



Royal Borough of Windsor & Maidenhead

Parking Strategy

2020 to 2025

November 2020



CONTENTS

Section 1	Introduction
Section 2	Local Context
Section 3	Regeneration and Place Making
Section 4	Challenges and Options
Section 5	Current and Future Baseline Parking
Section 6	On Street Parking
Section 7	Financial Summary
Section 8	Special Parking
Section 9	Private and Non-residential Parking
Section 10	Technology
Section 11	Enforcement
Section 12	Strategy
Section 13	Action Plan

Appendix 1 Borough Local Plan Policies

Appendix 2 Enforcement Policy

Appendix 3 Technology



1. INTRODUCTION

- 1.1.1 This document sets out a parking strategy for the Royal Borough of Windsor and Maidenhead. It draws on the national and local policy context and will replace the adopted 2016 Parking Strategy.
- 1.1.2 The council will use the strategy to build on its vision of creating a 'Borough of Opportunity & Innovation'. The parking strategy will seek to promote and offer maximum flexibility for users of the car parks and thus increase footfall, basket spend, viability of town centres, seven-day usage, as well as enhancing and supporting an increase in night-time economy and revenue.
- 1.1.3 This strategy is intended to be a dynamic strategy that considers the latest influences (such as policy and funding) and will be periodically reviewed.
- 1.1.4 The strategy is set out for the next five-year period including how parking will be enforced across the borough until 2025.
- 1.1.5 Car travel remains the most prevalent form of transport in the Royal Borough for residents and visitors, thus generating competing demands for sufficient supply of parking for residents, commuters, retail, leisure, tourist and business needs. This demand has to be managed so as to seek to minimise congestion, improve air quality, maximise the use of existing assets and support the economic growth of the towns, addressing national and global climate related issues.
- 1.1.6 The parking issues are varied across the borough with each location having its own unique issues. However, there are two key issues which tend to be consistent throughout and these are increasing pressure on parking and parking capacity.
- 1.1.7 This document seeks to tackle parking matters of most importance to residents, businesses, retailers, visitors and other users based on an investigation of parking issues in the borough, and the latest parking research and best practice. It sets out overarching strategic aims for parking, supported by objectives and detailed parking principles with an outline action plan for the next two to five years with areas of focus beyond this period.
- 1.1.8 The document does not seek to cover all aspects of parking in detail or to report on specific operational matters or performance.
- 1.1.9 Likewise, the document does not seek to address the complex issue of parking standards – this would set the parking levels for various types of development in different areas across the borough. The current Supplementary Planning Document (SPD) dated 2014 is due to be updated as part of the Borough Local Plan review in 2020/21. This strategy sets the future development of parking in the borough, ensuring a consistent and well-founded approach which meets the needs of visitors, local residents and businesses.
- 1.1.10 The strategy includes an understanding of how it will have an impact on and influence, 'Placemaking', climate change and financial sustainability encompassing both the car park estate and on-street parking across the whole of the Royal Borough.



1.1.11 In summary the strategy will provide an action plan with a phased implementation of proposals.

1.1.12 The strategy has been developed recognising the Covid-19 pandemic. However, the enduring impact on the parking business is unknown and is unprecedented. There are many interlinked factors across all sectors (for example: recovery; economic impact; working practices and travel patterns) which impact the strategy commercially and operationally. Therefore, the strategy must be reviewed to reflect the prevailing conditions as they emerge and be dynamic and flexible, albeit providing a sound base from which to operate.

1.2 Purpose of the Strategy

1.2.1 The purpose of this strategy is to provide a comprehensive policy and delivery statement about how parking will be promoted and managed in line with statutory powers, national and local policy and contribute towards achieving the Borough Local Plan, Climate Change Strategy, Medium Term Financial Plan, Local Transport Plan, local objectives and outcomes.

1.2.2 The parking strategy needs to address the various challenges in terms of managing parking in the borough which include:

- The need to provide sufficient parking to support economic growth in the area and to seek to retain the viability of commercial and retail units.
- The balance between long and short-stay parking to support the various users so as to maintain sufficient parking provision across the day for all user types.
- The positioning of long- and short-term parking to maximise the use of car parks.
- The management of parking demand to minimise increasing congestion on local road networks.
- The need to protect resident parking areas from illegal use.
- Developer demands to seek increased parking provision within their developments.
- The need to limit the impact on established Air Quality Management Areas (AQMA's).
- The complicated tariff system across the borough's car parks which has grown over time.

1.3 Developing the Strategy

1.3.1 To ensure that the Parking Strategy is kept up to date, the Council will undertake periodic reviews to take into account developments of the policy and funding context, as well as other influences on the strategy. It can therefore be seen as a dynamic document which evolves over time rather than being a static strategy requiring a review in parallel with local plan policy every five years. The five-year period of the strategy will align with the review period for the Local Transport Plan.



2. LOCAL CONTEXT

2.1 Borough Characteristics

2.1.1 The Royal Borough of Windsor and Maidenhead is a unique borough, made up of two major urban conurbations Windsor and Maidenhead, smaller urban areas such as Ascot, Sunningdale and Sunninghill, small villages or hamlets and a significant area of the borough which could be defined as rural. There are both vibrant visitor destinations, where congestion is a live issue and demand for parking is unmet and growing towns, with excellent transport links to London, these are significantly attractive to commuters and the town centre regeneration is a key strategic priority and avoiding congestion is a must.

2.1.2 The table below suggests that car ownership between 2001 and 2011 in the borough has remained consistent as has the ownership in the larger conurbations across Berkshire and the South East. However, it is anticipated that in the 2021 census ownership especially within city and town centre locations will indicate the following:

- A reduction or slowing as developments are occupied with low or car free provision.
- A reduction in younger drivers purchasing vehicles in favour of the city/town centre lifestyle, as well as cost of insurance/running.

Table 2.1 Average Car Ownership per Household

Location	Car Ownership (Average Per Household)	
	2001 Census	2011 Census
South East (Excluding Greater London)	1.3	1.4
Berkshire	1.4	1.4
Royal Borough of Windsor and Maidenhead (RBWM)	1.5	1.5
Windsor	1.5	1.5
Maidenhead	1.5	1.6
Ascot	1.6	1.7

2.1.3 The table does indicate that over 13% of dwellings in the borough do not own a car, which is lower than across Berkshire and the South East, but it highlights that other areas are witnessing an increase in car-free or low-car developments and ownership changes.



Table 2.2 Summary of Number of Vehicles against premises

	No Car	1 Car	2 or More Cars	Total Car Ownership
South East (Excluding Greater London)	18.60%	41.7%	39.7%	81.4%
Berkshire	16.70%	40.6%	42.7%	83.3%
Royal Borough of Windsor and Maidenhead (RBWM)	13.30%	40.2%	46.5%	86.7%
Windsor	12.3%	40.3%	47.4%	87.7%
Maidenhead	11.40%	38.5%	50.1%	88.6%
Ascot	8.30%	36.0%	55.6%	91.7%

- 2.1.4 The other trend is that across all genders and age groups there is a reduction in miles driven since 2014. This is in parallel to the premise that the use of other modes of transport is becoming more prevalent, especially for shorter journeys around town.
- 2.1.5 The 2011 census shows that for those working in RBWM, over 75% of trips are made by car drivers or passengers.
- 2.1.6 The borough has a fairly balanced in/out-bound flow profile for work trips, with some 37,000 people entering the borough and around 35,000 exiting the borough across all travel modes within the peak hours. When considering car/van only, the inflow is around 29,000 and those leaving around 26,000. The table below shows the top five locations for people and car/van trips to and from the borough,

Table 2.3 Main Origin and Designation for vehicle trips to and from borough

Inbound People	Inbound Car/Van	Outbound People	Outbound Car/Van
Slough	Slough	Slough	Slough
Bracknell	Bracknell	Hillingdon	Hillingdon
Wokingham	Wokingham	Westminster	Wycombe
Wycombe	Wycombe	Wycombe	Bracknell
South Bucks	South Bucks	Bracknell	Wokingham

- 2.1.7 The table shows that a high proportion of the people and car/van trips are from and to local destinations in adjacent council areas. The only outstanding designation is Westminster which highlights the main rail-based movement of people from the borough to London. This clearly indicates that Maidenhead Station is an attractive means to access London for residents and commuters.

2.2 Short-Term Considerations

- 2.2.1 There have been, and will continue to be, major changes in parking provision as the regeneration and improvement programmes are delivered. This is particularly prevalent in Maidenhead as a number of the regeneration sites incorporate existing car parks. The strategy needs to consider the need for alternative temporary provision through this period coupled with the anticipated increases in parking demand, notwithstanding the unknown and enduring impact of Covid-19.



2.3 Borough Local Plan

- 2.3.1 The Borough Local Plan (BLP) is a plan for the future development of the borough and will identify the main locations for new development within the borough and provide a policy framework for the determination of planning applications.
- 2.3.2 When adopted, the plan will replace the current Borough Local Plan and the Maidenhead Town Centre Area Action Plan (MTCAAP) and will direct new development in the Royal Borough of Windsor and Maidenhead up to 2033.
- 2.3.3 The BLP identifies how much development is being planned in the borough for the period to 2033 and shows through the spatial strategy how this will be distributed. It includes strategic policies on a range of issues, including transport, housing, employment and infrastructure, and strategic site allocations.
- 2.3.4 Planned development will increase residential and commercial footprints over a number of years which, in turn, is likely to see population growth. Subsequently, behavioural patterns and the application of policies will influence parking. Therefore, a review of parking standards at an appropriate point in in the Borough Local Plan and Local Transport Plan cycle is recommended.
- 2.3.5 The table below sets out a summary of the Borough Local Plan policies that can be related to parking, which are set out in Appendix 1.

Table 2.4 Summary of Local Plan Policies

Policy Ref	Policy Name
EP2	Air Pollution
EP4	Noise
IF1	Infrastructure and Developer Contributions
IF2	Sustainable Transport
SP1	Spatial Strategy for RBWM
SP2	Sustainability and Placemaking
SP3	Character and Design of New Development
TR1	Hierarchy of Centres
TR2	Windsor Town Centre
TR3	Maidenhead Town Centre
TR4	District Centre
TR5	Local Centre
TR6	Strengthening the role of Centres
TR7	Shops and Parades outside defined centres
TR8	Markets
VT1	Visitor Development

2.4 Climate Strategy

- 2.4.1 The council's Climate Strategy seeks to set out a vision where the community collectively works together to achieve a sustainable future, protecting and enhancing the natural environment and achieving net zero carbon emissions by 2040.
- 2.4.2 The document is structured around four key themes, each of which has an overarching aim and defined objectives.



THEME 1: CIRCULAR ECONOMY

Reduce waste and consumption, increase material re-use and increase recycling rates in the borough

THEME 2: ENERGY

Reduce energy consumption and decarbonise supply

THEME 3: NATURAL ENVIRONMENT

Cleaner air, higher water quality and increased biodiversity

THEME 4: TRANSPORT

Enable sustainable transport choices

- 2.4.3 Although transport is relevant to all the themes, the primary one in relation to the Parking Strategy is Transport.
- 2.4.4 The strategy is designed to be reactive to future evolutions in technology, behaviour change, wellbeing and lifestyle changes which will support and direct future activity and investment in climate strategy.
- 2.4.5 Theme 4 has three main objectives:
- Improve health and wellbeing and reduce environmental impact through active transport (cycling and walking).
 - Enable the transition to more sustainable transport use.
 - Support integration of transport options and support innovative smart mobility solutions.
- 2.4.6 To achieve the climate change objectives, the council will need to work in collaboration with business, industry, residents and community groups to achieve the local targets and make this a reality.
- 2.4.7 To meet the net zero threshold by 2040 will also require liaison with neighbouring councils, the LEP, major utility companies, car industry and developers, and an increase in funding. The council will seek to work with these bodies to lobby Government for funding to tackle the climate crisis.
- 2.4.8 The borough is subject to a wide range of transport modes (car, HGV, buses, trains and airplanes) that will need to be addressed in parallel to meet any targets, especially those linked to air quality. The most dominant of these will be from car trips to and from and through the borough.

2.5 Local Transport Plan

- 2.5.1 The Local Transport Plan (LTP3) for the Royal Borough of Windsor and Maidenhead for 2012 to 2026 was adopted in July 2012. It comprises a long-term strategy to 2026 covering all forms of transport in the borough. The Local Transport Plan is being updated and the parking strategy and impact of Covid-19 will be reviewed, updated and integrated into the wider LTP in the future



- 2.5.2 The current Local Transport Plan sets out a range of policies that will determine how transport is provided within the borough. It is intended that further detail will be provided by a range of supporting documents covering specific topics, such as air quality, noise and parking, as well as a series of Neighbourhood Plans, which are being developed in partnership with local communities as part of the Localism Act.
- 2.5.3 This plan has been produced in accordance with the Local Transport Plan Guidance issued by the Department for Transport in 2009 and takes into account national and local policies and plans.
- 2.5.4 The document defines the over-arching objectives, which reflect both local priorities and central Government's over-arching principles. These are:
- To improve access to everyday services and facilities for everyone
 - To improve road safety and personal security for all transport users
 - To support sustainable economic growth
 - To improve quality of life and minimise the social, health and environmental impacts of transport
 - To mitigate and adapt to the effects of climate change.
- 2.5.5 The Royal Borough is committed to reducing carbon emissions associated with local transport networks in order to help mitigate future increases in global temperatures. Road transport accounts for just over 37.5% of local emissions, which is higher than the industry / commercial and domestic sector emissions. The other challenge is ensuring that local transport infrastructure is designed to cope with extreme weather events, including flooding and high temperatures.

2.6 Unforeseen Situations

- 2.6.1 The policies and characteristics set out above are based on "normal or average" living conditions; however, this is not always the case. In the past the Borough, nationally and globally have been impacted by travel disruption which can be due to natural disasters (climate/weather), terrorist acts and diseases, such as the current Covid-19 pandemic.
- 2.6.2 At the time of preparing this Parking Strategy the Covid 19 pandemic is ongoing and as such parking demand across the borough, country and world has been significantly impacted due to the shutting down of air travel, the reduction in public transport provision and lock down preventing individual travel to work, shopping, leisure, tourism and holidays.
- 2.6.3 The borough not only has the normal demands of a borough with multiple urban conurbations, it also has major tourist attractions and with the Great Western Line, Windsor to Waterloo line and Elizabeth Line running through the borough any of the stations act as attractors for users from in and outside the borough.
- 2.6.4 The Covid-19 situation has seen a reduction across all user types:
- Employees driving to work
 - Employees travelling by public transport to work
 - Commuters travelling to station car parks for work
 - Trips to and from retail centres or high streets by car
 - Trips to and from retail centres or high streets by public transport
 - Trips to and from tourist attractions by car



- Trips to and from tourist attractions by public transport
- 2.6.5 These changes in travel patterns have the greatest impact on parking, both private and public sector. The period of impact cannot be defined, and the level of impact mitigated within any single policy. However, these events do highlight how differing public car parks are impacted, subject to location and the user types of the car parks.
- 2.6.6 As an example, at the start of the pandemic in March 2020, car parks in Maidenhead and Windsor had less than 5% occupancy, whereas five months into the pandemic Windsor increased to around 60% occupancy, whereas Maidenhead is still only at 30% occupancy.
- 2.6.7 This pattern highlights a number of points as set out below and illustrates that the parking policy moving forward needs to be sufficiently flexible to address and consider such events.
- The tourism attraction at Windsor has led in part to the increased occupancy, which is linked to the need for UK residents to “home vacation”.
 - Other town centres have higher increases in occupation than Maidenhead; this is due to the retail offer, the high level of commuter usage or the high level of permit/season ticket employee-based trips.



3 REGENERATION AND PLACE MAKING

- 3.1.1 There are two main conurbations in the Borough, Maidenhead and Windsor, which are currently, or in the near future going to be subject to major regeneration proposals in terms of place making, increase in attraction, uplift in town centre living, increase in commuter trips, uplift in tourism and economic growth.
- 3.1.2 Each of them will have a differing model, however, below seeks to demonstrate how there is a need to create new places for people, which will impact on the current and future parking demands, while also seeking to promote the sustainable and climate lead objectives of the council. Similar models can be utilised in the smaller towns and rural areas of the Borough to promote regeneration, place making while maintaining accessibility.
- 3.1.3 The car parks act for many of the towns as an arrival point or gateway to many of the towns, as such these are often the first view and welcome to the town. Within Section 10.2 of this report the customer experience is a key factor moving forward and this will promote enhancements in both the current and new car parks linked directly to the on-going redevelopment and regeneration proposals.
- 3.1.4 The regeneration programme will improve economic development opportunities, connectivity, and the borough's status as a major tourism destination does and will continue to generate an increase in parking demand across the borough.
- 3.1.5 This regeneration programme will enable the council to reimagine and reinvent public spaces, thus strengthening the connection between people and the places they inhabit and interactive with daily. Place making is a collaborative process which seeks to not only promote better urban design but generate creative thinking as to how places can be better utilised with respect to the physical, cultural and social identity of a town or place.
- 3.1.6 The level of regeneration, especially in Maidenhead, is significant and is beginning to change the character of the town, by creating a day and night-time economy by replacing the dominance of employment and retail with town centre living and the café/restaurant environment to support that culture. However, placemaking is community led and as such there is a need to build on current local community assets, inspiration and potential so as to create quality public realm that will contribute to health, happiness and well-being of the current and new users of the environment.
- 3.1.7 In many cases this may lead to redefining areas of the town, such as cultural, community, heritage, retail, commercial, recreational and how these places interact, noting that each will have differing user types and modes seeking access to them. The approach needs to provide equality across all users. Also, the creation of areas or zones in a town or urban area, can also be utilised for parking, where there is a dominance for commuter, retail, leisure etc, with each again having their own specific requirements for access and use.
- 3.1.8 The creation of an enhanced public realm through the regeneration of poorly utilised areas of the town, the better connectivity between areas and the creation of additional demand for those areas will be achieved through visionary town centre master planning. However, to maximise the benefit of these areas and their



viability and economic growth they must maximise their accessibility. This requires consideration of those travelling to and from the area and not just those that live/work in these new developments.

