



Report to Cabinet

28th January 2016

By the Cabinet Member for Local Economy

DECISION REQUIRED

Not Exempt

Proposed car parking charges for Sundays and Bank Holidays

Executive Summary

In October 2011 Council approved a strategy for town centre car parks. One of the objectives of this strategy was to ensure funds were available to invest in Town Centre car parks in order to be able to provide a quality user experience for shoppers and visitors and for funds to be reinvested back into parking infrastructure.

Providing car parking is a discretionary service. In order to continue funding on-going future improvements and recover current running and operating costs it is necessary to generate sufficient revenue which can be reinvested back into car parks and contribute towards the Council's Mid-Term Financial Strategy.

The purpose of this report is to seek approval to the introduction of Sunday and Bank Holiday (off-street) car parking charges in Horsham town car parks.

Recommendations

That the Cabinet is recommended to:

- i) Agree to the introduction of Sunday and Bank Holiday parking charges at a £1.50 flat fee from 1st April 2016 in all Horsham town surface and multi-storey car parks.
- ii) Delegate authority to the Parking Services Manager to give appropriate notice of any revised charges pursuant to the Off-street Parking Places Order 2015 and the Road Traffic Act 1984.

Reasons for Recommendations

- i) Given that parking demand on Sundays is almost at a similar level to that of Saturdays, it is necessary to manage car parking in the town and the charge will finance the extra costs of providing this service.
- ii) The multi storey and surface town centre car parks require considerable capital investment and over the past six years up to 2014/15 the council has spent £1.45m on enhancing car parking infrastructure, with an additional £1.093m budgeted for 2015/16 and 2016/17.
- iii) Over the years the Council has been moving to a "user pays" approach to the provision of discretionary services and this proposal fits with this philosophy.

Background Papers

Parking Strategy for Horsham Town Centre Council October 2011

Town Centre Car Parking Tariff Increases, Council 19 December 2012

Wards affected: All Horsham town centre wards

Contact: Ben Golds, Parking Services Manager ext 5055

Background Information

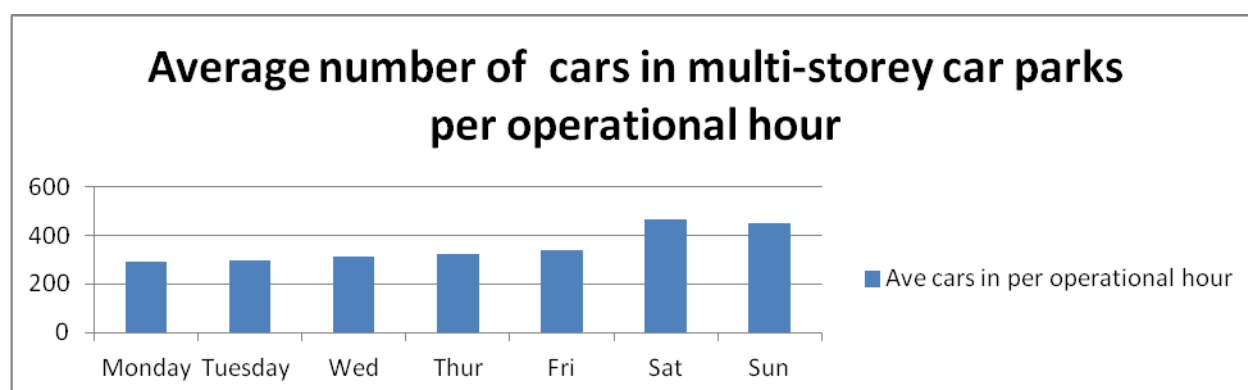
1 Introduction and Background

- 1.1 Sunday parking charges are the norm across most towns and cities throughout the country. Expansion of retail days to include Sundays and Bank Holidays generates similar visits to Horsham town centre compared to mid-week and Saturdays. Sundays have become increasingly popular for shopping and leisure activities.
- 1.2 Table 1 and Figure 1. below show the average number of cars per hour using our three multi-storey car parks each day during normalised retail hours of Monday-Saturday 9am-6pm and Sunday/Bank Holiday's 10am-4pm. The volume of cars using HDC multi-storey car parks on Sundays is comparable to Saturday use. In addition the percentage of Season ticket users reflected in the figures below, will be greater between Monday-Saturday resulting in more shoppers and visitors using the car parks on a Sundays.

