

REPORT TITLE: CAR PARKING CHARGES & OPERATION REVIEW

CABINET (TRAFFIC AND PARKING) COMMITTEE

4 JANUARY 2017

PORTFOLIO HOLDER: CLLR JAMES BYRNES - PORTFOLIO HOLDER FOR
TRANSPORT AND PROFESSIONAL SERVICES

REPORT OF ASSISTANT DIRECTOR (ENVIRONMENT)

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WARD(S): ALL

PURPOSE

This report presents a review of car parking charges and suggests some amendments for the forthcoming financial year and should be read in conjunction with the recently approved recommendations that formed part of the report which dealt with the refresh of the Council's Car Parking Strategy 2014-18 (CAB2874 refers). The recommendation agreed followed the principles laid down in the adopted Council Car Parking Strategy, and recommended some revisions to parking tariffs in Winchester town for implementation in 2017 which are intended to change how car parks are used by drivers.

It recommends adjusting tariffs so they better reflect this objective by increasing differentials between car parks in the centre and the inner and outer rings (Park and Ride) whilst allowing visitors to park in the centre for more than 4 hours (longer stays). If they make this choice however they will be required to pay a premium charge. This approach should discourage drivers wanting to stay more than 4 hours from using centre car parks as inner and outer car park tariffs are much lower and therefore attractive to people making longer duration visits to the city. Changes are also recommended for season tickets on some city centre car parks to encourage drivers staying all day to look at alternative options. No revisions to charges outside Winchester are proposed.

In light of the proposed revisions to parking tariffs in the city, and potential behaviour change of some drivers who may seek parking outside the city centre, it is also recommended that the Council commits to investigate increasing the capability of the Park and Ride operation by investing in additional bus service capacity so that overall capacity of the service aligns with increasing levels of use particularly at peak

times.

RECOMMENDATIONS:

1. That changes to the parking tariff in Winchester Town be advertised and implemented as set out in Appendix 1.
2. That the Head of Legal Services be authorised to give public notice under Section 35C of the Road Traffic Regulation Act 1984 (as amended) required to give effect to a) the changes set out in 1 above for implementation from 1 April 2017.
3. That the Council commits to investigate increasing the capability of the Park & Ride operation by investing in additional bus service capacity so that overall capacity of the service aligns with increasing levels of use particularly at peak times.

IMPLICATIONS:**1 COMMUNITY STRATEGY OUTCOME**

- 1.1 Parking charges are relevant to the High Quality Environment (Effective traffic management and support for transport provision), and Economic Prosperity (Support the local economy) outcomes of the Strategy. In particular it will contribute towards managing parking with the intention of encouraging drivers to use car parks most suited to the purpose of their journey and this should have a positive impact on traffic and transport activity in the District, without compromising the economic prosperity of the City and market towns and villages.

2 FINANCIAL IMPLICATIONS

- 2.1 Table 1 below shows the forecast financial impact of the proposed amendments to parking charges.

Table 1

Proposals	Gross	Net
Potential changes to income from changes to hourly & daily car park charges – see Table 2	£313k	£261k
Potential changes to income from changes to season ticket car park charges – see Table 3	-£34k	-£28k
Overall potential additional income	£279k	£233k
<u>Expenditure:</u>		
Additional ongoing revenue costs of introducing enforcement		£0
One-off costs (Signage, software, publicity).		£10,000
Total Expenditure		£10,000
Forecast Net Change		£223,000

- 2.2 If Cabinet agree the recommendations, it is estimated that the proposals presented would generate additional net annual parking income from 2017/18 of around £233,000 per annum (net of VAT) This would represent an

approximate increase of 3.5% in the overall parking income consequential upon these changes.

- 2.3 The proposed changes to the charging tariff are significant and it is recognised there is a range of potential income consequences depending on exactly how behaviour changes as a consequence of these changes. This ranges between a potential, but unlikely additional £774k per annum to a loss of £282 per annum (both figures net of VAT). Income will be closely monitored to ensure that the 'best estimates' shown in table 1 above are in line with actual receipts.
- 2.4 As explained in the main body of this report the purpose of the proposed charging amendments is to ensure the charging mechanism is in line with the Car Parking Strategy.
- 2.5 Staff resources are available to implement the proposed changes to the operations and charges as set out in this report. One-off costs in 2016/17 of approximately £10,000 will be required to cover the costs of changes to signing, software and to publicise the new rates.
- 2.6 The proposed increase in the Chesil Multi Storey car park Season Ticket charge is estimated to increase the annual staff parking recharge from the General Fund to the Housing Revenue Account by approximately £10,000.
- 2.7 The proposals are expected to result in additional expenditure requirements to ensure that the transport and infrastructure is sufficient to meet the demand. This will be considered within the final budget proposals considered by Cabinet and Council in February.
- 2.8 As identified in the recently considered Car Parking Strategy review report (CAB2874 refers) there will be a need to provide funding for a number of new initiatives to implement the aims of the Strategy and any additional income generated by adjustments to parking charges, designed to influence drivers' behaviour, can be used to support projects related to the following:
- **additional 'ULEV' spaces and improved technologies which make better use of the car park facilities**
 - **a comprehensive review of all the car park signing is undertaken in order to agree a new signing and marketing strategy for car parks to deliver the principle of encouraging people to make smarter choices and to use the first car park that meets their needs**
 - **work is undertaken to consider and evaluate emerging technologies that allow for better use of spaces**