- 3.1.9 The placemaking principles also extend to the ease of journey to and from the site for all modes. In terms of parking, it relates to their location, ease of access, their provision for all users, their environment, their connectivity to the town and in part the pricing. The council has a number of surface and multi storey car parks across the borough, many of which are located in town centre locations, which require high volumes of vehicle movements to penetrate the centres of Maidenhead and Windsor, thus having a material impact on the environment.
- 3.1.10 The regeneration process allows these to be reviewed and where appropriate redeveloped, consolidated, user types changed, type of parking provision changed, and older facilities upgraded to enhance the use for the customers. These changes will also allow the council to begin to address the environmental impacts parking does create while balancing its need to support the regeneration and economic growth of these town centres. As with any place making the location, access and how the car park is utilised is critical when seeking to create public realm and how all users will utilise the facilities.
- 3.1.11 Within the borough the users of the car parks are varied: residents, commuters, shoppers, employees, visitors, mobility impaired, tourists and in certain car parks council employees. These all need to be considered, with each having unique requirements and demands and their impact on the towns being very different, but all need to be considered as each result in benefits and disbenefits to the town they utilise.

Maidenhead

- 3.1.12 The vision for Maidenhead is being realised as the town is being transformed through the council's commitment to delivering creative and inspiring schemes to achieve better place making, a vibrant economy, spaces for people and better movement and accessibility of the town centre.
- 3.1.13 This town is currently witnessing major regeneration which is being led by the council working with its JV partner and other private sector developers. Under the partnership there are ambitions to build a thriving town centre with new homes, shops, businesses and community areas for residents old and new to enjoy.
- 3.1.14 The town is anticipated in this strategy's timeline to generate over 1,000 new homes, 100,000 sqm of Grade A office development, a new leisure centre, new café/restaurants, new retail and public realm areas. This is likely to be doubled/tripled across the Local Plan period based on the current call for sites and the Government guidance on housing numbers.



improved connectivity of the station with the town centre, which will result in the loss of a further 79 spaces.

- 3.1.18 The town is subject to other major redevelopments: Chapel Arches, The Landing, Statesman/Braywick Park and the Nicholson Centre. The Nicholson Centre redevelopment will see demolition of the current car park in 2021, it will be rebuilt as part of the new town centre redevelopment and will include public and a proportion of lease/permit spaces for the offices. The planning application submitted in May 2020 for Nicholsons Centre is still to be determined.
- 3.1.19 In addition to the redevelopment sites, there are new employees seeking to relocate to Maidenhead and secure parking within the council car parks and the introduction of the Elizabeth Line will see an increase in the demand for season tickets. This demand has inevitably been affected by Covid-19 in the short term.
- 3.1.20 The council has engaged in two main parking projects as part of this long-term strategy. The new Braywick Sports Centre includes additional parking through a 3-phase approach (220-440-630 spaces) and a new multi-storey car park at Vicus Way for 500 long-stay spaces scheduled for mid-2022.
- 3.1.21 The Vicus Way car park supports the growth and viability of Maidenhead, offering flexibility in location and an increase in season ticket provision for the town. The scheme also supports the rationalisation of current town centre car parks, limiting vehicle movements to the edge of town in accordance with the climate objectives and facilitating the wider town centre redevelopment when key car parks will be out of use for periods of time.
- 3.1.22 These coupled with short term small surface car parks negotiated with the private sector developers will allow the council to manage demand and loss over this transition period. This approach also provides the council with the flexibility to maintain provision for season ticket holders as car parks are removed and closed, offering them an alternative in the town.
- 3.1.23 The changes also allow the council to review its employee parking policy and seek to relocate such spaces to the edge of town, thus reducing trips in the centre and seeking to support the climate agenda.

Windsor

- 3.1.24 Windsor does not have such an advanced regeneration strategy as Maidenhead, however with nearly all the car parks within the town centre, thus drawing traffic into the AQMA areas, there are considerations for certain car parks to be redeveloped in the future such as Alexandra Gardens, Alma Road and Coach Park, so as to reduce vehicle trips into the centre.
- 3.1.25 In addition, the council controls the Victoria Street car park, a 1960s MSCP, which in the future, may require major works.
- 3.1.26 The council in the past, has secured park and ride facilities at Centrica and the racecourse and considered a park and rail scheme in 2008. Given the limited space in the town centre and access through narrow residential roads which will



increase environmental issues in the town, it may be necessary for any regeneration proposals to consider wider parking considerations outside the town area.

3.1.27 The borough also has a number of major tourist attractions, predominantly around Windsor, Windsor Castle, Windsor Racecourse, Legoland, the Thames and other locations. The council working with the relevant operators would seek to grow the visitors to these locations. As such there may be a need to review and reconsider current practices such as the Legoland Park and Ride.

3.1.28 As with any major tourist destination, the area witnesses significant demand throughout the year, but especially in the summer, school holidays and during events. The town has limited scope to accommodate these demands and as such will have a suppressed demand, that could offer additional revenue, if the regeneration and possible replacement parking can be managed and seek to adhere and improve on current and future climate related policies.

Ascot

3.1.29 The main parking managed by the council is on street. The town is subject to both consented and likely forthcoming applications for increased redevelopment, especially around the High Street. This will increase the local population and provide additional economic benefit to the town. This increase may be lessened if additional parking is not forthcoming to support this increase demand for access to the High Street.

Regeneration Summary

- The parking portfolio needs to remain flexible and fit for purpose as the town centres are subject to regeneration and rejuvenation.
- The council seeks to maintain parking provision during any regeneration period, to support the remaining land uses in the town centre.
- The car parks need to be utilised to their maximum benefit for the towns to increase footfall, economic growth and make the user want to visit the towns.
- If car parks are not fully utilised, located in areas that may raise environmental issues or could be replaced, then these should be considered for redevelopment.
- Car parks in the town centres should be reviewed in terms of the user type and which land uses they are optimum to support and therefore could be subject a new zonal definition.
- If car parks are to be assessed zonally, then there would be a case to review where season/permit ticket users are located.



4 THE CHALLENGES

4.1 Introduction

- 4.1.1 As defined previously the Royal Borough of Windsor and Maidenhead is made up of five distinctive and vastly differing areas, each of which have specific challenges
- Windsor
 - Maidenhead
 - Ascot, Sunningdale and Sunninghill,
 - Smaller villages or hamlets and
 - Rural areas
- 4.1.2 The following section seeks to define in part the overlapping challenges and those specific to each of the five areas. The previous chapters have highlighted some of the local issues these are consolidated and summarised in the following chapter.

4.2 Shared Challenges

- 4.2.1 The following list is a set of shared or universal challenges which subject to their scale will influence how parking in these areas should be considered:
- Need to provide sufficient parking to support economic growth in the area and to seek to retain the viability of commercial and retail units.
 - Balance between need for long and short-stay parking to support the various users so as to maintain sufficient parking provision across the day for all user types.
 - Positioning of long- and short-term parking to maximise utilisation of car parks
 - Need to manage parking demand to minimise increasing congestion on local road network.
 - Need to protect resident parking areas from illegal use.
 - Developer demands to seek increased parking provision within their developments.
 - Manage demand for contract parking in public car parks.
 - Limit the impact on established Air Quality Management Areas (AQMA's).
 - Climate Change Strategy.
 - How to ensure the residential, consumer and visiting parking needs of older people and people with disabilities are addressed (including those with hidden disabilities).
- 4.2.2 The usage of the car parks is further complicated by their differing usage patterns during weekdays, evenings and weekends across the borough.

Maidenhead

- 4.2.3 The town is witnessing major regeneration and development work, both in the town centre and on the outskirts. This is only likely to increase with the evolving Borough Local Plan which is forecasting further growth around the town. The usage of the town is further complicated by its differing usage patterns during weekdays, evenings and weekends.
- 4.2.4 This, coupled with other aspects as discussed below, means that Maidenhead has its own defined challenges.



Table 4.1 Challenges for Maidenhead

Weekdays	Weekends/Evenings
Over subscription versus lack of provision of commuter-based parking	Commuter car parks often underutilised outside of weekdays
Increased demand for local employee/contract permit parking in town, conflicts with retail demand in town centre car parks	Lesser demand for employee/contract permit parking in town, generally in town centre car parks conflicting with public demand
Increased demand for commuter parking in town centre car parks conflicts with retail demand for town centre car parks	Commuter parking demand significantly less outside of weekdays
Demand for public parking is focused in the town centre which conflicts with the long stay parking demand	Less conflict at weekends with lower demand for contract parking
Future loss of short-term Parking spaces due to redevelopment (RBWM)	Future loss of short-term parking spaces due to redevelopment (RBWM)
Loss of privately controlled parking - Network Rail (forecourt)	Loss of privately controlled parking - Network Rail
Completion of the Elizabeth Line will increase contract demand	Completion of the Elizabeth Line may increase weekend trips and public parking demand
Edge of town car parks under utilised	Edge of town car parks under utilised
RBWM staff permitted to utilise town centre car parks removing opportunity for public use	Although reduced RBWM staff demand at weekends their removal would still provide opportunity for public use

Windsor

- 4.2.5 Inevitably a key issue for Windsor is related to it being one of the UK's major tourist destinations with multiple facilities all of which have their own impact on the town. The town has a partial zonal approach with the central car parks having higher charging rates, which reduce the further out of the town you travel. Through such tariff variations the usage of car parks by differing users and length of stay can be managed.

Table 4.2 Challenges for Windsor

Weekdays	Weekends/Evenings
Dominance of tourist-based parking	Dominance of tourist/retail-based parking
Demand exceeds provision at key car parks	Demand exceeds provision at key car parks
Significant business/ contract parking limits public spaces in outer car parks	Reduction in Business/ Contract Parking demand, but car parks switch to leisure, so do not add to weekend provision
Demand is for access to town centre, castle, river, shopping, Eton etc.	Demand is for access to town centre, castle, river, shopping, Eton etc.
Use of public car parks by borough residents due to lack of on street parking	Use of public car parks by borough residents due to lack of on street parking
Weather/seasonal peak create unmanageable demand on town	Weather/seasonal peak create unmanageable demand on town



Weekdays	Weekends/Evenings
Arthur Road utilised as a key route to and from town in part due to Sat Nav and concentration of parking it serves	Arthur Road utilised as a key route to and from town in part due to Sat Nav and concentration of parking it serves
Routes in and out of town historical and lined with residential dwellings leading to environmental issues	Routes in and out of town historical and lined with residential dwellings leading to environmental issues

Ascot, Sunningdale, Sunninghill and Datchet

- 4.2.6 These towns/villages have their own unique issues which are local to the area and may be affected by other influences, the racecourse, railway stations and hospital.
- Public car parks in these areas are a combination of paid for and free parking. Therefore, enforcement is a key element to prevent illegal use
 - Review options for increasing on and off-street parking
 - Current and forthcoming developments in the BLP will promote and seek to improve placemaking opportunities in the town, thus increasing pressure on current parking levels.
 - Ascot, Sunninghill and Sunningdale are all witnessing increased tension in terms of level of provision and usage of on-street parking

Smaller villages or hamlets

- 4.2.7 As with above the smaller villages and hamlets will have very localised issues:
- Public car parks in these areas are a combination of paid for and free parking. Therefore, enforcement is a key element to prevent illegal use
 - Review options for increasing on and off-street parking

Rural areas

- 4.2.8 There are limited public car parks in these areas, however there are some linked to Windsor Great Park.



5. CURRENT AND FUTURE CAR PARK PROVISION

5.1 Current Provision

- 5.1.1 The previous Parking Strategy has defined the parking provision and how on and off-street parking is managed and controlled since 2016, which in summary results in the council controlling the on-street spaces. Off-street parking is provided by a combination of private operators, company car parks and council-operated car parks.
- 5.1.2 The focus of this section will be on the car parks maintained by the council; on street parking will be addressed later in this strategy as will non council related parking.
- 5.1.3 The council has maintained a hierarchy for parking across the borough considering the differing demands of each area with an emphasis on whether they are short or long-stay users. The hierarchy is not meant to be rigid; it needs to account for the particular characteristics of an area and the nature of parking demand and pressures/issues present.

On-street hierarchy	Off-street hierarchy
<ul style="list-style-type: none"> • Blue badge holders • Residents • Essential business users • Short-stay shoppers and visitors • Long-Stay shoppers and visitors • Commuter parking • Employee parking 	<ul style="list-style-type: none"> • Blue badge holders • Short-stay shoppers and visitors • Long-stay shoppers and visitors • Commuter parking • Employee parking

Figure 5.1 Council Parking Hierarchy

- 5.1.4 The current parking tariffs are variable across different locations to address the differing demands of those areas, the availability of spaces and their turnover. This has led to a complicated tariff system across the borough's car parks which has grown over time. The tariff system was further complicated by the old resident discount provision by the Advantage Card system which allowed residents to access lower tariffs than the general public. This system was discontinued in 2020.

5.2 Short/Long Stay v User Type

- 5.2.1 As stated, the definition of short or long stay, coupled with their location and the defined tariff, is the key management tool for defining how each car park will be utilised and influencing the level of stay. As an example, in a predominately retail based car park, it is favourable to have a high turnover of spaces, to offer the public maximum opportunity to use these spaces based on a two to three-hour average usage. Therefore, all day parking should be restricted and not promoted in terms of use of such a facility or pricing the tariff to direct such users to another car park, which is targeted for those longer stay users.
- 5.2.2 As car parks are redeveloped, it means that users will transfer to other car parks. These types of users may not be the optimum type for those car parks and lessen the availability of spaces in those car parks for more appropriate users. Therefore, the town centres need to be assessed with a more zonal approach, defining what are the retail, employee, commuter, leisure, tourist, evening and weekend car parks.

5.3 Current Baseline (up to 2023)

5.3.1 At the time of the strategy being published, there have already been a number of car parks allocated for redevelopment as such for around 2023 baseline especially for Maidenhead, is already evolving and developing as defined in the regeneration section of this report.

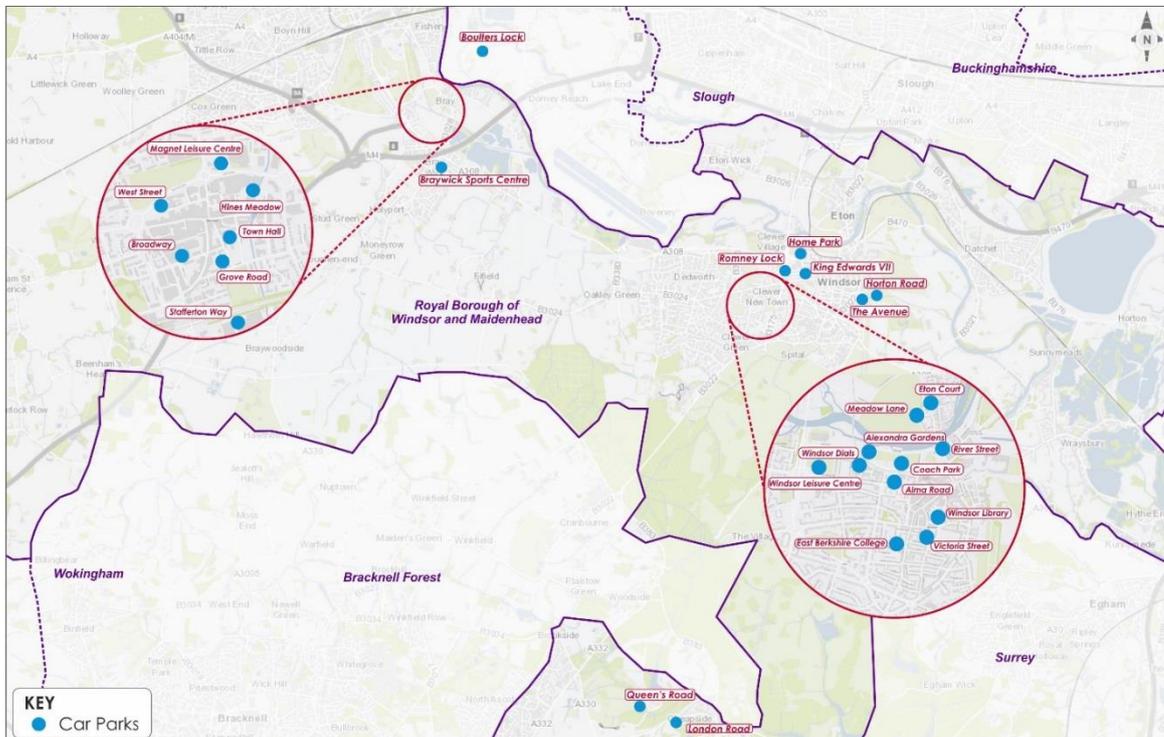


Figure 5.2 Current Public Car Parks managed by RBWM

5.3.2 The borough is made up of five types of conurbation as set out below; in principle the majority of the council paying car parks are located in Windsor and Maidenhead with a few in smaller conurbations or linked to railway stations:

- Windsor
- Maidenhead
- Ascot, Sunningdale and Sunninghill,
- Smaller villages or hamlets and
- Rural areas

5.3.3 Across these areas in 2020, the council operated around 27 off-street car parks which provided over 5,500 spaces, which is increased in the short term to over 6,000 spaces with the completion of Braywick Park. The table below shows these car parks and the spaces per car park, per area and across the borough.

