



Council name	COTSWOLD DISTRICT COUNCIL
Name and date of Committee	CABINET – 11 JANUARY 2024
Subject	REVIEW OF PARKING CHARGES AND SEASON TICKETS
Wards affected	All wards in the district are impacted as residents, visitors and businesses will use car parks across the district but the following wards are particularly impacted: Abbey, The Beeches, St. Michaels, Four Acres, Watermoor, Moreton West, Tetbury with Upton, Tetbury East and Rural
Accountable member	Cllr Tony Dale – Cabinet Member for Economy and Council Transformation Email: tony.dale@cotswold.gov.uk
Accountable officer	Susan Hughes – Business Manager for Support and Advice Email: susan.hughes@publicagroup.uk
Report author	Maria Wheatley - Parking Manager Email: maria.wheatley@publicagroup.uk
Summary/Purpose	The report proposes changes to pay and stay parking charges and season ticket charges. The report also proposes the introduction of charges for Sunday parking based on the tariff for Monday to Saturday pay and stay charges.
Annexes	Annex A – Budget Consultation Feedback Annex B – Car Parking Charges (Pay and Stay) Annex C – Car Parking Charges (Season Tickets)
Recommendation(s)	That Cabinet considers and approves: <ol style="list-style-type: none">1. The revised pay and stay parking charges set out in Annex B of the report effective from 1 April 2024.2. The revised season ticket parking charges set out in Annex C of the report effective from 1 April 2024.3. That the differential applied to season ticket charges for the Whiteway Car Park is increased from 71.3% to 75.3% as set out at paragraph 3.3.4. The introduction of charges for Sunday parking based on the tariff for Monday to Saturday pay and stay charges effective from 1 April 2024.



	<ol style="list-style-type: none">5. That the charging period for Sunday parking is as set out in the table at paragraph 3.5.6. That chargeable times on Sunday at Maugersbury Road are changed from 10am - 4pm to 10am - 6pm to align with the wider proposals for Sunday charging set out in this report.7. An update to the Parking Order to consult on the implementation of recommendations a to f set out above.8. Delegating authority to consider the Parking Order consultation responses to the Deputy Chief Executive in consultation with the Deputy Leader of the Council and Cabinet Member for Finance.
Corporate priorities	Deliver the highest standard of service Enable a vibrant economy
Key Decision	YES
Exempt	NO
Consultees/ Consultation	<p>Leader, Deputy Leader and Member for Finance, Member for the Economy and Transformation, Chief Executive and Deputy Chief Executive, Monitoring Officer, Interim Head of Legal Services, Finance Business Partner, Assistant Director for Resident Services, Director of Finance (Publica)</p> <p>2024/25 Budget Consultation exercise included a question on car park charges and charging periods.</p> <p>Further statutory and public consultation will be carried out as part of the process to make changes to the Off-Street Parking Order.</p>



1. EXECUTIVE SUMMARY

- 1.1 This report brings forward proposals to consider an increase in pay and stay parking charges of around 15% rounded to the nearest 10p together with a commensurate increase in season ticket parking charges. The report also sets out proposals for charging for parking on a Sunday in the car parks listed at paragraph 3.5 of this report.

2. BACKGROUND

- 2.1 In February 2020, as part of the Council's budget setting process for 2020/21, a review of car park charges was carried out which resulted in the first increase of tariffs in ten years. Cabinet also agreed that car park charges would be subsequently reviewed every two years.
- 2.2 A review of charges was undertaken during 2021/22 and proposals were considered and approved by Cabinet on 10 January 2022. Changes were implemented on 1 April 2022.
- 2.3 Questions relating to car parks and charging periods were included in the 2024/25 budget consultation which closed for responses on 8 December 2023. A list of the questions and responses to those questions are detailed within Annex A of this report. There were 124 comments made on alternative views for car park charges and charging periods.
- 2.4 The Council is responsible for enforcement in 20 car parks across the district. Four of these car parks are not owned by the Council. A further car park is leased and is for season ticket holders only. Of the remaining car parks, 13 have set parking charges and two offer free parking. Where parking charges are in place, chargeable hours are typically Monday to Saturday from 8am to 6pm. There are exceptions at Rissington Road, Bourton on the Water which also has charges for Sunday parking from 10am to 6pm, Mangersbury Road, Stow on the Wold which has charges for Sunday parking from 10am to 4pm and Market Square, and Chipping Campden which has charges for Sunday parking from 7am to 7pm. A list of car parks and chargeable hours are listed in the table below.

