

Stratford District Parking and P&R

Town Management Partnership

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Parking in Stratford District

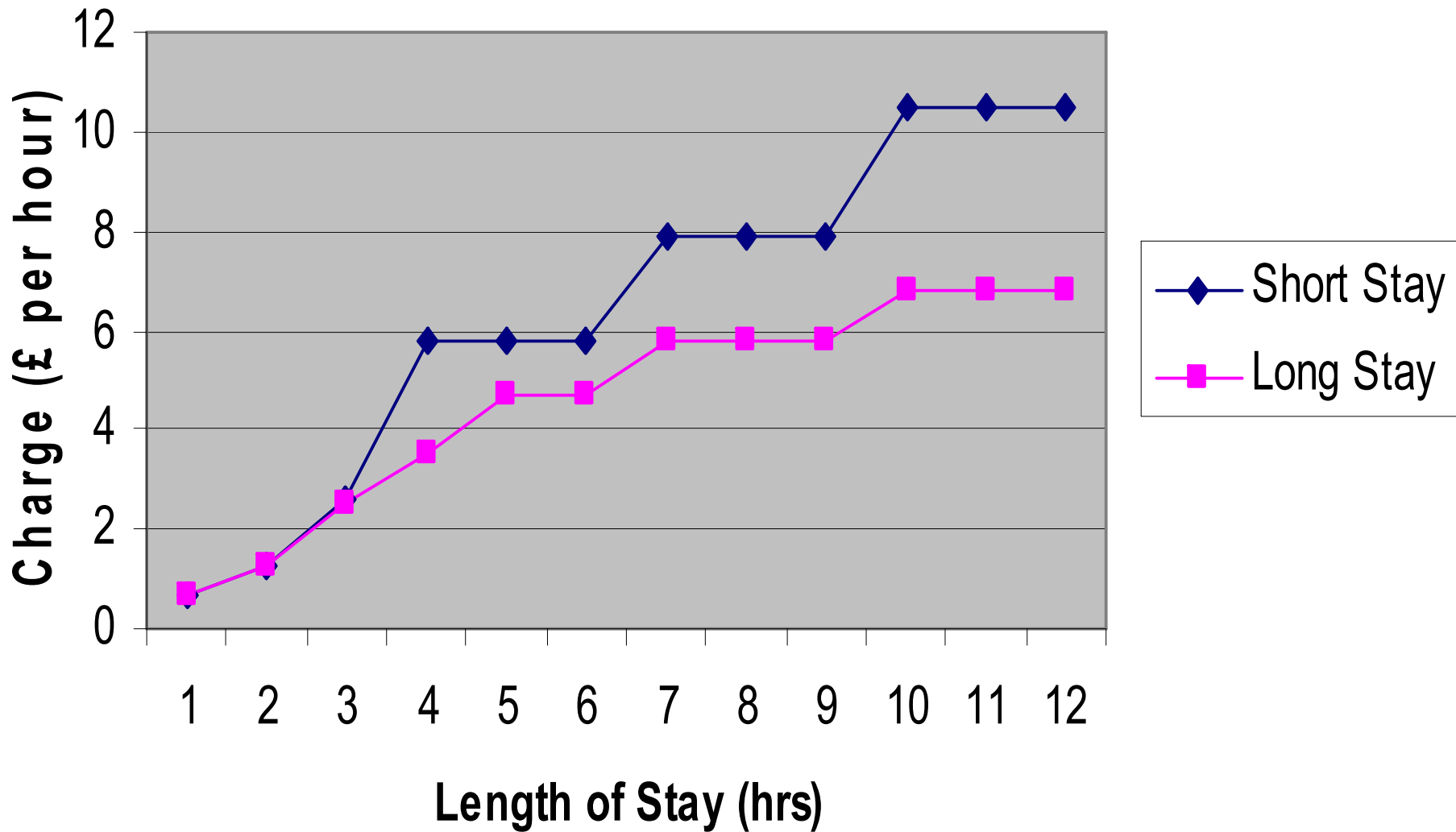
Location	No. of Spaces	Cost of Operation	Income (£ p.a.)	Profit/ (Loss) (£ p.a.)	Break Even Charge (per stay)
Alcester	292	58,378	FREE	(58,378)	0.23
Bidford	104	30,056	FREE	(30,056)	0.23
Henley	60	17,340	FREE	(17,340)	0.23
Shipston	189	55,776	35,344	(20,432)	0.19
Southam	146	42,194	FREE	(42,194)	0.23
Stratford	2,888	997,933	1,895,917	897,984	n.a.
Studley	85	24,505	FREE	(24,505)	0.23

Note: (a) 22% of the profit earned in SuA is used to subsidise parking by £192,965 in the rest of the District.