Table 5.3 Car Parks and Number of Spaces managed by RBWM in 2020

Windsor		Maidenhead		Other	
Name	Total	Name	Total	Name	Total
Alexandra Gardens	198	Boulton's Lock	87	Horton Road, Datchet	60



Windsor		Maidenhead		Other	
Name	Total	Name	Total	Name	Total
Alma Road	130	Braywick Park	582	The Avenue, Datchet	113
Coach Park	74	Grove Road	82	Eton Court, Eton	42
East Berks College	112	Hines Meadow	1280	Meadow Lane, Eton	111
Home Park	181	Magnet Leisure Centre	248	London Road, Sunningdale	210
King Edward VII	192	Nicholsons	734	Queens Road, Sunningdale	52
King Edward VII Hospital	150	Stafferton Way	576		
River Street	145	West Street	59		
Romney Lock	94	Town Moor	30		
Victoria Street	206				
Windsor Dials	250				
Windsor Leisure Centre	249				
Windsor Library	15				
York House	42				
Total	2,038		3,144		588
Borough wide	6352				

- 5.3.4 With respect to Maidenhead those shaded will be subject to change in the period of this strategy document.
- 5.3.5 The table does highlight that around 55% of the chargeable spaces in the borough are in Maidenhead, 35% in Windsor and 10% in the remaining borough. However, in terms of revenue, 60% is generated by Windsor and 40% by Maidenhead.
- 5.3.6 This highlights that although the lower provision of spaces is in Windsor it generates the higher revenue in terms of parking across the Borough. This is a key aspect to note, especially given that the majority of car parks in Windsor are in the town centre and therefore require all users to gain access through narrow residential roads. It also reinforces why Windsor has seen a higher increase level of uplift due to the current pandemic than Maidenhead, as it has not only the retail and employment provision, but the tourist attractions and the river.
- 5.3.7 In addition to these spaces, it should be noted that there are some private car parks in operation. In Maidenhead there are around 171 spaces within control of Network Rail at the station and in Windsor there are around 744 spaces in Windsor Yards, 208 spaces at Riverside Station and 115 spaces at Castle car park.
- 5.3.8 As can be seen below the percentage of parking managed by the council in terms of the overall provision is materially different between Maidenhead and Windsor, noting that Windsor provides a higher return per space.



Table 5.4 Public and Private Parking Spaces in Maidenhead and Windsor

	RBWM	Private	Total	RBWM %
Maidenhead	3144	171	3315	95%
Windsor	2038	1067	3105	66%

5.4 Future Baseline 2023

5.4.1 Based on current and submitted planning consents the focus has been on Maidenhead, in the short term up to 2023, There are unlikely to be any major changes with respect to Windsor and the rest of the Borough, with the exception of Ascot, which has a number of applications pending.

5.4.2 The proposed changes to Maidenhead, will create a new baseline within the timeline of this strategy, based on the changes shown in the plan below.

Table 5.5 Future Estimation of Parking Spaces in Maidenhead 2023

Name	2023	2023 Public	Public Post 2023
Boulters Lock	87	87	87
Braywick Park	630	380	380
Hines Meadow	1,280	1,280	1,280
Nicholsons	734	734	1,035
Stafferton Way	576	576	491
Vicus Way	503	503	503
Maidenhead	3,810	3,560	3,776
Borough wide	6,394	6,234	6,450

Figure 5.3 Public and Private Car Parks in Maidenhead

5.4.3 The table seeks to define the provision of public spaces in Maidenhead in 2023 and beyond. The table assumes that:

- Grove Road, West Street and Magnet have all been closed for redevelopment
- Vicus Way is operational
- Braywick Park has potential to provide parking for RBWM staff (250 spaces)



- Nicholson's is re-built to 1,280 spaces of which 245 are for lease (subject to planning consent)

5.4.4 The table clearly shows that the major regeneration in Maidenhead requires an uplift and a rationalisation of spaces, which will in part be addressed by the consolidation of town centre car parks and the creation of a new town centre car park at Nicholson's, a new commuter car park at Vicus Way and the extension of the Braywick car park to allow long stay users other than commuters to be relocated from town centre retail focused car parks and thus maximise the use and number of spaces in those car parks.

5.5 Forecast Beyond 2023

5.5.1 The focus has been on Maidenhead in the short term; however, it is clear from the revenue proportion and the increase in return to use that parking in Windsor needs to be reviewed in a similar way to Maidenhead within the timeline of this strategy. It is noted that the availability of land within Windsor is limited and as such alternative options to standard car parks may need to be considered.

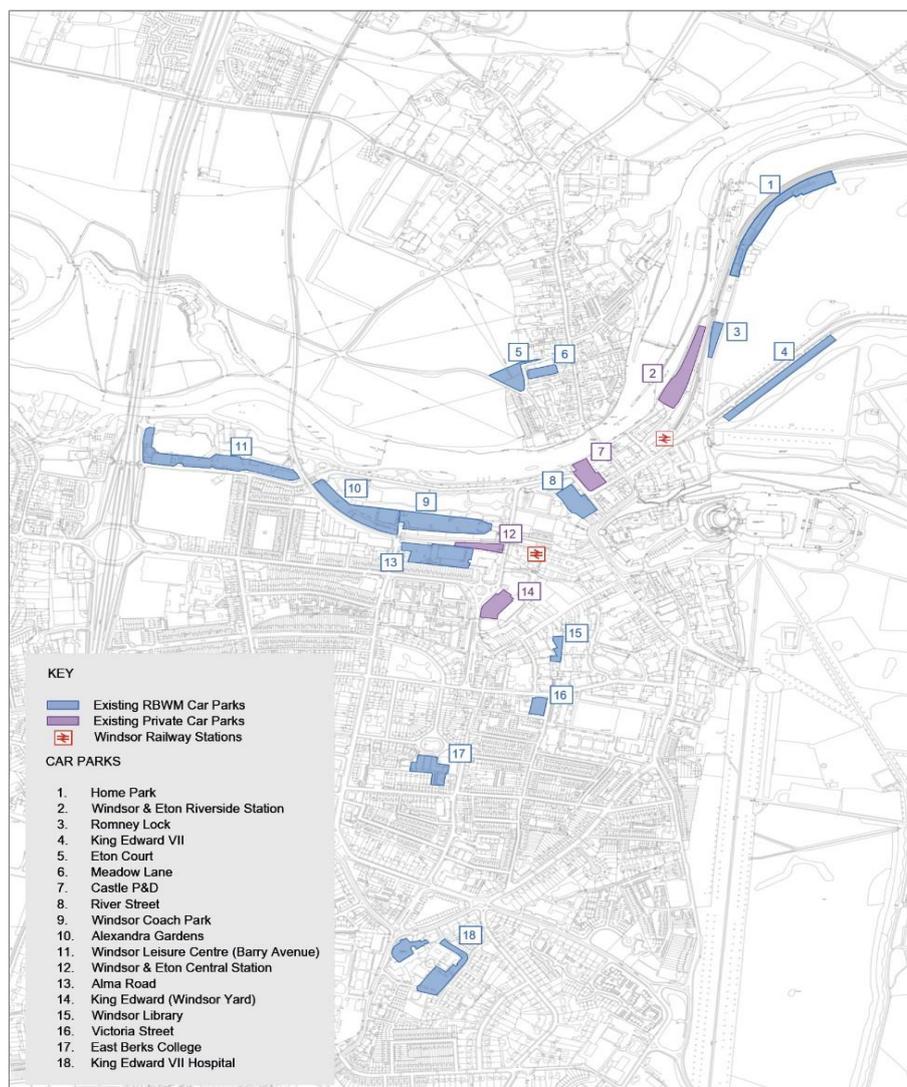


Figure 5.6 Public and Private Car Parks in Windsor



- 5.5.2 The town has limited scope to accommodate excess demands and as such will have a suppressed demand, that could offer additional revenue.
- 5.5.3 The council controls other car parks across the borough which are currently operated as free parking. As an asset to the council and with ongoing financial restraints including the short-term impact of Covid, these need to be reviewed in terms of considering if some of them should become chargeable.
- 5.5.4 The smaller conurbations, villages, hamlets and rural areas are all subject to redevelopment with the change in the retail economy and the impact of Covid, these areas would benefit from an updated parking review.

5.6 Non-residential Private Development Parking

- 5.6.1 The council has maintained a policy across the Borough, where it requires developers of non-residential private developments to offer their parking to the council for evening/weekend use in town centres.

Current and Future Parking Summary

- The regeneration proposals in Maidenhead need to be completed and to support this the proposal for Braywick Park, Vicus Way and Nicholsons Car Parks needs to be completed by end of 2023.
- The car parks need to be reassessed in terms of user types as well as Short and Long stay and optimised for those users
- A new Windsor Parking Review is required
- A review of other free car parks in the Borough is required.
- Retain the policy that enables non-residential private developments to offer their parking to the council for evening/weekend use



6 ON-STREET PARKING

- 6.1.1 Demand for on-street parking often out-strips the amount of available kerb space, and difficult decisions must be made as to which users should have priority in terms of use of that space.
- 6.1.2 There is a large stock of on-street car parking in the Borough, particularly in towns and villages. In mixed development areas there can be competition for parking space, and this is generally managed through residents' parking schemes and other measures. The ability to offer short stay on-street parking in town centres can make a valuable contribution to economic and social vitality when it is well managed.

6.2 Permitted On-Street Parking

- 6.2.1 In addition to public parking bays on-street, the following table sets out the type of other on-street bays that the council promote. The council will seek to review and expand on these, especially with respect to green permits, car club and electric vehicle spaces, all of which are key to the council's climate strategy.

Table 6.1 Permit Types and Description of Use

Type	Description
Residents parking bays	<ul style="list-style-type: none"> - Permit allows the use of a space in a controlled parking zone (CPZ), however there is no entitlement or guarantee of a specific space - Residents are generally entitled to a maximum of two permits in schemes introduced before 2010 and in most cases up to three permits are permitted in schemes introduced after 2010 (subject to local conditions), which is reduced if they have off-street parking - Eligibility is linked to main residence address being within the borough, main user/keeper of vehicle, vehicle being registered at the address and be registered for council tax
Visitor parking voucher	<ul style="list-style-type: none"> - Visitor vouchers can be purchased from the Borough - Entitles them to parking in resident permit areas during hours of control - Vouchers cover family and friends, but also tradespersons, health service and other business related to the residents - Vouchers are available for 2-hour, six hour and all-day denominations
Hire car	<ul style="list-style-type: none"> - Some residents choose not to own a car and seek to hire when required, they can obtain a permit for the hire car.
Courtesy car	<ul style="list-style-type: none"> - During periods of repair the council will amend the registration number on the permit, but only on receipt of a letter from the garage providing the vehicle - The residents permit will not be valid
Business parking	<ul style="list-style-type: none"> - There are two types of business permit that can be used in business bays in that zone <ul style="list-style-type: none"> · a zone-specific permit used in conjunction with vouchers · a universal permit that can be used in any zone. - Business permits are issued to businesses, where the vehicle is essential to the running of the business and the business



Type	Description
	<p>would not be able to function without the vehicle and there is no other reasonable form of transport available.</p> <ul style="list-style-type: none"> - The permit allows registered company vehicles to park throughout the CPZ hours. - There is a limit of four permits per business although it is possible to have up to three vehicles registered on each permit. Only one vehicle can be parked using the permit at any one time. - The company has to be registered for business rates in the borough. - By law, vehicles operated by utility companies are exempt from normal waiting and loading restrictions when working on infrastructure adjacent to, on, or under, the public highway.
Waiting and loading	<ul style="list-style-type: none"> - There are no formal permits to allow loading and waiting - The Traffic Act limitations apply. - The Council has a number of enforceable loading bays - Drivers must demonstrate that they are loading and unloading for their duration of stay
Coach and lorry parking	<ul style="list-style-type: none"> - commercial vehicles are banned from waiting overnight - vehicles of a maximum gross weight which exceeds five tonnes are banned from parking in any restricted street between the time of 6.30pm on any day and 8am on the following day. - The council will continue to enforce this ban on overnight parking.
Car club	<ul style="list-style-type: none"> - NEW – Defined spaces only – the Council is working with developers to secure car club spaces for both development and public use.
Electric spaces	<ul style="list-style-type: none"> - NEW – Defined spaces only

Resident with Parking Permits

- 6.2.2 Resident permit holders in Zones E, F, G, H, I, J and K can park free of charge in all Windsor car parks (except River Street) between the hours of 6pm and 9am when displaying a valid resident permit.

6.3 Shared Space Parking Option

- 6.3.1 The majority of resident parking areas are permit only within the Borough. Across the country, many councils have already investigated or are investigating the option of converting these spaces to shared use. This looks to allow the public to park in these spaces (at a charge) at times when resident use is low, normally related to a time limit such as 8am to 6pm on a weekday only. The council is committed to maintaining and protecting parking for residents, but in some areas, there may be scope to investigate shared space.

6.4 Public On-Street Parking Provision

- 6.4.1 There are two forms of on-street public parking requiring different types of management:



- On-street short stay parking
- On-street long-stay parking

6.4.2 There are currently three areas which offer chargeable public on street parking – Windsor, Eton and Datchet.

6.4.3 The council has previously implemented these schemes road by road. This can often lead to simply moving drivers to other areas where there are limited restrictions and no charging. This often means that those occupiers have to ask the council to intervene and impose additional restraints. The opportunity to expand the on-street public parking provision needs to be across wider areas and should involve a borough wide review of possible locations.

6.5 Public On-Street Parking Payment Methods

6.5.1 The council, like many others, is looking to technology to remove the need for parking machines, which have increased costs such as operational, maintenance, money collection, soft/hardware updates and signage updates (tariff changes etc). The use of pay by phone and the increased use of smart phones means that the number of machines required to support on-street parking can be reduced in favour of additional signage; however it is recognised that the availability of these phones is not universal and comments on this are included in the supporting Equality Assessment.

6.5.2 The council is considering reducing the level of parking machines in some of the Windsor on-street parking areas in the near future and coupled with the switch to the RinGo App in September 2020 (this is discussed in more detail later in this strategy).

6.6 New Development Restrictions

6.6.1 The council's planning policies promote the provision of 'permit-free housing' developments in certain areas where there is good public transport and/or high levels of on-street parking pressures. Residents in such developments are not eligible for a resident permit. However, they will normally be eligible for visitor parking vouchers, depending on the conditions of the planning approval.

6.6.2 These restrictions seek to maintain sufficient parking for those properties already utilising those roads and limit the impact of properties being converted into multiple occupancy, where there is no scope to provide additional parking, other than that previously accommodated by that premises.

6.6.3 To maintain the parking for residents, the policy would be upheld for all future development land uses such as commercial, retail and leisure, which could use the business permit system, with the exception of disabled bays which will be considered on an individual basis.

On-Street Summary

- Promote expansion of car club and electric vehicle spaces
- Review the option for converting some resident parking areas to shared use.
- Consider expanding the on-street public parking provision across the Borough



- Review the option to remove some of the on-street parking machines in favour of additional pay by phone signage.
- Reinforce that new developments with limited parking or which are car free are not permitted resident permits



7 FINANCIAL REVIEW

7.1 Existing Public Tariff Review

7.1.1 In January 2020, Project Centre Ltd. undertook a review of the existing parking tariffs and local resident discounting system. This chapter seeks to summarise that review and provide a means for considering the future tariff levels and how any discount may be offered to residents.

7.1.2 The review showed that the council operate multiple daily, nightly and weekend timing and tariff per hour systems across their 27 car parks set out below:

- Four daily profiles from Mon-Fri, Mon-Sat, Mon-Sun and Weekends Only timing profiles from 9am/9.30am through to midnight with break times at 1600, 1700, 1800 and 1900
- 21 differing public tariff systems
- 14 of the car parks include an evening tariff
- 11 of the car parks accept season tickets

7.1.3 A benchmarking exercise was carried out to identify how other local councils structure their parking charges tariff and to identify opportunities for RBWM to increase revenue through tariff amendments. The following local authorities were benchmarked for this exercise:

- Wokingham Borough Council
- Bracknell Forest Council
- Reading Borough Council

7.2 Review of 2019/20 Income

7.2.1 The council currently have two forms of payment for daily parking, at the machines or by phone as shown below, which receive in the region of £7 million per year across the two transactions types.

Table 7.1 Summary of Parking Revenue for 2019/20

Payment Type	Base Year
Pay and Display Transactions	£4,322,937
Pay by Phone Transactions	£1,320,830
Total	£6,931,374

7.2.2 Of the car parks in the Borough, River Street and Nicholson's car parks generate significantly more than any other car park per year, both securing over £900k per year based on 2019/20 accounts (pre Covid). As such any change to charging structure in these two car parks will need to be carefully assessed, so as to maintain the revenue.

7.2.3 The table below, reinforces the premise that Windsor is the dominant revenue generator, but only accommodates around 35% of the council's public parking spaces. The table shows that seven car parks achieve an income per space over £5 per day, six of which are in Windsor. The only other car park is West Street, with Nicholson's being below the £5 per day limit. Indeed, around seven of the borough car parks generate less than £2 per day per bay.



Table 7.2 Average income per space for Top 8 Car Parks 2019/20

Car Park	Location	Spaces	Avg. income/space per day
Riverside	Windsor	145	£18.80
Library	Windsor	15	£17.02
Coach Park	Windsor	74	£9.12
Alexandra Gardens	Windsor	198	£7.63
Alma Road	Windsor	130	£7.41
Romney Lock	Windsor	94	£5.73
West Street	Maidenhead	59	£5.51
Nicholsons	Maidenhead	734	£4.10

7.2.4 A low percentage of potential income is a factor of low occupancy and large variance in tariff. Consideration should be given to the factors that are leading to a low occupancy rate, with data collected to confirm this on an annual basis. Price may be a factor, with consideration being given to lowering tariffs in those car parks where the percentage of potential income is lowest.

