AECOM

Oldham Town Centre Parking Strategy

Oldham Council

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Quality information

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Executive Summary

AECOM has been reappointed by Oldham Council to develop a refresh of the Oldham Town Centre Parking Strategy, which is a sub-strategy of the Oldham Transport Strategy.

The Transport Strategy sets out the strategic direction for travel within Oldham and the Parking Strategy is necessary to support the current regeneration proposals for the town centre, which are aimed at providing quality homes within the town centre, increasing office and service space, and promoting decreasing road traffic and increased access to public transport. These aims are supported by six ambitions within the Transport Strategy. The vision to decrease road traffic and subsequently improve local air quality, is supporting Oldham Council's proposals to redevelop a number of town centre parking locations and in turn supports the Transport Strategy ambitions:

- Healthy Oldham (through supported mode shift away from private car), Safe Oldham (through reduced road traffic);
- Safe Oldham (through reduced reliance on private cars, thus reducing road traffic volumes and improving road safety);
- Clean Oldham (through reduced road-traffic related emissions);
- Connected Oldham (through development of Mobility Hubs on a number of existing car park locations);
- Accessible Oldham (designing and maintaining public realm areas that cater for the needs of everyone); and
- Thriving Oldham (supporting the provision of new homes and businesses on existing car park locations).

The update to the Parking Strategy reflects current parking issues/numbers, updated land use development proposals and considers the on-going impact of the COVID-19 pandemic.

Existing baseline car parking occupancy levels have been determined both through a site visit and by analysis of car park ticketing data provided by Oldham Council. Due to uncertainty surrounding the 'new normal' associated with the pandemic, car parking levels have been factored back up to a 2019 pre-pandemic position (as this was found to be higher), and therefore represents a 'worse-case' scenario. The current position of parking provision in Oldham Town Centre is the presence of 3,639 publicly available spaces, a decrease of 285 spaces compared with the previous baseline in 2019, although only 63 spaces fewer than the 2015 baseline. It should be noted that since the previous Parking Strategy, the Council has now taken control of the car parking available within Spindles Shopping Centre, which has a capacity of 1,370 spaces. Across the town centre the spaces were found to have an approximately daytime maximum use occupancy of 55%.

Three options have been considered in relation to future development. The first considered the impact of closing nine town centre car parks and relocating their existing demand elsewhere on the network. The second and third scenarios

consider the land use development proposals put forward by Simpson Haugh in the Creating a Better Place (2020) strategic framework and subsequent Development Plan Prospectus (2022). Both of these documents indicate a number of existing town centre car parks which could be redeveloped to different land uses (mostly residential) and so are reviewed in terms of displacement of existing demand and the additional demand generated by the new developments (forecast using TRICS) and car ownership Census data for residential sites.

Overall conclusions of the assessment are as follows:

- All development options assessed will see a net loss of spaces across the Town Centre (which is to be expected).
- Based on an assumption of 40% on site provision for residential development combined with TRICS modelling, demand is expected to be contained within the reduced parking stock. Demand will be managed by a number of methods, such as: introduction of Mobility Hubs, reduction in price of public transport, improvements to walking and cycling infrastructure, prioritisation of improvements to the perception of safety (in partnership with Transport for Greater Manchester, Greater Manchester Police and Metrolink) and Park & Ride facilities. These, and other measures, are discussed in greater detail in the overarching Oldham Transport Strategy document.
- With the exception of the Mecca Bingo site, parking demand from new development is expected to be contained on site. The displaced Mecca Bingo site parking demand is expected to be contained within the reduced town centre capacity. However, the redevelopment of the Mecca Bingo site was not included within the most recent development proposals (Development Plan Prospectus) and therefore the demand related to any future redevelopment on this location could differ from that which has been assessed.
- Parking charges seem to be broadly comparable with benchmarked neighbouring towns including Bolton, Bury, Rochdale and Stockport.

A number of recommendations have been made at the end of this document. These include:

- Improvements to signage around the town centre, both in relation to the use of Variable Message Signs and the location of signs to promote the use of Park & Ride facilities.
- Updates to parking technology, such as mobile phone application with multiple functions (e.g. parking space availability and price) should be extended across all town centre parking locations. All locations should offer contactless or in-app payment options for parking.
- Relocated and new Blue Badge spaces should have locations determined in liaison with local disabled user groups. Use of Blue Badge spaces should be monitored to determine when an increase in provision is required.
- Mobility Hubs could be located at Spindles car park, Oldham Central Bus Station and the New Leisure Centre. This would have the join benefit of offering emission free options for local deliveries, as well as providing uses with options for making sustainable journey choices.
- It is recommended that further Electric Vehicle charging infrastructure is provided as demand grows. Further to this, feasibility assessments should

be carried out on all council-owned car parks to determine if they are suitable locations for solar charging.

- The Council should continue to manage demand for on-street and off-street car parking, and enforcement action should be taken again illegal, inconsiderate and dangerous parking, and unregistered vehicles.
- The Council should monitor for any negative impacts associated with displaced packing following the closure of a number of town centre car parks. The council will consider Controlled Parking Zones / Residents Parking Zones, if appropriate.
- The Council will continue to liaise with TfGM and developers, to ensure that alternatives to car ownership in car free/car light developments will be promoted.

The Council's ongoing work with TfGM and partners on programmes such as Accessible Oldham, will ensure that walking and cycling can be a genuine mode choice for people of all abilities, and combined with planned improvements to public transport and the perception of safety on public transport, will help to mitigate future parking demand.

1. Introduction

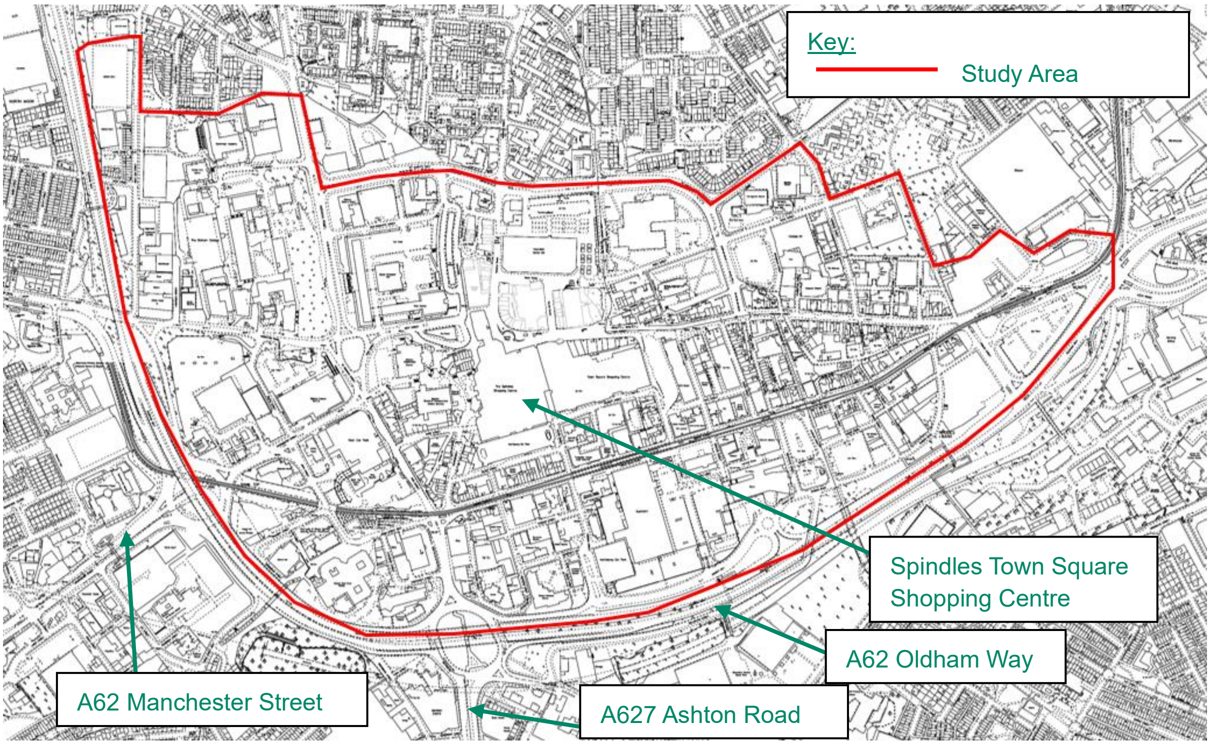
1.1 Background

AECOM has been appointed by Oldham Council to develop the Oldham Town Centre Parking Strategy. The refreshed Town Centre Parking Strategy is necessary to support the current regeneration proposals for the town centre, which are aimed at providing quality homes within the town centre, increasing office and service space, and promoting decreasing road traffic and increased access to public transport. This Parking Strategy will also sit as a sub-strategy to the recently developed Oldham Transport Strategy, which is set out in more detail below.

These growth plans need to be supported by the right parking infrastructure, with the right levels of car parking provided in the right places at the right tariff. An updated car parking strategy is therefore needed to ensure that appropriate mechanisms and processes are in place to plan for future provision.

For the purpose of this study, the area defined as the Town Centre is illustrated in Figure 1.1.

Figure 1.1 Oldham Town Centre Study Area



In 2019 Oldham Council appointed AECOM to update the Oldham Town Centre Parking Strategy from 2015 in support of regeneration proposals which were aimed at providing expanded employment and residential opportunities. The parking strategy update assessed the existing parking stock within the study area, reviewed the previous assumptions about future growth to take account of development activity that had taken place since the previous parking strategy and assessed the implications of previous regeneration proposals. An assessment of the current and future demand for public car parking was also undertaken to establish existing car par usage and identify any potential future shortfall in parking provision. The 2019 update related largely to opportunities to increase parking capacity to replace space lost upon the opening of Oldham Leisure Centre (2015) and the demolition of the Hobson Street multi-storey car park (2016).

Since the strategy refresh in 2019, Oldham Council has introduced ambitious regeneration plans for Oldham town centre and the wider borough through the *Oldham Town Centre Vision* (June 2019), *Creating a Better Place* strategic framework (January 2020) and *Oldham Town Centre Development Prospectus* (June 2022). It is also responding to the unprecedented challenges of the COVID-19 pandemic and focused upon a recovery period that improves opportunities for local recreation, employment, and interaction for communities.

AECOM was re-appointed in 2022 to refresh the Town Centre Car Parking Strategy, to take onboard the current parking issues and development proposals, as set out in the documents above. This refresh, described in this report, follows a similar format to the previous 2019 update, taking into account the most recent development proposals, which have changed since the previous iteration of the strategy. In addition to the updated car parking baseline and proposed future development, this refresh also includes an updated benchmarking exercise in relation to number of spaces and pricing. This refresh also considers the ongoing impact of the COVID-19 pandemic and the increased governmental focus on electric vehicles (EV).

This latest parking strategy therefore provides an updated picture of the current parking provision associated with the latest development proposals and identifies a recommended strategy for managing car parking in Oldham.

1.2 Purpose of this Report

This parking strategy assesses the existing parking stock within the study area, reviews the previous assumptions with regard to future growth in demand to take account of recent land use development plans, which have been developed since the previous Parking Strategy was issued, and assesses the implications of the latest set of regeneration proposals.

An assessment of current and future demand for public car parking has been undertaken in order to establish existing car park usage and identify any potential future shortfall in parking provision. The main aims of the Town Centre Parking Strategy are to:

- draw together the existing evidence base and work completed to date to provide a one stop location of understanding Oldham's Parking Strategy;
- examine the potential implications for parking provision associated with the latest land use development proposals and identify a recommended strategy for managing car parking in Oldham;
- reflect the aspirations of Oldham and seek to maximise the opportunities it has for sustaining both the economy and delivering new homes across the borough; and
- include a wide-ranging remit incorporating the level of parking provision provided, parking charges and revenue implications, provision of disabled and EV charging spaces, and consideration of a mobility hub location.

The previous parking strategy covered a 15-year period from 2019 to 2034. This updated parking strategy considers an updated 15-year period from 2022 to 2037.

1.3 Report Structure

This Town Centre Parking Strategy has the following structure:

- Oldham Transport Strategy;
- Review of Baseline Data;
- Future Development Proposals;
- Demand Management Strategy;
- Benchmarking; and
- Implications for Wider Parking Strategy.

2. Oldham Transport Strategy

2.1 Background

Oldham Councill has recently developed a Transport Strategy which sets out the strategic direction for travel and mobility in Oldham. The Strategy captures existing commitments and priorities for Oldham communities, and identifies the requirements for transport in the future both for growth and in response to the changing travel technology. It is an all-encompassing plan for Oldham and covers both the town centre and five 'Neighbourhood District Areas'. The Strategy works towards building an inclusive economy that benefits everyone, supports thriving communities where people have the power and resources to be healthy, happy and make positive choices, and delivers co-operative services that work with Oldham communities.

The Transport Strategy is categorised into six ambitions, which recognise the need going forward to balance healthier travel behaviours alongside reducing harmful transport emissions as the United Kingdom and Greater Manchester aim to reduce carbon emissions.

Transport is a major contributor to poor air quality whilst being essential to connect communities with opportunities. This means the Oldham Transport Strategy and Oldham Town Centre Parking Strategy need to support the Greater Manchester ambitions to grow economically in a way that also supports the region becoming carbon neutral by 2038.

2.2 Transport Strategy Ambitions

The six ambitions of the Oldham Transport Strategy are:

- **Healthy Oldham** – This ambition is centred on the need to better accommodate pedestrians and cyclists so people can access education and employment. It looks to better integrate walking and cycling with public transport, and is important to achieve cleaner air and revitalisation of the high street and town centre. Schemes to fulfil this ambition are being addressed as a priority. Oldham Council is actively working with Transport for Greater Manchester (TfGM) on schemes such as the Bee Network Active Neighbourhoods programme, which will introduce safer streets for people to walk and cycle. These improvements to provide better signage, path surfaces and segregation from road traffic as much as possible, indicate Oldham's aim for cycling to be a genuine mode choice for people. Improvements to walking and cycling facilities will also support the Government's plans to improve bus services (National Bus Strategy, 2021), as bus users will almost entirely walk (or use a wheelchair) to get to bus stops.
- **Safe Oldham** – This ambition will prioritise safety on the transport network at all times of day, including Metrolink, footways and streets. People should be able to use the services and waiting facilities at all times of day without concern for their safety or a perception that their experience will be impacted by crime and anti-social behaviour. Oldham Council will work in partnership with Metrolink, Greater Manchester Police and TfGM to identify firm prioritise and will then make immediate changes to public realm, street lighting and consenting surveillance equipment.
- **Clean Oldham** – This ambition will focus on lowering traffic related emissions from vehicles and improving air quality. The proposed Greater Manchester Clean Air Plan (GMCAP) is a priority for Oldham Council and aligns with the council's ambitions. When GMCAP comes into place, private cars and motorbikes will not be impacted by measures, however, some types of the most polluting commercial and passenger vehicles will have to pay a daily charge to travel within Greater Manchester. Demand is growing for electric vehicles (EVs) and infrastructure must keep up. Oldham Council, partners across Greater

Manchester and utilities stakeholders need to quickly adapt for ‘plug-in’ vehicles in a range of locations. Oldham Council is working with TfGM to roll-out the aims of the Greater Manchester Electric Vehicle Charging Infrastructure Strategy (EVCI). This focuses on the publicly accessible charging points to enable Greater Manchester’s businesses and residents to transition to electric vehicles.

- **Connected Oldham** – This ambition means Oldham Council will prioritise maintenance of the highways, footways and Public Rights of Way, which are essential to their operation. Maintenance of highway ensures they remain useable, safe and that delays are reduced as much as possible. A resilient highway network supports businesses and public transport operators by improving journey-time reliability on the network. Oldham Council will also work with TfGM to support the development and roll-out of Mobility-as-a-Service (MaaS) and its implications for particular locations such as transport interchanges. Visible changes could include the addition of bicycle and car-club hire services at some Metrolink stops and bus stations so people can complete their journey to the door of a workplace or leisure destination. Proposed Mobility Hubs by TfGM, which will include multiple travel options, could be incorporated with MaaS.
- **Accessible Oldham** – This ambition will address gaps in disabled access in the transport network. Public realm areas and footways will be appropriately maintained, designed and illuminated to feel accessible for everyone, including those who are blind or partially sighted. Perceptions of safety and ‘fear of harm’ factors are a barrier to travel for many disabled and vulnerable groups. This means improving access is a priority and is important for reducing deprivation in Oldham.
- **Thriving Oldham** – This ambition will support new homes and employment land-uses in the district by working with developers and TfGM through the planning process to support sustainable development. This means development should be accessible to and connected with public transport services and walking and cycling links that are designed to the latest design standards. Delivery of goods is going through a shift to low emission and EVs, including by bicycle. Oldham Council aims to support this transition to help decarbonise transport whilst supporting the growth in online retail and home delivery. Supporting a thriving town centre requires allowing businesses and services to receive deliveries in an increasingly sustainable way.

This Parking Strategy supports the ambitions of the Oldham Transport Strategy, by:

- **Healthy Oldham** – Supporting the mode shift away from reliance on private car by reducing car parking provision. The Transport Strategy sets out a number of initiatives to encourage mode shift towards active modes and public transport.
- **Safe Oldham** – Supporting the reduced reliance on private cars, thus reducing road traffic volumes.
- **Clean Oldham** – Supporting the reduced reliance on private cars, which in turn improves local air quality. Supports the delivery of EV charging infrastructure, again benefitting local air quality.
- **Connected Oldham** – Supports greater connectivity through the development of Mobility Hubs on a number of existing car park locations.
- **Accessible Oldham** – Supports accessibility for all by maintaining and monitoring requirements for Blue Badge spaces. Updates to car parks will be in line with latest government guidance and will cater for the needs of everyone.
- **Thriving Oldham** – Supporting the provision of new homes and businesses on existing car park locations. Managing the Council’s assets (car parks) efficiently and maximises returns and contribution to Council priorities.

3. Review of Baseline Data

3.1 Summary of Previous Baseline

With regard to the overall parking stock within Oldham Town Centre, the parking strategy takes account of publicly available off-street car parking, both private and Council operated. No account is taken of car parks which are not open to the general public, i.e. those which are attached to specific developments or which are only available for contract parking. These car parks not open to the general public are considered to be few enough in number so as to not cause an issue in relation to the Parking Strategy.

The previous 2019 update identified a number of changes to assumptions when compared with the 2015 Parking Strategy. These are summarised under developments and car parks below:

Land Use Development

- Construction of 800-seat Old Town Hall Cinema, which opened in 2016. Associated parking demand included within revised baseline calculation. Oldham Council has contractual obligation to provide 400 parking spaces within a 500m radius of the cinema.
- Construction of new leisure centre to replace the former sports centre. New leisure centre opened in late 2015, with the former sports centre closing at the same time. Associated changes to parking demand were included in revised baseline calculation.
- Eastern Gateway (now Princes Gate). Changes in proposed anchor tenants from M&S to Lidl, but otherwise only minor changes to assumed development proposals.
- Coliseum relocation. No longer proposed in short-term. Development may still go ahead at some point but no firm plans.

Car Park

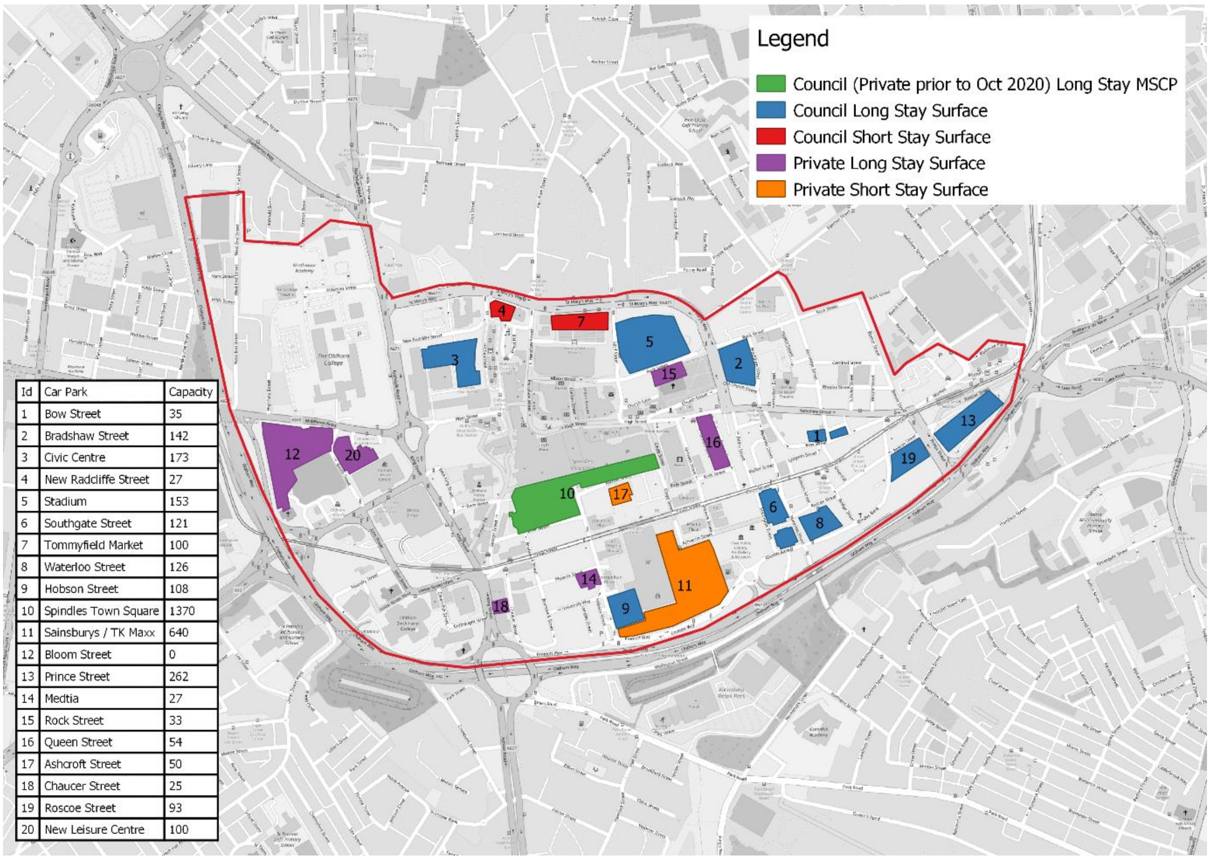
- Hobson Street. Replacement of former multi-storey car park (MSCP) with new 108-space surface car park, opened 2017.
- Sports Centre. Old sports centre demolished in 2016. Former sports centre car park expanded into demolished area to provide additional 135 spaces. Expanded car park re-branded as Stadium and re-opened in 2017.
- Mumps Park and Ride. Creation of new 270-space car park to the north of Mumps, opened in 2017 and officially restricted to Metrolink users only. Former 262-space park & ride car park to south of Mumps reverted to Council control and re-branded as Prince Street.