3 LEGAL AND PROCUREMENT IMPLICATIONS

- 3.1 None

4 WORKFORCE IMPLICATIONS

4.1 None

5 PROPERTY AND ASSET IMPLICATIONS

5.1 Whilst making no direct implications for property and assets, the realisation of some of the longer term aspirations of the adopted Car Parking Strategy would seek to consolidate some of the Council's parking assets in a more streamlined way and this process is already underway with the closure of the Chesil surface car park for redevelopment and provision of some parking spaces at the site of the Friarsgate car park which closed in 2015. This could see the some other existing car parking sites developed for alternative purposes and the development, or intensification of car parking on other sites. The individual implications and approval of such actions would need to be the subject of further reports to Cabinet. The provision of public off-street parking will be considered as part of the Informal Policy Group dealing with the Centre of Winchester Regeneration.

6 CONSULTATION AND EQUALITY IMPACT ASSESSMENT

6.1 The evidence base for the Car Parking Strategy review included a public consultation exercise which sought responses to the question "What are your views on parking charges?" It further sought feedback on a number of statements as shown in the table below.

6.2 The consultation agreed that the 'three-ring' approach to charging set out for Winchester in the Strategy is correct with support from 81% of respondents

What are your views on parking charges?	Agree	Disagree	No. of responses
The 'three-ring' approach to charging is correct	81%	19%	194
The levels of charges are reasonable	62%	38%	212
Central car parks should charge on Sunday	26%	74%	223
Charges should be increased to encourage users to park away from the town centres	26%	74%	223
There would be support for Sunday charges if Park & Ride was running and free of charge	45%	55%	204
Central car parks should charge during the evenings	14%	86%	221
Parking in towns should not be limited by time (short stay only) but pricing should reflect premium locations	54%	46%	213
There should be more significant differences between the different pricing 'rings'	54%	46%	160
Some prices could increase, but only if other charges decreased	48%	52%	168

- 6.3 A full set of the consultation responses is also available as a background document. The strategy continues to offer a range of parking provision in terms of location and cost; as such it is not considered that any of the proposed changes would adversely affect any users of the Council's car parks in relation to equality issues.

7 RISK MANAGEMENT

- 7.1 There is always a risk that people will stop paying to park if prices rise beyond a level which they consider to be reasonable and potentially will choose to visit other places as alternatives to Winchester and the market towns and villages. Whilst some charges are proposed to increase, a related decrease is also available in alternative car parks in respect of Winchester (no changes recommended elsewhere). It is considered that the revised charging rates will most likely not have a significant impact on occasional visitors to the city as the proposals contained in this report also allow them to choose to use a variety of parking tariffs.
- 7.2 Different parking regimes in different car parks may cause some relocation of cars for economic reasons, and whilst such actions are difficult to quantify, such relocation would be consistent with the aims of the Winchester Town Access Plan.

- 7.3 There are more significant risks with the proposed changes to the charging regime in association with regular uses of car parks in the city. . This is because proposed modifications represent a major step change in tariffs levied in the centre and inner rings car parks which are intended to reinforce the Car Parking Strategy's three ring approach.
- 7.4 The main risks are related to whether the increases will be tolerated by users, or if the associated displacement of centre parking to cheaper car parks can in fact be accommodated further out. If prices are considered unreasonable drivers may choose to travel by other means or park in Winchester less frequently. If too many drivers seek to park outside the centre pressure on inner ring and Park and Ride may cause problems if demand exceeds capacity. However these risks can be managed and mitigated by increasing the capability of the Park and Ride operation by providing additional bus capacity. There is sufficient collective parking capacity at the Park and Ride sites to cope with typical levels of use, with good numbers spaces available at most times, and therefore there is scope to accommodate an increase in patronage.