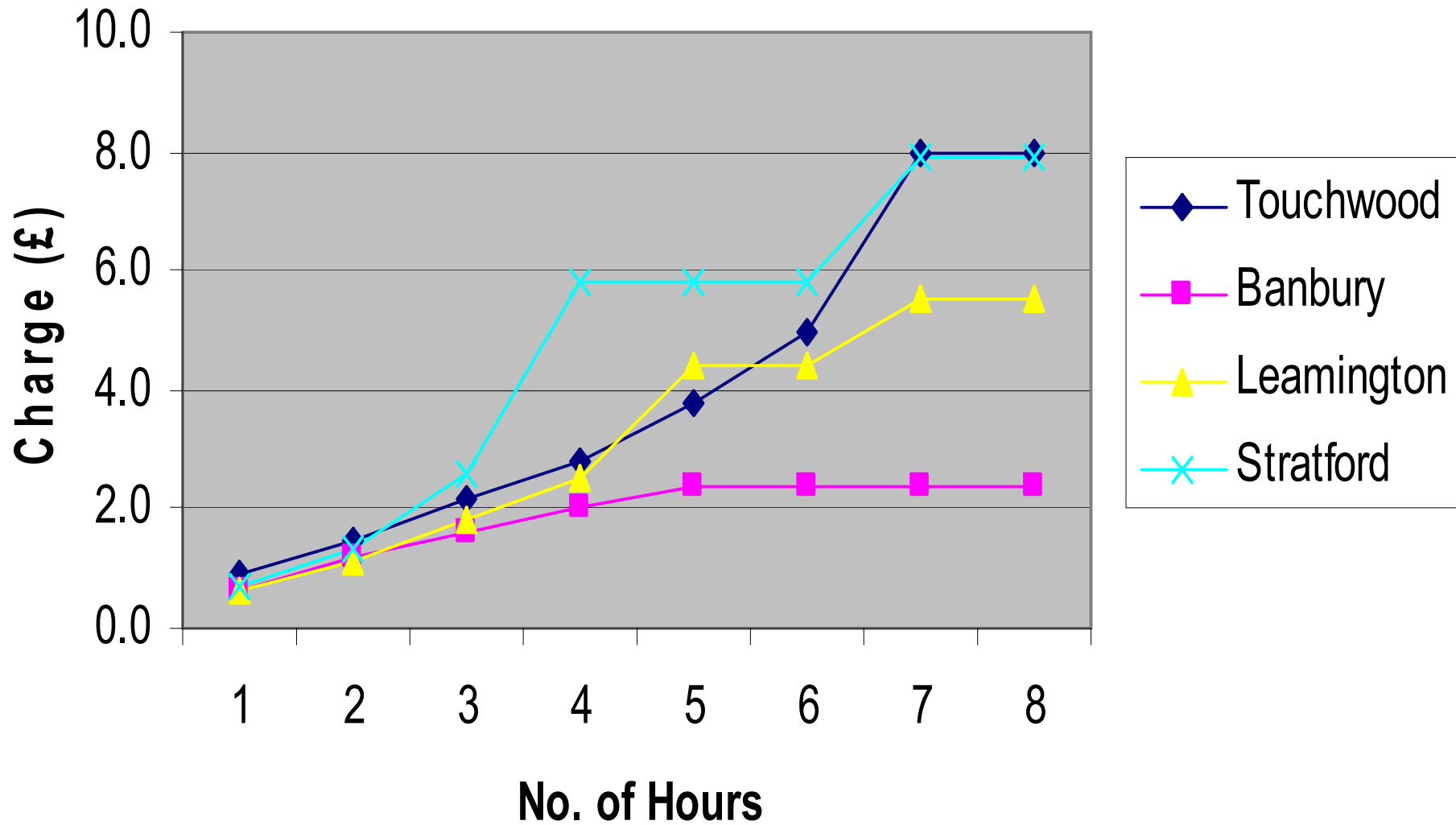
(c) The current Shipston charge is about £0.56 per stay.

(d) Charges calculated on basis of 70% occupancy, 365 days per year and turnover of 3.5 per space per day.