Table 1. The average number of cars per hour –Multi-storey car parks

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Average number of vehicles	2626	2652.5	2802.25	2898	3067	4209	2709.75
Trading Hours per day	9 9am-6pm	9 9am-6pm	9 9am-6pm	9 9am-6pm	9 9am-6pm	9 9am-6pm	6 10am-4pm
Average number of cars per hour	292	295	311	322	341	468	452

Figure 1. The average number of cars per hour –Multi-storey car parks



- 1.3 Sunday usage figures are at such a level now that there is an opportunity to look at generating additional income. By having the service operational on a Sunday this will require staff to operate the car parks. This will enable the Council to offer the following services on Sundays: Shopmobility, parking enforcement of dangerous and unsafe parking, and the ability to assist with town events. In the past there have been requests from traders and residents that we have a staffing presence on

Sundays due to the increased use of our assets and illegal parking issues in the town centre.

2 Relevant Council policy

- 2.1 In October 2011, Council approved the principle of introducing Sunday charging when agreeing the strategy. The recommendation from the Parking Strategy for Horsham Town Centre report taken to Council on the 19th October 2011 was *'To agree the parking fee structure, changes to Season ticket prices and the principles of seven day and evening charging.'*
- 2.2 The minutes following this meeting which can be found; https://www.horsham.gov.uk/data/assets/pdf_file/0018/24660/Agenda_111221.pdf confirm that this recommendation was agreed.

2.3 Relevant Council policy

District Plan 2011 – 2015

Key priorities: Economic development and Efficiency and Taxation

3 Details

- 3.1 When the 2011 Town Centre Parking Strategy was agreed and new tariff increases were introduced in March 2013, it was also agreed that there would be an annual review of Car parking tariffs.
- 3.2 Since March 2013 Horsham town car parking charges have remained frozen. However, rather than raising these in 2016 it is proposed that a charge is introduced on Sundays and Bank Holidays at an all day flat fee of £1.50.
- Car park users expect charges to be reasonable and proportionate. The Council needs to generate enough income from car parking to cover its costs and to allow for future investment. Car parks occupy valuable sites and charges need to reflect this aspect.
- 3.3 The number of motorists using the town centre multi-storey car parks on a Sunday means that it is no longer viable for them to be unmanned. In order to cover staffing costs and fall in line with other surrounding towns, the introduction of a Sunday tariff throughout Horsham town is proposed. The same principles apply on Bank Holidays.
- 3.4 Sunday parking charges have been introduced in most/all peer towns as listed below in Table 2. It has become the 'norm' to charge for parking on Sundays and Bank holidays. In return we will be able to offer a better experience for visitors of the town.

Table 2. Peer towns:

Town	Sunday Charge
Crawley	£1.50 all day
Chichester	Standard day tariff (Mon – Sun)
Guildford	<3hrs - £1.50 >3hrs - £2.50
Tunbridge Wells	Standard day tariff (Mon – Sun)
Worthing	Standard rate (£1 per hour) capped at

3 hours

- 3.5 It is proposed that on Sundays and Bank Holidays we introduce £1.50 'all day tariff' meaning that there will be one flat fee for as long as you want to park. The purpose of this is to create a simple charging system and one that supports improving dwell time within the town. A £1.50 proposed charge for Sunday/Bank Holidays will be comparable to the lowest local charge of similar destination towns in the area and is considered to be modest and competitive.

It is necessary to ensure HDCs parking charges remain competitive with neighbouring centres leaving our retail, business and restaurant trades in a strong position and do not cause unacceptable parking displacement into residential areas.

