



PALMER PARK PARKING MANAGEMENT PLAN



Overall Principles of Plan

This plan is designed to set out the principles and parameters of the normal car parking arrangements at Palmer Park Stadium, located at Wokingham Road to the West of Reading. This is a particularly sensitive site where an appropriate balance between meeting parking needs and protecting green space is important. The area around Palmer Park is subject to many residential parking restrictions, due to local pressures. This has led to significant use of the leisure facilities car park for residential and business use. Controlling this misuse and not inadvertently exacerbating local parking issues, by pushing leisure parking onto side roads, is an important consideration.

Objectives of the Plan

The principal objective of the plan is to ensure that users of Palmer Park, associated facilities and Leisure Centre are able access and use the car park while minimising impact on green open space. To do this the plan:

- Identifies the user groups that will have general day to day use of the car park
- Identifies the fees and charges relating to car parking
- Identifies the specific user groups and organisations that will require specialist requirements such as parking exemptions
- Sets out principles of a coordinated timetable of programmed activities that contribute to maximising the number of car park spaces available at any one time

Principle of the Plan and Parking Considerations

The Palmer Park car park is currently very heavily used by people not using the leisure facilities. It is in a mixed residential and retail area with little parking and subject to parking permit controls and other restrictions. Consequently a significant proportion of the car park is used by non park/leisure users. The Palmer Park car park will become chargeable and actively managed by Greenwich Leisure Ltd (GLL). A tariff will be used to prevent overnight, park and ride along with all-day parking. The use of automatic number plate recognition (ANPR) along with free short stay parking through registration at the leisure centre will help ensure parking is made available to, and predominantly used by, Palmer Park's leisure users. Free use of the car park will be provided to coaches and volunteers of the clubs such as athletics and bowls to support these activities; this along with the control measures and changes in activity programme will ensure a sufficiency of space for leisure users.

In addition to the control systems, peaks and troughs leading to short spikes in demand will be minimised through the programming of activities. The current leisure centre programme has a very large number of sessions that start and finish at the same time, for example on the hour. This leads to parking needing to be provided for two complete sets of customers, those finishing an activity and another set of customers about to start the next. This is almost equivalent to doubling the number of spaces required compared to leisure centre occupancy. By phasing the range of sessions operated by the leisure centre this doubling of demand can be significantly reduced. As an example of this, a simple phasing of session start times to run equally every 15 minutes could reduce the peak demand on car parking by up to 1/3.

The new car park will have a small area of new parking created to the south of the existing car park. This area is kept to a minimum, and will be of an open cell paving type. Provision of this new car parking complies with, but is significantly smaller, than the new car parking allowed for

within the Palmer Park Development Framework Supplementary Planning Document (SPD) adopted November 2019. This Framework considers:

- The future of the park as a whole
- Provision of new swimming facilities in particular, and balances other policy aims of the Local Plan against planning policies ER1j (Palmer Park site allocation) and EN7Ed Local Green Space of the surrounding parkland

Whilst there is a small encroachment of the parkland for this new car parking, the SPD balanced this loss against “improving the public realm and spaces in the park”, and “ensuring that residents are provided with good access to leisure facilities.”

Layout of New Car Park

The layout of the new car park provides 7 no. Blue Badge parking spaces, along with 4 no. family parking bays located in an existing arrangement by the stadium building. 5 of the Blue Badge spaces are located in a dedicated parking zone closest to the new main entrance. 13 Electrical vehicle charging bays are being provided in line with the Transport Development Control Manager’s consultee comments. Total car parking spaces will be 131 marked bays.

The access to the northern part of the car park (including the area identified as Parking/Service) will be opened by the centre staff immediately before any peak in use is expected; for example before an athletics booking or busy spell in the pool, which limits the period of time traffic can be expected over the pedestrian priority area.

The timetabling will be coordinated with clubs’ specific needs based on their programming at that particular point in time. It will not be allocated to any one specific club on a permanent basis. This would be extremely counter-productive, and instead will be used to increase capacity at the actual key times it’s required.

