

Subject: Resident Parking Zone A – Visitor Permits  
Report to: Car Park Strategy Steering Group – 9<sup>th</sup> March 2015  
  
Report by: Group Manager - Customer Services

This report seeks to address some of the issues with the current Visitor Permit arrangements for Residents within the Resident Parking Zone A and offers a proposal to replace current arrangements with a scratch card scheme.

## **1. BACKGROUND**

The residents parking bays are operational between 8am and 6pm daily. This includes weekends and bank holidays.

### **Residents**

Any resident of the streets within the area of Zone A is entitled to a permit. Please refer to Appendix A for the map of the Zone A area. Proof of residency and ownership/control of the vehicle is required.

There is currently no limit on number of resident permits registered to a property, providing suitable proof is shown.

Each property number is also entitled to one 'visitor' permit.

### **Resident Business**

For business permits and business visitor permits the limit is 1 x business permit per year and 1 x business visitor permit per year per postal address. In the case that the postal address covers more than one number i.e. 120-121, the road, then the business would be entitled to apply for double the original amount 2 x business permits and 2 x business visitor permits.

### **Costs of Permits**

The following permits are available to buy and the yearly charges are as follows;

- £40.00 for a residents and visitors permit
- £130.00 for a business permit
- £40.00 for a business visitor permit

There are currently 2,200 private and business residencies within the Parking Zone. We currently sell approximately 732 Visitor Permits at £40.00 per permit. This is made up of: Resident Visitor 598 & Business Visitor 134.

**Total Income: £29,280    Approximate cost of production: £3,400**

## 2. CURRENT POSITION

The current permits are issued for a 12 month period and residents and businesses are restricted to the number of annual permits allowable.

The take up of visitor permits is low compared to the number of private and business residents through the Parking Zone.

There is some evidence of misuse of the current visitor permits. There have been incidents where permits have been copied and there is some evidence and definitely a wider perception that the permits are being passed on to others residing outside of the Parking Zone for convenience of parking within the Zone.

Unfortunately the issue and type of visitor permits used make enforcement of any potential misuse difficult to establish and prove and this is resource intensive.

## 3. PROPOSALS

To replace the existing 12 month visitor permits with a scratch card scheme. This proposal provides a more flexible option to purchase batches of scratch cards which are valid for annual period but split into varying numbers of days with varying cost of batches depending on requirements:

For example with effect from 1<sup>st</sup> April 2015

Days per batch	Cost per batch	Cost per day
Min– 50 days	£10.00	20p
100 days	£20.00	20p
200 days	£34.00	17p
300 days	£45.00	15p
Max- 365 days	£52.00	14p

This proposal offers a flexible approach to how residents and business residents can use the visitor scratch cards. Each card can only be used once for the specific day but the options provide for more than one card to be given to visitors on the same day. For example, a private resident may have a son and daughter visiting at the same time. The resident has the flexibility to be able to issue each with a scratch card which would enable them both to park within the zone on the same day.

The Parking Zone could be split down into three areas each with a different colour scratch card assigned to the applicant. This will assist with the monitoring of use of permits throughout the zone and help target any potential suspicions of misuse, however it is envisaged that with this scheme the benefit of misuse is minimised.

The scheme also gives the opportunity to attract more applicants from within the Parking Zone to purchase visitor permits because they can choose how many days worth of visitor parking they think they may need at affordable costs.

Some sale assumptions can be made under this scheme with promotion of the new daily batches available:

<b>Days per batch</b>	<b>Cost per batch</b>	<b>Cost per day</b>	<b>Potential sales</b>	<b>Potential Income</b>
Min– 50 days	£10.00	20p	250	£2,500
100 days	£20.00	20p	175	£3,500
200 days	£34.00	17p	175	£5,950
300 days	£45.00	15p	175	£7,875
365 days	£52.00	14p	200	£10,400
<b>Total</b>			975	<b>£30,225</b>

**Cost per scratch card @ 3p each for 200,000 is £5,995.00** – Please refer to Appendix B for a sample of the scratch cards.

