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## CAR PARK CHARGES – EFFECTS OF NEW CHARGE STRUCTURE

### 1 SUMMARY

- 1.1 At the request of Members this report considers the effect of the introduction of revised car park charges in September of last year.

### 2 INTRODUCTION

- 2.1 The new charging structure was implemented on 11<sup>th</sup> September 2000, the main change being the deletion of the 1 hour tariff in all car parks except Southend Road, Hockley which had a minimum stay of 2 hours. Southend Road charges were brought in-line with the rest of the District in January 2001.
- 2.2 For Members' benefit, the old and new charges are shown below.

#### **Charges – pre 11<sup>th</sup> Sept 2000**

Up to ½ hour	20p
½ to 1 hour	30p
½ to 2 hours	50p
2 to 3 hours	75p
3 to 4 hours	£1.00
4 to 5 hours	£1.25
Day Tickets (Approach)	£1.75
Day Tickets (Other)	£2.00
Weekly Tickets (Approach)	£7.00
Weekly Tickets (Other)	£8.00

#### **Charges – post 11<sup>th</sup> Sept 2000**

Up to ½ hour	20p
½ to 2 hours	40p
2 to 3 hours	80p
3 to 4 hours	£1.10
4 to 5 hours	£1.30
Day Tickets (Approach)	£1.80
Day Tickets (Other)	£2.20
Weekly Tickets (Approach)	£7.00
Weekly Tickets (Other)	£8.00

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**3 DISCUSSION**

- 3.1 Early monitoring of the effect of the revised charges was complicated by influencing factors such as the fuel crisis and inclement weather. The comparison periods used for analysis are therefore between April and mid-August 2000 and April and mid-August 2001.
- 3.2 Observations suggest that 80% of former 1 hour customers are now purchasing the 2 hour ticket whilst the remainder opt for the ½ hour tariff. This trend is common throughout the Authority's car parks and has resulted in a slight increase in revenue over the comparison period.
- 3.3 However, the customers now purchasing the ½ hour ticket appear to be risking the issue of a Penalty Charge Notice and the figures for overstaying on a ½ hour ticket have increased over the comparison periods.

**4 PROPOSAL**

- 4.1 Car Park charges will be considered as part of the budget process later this year and at that stage a revised estimate for the current financial year will be produced.

**5 FINANCIAL IMPLICATIONS**

- 5.1 Members are reminded that car parking is the only major trading initiative of the Council and therefore has an impact on the overall budget and consequently, the level of Council Tax.

**6 RECOMMENDATION**

It is proposed that the Sub-Committee **RECOMMENDS**

- 6.1 That the contents of this report are noted.

Steve Clarkson

Head of Revenue & Housing Management

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**Background Papers:**

None

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