7.3 Season Tickets

7.3.1 There are season tickets in many of the car parks, mostly related to employees who work in the town, some residents, but mainly commuter parking to access Maidenhead Station. In addition, in Maidenhead there is a high level of RBWM employee permit holders (some 400). The income from season tickets in 2019 was £910k.

7.3.2 In Maidenhead, two of the three largest car parks, Stafferton Way (commuter) and Hines Meadow (staff and employees) have 40-48% of their revenue generated from season tickets, which means that by volume the total number of parking activities for season tickets in these two car parks is more than 50%.

7.3.3 However, certain town centre or retail based short term car parks such as Nicholsons and Victoria Street also have a proportion of season ticket holders.

7.3.4 As with the public tariffs the season ticket or permit holders also have 11 differing rates, which appear individually based and bear no comparison to the hourly and daily tariffs. The current season ticket varies between 45-66% of 220 days of the current daily rates, again this needs to be standardised and made simpler across the Borough.

7.4 Resident Discount Tariff Review

7.4.1 The council explored all possibilities to introduce parking benefits for residents. Information was gathered and evaluated, including benchmarking of the following local authorities:

- Bath and North Somerset Council;
- Scarborough Borough Council;
- London Borough of Islington.

7.4.2 The benchmarking exercise has determined that the resident discount offered previously by RBWM was significantly higher than other local authorities, which set



the discount at between 10% and 20%, compared to RBWM which averaged around 58%.

7.4.3 However, a new resident discount scheme will not be implemented at this time due to the financial position of the authority.

7.5 A New Model

7.5.1 Prior to the recent update of parking machines, introduction of pay by phone and the age of the supporting data collection systems, being able to forecast or option test parking objectives was complicated and limited.

7.5.2 The council working with Project Centre has created a new parking financial model which has the benefit of having a full set of records for 2019/20 with detailed data from each car park, which includes all methods of payment across all tariffs.

7.5.3 Using this data, the new model has been created to replicate the 2019/20 revenue generated based on the current tariffs, season ticket tariffs and usage. The model provides a simplified dashboard output as per below which shows car park specific and borough wide data.

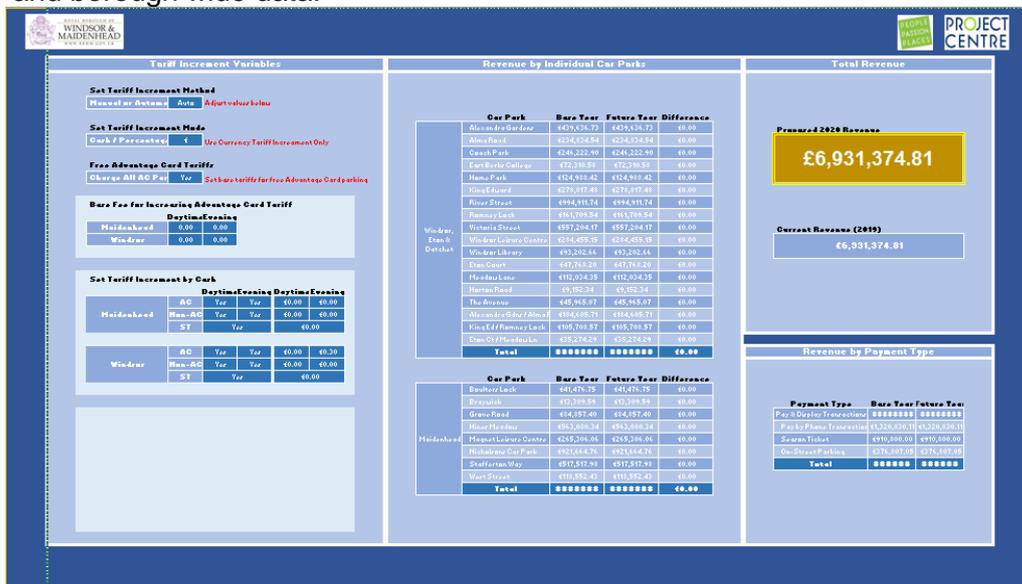


Figure 7.3 Dashboard of New Parking Model

7.5.4 The model provides the council the opportunity now to test options for amended tariffs for public, season and future resident discount options per car park/area/borough. This is seen as a key tool for the council moving forward with respect to parking as it allows it to carry out desk top assessments within a validated model.

7.5.5 This chapter has highlighted that the current tariffs for public and season tickets are complicated and the council is keen to develop a more user friendly scheme. The use of pay by phone is growing with nearly 20% of all transactions carried out by this method. The new dashboard will allow all these issues to be assessed and reported on to the council.



7.6 Standardised Tariffs

7.6.1 There is scope to simplify and standardise the council's tariff system. The council is considering a new seven/eight band tariff system as per below. The evening tariffs are different in that the charges between 6pm and 9pm will use the standard tariffs, after 9pm there will be a fixed tariff until 6am or the time the car park is closed.

- One hour
- Two hour
- Three hour
- Four hour
- Five hour
- Five hours plus
- Evening 6pm to 9pm
- Evening After 9pm

Financial Review Summary

- Utilise the new parking model to inform the council of the impact of possible changes as considered below
- Consider standardising the public tariff system.
- Consider standardising the season ticket tariff system



8 SPECIAL PARKING PROVISION

- 8.1.1 There are a number of special parking requirements that require specific locations, design, access arrangements or charging mechanisms. These include parent and child parking bays, and parking for people with disabilities, taxis, motorcycles, cycles, servicing and freight.
- 8.1.2 Parking should be well-designed and in appropriate locations for people to access buildings, services, workplaces and social activities. Parking bays should be located at suitably convenient points, e.g. close to lifts or ramps.
- 8.1.3 There are a large number of users who have specific parking requirements that cannot be catered for by the general arrangements and these are defined as “special permits”:
- Disabled people
 - Emergency health workers and social services staff carrying out similar duties
 - Motorcycles and scooters
 - Street traders
 - Taxis
 - Diplomatic vehicles (Allocated on street bays)
- 8.1.4 The focus for the parking strategy is on blue badge and Shopmobility as the key special parking provisions. It is recognised that others such as the elderly, sick, people who are pregnant, and people with mobility issues may not necessarily qualify for a blue badge, but need to be considered.

8.2 Blue Badge

- 8.2.1 The council participates in the Europe-wide blue badge scheme which was introduced in 2000. The blue badge scheme is an arrangement of parking concessions for people with permanent severe walking difficulties, and who travel either as drivers or passengers. The scheme also applies to registered visually impaired people, and people with very severe upper limb disabilities who regularly drive a vehicle but cannot turn a steering wheel by hand.
- 8.2.2 It allows badge holders to park close to their destination. Once issued, badges remain valid for three years, at which time a reassessment of the holder’s needs is made to see if the badge should be renewed (Department for Transport, 2003).
- 8.2.3 In line with government guidance, blue badges are issued to ‘a disabled person of any prescribed description resident in the area of the issuing authority for one or more vehicles driven by him or used by him as a passenger’ (HMSO, 1991), against the following criteria
- receives the higher rate of the mobility component of the disability living allowance
 - receives a war pensioners’ mobility supplement
 - use a motor vehicle supplied for disabled people by a government health department
 - is registered blind
 - has a severe disability in both upper limbs and regularly drive a motor vehicle but cannot turn the steering wheel of a motor vehicle by hand even if that wheel is fitted with a turning knob.



- 8.2.4 Parking concessions for blue badge holders are set out in Appendix 2 (Parking Enforcement Policy) to the strategy. However, if parking places are regularly full, and the applicant cannot usually park within a reasonable distance of their home, the council will consider providing a dedicated permit bay close to the applicant's home subject to the applicant meeting set criteria. These dedicated permit bays are called Blue Badge Disabled Person Parking Places.
- 8.2.5 Disabled bays may also be designated within the borough for badge holders close to their place of work or close to shopping areas. Disabled bays are operational at any time and are enforced 24 hours a day, seven days a week. Non-dedicated disabled bays may be used by any blue badge holder.
- 8.2.6 Applications for Blue Badge Disabled Person Parking Places and dedicated permit bays are considered after consultation with the police and other bodies. The location of a parking bay must not cause an obstruction of the highway, or a danger to other road users.
- 8.2.7 The council is committed to ensuring that areas of high demand such as shopping centres are provided with sufficient disabled bays to meet the needs of disabled visitors, and parking restrictions will be reviewed as necessary.
- 8.2.8 Most blue badges are issued on a discretionary basis, however, on the grounds that the individual 'has a permanent and substantial disability and is unable to walk or has very considerable difficulty in walking'. Discretionary blue badges are subject to the applicant undergoing a medical assessment.
- 8.2.9 The badge entitles holders to special concessions only if it is displayed in the windscreen of the vehicle in which they are travelling. The use of blue badges is only permitted if the disabled person to whom the badge has been issued is a driver or passenger in the vehicle at the time of the parking. The council seeks to be considerate with these concessions noting that during certain times such as pick up or drop off the blue badge holder may not be in the vehicle.
- 8.2.10 The parking concessions available are detailed in the Department for Transport leaflet 'The Blue Badge Scheme'. Details of the full extent of concessions within the Royal Brough are set out in Appendix 2 (Parking Enforcement Policy) to this strategy and summarised below. (Table 8.1 refers)

Table 8.1: Blue badge concessions in the borough

Type of	Concession for blue badge holders
Disabled bay	Park free of charge without time limit
On-street pay and display and shared use bays	Park free of charge (except where controlled signs say otherwise)
Resident bay	No parking allowed (except with valid residents parking permit)
Loading bay	No parking allowed



Type of	Concession for blue badge holders
Waiting restrictions	Park free of charge for up to three hours (except where there is a ban on loading or unloading shown by yellow 'stripes' on the kerb above the yellow line. The times of the loading ban are shown on a white sign beneath the yellow 'no parking' sign.
Zigzags	No parking allowed

- 8.2.11 When the length of stay is restricted, a blue badge clock must be displayed with the badge and set to indicate the arrival time. Outside of the loading ban times, normal blue badge rules apply on single or double yellow lines. Stopping briefly to set down or pick up passengers is allowed if there is a loading ban.
- 8.2.12 Under the Road Traffic Act 1991 vehicles displaying a current and valid blue badge are exempt from wheel clamping. Although there is no similar statutory exemption from removal of vehicles, the council recognises that people with disabilities are frequently heavily or completely reliant upon their vehicles and removal of a vehicle could cause distress.
- 8.2.13 The council does not remove vehicles displaying a valid blue badge unless there are emergency, security or ceremonial reasons, or the vehicles are causing a serious safety hazard or obstruction. This is in line with government guidance. If removal is absolutely necessary, and the driver of the vehicle cannot be located within a reasonable time, the vehicle will be moved to a position nearby where there is no hazard or obstruction. Whenever possible, a message will be left for the driver indicating where the vehicle is located. Only as a last resort, and where there is no better position nearby, will a vehicle be moved to a pound. In that case special recovery arrangements are made and normally the recovery fee will be waived.
- 8.2.14 Misuse of blue badges is very common, as is the theft and illegal duplication of badges. Any misuse of a badge is an offence and the badge can be withdrawn if it is misused or others are allowed to misuse it. Specifically, it is a criminal offence:
- for non-disabled people to use a badge – if they do so, they are liable to a fine
 - to drive a vehicle displaying a blue badge unless the badge holder is in the vehicle, or the vehicle is being driven to or from an area which is accessible only to vehicles displaying a blue badge in order to pick up or drop off the holder
- 8.2.15 Because the badge relates to an individual rather than a specific vehicle, it is difficult for the council's civil enforcement officers to establish if badges are being misused and the council therefore relies on holders respecting the terms of use of the badge.
- 8.2.16 As the concessions offered by blue badges are considerable, they are particularly valuable and therefore prone to theft whilst being displayed in vehicles. These badges are then used illegally, duplicated, or sold on. The badge does not show a vehicle registration number and thus any vehicle may be used. This is useful to badge holders who are passengers and rely on transport from a number of sources. It is not obvious however that the badge has been stolen until the owner notifies the council. If a civil enforcement officer suspects a badge is being illegally used, they will issue a PCN. They may also remove the vehicle in order to confiscate the badge.
- 8.2.17 Many disabled people have told the council that their badge is especially prone to theft when it is displayed overnight in a vehicle outside their home.

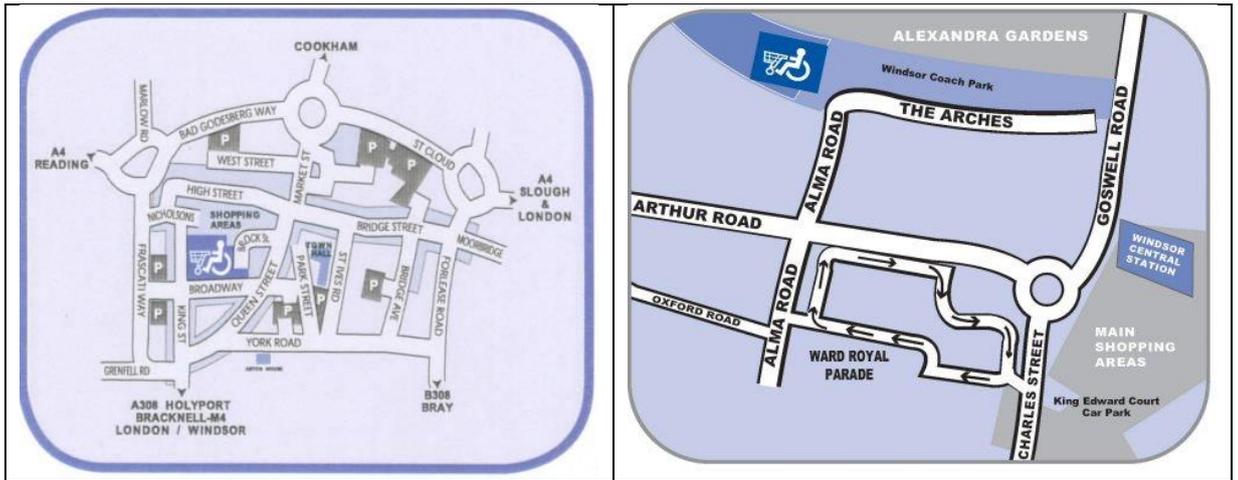


8.3 Shopmobility

- 8.3.1 In town centres where Shopmobility services are available, accessible parking in pedestrianised areas will not be permitted. However, accessible parking provision should be made available as close as possible to pedestrianised areas and Shopmobility centres, to serve the needs both of those who wish to make use of Shopmobility and those who prefer to make their own arrangements.
- 8.3.2 The Royal Borough of Windsor and Maidenhead's Shopmobility service provides manual and powered wheelchairs and scooters for use in Windsor and Maidenhead town centres. The service is also available at shows, events and rambles during the summer months. Shopmobility is for anyone who has difficulty walking, whether as the result of an accident, age, illness or even a temporary mobility problem.
- 8.3.3 On the first visit to these facilities, the driver is required to complete the registration process and to receive instruction on the safe use of the vehicle. A small charge is made on an annual or single visit basis. Shopmobility parking is free to members using a Shopmobility vehicle.
- 8.3.4 There are discounts available on membership fees:
- RBWM residents and
 - for those in receipt of Income Support, on production of a benefit book
- 8.3.5 The council operates a booking system and it is recommended that users seek to book a vehicle and parking bay at least 24 hours in advance, especially at high demand periods.
- 8.3.6 The council operates two Shopmobility schemes in Maidenhead and Windsor as defined below:

Table 8.2 Location of Council Shopmobility

Maidenhead Shopmobility	Windsor Shopmobility
Nicholsons Car Park, Broadway, Maidenhead, Berkshire SL6 1NT Tel: 01628 543038 Fax: 01628 623857 E-mail: shopmobility@people2places.org.uk Opening Times: Monday - Saturday 10am - 5pm	The Coach Park, Alma Road, Windsor SL4 3HY Tel: 01753 622330 Fax: 01628 623857 E-mail: shopmobility@people2places.org.uk Opening Times: Monday -Saturday 10am- 5pm



8.3.7 The Shopmobility will remain in the Nicholson's Car Park post redevelopment of the area; however, in the interim, it will be relocated to West Street Car Park for a temporary period during the construction of the new car park.

Special Parking Summary

- Ensure current design standards are incorporated into new build projects
- Review the current blue badge location and level of provision
- Retention and expansion of new Shopmobility in Maidenhead
- Review Windsor Shopmobility provision



9 PRIVATE NON-RESIDENTIAL CAR PARKING

9.1 Introduction

- 9.1.1 There are two main types of private parking in the borough:
1. Those that are for public use, but managed by private operators
 2. Those that serve businesses and retail outlets but offer their spaces to the council for evening or weekend use.

9.2 Private Public Car Parking

- 9.2.1 These are limited across the borough: the majority are linked to railway stations, major retail centres such as Windsor Yards and general use such as Castle car park in Windsor. These car parks are monitored in terms of their tariff and ticketing offers by the council, so that they can be compared to the council offer and comparable rates offered as appropriate.

