



WEST OXFORDSHIRE
DISTRICT COUNCIL

CAR PARKING STRATEGY 2025 –2031



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Report Control

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WODC Executive report 11 December 2024 Item 269. Mid-Point Review of Car Parking Strategy
Local Government Information Unit (LGIU) - Parking Strategies and Innovation https://lgiu.org/wp-content/uploads/2023/07/LGIU-Parking-strategies-and-innovation.pdf 18 July 2023
West Oxfordshire Parking Strategy WYG Transport Planning 2016
Air Quality Action Plans in place in WODC: https://www.westoxon.gov.uk/media/xpqflayh/witney-and-chipping-norton-air-quality-action-plan-november-2024.pdf

EXECUTIVE SUMMARY

This report sets out the outcomes of the mid-term review of the 2016-2031 Parking Strategy to ensure it remains relevant, reflective of current demands and utilisation and aligned with the Council's broader priorities.

The Council is committed to supporting healthy and sustainable economies in its towns and villages and whilst we have a policy of reducing carbon and driving down reliance on diesel and petrol vehicles, we understand that for many in our rural district, there remains a heavy reliance on car use to access vital services and facilities.

The review considered data and other information from surveys, policy research, forecast growth and stakeholder engagement on matters including occupancy levels, changes in customer behaviour, needs of particular users, and alignment to Council Priorities. The review has concluded that there were several influencing policies and guidance that had changed since adoption of the policy, together with changes to how parking provision is managed across the whole District.

In summary the review has concluded that there is a surplus of parking in Witney overall but Burford, Woodstock and Charlbury have insufficient parking capacity to meet demands.

Customer and stakeholder feedback from direct, and online parking engagement have been vital in capturing customer concerns relating to the amount of parking currently available in these constrained locations, with a lack of parking space during peak times to serve the needs of visitors, employees, and residents.

Customer feedback indicates that free parking is a major factor in attracting people to the towns, which is contributing to the economic success of the district. This Strategy therefore has free parking at its core.

Despite the perception that the Covid-19 Pandemic would impact parking behaviours positively by reducing the number of car users as society became more active and environmentally aware this has not been the case. Parking occupancy levels have returned to pre pandemic levels and the demand for parking continues to grow, in line with both housing and population growth, as projected in the 2016 strategy.

The parking sector standard of 85% capacity is an industry indicator used to identify the point at which users begin to circle the car park looking for spaces. Our car park usage surveys in 2023-2024 found that overall capacity and provision in WODC car parks is operating at or below the parking sector standard of 85% of capacity.

Parking beat surveys recorded high levels (above 85%) at off-street parking (car park) locations in Woodstock, Burford, Charlbury and Chipping Norton, together with some central Witney car parks.

In April 2023, the enforcement of on-street parking transferred back to Oxfordshire County Council. It is important, however, that consideration for the delivery of WODC's car parking services balances both on, and off-street parking needs. Changes to on street parking restrictions will impact the spare parking capacity levels in the districts' free car parks. It is recognised that whilst the council has no statutory duty to provide parking it is committed to doing so to support the vitality of its towns. Future parking provision may be delivered directly

by the council but could also be provided at the local level by Town or Parish Councils or by developers and other third parties.

The strategy outlines the following package of recommendations and action plan:

- Additional off-street parking spaces are needed in Burford and Woodstock. The council will continue to seek and support organisations, town and parish councils to find alternative parking solutions.
- Diminishing levels of spare capacity in Chipping Norton and Charlbury will require careful monitoring and management. This may include altering permitted stay periods which can increase turnover of spaces.
- Free parking will be retained in all public car parks controlled by the council.
- The Council supports active forms of travel including cycling and walking which are widely adopted and needs to consider this in its management of car parks.
- Ensure that parking standards and planning policies will result in a good balance between the supply and demand for parking.
- Ensure that enforcement practices and staff resources are utilised in the most effective way, responding to district need.
- Maintain good standard of the car park facilities and condition.

For each recommendation in this strategy, the lead organisation responsible for implementation is identified in the action plan. WODC will be responsible for advising other organisations of their responsibilities but cannot require them to make changes.

I INTRODUCTION

West Oxfordshire District Councils (WODC) Parking Strategy 2025 – 2031 aims to meet the needs of users and support the objectives of the council up to 2031.

In 2016, WODC appointed WYG Transport who produced the initial car parking strategy 2016-2031. By 2023, several influencing factors have been identified which inform the direction of the strategy prompting the review and revision how we deliver our parking services.

These factors are.

- The Covid-19 pandemic and the perception of changing parking behaviours.
- The introduction of the Oxfordshire County Council Local Transport and Connectivity Plan.
- Several new local neighbourhood plans.
- Oxfordshire County Council taking responsibility for the enforcement of on-street parking.

The recent study confirms that the future demand for parking will increase, and the strategy outlines methods by which the council can manage this; whilst supporting climate change and active travel.

This updated strategy 2025-2031 brings elements of the initial strategy together with the most recent study results; creating a holistic balance of parking solutions which meet the conflicting demands of users, whilst balancing and recognising the impact that the lack of parking can have on residents, businesses, and visitors.

METHODOLOGY

A full review and assessment of current parking provision has been conducted, and consultation has been undertaken to create an evidence base on which future forecasts of demand and use can be made. The following methods were used.

- Obtain detailed information on existing parking provision and record on-site observations.
- Review relevant planning policy and parking related documents to ensure that the parking study recommendations are in line with current policies.
- Undertake detailed parking beat surveys of off-street parking locations in the study areas to record spare capacity information.
- Conduct focused beat surveys in Guildenford, Burford and Hensington Road, Woodstock car parks given usage levels are high.
- Consult with relevant stakeholders to understand local opinion.
- Undertake an online parking questionnaire to obtain customer viewpoints.
- Estimate future parking demand based on forecast growth in the district.
- Analyse information gathered, prepare a package of recommendations and action plan for the period up to 2031.

The findings of the study conclude a series of recommendations for the needs of the district up to 2031. These are presented in Chapter 5.

Data was gathered from site surveys at WODC car parks and a consultation exercise carried out to inform the content of this parking strategy. All data was correct at the time of collection, but it is recognised that circumstances may change over time. Background documents and policy statements may also be superseded. The Action plan in Table 50 will remain a live document which will be updated as changes arise ensuring our services are delivered in line with legislation, policies and local need.

Most recommendations are directed at WODC, although several of them require a commitment from other groups, and as such, the recommendations identify responsibility for implementation. This strategy has been prepared with input from residents, businesses, community groups, Parish Councillors, Town Councillors and District Councillors.

This strategy has been prepared in line with the WODC council objectives:

- To provide a positive parking experience in the use of council owned off-street car parks in the district.
- To enable the provision of parking options which support the local economy, changing demographics and meet the needs of workers, residents and support planned economic development.
- To provide sustainable parking service provision.
- Continue to work in partnership with the wider County Council, supporting them in the delivery of Oxfordshire County Council Local Transport and Connectivity Plan 2022-2050.

STUDY AREA

The study included all WODC owned and managed off-street car parks.

Witney – Marriotts Walk, Woodford Way, Woolgate, Windrush Leisure Centre, Gordon Way, and Burwell Drive car parks

Chipping Norton – Albion Street and New Street car parks

Woodstock – Hensington Road car park

Burford – Guildenford car park

Eynsham – Back Lane car park

Carterton – Alvescot Road and Black Bourton Road car parks

Charlbury – Spendlove Centre car park

Long Hanborough – Riely Close car park

Great Tew – The Lane car park

Other car parks exist in the district that are used by the public, principally at supermarkets in the town centres but these were not included in the scope of the study.

2 PARKING, TRANSPORT AND PLANNING POLICY

INTRODUCTION

This strategy has been prepared with reference to relevant parking, transport, and planning policy. Relevant extracts are summarised in this Chapter. The documents in this Chapter provide information relating to future growth in the area.

NATIONAL PLANNING POLICY

The National Planning Policy Framework (NPPF)

This Parking Strategy has been prepared in accordance with section 8 of the NPPF which states:

‘Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport’

In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe, and secure, alongside measures to promote accessibility for pedestrians and cyclists.’

This is reflected in the set of actions outlined in the revised Action plan.

UK Parking Strategies and Management

The Institution of Highways & Transportation in its paper on Parking Strategies & Management identifies two important changes that have occurred in the way transport and planning issues should be addressed:

- 1 *‘There has been a policy change whereby parking is no longer provided in line with unquestioned increases in demand: the ‘predict and provide approach.’*
- 2 *All aspects of land use and transport should now be planned and managed in an integrated fashion in order to achieve a wide variety of objectives. Parking is now a topic and activity to be treated as part of a much larger system.*

Given there is a shift in the approach to land use planning and transport in the UK, placing the moderation of car travel and the creation of more environmentally sustainable forms of urban development at the heart of national, regional and local policy, this has meant local authorities and their partners are now presented with the new challenge of translating the new policy objectives into action on the ground.’

In response to the shift towards reducing car travel and promoting more sustainable and active modes of transport, WODC’s Parking Strategy has been updated to reflect these

priorities. It places greater emphasis on supporting alternative transportation options and optimising the use of existing assets."

COUNTY WIDE POLICY

Oxfordshire County Council – Connecting Oxfordshire Local Transport and Connectivity Plan 2022-2050. (LTCP)

Connecting Oxfordshire sets out the County Council's transport policy and strategy up to 2050 and was prepared with input from local, regional, and national sources, The City and District Councils, stakeholders, MPs, and the public. It was adopted by Full County Council in 2022.

The LTCP forecasts that there will be 100,000 new homes in Oxfordshire by 2031 and 85,000 new jobs and it sets out a strategy to provide transport improvements that will enable this growth to take place in a sustainable and manageable way.

Oxfordshire's LTCP strategy includes major improvements along the A40 corridor that will benefit travel between West Oxfordshire and Oxford along this route. This includes highway capacity improvements, a new Park and Ride service in Eynsham and bus priority schemes.

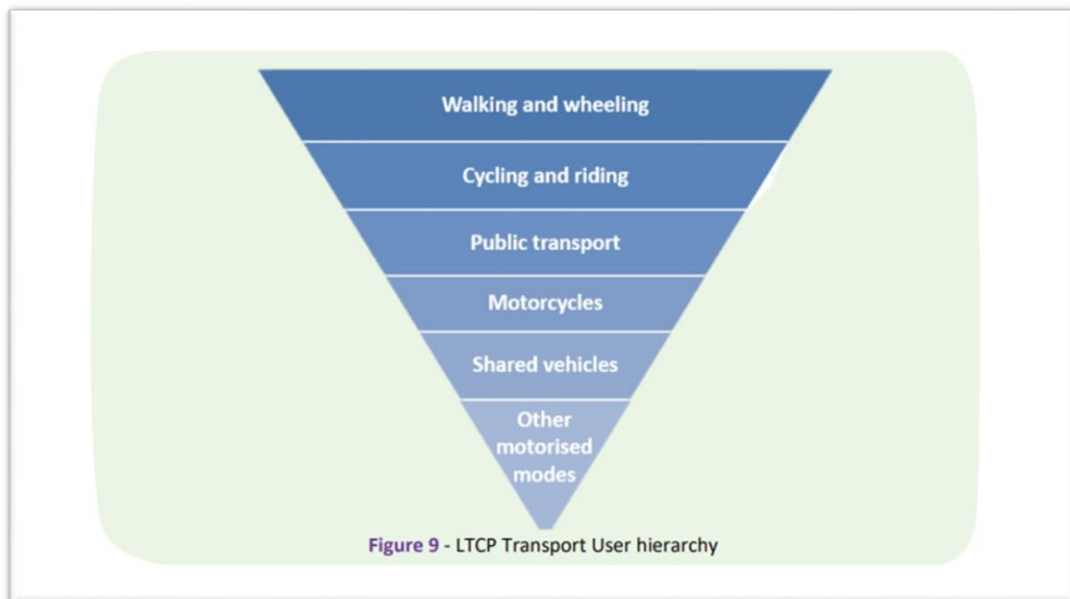
A40 Improvement Progress

The Park and Ride at Eynsham was completed in January 2024, however funding for the bus lanes, cycleways, and junction onto the A40 have been agreed, after delay, in 2025. The Park and Ride is expected to be in use for motorists by 2026/7.

Parking Guidance

A key section in the OCC LTCP is The Parking Guidance which outlines how car parking should be managed and planned; to support all other transport priorities outlined in the transport hierarchy.

Figure 1 – OCC LTCP Transport user hierarchy



The LTCP provides guidance on walking, cycle parking, motorcycle parking and other forms of micro-mobility and zero emission vehicle parking such as E-Scooters etc.

Motorcycle parking

'In line with our transport user hierarchy, motorcycle parking should be considered ahead of private car parking. Motorcycle parking has the same considerations as cycle parking and should also meet the cycle parking requirements. Future electric vehicle charging infrastructure should also consider motorcycle parking requirements such as the need for a secure ground anchor.'

Connecting Oxfordshire Local Transport and Connectivity Plan 2022-2050. (OCC LTCP)

WODC provides dedicated motorcycle parking in the following car park locations (Table 1):

West Oxfordshire Motorcycle parking		
Witney	Woodford Way Woolgate Windrush Leisure Centre	If no dedicated bays are available motorcycles may park free in any bay.

Future private car use

West Oxfordshire District Council seeks to promote and support alternative modes of transport by facilitating schemes such as the electric vehicle car share scheme and reducing the number of private vehicle journeys.

This ambition aligns with the Oxfordshire Local Transport and Connectivity Plan and is noted in the strategy action plan to regularly review methods and incentives to increase active modes of transport to reduce the number of unnecessary car journeys and promote the use of cycle racks within our car parks.

Governance

The District Council regulates off-street car parks, through the establishment of an off-street parking order. The Road Traffic Regulation Act 1984, (RTRA 1984), provides the enabling powers to make the order. The order is made with the consent of the relevant County Council and after consultation with the Chief Officer of Police. Parking orders are subject to statutory and public consultation with elected district council members considering the feedback as part of the democratic process.

Legislation

The following Acts govern the operation of parking services:

- The Road Traffic Regulation Act 1984 - (RTRA 1984) provides enabling powers to make an off-street parking order, described above.
- The Road Traffic Act 1991 – relates to the decriminalisation of parking offences
- The Traffic Management Act 2004, - enables the council to enforce the parking terms and conditions set out in the Parking Order.

Fees and Charges

WODC recognises and supports the wider ambitions of the County to drive a modal shift to greener modes of transport. With on-street parking charges being introduced by the County Council, the management of the district council car parks require a careful balance to provide free parking and manage demand through restricted stay times.

The Oxfordshire County Council Local Transport and Connectivity Plan states:

'The management of parking is one of the most effective means of tackling congestion and its worst effects. Well planned location, availability, price, and enforcement of parking can contribute significantly to easing traffic flows, especially in the peak periods, making all journeys more reliable. Fees and charges are reviewed on an annual basis to ensure they continue to meet the council's objectives by ensuring the parking service remains financially secure.'

Currently Oxfordshire County Council operates all on-street parking in the West Oxfordshire district. All WODC off-street car parks remain free to park, acknowledging the wider and council ambition to support alternative and greener modes of transport requiring a careful balance and ongoing review to ensure that we are supporting both our residents, businesses, visitors and the environment.

DISTRICT WIDE POLICY

The West Oxfordshire Corporate Plan

The WOCD corporate plan (adopted 2023 - 2027) sets out the framework for how it engages with residents and businesses:

1. Putting Residents First
2. Enabling a Good Quality of Life for All
3. Creating a Better Environment for People and Wildlife
4. Responding to the Climate and Ecological Emergency
5. Working Together for West Oxfordshire.

The West Oxfordshire Local Plan

The West Oxfordshire Local Plan 2031 was adopted in 2018. Its policies provide the basis for local planning decisions in the district. A new Local Plan is due to be adopted in 2026 and will guide development in the district to the year 2041. The content of this strategy is based on the current local plan. The Action plan outlining the delivery of parking services will be updated to reflect the new local plan upon adoption.

The West Oxfordshire Local Plan provides a substantial amount of information on the district; geographically, by population groups, household composition and on the district's economy. A parking strategy expects to reflect local needs using information from The Local Plan and national census information about the district.

As a predominantly rural area, attracting shoppers from a wide area, a supply of available car parking spaces will remain of importance in order to attract shoppers to the district.

Opportunities to increase car parking in our settlement centres are limited and alternative solutions may be required.

'Development proposals which will significantly increase car parking demand in town centres will be expected to make appropriate provision for increased public car parking and access to them, whether through direct provision or financial contributions.' Policy E6 - Town Centres.

The Local Plan 2031 states this must also be in accordance with Policy T4 (Parking Provision) which states:

'Proposals for new off-street public car parking areas will be supported in accessible locations where they would help to ensure the continued vitality and viability of town centres, where they would support visitor and tourist facilities and attractions or where the local environment is being seriously damaged by on-street parking and alternative parking provision is essential.' Policy T4 (Parking Provision)

'The Council will work with partners to provide, maintain and manage an appropriate amount of off-street public car parking, particularly to support our town and village centres and to address issues of congestion and air quality.' Policy T4 (Parking Provision)

The Local Plan 2031 provides direction to developers on matters of parking provision for new developments and directs developers towards using the County Council's adopted parking standards in planning applications.

'Parking in new developments will be provided in accordance with the County Council's adopted parking standards and should be sufficient to meet increasing levels of car ownership.'

Parking Standards

The Local Plan 2031 (Regulation 10A review September 2023) provides a table mapping the elements for Parking standards and planning to assist developers in their planning applications when considering the requirements for parking (Table 2).

T4 – Parking provision	Policy T4 aims to ensure that there is appropriate off-street car parking available to support town and village centres and address issues of congestion and air quality. Proposals for new off-street parking will be supported in accessible locations. Car parking in new development should be provided in accordance with the County Council adopted standards and development which significantly increases parking demand will be expected to make appropriate provision or a financial contribution. The Government has published a National Model Design Code and National Design Guide, and national policy now emphasises the importance of the design of parking areas having to reflect these. Oxfordshire County Council has also produced a new Local Transport and Connectivity Plan (LTCP5) and updated parking standards. Whilst T4 remains consistent with national policy, the review of the Local Plan provides the opportunity to update / replace the policy to take account of more recent guidance and policy including the introduction of the National Design Guide and National Model Design Code as well as Oxfordshire County Council's LTCP5 and associated guidance and standards. There is also an opportunity to consider evolving infrastructure requirements such as the need for electric car charging. The policy is considered to remain consistent with national policy which emphasises that patterns of movement, streets, parking, and other transport considerations are integral to the design of schemes (NPPF paragraph 104) and that parking standards should take account of a number of considerations including accessibility and the type and mix of development (NPPF paragraph 107).
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Parking Provision (West Oxfordshire Local Plan 2031 – Adopted 2018)

Reference	Local Plan statement
7.83	The amount of parking provided can also have a direct impact on people's travel choices and the District Council can influence the amount of parking available in two ways. Firstly, we can determine how much parking is provided as part of new development such as housing, shops and offices.
7.84	In this regard we will determine the level of provision in accordance with the residential, non-residential and cycle parking standards adopted by Oxfordshire County Council as highway authority. The residential parking standards are based on the provision of an 'optimum' number of spaces rather than a 'maximum' or minimum' and are based on the provision of a mix of allocated and unallocated spaces.
7.85	We can also influence parking through our approach towards the provision of off-street parking. National planning policy suggests that local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. In addition to

	the quality and cost of parking provision, we can influence the amount of parking available.
7.86	With regard to off-street public car parking, there are 16 car parks in West Oxfordshire and the council's long-standing position has been not to charge for parking to maintain the attractiveness of local centres. Car parking is managed through time restrictions, the effectiveness of which is kept under review. Sufficient and convenient parking provision can make a significant contribution to the continued viability of our town centres and main employment areas.
7.87	In Chipping Norton public car parking spaces in the town centre whilst at capacity on occasions, remain sufficient to meet current needs of the settlement. In Witney, public car parking spaces in the town centre are considered adequate to meet current needs, the Woolgate and Woodford Way car parks operate at a high level of usage. The Witney usage figures show that they are busiest between 11-1pm on Saturdays, returning to below 85% between 1-3pm.
7.88	Car parking is also under pressure in popular tourist towns such as Burford and Woodstock particularly at weekends and there is a need to continue to review car parking arrangements to ensure available spaces are efficiently used and provide additional car parking where capacity is being exceeded. The council is preparing a parking strategy that will help to inform future decisions about the quantity and distribution of parking needed within the district.
7.89	We will continue to monitor car parking requirements and parking management whilst promoting alternative means of travel. We will also seek improvements and additional parking solutions to public parking as appropriate including through new development.

Neighbourhood Plans

A number of settlements with WODC managed car parks have made neighbourhood plans. Some settlements are in the process of developing their neighbourhood plans. Full Neighbourhood Plans can be found on the WODC website – Planning policy / Neighbourhood planning.

Neighbourhood Plan parking matters pertinent to the WODC Parking Strategy are included under each settlement in short summary form.

SUMMARY

This Parking strategy considers relevant planning policies, housing trajectory information, neighbourhood plans and transport policies. An understanding of the future direction of growth for the district, helps to identify parking recommendations to support the district. It is also significant to reflect the policies of sustainability and the move from 'car first' to a changing emphasis on alternative modes of transport, as reflected in national, county and local levels.

3 BY SETTLEMENT

WITNEY

Witney is the largest town in the district with a population of approximately 29,632 and is a popular service centre with a large retail function. The town is the main economic centre in the district with

62% of the population economically active and it experiences in commuting as well as out-commuting to Oxford and other locations.

Witney is close to the A40, the main east-west route through Oxfordshire and so has a direct link to Oxford, although the road suffers from severe congestion at peak times. Traffic congestion is also a significant problem in the town because of the high level of demand and, in some locations, the constrained road network.

Air Quality Management Areas were declared in 2005, in Witney and Chipping Norton. The Action Plans for both areas were updated and published in 2024. There is a consistent downward trend in traffic related air pollution.

The town centre is the primary shopping destination in the district with two main retail/entertainment centres either side of the High Street (Marriotts Walk and Woolgate) and each of these contains a large car park. Marriotts Walk is a multi-storey car park with different time limits on each of the three storeys while Woolgate is a large surface-level car park with time restrictions in place. The Leisure Centre car park is mostly used by leisure centre visitors. The remaining two town centre car parks are Gordon Road and Burwell Drive. Sainsburys also provides town centre parking, but surveys were not carried out at this private car park.

Opportunities for growth in the existing built-up areas of the town are limited so most development is likely to be located on the fringes at various locations around the town.

PARKING

Table 4 – Existing off-street Car Parking Provision Witney

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Marriotts Walk (4 hour)	440	0	0	0	440
Marriotts Walk (9 hour)	150	28	5	0	183
Windrush Leisure Centre	82	5	0	0	87
Woodford Way	246	1	0	16	263
Woolgate	740	34	12	12	798
Burwell Drive	40	2	0	0	42
Gordon Way	50	0	0	0	50
Total spaces					1863

SURVEY – CONDITIONS

Condition surveys were carried out in 2024 (see Appendix I) that assessed the condition of the car parks: surface, lining, signing, car park boundaries, bollards/barriers, landscaping, cleanliness, drainage, and footpaths.

The need for minor maintenance at Marriotts Walk and Woolgate was identified but the conditions at Woodford Way and the Leisure Centre will require more work. Woodford Way has a poor-quality surface and grounds maintenance at Woodford Way and the Leisure Centre is required in the near future. Burwell Drive and Gordon Way will have surface repairs and minor repairs to bollards and curbs in the near future.

SURVEY – OCCUPANCY

Studies of all car parks owned and managed by West Oxfordshire District Council were included in the study to form part of the District Strategy. The study period ran from January 2023 through to January 2025.

Studies of stay time and usage were carried out to confirm occupancy levels within the car parks by settlement, by manual observation together with feedback obtained both online and face to face to greater understand customer, business and town and parish council feedback in relation to their needs, to inform the future planning and decision-making processes.

Figure 2 – Witney wide Occupancy levels – off-street Car Parks

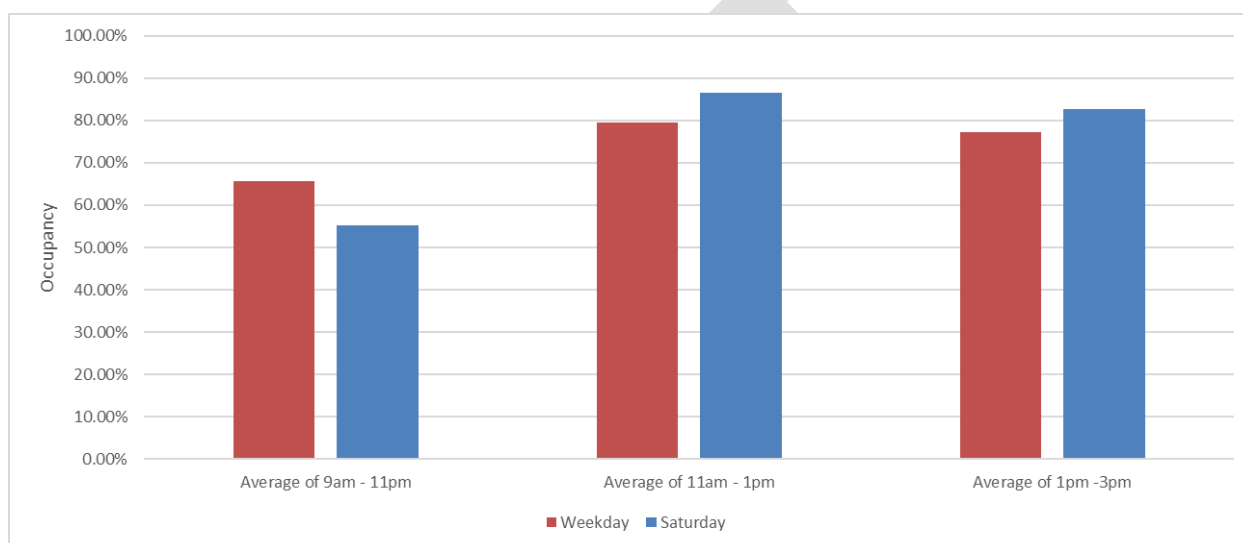
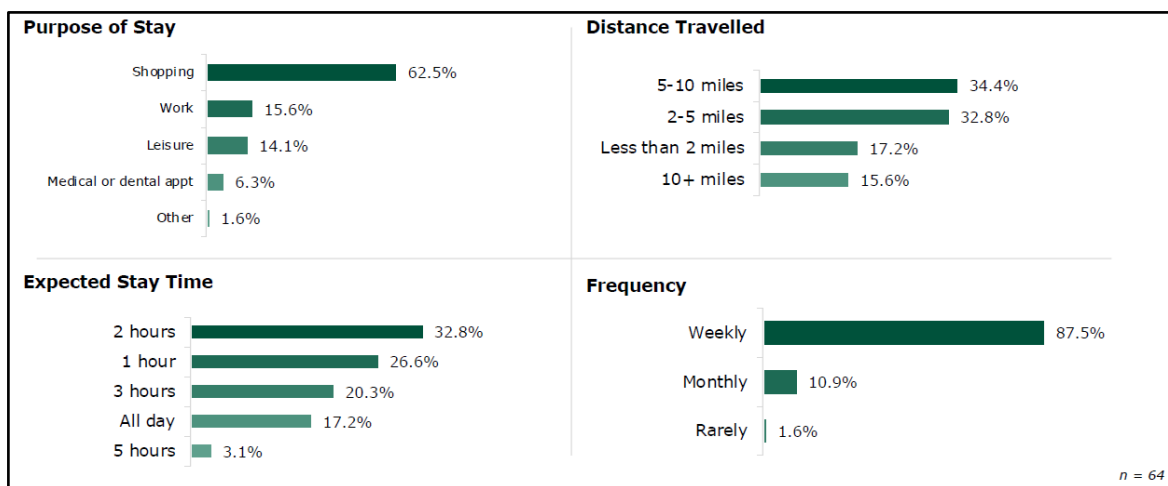


Table 5	Weekday or Saturday	
	Weekday	Saturday
Average of 9am - 11am	65.56%	55.14%
Average of 11am - 1pm	79.51%	86.55%
Average of 1pm - 3pm	77.14%	82.70%

SURVEY – CUSTOMER FEEDBACK

Customer surveys were carried out and customers were asked to comment on: purpose of their stay, distance travelled, expected stay time and how frequently they visited the car park.

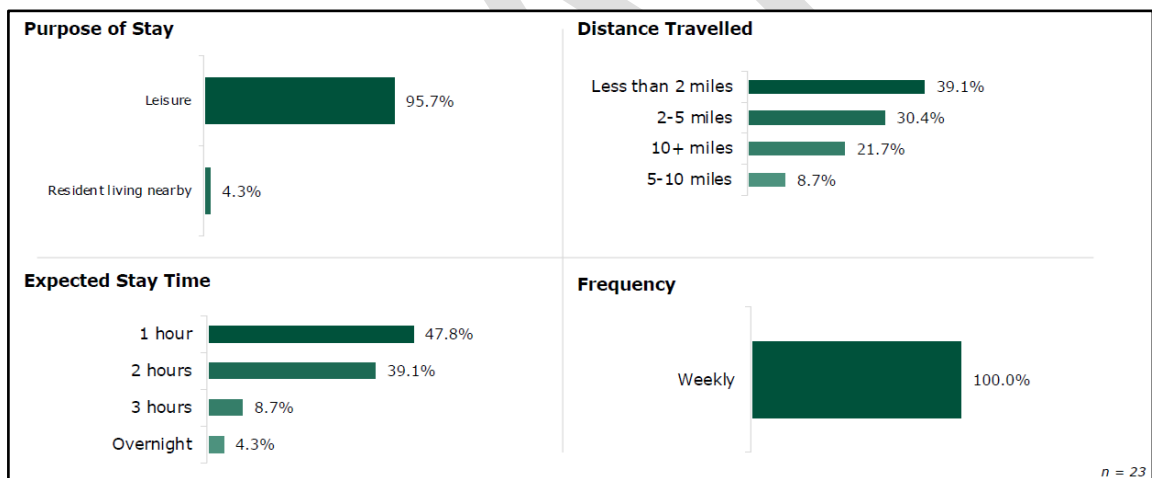
Marriotts Walk (Figure 3)



Marriotts Walk summary (Table 6)

The primary reason for visits is shopping (62.5%), followed by work (15.6%) and leisure (14.1%). Most visitors travel between 5-10 miles (34.4%) or 2-5 miles (32.8%). The expected stay time varies, with 32.8% staying for two hours and 26.6% staying for 1 hour. Visits are frequent, with 87.5% of visitors coming weekly.

