
West Berkshire Council Parking Strategy 2024-2034

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Foreword

By Cllr Denise Gaines, Executive Member for Highways, Housing and Sustainable Travel



Text (to be added when final strategy is published).....

Cllr Denise Gaines

Executive Member for Highways, Housing and Sustainable Travel, West Berkshire Council
August 2023

1. **Executive Summary**

1.1 *

2. Introduction

- 2.1 West Berkshire Council has a key role to play in managing and enforcing parking provision within the district. This Strategy will inform how we plan to maintain our car parks and keep our road space available for traffic to move freely and will be reviewed every ten years. It will be supported by annual reports on parking.
- 2.2 Land is a valuable commodity, especially in West Berkshire where 74% of the district falls within the North Wessex Downs Area of Outstanding Natural Beauty. However, vehicles need somewhere to park when not in use, and there is a trade-off between using land for parking, or for other reasons such as retail, work or leisure. Even those who do not own a car rely on the use of vehicles to facilitate the production and distribution of consumables and other goods. Whilst we do not want to restrict residents and visitors' enjoyment of West Berkshire, we have to consider the declaration of a Climate Emergency and the need to facilitate greener and more sustainable forms of transportation.
- 2.3 The last few years have seen a considerable change. The impacts of Covid-19, in particular, have seen increased working from home and consumer spending moving online and away from high streets, leading to a huge growth in home deliveries. The focus on the environment is also seeing a change to electric vehicles with different infrastructure requirements to petrol- and diesel-engined vehicles.
- 2.4 The purpose of this Strategy is to set out how the Council will manage all aspects of parking within West Berkshire. This will include the provision of parking, and the controls in place to deal with inconsiderate or unauthorised parking. It acknowledges that the local authority does not manage all parking provision, and that it has limited powers with regards to that in the ownership of other parties.
- 2.5 It also recognises that the Council can use its parking powers to: positively influence the environmental impact of travel in West Berkshire; and in conjunction with our place-making strategies, protect and enhance the economic vitality of our town centres. In our rural setting, there remains some reliance of the use of motor vehicles but equally we have to consider the Climate Emergency and the need to facilitate greener and more sustainable forms of transportation to enable residents' and visitors' continued enjoyment of West Berkshire.
- 2.6 The provision of parking for bicycles and scooters are not covered by this Strategy, as their use is more fully discussed in other Council documents (see [section 3.2](#)). This Strategy will focus on the parking of motorised vehicles only.
- 2.7 This document also gives a view of future changes that may be considered. It is acknowledged that some of these ideas are more challenging to deliver than others, and that some changes may not be an appropriate solution for West Berkshire. These future changes will be subject to consultation before implementation.

3. Strategic Context

3.1 National and regional position

- 3.1.1 The Council has powers in relation to parking provision under the [Road Traffic Regulation Act 1984](#). This act also specifies how income from charges can be used by the local authority. The [Road Traffic Act 1991](#), gave local authorities the ability to enforce parking offences previously only enforceable by the Police. The [Traffic Management Act 2004](#) built on the 1991 act, consolidating and enhancing the Council's abilities by replacing decriminalised parking with civil parking enforcement. West Berkshire Council obtained these powers in 2009. The [Civil Enforcement of Road Traffic Contraventions Regulations 2022](#) has enacted some of the 2004 act's powers. In addition to the above, the [Transport Act 2000](#) gives local authorities the ability to introduce road user charging and a workplace parking levy.
- 3.1.2 Parking should be considered at both origin and destination of the vehicle. Whilst the Road Traffic Acts allow local authorities to establish car parks and enforce parking restrictions, there are other important considerations such as parking at home or work, and the journey between the origin and destination. The [National Planning Policy Framework](#) sets out the Government's planning policies providing a framework for developments. Section nine of this document focuses on sustainable transport options. This supports other national environmental initiatives including the national [Transport Decarbonisation](#) plan, and the [UK's 2050 net zero target for greenhouse gas emissions](#).
- 3.1.3 Transport for the South East (TfSE) is the sub-national transport body for the south east of England, determining what investment is needed to transform the region's transport system and drive economic growth. Its 30-year [transport strategy](#) is an important consideration for West Berkshire.

3.2 Local position

- 3.2.1 Within West Berkshire, the [Council Strategy](#) (need to change link to new strategy when adopted) contributes towards the [West Berkshire Vision 2036](#), setting out the Council's priorities for improvement. It contains five priorities, all of which benefit from an effective parking strategy.
- 3.2.2 This Strategy is one of the supporting strategies for the [Local Transport Plan](#) (LTP). The current LTP covers the period until 2026, and a new version is currently in preparation.
- 3.2.3 It has links to other Council Plans and Strategies, including:
- [Environment Strategy](#)
 - [Local Cycling & Walking Infrastructure Plan](#)
 - [Bus Service Improvement Plan and Enhanced Partnership](#)
 - [Ultra Low Emission Vehicle \(ULEV\) Strategy](#)
 - [Economic Development Strategy](#)
 - [Local Plan](#)
 - [Highways Asset Management Plan](#)

- [Network Management Plan](#)
- [Digital Strategy](#)
- [West Berkshire Town Centres & High Streets](#)
- [Air Quality Management Areas](#).

3.2.4 The Council also declared a Climate emergency in July 2019 which commits the Council to deliver carbon neutrality by 2030.

3.3 **Objectives**

3.3.1 The vision of the Strategy is to deliver a coordinated public parking provision that supports the Council's environmental, economic and social goals. Our infrastructure, policies and enforcement should enable residents, businesses and visitors to safely access and enjoy local services and amenities.

3.3.2 The following objectives will help us to achieve this vision within the resources that we have available:

- To provide a clear direction for the overall management and enforcement of publicly-available parking within West Berkshire.
- To determine how parking is charged, and the level of charging.
- To determine the parking capacity required.
- To determine the infrastructure and other assets required to meet these and other Council objectives.
- To determine how parking can promote sustainable transport solutions and an improved public realm.
- To consider how changing technology will affect the service provided in the future.
- To determine the appropriate level of parking provision for those with restricted mobility.
- To determine the appropriate level of parking provision for vehicles other than cars.

4. **Consultation**

- 4.1 Public consultation will take place during autumn 2023. Revisions will take place following this consultation before the Strategy is approved by the Council's Executive and adopted to commence in April 2024.
- 4.2 Initial internal consultation took place to develop the Strategy in late 2022. This included both officers and councillors. Any changes to charges for parking will be subject to approval by full Council as part of the budget-setting process. Changes to charges for on- and off-street parking will also be subject to statutory consultation as part of updating the Traffic Regulation Orders (TROs).
- 4.3 One key aspect of determining charges set is to examine the charges made by neighbouring local authorities and those deemed to be similar nationally. Benchmarking of information took place during the establishment of this Strategy and will continue for assessing ongoing charges.