9.3 Shared Use Public Car Parking

- 9.3.1 A number of business in the town centres have basement, deck and surface car parks that are utilised by those premises Monday to Friday, but are often vacant at night and at weekends. These are offered to the council to manage during these low usage periods to increase the parking provision during the evening and at weekends. As examples, Windsor has Windsor Dials, which allows Alma Road to increase its weekend provision and Maidenhead has Key Place.
- 9.3.2 These provisions can be secured through long term agreements, however generally they are short term, to allow the landowner to review/develop as required.
- 9.3.3 In addition to town centre car parks, the council has in the past worked with Centrica and Windsor Racecourse to utilise their car parks to operate during seasonal peaks or for major events via a park and ride facility for Windsor. However, although offering additional capacity, their limited availability across the week, makes them less attractive to users, than a permanent seven-day scheme. Due to the scale of the car park the council also works with Legoland to provide a park and ride facility for Windsor.
- 9.3.4 As set out previously in this document, the council would seek to work with, and where possible utilise planning policy to encourage, any employer in the area with vacant parking at evenings and weekends to work with the council to maximise the use of these car parks for public use.

9.4 Private Parking Provision

- 9.4.1 Car parking supply and location for future developments can be controlled through the planning system. However, the attraction of a large number of private non-residential car parks in town centres and in business parks contribute to traffic congestion on Borough roads. Travel plans, workplace parking levies and dual use are three mechanisms that may be applied to manage the supply, demand and use of non-residential car parks.



- 9.4.2 A number of councils are investigating through new legislation the option of workplace place charging where parking levies are imposed on vehicles parked within a development within a defined area such as a town centre.
- 9.4.3 The premise is to seek to reduce private parking in a town centre, generally linked to office employment, so as to lessen the number of vehicle trips to and from the town and therefore seek to improve on key environmental aspects such as noise and air quality.
- 9.4.4 The current Covid pandemic has highlighted the possibility for less demand for private parking in the future as employees seek to amend their working balance by working more from home or locations remote to their traditional place of work. However, those buildings with parking are showing a higher level of return while there are still restrictions due to social distancing and reduced services on rail and bus services, with employees opting to walk, cycle or drive to work in the interim.
- 9.4.5 Currently the council has no plans to impose this system on workplace car parks as it recognises that any such policy may deter current and future employers considering locations in the Borough. However, if other councils are successful with their studies, the borough reserves the right to review this option as part of any future broader transport policy in LTPs rather than the parking strategy.

9.5 Travel Plans

- 9.5.1 Travel plans are a package of measures designed to reduce car use for the commute to work or school and may include car-sharing, teleworking and increased walking, cycling and public transport use. In the Royal Borough, travel plans are required for new and expanded developments through enforceable planning obligations in order to encourage employers/employees to make better use of the car and reduce the number of car trips to, or in the vicinity of, workplaces.

Private Non-Residential Car Parking Summary

- Maintain a review of the private parking provision in the towns and compare with the council's own provision seeking to consider market share
- Seek to use the planning system to promote use of private parking for public evening and weekend use
- Retain the option as national guidance evolves to consider other options such as parking levies
- Promote Travel Plans to reduce parking provision within current and new developments



10 TECHNOLOGY AND CUSTOMER EXPERIENCE

10.1 Current Technology

10.1.1 The following sets out the technology being utilised by the council in 2020. This is seen as a springboard for the council to build on and expand as digital and vehicle technology increase over the strategy period.

- Current Charging Methodologies
- Resident Discount Trial
- Electric Car Recharging Networks
- Car Share
- Car Club
- Real Time Information

Current Charging Methodologies

10.1.2 The council utilises a range of charging mechanisms including cash, card, pay by phone or app-based payment options.

10.1.3 In addition to the short to long term stay charging methods, the council has a season ticket system for a number of car parks in Windsor, Eton, Datchet and Maidenhead. Tickets can be purchased or renewed online by choosing the defined car park and the length of term which includes 1 month, 3 months, 6 months and 1 year.

10.1.4 During major events, especially in Windsor, season ticket holders may need to park in a different car park as their car park may be unavailable. Alexandra Gardens / Alma Road car parks should be used as a first choice.

10.1.5 The council manages its car parks and on street parking and maintain the ticket machines that support these locations.

10.1.6 In 2020, the council switched to the RingGo pay by phone system which runs in parallel to the ticket machines and offers the public the option to pay on site or virtually via the RingGo app. In 2019/20 around 20% of the parking payments were made through the parking app; this type of transaction is increasing as smart phone usage increases.

10.1.7 In terms of the management of the system, the use of the app enables councils to save money through lower maintenance, servicing and collection costs, and gives consumers the ease and convenience of topping up remotely, receiving an e-receipt and reducing the chance of getting a parking fine.

10.1.8 The council seeks to generally update its tariffs yearly. With the digital app, this is carried out remotely and the new charges can be uploaded to the council website. However, to update the machines and associated signage is more complicated and a longer drawn out process.

10.1.9 The process for those wishing to use the system is as follows: first they need to register on the My RingGo App (<https://myringgo.co.uk/>), once the account is created, the user can book their parking space and once booked manage their space as per below

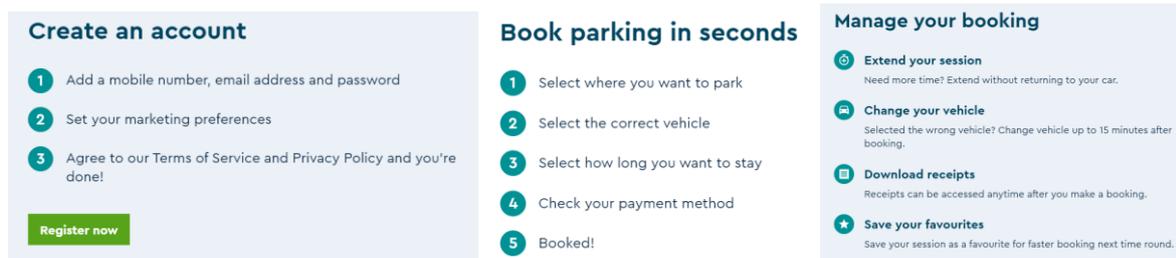


Figure 10.1 RingGo Methodology

Electric Car Recharging Networks

10.1.10 Currently, charging points for Electric Vehicles (EV) have begun to be installed in cities, towns and urban areas. However, only a tiny fraction of the UK's current parking capacity caters for EV charging. There is no doubt that EVs are the future of private road transport, with the UK planning to ban the sale of new petrol and diesel vehicles by 2030. With more people switching to EVs in the future, car park owners will face increasing demand to install electric charging points so drivers can recharge their cars on site.

10.1.11 The council has a dedicated webpage for electric vehicles which can be found on the following link
https://www3.rbwm.gov.uk/info/200213/parking/1215/electric_vehicles

10.1.12 The public charging points available in the borough are available online and via various smart phone apps for iOS and Android devices (e.g. ZapMap).

10.1.13 Once registered, the user is provided free parking on the premise that they pay for their charging. There are some parking restrictions at some of the on-street charging points and some locations may not be accessible without a valid resident or business permit.

10.1.14 Within the borough the public charging points can be found in Maidenhead and Windsor as per below:

Table 10.2 Location of Charging Points in Borough

Maidenhead	Windsor
<ul style="list-style-type: none"> • Braywick Park car park - 6 x 7kW Type 2 (Pod Point). • Hines Meadow car park - 2 x 7kW Type 2 (Polar). 	<ul style="list-style-type: none"> • Alma Road - 2 x 7kW Type 2 (Connected Kerb). • Park Street - 3 x 5kW Type 2 (Ubitricity). • Tesco Superstore, Dedworth Road - 4 x 7kW Type 2 (Pod Point). • Windsor Lawn Tennis Club - 1 x 50kW CCS / 50kW CHAdeMO / 43kW Type 2 (Polar). • York House car park - 6 x 7kW Type 2 (Pod Point).



10.1.15 In line with national and local guidance the council will seek to promote new charging locations for the public and simultaneously seek developers in line with policy to provide the required active and passive charging to support their developments in line with the 2030 aspirational deadline.

Car Share

10.1.16 RBWM supports a borough wide Car Share scheme “give it a go, go together” is the site’s branding. Many motorists are looking for ways to reduce their fuel costs and parking problems: car sharing is an easy way to do just this, and it is also a great way to socialise. Residents register on the site - <https://rbwmcarsshare.co.uk> – enter their journey details and search for someone who is making a similar journey visit

Car Club

10.1.17 The council are working with developers to secure car club spaces for both development and public use.

Cycling

10.1.18 In addition to contributing to climate change objectives through electric vehicles and car clubs, the Royal Borough supports and encourages alternative modes of transport and has an adopted Cycle Action Plan which is available at https://www.rbwm.gov.uk/sites/default/files/2020-04/cycling_action_plan.pdf

Real Time Information

10.1.19 The council in 2013/14 upgraded their in-house systems in the larger public car parks in Windsor, which allowed more accurate data collection and real time data on their occupancy. The replacement ticket machines and software upgrades across the borough have further increased the availability of real time data. This data is fed back to a central data base, which allows car park occupancy figures to be set to the website, “Variable Message Signs” in Windsor and in the future by target apps.

10.1.20 The Windsor parking signs implemented in 2013/4 provide fixed directions and space availability in the defined car parks. Although these are Variable Message Signs (VMS), they are limited. The more recent VMS signs implemented on the strategic routes into Maidenhead and some around Windsor offer more information and a lot more flexibility and opportunities to engage with drivers. These signs offer a wider range of information including directions, incident awareness on the surrounding road network, parking occupancy, road safety messages, driver targeted messages, events and roadworks to define only a few of the options.



10.2 Customer Experience

10.2.1 The customer experience is also part of the decision-making process as to which car park they choose to utilise. This experience begins with the journey to the car park, the experience in the car park, the way finding from the car park to the destination and the return journey. Although location and cost are generally the primary reasons for choosing a car park the “customer experience” is a further consideration.

10.2.2 Each one of the points below can affect the choice of car park; however, there are a wider range of measures that the council can consider improving the management of the car parks and provide an improved service to the customers:

- Customer information
- Customer routes to and from car parks
- Zonal parking
- Pedestrian way Finding in car park
- Enhanced facilities
- Space, aisle and ramp sizes
- Pedestrian safety
- Security

10.2.3 These need to be considered not only when building new car parks, but with respect to refurbishment of current car parks. Examples of these can be found in Appendix 3 of this report.

10.3 Future Technology

10.3.1 The use of technology and digital systems in relation to motor vehicles and parking over the past 10 years has been significant, leading to such options as self-parking vehicles, autonomous vehicles and self-charging vehicles, the latter two still in their infancy but could in the timeline of this strategy become common practice.

10.3.2 This section seeks to highlight the possible ways in which the council may seek to manage, control, enhance and promote technology in the future. This list is seen as a foundation for the explanation of technology and digital systems in the short to long term of this strategy.

- Electric Recharging Networks
- Parking Management
- Park and Ride
- Autonomous vehicles

10.3.3 The table below summarises some of the future technology that the council may consider in the future as parking demands evolve over the period of this strategy. The council seek to be flexible as technology is continually advancing and new ideas and opportunities are forthcoming

Table 10.3 Future Technologies

Systems	Examples
Electric Recharging Networks	

- Commercial networks – Fixed sites for charging operated by the private and public sector are expanding, the council need to expand they're on street and car park provision for additional demand. (including solar power subject to vehicle type)
- **Wireless charging** in the future there may be the option to remote charge cable free either while parked or on the move. When parked it would be easier to regulate the purchase of the power.
- **E- Bikes / Scooters** – An increase of electric bikes and scooters being used and available has become a recent trend in the UK. This has led to an increase in demand for secure parking facilities and charging points will also be necessary in the same way that they will be for cars.



Parking Management

- **Smart parking** - Some newer car park installations are already using real-time parking availability, electric sensors (above or in the floor) and digital display boards to indicate exactly how many spaces are free and where they are. More sophisticated systems allow pre-booking of spaces via mobile apps.
- **On Street apps** – There are multiple apps now available for locating on street parking spaces whether for general use, loading or disabled (blue badge). These apps can be separated into two types: location and availability. The location system is solely app based and simply informs the driver of location of space and often tariff and time restraints. The availability app requires a sensor to be placed in the bay which will tell the app if the bay is occupied or not. These sensors can be used in both car parks and on street parking. More sophisticated developments allow pre-booking and relay real-time parking and traffic information to mobile apps or directly to the car itself.
- **Space in car parks** is becoming more and more valuable, but the demand for electric charging, motorcycles, scooters and bikes



<p>and disabled bays coupled with wider walkways, stairwells, lifts and public areas, means that some technologies which are popular abroad (Europe and Japan) for stacking and racking cars, bikes etc could be considered in maximising use of floor space as per below:</p> <ul style="list-style-type: none"> ▪ Deck/MSCP – The more traditional methodology to increase parking capacity on a site is to add additional decks to the site, either above or below ground. In financial terms it is more cost effective to build upwards, but costs obviously increase subject to the number of floors. A single or double deck would often be the limit in town centre locations due to planning and environmental issues. The scope for a new MSCP will be subject to location and previous land use. ▪ Stacking – In areas of restricted land, there is a trend for stacking vehicles, cycles etc either above or below ground. In many cases especially with respect to cycles, the process for parking is automated. These systems reduce parking areas considerably but can be expensive to build and operate. 	  
<p>Park and Ride</p> <ul style="list-style-type: none"> ▪ Park and Ride – As vehicle numbers are forecast to decline, current road space could be reassigned to public transport. This could be enhanced with the use of tram or autonomous vehicle style vehicles. This would allow valuable town centre car parks to be replaced in favour of outer town park and ride sites, but with a high-class delivery service to the centre. Options to be explored further as transport policy develops and a new LTP emerges. 	
<p>Autonomous Vehicles</p>	

- **Autonomous Vehicle Valet Parking** - The use of autonomous vehicle valet parking will allow people to be dropped at a convenient location, the vehicle then driving itself to a parking facility until needed again. This will allow for more compact car parks, as there is no need for doors to open on cars while passenger walkways, lifts, stairs etc., will also be unnecessary (beyond what is needed for service access). This also makes possible a move towards suburban or out-of-town car parks and the complete repurposing of town centre car parks.
- **Autonomous Vehicle Pods** – A system where drivers park non-autonomous cars away from the centre and are then transferred by smaller autonomous pods to the centre, thus removing congestion.
- **Autonomous Vehicle on Demand** – A system where drivers call up or pre-book an autonomous vehicle from a storage area, which allows them to choose the type of vehicle they require for that occasion, with door-to-door service.



Technology and Customer Care Summary

- Monitor the technical enhancements for payment technology either at the machines or remotely and seek to increase the level of automation to the current and future system.
- Increase the provision of electric charging sites in the borough in car parks, key locations and on street.
- Promote the Car Share scheme.
- Increase the number of publicly accessible car club spaces in the town centres working with operators and developers.
- Enhance the use of the VMS system in terms of customer information including car parking (Maidenhead).
- Consider expanding the VMS system to Windsor and possibly on strategic links into the borough .
- Enhance the digital information provided to customers including real time data on car park capacity.
- Review and seek to enhance the customer experience in current and new car parks.
- Increase the electric charging facilities for other electric based vehicles (cycles, motorbikes and scooters).
- Review and update electric charging systems as technology progresses
- Increase information systems in and on approach to car parks as to capacity and location of spaces.



- Investigate introducing on street sensors to provide availability of space via app for specific users such as blue badge or general public spaces.
- Review options for increasing parking provision on current or new car parks via use of decks, basements or multi storey provision.
- Consider increased use of park and ride as a means of increasing parking numbers, but in line with environmental policy to limit vehicle trips to town centre.
- Review the progress of autonomous vehicles and investigate their future opportunity to limit need for town centre parking in favour of demand use only.



11 ENFORCEMENT

- 11.1.1 Good parking provision is vital for the economy of the Borough and for the convenience of residents and visitors alike. It must, however, be recognised that parking space and availability is directly linked to traffic volume, which is linked to both congestion and pollution. A careful balance must, therefore, be struck between parking provision, parking controls, levels of charges and enforcement in order to ensure that RBWM obtains optimum value for the economic wellbeing of the Borough as well as for sustainability and environmental issues.
- 11.1.2 Parking and traffic enforcement is central to the council's overall approach to transport and has as its primary purpose, the achievement of traffic management objectives, through encouraging compliance with traffic regulations. Effective enforcement assists the council in delivering its wider transport objectives. These key objectives can be summarised as follows:
- Managing the safe and free movement of vehicles, pedestrians and cyclists
 - Improving road safety
 - Improving the local environment
 - Maximising the use of parking spaces to balance the needs of road users, including residents, businesses and visitors
 - Improving the movement and accessibility of public transport
 - Meeting the needs of people with disabilities
- 11.1.3 The legislative framework for local authorities to carry out enforcement changed to the Traffic Management Act 2004 (TMA) Part 6 on 31st March 2008, replacing parts of the Road Traffic Act 1991 (as amended) and the Local Authorities Act 2000 (as amended).
- 11.1.4 The regulations in part 6 of the TMA largely replicate those contained in the Road Traffic Act 1991 (as amended) but decriminalised parking contraventions. This meant that they are no longer dealt with under Criminal Law in the Magistrates Courts but come under the jurisdiction of the Civil Law. This transferred powers to Local authorities to enforce parking restrictions, previously the responsibility of the Police.
- 11.1.5 Since RBWM adopted the sole responsibility for enforcement it has continued to develop additional enforcement powers and, through its parking enforcement, parking contraventions are enforced.
- 11.1.6 The Borough's parking enforcement policy seeks to abide by both Acts of Parliament and to incorporate best practice within its protocols. Reference is made to the Department for Transport's Traffic Management Act 2004 Operational Guidance to Local Authorities: Parking Policy and Enforcement March 2015.
- 11.1.7 RBWM is committed to the following approaches to ensure that effective parking enforcement delivers the objectives:
- Developing parking strategies that meet local objectives, focusing particularly on congestion, road safety and accessibility.
 - Adopting best practice guidance available, including enforcement operations that are firm but fair and are reasonable to motorists and others who live and work in the borough.
 - Focus on the enforcement of disabled parking bays.
 - Establishing clear performance standards in applying parking restrictions.