3.2 Current Position

Since the 2019 parking strategy update, the parking situation in Oldham town centre has evolved. A number of developments have now come forward and are open for use, and some other developments no longer form part of the future regeneration plans for the town centre or have altered from what was originally assumed. A major example of change with implications for town centre parking is the Council’s purchase of Spindles Town Square Shopping Centre with integrated MSCP in October 2020.

The locations of the current off-street car parks within the study area, and their associated capacities, are illustrated in Figure 3.1.

Figure 3.1 Location of Town Centre Car Parks Baseline and Associated Capacities 2022



Id	Car Park	Capacity
1	Bow Street	35
2	Bradshaw Street	142
3	Civic Centre	173
4	New Radcliffe Street	27
5	Stadium	153
6	Southgate Street	121
7	Tommyfield Market	100
8	Waterloo Street	126
9	Hobson Street	108
10	Spindles Town Square	1370
11	Sainsburys / TK Maxx	640
12	Bloom Street	0
13	Prince Street	262
14	Medtia	27
15	Rock Street	33
16	Queen Street	54
17	Ashcroft Street	50
18	Chaucer Street	25
19	Roscoe Street	93
20	New Leisure Centre	100

Oldham town centre suffers from many of the traditional parking issues seen elsewhere, such as lack of supply in certain areas. A balance needs to be struck between providing adequate parking provision whilst also meeting other objectives of liveability and town centre vitality and to cater for those who live, work, shop and spend leisure time in the town centre.

Available car park ticketing data has been provided by Oldham Council for dates in 2019, 2020, 2021 and 2022. As October to December 2019 data was only available for one car park location (Civic Centre West), this location has been used as a proxy to factor up other parking locations, and for the ongoing impact of the COVID-19 pandemic to be assessed.

For locations where new ticketing data was not available, new car parking locations that had not previously been considered, and to review the current situation (in terms of overall usage and number of available spaces) at all other locations, a 'snap-shot' site visit was undertaken on Thursday 21st July 2022. As Civic Centre West car park was also included in this survey, the 2019 ticking data at this car park has been used to factor up the present day snap-shot survey demand data (as usage is currently still lower than pre-COVID).

It can be seen from Table 1 that there have been a number of changes in parking stock since the July 2019 strategy work. Key changes are summarised below:

- Sport Stadium / Former Leisure Centre – during the time of the July 2022 site visit, contractors were using approximately 1/3 of the spaces for private parking and plant. The total number of spaces in the table has been adjusted accordingly.
- Bloom Street - during the time of the July 2022 site visit it was found that this car park has been closed for new development on the site.
- Rock Street – total number of spaces reduced by two due to introduction of inPost lockers.
- Roscoe Street – new 93 space car park.
- New Leisure Centre – new 100 space car park.

The overall parking stock has decreased by 285 spaces compared to the previous baseline, although this is only 63 spaces fewer than the 2015 baseline following the closure of Hobson Street MSCP, Cannon Street and Garlick Street car parks.

It should also be noted that since the previous Parking Strategy, the Council has now taken control of the car parking available within Spindles Shopping Centre, which has a parking capacity of 1,370 spaces.

Two documents, Creating a Better Place strategic framework (January 2020) and Oldham Town Centre Development Plan Prospectus (June 2022), have subsequently been published and set out a new vision for future development within Oldham town centre. A number of the future developments proposals included within the documents are for locations where the developments would be constructed on what is currently a Council owned car park. This Town Centre Parking Strategy looks to assess the current available capacity within the car parks in Oldham and any impacts the proposed future developments would have on parking.

Table 1 Publicly Available Off-Street Car Parks within the Study Area

				Feb 2015 Baseline		July 2019 Baseline		July 2022 Baseline	
Ref.	**Location**	**Ownership**	**Type**	**Capacity**	**Approx. Max. Daytime Occupancy**	**Capacity**	**Approx. Max. Daytime Occupancy**	**Capacity**	**Approx. Max. Daytime Occupancy**
1	Bow Street	Council	Surface	35	42%	35	36%	35	40%
2	Bradshaw Street	Council	Surface	142	93%	142	51%	142	30%
3	Civic Centre	Council	Surface	173	86%	173	85%	173	81%
4	New Radcliffe Street	Council	Surface	28	96%	27	81%	27	78%
5	Stadium (former leisure centre)	Council	Surface	94	66%	229	38%	153[1]	51%
6	Southgate Street	Council	Surface	121	96%	121	57%	121	42%
7	Tommyfield Market	Council	Surface	92	82%	100	68%	100	64%
8	Waterloo Street	Council	Surface	126	75%	126	27%	126	15%
9	Hobson Street	Council	Surface	-	-	108	71%	108	70%
10	Spindles Town Square	Private (Council since Oct 2020)	MSCP	1,370	50%	1,370	8%[2]	1,370	32%[3]
11	Sainsburys/ TK Maxx	Private	Surface	640	50%	640	50%	640	90%

[1] During the AECOM site visit on 21st July 2022, it was noted that contractors are currently using approximately one third of the spaces for private parking and plant. The number of available spaces has therefore been reduced accordingly (from 229 to 153, reduction of 76 spaces).
[2] Based on Spot count undertaken on 23rd July 2019
[3] Spindles Occupancy was not calculated during the site visit. Data was provided by the Spindles of daily occupancy figures for January and February 2020. Similarly to the car parking data provided by Oldham Council, this has been factors up to a 2019 figure.

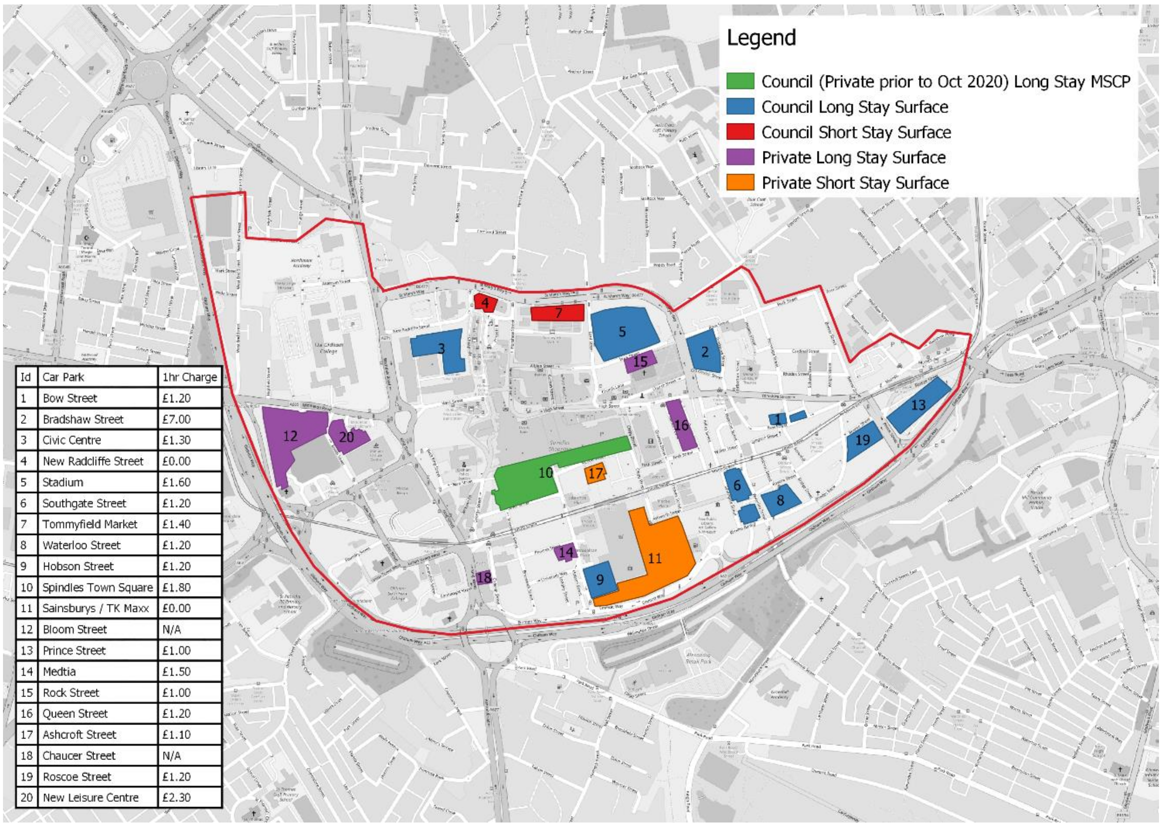
12	Bloom Street	Private	Surface	400	95%	400	66%	0[4]	-
13	Princes Gate	Council	Surface	254	95%	262	53%	262	11%
14	Medtia Square	Private	Surface	27	80%	27	87%	27	56%
15	Rock Street	Private	Surface	35	85%	35	66%	33[5]	100%
16	Queen Street	Private	Surface	90	95%	54	98%	54	100%
17	Ashcroft Street	Private	Surface	50	30%	50	44%	50	34%
18	Chaucer Steet	Private	Surface	25	60%	25	69%	25	48%
19	Roscoe Street – new car park	Council	Surface	-	-	-	-	93	40%
20	New Leisure Centre	Private	Surface	-	-	-	-	100	74%
	TOTAL	**-**	**-**	**3,702**	**Avg: 67%**	**3,924**	**Avg: 59%**	**3,639**	**Avg: 55%**

[4] During the AECOM site visit on 21st July 2022, this car park as noted as being closed for new development on the site. These spaces have therefore been removed from the total above (reduction of 400 spaces).
[5] During the 2022 site visit it was noted that two spaces now have an inPost locker installed, and as such the total has been reduced (reduced from 35 to 33 spaces).

3.3 Current Parking Charges

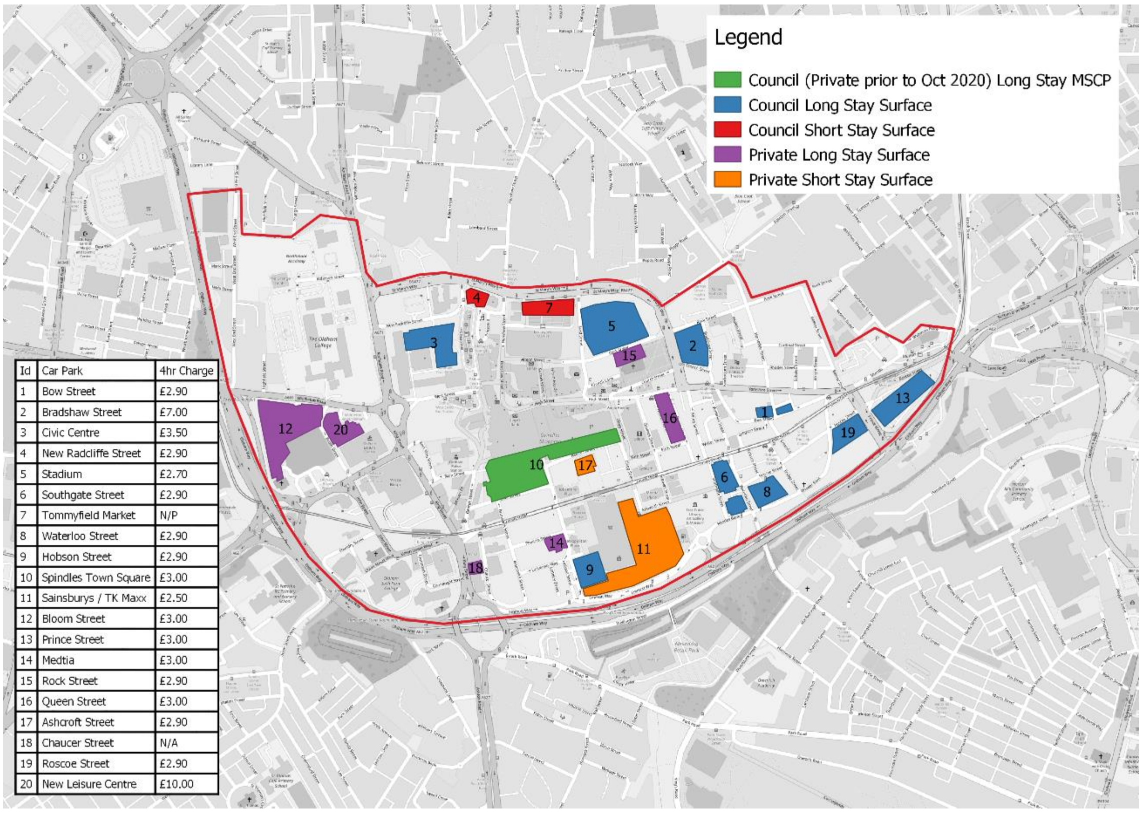
Existing car parking charges have been investigated at locations across Oldham town centre. A summary of the charges per hour, for four hours and for 24 hours are set out in Figure 3.2, Figure 3.3 and Figure 3.4.

Figure 3.2 Location of Town Centre Car Parks Baseline and One Hour Parking Charge



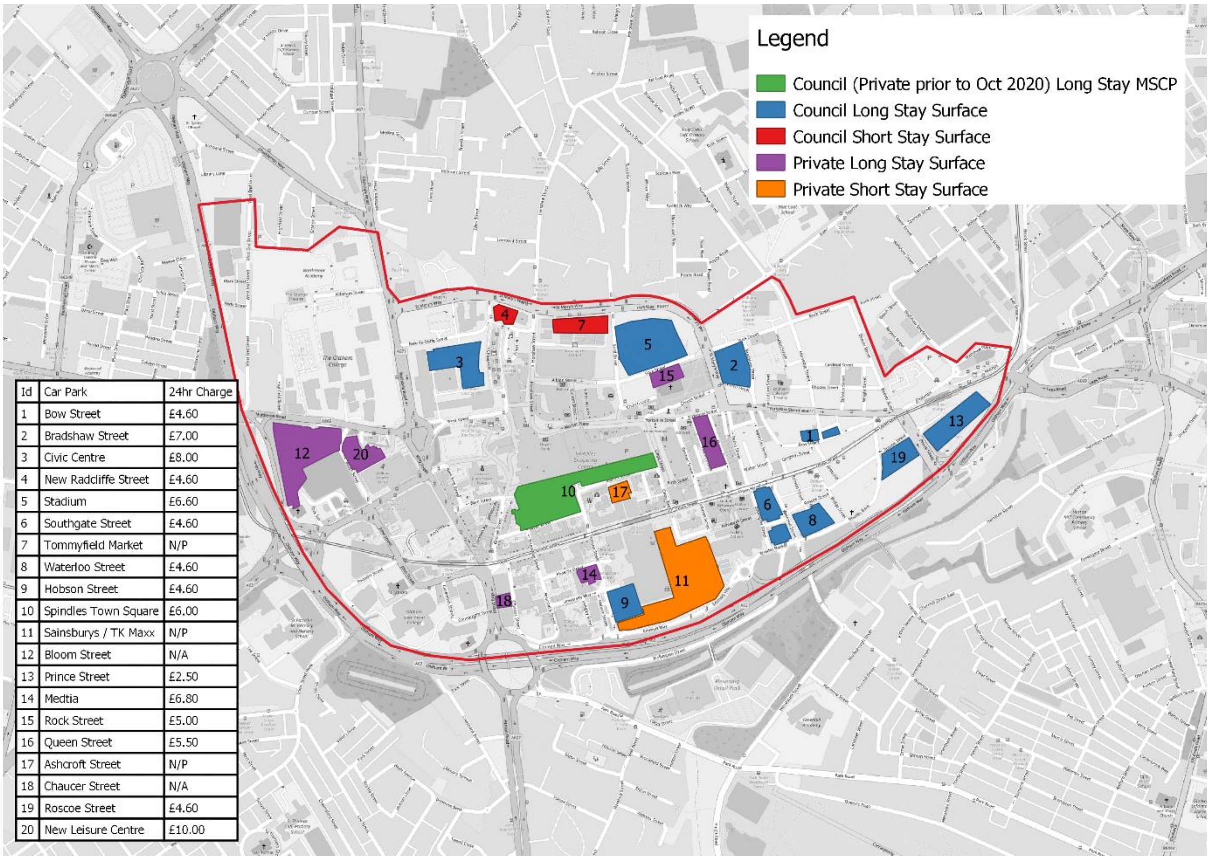
Id	Car Park	1hr Charge
1	Bow Street	£1.20
2	Bradshaw Street	£7.00
3	Civic Centre	£1.30
4	New Radcliffe Street	£0.00
5	Stadium	£1.60
6	Southgate Street	£1.20
7	Tommyfield Market	£1.40
8	Waterloo Street	£1.20
9	Hobson Street	£1.20
10	Spindles Town Square	£1.80
11	Sainsburys / TK Maxx	£0.00
12	Bloom Street	N/A
13	Prince Street	£1.00
14	Medtia	£1.50
15	Rock Street	£1.00
16	Queen Street	£1.20
17	Ashcroft Street	£1.10
18	Chaucer Street	N/A
19	Roscoe Street	£1.20
20	New Leisure Centre	£2.30

Figure 3.3 Location of Town Centre Car Parks Baseline and Four Hour Parking Charge



Id	Car Park	4hr Charge
1	Bow Street	£2.90
2	Bradshaw Street	£7.00
3	Civic Centre	£3.50
4	New Radcliffe Street	£2.90
5	Stadium	£2.70
6	Southgate Street	£2.90
7	Tommyfield Market	N/P
8	Waterloo Street	£2.90
9	Hobson Street	£2.90
10	Spindles Town Square	£3.00
11	Sainsburys / TK Maxx	£2.50
12	Bloom Street	£3.00
13	Prince Street	£3.00
14	Medtia	£3.00
15	Rock Street	£2.90
16	Queen Street	£3.00
17	Ashcroft Street	£2.90
18	Chaucer Street	N/A
19	Roscoe Street	£2.90
20	New Leisure Centre	£10.00

Figure 3.4 Location of Town Centre Car Parks Baseline and 24 Hour Parking Charge



Id	Car Park	24hr Charge
1	Bow Street	£4.60
2	Bradshaw Street	£7.00
3	Civic Centre	£8.00
4	New Radcliffe Street	£4.60
5	Stadium	£6.60
6	Southgate Street	£4.60
7	Tommyfield Market	N/P
8	Waterloo Street	£4.60
9	Hobson Street	£4.60
10	Spindles Town Square	£6.00
11	Sainsburys / TK Maxx	N/P
12	Bloom Street	N/A
13	Prince Street	£2.50
14	Medtia	£6.80
15	Rock Street	£5.00
16	Queen Street	£5.50
17	Ashcroft Street	N/P
18	Chaucer Street	N/A
19	Roscoe Street	£4.60
20	New Leisure Centre	£10.00

Further comparison of Oldham car parking charges against those in comparator towns is set out in Section 5.

4. Future Development Proposals

4.1 Introduction

Details for how Oldham Town Centre might be redeveloped in the coming years are set out in two documents, the Creating a Better Place strategic framework developed by Simpson Haugh (2020), and the subsequent Development Plan Prospectus (Simpson Haugh, 2022). The individual details of development locations, sizes and proposed land uses are set out in further detail below.

Some of the proposed developments could be built on existing car parks. This section therefore investigates the impact on the remaining car parks, both in terms of the displacement of vehicles currently using the car parks to be developed, and any additional impact of the trips generated by the proposed developments.