5. Current Position

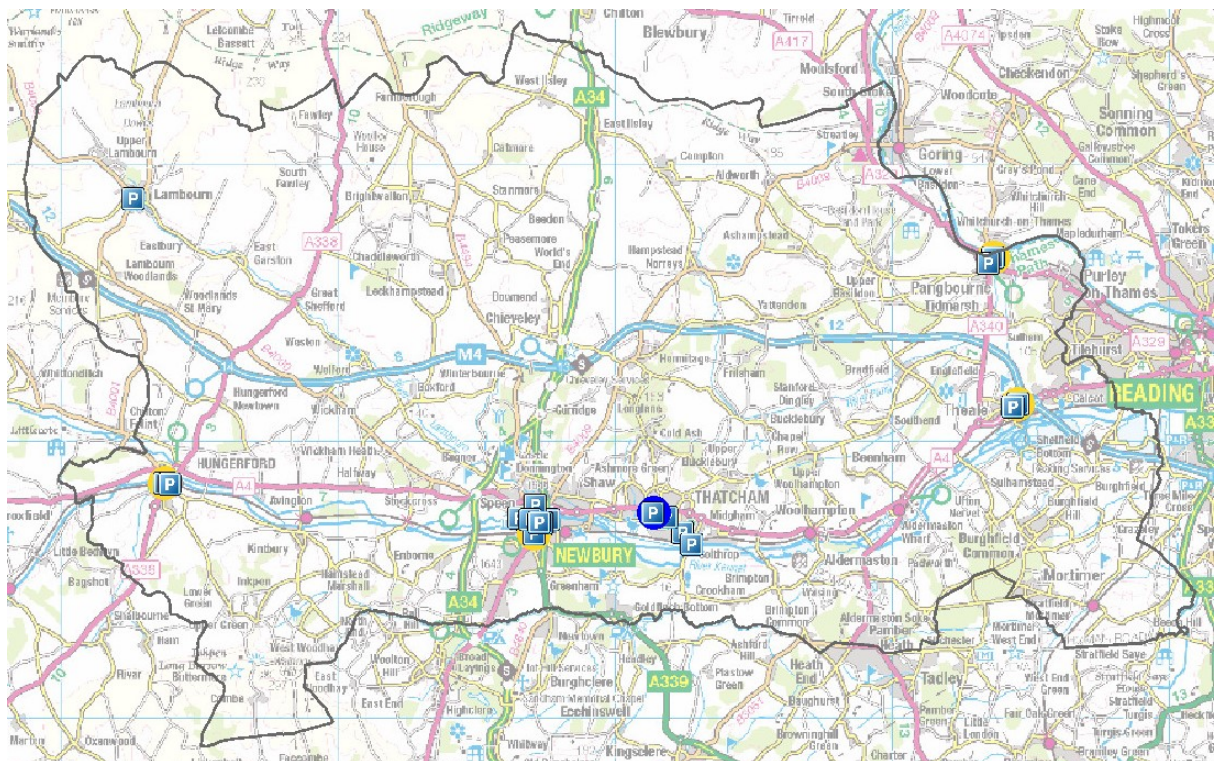
5.1 Parking provision

5.1.1 There are 27 council-operated car parks in West Berkshire. Use (turnover) is calculated based on averaging the number of tickets sold against the number of spaces available in the car park. For example, in 2020/21, Kennet Centre sold an average of 630 tickets each day, and has 415 spaces. Turnover is $630 / 415 = 152\%$. Research from other local authorities and private parking operators would suggest that typical high turnover rates would be:

- Over 200% for a busy town centre location
- Over 150% for a short-stay town centre car park
- Over 85% for an out of town car park or designated long stay car park.

5.1.2 **Table 5.1** shows information on West Berkshire Council controlled car parks in each town. **Table 5.2** shows information on the main car parks run by others (except where the primary use is for supermarkets and other shops). Details for each car park can be found in **Annex A**. Aggregated turnover data masks some significant differences. In Hungerford, turnover in Church Street is four times that of Station Road. Kingsland Centre is used far more than the other Thatcham car parks. In Newbury, use is at least 130% in almost all car parks, but this ranges from just 13% in Northcroft Lane West to 289% in Corn Exchange.

Figure 5.1 Location of Council-run car parks



5.1.3 **Park Mark®** is a national Safer Parking Scheme. It aims to reduce crime in car parks so that users can feel safer, with measures in place to deter criminal activity and anti-social behaviour. Within West Berkshire, 13 of our car parks have this accreditation: ten in Newbury, two in Thatcham and one in Pangbourne.

- 5.1.4 Newbury's Kennet Centre car park is designed to be friendly to users suffering from dementia. Each floor is painted in a different colour and using a different symbol in addition to the floor number to aid identification. This idea was also adopted for Newbury Station car park, using different symbols to the Kennet Centre.
- 5.1.5 In addition to car parks (off-street), the Council has also designated 469 parking spaces available [on-street](#) in Hungerford, Newbury and Thatcham where charges apply Monday to Saturday 8am until 6pm. An exception is Pipers Way, Thatcham where charges apply at all times. Free on-street parking is available in other locations. Controlled on-street parking promotes more short-term parking where demand is high.

Table 5.1 Council-run car parks

Location	Number of parking spaces	Including:		Turnover	
		Parking for Blue Badge holders	Publicly-available Electric Charging Bays	2019/20	2021/22
Hungerford	159	5	0	79%	64%
Lambourn	43	2	2	n/a	n/a
Newbury Mon-Fri	1,800	92	11	150%	120%
Newbury weekend	1,950	99	13		
Pangbourne	94	6	2	172%	171%
Thatcham	440	26	2	144%	106%
Theale	67	0	0	48%	34%
TOTAL (Mon-Fri)	2,603	131	17	141%	113%

Table 5.2 Other providers' car parks

Location	Number of parking spaces	Including:	
		Parking for Blue Badge holders	Publicly-available Electric Charging Points
Hungerford	200	8	0
Lambourn	10	0	0
Newbury	1,519	71	10
Pangbourne	185	10	0
Thatcham	217	9	0
Theale	227	14	0
TOTAL	2,358		10

- 5.1.6 There are 131 spaces for disabled users in our car parks, and a further 29 available on-street. Anyone displaying a valid blue badge is able to park without charge for as long as they like in these spaces within West Berkshire (except in Newbury Corn Exchange and Library car parks). In other locations where there are no restrictions on loading or unloading, but other yellow line restrictions are in operation, they are also able to park for a maximum of three hours if they display the blue parking clock that is issued with their blue badge.

- 5.1.7 A number of other car parks are available across West Berkshire for public use, usually linked to specific shops or shopping areas. The charging and enforcement of these car parks is not controlled by the Council. This includes single-purpose self-contained (out of town retail/shopping) car parks such as those in Newbury (at the retail park in South Newbury, Tesco in Pinchington Lane and the A4 retail park) and in Calcot (for IKEA, Dunelm and Sainsbury's). There are also other single-purpose parking facilities such as: Croft Hall and British Legion in Hungerford; Snelsmore Country Park; Blue Coat and Harts Hill; a free car park on West End Road in Mortimer; and church car parks - where additional parking considerations would only need to be made with new building developments in the area. There are also a number of Council owned sites that are managed by other parties including the Discovery Centre in Thatcham and various village halls or community centres.
- 5.1.8 There are Electric Vehicle charge points in on-street charging bays in High Street, Hungerford and many exist in resident permit zones.
- 5.1.9 Parking in designated bays is available for motorcycles in seven Newbury car parks as well as in Pangbourne (Station Road). On-street bays are available in Cheap Street and Kings Road West in Newbury. Motorcycle parking is free if using the designated bays, otherwise normal parking charges apply.
- 5.1.10 Limited coach parking is available at Newbury Wharf Bus Station for operators that have registered their details with the Council and agreed to the [conditions of use](#). The Council does not provide parking for other large vehicles such as lorries or motorhomes. Options for parking these vehicles are available at Chieveley or Tot Hill Services.

5.2 **Current parking charges**

- 5.2.1 Charges for parking are agreed annually at the Council budget-setting meeting and come into force from the following 1 April. They vary by location, length of stay, time and day. A full list of current charges for both on-street (where charged), and off-street (car park) use is available on the [Council website](#). They have not risen since 2018, when Sunday and public holiday charges were also introduced in Newbury.
- 5.2.2 Charges need to be set at an appropriate level to strike a balance between supporting the local economy, whilst ensuring that sufficient parking spaces are available for users, and also to ensure that the Council can meet its environmental goals. They are determined by a variety of factors including the size of the town, demand for parking, the number of parking spaces available, the level of competition from other providers, and how competitive West Berkshire is in relation to other local authorities.
- 5.2.3 In most Newbury car parks, charges are applicable all day, every day, including public holidays. Outside of Newbury, the charging period is typically Monday to Saturday 8am until 6pm.
- 5.2.4 Payment for parking can be made using cash, card, phone or app, although not all options are available in all locations ([Table 5.3](#)). The phone and app options are provided by pay by mobile.

Table 5.3 Payment methods

Number of locations		Methods of payment
Car Parks	On-street	
1		No charge made
4	9	Pay by mobile only
3	10	Coins and Pay by mobile
4		Card and Pay by mobile
10	1	Coins, Card and Pay by mobile
5		Coins, Notes, Card and Pay by mobile

- 5.2.5 Most car parks use the traditional “pay and display” system, although the use of phone or app to pay means that there will not always be a physical ticket to display visibly in the vehicle. On-street parking has an even mix of pay by mobile only payments and traditional “pay and display”.
- 5.2.6 Five car parks use a “pay on foot” system, which means that the user pays for their parking when they are leaving the car park. This prevents accidental over-staying as the payment is calculated at time of departure. The four Newbury “pay on foot” car parks (Corn Exchange, Kennet Centre, Library and Northbrook) issue a ticket when entering. The fifth car park, at Station Road in Hungerford, uses Automatic Number Plate Recognition (ANPR) to do away with the paper ticket.
- 5.2.7 Blue badge holders (people who have been assessed to have a disability that matches the national eligibility criteria) are able to park at no charge in all Council car parks except for Newbury Corn Exchange and Newbury Library. At these two locations, the parking charges are applicable to all users.
- 5.2.8 Electric vehicle spaces can only be used whilst connected to a charge point. Normal parking charges apply in addition to the charging costs.
- 5.2.9 The price of season tickets have remained fixed since April 2019. Current prices are available on the [Council website](#). Eight different season tickets are available to cover the following car parks:
- Hungerford Station Road
 - Newbury Central – KFC and Library
 - Newbury Kennet Centre Multi-Storey
 - Newbury Northbrook Multi-Storey
 - Newbury Pelican Lane
 - Newbury Surface – Eight Bells, Football Club, Northcroft Lane West, and West Street
 - Pangbourne Station Road
 - Theale Main
- 5.2.10 Before the Covid-19 pandemic, demand for season tickets was significant. A limit was therefore applied on the number of season tickets available in each car park to allow space for more casual users. Waiting lists were held for season ticket applicants for both Hungerford Station Road and Newbury Pelican Lane car parks.

