

Report to Cabinet

24th November 2016

By the Cabinet Member for the Local Economy

Not Exempt



Rural Car Parking arrangements

Executive Summary

Given significant financial pressures placed on the Council due to the complete withdrawal of Government Revenue Support Grant by 2019/20, the Council needs to identify ways to close the funding gap. Currently, rural car parks are subsidised by approximately £315k per annum, however this excludes any future investment costs for any major improvements such as expansion or re-configuration. The purpose of this report is to seek cabinet approval to change the way rural parks are operated so that the operating costs can be mitigated. In addition, this report proposes a standardised approach across the district in how they are operated which addresses the current range of complex arrangements in place. Certain villages act as retail hubs primarily for convenience shopping. It is difficult to gauge the willingness of consumers to pay for the convenience of shopping locally; however, the pricing suggested in this report is such that we believe it will not inhibit consumers' willingness to do so.

The key benefits of this proposal will be improved control which will raise the level of turnover in car parks and free up spaces for more shoppers, with greater enforcement to ensure parkers comply with parking rules.

Recommendations

That the Cabinet is recommended to:

- i) Introduce an annual rural parking disc/permit scheme at £12 for the first car, £6 for subsequent cars registered at the same address (max four discs/permits per address). An additional £2.50 charge will be applied for non-website and non-direct debit transactions). Disc/permits will take effect from Monday 3rd April 2017. These will be applicable in all Council rural car parks as outlined in Appendix 1 between 9am- 6pm Monday-Saturday (unless otherwise stated) and will exclude Sunday's and Bank Holidays.
- ii) Agree to the leasing of smaller rural car parks at a peppercorn rent or offer purchase where appropriate to relevant Parishes where their function supports local community hall and open space activities.
- iii) Standardise the cost at £130 pa for long-term season tickets and introduce these in areas where facilities do not currently exist. This will apply from Monday 3rd April 2017. These will be applicable for use in specific car parks only (as indicated on the season ticket) and will be valid (unless otherwise stated) between 9am-6pm Monday-Saturdays (excluding Sunday's and Bank Holidays).

- iv) Agree to the introduction of Pay & Display facilities from 3rd April 2017 in a number of specific car parks, and agree that an hourly charge for users is set at 75p up to 1 hour, and £1.50 for up to 2-3 hours or a reasonable maximum time to be agreed with local Parish Councils where appropriate. This charge will be applicable in specific rural car parks which have Pay & Display facilities between 9am- 6pm Monday-Saturdays (excluding Sunday's and Bank Holidays) See Appendix 1.
- v) Agree to fund the capital project costs from existing capital budgets that will not be spent in 2016/17. A virement of £77k from existing corporate capital budgets that will not be spent this year will be made to a new capital rural car parking project code to pay for the 11 car parking machines and phone line installation. This will enable the scheme to have the infrastructure in place to go live on 3 April 2017.
- vi) To delegate authority to the Director of Community Services in consultation with the Cabinet Member for the Local Economy, to make any consequential amendments to the implementation of the recommendations contained within this report and undertake a review of the scheme 12 months after implementation.

Reasons for Recommendations

- i) Annual permits are proposed at a small charge to provide convenience to regular users.
- ii) A number of village halls have our car parks immediately located next to them. Our car parks provide the parking facility for such buildings and attached open spaces. In some cases, the business rates of these car parks are integrated into those of the Village/community Hall. In these cases, it is proposed that the car parks are transferred with conditions, free of charge or leased at a peppercorn to each of the relevant Parish Councils.
- iii) The availability of long term car parking is recognised as a key requirement in our rural communities that act as shopping hubs.
- iv) It is recognised that not all users of rural car parks will want to purchase an annual permit or that they may be a visitor to the area.
- v) To agree how implementing the scheme will be funded.
- vi) To ensure the scheme can be implemented within agreed timescales and review is undertaken of the new arrangements in 12 months.