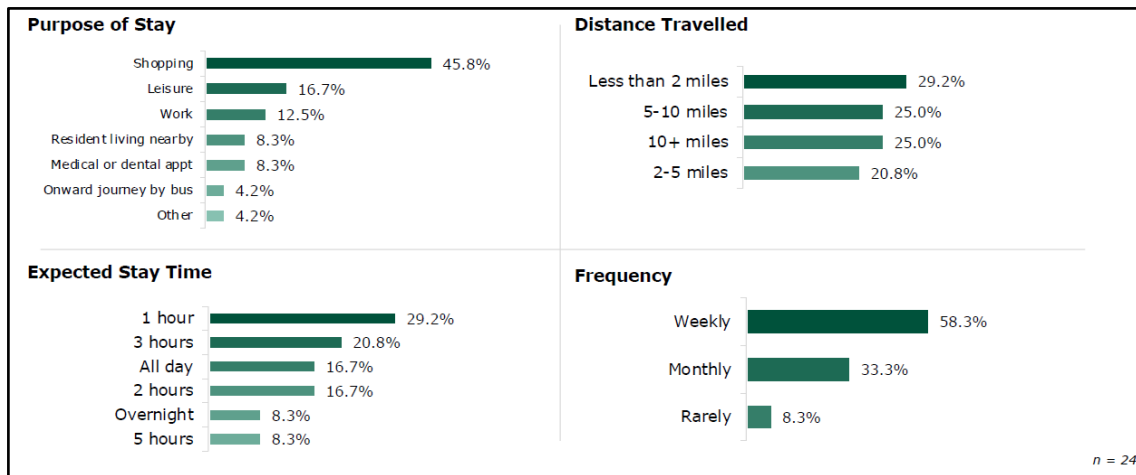
Windrush Leisure Centre (Figure 4)



Windrush Leisure Centre summary (Table 7)

The primary reason for visits is leisure (95.7%), with a small percentage of visitors being residents living nearby (4.3%). Most visitors travel less than 2 miles (39.1%) or between 2-5 miles (30.4%). The expected stay time is predominantly around one hour (47.8%) or two hours (39.1%). Visits are very frequent, with 100% of visitors coming weekly.

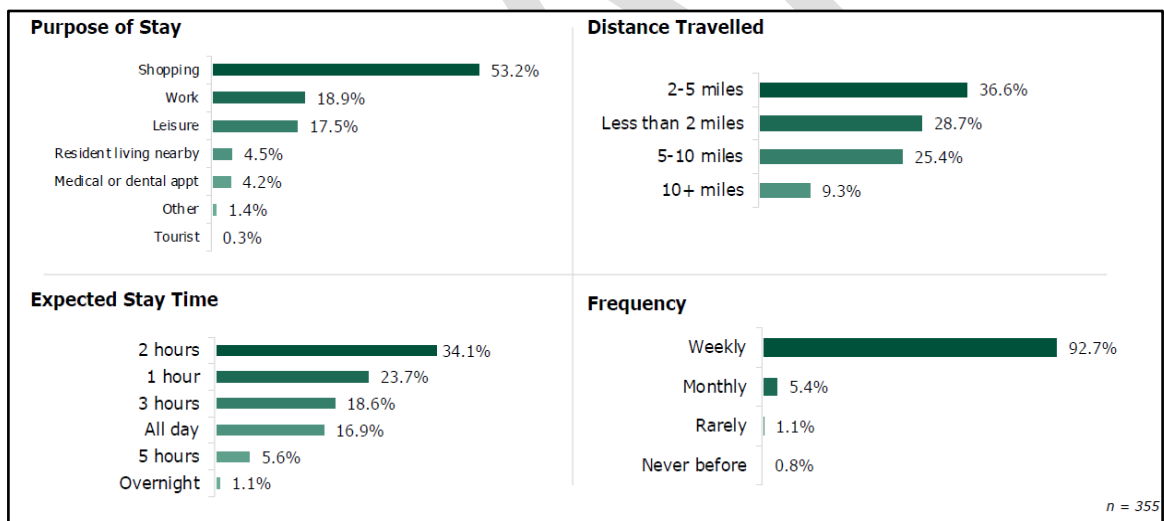
Woodford Way (Figure 5)



Woodford Way summary (Table 8)

The primary reason for visits is shopping (45.8%), followed by leisure (16.7%) and work (12.5%). Most visitors travel less than 2 miles (29.2%), with significant portions traveling 5-10 miles (25.0%) and more than 10 miles (25.0%). The expected stay time varies, with 29.2% staying for less than an hour. Visits are frequent, with 58.3% of visitors coming weekly and 33.3% monthly.

Woolgate (Figure 6)



Woolgate summary (Table 9)

The primary reason for visits is shopping (53.2%), followed by work (18.9%) and leisure (17.5%). Most visitors travel between 2-5 miles (36.6%) or less than 2 miles (28.7%). The expected stay time varies, with 34.1% staying for 2 hours and 23.7% for 1 hour. Visits are very frequent, with 92.7% of visitors coming weekly.

No customer surveys were carried out by Pro Insight in 2023 on Gordon Rd and Burwell Drive

NEIGHBOURHOOD PLAN – PARKING POINTS

There is no Neighbourhood plan in place for Witney.

LOCAL PLAN

The following comments relating to car parking in Witney are extracted from The Local Plan and provide an overview of the car parking matters in the sub area of Witney.

WODC Local Plan 2031 (Table 10)	
Reference	Witney Sub area
9.2.14	Major developments including the Marriott's Walk town centre expansion and the extension to the Woolgate Centre have enhanced the shopping and leisure offer of the town. The availability of free parking is a significant advantage over competing centers
9.2.15	Evidence suggests there is capacity for additional shopping provision in Witney in the medium and longer term and recommends a strategy of phased development to reinforce the role of the town centre in the context of increasing competition elsewhere.
9.2.24	Identifying a number of key issues and challenges to be addressed in relation to the Witney sub-area (on the fringes of Witney including Crawley, Hailey, Minster Lovell, Ducklington, South Leigh and Curbridge.). These include: • Witney is a key service centre with other nearby settlements looking to it for their principal needs. • Major housing development has taken place at Witney in the last 30 years, doubling the population. • Witney is a priority location for the provision of specialist housing for adults with care and support needs, resulting in a greater need for adequate provision of disabled parking bays. • This sub-area plays an important economic role, particularly Witney, which provides most of the district's job opportunities • Witney is a key shopping and leisure destination with scope for additional shopping provision in the medium to long-term, Traffic congestion is a key issue for this area both in the centre of Witney and on the A40 toward Oxford.
Housing	
9.2.26	In terms of future housing provision, the anticipated housing delivery for this sub-area is 4,702 new homes in the period 2011 – 2031.
Non-strategic housing allocations	
9.2.54	In order to help meet identified housing needs, in addition to the two strategic development areas, two smaller site allocations are proposed in the Witney sub-area; Woodford Way Car Park at Witney and Land to the west of Minster Lovell, near Witney.
9.2.55	Woodford Way Car Park (50 homes) This site is currently in use as a surface level car park close to the centre of Witney on Woodford Way. It is a highly sustainable location for residential development being within easy walking and cycling distance of a broad range of services and facilities. The principle of residential development on the site has

	previously been accepted through a planning permission although this has now lapsed.
9.2.56	Whilst not available in the short term, it is reasonable to expect that a residential scheme could come forward on this site within the planned period, most likely as part of a mixed-use scheme including other suitable and compatible town centre uses. The southern part of the site falls within Flood Zone 2 and is a key consideration for any future redevelopment.
	POLICY WIT3: Woodford Way Car Park, Witney
	Land at Woodford Way Car Park to accommodate around 50 new homes either as part of a residential or mixed-use scheme with other compatible town centre uses whilst retaining an appropriate amount of public car parking.
Transport	
9.2.68	It is anticipated that a 'package' of strategic highway improvements will help to mitigate the impact of planned housing and business growth in Witney and provide a significant improvement to the flow of vehicles in and around the town. It is proposed that a strategic transport strategy and funds be created in conjunction with the County Council as highway authority. Other 'nonstrategic' highway improvements will be sought as appropriate through new development.
9.2.69	Provision will also be made for improved public transport provision in the Witney subarea including the frequency and coverage of bus services. This will be accompanied by measures to promote the use of public transport including improved waiting facilities and cycle parking.
9.2.70	Improvements to pedestrian and cycle routes and the provision of new routes will be sought where appropriate.
9.2.71	Parking usage will be kept under review with additional provision to be sought from new developments where necessary. Parking will also be managed in order to try and reduce car use for short journeys.
	The provision and management of free car parking attracts residents and visitors to the town centre. New developments which will create additional parking demand in the town centre will be required to contribute to increasing public parking provision alongside improvements to the bus, pedestrian, and cycle infrastructure.
	POLICY WIT5: Witney Town Centre Strategy
	Ensuring the town centre, as a key destination, remains accessible, through the provision and management of car parking and through enhancing public transport, pedestrian and cycle routes and infrastructure. Developmental proposals which significantly increase car parking demand will be expected to make appropriate public parking provision or provide equivalent financial contributions.

WITNEY - SUMMARY (Table 11)

WITNEY CAR PARKS (6 CAR PARKS / 1863 SPACES)

Local Plan Information (No Neighbourhood Plan)

As a key service centre destination, the town remains accessible through the provision and management of car parking and by enhancing public transport, pedestrianisation, cycle routes and an infrastructure programme. Any new development which makes a significant increase on car parking demands is to make provision or provide equivalent financial contributions.

Occupancy Data (2023/2024)

Witney car parks are busy on weekdays but have spare capacity. There is spare capacity on Saturday mornings between 9-11am, with a higher usage on Saturdays between 11-1pm. Usage levels drop, between 1-3pm on Saturday afternoon, when spaces become available. This is for the larger central car parks in Witney. The smaller car parks in Gordon Road and Burwell Drive which are within walking distance of the centre car parks have spare capacity with occupancy levels averaging at 3% and 51%.

Customer Survey information

Marriotts Walk car park is primarily used for shopping visits, then for work and leisure. Most visitors travel between 2-10 miles. Stay times vary with most stays between 1-2 hours. There is a high frequency of weekly visits.

Woodford Way car park primarily used for shopping visits, then for leisure, with lower levels for work purposes. Most visitors travel less than 2 miles, with half travelling 5-10 miles. Most people stay for an hour. The highest frequency of visit is weekly and a further third of visitors visit monthly.

Woolgate car park is primarily used for shopping visits, then for work and leisure. The majority of visitors travelled 2-5 miles, followed by nearly 30% of people travelling under 2 miles. Stay times vary with most stays of 1-2 hours duration. There is a very high frequency of weekly visits.

Windrush car park is primarily used for leisure visits; a high 96% rate. A small percentage of visitors are residents living nearby. Most people travel less than 2 miles, followed by the group who travel 2-5 miles. Stays are mainly for 1-2 hours. Visit frequency for weekly visits is very high at 100% of those surveyed.

Burwell Drive car park serves a small number of convenience stores. Located in a residential area, the majority of housing nearby have their own parking.

Gordon Rd car park serves the artificial turf sports pitch. Located in a residential area, where housing appears to have off-street parking, this car park has good levels of spare capacity.

CHIPPING NORTON

Chipping Norton is a market town of approximately 9412 inhabitants located in the north of the district on the edge of the Cotswold Area of Outstanding Natural Beauty (AONB). The town provides local retail and leisure services with several food retail outlets, shops, services, public houses, and leisure facilities.

The town lies on the crossroads of the A44 that runs along a north-west to south-east alignment and the A361 running north-east to south-west. There is a significant proportion of through-traffic and HGVs in the town centre and an Air Quality Management Area was designated in November 2024.

The scope for future growth is relatively limited, partly due to the AONB and expansion is most likely on the east side of the town outside of the AONB.

PARKING

Table 12 – Existing off-street Car Parking Provision Chipping Norton

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Albion Street	51	0	0	0	51
New Street	121	6	5	12	144
Total spaces					195

SURVEY - CONDITIONS

The condition surveys in 2024 (Appendix I) showed the two car parks in Chipping Norton do not have urgent issues but will need improvements to a range of items in the next two to three years. This includes improvements to the surface, lining, and grounds maintenance.

SURVEY – OCCUPANCY

Figure 7 – Chipping Norton off-street Car Parks, Total Daily Occupancy

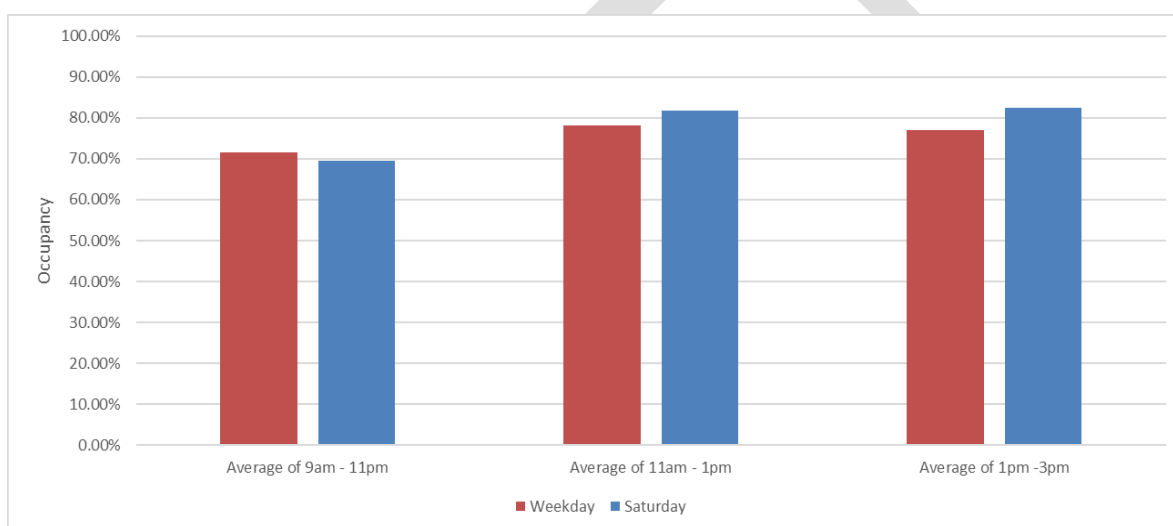


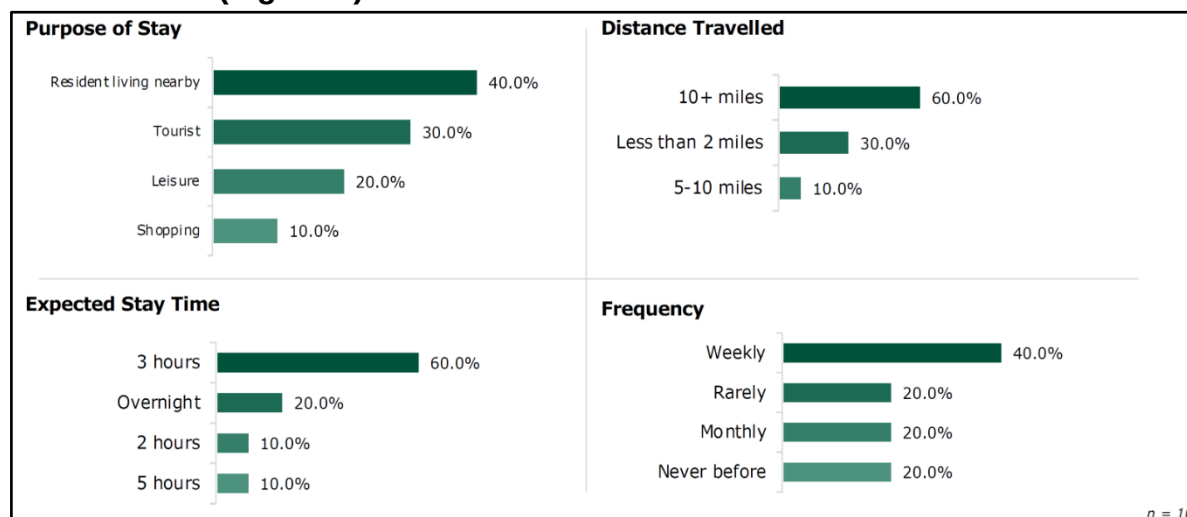
Table 13	Weekday or Saturday	
Time	Weekday	Saturday
Average of 9am - 11pm	71.48%	69.58%
Average of 11am - 1pm	78.23%	81.68%
Average of 1pm - 3pm	77.02%	82.45%

SURVEY – CUSTOMER FEEDBACK

Customer surveys were carried out and customers were asked to comment on: purpose of their stay, distance travelled, expected stay time and how frequently they visited the car park.

CHIPPING NORTON

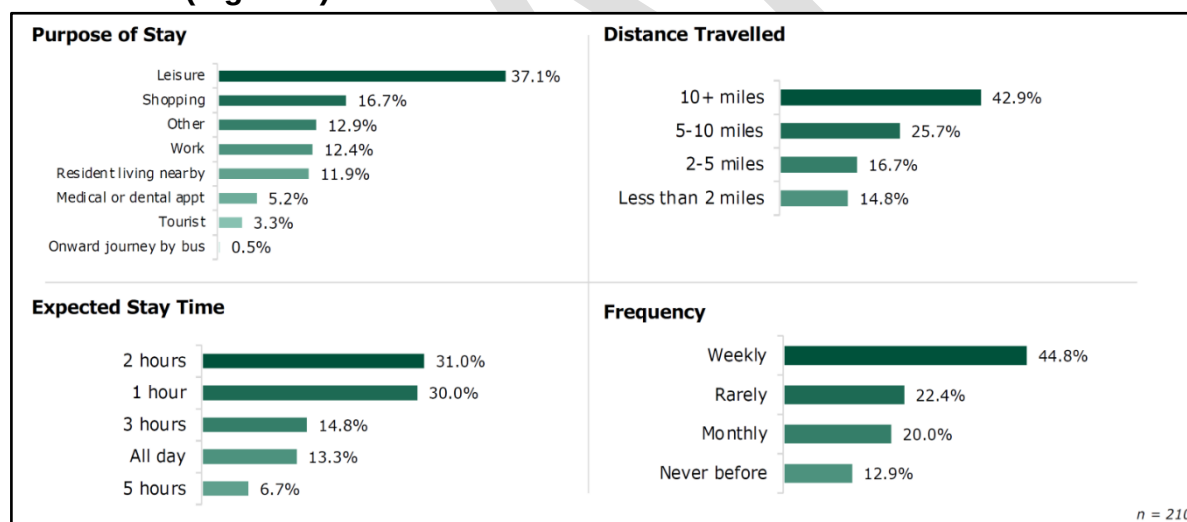
Albion Street (Figure 8)



Albion Street summary (Table 14)

The survey results indicate that the car park is primarily used by local residents and tourists, with most visitors traveling over 10 miles and planning to stay for around 3 hours. The frequency of visits shows a mix of regular weekly visitors and first-time users.

New Street (Figure 9)



New Street summary (Table 15)

The survey results show that most visitors come for leisure (37.1%) and travel over 10 miles (42.9%). The majority plan to stay for less than an hour (31%) and visit weekly (44.8%). This indicates a mix of regular visitors and those traveling long distances for short stays.

NEIGHBOURHOOD PLAN – PARKING POINTS (Table 16)

Reference	CHIPPING NORTON - NEIGHBOURHOOD PLAN DECEMBER 2015
3.21	The difficulty of finding a parking space at peak times was identified as a major issue by residents during the consultation process.

Parking OB3:	Support the expansion of town centre car parking capacity and improvements to its functionality.
7.10	The WODC pre-submission Local Plan suggests that changes in how transport is fuelled could have positive effects on the town's AQMA8. To encourage greater use of electric and plug-in hybrid electric vehicles within Chipping Norton, this Plan wishes to support the installation of public electric car charging infrastructure.
7.19, 20 and 22.	Stagecoach's S3 service to Oxford has seen a three-fold increase in patronage since 2000. The number of buses parked at Chipping Norton has increased from three to nine over the same period, now supporting 12 full-time local jobs. Growth is expected to increase the number of buses parked in town to 12. In light of the identified importance of providing adequate bus parking, the provision of a secure parking area for up to 12 service buses will be supported in principle in a suitable, accessible location.
Chipping Norton Town centre parking policy	
8.9	The public consultation exercises found that parking provision was perceived as a major issue among respondents, particularly at peak times when it can take a considerable amount of time to find a space. While public transport, walking and cycling should be encouraged to reduce dependency on private vehicles.
8.10	Car parking was identified as insufficient, creating congestion and constraining the viability of the town. Seeking additional parking solutions will help to ease this and contribute to the viability of Chipping Norton as a tourist destination.
8.11	Development will create even more demand for parking; it is therefore important that future provision is considered.
8.12	Parking is a complex issue. Alongside increasing capacity other controls may be available to improve the functionality of parking within the town. This could include the use of different time limits within different locations or reviewing current parking limit zones to produce an optimal solution. Ongoing monitoring of this will be carried out throughout the life of this strategy.

CHIPPING NORTON - SUMMARY (Table 17)

CHIPPING NORTON (2 CAR PARKS / 195 SPACES)

Neighbourhood Plan (2015)

Parking was seen as insufficient in 2015. Desire was expressed to increase capacity and additionally review the use of time limits at different locations.

Occupancy Data (2023/2024)

Results of our car park beat study indicate that despite parking being seen to be insufficient in 2015 that both car parks are within the national parking indicator of 85% demonstrating that there is spare parking capacity and that use of the car parks are highest between 1-3pm on Saturdays.

Customer Survey information

Albion Street car park is used equally by residents and tourists, with substantial numbers travelling over 10 miles and planning to stay around 3 hours.

New Street car park is mainly used for leisure purpose and customers travel over 10 miles, most staying for an hour or less and visit weekly indicating a mix of residents and those travelling from distance.

WOODSTOCK

Woodstock is a small, medieval town at the eastern edge of the district that is located next to Blenheim Palace, which is a World Heritage Site and the largest visitor attraction in the district. The town and palace are major tourist attractions, with the additional demands of parking that it brings. Blenheim offers parking to its visitors coming by car in the grounds of the estate. The range of services available is broad for a town with a population of 3521 people and is reflective of its tourism.

Woodstock is at the east side of the district, close to Oxford and has good access to the city along the A44 that runs through the town centre. As a result, there is a large proportion of out-commuting from the town, despite the congestion on the A40 and A44.

Blenheim Palace has large car parks of its own, which do not form part of this study but there is a close relationship between the palace and the town centre as many visitors park in one or the other and walk between the two.

PARKING

Table 18 – Existing off-street Car Parking Provision Woodstock

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Hensington Road	101	4	0	12	117
Total spaces					117

SURVEY-CONDITIONS

The condition survey in 2024 (Appendix 1) showed that the car park is in a reasonable condition with just minor grounds maintenance required. Trees within the grounds are to be assessed, block paving to be replaced and line painting to be done over the period of three years.

SURVEY – OCCUPANCY

WOODSTOCK

Focused beat surveys were carried out in Woodstock due to historic capacity issues.

The below graph demonstrated occupancy at its highest. Full beat survey information is available in Appendix 3.

Figure 10 – Woodstock off-street Car Park, Total Daily Occupancy

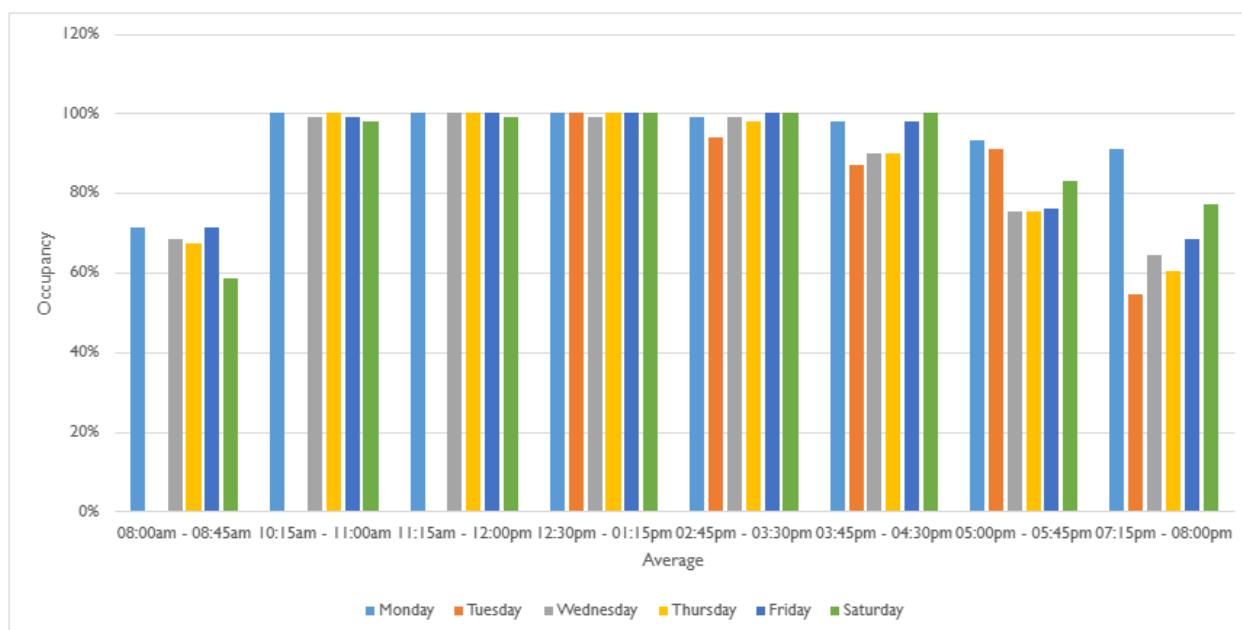


Table 19 – Woodstock Monday - Sunday percentage occupancy

Time (Average)	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
08:00am - 08:45am	71%	N/A	68%	67%	71%	58%
10:15am - 11:00am	100%	N/A	99%	100%	99%	98%
11:15am - 12:00pm	100%	N/A	100%	100%	100%	99%
12:30pm - 01:15pm	100%	100%	99%	100%	100%	100%
02:45pm - 03:30pm	99%	94%	99%	98%	100%	100%
03:45pm - 04:30pm	98%	87%	90%	90%	98%	100%
05:00pm - 05:45pm	93%	91%	75%	75%	76%	83%
07:15pm - 08:00pm	91%	54%	64%	60%	68%	77%

SURVEY - CUSTOMER FEEDBACK

Customer surveys were carried out and customers were asked to comment on: purpose of their stay, distance travelled, expected stay time and how frequently they visited the car park.

As the 2023 Pro Insight survey indicated the levels of occupancy were higher at Hensington Road in Woodstock, further studies on the car park were conducted by the Council in 2024.

A summary of the specific customer survey points is summarised below:

Hensington Road comparison and summary (Table 20)	
Pro Insight survey 2023	WODC survey 2024
What is the purpose of your stay?	
Leisure: 27.8% Work: 24.9% Shopping: 18.9% Resident living nearby: 14.8% Tourist: 10.1% Medical or dental appointment: 2.4% Other: 1.2%	Shopping: 119 (34.47%) Leisure/Exercise: 95 (27.52%) Medical/Dental: 73 (21.16%) Planned Event: 31 (8.98%) Work: 24 (6.96%) Resident in Location: 23 (6.67%) Tourist: 13 (3.77%) Place of Worship: 11 (3.18%) Onward Journey via Public Transport: 4 (1.16%)
What is your normal travel distance to this car park?	
2-5 miles (33.7%) 10+ miles (26.0%) 5-10 miles (23.7%) Less than 2 miles (16.6%)	2-5 miles (33.3%) 5-10 miles (20.8%) Less than 2 miles (19.1%) 10+ miles (16.8%)
How long do you normally park at this car park?	
1 hour (30.2%) 2 hours (29.0%) All day (17.8%) 5 hours (11.2%) 3 hours (10.1%) Overnight (1.8%)	Up to 2 hours (30.8%) Up to 3 hours (23.8%) Up to 1 hour (9.1%) All day (7.4%) Up to 5 hours (7.4%) Overnight (1.7%)
How often do you normally visit this car park?	
Weekly (81.7%) Rarely (8.9%) Monthly (6.5%) Never before (3.0%)	Once a month (36.4%) Once a week (36.4%) More than once a week (22.7%) Less than once a month (21.4%) Other (3.9%)

Additional Questions were included in the 2024 survey for Hensington Road by West Oxfordshire District Council

Could anything about the car park be improved?	
Number of available spaces	155
Ease to manoeuvre car park	41
Visibility of the bay markings/line painting	32
Pedestrian Access	12
Car park surface	19
Lighting	20
Number of Electrical Vehicle Charging points	8
Number of parent and child bays	9
Number of available disabled bays	13
Conditions of trees and plants	11
Cleanliness	8

Do you feel there is sufficient parking in West Oxfordshire District?	
In summary, the responses indicate a widespread dissatisfaction with the parking provision in Hensington Road, Woodstock. Most respondents highlighted issues such as overcrowding, lack of availability, and inconvenience, due to factors like electric vehicle charging points and residential displacement. Many expressed frustrations with the difficulty of finding parking, particularly during busy periods and for those who work or visit Woodstock regularly. Suggestions for improvement included increasing the number of parking spaces, reducing the number of electric charging points, and implementing time limits to prevent all-day parking. Overall, there is a clear consensus among respondents that more needs to be done to address the parking challenges in Woodstock.	
Do you research car parking online?	
Never tried:	40 (21.6%)
No:	93 (50.3%)
Yes:	52 (28.1%)
Do you have any suggestions for improvements to the council's website for parking?	
Suggestions included providing clearer information about maximum parking durations.	
Would you consider using any of the following as alternative transport if it were available to you? Walking, Cycling, Electric Vehicle, Bus, Taxi, Train, Coach	
No	76 (45.5%)
Yes	93 (54.5%)

NEIGHBOURHOOD PLAN – PARKING POINTS (Table 21)

Reference	WOODSTOCK NEIGHBOURHOOD PLAN 2020 - 2031 (created in JANUARY 2023)
2.19	The aim of the Plan was to 'identify the 'hard' and 'soft' infrastructure needs within Woodstock, so that it can continue to prosper; ensure proposed developments preserve and enhance the special character of the existing town; ensure new communities are integrated into the town; and recommend how 'projects and priorities' identified by the local community can be achieved. ' Note: Woodstock Neighbourhood Plan selected to focus on 'green spaces' as its key theme.

WOODSTOCK – SUMMARY (Table 22)
WOODSTOCK CAR PARK (1 CAR PARK / 117 SPACES) Neighbourhood Plan (2020-2031. created in 2023) Woodstock Community and Infrastructure Delivery Plan: The aim of the Plan was to identify the 'hard' and 'soft' infrastructure needs within Woodstock, so that it can continue to prosper. Occupancy Data (2023/2024)

Occupancy in Hensington Road, Woodstock confirms that Usage is generally highest during the hours of 10:15am to 4:30pm when the car park is reaching or at capacity (above 85%). The car park over all is operating at between 89 - 98% occupancy.

Between 8:00am to 8:45am and from 3:45pm to 8:00pm, the car park is operating with spare capacity on five of six days of the week.

Oxfordshire County Council have introduced on street charging and residents parking permits in several locations in Woodstock.

Customer Survey information

Shopping, leisure, and exercise were the predominant reasons to visit Hensington Road car park, followed by medical /dental appointments and work. Residents living nearby also use the car park to park their cars. Tourist parking was lower (most likely due to the ample parking at Blenheim Palace which is a major attraction to the town).

Most visitors to Hensington Road car park come from between 2-10 miles away. Comparing the two surveys, visitors travelling from over 10 miles gave different results, The Pro Insight (2023) findings indicated 25% of visitors had travelled from 10+ miles away, whereas the WODC survey (2024) found this was less than 4%.

People tended to stay between 1-3 hours, and a significant minority of people, 12%, (averaging the surveys), opted to stay all day, Frequency of visits to this car park strongly indicated that once a week was most likely, with one survey indicating that visiting monthly was at a similar frequency.

Customer Comments on Hensington Road car park, Woodstock

Most respondents commented that more spaces were needed, and manoeuvrability within the car park could be improved. Other comments were received about improvements were needed to bay line markings, pedestrian access, the car park surface, and lighting.

There was some discontent over the number of EV spaces allocated and suggestions of having fewer to create more general parking bays. Further suggestions were received supporting a change to stay time restrictions to prevent all day parking.

More than two thirds of respondents have never tried or do not research car parking online.

The results to the question of whether people would consider using alternative methods of transport to the location were even, showing a slightly higher positive response overall.

BURFORD

Burford is a small town in the west of the district with a population of 1300. It is a historical town with limited recent housing development, and it relies heavily on tourism to bring income to the local traders. The number of retail and leisure businesses in the town far exceeds the number that could be sustained by the local population alone.

