walkabout – Beeps 2hr Overstay –Cost £500
SCP	09:55	16	65 Capacity
CoCP	10:00	42	67 Capacity
	11:10	12	
	16:56	53	
NSCP	09:45	3	29 Capacity
	11:05	0	
CMCP	09:48	88	146 Capacity
	11:10	54	SODC CPA Issuing Tickets
SECP	09:56	39	Capacity 66
	11:05	38	
SR Scouts	09:52	7	Capacity 25
	11:02	16	
SR Guides	09:50	7	Capacity 14
	11:03	10	
Car Park Codes:			Road Parking
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Wednesday 6th July -11th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	10:58	7	43 Capacity
	11:25	4	Sunny day.
	12:15	2	
UHSCP	11:00	5	132 Capacity
	11:30	2	
	12:20	20	
WCP	11:25	64	230 Capacity
SCP	09:55	28	65 Capacity
			Camera Controlled
CoCP	11:20	43	67 Capacity
	12:27	45	
NSCP	11:15	1	29 Capacity
CMCP	11:15	36	146 Capacity
			Cattle Sale, 10 Trailers
SECP	11:20	34	Capacity 66
	12:22	32	Controlled by Britannia Parking
SR Scouts	11:22	16	Capacity 25
	12:30	16	TTC CPA Visit
SR Guides	11:25	7	Capacity 14
	12:30	10	
Car Park Codes:			Road Parking
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Friday 8th July -12th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	14:15	5	43 Capacity
UHSCP	13:17	5	132 Capacity
WCP			230 Capacity
SCP			65 Capacity
			Camera Controlled
CoCP	13:10	37	67 Capacity
NSCP	13:18	1	29 Capacity
	14:15	3	
CMCP	13:20	40	146 Capacity
			Cattle Sale
SECP	13:15	35	Capacity 66
SR Scouts	13:00	14	Capacity 25
SR Guides	13:00	13	Capacity 14
Car Park Codes:			Road Parking
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Saturday 9th July -13th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	10:00	Closed	43 Capacity
			Open Doors Road Show
UHSCP	09:45	18	132 Capacity
	10:45	5	
	12:48	2	
WCP	10:25	23	230 Capacity
	12:15	6	
SCP			65 Capacity
CoCP	10:15	34	67 Capacity
	11:30	22	
	12:58	24	
	14:00	20	
NSCP	09:55	2	29 Capacity
	10:40	4	
	12:45	2	
CMCP	10:35	48	146 Capacity
	12:50	62	
SECP	12:50	31	Capacity 66
SR Scouts	12:55	19	Capacity 25
SR Guides	12:56	4	Capacity 14
Car Park Codes:			Road Parking
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Monday 11th July – 14th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	10:00	3	Plus 1 disabled
	11:20	0	
UHSCP	10:15	2	
	11:10	0	
WCP	10:05	76	
	11:00	44	Plus 2
CoCP	09:55	41	Plus 3
	11:25	32	Plus 3
NSCP	10:12	1	
	11:06	0	
CMCP	10:10	63	Plus 5
	11:05	48	Plus 3
SECP	10:20	36	
	11:15	33	
SR SCOUTS	10:25	0	
	11:15	0	
SR GUIDES	10:30	3	
	11:15	3	
Car Park Codes:			
Town Hall Car Park		THCP	
Upper High St Car Park		UHSCP	
Waitrose Car Park		WCP	
Co-op Car Park		CoCP	
North St Car Park		NSCP	
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Thursday 14th July -15th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	10:02	2	43 Capacity
	10:25	1	
	12:00	2	
UHSCP	09:54	15	132 Capacity
	10:25	2	
	12:01	2	
WCP	10:20	66	230 Capacity
	11:08	39	
SCP			65 Capacity
CoCP	10:05	52	67 Capacity
	10:55	49	
	11:55	43	
NSCP	09:50	0	29 Capacity
	10:42	0	
	12:02	1	
CMCP	09:55	82	146 Capacity
	10:40	67	
	12:45	54	
SECP	09:48	42	Capacity 66
	10:38	37	
	11:56	36	
SR Scouts	10:40	13	Capacity 25
	12:03	20	
SR Guides	10:41	6	Capacity 14
	12:04	3	
Car Park Codes:			Road Parking
Sainsbury's Car Park		SCP	30 Spaces Priest End
Town Hall Car Park		THCP	13 Spaces Church St
Upper High St Car Park		UHSCP	29 Spaces North St
Waitrose Car Park		WCP	135 Spaces High St
Co-op Car Park		CoCP	From Forge in West to
North St Car Park		NSCP	War Memorial in East
Cattle Market Car Park		CMCP	

