

Report to Cabinet

25th January 2018

By the Cabinet Member for Local Economy

DECISION REQUIRED



**Horsham
District
Council**

Not Exempt

Parking Strategy Update – including the town centre tariff increase for 2018/19 and rural car park investment programme

Executive Summary

The purpose of this report is to approve the proposed town centre parking tariff changes for the 2018/19 financial year; to approve the rural car park investment plan and to note the 2017/18 Annual Parking Disc performance. A more detailed parking strategy will be developed later in the year, building on these decisions.

The targeted tariff increases in specific car parks will generate an additional £150k annual income for the council. There is no blanket increase across all car parks being proposed, the aim is to increase the prices where there is a disparity in price compared to other locations and where demand outweighs availability.

Following the introduction of the Annual Parking Disc scheme in April 2017 it was agreed that money would be reinvested back into the car parks to improve their structure, appeal and usability. The plan of works is prioritised by what remaining life is left on the structure of the car park (the surface), opportunities for increases spaces, and shared between locations to ensure availability of spaces during works is maximised. It is proposed that these works will cover a 6 year period.

Included within the report is also an update on the current Annual Parking Disc schemes performance including income and sales per location, usage surveys and an update on changes made over the year.

Recommendations

That the Cabinet is recommended:

- i) To approve the town centre parking tariff increases as set out within this report.
- ii) To approve the rural car park investment plan.
- iii) To note the update on the 2017/18 rural figures (first year of the Annual Parking Disc Scheme) and emerging Parking Strategy

Reasons for Recommendations

The purpose of increasing the town centre parking tariffs is to:

1. Standardise parking prices across the town bringing them more in line with each other

2. Use pricing to improve the spread of parking across the town and attempt to reduce the use in the areas of highest demand
3. Introduce a better relationship between the hourly, daily and annual costs for parking.
4. Increase income to meet the needs of the medium term financial strategy,

Approving the rural car park improvement plan will allow us to progress with those improved changes to the car parks as agreed when the Annual Parking Scheme was introduced.

Background Papers

Rural Car Park Arrangements Cabinet Report 24th November 2016

Wards affected: All Wards

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

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Background Information

1 Introduction and Background

- 1.1 The parking strategy is currently being progressed and will set out the strategic aims for parking over the next ten years. However, there are two recommendations that need to be considered now so relevant works can progress in 2018 whilst the strategy is finalised.
- 1.2 These recommendations are:
 - i. To increase the town centre tariffs as detailed below for the financial year of 2018/19
 - ii. To agree the rural car park development programme of works for the next 6 financial years.
- 1.3 This report will also give a high-level update on the Annual Parking Disc Scheme introduced 3rd April 2017 and the Parking Strategy.
- 1.4 The first recommendation is to increase town centre parking tariffs within particular car parks. This includes targeted increases in hourly, daily and season ticket tariffs in specific locations and it should be noted that no 'blanket' increase in charges is being proposed. The Horsham town centre parking tariffs have not been reviewed since 2013 and this review has highlighted some anomalies.
- 1.5 Charges have been compared with other local towns to ensure they are comparable and the demand within HDC's current car parks has also been assessed. A price change to improve the comparative costs and to address areas where demand outstrips availability is being proposed. It has been calculated that these changes will generate an additional £150k a year.
- 1.6 The car parks affected are;

Hourly Tariff Increase
 - Forum (Black Horse Way) car park
 - Denne Road car park
 - London Road car park
Rolling Day Charges
 - Swan Walk
 - Forum (Black Horse Way) car park
Season Tickets
 - Swan Walk
 - Forum
 - Talbot Lane
 - Drill Hall
 - London Road
- 1.7 Recommendation two is regarding the planned works for improving the rural car parks that are involved within the Annual Parking Disc Scheme.

- 1.8 In April 2017 HDC introduced a new charging regime within those main car parks outside of the town centre. This included 11 car parks within 6 towns/ villages. It was proposed that the new scheme would generate income to cover the running costs of these car parks including an additional £50k a year to be put aside into a 'sinking fund' to reinvest back into the car parks to improve the quality and experience.
- 1.7 Previously there has been limited investment within these car parks due to the ongoing costs and limited financial returns. The council has now committed to reinvesting income back into these car parks for the benefit of these areas. The current condition of the car parks has been reviewed including the length of life left within the structure, ability to improve the layout and increase spaces to create a list of improvement projects. The priority has been set by need of works, potential increase of additional spaces and local needs.