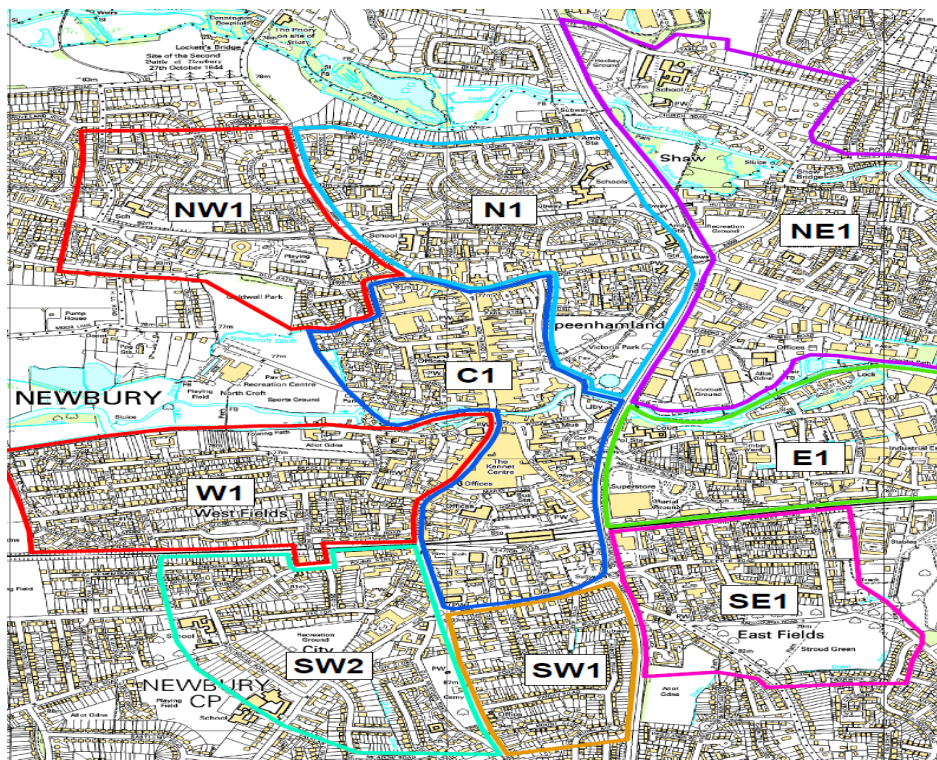
The work and lifestyle changes since 2020 has changed parking habits with far less call for daily parking.

5.3 **Current permits**

5.3.1 There are 16 separate resident permit zones, available for residents of 89 streets, allowing parking in 68 streets, including an on-street charging area, and two car parks. The zones do not cover all areas, but are applicable in areas where parking is in high demand:

- Newbury – nine zones
- Hungerford – two zones
- Chieveley, Lambourn, Pangbourne, Thatcham, and Theale have one zone each.

Figure 5.2 Newbury permit zones



5.3.2 Where residents have no off-street parking available, they are able to purchase two permits. For each space they have available off-street, their entitlement to a permit is similarly reduced. All permits cost £30 each year, except for Hungerford High Street and Newbury Park Terrace where the charge is £70. The higher charge is because residents are using spaces that would otherwise be chargeable to the general public. Blue badge holders are entitled to park in a permit area free of charge, however they do need to apply for a permit for this allowance to be available to them. Permits are not available for residents of converted or newly-built properties from April 2012.

5.3.3 These residents, except for those in the Hungerford High Street and Newbury Park Terrace zones, are also able to purchase visitor permits, each valid for one vehicle per day. Permits cost £1 each and can be purchased in £5 bundles.

- 5.3.4 Special parking permits are also available for people who are registered disabled and do not drive. These enable the resident to maintain an independent lifestyle as they allow family, friends and carers to visit. These permits are also charged at £30 each year.
- 5.3.5 An All Zone permit is available to allow a restricted group of users to park in any on-street resident permit bay whilst visiting clients in their home. The user group includes doctors, nurses, social workers, charity or carers from non-profit care companies. Private companies are not eligible for this permit. There is no charge for this permit, which allows for a maximum stay of one hour in any location. Over 300 of these permits are in use.
- 5.3.6 Dispensations and suspensions are also available that will authorise a vehicle to temporarily park in contravention of certain TROs. A dispensation costs £15 per day, whereas a suspension costs £15 plus £10 for each bay required each day.

5.4 **Current enforcement**

- 5.4.1 The Council operates civil parking enforcement in all of its car parks, and elsewhere on the highway. This is to ensure that residents and visitors to West Berkshire have adequate parking spaces, and to ensure the safe flow of traffic. TROs allow the Council to place controls on parking. [Enforcement](#) takes place through the issuing of a Penalty Charge Notice (PCN).
- 5.4.2 The Civil Enforcement Officers (CEOs) are equipped with PCN issuing equipment, the ability to capture images of parking contraventions, radios, mobile phones and body cameras for improved safety in confrontational situations.
- 5.4.3 In addition to parking, enforcement also takes place on unauthorised vehicles using Park Way Bridge in Newbury using a bus lane camera. The only vehicles that are legally able to use this bridge are registered local buses, taxis and pedal cycles.
- 5.4.4 Charges for enforcement are set nationally.
- 5.4.5 Table 5.4 shows the success that West Berkshire has with PCNs with almost 80% paid. There are a number of reasons why PCNs may not be paid such as simple mistakes by the customer where it is more appropriate to cancel rather than penalise the user. The lower than average number referred on to the Traffic Penalty Tribunal (TPT), and the low number then allowed by the TPT show that enforcement action is at an appropriate level, and PCNs are not issued needlessly. TPT cases are not always contested, for example when the appellant is able to provide new evidence which they had not provided earlier in the process.

Table 5.4 PCN payment and appeals

Year	PCNs		TPT Appeal Rate (per PCN)		Appeals			
	Issued	Paid	WBC	National	Total	Allowed	Rejected	Not contested
2017/18	9,182	78.35%	0.17%	0.23%	16	9	4	3
2019/20	6,174	79.24%	0.18%	0.20%	11	5	4	2
2021/22	6,853	77.78%	0.18%	n/a	16	5	9	2

5.5 **Resources**

- 5.5.1 The Council's parking team consists of a manager, seven office and 15 enforcement staff. The office staff process PCNs, permits and season tickets; as well as assessing eligibility for Blue Badges and concessionary travel bus passes. The enforcement team are responsible for identifying defects affecting parking spaces, and ensuring that the rules are maintained. It can be difficult to fill enforcement roles, and the Senior Enforcement Officer role has been mostly vacant for a significant period of time.
- 5.5.2 The objective of civil parking enforcement is to seek to achieve 100% compliance with the agreed parking restrictions and hence improve traffic management and road safety, not as a way of raising revenue. The CEO shift patterns and commitments to maintain the Kennet Centre control room, mean that the maximum number of CEOs operate between 10am and 4pm which are the peak hours for parking activity.
- 5.5.3 On average a CEO generates 73% of the cost of employment from valid PCN income. They also play a substantial role in ensuring that motorists pay the appropriate charges when parking. If the income from all resident permits, and 25% of the parking charge income is also attributed to CEOs, as motorists would prefer to pay rather than incur a PCN, then they generate 216% of the cost of employment. Employing additional CEOs will generate more income, as they would act as a greater deterrent, but with diminishing returns.
- 5.5.4 The parking office staff time is distributed as follows: Penalty Charge Notices 25%; Dispensations and Suspensions 4%; Blue Badges 27%; Banking 3%; Bus Lane Enforcement 10%; Concessionary Fares Bus Passes 22%; Permits 3%; Season Tickets 2%; and General Enquiries 4%. 37% of the managerial time is also allocated in direct support of these activities, with the remaining resource dedicated to other functions (including line, finance, policy, property, risk and project management).
- 5.5.5 The estimated cost of providing the parking service in 2023/24 is £2m, with income of £3.1m. This gives a net income to the Council of £1.1m. This is considerably less than was available before the covid pandemic and impacts on the funding for other Council activities.
- 5.5.6 Income from parking activities can only be used for specific purposes. These include providing and maintaining the facilities used, and improvements to public passenger transport services, highways or the environment.

