

Subject: Car Parking Working Group Recommendations
Report to: EMT – 8th January 2015
Council – 26th January 2015

Report by: Director of Customer Services

This report details the work undertaken by the Car Parking Working Group and identifies recommendations moving forward by operation, charging, utilisation and review.

1. BACKGROUND

The car parking service has remained static for the last few years with changes identified and initiated on an ad hoc basis. Fees for the Pay and Display car parks have not increased since 2009 other than on the seafront in the last 12 month period.

Price Waterhouse Cooper as part of their work with the authority in 2014 reviewed Car Parking fees and charges with our CIPFA family comparators. From the information it was clear that further detailed investigation into the options across the service would be beneficial to provide a borough wide perspective. In order to undertake this project a working group was formulated from officers and members offering an opportunity to investigate in detail all options.

The working group was formed in late September with a deadline for initial findings of 31st October 2014. The group included members from all political groups and concentrated on the overall car parking service.

2. CURRENT POSITION

Across the borough there are a total of 19 Pay and Display car parks and 14 free, for the purpose of this report these car parks will be referred to as non-fee paying. It should be noted that the non-fee paying car parks create a cost to the Council in terms of general operation and maintenance.

Operationally the Pay and Display car park enforcement follows a seasonal pattern with two of the 19 being closed for the winter season (November to March inclusive).

The first meeting of the working group focused on understanding the current operation, reviewing financial comparisons with both the CIPFA family grouping and similar coastal authorities. Detailed analysis of the income and expenditure of the service was also undertaken.

The analysis with the PWC table and the CIPFA family indicators identified that authorities were not measuring like for like statistics (size of service, number of operational car parks, operation of Civil Parking Enforcement on behalf of the County Council, it became clear that the overall impact on the borough and any opportunities which could be identified would be the focus for the group.

3. **DETAILED INVESTIGATIONS**

The group resolved to thoroughly investigate all aspects of the service without focusing on income but taking a view of incorporating local initiative for the benefit of residents these areas included:

- Analysis of the running costs of each car park, these are identified on the maps attached (appendix A) the non-fee paying car parks total an expenditure in excess of £39,000. The working group tasked officers with identifying income generating opportunities on these sites which would cover the cost of operation.
- Rationalisation of staff car parking passes including substantiation of the issue and continued review.
- Further opportunities for additional permit parking across the town centre area.
- Review of staffing structure, salary costs within the service has been undertaken and an annual saving of £80K has been achieved.
- Investigation into current Pay and Display charges for near neighbours and like locations (appendix B).
- Detailed analysis of charging together with comparison costs from near neighbours and other coastal locations. (appendix C).

4. **OUTCOMES / PROPOSALS**

The following proposals were endorsed by the group:

- i. There is currently one concession that operates on a non-fee paying car park which off sets the costs of operation in this location. It would be prudent to investigate further opportunities across other non-fee paying locations to offer concessions and alternate options for usage before taking any further decisions. The group has therefore agreed that Officers investigate this area further.
- ii. A total of 374 passes are issued to staff and partners. It was agreed as part of the working group that a total review should be undertaken to verify the requirement of the pass and as an alternative to individual passes, issue Departmental passes which could be utilised as needed across the sections reducing the overall number of vehicles parked on the Pay and Display areas.
- iii. The Greyfriars south car park which is for staff parking only during the week should be considered for operation through a permit parking option. With the rationalisation of staff passes the requirement for two staff only designated car parks will reduce, giving the opportunity to offer the spaces to commuters as part of a permit parking scheme. South Quay car park although currently non-fee paying would also offer the opportunity for permit parking. This together with Fullers Hill would make a strong contribution to commuter options at reduced season ticket rates.
- iv. The Parking Services section has been restructured delivering efficiencies and savings. The new structure will be fully operational by January 2015
- v. It is important to find a balance in relation to car park charges, offering opportunities for residents whilst keeping costs relevant for non residents. The group investigated a number of different opportunities particularly to provide incentives for the town centre offer.
 - The existing machines will allow smart card technology to be utilised and this is the route which has been investigated by the group.
 - In order to benefit residents of the borough an opportunity to park for an additional hour free on town centre car parks is being recommended.

- The scheme will see residents able to apply for a Residents Advantage Card which will allow park on any Town Centre Car Park for an additional hour when used in conjunction with a 2 hour purchase (buy two hours get one hour free).
- vi. As an additional incentive for Town Centre users three car parks; Brewery Plain, George Street and King Street will offer free parking from midday until 4.00pm on every Wednesday.