At the point of entry to the pedestrian priority area, instructional signage that highlights the changes in road surface and prioritisation of pedestrians etc, will be erected in the appropriate places to support the use of this facility.

It is the intention to maintain the current practice during events such as Athletics and Cycling for overflow event parking to be opened up and marshalled by the hiring club’s volunteers and officials.

Plan of Palmer Park and Car Park Areas



The plan above identifies the areas of car park that will be available once the construction of the new leisure aspects has been completed.

Fees and Charges

The below table sets out the contractual requirements for the parking fees and charges at Palmer Park.

Facility	Current Charging, Access and Future Intention
Palmer Park	<u>Tariff</u> Introduce a charge structure of: • First 3hrs free for leisure users (cars must be registered) • £0.50p per hour thereafter. (hours 4, 5 and 6 (7 hours max)) • No parking from midnight to 6am • Exemptions to volunteers and club coaches/officials for the duration of their activities at Palmer Park. • Cars parking for in excess 7 hours or between midnight and 6am will be subject to £100 fine Free access through the car park will be provided where this is required to access adjacent land such as park land (for maintenance, setting up and de-rigging/access to events), council works depot and Sub Aqua Club storage facility

Car Park Management Provider

The parking management will be operated by Gemini Parking Limited, on behalf of GLL. Gemini Parking Limited is a member of the British Parking Association. GLL and Gemini Parking Limited have a well established relationship, including operating at Rivermead Leisure Complex in the Borough, since 2015.

Examples of the signage that will be prominently displayed in the car park can be seen below, and this covers:

- General parking instructions and conditions
- Information for Blue Badge holders
- Information on how to pay for parking via online and contactless methods

Example Signage

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PARKING TARIFFS APPLY

PARK & PAY

PAY VIA THE SMARTPHONE APP OR PAYSTATION LOCATED AT THE MAIN ENTRANCE TO THE CENTRE

- 1 DOWNLOAD THE Y-PAY APP
- 2 USE THE LOCATION NAME "PALMER PARK SPORTS STADIUM"
- 3 ONCE PAYMENT IS COMPLETE THERE IS NO NEED TO DISPLAY A TICKET
- 4 ALTERNATIVELY, PAY USING ONE OF THE PAY STATIONS LOCATED WITHIN THE CAR PARK

CAR PARK TARIFF

UP TO 3 HOURS - FREE
50p PER HOUR THEREAFTER

All vehicles must be parked within a designated parking area.
Any vehicle found parked outside of a designated parking area or causing an obstruction will be issued with a Parking Charge Notice.
Blue Badge concessions apply, please report to reception to validate your stay.

CONDITIONS APPLY MONDAY - SUNDAY 24 HOURS PER DAY, INCLUDING BANK HOLIDAYS

Failure to comply with the terms and conditions will result in a Parking Charge of: **£100**

PAY BY MOBILE

USE THE Y-PAY APP
It's Quick and Easy

DOWNLOAD THE Y-PAY APP
Pay with Android/iOS, Apple pay, credit or debit card

NO NEED TO DISPLAY A TICKET
Users of this service may pay a small transaction charge

All vehicles that are not authorised or not parked in accordance with the site regulations for this site will be issued with a parking charge notice. If you park on this land and contravene the indicated parking restrictions you are agreeing to pay a parking charge to the sum of £100 (discounted to £60 if paid within 14 days). If this parking charge remains unpaid vehicle keeper details may be requested from the DVLA and you will incur additional costs as a result of action taken against you. This car park is private property and is managed by Gemini Parking Solutions London Ltd, Gemini Parking Solutions London Ltd, Company No: 8214352. Tel: 0845 6789 620, PO Box 2525, Buckhurst Hill, Essex, IG6 1HR. www.geminiparkingsolutions.com