2 Relevant 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 Town Centre Parking Tariff Increases

- 3.1.1 As part of the new parking strategy a review of the current tariffs against other local and similarly run council car parks has taken place. It is important to evaluate parking tariffs and ensure that they support the overall goal of balancing long and short stay parking along with location of spaces available and overall demand. Next year is an important year as demand will be high within the car parks due to the likely temporary closure of Piries Place car park.
- 3.1.2 There is disparity in the prices between short and long stay parking tariffs and in certain locations. The proposed parking tariff proposals set out below give a more consistent approach.

Hourly car park changes

- 3.1.3 Rather than increasing the parking charges across the board it was decided that the best approach would be to increase charges in targeted areas where there is an inconsistency in pricing compared to other similar car parks, or where demand is such that spaces are at a premium.
- 3.1.4 To address the inconsistency, it was proposed that we would increase the hourly tariff within the Forum car park due to the disparity between Swan Walk/ Piries Place tariff and the Forum. The cheapest hourly tariff within Swan Walk is 50%

more expensive than in the Forum. It is recognised that Swan Walk is a 'premium car park' due to its location so the price should remain higher than that in the Forum.

- 3.1.5 It is suggested that we should keep Swan Walk at £1.20 an hour but move Forum from 80p an hour to 90p an hour.

Forum Car Park	Current tariff	Proposed tariff
Up to 2 hrs	£1.60	£1.80
2 – 3 hrs	£2.30	£2.70
3 – 4 hrs	£3.00	£3.60
4 – 5 hrs	£3.80	£4.50
5 – 6 hrs	£4.50	£5.40
6 – 8 hrs	£6.00	£7.20
Over 8 hrs	£7.50	£9.00
Sunday Charge	£1.50	£1.50

- 3.1.6 London Road car park is also priced lower compared to its location to the town centre and is available to hourly parkers on Saturdays and Sundays. This will be increased to £1.20 an hour which is higher than the Forum as it has a higher demand.

London Rd CP	Current Charge	Proposed Charge
Up to 1 hr	£1.00	£1.20
1 – 2 hrs	£1.80	£2.40
Sunday Charge	£1.50	£1.50

- 3.1.7 Denne Road car park is a high demand car park and is at capacity most times of the day. This is due to its convenient location, easy to negotiate spaces, and its short stay tariff. It was deemed that this is our most popular car park and demand for spaces is larger than the capacity available. It is proposed that we will increase these charges to £1.40 an hour.

Denne Rd CP	Current Charge	Proposed Charge
Up to 1 hr	£1.20	£1.40
1 – 2 hrs	£2.40	£2.80
2 – 3 hrs	£3.60	£4.20
Evening Charge	£1.00	£1.00
Sunday Charge	£1.50	£1.50

Rolling Day Charges

- 3.1.8 Within our Swan Walk and Forum car parks we sell rolling day tickets which can be purchased as 5,10,15,20 or 25 days at a time. These passes are linked to your registration number and work off the ANPR system. They do not need to be used consecutively and you can enter/leave the car park as many times as you want within the day but you only get charged for the one day.

3.1.9 These have been available for many years but with the introduction of ANPR system we introduced the ability to purchase these at the pay stations. This has increased their usage dramatically and are favoured by shop workers and individual employees. The pricing of these day tickets works out at £3.50 a day in Forum and £5 a day within Swan Walk, the popularity of these day tickets has meant that we sold around 80,000 days last year through this method.

3.1.10 The growth of this payment type has seen a large shift in income received through the day tickets compared to the hourly ticket purchase. We are proposing that we increase the Forum day rate to £3.95 a day and Swan Walk to £5.50 – it is forecast that this will increase income by £33k. These prices are still considerably cheaper than the hourly tickets and will need to be reviewed again in the future.

Break down of new tariffs below.

