Table 2.2: Car park survey data (October 2012) - daytime

ID	Car Park	Spaces	Occupancy					
			Mon	Tue	Wed	Thu	Fri	Ave
1	Pelican Lane	74	57	55	53	61	63	***58***
2	Wharf	30	26	20	26	24	30	***25***
3	Market Street	70	50	49	46	45	38	***46***
4	8 Bells	32	21	18	29	24	19	***22***
5	Northcroft Lane	17	7	4	13	11	14	***10***
6	West Street	23	4	14	12	12	18	***12***
7	Northcroft Lane West	100	85	86	73	79	100	***85***
8	Football Club	65	24	19	28	30	22	***25***
9	Goldwell Park	68	33	27	35	29	61	***37***
11	Corn Exchange (Bear Lane)	69	49	58	45	53	61	***53***
12	Library	92	38	49	67	54	73	***56***
13	Central	58	53	49	53	49	54	***52***
14	Kennet Centre Multi-storey	415	249	264	275	317	296	***280***
15	Northbrook Multi-storey	306	122	149	135	145	146	***139***
16	Parkway	551	216	167	156	179	222	***188***
17	Sainsbury's (King Street)	523	313	293	290	339	363	***320***
18	Railway Station	259	232	250	245	250	179	***231***
19	Europarks (West Street)	89	51	88	64	67	86	***71***
20	Opp. Northcroft House	71	54	67	60	60	62	***61***
21	West Street	91	81	78	88	90	88	***85***
22	Camp Hopson	104	96	61	83	76	74	***78***
	TOTAL	**3,107**	**1,861**	**1,865**	**1,876**	**1,994**	**2,069**	**1,933**

Table 2.3: Car park survey data (October 2012) - Evening

ID	Car Park	Spaces	Occupancy					
			Mon	Tue	Wed	Thu	Fri	Ave
2	Wharf	30	10	22	24	29	27	***22***
3	Market Street	70	25	50	54	49	32	***42***
4	8 Bells	32	2	12	11	7	11	***9***
11	Corn Exchange (Bear Lane)	69	45	64	58	66	61	***59***
12	Library	94	13	50	78	77	28	***49***
13	Central	61	30	43	39	56	40	***42***
14	Kennet Centre Multi-storey	415	136	314	115	123	90	***156***
	TOTAL	**771**	**261**	**555**	**379**	**407**	**289**	***378***

Table 2.8: Forecast daytime parking demand

ID	Car Park	Cluster	2012 base	2026 forecast
1	Pelican Lane	3	63	75
2	Wharf	7	30	40
3	Market Street	11	38	48
4	8 Bells	10	19	27
5	Northcroft Lane	5	14	16
6	West Street	5	18	21
7	Northcroft Lane West	5	100	117
8	Football Club	1	22	44
9	Goldwell Park	6	61	64
11	Corn Exchange (Bear Lane)	8	61	79
12	Library	7	73	98
13	Central	8	54	70
14	Kennet Centre Multi-storey	10	296	427
15	Northbrook Multi-storey	4	146	163
16	Parkway	2	222	247
17	Sainsbury's (King Street)	12	363	427
18	Railway Station	9	179	237
19	Europarks (West Street)	5	86	101
20	Opp. Northcroft House	5	62	73
21	West Street	5	88	103
22	Camp Hopson	2	74	82
	TOTAL		**2,069**	**2,559**

Table 2.13: Forecast evening parking demand

ID	Car Park	Cluster	2012 base	2026 forecast
2	Wharf	1	22	34
3	Market Street	4	50	63
4	8 Bells	3	12	17
11	Corn Exchange (Bear Lane)	2	64	84
12	Library	1	50	77
13	Central	2	43	57
14	Kennet Centre Multi-storey	3	314	448
	TOTAL		**555**	**780**

3.2.2 The planned developments within the town centre result in a net loss of 431 spaces. When compared against the forecast daytime parking demand, there is a significant impact, as shown in table 3.2.

Table 3.2: Forecast daytime demand versus supply

ID	Car Park	Spaces	Demand	Spare
1	Pelican Lane	74	75	-1
2	Wharf	0	40	-40
3	Market Street	0	48	-48
4	8 Bells	32	27	5
5	Northcroft Lane	17	16	1
6	West Street	23	21	2
7	Northcroft Lane West	100	117	-17
8	Football Club	0	44	-44
9	Goldwell Park	68	64	4
11	Corn Exchange (Bear Lane)	69	79	-10
12	Library	0	98	-98
13	Central	48	70	-22
14	Kennet Centre Multi-storey	415	427	-12
15	Northbrook Multi-storey	306	163	143
16	Parkway	551	247	304
17	Sainsbury's (King Street)	523	427	96
18	Railway Station	259	237	22
19	Europarks (West Street)	89	101	-12
20	Opp. Northcroft House	0	73	-73
21	West Street	0	103	-103
22	Camp Hopson	104	82	22
	Total (including Sainsbury's)	**2,678**	**2,559**	**119**
	Total (excluding Sainsbury's)	**2,155**	**2,132**	**23**

3.2.3 The results show that there is an overall surplus of 119 spaces, but this amounts to less than 5% of the parking supply, so there is no scope to accommodate fluctuations in demand. Furthermore, the results at the individual sites show that there is a significant imbalance in supply and demand, with large numbers of spare spaces at the Parkway and Northbrook multi-storey car parks, but large shortfalls at the Library and West Street.

3.2.4 The analysis for the exclusion of Sainsbury's from the assessment shows that there is a surplus of 23 spaces.

3.2.5 The equivalent data for the evening period is shown in table 3.3.

Table 3.3: Forecast evening demand versus supply

ID	Car Park	Spaces	Demand	Spare
2	Wharf	0	34	-34
3	Market Street	0	63	-63
4	8 Bells	32	17	15
11	Corn Exchange (Bear Lane)	69	84	-15
12	Library	0	77	-77
13	Central	48	57	-6
14	Kennet Centre Multi-storey	415	448	-33
	TOTAL	**564**	**780**	**-213**

3.2.6 The data shows a net shortfall of 213 spaces and this is generally true for all car parks. There is some slight spare capacity at the 8 Bells car park, but this would be filled by some of the surplus from the Kennet Centre, which is located within the same cluster.

4 Conclusions and recommendations

4.1.1 This report sets out the derivation of forecast demand in Newbury for the daytime and evening periods. Taking into account the increase in demand and the planned reductions in the parking supply as a result of new development, the future parking supply in Newbury town centre needs to be planned for because current provision will not be adequate.

4.1.2 In the daytime, overall demand for parking is generally matched by the supply, although the net spare spaces amount to less than 5% of the total supply. However, spatial analysis indicates that the locations of the spare spaces are not matched by the demand, with a substantial number of people having to travel up to 2km to find spaces.

4.1.3 In the evening, demand is heavily dependent on events taking place within the town centre. On evenings with heavy demand, the most convenient car parks will be full causing people to use spare capacity elsewhere in the town. This may not be as attractive for evening events potentially reducing the appeal of coming to Newbury for evening entertainment.

4.1.4 There are a number of options to be considered to plan for adequate provision of parking in Newbury Town Centre in the future (by 2026). These include:

- opportunities to increase the parking stock
- improved access and signage to car parks with spare capacity
- bus priority measures on key corridors
- personalised travel planning at new and existing developments
- workplace travel planning
- improved cycle routes and parking facilities

4.1.5 Many of these measures would promote sustainable transport measures and reduce carbon emissions, thereby supporting key government policies and helping to deliver the Local Transport Plan goals.