

CABINET

14 NOVEMBER 2012

CAR PARKING CHARGES & OPERATION REVIEW

REPORT OF HEAD OF ACCESS AND INFRASTRUCTURE

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RECENT REFERENCES:

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

[CAB2170](#) – Car Parking Charges – Results of Advertisement of Order – 19 May 2011

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

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

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

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

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

EXECUTIVE SUMMARY:

This report presents the annual review of car parking charges and suggests some amendments for the forthcoming year.

The opportunity has been taken to look at the overall charging regime and some minor changes are recommended in this report to further reinforce the adopted Winchester Town Access Plan strategy for car parking.

There are no proposals to introduce charging for visitors parking in the evenings or on Sundays. No changes are proposed for the rural parts of the district.

RECOMMENDATIONS:

1. That changes to the cost of parking in Winchester Town be advertised and implemented as set out in Appendix 1.
2. That a further report be brought to Cabinet in due course on the cost of operating the Residents' Parking scheme and associated permits.
3. 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 January 2013.
4. That the budgets for 2012/13 and 2013/14 be adjusted to reflect the additional expenditure and changes to income as detailed in paragraph 5.4 of the Report.

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DETAIL:

1 Introduction

- 1.1 This report considers the options for revised car parking charges and operations across the District. Revenue generated so far during 2012/13 has been broadly in line with expectations.
- 1.2 Car parking charges in the District were last reviewed in November 2011 ([CAB 2240](#) refers) and changes were implemented during early in 2012. In setting charges, it is important to ensure that total revenue from car parks does not fall. 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.
- 1.3 Consideration has also been given to the need to reduce unnecessary 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. These aims are set out in the adopted Winchester Town Access Plan (WTAP).
- 1.4 The WTAP also sets out the need to provide carefully planned car parking to meet economic demand through a 'three ring' approach to car parking of an 'outer' ring (park & ride), 'inner' ring and 'centre' parking.
- 1.5 The options set out in this report in Appendix 1 seek to further that approach in terms of charging a higher rate in the most centrally located car parks whilst reducing some charges in the car parks, which whilst central, require a short walk to the Towns attractions.

2 Proposed Car Parking Charge alterations

- 2.1 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 – it is proposed to make minor changes to the cost of short term parking in Winchester Town to better reflect the objective of the Access Plan parking strategy. For some of the 'inner' car parks there will be more opportunities for short stay visits, and these will be set at a level markedly lower than that charged in the 'centre' car parks. Some of the 'centre' car

parks will be charged at a premium rate reflecting the convenience of their location.

- no Changes are proposed to the cost of long stay parking
- no increases are proposed for 'On-street' parking. It is not proposed to remove the 'free half-hour' concession within the town centre.
- no increases are proposed in the cost of the Park and Ride changes.
- no increases are proposed in the cost of parking in rural areas.
- no increases are proposed in the cost of season tickets.
- it is proposed to review the cost of operating the Residents' Parking Scheme and permits (prices have not changed since 2006) to ensure that it continues to operate on a cost neutral basis. This will be considered in more detail and a report presented to Cabinet in the New Year.

Off-Street Car Parks

- 2.2 The adopted pricing structure within car parks reflects the agreed "three-ring" approach set out in the Winchester Town Access Plan (WTAP). It is proposed to further strengthen this structure by some increases in the most desirable 'centre' parking locations, balanced by some decreases in charges in some 'inner' car parks. Some additional changes are suggested to improve consistency and to allow the same time bands for parking in all Town car parks. Appendix 1 indicates the car parks allocated to the 'inner' ring and 'centre', with Park & Ride being the 'outer' ring.
- 2.3 This shows that the cost of all short stay parking of two hours or less will remain unchanged; these tariff bands are used by over 70% of all visits. For certain stays of both three and four hour duration there are opportunities created for cheaper 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 WTAP policy of pricing for those who find it essential to park in the 'Centre' for short periods.
- 2.4 At the 'inner' car parks (Chesil Street Surface, Chesil Multi-storey, Durngate, Worthy Lane, Coach Park and Cattle Market) it is proposed to introduce a new tariff band for stays of up to three hours, this is to allow a wider variety in the choice of time to stay where the current opportunities are either 2 or 4 hour stays.
- 2.5 These new initiatives are a deliberate policy to encourage people to think about where they park, to park further out 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.
- 2.6 Assuming parking patterns remain the same then there would be a net increase in income of approximately £99,600 in a full year. However, there is potential

for a shift in parking behaviour due to these suggested changes as visitors choose either to stay longer in cheaper car parks or park for shorter periods in premium car parks and such actions would reduce the anticipated income, it is therefore suggested that a figure of £60,000 total increase in revenue be used for budgetary purposes.