- Communicating clearly to motorists what regulations are in force and how compliance is to be achieved.
- Implementing appropriate recruitment, retention and training practices to ensure professional parking enforcement throughout the Borough.
- Ensuring the process for challenging and appealing penalty charge notices is consistent and transparent.
- Strengthening the status and profile of the parking appeals procedure and the role of the Independent Adjudication Service.
- Maintaining independent scrutiny of Parking Enforcement.
- Monitoring and publishing the standards we achieve.

11.2 Considering the Future

11.2.1 Enforcement is a key measure in seeking to prevent illegal use of parking spaces both off and on road. However, in major cities and London Boroughs they are investigating alternate options to enforcement and how technology can support the enforcement process.

11.2.2 RBWM is not yet committed to the utilisation of these methods in the Borough, however the following measures could add weight to the council's current enforcement strategy.

11.3 Manage V Enforcement

11.3.1 In terms of civil enforcement officers (CEOs), some councils are now rebranding these as 'marshals'. These Parking Marshals are fully qualified CEOs, authorised to enforce road traffic contraventions, however they also have a new ambassadorial role.

11.3.2 Their duties differ from traditional CEOs in that a marshal's main function is to educate motorists and help them comply with traffic regulations. As well as educating and assisting the public, marshals will also be managing curbside spaces, and establishing a positive working relationship with drivers, residents, businesses, workers and visitors. This will be key to ensuring good traffic flow.

11.3.3 Enforcement will be carried out as necessary or when rules and regulations are continuously being ignored; however, they have the option to work with the public and seek to manage the traffic and parking issues before considering prosecution.

11.4 Automated Enforcement

11.4.1 The use of remote enforcement via static or mobile cameras or other systems is becoming common practice in London and those with special powers. These powers are linked to current guidance that is limited to those locations, but in the future as such legislation is widened then councils around the country can begin to use more technology to remote enforce. As per below these systems offer multiple opportunities to the council for civil traffic enforcement, school safety, police ANPR detection and traffic and parking. Although not part of the current contracts, these systems can also be augmented to include additional detection facilities linked to environmental data such as air quality.

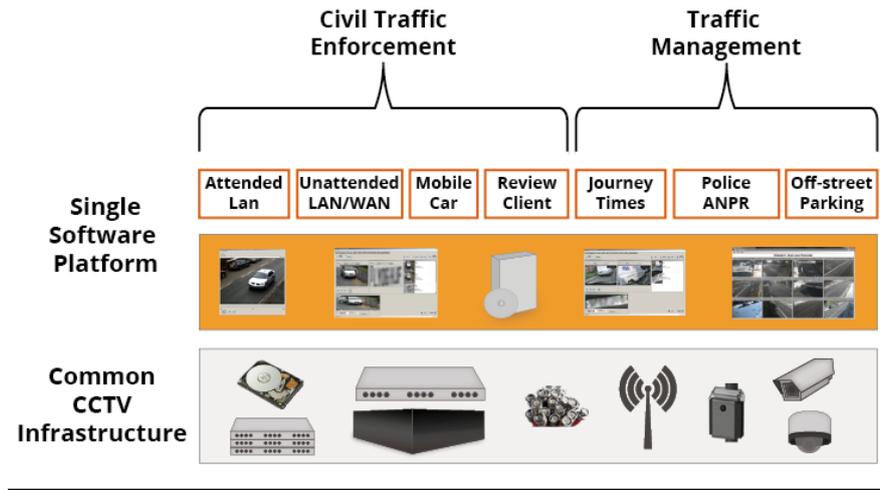


Figure 11.1 Videalert System Examples

11.4.2 The council is talking to Videalert Limited in order to address the requirements to deploy an unattended camera system to enforce a number of school 'keep clears' at hotspot school locations within the borough.



Figure 11.2 Usage Options

11.4.3 Videalert is proposing to address RBWM's requirements with the deployment of its fully hosted solution without the need for any software or hardware to be installed on the client's premises. At locations with considered increase safety issues, a video camera will be located where it can capture and processed the cameras observations in real-time, which can be stored and accessed via a centrally hosted servers at Videalert's Data centre.

11.4.4 Once stored on the hosted servers, either council staff or its contractors can remotely review the evidence packs using standard PC web browsers over any internet connection. Once approved, the evidence packs can be despatched to the council's



various back office systems (or to a single system where agreements can be reached for this approach).

11.4.5 Many councils are now moving forward with complete CCTV control room upgrades, moving to digital CCTV systems and merging public realm and traffic activity into a single area, to improve the quality of service and to drive down operational costs. This is leading to requirements where vendors need to supply multiple CCTV traffic applications.

Enforcement Summary

- Consider increasing the role of the CEOs to educate motorists and help them comply with traffic regulations rather than standalone enforcement.
- Expand use of static camera enforcement for specific locations such as school entrances.
- Consider additional upgrades to control centre as digital static and mobile enforcement increases.
- Seek to promote expansion of static and mobile enforcement use outside of London.
- Consider providing dual purpose enforcement and monitoring facilities to increase council's data collection capability and cross department sharing of data.
- Adopt refreshed parking enforcement policy (See Appendix 2).

12 THE STRATEGY

12.1 Background

12.1.1 To achieve the aspirations, which are particularly challenging in this area which has high rates of car ownership and high tourist/seasonal demands, the effective management of the Borough's parking stock is the basis of the Parking Strategy for the whole borough.

12.1.2 The objectives and principles of this parking strategy have been derived by considering a number of RBWM policy documents; The Borough Local Plan, the Local Transport Plan, The Climate Strategy, the regeneration aspirations and the previous 2016 Parking Strategy.

12.1.3 These documents coupled with National Planning Policy Framework and major development opportunities being considered in Maidenhead and Windsor specifically all have an influence on the future parking strategy.

12.1.4 As shown by the figure below, there are multiple influences on parking choice subject to the type of user.



Figure 12.1 Influences on Parking Choice

12.1.5 The key factor in influencing a journey is generally the reason for trip, whether it be retail, employment, leisure or other, as the objective is to utilise the closest car park to the required destination, unless there are no suitable types of spaces or financially it is not viable to stay in that car park for allotted time.



12.1.6 The Royal Borough of Windsor and Maidenhead is a unique Borough, in that it is made up of five distinctive and vastly differing areas, each of which have specific challenges

- Windsor
- Maidenhead
- Ascot, Sunningdale and Sunninghill,
- Smaller villages or hamlets and
- Rural areas

12.2 STRATEGIC AIMS

12.2.1 This document sets out how parking in the Royal Borough should be progressed over the span of the document seeking to promote short- and long-term objectives, while maintaining sufficient flexibility to accommodate change over that period. The strategic aims and statements have been refined from the outputs of the previous section of this report and are summarised below.

Table 12.2 Summary of Strategic Aims

Strategic Aims	Statement	Relevant Chapters
Commercial viability	Seek to ensure adequate provision and enable the Council-owned car park stock to become self-financing and/or reinvestment in improvements to parking facilities, roads and other transport modes.	Policy Context Regeneration and Placemaking Current and Future Baseline Parking On Street Parking Challenges and Options Financial Summary Special Parking Technology Enforcement
Parking provision	Seek optimum use of the parking stock and ensure adequate provision, including spaces available at locations that maximise the potential for achieving transport, social, economic and environmental goals, while also achieving a balance between supply and demand for both on-street and off-street parking.	Policy Context Regeneration and Placemaking Current and Future Baseline Parking On Street Parking Challenges and Options Financial Summary Special Parking Private and Non-residential Parking Technology Enforcement
Parking quality	Seek to ensure the borough's parking stock is designed to ensure personal and property security, accessibility by all users, better road safety and traffic management and that physical impact of parking areas and buildings is minimised. This quality approach will extend to routes to and from parking areas and the	Policy Context Regeneration and Placemaking Borough Characteristics Current and Future Baseline Parking On Street Parking Challenges and Options Financial Summary Special Parking



Strategic Aims	Statement	Relevant Chapters
	major defined destinations in urban areas.	Private and Non-residential Parking Technology Enforcement

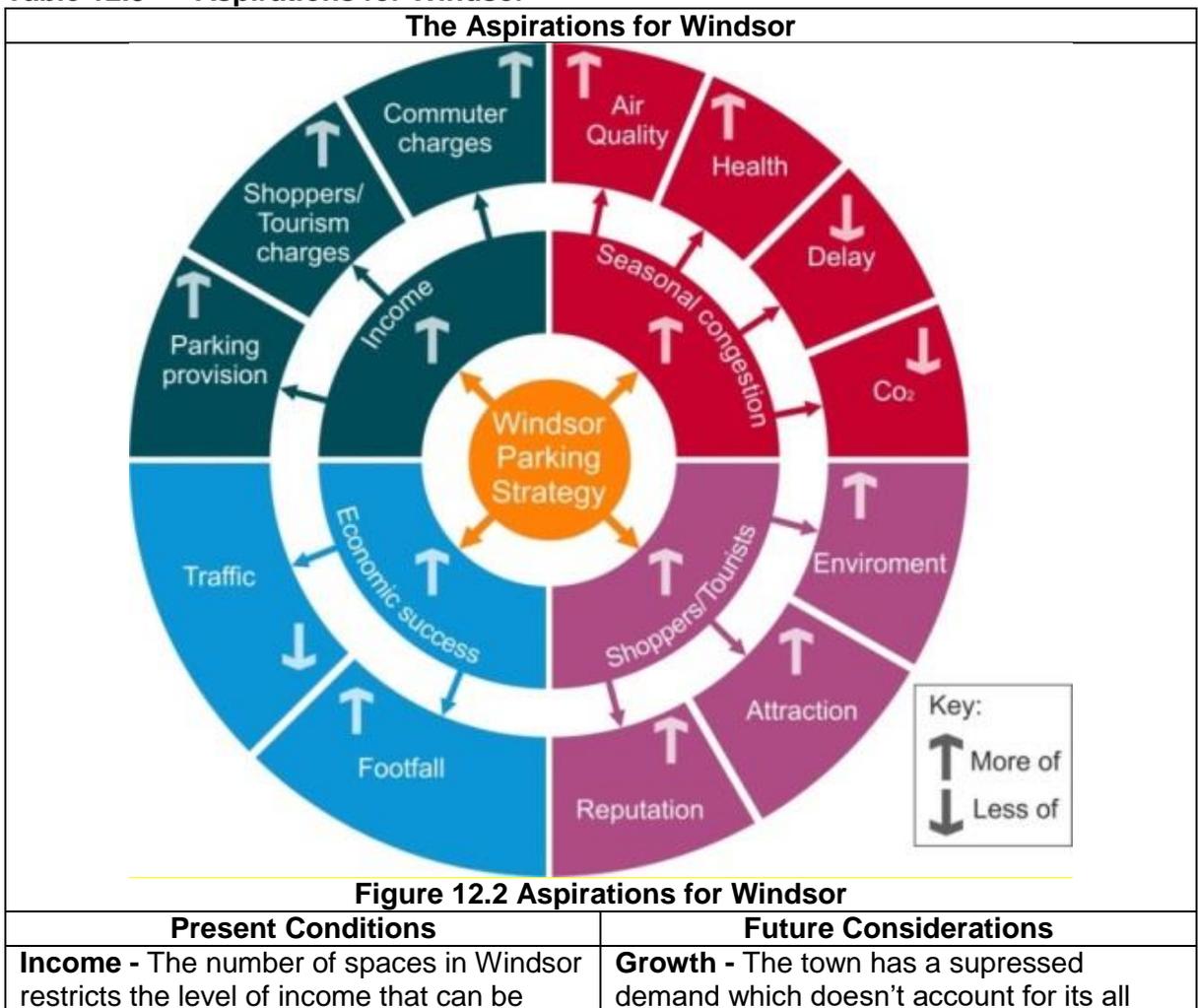
12.2.2 The following will set out the strategy for each of the five distinctive areas

- Windsor
- Maidenhead
- Ascot, Sunningdale and Sunninghill,
- Smaller villages or hamlets and
- Rural areas

Windsor

12.2.3 The table below sets out the proposed parking strategy for Windsor based on the present conditions in Windsor and how they can be met within the strategy.

Table 12.3 Aspirations for Windsor





<p>obtained, especially as the town has multiple users and an all year demand. Windsor has higher income per space than any other part of the borough but only supports around 30% of the council's public parking provision.</p>	<p>year round usage, as such it warrants an increase in overall parking for the town centre, however any increase needs to be carefully planned and address climate, congestion and access issues to the town centre.</p>
<p>Seasonal Congestion - The yearly demand in Windsor is elevated in the summer, during school holidays, bank holidays and festivals such as Christmas. The increase in demand is not catered for as there is limited uplift in the number of spaces provided during these periods.</p>	<p>Management - The parking provision needs to be flexible and centralised to allow for this seasonal fluctuation. The town currently has multiple small-town centre car parks the majority of which are surface and have limited scope for increased provision. As has been done in Maidenhead, the rationale of these car parks in the future need to be assessed and alternatives considered which can be better managed to meet the peak demands, by zoning the car parks and defining current and future more by user, than seeking to mix long/short stay.</p>
<p>Shopper/Tourists Windsor has a unique user profile which not only generates a seven-day demand, but also a night-time demand for parking. When considering the two main users' shoppers and tourists, their demand periods are similar, namely off-peak weekdays and Saturday and Sunday. However, their length of stay is often different with tourists looking to spend longer in the town and therefore the quality and location of the short and long stay parking is a key consideration in terms of the attractiveness of each user and their defined destination.</p>	<p>Flexibility The challenge in balancing the demand between long and short stay in Windsor is key. Each user has a profile, the shopper tends to be defined as short stay and wanting to be as close to their destination as possible, the visitor more likely long stay, but with a similar destination. They may be prepared to consider an alternate location or mode to get them there, as they have more time to spare. The town could benefit from an increase in "long stay" parking. This could allow a rationalisation of the town centre car parks, switching town centre spaces to short stay, with limited increase in volume in the town centre. This nature of the long stay user would promote other options such as park and ride.</p>
<p>Economic Success - The continued growth of the town is integrally linked with parking as it supports increases in footfall for all aspects of the town. However, this increase can also create negative aspects with increased traffic and congestion, which can deter visitors.</p>	<p>Viability - The balance is to generate an increase in spaces that can promote increased footfall and economic growth but can be managed to minimise the possible detrimental impacts of additional cars.</p>
<p>On Street Provision – Windsor has an established on street parking provision for public use, which has evolved over time. The demand on these areas is increasing and there is a need to review and consider how these can be expanded, while retaining sufficient protection for residents.</p>	

Maidenhead

12.2.4 The table below sets out the proposed parking strategy for Maidenhead based on the present conditions in Maidenhead and how they can be met within the strategy.

Table 12.4 Aspirations for Maidenhead

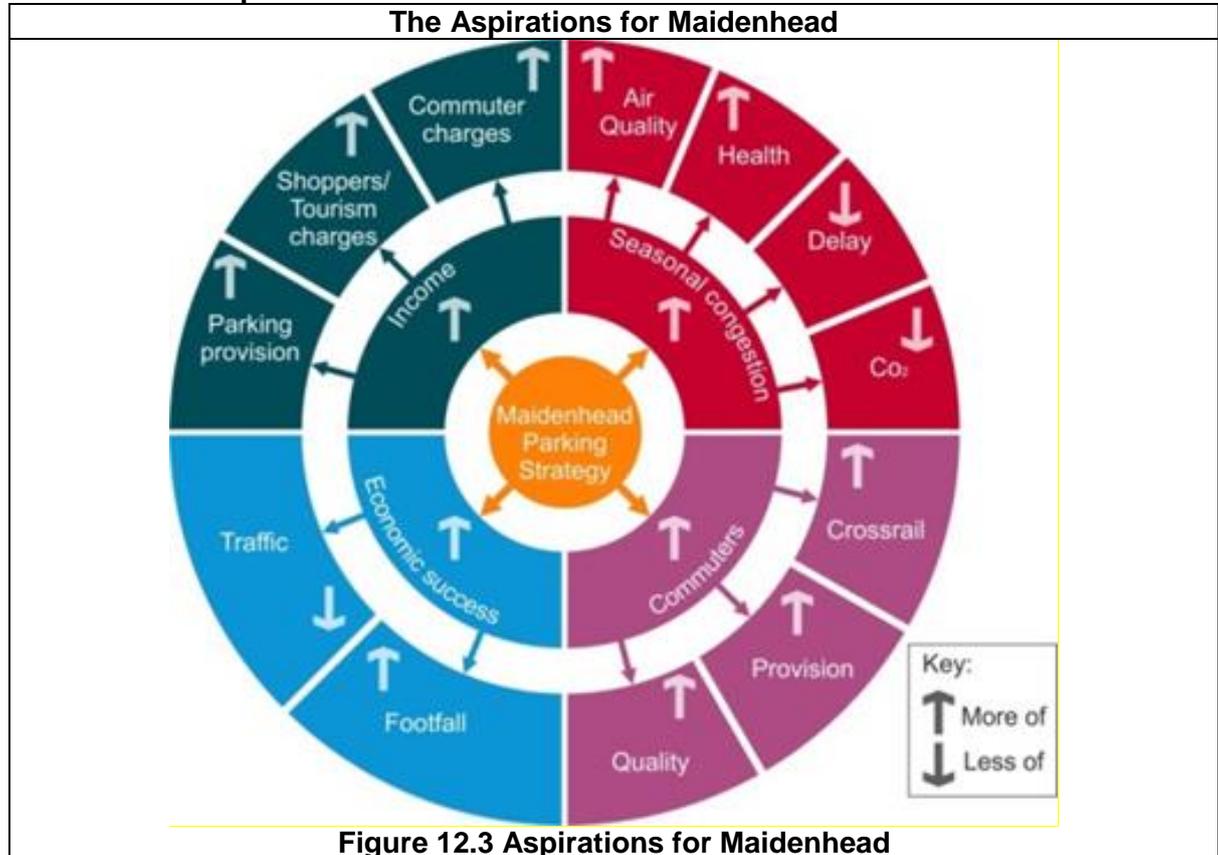


Figure 12.3 Aspirations for Maidenhead

Present Conditions	Future Considerations
<p>Income - Maidenhead has a plan to increase the level of parking within the town centre and seek to rationalise the tariff system and better use of the car parks in line with the proposed growth of the town. Maidenhead has the highest number of spaces in an individual location, as such the income per space needs to be maximised.</p>	<p>Growth - The town has a mixed use across the week, with certain car parks being busy or full during weekdays, but with some witnessing very low usage at weekends. The growth of the town has been managed through rationalisation of car parking, which has proposed an increase in the future, but through consolidation a lessening of vehicle trips to multiple sites across the town centre</p>
<p>Seasonal Congestion - There is a marginal variation in demand during school holidays, bank holidays and festivals such as Christmas. The demand is generally centralised to key town centre car parks where short and long stay users compete for spaces.</p>	<p>Management - The overall increase in parking, the rationalisation of car parks and the management of where short and long stay and permit/season ticket holders are located seeks to provide an increase in short stay parking in the centre of the town at the two main retail car parks.</p>
<p>Shopper/Tourists - Maidenhead's parking demand is more focused on retail, employment and commuters, the town has more "daytime" based demand across the</p>	<p>Flexibility - The regeneration proposals seek to generate sufficient short and long stay spaces to meet the demand, while seeking to balancing the demand between</p>



