

CABINET

13 OCTOBER 2010

CAR PARK CHARGES & OPERATION REVIEW

REPORT OF HEAD OF ACCESS AND INFRASTRUCTURE

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RECENT REFERENCES:

[CAB 1915 \(TP\)](#) Car Park Charges Review – 5 November 2009

[CAB 1796](#) Review of car park charges 2009/10 – 4 February 2009

[CAB 1597](#) Review of car park charges 2008/09 – 16 January 2008

EXECUTIVE SUMMARY:

This report suggests changes to the charges for off street car parking, and to on street parking charges in the District, commencing in January 2011 and for the financial period 2011/12.

It proposes no increase in the cost of charges in Winchester Town except for the introduction of a 'flat' fee of £2 for Sunday parking in the town centre 'core' short stay car parks and some changes to on street charges and at River Park Leisure Centre. It does propose some increases to the cost of short stay parking in the rural market town parks in the District.

It notes the potential impact of the planned VAT increase from January 2011 and the risks of reduced parking income as a result of future reductions in Government spending.

The changes are also designed to reduce traffic circulation in the town centre, to encourage the use of Park & Ride and provide a healthier environment for pedestrians and cyclists.

## RECOMMENDATIONS:

1. That there be no increase in the level of weekday and Saturday parking charges for the off street car parks and park and ride in Winchester Town, with the exception of recommendation 5 below.
2. That charges for parking on a Sunday in the Winchester Town 'core' short stay car parks (The Brooks, Middle Brook Street, Colebrook Street, Friarsgate, Jewry Street, Cossack Lane, Upper Brook Street and St Peters) be introduced on a 'flat-rate' basis of £2 per visit between 10am and 4pm and that a £2 flat rate fee is also introduced in metered on-street parking bays on Sundays for bays in the vicinity of these central car parks as set out in paragraph 2.4 of the report.
3. That the 'free half-hour' on-street parking in Winchester town centre be removed, and that the minimum charge period be set at half hour and that payment for such minimum charge period be set at 50p.
4. That parking charges for short stay visits to towns in the rural area of the District are increased by 20p per hour for 1 hour, 2 hour and 3 hour stays, as shown in Appendix 1 to the report.
5. That the cost of all-day parking in the River Park Leisure Centre be increased from £8 to £10 Monday to Friday (with no change to the existing charges for Saturdays).
6. That the Head of Legal Services be authorised to give public notice of the necessary orders under the Road Traffic Regulation Act 1984 (as amended) required to give effect to these changes and (if no responses are received within the statutory consultation period) to make such orders for implementation from 1 January 2011.
7. If relevant responses to the proposals are received within the statutory consultation period, that a further report be taken to a Cabinet (Traffic and Parking) Committee in December 2010 to consider such responses to the Variation Notice and to agree the charges for implementation in January 2011.
8. That the revenue budgets for 2010/11 and the 2011/12 baseline be adjusted to reflect the additional expenditure and changes to income as detailed in paragraph 6.1 Table 1.

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#### REPORT OF HEAD OF ACCESS AND INFRASTRUCTURE

#### DETAIL:

##### Introduction

- 1.1 This report considers the case for revised car parking charges for off and on street car parking across the District.
- 1.2 Car parking charges in the District were last reviewed in November 2009 ([CAB 1915 \(TP\)](#) refers) and increases were implemented from the beginning of January 2010.
- 1.3 The decision by the Government to increase the level of VAT from 17.5% to 20% from 1 January 2011 will result in a direct reduction in parking income to the City Council. The additional VAT burden for the period between January and March 2011 will result in reduced income for the last quarter of the current financial year of approximately £28k and a reduction in 2011/12 of approximately £115k if the current pricing structure were to be retained.
- 1.4 Given the Council's financial position it is not feasible simply to allow revenue from car parks to fall by this amount. However, the difficult financial position that many individuals and businesses find themselves facing must be recognised and reflected in the car park charges set at this time.
- 1.5 Attention has also been given to the need to reduce circulation of traffic within the town centre, to further encourage the use of Park & Ride, and to provide a cleaner and healthier environment for pedestrians and cyclists.

##### Sunday Parking

- 2.1 Surveys in Winchester show that most of the shops are open on a Sunday, with very high levels of pedestrian activity in and around the main shopping areas. In addition, the presence of the very popular Sunday market every two weeks and the new Arts and Crafts Market every third Sunday continues to draw considerable visitors.
- 2.2 No other local towns with such high level of activity and Sunday shopping characteristics similar to Winchester continue to offer free parking on a Sunday:
  - Southampton City Council apply all parking charges from 08.00 to 18.00 Monday to Saturday, and from 12.00 to 18.00 on Sundays, Bank and Public

Holidays, with no charge on Christmas Day and Easter Sunday. The hourly fees for Sunday are the same as other days of the week.