- 3.6 According to the recent resident/ visitor survey undertaken by Cobb PR, our three main retail rivals towns are Crawley, Brighton and Guildford. All of these towns charge for parking on Sundays and from the survey results a charge was not considered to be a negative factor or act as a deterrent for visiting Horsham.
- 3.7 The multi storey car parks require considerable on-going capital investment. In the six years up to 2014/15 the Council has spent £1.45m on repairs and improvements to town centre car parks and is budgeting to spend another £1.093m on enhancing car park infrastructure in 2015/16 and 2016/17 on items such as lifts, lighting and new ticket equipment.

4 Next Steps

- 4.1 Parking Orders will require amendment once the charges are agreed and this will involve a 21 day consultation period.
- 4.2 Recruitment of additional staff and amendments to employment contracts to enable staff to work Sundays.
- 4.3 Appropriate signage will be produced to reflect these changes.

5 Outcome of Consultations

- 5.1 HDC Car Parking Member Advisory Group were generally supportive of the proposed changes
- Horsham Unlimited (Town Centre Partnership) are not supportive of the proposed changes
 - Horsham Denne Neighbourhood Council are not supportive of the proposed changes.
- 5.2 The comments of the Director of Resources and the Head of Legal and Democratic Services have been incorporated into this report.
- 5.4 Amendment to the Parking Orders will include a further period of consultation.

6 Other Courses of Action Considered but Rejected

- 6.1 We are looking into growing income through increasing occupancy within the car parks; this is a longer term project that will involve several trial options.
- 6.2 Do nothing – however this would not assist with covering the costs of the provision of car park improvements, nor add any additional funds to support the delivery of our discretionary services.

7 Financial Consequences

Additional Revenue – Multi Storey Car Parks

- 7.1 With the introduction of the new Automatic Number Plate Recognition (ANPR) equipment we are able to accurately monitor vehicle usage in our three multi-storey car parks (Swan Walk, Piries Place and the Forum) on Sundays. Using this information we established that we have on average around 2,900 cars using our multi-storey car parks on a Sunday.
- 7.2 We have taken into consideration that a number of these customers will be season ticket holders, blue badge holders and also that some customers may not continue to use our car parks on Sundays because of the charging regime. To take this into account we have reduced our projected car usage by around a third equating to an average Sunday parking total cars in our three multi- storey's of 1,955.
- 7.3 Using this figure we are able to establish a projected income for Sunday (x52 weeks) and Bank holiday parking over the year as detailed below:

Sunday Annual Income – Multi Storey			
	<i>Tariff per day</i>	<i>Income</i>	
52 x1955 @	£1.50	£152,490	

Bank Holiday Annual Income – Multi Storey			
	<i>Tariff per day</i>	<i>Income</i>	
Based on estimate 4x1955	£1.50	£11,727	

Total Projected Income – Multi Storey			
	<i>Tariff per day</i>	<i>Income</i>	
56x1,955	£1.50	£164, 217	

- 7.4 The figures above are based on actual information available to us through the SmartPark ANPR system.

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Additional Revenue through Surface car parks and Penalty Charge income.

- 7.5 Unfortunately, unlike the ANPR multi-storey car parks we do not have the same level of detail and accuracy from the use of surface car parks which use Pay and Display machines. Using the ticket information we have available from the Pay and Display machines, we have estimated a conservative £30,000 a year additional income for Sunday and Bank Holiday charging from surface car parks.
- 7.6 Enforcement will need to take place to regulate compliance and to ensure that the car parks and on-street parking is used properly. This will bring an additional income for tickets issued to those motorists parking illegally. With an average of 5 PCN's a day we would generate an additional income of £6,000 a year.

Costs

- 7.7 Revenue costs will increase by £60,000 for staff costs and additional running costs, including consumables and credit/debit charges. There will be £22,000 of capital costs associated with new signage and effecting adjustments to the machine tariffs as well as changes to back office software

Cost vs Income

- 7.8 Table 3. below outlines the full costs and potential income for Sunday and Bank Holiday charging. It is proposed that an additional circa £140,000 income can be generated for the 2016/17 budget. The table is completed using a £1.50 all day tariff.