Forum Car Park	Current tariff	Proposed tariff
5 days	£17.50	£19.75
10 days	£35.00	£39.50
15 days	£52.50	£59.25
20 days	£70.00	£79.00
25 days	£87.50	£98.75

Swan Walk CP	Current tariff	Proposed tariff
5 days	£25.00	£27.50
10 days	£50.00	£55.00
15 days	£75.00	£82.50
20 days	£100.00	£110.00
25 days	£125.00	£137.50

Season tickets

3.1.11 The final payment option available is the annual season tickets that can be purchased within certain car parks along with short stay parkers (Swan Walk and Forum) or are standalone season ticket only car parks (London Road, Talbot Lane, Dukes Sq, Arun House and Park View). These annual season tickets are usually purchased by businesses for their employees.

3.1.12 There is high demand for these annual season tickets especially within Talbot Lane, London Road and Dukes Sq car parks. A few years back we undertook an exercise reviewing the use of these season tickets and established that we could 'oversell', this was done and significantly increased season tickets available. Despite increasing the number of season tickets available there are still waiting lists for these premium areas. Due to this it is proposed that we increase the annual cost of these season tickets as below:

Annual Season Tickets	Current Charge	Proposed Charge
Swan Walk	£1,220	£1,325
Forum	£858	£955
Dukes Square	£744	£840
Talbot Lane	£1,108	£1,245
London Road	£852	£955

3.1.13 Appendix 1 highlights the car parks and tariffs increased (in blue) compared to those prices that are not changing.

3.2 Annual Parking Disc Update

Background

- 3.2.1 In April 2017 HDC introduced a new parking scheme within the rural areas. Originally there was an inconsistency of parking regimes in place across the district including a free disc with limited parking, a one off payment for a disc with limited parking and the ability to purchase vouchers to extend your stay, season tickets and completely free with no limited waiting periods. HDC received around £20k per year from the sale of season tickets, discs and vouchers which was a small contribution to the overall £265k annual cost of delivering the rural car parks.
- 3.2.2 During the surveys we identified that a number of car parks needed investment due to poor surfaces, lines and layout. In the past we have only maintained these reactively as the cost for substantially improving the car parks was difficult to propose when they were not paying for themselves. It was decided that if the car parks were going to introduce a form of charging then an investment programme for car park improvements would be set up, with a sinking fund of £50k a year being put aside to allow this to happen.
- 3.2.3 Another area for improvement was to simplify and standardise (to an extent) the rural parking scheme. This has been achieved by introducing the same core rules, same pricing structure, the same P&D machines across the district, same signage, and discs that can be used in all HDC rural car parks.

Income

- 3.2.4 One of the key aspects of introducing the new rural parking scheme was to generate an income that would cover the annual cost of running the rural car parks, introduce a sinking fund for reinvestment within the car parks and the delivery of the scheme. We identified that the target to cover these costs was £315k.

Pay and Display Income

Review Date: 3rd April 2017 – 30th November 2017

- 3.2.5 The pay and display income was introduced into the scheme to support those that wished to make infrequent short stay visits, a pay and display machine was fitted into each of the car parks. Initially card only machines were installed. Following feedback a cash facility along with the ability to pay for parking using a mobile phone were introduced.

3.2.6 The use of the pay and display was greater than first anticipated (below is a table that identifies the number of transactions and income for each area from the 3rd April 2017 to the 30th November 2017).

Location	Income	Transactions
Billingshurst	£11,689	11,165
Storrington	£35,566	32,950
Steyning	£36,348	28,968
North Horsham	£4,863	4,779
Pulborough	£4,078	3,621
Henfield	£19,116	17,971
Total	£111,660	101,454

Pay and Display Sales 3rd April 2017 – 30th November 2017 inclusive of VAT

Season Ticket Sales

3.2.7 Season tickets were made available for long stay parkers. The number of season tickets were agreed in conjunction with the Parish Councils and were set at a level to allow a number of long stay parkers that didn't negatively affect the availability of short stay parking spaces.

3.2.8 In some cases, the number of season tickets available has been increased following a review of spaces and identifying that additional tickets can be sold (especially where there is a waiting list). Below is a list of season tickets available per car park, how many are sold, income and if there is a waiting list or not.

