

PARKING CHARGES

1 SUMMARY

- 1.1 The Council has a two year cycle for reviewing car parking charges. This report examines the current arrangements and proposes a small increase in charges for 2007/08.

2 INTRODUCTION

- 2.1 The Council has agreed a long-term strategy for car parking that includes a review of charges every two years. Car parking tariffs are the key tool for car park management as well as the funding stream for short term service delivery improvements and the long term mechanism to provide additional and improved parking arrangements.
- 2.2 The last review of car parking charges was agreed in February 2005 when a number of changes were agreed to the charging structure as well as tariff increases. The charging structure, which came into force from July 2005, is summarised in Appendix A to this report.

3 PROPOSAL FOR 2007/08

- 3.1 The Council still has one of the lowest charges for car parking when compared to neighbouring authorities (see Appendix C) and, taking account of the need to balance the management of the car parks against the income raised, it is suggested that a small increase to the tariff might be considered for 2007/08.
- 3.2 A suggested revised tariff is detailed in Appendix A. The lowest charging band for up to a 1 hour stay is increased from 50p to 60p with proportional increases to the other charging bands.
- 3.3 At present residents can purchase a weekly ticket for £16.50. However, whilst a relatively small number of weekly tickets are actually sold, they can cause problems with the coin capacity of ticket machines. Therefore, it is proposed that the weekly ticket be deleted from the tariff.
- 3.4 Season ticket prices increased in 2006/07 and a further increase has already been agreed for 2007/08. On that basis it is not proposed to make any further change to season tickets for the moment.
- 3.5 Free car parking is offered in the Council's car parks on Saturday afternoons and this facility is extremely popular. On balance, it is considered there should be no change in the current arrangements, but the financial implications of free parking are explained below.
- 3.6 In principle, if Members agree the revised charges, these could be implemented from July 2007. However, Members may want to consider carrying out some additional consultation prior to making a final decision.

4 RISK IMPLICATIONS

- 4.1 The Council's budget includes income from car parking charges and any additional income will assist the five year medium-term budget strategy.

5 RESOURCE IMPLICATIONS

- 5.1 The current arrangements for collecting cash from tickets machines will cope with the additional coinage from the revised charges, but the situation will be closely monitored. There will be a one off cost for changing the tariff on the ticket machines and car park signs and details of this are included in Appendix B.

6 LEGAL IMPLICATIONS

- 6.1 It will be necessary to amend the Car Parking Order to incorporate any revised charges and publish formal notice of the changes.

7 FINANCIAL IMPLICATIONS

- 7.1 An assessment of the likely increase in income has been carried out based on the revenue for the period 1 November 2005 to 31 October 2006; details are provided in Appendix B.
- 7.2 In summary, taking account of a likely reduction in car park usage of 7%, it is estimated the additional income from the revised charges, which includes the already planned increase in season ticket charges, will be about £125,000pa.
- 7.3 Reintroducing charges for Saturday afternoons could increase income by about 8%, but there is no accurate way of gauging the figure since it is eight years since these charges were in place.
- 7.4 Nevertheless, it is estimated that reintroducing charging on Saturdays could yield additional revenue of about £50,000.

8 RECOMMENDATION

- 8.1 It is proposed that Council **RESOLVES**
- (1) To determine whether to implement a scheme of revised parking charges based on the structure set out in Appendix A.
 - (2) To retain free parking on Saturday afternoons.

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Background Papers:-

None

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Appendix A

Proposed Car Park Charges for 2007/08

	2006/07 £	2007/08 £
Old Ship Lane		
- up to 1 hour	0.50	0.60
- up to 2 hours	1.00	1.20
Websters Way/Mill Hall		
- up to 1 hour	0.50	0.60
- up to 2 hours	1.00	1.20
- up to 3 hours	1.50	1.80
- up to 4 hours	2.00	2.40
Mixed		
- up to 1 hour	0.50	0.60
- up to 2 hours	1.00	1.20
- up to 3 hours	1.50	1.80
- up to 4 hours	2.00	2.40
- up to 5 hours	2.50	3.00
- All day	3.50	4.00
- Weekly	16.50	Delete
Approach		
- Day ticket	3.50	4.00
Season tickets		
- Quarterly	175.00	220.00
- Annual	580.00	720.00
Admin Fee for refund of season ticket	25.00	30.00

Appendix B

Current Tariffs

Based on Sales between 1/11/05 - 31/10/06

No of Tickets Sold

	Charge		Income	Duration
550970	£0.50 =		£275,485.00	1 hour
315265	£1.00 =		£315,265.00	2 hours
45128	£1.50 =		£67,692.00	3 hours
32352	£2.00 =		£64,704.00	4 hours
6493	£2.50 =		£16,232.50	5 hours
28607	£3.50 =		£100,124.50	all day
288	£16.50 =		£4,752.00	weekly
Season Tickets			£165,000.00	Quarterly and Annual
			£1,009,255.00	Gross
			£858,940.43	Net

Proposed Tariffs

No of Tickets Sold

	Charge			Duration
550970	£0.60 =		£330,582.00	1 hour
315265	£1.20 =		£378,318.00	2 hours
45128	£1.80 =		£81,230.40	3 hours
32352	£2.40 =		£77,644.80	4 hours
6493	£3.00 =		£19,479.00	5 hours
28607	£4.00 =		£114,428.00	all day
Season Tickets			£241,000.00	Quarterly and Annual
			£1,242,682.20	Gross
			£1,057,601.87	Net

Net Effect after Resistance Factor of 7%

£983,569.74

There is likely to be an element of resistance to these tariff increases and built into these figures is a "resistance factor " of 7%; This allows for motorists migrating to Public Transport or choosing the shorter stay tariffs

Approximate Potential Costs for changing the tariffs

**Change
the daily
tariff**

**Reintroducing
Saturday Afternoon
Charges**

Costs for Changing the Off Street Parking Order
Replacement of Noticeboards with Vinyl Sheets

£750.00
£1,000.00

£750.00
£1,000.00

COUNCIL – 12 December 2006

Cost of amending the Tariff data on Pay and Display Machines	£1,000.00	£0.00
Total (Excluding VAT)	£2,750.00	£1,750.00