- In Basingstoke the majority (3600 of 4700) public spaces in the town centre are charged for at the normal daily rate. In the remainder of the car parks the charge is a £1 flat rate per visit.
- In Salisbury there is a flat rate £2 charge for parking in most off-street car parks between 10am and 4 pm.
- Eastleigh Borough Council charge in their most popular car park (Swan Centre) 80p first hour, £2 flat rate after.

- 2.3 Generally one of two approaches have been adopted in other areas, namely applying the normal weekday charges to Sundays or setting a flat rate charge regardless of the length of stay. There is a good case for the introduction of charges for parking on a Sunday in some of the Winchester District car parks and for on-street metered parking areas. Sunday is now a very busy commercial day with the majority of shops open and the many events and activities taking place. Given the pressures on the budget and the importance of managing parking on Sunday, there is now a compelling case to introduce a parking charge. It is recommended that a charge of £2 per stay (of whatever length) is introduced for the users of the town centre 'core' short stay car parks of The Brooks, Middle Brook Street, Colebrook Street, Friarsgate, Guildhall Yard, Jewry Street, Cossack Lane, Upper Brook Street and St Peters only. It is suggested that this flat rate charge will apply between the hours of 10am and 4pm. Outer car parks will remain free on Sunday thus encouraging people to park in the outer car parks and to walk into the centre of the town. This will also provide an option for those taking part in recreational activities, attending church services and leisure visits who can use the outer ring car parks without charge.
- 2.4 It is considered that Sunday charging should also be introduced for some of the metered on-street parking bays but only in the most centrally located areas near to the short stay off-street car parks. A flat rate fee of £2 (for any length of stay) would apply between 10am and 4pm (see also paragraph 2.12 below). The bays where charges would be introduced are in: Colebrook Street; Market Lane ; St Peters Street ; Parchment Street ; The Square ; North Walls and The Broadway. All other on-street parking bays will remain free on Sundays. Where residents are permitted to park in these bays with a residents permit they will be allowed to continue to do so free of charge.
- 2.5 Without extensive changes to the town centre's existing traffic regulations, the on street 'single-yellow' line restrictions would continue to allow free parking on a Sunday. Whilst the availability of such parking is very limited, it would be necessary to carefully monitor the impacts of any charges on these restrictions and consider future changes to the restrictions to mitigate against any impacts. The availability of free Sunday off-street parking in the outer car parks should also reduce the risk of people choosing to park on-street on single yellow lines.

- 2.6 An assessment has been carried out to estimate the revenue that could be raised if Sunday charging were to be introduced on the basis indicated, which has used the average occupancy figures for Sundays (market and non-market days) and applied these to a standard Sunday charge of £2 giving unlimited parking.
- 2.7 Based on the average number of cars parked in short stay 'core' car parks and in core on-street metered bays on a Sunday, introducing a daily fee ticket of £2 could equate to an additional £46,000 per annum. Initially it would not be proposed to operate the Park & Ride facility on a Sunday because of the very high operational costs relative to the potential income and the fact that parking demands can be adequately met through the town centre parking. This issue could be reviewed at a later date. It is hoped, however, to run the P & R services for a 4 week period on Sundays running up to Christmas in support of the Christmas Market. The details for this are currently being considered.
- 2.8 The current concessions that allow inner area resident parking permit holders (Zones B, C, M, N, P Q, R and S) to park free on Saturdays would be extended to Sundays for Friarsgate Multi-storey and St Peter's car parks. Such concessions would not apply to the 'Visitor' parking permits.
- 2.9 In order to introduce Sunday parking charges, various issues would have to be addressed:
- Extra Civil Enforcement staff cover will be required in relation to the introduction of Sunday charges. However, fewer staff (compared to the number normally on duty on weekdays) will be needed as patrols can be limited to Core car parks and hence can be achieved for an additional cost of around £10,000 pa.
  - Variations may have to be made in due course to the Traffic Regulation Orders relating to on street parking, and use of such parking will be closely monitored to determine whether changes will be required.
  - All parking signs would have to be amended to reflect the new charge periods.
  - Cash collections may have to be made on a Sunday from some of the machines, or adjustments made to the Saturday or Monday collections if necessary, this would have to be considered and discussed in more detail with the existing contractor.
  - Changes would have to be made to the web site and other publicity via local press and radio would be necessary.
- 2.10 It is not proposed to introduce charges on Sundays in rural car parks in Bishop's Waltham, Wickham or Alresford.