Background Papers

Rural car parking survey July 2016

Parish Council summary notes, Parish Council responses

Rural Households numbers within Horsham District

Last 10 years' capital maintenance costs; Projected 10yr capital maintenance costs

Wards affected: All rural Parishes

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Background Information

1 Introduction and Background

- 1.1 In response to the significant cuts to Government funding, the Council is faced with the challenge of how to address such a funding gap and retain key services. The next two years will see the complete loss of all Revenue Support Grant from government and the need to fund a projected deficit of some £4.2 million. This follows a period when over £7m has been cut from the Council's operating budget. In the light of this huge financial challenge the Council needs to look urgently at ways it can put the delivery of local services onto a footing that will be sustainable in the future. This means introducing mechanisms which enable costs to be recovered for the delivery of some services and for the generation of additional funds to ensure sufficient long term investment can be planned.
- 1.2 The Cabinet Member for the Local Economy has held four discussions with HDC councillors on rural car parking provision over the last 10 months. This has included three Policy Advisory Group meetings and an All Member seminar in (April 2016). During discussions with Members some possible solutions emerged which the Cabinet Member wanted to discuss further with relevant Parish Councils and test whether these would work.
- 1.3 Based on these discussions, we wrote to all local Parish Councils in June 2016 (copied to all HDC councillors) informing them of our review and the need to make the provision of rural car parks cost neutral to the Council. We also hoped to standardise the parking regime across the district's rural car parks as this is currently confusing to users. We also commissioned a survey of our rural car parks which was undertaken in July 2016 to establish the usage pattern of our rural car parks. This information has been used to underpin the proposals and recommendations in this report.

Current arrangements

- 1.4 Each rural car park currently has a different regime in place. In many areas, the purchase of a disc at 50p is required, which once purchased allows unlimited parking for a certain period of time. In some car parks parking is restricted to two hours with no charge/paid for a disc, while in others there is no time restriction whatsoever.
- 1.5 Some car parks have special provision for long stay business users, with a limited number of season tickets available to purchase. However, often this provision is found in the busiest car parks, where the availability of parking space for customers is paramount to the vitality of the local retail offer. In most cases the charges for these season tickets do not come close to covering the actual cost of providing the parking space, effectively resulting in the business users being heavily subsidised by all tax payers across the district whether they own a car or not.
- 1.6 Visitors to our rural car parks are faced with confusing messages about localised arrangements and where to purchase/obtain a disc from and whether they are valid in some car parks.

2 Relevant Council policy

- 2.1 Efficiency – Great Value Services. Supporting the delivery of a balanced budget.
- 2.2 Economy – Improve and support the local economy. Produce and implement a strategy for the management of off street car parks across the district.

3 Details

- 3.1 Although increasing or introducing a charge is never popular, it is important for a number of reasons: Primarily, the Council is looking to reduce the car parks' operating costs, provide appropriate enforcement, and maintain and undertake major repairs. This puts emphasis on the user paying for this, rather than all the district's taxpayers (around 9% of rural households do not own a vehicle). Also, it helps to control the flow of cars entering and exiting the car parks - ensuring regular churn which supports local businesses. This is really important to local traders because if spaces are blocked for the whole day it prevents new customers from being able to park and therefore shop.
- 3.2 The importance of the local retail offer and economic vibrancy has been discussed at every meeting the Cabinet Member and Officers attended with local Parish Councils. It is difficult, when introducing a new scheme to know what the take-up of it will be. While some may see any charge as a problem, this view must be set against the Council's need to address its funding gap. It is clearly important that in setting a charge that this does not deter 'local' shopping.
- 3.3 We initially commenced the rural car parking review seeking standardisation and consistency across our village/rural car parks. What has emerged is that there are basically two broad groupings i) market towns with significant retail shopping provision and community infrastructure and ii) car parks servicing a village hall type function and those giving access to open spaces.
- 3.4 Four categories have emerged which would appear to offer a solution while trying to accommodate local factors. These are:
- 3.5 **Category 1.** Introduction of 2-3 hour duration payable disc/permit at £12 per annum (£1 per month). We know from the surveys that the majority of all visits to car parks are local frequent shoppers - in most cases 90% of those parking. Certain car parks should to be limited to 2 hours maximum to ensure frequent customer churn e.g. Mill Lane Storrington, or 1 hour maximum - High Street, Steyning. It is proposed that permits would be transferable between vehicles (i.e. not linked to a specific car registration number). Additional permits (maximum four) per address could be purchased at a substantial discount from the normal permit price (£6 is suggested) to offer convenience to residents with more than one vehicle. This system is likely to apply to Billingshurst, Henfield, Pulborough, Steyning, Storrington, Cowfold and Godwin Way (North Horsham Parish). For Category 1 to be effective and provide value for money, standardisation and convenience for our residents, it is important that the permit is valid in as many of the Councils rural car parks as possible. To create too many options with parish preference to opt out will continue to deliver a complicated scheme.

