

CABINET (TRAFFIC AND PARKING) COMMITTEE

5 NOVEMBER 2009

CAR PARK CHARGES REVIEW

REPORT OF HEAD OF ACCESS AND INFRASTRUCTURE

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RECENT REFERENCES:

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 presents proposals to increase car parking and on street parking charges for the remainder of 2009/10 and for 2010/11. The report also considers the new park and ride service to be introduced from April 2010 in terms of its overall cost implications, how this relates to parking income generally and proposes a tariff of fees.

RECOMMENDATIONS:

1. That the parking charge increases as set out in this report be agreed for implementation as from 1 January 2010.
2. That the Head of Legal Services be authorised to give public notice of the variation in charges as set out in the report under Sections 46A and 35C of the Road Traffic Regulation Act 1984 (as amended).
3. That the tariff of fees for the new and existing Park and Ride service be agreed.

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#### REPORT OF HEAD OF ACCESS AND INFRASTRUCTURE

##### DETAIL:

##### 1 Introduction

- 1.1 This report considers revised charges for off and on street car parking across the District in accordance with the policy to review these each year. It does however propose to implement the new charges for 2010/11 from the 1<sup>st</sup> January 2010.
- 1.2 Car parking charges in the District were last reviewed in February 2009 (CAB1796 refers) and increases were implemented from the beginning of April 2009. The schedule attached to this report as Appendix 1 shows the current and proposed parking charges. Income from off street parking charges so far in 2009/10 is slightly below the budget. However this is mainly due to a loss of income at Tower Street car park due to the building works and is subject to compensation from the County Council, which is currently being discussed.
- 1.3 The new park and ride service to be introduced from April 2010 will have a net additional annual operating cost of around £300,000, after subtracting projected income levels and taking into account the lower level of anticipated income from central car parks as a result of people switching to the new park and ride service. This sum will have to be accommodated within the overall parking account and borne in mind in relation to the projected income levels set out in this report. There will however be considerable environmental benefits as a result of the introduction of the new park and ride services, particularly in relation to the reduction in cars entering the Town centre and hence their impact on the Air Quality Management Area and the Council's Climate Change Strategy.

##### 2 Proposed Car Parking Charge Increases

- 2.1 A list of proposed revised car park charges is set out in Appendix 1 to this report. Appendix 2 sets out the proposed tariff of fees for the Park and Ride service.
- 2.2 In summary the proposed changes are as follows:

- Off-Street – it is proposed to increase charges for both short and long stay users. The long-stay charges have been increased in order to encourage more commuter parking to use the park and ride services.
- On-street – it is proposed to increase these in line with off-street charges.
- Season tickets have been increased in line with the increase in all day charges to maintain the agreed discount levels.
- Introduction of a new tariff of charges for the new and existing park and ride services. (See Appendix 2 and report on park and ride elsewhere on this agenda.)

2.3 The park and ride service is also being considered elsewhere on this agenda. It is important that the new service is an attractive option for the potential user base of major employers on Romsey Road and discussions are continuing to arrive at options to maximise usage.

2.4 It is not proposed to increase rural car park charges.

2.5 It is proposed to increase the cost of annual and quarterly season ticket prices this year for Winchester town car parks to bring them in line with the proposed changes to long stay car park charges. Season ticket discounts are calculated on the basis of being in use 230 days a year and on agreed discount levels of 20% for annual tickets and 13% for quarterly tickets. The increases in season ticket charges identified in this report as set out in Appendix 1 would maintain those discount levels previously agreed by Cabinet.

### 3 Park and Ride Ticketing & Charging

3.1 The current system of charging for Park & Ride is based on a daily fee for the vehicle. The machine issues two tickets, one of which is to cover the parking of the vehicle, the other covers the use of the bus service from and back to the car park by those in the vehicle. It is not proposed to change this system of ticketing which is far better at promoting shared car use than the alternative of charging for use of the buses because the cost is per vehicle not per passenger.

3.2 Over the last six years there have been a number of changes to the fees charged for the use of the Park & Ride as shown in the table below.

