

Report to Cabinet

25 July 2019

By the Cabinet Member for the Local Economy and
Parking

DECISION REQUIRED



**Horsham
District
Council**

Not Exempt

Piries Place car park pricing review

Executive Summary

The purpose of this report is to approve the proposed Piries Place car park charges including the charging hours, hourly rate and season ticket pricing.

Piries Place is in the final stages of its redevelopment. When the £8m investment was approved it was done so on the basis that there would need to be a tariff increase to make the development financially viable.

There have been significant changes to the local area including the Piries Place development, price changes in other local Horsham District Council car parks and a change to the operating times of the local controlled parking zones extending them to finish at 9pm.

There is no current usage data available to inform tariff settings, it is proposed that the, operating hours, hourly tariff and season ticket pricing is set to be consistent with local car parks for the interim until usage data is available and can be reviewed.

Recommendations

That the Cabinet is recommended:

- i) To agree the proposed hourly tariff, charging period, and season ticket pricing for the new Piries Place car park as set out within this report

Reasons for Recommendations

- i) The Piries Place car park investment justification assumed an increase in tariff.
- ii) Continue the consistent pricing approach within the town centre
- iii) Usage data is not available to inform this process, the tariff has been set the same as local car parks

Background Papers

Piries Place Car Park – Redevelopment Proposal Cabinet report 22nd March 2018

Wards affected: All town centre wards.

Contact: Ben Golds, Head of Parking Services 01403 215055

Background Information

1 Introduction and Background

- 1.1 Piries Place car park is currently going through a full rebuild and is due to open in September 2019. During the closure period there have been significant changes within the local area including the Piries development, the opening of a hotel, cinema and a number of restaurants; the local controlled parking zone has also had its hours extended to 9pm reducing the concern of displacement from an evening charge. Additionally a review of town centre parking charges has been undertaken with many tariff bands changing, including local car parks Denne Road, Talbot Lane and Dukes Square. Piries Place was not included within this price review due to its closure.
- 1.2 With the price increase across the town, changes to the local area and multi million pound investment by Horsham District Council in a brand new car park it is important that the tariff charges are reviewed for the opening of Piries Place to ensure they are in line with other car parks and meet the needs of the local area.
- 1.3 When the car park redevelopment was approved it was done so on the basis that there would be a price increase to make the investment financially viable
- 1.4 There is limited relevant data available to assist with the setting of price, charging hours and operation of the car park. Piries Place is a new car park, the location it serves is very different to before the original car park closed; this means historic usage data will not necessarily be relevant to the new car park. It's important to note that following the opening of the car park, usage will be monitored and data gathered to help inform future tariff/ operational changes.
- 1.5 The proposals set out in this paper have been shared with the Local Economy and Parking Policy Development Advisory Group

2 Council policy

- 2.1 This report supports the relevant Corporate Plan priorities set out below:
- 2.2 Economy – Improve and Support the Local Economy Particularly through the Production and implement a strategy for the management of off street car parks across the district.
- 2.3 Efficiency – Great Value Services particularly through delivering a balanced budget over the medium term

3 Details

- 3.1 Within this section each element of the pricing will be set out including the hourly rate, charging period and season ticket costs.

Charging hours

3.2 The car park will be open 24/7, but the charging periods will be:

- Monday to Saturday 7am – 8pm
- Sunday and Bank Holiday 9am – 5pm, £1.50 all day (same as current town centre)

The purpose of 7am to 8pm charging period is to capture the evening trade and the hotel guests in the morning.

