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## INTERIM REPORT REGARDING CAR PARKING CHARGES

### 1 SUMMARY

- 1.1 This is an interim report by the Review Committee's 'off street' car parking team (comprising Cllrs Mrs G A Lucas-Gill, Mrs J R Lumley, M Maddocks and M J Steptoe).

### 2 INTRODUCTION

- 2.1 The Review Committee has split into two teams, with one team considering issues around 'off street' parking and the other issues relating to 'on street' parking. Whilst it is still the intention of the teams to submit a full report to the April meeting, this interim report contains recommended changes to the Approach car park charges in order for them to be considered without delay before the Review process is completed.

### 3 DISCUSSION

- 3.1 As part of its investigation the team noted low usage of the car park at the Approach in Rayleigh. The team visited the site and had a meeting with the Transportation Manager to discuss this car park.
- 3.2 The usage of the Approach car park has reduced since 2005 when the price of season tickets had been increased in line with the daily parking charge across the District. There are 95 bays at this car park which is located on the west side of Rayleigh railway station. At the current time there are 20 annual season ticket holders and 6 quarterly season ticket holders. The holder of a parking season ticket can use any Council car park in the District.
- 3.3 In order to increase car park usage the team proposes that the link to the daily parking rate be removed. It is felt that a separate season ticket for this car park only (i.e. holders cannot use it to park at other car parks) should be issued at a lower price than the all car park season ticket. The team acknowledge that if no new season tickets are issued the Council would suffer a loss of revenue but feel that, if the price of the ticket is at the right level, then this should not be a problem.
- 3.4 In addition to the existing annual and quarterly tickets, and taking into account the current economic circumstances affecting residents, the team felt that a monthly season ticket should be introduced for this car park as it could be the cost of purchasing a quarterly ticket in one amount that was putting potential users off.
- 3.5 The Approach car park only has one rate for daily parking irrespective of what period of the day the car park is used for. In order to fill the vacant spaces and make better use of this Council asset the team felt that the daily rate should be reduced at this car park only.

### Recommendation No 1

It is recommended that a season ticket for the Approach car park only is issued at a reduced rate of £700 per annum with a quarterly ticket being reduced to £200 and a monthly ticket being introduced at a rate of £75. The daily rate for this car park should be reduced to £3.

- 3.6 The team felt that it would be necessary to ensure that if this reduction in prices was agreed, there is maximum publicity to ensure that residents were made aware of the reduction.

### Recommendation No 2

It is recommended that, if recommendation No 2 is agreed, all previous season ticket holders for the last 5 years at the Approach car park that have not renewed their tickets be advised of the new pricing structure.

- 3.7 As part of the initiative to encourage increased usage of the Approach car park, the team felt that some form of incentive should be made to existing season ticket holders who introduce new users.

### Recommendation No 3

It is recommended that existing Approach season ticket holders that introduce another person who purchases a quarterly or annual season ticket for the Approach are awarded a weeks free parking.

- 3.8 The team recognise that the situation will need to be monitored closely to see if the proposed measures do increase the number of users of this car park.

### Recommendation No 4

It is recommended that if the reduction in charges for the Approach car park does not attract sufficient additional users within a six month period from introduction then alternative uses for the car park should be explored.