<b>Park &amp; Ride fees - 2004 to 2009</b>		
	Daily Fee	'Smart Card' daily fee
2004	£1.50	£1.20
2005	£1.50	£1.20
2006	£2.00	£1.70
2007	£2.70	£2.50

<b>Park &amp; Ride fees - 2004 to 2009</b>		
	Daily Fee	'Smart Card' daily fee
2008	£2.70	£2.50
2009	£2.70	£2.50

- 3.3 The current daily fee is set at £2.70. This has remained unchanged since 2007. It is therefore appropriate to review this figure in conjunction with the opening new park and ride car park in 2010.
- 3.4 It is proposed to increase the daily fee from £2.70 to £3.00 at all sites, and then offer a range of discounts which will be set against this revised daily fee. The £3.00 daily fee for the park and ride is set to cost half as much as all day parking in the town centre.
- 3.5 Season tickets are currently not used on the park and ride service. Instead 'smart cards' are used which pre-purchase a number of daily uses at a discounted rate. These are then used in the machines park to obtain the two tickets.
- 3.6 In order to simplify the operations for some users and to reflect the operations of other car parks it is now proposed make season tickets available to park and ride users.
- 3.7 Season tickets will be issued in two parts, one for the vehicle and one for the passenger(s) to use on the buses. The season tickets will be priced to reflect the agreed level of discounts set against the Daily Fee. This is already agreed City Council policy and is in operation in other long stay car parks. The use of season tickets will also enable simpler discounted bulk ticket purchases to be made by large employers.
- 3.8 It is also planned to make a six month season ticket available to make the initial cost more manageable for those on lower incomes.
- 3.9 The use of smart cards will be retained, as for many people these offer the convenience of pre-purchase and some level of discount without the necessity for an annual Season Ticket purchase. It is planned to set the level of discount for Smart Card Purchase at 10% less than the daily fee. Smart cards can offer a valuable discount for workers who do not park every day and who would not benefit from an annual season ticket.
- 3.10 Consideration is also being given to offering higher discounts to bulk purchasers willing to make pre-payment. As many of the potential new users of the park and ride have free, but limited parking, it is important that significant initial discounts are offered to encourage their use. A high level of discount would be part of a deliberate policy to work in cooperation with Romsey Road employers to promote use of the site and should be seen in this context.

Discount rates would have to be available on the same basis to users, not individually negotiated, and included in the Parking Order.

- 3.11 The highest levels of discounts will only be available to employers booking a minimum of number of annual season tickets. It is considered to be an effective way of selling tickets for spaces that could otherwise be unused. It is also not necessarily a permanently fixed level of discount. Once usage levels have been established and travel patterns fixed it would be possible to review the charging levels and discounts.
- 3.12 Details of the level of the discount for block purchases of season tickets are still be determined and are therefore not set out in this report. Further details of how this will be progressed are set out in the report on park and ride elsewhere on this agenda.
- 3.13 The block booking discount may enable the City Council to sell and use additional park and ride spaces, which could otherwise remain empty.
- 3.14 Traditionally the Winchester Park and Ride has focused on commuter parking. However, the completion of the new site will provide an additional 800 spaces and at the outset there is likely to be a surplus of parking spaces, and more importantly, spare capacity outside the peak hours. Therefore it is planned to introduce an 'off-peak' charge for people using the service after 10.30 am as this would offer a good incentive to shoppers and visitors to use the service and possibly stay longer in the town. It is proposed to set the fee for this service at £2.00 as this is a similar level or less than parking in town for two hours.
- 3.15 A complete table of the proposed Tariff of Fees is found at Appendix: 3.

#### 4. County Council view.

- 4.1 Hampshire County Council officers have been consulted on the proposed charges for 2010/11 and their view remains the same as reported to Cabinet last year. In general terms, the County Council support rises in central car parks in order to encourage greater use of park and ride services and to deter commuters and visitors from seeking to park in the town centre. The County Council has concerns over the free half hour on-street parking as this leads to more drivers driving around looking for free spaces which is detrimental to the environment, air quality and increases congestion. It feels that the these current proposals are a good step in encouraging commuters and other users to use the new park and ride services to be introduced from April 2010. These 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.