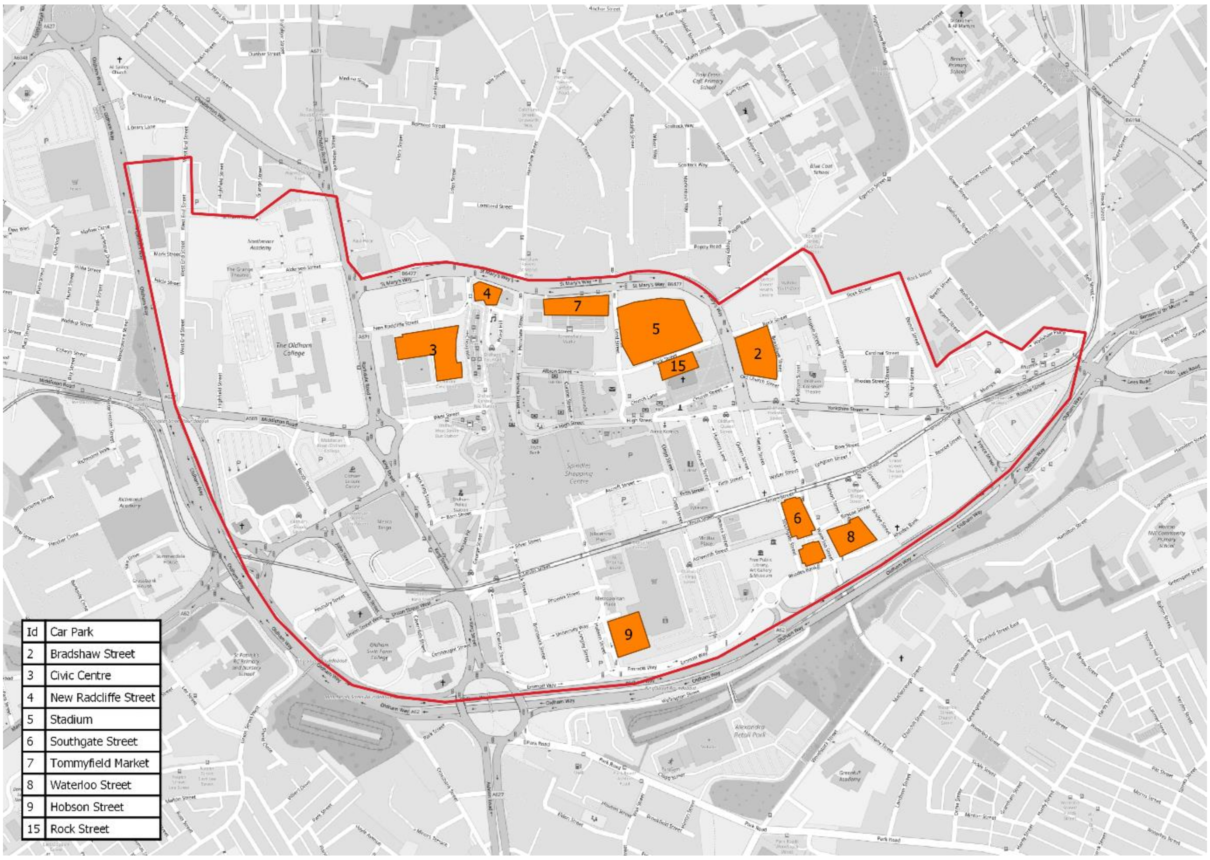
4.2 Car Parks for Potential Redevelopment

Oldham Council has identified a number of existing car parking locations within the town centre which could potentially be redeveloped to provide land for either housing or employment uses. The car parks being considered for development are:

- Bradshaw Street;
- Civic Centre;
- New Radcliffe Street;
- Stadium (former leisure centre);
- Southgate Street;
- Tommyfield Market;
- Waterloo Street;
- Hobson Street; and
- Rock Street.

These car parks are identified in Figure 4.1.

Figure 4.1 Car Parks for Potential Redevelopment



4.3 Simpson Haugh Work

The *Creating a Better Place* strategic framework, developed by Simpson Haugh, set outs the potential proposed developments within the town centre. Details of the relevant developments to be included in this assessment, including location, proposed land use, likely development size are included within the *Framework & Development Sites – Initial Study* document, which fed into the final strategy. This work is referred to below as the Simpson Haugh Work. Together, these proposed and potential development sites will impact on the overall parking provision in the town centre, in terms of loss of spaces due to the development sites being located on existing car parks, generating additional demand, the remaining parking provision, and altering the proportion of parking spaces within Council control and management.

The document also includes reference to several potential development sites included within Oldham Council's current Strategic Housing Land Availability Assessment (SHLAA). The majority of these are not located on existing car parks and consist of small plots which are unlikely to impact on town centre parking. However, a small number are sufficiently large as to have the potential to generate additional demand for town centre parking.

A total of 39 potential development sites were identified within the study area, which are likely to be progressed within the lifetime of the Local Plan. These developments are summarised in Table 2, including relevant information relating to type and composition. The status of the SHLAA developments included within the *Framework & Development Sites Initial Study* document has been cross-checked and updated based on information available on Oldham Council's online SHLAA map[6].

[6] Oldham Council's SHLAA interactive map, available online at: https://maps.oldham.gov.uk/webmap/?initialDialog=layersDialog&mapName=SHLAA

Table 2 Summary of Likely Future Developments Impacting on Parking Supply and Demand in Oldham Town Centre – Simpson Haugh Work

Ref.	Development Name	Land Use	Dwellings	Plot Area
1	Civic Centre (Option 1)[7]	C3	480	2.1 ha
1	Civic Centre (Option 2)[8]	C3	512	2.1 ha
2	Tommyfield Market	C3	244	1.7 ha
3	Former Leisure Centre	C3	185	1.5 ha
4	Bradshaw Street	C3	175	1.3 ha
5	Police HQ	C3	165	0.6 ha
6	Mecca Bingo	C3/C1/E	275	1.8 ha
Town Centre SHLAA Sites Under Construction				
HLA 3508	4-10 Union Street	C3	6	0.03 ha
HLA 3676	23-25 King Street	C3	12	0.09 ha
HLA 3766 (assumed to replace HLA 3563)	39 Greaves Street	C3	12	0.02 ha
HLA 3299	9 Scholes Street	C3	5	0.056 ha
Town Centre SHLAA Sites With Permission				
HLA 3508	Brunswick House, 86 Union Street	C3	24	0.14 ha
HLA 3082	Cabaret Club, 2 Bridge Street	C3	14	0.36 ha
HLA 3401	64 Bridge Street	C3	1	0.046 ha
HLA 3509/HLA 3509.1	120 Union Street	C3	2	0.028 ha
HLA 3678	87-89 Yorkshire Street	C3	11	0.048 ha
Town Centre SHLAA Sites With Lapsed Permission				
HLA 2831	53-55 King Street	C3	126	0.15 ha
HLA 2796	169 Union Street	C3	30	0.33 ha
Town Centre SHLAA Sites in Study Area				

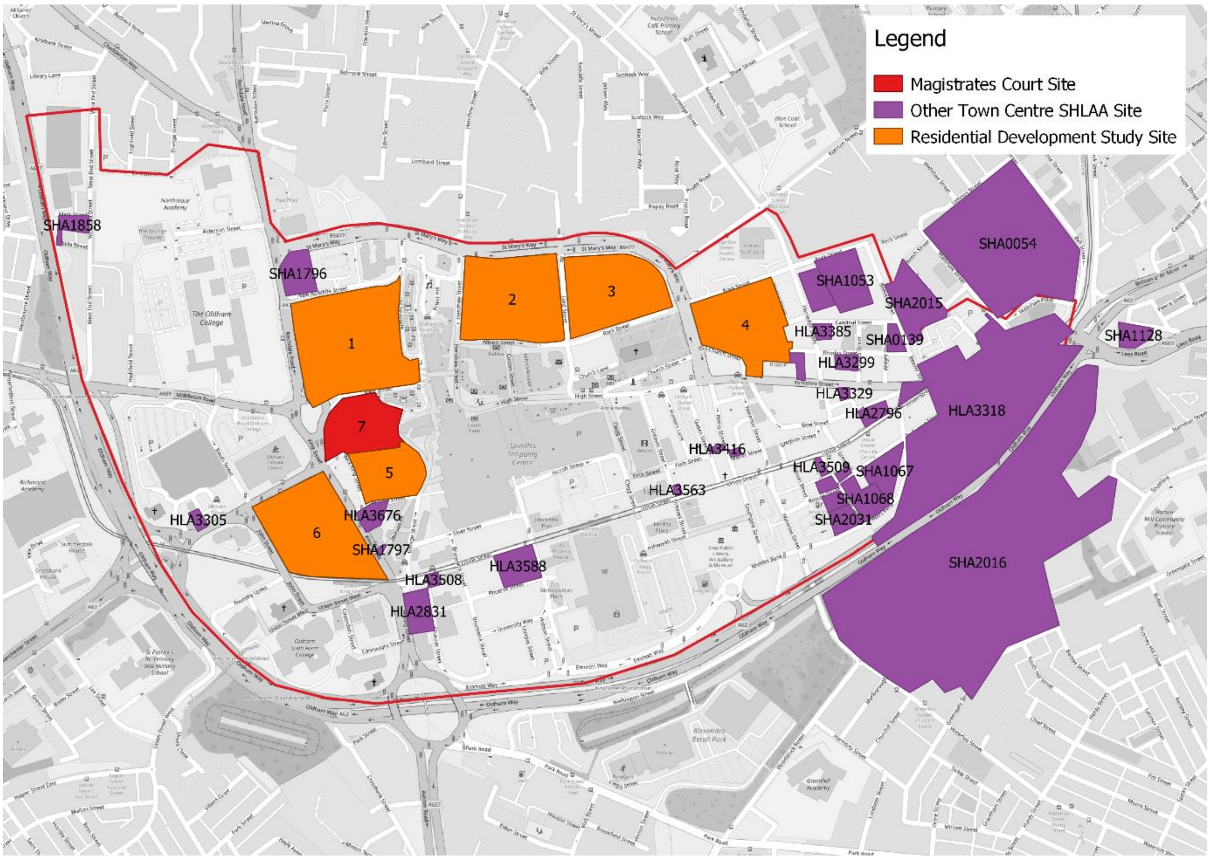
[7] Civic Centre (Option 1) – Assumes refurbishment of existing tower and podium as residential.
[8] Civic Centre (Option 2) – Assumes refurbishment of existing tower as residential, and demolition of podium.

7 / SHA 2001	Magistrates Court Site[9]	C3	N/A	N/A
SHA 1858	Land off Mark Street, West End Street	C3	7	0.07 ha
SHA 1796	122A Rochdale Road (Oldham County Court)	C3	25	0.26 ha
SHA 1797	Kings House, King Street	C3	12	0.01 ha
SHA 1052	Rock Street	C3	17	0.17 ha
SHA 1053	Social Services Training Centre, Rock Street	C3	41	0.43 ha
SHA 0054	Corner of Wallshaw Street	C3	290	3.03 ha
SHA 0139	Corner of Rhodes and Wright Street	C3	6	0.06 ha
SHA 2015	Land between Beever Street and Regent Street	C3	44	0.46 ha
SHA 1128	Bridge House, Lees Road	C3	10	0.10 ha
SHA 1069	CAB, Bridge Street	C3	9	0.03 ha
SHA 1067	Land at Roscoe Street	C3	22	0.23 ha
SHA 1068	Corner of Bridge Street and Roscoe Street	C3	24	0.25 ha
SHA 2031	Land south of 64 Bridge Street	C3	7	0.08 ha
SHA 2016	Southlink - land at	C3	250	5.76 ha
HLA 3318/HLA 3318(1)	Land at Mumps	C3	136	6.74 ha
HLA 3305	116 Manchester Street	C3	1	0.014 ha
HLA 3566	19-21 Retiro Street	C3	5	Not provided
HLA 3416	29 Queen Street	C3	1	0.011 ha
HLA 3329	First Floor, 104 Yorkshire Street	C3	1	0.007 ha
HLA 3385	8-10 Horsedge Street	C3	1	0.038 ha
HLA 3104	3-5 Hamilton Street	C3	11	0.15 ha

The locations included within the *Creating a Better Place* document are shown in Figure 4.2.

[9] Magistrates Court Site (site no. 7) is also within the SHLAA for an alternative residential option for 77 dwellings. It was stated in the 2020 document that this would remain under review.

Figure 4.2 Simpson Haugh Work - Development Location Plan[10]



4.4 Oldham Town Centre Development Plan Prospectus

The *Oldham Town Centre Development Plan Prospectus (2022)*, also prepared by Simpson Haugh, builds upon the work included within the *Creating a Better Place* document. The document set out that Oldham Council is creating a high-quality town centre for the benefit of residents, visitors and investors, while delivering priority development elsewhere in the borough of Oldham. It also states that Oldham Council is now seeking to appoint a master developer to design, fund and deliver 2,000 residential housing units across eight town centre sites.

As with the *Creating a Better Place* document, the *Development Plan Prospectus* sets out the details of relevant developments to be included in this assessment, including location, proposed land use and likely development size. These developments have then been assessed in the same way as the developments included within the *Creating a Better Place* document in terms of the sites impact on the overall parking provision in the town centre, including the overall loss of spaces due to the development sites being located on existing car parks, generating additional demand, the remaining parking provision, and altering the proportion of parking spaces within Council control and management.

The *Development Plan Prospectus* focuses on a number of key development sites, and as such does not include SHLAA sites in the same what that the *Creating a Better Place* document did.

A total of eight potential development sites were identified within the study area and are summarised in Table 3, including relevant information relating to type and composition.

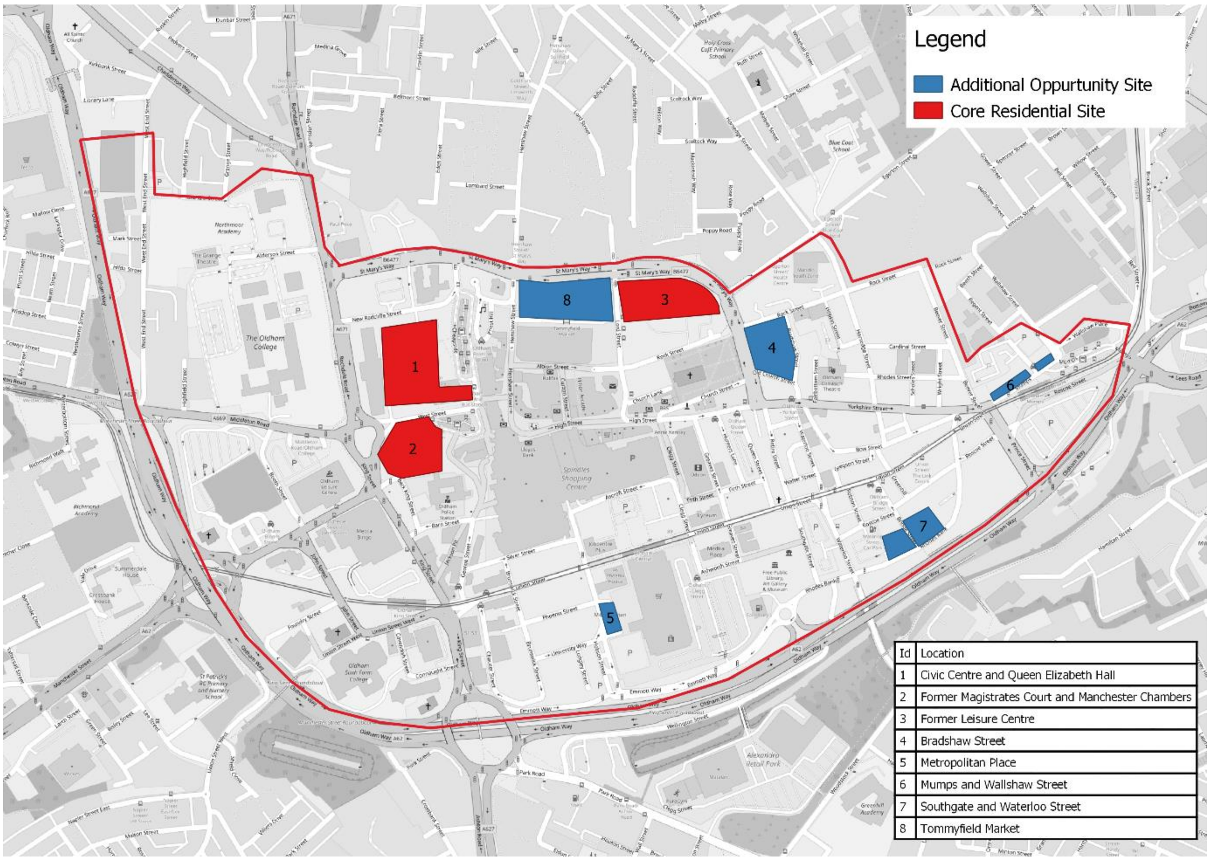
[10] Town Centre Framework Area and Development Sites + SHLAA Sites, Source, Page 59 of '*Framework & Development Sites – Initial Study*' (Simpson Haugh, May 2020).

Table 3 Summary of Likely Future Developments Impacting on Parking Supply and Demand in Oldham Town Centre – Development Plan Prospectus

Ref.	Development Name	Land Use	Dwellings	Plot Area
1	Civic Centre	C3	600	2.33 ha
2	Former Magistrates Court	C3	225	0.81 ha
3	Former Leisure Centre	C3	250	0.93 ha
4	Bradshaw Street	C3	150	0.403 ha
5	Metropolitan Place	C3	75	0.088 ha
6	Mumps & Wallshaw Street	C3	100	0.24 ha
7	Southgate Street & Waterloo Street	C3	250	0.479 ha
8	Tommyfield Market	C3	350	1.07 ha

The locations included within the Development Plan Prospectus document are shown in Figure 4.3.

Figure 4.3 Oldham Town Centre Development Location Plan – Development Plan Prospectus[11]



[11] Oldham Town Centre Development Location Plan - Development Plan Prospectus. Sources page 18 and 19, '*Oldham Town Centre Development Prospectus*' (Simpson Haugh, 2022)

4.5 Impact of the of the Proposed Developments on Parking Demand

In order to assess the likely impact of these developments on the town centre parking stock, the first step was to summarise the various future changes associated with each of the masterplan development sites. This includes a review of which of the existing car parks would be closed to facilitate the development, the demand for parking that could be generated by the new developments, whether this demand could be accommodated within the parking provided by each of the developments, and which of the retained car parks are likely to be affected by each of the developments.

The likely demand for parking generated by the new land uses was investigated using the TRICS (Trip Rate Information Computer System) software to provide vehicle trip rates for each of the different developments. These trip rates, alongside Census vehicle ownership data for residential sites, were used to calculate a parking accumulation in order to identify the demand for parking at various times of day. These included the AM and PM local highway network peak periods, the maximum daytime and evening demand both on weekdays and weekends. For all investigated developments, the trip rate was based on land use and gross floor area (GFA).

For the potential residential sites that could come forward in the longer-term (largely the SHLAA sites), on-site parking in the region of 40% of the total number of dwellings has been assumed, in line with the previous 2019 Parking Strategy. This parking allocation had been based on a review of existing residential sites in urban centres and showed that such sites typically provide on-site parking spaces in the region of 40%. This proportion has therefore been assumed for each of the non-allocated residential developments without parking details, included in Table 2 and Table 3.

The likely demand for off-site town centre parking resulting from each development (i.e. demand which cannot be accommodated within any parking spaces provided as part of each development site) was calculated by subtracting the maximum daytime parking demand from the assumed on-site parking provision.

Table 4 Estimated Demand from new Development VS Expected Parking Provision – Simpson Haugh Work

		Expected Parking Demand						
Development Name	**Expected On-site Parking Provision**	**Weekday 08:00-09:00**	**Weekday 17:00-18:00**	**Maximum Weekday Daytime**	**Weekday Evening**	**Saturday Daytime**	**Saturday Evening**	**Does Maximum Demand Fit in Proposed Car Park**
Civic Centre (Option 2)[12]	341	125	143	129	227	118	142	Yes
Tommyfield	168	71	85	75	99	67	84	Yes
Former Leisure Centre	127	56	69	60	81	54	68	Yes
Bradshaw Street	124	61	79	67	93	58	79	Yes
Police HQ	114	45	52	47	61	43	51	Yes
Mecca Bingo	194	504	351	822	245	75	104	No
Excess Demand		**310**	**157**	**628**	**51**	**-**	**-**	
All SHLAA sites included	389	319	367	331	428	302	363	No
Excess Demand from SHLAA		**-**	**-**	**-**	**38**	**-**	**-**	
Total Excess Demand		**310**	**157**	**628**	**89**	**-**	**-**	No

[12] Civic Centre Option 2 has been included in the table due to containing a higher proposed number of dwellings (512 units) when compared with Option 1 (480).

Table 5 Estimated Demand from new Development VS Expected Parking Provision – Development Plan Prospectus

		Expected Parking Demand						
Development Name	**Proposed Parking Provision**	**Weekday 08:00-09:00**	**Weekday 17:00-18:00**	**Maximum Weekday Daytime**	**Weekday Evening**	**Saturday Daytime**	**Saturday Evening**	**Does Maximum Demand Fit in Proposed Car Park**
Civic Centre	243	165	190	171	221	156	187	Yes
Former Magistrates Court	91	62	71	64	83	58	70	Yes
Former Leisure Centre	101	69	79	71	92	65	78	Yes
Bradshaw Street	61	41	47	43	55	39	47	Yes
Metropolitan Police	30	21	24	21	28	37	26	Yes
Mumps & Wallshaw Street	40	27	32	28	37	26	31	Yes
Southgate Street & Waterloo Street	101	69	79	71	92	65	78	Yes
Tommyfield Market	142	96	111	99	129	91	109	Yes
Excess Demand		**-**	**-**	**-**	**-**	**-**	**-**	

The assessment of the likely demand for off-site town centre car parking for the Simpson Haugh Work is summarised in Table 4. It can be seen that whilst the majority of the sites included within the Simpson Haugh work propose adequate levels of on-site car parking to cater for the associated demand, the potential demand generated by the proposed development of the former Mecca Bingo site is likely to lead to higher demand than the parking provision proposed. This site proposes to include 275 apartments, 15,190 sqm of office floorspace and 8,910 sqm of hotel land use. It can be seen from the table below that the daytime parking demand, generated by the office land use, far outweighs the level of proposed parking, with a maximum excess delay during weekday daytime of 628 spaces.