Car Park	Current Chargeable Times
Whiteway, Cirencester	7am-7pm daily (Season ticket holders only)
Abbey Grounds, Cirencester	8am-6pm Mon-Sat
Beeches	8am-6pm Mon-Sat
Brewery	8am-6pm Mon-Sat
Forum	8am-6pm Mon-Sat
Leisure Centre	8am-6pm Mon-Sat
Old Station	8am-6pm Mon-Sat



Car Park	Current Chargeable Times
Queen Street	None
Sheep Street	8am-6pm Mon-Sat
Trinity Road	None
Waterloo	8am-6pm Mon-Sat
Old Market Way, Moreton in Marsh	8am-6pm Mon-Sat
West Street	8am-6pm Mon-Sat
Church Street, Tetbury	8am-6pm Mon-Sat
Rissington Road, Bourton on the Water	8am-6pm Mon - Sat, 10am - 6pm Sun
Maugersbury Rd, Stow on the Wold	8am-6pm Mon-Sat, 10am-4pm Sun
* Fosseway, Stow on the Wold	None
* Old Railyard	None
* Market Square - Chipping Campden	7am-7pm daily
* The Chipping	8am-6pm Mon-Sat

* Car park not owned by the Council. Where charges are in place, these are determined by the car park owner.

- 2.5 The council has recently invested a significant sum to refurbish the Rissington road car park and has a priority to tackle the climate emergency so has included in its capital programme additional resources to install more electric vehicle charging stations in its car parks.

3. MAIN POINTS

Pay and Stay Parking Charges

- 3.1 Car park charges were last increased on 1 April 2022. Since then, UK inflation (as measured by the Consumer Price Index) has exceeded the bank of England's 2% inflation target by a significant margin. When car park charges were last increased, UK inflation was 9% per annum peaking at 11.1% in October 2022. Inflation has since fallen back to 4.6% as of October 2023 but in the two-year period since these figures were published, prices have increased by more than 16%.
- 3.2 To help maintain the value of parking revenue in real terms, the report proposes an increase in pay and stay parking charges of around 15% rounded to the nearest 10p. The proposed charges compared to existing charges are shown in Annex B.



Season Ticket Parking Charges

- 3.3** This report proposes an increase in Season Ticket Parking Charges following the pricing methodology approved by Cabinet on 6 February 2023 which links season ticket charges to pay and stay charges. It is additionally recommended that the differential applied to charges for the Whiteway Car Park is increased from 71.3% to 75.3% so as to freeze season ticket prices at 2023/24 levels in order to stimulate demand at this location.
- 3.4** Should Cabinet approve the revised pay and stay charges set out in Annex B and the above amendment to the differential applied to Whiteway Car Park season tickets, annual season ticket prices will be as set out in Annex C.

Sunday Charges

- 3.5** Post pandemic, the income yield generated from parking charges has been slow to recover. Car park usage remains less than pre-pandemic levels Monday through to Friday due to more people adopting home working arrangements and the continued rise of on-line shopping. It is estimated that the potential loss of annual revenue by providing free car parking on a Sunday is £105,000, based on standard weekly tariff charges and at 25% parking utilisation. The modelling is based upon the following Sunday charge times from 1 April 2024 at the following car parks:

Car Park	Chargeable Times
Abbey Ground, Cirencester	12pm to 6pm
Beeches	10am to 6pm
Brewery	10am to 6pm
Forum	10am to 6pm
Leisure Centre	10am to 6pm
Old Station	10am to 6pm
Sheep Street	12pm to 6pm
Waterloo	10am to 6pm
Old Market Way, Moreton in Marsh	10am to 6pm
Church Street, Tetbury	12pm to 6pm
West Street, Tetbury	10am to 6pm
Maugersbury Rd, Stow on the Wold	10am to 6pm

- 3.6** As Abbey Ground, Sheep Street and Church Street car parks are in close proximity to a number of places of worship it is proposed that any charge for Sunday do not come into



force until midday. This will allow those parishioners wishing to attend Sunday services the ability to continue to park for free. It is also proposed that chargeable times on Sunday at Mangersbury Road are changed from 10am - 4pm to 10am - 6pm to align with the wider proposals for Sunday charging set out above.

- 3.7** Sunday tariffs were previously in place from 2012 to 2019. The decision to introduce free parking on Sundays was to encourage more leisure and shopping activity to support the local economy and balance out the parking demand (which was at capacity on Friday / Saturday). However, since the pandemic, shopping and leisure habits have changed, and capacity is less of an issue. Demand on Sunday continues to be strong with the Cotswolds retaining a vibrant tourist economy that attracts many visitors from outside of the district to its local towns and villages.

