

Report to:	Cabinet	Date: 14 October 2026
Subject:	Prestwich Village Regeneration Project: Phase 1A (Travel Hub) – Operations Strategy	
Report of	Cabinet Member for Regeneration and Growth	

Summary

- 1.1 The Prestwich Village Regeneration Project will deliver a comprehensive re-development of the Prestwich Village site including the Longfield Centre. The Council has formed a Joint Venture (the JV) with Muse Places Limited (Company number 02717800), referred to as Muse to deliver this activity. The project will deliver a new village centre and contribute to the Council's strategic aims (Bury 2030) and 'Let's Do It' Strategy.
- 1.2 Extensive progress continues to be made on the development and delivery of the project. The first phase (Phase 1A Travel Hub) is practically complete and was handed over to the Council as building owner on 25th September 2026.
- 1.3 Approval was sought from Cabinet (15th October 2025) to procure a third-party operator to manage the Travel Hub. A Public Contracts Regulations 2015 compliant procurement process is complete, and APCOA Parking (UK) Limited (Company number 02572947) referred to as APCOA has been appointed and is now in contract.
- 1.4 The appointment of APCOA was enabled by previous approval at Cabinet (11th March 2026) with delegated authority for senior officers to approve the procurement process once complete and award the contract.
- 1.5 APCOA is currently working with the Council to prepare the Travel Hub for opening in Autumn 2026.
- 1.6 Alongside the above, work has been undertaken to determine the correct operating strategy that will include the introduction of parking charges for the facility and other charges as set out in this report. This report is therefore seeking approval for the strategy, charging and tariff structure to enable the Travel Hub to be open and fully operational within the required timeline.
- 1.7 The recommended parking tariff structure is modelled on and has as much parity as possible with the current Bury Council Town Centre parking charges, notwithstanding the differences between the management of a surface-level car park and an operational building (that is the Travel Hub).

Recommendation(s)

It is recommended that Cabinet:

- 2.1 Acknowledge APCOA Parking (UK) Limited (Company number 02572947) as the appointed third-party operator for the Travel Hub.
- 2.2 Approves the operations strategy to facilitate the opening of the Travel Hub.
- 2.3 Approves the introduction of parking charges and other charges in the new Prestwich Travel Hub and subsequent agreement to the implementation of a tariff structure as set out in Section 8 of this report.

Reasons for recommendation(s)

- 3.1 To successfully facilitate the Travel Hub opening to the public (once APCOA is fully mobilised) now construction of the building is practically complete and is within the Council's ownership.
- 3.2 To enable the Travel Hub to have an operations strategy including a charging and parking tariff structure in place to generate income and cover APCOA's operational costs for managing the facility. Opening the Travel Hub without implementing charging would mean that the Council would need to subsidise the facility by approximately £300,000 per annum.

Alternative options considered and rejected

- 4.1 Not agreeing to the operations strategy but this would prevent the Travel Hub from opening.
- 4.2 Not introducing a charges and parking tariff structure but this would prevent the Council from generating income to be able to cover the costs of a third-party operator managing the Travel Hub.
- 4.3 Various parking tariff options have been considered and financially modelled, but the recommended option is in keeping (as much as possible) with the current parking tariffs within Bury Town Centre (noting the differences between the operation of a surface-level car park and a building) and overall, represents best value for money, including meeting the annual operating costs of APCOA.

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Background

- 5.1 As part of the Council's vision for 2030, Bury Council is working collaboratively with our communities to achieve faster growth than the national average alongside lower levels of average deprivation. The 'Let's do It!' strategy focuses on building a better future for our children and young people, promoting inclusion, improving our environment, and delivering improvements in prosperity and quality of life.
- 5.2 The Prestwich Village Regeneration Project will deliver a framework for modern urban living, working and social enjoyment in Prestwich Village centre. It aims to bring forward a cohesive programme of regeneration that will see the development of a new village centre which is inclusive, sustainable, reflects the needs and aspirations of residents and delivers an attractive urban environment alongside a thriving local economy.
- 5.3 As noted in the Cabinet report 12th July 2023, the project has the potential to bring in significant capital investment which will help to deliver multi-faceted regeneration, economic growth, and environmental improvements in Prestwich Village.
- 5.4 To realise the vision, Cabinet approval was given on 13th October 2021 for the Council and Muse to legally form the Prestwich Regeneration LLP (the JV) to bring forward a multi-phase mixed use regeneration project. Under this arrangement, Muse operate as the developer for the project, delivering construction and development activity on behalf of the JV.
- 5.5 The Prestwich Village Regeneration Project consists of three phases:
- **Phase 1A** – Delivery of a modern Travel Hub facility consolidating parking in a single town centre location and making available land at Rectory Lane for redevelopment.
 - **Phase 1B** – Delivery of new retail units including a market hall, new leisure/community facilities, a modern new home for the Prestwich Library and new attractive public realm.
 - **Phase 2** – Delivery of c248 new homes.