The SHLAA sites, grouped together below, also indicate a potential shortfall in parking across the town centre. As mentioned previously, sites under construction, with planning permission, or with lapsed planning permission have had parking included as per their permissions, whilst remaining sites have been allocated a 40% provision based on housing numbers. With a number of sites being constructed without any parking, it is likely that there will be a displaced demand for parking, resulting in some requirement for town centre parking (38 spaces, weekday evening), as identified in Table 4.

The sites included within the Development Plan Prospectus have been assessed in the same way, with results set out in Table 5. The Development Plan Prospectus does not include any proposed parking numbers, and so a 40% provision has been assumed. Should the 40% provision of space be met in relation to parking numbers, then the predicted demand should not exceed the number of parking spaces provided on the development site.

These figures relate solely to demand based on estimated average trips generated by new developments. There is also a need to take account displaced existing car parking as a result of the redevelopment of a number of car parks. No background growth is included in this assessment, as it was found on the site visit that current parking levels continue to be significantly lower than pre-COVID-19 levels, and as such the assessment has been undertaken with site visit occupancies factored-up to 2019 levels, to give a worst-case scenario.

5. Demand Management Strategy

5.1 Town Centre Zoning System

The 2015 parking Strategy proposed the implementation of a zoning system in order to assist with identifying the geographical distribution of town centre developments and help to allocate associated parking demand to appropriate car park locations.

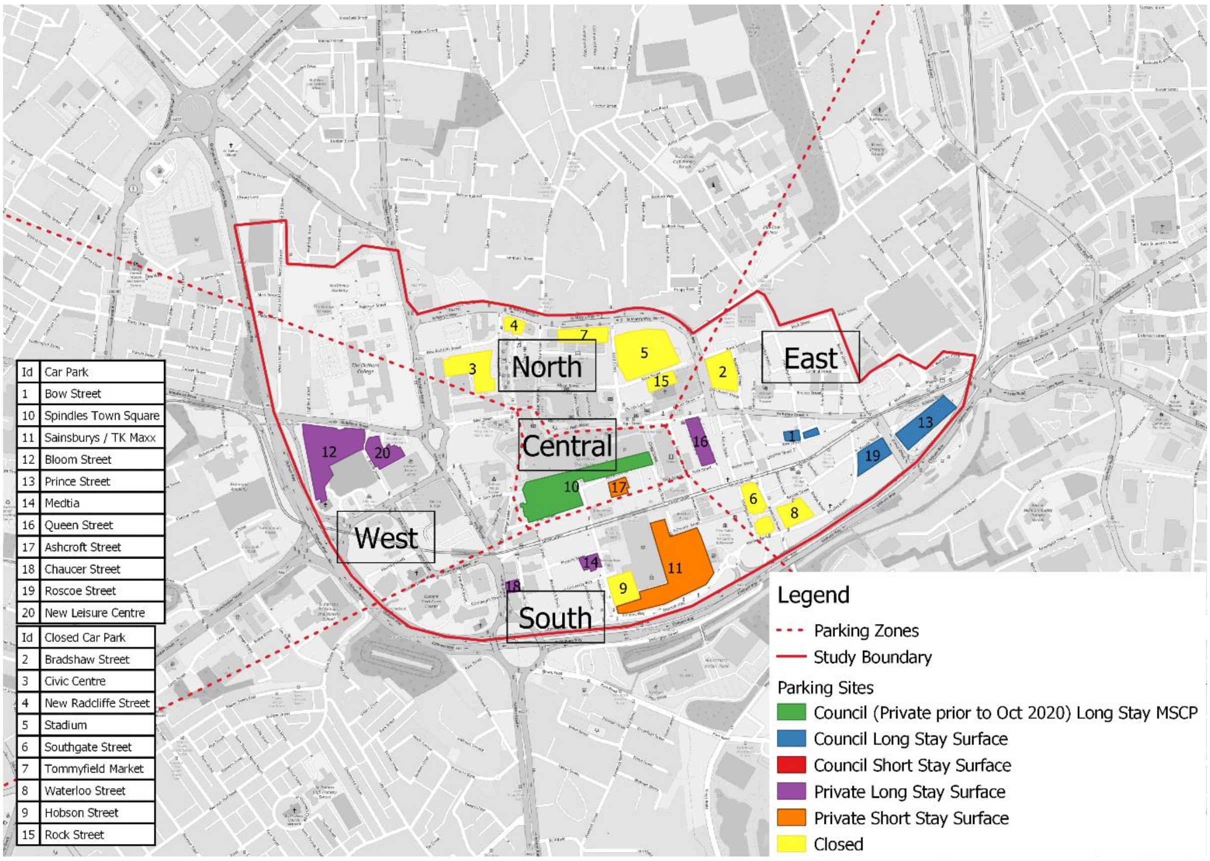
This zoning system has once again been adopted in order to develop the updated demand management strategy. The zoning system is based on a Central 'ring' zone around the main retail core, which includes Spindles Town Square Shopping Centre and the Old Town Hall. Four further zones then radiate out from this central hub, which are identified geographically as North, East, South and West.

The aim of this zonal system is to create a more evenly distributed provision of car parking spaces around the town centre. When combined with a complementary routeing and signage strategy, this will allow drivers to be guided quickly to an appropriate car park depending on the direction from which they approach the town centre. This should reduce incidences of traffic circulating the town centre searching for a car parking space.

When considered alongside the car park pricing strategy, the zoning system can also help to focus more expensive parking towards the central areas, with less expensive parking options located around the edges of the town centre, with the aim of reducing the impact of vehicles penetrating the town centre.

The parking zones are illustrated in Figure 5.1, which also shows the future parking situation in context with the proposed development locations.

Figure 5.1 Town Centre Parking Zones and 'Do-Minimum' Car Park Locations



5.2 ‘Do-Minimum’ Situation

By allocating the proposed car parks for redevelopment, as identified in Figure 5.1, into the appropriate zones, the estimated demand for parking in each zone can be calculated across the strategy period.

Comparing the existing (factored to 2019 to allow for the current reduction as a result of COVID-19) demand, to the proposed supply of parking in each zone gives an indication of where there is potential for a shortfall in parking supply. This is referred to as the ‘Do Minimum’ situation since it assumes no intervention in providing additional parking capacity.

It should be noted that in each zone, the type of parking (i.e. long-stay or short-stay) has been allocated based on time-limited parking restrictions where applicable.

The supply and demand figures are summarised in Figures 4.2 to 4.7 below. A full breakdown of supply against demand across the strategy period is included in Appendix A.

Figure 5.2 Parking Supply VS Demand – Existing VS Minus Nine Car Parks for Redevelopment - Total

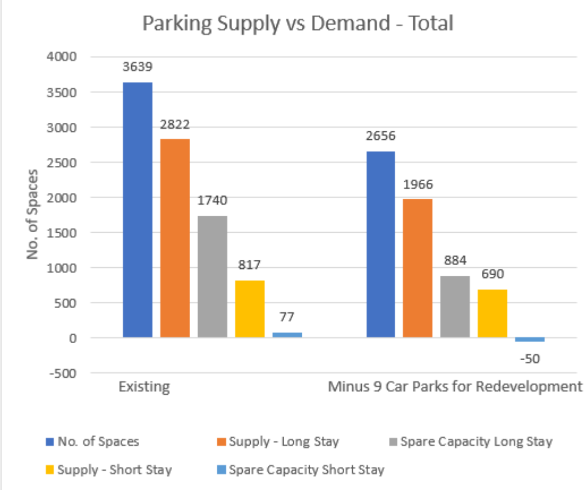


Figure 5.3 Parking Supply VS Demand – Existing VS Minus Nine Car Parks for Redevelopment - Central

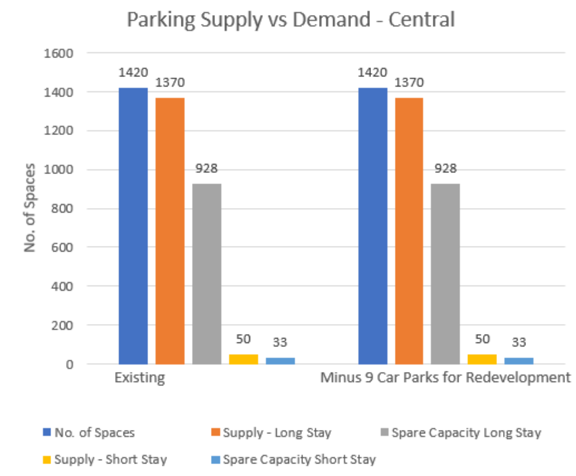


Figure 5.4 Parking Supply VS Demand – Existing VS Minus Nine Car Parks for Redevelopment - North

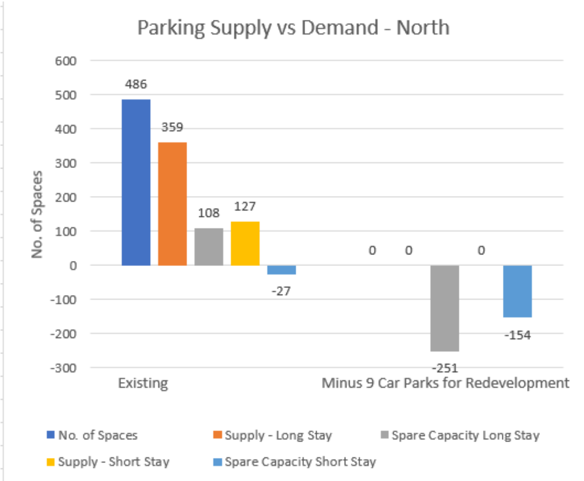


Figure 5.5 Parking Supply VS Demand – Existing VS Minus Nine Car Parks for Redevelopment - East

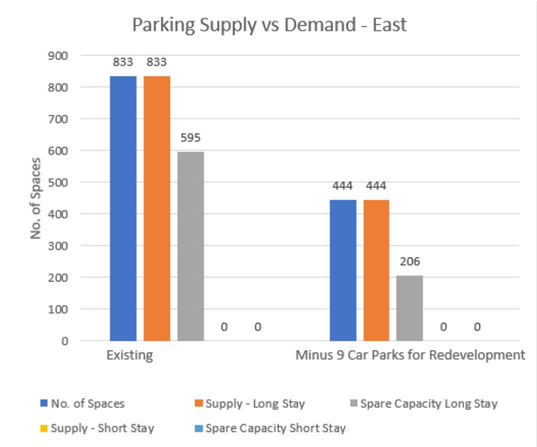


Figure 5.6 Parking Supply VS Demand – Existing VS Minus Nine Car Parks for Redevelopment - South

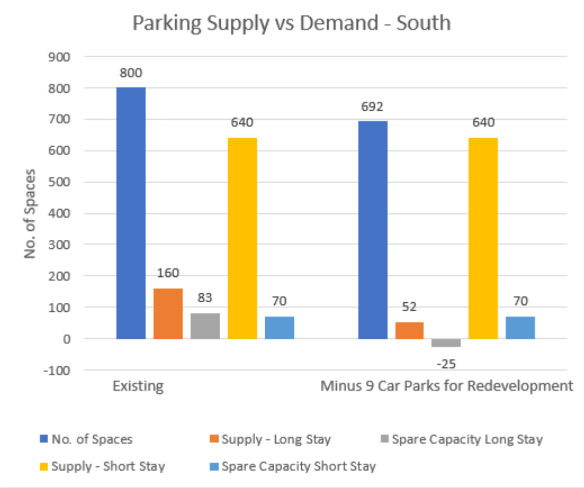
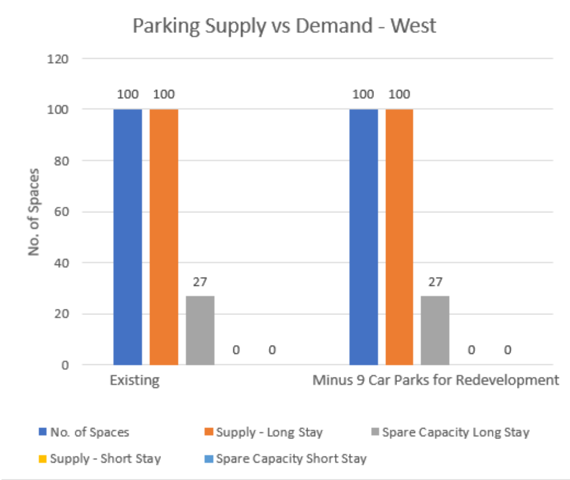


Figure 5.7 Parking Supply VS Demand – Existing VS Minus Nine Car Parks for Redevelopment - West



The assessment shows that the most significant change regarding the proposed closures of a number of car parks, could be a forecast shortage in short-stay car parking (50 spaces).

There is already no dedicated short-stay only parking in the East or West zones, and an under provision of short-stay parking in the North zone.

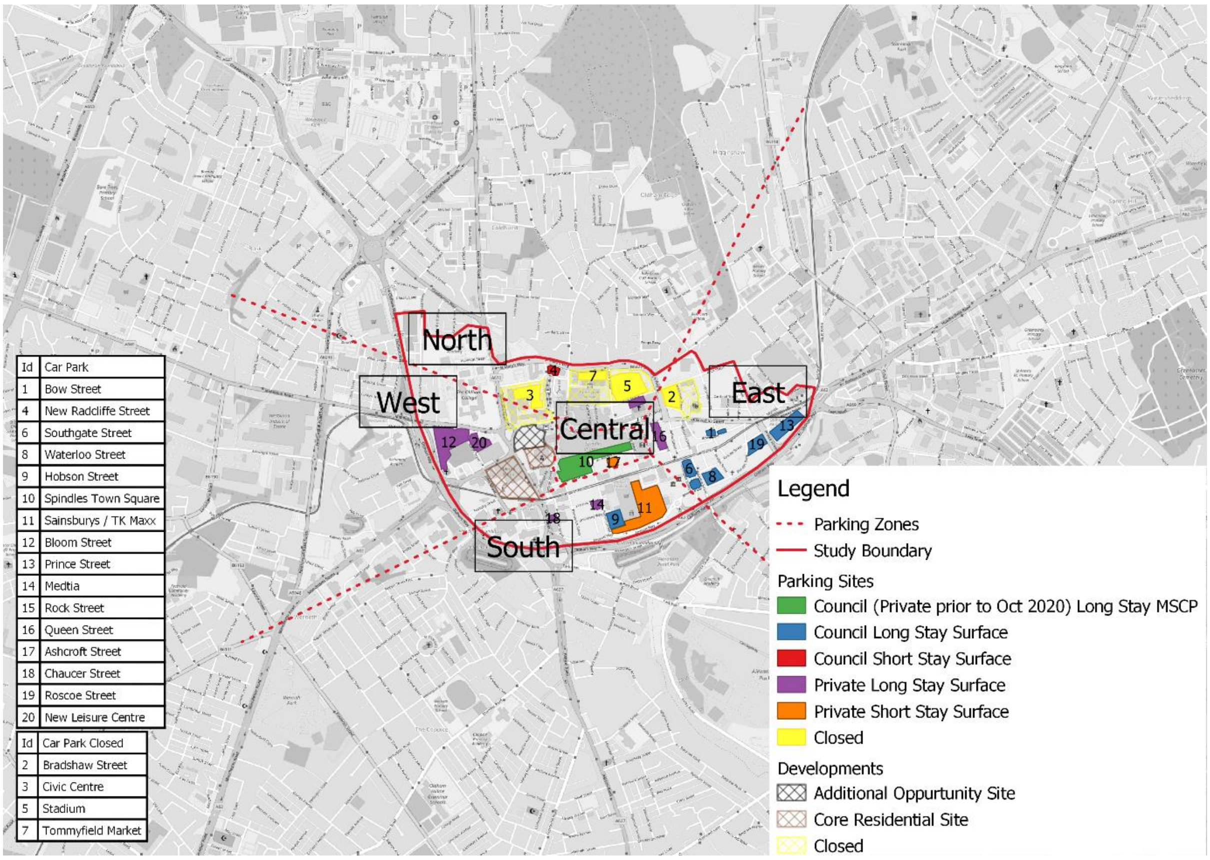
The proposed car parks for redevelopment include Tommyfield and New Radcliffe Street, both identified as being short-stay locations. Some of those currently using these car parks could relocate to Ashcroft Street, which has a spare short-stay capacity of 33 spaces, but it is unlikely that drivers could relocate to, the only other existing short-stay location, Sainsbury's, both due to lack of available spare capacity at that location and its status as being for shoppers only. However, across the remaining car park in Oldham Town Centre there would be sufficient spare capacity to cater for the displaced vehicles at other locations (although other identified are identified as long-stay, all off the option to park for shorter durations).

The total provision of parking spaces at present is 3,639 spaces, of which 74.5% are Council owned and 25.5% are privately owned. Should the nine car parks, as identified in Figure 5.1 close, this would bring the total car parking provision to 2,656 spaces. Of these, 66.3% would be Council owned while the remaining 33.7% would be privately owned.

5.3 'With Development' Situation – Simpson Haugh

A revised assessment has been undertaken to assess the impact of the additional demand generated by the Simpson Haugh development proposals alongside the closure of a number of car parks, as identified on Figure 5.9.

Figure 5.8 Town Centre Parking Zones and 'With Development – Simpson Haugh' Car Park Locations



As shown in Table 4, part of the development (namely the proposals for the former Mecca Bingo site) are forecast to generate excess demand that cannot be accommodated within the site. This is therefore likely to be displaced onto surrounding town centre parks. The site sits within the West Parking Zone, so spare capacity within this area was investigated first. It was found that at midday on a weekday there was likely to be approximately 27 spaces available within this zone. Secondly, wider zones were investigated for available capacity to cater for the excess demand, starting at the next nearest location. Capacity for long-term parking was found in both the South (83 spaces) and Central Zones (518 spaces). It should be noted that whilst the parking provision on site could be free, there would be an additional cost for users for using parking off-site, alongside the additional walking distance (less than 400m from Mecca Bingo to Spindles). The impact of these proposals in relation to the supply and demand alongside exiting car park closures is shown on Figures 4.9 to 4.14 below. A full breakdown of supply against demand across the strategy period is included in Appendix A.

Figure 5.9 Parking Supply VS Demand – Existing VS Simpson Haugh Proposals - Total

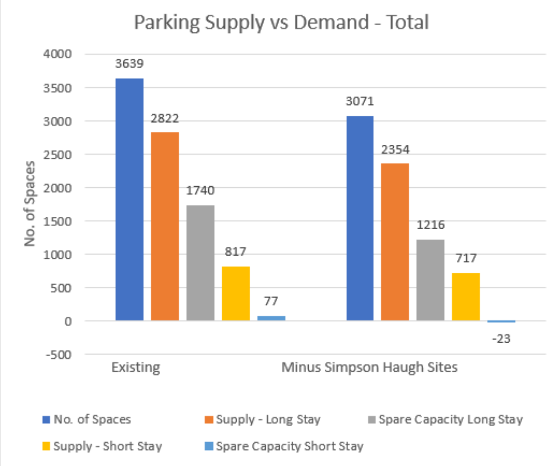


Figure 5.10 Parking Supply VS Demand – Existing VS Simpson Haugh Proposals - Central

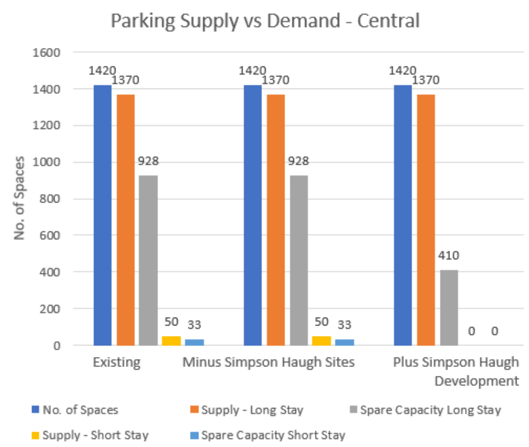


Figure 5.11 Parking Supply VS Demand – Existing VS Simpson Haugh Proposals - North

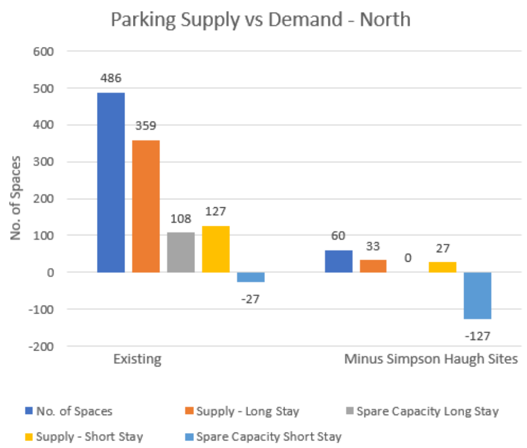


Figure 5.12 Parking Supply VS Demand – Existing VS Simpson Haugh Proposals - East

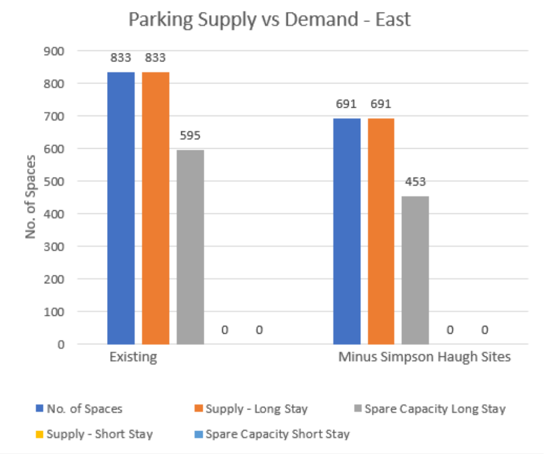


Figure 5.13 Parking Supply VS Demand – Existing VS Simpson Haugh Proposals - South

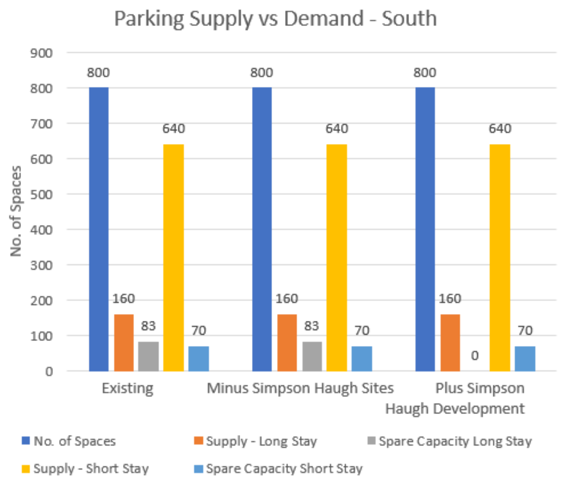
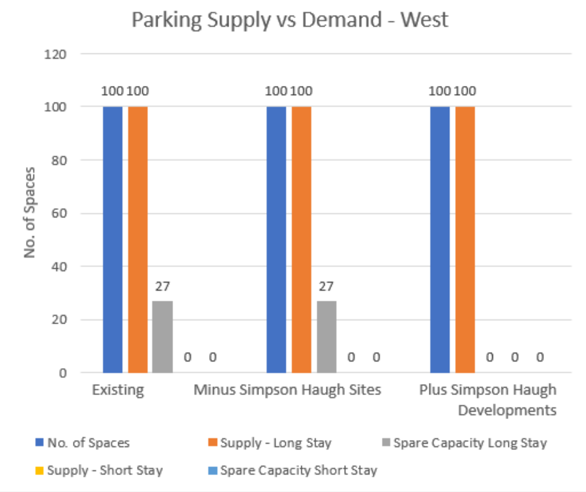


Figure 5.14 Parking Supply VS Demand – Existing VS Simpson Haugh Proposals - West



Similarly to the above assessment of the closure of nine car parks, the assessment of the Simpson Haugh proposals again shows a forecast shortage in short-stay car parking (23 spaces (less than the 50 spaces above as in this scenario New Radcliffe Street remains open)). There is already no dedicated short-stay only parking in the East or West zones, and an under provision of short-stay parking in the North zone. As above, these short-stay parkers could be accommodated into other car park locations that do not solely cater for short-stay.

