



Council name	COTSWOLD DISTRICT COUNCIL
Name and date of Committee	CABINET – 6 FEBRUARY 2023
Subject	Car Parking – Review of Season Ticket Pricing
Wards affected	Abbey, St Michaels, Stow on the Wold, Bourton Village, Tetbury with Upton, Moreton West, Watermoor
Accountable member	Cllr Tony Dale – Cabinet Member for the Economy and Transformation Email: tony.dale@cotswold.gov.uk
Accountable officer	Jon Dearing – Group Manager for Resident Services Tel: 01993 861221 Email: jon.dearing@publicagroup.uk
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Summary/Purpose	Further to the report considered by Cabinet on 10 January 2022, this report proposes an updated pricing strategy for car park season tickets which is linked to the ‘pay and stay’ tariff and current demand for season tickets at specific car parking sites.
Annexes	None
Recommendation/s	That Cabinet: <ul style="list-style-type: none"> a) Approves the adoption of the car park season ticket pricing methodology set out at paragraphs 2.10 to 2.16 b) Approves the adoption of revised car park season ticket charges set out at paragraphs 2.17 to 2.22 effective from 1 April 2023; and c) Notes the current position with regard to the lease of the Whiteway car park site (paragraphs 2.29 to 2.32) d) Delegate the consideration of the consultation response to the Deputy Chief Executive in consultation with the Cabinet Member for the Economy and Transformation
Corporate priorities	Delivering our services to the highest standards
Key Decision	NO
Exempt	NO
Consultees/ Consultation	The Leader, The Deputy Leader and Cabinet Member for Finance, Cabinet Member for the Economy and Transformation, Chief Executive Officer, Chief Finance Officer, Head of Legal Services, Monitoring Officer, Group Manager for Resident Services, The President and Chairman of the Cirencester Ruby Football Club



1. BACKGROUND

- 1.1. The Council adopted the current Parking Strategy in 2010. The Strategy was developed following significant surveys and data analysis that was undertaken by an independent parking consultation in partnership with the public, Town Councils, Chambers of Commerce, Specialist Groups and the previous administration.
- 1.2. Although some aspects of the Strategy remain relevant, an overhaul of the Strategy is required. This will be an intensive piece of work, requiring support from an external consultant (at additional cost), other Council departments and other partner organisations.
- 1.3. To help address some of the current challenges associated with car parking in relation to demand and reduced income yield following the Covid-19 pandemic, a series of proposals were considered and approved by Cabinet at their meeting of 10 January 2022. This report follows on from the one considered in January 2022 and proposes a revised pricing strategy for car park season tickets which is linked to the 'pay and stay' tariff and demand for season tickets at specific car parking sites.

2. MAIN POINTS

- 2.1. Car Parks and Season Tickets.
- 2.2. Cotswold District Council ("the Council"), currently provides season tickets at nine car parks across the District; one of which is leased from the Cirencester Rugby Football Club (the Whiteway car park).
- 2.3. The lease agreement with the rugby club for Whiteway only allows the car park to be used by season ticket holders during the hours of 7am and 7pm Monday to Friday.
- 2.4. Compared to pay and stay, season tickets are a cheaper and more convenient payment option for drivers who regularly use the District's car parks. From the Council's perspective, season tickets help to secure a regular income stream as part of the Council's car parking offer.
- 2.5. In addition to site specific season tickets, two 'off-peak' season ticket options are available which allow for parking at all Council owned sites.
- 2.6. With the exception of the Whiteway car park (which is season ticket only), allocations for season tickets are set at 50% of the number of standard spaces. Cabinet approved this revised limit at their meeting of 10 January 2022; prior to which the limit was 80%. Current demand and prices for season tickets at each of these car parks is as follows:



Car Park	Season Tickets Available	Current Allocation	Demand Level %	Current Price		
				12 Month £	6 Month £	3 Month £
The Whiteway	151	0	0%	500	250	125
Abbey Grounds	46	65	141%	650	325	150
Old Station	74	44	59%	600	300	150
Sheep Street	51	51	100%	600	300	150
Waterloo	117	83	71%	600	300	150
Old Market Way	22	5	23%	435	220	120
Maugersbury Road	34	1	3%	435	220	120
West Street	23	24	104%	435	220	120
Rissington Road	100	n/a	0%	435	220	120
	618	273	44%			

2.7. As shown in the above table, demand for season tickets at Abbey Grounds is over-subscribed. The over-subscription at Abbey Grounds stems from the fact that the season ticket allocation limit used to be 80%. Demand at Old Station, Sheep Street, Waterloo and West Street car parks is also relatively healthy. The notable exception is Whiteway where no season tickets have been sold. At the time this report was prepared, no season tickets are available for Rissington Road as it remains closed for refurbishment.