### Benefits

- Option to spread cost over the year
- Flexibility for residents/businesses
- More attractive scheme to increase take up within the zone
- Less prone to fraudulent/misuse, can not be copied
- Easier to inspect and enforce
- No need for replacement permit if card lost
- Reduces threat of theft from vehicles
- Greater scope to survey and identify any potential issues
- Easy to roll out to other possible future schemes
- Option to explore scratch card use for other types of parking
- No need to consult

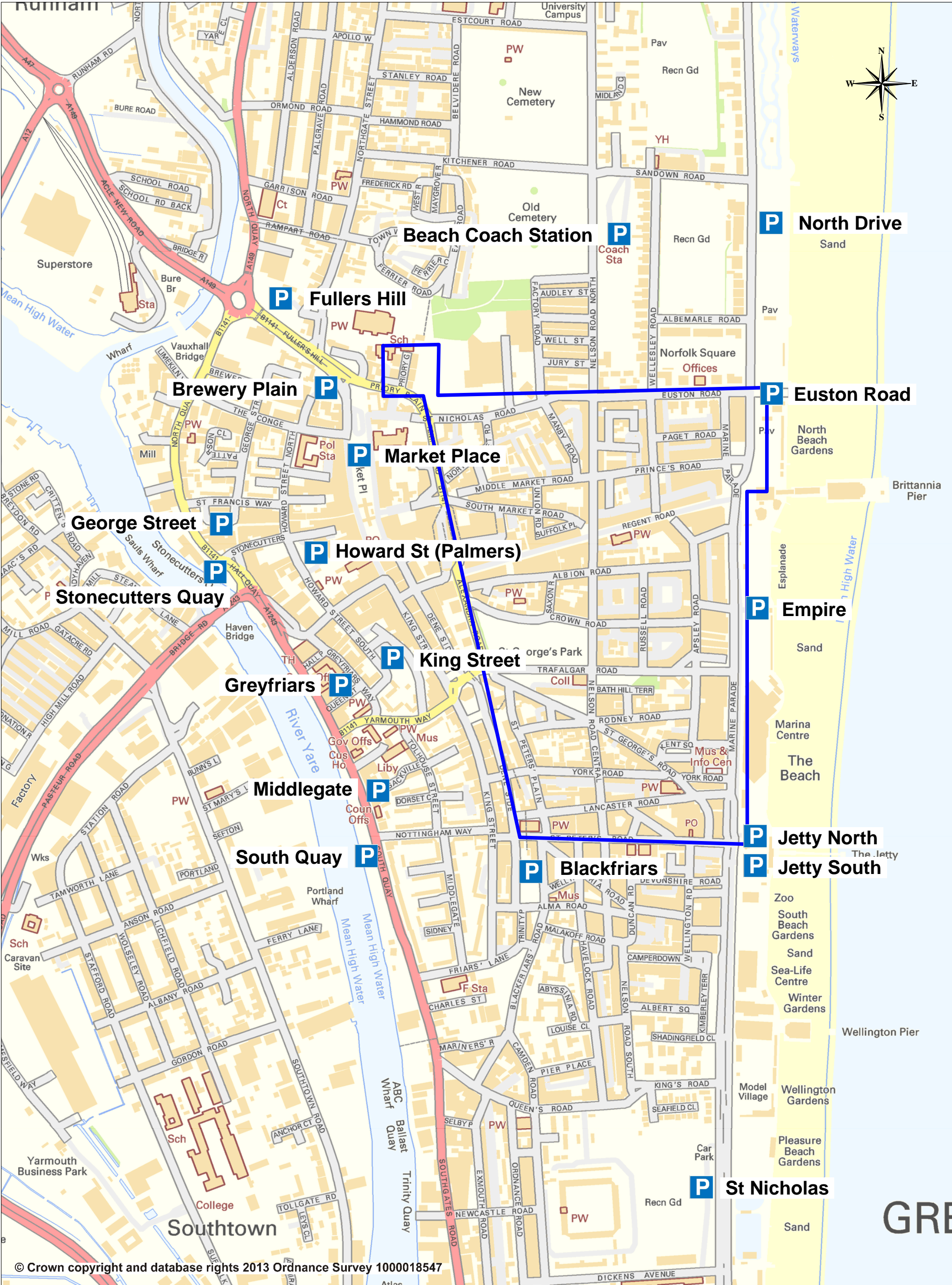
## 5. RECOMMENDATIONS

To replace the current visitor permit arrangements with the proposed scratch card scheme.

<b>FINANCIAL IMPLICATIONS:</b> Changes to Fees & Charges		
<b>LEGAL IMPLICATIONS:</b> 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



Great Yarmouth Borough Council Car Parks



© Crown copyright and database rights 2013 Ordnance Survey 1000018547



**GREAT YARMOUTH**  
BOROUGH COUNCIL

**Strategic Planning, Housing and  
Regeneration Development**  
Town Hall, Hall Plain  
Great Yarmouth, Norfolk, NR30 2QF  
Customer Contact Centre Tel: (01493) 856100  
Email: [plan@great-yarmouth.gov.uk](mailto:plan@great-yarmouth.gov.uk)  
Web: [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)

Drawn by:	
Checked by:	
Drawing No:	
Date: 16:09:13	Scale@ A3: 1:6500





**GREAT YARMOUTH**  
BOROUGH COUNCIL



**GREAT YARMOUTH**  
BOROUGH COUNCIL



**GREAT YARMOUTH**  
BOROUGH COUNCIL



**GREAT YARMOUTH**  
BOROUGH COUNCIL



**GREAT YARMOUTH**  
BOROUGH COUNCIL

## Residents Parking Scheme

### VISITOR PARKING 1 DAY

VALID 8am - 6pm

REGISTRATION No.

ZONE

**A**

DATE

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31

0000001

MONTH

JAN FEB MAR APR MAY JUN  
