

PROSPERITY HAVANT BACKGROUND PAPER –  
February 2016

## Car Parking: Havant Town Centre



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## Contents

1	Introduction.....	4
2	National policy context .....	5
3	Local context .....	6
4	Methodology.....	9
5	Car park profiles.....	11
6	Findings from the analysis of car parks and on-street parking bays.....	27
7	Conclusion and recommendations.....	31

## List of tables

Table A: Car parking provision in and adjacent to Havant Town Centre .....	8
Table B: Revenues from Havant Borough Council owned car parks 2008-2014 .....	30
Appendix A: Table C: Meridian Centre Hourly Car Park usage 2011-2015 (% of car park full) .....	32
Appendix B: Table D: Bulbeck Road Hourly Car Park usage 2011-2015 (% of car park full) .....	33
Appendix C: Table E: Meridian Centre Hourly Car Park usage (% of car park full) – Theoretical usage with MSC only .....	34

## List of figures

Figure 1: Map of car parks and on-street parking within the study area.....	7
Figure 2: Split of private and publicly owned parking bays in study area .....	9
Figure 3: Meridian Centre car park actual average usage 2011-2015 .....	29
Figure 4: Bulbeck Road car park actual average usage 2011-2015 .....	29
Figure 5: Meridian Centre car park theoretical usage including combined usage of Meridian Centre and Bulbeck Road car parks .....	29

## 1 Introduction

- 1.1 This background paper, which forms part of the *Prosperity Havant* project, presents the findings of an analysis of public car parking availability in Havant town centre.
- 1.2 The paper's principle aim is to identify and provide evidence to demonstrate which of the car parks within or on the edge of the town centre are underused and potentially surplus to capacity requirements. Havant Borough Council can then use this information alongside other evidence to enable these car parks to be redeveloped for alternative uses. Identifying and capitalising on opportunities for reallocation/redevelopment of any surplus parking space will ultimately help to redress the mismatch in supply and demand for car parking and make more economically and socially beneficial use of the town's available land.

## 2 National policy context

- 2.1 The National Planning Policy Framework (NPPF) (2012) provides the following advice in relation to parking in town centres, which is relevant to this study:

*40. 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. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.*

- 2.2 The National Planning Practice Guidance (NPPG) expands on this guidance by describing the need for a 'town centre first' approach to parking. It states:

*This positive approach should include seeking to improve the quality of parking in town centres (in line with the National Planning Policy Framework) and, where it is necessary to ensure the vitality of town centres, the quantity too. Local planning authorities should set appropriate parking charges that do not undermine the vitality of town centres and parking enforcement should be proportionate, avoiding unfairly penalising drivers.*

(Reference ID: 2b-001-20140306)

- 2.4 A range of government studies have emphasised the importance of parking in town centres as a means of increasing their attractiveness as focal areas for shopping and community activity. A key one of these was the Taskforce report, *Beyond Retail: Redefining the Shape and Purpose of Town Centres* (2013). This built on the recommendations in *The Portas Review: An Independent Review into the Future of our High Streets* (2011). It indicated that cost, specification, location and age of car parks, particularly multi-storey car parks, affected usage and therefore a town centre's attractiveness for consumers. It advised that ease of accessibility is important to help town centres compete effectively against out-of-town retail parks. Pricing structures also influence consumer activity and need to be able to compete with out-of-town retail parks.
- 2.3 Taking this guidance into account, it is important for the Council to ensure that an appropriate amount of car parking provision is maintained in Havant town centre and that it is of a high quality. However if there is clear evidence that any car parks are surplus to requirements and their loss would not negatively affect town centre vitality, then it would make sense and would follow from national policy guidance to consider their reallocation for alternative uses.
- 2.5 The Taskforce report noted that short-stay on-street parking in town centres is also important to allow for quick purchases but that it should be designed to avoid causing obstructions or congestion which could deter visits. On-street parking bays have been considered in addition to off-street car parks as part of this study of Havant town centre's public parking facilities.

### 3 Local context

- 3.1 Havant town centre has a large number of car parks that are accessible to the public. Most of these operate on a pay and display basis, but there is also extensive free parking at the Solent and Central retail parks and in the car park attached to the Tesco Extra supermarket. There is also free short-stay on-street parking available at Market Parade and North Street, as well as free off-street parking at Waitrose in North Street and these are useful for short convenience shopping trips.
- 3.2 The geographical area that this paper considers is shown at Figure 1. This area includes all of the car parks and on-street parking areas which fall within the Havant town centre boundary as defined in the Havant Borough Allocations Plan (2014). It also includes five additional car parks<sup>1</sup> that lie just outside the town centre, which make up a fairly large proportion of the Council's total car parking revenues.

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<sup>1</sup> Civic Centre Road North, Civic Centre Road East, Civic Offices East, Elmleigh Road and Havant Station North car parks



3.3 Table A provides an overview of the cost of use and total capacity from all off- and on-street parking bays in the area of the study.