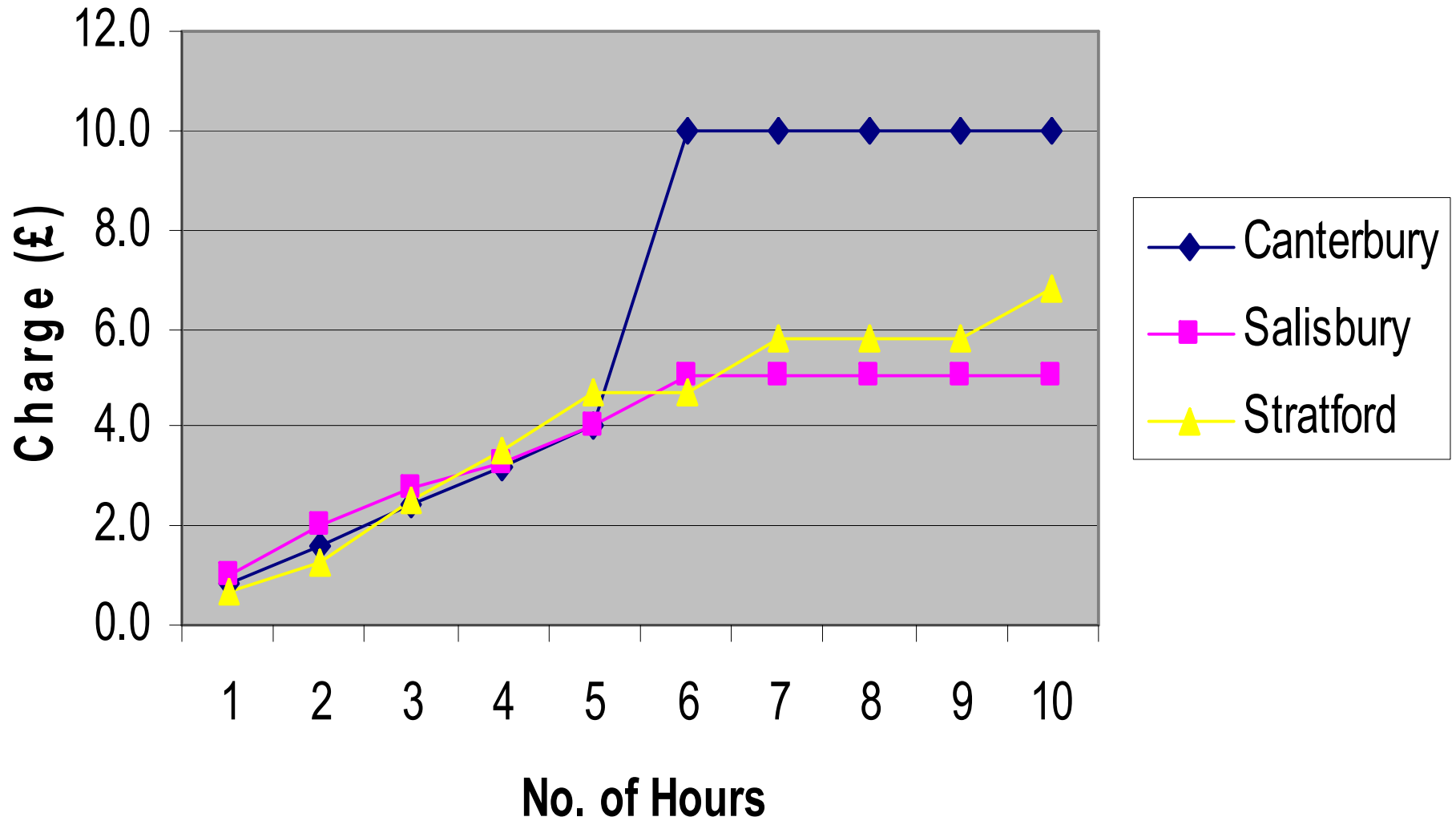
Stratford Short & Long Stay Parking Charges