Location	Number Available	Sold	Income	Waiting List
North Street Storrington	155	140	£18,200	0
Hanover Walk Storrington	12	11	£1,430	0
Jengers Mead Billingshurst	17	17	£2,210	5
Six Bells Billingshurst	35	35	£4,550	14
Lower Street Pulborough	35	35	£4,550	23
Fletchers Croft Steyning	45	41	£5,330	0
Newmans Gardens Steyning	35	35	£4,550	10
Cooper Way Henfield	27	27	£3,510	8
Library Henfield	31	31	£4,030	6
Godwin Way North Horsham	19	19	£2,470	0
Total	411	391	£50,830	

Season Ticket Sales 3rd April 2017 – 30th November 2017

3.2.9 The table above highlights that the sale of season tickets has been well received with 95% of season ticket available sold. In many places, there are waiting lists for additional season tickets. In total, we have 66 people on waiting lists for these car parks. Following this review and in conjunction with the Parish Councils we will be reviewing the possibility of increasing the sale of season tickets.

3.2.10 Pulborough has a long stay parking shortage despite Lower Street having 50% of the parking spaces of the car park allocated to long stay parkers, the highest percentage per space compared to any other car park.

Annual disc sales

3.2.11 The Annual Parking Disc offered great value for regular short stay car park users. At £12 for the initial disc and £6 for the additional ones the discs have been very popular and are well used across all of the car parks. We had an initial incentive deal at the launch of the scheme, if you signed up within the first 8 weeks you were able to get a free second disc with your sign up. As of the 30th November 2017 we had disc sales of:

- Single Disc Sign up - 2,123
- Multi Disc Sign up - 15,316
- Free discs - 14,659
- Total Disc Sales - 35,496

3.2.12 This is with a total of 17,360 sign ups. A breakdown of these sign-ups per location are listed below along with income, the 'linked area sign ups' are those areas added in that are geographically close to the main town/ villages.

Location	Parish Sign Ups	Linked area Sign Ups	% of total Sign Ups	Income
Billingshurst	1596	144	10	£22,842
Storrington	2078	1913	23	£52,537
Steyning	1744	918	15	£34,263
North Horsham	545	180	4	£9,137
Pulborough	1068	257	8	£18,274
Henfield	1552	867	14	£31,979
Other District Areas	2490		14	£31,979
Outside District	2135		12	£27,411
Total		17,487 (all)		£228,422

Annual Disc Sales 3rd April 2017 – 30th November 2017 Income includes VAT

Income per location

3.2.13 Below is a breakdown of P&D, Season Ticket and Annual Parking Disc income per location and per space to date (3rd April – 30th November).

Location	P&D Income	Season Ticket Income	Annual Parking Disc Income	Total	Income per space
Billingshurst (121 spaces)	£11,689	£6,760	£22,842	£41,291	£341
Storrington (365 spaces)	£35,566	£19,630	£52,537	£107,733	£295
Steyning (262 bays)	£36,348	£9,880	£34,263	£80,491	£307
North Horsham (90 spaces)	£4,863	£2,470	£9,137	£16,470	£183
Pulborough (76 spaces)	£4,078	£4,550	£18,274	£26,902	£353
Henfield (186 bays)	£19,116	£7,540	£31,979	£58,635	£315
Other non specific areas	N/A	N/A	£58,758		
Total	£111,660	£50,830	£227,790	£331,522	

**Gross income inclusive of VAT*

Projected Annual Income

3.2.14 Below is a projection for all income for 2017/18 based on current sales.

Location	P&D Income	Season Ticket Income	Annual Parking Disc Income	Total
2017/18	£152,764	£50,830	£230,000	£433,594

**Gross income inclusive of VAT – total £361,328 minus VAT*

Usage Surveys

3.2.15 Surveys were undertaken in 2016, and again in 2017, to understand occupancy rates and to see how the introduction of the new scheme has affected their use. These surveys were undertaken during October and November to avoid any school holidays or other times of the year that would not be considered representative and were undertaken on more than one occasion each time.

3.2.16 Below is a table comparing the average and maximum usage for each car park in each survey between 2016 (pre-scheme) and 2017 (post scheme).