6. Parking Provision

6.1 Car parks

- 6.1.1 The Covid pandemic has accelerated the changing role of our town centres and high streets, bringing with it challenges and opportunities. The Council is committed to supporting our town centres and high streets to meet the needs of existing and future residents and businesses for years to come; and our parking provision forms an essential part of this. (For example, a reduction in office space and commuter requirements, a re-focus on leisure and retail or an increase in dwellings, may result in a change in parking needs). [Town centre strategies](#) look in detail at specific issues facing West Berkshire towns and provide a framework for us to protect and enhance the economic vitality of our town centres, through interventions to improve the environment and drive footfall.
- 6.1.2 Prior to the Covid pandemic, it was expected that Newbury would require additional car parking capacity within a few years. Changing habits now mean that the reverse is true. There is also less need for long-term parking as people work from home more often. According to the Office for National Statistics (ONS), at the end of 2022, 16% of working adults work entirely from home, whilst 28% work in a hybrid manner (part at home, and part at work). Workers are more likely to work from home or hybrid as their income increases.
- 6.1.3 Newbury has three multi-storey car parks under Council control – Kennet Centre, Northbrook and Station. All of these provide a mix of short- and long-stay parking provision, and between them spaces for more than 1,000 vehicles. The same is true for the surface car parks (except Northcroft Leisure) with no restrictions on length of stay (except Northcroft Lane West which closes at 22:00).
- 6.1.4 To ensure that we are using our parking spaces effectively, charging will be based on the location, use and function of each car park.

Proposal PP1. Review the function of each car park:

It is proposed that a number of car parks in Newbury are converted to short-stay only to support economic activity in the town centre, whilst others will be aimed at long-stay. The function of each car park will be reviewed periodically.

- 6.1.5 There are also a number of developments taking place, or planned which could impact on existing car parks.
- The [Newbury Town Centre Masterplan](#) is seeking to repurpose Newbury Wharf and Library car parks for a social and event space with initial proposals resulting in the loss of approximately 22 parking spaces.
 - The new Lido at Northcroft Leisure Centre will see the Leisure Centre and Goldwell Park car parks becoming one, with a need for more short-stay parking.
 - Developments within [Bond Riverside](#) may impact on the Football Club car park.
 - Other surface car parks in Newbury may not be required longer-term, and may be re-developed.
 - Additional parking facilities may be added if the need arises.

- A standard parking bay is 4.8m by 2.4m. As modern cars are larger than their predecessors, when car parks are re-lined, consideration will be given to increasing bay sizes.

Proposal PP2. Reassess the purpose of car parks:

Where an excess of parking spaces is available, car parks in certain locations may be closed or altered if this will enhance the overall area, or if the need for them changes.

- 6.1.6 There are no current proposals to amend car parking provision outside of Newbury town centre.
- 6.1.7 Car parks owned by other parties may be subject to development or alteration during the life of this strategy.
- 6.1.8 To make the best use of parking spaces available, it will be necessary to consider how signposting and technology can be used to encourage use of car parks with spare capacity, as well as encourage short-term parking in locations where higher turnover of parking spaces will assist the local facilities. This is a key aspiration within the [Thatcham Town Centre Strategy](#) where they are seeking a uniformed approach with other parking operators in the town to streamline people's experience, which could include pedestrian and road signage and technology.

Proposal PP3. Review methods of encouraging better car park use:

Physical signage and modern technology will be explored as mechanisms to encourage users to park in the most appropriate locations.

6.2 Future capacity requirements

Hungerford (159 spaces)

- 6.2.1 Alongside the on-street High Street parking and other private car parks, there is currently a sufficient amount of parking for the duration of the strategy. Council should be mindful that should the Rail Station or Tesco car parks close, there would likely be a shortage of available parking spaces.

Lambourn (43 spaces)

- 6.2.2 Parking provision is sufficient for the duration of the strategy. Any major developments in the town will be supported with additional parking to ensure they are self-sufficient.

Newbury (1,950 spaces)

- 6.2.3 **Long-stay** (1,678 spaces) – Council controlled parking spaces have been considered alongside privately operated public car parks in the town centre as well as the available on-street parking. The parking capacity has been assessed on the current usage which is a mix of visitors, workers and residents who are unable to walk or access public transport.
- 6.2.4 Based on current usage data and analysing the trend in parking habits over the past several years, it is evident that there is currently an excess of 250-350 parking spaces across the town centre. Parking spaces could be removed in underutilised

areas where sufficient competition exists without having a detrimental effect on residents and businesses. The reduction in the number of spaces would increase usage to between 160 – 175%. This would leave further capacity for higher usage should trends take an unexpected turn and car usage increase over the life of the strategy.

- 6.2.5 The parking capacity has been assessed on the current usage which is a mix of visitors, workers and local residents who are unable to walk or access public transport. The Council must ensure there is sufficient parking stock to meet the needs of the town centre. Whilst all developments will be considered on an individual basis, it is recommended that public parking spaces should not be converted to residential use without significant justification or investment. Future developments should be self-sufficient in terms of their parking needs so that undue pressure is not placed on the availability of public parking places. This is crucial in protecting local businesses and supporting economic growth.
- 6.2.6 **Short-stay** (272 spaces) – This is supported by on-street parking across the town centre. The proposals in this strategy will enable there to be enough provision for the duration. Demand for short stay spaces is not expected to decrease. Should the demand for short stay only spaces increase, there is sufficient stock in Newbury for more spaces to be repurposed and designated as short stay only.

Pangbourne (94 spaces)

- 6.2.7 The Council's controlled spaces are currently very close to capacity and should the number of businesses in the town increase, there will likely be a shortfall in available parking spaces. There are 165 private parking spaces but these are both signed and enforced as being dedicated for users of the train service and working men's club. Opportunities should be investigated throughout the life of the strategy to increase the public parking provision available to support the economic growth of the town.

Thatcham (440 spaces)

- 6.2.8 Good parking provision is available at multiple sites across the town, including the rail station, town centre, Burdwood and Memorial areas. Should the Kingsland Centre site be redeveloped and the public parking provision not maintained at the same level, there will be a significant shortfall in spaces available.

Theale (67 spaces)

- 6.2.9 It is considered that in conjunction with the available on-street parking and also significant parking available at the rail station, the current parking provision is more than sufficient for the duration of the strategy. Theale West should be considered for removal.

Proposal PP4. Parking capacity:

To keep parking provision under review to ensure that appropriate capacity exists.

6.3 **On Street parking**

- 6.3.1 Similar to car parks, there are some locations where there is an excess of chargeable spaces. The proposed developments within [Bond Riverside](#), and their integration with town centre, leisure and community opportunities, will also impact on the demand and availability of on-street parking in the area.
- 6.3.2 In the future, demand for parking will change. More spaces may be added if space allows, or spaces removed to assist with sustainable and active travel, or to enhance the public realm. For example: to consider and move forward some of the proposals in the [Hungerford Town Centre Strategy](#) that look at improvements to the public realm, it may be necessary to be open to re-allocating some on-street parking; and the proposal in the [Thatcham Town Centre Strategy](#) to consider part or full pedestrianisation of the Broadway would involve loss of some of the on-street / central parking to create new public space.

Proposal PP5. On-street parking:

To keep under review the use of highway space for parking, increasing space if there is sufficient demand, but also reducing space where it will assist with other Council plans and strategies.

7. Parking Charges

7.1 *Car parks and on-street parking*

- 7.1.1 A clearer pricing structure will be introduced across West Berkshire based on the location of the parking, and to differentiate short- and long-stay parking. At present there is also an inconsistency in the hours that parking charges are applied across West Berkshire.
- 7.1.2 Given the value of land and the benefits that parking in certain locations can provide, where parking charges apply they should be applicable to all users. Any changes made will take account of neighbouring local authority charges, as well as the function of the parking.
- 7.1.3 To benefit certain types of user, discounts could be applied where this will help meet other Council objectives. Discounts may either be with a period of free parking before charges apply, or a reduction on the fee charged. Defined groups where discounts may be applied include blue badge holders, motorcyclists, zero-emission-vehicle (ZEV) users and volunteers, or for specific locations.

Proposal PC1. Charging hours:

Parking charges, where they apply, are implemented all day, every day across West Berkshire unless there is a good justification for not doing so.

Proposal PC2. User discounts:

Parking charge discounts will be considered for defined groups where the technology will allow this.