Risk	Mitigation	Opportunities
<i>Property None specific to this report</i>		
<i>Community Changing the pricing strategy could attract criticism if not supported by residents, businesses and visitors</i>	Public consultation undertaken in relation to the Car parking Strategy refresh which has helped to understand local opinions and this information has informed recommendations on parking charges.	
<i>Timescales No significant risk but recommended changes are introduced in 2017/18</i>		
<i>Project capacity N/A</i>		
<i>Financial / VfM If car parking charges are set too high use will decrease and income reduce and if people decide to visit places other than Winchester the local economy could be detrimentally affected. Increasing differentials between centre and other</i>	The changes recommended have been carefully considered taking account of the public consultation undertaken in conjunction with tariffs in other towns in the area. Best estimates relating to changes in behaviour resulting from the	

<p><i>car parks further out could create capacity issues for inner and outer ring car parks (Park and Ride). Overall it is difficult to accurately predict how changes to charges will impact on behaviour and therefore income.</i></p>	<p>proposed charges have been modelled in relation to income. However given the difficulty of making such forecasts income will need to be closely monitored and reviewed.</p> <p>Invest in increasing the capacity of Park and Ride operation.</p>	
<p><i>If the tariff changes result in higher than expected shifts in usage from more expensive centre parking to the cheaper outer parking this would result in a budget shortfall.</i></p>	<p>Income will be closely monitored to ensure it is in line with expectations.</p> <p>Further tariff changes could be considered if the new tariff results in unintentional consequences.</p>	
<p><i>Legal - No significant risks</i></p>		
<p><i>Innovation N/A</i></p>		
<p><i>Reputation Increasing parking charges too much and/or without clear justification could attract criticism from the public and businesses whose staff and customers rely on public parking. Increasing pressure on inner and outer ring car parks by increasing charging differentials with centre car parks could cause capacity issues.</i></p>	<p>Ensure that it is explained that the adjustment to the charging regime is intended to influence driver behaviour in line with the Car Parking Strategy. Other actions needed to implement the Strategy will also require reinvested in our parking stock including the Park and Ride operation.</p>	
<p><i>Other</i></p>		

8 SUPPORTING INFORMATION:

8.1 Background

8.2 This report presents options for revised car parking charges and operations across the District. Car parking charges in the District were last reviewed in November 2012 ([CAB 2410](#) refers) and changes were implemented during early 2013. Since then parking charges have not been increased as there has been no reason to do so.

- 8.3 The City Council has recently undertaken a mid term review of the existing Car Parking Strategy (CAB2874) which makes a number of recommendations regarding the principles which underpin the pricing regime to ensure the effective implementation of the overall aims of the Strategy. This report reflects those recommendations.
- 8.4 The Parking Strategy has a ‘three-ring’ approach to charging In Winchester This policy was initially agreed in the Winchester Town Access Plan and makes the highest charges for the shortest supply ‘Centre’ car parks, slightly less for the ‘Inner’ car parks, with the cheapest rates at the ‘Outer’ Park and Ride car parks. The public consultation supporting the review of the Parking Strategy has reinforced the view that the ‘three-ring’ approach to charging is correct with 81% of respondents agreeing with the approach.
- 8.5 The car parks in each of the three rings are identified in Appendix 1. Essentially those in the ‘Centre’ are all accessed via the town centres one-way system and would therefore seem likely to have most impact on the designated Air Quality Management Area (AQMA). ‘Inner’ car parks are still within what most people would describe as the town centre, but are located a short walk from the primary shopping area – with potential to create less impact on the AQMA. The ‘Outer’ car parks are those used for Park and Ride, the use of which has the least impact on town centre congestion and air quality.
- 8.6 In terms of pricing, the Car Parking Strategy identifies the importance of differential charges to encourage greater use of car parks other than those in the ‘Centre’ whilst leaving choice for the occasions when users consider the additional costs worth paying. This helps to influence behaviour whilst recognising that there is still a need to provide an adequate number of city centre spaces for people for people shopping or making shorter duration visits for other reasons
- 8.7 In view of increased occupancy levels now seen in some car parks, the proposal set out in this report in Appendix 1 seeks to reinforce the Council’s current approach in terms of charging a higher rate in the most centrally located car parks whilst reducing some charges in the other car parks, which although near the centre, require a short walk to the town’s facilities and attractions. An increase in the ‘Centre’ car parks combined with a decrease in the ‘Inner’ car parks combines to widen and more clearly define the difference in pricing between the two areas and encourage greater use of inner ring car parks by drivers looking to stay for longer periods of time.
- 8.8 To increase user understanding of the choices available it is recommended that the Council dispenses with the principle of ‘short’ and ‘long’ stay spaces, and acknowledges the fact that some users may want to stay all day in the premium (‘Centre’) located car parks and that restricting users to a 4 hour time limit may simply increase traffic circulation as they seek a space in one of the centre car parks which allows them to do so. Car parks such as The Brooks and Middle Brook Street already offer longer stays at a premium price. This would also enable signage to direct visitors to car parks which are best suited to their needs rather than to categorise them as ‘short or long stay’ and

changing the pricing regime is the first logical step to supporting such an approach. Overall therefore it is considered that this is the right approach and is preferable to simply maintaining the status quo of having only some centre car parks which allow all day parking or prohibiting all day parking in this area altogether. However the proposed pricing regime will strongly discourage all day parking in these car parks.