Free Parking Arrangements

- 3.8** Parking will continue to be free for those vehicles displaying a valid blue badge. In addition, free, restricted parking will continue to be available at the following locations:

Car park Location	On Street (restricted) free parking
Abbey Grounds	Cecily Hill
Beeches	Purley road
Brewery	Querns Lane (unrestricted) and Ashcroft Road
Forum	Querns Lane (unrestricted) and Dyer Street
Leisure Centre	Old Tetbury Road (mix of unrestricted and restricted)
Old Station	Old Tetbury Road (mix of unrestricted and restricted)
Sheep Street	Old Tetbury Road (mix of unrestricted and restricted)
Waterloo	The Waterloo
Old Market Way, Moreton in Marsh	Moreton in Marsh Town Centre
Church Street, Tetbury	Old Railyard (unrestricted) and various on street locations



West Street, Tetbury	Old Railyard (unrestricted) and various on street locations
Old Railyard, Tetbury	Unrestricted / long stay

4. FINANCIAL IMPLICATIONS

- 4.1 The estimated cost of implementing the changes recommended in this report are set out in the table below. Costs are one-off and will be incurred prior to the 2024/25 financial year.

	Estimated Cost (£)
Metric Pay and Display	2,000
Media Legal Notices	2,500
Signage Overlays	2,800
PaybyPhone changes	80
MiPermit change	250
Total	7,630

- 4.2 Additional costs in respect of changing Parking Enforcement Officer contracts to include Sunday working would be an estimated £8,260 per officer per year (including on-costs).
- 4.3 The additional income generated from increases in pay and stay charges, season ticket charges and Sunday charging as set out in this report are shown in the table below and will apply from the 2024/25 financial year and will be included in the estimates for the 2024/25 Revenue Budget and Medium-Term Financial Strategy that Cabinet will consider on 01 February 2024.



	Estimated additional revenue (£)
Pay and Stay	356,000
Season Tickets	20,000
Sunday Charges	105,000
Total	481,000

5. LEGAL IMPLICATIONS

- 5.1** Formal consultation of 21 days would be required should proposals be approved.
- 5.2** Any changes to the existing terms and conditions and or charges in the car parks will require a variation to the Off-Street Parking Order.

6. RISK ASSESSMENT

- 6.1** In 2012 the Council consulted on Sunday parking and noted negative feedback from Churches within Cirencester who stated that it would impact significantly on their parishioners who were mainly pension age and on limited incomes. This report has addressed this concern by proposing not to implement charges on a Sunday until midday after Sunday services have ended.
- 6.2** The estimates used in this report are based upon recent experience of car park use and the income generated since prices were last increased. There is a risk that an inflationary increase to prices could result in reduced demand for car parking. Notwithstanding the lasting impact of the Covid-19 pandemic, the previous price increase, which was implemented in April 2022, has not, in itself, had an adverse material impact on demand.

7. EQUALITIES IMPACT

- 7.1** No impact on any specific groups has been identified. Vehicles displaying a valid blue badge are able to park for free in all the Council's car parks.

8. CLIMATE AND ECOLOGICAL EMERGENCIES IMPLICATIONS

- 8.1** There are none associated with this report.



9. ALTERNATIVE OPTIONS

Pay and Stay / Season Ticket Parking Charges

9.1 The alternative options for pay and stay /season ticket parking charges are to either:

- Decrease them.
- Leave them unchanged.
- Increase them at a different rate to that recommended in the report.

9.2 The option recommended in the report is preferred as it aims to maintain the value of parking revenue in real terms. The season ticket prices recommended in the report are linked to pay and stay prices based on the methodology approved by Cabinet on 6 February 2023.

Sunday Charges

9.3 The alternative options for Sunday parking charges are to either:

- Retain free parking.
- Apply a different tariff structure to that recommended in the report, for example a flat rate fee.

9.4 The option recommended in the report is preferred as it is the one most likely to support parking revenues to recover to pre-pandemic levels. The charges that apply also reflect car park location and length of stay.

10. BACKGROUND PAPERS

10.1 The following documents have been identified by the author of the report in accordance with section 100D.5(a) of the Local Government Act 1972 and are listed in accordance with section 100 D.1(a) for inspection by members of the public:

- Cabinet 10 January 2022 – Agenda Item 77
- Cabinet 6 February 2023 – Agenda Item 97

These documents will be available for inspection at the Council Offices at Trinity Road during normal office hours for a period of up to 4 years from the date of the meeting. Please contact the author of the report.

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COTSWOLD
DISTRICT COUNCIL