- 7.1.4 The same principals for charging and discounts will be applied across other parking-related charging activities including season tickets and resident permits.
- 7.1.5 Over the course of the Strategy, we will consider variable demand-based pricing structures. This will involve assessing whether there is suitable technology available, how information could be clearly presented to users, and whether this would be looked on favourably by users.

Proposal PC3. Demand-based pricing:

The introduction of variable prices based on demand will be investigated.

- 7.1.6 We will also investigate the introduction of limited-time tickets that can be used in more than one location to assist those with restricted mobility, or who need to collect heavy items.

Proposal PC4. Transfer tickets:

The introduction of limited-time tickets available for use in multiple car parks will be investigated.

7.2 *Payment method*

- 7.2.1 There are several potential methods of paying for parking, including using cash, bankcards (credit or debit cards), payment by phone (either voice or through an app), or pre-payments allowing funds to be topped up online (or via an app).

- 7.2.2 The trend of moving away from using cash to pay for parking has been growing over recent years. This trend accelerated with the arrival of covid as many people feared that they could catch the disease from using cash. The Council has facilitated this with the introduction of pay machines that accept bank cards, and the use of pay by mobile to allow people to pay without having a physical payment means to hand. Although figures are not specifically available for the parking sector, a UK Finance report identified that by 2021, 57% of all UK transactions were made by debit or credit cards, almost a third by contactless payment methods, and just 15% by cash, down from 62% in 2006. Whilst use of cash is declining, and predicted to be around 6% in 2031, card and contactless payments are increasing.
- 7.2.3 Pay & Display machines are expensive to purchase and maintain, and therefore pay by mobile is a better solution in some locations. There are also costs associated with collecting cash, and risks of theft from the machines. A pay & display machine which does not take cash is cheaper to maintain, as there are less moving parts that can go wrong.

Case Study – Station Road, Newbury

Station Road is an on-street location with approximately 60 parking bays. In the 2017/18 financial year, a review of the payment method found that 90% of customer were paying for parking using the pay by mobile facility. As a result, in May 2018, all seven pay & display machines were removed from this location, and all users now use pay by mobile. This change resulted in an annual saving in excess of £5,500 - £3,000 from maintenance of the machines, and a further £2,500 on the cost of collecting and banking the cash taken.

- 7.2.4 When pay by mobile was introduced over 15 years ago, users were charged a premium by means of a service charge. This charge was absorbed by the Council in 2020 which has helped increase use of this method for payment. **Table 7.1** shows the change in consumer habits since 2017.

Table 7.1 Percentage of parking income paid across all pay & display car park and on-street locations (this does not include pay of foot as data not held)

Financial Year	Cash	Card	Phone
2017/18	67	0	33
2019/20	53	0	47
2022/23	23	6	71

- 7.2.5 Card payments have only been possible in pay and display car parks since 2020, with the number of locations increasing from the initial five locations. On-street card payments have only recently been possible, with more locations expected to benefit in the coming months. At least eight local authorities have already removed all pay machines, requiring users to use a phone or app only.
- 7.2.6 The use of cash is continuing to fall, and it is likely to be less than 10% by 2025/26. It is evident that pay by mobile is already well-established in West Berkshire, and that the rollout of machines capable of taking card payments is contributing to the reduction in the use of cash.

7.2.7 Income from each car park and on-street location is reviewed regularly, including the method of payment. Where income from cash is insufficient to fully cover the costs of accepting it, the cash payment option will be withdrawn. We intend to retain the ability to pay using cash in at least one location in each area for at least the next two years, subject to sufficient demand, the ability to collect and bank it, and costs not outweighing income.

Proposal PC5. Cash:

Cash payments for parking will continue to be possible in each town in which parking charges are applied until it becomes uneconomical to do so.

7.2.8 We will look into available software that can interrogate pay machines easily, and which will notify the team of faults immediately, to improve the level of customer service provided. A system should also provide in-depth reporting information to accurately track the number of tickets sold each day, and their values.

Proposal PC6. IT Systems:

A business case will be considered for back-office software that will provide improved information and lead to improved customer service.

7.2.9 We will also review the technology used in the pay-on-foot car parks before re-tendering, to determine if more flexibility is available. The current contract expires in March 2025, although this could be extended.

Proposal PC7. Pay-on-foot system:

As part of re-letting the pay-on-foot contract, a review of improved systems will be carried out to ensure that it is fit for future needs.

Proposal PC8. Wider parking app:

The benefits of an app for parking, perhaps linked to sustainable and active travel, will be investigated.

7.3 **Season tickets**

7.3.1 Season tickets were introduced many years ago when the use of car parks was different to today. The majority of season ticket holders would have been people who worked in the vicinity of the car park at least five days each week. Changes to work habits therefore necessitates a review to account for many now working from home for much of the week. It is proposed to introduce additional flexibility whilst reducing the complexity of tickets available.

7.3.2 Even without the impacts of the covid pandemic, consumer habits change over time. The current eight season tickets cover parking in 12 of the Council-run car parks. Flexibility is required to change the coverage as demand grows or reduces in specific locations and/or to reflect changes in the purpose of car parks.

7.3.3 The cost of a season ticket varies by location, however it is not tied to the daily charge. There is currently a discrepancy with some being available quarterly, most annually, and one can even be paid for every six months. All season tickets will be sold for monthly, quarterly, or annual parking entitlement.

7.3.4 The monthly tickets will operate through direct debit payments. Customers will be able to cancel at any time, although no refunds will be offered for any part of a

month not used. This monthly option will help users budget more effectively throughout the year, and ease any financial difficulties that they may face paying for quarterly or annual parking in one lump sum. It should also make season tickets more attractive to a wider audience. Quarterly and annual tickets will still require an up-front payment.

Proposal PC9. Length of season tickets:

Increase the options to allow a choice of monthly direct debit, or quarterly or annual up-front payment options.

Proposal PC10. Cost of season tickets:

For consistency, the cost of season tickets will in future be linked to the cost of a day's parking.

- 7.3.5 During the course of this strategy, we will investigate pre-payment options. This will allow users to pre-load funds onto a smartcard or phone app / web-account, with the funds being used to pay for a parking session. This would make it possible to offer discounts to users, either on the amount paid for to top-up funds, or by parking session. We will do this in conjunction with price-capping for use of a bank card, whereby if a user parks more regularly, they will be guaranteed a maximum charge over a set period. Ultimately this could be linked in with a wider travel app across West Berkshire that encourages use of sustainable and active travel.

Proposal PC11. Pre-payment and price-capping:

The introduction of pre-payment and price-capping will be investigated.

Proposal PC11. Wider parking app:

The benefits of an app for parking, perhaps linked to sustainable and active travel, will be investigated.

7.4 **Workplace charging**

- 7.4.1 Although local authorities have had the ability to impose a workplace parking levy (WPL) for over twenty years, only Nottingham City Council have implemented a scheme, although a number of other local authorities are considering this. A WPL is applied to all work car parks in a defined region, placing a value on use of the land for parking. Money raised by a levy must be spent on improving transport in the area. This is not currently being considered in West Berkshire.

8. Permits

8.1 *Extent of scheme*

- 8.1.1 Demand for parking is ever-changing and over time the existing zones may need to be amended, or new zones created. In conjunction with the Network Management Plan, permit zones need to be of a significant size before they will be implemented. It is not the intention to instigate permit zones for less than 30 eligible properties.
- 8.1.2 Any property newly built or converted since April 2012 (or first occupied if built / converted before this date) is not eligible to be part of a resident permit scheme. They must be self-sufficient in terms of the parking provided, which should be detailed in the associated planning application. This restriction is essential to protect existing residents due to the limited availability of highway space. Some resident zones are already at capacity. Potential residents should consider this before taking on such a property.
- 8.1.3 Where a permit scheme exists, they are available for residents and their visitors.

8.2 *Resident permits*

- 8.2.1 Benchmarking against 28 other local authorities has shown that the current West Berkshire offer represents very good value, with only three charging less and most charging more. It is proposed to introduce four price tiers ([Table 8.1](#)) based on location, whether they are in a charging zone, and the availability of public transport (see [Figure 8.1](#)). Second permits are likely to be charged at a premium to encourage more use of sustainable transport.