- 8.9 It is difficult to say how large a differential has to be to change drivers' behaviour but the revised schedule will create larger differences between the centre and inner ring car park charges. The impact on overall parking income is therefore hard to predict accurately. There is obviously a risk with such an approach and this has a knock-on impact on income as well as possibly creating other risks around the frequency of peoples' visits to Winchester and capacity in car parks outside the central zone. These risks need to be mitigated by further investment in activities like Park and Ride.
- 8.10 It should also be noted that 'Tower Street' and 'Gladstone' street which are classed as 'Centre' car parks in terms of pricing have always permitted all day use.
- 8.11 Proposed Changes to Car Parking Charges
- 8.12 A schedule of proposed revised car park charges is set out in Appendix 1 to this report. In summary the proposed changes are as follows:
- **Off-street 'Centre' car parks**– it is proposed to **increase** the cost of parking in the short stay tariffs bands (1, 2, 3 & 4hr bands) for all of the 'Centre' car parks; the two shortest stay bands will only increase by 10p and overall this will better reflect the objectives of the Town Access Plan and Car Parking strategy.
 - **Off-street 'Centre' car parks**– it is proposed to allow the use of **All Day** parking in the 'Centre' car parks albeit at a high price premium; this is already permitted in most 'centre' spaces and will allow the development of a more coherent signing strategy and will stop the practice of drivers hunting all day spaces in centre car parks.
 - **Off-street 'Inner' car parks**– it is proposed to **reduce** the cost of parking in the short stay tariffs (1, 2, 3 & 4hr bands) for all of the 'Inner' car parks, again this will better reflect the objective of the Town Access Plan and Car Parking Strategy in that it will increase the pricing differential (and hence the attractiveness) of parking outside the centre.
 - **Off-street-Chesil car park**- it is proposed to **increase** the cost of all day (over 4hours) parking in the Chesil multi-storey car park by £1 per day. This will bring the price inline with all other car parks in the same price band (the current charge is an anomaly). There will also be an associated increase in the season ticket prices in the same car parks as these are set in relation to the daily charges.

- **On street parking** – This is available for up to two hours in some streets. Proposed changes reflect the associated tariff based on whether the street is located in the ‘centre’ or ‘inner’ ring. It is not proposed to remove the ‘free half-hour’ concession within the town centre.
 - **Park & Ride - No increases** are proposed in the cost of the Park and Ride charges to encourage continued growth in use.
 - **Parking in the Market Towns and Villages- No increases** are proposed in the cost of parking in rural areas.
 - **Residents’ Parking** – A review the cost of operating the Residents’ Parking Scheme and permits (prices have not changed since 2006) is considered elsewhere on the agenda.
- 8.13 A schedule of proposed revised car park charges is set out in Appendix 1 to this report.
- 8.14 Off-Street Car Parks – Hourly & Daily charges
- 8.15 The adopted pricing structure within car parks reflects the agreed “three-ring” approach set out in the Winchester Town Access Plan (WTAP) and Winchester District Car Parking Strategy. It is proposed to further strengthen this structure by some increases in the most restricted ‘Centre’ parking locations, balanced by some decreases in charges in some ‘Inner’ car parks. Overall therefore the effect is to increase the differential which is aimed at influencing driver behaviour by lowering demand for centre spaces. Some additional changes are suggested to improve consistency across the same time bands for parking in all Winchester Town car parks.
- 8.16 For all stays of up to four hour duration these proposals will represent clearer opportunities and rewards created for parking in locations a short walk from the key shopping areas, whilst those centre car parks with the highest demand (and associated traffic issues) there are some price increases. This reflects the adopted policy of pricing for those who find it essential to park in the ‘Centre’.
- 8.17 These initiatives are designed to encourage people to think about where they park, to park further out for most types of visits and hence avoid bringing vehicles into the one-way system (and designated Air Quality Management Area). They also offer alternatives in terms of cheaper charges away from the town centre.
- 8.18 In the past financial predictions relating to changes in parking income brought about by revisions to the tariffs have been based on previous known sales in each respective car park and tariff. However, these proposals are different in that they represent a clear change in pricing as a parking management measure to significantly increase differentials between centre and inner ring car parks designed to reinforce the Car Parking Strategy. The proposed charging regime will mean the closer to town users wish to park, the more

they need to pay with the difference between the two being increased significantly. The proposals incorporate a considerable number of 'decreased' charges, which present users the opportunity to choose parking further out from the centre.