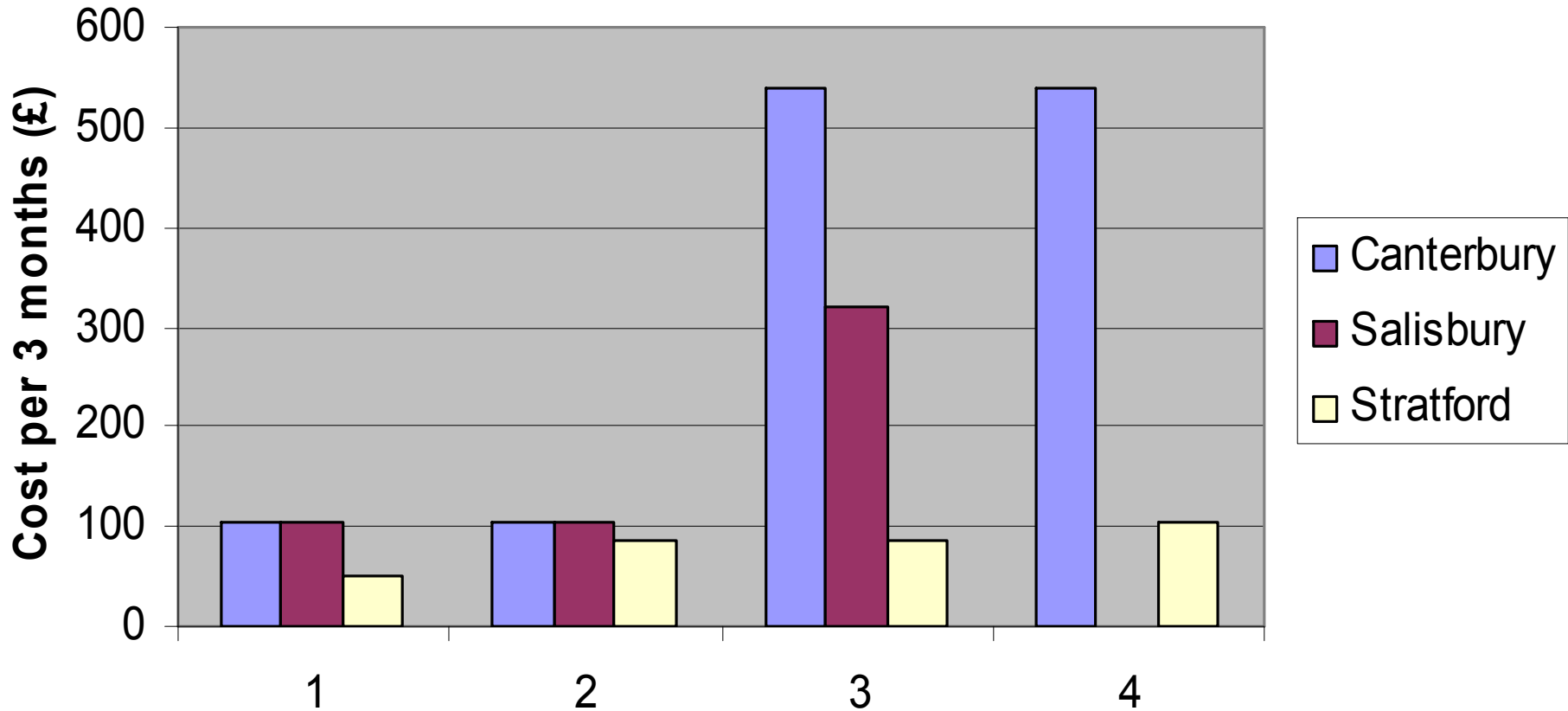
Short Stay Parking in Competitor Towns



Long Stay Parking in P&R Towns



Commuter Season Ticket: P&R vs LS & SS Car Parks



1 = P&R without constraint; 2 = P&R with one late night per week
3 = Season ticket in LS car park; 4 = Season ticket in SS car park

Stratford P&R

- **Problems well understood – see TMP Aide Memoir**
- **SDC web page discourages use – TMP redraft rejected**
- **Signage needs improvement – in hand by WCC**
- **Raise town centre parking charge for 5hr+**
- **Add 1-2 more P&R sites and increase town centre season ticket price by 2-4 times**
- **Extend P&R opening hours (bus service until 7.00 pm only)**
- **Market P&R – TMP flyer completed**

SDC Web Page

Stratford-on-Avon District Council provides 8 car parks (over 2,800 parking spaces) within Stratford-upon-Avon

Versus

Off-street car parking in Stratford-upon-Avon town centre caters mainly for short-term visitors wishing to spend no more than 4-5 hours in the town. Longer-term parking is limited and expensive. Commuters and long term visitors are therefore advised to use Park & Ride....