The town is north of the A40 and much of the town is in a conservation Area, which also contains several listed buildings. This is a constraint to development.

PARKING

Table 23 – Existing off street Car Parking Provision Burford

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Guildenford	161	3	2	0	166
Total spaces					166

SURVEY – CONDITIONS

The condition survey in 2024 (Appendix I) demonstrated that the car park is in a reasonable condition with grounds maintenance work required, line repainting, surface repairs, bridge repairs and tree assessments. There are ongoing issues with intermittent flooding during periods of bad weather which can prevent the car park being fully operational.

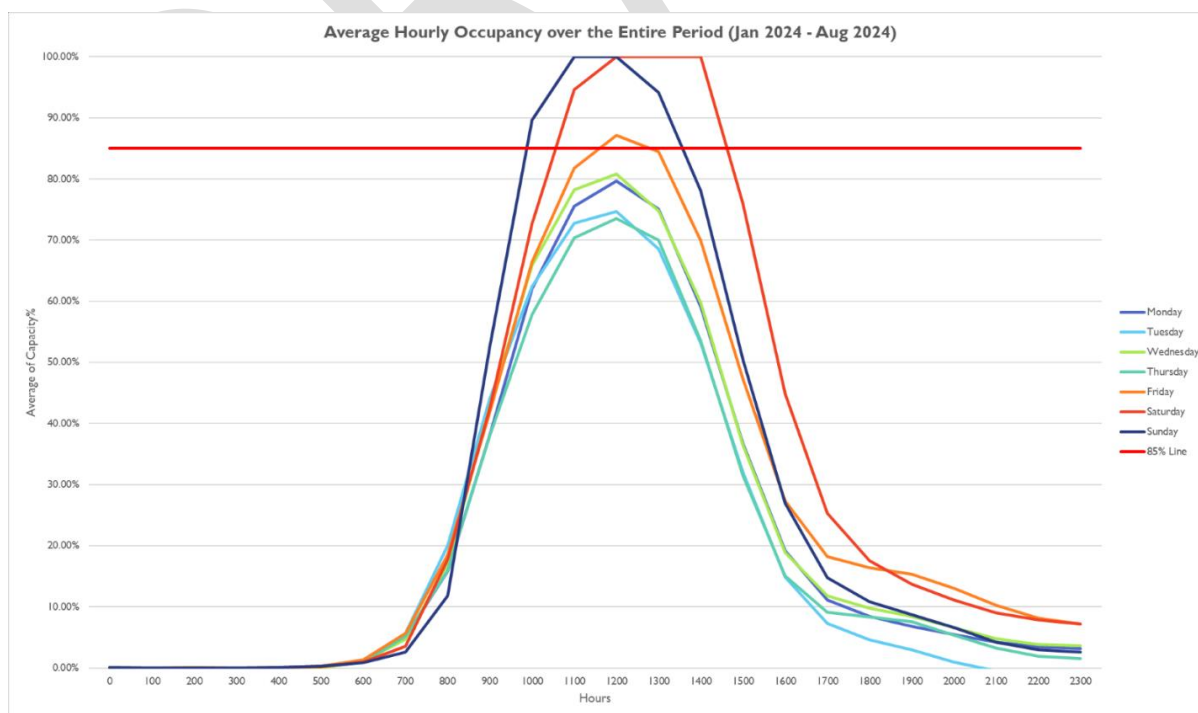
SURVEY – OCCUPANCY

BURFORD

Focused beat surveys were carried out in Burford due to historic capacity issues.

The below graph demonstrated usage at its highest. Full beat survey information is available in Appendix 3.

Figure 11 – Burford off-street Car Park, Average Occupancy.



Note: survey figures were recorded by automatic traffic counters placed at the entry/exit point. Therefore, figures over 100% indicate where motorists seek a space but leave without being able to park when the car park is full.

SURVEY - CUSTOMER FEEDBACK

Customer surveys were carried out and customers were asked to comment on: purpose of their stay, distance travelled, expected stay time and how frequently they visited the car park.

As the 2023 Pro Insight survey indicated the levels of usage were higher at Guildenford Road in Burford, further studies on the car park was conducted by the council in 2024. A summary of the specific customer survey points is below:

Guildenford comparison and summary (Table 24)	
Pro Insight survey 2023	WODC survey 2024
What is the purpose of your stay?	
Tourist: (35.6%) Leisure: (35.3%) Shopping: (11.3%) Work: (7.5%) Resident living nearby: (4.1%) Onward journey by bus: (3.1%) Other: (2.7%) Medical or dental appointment: (0.3%)	Shopping: (34.47%) Leisure/Exercise: (21.16%) Resident in Location: (8.12%) Planned Event: (5.50%) Medical/Dental: (5.21%) Tourist: (4.63%) Place of Worship: (3.77%) Work: (3.47%) Onward Journey via Public Transport: (1.16%)
What is your normal travel distance to this car park?	
10+ miles: (66.1%) 5-10 miles: (17.8%) 2-5 miles: (10.6%) Less than 2 miles: (5.5%)	2-5 miles: (43.9%) 5-10 miles: (30.5%) Less than 2 miles: (22.6%) 10+ miles: (6.1%)
How long do you normally park at this car park?	
2 hours: (45.9%) 1 hour: (24.3%) 3 hours: (16.8%) All day: (7.5%) 5 hours: (5.1%) Overnight: (0.3%)	Up to 3 hours: (32.0%) Up to 2 hours: (30.5%) Up to 1 hour: (6.5%) Up to 5 hours: (6.5%) All day: (3.0%) Overnight: (1.0%)
How often do you normally visit this car park?	
Never before: (38.7%) Rarely: (29.8%) Weekly: (15.8%) Monthly: (15.8%)	Once a month: (58.5%) Once a week: (48.9%) Less than once a month: (37.2%) More than once a week: (23.4%) Other: (3.2%)

Additional Questions were included in the 2024 survey by West Oxfordshire District Council

Could anything about the car park be improved?	
Number of available spaces	90
Ease to manoeuvre car park	37
Visibility of the bay markings/line painting	40
Pedestrian Access	39
Car park surface	32
Lighting	22
Number of Electrical Vehicle Charging points	29
Number of parent and child bays	12
Number of available disabled bays	7
Conditions of trees and plants	10
Cleanliness	10
Do you feel there is sufficient parking in West Oxfordshire District?	
The analysis of respondents' answers to the question "Do you feel there is sufficient parking in West Oxfordshire District?" indicates that opinions are divided, with approximately 44.28% of respondents expressing dissatisfaction with the current parking provision, citing issues such as overcrowding, especially during peak tourist seasons, and concerns about future inadequacies due to increasing housing developments. Conversely, about 55.72% of respondents believe that there is currently sufficient parking, particularly appreciating the free parking policy and acknowledging the benefits it brings to local businesses and tourism.	
Do you research car parking online?	
Never tried:	27 (16.5%)
No:	68 (41.5%)
Yes:	69 (42.2%)
Do you have any suggestions for improvements to the council's website for parking?	
Respondents expressed various concerns and suggestions regarding car parking facilities. They advocated for promoting alternatives to car travel, such as displaying bus timetables in the car park. Lack of awareness about existing facilities were raised. Consistency in parking regulations and better communication of parking information, including location, tariffs, and designated spaces, were suggested for improvement. Safety concerns regarding footpaths and access were highlighted, along with the need to consider the rural nature of the community and limited public transport options. Additionally, respondents called for information on free parking areas and residential parking options to address parking pressure on streets. Finally, the inadequacy of available parking spaces in Guildenford car park was emphasised, with residents often unable to park due to tourists and visitors occupying spaces.	
Would you consider using any of the following as alternative transport if it were available to you? Walking, Cycling, Electric Vehicle, Bus, Taxi, Train, Coach	
No	82 (54.3%),
Yes	69 (45.7%)

NEIGHBOURHOOD PLAN – PARKING POINTS

Burford does not currently have a Neighbourhood plan in place. 'Investigate the development of the Neighbourhood Plan to protect Local Green Spaces in Burford' was noted on the Burford Town Council Plan for 2023/4. (Point 6).

BURFORD – SUMMARY (Table 25)

BURFORD CAR PARK (1 CAR PARK / 166 SPACES)

Neighbourhood Plan

No neighbourhood plan.

Occupancy Data (2023/2024)

Weekdays: The busiest times are around 10am – 3pm, peaking between 40% and 100%.

Weekends: Saturdays and Sundays are significantly higher occupancy, often near occupancy or full, between 11am and 3pm Whilst the graph demonstrated that the car park is often at capacity this does not include the number of cars that still visit the car park and are unable to park, this detail is contained within the full beat Survey data in Annex 3.

Customer Survey information

Tourism, leisure and shopping, were their main reason for visiting the car park with a large proportion of customers travelling under 10 miles at the time of survey. Local knowledge confirms that during periods of high tourism this changes.

The majority of customer stay for the duration of 3 hours and under.

Customer Comments on Guildenford car park, Burford

When asked about what could be improved at Guildenford Car Park, the highest response was for the number of available spaces.

Followed by a lack of ease of manoeuvrability, visibility of bay markings, pedestrian access, and the car park surface needing improvement.

On being asked if there is sufficient parking in WODC car parks, respondents were divided, a lower number of people expressed dissatisfaction with parking availability, citing overcrowding especially during peak tourist season and concerns about future parking availability due to increasing housing development. A higher number of respondents believe there is currently sufficient levels of car parking, mentioning the benefit of free parking and the support it gives to local businesses and tourism.

58% of respondents have never tried or use online information to research parking, with 42% confirming that they do go online to research car parking.

Improvements suggested included providing alternatives to car travel and increasing the promotion of existing facilities

Consistency in parking regulation and more and better communication of parking information on the location.

Safety concerns were raised about footpaths and access generally considering the rural nature of the community and limited public transport.

Some respondents suggested information on free parking areas and residential parking options to address parking pressures on-street.

Some respondents mentioned a lack of available parking spaces with residents unable to park due to tourist and visitors occupying spaces.

When asked if they would consider alternative transport if available, fewer people would do so at 54% stating no, followed closely by 46% of people stating yes.

EYNESHAM

With a population of around 5,300, Eynsham is the fourth largest settlement in West Oxfordshire, located just south of the A40, half-way between Oxford and Witney and just beyond the western edge of the Oxford Green Belt.

Eynsham is an important local service centre offering a wide range of facilities and employment. Eynsham has access to very good bus services, with regular premium services to Oxford, Witney, and Carterton. There is a need to improve bus journey times and funding of £35m has been made available through the local growth fund part of which includes the provision of a new park and ride site to the north of the settlement.

Eynsham is a key area for further development with scope for a new strategic urban extension to the west of the village of around 1,000 homes. To the north of the A40 near Eynsham, land has also been identified as a 'Strategic Location for Growth (SLG)' having the potential to create a new Garden Village based on a working assumption of around 2,200 homes (with further scope for expansion in the longer term).

PARKING

Table 26 – Existing off-street Car Parking Provision Eynsham

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Back Lane	60	5	5	12	82
Total spaces					82

SURVEY – CONDITIONS

The condition survey in 2024 (Appendix I) indicates the car park is scheduled for maintenance work on required areas, line repainting, surface repairs, boundary walls and tree assessments.

SURVEY – OCCUPANCY

Figure 12 – Eynsham off-street Car Parks, Total Daily Occupancy

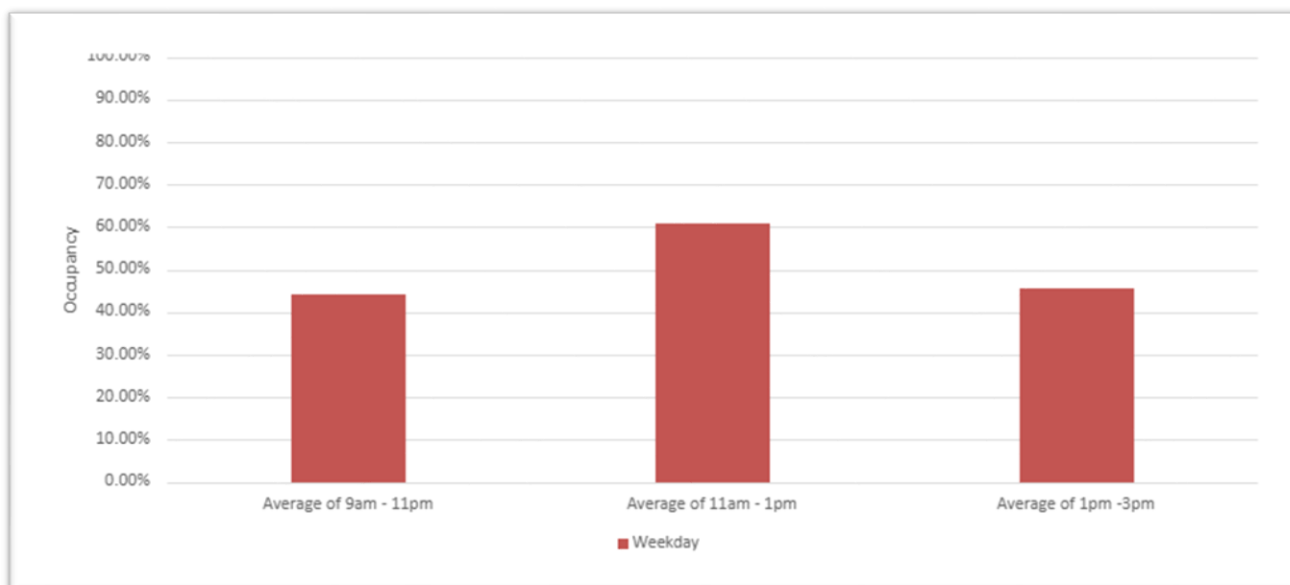


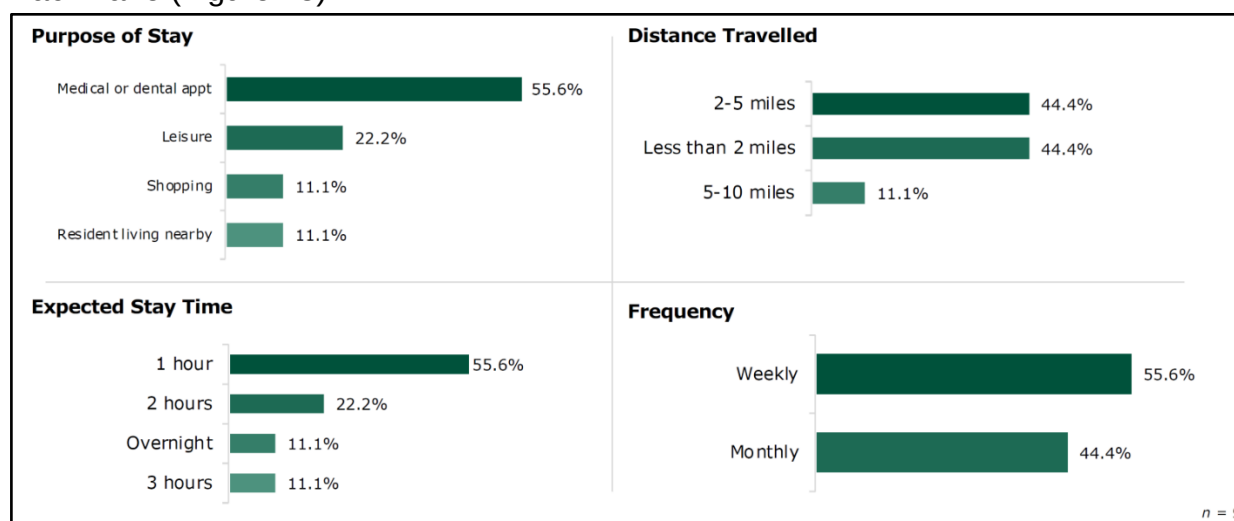
Table 27	Weekday or Saturday
Time	Weekday
Average of 9am - 11am	44.025
Average of 11am - 1pm	60.68%
Average of 1pm - 3pm	45.73%

SURVEY – CUSTOMER FEEDBACK

Customer surveys were carried out and customers were asked to comment on: purpose of their stay, distance travelled, expected stay time and how frequently they visited the car park.

EYNESHAM

Back Lane (Figure 13)



Back Lane summary (Table 28)

The majority of visitors use this car park to attend medical or dental appointments (55.6%), with leisure activities being the second most common reason (22.2%). Most visitors travel short distances, either less than 2 miles or between 2-5 miles (both 44.4%). The expected stay time is predominantly around one hour (55.6%), and visits are frequent, with 55.6% of visitors coming weekly.

NEIGHBOURHOOD PLAN – PARKING POINTS (Table 29)

Reference	EYNESHAM NEIGHBOURHOOD PLAN 2018 – 2031
ENV5	Transport and parking: development shall be planned and constructed to ensure that all residents have ready access to local transport networks by private car, bicycle or public transport and that excellent paths are created for pedestrians' cyclists and mobility vehicles.
ENP9	Parking In support of West Oxfordshire Local Plan 2031 Policy T4, new developments should not exacerbate existing parking problems within the existing village centre and shall ensure adequate and appropriate parking for new residents: A) Development that reduces the available parking space in Eynsham will not normally be permitted B) New development shall include appropriate parking for both residents and visitors C) Safe storage for bicycles and, where appropriate, motorized mobility vehicles shall be provided D) Where possible provision should be made for the charging of electric vehicles at each new home. Where this cannot be achieved, provision for the charging of plug-in and other ultra-low emission vehicles should be made in safe, accessible, and convenient locations.

	F) Provision of additional hotel accommodation will be supported where unlikely to cause inconvenience to residents or exacerbate problems such as access and parking. The scale, size and design of a new hotel shall be in keeping with its location, context, and local need.
15.3	Parking presents an issue for residents and many shops have little or no nearby parking.
15.4	Enhancement of the public realm should be a priority when considering the uses to which CIL funds should be put.
Appendix A: Parish Council - Major Infrastructure Goals	
REC 18	EPC Intentions: Eynsham Parish Council will seek to ensure that space is retained within the masterplan to improve the A40, when funds become available, including the following: A Developer funding for improvement of access to/from the A40 for both residential, employment and the Park and Ride while seeking to minimise delay to traffic to and from the rest of West Oxfordshire. A1 The proposed Park and Ride will be a significant landscape feature adjacent to the village. Its layout and buildings should be designed to complement and enhance the rural location and include full screening from all sides with trees and hedgerows typical of its location. A2 The Park and Ride presents an opportunity as a transport hub for the district with good public transport and cycle links to Hanborough Rail Station and buses to both the central and eastern areas of Oxford.

EYNSHAM – SUMMARY (Table 30)

EYNSHAM CAR PARK (1 CAR PARK / 82 SPACES)

Neighbourhood Plan (2018-2031)

Comment includes: development that reduces parking spaces in Eynsham will not normally be permitted; new developments are to include parking for residents and visitors; safe storage for cycles and mobility vehicles should be provided; the provision of EV charging at each home or provision for EV charging should be made in locations; hotel accommodations will be supported where this does not exacerbate problems with parking ; parking is an issue for resident and shops have little or no parking; enhancement of public realm is to be priority for CIL funds usage.

Occupancy Data (2023/2024)

Levels of Occupancy in Eynsham's Back Lane car park are average, allowing for spare capacity to park on weekdays and on Saturdays. The time period which is busiest is 11-1pm but this still offers good levels of available parking spaces.

Customer Survey information

Most visitors use the car park to attend medical or dental appointments, with leisure activities being the second most frequent reason. Visitors travel from below 2 miles to 5 miles in most cases, with the expected stay being one hour. Visit frequency tends to be weekly.

CARTERTON

Carterton is the second largest town and service centre in the district and is comprised of two main centres, Carterton and Brize Norton. The population of Carterton is approximately 15,680. It is also home to RAF Brize Norton, the largest RAF station in the country, and a major local employer with 7,000 personnel.

Carterton has grown significantly in recent years with around 1,400 additional homes and supporting facilities provided at Shilton Park in the northern part of the town and a further 700 homes currently under construction at Brize Meadow to the east of the town in the parish of Brize Norton. There has also been some development in and around the town centre, including new supermarkets, cafes, and restaurants alongside improvements to the public realm.

There are large areas of previously developed (brownfield) land including that which is associated with RAF Brize Norton. There are also a number of undeveloped sites on the edge of the town which are being made available for development by landowners in adjoining parishes.

Carterton is outside the Cotswolds National Landscape and as such, there is no expectation that the scale and extent of development should be limited, it has a relative imbalance of homes and jobs which contributes to out-commuting with Witney as a common workplace.

The main retail centre is in Carterton, located around the junction of the two main roads through the town, Alvescot Road and Burford Road. The centre is relatively small but does include three supermarkets with large private car parks in addition to the two public car parks operated by WODC.

The town does not have direct access to the strategic road network and links to the A40 are via rural single-carriageway B-roads. Improvements to the road network have been proposed in the OCC Local Transport and Connectivity Plan (2022 – 2050). Congestion in the town is less of a problem than Witney, although traffic queues are common at the central signalised crossroads.

PARKING

Table 31 – Existing off-street Car Parking Provision Carterton

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Alvescot Road	36	2	0	0	38
Black Bourton Road	56	9	0	12	77
Total spaces					115

The Alvescot Road car park surveys just included the area to the left of the access road that is the responsibility of WODC.

There are additional parking spaces not owned or managed by WODC behind the shopping centre. Access to the adjacent Morrisons supermarket is taken through the Black Bourton Road car park.

SURVEY - CONDITIONS

The condition surveys in 2024 (Appendix I) demonstrated that the two car parks in Carterton are in good condition with just minor maintenance required including tree assessments, patch repairs to surfaces and line painting.

On-street parking is limited in the town centre because the main roads are used to carry traffic rather than for parking.

SURVEY – OCCUPANCY

CARTERTON

Figure 14 – Carterton off-street Car Parks, Total Daily Occupancy

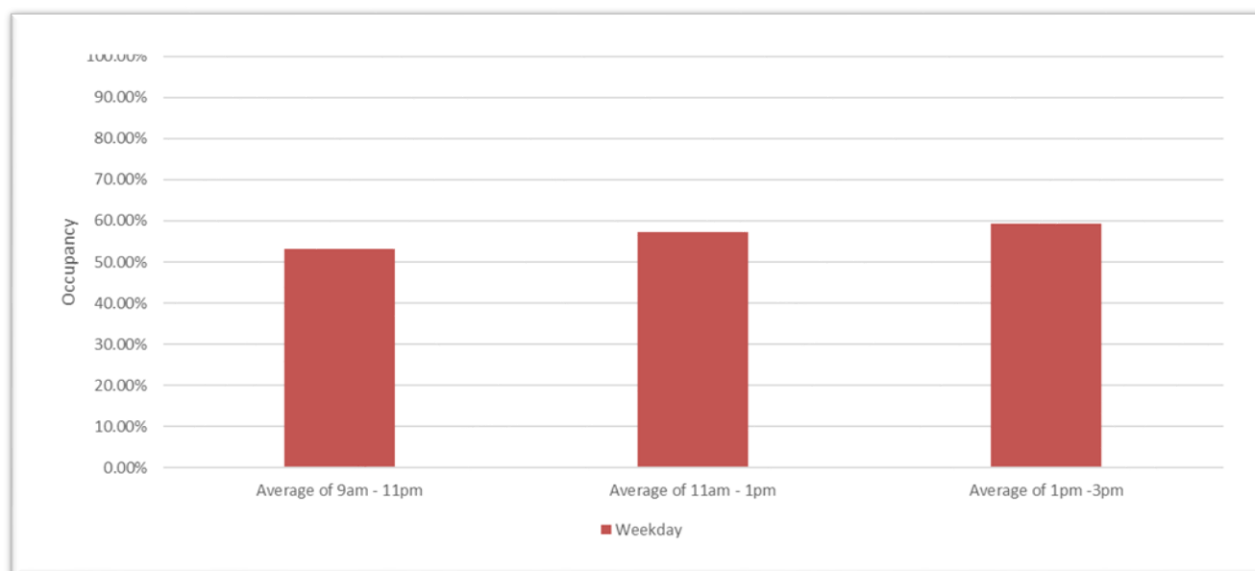


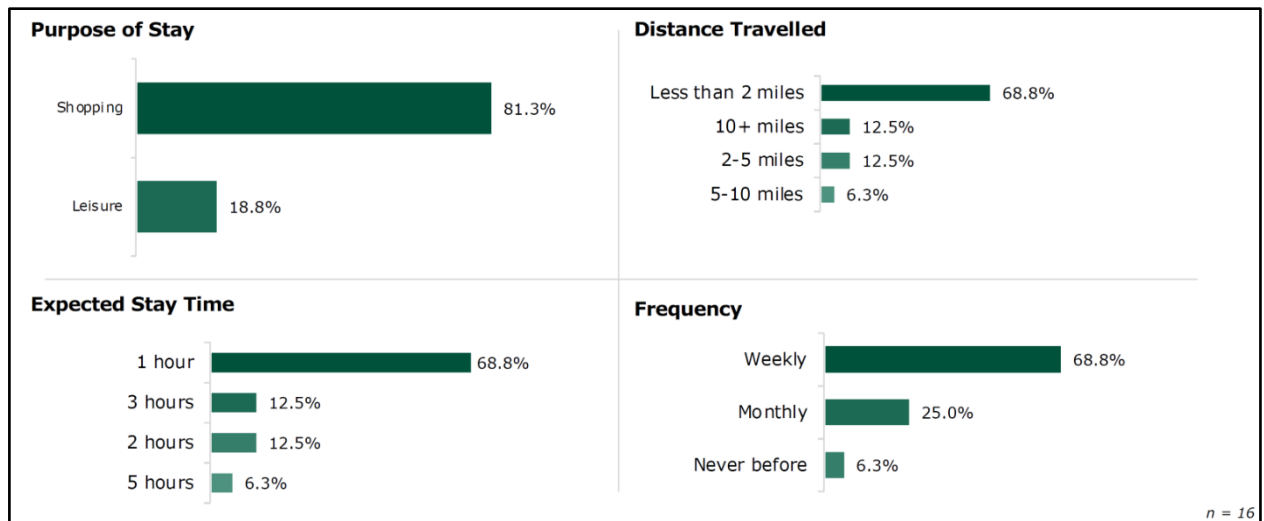
Table 32	Weekday
Time	Weekday
Average of 9am - 11am	53.15%
Average of 11am - 1pm	57.21%
Average of 1pm -3pm	59.40%

SURVEY – CUSTOMER FEEDBACK

Customer surveys were carried out and customers were asked to comment on: purpose of their stay, distance travelled, expected stay time and how frequently they visited the car park.

CARTERTON

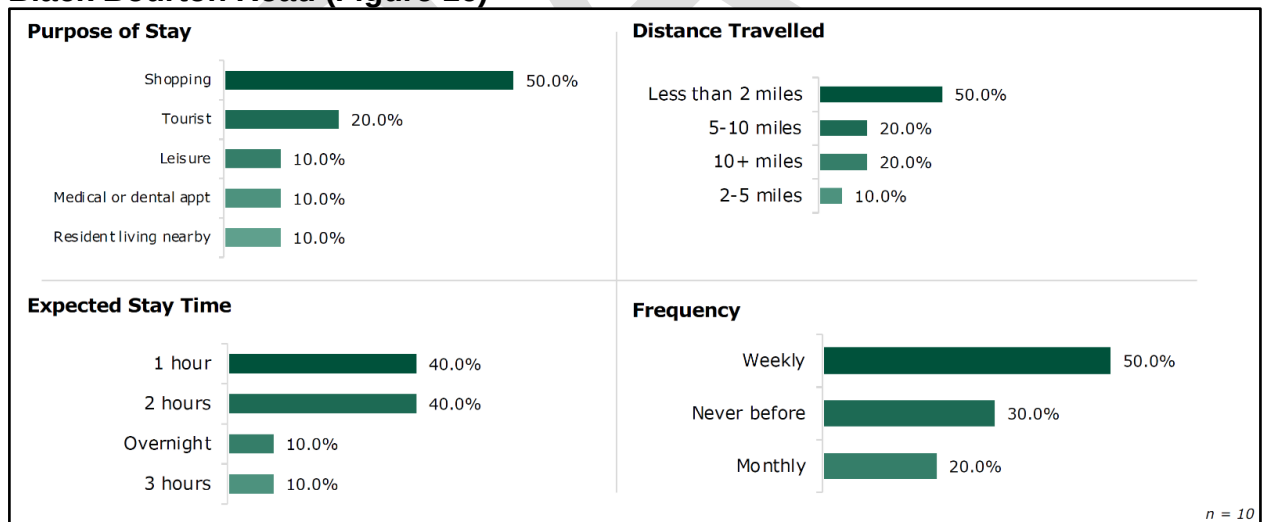
Alvescot Road (Figure 15)



Alvescot Road summary (Table 33)

The survey results show that the majority of visitors come for shopping (81.3%) and travel less than 2 miles (68.8%). Most visitors plan to stay for 1 hour (68.8%) and visit weekly (68.8%). This indicates a high frequency of short, local shopping trips

Black Bourton Road (Figure 16)



Black Bourton Road summary (Table 34)

The survey results indicate that shopping is the primary reason for visits (50%), with most visitors traveling less than 2 miles (50%). The majority stay for 1- 2 hours (40%) and visit weekly (50%).

NEIGHBOURHOOD PLAN – PARKING POINTS

Carterton does not have a Neighbourhood plan.

CARTERTON - SUMMARY (Table 35)

CARTERTON CAR PARKS (2 CAR PARK / 115 SPACES)

Neighbourhood Plan

No neighbourhood plan.

Occupancy Data (2023/2024)

The Carterton car parks have average occupancy for weekdays and Saturdays, providing good levels of available parking for motorists. There is a slightly higher level of occupancy between 1-3pm.

Customer Survey information

Alvescote car park is in the majority visited for shopping reasons and visitors travel less than 2 miles, most people choosing to visit weekly. Length of expected visit is one hour.

Black Bourton Way car park is in the majority visited for shopping reasons and visitors travel less than 2 miles, most people choosing to visit weekly. Length of expected visit is 1–2 hours.

CHARLBURY

Charlbury is a town six miles to the north of Witney, in West Oxfordshire District with a population of approximately 3,100. Currently Great Western Railway trains link Charlbury with London Paddington via Oxford in one direction, and Hereford via Worcester in the other.

Charlbury has a range of services: supermarkets, shops, a primary school, and a number of public houses. There is one museum and several annual festivals. Stagecoach West bus route S3 services the town Monday to Saturday towards Oxford, via Woodstock. Pullhams route X runs between Chipping Norton and Witney on the same days.

WODC owns and manages the one off-street car park in Charlbury: The Spendlove Centre car park.

PARKING

Table 36 – Existing Off-Street Car Parking Provision Charlbury

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Spendlove Centre car park	33	3	3	0	39
Total spaces					39

The railway station in Charlbury has its own railway station car park managed by an external contractor who charges for parking and carries out enforcement, which can impact negatively on the spare capacity levels within the free WODC owned and managed car parks.

The roads near to Charlbury station also have parking restrictions to prevent overspill parking. The station is some distance from the village but still within walking distance for rail users.