Progress to Date – Phase 1A (Travel Hub) and Third-Party Operator

- 6.1 Since reporting an update in the approved Cabinet report 8th July 2026, the construction of Phase 1A (Travel Hub) has reached practical completion and was handed over to the Council on 25th September 2026.
- 6.2 APCOA is currently in their mobilisation period working closely with the Council to ensure that their PARCS equipment and all other requirements to enable the Travel Hub to be operational are installed without delay.
- 6.3 Now the Travel Hub has been formally handed over to the Council; it is within the ownership of the Authority as a commercial asset managed by the Corporate Assets & Facilities Management service within the Place Directorate. This council service will have the responsibility of managing APCOA's management agreement.

Operations Strategy

- 7.1 A third-party operator was approved by Cabinet on 15th October 2025 as the preferred operating management model for the Travel Hub as it represented best value for money as well as offering robust operational resilience and best risk mitigation for the Council.
- 7.2 The Travel Hub is a substantial building which will offer a safe and customer-focused experience. It will provide a range of facilities including EVCI charging bays, car club facilities and support for active modes. Cars will be monitored via CCTV 24-hours a day along with part-time on-site personnel to support users and provide additional safety.
- 7.3 **ANPR system:** APCOA will manage the Travel Hub via an ANPR system. This technology uses optical character recognition and smart cameras to read vehicle licence plates automatically, converting them into digital data to track vehicle movements, enforce parking rules and assist law enforcement. For the purposes of the Travel Hub, it will log entry and exit times, calculate parking duration and issue automated charge notices where necessary.
- 7.4 **Barrier and roller shutters:** There will be an automated barrier system and roller shutters to control vehicle entry and exits. This will also provide for a safe experience for users of the facility.
- 7.5 **Cashless facility:** APCOA will take payment via a cashless system. Technology will be installed within the Travel Hub to enable operation without the requirement to accept cash payments. This has the benefit of reducing risk of theft, simplifying operation and eliminating the cost of secure cash collection.
- 7.6 **Staffed hours:** APCOA will provide a staffing structure that will see personnel present on site for initially 12 hours per day usually between the hours of 6:00 to 18:00 but times of onsite staff can be flexible each day to suit the needs of

the facility. This will be particularly helpful during the initial operation period and provide comfort and support to the public and user confidence in using a new facility. This will be reviewed with APCOA and adjusted accordingly.

- 7.7 **Cycle storage:** APCOA will also manage the use of the cycle storage facility via an app-based system using one of their procured suppliers – Spokesafe. There will be a nominal charge for using this facility
- 7.8 **Security:** There will be 24-hours a day CCTV alongside part-time onsite staff provided by APCOA that will respond to all incidences and emergencies. The Council's Emergency Response Team will also be connected to the site for out of hours emergencies.
- 7.9 APCOA is presently exploring the option of being able to include distribution lockers (e.g. InPost-style) as part of the Travel Hub offer.
- 7.10 The contract between Bury Council and APCOA confirms regular meetings between both parties and monthly written reporting. This mechanism will enable any matters to be discussed and resolved with the Council as the Travel Hub is operated by APCOA.