<p>week, with limited demand for evening parking. However, the quantum and type of regeneration in the area, means that the future parking provision needs to promote and support this growth and provide sufficient type, quantum and located in the optimum location for those user types.</p>	<p>long and short stay while minimising their impact on the town and its specific environmental issues such as the AQMA's. However, the quantum needs to be flexible and balance the demand against the financial cost, thus offering a tariff structure to encourage use in edge of town car parks for long stay and maximise the remaining town centre car parks for retail etc.</p>
<p>Economic Success - The continued growth of the town is integrally linked with parking as it supports increases in footfall for all aspects off the town, especially with seeking to expand on the daytime economic growth thorough creation/support of a night-time economy.</p>	<p>Viability - The balance is to generate an increase in spaces that can promote increased footfall and economic growth. The use of a zonal system to maximise use of spaces in the town centre and seek to accommodate future growth seeks to concentrate the provision and ensure the town's long-term viability throughout the week.</p>
<p>On Street Provision – Maidenhead has no formal on street paid parking areas. As the town centre is consolidated and tariffs amended there may be a level of displacement as such the council need to review how surrounding roads can be protected for use by residents, while considering the option for shared use or waiting restrictions to limit further displacement and impact on edge of town communities.</p>	

The Wider Borough

12.2.5 The table below sets out the proposed parking strategy for those areas outside of Windsor and Maidenhead based on the aspirations and how they can be met within the strategy.

Table 12.5 Aspirations for Wider Area

Location	Aspiration	Future Considerations
<p>Ascot, Sunningdale and Sunninghill,</p>	<p>These areas have limited council operated facilities, in many cases the majority of the public parking spaces are free and controlled by time limits in terms of use. These locations are subject to growth and future development which will encourage visitors from outside the area, already leading to congestion and under provision. The primary means of access will be by car, given the limited public transport facilities and the dispersed nature of the population across a wider area outside the town's urban limits.</p>	<p>The development in and around these locations is increasing demand on the current parking provision, as such there needs to be a review on the current control on these spaces which may lead to a change in control or an increase in provision subject to environmental and other policies. In many cases certain roads in the area are resident permit only and any changes to off and on street parking will need to consider this to prevent any additional displacement.</p>
<p>Smaller villages or hamlets</p>	<p>Smaller areas such as Datchet and Eton have differing types of parking on and off street. The parking is heavily influenced by</p>	<p>The scale of any increase in provision would need to be assessed against the current users seeking to balance demand</p>



Location	Aspiration	Future Considerations
	commuters and tourists; as such these areas have pay and display on and off street, resident parking limits and unrestricted parking. The areas are often subject to multiple small-scale developments which support the local amenities.	between residents, shoppers, commuters and tourists. There is limited land for car park extensions, as such any increases are likely to be on street and would need to consider current resident requirements, thus suggesting the possibly of increased shared use spaces.
Rural Areas	The majority of the rural car parks are linked to recreational areas (for example: Windsor Great Park or the River Thames	Due to the environmental constraints there is limited scope to expand these facilities, however their location is optimum to promoting their use to improve health and well-being.

Outside the Borough

12.2.6 The council are committed to co-ordinate with and be compatible with neighbouring authorities where necessary. This will require review of tariffs, levels of cross boundary trips and if there are opportunities, shared cooperation in terms of provision or management of spaces.



13 Action Plan

13.1.1 To deliver the strategic aims of parking, its associated objectives and policy principles as introduced through this document, an Action Plan has been developed below. A number of the actions overlap in terms of the chapter headings. As such they have only been included as a single action in order of the chapters of this document.

13.1.2 The Parking Strategy and specifically the Action Plan provides the council with a phased investment strategy to deliver the individual items set out in the action plan.

13.1.3 This combination of cost and programme will allow the council to manage the future capital expenditure required to implement the items in the action plan. The action plan can also be utilised by the council to secure external funding from central Government, government agencies, the LEP or developers through appropriate contributions.

13.1.4 The Action Plan utilises a provisional cost band as per below

£	=	£20 to 100K
££	=	£101K to £500k
£££	=	over £500k



Table 13.1 Regeneration and Placemaking			
Ref	Action	Timeline	Cost
R1	Review car park locations and develop a zonal approach based on primary users	2020 to 2023	£
R2	Review underutilised car parks and prepare a business case to establish whether demand exists, or is projected, and usage can be increased or consider disposal of the asset for development in line with the Property & Asset Strategy	2020 to 2025	£
R3	Review parking standards for development	2021 to 2023	££

Table 13.2 Current and Future Baseline Parking			
Ref	Action	Timeline	Cost
FB1	Deliver the regeneration parking proposals for Maidenhead (including new build at Vicus Way and Broadway)	2020 to 2023	£££
FB2	Undertake a parking review for Windsor parking to develop and agree local policy	2020 to 2023	£
FB3	Develop a business case for introducing charging in car parks which are currently free to manage demand; support residents and businesses; align with commercial objectives	2020 / 21	£
FB4	Strengthen policy that current / new developments should make private parking available for public parking in evenings and weekends as appropriate	Ongoing	£



Table 13.3 On-Street			
Ref	Action	Timeline	Cost
OS1	Promote phased expansion of car clubs and electric charging facilities Car Club – 5-10 per town/1-2 per village Electric Spaces – 20-40% of car park spaces Electric Spaces – 20% of on-street spaces	2020 to 2025	£££
OS2	Review and convert resident permit parking to shared use to increase parking provision and create flexible use	2020 to 2025	£
OS3	Review on-street public parking schemes and consider a zonal solution to manage demand; increase capacity and flexibility	2020 to 2025	££
OS4	Reduce on-street payment machines to 'drive' online business; reduce street clutter; reduce operational costs	2020 to 2023	£

Table 13.4 Financial			
Ref	Action	Timeline	Cost
F1	Review and standardise the parking tariffs and times as far as possible across all car park – adopt eight band tariff model	2020	£
F2	Review and standardise the discount (when compared to daily tariffs) secured by purchasing a season ticket tariffs	2020	£



Table 13.5 Special Parking			
Ref	Action	Timeline	Cost
SP1	Review current location and level of provision for blue badge holders	2020-2023	£
SP2	Deliver new Shopmobility facility in new Broadway car park as an integral part of the town centre regeneration	2023-2025	££
SP3	Review current Shopmobility facilities in Windsor as part of wider parking review and development of local parking policy	2023	££

Table 13.6 Private and Non-Residential Parking			
Ref	Action	Timeline	Cost
NRP1	Promote Travel Plans to minimise and manage car use as part of the development management process	2020-2030	£



Table 13.7 Technology			
Ref	Action	Timeline	Cost
T1	Actively promote use of car sharing and car clubs	2020-2025	£
T2	Increase activity and dynamic usage of information based Variable Message Signs	2020-2022	££
T3	Develop and deliver digital systems to provide real time data with respect to car park occupancy and on-street availability to inform public choices on parking	2020-2023	£
T4	Increase number and location of electric charging points and parking places across the car park and on-street estate in line with the Climate Change Strategy	2020-2025	£
T5	Investigate implementation of parking bay sensors; link to app-based system	2020-2025	£
T6	Review progress of autonomous vehicle usage on public highway and impact on parking demand and respond accordingly	2020-2025	£



Table 13.8 Enforcement			
Ref	Action	Timeline	Cost
E1	Develop the business case to implement static enforcement systems at key locations (schools) to meet strategic aims	2020-2023	£
E2	Consider options and the business case to expand use of static and mobile enforcement as national legislation is amended	2020-2025	£
E3	Adopt refreshed enforcement policy (attached as Appendix 2) and review periodically	2020	£



APPENDIX 1 LOCAL PLAN POLICY

Policy TR 1

[View Comments \(12\)](#)

[Add Comments](#)

Hierarchy of Centres

1. The area's centres will be supported and strengthened to ensure that they continue to be the focus of communities. Initiatives which safeguard and enhance their role and function will be supported.
2. The hierarchy of centres in the Borough is defined as follows:
 - Town Centres: Windsor; Maidenhead
 - District Centres: Ascot; Sunningdale
 - Local Centres: Cookham; Cookham Rise; Datchet; Dedworth Road West, Windsor; Eton; Eton Wick; Old Windsor; Shifford Crescent, Maidenhead; Sunninghill; Vale Road, Windsor; Wessex Way, Cox Green; Wooton Way, Maidenhead; Wraysbury.
3. Windsor and Maidenhead will be the preferred location for the development of main town centre uses, followed by the District and Local Centres. The extent of the centres is defined on the Policies Map.
4. Development proposals for main town centre uses including retail development, leisure, entertainment facilities, offices and arts, cultural and tourism development will be supported in accordance with the hierarchy, provided they are appropriate in terms of their scale and design, and are well-related to the centre.

Policy TR 2

[View Comments \(4\)](#)

[Add Comments](#)

Windsor Town Centre

1. Development proposals should promote and enhance the role of Windsor town centre and its vitality and viability. The retail role of Windsor town centre will be supported.
2. New development proposals within the primary shopping area, as defined on the Policies Map, should broaden the range of shopping opportunities and improve the image of the town as a sustainable and high quality shopping destination. In particular proposals to extend retail floorspace within existing stores and complexes and to extend department store provision within Windsor Town centre will be supported.
3. Development proposals for retail and service provision aimed particularly at visitors will be supported in a visitor development area that is appropriate to the character and function of the area, which includes Windsor Castle, Royal Windsor Shopping Centre, High Street and Thames Street.
4. Primary frontages, defined on the Policies Map, should include a high proportion of retail uses. Development proposals for non-retail uses within primary frontages will be permitted where they would enhance vitality and viability, be appropriate to the character and function of the area and retain prominent shop units within the primary frontage.
5. Development proposals in secondary frontages will be supported where they contribute to the existing character, function and vitality of the street or surrounding environment.
6. Development proposals for residential use on upper floors throughout Windsor town centre will be encouraged.
7. An allocation for a mixed use development comprising ground floor retail units with residential units is identified on the Policies Map at Minton Place.



Policy TR 3

[View Comments \(14\)](#)

[Add Comments](#)

Maidenhead Town Centre

1. Development proposals should promote and enhance the role of Maidenhead town centre and its vitality and viability. The retail role of Maidenhead will be supported and development proposals for the regeneration of sites for town centre uses and those that protect, enhance or diversify retail activity, within the primary shopping area will be supported.
2. Reference should be made to the adopted Maidenhead Town Centre Action Area Plan with regard to the most appropriate locations and requirements for town centre uses and activities. Subsequent revisions of retail floor space projections should be taken into account in development proposals.
3. Primary frontages, defined on the Policies Map, should include a high proportion of retail uses. Development proposals for non-retail uses within primary frontages will be permitted where they would enhance vitality and viability, be appropriate to the character and function of the area and retain prominent shop units within the primary frontage.
4. Development proposals in secondary frontages will be supported where they contribute to the existing character, function and vitality of the street or surrounding environment. In particular, proposals to expand the cultural, entertainment and food offer of Maidenhead will be encouraged.
5. Proposals that make more efficient use of sites through intensification, higher densities or innovative design will be encouraged, provided that it is of exemplar design, supported by adequate infrastructure and transport and environmental impacts are appropriately addressed.
6. Within the town centre, development for tall buildings which are of exemplar design will be encouraged providing they do not compromise the character and appearance of the centre and that of nearby Conservation Areas.
7. Development proposals for residential use on upper floors throughout Maidenhead town centre, and proposals that would enhance the town's waterways, will be encouraged.

Policy TR 4

[View Comments \(4\)](#)

[Add Comments](#)

District Centres

1. Ascot and Sunningdale are district centres, defined on the Policies Map, whose main functions are to provide a range of shops and services to the surrounding areas. A broad mix of uses will be maintained within the centres to support their current functions and to help them meet their full potential.
2. Development proposals for retail use within district centres will be supported, particularly within the primary shopping areas as defined on the Policies Map.
3. Non-retail uses and services will also be supported provided the overall function of the centre and opportunities for customer choice are maintained.
4. The scale of development that will be appropriate in district centres will be smaller than that in town centres, and will be determined by reference to the scale and function of the centre in question. Development proposals should not be of such a scale that they would elevate the centre to a higher level in the retail hierarchy.
5. Development proposals for residential use on upper floors in district and local centres will be supported. Where there is a considerable proportion of vacant property in a centre, residential or other uses at ground floor level will also be considered by the Borough provided that they would not adversely affect the function of the centre within the retail hierarchy.
6. Special considerations will apply in situations of sustained high levels of vacancy, for example where more than 30% of the units in a centre have been vacant for more than a year. Where there is a sustained high level of vacancy, the Council will consider active town centre uses as a first resort with residential or other uses at ground floor level as a last resort.
7. A diverse range of appropriate uses including retailing will be appropriate and there is limited scope for new retail floorspace in either district centre. The Neighbourhood Plan for the area, Ascot, Sunninghill and Sunningdale Neighbourhood Plan 2011-2026, supports the provision of small retail units on sites in both centres.



Policy TR 5

[View Comments \(8\)](#)

[Add Comments](#)

Local Centres

1. Development proposals for retail use within local centres will be supported, particularly within the primary shopping areas as defined on the Policies Map. Non-retail uses and services will also be supported provided the overall function of the centre and opportunities for customer choice are maintained.
2. The scale of development that will be appropriate in local centres will be determined by reference to the scale and function of the centre in question. Development proposals should not be of such a scale that they would elevate the centre to a higher level in the retail hierarchy.
3. Development proposals for residential use on upper floors in local centres will be supported. Where there is a considerable proportion of vacant property in a centre, residential or other uses at ground floor level will also be considered by the Borough provided that they would not adversely affect the function of the centre within the retail hierarchy.
4. Special considerations will apply in situations of sustained high levels of vacancy, for example where more than 30% of the units in a centre have been vacant for more than a year. Where there is a sustained high level of vacancy, preference will be given to active town centre uses. Residential or other uses at ground floor level will also be considered by the Borough provided they would not adversely affect the function of the centre within the retail hierarchy.
5. Local centres defined on the Policies Map will be supported to provide a broad range of services for their local community, mainly serving specialist local needs or the immediate day to day needs of their local area.
6. The local centres identified in Policy TR1 exclude small parades of shops of purely neighbourhood significance.

Policy TR 6

[View Comments \(12\)](#)

[Add Comments](#)

Strengthening the Role of Centres

1. Main town centre uses must be located within the centres defined in the hierarchy of centres where sites are suitable, viable and available. Subject to operation of this sequential test and as set out elsewhere in policy, offices may also be located in defined business areas.
2. Unless a development proposal is intended to meet a particular local need that occurs only in a specific location or catchment area, development proposals must assess in-centre sites in the following order of preference:
 - a. sites in town centres (Maidenhead, Windsor)
 - b. sites in district centres (Ascot, Sunningdale)
 - c. sites in local centres.
3. Where suitable and viable in-centre sites are not available, edge of centre locations must be considered. If suitable and viable edges of centre sites are not available, out of centre sites should be considered. When considering edge of centre and out of centre proposals, preference will be given to accessible sites that are well-connected to the centre.
4. Flexibility should be demonstrated on issues such as the format and scale of development. All centres within each individual level of the hierarchy are of equal status for the purposes of this sequential test.
5. Outside the defined centres, retail development including subdivision of existing retail units or widening the range of goods allowed to be sold will be resisted unless the proposal passes the sequential test outlined above, or is intended to meet a particular local need that occurs only in a specific location.
6. Development proposals for retail, leisure and office development larger than the thresholds set out below, located outside defined centres must be accompanied by an assessment of their impact on the vitality and viability of and investment in defined centres within their catchment:
 - a. retail development: 1,000m² within Maidenhead and Windsor urban areas; 500m² elsewhere
 - b. leisure development: 2,500m²
 - c. office development: 2,500m²
7. Neighbourhood Plans may set different thresholds where local considerations, supported by evidence, indicate this is appropriate.