Monday 18th July – 16th Car Park Survey

Car Park	Time	Spaces Available	Comments/Observations
THCP	10:00	4	
	11:50	5	
UHSCP	11:01	3	
	11:39	7	
WCP			
	11:48	36	
CoCP	09:50	38	
	10:52	32	
NSCP	11:05	1	
	11:41	1	
CMCP	11:06	74	
	11:42	67	
SECP	10:59	33	
	11:35	40	
SR SCOUTS	09:45	8	
	11:30	6	
SR GUIDES	09:48	9	
	11:30	6	
SCP	10:59	33	
	11:35	40	
Car Park Codes:			
Sainsbury's Car Park		SCP	
Town Hall Car Park		THCP	
Upper High St Car Park		UHSCP	
Waitrose Car Park		WCP	
Co-op Car Park		CoCP	
North St Car Park		NSCP	
Cattle Market Car Park		CMCP	
Spread Eagle Car Park		SECP	
Southern Rec Scouts Car Park		SR Scouts	
Southern Rec Guides Car Park		SR Guides	

Upper High Street moving towards the town centre.

Veiw from the High Street directing traffic down North Street.

Veiw from the UHSCP directing traffic down North Street.

In the High street, Museum on the left, directing traffic to Aylesbury.

Below is a sign directing traffic left to the 1½ hour mythical car park.

On the same sign is a direction to a two hour car parking in Southern Road.

This is the Southern Road roundabout. There are two mini roundabouts. Over the road there is a sign directing traffic to “Short Stay” down Bell Lane.

There is no adequate signage directing traffic down Southern Road to the Scouts or Co-Op car parks.

Southern Road, on the right is the Scout car park. There is no singage at the entrance.

Roundabout in Southern Road. Dorchester Road across the rounsbaout on the left.

Sign on right of Dorchester Road showing car park straight on and High Street for walkers on the left.

We need one sign that combines the two above saying “High Street Car Park” with an arrow pointing straight on.

This view shows the approach from Bell Lane to the two mini roundabouts lack of signage to show alternative car parking options.

Entrance to cattle market.

Sign indicating entrance to cattle market. Note signage to mythical 1½ hour car park.

View of signage on North Street.

Cattle market second entrance.

View from corner of Lashlake Lane.

Waitrose car park on left.

Short Stay parking towards Bell Lane at end of this lane there is no signage.

Sign at the junction of North Street and the Upper High Street directing traffic down Rook Street towards Co-op. Sainsbury's and Spread-eagle Car parks.

Sign on the approach to Waitrose from Aylesbury road.

Town Centre Working Group (TCWG) – Vitality & Vibrancy Study – Project – Impact of Population Growth on Infrastructure with Reference to Car Parking (Millers Report section 4.2.1 Arrival & Parking, Top Two Priorities)

(V2 updated 13/5/16)

Population Growth

Ref	Idea / Action	Owner / Interested parties / Partners	Cost	By When	Notes/progress/action needed
010	2001 & 2011 Census data for housing & population	TCWG	Time only	Complete by 31/05/16	Data available on Census database
011	2015 Housing & Population	TCWG	Time only	Complete by 15/06/16	Housing data available via rates Population data pro rata number of houses
016	2025 Housing & Population forecast	TCWG	Time only	Complete by 15/06/16	Based on SODC housing targets
018	2025 Determine impact on car parking. See car parking work plan	TCWG	Time only	Complete by 30/06/16	Match future numbers of cars against the current situation

Car Parking Infrastructure

Ref	Idea / Action	Owner / Interested Parties / Partners	Cost	By When	Notes / Progress /action needed
010	Understand current situation in Thame car parks, each day, 09:00 to14:00 for the 7 car parks. Focus on Tuesday & Saturday. Capacity of each car park and number free spaces.	TCWG	Time only	Complete by 30/06/16	Started 23/04/16 Two surveys completed for Saturday & Thursday. Need surveys particularly for Tuesday. Need 9 day surveys in total. Can be completed by TCWG.

015	Collect information on 7 car park fees & times.	TCWG	Time only	Complete by 31/05/16	Visit the 7 sites, both long and short stay. Partially completed.
020	Construct report on ref: 010 & 015 above.	TCWG	Time only	Complete by 31/07/16	Summary report needed.
025	Incorporate current and future population data into car projections	TCWG	Time only	Complete by 16/07/16	
030	Determine current & future shortfall	TCWG	Time only	Complete by 30/06/16	Match future needs against current car park capacity
035	Brainstorming sessions	Linda / Council	Time only	Complete by 15/07/16	To determine possible additional actions.
045	Determine new car parking requirements	TCWG	Time only	Complete by 31/07/16	Proposal for discussion at NPCC
050	Determine new car parking next steps	TCWG	Time only	Complete by 31/07/16	Proposal for discussion at NPCC
100	Prepare Action Plan	Linda/Bob/Graham	Time only	Complete by 31/07/16	Proposal for discussion at NPCC
150	Manage execution of Consultation action Plan			Complete by 19/08/16	
200	Agree Improvements to be implemented.	Linda/Bob/Graham	Time only	Complete by 19/08/16	
300	Prepare implementation plan	Linda	Time only	Complete by 19/08/16	
350	Manage execution of Implementation plan	TCWG	Time only	Complete by 30/08/16	