

Report for Resolution

Report to Norwich Highways Agency Committee
25 November 2010

Report of Head of transportation

Subject Review of daytime charges in on street parking pay and display bays

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Purpose

The purpose of this report is to review the current Monday to Saturday daytime charges in on street pay and display bays and to recommend an increase.

Recommendations

Members are recommended to

1. Ask the Head of Transportation to carry out the necessary statutory procedures to increase the tariff for on street parking in the secondary areas of the City Centre from 20p per 15 minutes to 25p per 15 minutes, to take affect as soon as possible.
2. Ask the Head of Transportation to report to the November 2011 meeting of this committee with a view to implementing a further increase in the tariff in the secondary areas of the City Centre to 30p per 15 minutes.
3. To agree that there should be no increase in the current tariffs for the core area at the current time, and ask the Head of transportation to review the situation in November 2011.
4. Ask the Head of transportation to carry out the necessary statutory procedures to enable the following changes to on street restrictions to be completed;
 1. Change the pay and display bay in Stepping Lane to a permit parking bay for St Julian permit holders, as shown on plan number PL/TR/3329/724/1
 2. Change the pay and display bay in Music House Lane to a permit parking bay for St Julian permit holders, as shown on plan number PL/TR/3329/724/3
 3. Change the pay and display bay in St Martins Lane to a permit parking bay for St Mary permit holders, as shown on plan number PL/TR/3329/724/2
 4. Change the tariff for the pay and display bays in Mountergate from the core rate to the secondary rate
 5. Change the loading bay on the south side of St Giles Street to a core area pay and display bay operating 7:30am to 6:30pm Monday to Saturday, maximum stay 60 minutes, tariff 40p per 15 minutes, as shown on plan number PL/TR/3329/724/4

Financial Consequences

The cost of introducing the changes described above is £15,000. This will be more than covered by the anticipated increase in annual income of around £50,000.

Strategic Priority and Outcome/Service Priorities

The report helps to meet the strategic priority “Strong and prosperous city – working to improve quality of life for residents, visitors and those who work in the city now and in the future” and the service plan priority of administering CPE

Contact Officers

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Background Documents

Minutes of review of fees and charges report to Sept 2010 NHAC and May 2007

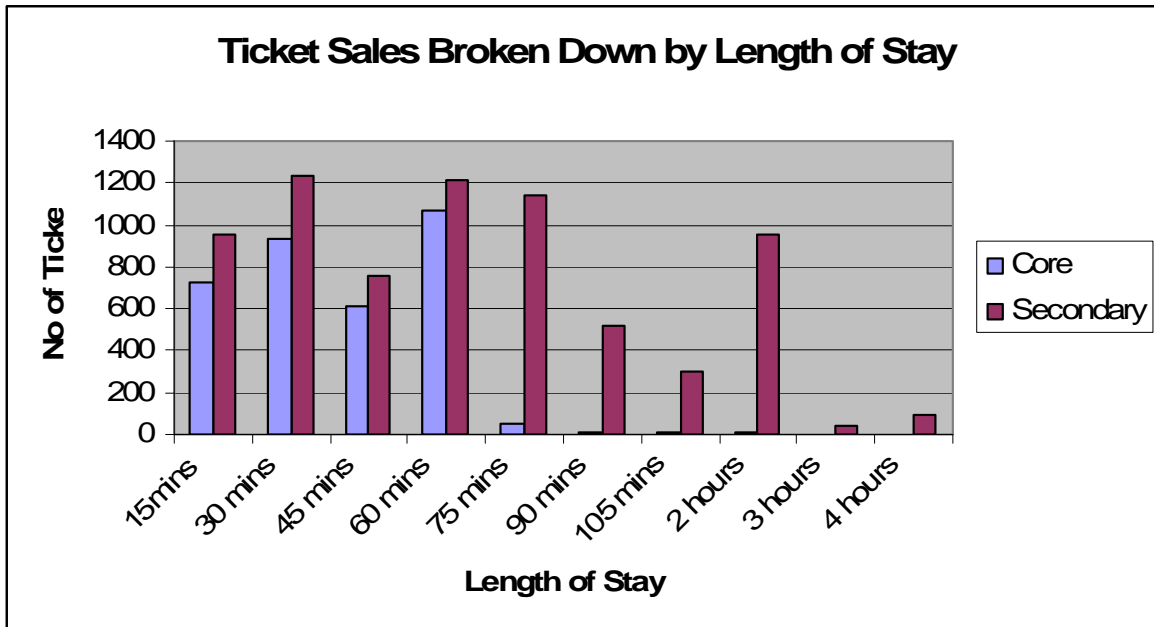
Report

Background

1. At your meeting in September you considered a report that looked at all aspects of on street fees and charges, which recommended that there should be no increase in the daytime charge for on street pay and display bays. Members asked for that recommendation to be reviewed, believing that the charges should increase steadily over time.