8.19 The potential changes to income are considered in the table below:

Table 2: Potential changes to income from changes to hourly & daily car park charges

	Gross Income	Net Income
Changes to the hourly tariffs in the 'centre' and 'inner' ring assuming 10% relocate to cheaper car park	£116k	£96k
Changes to the all-day tariffs in the 'inner' ring from £6 to £7	£40k	£34k
Changes to the all-day tariffs in the 'centre' ring from £8 to £15 – allowing for 20% to stay and 40% relocate to 'inner' and 40% to relocate to P&R	-£80k	-£67k
Potential for growth in income in 'centre' spaces allowed by the relocation of cars from all day occupation (both all day and season tickets)	£237k	£198
Potential income from changes to Hourly & Daily charges	£313k	£261k

- 8.20 The table above allows an element of sensitivity testing of the changes to the hourly tariffs in the 'centre' and 'inner' ring. For example; assuming no changes in behaviour the Gross additional income would have been £307k gross (£255k net) but if 20% of users relocate to the cheaper car parking options then there could be a decrease in income -£84k gross (-£69k net). The option included in the table allows for 10% of users relocate to the cheaper car parks and provides an indicated increase income of £116k gross (£96k net).
- 8.21 In the case of changes to the all-day tariffs in the 'inner' ring from £6 to £7 (affecting Chesil Street only – to bring this in line with the other 'inner' car parks) it is assumed that with no changes in behaviour the Gross additional income would be £40k gross (£34k net)
- 8.22 In the case of the proposed change to the all-day tariffs in the 'centre' ring from £8 to £15 – the table above allows for 20% to stay and 40% relocate to 'inner' and 40% to relocate to P&R car parks, the overall impact of this is a decrease in income -£80k gross (-£67k net). If no users chose to relocate then in theory the increase of the £8 all day fee at Tower Street and Gladstone Street to a £15 daily fee would provide an additional £563k (gross) and £470k (net), but this is most unlikely as such a step change increase to £15 would make income harder to forecast as it could displace large numbers of current all day users. This option is difficult to model as currently 48% of

the income from these car parks is associated with daily tickets at £8. Such a large increase may cause an adverse response from business and other users who rely on these car parks for all day parking but this can be managed by enhancing the attractiveness of other options including Park and Ride.

- 8.23 The impact of the proposed increase in all-day charges in the 'centre' does allow for the potential for growth in income from spaces available following the relocation of cars from all day occupation (this applies both all day and season tickets). At a conservative estimate this could be 380 spaces each used once per day at a yield of £2 per visit, giving income of £237k gross (£198k net)
- 8.24 The overall forecast is for an increase in net total income as a result of the proposed daily and hourly charges of £313k per annum (net £261k). This forecast does allow for some intended shift in parking behaviour caused by these changes i.e. a shift from more expensive 'centre' car parks to the 'inner' car parks for the reasons explained above. But it will be necessary to monitor and review the position once the effects of changes to the charging regime start to emerge.
- 8.25 Off-Street Car Parks – Season Tickets
- 8.26 The price of Season tickets is set according to an agreed (20% discount) to the daily charge in the relevant long stay car park or P&R site. The price is based on 230 days use per year.
- 8.27 The price changes outlined in this report would affect the annual and quarterly season ticket prices in Group B (Gladstone Street, St Peters, Tower Street) and Group DC (Chesil multi storey car park) where the proposed increase in the daily fee would result in an associated increase in the season ticket price. The proposed increase in Group DC would increase income by £9k (£7k Net) assuming no changes in user behaviour.
- 8.28 The proposed increase in Group B is more difficult to quantify, this is because the associated daily fee is set to increase a significant amount from £8 to £15 which would result in the annual season ticket increasing from £1472 to £2760. This 87% increase is likely to cause an associated change in parking behaviour.
- 8.29 Currently the sales of Season tickets in Group B amount to £239k (£199k net). To provide some form of financial model it is assumed that 20% of users would remain paying the higher price, 40% would relocate to season tickets in the 'inner' car parks (Groups D and DC) and 40% would relocate to the 'outer' P&R car parks.

8.30 The table below shows the overall impacts –

Table 3: Potential changes to income from changes to season ticket car park charges

	Gross Income	Net Income
Potential loss in income from increased price of Group B Season tickets (20% of users remaining & paying the higher price, 40% would relocate to season tickets in the 'inner' car parks (Groups D and DC) and 40% would relocate to the 'outer' P&R car parks	-£43k	-£36k
Additional income from increase in Group DC tickets	£9k	£8k
Potential overall Changes to Season Ticket income	-£34k	-£28k

8.31 It is worth noting that the spaces made available in the car parks as a result of the proposed changes could then be used for short term and premium all day use with an associated income stream which would off-set or replace this loss of income, this is allowed for in part of Table 2.

8.32 On-Street Car Parking

8.33 It is proposed to alter the cost of the parking in the on-street parking bays in Winchester Town to reflect the proposed changes to the cost of the 1 & 2hr stay in the off-street car parks in the associated 'ring'. As it is proposed to retain the 'free' 30 minute parking ticket (which is popular with local businesses) it is not thought that this increase would yield any additional income, as the potential for users to take advantage of the free half hour, rather than pay a higher rate for the one hour is likely to negate any potential increase in income (i.e. there is forecast to be a reduced number of visitors paying for one hour).