- 3.6 **Category 2.** Community lease option primarily for village hall/ open space access at a peppercorn rent or purchase of land with the local Parish Council. In some cases, business rates for the car parks are incorporated into the parish building or in close proximity. E.g. Partridge Green, Warnham, Rudgwick.
- 3.7 **Category 3.** Annual season tickets for business use are based on attempting to recover the business rate for the parking space plus an allowance for provision costs. The allocation and location to be revisited with local Parish Councils to ensure long stay season ticket holders do not occupy prime spaces where demand is greatest for short stay parking. Season ticket numbers will be limited and criteria regarding local employment will need to be met. It is suggested that these are provided in the following market towns:

Parish (space allocation)	Current charge	Proposed All day parking at £2.50 per week (50p per day)
Billingshurst	£126	£130 pa
Henfield	£0	£130 pa
Pulborough	£21	£130 pa
Steyning	£0	£130 pa
Storrington	£53	£130 pa

- 3.8 **Category 4.** Visitors/ ad hoc users (non-disc/permit holders): In the main car parks - installation of Pay & Display machines (credit/debit cards only linked by landline telephone) where visitors can be directed to pay. (Billingshurst, Henfield, Pulborough, Steyning, Storrington, Godwin Way). It is proposed that we will charge 1 hour parking at £0.75, up to 3 hours parking (or maximum to be agreed) for £1.50.

We are proposing 3 hours parking at £1.50 (or up to the maximum permitted parking time to be discussed with Parish Councils) to increase dwell time.

Additionally, the cost associated with card merchanting fee transactions would not be financially viable if tickets were sold at a lower price. Cash collection from machines is expensive and there is a greater risk of vandalism so to minimise the operational costs, credit/debit card transactions are proposed.

- 3.9 How these categories are applied across our car parks can be seen detailed in Appendix 1. This list provided clarity for each of the Parish areas as to the parking regimes and applicable times that arrangements will apply.

4 Next Steps

- 4.1 It is necessary for West Sussex County Council through its County Local Committees (CLC) (Chanctonbury CLC - 23rd November 2016 and Horsham CLC - 28th November 2016), to approve proposals for the principle of charging in car parks where current charges do not apply (i.e. where it is currently not necessary to purchase a parking disc). Primarily this includes Steyning, Henfield, Cowfold, Upper Beeding, Bramber, North Horsham (Godwin Way) car parks. With regard to Cowfold, HDC is not able to lease this car park to the Parish Council due to land

ownership issues. In addition Southwater (Lintot Square) car park is excluded from these proposals as lease agreements with the local retail tenants require free car parking to be provided and the costs of running the car park is already met by tenants of the local shops.

- 4.2 As the Highways Authority, WSCC need to approve whether the District Council is able to introduce car parking charges (whether an annual permit, Pay & Display and Season tickets) to those car parks not currently covered by existing Orders.
- 4.3 Once WSCC County Local Committees approve these proposals then a 21-day notice period is required before new arrangement can take effect. It is proposed that new rural car parking arrangements will take effect from Monday 3rd April 2017.
- 4.4 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:
- To procure new pay & display machines,
 - Develop a marketing campaign to promote the take up of annual permits,
 - Identify season ticket capacity with Parishes in appropriate car parks.
 - Confirm (where appropriate) reasonable maximum stay periods for each car park with Parishes.
 - New simplified signage will be installed in the car parks.
 - Development of on-line applications for annual discs/ permits.

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

- 5.1 A number of discussions have taken place with the Local Economy Policy Development Advisory Group (PDAG) and an 'All Member' seminar was held in April 2016, which outlined some of the emerging options. Members of the PDAG have been kept involved and up to date of this review as it has been on-going. At the last PDAG meeting on the 5th October 2016, all members supported the proposals as outlined in the recommendations in this report.

Meetings with Parish Councils

- 5.2 In June 2016, the Director of Community Services wrote to all Parish Councils and WSCC local councillors, informing them of our rural car parking review and what the key objectives of the review were.