Table 8.1 Permit tiers

Tier	Description	Locations
1	Resident permit bays are in parking charge areas	High Street, Hungerford & Park Terrace, Newbury
2	Good bus and rail services	Newbury (except Park Terrace)
3	Reasonable bus and rail services	Hungerford (except High St), Pangbourne, Thatcham & Theale
4	Bus services only	Chieveley and Lambourn

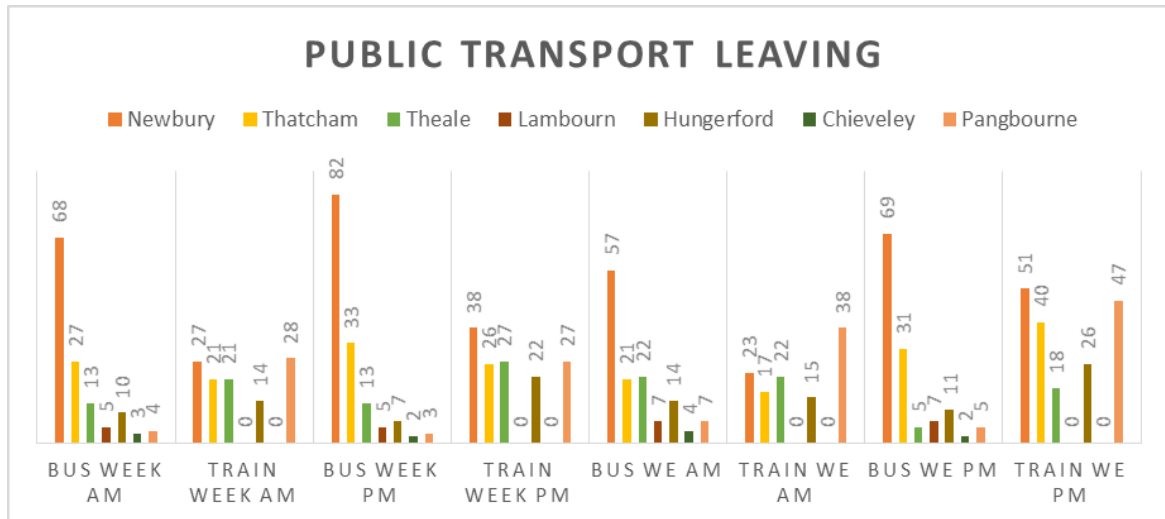
Proposal RP1. Permit tiers:

Permit zones are to be allocated to a tier, based on the location of the spaces, the reduction in income from spaces using charging bays, and the availability of public transport options.

Proposal RP2. Resident permit charges:

To incentivise sustainable and active travel, a premium will be applied to second permits. Discounts can be applied where this contributes to other Council aims.

Figure 8.1 Public transport availability in resident permit zone areas



8.2.2 Excluding Park Terrace, there are currently 8 different zones throughout Newbury Town Centre, with adjoining roads within different zones. This can be confusing to residents and visitors alike. It is proposed to move to three zones for all Newbury permits except Park Terrace, based on whether people live north of the canal, south of the railway line, or between the two.

Proposal RP3. Newbury Permit zones:

Newbury zones will be simplified to reduce confusion for residents.

8.3 Visitor permits

8.3.1 The visitor permit scheme works well, although it is considered that a few individuals are buying an excessive number to allow others access to cheap parking.

8.3.2 Permit costs are lower than the other Berkshire authorities where such permits exist. The only exception is Bracknell Forest, however they only sell in blocks of 50 which makes the initial cost higher.

Proposal RP4. Visitor permit charges:

Subject to the annual fees and charges approval process, the cost for a Resident Permit-Holder to purchase larger quantities of visitor permits in any year will be increased. This is to protect the integrity of the scheme and ensure that spaces are available for genuine visitors.

8.4 All zone permits

8.4.1 West Berkshire are unusual in not charging for these permits. A small sample of nearby local authorities charge up to £300 for each permit where they run a similar scheme. It is proposed that the a charge is made for these permits that at least covers the Council cost, but that the time limit for parking in any location is increased from one to two hours.

Proposal RP5. All-zone permits:

A charge will be introduced for these permits to cover the cost of issuing and administration, but the time limit for parking is extended to two hours.

- 8.4.2 Due to difficulties residents may face in trying to secure home care assistance, it is proposed to extend the scheme to commercial care providers, but charge a premium to reflect that they are seeking to make a profit from their activities.

Proposal RP6. Commercial care providers:

All-zone permits will be made available to assist vulnerable users in resident parking zones, but that a premium is charged to the commercial care provider.

9. Enforcement

9.1 *Footway parking*

- 9.1.1 The Council is unable to take action against a vehicle parked on a grass verge or pavement, where no parking restrictions are in place. If a vehicle is parked in a manner that causes a danger to other road users, the Police have the powers to take action using their powers in relation to obstruction of the highway or leaving a vehicle in a dangerous position. During the lifetime of this strategy, there is a proposal by the Department for Transport (DfT) to change this so that the enforcement powers will become the responsibility of the local authority.
- 9.1.2 If this becomes a reality, the Council will then need to determine the extent to which it would seek enforcement as a blanket prohibition across West Berkshire is unlikely. There are many roads where pavement parking is accepted local practice as a way of maintaining adequate traffic flow, and the Council have embarked on a programme to improve some of these verges.

Proposal EN1. Footway parking:

The Council will pursue powers to enforce footway parking if they are made available to local authorities.

9.2 *Moving traffic offences*

- 9.2.1 Although a local authority has been able to enforce bus lanes and bus gates since 2007, other moving traffic offences outside London have remained the responsibility of the Police.
- 9.2.2 From 2022, local authorities have been able to apply for the power to enforce offences including the following. West Berkshire have successfully applied for these powers and implemented them in 2023. At present there are no significant issues that will require these powers, except for enforcement of the School Streets project (see [section 9.3](#)). Use will only be extended where a need for enforcement has been identified.
- Driving through a 'No Entry' sign
 - Turning left or right when instructed not to do so (making banned turns)
 - Entering yellow box junctions when the exit is not clear
 - Driving where and when motor vehicles are prohibited
 - Driving on routes that are for buses and taxis only
 - Going the wrong way in a one-way street
- 9.2.3 As well as the existing bus lane at Park Way Bridge in Newbury, a bus gate camera is being installed to prevent unauthorised vehicles accessing the Donnington Heights development from Love Lane in Newbury.

9.3 *Schools*

- 9.3.1 Parking, and traffic in general, around schools is a significant issue causing road safety risks to pedestrians and other road users, and can be detrimental to children's health including from engine emissions. Parking problems are raised at

most of the district's schools, either by the schools themselves, or local residents. Whilst the CEOs do try and enforce waiting restrictions, it is difficult for them to act as a meaningful deterrent given the 80+ schools involved across a 270sq mile district.

- 9.3.2 Through the implementation of moving traffic enforcement powers, and building on the [School Streets](#) project, the Council will be better placed to control these issues at certain schools. School Streets will only be introduced at schools with an active school travel plan.

Case Study – School Streets

This is a community-based approach aiming to reduce traffic and parking pressures outside schools. It makes the streets outside schools safer at the start and end of the school day, improves air quality and encourages cycling and walking.

A pilot scheme was introduced in West Berkshire in 2021 at Calcot Junior and Infant schools. The success of this scheme led to the application for moving traffic offence enforcement powers so its benefits can be felt more widely across West Berkshire.

From September a further scheme will be introduced at Francis Baily School in Thatcham.

- 9.3.3 The School Streets project will allow more consistent enforcement through the use of ANPR cameras in the vicinity of the schools involved where these are seen as necessary. As part of the legislation, during the first six months of operation of ANPR, a warning letter is sent for the first contravention, and an online course with a reduced charge PCN for a second contravention. Further infringements will be enforced in the same manner as the bus lane and bus gate cameras.

Proposal EN2. School Streets enforcement:

The programme will be rolled out to further schools with identified parking problems at school start and finish times subject to resource availability.

10. Resources

- 10.1 Income from parking has suffered over the last few years, which is an important consideration for the Council as the service needs to at least cover its costs, and any additional income used for maintaining the parking infrastructure and improving highways and traffic in general.
- 10.2 A number of the proposals are designed to redress recent shortfalls, but also to enable investment in improved systems and technology which will improve the level of customer service. For example, there is an aspiration to integrate the PCN appeals process (and associated applications and supporting evidence) with existing systems to enable appeals to be more readily and efficiently reviewed. Some measures will require additional staff to make them successful, such as introducing more school streets schemes, or taking on new powers of enforcement.

Proposal RE1. Staffing:

Staffing levels will be maintained at a level that enables effective operation of parking and civil enforcement. Additional enforcement activities will require extra staff, but these will need to be at least cost-neutral for the Council.

- 10.3 Alternative income streams from parking infrastructure will be considered, such as selling advertising space, or fitting solar panels.

Proposal RE2. Income:

The introduction of additional income streams utilising parking infrastructure will be investigated.