Parking Tariff Structure and Charges

- 8.1 Given the scale and complexity of the new Travel Hub at Prestwich, there is an overhead cost of operating the facility. This is approximately £300,000 per year and covers staffing, utilities, maintenance, business rates and related matters. This annual cost must be covered as a minimum from car parking income. Without charges, the Council would be required to subsidise the facility from its general fund revenue account.
- 8.2 A series of options have been modelled taking into account the cost of APCOA managing the facility and included the use of a financial model structured from Parking Matters (an industry expert) – this includes key risks and predicted usage based on data derived from previous parking surveys carried out.
- 8.3 A key issue of note is that the aforementioned car parking surveys carried out during business case development of the Travel Hub project indicated that 75% of users park in Prestwich Town Centre for a maximum of 2 hours. As such, it is these periods which are likely to deliver the most parking revenue.
- 8.4 Table 1 below sets out the recommended tariff structure based (as far as possible) on the current Bury Council town centre parking charges for parity. Part of the modelling has taken into account council car parks that have a cost for incorporating overnight parking – Castle Leisure, Parsons Lane North and Parsons Lane South because use of the Travel Hub is very likely to need to facilitate overnight parking. Again, this recognises the difference in

management and maintenance of a surface-level car park and parking in a building.

Table 1: Prestwich Travel Hub (Bury Parity Tariff Option)

Tariff (up to)	Cost
1 hour	£1.00
2 hours	£2.40
3 hours	£2.70
4 hours	£3.20
5 hours	£4.30
5 – 12 hours	£6.00
12 – 24 hours	£16.00
Sunday flat rate (all day)	£1.50

- 8.5 The recommendation of basing the tariff structure on the current Bury Council town centre structure takes into account the fact that the Council does not directly manage any other multi-storey car parks so there are currently no direct comparables in the borough to base either the expected usage or tariffs on.
- 8.6 However, in recognition of the Travel Hub being a building and with an offer different to that of the aforementioned council surface-level car parks, the proposed tariff structure includes a slight variation on the Bury town centre tariff and includes:
- An up to 5 – 12-hour rate of £6.00.
 - 12 – 24 hours rate of £16.00. This is slightly higher than the Bury Council town centre car parks mentioned in this report to recognise it is a secure building.
- 8.7 The proposed tariff structure also includes free parking from 18:00 hours to 24:00 in support of the thriving evening and nighttime economy in Prestwich Village but introduces a charge from 00:00 for overnight parking.
- 8.8 **EVCI charging:** EVCI facilities will enable electric vehicles to be charged whilst offering an additional income benefit to the Council. The current charge for the Bury Council Market car park is £0.64 per kWh, and it is recommended to remain in-keeping with this charge.
- 8.9 **Cycle storage charging:** Spokesafe who will manage this part of the Travel Hub on behalf of APCOA will charge a nominal management fee and like other APCOA managed car parks, the recommendation is to charge £1 per entry.
- 8.10 **Season ticket:** There will be the ability to purchase a monthly season ticket for people that commute to Prestwich Village, onward commuters and support the ability to park overnight. APCOA normally base this ticket on having access 24 hours/7 days a week. A monthly cost of £60.00 is recommended which is based

on the proposed tariff structure and is a fair equivalent to £3.00 per day assuming a 48-week, 5-day usage.

- 8.11 Expected income from the Travel Hub based on the parking tariffs in Table 1 has been forecast based on usage forecasts provided by Parking Matters and previous surveys. Operation of the facility based on these tariffs and expected usage (which is difficult to predict until the facility is open) will deliver an expected net surplus of £52,388 in Year 1 and £203,412.00 per annum, thereafter, taking into account operational costs of approximately £300,000.00 per annum.

Implementation Timescale

- 9.1 Subject to the approval of the recommendations in this report, APCOA will implement the approved parking tariff structure and charges during its mobilisation period prior to the opening of the Travel Hub.
- 9.2 The Travel Hub is expected to open Autumn 2026 once APCOA has completed its mobilisation period.

Other Car Parks in Prestwich

- 10.1 With regards to the status of the other car parks in and around Prestwich Village, these will remain as free parking once the Travel Hub is open, with the exception of the Longfield car park that will be out of use due to site investigation works required to enable the next delivery phase.

Monitoring

- 11.1 Usage and tariff data will be collected on a monthly basis by APCOA and fed back to the Council (amongst other statistical data) via monthly reporting. This will enable the tariff structure to be regularly reviewed, with a further report to be brought back to Cabinet at the six-month stage post implementation. This will report on the aforementioned data, including any impact of the charging structure and potential amendments.