Existing Situation

2. Currently within the inner ring road on street parking in limited waiting bays is chargeable during the daytime Monday to Saturday. For the purposes of on street parking charges the City centre has been split into two areas, the core, which consists of the St Giles, Castle and Cathedral sub-zones and the secondary area, which consists of the St Augustine, St Paul, St Mary, St Clement, St Julian, St John and St Peter sub-zones. The bays in the core area operate 7:30am to 6:30pm and the charge is 40p for 15minutes, with a maximum stay of either 60 or 120 minutes. The bays in the secondary area operate 8am to 6:30pm and the charge is 20p for 15 minutes with a maximum stay of either 1, 2 or 4 hours. These prices were last increased in Sept 2007.
3. Following members request for a full review of the charges a weeks worth of data was collected from all the ticket machines detailing the number of tickets purchased for each 15 minute period and the amount of income collected. The recommendations in this report are based on those figures, which, given that September is a neutral month, are believed to be a fair representation of normal day to day use. During the week in question 3422 tickets were purchased in the core area, and 7211 in the secondary area, netting a total of £10,589
4. When on street charges were introduced the tariffs were set at slightly above the hourly rate of adjoining off street car parks, and drivers were giving the option of paying for 15 minutes intervals. The rationale behind this was to encourage drivers who were making short visits to use on street parking, but for longer visits to use off street car parks.
5. The graph overleaf shows the breakdown of the time periods for which parking was purchased. Looking at the details of the figures, only 32% of drivers selected to pay for a full hour, 25% paid for a 30 or 90 minutes and 43% took full advantage of the 15 minute increment. This indicates that the ability to pay for 15 minute increments is attractive to drivers.