SURVEY – OCCUPANCY

Figure 17 – Charlbury off-street Car Parks, Total Daily Occupancy

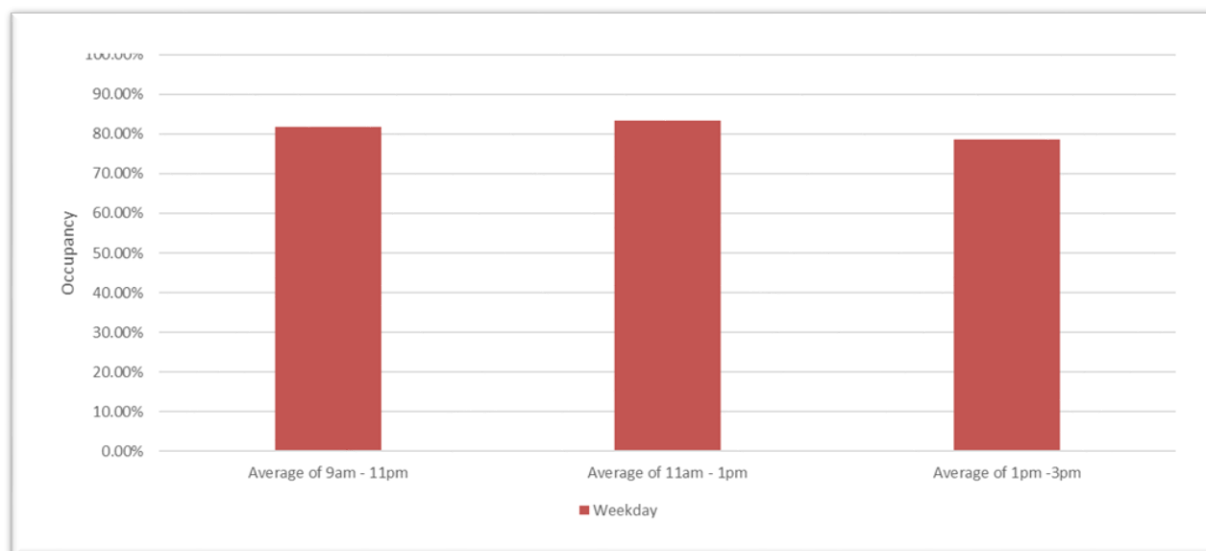


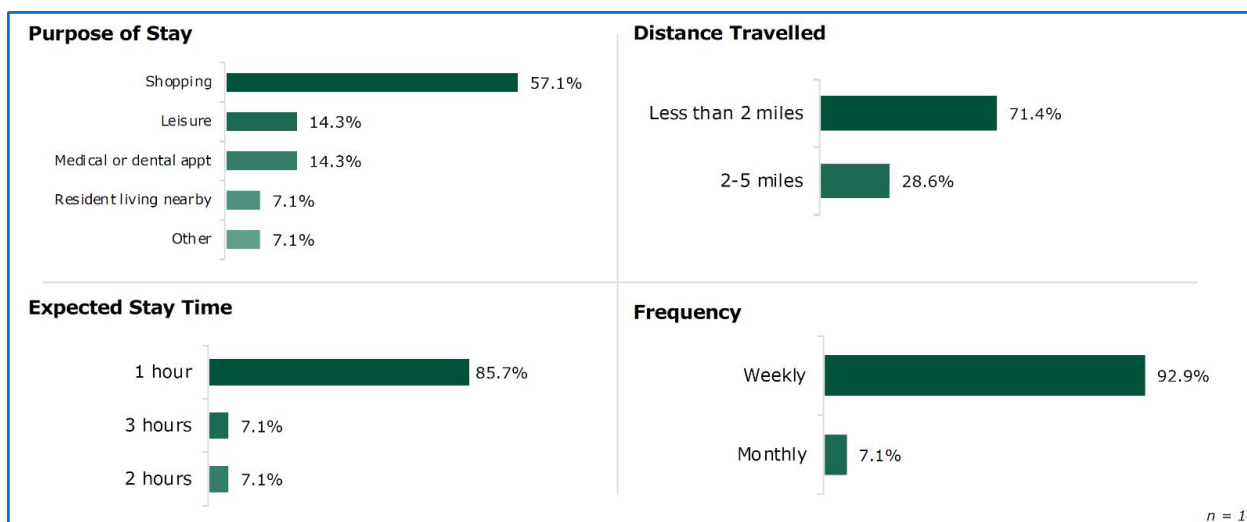
Table 37	Weekday
Time	Weekday
Average of 9am - 11am	81.83%
Average of 11am - 1pm	83.46%
Average of 1pm -3pm	78.58%

SURVEY – CUSTOMER FEEDBACK

Customer surveys were carried out and customers were asked to comment on: purpose of their stay, distance travelled, expected stay time and how frequently they visited the car park.

CHARLBURY

Spendlove Centre (Figure 18)



Spendlove Centre summary (Table 38)

The survey results for the Spendlove Centre car park show that shopping is the primary reason for visits (57.1%), with most visitors traveling less than 2 miles (71.4%). The majority plan to stay for 1 hour (85.7%) and visit weekly (92.9%). This indicates frequent, short trips primarily for shopping.

NEIGHBOURHOOD PLAN – PARKING POINTS (Table 39)

Reference	CHARLBURY NEIGHBOURHOOD DEVELOPMENT PLAN 2031 (CREATED JUNE 2021)
'6.1.2	The 2016 Town Survey showed that traffic, transport, and parking were the top concerns of Charlbury residents: Parking: protecting residents' parking, preventing dangerous and obstructive parking, and providing more parking for visitors.
6.4 Parking	
'6.4.1	The narrow streets in the historic town centre are an important part of the character of Charlbury, but they also pose difficulties for traffic and parking. Most properties on the central roads do not have private parking and their residents need to park on street. Visitors to the houses, shops, businesses, and churches can struggle to find parking. The Spendlove car park is very convenient for the Co-op, medical centre and nearby businesses, but fills up at peak times. There is also the issue of railway station users parking on street, either to avoid parking charges at the railway car park or because it is full.
'6.4.2	Inconsiderate parking can cause considerable disruption and danger to road users and pedestrians. The town has had particular problems with parked cars causing buses to get stuck in the town centre and creating dangerous conditions for pedestrians at the bottom of Nine Acres Lane.
Policy ECT7: Parking	
	'New development proposals should make adequate provision for on-site parking by residents and visitors.

	- Where development results in loss of existing parking, it should make provision for at least an equivalent number of parking spaces. - Proposals for extensions and alterations of existing buildings should not result in a net reduction of parking spaces. - Proposals for appropriate additional public parking in or near the town centre will be supported where they respect the character and appearance of the Conservation Area and do not have an unacceptable impact on the amenities of residential premises in the immediate location.'
6.4.5	Policy ECT7 has been developed to be consistent with Local Plan 2031 Policy T4, LTP4 policy 11 and the County Council parking standards. However, given the existing parking problems within Charlbury, and the fact these were a top priority in responses to the Town Survey, there is justification for this Plan to go further than the Local Plan 2031 and County Council parking standards.
6.4.6	It is important that any new development makes adequate provision for the additional parking needs it may generate and does not reduce or place extra pressure upon the existing on-street parking.
6.4.7	The nature of Charlbury means there are few opportunities for providing additional parking spaces for residents and users of local shops and services. Should suitable land become available for use as additional parking this would be encouraged to support local businesses and services and to reduce existing parking pressures. For example, the movement of the Post Office could result in such an opportunity. Another opportunity could be for additional parking on Nine Acres.
Community Aspiration	
3	Residents' Parking A residents' parking scheme that discourages use of on street parking spaces by rail station users is supported, provided that it meets the needs of the community (including residents, workers, and businesses) and visitors to the town. '
6.4.10	Overflow parking from the railway station is currently exacerbating parking problems within Charlbury Town Centre. It is important to accommodate this demand without negatively impacting the AONB.
6.4.11	The railway station is located within a particularly sensitive area of the AONB. There are opportunities to expand the capacity of the car park without increasing the footprint of the car park.
6	Electric Vehicle Charging Points 'Provision of electric vehicle charging points within car parks and other appropriate locations within the town is supported and is to be encouraged.'

CHARLBURY - SUMMARY (Table 40)

CHARLBURY (1 CAR PARK / 39 SPACES)

Neighbourhood Plan 2031 (Created 2021)

'It is important that any new development makes adequate provision for the additional parking needs it may generate and does not reduce or place extra pressure upon the existing on-street parking.'

'The nature of Charlbury means there are few opportunities for providing additional parking spaces for residents and users of local shops and services. Should suitable land become available for use as additional parking this would help to alleviate this issue.'

'Provision of electric vehicle charging points within car parks and other appropriate locations within the town is supported and is to be encouraged.'

Occupancy Data (2023/2024)

The small car park at Charlbury is a very well used asset supporting the needs of the village. The car park is very busy at 9am-11am and 11am-1pm times on both weekdays and Saturdays. The car park occupancy data shows that it has over 80% occupancy during these times, meaning the car park still has spaces and is not over capacity. The occupancy rate falls slightly between 1pm-3pm.

Customer Survey information

The survey results for the Spendlove Centre car park show that shopping is the primary reason for visits (57.1%), with most visitors traveling less than 2 miles (71.4%). The majority plan to stay for 1 hour (85.7%) and visit weekly (92.9%). This indicates frequent, short trips primarily for shopping.

Note: Oxfordshire County Council introduced residents parking in several locations during 2025.

LONG HANBOROUGH

Long Hanborough is a large village four miles to the northeast of Witney, in West Oxfordshire District with a population of approximately 3035. Currently Great Western Railway trains link Hanborough with London Paddington via Oxford in one direction, and Hereford via Worcester in the other.

Long Hanborough has a range of services: a post office, GP practice, a food store, a primary school, and public houses. There are two museums: The Oxford Bus Museum and The Morris Motors Museum. Stagecoach West bus route S7 services the village seven days per week towards Witney, Oxford, via Woodstock, Kidlington, and Oxford Parkway however this is to be discontinued.

There is one small off-road car park in Long Hanborough owned by WODC and managed by the parking team. This is Riely Close car park.

PARKING

Table 41 – Existing off-street Car Parking Provision Long Hanborough

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Riely Close car park	8	1	0	0	9
Total spaces					9

The railway station in Long Hanborough has its own car park managed by an external contractor who charges for parking and carries out enforcement, which can impact on the spare capacity levels within the free WODC owned and managed car park.

SURVEY – OCCUPANCY

Figure 19 – Long Hanborough off-street Car Parks, Total Daily Occupancy

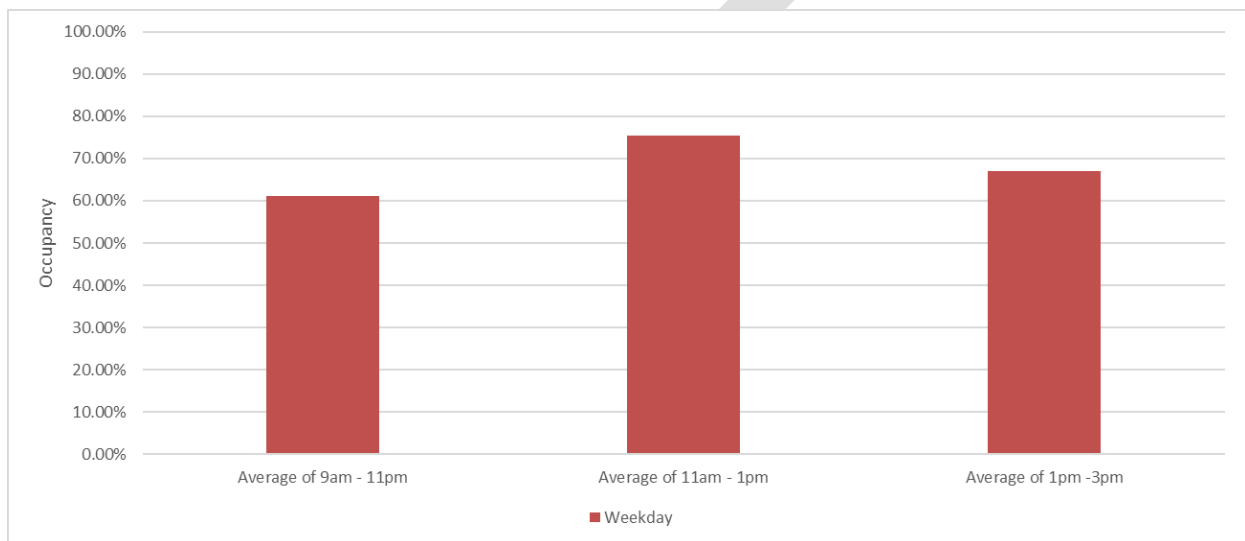


Table 42	Weekday
Time	Weekday
Average of 9am - 11am	61.10%
Average of 11am - 1pm	75.37%
Average of 1pm -3pm	66.99%

SURVEY – CUSTOMER FEEDBACK

No customer feedback was received from customer in Riely Close car park in Long Hanborough due to the size of the car park.

NEIGHBOURHOOD PLAN – PARKING POINTS

Long Hanborough does not currently have a Neighbourhood plan.

LONG HANBOROUGH - SUMMARY (Table 43)

LONG HANBOROUGH (1 CAR PARK / 9 SPACES)

Neighbourhood Plan (No neighbourhood plan)

Occupancy Data (2023/2024)

The car park at Long Hanborough is a well-used asset provided by WODC to support the needs of the village. The car park is busiest at 11am-1pm on both weekdays and Saturdays but shows there is spare capacity to park. The occupancy rate is lowest in the morning between 9am-11am, rising between 11am-1pm, and falling back again in the afternoon.

Customer Survey information (No customer survey information)

DISTRICT WIDE SUMMARY

The 16 car parks owned and managed by West Oxfordshire District Council are well-used assets demonstrating that they are effectively supporting residents, visitors and the economy.

Occupancy data collated in 2023 and 2024 confirms that overall our car parks are a well-used and free asset, which are welcoming, safe and well maintained. The district does have spare car parking capacity, however there are specific settlements for which parking is proving increasingly challenging given our customers aspirations for WODC to increase the number of available car parking spaces is not in line with planning, transport, and parking policies (and would be in contradiction).

WODC car parks continue to reach capacity in some settlements which are popular tourist locations during peak times of 10am – 3pm with weekends being the busiest. The industry forecast in 2020 predicted a reduction in car use because of the pandemic, with customers choosing more active and greener modes of transport however, this has not come to fruition and occupancy levels have indeed returned to pre-pandemic levels with car parks in Woodstock and Burford reaching capacity on occasions.

In light of this, WODC remains committed to work with residents, local businesses, Town and Parish Councils and potential developers to seek alternative solutions.

4 FUTURE PARKING ASSESSMENT

INTRODUCTION

An assessment of future parking needs has been undertaken up to 2031 to take into consideration future growth outlined in the planning policy documents summarised in **Chapter 2**. Census information on the UK and WODC predicted population trends affecting parking is below:

UK Census Information relating to Car Parking (Table 44)

Information	Current	Predicted / Latest	% Change → ↑ ↓
England Trends			
Number of one person households in England projected to increase between 2016-2041 driven by number of people aged 65 + living by themselves			26% ↑
Number of people 90 + living on their own is projected to more than double by 2041	241,000 (in 2016)	588,000 (in 2041)	59% ↑
The predicted increases in household numbers were nearly all from increases in one person and multiple adult/non children households.			

West Oxfordshire Census Information relating to Car Parking (Table 45)

West Oxfordshire is described in the ONS census information 2021 as:

'One of the rural local authorities situated in the commuter belt around major urban centres in the Southeast and has a high employment rate, a low proportion of children in relative poverty and high healthy life expectancy.'

Information	Current	Predicted / Latest	% Change → ↑ ↓
West Oxfordshire Trends – predicted population growth, population density and age			
West Oxfordshire population growth predictions	119,300 (in 2023)	130,697 (by 2031)	9.6% ↑
West Oxfordshire population growth between census in 2011 and 2021	104,800 (in 2011)	114,200 (by 2024)	7.9% ↑
The increase of 7.9% is a greater increase than the rest of the population of the South-East region (7.5%) and compared to the overall figure for the population of England (6.6%)			
West Oxfordshire is the joint least densely populated district area in south-east			

In summary, West Oxfordshire is predicted to have a higher population growth rate than comparable south-east district areas. The growth is expected to come from increases in the population who are within the older age range brackets, and lower rates of growth in families and younger age groups.

Future Demand and Housing Proposals

Emerging Housing Proposals (Table 46) show total dwellings in 2011 and completions for the period 2011-2025.

At the time of writing our Parking Strategy for West Oxfordshire District, the WODC Local Plan (2041) is at the next stage of consultation via 'Have Your Say' where the *Draft Preferred Policy Options Paper (May 2025)* is available for public comment and feedback.

Therefore, proposed growth figures for each subarea are not yet available. The district total for proposed growth is indicated and it is anticipated that the increase in government targets for housing will mean an increase in car users and in turn, parking.

Table 46 – Emerging Housing Proposals

Area	2011 Dwellings	Completions 2011-2025	Proposed Growth
Witney Sub-area	14,297	2,210	TBC
Chipping Norton Sub-area	5,666	896	TBC
Carterton Sub-area	9,975	1,846	TBC
Eynsham / Woodstock Sub-area	9,408	2,082	TBC
Burford / Charlbury Sub-area	7,603	761	TBC
District Total	46,949	7,795	16,000*

*Note: District total figure is the total level of planned housing growth indicated in the Local Plan 2041 preferred policy options

Government Directive – Delivering a Sufficient Supply of Homes

In December 2024, the government published changes to the National Planning Policy Framework to underline its commitment to increasing the supply of new homes across the United Kingdom:

'To support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay.'

West Oxfordshire together with its partner councils in Oxfordshire is responding to the rapid acceleration to increase housing targets. This increase could adversely affect the current levels of WODC spare car parking capacity across the district and therefore providing solutions to modal shift needs to be the district's focus reducing the reliance on cars.

Parking demand is based on several factors which means estimating future parking needs can be challenging given that future parking needs are influenced by factors such as:

- **Availability of parking** – if parking is plentiful, people are more likely to drive to an area. If parking is in short supply, drivers may travel by an alternative mode of transport or be discouraged from visiting an area altogether. Any latent demand in such instances will be unknown.
- **Sustainable travel options** – if attractive alternatives to the private car are available, people are more likely to travel by alternative modes to the private car. This could reduce parking demand.

- **National and local policy** - There is a strong directive from national and county-level strategies to promote sustainable travel options over car use.
- **Consumer habits** - An increasing number of everyday tasks are now undertaken without having to travel and park, through the growth of online facilities.
- **Town/village catchment area size** may increase/decrease as a result of growth/decline of that area or surrounding areas. This will have implications for parking demand in an area.
- **Population growth** – as population increases, in-turn the number of cars on the road and potential car users may increase. Emphasis on alternative modes of transport and providing a breadth of options which support the environment are critical to help minimise and support this.
- **Traffic congestion** – Congestion can often result in great frustration for road users. Where possible, alternative methods that link routes and provide alternatives to the car should be promoted. This is largely linked to the development of areas and the infrastructure that supports them.
- **Prices of parking** – Parking charges can deter car users from visiting a location, as WODC operate free parking this is seen to support local businesses and the economy. However, should prices or availability of parking outside of the direct control of the council increase this in-turn could affect demand.

INDICATORS

West Oxfordshire population and access to a vehicle by household.

Figures for West Oxfordshire's population in 2023 was 119,300. By 2031, it is predicted to be 130,697, a growth of 9.6%.

Car or van availability in England (of 1 or more cars / vans in a household) stands at 76.5%. Car or van availability in West Oxfordshire stands at 88.5 (ONS – 2021 Census).

The number of vehicles WODC residents have access to by household is significantly higher than the national average. This trend is anticipated to continue until the end of the decade. The UK Predictions for cars on the road after 2030, indicate that there may be a slowing and reduction in numbers from this point.

Cars on the Road – UK Predictions 2025 -2030

Cars on the road in West Oxfordshire are estimated to increase by 0.7% each year, until 2030 when it is predicted by the Department of Transport that the number of cars owned will start to decrease in the UK.

'Cars on the road in the UK is predicted to increase by 3.5% between 2025 and 2030, with most studies predicting a drop in car ownership after this point and into the next decade. Therefore, an annual increase of 0.7% in number of cars can be safely used or 3.5% increase over the next five years.'

The reason for this predicted decrease is the expected impact of government policy designed to achieve net zero emissions targets.

A decrease in car ownership from 2030 is an important prediction to consider when thinking about the needs of motorists and parking in WODC car parks. Our future demand prediction is to use the parking assets we have and factor in a predicted downturn in car ownership in decision making.

SUMMARY

Customers using council car parks in West Oxfordshire value the facility to park without charge. The council assets are very well used and contribute to the vibrancy of the local economy throughout the district.

Recent data shows that most car parks across the district are serving their communities effectively, with available capacity. However, in areas with high tourist activity, parking becomes more challenging. Our analysis confirms that car parks in Burford and Woodstock are frequently at or near full capacity during peak weekday hours and periods of increased tourism.

Providing additional parking should not be the first solution to alleviating capacity. promoting and supporting a modal shift that aligns with sustainability requirements, Healthy Place shaping and Active Transport Plans should be considered first.

Sustainability of travel has come to the forefront of policy change, affecting transport plans including parking. Bus routes, walking, cycling, motorcycling, car sharing and other forms of sustainable travel are firmly at the top of the travel hierarchy and positioned above personal car travel.

Congestion and traffic flow issues are high priorities for action, to alleviate the recognised concerns over traffic pollution effects on our communities. Healthy Place Shaping policies are of major importance.

While it is predicted that WODC will have a faster growth pattern than the UK average, and higher than comparative areas in the Southeast over the next five years, this is predicted to be from population growth in the upper age ranges.

WODC has comparatively high levels of access to a car or van by household compared to the UK averages, reflecting the rural quality and low population densities in the district, making a dense network of public transport less feasible.

Cars on UK roads are predicted to increase by less than 1% a year (0.7%) until 2030, when there is a predicted drop in car ownership with decreasing levels continuing into the next decade.

Positive effects of how society goes about everyday activities has changed in the last decade: the way we shop, go to appointments, receive goods, and access services is now online and in person, all of which contributes positively to lessening demand.

5 FUTURE PARKING OPTIONS

INTRODUCTION

WODC sets out its parking strategy for the next period and has given careful consideration of the options to managing its 16 car parks for the benefit of the majority of customers.

Several potential parking options are outlined in Table 47.

Potential Options are presented in an action plan included in Chapter 6

Table 47 – Potential Parking Options

Parking Options	
1.	Off-street car parking capacity 2025-2031
2.	Charging options / no charging impacts
3.	Long and short stay parking – managing capacity through stay times
4.	Sustainable transport
5.	Parking standards and new development
6.	Car parks – conditions and maintenance
7.	Enforcement
8.	Specialist parking

5.1 Options- Off-Street car parking capacity 2025-2031

In 2016, the parking strategy recommended resolving capacity needs by finding and securing additional parking, either in the vicinity of the existing car park or in separate locations. This has proved extremely challenging in the light of:

- a. The historic significance and spatial constraints of settlements where capacity issues were identified: Woodstock, Burford, Chipping Norton and Charlbury.
- b. Lack of land or investment funds to acquire additional land for car parking purposes.
- c. Today, capacity issues, which are identified for some locations may be resolvable through other policies.
- d. The desires to advance policies supporting sustainability, healthy place making and a net zero transport system.

Therefore, the desire to increase spaces does not support the wider ambitions for active travel and healthy lifestyles. Although it is acknowledged that where there are areas of housing growth this may be required and the council will seek to support Town and Parish Councils, developers, businesses and residents to find additional parking, and the use of more subtle mechanisms, i.e. changes to stay times to free up spaces, is in principle, more appropriate to manage local need and make best use of council assets.

Recommendation

Continue alignment of WODCs Parking Strategy with the wider context policies.
Consider implementation of different options in relation to stay times in each car park.

Seek to support Town and Parish Councils, residents, businesses and potential developers to seek additional parking options.

5.2 Options - Charging options / no charging impacts

Charging for parking has been implemented by most local authorities in the country for a variety of reasons, including the provision of a funding stream to maintain and improve car parks, pay for enforcement officers, promote sustainable transport modes, and control excess demand for parking spaces. WODC is bordered by district councils who charge for parking, in most or all of their car parks.

Revenue streams collected through car parking income can be used to support the following.

Authorities can use parking income to support the following services (Table 48)		
Street Cleaning	Abandoned vehicles	Sustainable Transport
Public Conveniences	Climate Change	Land drainage
Community Safety	Environmental Strategy	Pollution control

West Oxfordshire District Council provides free parking in all its car parks as a mechanism to support residents, businesses and boost the economy. Customer consultation conducted through the review of this parking strategy has demonstrated that free parking is important to our car park users and as a result this strategy continues to support free parking within our car parks.

Recommendation
Continue with current policy of free parking in WODC owned and managed car parks to support residents, business and the economy.

5.3 Options - Long and short stay parking

The length of time that parking spaces are used, can be adjusted by imposing time restrictions. These already apply in some of the districts' car parks and new restrictions can be implemented to replace long stay parking with short stay.

Long stay parking is not in every event, the best use of town/settlement centre space, especially where space is limited. It does little to generate town centre footfall and economic activity, although it is convenient for business owners and commuters.

The use of town centre car parks for long stay parking is a common complaint in many of the centres and can be a poor use of a scarce public resource. A quick turnover of parking spaces for short visits is critical in maintaining the viability of the towns but if spaces are blocked by commuters this can prevent residents using the spaces for short trips and

damage the local economy. This effect has been reported in some of the car parks because they have neither time restrictions nor parking charges which encourage a greater turnover of spaces.

Conversely, the availability of long stay parking is also seen as important by many people who work or live in the town centres. This must be considered in the light of changes for many working people, with an increase in hybrid working since 2020. There are sectors such as retail, health care and tourism where working people need to park, longer stay options play a vital part in enabling local businesses to recruit and retain employees.

Offering a balanced mix of long- and short-stay parking supports the needs of residents, visitors, and local businesses.

This strategy does not advocate the simple replacement of long stay parking by short stay. Any changes to parking restrictions require a considered evidence-based approach, balancing traffic and environmental impacts and reviewing all opportunities including promotion of active modes of transport.

Some work has already been undertaken to ensure there are short stay parking spaces in the centre of towns. For example, sections of Woolgate Car Park in Witney offer parking times of three hours to encourage visitors, particularly those shopping, to turnover their spaces to other customers. These spaces are close to food retailers.

Longer stay parking, should be to the outskirts of settlements where walking to the centre is in line with the 20-minute walking principles (OCC Transport and Connectivity Plan). Offering a mix of long and short stay spaces is dependent upon the size and layout of the car park to ensure that customers can easily identify bays.

An increase in the turnover of each parking space would be a benefit to businesses, the customers and the council. However, an increase in car park throughput may require more enforcement and management, amendments to the off-street Parking Orders and signage, and marking spaces to identify long and short stay spaces. This would be a relatively manageable cost impact.

The operational implications of encouraging a greater number of vehicles to use the settlement centre car parks would need careful consideration to assess the potential for increased congestion and/or localised environmental degradation. This being said, the number of spaces that would be affected by implementing such a conversion would likely be quite low, and the approach would be expected to reduce traffic circling the town or village centre whilst attempting to find parking spaces. It is therefore considered likely that any detrimental impacts to be quite marginal.

Recommendation

To continue to review the use of long and short car parking spaces in each location to provide optimal use and manage where capacity needs have been identified in occupancy data.

Carry out targeted surveys to report on any pre and post implementation results.

5.4 Options – Sustainable Transport

WODC is keen to implement EV charging provision in the district with the programme of EV charging implemented into the majority of the 16 car parks, where the location is suitable.

An over provision of parking can have an adverse impact on efforts to encourage the uptake of sustainable ways to travel.

It is acknowledged that fully meeting all travel and parking demands through sustainable transport initiatives alone is not feasible. The goal is to strike a balance enabling those who can shift to more sustainable modes of transport to do so, while ensuring that individuals who depend on cars or vans still have access to appropriate parking facilities.

It is anticipated that measures to promote walking within settlements, in particular the 20-minute walk (10 minutes there and 10 minutes back), cycling and use of motorcycles could be more successfully integrated into settlements alongside continued good use of district car parks.

While car parks should not be the only locations for parking cycles in a settlement, they are often an opportunity to offer a place to secure two wheeled transport. Currently, there are motorcycle specific parking spaces in several district car parks, particularly in Witney.

Recommendation
To continue with the implementation programme to install EV charging points into district owned car parks, with careful consideration to the impact on remaining spaces. Seek opportunities to support the Sustainable Travel Strategies with 2-wheel parking and promotion of cycling and walking routes.

5.5 Options – Parking standards and new development

This Parking Strategy for WODC for 2025 –2031 underpins the way parking needs to be considered in new developments in the district. Planning applications require transport plans to be submitted for some types of application, and it is clearly stated that this must include consideration of the impacts on parking. (Chapter 2).

There are design guides in place for developers to ensure that new developments now provide sufficient off-street parking and avoid overspill of parking onto nearby streets causing road blocking and disruption.

New developments may have an impact on the spare capacity of existing car park facilities at the centres of nearby settlements. Where appropriate, the council will seek a S106 contribution to mitigate this impact. The council also recommends that town and parish councils to take parking into account when deciding on the use of their neighbourhood portion of the Community Infrastructure Levy.

Recommendation
To monitor how and when parking impacts are reviewed in planning applications and where required, ensure contributions are made to help local communities with parking pressures.

5.6 Options - Car park conditions and maintenance

West Oxfordshire car parks are surveyed regularly to ensure our assets remain in a good condition and are well maintained. The most recent condition survey was carried out in 2024. The current schedule of planned maintenance and repairs, which covers the period of 2024 to 2028 is in operation. (Appendix 2)

Maintenance funding comes from council budgets, as WODC parking does not generate revenues for maintaining its car parks. (Enforcement fees are limited and do not cover enforcement costs.)

Maintenance priorities are the safety of the car parks, then; surface, lining, signing, car park boundaries, bollards / barriers, landscaping, cleanliness, drainage, and footpaths.

While some car parks have additional facilities, such as public conveniences, there must be ongoing, stringent management of the maintenance schedule costs, to cover all 16 car parks.

Recommendation
Continue to monitor, how and when car parks are maintained, making safety the priority for customers, while managing budget control.

5.7 Options – Enforcement

Parking enforcement in WODC owned and managed car parks is conducted by WODC Civil Enforcement Officers. The purpose of enforcement is to prevent dangerous and inconsiderate parking, prevent designated parking spaces from being misused and ensure the terms and conditions in council car parks are followed for the benefit of all.

Civil Enforcement Officers are a good source of local knowledge for the community and visitors and assist with providing parking information to the Parking Team.

- Parking enforcement is not income-driven
- There are no targets set for the issue of penalty charge notices (PCN)
- The grace period of 10 minutes is followed in line with legislation in permitted parking areas (some parking contraventions warrant an instant PCN to be issued)
- WODC Enforcement Officers will give advice if the driver is present and not issue PCN unless it has been printed.
- PCNs are issued when a contravention is observed by the Enforcement Officer, taking the above points into consideration.
- If a PCN has been issued, a legally set out process must be followed if challenging a PCN. Each case is considered on its own merits, including mitigating circumstances.

The primary objectives for parking enforcement are to keep traffic flowing, ensure the safety of all road users including pedestrians, make sure spaces for specific classes of vehicles or customer groups are not misused and ensure the turnover of spaces where appropriate.

Most PCNs are issued to drivers for parking outside the bay markings, parking in bays marked for parent and child use or for visitors with disability needs. PCNs are also issued for overstaying the hours stated in the car park terms and conditions.

Enforcement is set at a level to best use staff resources in balance with costs, public satisfaction, and income from Penalty Charge Notices.

Enforcement hours are in line with the car park restrictions.

Civil Enforcement Officers also provide secondary services of offering information to the public, reporting crime, anti-social behaviour and abandoned vehicles, blocking of access, and they provide a presence in the community.

We will seek to review the level of enforcement in line with any changes to parking restrictions or any external impacts which may affect occupancy levels.

A comparison of the number of PCNs issued in 2015/16 to those issued in 2024/25 is in Table 49.

