



**CABINET**

**4<sup>TH</sup> DECEMBER 2014**

**AGENDA ITEM (9)**

**PROPOSALS FOR IMPROVEMENTS TO THE COUNCIL'S CAR PARKS**

<b>Accountable Member</b>	Councillor C Hancock Cabinet Member for Enterprise and Partnerships
<b>Accountable Officer</b>	Monica Stephens Shared Head of Customer Services and Interim Shared Head of Environment and Commercial Services 01285 623000 monica.stephens@cotswold.gov.uk

<b>Purpose of Report</b>	To enable the Cabinet to consider and approve proposals for improvements to the Council's car parks which would:  (i) deliver benefits to residents, businesses, working people and shoppers;  (ii) increase dwell times in market towns;  (iii) improve the visitor experience;  (iv) retain efficient management functionality of the parking service.
<b>Recommendations</b>	<p>(a) That the overnight parking charge between 6.00 p.m. and 8.00 a.m. at the Brewery Car Park, Cirencester be removed;</p> <p>(b) that a new off peak 'plus' ticket be introduced, to include parking on weekends in any of the Council's car parks;</p> <p>(c) that the introduction of a £2 all day tariff at the Old Market Way Car Park, Moreton-in-Marsh be approved;</p> <p>(d) that the introduction of a £2 all day tariff at the West Street Car Park, Tetbury be approved;</p> <p>(e) that the charging periods on Sundays across all the Council's charging car parks be changed from 8.00 a.m.-6.00 p.m. to 10.00 a.m.-4.00 p.m. to better reflect retail activity;</p> <p>(f) that a study be commissioned, to include consultation, the collation of data to inform the business case (including costs and service implications) of introducing alternative payment mechanisms in all the Council's car parks and occupancy data; with the cost of such study to be met and from the Car Park Reserve Fund;</p> <p>(g) that the new tariff changes be introduced with effect from 1<sup>st</sup> March 2015 to allow for lead time for any changes needed to Parking Orders.</p>

<b>Reason(s) for Recommendation(s)</b>	To provide a benefit to a wide range of car park users as well as businesses in the District by increasing dwell time for shoppers
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<b>Ward(s) Affected</b>	Bourton-on-the Water, Cirencester, Moreton-in-Marsh, Stow-on-the-Wold; Tetbury
<b>Key Decision</b>	No
<b>Recommendation to Council</b>	No

<b>Financial Implications</b>	<b>Financial Implications of Recommendations (a) - (e)</b>		
	<b>Proposal</b>	<b>Financial cost</b>	<b>Financial Income</b>
	(a) Remove overnight parking charges Brewery car park	£13,000 pa	£1,000 pa (reduced enforcement resource/time)
	(b) Off peak ticket to include weekends		£2,000
	(c) Introduce £2 all day MiM	Cost neutral	Cost neutral
	(d) Introduce £2 all day Tetbury	£3,000 pa	
	(e) Change Sunday charging period	£4,000 pa	£2,000 pa (reduced enforcement resource/time)
	Sub total (annual costs)	<b>£20,000 (A)</b>	£5,000 (B)
	<b>Total cost to Council (A-B)</b>	<b>£15,000</b>	
		<p>The car park income budgets will be amended as part of the 2015/16 budget setting process.</p> <p><u>Financial Implications of Recommendation (f)</u></p> <p>It is estimated that the work required by the study can be jointly procured with West Oxfordshire District Council</p> <p>The costs can be met from the Car Park Reserve Fund, which is ring-fenced under the Traffic Management Act 1984 for traffic management related costs.</p>	
<b>Legal and Human Rights Implications</b>	None		
<b>Environmental and Sustainability Implications</b>	None		

<b>Human Resource Implications</b>	None
<b>Key Risks</b>	<p>There will always be a risk of a negative reaction when making any changes to parking charges. However, the proposed changes detailed in this report are in response to user feedback and are a positive step in meeting the needs of many user groups.</p> <p>The assumptions over car park usage prove incorrect resulting in a different impact on the financial implications.</p>
<b>Equalities Analysis</b>	<p>The proposed changes impact equally on all car park users; as such there is neither a positive or negative impact on any identifiable disability and or other vulnerable group.</p> <p>Any consultation will include the appropriate community groups including for example, faith and disabled groups.</p>

<b>Related Decisions</b>	None
<b>Background Documents</b>	Parking Strategy 2010
<b>Appendices</b>	None

<b>Performance Management Follow Up</b>	Car park income and expenditure is reported to the Strategic Director and Cabinet Member on a monthly basis, and to Members as part of quarterly monitoring.
<b>Options for Joint Working</b>	There is now a joint service delivering Parking Strategy for both this Council and West Oxfordshire District Council and the report proposed joint procurement of study work.

<b>Background Information</b>	
<p>1. <u>Changes to Parking Tariffs : Recommendations (a) - (e)</u></p> <p>1.1 The Parking Strategy 2010, which was approved by the Council in October 2010, aims to consider the needs of parking users, as well as identify actions necessary to provide a sustainable, modern parking service which reflects local issues and meets the demands for parking provision across the Cotswolds.</p> <p>1.2 The aims and objectives of the strategy are:</p> <ul style="list-style-type: none"> <li>• to provide a positive customer experience in the use of Council-owned off-street car parks in the District;</li> <li>• to enable the provision of parking options which encourage business and tourism and meet the needs of workers and residents;</li> <li>• to support communities in the development of off-street parking provision to meet local demand.</li> </ul> <p>1.3 This report continues to develop the strategic objectives of the Parking Strategy with proposals that not only support the delivery of key objectives but also aims to increase footfall to market towns to support local business and increase dwell time for shoppers.</p> <p>1.4 The recommendations are also made following feedback received from residents and shoppers and are made against the backdrop of expected development which has so far not come forward.</p>	

1.5 Recommendations (a) to (e) reflect work undertaken by Officers in response to resident and user feedback with the aim being to benefit a wide range of car park users, as well as businesses in the District, by increasing dwell time for shoppers.