### Other Proposed Car Parking Charge alterations

2.11 A list of proposed revised car park charges is set out in Appendix 1 to this report.

2.12 In summary the proposed changes are as follows:

- off-street – it not proposed to increase weekday or Saturday charges for either short or long stay parking in Winchester Town. In recent years the long-stay charges have been increased in order to encourage more commuters to use the park and ride services, but with the current economic climate no increases are proposed for this financial year other than all-day charges for Monday to Friday at River Park Leisure Centre (see below).
- on-street – it is proposed to remove the ‘free half-hour’ within the town centre which is currently available Monday to Saturday. This facility was introduced to help small businesses but does encourage traffic to re-circulate searching for spaces. In recognition of support for small businesses it is proposed that the minimum on street stay and payment is set at 50p for half an hour which is still less than the equivalent charge in off street car parks. In addition a flat rate £2 charge for any length of stay will apply to Sundays for some centrally located bays between 10am and 4pm (see paragraph 2.4 above).
- There will be no increase in the cost of season tickets.
- There will be no changes made to the charges for the park and ride services.
- The cost of short stay parking in rural areas will increase by 20p per hour for stays up to three hours.
- The cost of all-day parking in the River Park Leisure Centre will be increased from £8 to £10 (Monday to Friday only) to deter all day parking and ensure that sufficient capacity is retained for leisure centre users. Saturday charges will remain unchanged.

### Parking in the rural areas of Winchester District

2.13 A brief review has been made of parking charges in rural towns in the Winchester District. These charges have not changed since 2007. It is proposed to make some increases in these rural car park charges to reflect the charges in similar towns across Hampshire. It is not proposed to introduce Sunday charging in these locations. The schedule attached to this report as Appendix 1 shows the current and proposed parking charges.

2.14 The increase of 20p per hour for stays of up to three hours could generate an additional £44,000 per annum net of VAT.

2.15 The proposed amended prices will still be significantly less than those charged in towns and villages in the New Forest, Hampshire’s other National Park.

### 3. County Council view

- 3.1 Hampshire County Council officers have been consulted on the proposed charges for 2011/12. In general terms, the proposal not to increase the cost of parking this year is supported, in order to maintain the attractiveness of Winchester as shopping and visitor destination. The general charging regime is supported, providing an ongoing balance in charges is retained in order to encourage greater use of park and ride services and to deter commuters and long-stay visitors from seeking to park in the town centre. It is felt that these proposals are appropriate at the current time and will continue to encourage commuters and other users to use the park and ride services. The County Council recognises that the removal of the free half hour on-street parking and the introduction of Sunday charging is consistent with parking in competing centres.
- 3.2 The County Council's comments are acknowledged and have been considered carefully in the formulation of these proposals, whilst trying to reflect the current economic situation and the desire to help business.

### OTHER CONSIDERATIONS:

#### 5 SUSTAINABLE COMMUNITY STRATEGY AND CORPORATE BUSINESS PLAN (RELEVANCE TO):

- 5.1 The proposals accord with the corporate priority for safeguarding our high quality environment

#### 6. RESOURCE IMPLICATIONS:

- 6.1 Table 1 below shows the estimated income that would be generated by the proposals. It should be noted that all estimates of future car parking income are based on current levels of usage and make no allowance for changes in parking behaviour. The ongoing financial climate could further influence parking behaviour over the forthcoming financial year. In particular the decision to charge on a Sunday only in a limited number of car parks could lead to considerable changes in usage patterns i.e. people may choose to park in car parks that will remain free on Sundays with an associated decline in anticipated revenue.

Table 1

<b>Proposals</b>	<b>Charging Proposal</b>	<b>2010/11</b>	<b>2011/12 + Ongoing</b>
<b><u>Income:</u></b>			
Sunday charging in Winchester Town 'core' short stay car parks	+£2 Flat Rate	£10,500	£42,000
Sunday charging in Winchester Town core metered on street parking bays	+£2 Flat Rate	£1,000	£4,000
Replacement of 'free half-hour' on-street parking payment in Winchester Town	+50p min.	£8,000	£32,000
Increasing charges for short stay visits (1 to 3 hrs) in rural car parks	+20p per hr	£11,000	£44,000
<b>Total Income</b>		<b>£30,500</b>	<b>£122,000</b>
<b><u>Expenditure:</u></b>			
Additional ongoing revenue costs of introducing Sunday charges (Civil Enforcement Staff)		£2,000	£10,000
One-off costs (Signage, software, publicity)		£5,000	
<b>Total Expenditure</b>		<b>£7,000</b>	<b>£10,000</b>
<b>Forecast Net Additional Income</b>		<b>£23,500</b>	<b>£112,000</b>
Reduced income due to VAT rise		£28,000	£115,000