2.8. Season Ticket Demand and Pricing – Outcome of Review

2.9. Following a review of car park season ticket demand and pricing across the District, several challenges were identified as follows:

- The pricing of season tickets is not necessarily reflective of demand. Pricing according to market conditions is the most effective means of matching supply and demand;
- The pricing of season tickets is not linked to pay and stay prices. Establishing a pricing formula which is linked to pay and stay prices will ensure season ticket prices are automatically updated when pay and stay prices are changed;
- Season tickets currently allow for parking at specific sites during all operating hours. There may be scope to generate additional revenue by offering season ticket options which reflect agile working patterns which are now more common following the Covid-19 pandemic; for example hybrid working between home and office.

2.10. Season Ticket Pricing Proposal



2.11. To address the challenges presented above, it is recommended that the Council adopts the following pricing strategy for car park season tickets.

- Season ticket prices should be linked to a pay and stay 'reference price' using a formula which means both ticket prices change in step with each other. To ensure season tickets continue to represent good value, any differential (multiplier) applied to the 'reference price' will follow a clear and transparent methodology;
- The differential that is applied to the 'reference price' is reflective of demand for season tickets at different sites. For example, a lower differential could be applied to season tickets which are in high demand;
- 6 Month and 3 Month tickets will continue to be priced by reference to 12 month tickets;
- The Council will explore the possibility of introducing a new season ticket for part-time or hybrid workers who may only attend a place of work for part of the week. The options to be made available must be efficient and practical to implement from the perspective of administration and enforcement. If it is possible to develop practical and viable proposals in this regard, a further report will be prepared for consideration by Cabinet.

2.12. Reference Price Formula

2.13. There are a myriad of options for setting a reference price from which season ticket prices can be determined. A relatively straightforward approach is to calculate the annual cost of parking on a pay and stay basis five-days per week for 220 weekdays per year (this being analogous to a traditional working pattern for a full-time employee). 220 days has been calculated by taking the number of days per year (365) with deductions for weekends (104 days), bank holidays (8 days) and other 'non-parking' days covering holidays, additional bank holidays, sickness, working elsewhere etc. (33 days).

2.14. This is not to say all season ticket holders are full time workers or use car parks according to a set pattern for 220 days per year. This is merely a means of calculating a reference price. For a car park where the pay and stay price is £7.90 for a full day, the reference price is calculated as follows:

£7.90 multiplied by 220 equals £1,738

2.15. Season ticket prices for 12 months can then be calculated by applying a differential (multiplier) to this reference price. To keep pricing simple, it is recommended that prices are rounded to the nearest £5, for example:

£1,738 multiplied by (1 minus 62.5%) equals £650 (£651.75 rounded to the nearest £5)



- 2.16. 6 month and 3 month tickets are then calculated by applying a differential to the 12 month ticket price, for example:

£650 multiplied by 50% equals £325 (the price of a 6 month ticket rounded to the nearest £5)

£650 multiplied by 25% equals £165 (the price of a 3 month ticket rounded to the nearest £5)

2.17. Proposed Season Ticket Prices (Using the Reference Price Formula)

- 2.18. The following table shows proposed 12 month season ticket prices for car parking using the above-mentioned formula. At Abbey Grounds (where season tickets are over-subscribed), the differential against the reference price has been set at 45.2%; resulting in a proposed increase of £300 per year. At all other sites (excluding Whiteway), the differential has been set so as to limit price increases to between £40 and £50 per year. The price of season tickets for Whiteway remain unchanged. Season tickets for Rissington road will no longer be available to give priority to those patrons wishing to park on a 'pay and stay' basis.

Car Park	Current Price £	Pay & Stay £	Reference Price £	Differential %	Proposed Price £	Price Change £
The Whiteway	500	*	1,738	71.3%	500	0
Abbey Grounds	650	7.90	1,738	45.2%	950	300
Old Station	600	7.90	1,738	62.5%	650	50
Sheep Street	600	7.90	1,738	62.5%	650	50
Waterloo	600	7.90	1,738	62.5%	650	50
Old Market Way	435	2.70	594	20.0%	475	40
Maugersbury Road	435	7.90	1,738	72.8%	475	40
West Street	435	3.50	770	38.5%	475	40

* £7.90 has been used in the reference price formula but the car park is season ticket only



2.19. The following table shows revised prices for 6 month and 3 month tickets using the new methodology.

Car Park	Current Price		Proposed Price		Price Change	
	6 Months £	3 Months £	6 Months £	3 Months £	6 Months £	3 Months £
The Whiteway	250	125	250	125	0	0
Abbey Grounds	325	150	475	240	150	90
Old Station	300	150	325	165	25	15
Sheep Street	300	150	325	165	25	15
Waterloo	300	150	325	165	25	15
Old Market Way	220	120	240	120	20	0
Maugersbury Road	220	120	240	120	20	0
West Street	220	120	240	120	20	0

2.20. Other Season Tickets

2.21. It is proposed that 12 month Off-Peak and Off-Peak Plus season tickets will continue to be made available as will season tickets for Powells School. No changes are proposed to the price of these tickets.