**Table A: Car parking provision in and adjacent to Havant Town Centre**

TC = Town Centre  
OC= Outside centre

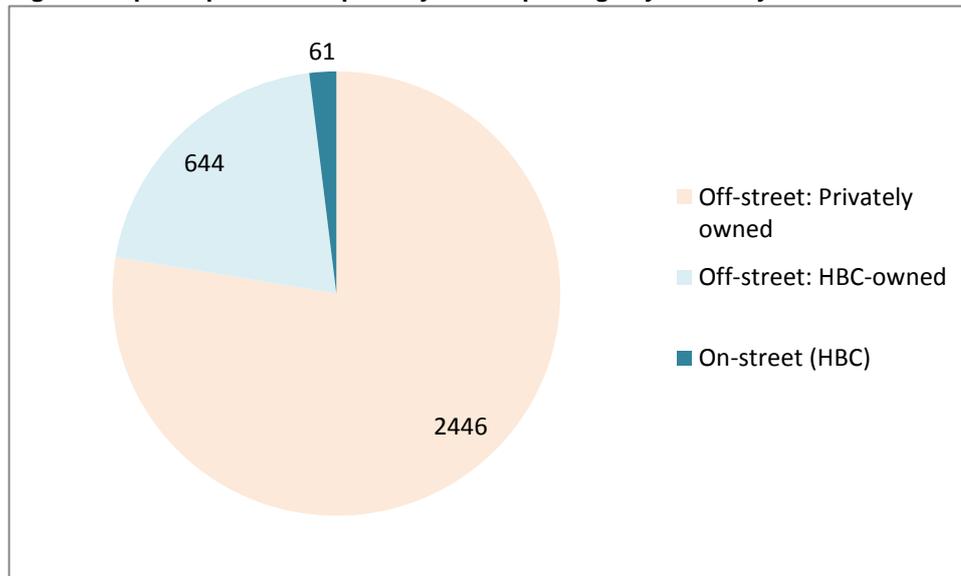
Type	Location	Car Park	Capacity	Maximum stay and cost	Operator
Off-street	TC	Bulbeck Road	400	Over 4 hours (up to 12) - £4.00	Private
	TC	Central Retail Park	260	Up to 2 hours – Free	Private
	OC	Havant Station – North*	290	All day - £6.50	Private
	TC	Havant Station*	286	All day - £6.50	Private
	TC	Meridian Shopping Centre	380	Over 4 hours (up to 12) - £5.00	Private
	TC	Solent Retail Park	173	Up to 2 hours – Free	Private
	TC	The Bear Hotel	70	All day - £4.50	Private
	TC	Tesco Extra	490	Up to 3 hours – Free	Private
	TC	Waitrose	97	Up to 1 ½ hours – Free	Private
	OC	Civic Centre Road North (Monday-Friday) <i>(Saturday, Sunday and public holidays)</i>	80	4 hours - £5.50	HBC
				Any length of stay – £1.00	HBC
	OC	Civic Centre Road East (Monday-Friday) <i>(Saturday, Sunday and public holidays)</i>	212	Over 4 hours – £5.50	HBC
				Any length of stay – £1.00	HBC
	TC	Civic Offices (East) – <i>Saturday, Sunday and public holidays</i>	207	Any length of stay – £1.00	HBC
	TC	East Pallant	29	Up to 4 hours – £3.00	HBC
	OC	Elmleigh Road	28	Over 4 hours – £3.00	HBC
	TC	Prince Georges Street <i>Mon-Sat 09:00 hours-18:00 hours (free between 15:00 hours and 15:15 hours)</i>	58	Up to 4 hours – £3.00	HBC
TC	Town End House	30	Over 3 hours – £3.00	HBC	
On-street	TC	Beechworth Road**	18	Up to 30 minutes - Free	HBC
	TC	Fairfield Terrace**	6	Up to 30 minutes - Free	HBC
	TC	Market Parade	15	Up to 30 minutes - Free	HBC
	TC	North Street	22	Up to 30 minutes - Free	HBC
	<b>Total capacity</b>		<b>3,151</b>		

\*Operator offers discounts for off-peak stays (after 4pm) and for entire weekend stays

\*\*Parking limit proposed to change to a longer stay period

3.4 The proportion of private parking spaces within car parks in the study area is 79.1% (77.6% of spaces if including on-street parking bays - see the list of car parks and their capacity at Table A). Within the town centre boundary almost all (95%) of car parks are in private ownership. Privately-owned car parks are clearly a vital means of attracting visitors to Havant town centre as well as encouraging residents to shop locally within Havant.

**Figure 2: Split of private and publicly owned parking bays in study area**



3.5 The Havant Retail and Town Centres Study (2016) identifies increased overall pedestrian footfall across Havant Town Centre since 2008 including trips on foot between the east side and Solent Retail Park (Solent Retail Park is 200m from the pedestrianised area of West Street). The retail parks may therefore have had a positive local economic impact by increasing the number of visitors to the town centre without adversely affecting footfall at the eastern end of the town. The local economic impact of the retail parks is analysed further in the Havant Town Centres Study.

3.6 Parking at the retail parks is free of charge for up to two hours and at Tesco for up to three hours. Table A shows that parking at the Council-owned car parks is not as competitively priced as at the retail parks; however these car parks are an ongoing source of revenue for the Council.

3.7 Many of the Council-owned car parks in Havant town centre are limited to a maximum stay of four hours; this time restriction is an appropriate way to ensure that cars are not left in a car park all day whilst their owners are at work or commuting and it ensures sufficient availability of parking spaces for people to visit the town centre.

## 4 Methodology

- 4.1 The information in this study has been informed by data on revenues from sales of parking tickets, which were obtained from parking meter usage data; surveys and discussions with together with data provided by private car park owners. The results of a questionnaire-based survey of users of HBC car parks from 2013 provided further indications of the value and importance of the car parks to the town centre. These various sources of data have been used to make an informed assessment of the long-term viability of each of the town centre car parks within the study area.
- 4.2 Data on annual revenues from car parks is regularly collected by the Council. To obtain the most up-to-date information on car park usage, site visits were undertaken for the smaller car parks assessed in the study<sup>2</sup> to calculate the number and proportion of spaces that were occupied at any one time. These surveys were undertaken on at least three separate occasions at different times of day and days of the week to get an accurate picture of how the car parks are used.