Hourly Tariff

3.3 The hourly tariff is to be set the same as Denne Road and Dukes Square car parks which are the most local car parks to Piries Place :

Hours	£	Previous Tariff
Up to 30 minutes	80p	70p
Up to 1 hour	£1.40	£1.20
1-2 hours	£2.80	£2.40
2-3 hours	£4.20	£3.60
3-4 hours	£5.60	£4.80
4-5 hours	£7.00	£6.00
5-6 hours	£8.40	£7.20
6-8 hours	£9.80	£8.40
Over 8 hours	£14.00	£12.00

Evening Tariff

3.4 Currently there are five car parks within the town that have an evening tariff of £1 that runs from 6pm to 8pm; this has been in place for a number of years and has never been reviewed or increased. The evening tariff causes confusion to a number of customers who do not understand how it works, there have been a number of complaints received regarding the confusion of this tariff band.

When evening tariffs were introduced the £1 tariff was set to support the transition of introducing a charge after 6pm. As mentioned this has never been reviewed, and many other towns run the normal hourly tariff until the end of the charging period.

The proposal is to not reinstate the £1 evening charge and run the hourly tariff until 8pm.

Season tickets

3.5 Introduce long stay parking which previously wasn't available in Piries Place reflecting the same tariff as in Swan Walk. This is for the annual, quarterly and very popular day tickets. The purpose of reflecting the fees set in Swan Walk is because we do not want to drive season ticket holders to one or the other car parks

Annual/Quarterly

- 3.6 Introduce season ticket parking options the same as set in Swan Walk. The charges within Swan Walk are set at an annual fee of £1,325.

Day tickets

- 3.7 Introduce day tickets as per Forum and Swan Walk, priced the same as Swan Walk. The tariff for these are:

Days	Cost
5 days	£27.50
10 days	£55.00
15 days	£82.50
20 days	£110.00
25 days	£137.50

4 Next Steps

- 4.1 To advertise and undertake the public consultation process and necessary amendments to the parking order.
- 4.2 After the expiry of the 21-day notice period, a project plan will be developed outlining the key steps necessary to implement the decisions. These are:
- Promote changes
 - Identify season ticket holders and inform them of the changes
 - Update relevant signage
 - Update the payment machines to accept the new tariff
- 4.3 It is proposed that new tariff will be ready to take effect at the end of August 2019.

5 Views of the Policy Development Advisory Group and Outcome of Consultations

- 5.1 Local Economy and Parking Policy Development Advisory Group considered the proposal on 10 July 2019. They agreed with the proposals put forward within this report
- 5.2 Director of Corporate Resources supports this approach to increasing income from parking.
- 5.3 The Monitoring Officers comments have been included within the report.

6 Other Courses of Action Considered but Rejected

- 6.1 No review of the tariff; this would go against what was agreed when the redevelopment was approved. A tariff increase was an important aspect of making the investment financially viable.
- 6.2 A number of different tariff options and operating hours were considered. Without usage data there was no basis to support one over the other. It was agreed the best

approach was to have the pricing in line with local car parks and review when meaningful usage data was available

7 Resource Consequences

- 7.1 Due to the limited data available it is impossible to estimate the impact of the proposal. It is assumed that the budget for the year will be met.
- 7.2 The income and usage will be reviewed in the first few months of opening, it is considered that this proposal is a 'stop gap' until further data is available to ascertain the best tariff for the location.
- 7.3 There are no Human Resource consequences

8 Legal Consequences

- 8.1 Change to a Parking Order Process – To adhere to the Traffic management Act 2004 the Council will have to undertake a 21day public consultation on the proposed changes, this is through advertisement in the car parks and local paper. The Council will then consider any representations and if any amendments will need to be made to the order.
- 8.2 Traffic Management Act 2004 must be considered for any enforcement changes

9 Risk Assessment

- 9.1 As with any new parking changes being introduced such as tariff changes there is always a concern of displacement of cars onto surrounding residential roads, this is unlikely to happen within the town centre due to Piries closing and reduction of spaces available.
- 9.2 Any decision Cabinet make will still need to be subjected to public consultation as per the Parking Order amendments.
- 9.3 All income predictions are made from the best information we have available but in reality, we will not know the true income potential until the changes are in place

10 Other Considerations

- 10.1 The Council's provision for disabled parking remains unchanged.