With the addition of the excess demand from the development proposals, this can be seen to have a significant impact on parking availability, specifically to the west of the town centre where the former Mecca Bingo site is located. The only car park now situated within the West Zone is the New Leisure Centre (following the closure of Bloom Street – as noted from the site visit). Whilst this car park is primarily aimed at those using the leisure facilities (parking is free if ticket validated as a leisure centre user), non-members can pay and display.

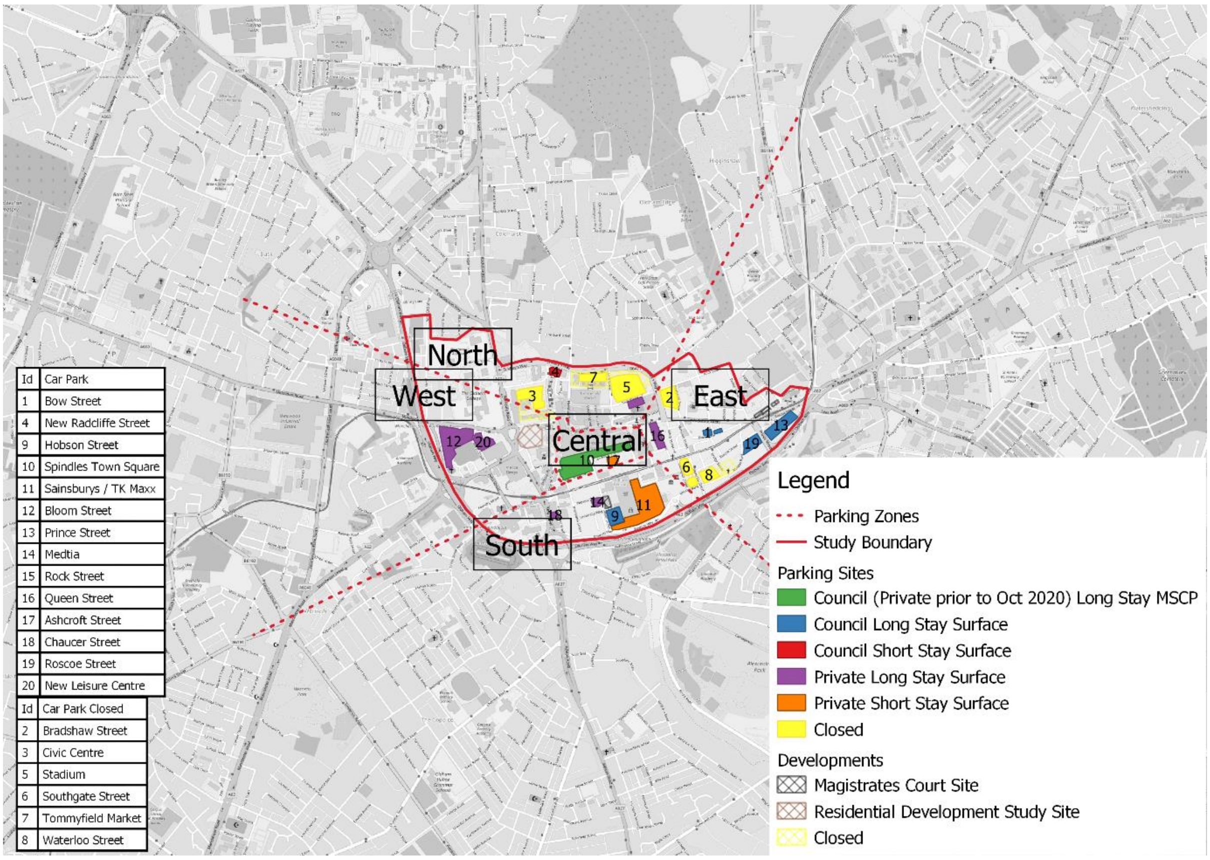
The excess demand of 628 car parking spaces has been found possible to accommodate, split across the West (27 spaces), South (83 spaces) and Central (518 zones). It should be noted that whilst this development demand can be accommodated, it leaves the associated car parks in a position where there would be no spare capacity in the West zone and no spare long-stay capacity in the South zone (70 short-stay spaces at the Sainsburys car park still available). The development demand is largely accommodated by available capacity within the Spindles car park in the centre of Oldham.

The total provision of parking spaces would be 3,071 spaces, 568 fewer than the existing situation. The proportion of Council owned to privately owned spaces is 69.7%, compared to 30.3% privately owned.

5.4 ‘With Development’ Situation – Development Plan Prospectus

A second revised assessment has been undertaken to assess the impact of the additional demand generated by the Development Plan Prospectus development proposals alongside the closure of a number of car parks, as identified on Figure 5.15.

Figure 5.15 Town Centre Parking Zones and 'With Development – Development Plan Prospectus Car Park Locations



Unlike the Simpson Haugh development proposals, the proposals within the Development Plan Prospectus are not anticipated to generate excess car parking demand that cannot be accommodated within the sites (assuming a 40% provision of parking is provided for each site), as shown in Table 5. There will, however, be displacement of existing car park users into other town centre car park locations. The impact of these proposals in relation to the supply and demand alongside exiting car park closures is shown on Figures 4.16 to 4.21 below. A full breakdown of supply against demand across the strategy period is included in Appendix A.

Figure 5.16 Parking Supply VS Demand – Existing VS Development Plan Prospectus Proposals - Total

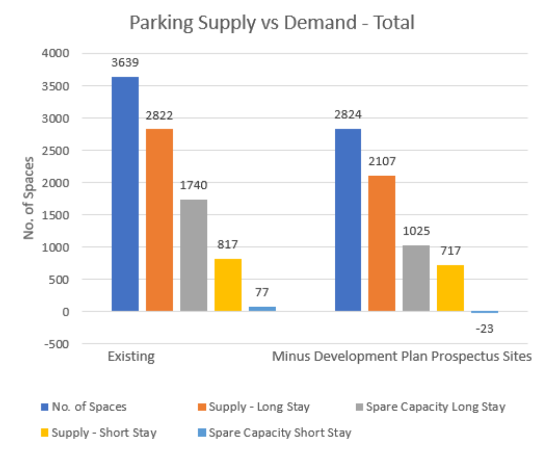


Figure 5.17 Parking Supply VS Demand – Existing VS Development Plan Prospectus Proposals - Central

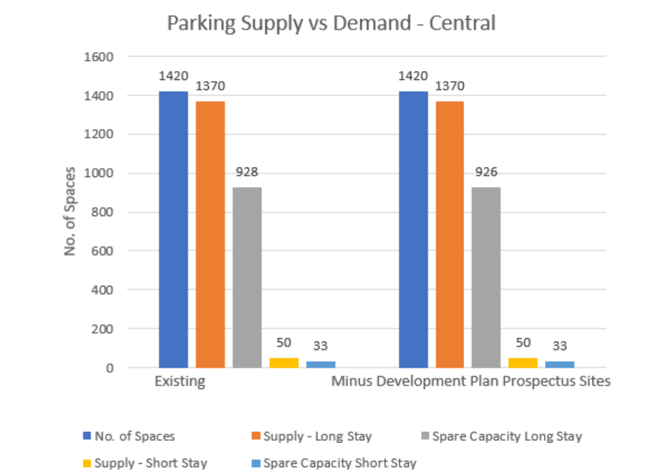


Figure 5.18 Parking Supply VS Demand – Existing VS Development Plan Prospectus Proposals - North

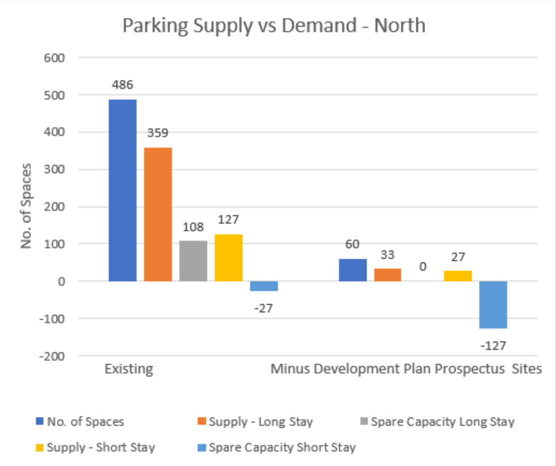


Figure 5.19 Parking Supply VS Demand – Existing VS Development Plan Prospectus Proposals - East

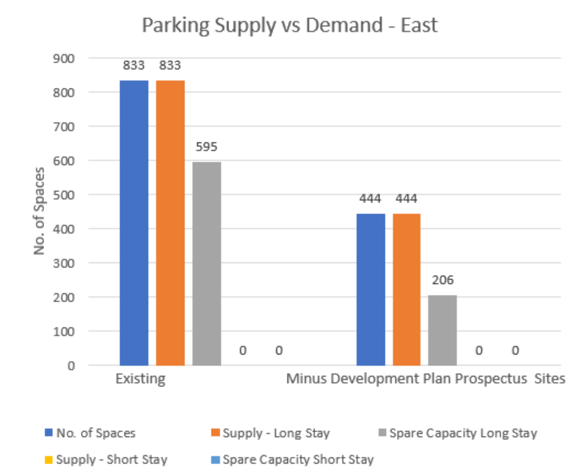


Figure 5.20 Parking Supply VS Demand – Existing VS Development Plan Prospectus Proposals - South

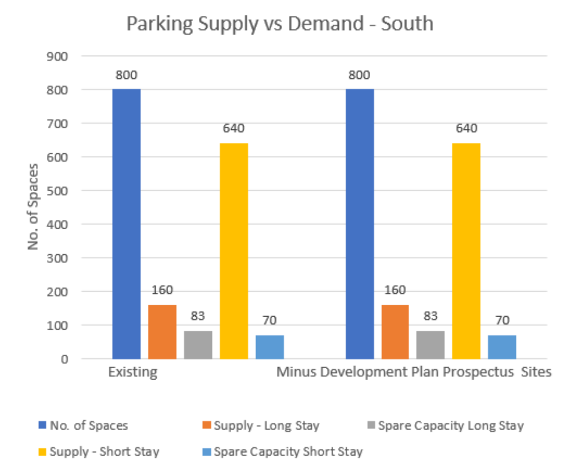
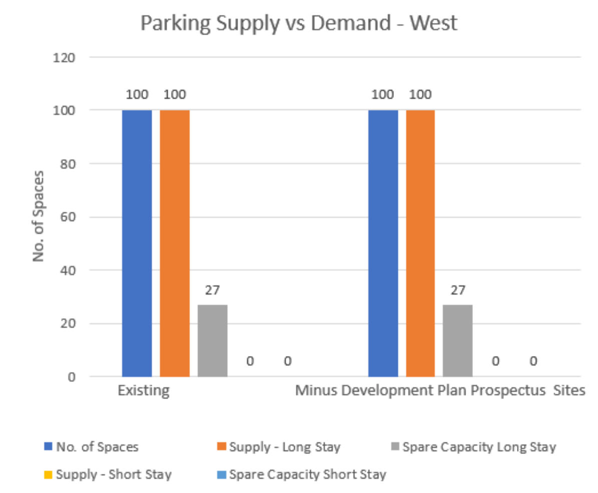


Figure 5.21 Parking Supply VS Demand – Existing VS Development Plan Prospectus Proposals - West



Similarly to the above assessment of the closure of nine car parks and the assessment of the Simpson Haugh proposals, the Development Plan Prospectus proposals again shows a forecast shortage in short-stay car parking (23 spaces). There is already no dedicated short-stay only parking in the East or West zones, and an under provision of short-stay paring in the North zone. As above, these short-stay parkers could be accommodated into other car park locations that do not only cater for short-stay.

All the forecast impacts of the Development Plan Prospectus proposals relate to the displacement of the existing car park users. Spare capacity in the North is reduced by 100 spaces due to the loss of Tommyfield car park. The number of spaces available in the East Zone is reduced from 833 to 444, with the spare capacity reducing from 595 to 206 due to the removal of the Waterloo Street, Bradshaw Street and Southgate Street car parks.

Whilst the Development Plan Prospectus proposals reduce the number of spaces from 3,639 to 2,824, the overall displaced traffic can be accommodated within other town centre car parks. The total spare capacity in long-term car parks across Oldham is reduced from 1,773 to 1,058, while the spare capacity in short-term car park is reduced from 44 to -56, again a number that can be accommodated elsewhere in the network.

The total provision of parking spaces would be 2,824 spaces, 815 fewer than the existing situation. The proportion of Council owned to privately owned spaces would be 66.3%, compared to 33.7% privately owned.

6. Benchmarking

6.1 Introduction

A benchmarking exercise has been undertaken which looked at comparator towns in Greater Manchester to understand how they are responding to similar issues to those experienced in Oldham.

The specific locations selected for this exercise include towns and cities of roughly equivalent size and/or with approximately equivalent issues to Oldham, within the Greater Manchester area.

6.2 Local Car Parking Offer

Although comparisons cannot be made between Oldham and comparable local centres in terms of historic offer, it is important to understand the offer of local retail competitors for the local population. In 2020, Oldham Council acquired control of the car park within Spindles Town Square Shopping Centre, therefore taking over the main alternative to Council car parks within the town centre boundary. The new main alternative is the Sainsbury's / TK Maxx private car park, which offers free parking for two hours for shoppers. Whilst some of these facilities (particularly the temporary and lower quality facilities further out from the town centre) are able to undercut the Council in terms of on-the-day pricing due to their extremely low overheads, several of the more central and quality private car parks are equivalent in price to Council owned facilities. It is considered important to see these facilities as part of the wider town centre offer and to incorporate the additional capacity that they provide into the strategy for Oldham as a whole.

Within Oldham, the main alternative to chargeable parking is provided at the Mumps Metrolink Park and Ride car park to the east of the Town Centre. This currently provides all-day free parking. However, the car park is intended for use only by Metrolink ticket holders, and it is anticipated that controls could be put in place by TfGM to enforce this. Free parking is available at the Alexandra Retail Park, although this is located just to the south of the town centre boundary and is not ideally situated for use as a town centre car park due to the lack of convenient pedestrian connectivity across Oldham Way.

The key local competitors for Oldham are, however, competing local centres as well as out of town retail and shopping park locations that are able to provide free parking and offer no benefit to the town centre in terms of passing trade or linked trips. These include the Trafford Centre shopping complex to the west of Manchester city centre which, although remote from Oldham, is often attractive to local residents due to large size of the retail/leisure offer and associated free parking. More local 'competitors' with free car parking include the Ashton Moss leisure/retail developments.

6.3 Pricing Comparison Comparator Towns

A pricing comparison of neighbouring towns is presented in Table 6.

Table 6: Local Area Price Comparison

Town/City		Rochdale	Bury	Bolton	Stockport	Average	Oldham	Oldham
Short Stay	Example	Reed Hill	Parsons Lane	Central Street	Heaton Lane	Average (Excluding Oldham)	Tommyfield Market	Oldham Average
	1 hr	£0.00	£2.00	£1.70	£0.90	**£1.15**	£1.40	£1.48
	2 hrs	£0.00	£2.00	£3.50	£1.80	**£1.83**	£2.00	£2.01
	3 hrs	£0.00	£2.30	£4.50	£2.70	**£2.38**	£3.00	£3.07
	4 hrs	£1.00	£5.00	£4.50	£3.60	**£3.53**	Not permitted	£3.59
	5 hrs	£1.30	£5.00	£8.50	£4.50	**£4.83**	Not permitted	£4.97
	6 hrs	£1.60	£5.00	£8.50	£5.30	**£5.10**	Not permitted	£5.91
	7 hrs	£5.00	£5.00	£8.50	£6.20	**£6.18**	Not permitted	£5.98
	8 hrs	£5.00	£5.00	£8.50	£7.10	**£6.40**	Not permitted	£5.98
	Eve	£0.00	N/A	N/A	£0.00	-	£0.00	
Long Stay	Example	High Street	Bolton Street Station	Octagon MSCP (NCP)	Redrock (NCP)	Average (Excluding Oldham)	Civic Centre	
	1 hr	£0.00	£2.00	£1.50	£0.90	**£1.20**	£1.30	
	2 hrs	£0.00	£2.00	£2.50	£1.80	**£1.60**	£1.80	
	3 hrs	£0.00	£2.30	£3.50	£2.70	**£2.15**	£5.50	
	4 hrs	£1.00	£5.00	£4.50	£3.60	**£3.28**	£3.50	
	5 hrs	£1.30	£5.00	£5.50	£4.50	**£3.65**	£3.70	
	6 hrs	£1.60	£5.00	£6.50	£5.30	**£4.33**	£8.00	
	7 hrs	£5.00	£5.00	£6.50	£6.20	**£5.28**	£8.00	
	8 hrs	£5.00	£5.00	£6.50	£7.10	**£5.23**	£8.00	
	Eve	£0.00	£0.00	N/A	N/A	-	£1.30	
Population Local Authority area (Census 2021)		223,800	193,800	296,000	294,800		242,100	

This indicates that in terms of ticket machine prices, Oldham generally offers neither the cheapest nor the most expensive parking in comparison with other locations although is generally higher than the average cost across the locations for parking duration of six hours or less. Rochdale and Stockport generally offer the cheapest parking for both long- and short-stay car parks, with Bury and Bolton having the most expensive car parks. Oldham is generally around the average for all tariff bands.

6.4 Benchmarking Space Comparison

A comparison has been undertaken of the total number of off-street spaces and the total percentage under Council control for some comparator towns and cities.

As can be seen from Table 7**Error! Reference source not found.** below, Oldham has a higher proportional control over its parking stock than nearly all of the other comparator towns and cities. This is primarily due to Oldham Council recently acquiring the car parking within The Spindles. The proportional control exerted by a local authority is directly related to the opportunity for that authority to effect and lead change in a town.

Table 7: Local Area No. of Spaces Comparison

Location	Population	No of Off-Street Spaces	No of Council Spaces	
			No.	%
Oldham	242,100	3,639	2,710	74.5%
Bury	193,800	4,519	1,281	28.4%
Rochdale	223,800	2,499	860	34.4%
Stockport	294,800	5,910	1,959	33.2%
Trafford Centre	N/A	10,000	0	0.0%

The figures in Table 7 indicate that the proportional control currently held by Oldham Council puts the council in a great position to provide the opportunity for it to lead the way in implementing improvements to the accessibility, quality, location and promotion of parking within the town centre, and to be a major partner in managing demand. Depending on which development proposals are taken forward, the Council owned share of car parking spaces will reduce from 74.5% to either 66.3% (should the nine identified car parks close), 69.7% following the Simpson Haugh proposals or 67.1% following the Development Plan Prospectus proposals.

7. Implications for Wider Parking Strategy

7.1 Introduction

The following section considers the implications for the wider Town Centre Parking Strategy arising from the revised car parking baseline and updated future demand outlined above. Unless otherwise stated below, the recommendations included within the "Oldham Town Centre Parking Strategy – Strategy Development and Implementation Report" (AECOM, June 2015) and subsequent "Oldham Town Centre Parking Strategy – 2019 Update" (AECOM, August 2019) remain unchanged.