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<sup>2</sup> The Bear Hotel, Waitrose, Elmleigh Road, East Pallant, Town End House and Civic Road North

## 5 Car park profiles

- 5.1 This section provides a breakdown of capacity, waiting periods and user charges for each of the off-street car parks within the study area, alongside contextual information about them. A recommendation has been made at the end of each profile as to whether the car park has any redevelopment potential. The information in the tables is then expanded upon with further commentary in section 6.

### Bulbeck Road (Private)



<b>Capacity</b>	400
<b>Type</b>	Multi-storey; Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Mon-Sat 6am-9pm and Sun/BH 9am-5pm	
Up to 1 hour	£1.00
Up to 2 hours	£1.20
Up to 3 hours	£1.50
Up to 4 hours	£2.00
Up to 12 hours	£4.00

**Context/Issues**

This multi-storey car park is operated under long leasehold by the company managing the Meridian Centre although the Council owns the freehold of the land. The car park is underused, consistently operating at less than half of its space capacity. It is privately owned and although the Council has data on its usage for the last few years it presently has no data on revenue gained from it. The building is visually unappealing and, due to its age, layout, construction and poor lighting, it does not feel particularly safe to walk around. This factor could be having some effect on its level of use. Bulbeck Road is identified as an improvement area in the Havant Urban Design Framework (May 2006), which mentions the desirability of environmental enhancements and increasing the number of active frontages to this car park.

The price of parking is relatively inexpensive compared to some of the other town centre car parks. This approach is probably needed to help the car park compete with the free time-limited car parks located relatively close by at Solent Retail Park and Tesco.

As with other town centre car parks, Bulbeck Road car park is used by local workers as well as by shoppers. Some local companies have arrangements with the car park operators for long term parking permits at Bulbeck Road car park and research into the impacts of redevelopment on these businesses and on local residents should take place before a decision could be made over the car park's release. As it is currently held under a long lease with the Meridian Centre, it would be necessary legally to separate the car park from the lease of the Centre.

Based on data provided by the operators (see section 6) there is likely to be sufficient capacity at the Meridian Centre and other town centre car parks should this car park ever cease to operate. With this in mind, together with the design issues associated with this multi-storey car park, it may be that this car park could be considered for alternative redevelopment. Section 6 includes further information on this and on what impacts doing so might have.

**Recommendation:**

**Consider for potential redevelopment**

### Meridian Shopping Centre (Private)



<b>Capacity</b>	380
<b>Type</b>	Multi-storey; Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Mon-Sat 8.00am-6.00pm	
Up to 1 hour	£1.00
Up to 2 hours	£1.20
Up to 3 hours	£1.50
Up to 4 hours	£2.50
Up to 12 hours	£5.00
Free Sun and BH (9.30am-4.30pm)	
<b>Context/Issues</b>	
<p>The Meridian Centre multi-storey car park is located above the Meridian Shopping Centre and is the main car park for shoppers at the Meridian Centre. Its charges are slightly higher than for Bulbeck Road car park. Yet despite its convenient location, it is under-used relative to the number of spaces and data shows it to be consistently operating at less than half, and often around a quarter of its maximum capacity (see section 6).</p> <p>It is not a particularly attractive car park in terms of aesthetic design and the entrance/exit system and ramps and enclosed nature of the multi-storey may be less attractive to shoppers than the surface level car parks elsewhere in the town. Although the Meridian Centre was constructed as late as 1991, the car park has the same issue as Bulbeck Road car park of looking dated and feeling unsafe to walk around. Both car parks are privately operated, so the Council has no influence over its scale of charges.</p> <p>The release of Bulbeck Road car park for redevelopment would generate additional use of the Meridian Centre car park but the data in section 6 and appendices A-C indicates that the Meridian Centre car park would still be left with considerable spare capacity if this were to happen.</p> <p>The increased use of the Meridian Centre car park following any reconfiguration of car parking spaces at the two car parks could have positive impacts on trade at the Meridian Centre, which at present has a number of vacant units on the upper floor. This issue is also highlighted in the Havant and Waterlooville Town Centres Study.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

**Central Retail Park (Private)**



<b>Capacity</b>	260
<b>Type</b>	Surface parking – Free
<b>Period and maximum stay</b>	<b>Tariff</b>
2 hours maximum	Free
<b>Context/Issues</b>	
<p>Both the Central and Solent retail parks offer extensive free parking, which attracts a large number of visitors by car. Separate work has been undertaken to look at pedestrian flow from the western (modern retail parks) side of the town to the more traditional town centre to the east. The presence of multinational retailers at the retail parks has increased the number of visitors to the town centre and so the retail parks have had a positive economic impact for Havant.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

**Solent Retail Park (Private)**



<b>Capacity</b>	173
<b>Type</b>	Surface parking – Free
<b>Period and maximum stay</b>	<b>Tariff</b>
2 hours maximum	Free
<b>Context/Issues</b>	
<p>The Solent Retail Park is a major generator of shopping trips due to the presence of big multinational brand names (Sports Direct, Next, Halfords and Hobbycraft) and its car park is heavily used, even on weekdays (the photo above was taken on a weekday during school term time). Space occupancy is often close to or at 100% of capacity at weekends and peak times of day. Parking is free for up to 2 hours. Separate work is being undertaken to look at pedestrian flow to/from this part of the town centre to West Street and the Meridian Centre.</p> <p>Two new retail units are being built as a western extension of Solent Retail Park, which will provide 7,617sqm of new comparison retail floorspace. This will provide a further boost to Havant town centre’s retail presence and attract more shoppers to the town centre. Associated car parking, including servicing, is being provided as part of this development.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