It is important to recognise the necessity to increase charges but in undertaking this review and considering the wider benefits to residents the overall benefits to both the Town Centre and the Borough can be maximised.

Attached are the proposals in detail identifying the opportunities and incentives firstly for residents but with the opportunity of free parking on a Wednesday also benefiting non-residents. (appendix D)

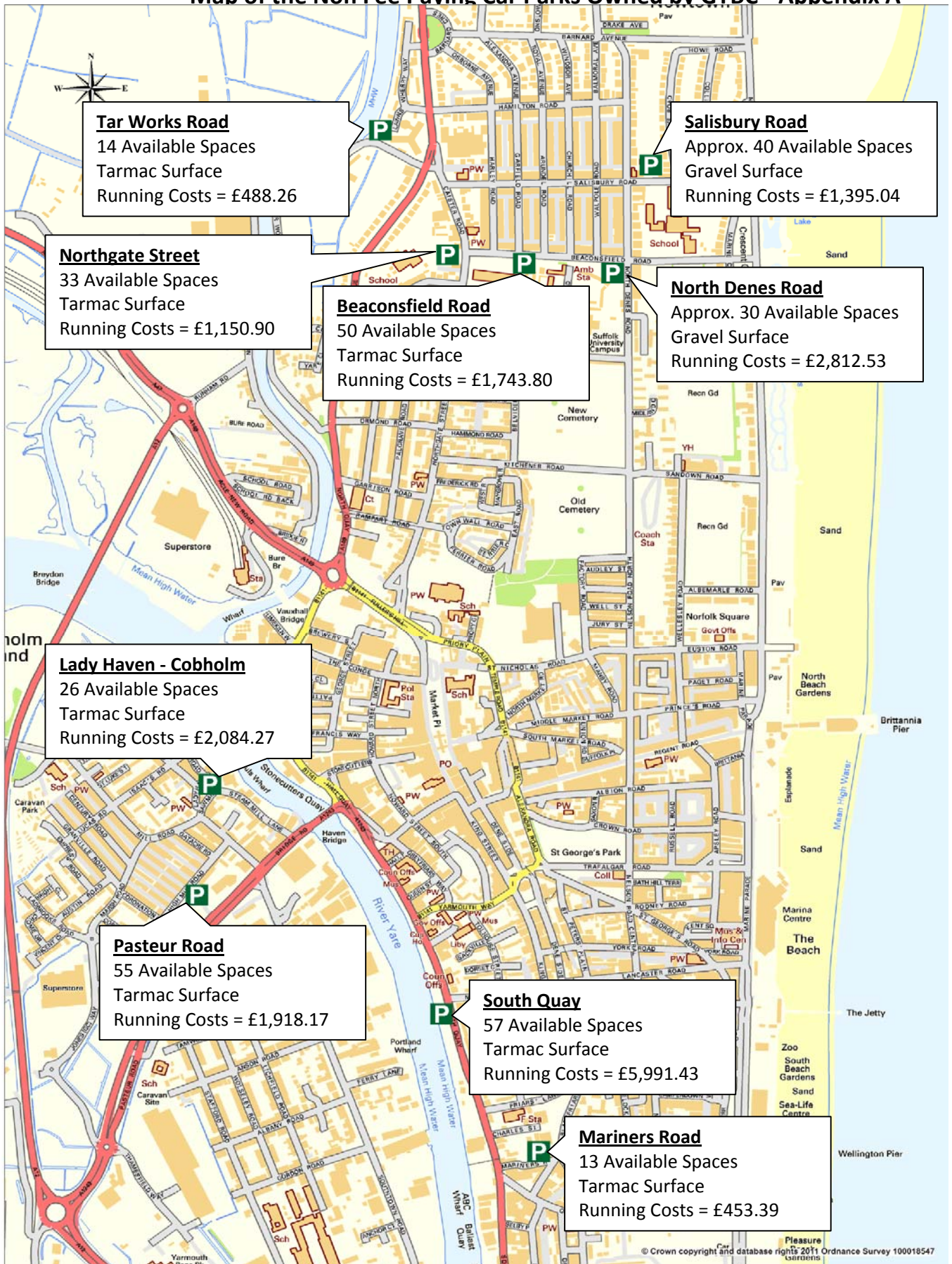
5. RECOMMENDATIONS

That the recommendations attached at appendix D be endorsed for approval.