In addition, during September, the Cabinet Member, Director of Community Services, Parking Services Manager and relevant local HDC ward Members attended numerous meetings held with local Parish Council representatives and the relevant WSCC local Councillor. These included meetings with the following parishes:

Billingshurst	West Grinstead (Partridge Green)	Steyning
Bramber	Southwater	North Horsham
Pulborough	Cowfold	Upper Beeding
Storrington	Henfield	Warnham

5.3 At each meeting with Parish Councils the current cost breakdown of providing local car parking in their areas was discussed. This included all budgeted costs for reactive engineering works, business rates, utility costs, number of parking spaces, central and departmental charges and income received from the car parks. The cost for parking enforcement of £40k pa was provided as a separate cost as it was noted that this amount includes an element of on-street enforcement and it is difficult to arrive at a separate figure. Other investment costs, such as general on-going maintenance (resurfacing/white lines/ drainage clearing) or any likely need for future extension or further increases in capacity were not included in the cost breakdown provided.

5.4 A detailed analysis of the survey results – which highlighted reasons for using the car parks, place of journey origin, frequency and purpose of visit was discussed with each of the Parish Councils. These results were discussed to agree the pattern of usage and whether any anomalies in the data existed. E.g. Storrington Mill Lane-occupancy, where it was agreed that the survey figures did not present the 'norm' on the days of the survey.

It was noted in some villages that there are existing charges made for Season ticket (business use) and also some license agreements from historical arrangements/tenancies.

5.5 The main areas discussed with Parishes included:

- A proposal for HDC to introduce an annual fee payable permit/disc at a figure of £10-20 (85p to £1.65 per month) which would allow short term (to the permitted maximum time parking) in HDC rural car parks i.e. not including Horsham Town centre. The disc system, where in use, was generally considered the most user-friendly method. Some views favoured a Pay & Display system but this did not offer convenience for the dominant users of the car park who frequented them 2-3 times a week.
- A solution that would support the vibrancy of the local high street and support local retailers by creating a regular churn of vehicle movements and consequently footfall. In particular, whether a simple solution could be put in place to allow for day visitors to our market towns as the current arrangements particularly through the use for visitor discs, were inconsistent, unhelpful and outdated.
- An offer for Parishes to lease local car parks from HDC at a peppercorn rent, with each parish council taking full responsibility for covering all associated costs. These costs could be covered through the parish precept. (With the level of enforcement to be negotiated with HDC at a later date). In some cases larger maintenance costs would be required in these car parks in the medium term (the Council has spent an average of £34,000 pa on major repairs in rural car parks in the past 10 years). Parishes would need to plan for these costs and undertake required works and investment when required.
- Availability of appropriately priced season tickets for business users to provide them with all day parking (as far as possible reflecting the true cost to provide, demand and local capacity). There is a need to try to locate such provision so

that it does not take up places that would otherwise be used by potential customers of the businesses. These season tickets currently exist in certain car parks and range from £21 to £126 per annum depending on the location.

- Visitors/ ad-hoc users. A charge to park for a period up to the permitted wait limit. This could be provided by:
 - a) the use of scratch cards as per Worthing/Chichester/CPZ on street arrangements - up to 3 hours.
 - b) Books of tickets sold at a discount to retailers.
 - c) Pay by phone where the mobile signal is good.
 - d) In very busy rural car parks consideration of the installation of Pay & Display machines (credit/debit cards) per town where visitors can be directed. (Billingshurst, Henfield, Pulborough, Steyning, Storrington, Godwin Way - N. Horsham).

- 5.6 All Parishes were asked to consider our proposals formally and advise the Council of their views. The following Parish Councils have responded confirming that they have no wish to take responsibility for our car parks: - Pulborough, Storrington, Henfield, Bramber, Billingshurst, North Horsham. Warnham and Partridge Green have indicated that they wish to take responsibility for lease/purchase. Steyning Parish Council is opposed to any of our suggestions and were not able to come to a view within our timescales.
- 5.7 Follow-up meetings have been held with local HDC ward members to discuss the likely proposals for their areas. In addition Parishes have been written to, informing them of our proposals and an outline of the recommendations made at this meeting.
- 5.8 On the 20th October, the Cabinet member, Director of Community Services, Parking Service Manager and Rural Economic Development Officer met with representatives of the Rural Towns Forum. This consisted primarily of Community Partnerships. At this meeting draft proposals and the rationale of each emerging category for addressing rural car parking provision was discussed. The issue of the rural economies dominated this discussion, but outlining the proposals demonstrated that the proposals actually supported local retailers by ensuring regular churn of customers, ease of use and much simpler arrangements for visitors to their areas. It was also proposed by representatives of the Rural Towns Forum whether in the marketing of the annual permits, if it was possible to design a brochure/leaflet which promoted what the market towns had to offer and which could be included with the permits when they were dispatched. This was considered to be an effective way in which to promote all the market towns in the district, encourage users to visit other areas and support local economies.
- 5.9 Comments from the Monitoring Officer and the Director of Corporate Resources have been incorporated in to this report.
- 5.10 Discussions have taken place with the Regional WSCC Highways Manager on these proposals.