WE CANNOT ACCEPT RESPONSIBILITY FOR LOSS OR DAMAGE TO VEHICLES LEFT IN THIS CAR PARK. IT IS A CRIMINAL OFFENCE TO REMOVE OR TAMPER WITH THIS SIGN AND ANY INDIVIDUAL FOUND TO HAVE DONE SO WILL BE PROSECUTED

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PARKING NOTICE

BLUE BADGE PARKING ONLY

CONDITIONS APPLY MONDAY - SUNDAY 24 HOUR PER DAY, INCLUDING BANK HOLIDAYS

A VALID BLUE BADGE MUST BE CLEARLY DISPLAYED WITHIN THE WINDSCREEN OF THE VEHICLE. BLUE BADGE CONCESSIONS APPLY. ALL BLUE BADGE HOLDERS MUST VALIDATE THEIR PARKING AT THE CENTRE RECEPTION.

Failure to comply with the terms and conditions will result in a Parking Charge of: **£100**

All vehicles that are not authorised or not parked in accordance with the regulations for this site will be issued with a parking charge notice.

If you park on this land and contravene the indicated parking restrictions you are agreeing to pay a parking charge to the sum of £100 (discounted to £60 if paid within 14 days). If this parking charge remains unpaid vehicle keeper details may be requested from the DVLA and you will incur additional costs as a result of action taken against you.

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Private Land

Pay by mobile

Be aware of individual terms & conditions. See notices in car park for details & Data Protection Information.

ANPR Cameras and Parking Operatives obtain vehicle information to manage this car park

Managed by Gemini Parking Solutions London Ltd.
Registered in England and Wales No. 8214352
View our full privacy policy at: www.geminiparkingsolutions.com
Phone: 0871 300 2145. Email: DP@Geminiparkingsolutions.com

Specialist Requirements and Parking Exemptions

There are a number of user groups vehicles that will have legitimate business within the Park area that are required to park for longer and without charge. These have been identified as:

- Blue Badge Holders
- Leisure Centre employees
- Club Officials from sports organisations (or affiliated sporting organisations) who are supervising club activities within the Stadium or Park.
- Council employees vehicles accessing the works depot within Palmer Park
- Club officials from organisations that have their premises within Palmer Park grounds (such as Bowls, Sub-Aqua)
- Stakeholders involved in the construction and ongoing management of the leisure centre, that have official business at the centre or in the adjacent grounds where parking is required

Therefore the proposed parking system to be installed at Palmer Park uses an Automatic Number Plate Recognition operation (ANPR) will be used to provide a prearranged number of fee exempt cars to park. These will access space on the basis as other users rather than having reserved spaces. The exemption (permit) will be allocated to individual car registrations either on fixed time period, day(s) or season period.

The level of parking exemption that will be given to nominated officers from each club/organisation determines their ability to access the car park without penalty as needed, and at the times it is needed. Everything from a 'one hour' through to permanent 'life of the vehicle' exemption can be issued, so the fluidity and flexibility of the technology amplifies the ability to ensure the number of available spaces is maximised at any one time.

Allocated parking spaces were considered, but this ultimately reduces capacity and creates considerable frustration if 'unused spaces' are unused during peak times. To accommodate all parking needs at peak times, the car park would have to be expanded over that proposed, which would detrimentally impact upon green space.