Social Value

- 12.1 The project has a Social Value Vision Statement that quantifies the overall Social Value that it has the potential to bring to the local community in terms of new jobs and additional local spend, as well as the broader social, economic and environmental value benefits. This was previously established alongside Bury Council's Social Value Strategy to identify priorities.
- 12.2 There will also be a Prestwich Village Construction Social Value Action Plan (as there is for Phase 1A) that covers the expected outcomes, measures, associated monetary values and delivery mechanisms to ensure that all construction phases meet their stated objectives. Such outcomes and

associated targets will be discussed with the selected contractor and form each action plan that will be part of the contract and regularly monitored.

12.3 Both documents will be in line with the Council's Social Value Strategy.

Links with the Corporate Priorities:

13.1 The redevelopment of Prestwich Village supports delivery of the 'Let's Do It!' strategy and the four principles that underpin it as they all have a correlation to how the Council will design the future of our towns:

Local Neighbourhoods: The delivery of the project will support the Council fulfil the aims of the neighbourhood delivery model, making the borough a safe place to live, putting the borough on track for carbon neutrality and building houses that are homes.

In summary, the project will:

- Provide a new community hub that will re-provide a modern-day library, adult learning provision, community space and health related services which will be a true connection to the community and integrated public service teams in the village centre.
- Build new homes will endeavour to meet the eco-homes standard and be high quality, carbon neutral and affordable.
- Promote active travel – provision of a travel hub and walking and cycling routes that will connect people with local amenities. Design a new village centre that will include 'secure by design' principles to allow people to feel safe and secure.

Enterprise to drive economic growth and inclusion: The project will:

- Create more flexible and innovative/digital workspaces for local entrepreneurs to grow.
- Modern retail space to encourage more new and independent businesses to open and remain in Prestwich.
- Invest in the physical infrastructure and work with key stakeholders such as Transport for Greater Manchester to enable local people to access employment and training opportunities to contribute to the growth of the local economy.

Delivering Together: The project will:

- Make sure that everyone's voice is heard via community engagement/consultation at various stages of the development of the project and through a variety of media platforms, including a dedicated website.

- Develop new buildings which will promote the use of them as community assets i.e. community hub, market hall and public realm which will in turn, support community involvement and organisations and connect people to them.
- Provide the opportunity to drive digital inclusion using the latest technology in the new buildings.
- Provide better transport connectivity through its design and involvement of the Active Travel agenda.

A Strength-Based Approach: The project will:

- Promote community wealth building and community capacity as community groups have and will continue to be encouraged to be part of the community engagement/consultation processes.
- Build on previous links to develop the project that have been made with Bury VCFA.
- Provide flexible community space in the community hub and outdoor space for events that will promote community inclusion within the village.
- Recognise the importance of population health due to the likely relocation of the existing NHS services into the community hub building, as well as providing the opportunity to increase health provision in the village.

Equality Impact and Considerations:

- 14.1 A full Equality Impact Assessment has been completed which identified the characteristics most likely to be affected by the introduction of the parking tariffs. The impacts have been mitigated through alternative parking provision nearby and reduced tariffs for regular and multi hour use of the facility.
- 14.2 There are no outstanding equalities concerns or considerations at this stage.

Environmental Impact and Considerations:

- 15.1 One of the project's objectives is to deliver a sustainable development. As noted in the report to the 12th July 2023 Cabinet, delivering sustainable developments is now a primary goal for the Prestwich Regeneration LLP. It has adopted Muse Places' Sustainability Strategy which includes a Sustainable Development Brief and Sustainable Action Plan which will be utilised on the project – both making up the Sustainable Development Strategy.
- 15.2 The Planning and Regeneration Statement submitted as part of the hybrid planning application provides summary detail on the environmental impact of the project, including carbon emissions and biodiversity. It states that:

“The project will be low and net zero carbon by design – sustainability and carbon reduction are fundamental to the proposals. Proposed measures

include new energy and water efficient buildings to minimise carbon in operation, the use of sustainable building materials to reduce upfront embodied carbon, photovoltaic panels and air source heat pumps.”