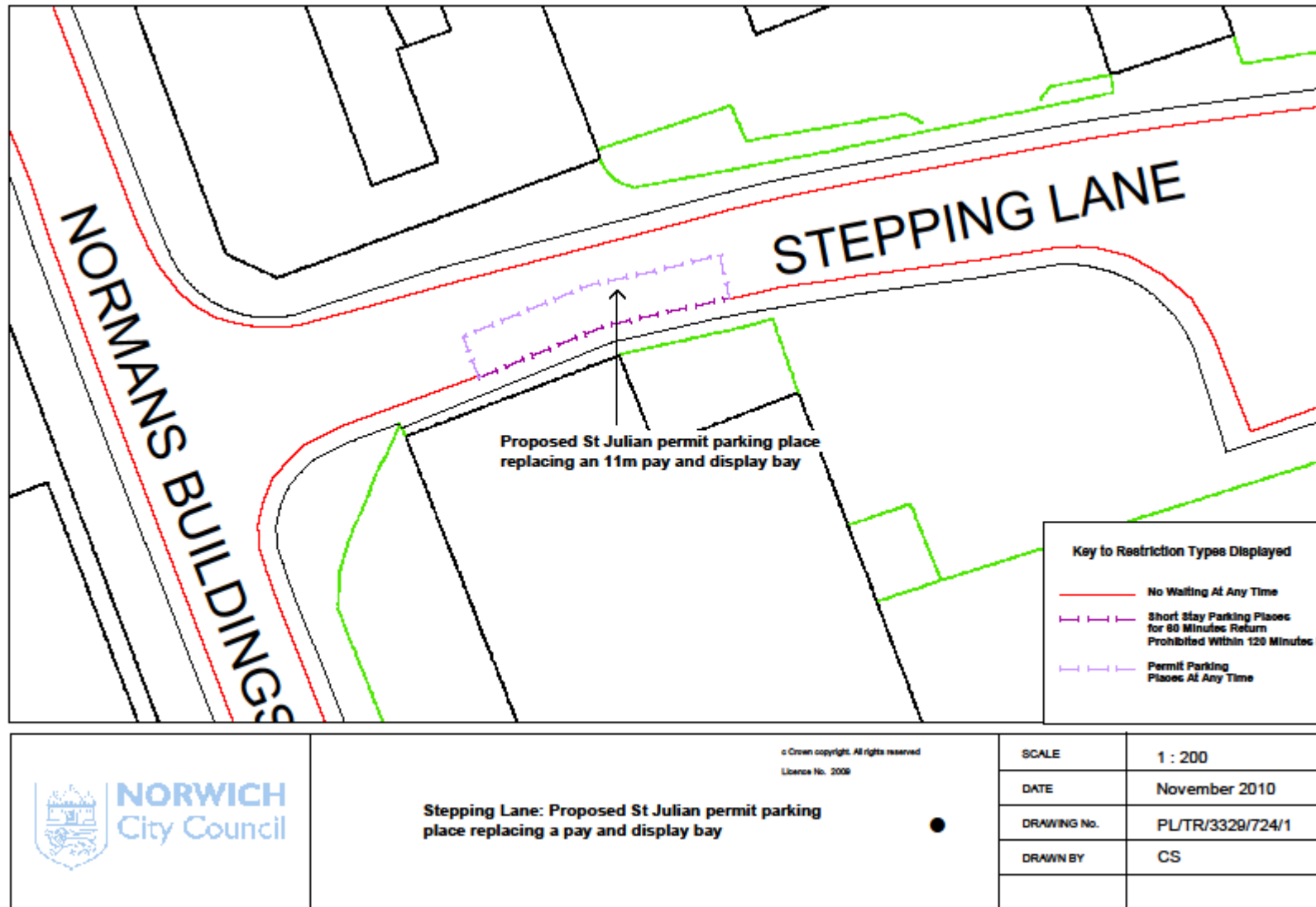
Potential Tariff Increases

6. Within the core area all council owned car parks charge £1.40 per hour, while those run by the commercial sector charge between £1 and £1.40 per hour for up to 4 hours, with hourly rates over 4 hours increasing significantly to discourage long stay parking. On street the charge is £1.60 an hour, and therefore this charge is in line with the original agreed aim of the on street charging scheme.
7. If an increase is considered desirable the minimum rise would be 5p to 45p per 15 minutes, (£1.80 per hour) as 5p is the minimum coinage the ticket machines can accept. Such an increase could potentially generate an additional income of £24,000 a year. However it is likely that with the charges being at least 40p higher than the alternative parking facilities in the area the patronage of the pay and display bays could reduce. If 12.5% of drivers choose those alternatives then the effect of any increase will be lost.
8. In the secondary area most council owned car parks charge £1.10. There are no full time authorised commercial public car parks in the secondary area. The charge in the on street bays in this area is 80p per hour, which is significantly cheaper than the off street option.
9. To reinstate the original differential between on and off street parking in the secondary area would require the hourly rate in the on street bays to be increased to £1.20. This represents a 50% increase and is likely to generate considerable resentment and loss of patronage if it is introduced in one stage. Therefore it is suggested that the tariff is increased in 2 phases, with a rise to £1 per hour (25p per 15 minutes) being introduced first and a further rise to £1.20 (30p per 15 minutes) following 12 months later, subject to there being no change to off street tariffs during that period.
10. If charges were to rise as described above and patronage was to remain the same potentially an extra £81,000 of income could be generated in the first year and £162,000 in the second year and subsequent years, on top of the