#### 5.0 Budget Implications

- 5.1 The table below shows the estimated total amount of income that would be generated by the proposed revised scale of charges and fees. 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 other than in relation to the park and ride. The current financial climate could influence parking behaviour over the forthcoming financial year.

	Projected Income 2010/11 (£000)
Car Park Charges	4,503
On street permits	230
Penalty Charge Notices	370
Season tickets	434
<b>Total estimate of income 2010/11</b>	<b>5,537</b>
2009/10 Base Budget	4,937
Increase over current projected income for 2009/10.	600
Net financial impact of Park and Ride	-300

#### OTHER CONSIDERATIONS:

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

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

#### 7. RESOURCE IMPLICATIONS:

7.1 There are significant budget implications associated with the setting of car parking charges for 2010/11. It is estimated that the proposals presented would generate additional car parking fee income in 2010/11 of around £600,000.

7.2 The Park & Ride facility must be viewed as an integral part of the access strategy for Winchester supporting the Vision for Winchester of economic prosperity and a high quality environment. Charges for the use of park and ride must therefore be set in context with other car parking charges as set out in this report for the central car parks.

- 7.3 The current contract to run the buses serving the existing park and ride has an annual cost to the Council of approximately £377,000 against a net annual income from ticket receipts of approximately £350,000 and therefore the Council's obligation is to cover the costs of the operation and maintenance of the car park from other income sources.
- 7.4 If Cabinet agrees the recommendations in the report on the Park and Ride elsewhere on this agenda then the new contract to run the buses serving the park and ride sites will have an annual cost to the Council of approximately £748,000, and increase in the annual cost of approximately £371,000. This will be offset by the income received from the users of the park and ride which will itself be a function of the charges, usage level and, crucially, the extent to which users have relocated from town centre car parks. In the prevailing financial climate it is essential to reduce the growth requirement for park and ride as far as possible. It is estimated that taking into account the cost of the new combined park and ride service, anticipated income levels from ticket sales and associated reduced car parking income levels in central car parks as a result of a transfer to the Park and Ride there would be net additional operating cost of £300,000pa. See EXEMPT Appendix 3 for further details.
- 7.5 Staff resources are available to implement the proposed changes to the charges as outlined above

## 8 RISK MANAGEMENT ISSUES

- 8.1 There is always a risk that people will not continue to pay to park in Winchester if prices rise beyond a level which is considered to be reasonable. In comparison to other areas in Hampshire the proposed new charges for Winchester are not dissimilar and hence it is felt that there will this will not have a significant impact.
- 8.2 In relation to the new park and ride service there is a risk that people will not switch to the new service from their current parking locations. The central car park charges set out in this report are aimed at encouraging this switch which together with the ticket pricing for the new park and ride services should help encourage this change in behaviour.

### BACKGROUND DOCUMENTS:

None

### APPENDICES:

Appendix 1 Proposed Car park charges

Appendix 2 Park and Ride Tariff of fees and discounts

EXEMPT Appendix 3 Park and Ride Financial Modelling.