6 Other Courses of Action Considered but Rejected

- 6.1 Many other rural areas throughout the country have introduced Pay and Display machines and charge by the hour. This is a standard car park operating method that offers a number of benefits such as simplicity to use, but also penalises and deters loyal users and doesn't support dwell times for shoppers.
- 6.2 This option was considered but due to points made in 6.1, it was decided that the pay and display machines/facilities would be an option within a larger scheme.

7 Resource Consequences -Current cost of providing parking

- 7.1 The cost of providing HDC's rural car parks 2015/16 including the current level of enforcement (but excluding long term works and maintenance) was £236,000
- 7.2 Additionally, the Council needs to include an annual sinking fund to pay for future projected maintenance and major repairs. An annual sinking fund of £50,500 would cover future works based on a recent condition survey of our rural car parks. However this sum excludes any major improvements, expansion or car park re-configuration works.
- 7.3 We have calculated that the Council should be seeking to recover approximately £315,150 (£286,500 plus £28,650 (10%) contingency/inflation costs/administration costs) per annum if the rural car parks are to be totally cost neutral to HDC. There is also some initial revenue set up and investment costs for equipment and administration which can be incorporated in to the costs as detailed in section 7.12.
- 7.4 While some communities have sufficient parking capacity, in other areas there are very high (95%) occupancy rates highlighting considerable pressure on the current level of provision. Where local growth is planned this is likely to exacerbate the issue. Some areas may require expansion or possibly further site acquisition to support retail businesses and local infrastructure. We should endeavour to seek any extra investment required through developers where appropriate but it will also likely require additional investment by HDC.
- 7.5 Rural car parks over the years have had very limited investment in structure, appearance and signage. These car parks can be the first and last thing a customer sees when they visit our district and does not reflect the quality of experience on offer. We would like to introduce an investment programme to bring the car parks up to a level that better reflects the Horsham District.
- 7.6 Car parking availability is very important to enable economic growth and stability as well as ensuring free flow of traffic, increased road safety and reduced pollution. It is important that appropriate levels of parking are made available.

Both of these areas of work need investment which is difficult to guarantee without an income flow or business case to support investment.

7.7 Potential Income

The number of households in the district is 57,791 (2016 WSCC estimate) of which 31,096 are in Horsham town and its immediate hinterland (including North Horsham Parish, Broadbridge Heath, Southwater and the northern parish areas).

The number of households outside Horsham town is circa 26,000 rural households, of which the majority are likely to need the use of one of HDC's rural car parks. Car ownership and the number of households with more than one vehicle is very high. There will also be visits from users residing outside the Horsham District area. Table 1 below outlines the projected income from the sale of annual permits.

Table 1 Income participation vs. cost of annual permit- cost neutral is approximately £315k pa

26,000 rural households	At £20 per annual permit forecast income	At £15 per annual permit forecast income	At £12 per annual permit forecast income (£1 per month)
Estimated number of take up assuming 80% participation of rural households = 20,800	£416k	£312k	£249k
Estimated number of take up assuming 75% participation of rural households = 19,500	£390k	£295.5k	£234k
Estimated number of take up assuming 70% participation of rural households = 18,200	£364k	£273k	£218k
Estimated number of take up assuming 60% participation of rural households = 15,600	£312k	£234k	£187k
Estimated number of take up assuming 50% participation or rural households = 13,000	£260k	£195k	£156k

7.8 It is clearly difficult to know the take-up level of discs/permits or the actual percentage of existing car park users per community. However, following discussions with Parish Councils, it was clear that a relatively low charge was not generally considered to have a greatly inhibiting effect on car park use. For the purpose of this proposal, it is assumed that take up of the annual discs/permits would be 75% of the 26,000 rural households. At £12 per permit this would generate £234k pa. If 35% (6825) of these households were to purchase a second permit at £6 (half price of the first permit) this would generate an additional £40,950 pa. In total £274,950 would be generated through annual discs/permits to offset the costs of providing rural car parking.