1.6 Table 1 below details the expected outcome of each proposal.

	<b>Proposal</b>	<b>Proposed/Expected Outcome</b>
A	Remove the overnight parking charges after 6pm until 8am from the Brewery Car Park	<ul style="list-style-type: none"> <li>• Will reduce the demand for parking in adjacent streets.</li> <li>• Create free overflow parking for residents with limited or no space on-street parking.</li> <li>• Any evening event will benefit from free parking throughout Cirencester.</li> <li>• Reduction in the cost of enforcement</li> </ul>
B	Introduce a new off-peak plus ticket to include weekend parking in any car park. Proposed cost of £50 p.a which is equivalent to the first residents parking permit for those who have a zone. Off-peak plus times would allow parking weekdays 8am to 10 am, 4pm to 6pm and all weekend.	<ul style="list-style-type: none"> <li>• Offers alternative parking for residents with no resident parking zones or in streets with high parking demand.</li> <li>• Benefits to regular shoppers and those people who only work weekends.</li> </ul>
C	Set £2 all day tariff at Old Market Way Moreton-in-Marsh (similar to Beeches in Cirencester); New proposed charges would be: ½hour - 50p, 1hour - 70p, 2 hours - £1.50 and all day - £2	<ul style="list-style-type: none"> <li>• Encourage longer dwell time for shoppers.</li> <li>• Remove/reduce cars from the street in the centre of town into the car park.</li> </ul>
D	Set £2 all day tariff at the West Street Tetbury car park (similar to Beeches in Cirencester); New proposed charges would be: ½hour - 50p, 1hour - 70p, 2 hours - £1.50 and all day - £2	<ul style="list-style-type: none"> <li>• Encourage longer dwell time for shoppers.</li> </ul>
E	Change the charging period on Sundays across all charging car parks from 8am to 6pm to 10am to 4pm to better reflect retail activity	<ul style="list-style-type: none"> <li>• Provides alternative overnight parking for local business, particularly hotels, B&amp;Bs etc. who have limited business parking for guests</li> <li>• Reduction in cost of enforcement</li> </ul>

1.7 The all-day charge introduced in the Beeches Car Park, Cirencester in January 2013, has increased usage at this site over and above the original cost neutral expectations. Therefore, the reduction at the Old Station Car Park, Moreton-in-Marsh is expected to be cost neutral at the very least.

## 2 Study Proposal

2.1 The Council currently operates eighteen car parks across the District. All the Council's charging car parks already have digital pay and display machines which accept multiple coins (no notes), debit and credit cards and payment options via a mobile phone, allowing users to top up their car parking stays remotely while shopping and away from their vehicles.

2.2 The introduction of the credit and debit card enabled pay and display machines, during October 2014 is expected to increase flexibility for customers and increase dwell time.

2.3 It is accepted that the Council currently only offers pay and display payment methods when technology has moved on and that other payment options are now available, such as Pay on Foot and ANPR technology.

2.4 Due to the size of the District and varying needs of settlements (some rely more heavily on tourism for example than others), it may be that improvements in technology offer alternative approaches to parking payments and a detailed review of payment options available will enable full consideration of needs to be given at town level rather than District.

2.5 Part of the Local Plan process includes a study that will set out proposals for improvements to public parking provision within the key sustainable settlements in the Cotswold District in order to support both the required level of economic and housing growth and their function as vibrant and sustainable service centres. This piece of work will also provide data on utilisation of car parks at different times of the day and also some user profile - shopping, tourists, parking for work etc.

2.6 To ensure that the Council has a complete picture of future car parking demand and service provision, this proposed parallel piece of work will establish what the cost and service implications would be should the Council install different payment technology, for example, pay on foot or ANPR systems, and will ensure that the revised Strategy delivers what is both required and affordable.

2.7 At the same time, work is being commissioned by Officers at West Oxfordshire District Council which will form the basis of a new parking strategy. It is, therefore, proposed that this piece of work is jointly procured with West Oxfordshire District Council, enabling this Council to benefit from both timing and reduced costs.

### 3. Parking Strategy Update

3.1 At its Meeting on 5th June 2014, the Cabinet agreed changes to all of the car parks - with the replacement of twenty-nine pay and display machines, the start of the tender process for the Forum Car Park improvements, and the introduction of Electric Vehicle Charging Points (EVCP) in two of the Council's car parks (Minute CAB.8 refers).

3.2 Installation of the new pay and display machines was completed in October 2014.

3.3 The EVCPs have now been installed, one at the Beeches Car Park, Cirencester, and one at the Old Station Car Park, Moreton-in-Marsh. The EVCPs will be live and in use during December 2014. This work was delivered following approval of a grant from the Office for Low Emission Vehicles.

3.4 The tender process for the works for the Forum Car Park is currently underway with the deadline for receipt of tenders being 12 noon on 4<sup>th</sup> December 2014. It is hoped that a contractor will be appointed by the end of the year for work to start in 2015.

3.5 A detailed programme of car park developments is now being prepared, and quotations will be obtained, for improvements across all of the Council's Car Parks. The plan will look to roll-out improvements over an approximate period of three years. A further report will be submitted to a future meeting of the Cabinet to seek an additional capital allocation.

(END)