8.34 There are some concerns about the availability of any 'free' parking. Data also shows that twice as many users take advantage of the 'free' half hour than pay for an hour's parking, so increasing the differential will encourage turn over of spaces and create or allow more vehicle trips. Charging for 'free' spaces would reduce turnover, minimise trips and provide additional income. However this is balanced against the economic benefits to businesses which are attributed to customers coming in for very short duration stays to collect goods and the like.

8.35 Comparison with other towns

- 8.36 When assessing the Council's approach to parking charges and recommending changes to tariffs it is important to take account of local context as the levels of charges can influence people's choices about which places to visit in order to access shops and other services. A comparison has been made regarding the car park pricing structures operated in nearby competing and similar centres including Salisbury, Eastleigh, Basingstoke, Southampton and Portsmouth.
- 8.37 Appendix 2 highlights some of the parking charges and strategies in other nearby and similar centres. The cost of parking in Winchester is broadly in line with the charges made in the nearby centres. However, Winchester does offer greater opportunities for cheaper parking than other centres in the form of both the Park & Ride and lower cost parking in car parks away from the town centre as well as levying no charges on Sundays and during the evenings after 18.00.
- 8.38 It should be noted that the proposed charges would place Winchester at the 'top end' for prices charged in the 'Centre', but this fact is counterbalanced by the availability and offer of much cheaper prices slightly outside of the 'centre' which is a concession not made in many other towns. Our pricing approach is intended to support the implementation of the Council's Car Parking Strategy as explained above.
- 8.39 No assessment has been made of the potential for additional income from sources such as evening charges, extended hours of operation for daytime charges or Sunday charging. Whilst evening and Sunday charges are common place in other towns the recent public consultation on the Parking Strategy have made it clear that there is little public support for Sunday Charging and as indicated above there is a risk that introducing such charges could reduce visitor numbers adversely affecting the local economy.

8.40 Park and Ride Operations

- 8.41 The Winchester Park and Ride (P&R) operation continues to be very successful in attracting a large number of users. On an average day it carries over 3,500 passenger trips, whilst during the Christmas market period last year it accommodated an average of over 6,000 passenger trips per day. In total the service carried close to 1,000,000 passenger journeys during the last year.
- 8.42 A new P&R bus contract was commenced in April 2016, offering more frequent and 'cleaner' buses. The cost of the contract remained within the finances available for the P&R operation and therefore there are no current proposals to increase the cost of the current P&R charges. However, as the report on the review of the Parking Strategy recommends (CAB) there may be a case for additional park and ride provision on the north side of town.
- 8.43 The impact of some of the proposed changes set out in this report is likely to encourage more users to relocate to the P&R facility. Despite peak hour capacity improvements in 2016, any further increase in use is unlikely to be

accommodated at peak times and therefore will need further increases in bus capacity with associated increases in contract costs.

- 8.44 It is therefore recommended that the Council looks to further invest in the existing P&R service in order to create more bus capacity at peak times.

8.45 Policy Impact considerations

- 8.46 It is prudent to highlight the potential impact of the combination of policies for increased charges for all day parking in the 'Centre' or 'Group B' car parks which will affect both daily and season ticket holders. In total Group B covers: Gladstone Street, St Peters, Tower Street and a total of 782 spaces. Adding 226 season tickets to an estimated 258 spaces used by daily ticket purchases, gives an occupancy of 485 cars in 782 spaces which is equal to a 62% occupancy of the spaces in these car parks. The proposed prices increases are likely to significantly alter visitor and user behaviour, but there is no obvious way of determining what will happen. The changes will definitely relocate some users – which will allow more space in these 'centre' car parks for shorter stay visitors, but there is a risk that these spaces could remain empty, except at peak times such as Christmas, and therefore create a decline in overall parking income.

- 8.47 There is potential for 485 additional daily users being relocated to car parks further out from the centre albeit, in reality, this is unlikely to occur as some users may simply choose to tolerate higher charges. This is a significant number, and one which occupancy figures for other car parks in this part of the town suggest could only be comfortably accommodated in Park & Ride. But as this is the overall policy intention which underpins the Car Parking Strategy, it considered a reasonable step to take. There are significant numbers of season ticket holders in Tower Street (as there are in Gladstone Street and St Peters) and there may be some user resistance to this change. Almost half are business users. Such users will still be able to park all day in these car parks but they will incur a higher cost to do so. There is, as mentioned above, P&R as an alternative option (there are spaces available) and there is commitment to look at further bus services at peak times as P&R buses are heavily used and increased capacity may be needed.