**Civic Centre Road East (Havant Leisure Centre)**

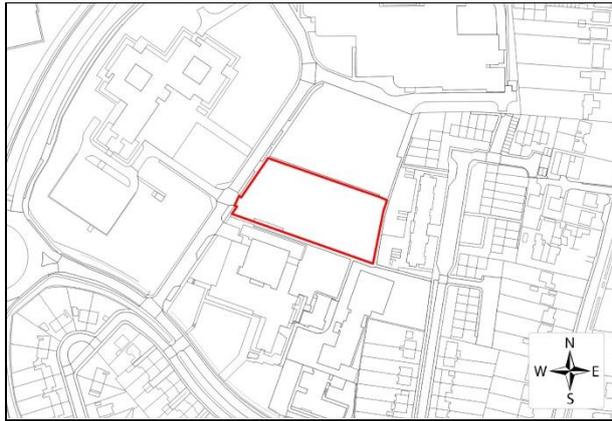


<b>Capacity</b>	207
<b>Type</b>	Surface parking – Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Mon-Fri Up to 1 hour Up to 2 hours Up to 3 hours Up to 4 hours Over 4 hours (24 hours maximum)	£0.50 £0.80 £1.00 £2.50 £5.50
Sat/Sun and BH 24 hours maximum	£1.00
<b>Context/Issues</b>	
<p>In the past six years this car park has raised more revenue than any other HBC-owned central car park, equating to 50% of income from all council-owned car parks within the study area (see Table B, page 30). This is due to its use by visitors to Havant Leisure Centre, which is the end destination for 88% of users of the car park (2013 car parks survey, HBC).</p> <p>The car park has a large number of bays (207). Its long stay charges are higher than most other car parks in the town centre for longer stays of over four hours, despite it being some distance away from the shops, however the amounts charged appear to be sensible taking account its purpose as a car park for leisure centre users. The charges are low for short stays of between 1-3 hours, which matches the length of stay that most people using the car park remain for. The Council’s 2013 car parks survey indicated that 85% of visitors to this car park stayed for less than two hours.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

## Civic Centre Road North

	
<b>Capacity</b>	80
<b>Type</b>	Surface parking – Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Mon-Fri Up to 1 hour Up to 2 hours Up to 3 hours Up to 4 hours Over 4 hours	£0.50 £0.80 £1.00 £2.50 £5.50
Sat/Sun and BH Any length of stay	£1.00
<p><b>Context/Issues</b></p> <p>This car park is designed for use by visitors to the adjacent health centre - 92.2% of visitors surveyed in the Council's 2013 car parks survey visited the car park for this purpose. It therefore provides a useful facility for the centre. It is attractively designed and reasonably well signposted from Civic Centre Road. Most stays are of short duration, reflecting the nature of people's visits for health centre appointments (47.1% of stays were for less than half an hour, with 37.3% of stays between half an hour and an hour). The imposition of a modest weekday charge of £0.50 pence for up to 1 hour seems reasonable.</p> <p>Site visits undertaken in November 2015 showed the car park to be operating below capacity, at about 35%-50% space occupancy; however peaks of usage at certain times of day were noted, particularly in the mornings. Hourly transaction data from the new parking meters scheduled to be installed later in 2016 will generate a more accurate picture of usage of this and other car parks at different times of day. Council workers based at the Plaza are now able to buy permits for the Civic Centre Road North car park and the opening of the gym at Havant Leisure Centre in 2014 (and new gym entrance closer to this car park) appears to have resulted in an increase in use.</p> <p>Existing data shows the car park has sufficient capacity; this will be confirmed once the new parking meters are in operation.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

**Civic Offices (East), Civic Centre Road**

	
<b>Capacity</b>	207
<b>Type</b>	Surface parking – Pay and Display (Sat/Sun and BH)
<b>Period and maximum stay</b>	<b>Tariff</b>
Public Service Plaza Staff only Mon-Fri 8.00am-6.30pm - Free  Pay and Display Sat/Sun and BH Any length of stay	£1.00
<p><b>Context/Issues</b></p> <p>This car park is operated by HBC and primarily used by staff of the organisation who use the Public Service Plaza opposite on a permit system. It also operates as a long stay public car park at weekends and on public holidays. Revenue from this car park is very low since it is closed to the public most of the time. The main source of revenue is likely to be from users of Havant Leisure Centre as the Civic Centre Road East car park adjacent to the leisure centre is often full at weekends and spaces at the adjacent Civic Offices (East) car park are therefore used as overspill parking.</p> <p>Whilst the income generated from this car park is modest, it serves an important use and should be retained.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

## East Pallant



<b>Capacity</b>	29
<b>Type</b>	Surface parking – Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Mon-Sat 8.00am-6.00pm	
Up to 1 hour	£1.00
Up to 2 hours	£2.00
Up to 4 hours	£3.00
<b>Context/Issues</b>	
<p>Although quite small with only 29 spaces, this is one of the most central of the Council-owned car parks within the study area and is well located for shoppers visiting the eastern part of Havant town centre. Data for the last few years shows that it receives an average of about 2,200 total parking meter transactions per day and raises a considerably high revenue amount per space (see Section 5 and Table B, page 30). It is within easy walking distance of the shops in West Street and this is likely to account for its high level of use, despite its tariff being more expensive than the privately owned Bulbeck Road car park.</p> <p>East Pallant car park receives more revenue from ticket sales than Elmleigh Road and Town End House car parks which are similar in size to East Pallant but more 'edge of centre'. This suggests that the car park is well used and popular, an assumption which has been supported by site-based observation. The car park is also used outside of charging periods by local residents, both overnight and at weekends. Given it's high level of use, it should be retained.</p>	
<b>Recommendation:</b>	<b>Retail in existing use</b>