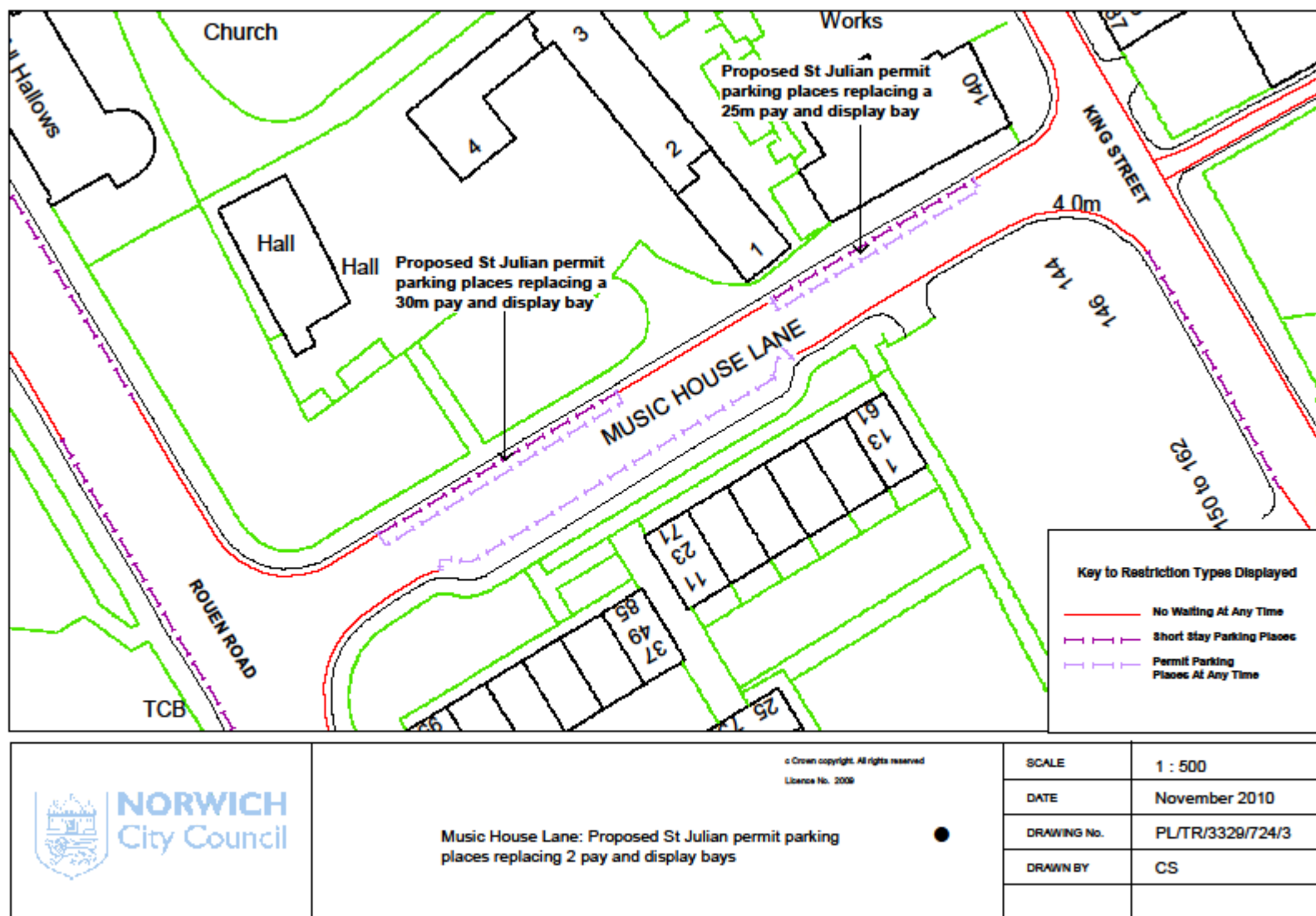
current income of approx £310,000 in the secondary area.

11. However it is possible that any rise in tariff could result in drivers deciding to park elsewhere, or to use an alternative form of transport. If patronage were to reduce by 10% with each tariff increase the additional income would be £69,000 in the first year and £130,000 in the second year. In the unlikely event that patronage were to decrease by 25% with each increase the income would not rise.
12. At the September meeting members asked whether it was possible to have variable tariffs with the cost of the parking increasing exponentially over time to encourage very short stay use of the bays. While the machines could be programmed to accept such a charging regime, explaining it to the drivers would be difficult, and the space on the machine to advise drivers of tariffs is very limited (12 cm by 5 cm). It is therefore suggested that the idea should be not be pursued at present.
13. The analysis of the takings on a machine by machine basis has highlighted that there are some pay and display bays that are barely used, taking less than £20 per week. Therefore the opportunity has been taken to review the operation of these bays and the following changes are suggested;
 - Stepping Lane and Music House Lane – Pay and display bays become permit parking bays for St Julian permit holders
 - St Martins Lane - Pay and display bay become permit parking bays for St Mary permit holders
 - Mountergate – Reduce tariff rate from core area to secondary area (There are no permit holders in the vicinity of these bays)
14. These changes will mean that 3 ticket machines are available for re-deployment. One of these is needed for the new pay and display bay on Chapelfield East that you approved for advertisement in September. It is suggested that the loading bay on the south side of St Giles is converted to a pay and display bay. When the old bus stop on the opposite side of the road was converted to a loading bay 18 months ago consideration was given to making that a pay and display bay, but the idea was not pursued due to lack of availability of ticket machine. With the new loading bay on St Peters Street there is now an over provision of loading bays in this. Based on the usage of the pay and display bays on the north side of St Giles Street it is anticipated that the bay would bring in an income around £10,000 per year. The 3rd machine will be stored for future use
15. The anticipated cost of making these changes is approx £15,000 and it is anticipated that price increases would be introduced by the end of February 2011. The change of use of the pay and display bays will take longer as they need to go through the full traffic regulation order process. This is likely to be completed by Easter.