2.22. The pricing for these season tickets is shown in the following table:

Car Park	Pay & Stay £	Current Price £
Off-Peak	7.90	55
Off-Peak Plus	7.90	75
Powells School	7.90	48

2.23. The Whiteway Car Park.

2.24. The Council has a lease agreement with Cirencester Rugby Football Club Ltd for a term of 10 years; commencing on 7 February 2020 and ending on 6 February 2030. The rent the Council is charged under the agreement is around £25,000 per annum.

2.25. The lease agreement specifies that parking is for season ticket holders only between the hours of 07:00 to 19:00, Monday to Friday. The current charge for an annual season ticket for Whiteway Car Park is £500. There are currently no season ticket users in this car park.



- 2.26.** The first break in giving notice of the lease agreement is not due until February 2025. The agreement currently stipulates that the Council must give a minimum of 6 months' notice if a break in lease is wanted.
- 2.27.** The Whiteway car park is situated in close proximity to the Abbey grounds car park which is currently over-subscribed (see figures disclosed in the table at paragraph 2.6).
- 2.28.** The proposed price increase for Abbey Grounds coupled with a price freeze for Whiteway car park season tickets may encourage greater use of the car park and reduce pressure at the Abbey Grounds site.
- 2.29.** Whiteway Car Park Lease
- 2.30.** In respect of the Whiteway car park, officers have met with the Rugby Football club's President and Chairman to discuss the current lease agreement, and the possible adjustments that could be considered by both parties to increase the use of this car park. Both the club's President and Chairman are keen to see the car park utilised and have said they are prepared to work with the Council to amend the lease agreement. However, the Rugby Football club entered into a Deed of Covenant with the Chester-Master family, which restrict disposals of the rugby football club land. Although the Council obtained consent for the application for planning and the lease of the car park, it is likely that the Council would need further consent from the Chester-Master family for any Deed of Variation to alter the current Permitted Use.
- 2.31.** The Whiteway car park also has installed two electric vehicle-charging points (EVCPs) that serves four parking bays. These are not advertised on any public maps due to the parking restrictions currently in place. If the Council were able to introduce pay and stay bays with shorter stay options, the site can be advertised on Zap map and other public places, which would help, encourage the use of electric vehicles. Revenue generated from the EVCP's installed in the Whiteway car park would belong to the Council.
- 2.32.** However, alternative parking options such as pay and stay cannot be introduced at the Whiteway car park without renegotiating the terms of the lease and obtaining all the necessary consents from the Freeholder / Chester-Master family. In addition, the club are unlikely to allow parking beyond the existing hours of hours of 07:00 to 19:00, Monday to Friday due to conflict with match fixtures and the use of rugby club facilities. Furthermore, the Rugby Football Club have indicated that they would require the Council to remove the existing break clause from the lease if there were a Deed of Variation to allow for alternative parking options such as pay and stay. This would mean that the Council would be obliged to continue leasing the site until the year 2030.

3. FINANCIAL IMPLICATIONS

- 3.1.** The methodology for setting season ticket prices by reference to pay and stay prices ensures both tariffs remain in step with each other. Furthermore, the proposal to apply



differential pricing for season tickets is an appropriate approach for managing car park patronage at each site.

- 3.2.** The proposed increase in season ticket prices has the potential to generate additional income provided there is no adverse impact on demand. Assuming all season tickets sold are for 12 months and with no impact on demand, the maximum potential for additional income generation is around £29K per annum. This should help mitigate existing pressures within the car parking revenue budget currently forecast to be £398K for 2022/23; although this includes £120K temporary loss of revenue in relation to the refurbishment of Rissington Road car park.

4. LEGAL IMPLICATIONS

- 4.1.** There are numerous legal implications to consider as follows:

- a) Any changes to the existing terms and condition, and/or charges in the car parks will require a variation to the Off-Street Parking Order, allowing for consultation and representation.
- b) A Deed of Variation to alter the current permitted use at the Whiteway car park with consent from the Chester-Master family

5. RISK ASSESSMENT

- 5.1.** The risks associated with the Whiteway car park are listed in points a), b) and c) below. The risk identified in point d) in respect of the proposed Season Ticket pricing increase:

- a) The planning permission is for a ten-year period only. The infrastructure will have to be removed in 2030 unless another application is made
- b) A rent review will be due on 7 February 2025, linked to the consumer price index (CPI); which on current indicative calculations will increase the rent to approximately £30,000 a year from this date
- c) That the recovery in consumer habits post-pandemic does not recover to pre-pandemic levels, and that the additional parking is no longer required
- d) Significant changes to the pricing of season tickets have the potential to adversely impact on demand and income generation.

6. EQUALITIES IMPACT

- 6.1.** There are no unacceptable adverse effects on the protected characteristics covered by the Equalities Act 2010 that have been identified.

7. CLIMATE CHANGE

- 7.1.** None



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8. ALTERNATIVE OPTIONS

- 8.1.** There is scope to adjust pricing and discounts within this modelling.