Table 49 – Penalty Charge Notices Issued by location in 2015/16 and 2024/25

Penalty Charge Notices (PCN)				
Settlement	Car Park	PCNs 2015/16	PCNs 2024/25	Increase / Decrease
Witney	Marriotts Walk	1266	*322	↓
	Woolgate	1212	**895	↓
	Leisure Centre	48	152	↑
	Burwell Drive	164	87	↓
	Langdale Gate			↓
	Woodford Way			↓
Chipping Norton	Albion Street	108	88	↓
	New Street			↓
Woodstock	Hensington Road	14	89	↑
Burford	Guilford	5	120	↑
Carterton	Alvescot Road	22	30	↑
	Black Bourton Road			↑
Charlbury	Spendlove Centre	27	43	↑
Eynsham	Back Lane	9	25	↑
Long Hanborough	Riely Close		10	↑

*Marriotts Walk stay time changed from 3 to 4 hours at the owner's request.

** Woolgate G Zone changed to 12 hours stay, therefore fewer people are overstaying.

Recommendation

Monitor any changes in stay times and consider strengthening resources to match needs of the district.
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5.8 Options – Specialist parking

Specialist parking refers to either the type of vehicles parked: coaches, HGVs, 2-wheeled or vehicles using EV charging or groups of customers who benefit from having spaces marked for their use.

Groups who benefit from the safest routes in and out of the car parks are those with a disability or those parents with a child. Spaces are on occasion, placed to accommodate the opening of doors and to avoid blocking of boot doors.

13 of the 16 council- owned and managed car parks have spaces (103) allocated for customers with disability needs. In addition, visitors with blue badge status can park within any space in WODC car parks but will need to follow the terms and conditions of length of stay.

There are 32 parent and child parking spaces in 6 of the 16 car parks.

3 out of the 16 car parks offer specific motorcycle parking, and 5 of the 16 car parks offer cycle rack space within the car parks. There are other locations to park bicycles in the main towns.

Recommendation
Continue to monitor the ratios of specialist parking spaces allocated to reflect a fair mix as WODC decides.
Seek to improve the cycle and motorcycle parking spaces.

Action Plan

Table 50 – West Oxfordshire Parking Strategy Action Plan 2016 (revised to include update Q1 2025)								
Recommended Actions			When	Cost	Details	By Whom	Update	RAG
District wide	1	Update WODC Strategy	Short	Low	Update WODC district wide strategy in light of National and Local Policies and Plans	WODC	New action	
	2	Change format and branding of strategy	Short	Low	Change format of strategy to remove all outdated references and brand in line with corporate style	WODC	New action	
	3	Draft new Executive summary	Short	Low	Draft New executive summary to update with the findings of the review District wide	WODC	New action	
	4	Remove all reference to on street	Short	Low	Remove all reference to on street parking from the strategy in light of transfer to OCC in April 2023	WODC	New action	
	5	Update all settlement information	Short	Low	Update all settlement information to include updated occupancy, customer and stakeholder feedback and predicted demand	WODC	New action	
	6	Increase off street car parking	Long	High	Seek and Support opportunities to provide new or expanded car parks to meet future demand. WODC to support Town and Parish and external organisations to identify, fund and secure	WODC. / Town/ Private Operators	An ongoing action to support local communities to identify, secure funding and agree ownership and management of new or expanded space.	

					future sites. in line with local plans.			
	7	Free parking	Short	Low	Retain free parking across the district	WODC	Retained	
	8	Rebalance the proportions of Long Stay and Short Stay parking	Medium	Low	In many locations the presence of long stay parking is increasing capacity for short stay trips, resulting in less bay blocking. Long stay parking can be removed or reduced by implementing stay time restrictions in designated bays	WODC/OCC	In Zone G Woolgate car park, Witney, long stay spaces introduced to support workers. All other spaces remain as 3 hours and 1 hour where indicated.	
	9	Request OCC to review on street parking provision	Medium	Medium	Traffic regulation orders to be reviewed to identify any safety risks and inappropriate parking. Long stay on street parking to be reduced in town centre where it is causing problems, WODC to liaise with OCC	WODC/OCC	Now responsibility of Oxfordshire County Council (OCC) only. (On-street parking moved to OCC Spring 2023)	
	10	Review WODC Parking Orders	Short	Low	Review details of various parking orders to bring up to date with actual usage and amend the order online and signs where necessary	WODC	All reviewed and changes made where required	
	11	Permit Parking Schemes	Short	Low	Support residents and specific types of business to consider Permit Parking schemes where there are valid concerns about the ability of resident and business vehicles to park or load on their street due to other types of parking, WODC to assist with liaison with OCC	WODC/OCC	Now responsibility of OCC only. (On-street parking moved to OCC Spring 2023)	

	12	Support OCC in the delivery and promotion of sustainable transport	Medium / long	Medium / high	Ensure that parking strategy and sustainable transport strategy are consistent and complementary. Ensure car parks contribute to sustainable transport strategy by preventing uncontrolled increase in demand. Electric vehicle charging, bicycle, and motorbike spaces to be increased in suitable car parks	WODC	Electric Vehicle charging points in operation in WODC car parks, with further implementation works planned. Not all car parks are suitable at survey.	
	13	Review and map current motorcycle parking and make mapped data available publicly	Medium	Low	Ensure that parking strategy and sustainable transport strategy are consistent and complementary. Motorcycles are part of a sustainable transport hierarchy.	WODC	All reviewed and changes made where required. Improved information on WODC website pages.	
	14	Review the position and placement of cycle racks in car parks	Medium	Low	Ensure that parking strategy and sustainable transport strategy are consistent and complementary. Bicycles are part of a sustainable transport hierarchy.	WODC	All reviewed and changes made where required. Improved information on WODC website pages.	
	15	Parking Standards and Planning Policy	Medium	Low	Adjust Car parking standards in the local plan and the interpretation of the standard to ensure that new development has adequate levels of off-street parking	WODC/Planning /OCC	Now in WODC Local Plan for new development 2011 to 2031 WODC Local Plan	
	16	New development and S106	Medium	Low	Use Parking strategy to seek contributions from developers towards the provision of additional car park supply in town centres	WODC/OCC	Now in National Planning Policy Framework Dec 2024 (NPPF) National Planning	

	17	Review new WODC Local Plan	Short	Low	A new Local Plan is due to be adopted in 2026 and will guide development in the district to the year 2041.	WODC	Review at the time of consultation. Check against WODC Parking Strategy 2025-2031	
	18	Review enforcement	Short	Medium	Ensure enforcement resources are targeted in the most effective way to achieve good parking behaviour at an acceptable cost. Liaise with OCC to enforce on street restrictions more effectively, amend TRO's where necessary and improve signs/lines to help enforcement	WODC/OCC	Reviewed at the time of transfer from WODC to OCC, Spring 2023. New signs changes completed.	
	19	New car park equipment and signage	Short	Low	Equipment to be improved in selected car parks (e.g. CCTV, bins, cycle parking and information signs,) Inadequate signs for drivers and pedestrians to be identified and new signs provided	WODC	Equipment replacement by the parking team, line painting schedule being drawn up, Burford and Eynsham are priorities. All car park signs replaced 2024	
	20	Parking at special events and times			To be discussed with WODC	WODC	Completed and is ongoing.	
	21	Promotions, Initiatives, and marketing	Short	Low	Improve website and promote Smart phone apps to help users to find vacant parking spaces	WODC	Improved information on WODC website pages. Use of Smart phone apps to locate available spaces not an option, without substantial investment.	
	22	Support OCC to develop and promote Park	Short	Low	Promote the provision of Park and Ride to Witney from the proposed Park and Ride site at Eynsham	WODC	WODC continue to work with OCC on all transport options. Note: Eynsham P&R to	

		and Ride scheme					be operational when bus lane and routing is completed (OCC)	
	23	Security improvement	Short	Low	Make improvements to street lighting, CCTV, and the car park layout to increase levels of security up to a high level across all car parks	WODC	No security issues identified by most recent surveys. Planned repairs and maintenance schedule in place	
	24	Continue and improve liaison with OCC and car park operators	Short	Low	Ensure there is close liaison with OCC regarding Traffic Regulation Orders, Enforcement, Planning & Development Control, Road Safety, Residents parking, Sustainable transport, and land availability. Liaise with other car park operators including town centre retailers.	WODC	Ongoing and continuous dialogue with OCC.	
	25	Residential Parking Advice	Short	Low	Provide online and leaflet advice to issue to residents regarding on street parking and the need to provide access to residents and emergency services on estate roads	WODC/OCC	Responsibility of OCC. (On street parking moved to OCC Spring 2023)	
	26	Contractors Permits	Short	Low	Review the process of issuing permits to contractors' vehicles to ensure the system is fair for other road users and permits are only issued where they are essential.	WODC	Responsibility of OCC. (On street parking moved to OCC Spring 2023)	
Witney	27	Create more short stay car parking in	Medium	Low	Long stay car parking to reviewed and amended to provide a mix of stay times where required	WODC	Short stay options added where need arises, under continuous	

		some central car parks					review in line collaboration with OCC	
	28	Identify new off-street car park for relocated long stay parking	Medium	Medium	Carry out detailed review of potential sites and engage with landowners	WODC	In the light of occupancy information 2023-2024, Witney car parks are operating well, with some spare capacity. No new sites identified.	
	29	Traffic Regulation Order Review	Medium	Medium	Carry out a detailed review of TROs and misuse at all times of day on central streets and amend TROs if necessary	WODC/OCC	Responsibility of OCC. (On-street parking moved to OCC Spring 2023)	
	30	Consider options for more off street car park capacity	Long	High	Carry out detailed review of potential new sites for car park and engage with landowners. Assess viability of expanding existing car parks, including the use of multi-storeys, Include in Local plan, if necessary, assess whether existing car park land could be used effectively.	WODC	Continue to review and in the light of occupancy information 2023-2024, Witney car parks are operating well, with some spare capacity. Ongoing.	
		Investigate promotion of car parks with lower occupancy	Medium	Low	Burwell Drive and Gordon Road are easy walking distance of Witney town centre. Promote to central car park customers to encourage uptake of 'Park and Stride'	WODC	New suggestion as a result of data analysis in Q1 2025	
	31	Quantify traffic an environmental impact of proposals	Long	Low	Ensure that all proposals to expand car park capacity are assessed in relation to the impacts of any additional trips in the town and their impact on traffic congestion and the environment	WODC	To be continuously reviewed and in line with WODC Sustainability Policy	

	32	Consider installation of electric vehicle charge points	Short	Medium	Charge points to be installed in key locations	WODC	Complete and operational. Will be continuously monitored with third party provider.	
Chipping Norton	33	Investigate options for more off street car park capacity	Long	High	Carry out detailed review of potential new sites for car park and engage with landowners. Assess viability of expanding existing car parks, including the use of multi-storeys. Assess whether existing car park land could be used effectively.	WODC	Continue to review, in line with car park occupancy information. Ongoing action to support local communities to identify, secure funding and agree ownership and management of new or expanded space.	
	34	Traffic Regulation Order Review	Medium	Medium	Request that OCC carry out a detailed review of TROs and misuse at all times of day and amend TROs if necessary	WODC	Responsibility of OCC. (On-street parking moved to OCC Spring 2023)	
	35	Minor improvements to car parks	Short	Low	Upgrade Albion Street car park	WODC	Identified in condition survey for realigning work, and base repair.	
	36	Support residential parking schemes	Medium	Medium	Provide information to residents that are requesting appropriate resident parking schemes and make recommendations to OCC	WODC	Responsibility of OCC. (On-street parking moved to OCC Spring 2023)	
Woodstock	37	Investigate options to provide more parking spaces	Long	High	There is a lack of parking in the town centre and more space will be required in the future. Carry out dialogue with the community and review all options and costs for delivering a new car park.	WODC	OCC reviewed on street parking and resident permits. Will continue to support the community to identify, secure	

					Include in Local Plan if necessary		funding and agree ownership and management of new or expanded space	
	38	Traffic Regulation Order review	Medium	Medium	Carry out a detailed review of TROs and misuse at all times of day on central streets and amend TROs if necessary. Improve signs and lines to help enforcement. Include permit parking schemes as potential solution	WODC/OCC	Completed for on street parking by OCC	
	39	Targeted enforcement effort	Short	Medium	Amend enforcement to reduce inappropriate on-street parking, within existing budget constraints	WODC	Responsibility of OCC. (On-street parking moved to OCC Spring 2023)	
	40	Create fund to improve parking from S106/ CIL	Medium	Low	Use Parking Strategy to create a fund for developers to contribute to the provision of more parking	WODC/OCC	Now in WODC Local Plan for new development 2011 to 2031 WODC Local Plan	
	41	Traffic Regulation Order review	Short	Medium	Carry out a detailed review of TROs and misuse at all times of day and amend TROs if necessary. Improve signs and lines to help enforcement	WODC/OCC	Responsibility of OCC. (On-street parking moved to OCC Spring 2023)	
	42	Assess options for new off-street car parks	Medium	High	Options for off-street parking appear to be limited but a more detailed assessment may reveal additional sites	WODC	Will continue to support the community to identify, secure funding and agree ownership and management of new or expanded space	
	43	Permit parking	Medium	Medium	Provide information to residents and businesses that are requesting permit parking in appropriate streets.	WODC/OCC	Completed by OCC (On-street parking moved to OCC Spring 2023)	

					Develop comprehensive parking scheme and make recommendations to OCC			
	44	Coach park	Medium	Medium	Assess options to improve use of coach park and remove coach bus parking from town centre	WODC	Coach parking is out of Woodstock town centre. OCC has responsibility for drop off points on-street	
	45	Short and long term stay time amendments	Short	Low	Consider the proposal to change car park spaces to a mix of short stay (up to 3 hours) and long stay (as is currently), to increase the availability of spaces. Data shows approx. 60% of car park users stay for between 2-3 hours	WODC	To be considered with stakeholders for 2025 Will require changes to Parking order, signage, online information, and bay marking.	
Burford	46	Investigate options to provide more parking spaces	Long	High	There is a lack of parking in the town centre and demand for more spaces is high. Continue dialogue with the Town and Parish and external organisations to see opportunities for additional car parks. Include in Local Plan if necessary	WODC	Completed review 2024, Options of additional land, engagement with external partners to create additional parking have been exhaustive. WODC to continue to support Town and Parish and external organisations to identify, secure funding and agree ownership and management of new or expanded space	
	47	Traffic Regulation Order review	Medium	Medium	Carry out a detailed review of TROs and misuse at all times of day on High Street and amend TROs if necessary.	WODC/OCC	Responsibility of OCC. (On-street parking moved to OCC Spring 2023)	

					Provide more short stay spaces on High Street where possible. Consider whether disabled spaces and loading areas are adequate. Include permit parking schemes as potential solution			
	48	Create fund to improve parking from S106/ CI	Long	Low	Use Parking Strategy to create a fund for developers to contribute to the provision of more parking	WODC/OCC	Now in WODC Local Plan for new development 2011 to 2031 WODC Local Plan	
	49	Improve or relocate Coach Park	Medium	Low	Carry out detailed survey of the existing coach park to establish whether it is fit for purpose. If not, consult with community to consider alternative locations for Coach Park	WODC	OCC have reviewed the coach park and changed the number of spaces.	
	50	Short and long term stay time amendments	Short	Low	Consider the proposal to change car park spaces to a mix of short stay (up to 3 hours) and long stay (as is currently), to increase the availability of spaces. Data shows 60% of car park users stay for between 2-3 hours	WODC	To be considered with stakeholders for 2025 Will require changes to Parking order, signage, online information, and bay marking.	
	51	Carry out Hydrological assessment to reduce flooding	Medium	Medium	Carry out assessment of car park to	WODC	New Action	
Railway Villages	52	On-street parking surveys	Short	Low	Carry out detailed surveys of the potential overspill of rail user parking in Charlbury and to a lesser extent, Long Hanborough	WODC	Off-Street surveys carried out in the villages with railway stations, for communities to	

							comment. All three of the railway station-based car parks in WODC are managed by APCOA and Network Rail for operating.	
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Rag Status		Costs Low< Medium £ to £ High> £	Timescales Short Term 1 year Medium term 2-3 years Long Term .> 3 years
	Not started or delayed		
	In progress		
	Completed or handed over to external partner / organisation		

Appendix I -Planned repairs and maintenance programme – WODC Car Parks 2024 to 2028

Alvescot Road, Carterton					
Element	Type	Condition	Action	Next Action Date	Comment
Parking Spaces	Paint lines, hatching, arrows etc.	A	Reinspect in 5 years time.	2028	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Black Bourton Road, Carterton					
Element	Type	Condition	Action	Next Action Date	Comment
Surface	Tarmacadam covering	C	Allow to fill and patch repair sunken area by Morisons Car Park entrance	2024	
	Tarmacadam covering	C	Allow to fill and patch repair damage from tree roots	2026	
	Reinforced concrete curbs	C	Patch repair surface.	2028	Future maintenance allowance.
Parking Spaces	Paint lines, hatching, edges etc.	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2024	
	EV Charging Bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Disabled bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Zebra crossing	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Direction arrows and written instructions	B	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2025	
Boundary	Timber post to grass area	D	Allow to replace the damaged timber post	2025	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	

Witney, Marriotts Walk	
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Element	Type	Condition	Action	Next Action Date	Comment
Parking Spaces	All painted pedestrian walkways and lines.	A	Reinspect in 5 years time.	2028	All parking bays are clearly defined at the time of inspection.
	Direction arrows and written floor directions Levels 0-5	B	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Direction arrows and written floor directions Levels 6, 7, 8	A	Reinspect in five years time.	2028	
	Zebra crossing level 0	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2024	
	Zebra crossing level 1	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Zebra crossing level 2 -4	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2026	
	Zebra crossing level 5	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Zebra crossing level 6	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2028	
	All painted surfaces on Levels 7 & 8	A	Reinspect in 5 years time.	2028	
	All painted pedestrian walkways and lines.	A	Reinspect in 5 years time.	2028	
Repairs & Maintenance	Level 8	D	Loose door handle to metal doors leading to Level 8 and corrosion to door frame from water ingress	2024	
	Level 8	C	Capping repair to northwest corner.	2024	
	Level 7	C	Corrosion treatment to door frame.	2024	
	Level 7	D	Replace corroding ACO channel to ramped walkway	2025	
	Levels 0 to 6	B	Replacement of stanchion rubber protection sections	2024	
	Level 5	D	Replace internal downpipe metal guarding. Replace.	2024	
	Level 1	D	Metal railing to pedestrian walkway is damaged and loose. Replace.	2024	
	Level 1	D	Fire escape door wedged open. Shut door.	2024	
	Level 0	D	Damage to falling debris cage in middle. Replace section.	2024	

	Level 0	D	Door missing handle. Replace	2024	
	Cracked floor slab sections.	B	Levels 2 & 4 have cracks in the slab. Structural Engineer to comment.	2024	
	Blockwork	B	Repoint mortar where thermal movement occurs.	2026	
	North Stairwell	B	General regrouting to floor tiles.	2025	
	North Stairwell	B	Replace broken floor tiles to level 6.	2025	
	North Stairwell	B	Broken circle window trim. Repair.	2024	
	North Stairwell	B	Redecorate handrails & balustrades.	2026	
	North Stairwell	B	Reinspect decorative finishes in 5 years.	2028	
	South Stairwell	B	Repair corrosion to door level 7.	2025	
	South Stairwell	B	General regrouting to floor tiles.	2025	
	South Stairwell	B	Replace broken floor tiles.	2025	
	South Stairwell	B	Redecorate handrails & balustrades.	2026	
	South Stairwell	B	Repointing to cracks.	2024	
	South Stairwell	B	Repair minor render crack to south elevation.	2024	
	South Stairwell	B	Reinspect decorative finishes in 5 years.	2028	
Steel Frame	Fire Escape Stairwell	C	Replace broken dry riser inlet smashed glass.	2024	
	Steel Frame levels 0 to 8	B	Strip back surface. Corrosion treatment. Prime. Paint with intumescent paint.	2024	We have allowed 15 linear m per floor every year.
	Steel Frame levels 0 to 8	B	Strip back surface. Corrosion treatment. Prime. Paint with intumescent paint.	2025	We have allowed 15 linear m per floor every year.
	Steel Frame levels 0 to 8	B	Strip back surface. Corrosion treatment. Prime. Paint with intumescent paint.	2026	We have allowed 15 linear m per floor every year.
	Steel Frame levels 0 to 8	B	Strip back surface. Corrosion treatment. Prime. Paint with intumescent paint.	2027	We have allowed 15 linear m per floor every year.
	Steel Frame levels 0 to 8	B	Strip back surface. Corrosion treatment. Prime. Paint with intumescent paint.	2028	We have allowed 15 linear m per floor every year.
Rainwater Goods	Metal units to levels 7 & 8 & stairwells	B	Clean through, adjust, reseal.	2024	No allowance for access equipment.
	Metal units to levels 7 & 8 & stairwells	B	Clean through, adjust, reseal.	2028	No allowance for access equipment.

Woodford Way, Witney					
Element	Type	Condition	Action	Next Action Date	Comment
Surface	Tarmacadam covering	B	Repair covering to south side, southwest corner, and minor potholes to north end.	2025	
	Tarmacadam covering	B	Repair covering.	2028	Future maintenance allowance
	Crossing pavers	B	Replace broken pavers	2024	
Parking Spaces	Painted on lines, hatching, instructions, edges etc	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Disabled bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	EV Charging Bays	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Zebra crossing	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2025	
Boundary	Timber fence panels	D	Replace missing fence panels to southwest corner	2024	
	South boundary blockwork wall	D	Repointing	2025	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Windrush Leisure Centre, Witney					
Element	Type	Condition	Action	Next Action Date	Comment
Surface	Tarmacadam covering	B	Repair covering by staff parking area and various minor potholes elsewhere.	2024	
	Tarmacadam covering	B	Repair covering.	2028	Future maintenance allowance
Parking Spaces	Painted on lines, hatching, instructions, edges etc	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Disabled bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Zebra crossing	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Speed bumps	C	Replace speed bumps	2025	
	Direction arrows and written floor directions	B	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2025	
Misc.	No entry sign	D	Realign.	2024	

Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Gordon Way, Witney					
Element	Type	Condition	Action	Next Action Date	Comment
Surface	Tarmacadam covering	B	Repair covering at entrance, address potholes, and redo previous patch (pentagon shaped)	2024	
	Tarmacadam covering	B	Repair covering.	2028	Future maintenance allowance
	Concrete paving slabs	B	Replacement of broken slabs	2024	
	Gravel Parking Areas	C	Take up gravel, repair sub-base, lay new gravel	2025	
Parking Spaces	Tarmacadam covering	B	Repair covering at entrance.	2024	
	Cobbled sets at entrance	B	Repoint	2024	
	Tarmacadam covering	B	Repair covering.	2028	Annual future maintenance allowance
Misc.	Bollard to Astro Pitch main entrance	D	Realign.	2024	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Burwell Drive, Witney					
Element	Type	Condition	Action	Next Action Date	Comment
Parking Spaces	Tarmacadam covering	B	Repair covering at entrance.	2024	
	Cobbled sets at entrance	B	Repoint	2024	
	Tarmacadam covering	B	Repair covering.	2028	Annual future maintenance allowance
Misc.	Reinforced concrete curbs	C	Damaged and pushed over along east side	2024	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	

Woolgate, Witney					
Element	Type	Condition	Action	Next Action Date	Comment
Surface	Tarmacadam covering Zone A	B	Repair covering.	2025	
	Tarmacadam covering Zone B	B	Repair covering around inspection chambers and gullies	2025	
	Tarmacadam covering Zone C and Zone F	B	Repair covering.	2025	
	Tarmacadam covering (all zones)	B	Repair covering.	2026	
	Tarmacadam covering (all zones)	B	Repair covering.	2027	
	Cobbled entrance strips		Level and relay covering where sunken.	2028	
	Surface block paving Zone C (disabled parking)	B	Level and relay covering where sunken owing to tree roots	2025	
	Surface block paving Zone F	B	Level and relay covering where sunken.	2025	
	Surface block paving	B	Level and relay covering where sunken.	2028	
Parking Spaces	Parent and child bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Painted on lines, hatching, instructions, edging etc	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2026	Excludes notional 110 parking spaces in Zone F (not lined).
	Zebra crossings	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Direction arrows and written floor directions	B	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2026	
	Taxi drop-off and pick up lines, hatching, and instructions.	B	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2025	

	Kerb edge sets	B	Replacement of broken units and realignment.	2025	Annual future maintenance allowance
	Kerb edge sets	B	Replacement of broken units and realignment.	2026	Annual future maintenance allowance
	Kerb edge sets	B	Replacement of broken units and realignment.	2027	Annual future maintenance allowance
	Kerb edge sets	B	Replacement of broken units and realignment.	2028	Annual future maintenance allowance
	Crossing pavers	B	Replace broken pavers	2024	
Boundary	1m high Cotswold stone wall with cock and hen capping in Zone E	B	Replacement of frost damaged stonework and repointing	2026	
	500mm high Cotswold stone wall with cock and hen capping in Zone A	B	Rebuild section of wall disabled spaces	2026	
	1m high Cotswold stone wall with cock and hen capping in Zone A	B	Rebuild section of wall along east boundary corner.	2025	
	1m high Cotswold stone wall with cock and hen capping	B	Replacement of frost damaged stonework.	2025	Annual future maintenance allowance
	1m high Cotswold stone wall with cock and hen capping	B	Replacement of frost damaged stonework.	2026	Annual future maintenance allowance
	1m high Cotswold stone wall with cock and hen capping	B	Replacement of frost damaged stonework.	2027	Annual future maintenance allowance
	1m high Cotswold stone wall with cock and hen capping	B	Replacement of frost damaged stonework.	2028	Annual future maintenance allowance
	Timber posts & railings	C	Allow to replace posts& railings as they decay from age	2026	
Misc	Timber posts	C	Allow to replace missing posts	2024	
	Bollards in Zone G	B	Realign	2024	
	Disabled metal sign in Zone A	C	Realign	2024	
	Inner metal railing Zone F	C	Replace damaged section	2025	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	

Guilford, Burford					
Element	Type	Condition	Action	Next Action Date	Comment
Parking Spaces	Painted on lines to parking bays, edges, etc	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Direction arrows and instructions	B	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Disabled bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Parent and child bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Zebra crossing	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2024	
Surface	Gravel bays	C	Take up gravel, repair sub-base, lay new gravel	2025	
	Reinforced concrete curbs	B	Damaged sections to be replaced	2026	
	Bollards and railings around WC	B	Remove painted finishes, prepare surfaces, redecorate.	2026	
Bridge	Concrete edges	C	Repair where cracked	2025	
	Bridge metal structure	B	Remove painted finishes, prepare surfaces, redecorate.	2028	No allowance made for access over the river.
	Metal handrails and guarding	B	Remove painted finishes, prepare surfaces, redecorate.	2026	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Charlbury, Spendlove Centre					

Element	Type	Condition	Action	Next Action Date	Comment
Parking Spaces	Painted on lines, hatching, edges etc	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2028	
	Disabled bay lines and signage	C	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Parent and child bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Direction arrows and written instructions	C	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2025	
Decoration	Metal railings	B	Renew paint	2027	
Boundary	Long stay bollards	C	Replace missing bollards	2024	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Albion Street, Chipping Norton					
Element	Type	Condition	Action	Next Action Date	Comment
Surface	Tarmacadam covering	B	Allow to fill and patch repair	2024	
	Tarmacadam covering	B	Patch repair surface.	2028	Future maintenance allowance.
	Concrete channel at entrance	C	Take up, level, and relay	2025	
Parking Spaces	Paint lines, hatching, edges etc.	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Direction arrows and written instructions	B	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2025	
The Lane, Great Tew					

Element	Type	Condition	Action	Next Action Date	Comment
Parking Spaces	Gravel parking bays	C	Take up gravel, repair sub-base, lay new gravel	2025	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
New Street, Chipping Norton					
Element	Type	Condition	Action	Next Action Date	Comment
Parking Spaces	Painted on lines, hatching, edges etc	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2026	
	Direction arrows	C	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2025	
	EV Charging Bays	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2026	
	Disabled bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Parent Child Bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2026	
	Zebra crossing	B	Ensure that zebra crossings are reapplied with fresh coat of hot applied thermoplastic.	2024	
Surface	Tarmacadam covering	B	Allow to fill and patch repair near entrance corner.	2025	
	Tarmacadam covering	B	Repair covering.	2028	Future maintenance allowance
Ramps (car & pedestrian) between upper & lower parts	Sign to car ramp	B	Refix	2024	
	Wall to car ramp	B	Adjust copings and repoint	2024	

	Walls to both ramps	B	Repointing to walls and copings	2025	
Misc	Timber railing in central treeline	C	Replacement.	2026	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Woodstock, Hensington Road					
Element	Type	Condition	Action	Next Action Date	Comment
Boundary walls	2m high Cotswold stone wall with cement coping	B	Localised repointing with lime mortar.	2026	
	Railings around block paved area.	B	Remove painted finishes, prepare surfaces, redecorate.	2026	
Parking Spaces	Painted on lines, hatching, edges etc	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2026	Parking bay lines are not solid.
	Direction arrows	C	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2026	
	EV Charging Bays	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Disabled bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2026	
Surface	Tarmacadam covering	B	Allow to fill and patch repair near entrance corner.	2026	
	Tarmacadam covering	B	Repair covering.	2028	
	Surface block paving	B	Block paving to be taken up, substrate repaired, and re-laid	2028	
	Cobble stone parking spaces to northwest corner	B	Adjust cobbles where misaligned	2026	