11. Disabled Provision

- 11.1 The Council, alongside the majority of other local authorities, has seen an increase in the number of blue badges issued in recent years. In June 2019, there were 5,135 active badges issued by the Council. By June 2023, this had risen to 6,317 (a 23% rise). The number of disabled parking bays has not increased significantly over the same period.

Proposal DP1. Disabled parking bays:

The Council will seek to introduce more disabled parking bays where demand exceeds supply.

- 11.2 We will seek [Disabled Parking Accreditation](#) (DPA) for all major car parks over the lifetime of this strategy. This sets standards for the number of designated disabled bays, access, signage, lighting, payment and enforcement. The larger car parks in West Berkshire already have more spaces than the DPA standard requires. Upgrading car parks to meet this standard will improve overall accessibility for disabled users.

Proposal DP2. Disabled parking standards:

The Council will upgrade key car parks to meet the Disabled Parking Accreditation standard.

- 11.3 The purpose of allowing free parking for disabled people within car parks is to prevent them parking on double yellow lines and causing traffic congestion. The DfT guidance for blue badge holders states that “the badge is intended for on-street parking only”. As users are only allowed to park for three hours where parking restrictions apply, we propose that unlimited free parking is now restricted to three hours in all locations. Longer parking periods will still be possible in designated bays, however a charge will be implemented (**Proposal PC2, RP2**).

Proposal DP3. Disabled parking charges:

It is important that users of facilities contribute to the costs of operation, and therefore charges will be introduced for disabled users parking for more than three hours.

12. Other Vehicles

12.1 *Motorcycles and mopeds*

12.1.1 In line with the principle that all users should contribute to the cost of the facilities provided for parking (see [section 7.1.2](#)), it is intended to introduce charges for these vehicles. A discount is proposed as many more such vehicles can fit into the space required for one car ([Proposal PC2, RP2](#)). Specific spaces can be allocated in locations where these do not currently exist.

Proposal OV1. Motorcycle parking charges:

Charging is introduced for motorcycles and mopeds, with a discount offered compared to standard charges where the technology will allow this.

12.1.2 There is an argument that it can be difficult to display a parking ticket securely, but as pay by mobile is available in each location, a viable payment method exists.

12.2 *Large vehicles*

12.2.1 Due to the limited space available in most locations, there are no plans to provide parking specifically for large vans, lorries, motorhomes or caravans.

13. Sustainability

13.1 Zero-Emission Vehicles

- 13.1.1 With the government's proposed ban on new petrol and diesel cars, and the Council's declaration of a Climate Emergency, the number of electric cars is increasing. Other ZEV technology is also in development. To encourage take-up of ZEV vehicles, we will offer a discount on standard parking charges (**Proposal PC2, RP2**).

Proposal SU1. ZEV parking charges:

To encourage the transition to ZEVs, a discounted rate for parking will be offered to users. The discount will be reviewed annually and reduced or discontinued as more ZEVs are used.

- 13.1.2 There are currently 17 publicly-available electric vehicle charging bays (EVCBs) in our car parks, with an additional two available at weekends (see **Table 5.1**). There are also 35 on-street bays in Hungerford and Newbury, with 20 of these being in resident parking zones. It is proposed to increase these numbers with an anticipated 120 available in car parks, and up to 250 on-street by 2027. The Council's ULEV Strategy has more details on all charge points in West Berkshire, including those provided by private companies.

Proposal SU2. Car park electric charge points:

All suitable Council controlled car parks will have at least one electric vehicle charge point by the end of 2024, with 120 being available by the end of 2027.

Proposal SU3. On-street electric charge points:

All towns in West Berkshire will have access to on-street charging by the end of 2024.

- 13.1.3 To support residents without off-street parking we will restrict resident parking zone EVCBs so that they can only be used by electric vehicles. We will also investigate the feasibility of residents using car park charging facilities overnight, although the proposed increase in on-street charge points may reduce this need.

Proposal SU4. Resident electric vehicle charging bays:

EVCBs in resident parking zones will be restricted for electric vehicle users. Restrictions in other on-street locations will be considered as the number of electric vehicles increases.

Proposal SU5. Resident use of car park charging bays:

The ability of residents using car park EVCBs overnight will be investigated.

- 13.1.4 One drawback with electric vehicles is that they are heavier than the equivalent petrol and diesel vehicles. Concerns have been raised nationally regarding the structural integrity of multi-storey car parks due to this additional weight. The Council will re-assess the strength of these car parks (Kennet Centre, Northbrook and Station) to ensure that they are capable of dealing with these heavier vehicles.

Proposal SU6. Car park strength:

Structural surveys will determine the ability of the Council's multi-storey car parks to be able to cope with heavier vehicles.

13.2 Active and sustainable travel

13.2.1 It is important to consider the impacts of the growth of active and sustainable travel. In order to encourage this, it may be considered appropriate to remove some on-street parking to free up space for footpaths, cycle paths or bus lanes. Any proposed changes will only be made with public consultation.

13.2.2 In West Berkshire, due to its rural nature, it is not proposed to make car parking unattractive as the car may be the only form of transport for many. Instead, changes in car parking provision will be considered together with the active and sustainable travel alternatives (**Proposal PP4, RP2**), and the demand for parking spaces.

13.2.3 When reviewing the function of each car park, consideration will be given to how each car park can encourage active and sustainable travel. This may be at the individual car park level (e.g. could charging facilities be included for e-bikes), or at an area level (e.g. parking charges may be higher in town centres to encourage parking a little further away).

13.3 Mobility hubs and Park & Ride

13.3.1 Mobility hubs seek to improve the interchange between different modes of transport – private car, public transport, cycling and walking, whilst also improving the public realm. Ideally, they are situated near to other non-transport facilities like shops, cafés or parcel lockers, and they become more of a community space.

13.3.2 The Newbury Town Centre Masterplan suggests converting the Wharf and Library car parks into community spaces, and their proximity to other car parks and the bus and coach station will make this area more of a mobility hub.

13.3.3 Various sites within Pangbourne are also being considered as a mobility hub, linking parking with improved public transport services with DfT funding from the Bus Service Improvement Plan.

13.3.4 Further sites will be explored as mobility hubs as opportunities arise.

13.4 Park and ride

13.4.1 Park and ride is a larger form of mobility hub, although often the additional facilities available at mobility hubs may not be present. They are typically large car parks with frequent bus or rail links to key destinations, and are designed to ease traffic congestion in towns and cities.

13.4.2 There are no current plans for introducing park and ride in West Berkshire, although it may be introduced in the future. If a park and ride site was introduced focussed on Newbury, it would be expected to lead to a reduction in available parking in the town centre.

14. **Next Steps**

14.1 **Proposals**

14.1.1 A summary of all the proposals from this strategy can be found in [Annex B](#).

14.1.2 A number of these proposals will be introduced from April 2024. These are proposals PP1, PC1-2, PC8-9, RP1-6, DP3, OV1 and SU1. The charges associated with any proposal will be subject to approval by Council when setting its budgets.

14.2 **Future considerations**

14.2.1 Many of the proposals will be taken forward during the lifetime of this strategy. Some of these will be straightforward, but will take time to implement, whereas others may involve investigating newer technology, or solutions to determine the most appropriate course of action.

14.2.2 The Council's declared climate emergency has already led to a greater focus on environmentally-friendly travel solutions, and this will only increase as we approach 2030.

14.2.3 It can be difficult to predict the future. Five years ago we were not considering a pandemic and the effects that would have on changes to individual circumstances and behaviours. Advances in vehicle technology should be dramatic over the next ten years, given the need to move away from the internal combustion engine. This strategy will therefore provide a framework, but may not be rigidly adhered to, especially in the later years. The annual reports will identify changes that we make as a result of the strategy, or other external factors.