7.9 Visitors/non-permit/ ad hoc tickets: If there is good take up of the annual permit, it is assumed that use by ad hoc users and income generated from Pay & Display machines would only form a small % of total users. Based on an estimate of current visitor numbers (extrapolated from the surveys undertaken in July 2016) charging £0.75p per hour x 2500 visits pa = £1875 pa. In addition, Pay & Display users purchasing a ticket between 2-3 hours x 2500 visits = £3750 pa. The total income that would be derived from Pay & Display facilities to offset the cost of providing rural car parking is £5,625 pa.

7.10 Season ticket - an allocation of season tickets needs to be provided in the main market towns. It is calculated that between 25-33% of total spaces should be assigned for long stay places (parking industry calculation); although this is likely to be lower in a number of the large market towns. Calculations are based on the following: Billingshurst (38 long term season tickets), Pulborough (26 long term season tickets), Steyning (66 long term season tickets), Storrington (85 long term season tickets) and Henfield (61 long term season tickets) =276 tickets @ £130pa= £35,880.

7.11 Costs recovered at suggested take-up figures:

from the sale of Annual Permits	= £274,950
from the sale of Pay & display Tickets	= £5,625
from the sale of Season Tickets	= £35,880

TOTAL = £316,455

7.12 **Project costs**

To implement and run the scheme there will be a capital cost for implementation and an additional annual cost for administering the scheme. The costs are broken down below (Table 2.) and equate to £29k per year if the capital and one-off costs are spread over a 10yr period. Year 1 includes a one-off £10k marketing promotional budget. Future revenue costs will be built into the 2017/18 revenue budget. Any up front revenue costs that occur in 2016/17 will be absorbed into existing 2016/17 parking budgets.

Table 2- Indicative project costs

	Unit cost	£	Notes
Capital Costs:			
Machines	4,000	44,000	11 machines
Signage		15,000	
Phone line installation	3,000	33,000	11 installs. Alternatives being explored
Total		92,000	
Annual Revenue costs:			
Annual Permits	£2,204 per 5,000	11,020	25,000 ordered
Season tickets	£568 per 500	340	at 300 sold
Enforcement		3,000	Based on £150 a day x 20 additional days
P&D tickets tickets	250,000 = £1,096	275	Based on 62,000 -
Phone line	100	1,100	11 machines
Parkeon online folder	10	110	11 machines
Staff admin		3,000	Based on £100 a day - 30 days
Total		18,845	
One-off revenue cost			
Marketing /promotion costs		10,000	First year only.

7.13 The up front capital costs will be funded from the existing 2016/17 capital programme from unspent budgets no longer needed in 2016/17. A virement of £77k from existing corporate capital budgets that will not be spent this year will be made into a new rural car parking capital project code to pay for the 11 car parking machines and phone line installations. A sufficient capital budget for changing car park signage is already in place as changes to car parking signage was already planned for 2016/17. Up front capital expenditure in 2016/17 on the project will enable the scheme to have the infrastructure in place to go live on 3 April 2017.

7.14 **On-line payment discount.** In an attempt to make the administration of rural car parking as efficient as possible and reduce the cost burden placed on the Council, it is proposed that an additional charge is made of £2.50 for transactions which are not undertaken through our Horsham District Council website or via Direct Debit arrangements. Rural parking fee transactions administered via the Councils Contact Centre will be charged an additional £2.50 and this will be made clear to customers. The processing cost of transactions through the contact centre is estimated to be £2.83 per transaction, £5.95-£6.62 (Google) for postal transactions compared to a web transaction rate of 15 pence. The council introduced similar arrangement with its Garden Waste Scheme in 2016/17 which has resulted in only 6% of transactions now being received via this route.