7.2 Routeing, Access and Signage Strategy

The proposed car park access and signage strategy previously recommended was based on directing visitors to appropriate car parks within each of the parking zone areas based on the approach direction from each of the main routes into the town centre. For instance, a western approach along Manchester Road would sign 'Car Park West Zone and North Zone', while an eastern approach along Huddersfield Road would sign 'Car Park East Zone and South Zone', to reduce the need for drivers to travel through the Town Centre to reach car parks.

Overall this approach remains applicable, other than a minor alteration to reflect the proposed reduction in number of car parks in the North zone (Simpson Haugh and Development Plan Prospectus), or absence of car parks in the North zone (initial investigation into closure of nine car parks). Signage would require updates as appropriate as the car parks are redeveloped.

Car parking should be strategically sign-posted to:

- Reduce traffic from entering the town centre by encouraging use of the Park and Ride sites.
- Advise of the availability of town centre spaces to help inform choice to use Park and Ride.
- Direct cars to the nearest suitable car park with available space closest to the route they travel in on to reduce cross centre traffic.

A review of traffic signs is required to ensure:

- Park & Ride sites are easy to find.
- Drivers are aware of any capacity or congestion issues in the town centre in time to decide to divert to Park and Ride.
- Drivers are aware of the capacity of town centre car parks as they drive into the town.
- Drivers are aware of the pricing differentials to inform their choice of car park.
- Drivers are aware of the short and long stay options to inform their choice of car park.

It is recommended that improved signage is needed to help visitors navigate to and around the town centre car parks. This could be in the form of Variable Message Signs (VMS). It is also recommended that the location of signage is reviewed to ensure ample opportunities are presented to visitors to avoid travel by private car into the town centre including Park & Ride locations well sign posted, along with availability of spaces in town centre car parks to help inform choice to use Park & Ride.

7.3 Parking Technology / Customer Experience

In addition to signs, technology can be used to better communicate with users, for example computer and mobile phone applications that give real-time information on parking space availability, Park & Ride bus times, journey times into the town centre and even car park prices. These applications could also allow capture of and response to usage data and other customer feedback.

To support local vitality the Council will need to share information, such as location, capacity and pricing to digital platform providers. As the car parks develop, the Council will invest in new technologies to enable better information sharing with platforms such as in-car systems and third-party apps which will improve the customer experience of finding spaces. As the car parks are updated, newer technologies will be implemented to improve the customer experience to making finding spaces and parking more convenient. The Council will continue to collect performance data to inform the management of its car parks going forward. Post COVID-19, an acceleration of digital technology solutions is likely to respond to changing consumer behaviour.

Oldham Council has already made a significant investment in the adoption of contactless and in-app payment for parking. It is recommended that these alternative payment methods, as well as app technologies, be extended across all parking sites.

7.4 Park Mark Accreditation

The Safer Parking Scheme is a national standard for UK car parks that have low crime and measures in place to ensure the safety of people and vehicles. A Park Mark[13] is awarded to each car park that achieves the challenging standards. The distinctive Park Mark signage helps drivers find car parks where they can confidently leave their vehicle, knowing the environment is safe.

In the UK, a quarter of car parks have achieved the Park Mark Award. To ensure continuous high standards are maintained, car parks are assessed every year and if it passes, a Pass Mark is awarded for a further 12 months.

The accreditation process involves visits to each car park location by a British Parking Association employee and a specially trained police assessor. The car park is reviewed against a list of good management practices and preventative security measures, including CCTV, lighting, crime recording, vehicle and pedestrian access, traffic flows, quality of surfaces, cleanliness, signage, staff training and secure boundaries and perimeters.

At the time of writing, three car parks within Oldham had received Park Mark Accreditation. These are: Medtia Square Car Park, Spindles Shopping Centre Car Park and Metrolink Park & Ride Oldham Mumps Car Park. It is recommended that each of the car parks within Oldham town centre are upgraded to the point where it can achieve Park Mark accreditation.

7.5 Visitor Demand

Oldham Council will manage visitor demand through public transport investment (which will improve the reliability and decrease the cost of bus travel), encourage the use of Park & Ride sites (through improved signage) and improve safety on the public transport network through the Travel Safe Partnership (launched in 2015, the initiative provides a dedicated team of police constables, police community support officers, special constables and security personal to provide regular patrols, to tackle crime and anti-social behaviour). This is in line with GMTS Policy 15.

7.6 On-Street Parking

There is currently a total of approximately 180 on-street pay and display parking spaces available in the town centre. These spaces are predominantly located to the east of the town centre, along Union Street (27 spaces) and Yorkshire Street (28 spaces) and the surrounding side streets. There are no proposed changes to on-street parking numbers at present.

[13] Park Mark, part of the Safer Parking Scheme, information available online at: https://parkmark.co.uk/about-the-safer-parking-scheme

7.7 Blue Badge Parking

At the time of writing Oldham has 78 public blue badge spaces within car parks: one in the Bow Street car park, four in Bradshaw Street car park, two in Civic Centre car park, seven in Hobson Street car park, 27 in New Radcliffe Street car park (this car park is blue badge holders only), 16 in Princes Street car park, six in Roscoe Street car park, nine in Old Sports Stadium, six in Tommyfield car park. There are a number of additional on-street blue badge spaces. As a number of these car parks are planned for redevelopment, the blue badge spaces should be located to other suitable locations with level access.

It is recommended that these locations are determined in liaison with local disabled users. It is also recommended that the locations of these blue badge spaces are monitored in relation to the frequency of their occupancy, as this, combined with updates to policy, will determine when increased provision is required.

7.8 Mode Shift

As set out in more detail in the Oldham Transport Strategy (2022), Oldham Council has produced the ‘COVID Recovery Strategy’ (2021), which for transport planning means responding to changing consumer and travel trends following the COVID-19 pandemic. The transport aims are to reduce carbon emissions from transport and increasing cycling, walking and public transport use, which could be achieved by:

- Improved walking and cycling routes in Oldham and continue to deliver the Bee Network. Oldham Council is working in partnership with TfGM on the Bee Network and Active Neighbourhoods programme, which will introduce safer streets for people to walk and cycle with funding from the Mayor’s Cycling and Walking Challenge Fund (MCF) and other regional funding;
- Oldham Council is also working with Sustrans on improvements to the National Cycle Network which routes through the borough. The paths could be improved to better connect with local high streets, major employment areas and neighbouring authorities. Oldham’s aim is for cycling to be a genuine mode choice for people of all abilities;
- Oldham Council has been working with partners on a range of transport schemes to date with a focus on the town centre and improving connectivity through the Accessible Oldham programme, which is a programme of public realm and highway improvements in and around Oldham town centre. The delivery of Accessible Oldham Phase 1 is underway, with funding secured from the Local Growth Deal, the GM Mayor’s Cycling and Walking Challenge Fund and the Future High Streets Fund. The programme includes Oldham’s first Bee Network CYCLOPS junction at St. Mary’s Way / Rock Street which will improve safety for pedestrians and cyclists;
- Implement a campaign to promote active travel including to schools, residents and workplaces; and
- Work with partners to improve the public transport officer in Oldham.

The Oldham Transport Strategy aims to align to the six ambitions of the Greater Manchester Transport Strategy (GMTS) 2040. It is intended that people should be able to make sustainable travel choices for accessing Oldham town centre and local district centres by public transport, walking and cycling as much as possible.

Policy 23 of the GMTS states: “*We* [TfGM] *will work with partners to improve walking and cycling facilities across Greater Manchester, including through the development of s strategic walking and cycling network (the ‘Bee Network’), wayfinding and cycle parking, and supporting ‘Streets for All’ design guidance to ensure consistently high quality standards across the network’.* Oldham’s vision is neighbourhood trips will have a higher proportion of walking and cycling trips and car use will decline as a proportion. This requires active travel trips to increase to a mode share of 64% (from 52%), public transport to remain consistent at 3%, and car/other trips to reduce to 33% (from 45%).

Mode shift could be further supported by the planned reduction in the cost of bus fares being promoted across Greater Manchester by the Mayor, Andy Burnham. The plan is for the whole city-region and by the end of 2024 bus operators would bid to run services, giving local leaders control over fares and ticketing.

Whilst the reduction in town centre parking supports Oldham's vision of a decline in car use, the associated demand for parking is likely to be greatly reduced through the Oldham Transport Strategy measures to support a mode shift to active modes and public transport. This mode shift will help achieve the ambitions of a Healthy Oldham, Safe Oldham and Clean Oldham, reducing vehicles numbers, improving local air quality and supporting active travel.

7.9 Mobility Hub

Oldham Council is working with TfGM to identify potential location in Oldham for Mobility Hubs, which may include each Neighbourhood District Area, Oldham town centre, car parks, Metrolink stops and Greenfield Station.

TfGM is already planning the rollout of Travel Hubs, which provide a range of active travel needs and types of bicycles in one place, or a wider range of mobility needs including EV charging, car clubs and bus services that re in addition to the active travel offer. It is proposed that larger Mobility Hubs may also include e-cargo bikes to support small business transport and delivery needs, as well as accommodating some docking locations for the Beryl cycle hire scheme (cycle hire scheme rolled out by Greater Manchester Combined Authority since November 2021).

This Town Centre Parking Strategy recommends that a town centre Mobility Hub could be located within the Spindles car park, which would include EV charging, bike hire and cargo bikes for local businesses. Other locations for bike hire/cargo bike hire Mobility Hubs could be at Oldham Central Bus Station, to allow users to utilise multiple modes of travel along their journey, or potential within the car park of the New Leisure Centre, which could help to support mode shift in the West parking zone (particularly supportive should the Mecca Bingo redevelopment generate excess parking demand).

7.10 Electric Vehicle Charging

Oldham Council recognises the benefits of EVs in reducing harmful emissions and improving local air quality. EV use and ownership will be encouraged as one element of a wider move towards increasing sustainable transport.

One of the transport aims of the Oldham Council 'COVID Recovery Strategy' (2021) is to:

- "*Facilitate and accelerate the shift to electric vehicles by expanding the public Electric Vehicle charging network*".

In November 2020, the Government took steps towards net-zero with banning sales of new petrol and diesel cars from 2030[14]. From 2035, all new cars must be fully zero emission at the tailpipe. Between 2030 and 2035, new cars and vans can be sold if they have the capability to drive a significant distance with zero emissions (i.e. plug-in hybrid or full hybrid). The announcement was accompanied with investment to accelerate the rollout of EV charging in homes, streets across the UK and on motorways across England, so people can more easily and conveniently charge their cars.

The Oldham Transport Strategy continues to state that transport decarbonisation will be achieved by encouraging people and businesses to use zero emission vehicles such as electric vans, which will be supported by plans in Oldham for EV charging points for taxis,

[14] Source: *Government takes historic step towards net-zero with end of sale of new petrol and diesel cars by 2020'* (DfT, 2020). Available online at: https://www.gov.uk/government/news/government-takes-historic-step-towards-net-zero-with-end-of-sale-of-new-petrol-and-diesel-cars-by-2030

Private Hire Vehicles and other road-users, and includes a Figure (Figure 5-4 in the strategy document), which shows location of some proposed EV schemes.

The Government has released *Taking Charge: The Electric Vehicle Infrastructure Strategy* in March 2022. It states that in December 2021, over a quarter of all new cars sold in the UK were battery EVs and that this is set to be accelerated as part of the decarbonisation plan.

The Strategy also seeks to answer the question of ‘what is the long-term charging solution for those without off-street parking?’, to which it states that by 2050 there could be around 10 million electric cars and vans that are regularly parked overnight on-street in the UK. The need for EV charging provision should be provided through a mix of charging solutions including some local on-street charging, some destination charging and some workplace charging and rapid charging. It also defines that this will require a shift of as much charging activity as possible into the off-peak to minimise the burden on the electricity system, and to offer access to the lowest cost charging traffic to consumers.

Oldham Council is working with TfGM to roll-out the aims of the Greater Manchester Electric Vehicle Charging Infrastructure (EVCI) Strategy. The EVCI sets out five typologies which have been developed by considering charging behaviours, dwell times and charger types and assigning these to particular locations or land uses. The typologies for EV charging infrastructure are as follows:

- **Home charging often overnight –** (available to EV users with access to off-street parking) which takes advantage of the long dwell times of vehicles and is best suited to slow of fast chargers.
- **On-street charging –** at on-street parking bays which could include a broad range of dwell times and accommodate fast or rapid chargers depending on likely dwell times.
- **Business and Residential community charging –** (for EV users unable to charge at home) also able to take advantage of the long dwell times of vehicles and is best suited to fast chargers.
- **Destination charging –** Defined as locations other than where the EV user resides, which includes a broad range of dwell times and can accommodate fast, rapid and ultra-rapid chargers depending on the average dwell times of vehicles.
- **On-route charging –** which would typically require rapid and ultra-rapid chargers due to the higher proportions of short dwell times.

At the time of writing Oldham has 11 public EV charging spaces: four in the Civic Centre car park, two in Waterloo Street car park, two in Hobson Street car park, two on-street on Rock Street (due to be removed as part of the Accessible Oldham works) and one on-street on George Street. Should a number of these car parks close, the existing EV charging infrastructure should be relocated to an alternative nearby car park. Locations of existing and proposed EV charging infrastructure are included in the Oldham Transport Strategy. Retained car parks will be used to facilitate the delivery of the GMCA (Greater Manchester Combined Authority) EVCI, which will positively contribute towards the decarbonisation aspirations (Clean Oldham).

It is recommended that more charging infrastructure is provide as demand increases.

GMCA has also undertaken data and spatial analysis to identify local authority-owned land and car parks that have potential to house smart energy technologies such as solar photovoltaics (PV) panels, as well as EV charging. Working with technical experts, GMCA was then able to identify key criteria that each asset must meet to ensure that it is appropriate for such smart energy opportunities; for example, whether the necessary infrastructure is in place to ensure that solar PV-generated electricity can be used by a nearby building. GMCA then developed an Excel tool to run each asset against these various criteria and assigned each asset a score, generating a shortlist of potential sites for smart energy opportunities. Local authority partners have worked through this shortlist, in conjunction with the spatial map produced for MappingGM to help with visualisation. Using their local expertise, local authorities have been able to identify a smaller number of assets that could be taken forward to the procurement stage of the project.

Ultimately, this research and the developed tool will help ensure that only assets deemed likely to be suitable for smart energy will be taken to the procurement stage. The efficient and reliable identification of such sites will support Greater Manchester in meeting its 45MW target.

It is recommended that a feasibility assessment is taken out for each of the Council-owned car parks in Oldham.

7.11 Delivery Management

Delivery and servicing management is considered in more detail in the Transport Strategy, under Ambition 6: Thriving Oldham. Oldham Council and TfGM will encourage cleaner, more sustainable freight fleet and will take necessary steps to accommodate the changes, which can improve local air quality. This could be through a shift towards low emission vehicles, including bicycle. Oldham Council aims to support this transition to help decarbonise transport while supporting the growth in online retail and home-delivery. Supporting a thriving town centre requires allowing businesses and services to receive deliveries in an increasingly sustainable way. Larger Mobility Hubs may also include cargo bikes to support small business and their delivery needs. This could have the join benefits of decreased emissions as well as a reduced reliance on car, and subsequently on parking demand.

It is recommended that Oldham Council continues to work towards decarbonising deliveries within the town centre.

7.12 Parking Enforcement

The Council will manage the demand for on-street and off-street parking, taking into account the needs of residents, commuters, shops and businesses. This will include meeting the requirements of Blue Badge holders, including the provision of parking spaces in areas of high demand. The Council will enforce to discourage illegal, inconsiderate and dangerous parking, and unregistered vehicles, in order to promote a safe environment for highway users, the free-flow of traffic and the maximum turnover of parking spaces.

The Council issues Penalty Charge Notices where:

- A vehicle is parked in loading bays, but is neither loading or unloading;
- A vehicle is parked outside of bay marking;
- A pre-paid parking time limit has expired;
- A vehicle is parked in a restricted area (on yellow lines); and
- Untaxed vehicles.

The Council will ensure a consistent approach to challenges, representations and appeals, considering each case on its merits and taking into account matters of proportionality, fairness and objectivity. The Council will ensure that any surplus income from enforcement operations is invested in parking, public transport, highway maintenance or environmental improvements.

7.13 Introduction of New Parking Restrictions

The Council will monitor the impact of the closure of a number of town centre car parks and any negative impacts this might have on residential areas outside of the town centre. The Council will review Oldham as a whole and will look into introducing Controlled Parking Zones (CPZ)/Residents Parking Zones (RPZ) as appropriate. A CPZ/RPZ is a parking scheme mainly used in urban areas. They are used by local councils to address particular parking problems in a community. This means that parking is only permitted in designated areas with a permit, the remainder of the kerbside space is subject to yellow line restrictions.

7.14 Car Free/ Car Light Developments

Alternatives to car ownership in Car Free/ Car 'Light' developments will be promoted to ensure reduced demand. This will be pursued by both the developer (through funding of Travel Plan measures, such as: cycle hire, bike vouchers, bus taster tickets) and by TfGM or Council led incentives with car club bays, memberships, etc. This links back to the ambitions within the Transport Strategy to promote a Healthy Oldham and a Clean and Connected Oldham.

7.15 Supporting the Night Time Economy

The night time economy is a major part of Greater Manchester's economy, with approximately 33% of [15]the Greater Manchester workforce being active at night. Greater Manchester's cultural and leisure offer (as well as the retail sector and infrastructure that supports it) accounts for 42% of employment in the night time economy, 24-hour health and social care accounts for 32%, and other night-time economic activity (manufacturing and logistics) account for 26%.

A Night Time Economy Strategy (2022) has been developed and outlines seven priorities: safety, diversity, workers, transport, national and international partnerships and campaigns, regeneration and business and sector support. Transport is essential for the night time economy to function. Workers and customers need to be able to move around as safely, affordably and efficiently as possible. Consultation on users thoughts about travelling at night was undertaken in 2019. The Strategy sets out that by March 2024, GMCA will have:

- Worked with TfGM to develop a business case building upon our [GMCA] previous extended hours tram pilot to deliver another later night transport pilot for a longer period of time across multiple modes of public transport that tests the viability of later night public transport across the city region in conjunction with TfGM, partners and the business community.
- Worked to better understand and mitigate peoples' concerns within public transport at night, most notably safety concerns in line with the GM Police's proposed approach.
- Worked with TfGM to support the Bee Network bicycle hire scheme and promotes its 24-hour availability.
- Promoted the new GM Minimum Licensing Standards for taxis, encouraging residents and visitors to use those taxis that are visibly recognisable as having adopted the new standards.

7.16 Town Centre Footfall

Oldham's Town Investment Plan set outs the targets of the Town Deal Investment to 2030, which includes: linking with other key investments to make the town centre a thriving economy and social hub with increased levels of footfall, supported by a diverse leisure and recreational offer. Town centre footfall and potential growth will be supported by the redevelopment of town centre car parks into other land uses.

7.17 Monitoring

It is recommended that the Strategy is updated at regular intervals, to capture the impact of developments as they occur, enabling the Council to plan for future demand

[15] GM Night Time Economy Strategy (March 2022), available online at: https://democracy.greatermanchester-ca.gov.uk/documents/s20056/17%20Night%20Time%20Economy%20Strategy%202021-24%20Final%20GMCA%2015032022.pdf

and growth/supply fall. Data Should include a review of occupancy levels across the town centre car parks at various times of day and an ongoing review of charges.

7.18 COVID-19 Impact

Whilst the effects of the COVID-19 pandemic are still ongoing, on much of the road network, traffic demand levels have not yet returned to pre-pandemic (i.e. prior to March 2020) levels and it is still too early to see definitive fixed trends or determine what a 'new normal' might be.

The Department for Transport (DfT) is yet to release official guidance on how to account for the impacts of the pandemic on transport modelling/transport planning. In order to assess the potential impacts of COVID-19 on travel demand in the long-term, the DfT is continuing to monitor outturn data on travel demand, with their current intention being to release updated formal guidance on accounting for COVID-19 before the May 2023 TAG (Transport Appraisal Guidance) update[16]. The current guidance is based on pre-pandemic Cost of Living economic data, which is now out of date.

Some studies[17] have been done, however, on the behavioural changes associated with the pandemic, and the headlines insights are as follows:

- "*Car traffic is not back to pre-pandemic levels. Weekday car traffic in England stabilised around 10% below pre-pandemic levels through Summer and Autumn 2021 with falls in peak time congestion.*
- *Working from home, for those who can, has played a critical part in reducing traffic levels. Even if people who have worked from home go back to travelling for half of their working week, this will still be a reduction of 16% in car commute miles.*
- *Car ownership has fallen. The sale of used – and, in particular, new – cars has fallen below pre-pandemic levels. There has been a significant increase in the number of households reducing from two cars to one. The pandemic did not lead to a 'dash to the car'.*
- *Retail spending has been broadly stable but people have visited 'bricks and mortar' shops much less often. More intensive shopping and more on-line purchasing have both been a factor in this reduction.*
- *Many more people have walked more often. The huge increase seen in October 2020 has been maintained well into 2021."*

There is therefore some considerable uncertainty over the associated future demand for car parking. The current 'cost of living crisis' and 'energy crisis' may also lead to further uncertainty in car travel and future parking needs.

7.19 Car Park Profiles and Summary of Future Strategy

Table 8 provides a car park by car park summary of the existing usage, anticipated future changes, and proposed recommendations for each of the Council operated car parks within Oldham Town Centre.