WCC - Parking Office - Current and Proposed Car Parking Charges																
	MONDAY TO SATURDAY CHARGES												Annual Seasons		Quarterly Seasons	
	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				
<b>Short Stay Car Parks</b>																
The Brooks			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00	£15.00	£15.00				
Middle Brook Street			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00	£15.00	£15.00				
Colebrook Street			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00						
Friarsgate			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00						
Guildhall Yard (Saturday Only)			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00						
Jewry Street			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00						
Cossack Lane			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00						
Upper Brook Street			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00						
St.Peters	£0.30	£0.30	£1.00	£1.20	£2.20	£2.50			£3.50	£4.00			£1,288.00	£1,472.00	£350.00	£400.00
<b>Long Stay Car Parks</b>																
Tower Street			£1.00	£1.20	£2.20	£2.50	£2.50	£3.00	£3.50	£4.00	£7.00	£8.00	£1,288.00	£1,472.00	£350.00	£400.00
Gladstone Street			£1.00	£1.20	£2.20	£2.50			£3.50	£4.00	£7.00	£8.00	£1,288.00	£1,472.00	£350.00	£400.00
Chesil Street (Multi-Storey)			£1.00	£1.20	£1.70	£2.00	£2.50	£3.00	£3.00	£3.50	£5.00	£6.00	£920.00	£1,104.00	£250.00	£300.00
Chesil Street (Surface)			£1.00	£1.20	£1.70	£2.00			£3.00	£3.50	£5.00	£6.00	£920.00	£1,104.00	£250.00	£300.00
Durrgate					£1.70	£2.00			£3.00	£3.50	£5.00	£7.00	£920.00	£1,288.00	£250.00	£350.00
Cattle Market					£1.70	£2.00			£3.00	£3.50	£5.00	£7.00	£920.00	£1,288.00	£250.00	£350.00
Worthy Lane					£1.70	£2.00			£3.00	£3.50	£5.00	£7.00	£920.00	£1,288.00	£250.00	£350.00
Coach Park (Cars)					£1.70	£2.00			£3.00	£3.50	£5.00	£7.00	£920.00	£1,288.00	£250.00	£350.00
Coach Park (Coaches)											£6.00	£7.00				
River Park Leisure Centre			£0.40	£0.60	£0.60	£0.80	£0.80	£1.00	Up to 5 hours £3.50	£4.00	Over 5 hours £6.00	£8.00				
<b>Season Ticket Holder Only</b>																
Crowder Terrace													£920.00	£1,288.00	£250.00	£350.00
The Lido													£920.00	£1,288.00	£250.00	£350.00
Barfield Close													£450.00	£552.00	£122.50	£150.00
<b>Rural Area</b>																
Lower Lane, Bishop's Waltham			£0.30	£0.30	£0.60	£0.60	£0.80	£0.80	£1.20	£1.20	£1.50	£1.50	£275.00	£275.00	£75.00	£75.00
Basingwell St Bishop's Waltham	Free	Free	£0.30	£0.30	£0.60	£0.60	£0.80	£0.80					£137.50	£137.50	£37.50	£37.50
The Square, Wickham	Free	Free	£0.30	£0.30	£0.60	£0.60	£0.80	£0.80								
Alesford Perins			£0.30	£0.30	£0.60	£0.60	£0.80	£0.80	£1.20	£1.20	£1.50	£1.50				
Alesford Station, Alesford			£0.30	£0.30	£0.60	£0.60	£0.80	£0.80	£1.20	£1.20	£1.50	£1.50	£275.00	£275.00	£75.00	£75.00
<b>On Street Pay and Display</b>																
	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								
Tariff 1	Free	Free	£1.00	£1.20	£1.50	£2.00	£2.20	£2.50								
<b>Park &amp; Ride</b>																
		Daily Charge					Annual Charge									
Ticket Type	Current	Proposed	Ticket Type	Current	Proposed											
All Day Ticket - Cash Vend	£2.70	£3.00	Annual Season Ticket	N/A	£552.00											
All Day Ticket - Smart Card Vend	£2.50	£2.70	Block Booked price for Organisations buying between 50 & 100 Annual Season tickets	N/A	Discount level to be agreed by Portfolio Holder											
Off Peak Ticket (after 10.30am - NOT Saturdays)	N/A	£2.00														
Saturday only (up to 3 hours stay) **	£1.50	£1.50	Block Booked price for Organisations buying over 100 Annual Season tickets	N/A	Discount level to be agreed by Portfolio Holder											
Parking after 4pm**	Free	Free														

\*\* 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.

**To be available in St Catherines and Barfield Car Parks only, to enable use in conjunction with the Athletics Stadium.	<b>Daily* Cost of Ticket</b> (*assumes 230 daily uses per annum)	
<b>Ticket Type</b>	<b>2009</b>	<b>2010</b>
Daily	£2.70	£3.00
Daily - with 'smart card' discount	£2.50	£2.70
Annual Season Ticket – for general use with 20% discount per annum.	Not currently Available	£2.40*
Season Tickets for block bookings	Not currently Available	To be decided.
Daily – Off-Peak ticket available for purchase after 10.30AM ( <b>not</b> Saturdays)	Not currently Available	£2.00
Daily – Three hour ticket for Saturday use only**	£1.50**	£1.50**
Parking after 4pm**	Free**	Free**