- 6.2 If Cabinet agree the recommendations, it is estimated that the proposals presented would generate additional net car parking income in 2011/12 of around £112, 000 per annum (net of VAT). This allows for extra staff costs for enforcement on Sundays of £10,000pa.
- 6.4 The proposals identified are forecast to cover in major part the additional VAT liabilities for both the current and next financial years. However, no allowances have been made for a reduction in income that may result due to changes in usage patterns.
- 6.5 Staff resources are available to implement the proposed changes to the operations and charges as set out in this report. One-off costs in 2010/11 of £5,000 will be required to cover the costs of changes to signing, software and to publicise the changes.



## 7 RISK MANAGEMENT ISSUES

- 7.1 There is always a risk that people will not continue to pay to park if prices rise beyond a level which is considered to be reasonable. As widespread increases are not being proposed, and the notion of Sunday parking charges is accepted elsewhere, it is felt that this will not have a significant impact.
- 7.2 However, once car park users realise that some car parks remain free on a Sunday, whilst charges are made for others, there will inevitably be some relocation of user to the free car parks. The level of relocation is difficult to quantify, and as such the anticipated level of income on Sunday is not guaranteed.
- 7.3 Furthermore, the implications of future Government spending cuts can not be fully assessed. However, it is most likely that reductions in local government expenditure, especially through staffing levels, will have a detrimental impact in towns such as Winchester where there are high levels of economic activity dependent upon the service industry. This may in subsequent years lead to reduced levels of income from parking charges.
- 7.4 The introduction of Sunday charging for both 'on' and 'off' street car parking could put further pressure on the Residents Parking Scheme that does not operate on Sundays. Any such impacts may need to be carefully monitored with a view to possible operational changes to the Residents Parking Scheme.
- 7.5 The increase in the cost of 1 hour parking (30p to 50p) in the rural car parks could bring about changes in parking behaviour if people choose to only park for 30 minutes as this will remain free. This may result in predicted levels of income not materialising.