8.48 Parking in the Market Towns

- 8.49 Parking charges in the market towns and villages have not changed since 2007. At the current time it is not proposed to make any increases to charges in these car parks to reflect the sometimes challenging economic circumstances of businesses based in more rural areas particularly given the ever diminishing transport alternatives in such locations which limit people's choice to make their journeys by means other than the private car.

8.50 Hampshire County Council

- 8.51 Hampshire County Council officers are being consulted on the proposed charges for 2017/18, and have made the following initial comments:

“The report makes reference to a ‘comprehensive review’ of signing associated with the City’s car parks.... Winchester CC would need to fund and resource this work from their own budgets. The actual powers for WCC to deliver the signing changes would be covered within the TM agency although, as many of the signs are likely to be on ‘County Interest Roads’ HCC would need to be consulted on the proposals.”

“Any parking tariff changes that have potential to impact on on-street parking may result in the need for additional parking controls. WCC would need to address any such issues if they did arise as a result of the changes.”

- 8.52 Any further response will be reported at the Cabinet meeting. The adopted ‘three ring’ parking strategy for Winchester is set out in the Winchester Town Access Plan, which was developed in conjunction with the County Council. In general, the charging regime is supported by the County Council as it provides an ongoing balance in charges 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 considered 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

9 OTHER OPTIONS CONSIDERED AND REJECTED

- 9.1 A number of other options have been considered and rejected; these have been discussed within the main report, but are repeated here for clarity.
- 9.2 The option of a pricing regime which includes charging for evening and Sunday uses was considered, but rejected on economic grounds (potentially detrimental to the local economy in terms of reduced visitor numbers. Although there is some requirement to manage car park use on a Sunday which is only achievable with a charging regime, this is not considered more important than the contribution which free parking makes to supporting the town centre economy. No requirement has been identified to implement charging after 6pm.
- 9.3 The removal of the ‘free’ half hour parking on-street was also considered and rejected.
- 9.4 The option of removing season tickets altogether from St. Peter’s, Gladstone Street, and Tower Street car parks was considered but rejected as it is acknowledged that certain types of business users may want the option of being able to park all day in this area of town whilst also needing to travel to see clients at certain times during the course of the working day.

BACKGROUND DOCUMENTS:-

Previous Committee Reports:-

CAB2874 – Mid-term refresh of the Parking Strategy – 7 December 2016

CAB2539 – Winchester District Car Parking Strategy – 4 December 2013

CAB2410 – Car Parking Charges & Operation Review – 14 November 2012

CAB2240 – Car Parking Charges & Operation Review – 11 November 2011

[CAB2146](#) – Car Park Charges – 16 March 2011

[CAB 2061](#) - Car Park Charges & Operation Review – 13 October 2010

Other Background Documents:-

Winchester Car Parking Strategy 2014

Car Park Strategy Review - Consultation Results full report October 2016

Winchester Town Access Plan 2011.

APPENDICES:

Appendix 1 - Proposed Town Centre Charges from 2017

Appendix 2 - Car Parking Charges – Other Towns

WCC - Parking Office - Current and Proposed Car Parking Charges - CAB2885(TP) Appendix 1																	
	MONDAY TO SATURDAY CHARGES													SEASON TICKETS Annual		SEASON TICKETS Quarterly	
	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	Up to 6 Hrs - Sat only	Over 4 Hours	Over 4 Hours				
'Centre' Car Parks																	
The Brooks			£1.30	£1.40	£2.70	£2.80	£3.50	£4.20	£4.50	£5.60	£6.00	£15.00	£15.00				
Middle Brook Street			£1.30	£1.40	£2.70	£2.80	£3.50	£4.20	£4.50	£5.60	£6.00	£15.00	£15.00				
Colebrook Street			£1.30	£1.40	£2.70	£2.80	£3.50	£4.20	£4.50	£5.60			£15.00				
Guildhall Yard (Sat Only)			£1.30	£1.40	£2.70	£2.80	£3.50	£4.20	£4.50	£5.60			£15.00				
Jewry Street			£1.30	£1.40	£2.70	£2.80	£3.50	£4.20	£4.50	£5.60			£15.00				
Cossack Lane			£1.30	£1.40	£2.70	£2.80	£3.50	£4.20	£4.50	£5.60			£15.00				
Upper Brook Street			£1.30	£1.40	£2.70	£2.80	£3.00	£4.20	£4.00	£5.60			£15.00				
St.Peters	£0.30	£0.30	£1.30	£1.40	£2.70	£2.80	£3.00	£4.20	£4.00	£5.60			£15.00	£1,472.00	£2,760.00	£400.00	£750.00
Tower Street			£1.30	£1.40	£2.70	£2.80	£3.50	£4.20	£4.50	£5.60		£8.00	£15.00	£1,472.00	£2,760.00	£400.00	£750.00
Gladstone Street			£1.30	£1.40	£2.70	£2.80	£3.00	£4.20	£4.00	£5.60		£8.00	£15.00	£1,472.00	£2,760.00	£400.00	£750.00
'Inner' Car Parks																	
Chesil Street (Multi-Storey)			£1.10	£0.70	£1.80	£1.40	£2.70	£2.10	£3.50	£2.80		£6.00	£7.00	£1,104.00	£1,288.00	£300.00	£350.00
Durngate				£0.70	£1.80	£1.40	£2.70	£2.10	£3.50	£2.80		£7.00	£7.00	£1,288.00	£1,288.00	£350.00	£350.00
Cattle Market				£0.70	£1.80	£1.40	£2.70	£2.10	£3.50	£2.80		£7.00	£7.00	£1,288.00	£1,288.00	£350.00	£350.00
Worthy Lane				£0.70	£1.80	£1.40	£2.70	£2.10	£3.50	£2.80		£7.00	£7.00	£1,288.00	£1,288.00	£350.00	£350.00
Coach Park (Cars)				£0.70	£1.80	£1.40	£2.70	£2.10	£3.50	£2.80		£7.00	£7.00	£1,288.00	£1,288.00	£350.00	£350.00
Coach Park (Coaches)												£7.00	£7.00				
River Park Leisure Centre			£0.70	£0.70	£0.90	£0.90	£1.20	£2.10			Up to 5 hours £5.00	£2.80	Over 5 hours £8.00	£7 (sat) £15 (mon-fri)			
Season Ticket Holder Only																	
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
Rural Area																	
Lower Lane, Bishop's Waltham			Free	Free	£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	£0.60	£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									
Alresford Perins			£0.30	£0.30	£0.60	£0.60	£0.80	£0.80	£1.20	£1.20		£1.50	£1.50				
Alresford Station, Alresford			£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
On Street Pay and Display																	
	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 Hrs	Up to 1 1/2 Hrs	Up to 2 Hrs	Up to 2 Hrs									
Tarrif 1: Streets in vicinity of 'Centre' car parks (see list below right)	Free	Free	£1.30	£1.40	£2.00	£2.10	£2.70	£2.80									
Tarrif 2: Other streets with Pay & Display (see list below right)	Free	Free	£1.10	£0.70	£1.50	£1.00	£1.80	£1.40									
'Outer' car parks: Park & Ride																	
	Daily Charge						Annual Charge										
Ticket Type	Current	Proposed					Ticket Type	Current	Proposed								
All Day Ticket - Cash Vend	£3.00	£3.00					Annual Season Ticket	£552	£552.00								
All Day Ticket - Smart Card Vend	£2.70	£2.70					'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								
Off Peak Ticket (after 10.30am - NOT Saturdays)	£2.50	£2.50					'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								
Saturday only (up to 3 hours stay) **	£1.50	£1.50															
Parking after 4pm**	Free	Free															
On Street Pay and Display - Streets																	
Tarrif 1: Streets in vicinity of 'Centre' car parks Colebrook Street, Market Lane, St Peters Street, Parchment Street, The Square, Tower Street, North Walls and The Broadway																	
Tarrif 2: Other streets with Pay & Display Andover Road, Hyde Street, Symonds 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.

shown where charge tariff did not previously exist

Appendix 2

Car Parking Charges – Other Towns

The table below highlights the range of parking charges made in nearby competing centres. There is little consistency in the charging strategy of other local towns; this probably reflects the evolvement of a pricing regime rather than a defined strategy.

Town Centre Charges	1hr	2hr	3hr	4hr	5hr	all day	eve	Sunday
Winchester	£1.30 to £1.1	£2.70 to £1.80	£3.50 to £2.70	£4.50 to £3.50		£8 to £6	Free	Free
Southampton	£1.60 to £1.30	£3.00 to £2.50	£3.50	£4.50	£5.30	£8 - £6 some £5	£2 stay (most)	Normal fee after 12
Portsmouth <small>Note – Seafont is more expensive, as is Gunwharf</small>	£1.60	£2.60	£3.50	£4.50	£8.00	£12* prepay is £5	Normal fees	Normal fees
Basingstoke	£1	£2	£2.4	£3.2	£4	£7.30* prepay is £5	£1 per stay	£1 per stay
Salisbury	£1.5	£2.50	£4.20	£4.60	£5.50	£8	Free	£1.70 stay
Eastleigh	£1.30	£2.60	£3.60	£4.40	£5.40	£8.5	1hr = £1.30 2hr+ = £2.60	£1hr = £1.30 2hr+ = £2.60

With the exception of Basingstoke – which is cheap, Winchester is generally competitively priced in comparison to other local towns. What is evident is that some towns (Southampton and Portsmouth) have very cheap all day parking available in certain locations, though not necessarily controlled by the local authority. Only Winchester continues to offer ‘free’ parking on Sunday