## Elmleigh Road



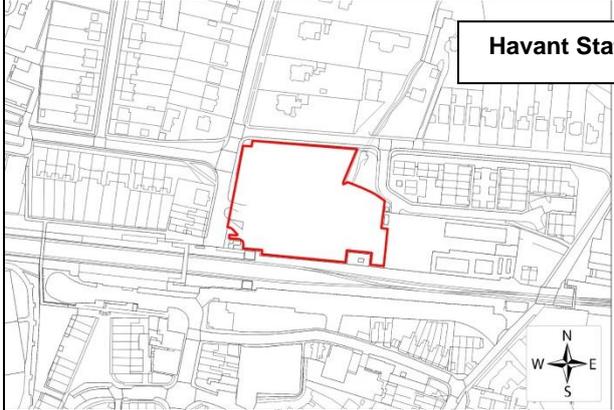
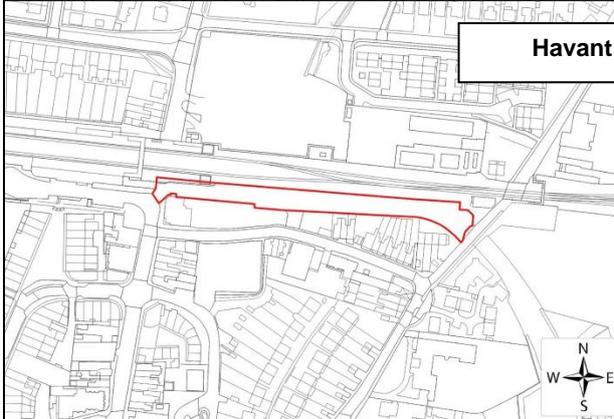
<b>Capacity</b>	28
<b>Type</b>	Surface parking – Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Up to ½ hour	£0.60
Up to 2 hours	£1.00
Up to 4 hours	£1.60
Over 4 hours	£3.00
<b>Context/Issues</b>	
<p>Elmleigh Road car park is primarily thought to be used as car parking for Havant Railway Station as well as by visitors to the Jobcentre on the opposite side of Elmleigh Road. It is situated close to the shops in Market Parade and reasonably close to the shops in West Street. Revenue from ticket sales at this car park is relatively low due to its small size. However as a long stay car park it is useful both for shoppers and rail commuters and it helps to ease pressure on on-street parking spaces close to the shops for example those in North Street and Market Parade. It is often full or close to capacity.</p> <p>With the potential redevelopment of Market Parade this car park could become more popular. It may also be affected by the replacement footbridge planned for the medium/long term, which could result in the loss of some parking spaces. As such, it should be retained in use.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

## Prince George Street



<b>Capacity</b>	58
<b>Type</b>	Surface parking – Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Up to 1 hour	£1.00
Up to 2 hours	£1.60
Up to 4 hours	£3.00
<b>Context/Issues</b>	
<p>This car park is highly popular and generates the second highest amount of revenue out of all Council owned car parks in the study area (after the Civic Road East car park) over a five year period from 2008/09 to 2013/14 (Source: HBC, Parking).</p> <p>The car park has received previous interest from a developer considering converting it into residential uses. This option was considered in a report to the Joint Management Team dated 21st June 2011 which estimated that, even taking into account short term revenue from the car park's sale, the savings to the Council associated with not having to cover its annual running cost would be considerably less than the income it generates from ticket sales. It was calculated that a sale would lead to a net loss of income to the Council of approximately £40,000. Its role is therefore invaluable. Usage data from a Council survey carried out over a month in September 2013 shows that it is consistently reasonably well used, operating at about half of its maximum capacity.</p> <p>Although the survey showed that use of the car park is fairly steady throughout the day, the highest level of use was recorded between 3-4pm. This is consistent with the Council's policy to allow free parking in this car park between 3:00-3:15pm to cater for parents collecting their children from Fairfield Infant School in Fairfield Road and Glenhurst Nursery and Pre-school in Beechworth Road.</p> <p>There is no on-street parking available in Waterloo Road, although Beechworth Road has free short-stay parking bays for 30 minutes. The bays in Beechworth Road are heavily used, hence the need for the nearby additional off street parking which is available at Prince George Street car park to ease pressure on them.</p> <p>The use of this car park may increase following the planned redevelopment of Market Parade due to its proximity to this site. It would therefore be prudent to retain this car park in its existing use.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

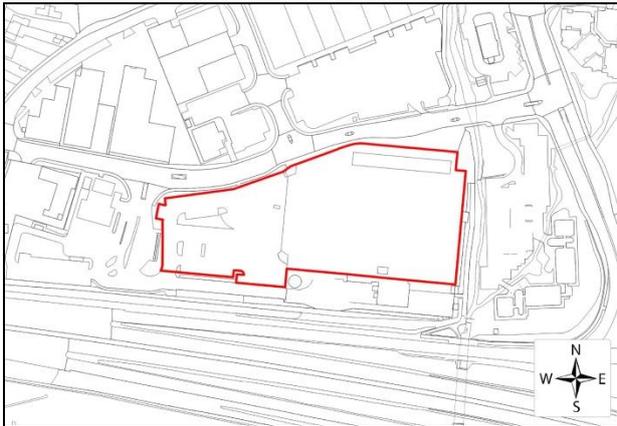
## Havant Station car parks (Private)

	
	
<b>Capacity</b>	Havant Station (North) – 290 Havant Station - 286
<b>Type</b>	Surface parking – Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Peak per day (before 4pm) and BH	£6.50
Off peak (Mon-Sat 4pm onward)	£2.00
Sat/Sun	£2.00
Weekend special (12pm Fri until end of service Sun)	£6.00
<b>Context/Issues</b> <p>The two rail station car parks offer a long stay car parking facility which would appeal to people wishing to leave their cars and travel from Havant to other towns or cities by train. Both car parks offer a discount for off peak times (evenings) and weekends but the non-discounted price is high enough to deter people from considering them as short-stay parking alternatives for shopping in Havant town centre. Both car parks are nevertheless very well used and serve an important function, linked to the railway station.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