Glossary

ANPR	Automatic Number Plate Recognition
CEO	Civil Enforcement Officer
DfT	Department for Transport
DPA	Disabled Parking Accreditation
EVCB	Electric Vehicle Charging Bay
LTP	Local Transport Plan
ONS	Office for National Statistics
PCN	Penalty Charge Notice
TfSE	Transport for the South East
TPT	Traffic Penalty Tribunal
TRO	Traffic Regulation Order
ULEV	Ultra Low Emission Vehicles
WPL	Workplace Parking Levy
ZEV	Zero-Emission Vehicle

Appendices

Annex A – Parking Facilities in West Berkshire
Annex B – Strategy Proposals

Other relevant documentation

[British Parking Association](#)

[Disabled Parking Accreditation](#)

ONS, [Characteristics of homeworkers, Great Britain, September 2022 to January 2023](#), 13 February 2023

[Parking Strategies & Management](#), The Institution of Highways & Transportation, 2005

[Park Mark](#)

[UK Finance: Payments Markets Report 2022](#)

Annex A – Parking Facilities in West Berkshire

Car Parks	Spaces				Turnover	
	All	Blue Badge	EVCP	M/C	2019/20	2021/22
HUNGERFORD						
Church Street	55	2	No	No	137%	122%
Station Road	104	3	No	No	48%	33%
LAMBOURN						
High Street	43	2	2	No	n/a	n/a
NEWBURY						
Central KFC *	42	4	2	Yes	225%	227%
Corn Exchange *	70	3	No	Yes	335%	289%
Eight Bells	31	3	No	No	151%	162%
Football Club	65	2	No	Yes	115%	131%
Goldwell Park	66	4	No	No	46%	29%
Kennet Centre *	415	21	1	Yes	206%	152%
Library *	92	2	4	Yes	193%	167%
Northbrook *	305	22	No	No	51%	31%
Northcroft Lane	17	0	No	No	273%	198%
Northcroft Lane West *	120	0	No	No	34%	13%
Northcroft Leisure Centre	97	5	2	No	n/a	n/a
Pelican Lane *	74	0	No	No	201%	178%
Station * (daily)	345	17	2	Yes	n/a	n/a
Station * (Sat / Sun)	+150	+7	4		n/a	n/a
West Street *	23	0	No	No	182%	168%
Wharf *	38	9	No	Yes	234%	243%
PANGBOURNE						
River Meadow	27	2	No	No	139%	162%
Station Road *	67	4	2	Yes	185%	174%



Car Parks	Spaces				Turnover	
	All	Blue Badge	EVCP	M/C	2019/20	2021/22
THATCHAM						
Burdwood Centre	61	3	No	No	17%	10%
Gilbert Court	58	0	2	No	35%	29%
Kennet Leisure Centre	86	5	No	No	n/a	n/a
Kingsland Centre *	201	15	No	No	226%	166%
Station Road *	34	3	No	No	73%	51%
THEALE						
Main	57	0	No	No	45%	31%
West	10	0	No	No	61%	52%

KEY:

* Car Park has Park Mark® Safer Parking Award.

n/a Data not available.

EVCP Electric vehicle charge point bay

M/C Motorcycles

Non-WBC Car Parks	Spaces			
	All	Blue Badge	EVCP	M/C
HUNGERFORD				
Rail Station	80	3	0	0
Tesco, High Street	120	5	0	0
LAMBOURN				
Co-operative, High Street	10	0	0	0
NEWBURY				
Camp Hopson	78	4	0	0
Euro Car Parks, West St	84	4	0	0
Napler, West St	65	0	0	0
Parkway	500	24	10	1
Rail Station	48	1	0	0
Sainsbury's, Hector's Way	529	30 (minimum)	0	0
Waitrose, Oxford Road	215	8	0	0
PANGBOURNE				
Rail Station	131	6	0	0
Working Men's Club	35	3	0	0
Co-operative, The Square	19	1	0	0
THATCHAM				
Co-operative	88	4	0	0
Rail Station	57	2	0	0
War Memorial	60	3	0	0
Sainsbury's, Coombe Court	12	0	0	0
THEALE				
Rail Station	215	11	0	0
Co-operative, High Street	12	3	0	0

Annex B – Strategy Proposals

Parking Provision

Proposal PP1. Review the function of each car park:

It is proposed that a number of car parks in Newbury are converted to short-stay only to support economic activity in the town centre, whilst others will be aimed at long-stay. The function of each car park will be reviewed periodically.

Proposal PP2. Reassess the purpose of car parks:

Where an excess of parking spaces is available, car parks in certain locations may be closed or altered if this will enhance the overall area, or if the need for them changes.

Proposal PP3. Review methods of encouraging better car park use:

Physical signage and modern technology will be explored as mechanisms to encourage users to park in the most appropriate locations.

Proposal PP4. Parking capacity:

To keep parking provision under review to ensure that appropriate capacity exists.

Proposal PP5. On-street parking:

To keep under review the use of highway space for parking, increasing space if there is sufficient demand, but also reducing space where it will assist with other Council plans and strategies.

Parking Charges

Proposal PC1. Charging hours:

Parking charges, where they apply, are implemented all day, every day across West Berkshire unless there is a good justification for not doing so.

Proposal PC2. User discounts:

Parking charge discounts will be considered for defined groups where the technology will allow this.



Proposal PC3. Demand-based pricing:

The introduction of variable prices based on demand will be investigated.

Proposal PC4. Transfer tickets:

The introduction of limited-time tickets available for use in multiple car parks will be investigated.

Proposal PC5. Cash:

Cash payments for parking will continue to be possible in each town in which parking charges are applied until it becomes uneconomical to do so.

Proposal PC6. IT Systems:

A business case will be considered for back-office software that will provide improved information and lead to improved customer service.

Proposal PC7. Pay-on-foot system:

As part of re-letting the pay-on-foot contract, a review of improved systems will be carried out to ensure that it is fit for future needs.

Proposal PC8. Wider parking app:

The benefits of an app for parking, perhaps linked to sustainable and active travel, will be investigated.

Proposal PC9. Length of season tickets:

Increase the options to allow a choice of monthly direct debit, or quarterly or annual up-front payment options.

Proposal PC10. Cost of season tickets:

For consistency, the cost of season tickets will in future be linked to the cost of a day's parking.

Proposal PC11. Pre-payment and price-capping:

The introduction of pre-payment and price-capping will be investigated.

Resident Permits

Proposal RP1. Permit tiers:

Permit zones are to be allocated to a tier, based on the location of the spaces, the reduction in income from spaces using charging bays, and the availability of public transport options.

Proposal RP2. Resident permit charges:

To incentivise sustainable and active travel, a premium will be applied to second permits. Discounts can be applied where this contributes to other Council aims.

Proposal RP3. Newbury Permit zones:

Newbury zones will be simplified to reduce confusion for residents.

Proposal RP4. Visitor permit charges:

Subject to the annual fees and charges approval process, the cost for a Resident Permit-Holder to purchase larger quantities of visitor permits in any year will be increased. This is to protect the integrity of the scheme and ensure that spaces are available for genuine visitors.

Proposal RP5. All-zone permits:

A charge will be introduced for these permits to cover the cost of issuing and administration, but the time limit for parking is extended to two hours.

Proposal RP6. Commercial care providers:

All-zone permits will be made available to assist vulnerable users in resident parking zones, but that a premium is charged to the commercial care provider.

Enforcement**Proposal EN1. Footway parking:**

The Council will pursue powers to enforce footway parking if they are made available to local authorities.

Proposal EN2. School Streets enforcement:

The programme will be rolled out to further schools with identified parking problems at school start and finish times subject to resource availability.

Resources**Proposal RE1. Staffing:**

Staffing levels will be maintained at a level that enables effective operation of parking and civil enforcement. Additional enforcement activities will require extra staff, but these will need to be at least cost-neutral for the Council.

Proposal RE2. Income:

The introduction of additional income streams utilising parking infrastructure will be investigated.

Disabled Provision**Proposal DP1. Disabled parking bays:**

The Council will seek to introduce more disabled parking bays where demand exceeds supply.

Proposal DP2. Disabled parking standards:

The Council will upgrade key car parks to meet the Disabled Parking Accreditation standard.

Proposal DP3. Disabled parking charges:

It is important that users of facilities contribute to the costs of operation, and therefore charges will be introduced for disabled users parking for more than three hours.

Other Vehicles

Proposal OV1. Motorcycle parking payments:

Charging is introduced for motorcycles and mopeds, with a discount offered compared to standard charges where the technology will allow this.

Sustainability

Proposal SU1. ZEV parking charges:

To encourage the transition to ZEVs, a discounted rate for parking will be offered to users. The discount will be reviewed annually and reduced or discontinued as more ZEVs are used.

Proposal SU2. Car park electric charge points:

All suitable Council controlled car parks will have at least one electric vehicle charge point by the end of 2024, with 120 being available by the end of 2027.

Proposal SU3. On-street electric charge points:

All towns in West Berkshire will have access to on-street charging by the end of 2024.

Proposal SU4. Resident electric vehicle charging bays:

EVCBs in resident parking zones will be restricted for electric vehicle users. Restrictions in other on-street locations will be considered as the number of electric vehicles increases.

Proposal SU5. Resident use of car park charging bays:

The ability of residents using car park EVCBs overnight will be investigated.

Proposal SU6. Car park strength:

Structural surveys will determine the ability of the Council's multi-storey car parks to be able to cope with heavier vehicles.