8 Legal Consequences

- 8.1 Change to Parking order – County Local Committee approval required. For consideration on the 23/11/2016- Chanctonbury CLC and 28/11/2016 Horsham CLC
- 8.2 Traffic Management Act 2004

9 Risk Assessment

- 9.1 As with any new parking regime being introduced there is a concern that it may cause displacement of cars onto surrounding residential roads. We are offering a scheme that reduces the likely impact of that. During the last year HDC has introduced Sunday parking charges within the town centre and charges at the Southwater Country Park. Both of these decisions were made with a number of representations against the charges because of the concern of displacement. Since these two schemes have been live neither Parking Services nor WSCC Highways have received any complaints regarding displacement due to the introduction of charges. At SCP it has been the lack of capacity and heavy summer holiday demand that resulted in a number of cars using residential roads, not the introduction of a parking charge
- 9.2 Administration of the scheme- An element of officer time is already assigned to this but temporary staff may be needed to administer the scheme. (Feb/March/April).
- 9.3 Any decision Cabinet make will be dependent on WSCC CLC making a decision to pass down the powers to allow HDC to charge within certain car park. Without these powers, we will not be able to progress with the scheme, other than in areas where charging is already permitted.
- 9.4 All income predictions are made from the best information we have available but in reality, we will not know the true income potential until we launch the scheme
- 9.5 If there is a lower take up of the annual disc/permit this would imply a proportionately higher purchase of Pay and Display tickets would take place to balance this. However, Pay and Display might also prove helpful in the changeover period for those who have not yet purchased a disc/permit and for those who establish that a disc/permit in the longer term is better value or more convenient.
- 9.6 As with any new scheme once implemented, there will be a degree of trying to find the best solution but having the willingness and flexibility to adjust it once it has been in operation. A review of the scheme is proposed 12 months after implementation.

10 Other Considerations

Impact On-Street / displacement

- 10.1 Proposals contained in this report provide a number of benefits to support cars not being displaced on to the highway. These include:

- 10.2 A clear, simple and cheap annual parking disc/permit at £12 pa (£1 a month) - which provides unlimited use across our rural areas. This is extremely affordable and should not displace vehicles on to the highway. More than 90% of users of our rural car parks are those who frequent them 1-3 times a week. The majority will purchase an annual permit and will want value for money and convenience from them and thus choose to park in our car parks, not on adjacent roads.
- 10.3 The proposals outlined in this report create a parking regime which addresses long occupancy times in our car parks e.g. In Steyning two of the main car parks allow for 24-hour car parking. The current system encourages many spaces to be used once and parked in all day- this causes the car parks to be full with overspill cars having no choice but to use the highway. There is little parking churn as a consequence. Car parks at near capacity/ full discourage customers to enter them in the first place to try and find a space. The current system creates displacement.
- 10.4 We are proposing a well thought out long stay parking arrangements for workers/business use which makes adequate provision for those requiring long stay use. Although this will be charged at £130 per annum (50p per day/£2.50 per week) the majority of users want certainty and convenience, rather than using adjacent streets and unpredictable walking times to their destination.
- 10.5 The current system is very confusing for visitors and ad hoc users of our market towns. Feedback from retailers has indicated that there is significant confusion when visitors/ad hoc users visit our market towns and understanding what arrangements for parking are in place. In areas where there is currently no charge e.g. Steyning, parking discs are required which are very difficult to obtain from local outlets. Very often when cars arrive they do not understand the system or can't find an outlet for the discs and therefore in order to avoid a PCN the preference is to park on the highway.
- 10.6 We are proposing to install Pay & Display machines for (1 hour and up to 3 hours) in our main market towns which for visitors/ad hoc users provides a simple familiar mechanism which all drivers are used to. This simplicity will encourage the use of our car parks discouraging the displacement on to local streets.
- 10.7 The installation of pay and display machines which accept debit and credit cards will address the issue of customers not having change or the right change.
- 10.8 A district wide rural disc/permit – needs adopting across all the market towns to avoid the current confusion created by several different local schemes. In some places, you need to pay, some you need a disc, some places you need nothing. This lack of consistency for our residents who move between villages and market towns causes confusion. To avoid uncertainty is to park on the street.
- 10.9 We consider that these proposals for regular users, visitors and long stay parkers are clear, simple and encourage our designated car parks to be used properly therefore discouraging displacement onto the highway.
- 10.10 Existing disabled parking arrangements will be applied to rural car parks. Currently residents in receipt of Higher Rate Living Allowance are exempt from paying for parking but must use allocated disabled parking bays. An Equalities Impact Assessment is attached as Appendix 2.