FINANCIAL IMPLICATIONS: Pay and Display rates included as part of appendix D		
LEGAL IMPLICATIONS: None		
Does this report raise any legal, financial, sustainability, equality, crime and disorder or human rights issues and, if so, have they been considered?	Issues	
	Legal	None
	Financial	Yes
	Risk	Yes
	Sustainability	No
	Equality	No
	Crime and Disorder	No
	Human Rights	No
	Every Child Matters	No



Map of the Non Fee Paying Car Parks Owned by GYBC Appendix A



Council	Area	Location	Type	No of spaces	Opening Times	Tariff	Additional Information	Surface
Hastings	Pelham Place/ Rock a Nore Road	Pelham Place - Located on the A259 on Hastings sea front between the Pier and the Old Town, with direct access to the beach Rock a Nore Road - Located on the beach at the eastern end of Hastings sea front	Sea front	276/ 450 Respectively	24 hours/7 days a week	<u>01 April to 31 October</u> •Up to 1 hour: £1.40 •Up to 2 hours: £2.80 •Up to 3 hours: £3.90 •Up to 5 hours: £6.00 •Up to 10 hours: £7.00 •Up to 24 hours: £8.00 <u>01 November to 31 March</u> •Up to 1 hour: £1.20 •Up to 2 hours: £2.40 •Up to 3 hours: £3.30 •Up to 5 hours: £5.50 •Up to 10 hours: £6.50 •Up to 24 hours: £7.00	Long Stay	Information not provided
Hastings	Carlisle Parade	Located on the A259 on Hastings sea front	Sea front	171	24 hours/7 days a week	<u>01 April to 31 October</u> •Up to 1 hour: £1.10 •Up to 2 hours: £1.80 •Up to 3 hours: £2.30 •Up to 5 hours: £3.50 •Up to 10 hours: £6.00 •Up to 24 hours: £7.00 <u>01 November to 31 March</u> •Up to 1 hour: £1.10 •Up to 2 hours: £1.80 •Up to 3 hours: £2.30 •Up to 5 hours: £3.50 •Up to 10 hours: £5.50 •Up to 24 hours: £7.00	Long Stay	Information not provided
Hastings	Priory Street	Situated in Hastings town centre	Town Centre	250	24 hours/7 days a week	<u>01 April to 31 October</u> •Up to 1 hour: £1.10 •Up to 2 hours: £1.80 •Up to 3 hours: £2.30 •Up to 5 hours: £3.50 •Up to 10 hours: £6.00 •Up to 24 hours: £7.00 <u>01 November to 31 March</u> •Up to 1 hour: £1.10 •Up to 2 hours: £1.80 •Up to 3 hours: £2.30 •Up to 5 hours: £3.50 •Up to 10 hours: £5.50 •Up to 24 hours: £7.00	Long Stay	Information not provided
Kings Lynn	Surrey Street/ Albert Street	Surrey Street - PE30 1EG Street - PE30 1ED	Albert Town Centre	37/ 126 Respectively	24 hours, Monday to Sunday including Bank Holidays	1 hour..... £1.40 3 hours..... £2.10 5 hours..... £4.10 <i>From 6.00pm to 8.00am a standard charge of £1.00 applies</i>	Short Stay	Information not provided
North Norfolk	Cromer/ Holt/ Sheringham	Meadow Road, NR27 9E Street, NR25 6HX Chequers, NR26 8BQ	Albert Town Centre	265/ 122/ 34 Respectively	24 Hours	<u>8.00am - 6.00pm</u> 30 minutes.....50p Up to 2 hours.....£1.00 Each additional hour....70p <u>6.00pm - 11.00pm</u> 30 minutes.....50p Flat Rate.....£1.00 24 hours.....£5.00	Long Stay	Tarmac
North Norfolk	Happisburgh/ Mundesley/ Wells	Cart Gap, NR12 0QL Road/ Gold Park, NR11 8BG Stearmans Yard, NR23 1BA	Beach Sea front	160/ 80/ 160 Respectively	24 Hours	<u>8.00am - 6.00pm</u> 30 minutes.....50p Per Hour.....£1.20 <u>6.00pm - 11.00pm</u> 30 minutes.....50p Flat Rate.....£1.00 24 hours.....£5.00	Long Stay	Hard Standing / Tarmac / Tarmac Respectively
Waveney	Southwold/ Lowestoft	North Parade, Southwold, IP18 6BN Kirkley Cliff Road, Lowestoft, NR33 0BS Cliff Road, Lowestoft, NR33 0BZ	Sea front	345/ 105/ 51 Respectively	8.00am - 6.00pm	•Up to 1 hour: 0.90p •1 - 2 hours: £1.80 •2 - 3 hours: £2.70 •3 - 4 hours: £3.60 •Over 4 hours: £4.50 •6.00pm - 8.00am: Free	Short Stay	Information not provided
Waveney	Lowestoft	Regent Road, Lowestoft, NR32 1PA	Town Centre	54	8.00am - 6.00pm	•Up to 1 hour: 0.90p •1 - 2 hours: £1.80 •2 - 3 hours: £2.70 •3 - 4 hours: £3.60 •Over 4 hours: £4.50 •6.00pm - 8.00am: Free	Short Stay	Information not provided