JUL AUG SEP OCT NOV DEC

YEAR

2015 2016 2017 2018 2019

This parking permit must be correctly validated and displayed as shown on the reverse.  
Failure to comply is a parking offence.

## Residents Parking Scheme

### VISITOR PARKING 1 DAY

VALID 8am - 6pm

REGISTRATION No.

ZONE

**A**

DATE

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31

0000002

MONTH

JAN FEB MAR APR MAY JUN  
JUL AUG SEP OCT NOV DEC

YEAR

2015 2016 2017 2018 2019

This parking permit must be correctly validated and displayed as shown on the reverse.  
Failure to comply is a parking offence.

## Residents Parking Scheme

### VISITOR PARKING 1 DAY

VALID 8am - 6pm

REGISTRATION No.

ZONE

**A**

DATE

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31

0000003

MONTH

JAN FEB MAR APR MAY JUN  
JUL AUG SEP OCT NOV DEC

YEAR

2015 2016 2017 2018 2019

This parking permit must be correctly validated and displayed as shown on the reverse.  
Failure to comply is a parking offence.

## Residents Parking Scheme

### VISITOR PARKING 1 DAY

VALID 8am - 6pm

REGISTRATION No.

ZONE

**A**

DATE

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31

0000004

MONTH

JAN FEB MAR APR MAY JUN  
JUL AUG SEP OCT NOV DEC

YEAR

2015 2016 2017 2018 2019

This parking permit must be correctly validated and displayed as shown on the reverse.  
Failure to comply is a parking offence.

## Residents Parking Scheme

### VISITOR PARKING 1 DAY

VALID 8am - 6pm

REGISTRATION No.

ZONE

**A**

DATE

1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31

0000005

MONTH

JAN FEB MAR APR MAY JUN  
JUL AUG SEP OCT NOV DEC

YEAR

2015 2016 2017 2018 2019

This parking permit must be correctly validated and displayed as shown on the reverse.  
Failure to comply is a parking offence.