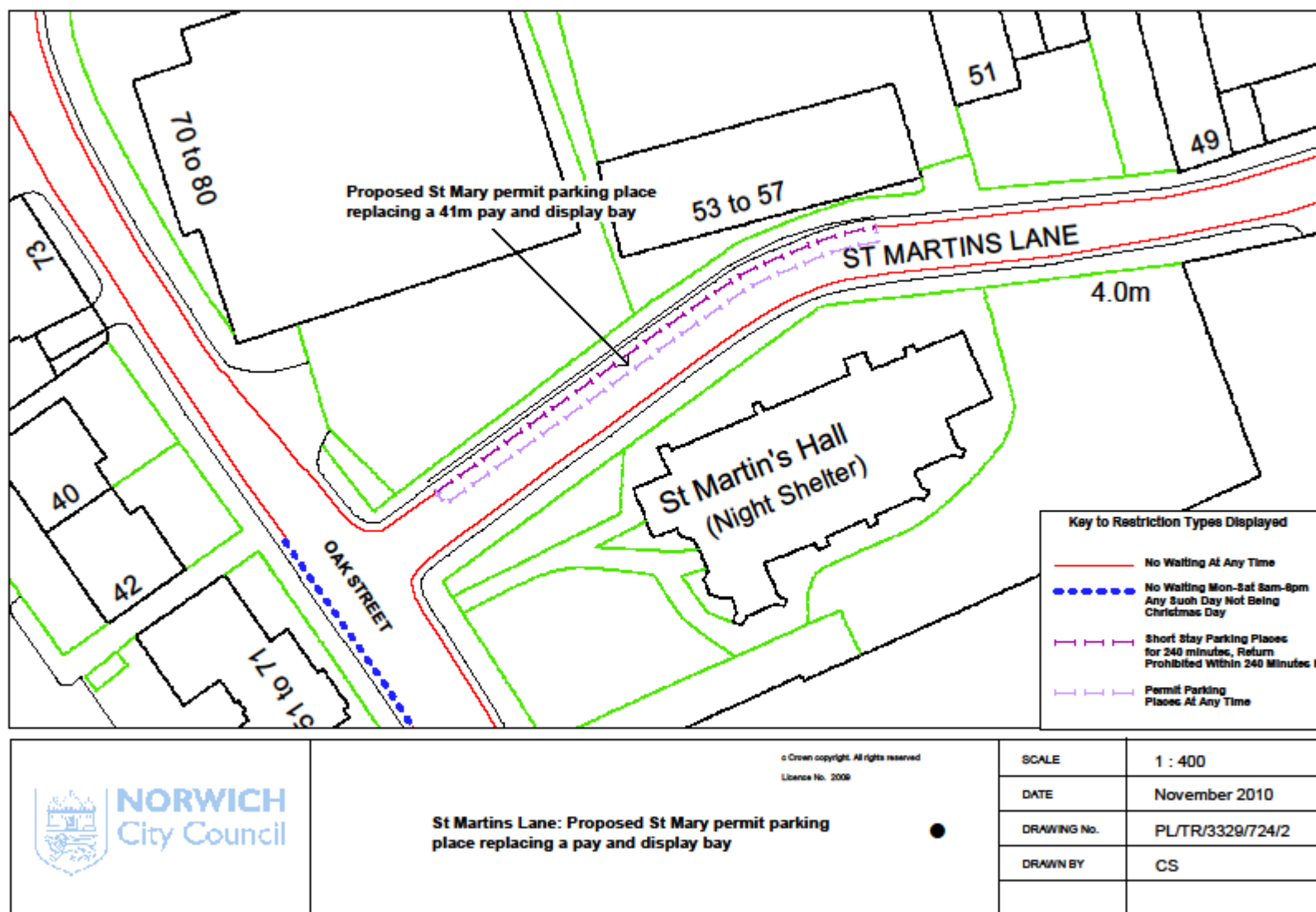
Appendix 1



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