Income and Expenditure Comparison with a neighbouring authority**APPENDIX C**

2012/13			
		Great Yarmouth Borough Council	Neighbouring Authority
Expenditure	Premises	£344,000	£385,000
	Salary & Other	£445,037	£503,000
Total Expenditure		£789,037	£888,000
Income		(£1,418,048)	(£1,965,100)
Net		(£629,011)	(£1,077,100)
% Recovery Rate		179%	221%

Comparison Information		
Expenditure	Premises	<i>Although Great Yarmouths costs are lower the above neighbouring authority have 50 Car Parks across their towns (2 Multi-storey, 29 Surface, 18 uncharged and 1 resident). This compares with Great Yarmouth having only 33 car parks across the borough (14 uncharged).</i>
Expenditure	Salary & Other	<i>The Great Yarmouth costs are slightly lower than the above neighbouring authority costs, however Great Yarmouth have far less car parks - The review of service has identified £80k savings which in the 2015/16 financial year will show a minimum 200% recovery rate</i>

Notes

Premises includes rents, Rates, R&M, Utilities etc

Other includes Cash Collection, Security, Support charges, P&D Services ect

Opportunities - Appendix D

TOWN CENTRE CAR PARKS	
Opportunity	Tariff
<p>Smart Card Residents - with the purchase of a two hour car parking ticket they will receive 1 hours additional free parking</p> <p>All Town Centre Car Parks Operation time - 8:00am - 6:00pm</p> <p>NB - Greyfriars Way Car Park is operational Saturday and Sunday only.</p>	<p>Monday - Saturday 1 - 4 Hours - 90p per hour Over 4 hours - £7.00 charge</p> <p>Sundays Hourly rate applied up to £2.50 maximum charge</p> <p>Overnight Charge From 6:00pm - 8:00am - £1.00 only</p>
Town Centre Car Parks - Brewery Plain, George Street and King Street only	<p>Wednesday Free parking between 12:00pm - 4:00pm</p>
<p>Charges on Fullers Hill Car Park</p> <p>Included within Resident Smart Card offer of buy two hours get one free.</p>	<p>Monday - Saturday 1 - 4 Hours - 90p per hour Over 4 hours - £4.00 charge</p> <p>Sundays Hourly rate applied up to £2.50 maximum charge</p> <p>Overnight Charge From 6:00pm - 8:00am - £1.00 only</p>

Opportunities - Appendix D

SEAFRONT (LONG STAY AND SHORT STAY) AND BEACH COACH STATION	
Opportunity	Tariff
Short Stay Car Parks (to include Jetty North and Jetty South, Anchor Gardens and Euston Road)	Summer Tariff - £1.90 for first 2 hours, then £2.40 per hour thereafter Winter Tariff - 90p per hour Overnight Charge From 9:00pm - 8:00am - £1.00 only
Changes to Beach Coach Station	Cars Summer Tariff Up to 4 hours - £4.50 Over 4 hours - £7.00 Winter Tariff - £1.00 only all day parking Overnight Charge From 9:00pm - 8:00am - £1.00 only Lorries (All year Parking) £11.00 per 12 hour period Coaches (All year Parking) Up to 3 hours - £4.50 All day - £8.00 Weekly - £44.00
Long Stay Car Parks (to include St Nicholas and North Drive)	Summer Tariff 1/2 day - £4.50 Full Day - £7.00 Winter - Closed

Smart Cards	
GYBC Cost per Card (based on 50k)	£1.40
Total cost for cards	£70k
P&D Machine changes and software	£2k
Customer cost per card (includes admin and posatge)	£2.50

APPENDIX D

Potential options for additional Permit Scheme (restricted Car Parks Only)

South Quay as Permit Parking

Monday to Friday 9.00 to 4pm (free all other times)

	Permit Cost Per Month	Income
Option 1	£30	£17,100

Greyfriars (southern part) as Permit Parking

Monday to Friday 8.am to 4pm

	Permit Cost Per Month	Income
Option 1	£30	£6,000

Current Permits

Fullers Hill £30 per month

All other car Parks £70 per month

Stone Cutters Car Park permit holders mainly Haven Bridge House Staff so these options are unlikely to have impact

King Street Car Park may be impacted however these options only offer limited spaces