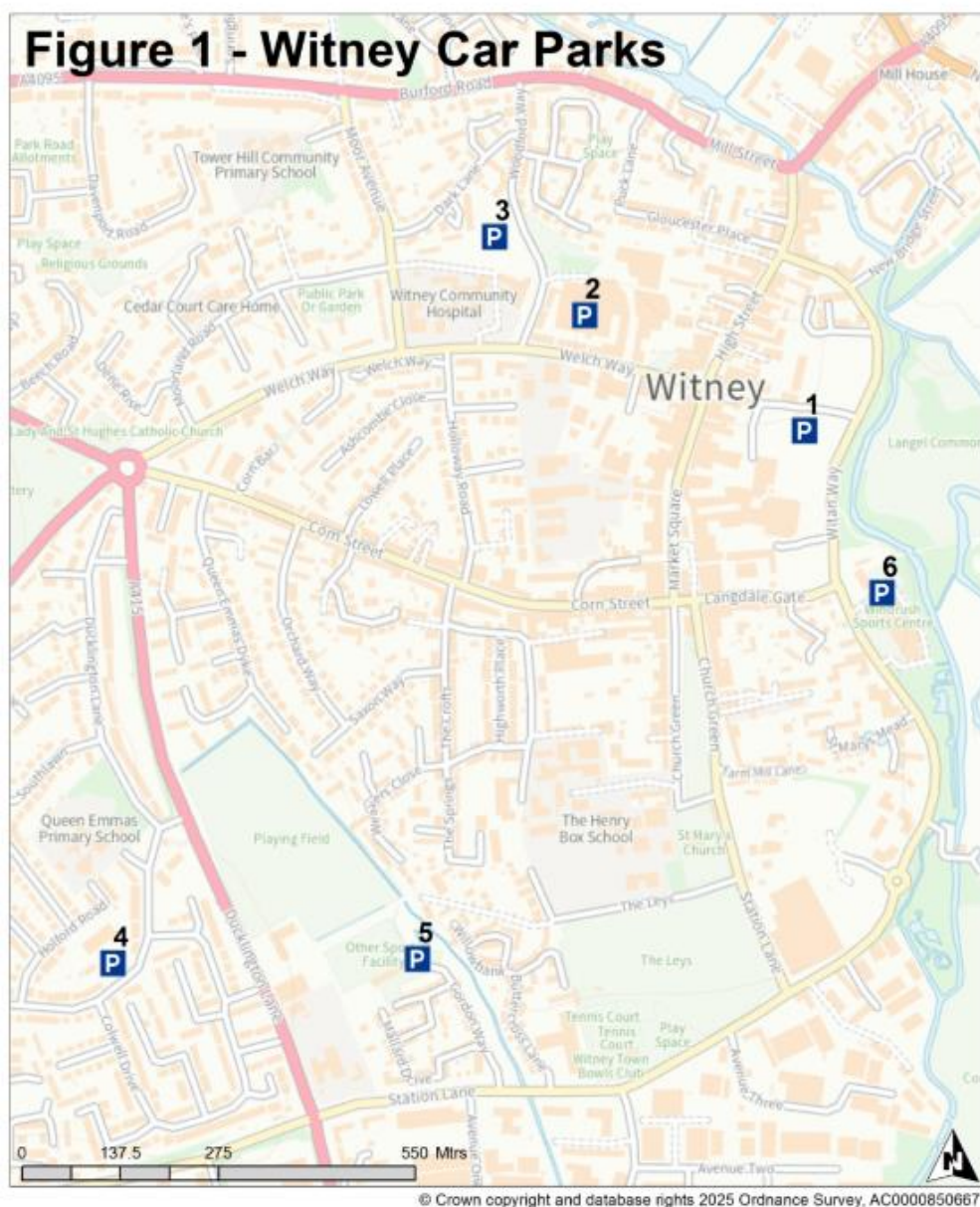
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Long Hanborough, Riely Close					
Element	Type	Condition	Action	Next Action Date	Comment
Parking Spaces	Painted on lines	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Disabled bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Surface block paving	B	Replace broken blocks to entrance	2024	
	Surface block paving	B	Two patches of block paving to be taken up, substrate repaired, and re-laid	2024	
	Surface block paving	B	Block paving to be taken up, substrate repaired, and re-laid	2026	Future maintenance allowance.
	Surface block paving	B	Block paving to be taken up, substrate repaired, and re-laid	2028	Future maintenance allowance.
Boundary	Timber post to grass area	D	Allow to replace the damaged timber post	2024	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	

Windmill Road, North Leigh					
Element	Type	Condition	Action	Next Action Date	Comment
Surface	Tarmacadam / concrete covering	D	Resurfacing	2028	We have indicated 2028 as an indicative date. The surface will remain usable for vehicle for years to

					come but WODC will need to decide what they intend to use this site for.
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	
Eynsham, Back Lane					
Element	Type	Condition	Action	Next Action Date	Comment
Boundary Walls	2m high Cotswold stone wall with cement coping	C	Removal of vegetation, repointing with lime mortar	2025	
Surface	Tarmacadam covering	B	Allow to fill and patch repair.	2028	
	Tarmacadam covering	B	Allow to fill and patch repair.	2024	
	Reinforced concrete curbs	C	Sunken kerb by WC to be repositioned	2025	
Parking Spaces	Painted on lines, hatching etc	B	Ensure that all lines are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Disabled bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	EV Charging Bays	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Parent and child bay lines and signage	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2027	
	Motorcycle parking lines and writing	B	Ensure that all lines and symbols are reapplied with fresh coat of hot applied thermoplastic.	2025	
	Direction arrows	C	Ensure that all arrows are reapplied with fresh coat of hot applied thermoplastic.	2024	

Misc	Door to services cupboard	D	Replace door to cupboard	2024	
Trees	Arboriculturist		Trees to be assessed and maintenance programme agreed.	2024	

Appendix 2 - Car Park Locations 1-9



Car Park	Capacity
1 Woolgate	789 (short stay)
2 Marnotts Walk	590 (440 short stay, 150 long stay)
3 Woodford Way	263 (long stay)
4 Burwell Drive	42 (long stay)
5 Gordon Way	50 (long stay)
6 Windrush Leisure Centre	87



Figure 2 - Carterton Car Parks



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Car Park	Capacity
1 Alvescot Road	38
2 Black Bourton Road	77



Figure 3 - Chipping Norton Car Parks

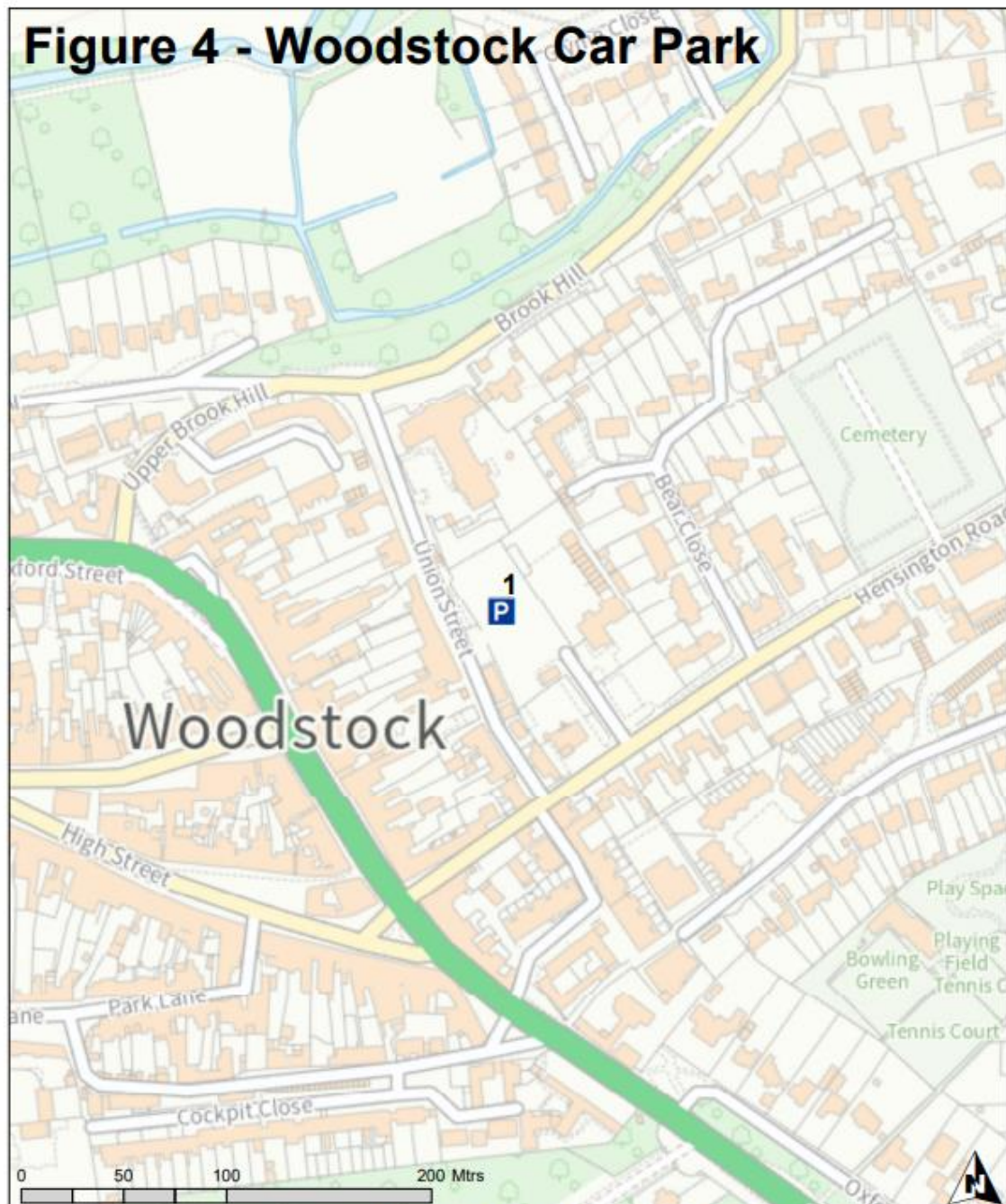


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Car Park	Capacity
1 New Street	144
2 Albion Street	51



Figure 4 - Woodstock Car Park



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Car Park	Capacity
1 Hensington Road	117



WEST OXFORDSHIRE
DISTRICT COUNCIL

Figure 5 - Burford Car Park



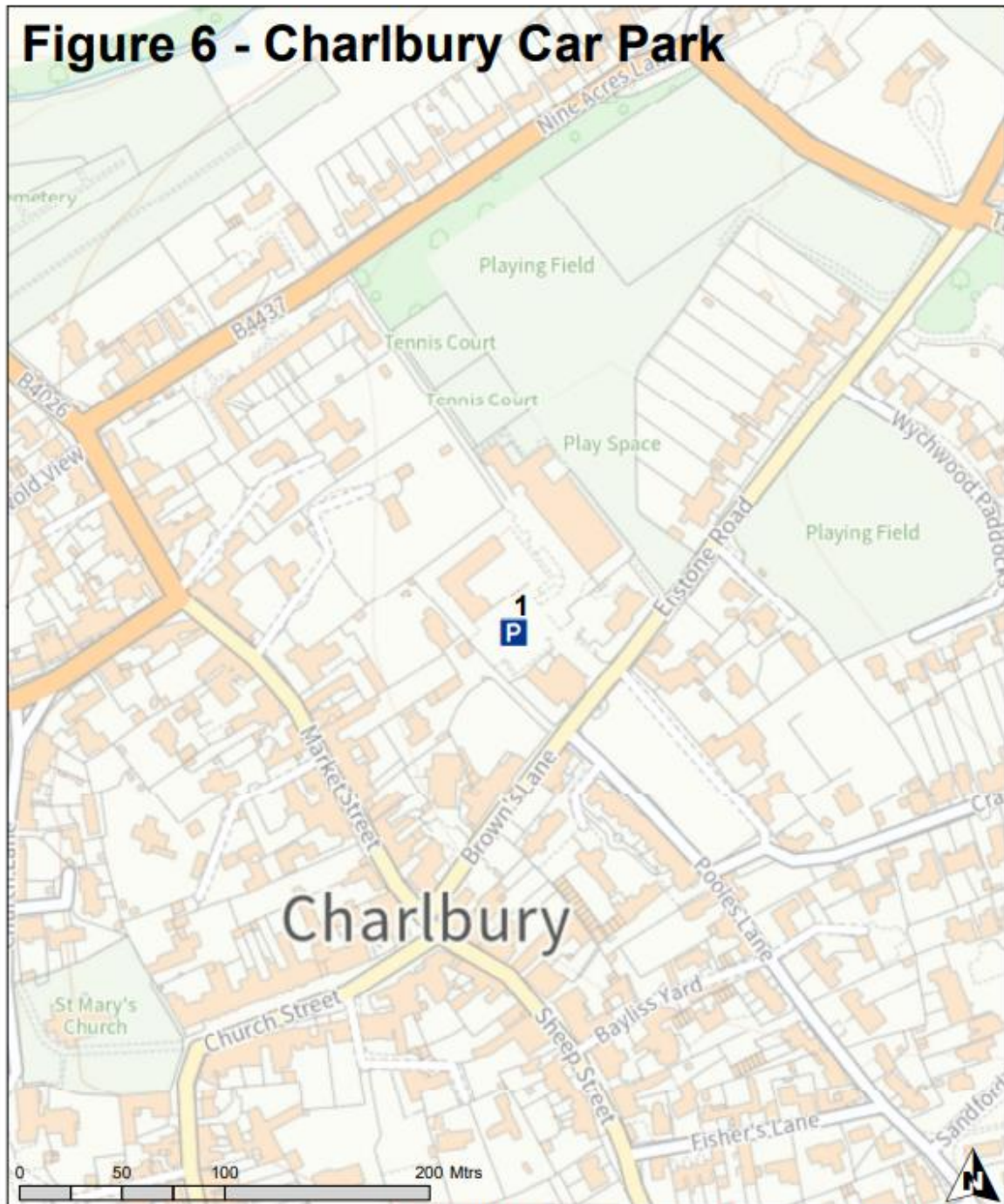
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Car Park	Capacity
1 Guilford	166



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Figure 6 - Charlbury Car Park



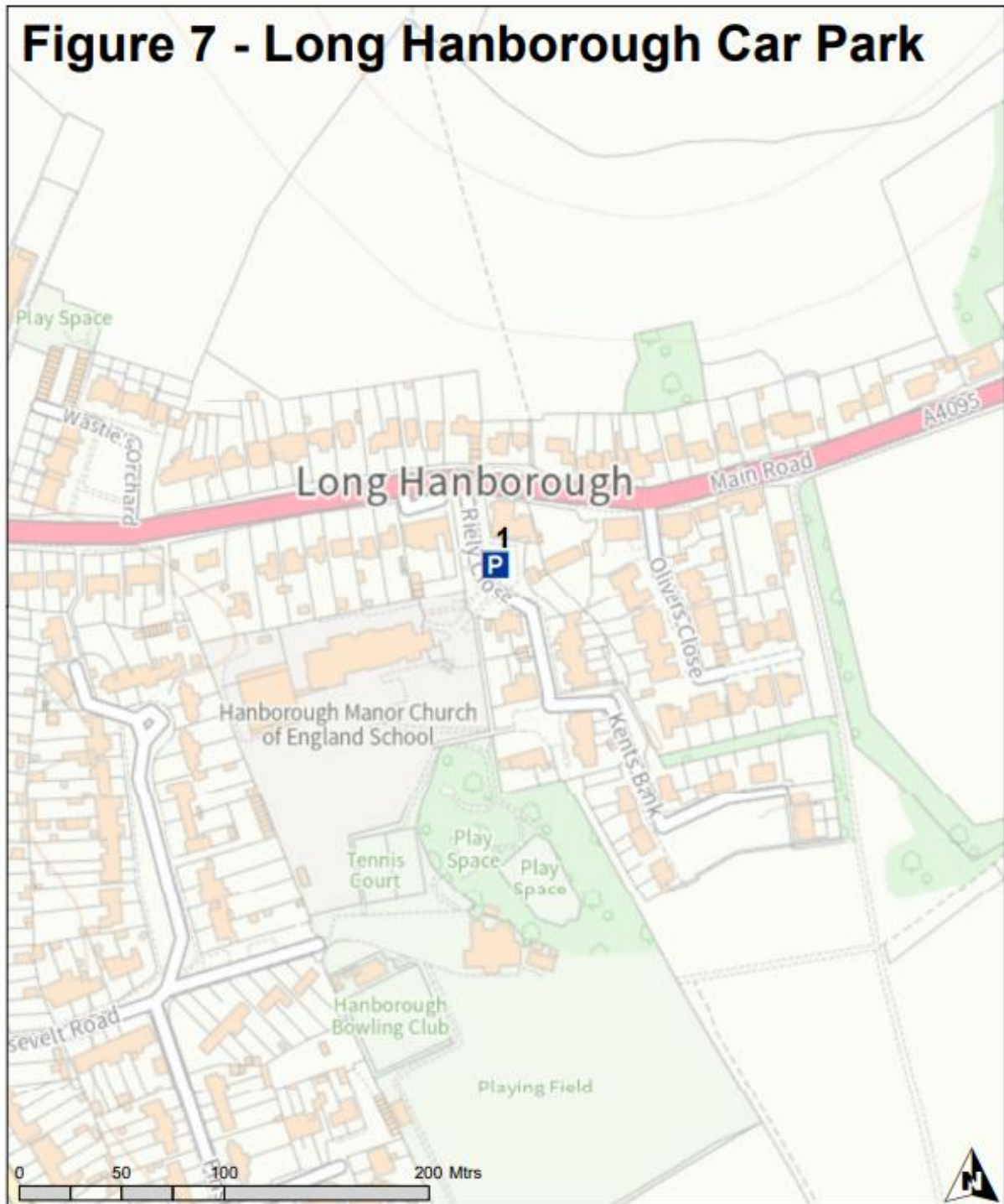
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Car Park	Capacity
1 Spendlove Centre	39



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Figure 7 - Long Hanborough Car Park



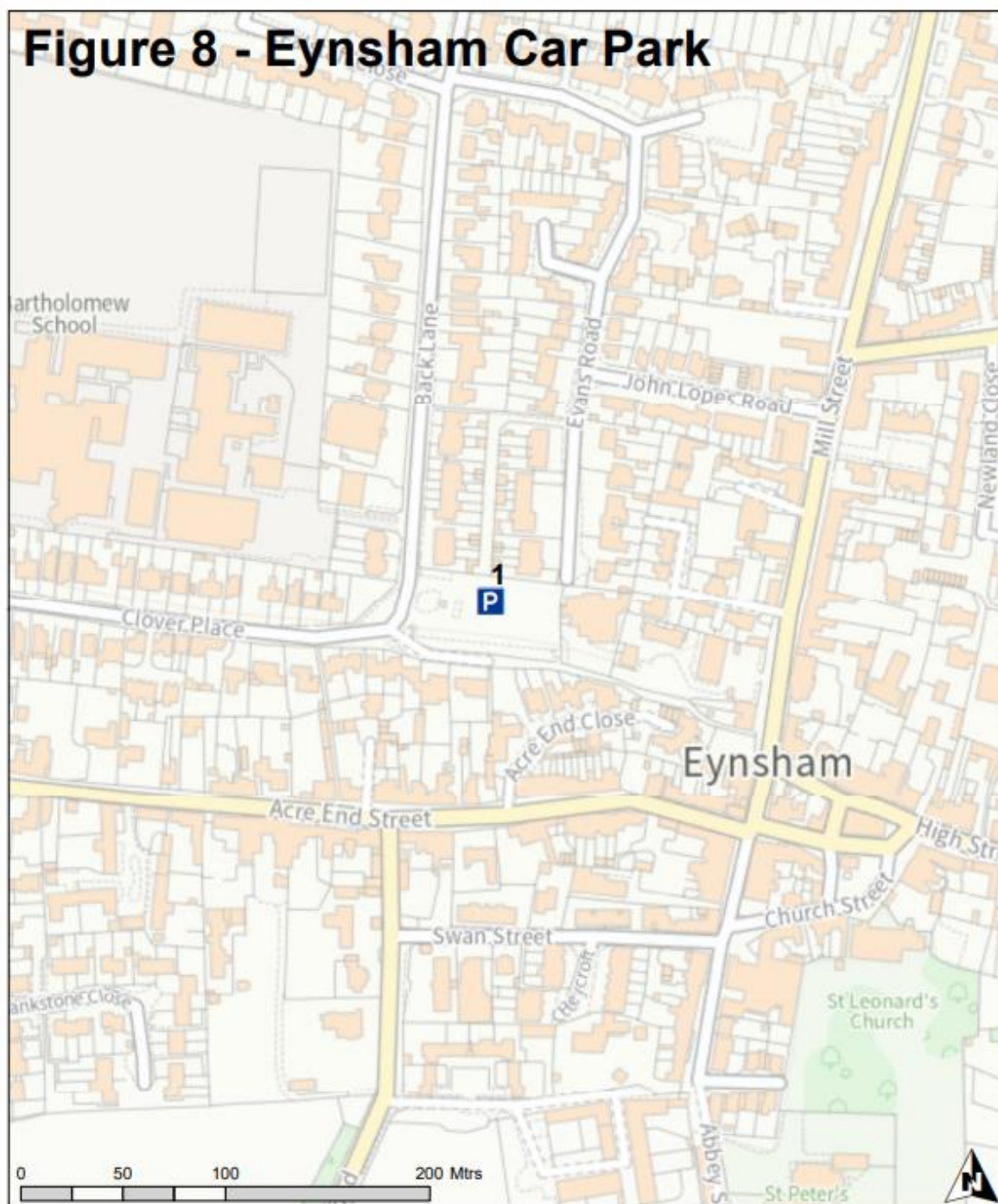
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Car Park	Capacity
1 Riely Close	9



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Figure 8 - Eynsham Car Park



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Car Park	Capacity
1 Back Lane	82



WEST OXFORDSHIRE
DISTRICT COUNCIL

Appendix 3 – Full Beat Surveys

West Oxfordshire District Council – Mid-term strategy data report

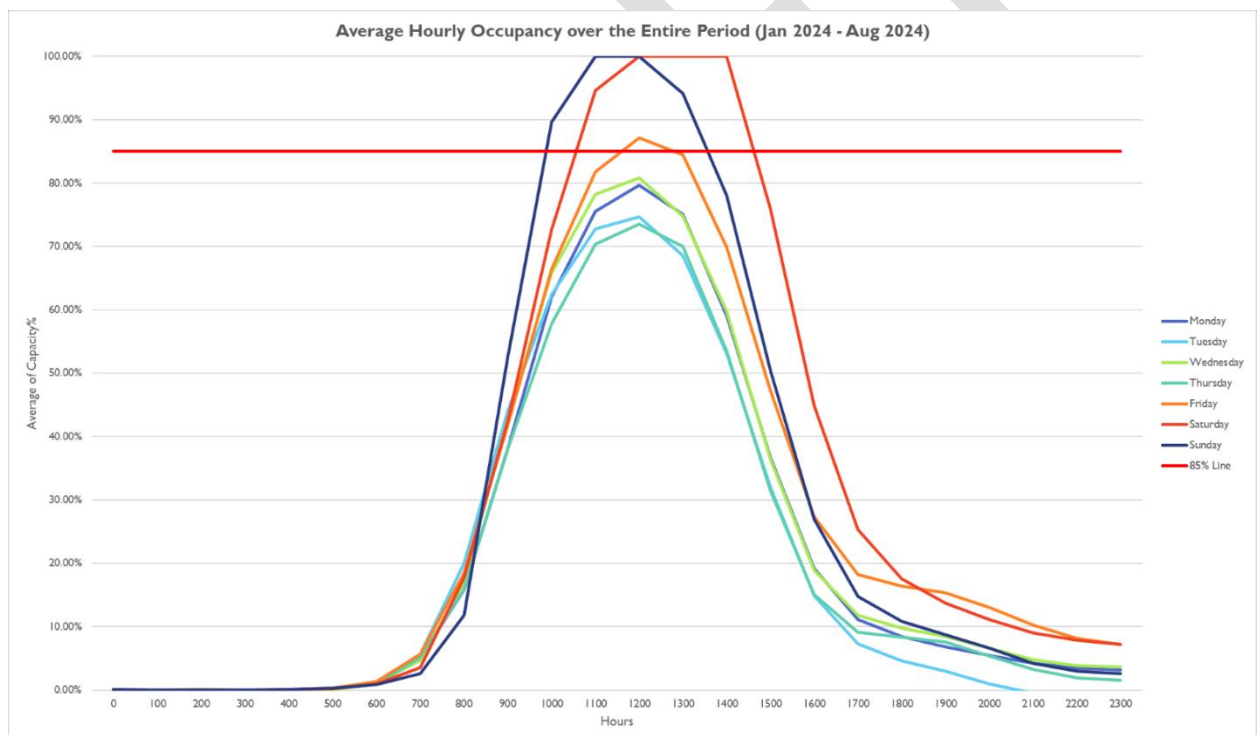
18 January 2024 – 28 August 2024

Car Parking Occupancy at Guildenford Car Park

Traffic counters were installed at the entrance and exit of the car park with a sensor counting when a car enters and leaves.

Guildenford Car Park Spaces:

- 161 Standard spaces
- 3 Disabled spaces
- 2 Parent and child spaces



The “85% Line” indicates a nationally recognised parking industry indicator of occupancy levels whereby a car may start to circle a carpark to locate a car parking space.

Key Observations:

Morning Hours (0-5:00am)

The occupancy remains quite low across all days, fluctuating between empty to around 0.29% by 5am. This suggests that the car park has minimal usage in the early morning hours.

Midday (6:00am-12:00 noon)

Usages increase, from around 6am to 12:00noon. By 7am, occupancy ranges from 3% to 6%, and by 12 noon, the usage ranges from 19% - 100%.

Highest peak: Saturdays and Sundays show the highest peaks of 100% (full) at 12 noon.

Afternoon and Early Evening (1pm -6pm)

Usage remains high, in the week, it starts to decline at around 2pm with exception of Friday, Saturday and Sunday, when this is approximately 3pm.

By 5pm, occupancy falls substantially to around 10% to 52%.

We observe on average at least 4 cars parked in our car park overnight.

Late Night (7pm-11pm)

The car park sees a sharp drop in usage at night, falling to below 39% and below after 7pm

Overall Trend:

Weekdays: The busiest times are around 10am – 3pm, peaking between 40% and 100%.

Weekends: Saturdays and Sundays are significantly higher occupancy, often near occupancy or full, between 11am and 3pm

Comparison with 85% Line:

The “85% Line” indicates a nationally recognised parking industry indicator of occupancy levels whereby a car may start to circle a carpark to locate a car parking space. Monday – Thursday this indicator is not exceeded, however from Friday – Sunday it is.

In conclusion, the data suggests that Guildenford Car Park experiences high usage between 11 – 3pm, is often at occupancy on a weekend.

Daily Average of Cars entering Car Park by Month

The table shows the average number of cars entering the car park on different days of the week from January to August. Saturdays consistently have the highest averages, peaking at 1136 cars in May. Sundays also see high traffic, with a notable 1106 cars in August. Fridays generally have higher averages compared to other weekdays, with the highest being 890 cars in June. Mondays through Thursdays have lower averages, with the lowest being 383 cars on a Tuesday in January. Overall, weekends see significantly more traffic compared to weekdays.

Months	Day Name	Average of Total Cars
Jan	Monday	405
Jan	Tuesday	383
Jan	Wednesday	467
Jan	Thursday	389
Jan	Friday	676
Jan	Saturday	949
Jan	Sunday	800
Feb	Monday	574
Feb	Tuesday	490
Feb	Wednesday	502
Feb	Thursday	479
Feb	Friday	756
Feb	Saturday	1023
Feb	Sunday	1009
Mar	Monday	546
Mar	Tuesday	554
Mar	Wednesday	591
Mar	Thursday	567
Mar	Friday	760
Mar	Saturday	1049
Mar	Sunday	959
Apr	Monday	668
Apr	Tuesday	716
Apr	Wednesday	623
Apr	Thursday	694
Apr	Friday	804
Apr	Saturday	1083
Apr	Sunday	874

Months	Day Name	Average of Total Cars
May	Monday	865
May	Tuesday	767
May	Wednesday	733
May	Thursday	738
May	Friday	803
May	Saturday	1136
May	Sunday	968
Jun	Monday	726
Jun	Tuesday	803
Jun	Wednesday	850
Jun	Thursday	785
Jun	Friday	890
Jun	Saturday	1059
Jun	Sunday	977
Jul	Monday	802
Jul	Tuesday	827
Jul	Wednesday	831
Jul	Thursday	915
Jul	Friday	813
Jul	Saturday	995
Jul	Sunday	959
Aug	Monday	918
Aug	Tuesday	850
Aug	Wednesday	886
Aug	Thursday	767
Aug	Friday	832
Aug	Saturday	1123
Aug	Sunday	1106

Instances of Capacity Over 70% by Month and Time 2024		Time	900	1000	1100	1200	1300	1400	1500	1600
Months										
Jan		0	0	6	10	7	6	4	1	
Feb		0	4	12	19	19	19	14	3	
Mar		0	6	17	24	26	21	13	5	
Apr		6	22	27	26	26	16	3	0	
May		9	27	30	29	28	19	7	2	
Jun		11	30	30	30	30	24	7	1	
Jul		8	31	31	31	30	29	8	0	
Aug		5	28	28	28	28	27	9	2	

Top Values

Highest Capacity:

31 instances: July at 1000, 1100, and 1200.

Lowest Values

Lowest Capacity:

0 instances: January at 900 and 1000.

Monthly Changes

January (Data recorded from 18th Jan):

Low capacity, highest 10 instances at 1200.

February: Increase, highest 19 instances at 1200-1400.

March: Further increase, highest 26 instances at 1300.

April: High capacity, highest 27 instances at 1100.

May: Peak, highest 30 instances at 1100-1300.

June: Consistently high, 30 instances at 1000-1300.

July: Peak, 31 instances at 1000-1200.

August: Slight decrease, highest 28 instances at 1000-1300.

Overall, capacity over 70% increases steadily from January, peaking in July, and slightly decreasing in August.

Tip: An instance equals a count which on that day and time it has reached over 70%

Instances of Capacity Over 70% by Day and Time 2024		Time	900	1000	1100	1200	1300	1400	1500	1600
Months (Date)	Day Name									
Jan	Monday		0	0	0	1	0	0	0	0
	Tuesday		0	0	0	1	0	0	0	0
	Wednesday		0	0	0	2	1	0	0	0
	Thursday		0	0	0	0	0	0	0	0
	Friday		0	0	2	2	2	2	1	0
	Saturday		0	0	2	2	2	2	2	1
	Sunday		0	0	2	2	2	2	1	0
Feb	Monday		0	0	1	2	2	2	1	0
	Tuesday		0	0	0	2	2	2	0	0
	Wednesday		0	0	1	2	2	2	1	0
	Thursday		0	0	0	1	1	1	1	0
	Friday		0	0	2	4	4	4	3	0
	Saturday		0	0	4	4	4	4	4	3
	Sunday		0	4	4	4	4	4	4	0
Mar	Monday		0	0	0	1	2	1	1	0
	Tuesday		0	0	2	2	2	2	0	0
	Wednesday		0	0	2	4	4	2	0	0
	Thursday		0	0	0	2	3	1	0	0
	Friday		0	1	3	5	5	5	3	1
	Saturday		0	1	5	5	5	5	5	3
	Sunday		0	4	5	5	5	5	4	1
Apr	Monday		0	3	4	4	3	2	0	0
	Tuesday		1	3	4	4	4	2	0	0
	Wednesday		0	1	3	3	3	2	0	0
	Thursday		0	3	4	3	4	0	0	0
	Friday		0	4	4	4	4	4	0	0
	Saturday		2	4	4	4	4	4	3	0
	Sunday		3	4	4	4	4	2	0	0
May	Monday		0	4	4	4	4	2	1	0
	Tuesday		1	3	4	4	4	2	0	0
	Wednesday		1	4	5	4	3	2	0	0
	Thursday		0	4	5	5	5	3	0	0
	Friday		1	4	4	4	4	3	1	1
	Saturday		3	4	4	4	4	4	3	1
	Sunday		3	4	4	4	4	3	2	0
Jun	Monday		0	4	4	4	4	3	0	0
	Tuesday		2	4	4	4	4	1	0	0
	Wednesday		2	4	4	4	4	4	1	0
	Thursday		1	4	4	4	4	3	0	0
	Friday		1	4	4	4	4	4	0	0
	Saturday		0	5	5	5	5	5	5	1
	Sunday		5	5	5	5	5	4	1	0
Jul	Monday		0	5	5	5	4	4	1	0
	Tuesday		3	5	5	5	5	4	1	0
	Wednesday		0	5	5	5	5	5	0	0
	Thursday		1	4	4	4	4	4	1	0
	Friday		0	4	4	4	4	4	1	0
	Saturday		1	4	4	4	4	4	3	0
	Sunday		3	4	4	4	4	4	1	0
Aug	Monday		1	4	4	4	4	4	1	0
	Tuesday		0	4	4	4	4	4	0	0
	Wednesday		0	4	4	4	4	4	0	0
	Thursday		0	4	4	4	4	3	0	0
	Friday		0	4	4	4	4	4	1	0
	Saturday		0	4	4	4	4	4	4	2
	Sunday		4	4	4	4	4	4	3	0

Top Values

Highest Capacity:

5 instances: Sundays and Saturdays at 1000 in June and July.

Lowest Values

Lowest Capacity:

0 instances: Thursdays in January, and Mondays/Tuesdays at 900 in January.

Monthly Changes

January (Data recorded from 18th Jan): Low capacity, highest 2 instances.

February: Increase, Sundays at 1000-1500 show 4 instances.