Table 8. Summary of Proposals for Oldham Councils Car Parks

Bow Street	
Existing Capacity	35

[16] Source: '*Forthcoming Changes to TAG'* (DfT). Available online at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1096956/dft-forthcoming-changes-november-2022.pdf

[17] '*Less is More: Changing travel in a Post-Pandemic Society',* (Anable, J., Brown, L., Docherty, I. and Marsen, G., 2022), Centre for Research into Energy Demand Solutions.

Existing Use	Long-stay surface car park
Anticipated Future Changes	None
Future Capacity	35
Strategy Proposals	No proposed changes to existing use or capacity.
Bradshaw Street	
Existing Capacity	142
Existing Use	Long-stay surface car park. Predominantly used by town centre shoppers. Also, currently main car park for Coliseum Theatre. (Coliseum pass holders currently park for free whilst attending shows, however, there is no written agreement).
Anticipated Future Changes	Potential long-term use of site for housing. Coliseum will potentially be relocating to new site, but no committed proposals or timescales.
Future Capacity	0 – This car park has been considered for redevelopment in both the initial assessment of the closure of nine car parks, the Simpson Haugh development plans and the subsequent Development Plan Prospectus development plans.
Strategy Proposals	Potential for car park to be lost to development in long-term.
Civic Centre	
Existing Capacity	173
Existing Use	Mainly long-stay surface car park used by town centre shoppers and Civic Centre workers.
Anticipated Future Changes	Potential long-term use of site for housing. Civic Centre worker parking to locate to Spindles shopping centre car park, which is now controlled by Oldham Council.
Future Capacity	0 – This car park has been considered for redevelopment in both the initial assessment of the closure of nine car parks, the Simpson Haugh development plans and the subsequent Development Plan Prospectus development plans.
Strategy Proposals	Proposed housing development likely to include on-site parking for residents only.
New Radcliffe Street	
Existing Capacity	27
Existing Use	Long-stay surface car park for use by Blue Badge holders only.
Anticipated Future Changes	Potential long-term use of site for housing, so was considered in initial assessment of closure of nine car parks. However, this

	location has not been included in either the Simpson Haugh or Development Plan Prospectus work.
Future Capacity	27
Strategy Proposals	No proposed changes to existing use or capacity. Recommended that proposed new long-stay tariff structure is implemented.
Stadium	
Existing Capacity	153 (previously 229 but on July 2022 site visit 1/3 closed and being used by contractors).
Existing Use	Long-stay surface car park used by town centre shoppers/workers.
Anticipated Future Changes	Car park expanded in 2017 following demolition of former sports centre. Site likely to be developed as housing, with associated on-site resident's car park.
Future Capacity	0
Strategy Proposals	Strategy assumes that car park will be closed to accommodate new development.
Southgate Street	
Existing Capacity	121
Existing Use	Long-stay surface car park, although predominantly used by town centre shoppers.
Anticipated Future Changes	Potential long-term use of site for housing, should the proposals within the Development Plan Prospectus go ahead. Loss of car park could affect attendance at events at the cultural quarter for the existing Library and Gallery Oldham but also the Coliseum new performance space development at 84 Union Street. Car parking spaces will also be required for staff and members relocated to the Old Library Building.
Future Capacity	0
Strategy Proposals	Strategy assumes that car park could be closed to accommodate new development, should the Development Plan Prospectus proposals go forward.
Tommyfield Market	
Existing Capacity	100
Existing Use	Short-stay surface car park adjacent to market and main retail core.
Anticipated Future Changes	Potential long-term use of site for housing.

Future Capacity	0 – This car park has been considered for redevelopment in both the initial assessment of the closure of nine car parks, the Simpson Haugh development plans and the subsequent Development Plan Prospectus development plans.
Strategy Proposals	Proposed housing development likely to include on-site parking for residents only.
Waterloo Street	
Existing Capacity	126
Existing Use	Long-stay surface car park, although predominantly used by town centre shoppers.
Anticipated Future Changes	Potential long-term use of site for housing, should the proposals within the Development Plan Prospectus go ahead.
Future Capacity	0 - This car park has been considered for redevelopment in both the initial assessment of the closure of nine car parks and the subsequent Development Plan Prospectus development plans.
Strategy Proposals	Strategy assumes that car park could be closed to accommodate new development, should the Development Plan Prospectus proposals go forward.
Hobson Street	
Existing Capacity	108
Existing Use	Long-stay surface car park.
Anticipated Future Changes	This car park has been considered for redevelopment in the initial assessment of the closure of nine car parks, although at present has not been taken forward in either the Simpson Haugh work or Development Plan Prospectus.
Future Capacity	108
Strategy Proposals	Potential for car park to be lost in the long term
Prince Street	
Existing Capacity	262
Existing Use	Long-stay parking for commuters.
Anticipated Future Changes	None
Future Capacity	262
Strategy Proposals	No proposed changes to existing use or capacity.
Ashcroft Street	
Existing Capacity	50

Existing Use	Short-stay parking.
Anticipated Future Changes	None
Future Capacity	50
Strategy Proposals	No proposed changes to existing use or capacity.
Roscoe Street	
Existing Capacity	93
Existing Use	Long-stay parking.
Anticipated Future Changes	None
Future Capacity	93
Strategy Proposals	No proposed changes to existing use or capacity.
Chaucer Street	
Existing Capacity	25
Existing Use	Long-stay parking.
Anticipated Future Changes	None
Future Capacity	25
Strategy Proposals	No proposed changes to existing use or capacity.
Medtia Square	
Existing Capacity	27
Existing Use	Long-stay parking.
Anticipated Future Changes	None
Future Capacity	27
Strategy Proposals	No proposed changes to existing use or capacity.
New Leisure Centre	
Existing Capacity	100
Existing Use	Long-stay parking.
Anticipated Future Changes	None
Future Capacity	100
Strategy Proposals	No proposed changes to existing use or capacity.
Sainsburys	
Existing Capacity	640
Existing Use	Short-stay parking.
Anticipated Future Changes	None

Future Capacity	640
Strategy Proposals	No proposed changes to existing use or capacity.
Rock Street	
Existing Capacity	33
Existing Use	Long-stay surface car park.
Anticipated Future Changes	This car park has been considered for redevelopment in the initial assessment of the closure of nine car parks, although at present has not been taken forward in either the Simpson Haugh work or Development Plan Prospectus.
Future Capacity	33
Strategy Proposals	Potential for car park to be lost in the long term
Queen Street	
Existing Capacity	54
Existing Use	Long-stay parking.
Anticipated Future Changes	None
Future Capacity	54
Strategy Proposals	No proposed changes to existing use or capacity.
Spindles	
Existing Capacity	1,370
Existing Use	Long-stay parking in MSCP, aimed primarily at town centre shopping and workers.
Anticipated Future Changes	None
Future Capacity	1,370
Strategy Proposals	No proposed changes to existing use or capacity.
On-Street	
Existing Capacity	180
Existing Use	Short-stay parking for town centre retail visitors.
Anticipated Future Changes	None
Future Capacity	180
Strategy Proposals	No proposed changes to existing use or capacity.

8. Summary

AECOM was reappointed by Oldham Council in 2022 to develop a refresh of the Oldham Town Centre Parking Strategy. The Parking Strategy was first developed in 2015 and had a previous update to development proposals in 2019. This further update is to reflect current parking issues/numbers, updated land use development proposals and to consider the ongoing impact of the COVID-19 pandemic.

This refresh considers updates to the baseline car parking situation in Oldham. Since the previous iteration of the Parking Strategy, Oldham Council has acquired Spindles Town Square Shopping Centre, Bloom Street car park has closed, Stadium/Former Leisure Centre and Rock Street car parks both have a reduced number of parking spaces available, and two new car parks have been opened; Roscoe Street and New Leisure Centre.

Car park ticketing data was provided by Oldham Council for dates in 2019, 2020, 2021 and 2022. October to December 2019 data was only available for Civic Centre West car park. A comparison of occupancy at this site was therefore undertaken comparing occupancy pre-COVID-19 to present occupancy levels. As pre-COVID-19 occupancy was found to be higher, and the ongoing impact of the COVID-19 pandemic is yet to be fully understood, occupancy data for other car parks where only post 2020 data is available, have been factored up to a 2019 level as a ‘worst-case scenario’. A site visit was undertaken to confirm the numbers of car parking spaces, prices and occupancy levels (particularly at sites where ticketing data was not available).

Three options have been considered in relation to future development within the town centre. The first involves a high-level review of the impact of closing nine town centre car parks and investigating if their existing demand can be catered for elsewhere within the town centre. The second and third scenarios considered the development proposals put forward by Simpson Haugh in the Creating a Better Place (2020) strategic framework and subsequent Development Plan Prospectus (2022). Both of these documents indicate a number of existing town centre car parks which could be redeveloped to different land uses (mostly residential) and so are reviewed in terms of displaced existing demand and the additional demand generated by the new developments (forecast using TRICS) and car ownership Census data for residential sites.

All development options were considered in relation to the five parking zones included within the previous strategy update. While it was found that the closure of the nine car parks would lead to a shortage of dedicated short-stay spaces (50 spaces), there was sufficient spare capacity across the town centre to cater for this existing displaced demand (in locations that also allow long-stay parking).

Within the developments included within the Creating a Better Place work, the proposed number of car parking spaces associated with each development was included. It was found that while the majority of residential sites contained sufficient parking to cater for the development demand forecast for that site, the proposals for the former Mecca Bingo site would lead to a higher demand than the parking provision proposed. The site proposals included 275 apartments, 15,190 sqm of office floorspace and 8,910 sqm of hotel land use. It was found that the daytime parking demand, generated by the office land use, far outweighs the level of proposed parking, with a maximum excess demand during weekday daytime of 628 spaces. It was found that the existing displaced demand and excess development demand could, however, be catered for across the town centre car parks (with the majority of the excess development demand being catered for within the Spindles car park in the central zone) which is likely to include an additional cost to the user, alongside an additional walk.

For the Development Plan Prospectus, there was no indication of the proposed number of car parking spaces to be included with each of the proposed developments. Therefore, an onsite parking provision of 40% of the total number of dwellings was assumed, in line with the previous update to the Parking Strategy. Should this level of parking be provided, there was not anticipated to be any excess demand that could not be catered for on the development sites. As such, similarly to the investigation of the closure of the nine car parks, it was just the existing displaced demand to be catered for in the remaining town centre car parks, which was found to be possible as the Development Plan Prospectus includes closures to fewer existing car parks than the initial investigation (of impacts of nine closures).

A benchmarking exercise was undertaken to compare the price, number of spaces and number of spaces in Council control in Oldham to similar comparator towns in Greater Manchester. It was found that Oldham offers neither the cheapest not the most expensive parking, and is generally around average for all tariff bands. It found that Oldham Council has the highest proportion of control of spaces when compared to other comparator councils, which provides a great opportunity to lead the way in implementing improvements to accessibility, quality, location and promotion of parking within the town centre. Should the development proposals in either the Creating a Better Place or Development Plan Prospectus come forward, Oldham Council would still retain control of the majority of car parking spaces in Oldham.

It is recommended that improved signage is needed to help visitors navigate to and around the town centre car parks. This could be in the form of Variable Message Signs. It is recommended that the location of signage is also reviewed, to ensure ample opportunities are presented to visitors to avoid travel by private car into the town centre (Park & Ride locations well sign posted, along with availability of spaces in town centre car parks to help inform choice to use Park & Ride).Updates to parking technology, such as mobile phone applications that give real-time information on parking space availability, Park & Ride bus times, journey time into town centre and car park prices, should be extended across all town centre parking locations. In addition, all locations should offer contactless or in-app payment options for parking.

It is recommended that locations for relocated and new, Blue Badge spaces are determined in liaison with local disabled users. It is recommended that these Blue Badge spaces are monitored in relation to the frequency of their occupancy, to determine when increased provision is required. The closure of a number of car parks in the town centre supports Oldham Council's transport aims of reducing carbon emissions (Clean Oldham) whilst supporting economic growth (Thriving Oldham). The closures, alongside a number of other measures, such as the reduction in bus fares and improvements to walking and cycling infrastructure (Healthy Oldham, Connected Oldham, Accessible Oldham), and improvement to the perception of safety (Safe Oldham), show the council is committed to its vision to decrease the number of trips made by car. Oldham Council is working with TfGM and partners to ensure that walking and cycling can be a genuine mode choice for people of all abilities, and combined with planned improvements to public transport, will help to mitigate future parking demand.

It is recommended that each of the car parks within Oldham town centre is upgraded to the point where it can achieve Park Mark accreditation.

It is recommended that Mobility Hubs could be located within the Spindles Car Park (to help support local businesses and local delivery needs), Oldham Central Bus Station (to allow users to utilise multiple modes of travel along their journey) or within the New Leisure Centre car park (to support mode shift in the West parking zone).

Oldham Council is working with TfGM to roll-out the aims of the Greater Manchester Electric Vehicle Charing Infrastructure (EVCI) Strategy, to ensure that sufficient infrastructure is provided to cater for growing local demand and support government steps towards Net-zero. .It is recommended that more charging infrastructure is provided as demand increases. It is also recommended that a feasibility assessment in relation to suitability for solar charging is taken out for each of the council-owned car parks in Oldham.

Mobility hubs will also help to provide options to decarbonise deliveries within Oldham. It is recommended that Oldham continue to work towards decarbonising all deliveries within the town centre.

It is recommended that the Council manage the demand for on-street and off-street parking. The Council will enforce to discourage illegal, inconsiderate and dangerous parking, and unregistered vehicles, in order to promote a safe environment for highway users, the free-flow of traffic and the maximum turnover of parking spaces.

The Council should monitor the impact of the closure of a number of town centre car parks and any negative impacts this might have on residential areas outside of the town centre. If required, the Council will look to introduce a Controlled Parking Zone / Residents Parking Zone as appropriate.

The Council will continue to liaise with TfGM and developers, to ensure that alternatives to car ownership in car free/ car light developments will be promoted.

Whilst it is still too early to fully quantify the impacts of the COVID-19 pandemic on transport and its assessment (government guidance on how to forecast future traffic post-COVID-19 anticipated in mid-2023), this assessment of parking occupancies has been based on 2019 levels of traffic in order to represent a current ‘worse-case’ scenario in terms of traffic demand.

It can be concluded that at present, factoring up to previous 2019 traffic levels, the displaced existing parking demand due to car park closures and the forecast demand associated with the development proposals included within either the Creating a Better Place (2020) or Development Plan Prospectus (2022) (assuming a 40% provision of car parking spaces), could be accommodated within the remaining car parking stock.

Appendix A

Existing Car Parks - Parked Vehicles - Factored up to 2019 Levels - Remaining Spaces should Nine (Highlighted) Car Parks Close

Hour	Prince Street	Waterloo Street	Bradshaw Street	Ascroft Street	Roscoe Street	Bow Street	Southgate Street	Chaucer Street	Sports Stadium	Meditia Square	Tommyfield Market	Hobson Street	New Leisure centre	New Radcliffe street	Sainsbury's	Rock Street	Queen Street	Civic Centre	Total Parked	Total Remaining Spaces	Total remaining spaces minus 9 car parks	Spindals Car Park	Total Parked	Total Remaining Spaces	Total remaining spaces minus 9 car parks
	262	126	142	50	93	35	121	25	153	27	100	108	100	27	640	33	54	173	2269		1286	1370			
	East	East	East	Central	East	East	East	South	North	South	North	South	West	North	South	North	East	North				Central			
	Long Stay	Long Stay	Long Stay	Short Stay	Long Stay	Long Stay	Long Stay	Long Stay	Long Stay	Long Stay	Short Stay	Long Stay	Long Stay	Short Stay	Short Stay	Long Stay	Long Stay	Long Stay				Long Stay			
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	1	5	2264	1281	3	8	3631	2648
6	0	0	0	0	1	0	0	0	1	0	0	0	2	0	12	1	1	2	20	2249	1266	5	25	3614	2631
7	4	0	1	2	5	0	2	2	3	2	1	1	10	3	75	4	7	18	140	2129	1146	13	153	3486	2503
8	24	3	7	8	17	2	11	6	13	7	14	16	34	11	268	16	25	68	550	1719	736	52	601	3038	2055
9	41	12	23	15	32	5	30	10	32	13	82	41	63	20	493	29	47	146	1134	1135	152	204	1338	2301	1318
10	41	15	37	17	36	5	35	12	42	15	117	46	72	22	560	32	53	161	1318	951	-32	353	1672	1967	984
11	42	15	43	17	37	5	36	12	49	15	124	49	74	23	576	33	55	162	1367	902	-81	419	1787	1852	869
12	43	15	45	17	37	5	38	12	55	15	131	51	73	23	570	33	54	164	1380	889	-94	442	1822	1817	834
13	46	15	41	16	34	6	39	11	61	14	133	54	68	21	529	31	50	161	1329	940	-43	444	1773	1866	883
14	47	14	38	15	33	6	34	11	58	13	100	50	65	20	506	29	48	154	1240	1029	46	391	1631	2008	1025
15	49	12	33	13	29	6	30	9	49	11	80	47	56	17	439	25	42	137	1085	1184	201	286	1371	2268	1285
16	45	9	29	10	22	6	23	7	36	9	45	41	44	14	346	20	33	99	838	1431	448	203	1041	2598	1615
17	37	6	25	8	17	5	17	6	24	7	12	31	34	11	265	15	25	62	607	1662	679	83	690	2949	1966
18	36	5	20	6	14	5	16	5	0	6	2	28	28	9	219	13	21	49	481	1788	805	27	508	3131	2148
19	11	2	5	6	13	1	5	4	0	5	0	8	25	8	193	11	18	13	328	1941	958	23	351	3288	2305
20	3	0	1	6	13	0	1	4	0	5	0	2	25	8	194	11	18	3	295	1974	991	46	340	3299	2316
21	1	0	0	6	13	0	0	4	0	5	0	1	25	8	194	11	18	1	289	1980	997	23	312	3327	2344
22	1	0	0	6	13	0	0	4	0	5	0	0	25	8	194	11	18	1	286	1983	1000	6	292	3347	2364
23	0	0	0	6	13	0	0	4	0	5	0	0	25	8	194	11	18	0	285	1984	1001	3	288	3351	2368

Existing Car Parks - Remaining Capacity - Factored up to 2019 Levels - Remaining Spaces should Nine (Highlighted) Car Parks Close

Hour	Prince Street	Waterloo Street	Bradshaw Street	Ascroft Street	Roscoe Street	Bow Street	Southgate Street	Chaucer Street	Sports Stadium	Meditia Square	Tommyfield Market	Hobson Street	New Leisure centre	New Radcliffe street	Sainsbury's	Rock Street	Queen Street	Civic Centre	Total Parked	Total Remaining Spaces	Total remaining spaces minus 9 car parks	Spindals Car Park	Total Parked	Total Remaining Spaces
	262	126	142	50	93	35	121	25	153	27	100	108	100	27	640	33	54	173	2269		1286	1370		
	East	East	East	Central	East	East	East	South	North	South	North	South	West	North	South	North	East	North				Central		
	Long Stay	Long Stay	Long Stay	Short Stay	Long Stay	Long Stay	Long Stay	Long Stay	Long Stay	Long Stay	Short Stay	Long Stay	Long Stay	Short Stay	Short Stay	Long Stay	Long Stay	Long Stay				Long Stay		
	Council	Council	Council	Private	Council	Council	Council	Private	Council	Private	Council	Council	Private	Council	Private	Private	Private	Council				Council		
5	262	126	142	50	93	35	121	25	153	27	100	108	100	27	637	33	54	172	5	2264	1281	1367	8	3631
6	262	126	142	50	92	35	121	25	152	27	100	108	98	27	628	32	53	171	20	2249	1266	1365	25	3614
7	258	126	141	48	88	35	119	23	150	25	99	107	90	24	565	29	47	155	140	2129	1146	1357	153	3486
8	238	123	135	42	76	33	110	19	140	20	86	92	66	16	372	17	29	105	550	1719	736	1318	601	3038
9	221	114	119	35	61	30	91	15	121	14	18	67	37	7	147	4	7	27	1134	1135	152	1166	1338	2301
10	221	111	105	33	57	30	86	13	111	12	-17	62	28	5	80	1	1	12	1318	951	-32	1017	1672	1967
11	220	111	99	33	56	30	85	13	104	12	-24	59	26	4	64	0	-1	11	1367	902	-81	951	1787	1852
12	219	111	97	33	56	30	83	13	98	12	-31	57	27	4	70	0	0	9	1380	889	-94	928	1822	1817
13	216	111	101	34	59	29	82	14	92	13	-33	54	32	6	111	2	4	12	1329	940	-43	926	1773	1866
14	215	112	104	35	60	29	87	14	95	14	0	58	35	7	134	4	6	19	1240	1029	46	979	1631	2008
15	213	114	109	37	64	29	91	16	104	16	20	61	44	10	201	8	12	36	1085	1184	201	1084	1371	2268
16	217	117	113	40	71	29	98	18	117	18	55	67	56	13	294	13	21	74	838	1431	448	1167	1041	2598
17	225	120	117	42	76	30	104	19	129	20	88	77	66	16	375	18	29	111	607	1662	679	1287	690	2949
18	226	121	122	44	79	30	105	20	153	21	98	80	72	18	421	20	33	124	481	1788	805	1343	508	3131
19	251	124	137	44	80	34	116	21	153	22	100	100	75	19	447	22	36	160	328	1941	958	1347	351	3288
20	259	126	141	44	80	35	120	21	153	22	100	106	75	19	446	22	36	170	295	1974	991	1324	340	3299
21	261	126	142	44	80	35	121	21	153	22	100	107	75	19	446	22	36	172	289	1980	997	1347	312	3327
22	261	126	142	44	80	35	121	21	153	22	100	108	75	19	446	22	36	172	286	1983	1000	1364	292	3347
23	262	126	142	44	80	35	121	21	153	22	100	108	75	19	446	22	36	173	285	1984	1001	1367	288	3351

