



BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH OCTOBER 2014

SUBJECT: TOWN CENTRE PARKING STRATEGY FOR BARGOED

REPORT BY: ENGINEERING SERVICES DIVISION

1. PURPOSE OF REPORT

- 1.1 To seek the views of the Town Centre Management Group on the revised parking strategy for Bargoed town centre.

2. SUMMARY

- 2.1 The town centre parking strategy for Bargoed aims to maximise the attractiveness and accessibility of the available car parking provision during the completion of the outstanding regeneration works and beyond, in order to support the vitality and viability of Bargoed town.

3. LINKS TO STRATEGY

- 3.1 Bargoed is the only significant retail centre in this part of the county borough covered by the Heads of the Valleys programme – identified by the Welsh Government as a regeneration priority area. As such Bargoed plays an important role in the Heads of the Valleys programme and strategy.
- 3.2 Bargoed is identified as a Principal Centre in the Council's adopted Local Development Plan and is the location for major retail and leisure development in that Plan.
- 3.3 Regeneration of key town centres has been a priority in the Council's regeneration strategy, the Single Integrated Plan and Welsh Assembly Government's regeneration framework "Vibrant and Viable Places".

4. THE REGENERATION OF BARGOED TOWN

- 4.1 Two major phases of the public realm improvements were completed in the autumn of 2012 and the summer of 2013. These involved street works to widen the pavements along Hanbury Road and the creation of a new public space at Hanbury Square. The final phase of these public realm improvements is planned to be completed in spring 2015.
- 4.2 Construction of the Bargoed Plateau retail development was completed in November 2013 and the Morrisons' store opened for trading on 2nd December 2013 along with the multi-storey car park providing 387 spaces. As a result the majority of the disruption to surrounding streets and lanes has ceased.

4.3 Further works are proposed for Bargoed between 2014 and 2016 that will affect the parking situation. There is therefore a need to maintain the status quo during these works in order to minimise the impact on the town centre's vitality and viability. The proposed future works include:

- Phase 4b of the public realm enhancement to extend the Hanbury Road and Hanbury Square public realm improvements southwards to include under Cardiff Road construction; planned for autumn 2014 to spring 2015.
- A pocket park proposal in Hanbury Road car park: construction planned for autumn 2014 to spring 2015.
- Demolition of HJJ building and implementation of Collier's Walk improvements: planned between autumn 2014 to spring 2015.
- Delivery of the cinema proposal: construction anticipated for summer 2015 to autumn 2016.
- Temporary store yards and offices will need to be accommodated in close proximity to the site of the proposed infrastructure works. It is anticipated that these temporary store yards will be located in areas currently used as car parks resulting in loss of parking spaces whilst the infrastructure works take place.

5. IMPACT OF THE REGENERATION WORKS ON THE TOWN CENTRE

5.1 The ongoing regeneration process in Bargoed has seen full and partial road closures, phased street works and much disruption for visitors. All have had a detrimental effect on the town as a shopping destination and business location. The free parking has been a tool to encourage people to use Bargoed during this time.

5.2 Recently footfall in the south of the town centre has steadily grown, whilst the footfall in the north has decreased. Parking without charge in Hanbury Road is aimed at supporting the retail community in the northern part of the town centre. As footfall decreases and businesses close, it is argued that it is now more important than ever to retain this service.

5.3 A major factor that impacts on the towns parking strategies is their economic strength and the quality of their retail offer. The number and diversity of high street multiple retailers in Blackwood far outstrips those located in Bargoed and therefore makes it a stronger destination for shoppers. This in turn means that visitors are willing to pay to access this offer.

5.4 The Town Centre Management team recently commissioned an online pole on the CCBC web site, the result of one of the questions highlights the vast difference in the attractiveness between the towns:

5.5 Which Caerphilly county borough town centre do you visit most often? **Of the 98 responses received the results, in descending order were Caerphilly (39%), Blackwood (32%), Risca (10%), Ystrad Mynach (6%), Bargoed (6%) and None (4%).**

5.6 Whilst major physical improvements have been implemented within Bargoed town centre for some years now to facilitate the regeneration of the town centre, significant works with the potential to adversely impact the town still remain to be implemented in 2014/15 and beyond. At present the regeneration of Bargoed town centre remains to be completed and for the period of the ongoing works and associated disruption it would remain beneficial to retain a significant provision of free car parking within Bargoed town centre.

6. TOWN CENTRE PARKING STRATEGY FOR BARGOED

6.1 The revised strategy is attached as Appendix A and has been updated to take account of the current situation regarding the regeneration proposals for Bargoed town.

- 6.2 The strategy seeks to balance the type and provision of a level of parking to support the regeneration of the town with the wider aim to encourage more sustainable means of access to the town centre.
- 6.3 The strategy is supported by an action plan and the views of the Bargoed Town Centre Management Group are sought on all aspects in order to finalise the document.

MTFP Implications

- 6.4 As part of the Council's Medium Term Financial Plan (MTFP), a review of the Council's off street car parks and the pay and display system has been instigated. This will consider the following:
- Increasing the charging tariff in the Council's off street pay and display car parks across the County Borough.
 - Application of the charging tariff across the County Borough off street car parks: any variations, the reasons for them and implications for harmonisation.
 - Options to extend pay and display to off street car parks that are free at present (including park and ride car parks).
 - Option to extend pay and display to include Sundays.
 - Income contribution for each town with pay and display (refer to Appendix B)
- 6.5 This review is expected to be completed by December 2014 for Members to consider options and recommendations. The Bargoed parking strategy will need to be consistent with the outcome of the wider MTFP review and the decision of Members, and may therefore be subject to change.

7. FINANCIAL IMPLICATIONS

- 7.1 None at this stage. Any decision to change the charging regime in the car parks will have an implication.

8. PERSONNEL IMPLICATIONS

- 8.1 None.

9. CONSULTATIONS

- 9.1 As listed below. The views of the consultees have been incorporated in this report.

10. RECOMMENDATIONS

- 10.1 The Town Centre Management Group is asked for their comments on the proposed strategy and support for its implementation.

11. REASONS FOR THE RECOMMENDATIONS

- 11.1 The reason for the recommendation is to support the regeneration objectives for Bargoed town under the Council's regeneration strategy – "People, Business, Places".

12. STATUTORY POWER

- 12.1 The Road Traffic Regulation Act 1984.

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Consultees: Cllr. Tom Williams – Cabinet Member for highways, transportation and engineering
Cllr. Ken James – Cabinet Member for regeneration, planning and sustainable development
Cllr. David Carter – ward Member for Bargoed
Cllr. Tudor Davies - ward Member for Bargoed
Cllr. Diane Price – ward Member for Bargoed
Cllr. Alan Higgs – ward Member for Aberbargoed
Cllr. Keith Reynolds – ward Member for Aberbargoed
Cllr. Harry Andrews – ward Member for Gilfach
Terry Shaw – Head of Engineering Services
Pauline Elliott - Head of Regeneration and Planning
David Whetter – Bargoed Regeneration Programme Manager
Allan Dallimore – Team Leader (Urban Renewal and Conservation)
Dean Smith – Principal Engineer (Traffic Management)
Andrew Highway – Town Centre Manager

Background papers:

Review of impact of car parking charges on town centres: report to the Regeneration and Environment Scrutiny Committee – 01/04/14

Appendices:

Appendix A: Draft Revised Bargoed town centre parking strategy

Appendix B: summary of pay and display car park income and ticket sales