**The Bear Hotel (Private)**

	
<b>Capacity</b>	70
<b>Type</b>	Surface parking – Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Up to 1 hour	£0.80
Up to 2 hours	£1.20
Up to 4 hours	£2.00
All day	£4.50
<p><b>Context/Issues</b></p> <p>This privately owned car park is attached to the Bear Hotel and is centrally located, with vehicular access directly off The Pallant and access on foot from East Street. It is one of the cheaper car parks in the town centre although operates a similar price structure to the HBC car parks. Site visits have shown it to be well-used, operating at an average 80% space occupancy.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

**Tesco Extra (Private)**



<b>Capacity</b>	490
<b>Type</b>	Surface parking – Free
<b>Period and maximum stay</b>	<b>Tariff</b>
Up to 3 hours	Free
<b>Context/Issues</b>	
<p>The car park for shoppers at the Tesco Extra superstore is the largest out of all the car parks in the study with a capacity of 490 spaces. It lies within a short walking distance of the Solent Retail Park directly opposite. The car park is free to use and is used heavily throughout the day until late evenings as well as at weekends.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

**Town End House**



<b>Capacity</b>	30
<b>Type</b>	Surface parking – Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Up to 2 hours	£1.00
Up to 3 hours	£2.00
Over 3 hours	£3.00
<b>Context/Issues</b>	
<p>This is a small car park located at the easternmost edge of the town centre. The part of the car park to the rear at the southernmost end is private and was used by Hampshire County Council staff previously based at offices at Town End House (now relocated to The Plaza). The Council-owned part of the car park has 30 pay and display spaces. Its charges are also comparatively low relative to the other car parks in the town centre.</p> <p>Revenue generated from ticket sales at this car park is relatively low compared to other Council-owned car parks, although usage is high (70% average space occupancy based on site observation). Data from the parking meter at the car park indicates that most stays are of up to two hours. Its value as a car park for shoppers is likely to be lower than other car parks in the town centre due to its distance from the shops; however it is probably used by staff at, and visitors to, McCormack House as well as the Spring Arts Centre.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

## Waitrose



<b>Capacity</b>	97
<b>Type</b>	Surface parking – Free / Pay and Display
<b>Period and maximum stay</b>	<b>Tariff</b>
Up to 1 ½ hours	Free
1 ½ - 2 hours	50p
(£1 payment required for non-users of the store)	
<b>Context/Issues</b>	
<p>This is a privately-owned car park at the back of the Waitrose supermarket in North Street. It is free for the first hour and a half provided that a purchase is made in-store, so it offers an attractive location for short-stay parking in the town centre. As it is a private car park the Council does not hold revenue data for it, however from site visits/observation it appears to be very popular, operating at an average of 85% of its maximum capacity and sometimes close to fully occupied.</p>	
<b>Recommendation:</b>	<b>Retain in existing use</b>

## 6 Findings from the analysis of car parks and on-street parking bays

- 6.1 The first section of this paper has identified largely factual information and observations in relation to the parking facilities, which this section now looks at further.

### Data on car parks and on-street parking bays

- 6.2 Data obtained from parking meters at Council-owned car parks has been used to make an assessment of the capacity of each of these car parks within the study area. New parking meters are scheduled to be installed across the borough in early 2016. These will provide additional data to help monitor use at different times of day, to supplement the existing data on the number of daily transactions. When data from these new machines is available this would help to inform proposed measures to maximise use of the car parks and/or release surplus parking capacity for other uses.
- 6.3 At present there is no data currently available to confirm the use of on street car parking bays. It is possible that there may be conflicts in North Street and Market Parade between cars parked for short periods for quick shopping trips and the needs of shops for loading. Surveys would be needed to determine if this is the case, however any conflict would be limited to short periods of time and the short stay period may deter it to some extent. Any identified need for a restriction at certain times of day i.e. when deliveries occur, would have to be balanced with the need for on-street parking for shoppers. The Council is proposing to introduce more pay and display spaces in the small car park in North Street which is currently used by traders on market days and these should help to relieve any pressure on the on-street parking bays.

### Future redevelopment options

- 6.4 Based on the findings of the Council's separate analysis of local retail trends, it could benefit Havant's local character to promote trips to the central and eastern parts, for example West Street, South Street and North Street, for shopping and leisure purposes. Retention of existing car parks in this part of the town that are well used would help with this objective.
- 6.5 From the analysis undertaken for this car parking study, most of the publicly-owned car parks are operating at reasonably high capacity and are profitable. Their accessible nature and openness also make them suited to and important for, any rise in the evening economy in the town. The Council may wish to retain its own existing car parks in the interest of the long term viability of the shops in the area. More than 79% of parking spaces in Havant are privately owned and managed, and so retaining the existing proportion of Council-owned car parks may also benefit the Council from the point of view of being able to continue to maintain control of the pricing structure, which it can adjust according to ongoing and future retail market trends and use of the town centre.
- 6.6 Hourly data for usage of the Meridian Centre and Bulbeck Road car parks for the last four years since November 2011 was obtained from the car parks' management agents. The graphs at Figures 3 and 4 show the actual usage of each car park as an average throughout the day. This data is also represented in table form in Appendices C and D. The data clearly shows that car parks are under-used, operating at less than 25% of their maximum capacity on average.