		2016		2017	
		Average Usage	Max Usage	Average Usage	Max Usage
Billingshurst	Six Bells	27%	36%	40%	44%
Billingshurst	Library	64%	82%	60%	69%
Billingshurst	Overall	45.5%	59%	50%	56.5%
Henfield	Coopers Way	66%	81%	79%	91%
Henfield	Library	81%	90%	74%	81%
Henfield	Overall	73.5%	85.5%	76.5%	86%
Pulborough	Lower Street	62%	67%	52%	82%
Steyning	Fletchers Croft	65%	81%	60%	77%
Steyning	High Street	77%	93%	74%	91%
Steyning	Newmans Gardens	76%	81%	60%	74%
Steyning	Overall	76.5%	87%	67%	82.5%
Storrington	Monastery Lane	60%	69%	51%	66%
Storrington	Mill Lane	60%	65%	68%	77%
Storrington	North Street	35%	37%	54%	60%
Storrington	Overall	47.5%	51%	61%	68.5%

3.2.17 It's important to note that there are many factors that impact on car park usage including the time of year, weather, economic strength of a location and availability of spaces. Whilst comparing the two sets of information you can see that in most cases there is little difference in average use with some increases in use, particularly in Henfield, Billingshurst and Storrington.

Changes for 2018

3.2.18 A number of small changes have been introduced to address local concerns including the introduction of cash at the pay stations, increase of maximum stay hours from 3 to 4. The number of season tickets available has been increased in certain car parks; proactively advertised the ability to extend stay periods; and introduced annual discs to a previously season ticket holder only car park.

3.2.19 There are two areas that have shown below expected sales and these are being reviewed separately. These are North Horsham Godwin Way and Pulborough Lower Street, both have different issues and will need specific changes to meet their needs.

Godwin Way Car Park North Horsham

3.2.20 There have been discussions with North Horsham Parish Council regarding steps forward.

3.2.21 Due to the sales of P&D and discs and the usage of the car park it is evident that the car park is not being used and due to the location of residential properties and free on street parking these cars have moved to the local roads. This area is very different compared to the other car parks in the rural parking scheme with a small parade of shops and its location is neither town centre nor a village.

3.2.22 The discussions regarding the car park were put on hold in the later part of 2017 due to the income from P&D increasing (and subsequently the usage). It was discovered that this was due to the local Tesco express closing for refurbishment but this has now reopened and the P&D sales have dropped again.

3.2.23 Discussions are continuing to find a solution that will meet the needs of both North Horsham and HDC.

Lower Street Car Park Pulborough

3.2.24 Due to the concerns in Pulborough further surveys have been undertaken to better understand what the issues are. We have spent five consecutive days monitoring the local roads to the High Street (Lower Street) and car park including the limited waiting bays, and a more in-depth survey of the Lower Street car park.

Lower Street Car Pak Findings

3.2.25 Lower Street car park is the only HDC owned public car park within the area and is relatively small with 76 parking bays including 2 disabled ones. This car park serves the shoppers, residents and workers parking all day. The most season tickets per spaces are sold within this car park (35) equating to 47% of the car park capacity. With this we also have the longest waiting list with an additional 23 people wanting a season ticket for this car park. This immediately identifies that there is a long stay parking issue within Pulborough for workers and residents. Currently these people are displaced on to the surrounding streets.

3.2.26 The car parks average daily occupancy is around 52% but with maximum occupancy consistently sitting around 82% at midday; we would not want to increase the all-day season tickets available because although during the early mornings and after 2pm the car park has capacity at lunch time it doesn't and if spaces are not available people who 'pop in' for the lunch time trade will not be able to park. On average, there are only 18 P&D tickets sold a day within Pulborough with the majority of those transactions taking place between the lunch period (11am – 2pm). The car parks capacity with the current season ticket sales appears to be meeting the needs of the area.

3.2.27 Average use across the day of the car park has dropped but the maximum usage has stayed relatively the same since the introduction of the scheme. One of the main reasons for this is that there is less misuse of the disc happening. Pulborough used to have a large problem with long stay parkers parking in Lower Street car park using a free disc; they would park for the 4 hours, move the car at lunch and put the disc up again for a further 4 hours. Although there is anecdotal evidence of this happening again it is considerably less than previously and again points to why there may have been more displacement on-street and a large waiting list for season tickets.

3.2.28 The issue points directly to the availability of parking for all day parkers which needs to be addressed. Introducing a 1hr free parking period is unlikely to assist as there is plenty of free 1hr parking on-street which is well used.