Policy TR 7

[View Comments \(2\)](#)

[Add Comments](#)

Shops and Parades Outside Defined Centres

1. Development proposals that enhance the community function of shops and parades located outside centres defined on the Policies Map will be supported.
2. Where it is proposed to change the use of a shop outside a centre, an assessment will be made of its value to the local community. If the shop fulfils a function of benefit to the local community, development proposals must provide credible and robust evidence of an appropriate period of marketing for retail use.
3. Where evidence suggests that a shop does not fulfil a function of benefit for the local community, or where a community benefit exists to changing to another use, marketing evidence will not be required.

Policy SP 1

[View Comments \(383\)](#)

[Add Comments](#)

Spatial Strategy for the Royal Borough of Windsor and Maidenhead

1. The Council's overarching spatial strategy for the Borough is to focus the majority of development in three growth areas (Maidenhead, Windsor and Ascot) to make best use of infrastructure and services, in addition to providing a sustainable approach to growth.
2. New development will largely be focused on the strategic growth location of Maidenhead. Maidenhead town centre will be a major focus of sustainable growth to support its important role within the wider Thames Valley. Higher intensity development will be encouraged within and near to Maidenhead town centre to make the most of the town's transport links, and to take advantage of the Elizabeth Line connections.
3. A large proportion of the Borough's new housing development is to be built as an extension of the town with approximately 2,500 homes focused on a cluster of sites near to Maidenhead railway station (Maidenhead Golf Course, Land south of Harvest Hill Road and Land south of Manor Lane). Growth in Maidenhead will be focused on existing urban sites wherever possible, with some limited release of Green Belt.
4. Windsor is identified as a growth area accommodating limited growth in the town centre and on its western edge. Windsor town centre has national and international significance as a major focus of visitor and tourist activity based on Windsor Castle and the River Thames. The conservation of existing heritage assets is particularly important, meaning limited development will only be permitted where it seeks to enhance the quality of the built environment and does not compromise its character and appearance. Limited Green Belt release will accommodate additional housing growth on the western edge of the urban area.
5. Development in the Ascot growth location will be largely based on Ascot Centre. The coordinated development of several sites related to Ascot High Street will provide the opportunity to strengthen its role as a significant centre in the Borough providing a wide range of uses and activities, and include the provision of public open space. This will be achieved through the redevelopment of existing sites as well as limited Green Belt release.
6. The villages excluded from the Green Belt will continue in their roles as local centres as well as providing limited opportunity to accommodate new development. This will largely be achieved through the redevelopment of existing brownfield sites within the villages alongside limited Green Belt release.
7. Employment needs will largely be met in existing settlements.
8. The Green Belt will be protected from inappropriate development in line with Government policy.



Policy SP 2

[View Comments \(40\)](#)

[Add Comments](#)

Sustainability and Placemaking

1. All new developments should positively contribute to the places in which they are located.
2. Larger developments⁽¹⁾ in particular will be expected to:
 - a. Provide a harmonious, integrated mix of uses, where appropriate, that foster a sense of community, vibrancy and activity;
 - b. Contribute to the provision of social, natural, transport and utility infrastructure to support communities;
 - c. Be designed to facilitate and promote community interaction through the provision of:
 - i. walkable neighbourhoods; and
 - ii. attractive public spaces and facilities and routes which encourage walking and cycling;
 - d. Create places that foster active healthy lifestyles;
 - e. Be of high quality design that fosters a sense of place and contributes to a positive place identity.

6.5 Policy SP3 Character and Design of New Development

[View Comments \(0\)](#)

[Add Comments](#)

Policy SP 3

[View Comments \(121\)](#)

[Add Comments](#)

Character and design of new development

1. New development will be expected to contribute towards achieving sustainable high quality design in the Borough. A development proposal will be considered high quality design and acceptable where it achieves the following design principles:
 - a. Respects and enhances the local, natural or historic character of the environment, paying particular regard to urban grain, layouts, rhythm, density, scale, bulk, massing, proportions, trees, water features, enclosure and materials;
 - b. Provides layouts that are well connected, permeable and legible and which encourage walking and cycling;
 - c. Delivers easy and safe access and movement for pedestrians, cyclists, cars and service vehicles, maximising the use of sustainable modes of transport where possible;
 - d. Respects and retains high quality townscapes and landscapes and helps create attractive new townscapes and landscapes;
 - e. Retains important local views of historic buildings or features and makes the most of opportunities to improve views wherever possible (including views of key landmarks such as Windsor Castle, Eton College and the River Thames);
 - f. Creates safe, accessible places that discourage crime and disorder. Well connected, attractive, legible places with strong active frontages will be expected;
 - g. Incorporates interesting frontages and design details to provide visual interest, particularly at pedestrian level;
 - h. Designed to minimise the visual impact of traffic and parking;
 - i. Protects trees and vegetation worthy of retention and includes comprehensive green and blue infrastructure schemes that are integrated into proposals;
 - j. Provides high quality soft and hard landscaping where appropriate;
 - k. Provides sufficient levels of high quality private and public amenity space;
 - l. Has no unacceptable effect on the amenities enjoyed by the occupants of adjoining properties in terms of privacy, light, disturbance, vibration, pollution, dust, smell and access to sunlight and daylight;
 - m. Is accessible to all and capable of adaption to meet future needs;
 - n. Provides adequate measures for the storage of waste, including recycling waste bins, in a manner that is integrated into the scheme to minimise visual impact;



10.4 Policy VT1 Visitor Development

[View Comments \(0\)](#)

[Add Comments](#)

Policy VT 1

[View Comments \(20\)](#)

[Add Comments](#)

Visitor Development

1. Maidenhead and Windsor town centres will be the main focus for major visitor related development. Development will be acceptable in other settlement locations provided that the type and scale of activity and the number of trips generated are appropriate to the accessibility of the location by walkers, cyclists and users of public transport. Proposals for hotel development at Windsor and Ascot racecourses will be supported if a case of very special circumstances is made in each case.
2. Development proposals for visitor development will be expected to:
 - a. be consistent with the sequential approach to site selection within that settlement or as an exception show evidence that the proposed development is locationally specific and consistent in terms of scale, impact and function with their location
 - b. contribute positively to the character of the area, the amenity of surrounding land uses and the retention and enhancement of heritage assets
 - c. contribute, where appropriate, towards town centre rejuvenation and environmental enhancement and a sustainable, safe, attractive and accessible environment
3. Development required to meet the changing needs of visitors at existing visitor attractions will be supported if the proposal does not have an adverse impact on local environment, amenity or traffic.
4. Development proposals for visitor development in rural locations will be supported where the proposals promote the rural economy and contribute positively towards the ongoing protection and enhancement of the countryside.
5. Visitor development proposals located in the Green Belt will be expected to demonstrate that they maintain the character of the Green Belt in that location, protect historic and heritage assets, are in conformity with current Green Belt guidance, policy and legislation, and are supported by a case of very special circumstances.

13.5 Policy EP2 Air Pollution

[View Comments \(0\)](#)

[Add Comments](#)

Policy EP 2

[View Comments \(38\)](#)

[Add Comments](#)

Air Pollution

1. Development proposals will need to demonstrate that they do not significantly affect residents within or adjacent to an Air Quality Management Area (AQMA) or to residents being introduced by the development itself.
2. Development proposals which may result in significant increases in air pollution must contain appropriate mitigation measures, thus reducing the likelihood of health problems for residents.
3. Development proposals should aim to contribute to conserving and enhancing the natural and local environment, by avoiding putting new or existing occupiers at risk of harm from unacceptable levels of air quality. Development proposals should show how they have had regard to the UK Air Quality Strategy or any successive strategies or guidance, ensuring that pollutant levels do not exceed or come close to exceeding national limit values.
4. Development proposals should show how they have considered air quality impacts at the earliest stage possible; where appropriate through an air quality impact assessment which should include the cumulative impacts. Where relevant, air quality and transport assessments should be linked to health impact assessments, including any transport related mitigation measures that prove necessary.



13.9 Policy EP4 Noise

[View Comments \(0\)](#)

[Add Comments](#)

Policy EP 4

[View Comments \(19\)](#)

[Add Comments](#)

Noise

1. Development proposals should consider the noise and quality of life impact on recipients in existing nearby properties and also the intended new occupiers ensuring they will not be subject to unacceptable harm.
2. Development proposals that generate unacceptable levels of noise and affect quality of life will not be permitted. Effective mitigation measures will be required where development proposals may generate significant levels of noise (for example from plant and equipment) and may cause or have an adverse impact on neighbouring residents, the rural character of an area or biodiversity.
3. Development proposals in areas significantly affected by aircraft, road or rail noise will be supported if the applicant can demonstrate via a noise impact assessment, effective mitigation measures.
4. Development proposals will need to demonstrate how they have met the following internal noise standards for noise sensitive developments:
 - a. Internal noise levels within all habitable rooms shall not exceed an average noise level (LAeq) of 35 dB(A) during the daytime measured between 07.00am to 11.00pm
 - b. Internal noise levels within all habitable rooms shall not exceed an average noise level (LAeq) of 30 dB(A) during the night – time measured between 11.00pm and 07.00am
 - c. Internal noise levels within the bedroom environment shall not exceed a maximum noise level (LMax) of 45 dB(A) during the night – time measured between 11.00pm and 07.00am
 - d. Where feasible, measures shall be taken to ensure the external noise levels as part of the development do not exceed an average noise level (LAeq) of 55 dB(A) during the daytime measured between 07.00am and 11.00pm
5. The Council will require noise impact assessments to be submitted in circumstances where development proposals will generate or be affected by unacceptable levels of neighbourhood or environmental noise.

Neighbourhood Noise

6. Where neighbourhood noise associated with a particular development is likely to cause unacceptable harm to existing or future occupiers, the Council will require applicants to submit a noise assessment.
7. Development proposals will be expected to demonstrate how exposure to neighbourhood noise will be minimised by the use of sound insulation, silencers, noise limiters, screening from undue noise by natural barriers, man made barriers or other buildings and by restricting certain activities on site.

Environmental noise

8. Development proposals will need to carry out a noise impact assessment in compliance with BS7445-1: 2003 for development proposals affected by environmental noise, to determine the noise levels that affect the development,



Policy IF 1

[View Comments \(62\)](#)

[Add Comments](#)

Infrastructure and Developer Contributions

1. Development proposals will be supported that deliver infrastructure to support the overall spatial strategy of the Borough, including making contributions to the delivery of infrastructure projects included in the IDP in the form of financial contributions or on site provision.
2. Implementation of the CIL ensures a consistent and co-ordinated approach to the collection of developer contributions. Alongside CIL, dedicated Planning Agreements (S.106 of the Town and Country Planning Act, 1990) will be used to provide the range of site specific facilities which will normally be provided on-site but may where appropriate be provided in an off-site location or via an in-lieu financial contribution.
3. Applicants will be subject to a requirement for a financial viability appraisal if it is considered that the level of affordable housing being sought will threaten the viability of the development proposal.
4. The loss of existing infrastructure will be resisted unless a suitable alternative can be provided or it can be demonstrated that the infrastructure is no longer required to meet the needs of the community. The Council will expect development proposals to demonstrate that consultation with an appropriate range of service providers and the community has taken place.
5. The Council will work in partnership with infrastructure service providers and developers to ensure that the infrastructure needed to support development is provided in a timely manner to meet the needs of the community. In some cases, it will be necessary for the infrastructure to be provided before development commences.
6. Development may be phased to ensure the timely delivery of the infrastructure that will be necessary to serve it. Each case will be determined on its individual merits during the development management process.

Policy IF 2

[View Comments \(209\)](#)

[Add Comments](#)

Sustainable Transport

1. Development proposals should support the policies and objectives of the Transport Strategy as set out in the Local Transport Plan.
2. The Council will develop and implement revised parking standards. Transport and parking proposals including any varied parking standards set out in Neighbourhood Plans that have been made will also be supported.
3. New development should be located close to offices and employment, shops and local services and facilities and provide safe, convenient and sustainable modes of transport. Development proposals that help to create a safe and comfortable environment for pedestrians and cyclists and improve access by public transport will be supported.
4. Development proposals should show how they have met the following criteria where appropriate:
 - a. be located to minimise the distance people travel and the number of vehicle trips generated;
 - b. secure measures that minimise and manage demand for travel and parking;
 - c. be designed to improve accessibility by public transport;
 - d. be designed to improve pedestrian and cyclist access to and through the Borough's centres, suburbs and rural hinterland;
 - e. facilitate better integration and interchange between transport modes particularly for Windsor, Maidenhead and Ascot town centres and railway stations;
 - f. optimise traffic flows and circulation to minimise negative environmental impacts of travel including congestion, air pollution and noise;
 - g. provide car and cycle parking in accordance with the current Parking Strategy, including disabled parking spaces, motorcycle parking and cycle parking as well as provision of electric vehicle charging points where appropriate.
5. Transport Assessments and Statements and Travel Plans will be required to be prepared and submitted alongside development proposals, including residential schemes, in accordance with Department for Transport guidance and local authority requirements. Appropriate provision for public transport services and infrastructure will also be required.



Policy IF 3

[View Comments \(13\)](#)

[Add Comments](#)

Green and Blue Infrastructure

1. The Council will encourage improvements to the quality and quantity of the green and blue infrastructure network in the Borough.
2. In the growth areas which are subject to high levels of intensification, developers will be expected to provide innovative and high quality green and blue infrastructure networks as part of their proposals. High intensity schemes that do not support development with high quality green and blue infrastructure in terms of quantity and quality will be resisted.



Appendix 2 Enforcement Policy (separate document)



Appendix 3 Technology

Customer Experience

Customer Information

Tourists in particular could use help in getting around an unfamiliar town, so the council provides local guides and maps to help customers find their way around from the moment they arrive and indeed to and from the car park and inside the car park. See RBWM website

<https://www.rbwm.gov.uk/home/transport-and-streets/parking/car-parks-and-park-and-ride>

Customer Routes to and from Car Parks

The Council has undertaken a review of routes to and from the main car parks in Maidenhead and recommended improvements have been set out in the Council's Access and Parking Strategy 2014, for the council and developers to consider these in the future. Since the review, many of the routes have been updated or are being considered as part of the wider town centre regeneration proposals for the town.

The council has the option to carry out a similar review for the Windsor car parks; however, these were previously considered in the Windsor Parking Strategy in 2008 and key routes were improved at the time.

These previous studies do not preclude the option for ongoing reviews and possible improvements as the parking provisions are altered across the town.

Zonal Parking

Both Maidenhead and Windsor's main public car park's capacity for public use are influenced by the level of contract, business and resident parking in key car parks, which inevitably reduce the number of spaces that can be offered to customers.

In Windsor, there is a provisional zonal management system with business parking pushed to the edge of town car parks such as King Edward's and Home Park; this does release spaces in the town centre for all other users.

Space, aisle and ramp sizes

This is an issue especially with older car parks and often leads to major issues when seeking to refurbish them as it often leads to loss of spaces. Traditionally parking spaces are 2.4m by 4.8m, this should be the minimum size. As vehicles are getting larger, there is consideration to increase space sizes to 2.5m by 5m. The other key issues are the aisles and the ramp widths are narrow and can lead to damage to vehicles. In addition, in older car parks the need to consider improved pedestrian walkways leads to the retro fitting of safety barriers etc that can often further reduce widths. The council would seek to promote good design practices for new car parks whether public or privately operated.

Pedestrian Way Finding in Car Park

Either through major refurbishments or new builds of council or privately run public car parks, customer wayfinding is a key to guide customers smoothly around a complex of buildings or floors and then safely back to their cars. Wayfinding signage is vital in any large visitor location with multiple entrances and facilities. Large multi storey car parks, retail parks, shopping centres, education sites and hospitals are reliant on way finding to enhance the journey and manage the users. The ability to re-paint and improve lighting is all key to improving security and coupled with way finding can lead to the customers “feeling safer”. In addition to these the following items can all be used to further promote improved way finding.

Surface Painting	Clear Definitions of Floors (numbers and colours) at lifts/stairs
	
Reinforce level definition at parking bay	Replacement of conventional small-scale signage
	

Figure App 4.1 Examples of Enhanced Car Park Interiors

Enhanced Facilities

It is now commonplace to have a car wash/valet facility in major car parks. However other private car park operators are seeking to enhance their customer experience and offer a unique set of convenient services so that their customers feel looked after from arrival to departure and enjoy an exceptionally positive experience, which adds to their trip and influences their choice of car park. These include:

- Provision of umbrellas
- Shoeshine facility's
- Food and drink dispensers
- Buggy rental
- Alcohol tester
- Heart defibrillator

- Jump starter facility
- Possible flat tyre service

Pedestrian Safety

Traditional measures such as increasing the number and visibility of help points provides further confidence to the customers who may be using the facility for the first time.



Figure APP4 .2 Examples of Safety and Help Point Stations

Security

The Borough will continue to make its car parks safer using security measures such as CCTV cameras, 'help points', good lighting and regular patrols. The council will continue to seek to meet the "Park Mark" standards which is an award given to car parking facilities that have demonstrated they are concerned with safety and have taken steps to ensure that they are secure and safe from crime. The Park Mark award scheme is managed by the British Parking Association and fully supported by the Home Office and Scottish Government.

This status should be sought for all car parks. The council will seek to maintain the quality of its car parks through capital investment and possible revenue from car park charging to meet the criteria below.

- A car park that has been vetted by Police to ensure it is fully secured.
- Measures taken to deter anti-social behaviour and criminal activity.
- The site receives expert consultation from Development Managers to help keep the security up to a high standard.
- The site belongs to a nationwide scheme dedicated to combating crime and raising standards for public services.