### BACKGROUND DOCUMENTS:

None

### APPENDICES:

Appendix 1: Current & Proposed Car park charges

**WCC - Parking Office - Current and Proposed Car Parking Charges**

	MONDAY TO SATURDAY CHARGES												SUNDAY CHARGES		SEASON TICKETS Annual		SEASON TICKETS Quarterly			
	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed		
	Up to ½ Hour	Up to ½ Hour	Up to 1 Hour	Up to 1 Hour	Up to 2 Hours	Up to 2 Hours	Up to 3 Hours	Up to 3 Hours	Up to 4 Hours	Up to 4 Hours	Over 4 Hours	Over 4 Hours	All Day	All Day 10am to 4pm						
<b>Short Stay Car Parks</b>																				
The Brooks			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00	£15.00	£15.00	Free	£2.00						
Middle Brook Street			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00	£15.00	£15.00	Free	£2.00						
Colebrook Street			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00			Free	£2.00						
Friarsgate			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00			Free	£2.00						
Guildhall Yard (Sat & Sun Only)			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00			Free	£2.00						
Jewry Street			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00			Free	£2.00						
Cossack Lane			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00			Free	£2.00						
Upper Brook Street			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00			Free	£2.00						
St.Peters	£0.30	£0.30	£1.20	£1.20	£2.50	£2.50			£4.00	£4.00			Free	£2.00	£1,472.00	£1,472.00	£400.00	£400.00		
<b>Long Stay Car Parks</b>																				
Tower Street			£1.20	£1.20	£2.50	£2.50	£3.00	£3.00	£4.00	£4.00	£8.00	£8.00	Free	Free	£1,472.00	£1,472.00	£400.00	£400.00		
Gladstone Street			£1.20	£1.20	£2.50	£2.50			£4.00	£4.00	£8.00	£8.00	Free	Free	£1,472.00	£1,472.00	£400.00	£400.00		
Chesil Street (Multi-Storey)			£1.20	£1.20	£2.00	£2.00	£3.00	£3.00	£3.50	£3.50	£6.00	£6.00	Free	Free	£1,104.00	£1,104.00	£300.00	£300.00		
Chesil Street (Surface)			£1.20	£1.20	£2.00	£2.00			£3.50	£3.50	£6.00	£6.00	Free	Free	£1,104.00	£1,104.00	£300.00	£300.00		
Dumgate					£2.00	£2.00			£3.50	£3.50	£7.00	£7.00	Free	Free	£1,288.00	£1,288.00	£350.00	£350.00		
Cattle Market					£2.00	£2.00			£3.50	£3.50	£7.00	£7.00	Free	Free	£1,288.00	£1,288.00	£350.00	£350.00		
Worthy Lane					£2.00	£2.00			£3.50	£3.50	£7.00	£7.00	Free	Free	£1,288.00	£1,288.00	£350.00	£350.00		
Coach Park (Cars)					£2.00	£2.00			£3.50	£3.50	£7.00	£7.00	Free	Free	£1,288.00	£1,288.00	£350.00	£350.00		
Coach Park (Coaches)											£7.00	£7.00	Free	Free						
River Park Leisure Centre			£0.60	£0.60	£0.80	£0.80	£1.00	£1.00	Up to 5 hours £4.00	Up to 5 hours £4.00	Over 5 hours £8.00	£10 (mon-fri) £8 (sat)	Free	Free						
<b>Season Ticket Holder Only</b>																				
Crowder Terrace																	£1,288.00	£1,288.00	£350.00	£350.00
The Lido																	£1,288.00	£1,288.00	£350.00	£350.00
Barfield Close																	£552.00	£552.00	£150.00	£150.00
<b>Rural Area</b>																				
Lower Lane, Bishop's Waltham			£0.30	£0.50	£0.60	£0.80	£0.80	£1.00	£1.20	£1.20	£1.50	£1.50	Free	Free	£275.00	£275.00	£75.00	£75.00		
Basingwell St Bishop's Waltham	Free	Free	£0.30	£0.50	£0.60	£0.80	£0.80	£1.00					Free	Free	£137.50	£137.50	£37.50	£37.50		
The Square, Wickham	Free	Free	£0.30	£0.50	£0.60	£0.80	£0.80	£1.00					Free	Free						
Alresford Perins			£0.30	£0.50	£0.60	£0.80	£0.80	£1.00	£1.20	£1.20	£1.50	£1.50	Free	Free						
Alresford Station, Alresford			£0.30	£0.50	£0.60	£0.80	£0.80	£1.00	£1.20	£1.20	£1.50	£1.50	Free	Free	£275.00	£275.00	£75.00	£75.00		
<b>On Street Pay and Display</b>																				
	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed					Current	Proposed						
	Up to ½ Hour	Up to ½ Hour	Up to 1 Hour	Up to 1 Hour	Up to 1 1/2 Hours	Up to 1 1/2 Hours	Up to 2 Hours	Up to 2 Hours					All Day	All Day						
Tariff 1: Streets in vicinity of short stay car parks (see list below right)	Free	£0.50	£1.20	£1.20	£2.00	£2.00	£2.50	£2.50					Free	£2.00						
Tariff 2: Other streets with Pay & Display (see list below right)	Free	£0.50	£1.20	£1.20	£2.00	£2.00	£2.50	£2.50					Free	Free						
<b>Park &amp; Ride</b>																				

Ticket Type	Daily Charge	
	Current	Proposed
All Day Ticket - Cash Vend	£3.00	£3.00
All Day Ticket - Smart Card Vend	£2.70	£2.70
Off Peak Ticket (after 10.30am - NOT Saturdays)	£2.00	£2.00
Saturday only (up to 3 hours stay) **	£1.50	£1.50
Parking after 4pm**	Free	Free

Ticket Type	Annual Charge	
	Current	Proposed
Annual Season Ticket	£552	£552.00
'Block Booked' price for Organisations buying between 50 & 100 Season tickets	Discount level to be agreed by Portfolio Holder	Discount level to be agreed by Portfolio Holder
'Block Booked' price for Organisations buying over 100 Annual Season tickets	Discount level to be agreed by Portfolio Holder	Discount level to be agreed by Portfolio Holder

On Street Pay and Display - Streets
Tariff 1: Streets in vicinity of short stay car parks Colebrook Street, Market Lane, St Peters Street, Parchment Street, The Square, North Walls and The Broadway
Tariff 2: Other streets with Pay & Display Andover Road, Hyde Street, Symonds Street, Tower Street, Upper High Street, Victoria Road, Wales Street and Water Lane

\*\* To be available in St Catherines and Barfield Car Parks only to enable use in conjunction with the Athletics Stadium.  
NB coach vend exists at St Catherines but will not be implemented until planning and landlord consents obtained.