March: Further increase, Fridays and Saturdays up to 5 instances.

April: Consistent high on weekends, Sundays at 1000-1500 show 4 instances.

May: High capacity, weekdays like Wednesday and Thursday up to 5 instances.

June & July: Peak capacity, weekends at 1000-1500 show 5 instances.

August: Slight decrease, Sundays at 1000-1500 show 4 instances.

Legend:

0 – No instances (green)

1 – Instance (light green)

2 – Instances (yellow)

3 – Instances (light orange)

4 – Instances (orange)

5 – Instances (red)

Tip: An instance equals a count which on that day and time it has reached over 70%

January and February 2024

Weekends consistently reach 100% capacity at peak times (1200-1500), especially in February. Weekdays show lower capacity in the early morning (800-900) and late evening (1800-2000), with peaks around midday (1100-1400). February has higher overall capacity compared to January, with more frequent 100% peaks at 1200-1500.

[illegible]

Legend:

0% - 10% (Green) – All or most spaces free or empty.

10% - 25% (Yellow) – Many spaces free but not busy.

25% - 50% (Orange) – Fewer spaces free becoming busy.

50% - 75% (Dark orange) – Even fewer spaces, now busy.

75% - 90% (Light red) – Very few spaces, very busy.

90% - 99% (Red) – Nearly at capacity.

100% (Dark red) – At capacity.

March & April 2024

Weekends consistently reach 100% capacity at peak times (1200-1500), especially in April. Weekdays show lower capacity in the early morning (800-900) and late evening (1900-2000). With peaks around midday (1100-1400). April has higher overall capacity compared to March, with more frequent 100% peaks at 1200-1500.

Capacity Table for Guilford Car Park																				
Date	Day Name	Month (Date)	Time	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000				
01/03/2024	Friday	Mar		5%	16%	29%	58%	67%	68%	59%	43%	22%	9%	5%	5%	8%				
02/03/2024	Saturday	Mar		3%	15%	43%	68%	99%	100%	90%	76%	42%	11%	2%	3%	2%				
03/03/2024	Sunday	Mar		2%	11%	73%	100%	100%	100%	93%	66%	31%	16%	10%	8%	8%				
04/03/2024	Monday	Mar		5%	12%	29%	44%	61%	58%	50%	34%	20%	11%	7%	6%	6%				
05/03/2024	Tuesday	Mar		6%	21%	40%	43%	49%	53%	51%	31%	12%	6%	3%	2%	2%				
06/03/2024	Wednesday	Mar		5%	19%	40%	57%	64%	64%	57%	39%	16%	4%	3%	5%	5%				
07/03/2024	Thursday	Mar		5%	10%	27%	53%	66%	62%	47%	29%	11%	4%	0%	2%	2%				
08/03/2024	Friday	Mar		8%	23%	50%	69%	80%	73%	57%	42%	22%	10%	11%	16%	15%				
09/03/2024	Saturday	Mar		8%	22%	60%	83%	100%	100%	100%	86%	48%	20%	9%	9%	7%				
10/03/2024	Sunday	Mar		1%	5%	57%	76%	94%	80%	75%	45%	20%	4%	1%	0%	1%				
11/03/2024	Monday	Mar		5%	11%	28%	51%	58%	57%	48%	34%	16%	6%	2%	0%	0%				
12/03/2024	Tuesday	Mar		3%	20%	32%	39%	42%	42%	39%	33%	15%	7%	3%	4%	3%				
13/03/2024	Wednesday	Mar		6%	22%	64%	77%	80%	73%	59%	43%	23%	17%	13%	11%	9%				
14/03/2024	Thursday	Mar		6%	19%	46%	59%	55%	46%	42%	31%	16%	8%	5%	11%	12%				
15/03/2024	Friday	Mar		8%	19%	39%	58%	73%	76%	71%	57%	31%	16%	13%	14%	12%				
16/03/2024	Saturday	Mar		7%	25%	52%	93%	100%	100%	83%	54%	18%	0%	0%	0%	0%				
17/03/2024	Sunday	Mar		3%	11%	72%	97%	100%	100%	96%	70%	40%	22%	14%	13%	13%				
18/03/2024	Monday	Mar		4%	16%	29%	44%	69%	85%	80%	51%	22%	15%	10%	10%	9%				
19/03/2024	Tuesday	Mar		9%	36%	59%	79%	88%	77%	55%	35%	16%	6%	3%	3%	1%				
20/03/2024	Wednesday	Mar		6%	23%	56%	72%	84%	74%	64%	48%	25%	11%	6%	4%	4%				
21/03/2024	Thursday	Mar		2%	9%	27%	58%	67%	63%	57%	35%	18%	10%	16%	17%	14%				
22/03/2024	Friday	Mar		5%	15%	52%	64%	81%	95%	88%	64%	33%	20%	20%	20%	19%				
23/03/2024	Saturday	Mar		4%	17%	40%	76%	90%	100%	100%	86%	52%	21%	14%	9%	8%				
24/03/2024	Sunday	Mar		3%	7%	67%	94%	98%	100%	100%	88%	61%	31%	38%	56%	52%				
25/03/2024	Monday	Mar		8%	16%	42%	54%	56%	60%	57%	48%	25%	11%	5%	2%	2%				
26/03/2024	Tuesday	Mar		8%	26%	50%	63%	73%	69%	63%	38%	19%	7%	3%	2%	1%				
27/03/2024	Wednesday	Mar		7%	16%	27%	46%	62%	60%	50%	34%	20%	11%	6%	5%	5%				
28/03/2024	Thursday	Mar		15%	39%	46%	49%	55%	61%	53%	35%	17%	10%	16%	17%	15%				
29/03/2024	Friday	Mar		5%	23%	79%	100%	98%	100%	100%	98%	62%	33%	16%	11%	8%				
30/03/2024	Saturday	Mar		3%	27%	67%	84%	94%	100%	99%	95%	70%	35%	11%	4%	2%				
31/03/2024	Sunday	Mar		6%	51%	93%	100%	100%	100%	81%	51%	24%	9%	3%	0%	0%				
01/04/2024	Monday	Apr		4%	11%	44%	80%	100%	100%	100%	73%	38%	20%	14%	11%	9%				
02/04/2024	Tuesday	Apr		2%	12%	38%	65%	85%	81%	76%	50%	26%	11%	5%	4%	4%				
03/04/2024	Wednesday	Apr		2%	15%	32%	56%	75%	83%	75%	60%	34%	13%	8%	8%	8%				
04/04/2024	Thursday	Apr		2%	8%	39%	64%	79%	83%	79%	49%	28%	16%	9%	5%	3%				
05/04/2024	Friday	Apr		7%	23%	49%	66%	87%	95%	88%	71%	42%	20%	15%	14%	12%				
06/04/2024	Saturday	Apr		6%	21%	64%	93%	100%	100%	100%	100%	68%	37%	23%	18%	15%				
07/04/2024	Sunday	Apr		2%	15%	69%	100%	98%	87%	79%	58%	27%	11%	8%	6%	4%				
08/04/2024	Monday	Apr		2%	13%	38%	68%	74%	80%	73%	54%	32%	18%	13%	10%	9%				
09/04/2024	Tuesday	Apr		3%	8%	29%	46%	58%	65%	64%	45%	24%	11%	4%	4%	2%				
10/04/2024	Wednesday	Apr		3%	16%	42%	58%	52%	42%	33%	27%	19%	10%	8%	5%	5%				
11/04/2024	Thursday	Apr		3%	13%	42%	58%	79%	78%	63%	42%	22%	9%	6%	6%	3%				
12/04/2024	Friday	Apr		5%	14%	42%	70%	84%	85%	74%	61%	42%	28%	29%	30%	27%				
13/04/2024	Saturday	Apr		8%	25%	45%	71%	99%	100%	97%	88%	61%	29%	15%	15%	11%				
14/04/2024	Sunday	Apr		3%	11%	60%	95%	89%	78%	61%	36%	11%	0%	0%	0%	0%				
15/04/2024	Monday	Apr		5%	12%	27%	51%	57%	55%	49%	32%	11%	1%	0%	0%	0%				
16/04/2024	Tuesday	Apr		6%	18%	44%	65%	80%	74%	63%	42%	15%	1%	0%	0%	0%				
17/04/2024	Wednesday	Apr		2%	15%	39%	60%	60%	61%	59%	47%	27%	12%	7%	2%	0%				
18/04/2024	Thursday	Apr		8%	17%	48%	64%	64%	56%	57%	37%	16%	0%	0%	0%	0%				
19/04/2024	Friday	Apr		3%	19%	51%	69%	83%	95%	86%	57%	30%	14%	7%	7%	7%				
20/04/2024	Saturday	Apr		4%	27%	64%	97%	100%	95%	93%	89%	58%	27%	10%	6%	3%				
21/04/2024	Sunday	Apr		2%	13%	75%	93%	94%	75%	64%	36%	8%	0%	0%	0%	0%				
22/04/2024	Monday	Apr		5%	13%	31%	54%	68%	60%	48%	29%	9%	0%	0%	0%	0%				
23/04/2024	Tuesday	Apr		5%	23%	43%	53%	60%	57%	54%	36%	22%	12%	12%	7%	1%				
24/04/2024	Wednesday	Apr		2%	16%	48%	61%	72%	78%	75%	49%	20%	7%	5%	1%	0%				
25/04/2024	Thursday	Apr		14%	30%	48%	71%	68%	65%	58%	37%	12%	0%	0%	0%	0%				
26/04/2024	Friday	Apr		6%	24%	59%	85%	89%	88%	81%	59%	33%	17%	10%	7%	4%				
27/04/2024	Saturday	Apr		3%	7%	39%	57%	60%	59%	63%	61%	19%	0%	0%	0%	0%				
28/04/2024	Sunday	Apr		1%	6%	70%	84%	96%	86%	77%	61%	34%	9%	0%	0%	0%				
29/04/2024	Monday	Apr		9%	20%	46%	71%	77%	70%	68%	53%	32%	14%	6%	2%	3%				
30/04/2024	Tuesday	Apr		8%	35%	69%	72%	72%	67%	66%	53%	27%	13%	6%	2%	1%				

May & June 2024

At weekends Guilford Car Park regularly hits 100% capacity between 10:00 and 14:00, especially in May and June. Weekday usage peaks around midday (11:00–14:00), with lower occupancy early morning (08:00–09:00) and late evening (19:00–20:00). May shows higher overall usage than earlier months, with more frequent full capacity.

Capacity Table for Guildenford Car Park			Time																
Date	Day Name	Months (Date)	Day	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000			
01/05/2024	Wednesday	May		6%	23%	51%	72%	77%	68%	61%	43%	20%	6%	6%	6%	5%			
02/05/2024	Thursday	May		3%	15%	40%	61%	64%	68%	62%	45%	17%	2%	0%	0%	0%			
03/05/2024	Friday	May		8%	17%	35%	45%	48%	39%	41%	33%	11%	0%	0%	0%	0%			
04/05/2024	Saturday	May		5%	37%	73%	100%	100%	100%	100%	100%	73%	45%	27%	19%	16%			
05/05/2024	Sunday	May		5%	24%	86%	100%	98%	100%	100%	92%	65%	43%	31%	26%	23%			
06/05/2024	Monday	May		2%	12%	59%	74%	85%	87%	70%	46%	25%	6%	0%	0%	0%			
07/05/2024	Tuesday	May		4%	28%	55%	68%	68%	58%	57%	44%	20%	5%	0%	0%	0%			
08/05/2024	Wednesday	May		7%	16%	68%	89%	76%	63%	49%	38%	17%	7%	9%	6%	3%			
09/05/2024	Thursday	May		8%	21%	37%	57%	68%	75%	64%	52%	31%	18%	16%	19%	17%			
10/05/2024	Friday	May		9%	32%	53%	72%	73%	81%	64%	52%	37%	23%	17%	20%	19%			
11/05/2024	Saturday	May		2%	31%	66%	97%	100%	100%	98%	79%	55%	40%	29%	23%	18%			
12/05/2024	Sunday	May		2%	11%	74%	95%	96%	82%	63%	43%	22%	13%	8%	4%	1%			
13/05/2024	Monday	May		6%	20%	43%	72%	94%	89%	69%	46%	25%	14%	9%	9%	8%			
14/05/2024	Tuesday	May		8%	27%	59%	76%	77%	82%	72%	48%	26%	11%	7%	5%	3%			
15/05/2024	Wednesday	May		9%	29%	63%	92%	100%	99%	90%	60%	33%	20%	14%	13%	13%			
16/05/2024	Thursday	May		11%	35%	64%	92%	95%	81%	79%	60%	29%	12%	10%	11%	9%			
17/05/2024	Friday	May		10%	33%	65%	89%	100%	100%	100%	100%	97%	66%	46%	39%	39%			
18/05/2024	Saturday	May		13%	45%	91%	100%	100%	100%	100%	100%	98%	59%	42%	39%	36%			
19/05/2024	Sunday	May		6%	24%	77%	97%	100%	100%	100%	80%	44%	26%	18%	15%	12%			
20/05/2024	Monday	May		8%	21%	57%	77%	89%	77%	72%	57%	36%	26%	21%	17%	12%			
21/05/2024	Tuesday	May		10%	32%	66%	90%	92%	89%	85%	64%	40%	23%	17%	14%	13%			
22/05/2024	Wednesday	May		5%	20%	36%	48%	61%	55%	57%	52%	34%	18%	11%	11%	10%			
23/05/2024	Thursday	May		6%	21%	48%	64%	75%	74%	74%	55%	31%	16%	14%	18%	17%			
24/05/2024	Friday	May		9%	31%	57%	77%	91%	87%	83%	61%	36%	25%	18%	14%	12%			
25/05/2024	Saturday	May		7%	38%	55%	84%	100%	100%	100%	90%	64%	39%	23%	12%	7%			
26/05/2024	Sunday	May		1%	13%	64%	89%	93%	98%	85%	74%	54%	32%	21%	12%	8%			
27/05/2024	Monday	May		7%	22%	61%	86%	100%	100%	100%	92%	58%	31%	23%	21%	18%			
28/05/2024	Tuesday	May		4%	15%	34%	60%	78%	88%	84%	61%	37%	19%	8%	4%	1%			
29/05/2024	Wednesday	May		7%	20%	52%	82%	100%	100%	97%	80%	52%	27%	22%	20%	16%			
30/05/2024	Thursday	May		7%	18%	46%	71%	80%	89%	78%	64%	42%	22%	17%	15%	12%			
31/05/2024	Friday	May		7%	22%	55%	81%	90%	90%	89%	73%	39%	24%	21%	21%	17%			
01/06/2024	Saturday	Jun		2%	16%	43%	73%	96%	100%	100%	95%	67%	42%	22%	17%	14%			
02/06/2024	Sunday	Jun		4%	18%	70%	97%	98%	84%	70%	52%	26%	11%	4%	2%	0%			
03/06/2024	Monday	Jun		7%	17%	47%	73%	72%	65%	63%	49%	28%	13%	6%	5%	3%			
04/06/2024	Tuesday	Jun		8%	32%	56%	69%	77%	86%	67%	47%	27%	15%	7%	5%	4%			
05/06/2024	Wednesday	Jun		9%	31%	58%	67%	78%	81%	69%	62%	37%	20%	12%	10%	10%			
06/06/2024	Thursday	Jun		9%	22%	48%	65%	75%	76%	67%	48%	23%	14%	10%	12%	12%			
07/06/2024	Friday	Jun		11%	27%	62%	83%	84%	91%	85%	66%	38%	23%	20%	22%	19%			
08/06/2024	Saturday	Jun		2%	19%	46%	82%	100%	100%	100%	100%	88%	53%	37%	31%	24%			
09/06/2024	Sunday	Jun		5%	17%	73%	100%	100%	100%	100%	100%	69%	43%	31%	33%	26%			
10/06/2024	Monday	Jun		7%	25%	54%	73%	75%	75%	70%	56%	34%	15%	9%	10%	7%			
11/06/2024	Tuesday	Jun		10%	35%	55%	66%	70%	67%	58%	47%	39%	19%	16%	14%	14%			
12/06/2024	Wednesday	Jun		5%	33%	85%	100%	100%	95%	89%	70%	39%	20%	10%	10%	6%			
13/06/2024	Thursday	Jun		8%	27%	69%	80%	95%	100%	93%	58%	22%	5%	4%	3%	0%			
14/06/2024	Friday	Jun		11%	35%	70%	83%	83%	76%	70%	55%	34%	17%	11%	13%	11%			
15/06/2024	Saturday	Jun		3%	19%	54%	71%	100%	100%	100%	100%	80%	48%	32%	27%	22%			
16/06/2024	Sunday	Jun		4%	16%	85%	100%	95%	89%	98%	80%	49%	22%	21%	30%	25%			
17/06/2024	Monday	Jun		10%	31%	59%	84%	96%	94%	92%	62%	31%	15%	11%	13%	11%			
18/06/2024	Tuesday	Jun		10%	34%	76%	96%	100%	82%	82%	60%	38%	17%	7%	4%	2%			
19/06/2024	Wednesday	Jun		8%	28%	61%	79%	88%	88%	84%	67%	42%	27%	15%	11%	10%			
20/06/2024	Thursday	Jun		4%	18%	64%	78%	83%	84%	74%	51%	35%	21%	11%	8%	5%			
21/06/2024	Friday	Jun		11%	28%	54%	82%	95%	95%	79%	57%	32%	14%	8%	8%	6%			
22/06/2024	Saturday	Jun		5%	22%	43%	73%	97%	100%	100%	97%	73%	38%	23%	18%	13%			
23/06/2024	Sunday	Jun		4%	15%	71%	100%	100%	94%	85%	71%	46%	23%	14%	10%	6%			
24/06/2024	Monday	Jun		4%	19%	50%	73%	79%	93%	82%	63%	37%	22%	17%	15%	12%			
25/06/2024	Tuesday	Jun		5%	33%	67%	86%	88%	82%	65%	51%	36%	22%	15%	12%	10%			
26/06/2024	Wednesday	Jun		18%	55%	95%	100%	100%	100%	100%	84%	52%	30%	19%	19%	15%			
27/06/2024	Thursday	Jun		9%	20%	45%	76%	84%	86%	79%	56%	32%	13%	5%	3%	1%			
28/06/2024	Friday	Jun		6%	30%	56%	85%	93%	100%	92%	72%	50%	33%	24%	19%	16%			
29/06/2024	Saturday	Jun		5%	35%	58%	98%	100%	100%	100%	98%	70%	41%	27%	16%	10%			
30/06/2024	Sunday	Jun		4%	15%	70%	100%	100%	97%	94%	77%	51%	32%	22%	17%	13%			

July & August 2024

Weekends consistently reach 100% capacity at peak times (1200-1500) especially in July and August. Weekdays show lower capacity in the early morning (800-900) and late evening (1900-2000), with peaks around midday (1100-1400). July and August have higher overall capacity compared to previous months, with more frequent 100% peaks at 1200-1500.

The observations of the car park are carried out over two consecutive weeks on a Monday, Wednesday, Thursday, Friday, and Saturday. This is followed by two weeks of no data being gathered and the process is repeated.

The first week is an early shift, with 5 sets of counts. Walk arounds are at regular intervals between 8am and 3.30pm. The second week is a later shift, with 5 sets of counts between 12.30pm and 8pm.

The number of occupied standard bays are counted along with occupancy of disabled and electric vehicle charging bays.

The Summit at Blenheim Palace from July 17-19, 2024, has led to road closures and increased police presence, affecting our survey on Hensington Road, Woodstock.

Hensington Road Car Park Spaces:

- 101 Standard spaces
- 4 Disabled spaces
- 12 Electrical vehicle charging bays

The available data shows that the car park has higher occupancy rates during the morning and early afternoon hours, especially on weekdays. The usage decreases significantly in the late afternoon and evening. Overall, Saturdays show higher percentages of occupied spaces throughout the day. There is also an apparent seasonal trend with lower occupancy in July.

Legend:

100% - 90% (dark green) All or most spaces free/car park is empty or virtually empty
89% - 60% (green) Many spaces free/car park is not busy
59% - 20% (yellow) Fewer spaces free/car park is busy
19% - 10% (orange) Even fewer spaces free/car park is busy
9% - 0% (red) Very few or no spaces free/car park is full or nearing occupancy

Hensington Road: **Business owner/operator (16) + Resident/Other (189) = 205**

For Guildenford Car Park:

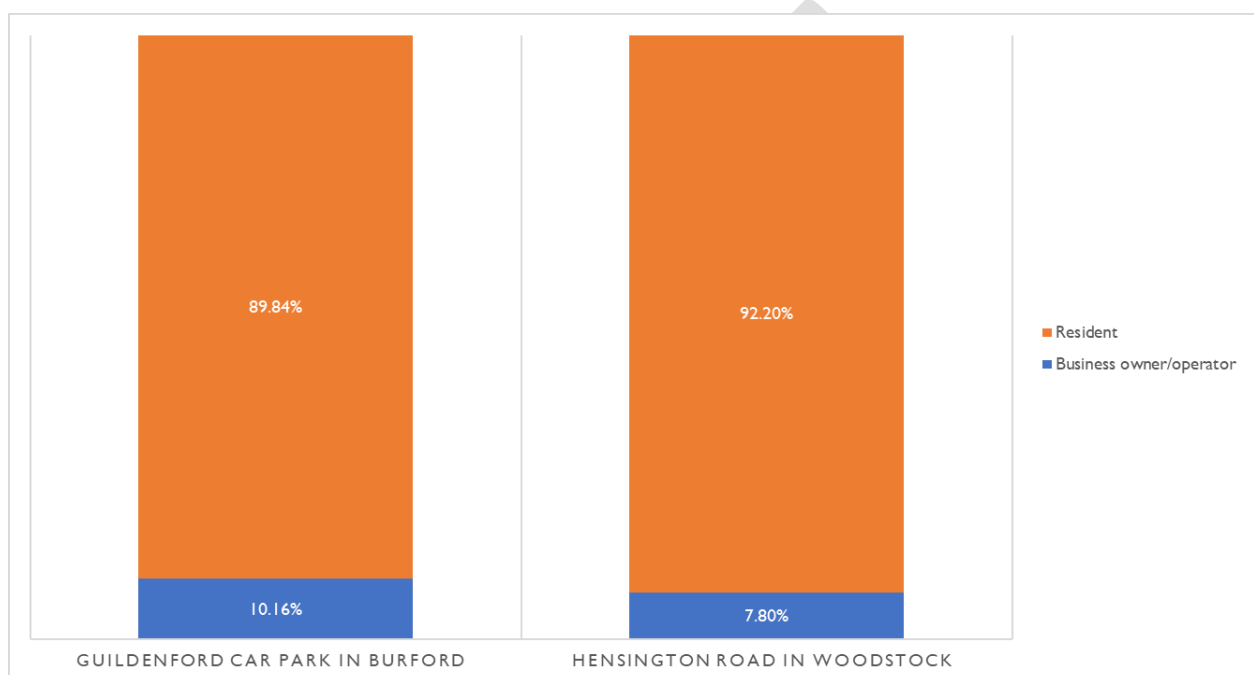
Approximately **10.2%** of respondents are business owner/operators.

Approximately **89.8%** of respondents are resident/other.

For Hensington Road:

Approximately **7.8%** of respondents are business owner/operators.

Approximately **92.2%** of respondents are resident/other.



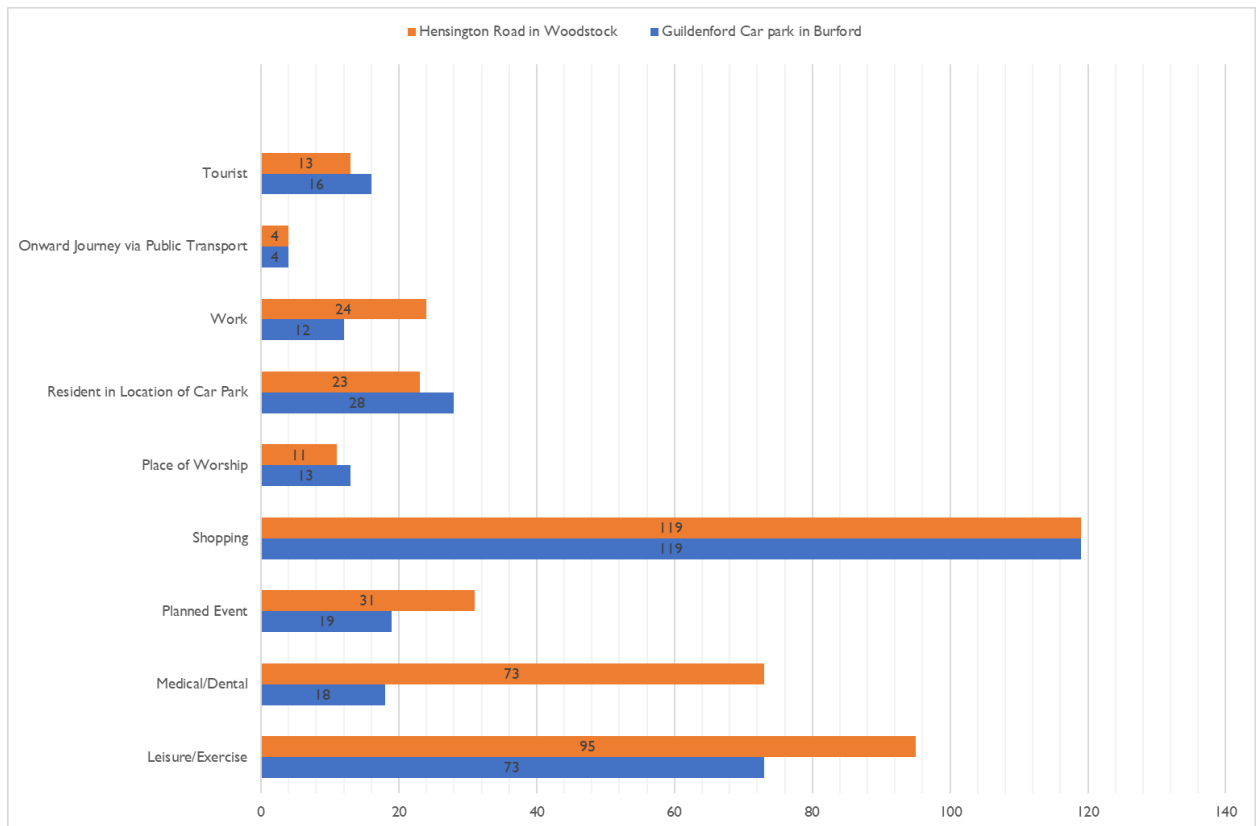
What is the purpose of your stay?

Guildenford Car Park in Burford:

Leisure/Exercise: 73 (21.16%)
Medical/Dental: 18 (5.21%)
Planned Event: 19 (5.50%)
Shopping: 119 (34.47%)
Place of Worship: 13 (3.77%)
Resident in Location: 28 (8.12%)
Work: 12 (3.47%)
Onward Journey via Public Transport: 4 (1.16%)
Tourist: 16 (4.63%)

Hensington Road in Woodstock:

Leisure/Exercise: 95 (27.52%)
Medical/Dental: 73 (21.16%)
Planned Event: 31 (8.98%)
Shopping: 119 (34.47%)
Place of Worship: 11 (3.18%)
Resident in Location: 23 (6.67%)
Work: 24 (6.96%)
Onward Journey via Public Transport: 4 (1.16%)
Tourist: 13 (3.77%)



The data reveals that parking at both Guildenford Car Park in Burford and Hensington Road in Woodstock is primarily driven by shopping, which makes up approximately one-third of the responses for each location. Following closely behind, leisure and exercise activities are also prevalent reasons for parking, comprising of over one-fifth of the responses. However, there are some differences between the two locations; while Burford sees a higher proportion of residents parking in the area, Woodstock witnesses more parking for medical and dental appointments, suggesting a greater reliance on parking for local healthcare services. Additionally, parking for work-related purposes is slightly more common in Woodstock compared to Burford. Overall, the data emphasises the significance of parking need to support commercial activities, recreational pursuits, and access to essential services in both locations.

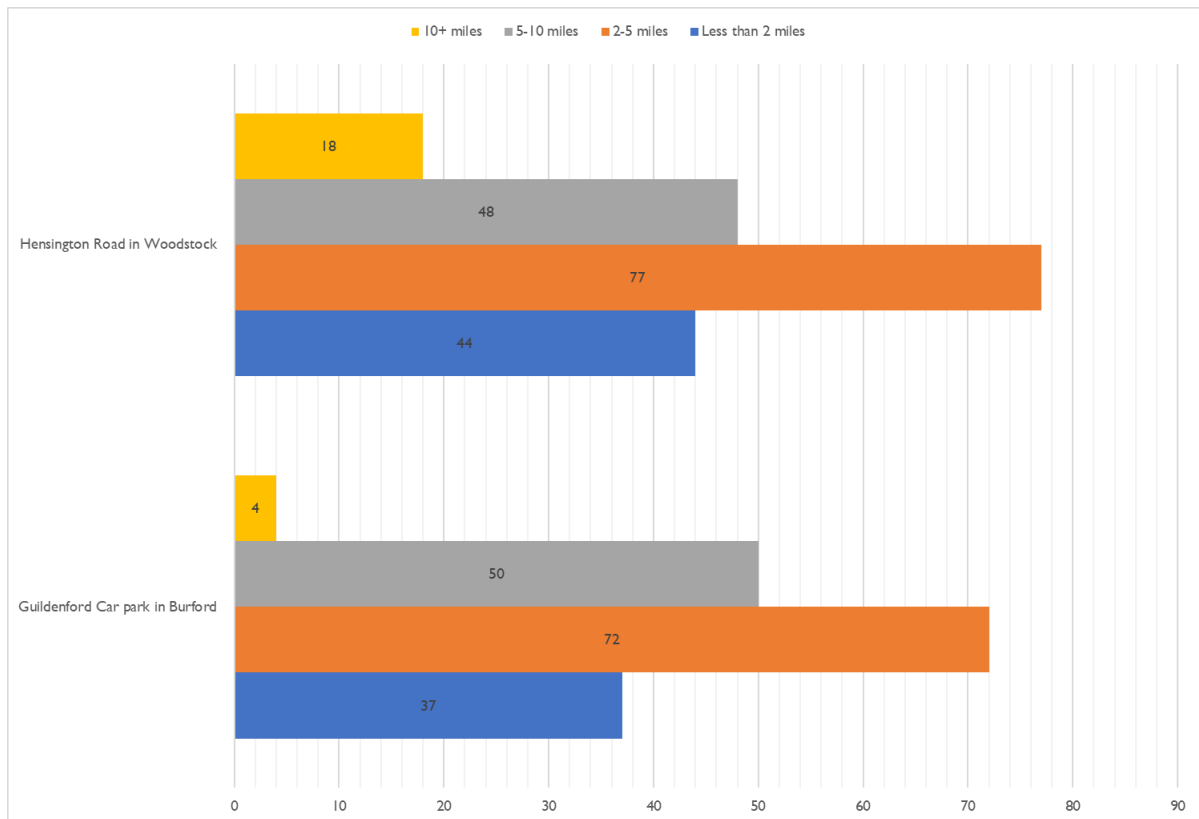
What is your normal travel distance to this car park?

Guildenford Car Park in Burford:

Less than 2 miles: 37 (22.6%)
 2-5 miles: 72 (43.9%)
 5-10 miles: 50 (30.5%)
 10+ miles: 4 (6.1%)

Hensington Road in Woodstock:

Less than 2 miles: 44 (19.1%)
 2-5 miles: 77 (33.3%)
 5-10 miles: 48 (20.8%)
 10+ miles: 18 (16.8%)



The analysis of distance distribution reveals that most respondents for both Guildenford Car Park in Burford and Hensington Road in Woodstock travelled distances between 2 to 5 miles. However, while Guildenford Car Park mostly attracted respondents from closer distances (less than 2 miles), Hensington Road had a notable proportion of visitors traveling from farther away (10+ miles).