- 6.7 The graph at Figure 5 shows the theoretical maximum and average hourly usage of the Meridian Centre car park if the actual usage of the two car parks were to be combined, based on the Meridian Centre's 377 spaces. If the Bulbeck Road car park was to be released to an alternative use, then the Meridian Centre car park would rarely exceed 75% of its maximum capacity. This assumes that the Meridian Centre car park were to absorb all of this usage. Redevelopment could be beneficial for the area in urban design terms and would be unlikely to negatively affect the town centre's viability as the Meridian Centre car park has considerable spare capacity at present.
- 6.8 Some local companies have arrangements with the car park operators for long term parking permits at Bulbeck Road car park. Further research into the impacts of redevelopment of the car park on these businesses and on local residents would therefore be necessary before a decision could be made over its release. The impacts will be further tested through consultation as part of the forthcoming review of the Havant Borough Local Plan.

Figure 3: Meridian Centre car park actual average usage 2011-2015

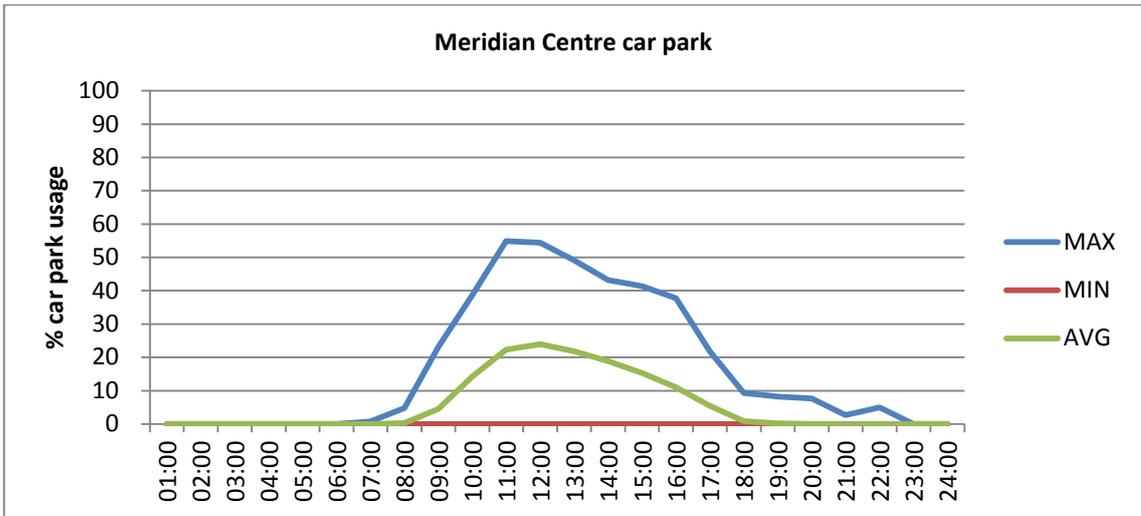


Figure 4: Bulbeck Road car park actual average usage 2011-2015

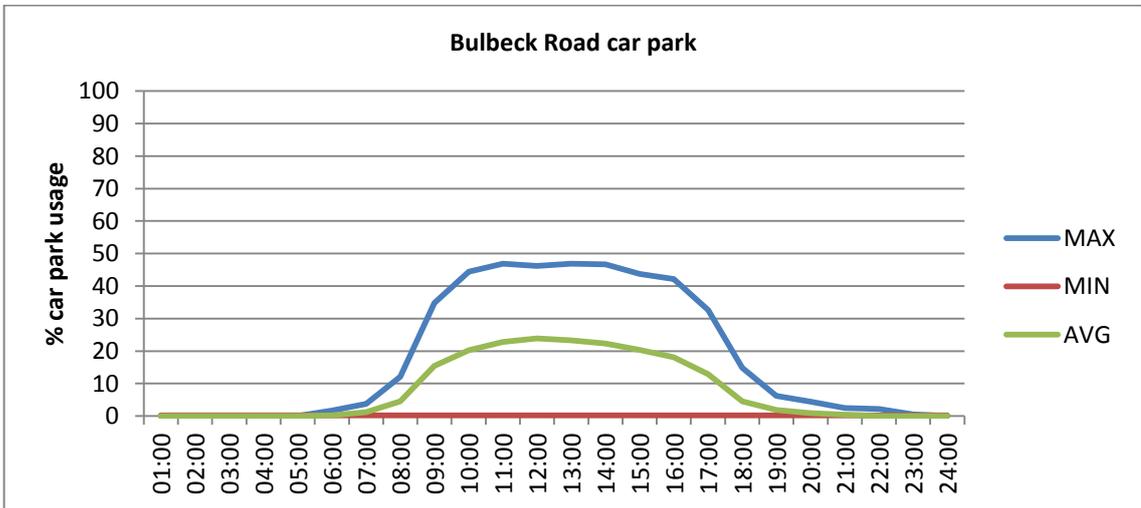
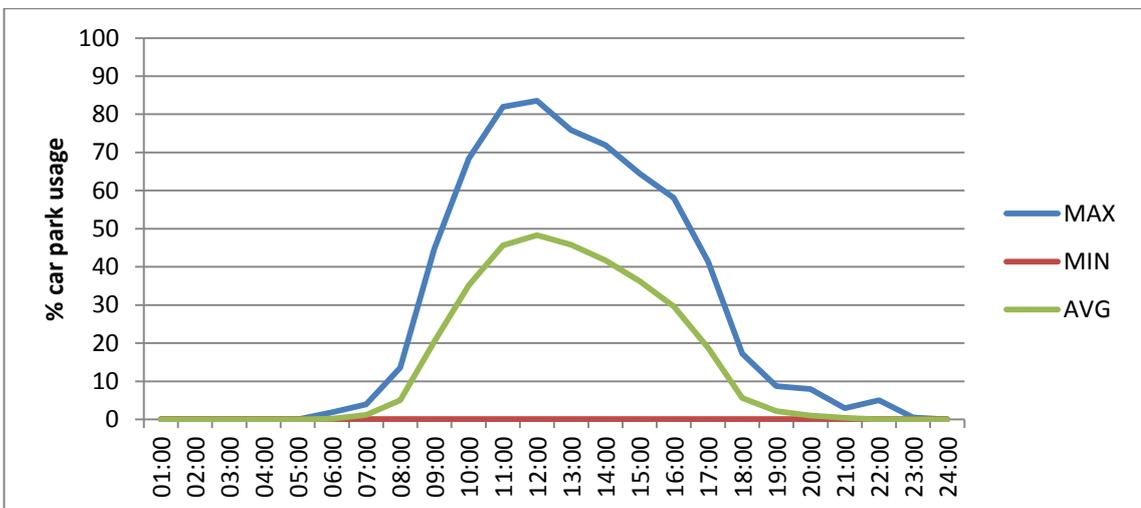