On street local roads

3.2.29 Parking on the local streets within a close proximity to the main High Street and car park was also reviewed. These streets were:

- Brook Way
- Swan View
- Village Hall
- Lower Street
- Rivermead
- Rectory Lane
- Skeyne Drive
- Allfreys Wharf
- Station Road

3.2.30 It's important to note that this was just to get a view of number of cars and types of parking i.e is it dangerous, inconvenient or illegal. We have no data to compare this to as an on-street survey was not undertaken before the scheme was introduced. Additionally, there is no way of identifying who these vehicles belong to as they could be residents, workers, shop owners or shoppers.

3.2.31 On average in the middle of the day there are 81 cars parked within these 9 roads. The range ran from 75 to 93 cars in any one day; because numbers on each day were relatively close it is considered likely that the majority of these regularly park within these areas.

3.2.32 Across the 9 roads we established that on average there were;

- 1.4 cars parked illegally (1.7%)
- 1 cars considered to be parked dangerously (1.2%)
- 15.6 cars parked inconveniently (19.3%)
- 63 cars parked legally and acceptable (77.8%)

- Illegally parked cars

These were cars that were parked on yellow lines that could have received a Penalty Charge Notice from a Civil Enforcement Officer. These can be managed through effective enforcement.

- Dangerously parked cars

This was predominately cars parked on a junction and was always within Rivermead, this is a Police issue and we will be passing these findings on.

- Inconveniently parked cars

This covers cars that are parked in a way that isn't dangerous or illegal but could cause annoyance such as on the pavement, slightly blocking dropped kerbs or poor parking. There was a relatively high example of this throughout the streets and suggests there is a need for an education approach. This was predominately in Lower Street and Rectory Lane, but with most roads reviewed suffering from some sort of inconvenient parking taking place.

On-street limited parking bays

3.2.33 There are four 1hour limited waiting bays in Pulborough, our survey of these highlighted that they are well used with over 347 cars logged as using them over the 5 days. These are relatively self-managed with 87% of those cars parking for less than an hour and only 3% staying more than two hours.

3.2.34 To improve the situation within Pulborough an additional 7 season tickets will be made available within the Lower Street car park, this will improve the situation regarding the availability of long stay parking. Currently two of the four on-street limited waiting parking bays are unenforceable due to the position of the sign posts; WSCC are working to rectify this issue. When all four bays are rectified an increased enforcement presence will be assigned to ensure correct use of these bays.

3.3 Rural Car Park Improvement Plan

3.3.1 Over the years the surface car parks within the rural areas have received very little investment to improve the parking experience. The car parks have been managed under a reactive maintenance programme. With the introduction of the new Annual Parking scheme in April 2017 it was agreed that we would introduce an improvement plan for those car parks included within the scheme that would allow us to invest in the look, feel and operation of the car parks.

3.3.2 It was agreed that from the income we would set aside funds to reinvest back into the rural car parks. It's been agreed that £50k will be placed into a sinking fund and will be spent on an ongoing programme depending on need.

3.3.3 The plan is to run an improvement project within those car parks that are included within the scheme. A condition review of these car parks has been undertaken to understand works required and current remaining life spans on the surfaces. Below is a plan for reinvestment, reconfiguration and improved circulation prioritised by remaining time left on the life of the current surface, opportunity for increasing spaces, and works are spread across locations to ensure availability of spaces in alternative car parks whilst works are taking place.

3.3.4 Below is a high-level copy of the improvement plan:

Location	Works	Year of works
Henfield Library CP	Re-surface, Re-line and bay/ traffic flow reconfiguration	2018-19
Steyning Fletchers Croft CP	Re-surface, Re-line and bay/ traffic flow reconfiguration with additional bays	2018-19
Storrington Mill Lane CP	Re-surface, Re-line and relocation of bays and traffic flow with additional bays	2019-20
Billingshurst Library CP	Merge the Library and Six Bells into one car park. Re-surface, Re-line and reconfiguration of bays and traffic flow with additional bays	2019-20
Billingshurst Six Bells CP	As above	2019-20

Steyning Newmans Gardens CP	Re-surface, Re-line and bay/ traffic flow reconfiguration with additional bays where possible	2019-20
Pulborough Lower Street CP	Relining and layout reconfiguration – surface is good	2020-21
Steyning High Street CP	Re-lining, bay/ traffic flow reconfiguration – surface is good	2020-21
Henfield Coopers Way CP	Re-lining and reconfiguration with extra bays if possible	2020-21
Storrington Library CP (North St)	Potential re-surface if needed	2022-24
Roffey		Under Review

3.3.5 We have had initial discussions with the Parish Councils that responded to our request for a meeting. We shared ideas of potential car park layouts and materials, ways to link the space to local areas and welcome zones. This were discussed and ideas shared – further work will take place on this.