Table.3. Cost and income

Annual Cost/ Income	Income	Cost	Total
Multi – Storey income	(-£164,217)		
Surface Car Parks	(-£30,000)		
PCN income	(-£6,000)		
Staff		£50,000	
Additional		£10,000	
<i>Subtotal</i>	<i>(- £200,217)</i>	<i>£60,000</i>	
Total			(- £140,217)

One-off Cost	£	Total
Signage/Statutory Notices /Advertising	£17,000	
Software	£5,000	
Total		£22,000

Non-Financial Benefits

- 7.9 There are a number of non-financial benefits associated with charging for Sunday and Bank Holiday parking below:
- Manned car parks will offer higher customer service and safety standards. Safety and on-site services are key benefits for customers. Manned car parks support the Park Mark accreditation and can also offer additional value by offering services that are currently unavailable on Sundays such as Shopmobility.
 - Once Smartpark accounts have been introduced, there may be additional perceived added value from SmartPark Sunday discounts/ waivers. Once Sunday charging has bedded in and been accepted, discounts and waivers for SmartPark account holders and special occasions can be applied to boost occupancy and incentivise visits.
 - Officer enforcement to help deal with illegal and dangerous parking taking place on Sundays. Charging for Sunday parking enables us to provide staff that can undertake enforcement and car park management. Unfortunately there are a number of vehicles parked illegally on Sundays in dangerous positions. Enforcement of this dangerous parking reduces the risk of an accident, reduces traffic congestion and a uniformed presence increases the feeling of resident and visitor safety.
 - Opportunity for an open a contact point for other council services.
 - Additional support for weekend events and access to Shopmobility services.

8 Legal Consequences

- 8.1 The Road Traffic Regulation Act 1984 enables local authorities to provide off-street car parking and to introduce operational arrangements and charges to control usage.
- 8.2 If the proposed tariffs are agreed statutory notices will need to be placed on all the tariff boards and adverts placed in the local press for at least 21 days advertising the changes.

9 Staffing Consequences

- 9.1 The introduction of Sunday and Bank Holiday parking will have an impact on staffing.
- 9.2 It will be necessary to recruit two additional members of staff to enable Sundays/ Bank Holidays to be covered on a rota basis. The additional salary budget implications have been included within the finance section of this report.
- 9.3 It will be necessary to amend employment contracts to include Sunday working. This will need to be done through consultation with staff and will commence in early February 2016.

10 Risk Assessment

- 10.1 The key risk is the current economy and the changes in the way people shop. Increased use of the internet and the pressure on individual's income in the current economy mean that there is a risk to user numbers and therefore visitors to the town and income.
- 10.2 Additionally there is a risk of displacing parking from our car parks into the surrounding resident streets that are currently free on Sundays. The Horsham Controlled Parking Zones are only operational from Monday to Saturday.
- 10.3 It is reported that some parking displacement has been an issue in the Denne area since the introduction of evening patrols and the Controlled Parking Zone enforcement finishing at 5pm. The perceived issue is that restaurant workers are parking in these areas to avoid the evening tariff and getting there before residents return from work and take up all free spaces. As a consequence this stops residents from parking in their preferred locations.
- 10.4 The three other areas in West Sussex that charge for Sunday Parking (Chichester, Worthing and Crawley) all have Controlled Parking Zones that operate only on Monday to Saturdays and don't include Sundays.

Appendix 1

Consequences of the Proposed Action

<p>How will the proposal help to reduce Crime and Disorder?</p>	<p>As a part of the improvement scheme, work has been carried out with the police to maintain the Park Mark Award.</p> <p>Having a staffing presence throughout our parking properties seven days a week will reduce vandalism within the areas. Also having a uniformed patrolled presence in our car parks and on street will reduce traffic safety risks and deter crime.</p>
<p>How will the proposal help to promote Human Rights?</p>	<p>There is no specific impact on human rights.</p>
<p>What is the impact of the proposal on Equality and Diversity?</p>	<p>The customer surveys and future improvement programme will aim to assess and meet the needs of all our customers.</p>
<p>How will the proposal help to promote Sustainability?</p>	<p>There are no sustainability issues.</p>