

Report to Cabinet

28th November 2019

By the Cabinet Member for Local Economy and
Parking

DECISION REQUIRED



Not Exempt

Pavilions Car Park Post Five Hour Tariff Introduction

Executive Summary

The Pavilions car park is a short stay parking facility located on the north side of the park and just off Hurst Road, close to the train station. Users of this car park are predominately patrons of The Pavilions in the park leisure facilities.

The car park is chargeable Monday to Saturday 7am to 8pm and Sunday and Bank Holidays 9am to 5pm with a maximum stay of five hours.

Currently the car park is operated via pay and display, customers pay for their parking upfront and the short stay element is managed by not offering a tariff beyond five hours. The Pavilions car park is soon to have the new Automatic Number Plate Recognition (ANPR) system installed which changes the operation from pay and display (customer pays upfront) to pay on foot (customer pays on exit).

Managing short stay car parks through pay on foot requires a different approach due to the nature of how customers use them. There is no ability to limit the time available to purchase upfront, meaning that this can only be managed through the use of pricing. The purpose is to make the price unfavourable beyond the maximum period you want customers to park.

It is proposed to implement two new tariff points after five hours that are priced above other town car parks, to encourage longer stay users to park elsewhere.

Recommendations.

The Cabinet is recommended:

1. To introduce two new tariff points in the Pavilions car park, to discourage people from parking for longer than five hours.

Reasons for Recommendations

The reasons for recommending the tariff changes are:

- I. Required to keep the car park short stay with the introduction of pay on foot
- II. To ensure long stay parkers use those other car parks designated for long stay parking
- III. Two stage tariff to reduce the impact of those that just exceed the five hour threshold

Background Papers

N/A

Wards affected: All town centre wards

Contact: Ben Golds, Head of Parking Services, 01403 215055

Jane Eaton, Director of Corporate Resources, 01403 215300

Background Information

1 Introduction and Background

- 1.1 The introduction of the new ANPR parking equipment in the Pavilions car park requires a change to the current tariff structure.
- 1.2 Currently the car park is operated through a pay and display operation (customers pay upfront) with a maximum stay of five hours. The new ANPR system operates as a 'pay on foot' where customers pay before exit, this removes the ability to have a maximum stay within the car park. The industry standard in managing a pay on foot as short stay is through the use of increased tariffs, moving long stay parkers to those car parks that offer the facility.
- 1.3 The tariff points from one to five hours was only recently reviewed and amended in early 2019. It is proposed that these will not be changed, but to introduce two tariff points beyond five hours at a higher price compared to other town centre car parks.
- 1.4 The purpose of not allowing people to park beyond five hours is to manage the availability of the spaces during peak times ensuring that there is sufficient vehicle 'turnover' to meet the local needs. The car park is also located near to the train station and there is a need to deter commuters from using the Pavilions instead of other commuter focused car parks.

2 Relevant Council policy

- 2.1 This supports the relevant Corporate Plan priorities set out below:
- 2.2 Economy – Improve and support the local economy
Particularly through the production and implementation of a strategy for the management of off street car parks across the district.
- 2.3 Efficiency – Great value Services
Through delivering services that meet the local needs.

3 Details

- 3.1 Within the proposed new tariff points the aim is to set the tariff so it is less favourable to park beyond five hours in Pavilions car park compared to other options available within the town.
- 3.2 The highest price for all day parking within the town is currently £14 at Piries Place car park. The closest car park in relation to the Pavilions is the Station car park (privately operated) and charges £6.60 a day but has limited parking capacity.
- 3.3 This proposal is to keep the tariff from one to five hours the same and add in two additional tariff points as per below:

Duration	Proposal Cost
5-6 hours	£9.00
6+ hours	£16.00

- 3.4 The purpose of having two new tariff steps rather than the one is to 'ease in' the top £16 tariff, so those customers who stay just beyond the five hours are not charged as heavily.
- 3.5 It is expected that these changes will have no significant impact on income.

4 Next Steps

- 4.1 There are a number of steps that need to be followed to change the car park tariffs in order to meet the requirements of the Council's Constitution and the Traffic Management Act 2004. The remaining steps are:

Date	Action
28 November 2019	Cabinet decision
5 December 2019	Public Consultation
30 December 2019	End of Consultation – 5 day cool off
9 January 2020	Go live

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

- 5.1 The proposal was shared with the Local Economy and Parking Policy Development Advisory Group on 6 November 2019 and the comments are included within the report.
- 5.2 Director of Corporate Resources supports these proposals.
- 5.3 The Contract Manager for 'Places for People Leisure Ltd' is supportive of the proposal

6 Other Courses of Action Considered but Rejected

- 6.1 Various tariff options have been reviewed to ensure that all of the objectives are met.
- 6.2 This proposal does not impact on any future opportunities for this car park.

7 Resource Consequences

- 7.1 Currently there is no offer to purchase parking beyond five hours and the aim is to dissuade people from doing so through pricing, there is likely to be no impact on the income.
- 7.2 There are minimal implementation costs associated with this change. Likely costs of £200, which can be absorbed in current budgets.
- 7.3 These changes do not impact on the overall operation of the car park.
- 7.4 There are no other consequences.

8 Legal Consequences

- 8.1 Changes to a Parking Order Process – To adhere to the Traffic Management Act 2004, the Council will have to undertake a 21-day public consultation on the proposed changes, this is through advertisements in the car park and local paper. The Council will then consider any representations received and whether any amendments need to be made to the order.

9 Risk Assessment

- 9.1 As with any new parking charges being introduced such as tariff changes there is always the concern of displacement of cars onto surrounding residential roads. This is unlikely within this case as currently there are no parkers beyond five hours so there is no displacement.
- 9.2 Any decision Cabinet make will still be subject to public consultation as per the Parking Order Process for amendments.
- 9.3 Communications through signage will be implemented to warn customers of the tariff increase after five hours.

10 Other Considerations

- 10.1 The Councils provision for disabled parking remains unchanged.