On-Street Car Parking

2.7 It is not proposed to alter the cost of the parking in the on-street parking bays in Winchester town and the 'free' 30 minute parking ticket will be retained as this is popular with local businesses.

Comparison with other towns

2.8 A brief comparison has been made regarding the pricing structures operated in nearby competing and similar centres including Salisbury, Eastleigh, Fareham, Southampton and Portsmouth.

2.9 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.

2.10 Table 1 below shows the parking strategies in terms of the periods to which charges apply in other nearby and similar centres.

Table 1.

Location	Daytime operation	Evening Charges	Sunday Charges
Salisbury	8am to 6pm	No	10am to 4pm £1.70 per visit
Southampton	8am to 6pm	Charges made in m/storey car parks £1 per hr Free on-street	Noon to 6pm Normal prices (on-street from 1pm to 6pm)
Eastleigh *applies to certain central car parks only	7am to 6pm	Yes* – 1hr £1.20 >2hrs £2.4	Yes* – 1hr £1.20 >2hrs £2.4
Fareham	8am to 6pm	No	10.30am to 4pm in short stay only
Basingstoke	8am to 6pm	Yes - £1 per visit	Yes - £1 per visit
Portsmouth	8am to 6pm	Yes - £2 per visit	8am to 6pm Normal prices

2.11 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. However whilst evening and Sunday charges are common place in other towns and cities we are not considering introducing these and would not do so without consultation.

Park and Ride Operations

- 2.12 The Winchester Park and Ride operation continues to be very successful in attracting a large number of users. On peak days it carries in excess of 3,000 passenger trips and on average it carries over 15,000 passenger trips a week. This equates to well over 3/4 million passenger journeys a year.
- 2.13 The charges set on the Park & Ride service are set in relation to town centre charges so that the maximum all day fee of £3 is half that of the cheapest all day parking in town. As there are no proposals to increase the cost of all day parking in Winchester it is suggested that the current P&R fee remains unchanged.
- 2.14 A number of small operational changes were introduced this year. A small increase in the 'off-peak' charge has been implemented without issues. The reduction of the evening services have been implemented without any complaints, reflecting the fact that considerable level of publicity was used to ensure that users were aware of the changes well in advance of their implementation.
- 2.15 At peak times the growth in the use of the P&R service is now beginning to affect certain peak hour buses. On occasion this has meant that some passengers have to wait for another bus. Whilst this is less than desirable, the cost of contracting additional bus services is significant and will need to be the subject of a wider review. In the mean time close liaison with Stagecoach Buses is taking place to ensure that drivers encourage passengers to make use of all the available space on the buses to avoid the problem where passengers cannot board the first available bus. Further consideration is currently being given to how additional peak hour bus capacity can be provided and what the associated costs of that would be. It is considered important that the usage of the park and ride services continues to grow and as such the service must meet the demands placed upon it.
- 2.16 In April 2012 the Park & Ride buses were re-timed to provide for an earlier start. This re-timing of the early morning bus services was achieved without additional cost and provides a better service for all users, especially those seeking better integration between the bus and rail.
- 2.17 The Winchester Park and Ride service continues to provide a valuable asset, and has been fundamental in meeting the demands of special events in Winchester. These include the visit of the 'Olympic Torch', the Hat fair and the Christmas Market. Enhanced service levels are planned for the Christmas period in conjunction with the Winchester BiD.
- 2.18 In particular the Olympic Torch visit set new records in the use of the P&R service with an estimated 10,000 passenger journeys on that day alone. Such

a demand had been foreseen and extra bus services had been contracted to cope with the passenger numbers.

Discounted Season Tickets for Residents

2.19 A new 'discounted' residents' season ticket for off-street car parks was introduced in 2012 to cover areas of the Town where on-street parking is particularly constrained. So far 12 tickets have been issued (this represents just 1.5% of potential users)

2.20 An 'off-peak' residents' season ticket was first introduced in 2009 which allows its use within specific car parks at certain times, 16 tickets have been sold so far. The use of these options will continue to be monitored.