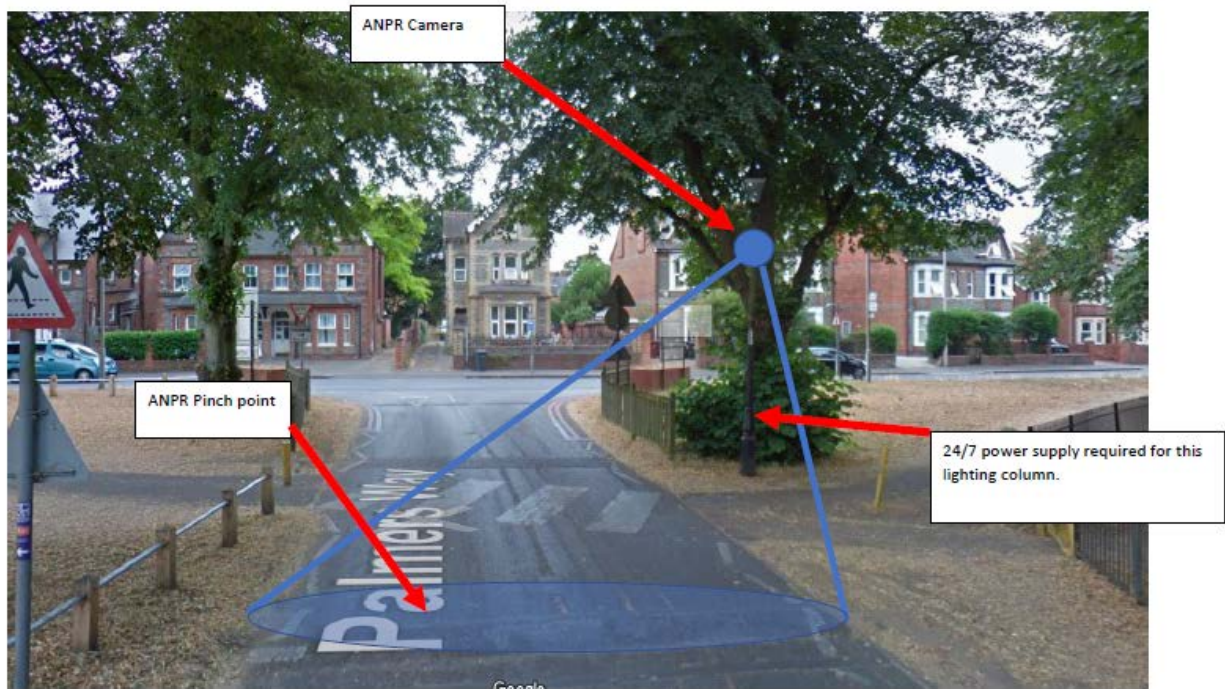
The number of exemptions to be provided will be to the following where more than 3 hours parking time is required

Club	Requirements	Comments
Sub Aqua	Free Access to Depot	Permanent exemptions
Bowls	20 permits June – Sept 5 permits October - May	Permanent exemptions
Athletics	15 permits – ongoing sessions 15 permits – events and competitions	Permanent exemptions Daily exemption on 'by event' basis
Cycling	8 permits – ongoing sessions 10 permits – events and competitions	Permanent exemptions Daily exemption on 'by event' basis
Road Runners	3 permits – ongoing sessions	Permanent exemptions
Events in Parks (fairs etc)	Permits to be identified on 'event by event' basis for both volume and period of time	

The needs of the clubs will be reviewed on an annual basis in consultation with the clubs and changes to the numbers of permits agreed with the Council's Leisure Contract Manager.

Location of ANPR Camera

The proposed entry point for the camera is shown in the image below, and will capture the registration details of all vehicles entering the facility.



A secondary camera will be placed at the entrance to the Reading Borough Council works depot, located within the grounds of Palmer Park. This camera will specifically be in place to ensure that council vehicles on official business are counted 'in and out' as they traverse the site to ensure they are not counted as requiring to pay for parking. Vehicles that are frequently attending the depot can also be exempted on a permanent basis via the Exemption List.

Activity Programmes for Palmer Park

As part of the strategy to ensure the maximum amount of spaces are made available as much as possible, a coordinated programme of activities will be implemented. The start and finish times of activities will be staggered so that swimming pool sessions, fitness classes and other leisure centre activities avoid starting at the same time and therefore creating parking pinch points. For example, staggering 5-a-side football court start times will deliver a one-third reduction in vehicles at any one time for this activity.

Consequently, sports centre and Park events will be coordinated between the council and GLL along with other partner organisations, such as clubs using the Stadium and the bowls club, to maximise the availability of parking spaces.