

## Finance & Performance Sub-Committee Update – 9<sup>th</sup> February 2017

### Sunday Parking Figures

On the 9<sup>th</sup> November I attended the FPSC and gave an update on the Sunday and Bank Holiday parking figures since the introduction of parking charges in April 2016.

Within the presentation I explained how and why the decision was made, the objectives set out and the potential issues. I also explained the current usage and how there were many variables and unknowns that impacted on our ability to compare the impact of the introduction of charges as there was no meaningful direct comparative data available.

I also explained that it was early days, and that we wouldn't have meaningful comparative data until we could compare year on year, so from April 2017.

Current performance:

Financial – Back in November I explained that the objective was to produce £200k of extra income from the introduction of Sunday and Bank Holiday charging, and that we were on target for that amount to grow to £220k. We are still in line to meet this target; as we were not charging beforehand there is no comparative data to measure performance other than projections.

Usage – The cabinet report highlighted that there would be a reduction of 33% of usage with the introduction of charging, going from 2,900 users (the average Sunday usage before the charging was implemented) down to 1,955 in the ANPR car parks. I explained that the reduction was because of a number of situations that would impact on cars using the car park because of charging and external factors, including:

- John Lewis offering free car parking on Sundays (although they are looking to change this, as their customers struggle to get spaces)
- Displacement into other areas
- Residents now not using the car parks for over flow parking as there is now a charge
- Not knowing the usage of surface car parks before the introduction of charging
- All day parkers finding alternative arrangements
- Not having any information on how the surface car parks were being used before charging
- Reduction of retail offering within the local areas such as Beales in Forum, BHS in Swan Walk and the apparent 'run down' of Piries Place before the new development

In November I reported that the average use on a Sunday and Bank Holiday was 2,080 cars into the ANPR car parks, this was a 28% reduction compared to the 2,900 average before the charging was introduced. Average usage is now at 2,178 per day which is a 25% reduction on the average usage (2,900) before charging was introduced. This is obviously an improvement which can be contributed to the busier Christmas period

Enforcement – In November I reported that we had issued 915 PCN's on Sundays and Bank Holidays and that 40% of those had been issued on-street which dealt with predominantly double yellow line parking and parking in disabled bays.

To date we have issued 1198 PCN's and with 41% being issued on-street.

Customer Experience – I reported that we had received zero complaints regarding displacement into local streets; displacement was a huge concern before the charging was introduced from residents and town councils. To date we still have yet to receive any complaints regarding this.

We have received messages of support that the service has been extended 7 days a week especially surrounding the Shopmobility service.

When we spoke about this in November there were concerns that the charges were creating negative impact on trade within the town. This is not something that has yet been proven and I still have not had any direct reports or evidence showing this.

Ben Golds

31<sup>st</sup> January 2017