

Norwich Park and Ride fare changes

Report by the Director of Environment, Transport and Development

Summary

This report seeks Members' approval for fare changes at Norwich Airport Park and Ride. As the Airport Park and Ride site is the only site which falls within the geographical boundary of the Norwich Highways Agency Joint Committee, your approval is formally required to amend and advertise The Norwich City Council (Norwich Airport Park and Ride) Traffic Regulation Order 2003.

1.0 Background

- 1.1 The Norwich Park and Ride service is provided by Norfolk County Council. There are six sites around Norwich at Costessey, Thickthorn, Harford, Postwick, Sprowston and Airport (Hellesdon).
- 1.2 The County Council sets the fare levels for Park and Ride, but the Airport site sits within the geographical boundary of the Norwich Highways Agency Joint Committee.
- 1.3 Park and ride services are intended to reduce the number of single occupancy car journeys into the city to reduce congestion and carbon emissions. This is our agreed policy outlined in the Norwich Area Transport Strategy (NATS).
- 1.4 The County Council aspires to remove the operating subsidy for park and ride, which is currently £0.58m. The fares increase proposed will only mitigate the rising costs of the service, so the subsidy is estimated to remain unchanged during 2012/13.
- 1.5 We are continuing to developing a spatial access strategy for the Greater Norwich area with Norwich City, Broadland and South Norfolk councils, key retailers and stakeholders in the city. This should help shape and influence parking policy and better align tariffs to promote public transport access to the city centre in accordance with NATS.

2.0 Current performance

- 2.1 Last year, a combination of increased fares, slightly reduced frequency and removal of site management enabled us to achieve significant savings of £1.5m and maintain operation at six sites.
- 2.2 Passengers have remained loyal to the service, and reliability and punctuality have been maintained at over 90%. Almost 3m passenger trips will have been delivered in 2011/12, keeping Park and Ride at the forefront of the city wide strategy to remove congestion and contribute to the city's economy.

2.3 On an annual basis around 2.2m fewer car trips are made across the inner ring road helping to improve air quality and congestion, saving over 6,000 tonnes of CO2.

2.4 Given the scale of change across the service last year, and the uncertain economic outlook, we are proposing to maintain services and only seek a small increase in 2012/13.

3.0 **New fares**

3.1 A range of tickets are available for park and ride which offer customer choice and flexibility. Season tickets offer discounts to encourage customers to buy tickets in advance at reduced prices.

We have previously completed thorough research and undertaken modelling into Norwich park and ride fares price elasticity. Combined with results from previous fares increases, customer surveys and consultation we know that:

- Park and ride usage has been highly price sensitive in the past, particularly for commuters who will very easily switch back to car travel and parking elsewhere
- Tariffs for city centre car parks do effect the demand for park and ride
- Season tickets holders are loyal to Park and Ride and account for around 40% of the business.

3.2 The current and proposed fares are detailed in Appendix 1. Fares are rounded off to make it easier at boarding points, and we have responded to customer feedback for a simplified range of prices. For example, the charge for a group saver ticket or unaccompanied under 16 tickets are now a flat rate fare at all times of £4.20/£1.10 respectively.

3.3 Charges have been reviewed against other competitors, with due regard to footfall in the city centre and the overall costs of delivering the service.

4.0 **Legal Implications:**

The Norwich City Council (Norwich Airport Park and Ride) Traffic Regulation Order 2003 will be advertised for the price increases in accordance with Sections 32 and 35 of the Road Traffic Regulation Act 1984.

5.0 **Equality Impact Assessment (EqIA) :**

An equality impact assessment has been undertaken and there are no issues arising from this fare increase.

6.0 **Communications :**

The revised fares will be publicised from 23 March 2012, with an implementation date of 16 April 2012.

7.0 **Section 17 – Crime and Disorder Act**

7.1 There are no specific crime and disorder implications. However, the provision of high quality public transport and a safe, secure parking environment are

identified as key reasons for attracting users to the Park and Ride service.

8.0 **Conclusions**

8.1 Park and Ride is a high quality bus service and generates very good levels of customer satisfaction from users, whilst making a major contribution to tackling the city's congestion. The challenge is to maximise income from charges (reducing the subsidy), but at the same time continue to grow the usage of the service.

Members are asked to:

- (i) Resolve to amend the charges for parking at the Airport Park & Ride site, as detailed in Appendix 1;
- (ii) Request the Norwich City Council to advertise and introduce these changes to the Norwich City Council (Norwich Airport Park and Ride) Traffic Regulation Order 2003 in accordance with Sections 32 and 35 of the Road Traffic Regulation Act 1984.

Officer Contact

If you have any questions about matters contained in this paper please get in touch with:

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Appendix 1 - Pay per person fares and season tickets

Scale of Charges and provisions to be applied from 16 April 2012 for Norwich park and Ride

Tickets obtained as specified below are required for use of park and ride facility.

Vehicles parked at Sprowston, Harford, Thickthorn, Costessey and Postwick Park and Ride sites do not need to display a parking ticket in the vehicle.

Fares payable on the bus

Individual Adult daily return prior to 1230 hours that day	£2.40
Individual Adult daily return after 1230 hours that day	£2.10
Group saver ticket for one car with up to 5 adult occupants (Monday to Friday)	£4.20
Group saver ticket for one car with up to 5 adult occupants (Saturday, Sunday and Bank Holidays)	£4.20
(A maximum of 4 young people under 16 per vehicle travel FREE with an adult or group ticket)	
Concessionary pass holders (before 0930 hours Monday to Friday)	Charges above apply
Concessionary pass holders (after 0930 hrs Monday to Friday and at any time weekends or bank holidays)	£1.10
Unaccompanied children (under 16) return ticket	£1.10
Unaccompanied children (under 16) single ticket	£1.10
Single Adult Fare (or for single Adult trip separated from family or multi adult ticket)	£2.40
Cycle and Ride	£1.10

Season Tickets

10 Trip Ticket (£1.80 per return trip)	£22.00
Rainbow Rider (valid for 4 weeks)	£41.00
Annual Ticket (12 months parking for the price of 10)	£410.00