4 Next Steps

Tariff Changes

- 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:
- Develop a marketing campaign to promote the tariff changes
 - Identify season ticket holders and inform them of the changes
 - Update relevant signage
 - Change the payment machines to accept the new tariff
- 4.3 It is proposed that new rural car parking arrangements will take effect from Monday 2nd April 2018.

Rural Car Park Improvements

- 4.4 Communicate the plan of works to relevant stakeholders
- 4.5 Work with the Parish Councils to agree a design and plan of action
- 4.6 Where applicable undertake relevant planning applications
- 4.7 Procure for works to do be done
- 4.8 Project delivery plan including communications, alternative parking, and time frames

Annual Parking Disc Update

- 4.9 The findings will now be shared with the Parish Councils to discuss their observations.

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

- 5.1 Policy Development Advisory Group agreed with the proposals
- 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 Don't increase Parking Tariffs, if you didn't do anything you wouldn't meet the medium term financial goals.
- 6.2 Blanket X% increase across all car parks – this option would impact the majority of users, doesn't help manage the demand of parking across the town and will negatively affect the local economy. A blanket increase of charges could ultimately lead to a loss of income through customers trying to avoid the charges and displacement of vehicles into the surrounding streets.
- 6.3 Different options for delivering the rural car park improvements. The current plan is based on need and condition of the car parks.

7 Resource Consequences

- 7.1 It is estimated that the increases to parking tariffs will increase income by £150,000. This has been included within the 2018/19 budget.
- 7.2 It is proposed that the car park improvement projects for 2018/19 will cost £165,000 to deliver. This is being funded from Section 106 money and the sinking fund put aside for 16/17 and 17/18. The capital bid for these works have been included within the budget.
- 7.3 There are no HR 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.
- 9.4 Rural Car Park improvements could be delayed due to external factors such as other development opportunities, changing priorities, or urgent need

10 Other Considerations

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

Appendix 1

Day Rate	>30 mins	> 1hr	1-2hrs	2-3hrs	3-4hrs	4-5hrs	5-6hrs	6-8hrs	over 8 hours	Sunday/BH	Evening
Swan Walk			£2.40	£3.60	£4.80	£6.00	£7.20	£8.40	£12.00	£1.50	N/A
Forum			£1.80	£2.70	£3.60	£4.50	£5.40	£7.20	£9.00	£1.50	N/A
Piries Place	£0.70	£1.20	£2.40	£3.60	£4.80	£6.00	£7.20	£8.40	£12.00	£1.50	£1.00
Denne Road		£1.40	£2.80	£4.20						£1.50	£1.00
Hurst Road				£1.60	£3.30	£4.40				£1.50	N/A
BT				£2.70	£3.50	£4.40	£5.20	£7.00		£1.50	N/A
North Street		£1.10	£2.20	£3.30						£1.50	£1.00
Jubilee		£1.20	£2.40	£3.60	£4.80					£1.50	£1.00
North Parade		£1.00	£1.80	£2.70						£1.50	N/A
Hospital		£0.60	£1.00		£2.00					N/A	N/A
London Road (Saturday and Sunday Only)		£1.20	£2.40							£1.50	N/A
Library	£0.60	£1.20								£1.50	N/A
New Street		£0.70	£1.20	£1.60						£1.50	N/A

Day ticket	5 days	10 days	15 days	20 days	25 days	
Swan Walk	£27.50	£55.00	£82.50	£110.00	£137.50	at £5.50 a day
Forum	£19.75	£39.50	£59.25	£79.00	£98.75	at £3.95 a day
Season tickets	Quarterly	Annual				
Swan Walk	£325.00	£1,325.00				
Forum	£240.00	£955.00				
Dukes Sq	£205.00	£840.00				
Talbot Lane	£310.00	£1,245.00				
London Road	£250.00	£995.00				
Arun House	£210.00	£840.00				
Park View	£210.00	£840.00				