Other Season Tickets

2.21 Over the last year a range of season tickets to allow use 'part-week' have been introduced to reflect an increasing number of staff working part-time in Winchester. As have a new range of weekly and monthly discounted tickets for certain car parks. It is too early to comment on their long term use, but early results have been encouraging.

Parking in the rural areas of Winchester District

2.22 A brief review has been made of parking charges in rural towns in the Winchester District. Whilst these charges have not changed since 2007, it is not proposed to make any increases in these rural car parks to reflect the difficult economic situation and ever diminishing transport alternatives for such locations.

Residents' Parking Permits

2.23 The cost of Residents Parking permits in Winchester has remained unchanged since 2006. The policy is that the income generated from the sale of residents' parking permits should be no more than the cost of running the scheme in terms of administration and enforcement of the scheme.

2.24 Over the last decade 'paper-based' Traffic Regulation Orders have been largely replaced with new technology. Computer based systems such as 'Parkmap' now offer a much clearer graphical representation of what restrictions cover what areas. In addition, the use of such systems makes consultation and communication with our customers much easier. It is felt that such a system should be introduced for the City Council and is required in order to work effectively the new electronic solutions and options which are being brought into effect for example through the parking penalty adjudication service. This is likely to increase the cost of running the residents' parking scheme.

2.25 It is therefore recommended that a further report be brought to Cabinet on the cost of the Residents' Parking scheme and the need to update the Traffic Regulation Order system.

County Council view

- 2.1 Hampshire County Council officers have been consulted on the proposed charges for 2013/14.
- 3.2 The parking strategy for Winchester is set out in the adopted 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 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.

OTHER CONSIDERATIONS:

3 SUSTAINABLE COMMUNITY STRATEGY AND CHANGE PLANS (RELEVANCE TO):

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

4 RESOURCE IMPLICATIONS:

- 4.1 Table 2 below shows the estimated income that would be generated by the proposals.
- 4.2 If it was assumed that parking patterns remained the same then there would be a net increase in income of approximately £99,600 in a full year. However, as these proposals seek to create the introduction of some new cheaper parking facilities then some allowance must be made for a shift in parking behaviour and such actions would reduce the anticipated increase in income. It is therefore suggested that an amended figure of a £60,000 increase be used for budgetary purposes. This would represent an approximate increase of 1% in the overall parking income.

Table 2

Proposals	Charging Proposal	2012/13	2013/14 + Ongoing
Minor changes to off-street parking fees for short stay visits	Changes to 3 and 4 hour stays	£15,000	£60,000
Total change		£15,000	£60,000
<u>Expenditure:</u>			
Additional ongoing revenue costs of introducing enforcement		£0	£0
One-off costs (Signage, software, publicity).		£5,000	£0
Total Expenditure		£5,000	£0
Forecast Net Change		£10,000	£60,000

- 4.3 The ongoing financial climate could further influence parking behaviour over the forthcoming financial year.
- 4.4 If Cabinet agree the recommendations, it is estimated that the proposals presented could generate additional net income in 2012/13 of around £10,000 and potentially £60,000 per annum for following years (net of VAT).
- 4.5 Staff resources are available to implement the proposed changes to the operations and charges as set out in this report. One-off costs in 2012/13 of approximately £5,000 will be required to cover the costs of changes to signing, software and to publicise the changes.
- 4.6 There are a number of contractual arrangements in place covering the Council's car parks including grounds maintenance, cleansing, P&R bus operation, toilet cleaning, utilities, business rates, cash collection, CCTV etc. Based on the latest inflation data it is forecast that this expenditure will increase by £60,000 in 2013/14 (a 1% inflationary increase costs c£20,000).

5 RISK MANAGEMENT ISSUES

- 5.1 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, it is felt that this will not have a significant impact and

the proposals contained in this report also allow for visitors to choose to use a variety of cheaper parking tariffs.

- 5.2 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 Access Plan.
- 5.3 Ongoing implications of future Government spending cuts can not be fully assessed. However, it is most likely that further 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.