“The proposals for Prestwich Village will secure a significant increase in biodiversity when compared with what is on the site at the moment. The proposals will uplift biodiversity by more than 40%. This will be supported by significant levels of new tree planting, open spaces and public spaces where people and nature can thrive.”

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
Level of usage – parking to meet income/operating costs as a key risk to income generation from the car park is that Parking Matters data suggests that 75% of car park users stay less than 2 hours.	The implementation of the recommended parking tariff and predicted usage will deliver an expected net surplus of £52,388 in Year 1 and £203,412 per annum, thereafter, taking into account operational costs of approximately £300,000 per annum. The tariff structure will be monitored. APCOA’s marketing plan will promote the facility and result in increased usage.
Low usage of the EVCI chargers to generate income.	Use of the EVCI chargers has not been added to the tariff assumptions and possible income at this stage so no detrimental effect and will be an additional source of income.
Low of usage of the cycle storage to generate income.	Use of the cycle storage has not been added to the tariff assumptions and possible income at this stage so no detrimental effect and will be an additional source of income.
Low uptake of the monthly season ticket.	A required level of uptake has not been added to the tariff assumptions and possible income at this stage so no detrimental effect and will be an additional source of income.

Risk / opportunity	Mitigation
Inadequate staffing levels (12 hours per day) resulting in incidences in the Travel Hub when staff not on site.	Outside of staff on site, there will be CCTV on a 24/7 basis as well as the building being connected to the Council's Emergency Control Team. Staffing levels will be monitored by APCOA and will feature as part of their required monthly reporting. Any required changes will be subject of agreement by the Council.

Procurement Implications:

- 16.1 Procurement is satisfied the APCOA appointment is compliant.

Legal Implications:

- 17.1 The Council has the necessary statutory powers to operate and manage off-street parking facilities and to appoint a third-party operator for that purpose. The appointment of APCOA Parking (UK) Limited has been completed in accordance with the Council's constitutional requirements and the procurement process previously approved by Cabinet.
- 17.2 The recommendations within this report relate to the operational arrangements and tariff structure for the Travel Hub. In making its decision, Cabinet must have regard to relevant public law principles, including acting reasonably, taking into account all relevant considerations and complying with its duties under the Equality Act 2010.
- 17.3 Subject to implementation in accordance with the terms of the APCOA contract and all relevant regulatory requirements, there are no direct legal implications arising from the recommendations contained within this report.

Financial Implications:

- 18.1 Not introducing parking charges would directly lead to a recurrent increase of £300,000 in the Council's forecast budget gap in respect of the operator's costs that would not then be covered from car parking income and lead to additional savings needing to be identified.
- 18.2 The estimated income arising from the proposed parking charge tariffs is based on forecast usage levels provided by Parking Matters. Whilst Parking Matters were commissioned to undertake this analysis as subject matter experts; there

is a risk that actual income will not be achieved at the levels outlined in the report and actual income will need to be closely monitored and variances reported to Cabinet.

- 18.3 Under the Road Traffic Regulation Act 1984 and the Traffic Management Act 2004 any surplus income will be ring-fenced and restricted to the specific transport and community uses outlined in the legislation.

Appendices:

There are no appendices for this report.

Background papers:

- Prestwich Village Regeneration Scheme: Procurement of a Third-Party Operator for Phase 1A (Travel Hub) October 2025.
- Prestwich Village Regeneration Project: Appointment of Third-Party Operator for Phase 1A (Travel Hub) March 2026.

Please include a glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning
Prestwich Regeneration LLP (JV)	The Joint Venture company that comprises of Bury Council and Muse Places Ltd that has been established to deliver the Prestwich Village Regeneration Project.
APCOA	The car park operator.
PARCS	Parking Access and Revenue Control System – an automated system that manages vehicle entry, parking duration and payments using barrier gates, Automatic Number Plate Recognition (ANPR) and pay stations.
EVCI	Electric Vehicle Charging Infrastructure.
ANPR	Automatic Number Plate Recognition.
Spokesafe	A company that manages safe and secure parking spaces for bikes.
Parking Matters	A specialised parking consultancy that advises the public and private sector on parking strategies, operations and innovation.
InPost	A parcel locker service that enables easy and quick sending and returning of parcels.
kWh	Kilowatt-hour.