Existing Car Parks - Parked Vehicles - Factored up to 2019 Levels - Remaining Spaces should Four (Highlighted) Car Parks Close (Simpson Haugh)

Hour	Prince Street	Waterloo Street	Bradshaw Street	Ascroft Street	Roscoe Street	Bow Street	Southgate Street	Chaucer Street	Sports Stadium	Meditia Square	Tommyfield Market	Hobson Street	New Leisure centre	New Radcliffe street	Sainsbury's	Rock Street	Queen Street	Civic Centre	Total Parked	Total Remaining Spaces	Total remaining spaces minus 4 car parks	Spindals Car Park	Total Parked	Total Remaining Spaces	Total remaining spaces minus 4 car parks
	262	126	142	50	93	35	121	25	153	27	100	108	100	27	640	33	54	173	2269		1701	1370			
	East	East	East	Central	East	East	East	South	North	South	North	South	West	North	South	North	East	North				Central			
	Long Stay	Long Stay	Long Stay	Short Stay	Long Stay	Long Stay	Long Stay	Long Stay	Long Stay	Long Stay	Short Stay	Long Stay	Long Stay	Short Stay	Short Stay	Long Stay	Long Stay	Long Stay				Long Stay			
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	1	5	2264	1696	3	14	3625	3063
6	0	0	0	0	1	0	0	0	1	0	0	0	2	0	12	1	1	2	20	2249	1681	5	44	3595	3046
7	4	0	1	2	5	0	2	2	3	2	1	1	10	3	75	4	7	18	140	2129	1561	13	293	3346	2918
8	24	3	7	8	17	2	11	6	13	7	14	16	34	11	268	16	25	68	550	1719	1151	52	1151	2488	2470
9	41	12	23	15	32	5	30	10	32	13	82	41	63	20	493	29	47	146	1134	1135	567	204	2471	1168	1733
10	41	15	37	17	36	5	35	12	42	15	117	46	72	22	560	32	53	161	1318	951	383	353	2990	649	1399
11	42	15	43	17	37	5	36	12	49	15	124	49	74	23	576	33	55	162	1367	902	334	419	3154	485	1284
12	43	15	45	17	37	5	38	12	55	15	131	51	73	23	570	33	54	164	1380	889	321	442	3202	437	1249
13	46	15	41	16	34	6	39	11	61	14	133	54	68	21	529	31	50	161	1329	940	372	444	3101	538	1298
14	47	14	38	15	33	6	34	11	58	13	100	50	65	20	506	29	48	154	1240	1029	461	391	2871	768	1440
15	49	12	33	13	29	6	30	9	49	11	80	47	56	17	439	25	42	137	1085	1184	616	286	2456	1183	1700
16	45	9	29	10	22	6	23	7	36	9	45	41	44	14	346	20	33	99	838	1431	863	203	1879	1760	2030
17	37	6	25	8	17	5	17	6	24	7	12	31	34	11	265	15	25	62	607	1662	1094	83	1297	2342	2381
18	36	5	20	6	14	5	16	5	0	6	2	28	28	9	219	13	21	49	481	1788	1220	27	990	2649	2563
19	11	2	5	6	13	1	5	4	0	5	0	8	25	8	193	11	18	13	328	1941	1373	23	679	2960	2720
20	3	0	1	6	13	0	1	4	0	5	0	2	25	8	194	11	18	3	295	1974	1406	46	635	3004	2731
21	1	0	0	6	13	0	0	4	0	5	0	1	25	8	194	11	18	1	289	1980	1412	23	600	3039	2759
22	1	0	0	6	13	0	0	4	0	5	0	0	25	8	194	11	18	1	286	1983	1415	6	578	3061	2779
23	0	0	0	6	13	0	0	4	0	5	0	0	25	8	194	11	18	0	285	1984	1416	3	573	3066	2783

Existing Car Parks - Remaining Capacity - Factored up to 2019 Levels - Remaining Spaces should Four (Highlighted) Car Parks Close (Simpson Haugh)

Hour	Prince Street	Waterloo Street	Bradshaw Street	Ascroft Street	Roscoe Street	Bow Street	Southgate Street	Chaucer Street	Sports Stadium	Meditia Square	Tommyfield Market	Hobson Street	New Leisure centre	New Radcliffe street	Sainsbury's	Rock Street	Queen Street	Civic Centre	Total Parked	Total Remaining Spaces	Total remaining spaces minus 4 car parks	Spindals Car Park	Total Parked	Total Remaining Spaces	Total remaining spaces minus 4 car parks
	262	126	142	50	93	35	121	25	153	27	100	108	100	27	640	33	54	173	2269		1701	1370			
	East	East	East	Central	East	East	East	South	North	South	North	South	West	North	South	North	East	North				Central			
	Long Stay Council	Long Stay Council	Long Stay Council	Short Stay Private	Long Stay Council	Long Stay Council	Long Stay Council	Long Stay Private	Long Stay Council	Long Stay Private	Short Stay Council	Long Stay Council	Long Stay Private	Short Stay Council	Short Stay Private	Long Stay Private	Long Stay Private	Long Stay Council				Long Stay Council			
5	262	126	142	50	93	35	121	25	153	27	100	108	100	27	637	33	54	172	5	2264	1696	1367	2963	676	1699
6	262	126	142	50	92	35	121	25	152	27	100	108	98	27	628	32	53	171	20	2249	1681	1365	2963	676	1686
7	258	126	141	48	88	35	119	23	150	25	99	107	90	24	565	29	47	155	140	2129	1561	1357	2965	674	1574
8	238	123	135	42	76	33	110	19	140	20	86	92	66	16	372	17	29	105	550	1719	1151	1318	2973	666	1203
9	221	114	119	35	61	30	91	15	121	14	18	67	37	7	147	4	7	27	1134	1135	567	1166	2885	754	771
10	221	111	105	33	57	30	86	13	111	12	-17	62	28	5	80	1	1	12	1318	951	383	1017	2758	881	736
11	220	111	99	33	56	30	85	13	104	12	-24	59	26	4	64	0	-1	11	1367	902	334	951	2701	938	753
12	219	111	97	33	56	30	83	13	98	12	-31	57	27	4	70	0	0	9	1380	889	321	928	2681	958	763
13	216	111	101	34	59	29	82	14	92	13	-33	54	32	6	111	2	4	12	1329	940	372	926	2674	965	817
14	215	112	104	35	60	29	87	14	95	14	0	58	35	7	134	4	6	19	1240	1029	461	979	2722	917	852
15	213	114	109	37	64	29	91	16	104	16	20	61	44	10	201	8	12	36	1085	1184	616	1084	2816	823	901
16	217	117	113	40	71	29	98	18	117	18	55	67	56	13	294	13	21	74	838	1431	863	1167	2879	760	1066
17	225	120	117	42	76	30	104	19	129	20	88	77	66	16	375	18	29	111	607	1662	1094	1287	2977	662	1177
18	226	121	122	44	79	30	105	20	153	21	98	80	72	18	421	20	33	124	481	1788	1220	1343	3021	618	1246
19	251	124	137	44	80	34	116	21	153	22	100	100	75	19	447	22	36	160	328	1941	1373	1347	2980	659	1395
20	259	126	141	44	80	35	120	21	153	22	100	106	75	19	446	22	36	170	295	1974	1406	1324	2943	696	1452
21	261	126	142	44	80	35	121	21	153	22	100	107	75	19	446	22	36	172	289	1980	1412	1347	2963	676	1436
22	261	126	142	44	80	35	121	21	153	22	100	108	75	19	446	22	36	172	286	1983	1415	1364	2979	660	1422
23	262	126	142	44	80	35	121	21	153	22	100	108	75	19	446	22	36	173	285	1984	1416	1367	2981	658	1420

Existing Car Parks - Parked Vehicles - Factored up to 2019 Levels - Remaining Spaces should Six (Highlighted) Car Parks Close (Development Plan Prospectus)

Hour	Prince Street	Waterloo Street	Bradshaw Street	Ascroft Street	Roscoe Street	Bow Street	Southgate Street	Chaucer Street	Sports Stadium	Meditia Square	Tommyfield Market	Hobson Street	New Leisure centre	New Radcliffe street	Sainsbury's	Rock Street	Queen Street	Civic Centre	Total Parked	Total Remaining Spaces	Total remaining spaces minus 6 car parks
	262	126	142	50	93	35	121	25	153	27	100	108	100	27	640	33	54	173	2269		1454
	East	East	East	Central	East	East	East	South	North	South	North	South	West	North	South	North	East	North			
	Long Stay	Long Stay	Long Stay	Short Stay	Long Stay	Long Stay	Long Stay	Long Stay	Long Stay	Long Stay	Short Stay	Long Stay	Long Stay	Short Stay	Short Stay	Long Stay	Long Stay	Long Stay			
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	1	5	2264	1449
6	0	0	0	0	1	0	0	0	1	0	0	0	2	0	12	1	1	2	20	2249	1434
7	4	0	1	2	5	0	2	2	3	2	1	1	10	3	75	4	7	18	140	2129	1314
8	24	3	7	8	17	2	11	6	13	7	14	16	34	11	268	16	25	68	550	1719	904
9	41	12	23	15	32	5	30	10	32	13	82	41	63	20	493	29	47	146	1134	1135	320
10	41	15	37	17	36	5	35	12	42	15	117	46	72	22	560	32	53	161	1318	951	136
11	42	15	43	17	37	5	36	12	49	15	124	49	74	23	576	33	55	162	1367	902	87
12	43	15	45	17	37	5	38	12	55	15	131	51	73	23	570	33	54	164	1380	889	74
13	46	15	41	16	34	6	39	11	61	14	133	54	68	21	529	31	50	161	1329	940	125
14	47	14	38	15	33	6	34	11	58	13	100	50	65	20	506	29	48	154	1240	1029	214
15	49	12	33	13	29	6	30	9	49	11	80	47	56	17	439	25	42	137	1085	1184	369
16	45	9	29	10	22	6	23	7	36	9	45	41	44	14	346	20	33	99	838	1431	616
17	37	6	25	8	17	5	17	6	24	7	12	31	34	11	265	15	25	62	607	1662	847
18	36	5	20	6	14	5	16	5	0	6	2	28	28	9	219	13	21	49	481	1788	973
19	11	2	5	6	13	1	5	4	0	5	0	8	25	8	193	11	18	13	328	1941	1126
20	3	0	1	6	13	0	1	4	0	5	0	2	25	8	194	11	18	3	295	1974	1159
21	1	0	0	6	13	0	0	4	0	5	0	1	25	8	194	11	18	1	289	1980	1165
22	1	0	0	6	13	0	0	4	0	5	0	0	25	8	194	11	18	1	286	1983	1168
23	0	0	0	6	13	0	0	4	0	5	0	0	25	8	194	11	18	0	285	1984	1169

Existing Car Parks - Remaining Capacity - Factored up to 2019 Levels - Remaining Spaces should Six (Highlighted) Car Parks Close (Development Plan Prospectus)

Hour	Prince Street	Waterloo Street	Bradshaw Street	Ascroft Street	Roscoe Street	Bow Street	Southgate Street	Chaucer Street	Sports Stadium	Meditia Square	Tommyfield Market	Hobson Street	New Leisure centre	New Radcliffe street	Sainsbury's	Rock Street	Queen Street	Civic Centre	Total Parked	Total Remaining Spaces	Total remaining spaces minus 6 car parks
	262	126	142	50	93	35	121	25	153	27	100	108	100	27	640	33	54	173	2269		1454
	East	East	East	Central	East	East	East	South	North	South	North	South	West	North	South	North	East	North			
	Long Stay Council	Long Stay Council	Long Stay Council	Short Stay Private	Long Stay Council	Long Stay Council	Long Stay Council	Long Stay Private	Long Stay Council	Long Stay Private	Short Stay Council	Long Stay Council	Long Stay Private	Short Stay Council	Short Stay Private	Long Stay Private	Long Stay Private	Long Stay Council			
5	262	126	142	50	93	35	121	25	153	27	100	108	100	27	637	33	54	172	5	2264	1449
6	262	126	142	50	92	35	121	25	152	27	100	108	98	27	628	32	53	171	20	2249	1434
7	258	126	141	48	88	35	119	23	150	25	99	107	90	24	565	29	47	155	140	2129	1314
8	238	123	135	42	76	33	110	19	140	20	86	92	66	16	372	17	29	105	550	1719	904
9	221	114	119	35	61	30	91	15	121	14	18	67	37	7	147	4	7	27	1134	1135	320
10	221	111	105	33	57	30	86	13	111	12	-17	62	28	5	80	1	1	12	1318	951	136
11	220	111	99	33	56	30	85	13	104	12	-24	59	26	4	64	0	-1	11	1367	902	87
12	219	111	97	33	56	30	83	13	98	12	-31	57	27	4	70	0	0	9	1380	889	74
13	216	111	101	34	59	29	82	14	92	13	-33	54	32	6	111	2	4	12	1329	940	125
14	215	112	104	35	60	29	87	14	95	14	0	58	35	7	134	4	6	19	1240	1029	214
15	213	114	109	37	64	29	91	16	104	16	20	61	44	10	201	8	12	36	1085	1184	369
16	217	117	113	40	71	29	98	18	117	18	55	67	56	13	294	13	21	74	838	1431	616
17	225	120	117	42	76	30	104	19	129	20	88	77	66	16	375	18	29	111	607	1662	847
18	226	121	122	44	79	30	105	20	153	21	98	80	72	18	421	20	33	124	481	1788	973
19	251	124	137	44	80	34	116	21	153	22	100	100	75	19	447	22	36	160	328	1941	1126
20	259	126	141	44	80	35	120	21	153	22	100	106	75	19	446	22	36	170	295	1974	1159
21	261	126	142	44	80	35	121	21	153	22	100	107	75	19	446	22	36	172	289	1980	1165
22	261	126	142	44	80	35	121	21	153	22	100	108	75	19	446	22	36	172	286	1983	1168
23	262	126	142	44	80	35	121	21	153	22	100	108	75	19	446	22	36	173	285	1984	1169

Ref No:	Development Name	Land Use	Dwellings	Size	Units	Site Area (Hectares)	Calculation Assumptions	Expected Parking Provision On-site	Parking Demand Weekday 8-9	Parking Demand Weekday 5-6	Max M-F Daytime Parking Demand	Parking Demand Eve	Parking Demand Sat day	Parking Demand Sat eve
	Simpson Haugh Developments													
1a	Civic Centre (Option 1) - houses	C3	47						27	40	32	48	26	41
1b	Civic Centre (Option 1) - apartments	C3	433						119	137	123	159	112	135
1	Civic Centre (Option 1) - **Total**							341	**146**	**177**	**155**	**208**	**138**	**176**
2a	Tommyfield Market - houses	C3	14						8	12	9	14	8	12
2b	Tommyfield Market - apartments	C3	230						63	73	65	85	60	72
2	Tommyfield Market - **Total**							168	**71**	**85**	**75**	**99**	**67**	**84**
3a	Former Leisure Centre - houses	C3	19						11	16	13	20	10	16
3b	Former Leisure Centre - apartments	C3	166						46	52	47	61	43	52
3	Former Leisure Centre - **Total**							127	**56**	**69**	**60**	**81**	**54**	**68**
4a	Bradshaw Street - houses	C3	44						25	37	30	45	24	38
4b	Bradshaw Street - apartments	C3	131						36	41	37	48	34	41
4	Bradshaw Street - **Total**							124	**61**	**79**	**67**	**93**	**58**	**79**
5a	Police HQ - apartment	C3	165					114	45	52	47	61	43	51
6a	Mecca Bingo - apartments	C3	275						75	87	78	101	71	86
6b	Mecca Bingo - Office	E		15190	sqm				362	193	680	55	0	0
6c	Mecca Bingo - Hotel	C1		8910	sqm				67	72	64	89	3	18
6	Mecca Bingo - **Total**							194	**504**	**351**	**822**	**245**	**75**	**104**
1a2	Civic Centre (Option 2) - houses	C3	58						0	0	0	60	0	0
1b2	Civic Centre (Option 2) - apartments	C3	454						125	143	129	167	118	142
1	Civic Centre (Option 2) - **Total**							341	**125**	**143**	**129**	**227**	**118**	**142**
	Development Sites - Town Centre Framework		1556											
	Development Plan Prospectus													
1	Civic Centre	C3	600			2.33Ha		243	165	190	171	221	156	187
2	Former Magistrates Court	C3	225			0.81Ha		91	62	71	64	83	58	70
3	Former Leisure Centre	C3	250			0.93Ha		101	69	79	71	92	65	78
4	Bradshaw Street	C3	150			0.403Ha		61	41	47	43	55	39	47
5	Metropolitan Place	C3	75			0.088Ha		30	21	24	21	28	19	23
6	Mumps & Wallshaw Street	C3	100			0.24Ha		40	27	32	28	37	26	31
7	Southgate Street & Waterloo Street	C3	250			0.479Ha		101	69	79	71	92	65	78
8	Tommyfield Market	C3	350			1.07Ha		142	96	111	99	129	91	109
	Town Centre SHLAA Sites													
SHA 1858	Land off Mark Street, West End Street	C3	7			0.07	Assumes 40% provision	3	2	2	2	3	2	2
SHA 1796	122A Rochdale Road (Oldham County Court)		25			0.26	Assumes 40% provision	10	7	8	7	9	6	8
SHA 1797	Kings House, King Street		12			0.01	Assumes 40% provision	5	3	4	3	4	3	4
SHA 1052	Rock Street Osf		17			0.17	Assumes 40% provision	7	5	5	5	6	4	5
SHA 1053	Social Services Training Centre, Rock Street		41			0.43	Assumes 40% provision	16	11	13	12	15	11	13
SHA 0054	Corner of Wallshaw Street		290			3.03	Assumes 40% provision	116	80	92	82	107	75	90
SHA 0139	Corner of Rhodes and Wright Street		6			0.06	Assumes 40% provision	2	2	2	2	2	2	2
SHA 2015	Land between beever Street and Regent Street		44			0.46	Assumes 40% provision	18	12	14	13	16	11	14
SHA 1128	Bridge House, Lees Road		10			0.1	Assumes 40% provision	4	3	3	3	4	3	3
SHA 1069	CAB, Bridge Street		9			0.03	Assumes 40% provision	4	2	3	3	3	2	3
SHA 1067	Land at Roscoe Street		22			0.23	Assumes 40% provision	9	6	7	6	8	6	7
SHA 1068	Corner of Bridge Street and Roscoe Street		24			0.25	Assumes 40% provision	10	7	8	7	9	6	7
SHA 2031	Land south of 64 Bridge Street		7			0.08	Assumes 40% provision	3	2	2	2	3	2	2
SHA 2016	Southlink - land at		250			5.76	Assumes 40% provision	100	69	79	71	92	65	78
HLA 3318/HLA 3318(1)	Land at Mumps		136			6.74	Assumes 40% provision	54	37	43	39	50	35	42
HLA 3305	116 Manchester Street, OL9 6EG		1			0.014	Assumes 40% provision	0	0	0	0	0	0	0
HLA 3566	19-21 Retiro Street, OL1 1SA		5			Not provided	Assumes 40% provision	2	1	2	1	2	1	2
HLA 3416	29 Queen Street, OL1 1RD		1			0.011	Assumes 40% provision	0	0	0	0	0	0	0
HLA 3329	First Floor, 104 Yorkshire Street, OL1 1ST		1			0.007	Assumes 40% provision	0	0	0	0	0	0	0
HLA 3385	8-10 Horsedge Street, OL1 3SX		1			0.038	Assumes 40% provision	0	0	0	0	0	0	0
HLA 3104	3-5 Hamilton Street, OL4 1DA		11			0.15	Assumes 40% provision	4	3	3	3	4	3	3
	Under Construction - Town Centre SHLAA Sites													
HLA 3508	4-10 Union Street, OL1 1BD		6			0.03		6	2	2	2	2	2	2
HLA 3676	23-25 King Steret, OL8 1DP		12			0.09		0	3	4	3	4	3	4
HLA 3766 (assumed to replace HLA 3563	39 Greaves Street, OL1 1TJ		12			0.02		0	3	4	3	4	3	4
HLA 3299	9 Scholes Street, OL1 3SX		5			0.056		5	1	2	1	2	1	2

	With Permission - Town Centre SHLAA Sites												
HLA 3588	Brunswick House, 86 Union Street, OL1 1DE	24			0.14		**10**	7	8	7	9	6	7
HLA 3082	Cabaret Club, 2 Bridge Street, OL1 1EA	14			0.36		**0**	4	4	4	5	4	4
HLA 3401	64 Bridge Street, OL1 1ED	1			0.046		**0**	0	0	0	0	0	0
HLA 3509/HLA 3509.1	120 Union Street, OL1 1EA	2			0.028		**0**	1	1	1	1	1	1
HLA 3678	87-89 Yorkshire Street, OL1 1ST	11			0.048		**0**	3	3	3	4	3	3
	Lapsed Permission - Town Centre SHLAA Sites												
HLA 2831	53-55 King Street	126			0.15		**0**	35	40	36	46	33	39
HLA 2796	169 Union Street	30			0.33		**0**	8	9	9	11	8	9
	Other Town Centre SHLAA Sites	**1163**	**0**	**0**	**19.198**		**389**	**319**	**367**	**331**	**428**	**302**	**363**
								-70	**-22**	**-59**	**38**	**-87**	**-27**

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