BACKGROUND DOCUMENTS:

None

APPENDICES:

Appendix 1: Current & Proposed Car park charges

WCC - Parking Office - Current and Proposed Car Parking Charges																		
	MONDAY TO SATURDAY CHARGES													SEASON TICKETS Annual		Proposed Residents Annual Season Ticket	SEASON TICKETS Quarterly	
	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed	Current	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	£1.30	£2.70	£2.70	£3.00	£3.50	£4.00	£4.50	£6.00	£15.00	£15.00					
Middle Brook Street			£1.30	£1.30	£2.70	£2.70	£3.00	£3.50	£4.00	£4.50	£6.00	£15.00	£15.00					
Colebrook Street			£1.30	£1.30	£2.70	£2.70	£3.00	£3.50	£4.00	£4.50								
Friarsgate			£1.30	£1.30	£2.70	£2.70	£3.00	£3.00	£4.00	£4.00								
Guildhall Yard (Sat Only)			£1.30	£1.30	£2.70	£2.70	£3.00	£3.50	£4.00	£4.50								
Jewry Street			£1.30	£1.30	£2.70	£2.70	£3.00	£3.50	£4.00	£4.50								
Cossack Lane			£1.30	£1.30	£2.70	£2.70	£3.00	£3.50	£4.00	£4.50								
Upper Brook Street			£1.30	£1.30	£2.70	£2.70	£3.00	£3.00	£4.00	£4.00								
St.Peters	£0.30	£0.30	£1.30	£1.30	£2.70	£2.70	N/A	£3.00	£4.00	£4.00				£1,472.00	£1,472.00	£400.00	£400.00	
Tower Street			£1.30	£1.30	£2.70	£2.70	£3.00	£3.50	£4.00	£4.50		£8.00	£8.00	£1,472.00	£1,472.00	£400.00	£400.00	
Gladstone Street			£1.30	£1.30	£2.70	£2.70	N/A	£3.00	£4.00	£4.00		£8.00	£8.00	£1,472.00	£1,472.00	£400.00	£400.00	
'Inner' Car Parks																		
Chesil Street (Multi-Storey)			£1.10	£1.10	£1.80	£1.80	£3.00	£2.70	£3.50	£3.50		£6.00	£6.00	£1,104.00	£1,104.00	£240.00	£300.00	
Chesil Street (Surface)			£1.10	£1.10	£1.80	£1.80	N/A	£2.70	£3.50	£3.50		£6.00	£6.00	£1,104.00	£1,104.00	£240.00	£300.00	
Durngate					£1.80	£1.80	N/A	£2.70	£3.50	£3.50		£7.00	£7.00	£1,288.00	£1,288.00	£240.00	£350.00	
Cattle Market					£1.80	£1.80	N/A	£2.70	£3.50	£3.50		£7.00	£7.00	£1,288.00	£1,288.00	£240.00	£350.00	
Worthy Lane					£1.80	£1.80	N/A	£2.70	£3.50	£3.50		£7.00	£7.00	£1,288.00	£1,288.00	£240.00	£350.00	
Coach Park (Cars)					£1.80	£1.80	N/A	£2.70	£3.50	£3.50		£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	£1.20	Up to 5 hours £5.00	Up to 5 hours £5.00		£8.00	Over 5 hours £8 (sat) £10 (mon-fri)					
Season Ticket Holder Only																		
Crowder Terrace																£1,288.00	£1,288.00	
The Lido																£1,288.00	£1,288.00	
Barfield Close																£552.00	£552.00	
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	£1.30	£2.00	£2.00	£2.70	£2.70										
Tarrif 2: Other streets with Pay & Display (see list below right)	Free	Free	£1.10	£1.10	£1.50	£1.50	£1.80	£1.80										
'Outer' car parks: Park & Ride																		
	Daily Charge						Annual Charge						On Street Pay and Display - Streets					
Ticket Type	Current	Proposed	Ticket Type				Current	Proposed	Tarrif 1: Streets in vicinity of 'Centre' car parks									
All Day Ticket - Cash Vend	£3.00	£3.00	Annual Season Ticket				£552	£552.00	Colebrook Street, Market Lane, St Peters Street, Parchment Street, The Square, Tower Street, North Walls and The Broadway									
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	Tarrif 2: Other streets with Pay & Display									
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	Andover Road, Hyde Street, Symonds Street, Upper High Street, Victoria Road, Wales Street and Water Lane									
Saturday only (up to 3 hours stay) **	£1.50	£1.50																
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.