Figure 5: Meridian Centre car park theoretical usage including combined usage of Meridian Centre and Bulbeck Road car parks



## Other car parks

- 6.9 The Council-owned car parks in the study appear to be generally well used, with the exception of Civic Offices East car park, which is used for staff parking during the week and only available to the public in the evenings and at weekends.
- 6.10 Data on revenues for the Council-owned car parks was analysed in Table B to show the revenue per space. Civic Centre Road East (adjacent to Havant Leisure Centre) generates the most income. When proportioned out to the per space revenue return the East Pallant car park is the most well-used of the council-owned car parks, followed by Prince George Street car park, therefore generating the most income per space.

**Table B: Revenues from Havant Borough Council owned car parks 2008-2014**

Car Park	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	Capacity	Revenue by Space
East Pallant	£27,033.31	£28,103.45	£29,256.87	£26,096.75	£27,257.98	£31,346.33	29	£1,080
Prince George's Street	£35,369.95	£40,841.56	£43,591.85	£39,922.48	£45,382.03	£49,884.27	58	£860
Civic Centre Rd East (Havant Leisure Centre)	£101,369.20	£102,338.67	£114,215.35	£113,627.33	£125,524.55	£139,839.67	207	£660
Elmleigh Road	£21,453.05	£20,767.88	£19,933.35	£16,482.90	£16,499.36	£18,377.00	28	£656
Town End House	£17,921.74	£17,206.04	£21,518.35	£18,657.41	£13,082.89	£15,363.97	30	£512
Civic Centre Road North	£25,021.48	£27,190.15	£30,107.85	£34,163.24	£30,096.03	£23,111.11	80	£289
Civic Offices East	£824.00	£2,140.40	£1,906.11	£826.37	£1,548.83	£1,148.70	212	£5.55*
	£228,992.73	£238,588.15	£260,529.73	£249,776.48	£259,391.67	£279,071.05		

\*Revenue from ticket sales is low since Civic Offices East car park is closed to the public during normal office hours, when it is used by HBC staff based at the Plaza.

- 6.11 More detailed data from the new parking meters when installed would help to show where and when car parks are important and if there is any redevelopment potential from any of the Council-owned car parks. The evidence of this initial study shows that the Council owned car parks are generally well used, generate significant income and are integral to the functioning of the town centre.

## 7 Conclusion and recommendations

- 7.1 Although some initial recommendations have been drawn from the study's evidence, in particular for Bulbeck Road car park, further data to indicate use of the Council-owned car parks at different times throughout the day is needed to more accurately assess their use before firm recommendations can be made over other car parks. The new parking meters which the Council intends to install across the Borough later in 2016 will record hourly transaction data, which will provide a better indication of the timing and duration of people's visits. This will provide further updated evidence about the value of the Council owned car parks to the functioning of the town centre and whether they would have any future redevelopment potential.

### **Recommendations:**

1. Obtain further information and data on use of Bulbeck Road car park by workplace permit holders or residents, to allow the car park's potential redevelopment to be considered further and possibly taken forward as an allocation in the review of the Havant Borough Local Plan.
2. Consider the findings of this car parking study in the context of further evidence papers on retail trends and footfall.
3. Analyse data from the new car parking meters when installed to see how the car parks are being used, in order to reassess their potential for redevelopment.

**Appendix A: Table C: Meridian Centre Hourly Car Park usage 2011-2015 (% of car park full)**

	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	24:00
MAX	0.0	0.0	0.0	0.0	0.0	0.0	0.8	4.8	23.1	38.7	54.9	54.4	49.1	43.2	41.4	37.7	21.8	9.3	8.2	7.7	2.7	5.0	0.0	0.0
MIN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AVG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	4.5	14.3	22.3	23.9	21.9	18.9	15.3	11.0	5.4	0.9	0.2	0.0	0.0	0.0	0.0	0.0

**Appendix B: Table D: Bulbeck Road Hourly Car Park usage 2011-2015 (% of car park full)**

	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	24:00
MAX	0	0	0	0	0	2	4	12	35	44	47	46	47	47	44	42	33	15	6	4	3	2	1	0
MIN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AVG	0	0	0	0	0	0	1	5	15	20	23	24	23	22	20	18	13	5	2	1	0	0	0	0

**Appendix C: Table E: Meridian Centre Hourly Car Park usage (% of car park full) – Theoretical usage with MSC only**

	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	24:00
MAX	0%	0%	0%	0%	0%	2%	4%	14%	45%	68%	82%	84%	76%	72%	64%	58%	41%	17%	9%	8%	3%	5%	1%	0%
MIN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
AVG	0%	0%	0%	0%	0%	0%	1%	5%	20%	35%	46%	48%	46%	42%	36%	30%	19%	6%	2%	1%	0%	0%	0%	0%