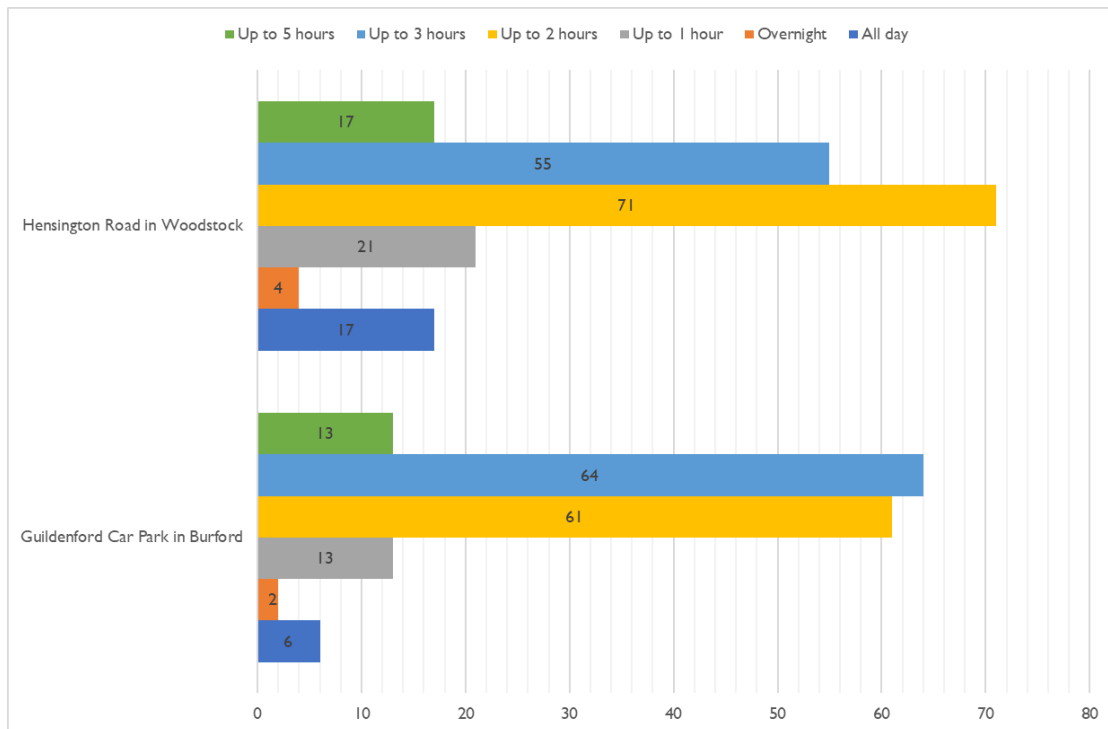
How long do you normally park at this car park?

Guildenford Car Park in Burford:

All day: 6 (3.0%)
 Overnight: 2 (1.0%)
 Up to 1 hour: 13 (6.5%)
 Up to 2 hours: 61 (30.5%)
 Up to 3 hours: 64 (32.0%)
 Up to 5 hours: 13 (6.5%)

Hensington Road in Woodstock:

All day: 17 (7.4%)
 Overnight: 4 (1.7%)
 Up to 1 hour: 21 (9.1%)
 Up to 2 hours: 71 (30.8%)
 Up to 3 hours: 55 (23.8%)
 Up to 5 hours: 17 (7.4%)



The most common parking durations are between 2 to 3 hours, constituting approximately one-third of the responses. However, Hensington Road shows a higher preference for all-day parking compared to Guildenford Car Park, with 7.4% of respondents choosing this option, while overnight parking is minimal for both locations.

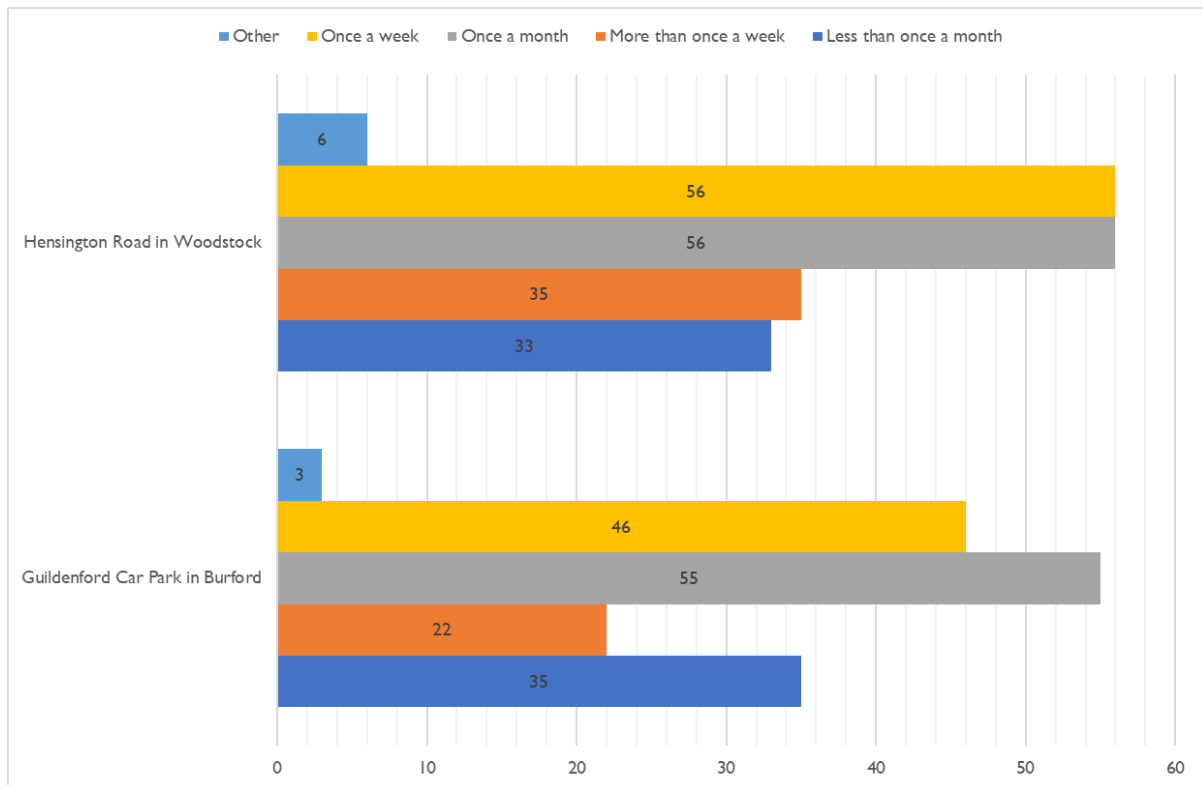
How often do you normally visit this car park?

Guildenford Car Park in Burford:

Less than once a month: 35 (37.2%)
 More than once a week: 22 (23.4%)
 Once a month: 55 (58.5%)
 Once a week: 46 (48.9%)
 Other: 3 (3.2%)

Hensington Road in Woodstock:

Less than once a month: 33 (21.4%)
 More than once a week: 35 (22.7%)
 Once a month: 56 (36.4%)
 Once a week: 56 (36.4%)
 Other: 6 (3.9%)



The most common visit frequencies are once a month and once a week, constituting over half of the responses. Interestingly, while the distribution of visit frequencies is similar between the two car parks, Hensington Road exhibits a slightly higher proportion of respondents visiting once a month compared to Guildenford Car Park.

Could anything about the car park be improved?

Number of available spaces:

Guildenford Car park in Burford: 90 (22.97% of total)

Hensington Road in Woodstock: 155 (39.59% of total)

Ease to manoeuvre car park:

Guildenford Car park in Burford: 37 (9.45% of total)

Hensington Road in Woodstock: 41 (10.48% of total)

Visibility of the bay markings/line painting:

Guildenford Car park in Burford: 40 (10.23% of total)

Hensington Road in Woodstock: 32 (8.18% of total)

Car park surface:

Guildenford Car park in Burford: 32 (8.18% of total)

Hensington Road in Woodstock: 19 (4.86% of total)

Pedestrian Access:

Guildenford Car park in Burford: 39 (9.96% of total)

Hensington Road in Woodstock: 12 (3.07% of total)

Conditions of trees and plants:

Guildenford Car park in Burford: 10 (2.56% of total)

Hensington Road in Woodstock: 11 (2.82% of total)

Lighting:

Guildenford Car park in Burford: 22 (5.63% of total)

Hensington Road in Woodstock: 20 (5.11% of total)

Number of Electrical Vehicle Charging points:

Guildenford Car park in Burford: 29 (7.42% of total)

Hensington Road in Woodstock: 8 (2.05% of total)

Number of available disabled bays:

Guildenford Car park in Burford: 7 (1.79% of total)

Hensington Road in Woodstock: 13 (3.32% of total)

Number of parent and child bays:

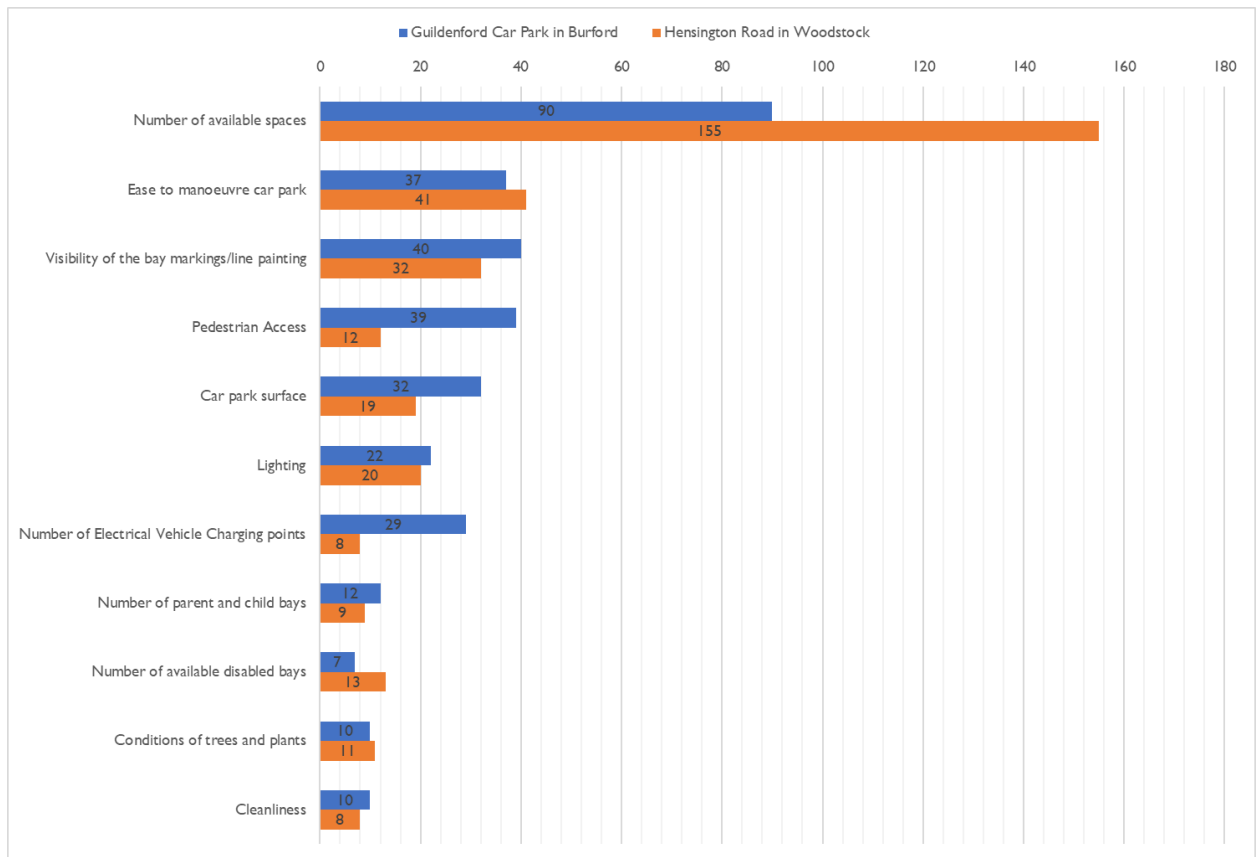
Guildenford Car park in Burford: 12 (3.07% of total)

Hensington Road in Woodstock: 9 (2.30% of total)

Cleanliness:

Guildenford Car park in Burford: 10 (2.56% of total)

Hensington Road in Woodstock: 8 (2.05% of total)



The analysis of the car park feedback across Guildenford Car park in Burford and Hensington Road in Woodstock reveals that the most prominent concern, comprising approximately 39.59% of the total responses, is the availability of parking spaces, with a significant difference between the two locations. Additionally, factors such as ease of manoeuvrability and visibility of bay markings constitute other substantial considerations, with percentages varying slightly between the two car parks.

Do you feel there is sufficient parking in West Oxfordshire District?

The analysis from 204 Responses in free text:

Guildenford Car park in Burford:

The analysis of respondents' answers to the question "Do you feel there is sufficient parking in West Oxfordshire District?" indicates that opinions are divided, with approximately 44.28% of respondents expressing dissatisfaction with the current parking situation, citing issues such as overcrowding, especially during peak tourist seasons, and concerns about future inadequacies due to increasing housing developments. Conversely, about 55.72% of respondents believe that there is currently sufficient parking, particularly appreciating the free parking policy and acknowledging the benefits it brings to local businesses and tourism.

Hensington Road in Woodstock:

In summary, the responses indicate a widespread dissatisfaction with the parking situation in Hensington Road, Woodstock. Most respondents highlighted issues such as overcrowding, lack of

availability, and inconvenience due to factors like electric vehicle charging points and residential displacement. Many expressed frustrations with the difficulty of finding parking, particularly during busy periods and for those who work or visit Woodstock regularly. Suggestions for improvement included increasing the number of parking spaces, reducing the number of electric charging points, and implementing time limits to prevent all-day parking. Overall, there is a clear consensus among respondents that more needs to be done to address the parking challenges in Woodstock.

Do you research car parking online?

Guildenford Car Park in Burford:

Never tried: 27 (16.5%)

No: 68 (41.5%)

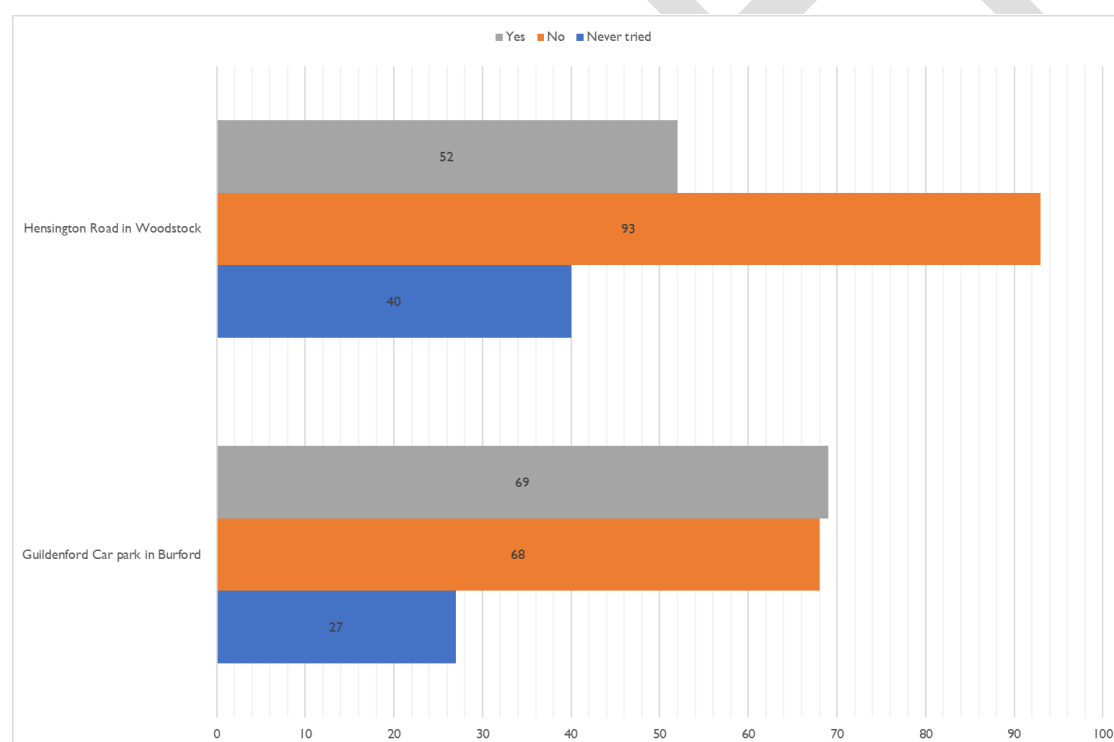
Yes: 69 (42.2%)

Hensington Road in Woodstock:

Never tried: 40 (21.6%)

No: 93 (50.3%)

Yes: 52 (28.1%)



The data shows respondents' online car parking research habits for Guildenford Car Park in Burford and Hensington Road in Woodstock. For Guildenford, 16.5% never tried, 41.5% said no, and 42.1% said yes. For Hensington Road, 21.6% never tried, 50.3% said no, and 28.1% said yes. There is a higher inclination for online research for Hensington Road compared to Guildenford Car Park.

Do you have any suggestions for improvements to the council's website for parking?

The analysis from 53 Responses in free text:

Guildenford Car park in Burford:

Respondents expressed various concerns and suggestions regarding car parking facilities. They advocated for promoting alternatives to car travel, such as displaying bus timetables in the car park. Lack of awareness about existing facilities were raised. Consistency in parking regulations and better communication of parking information, including location, tariffs, and designated spaces, were suggested for improvement. Safety concerns regarding footpaths and access were highlighted, along with the need to consider the rural nature of the community and limited public transport options. Additionally, respondents called for information on free parking areas and residential parking options to address parking pressure on streets. Finally, the inadequacy of available parking spaces, especially in Burford, was emphasised, with residents often unable to park due to tourists and visitors occupying spaces.

Hensington Road in Woodstock:

Many expressed dissatisfactions with the inconsistency and inconvenience of using parking apps, preferring a more straightforward payment method. Suggestions included providing clearer information about maximum parking durations. The reference to charges applies to parking on the roads and not in the car park which is free to use.

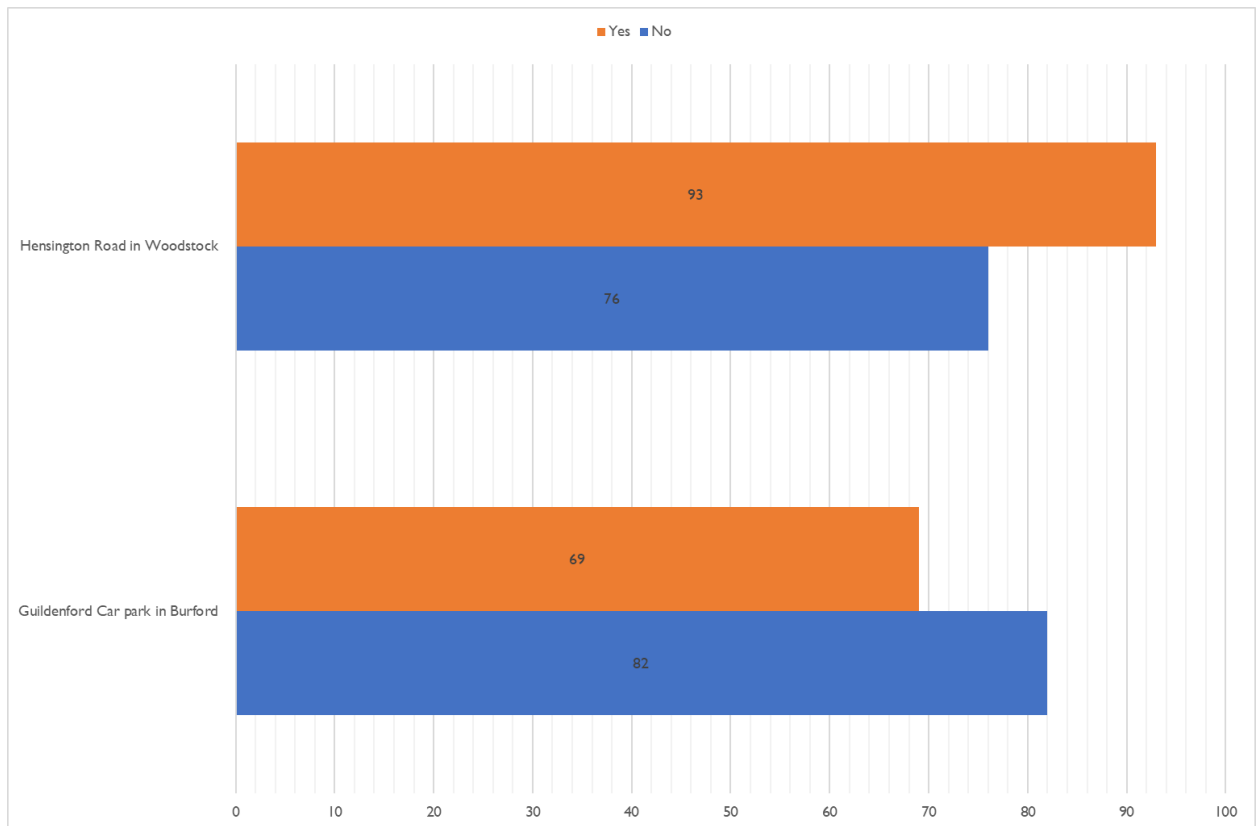
Would you consider using any of the following as alternative transport if it were available to you? Walking, Cycling, Electric Vehicle, Bus, Taxi, Train, Coach

Guildenford Car park in Burford:

- No - 82 (54.3%), Yes - 69 (45.7%)

Hensington Road in Woodstock:

- No - 76 (45.5%), Yes - 93 (54.5%)



In Guildenford Car park in Burford, 69 out of 151 respondents (45.7%) were open to considering alternative transportation, with a nearly equal split between yes and no responses. For Hensington Road in Woodstock, 93 out of 169 respondents (54.5%) expressed a willingness to consider alternative transport options, with a majority responding positively.

The Following responses are from business owners.

Do your employees use this car park during work hours?

Guildenford Car Park in Burford:

Almost Never: 2 (10.5%)

No: 3 (15.8%)

Sometimes: 7 (36.8%)

Yes: 7 (36.8%)

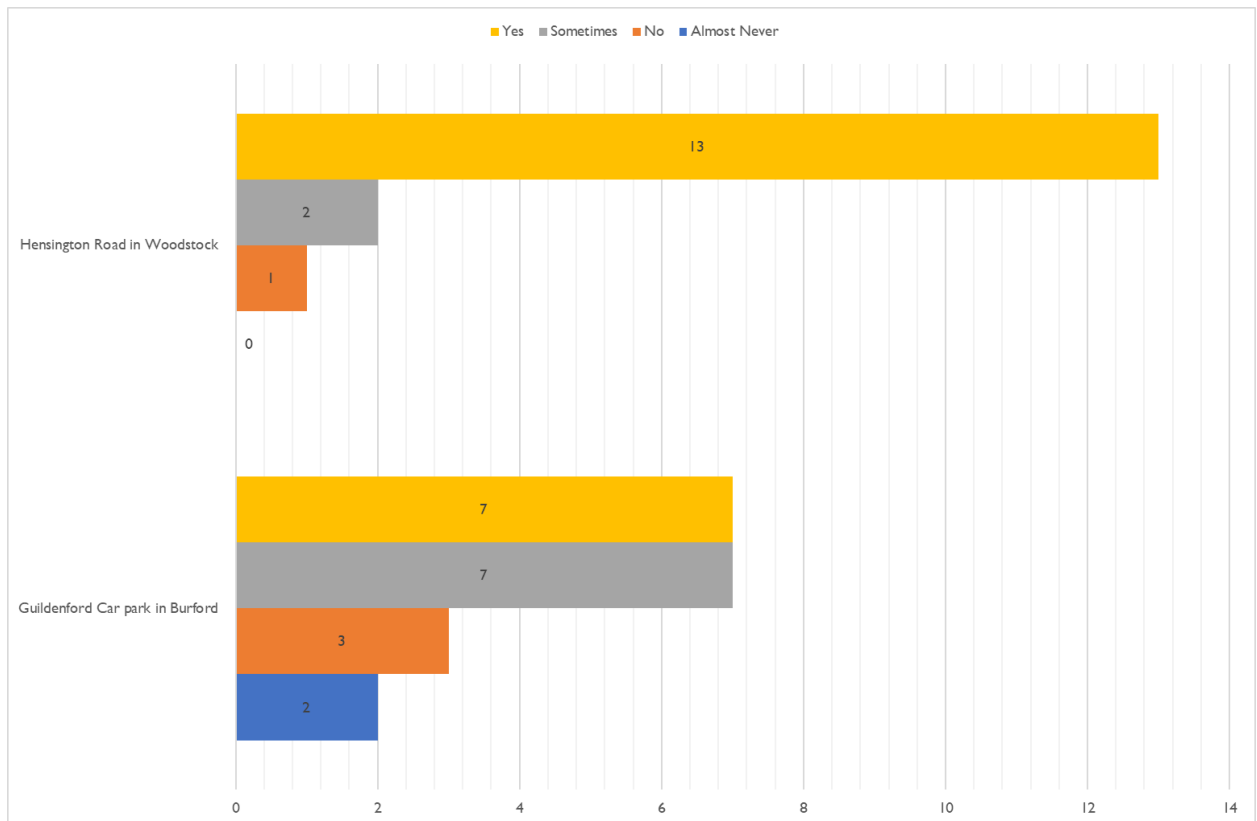
Hensington Road in Woodstock:

Almost Never: 0 (0%)

No: 1 (5.6%)

Sometimes: 2 (11.1%)

Yes: 13 (72.2%)



If not, where do they park?

The analysis from 15 Responses in free text:

Guildenford Car park in Burford:

People tend to park wherever they can find space in the town streets, including Lower High Street, Sheep Street, Witney Street, and other unspecified areas. Some individuals also consider traveling by bus as an alternative option. Overall, the responses highlight the ongoing challenge of parking availability in the town.

Hensington Road in Woodstock:

Some park in permit spots if they cannot find space, others park on residential streets, and some opt to walk to work instead of driving.

How long on average do your customers stay at your premises to carry out their purchase/transaction?

The analysis from 27 Responses in free text:

Guildenford Car park in Burford:

Business owners report varying durations of customer parking, ranging from brief stops of 5 to 30 minutes to longer stays of 1 to 3 hours. Some customers mention they park for shorter periods but express intentions to visit other shops in the area, indicating potential foot traffic circulation within the vicinity. However, concerns arise from customers who avoid stopping in Burford due to perceived parking shortages, reflecting an impact on local businesses.

Hensington Road in Woodstock:

Business owners indicate a range of parking durations observed among their customers, spanning from short stops of 20 to 30 minutes to longer stays of 2 to 8 hours. Recommendations for museum visits suggest an optimal duration of at least an hour, often extended as visitors explore additional attractions and engage in shopping activities in Woodstock. This insight implies varying parking needs driven by different purposes, with cultural and leisure activities potentially contributing to extended parking durations in the area.

What do you think influences your customers to park where they do?

Guilford Car Park in Burford:

Location: 14 (28.6%)

Length of time they can park: 13 (26.5%)

Availability of spaces: 10 (20.4%)

Ease of transporting products: 7 (14.3%)

Proximity to accessing other services: 5 (10.2%)

Hensington Road in Woodstock:

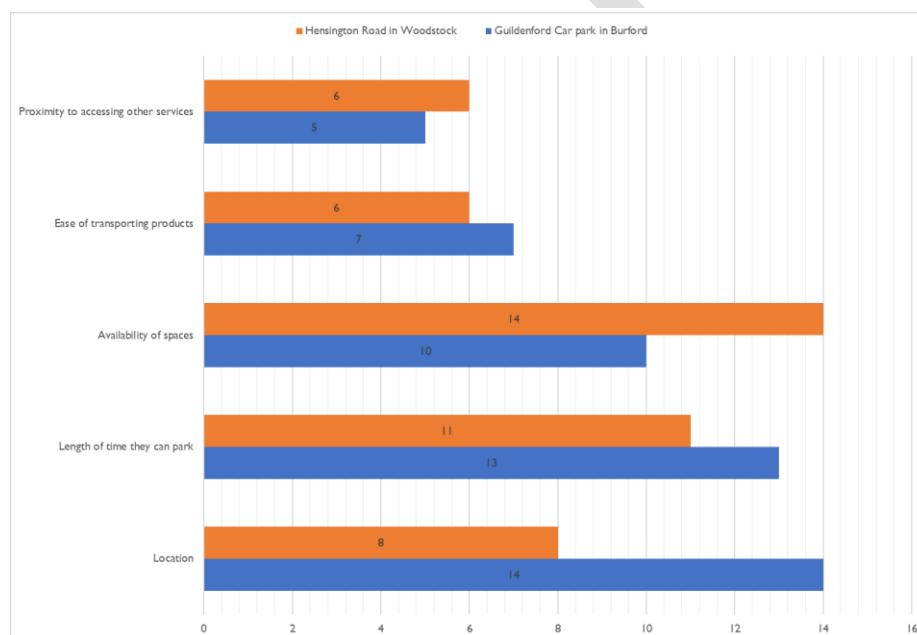
Location: 8 (17.8%)

Length of time they can park: 11 (24.4%)

Availability of spaces: 14 (31.1%)

Ease of transporting products: 6 (13.3%)

Proximity to accessing other services: 6 (13.3%)



In Burford, customers prioritise location and parking duration, each representing about a quarter of responses, followed closely by space availability. In Woodstock, space availability is the primary factor, followed by parking duration and location. Ease of transporting products and proximity to services seem less significant in both locations. Overall, while location and parking duration are crucial, space availability appears more critical in Woodstock than in Burford.

Summary of the key findings:

The customer survey carried out at Guilford carpark showed that 48% of respondents used this car park, with 90% of them being resident/other.

The primary reasons for parking were shopping (34%) and leisure/exercise (21%).

Most respondents travelled 2-5 miles to reach the car park and stayed for 2-3 hours.

The main concern was the number of available spaces (23% of total responses).

Hensington Rd Car Park:

The car park's occupancy levels are obtained manually due to its layout.

The survey showed that 52% of respondents used this car park, with 92% of them being residents.

The primary reasons for parking were shopping (34%) and leisure/exercise (27%).

Most respondents travelled 2-5 miles to reach the car park and stayed for 2-3 hours.

The main concern was the number of available spaces (40% of total responses).

Parking Survey:

The survey revealed that parking at both car parks is primarily driven by shopping, followed by leisure and exercise activities.

Most respondents for both car parks travelled distances between 2 to 5 miles.

The most common parking durations are between 2 to 3 hours.

The most common visit frequencies are once a month and once a week.

The most prominent concern is the availability of parking spaces.

Business Owners' Responses:

For Guildenford Car Park, approximately 10% of respondents are business owner/operators.

For Hensington Road, approximately 8% of respondents are business owner/operators.

Business owners report varying durations of customer parking, ranging from brief stops of 5 to 30 minutes to longer stays of 1 to 3 hours.

Local business owners reported that both car parks are utilised by employees of their businesses to park whilst at work.

Overall, the report highlights the importance of parking availability for supporting commercial activities, recreational pursuits, and access to essential services in both locations. It also underscores the need for improvements in various aspects of the car parks, such as the number of available spaces and ease of manoeuvrability. The data also provides valuable insights into the parking habits and preferences of residents and visitors, which can inform future planning and decision-making processes.



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