

Report for Resolution

Report to Cabinet
21 September 2011

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Report of Head of city development services

Subject Proposed revisions to car park fees and charges

Purpose

To seek approval for tariff changes to off-street car parks

Recommendations

Members are asked to:

1. Approve the revised fees and charges as set out in **Appendix C** and **Appendix D** of the report, to take effect from 31 October 2011;
2. Authorise head of legal and democratic services to undertake the necessary statutory procedures to introduce the new fees and charges, by means of a Variation under Section 35C of the Road Traffic regulation Act 1984.

Financial Consequences

The current income projection forecast for 2011/12 is £4.39 million.

Based on the current level of demand for city centre parking, the recommended increases - if implemented on 31 October 2011 – would generate additional estimated income of £49,415 during the current financial year and £117,654 over a full financial year.

There will be estimated costs of £2,000 for the preparation of notices, advertising and changes to signage.

Risk Assessment

- Car park operational expenditure is subject to inflationary increases, and the risk of not increasing tariffs means that operational surpluses will diminish. Any reduction in operational surpluses has a direct impact on the Council's wider budgets, its ability to re-invest in car parks, fund repairs and carry out maintenance
- The parking market in Norwich is extremely competitive with sufficient capacity to prevent individual operators such as the City Council from setting tariffs without due regard to competition. Any substantial increases in tariffs would be likely to cause significant migration to competitor car parks and subsequent loss of income
- Due regard has been taken in this tariff review to ensure recommendations are consistent with adopted local transportation strategies.

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 to maximise income from off-street car parks.

Contact Officers

David Rogers, Strategic Parking Officer

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Background Documents

Not applicable.

Report

Background

1. The city council generates significant income from parking fees and charges, currently projected to be £4.39 million for 2011/12.
2. Parking capacity increased in the city centre by 2028 spaces to over 10,000 public spaces during the course of 2005 and since that time there has been considerable competition for business between operators. This competition has had the effect of driving down major private operators tariffs (Chapelfield to match the Mall) leaving the city council's car parks as the highest priced volume operator within the city centre.
3. Park and Ride currently provides 6 sites operated by the county council offering 4938 spaces at extremely competitive prices compared with city centre car parking.
4. The city council now has only 17.5% of the public off-street car parking serving the city. A list of the public car parks serving the city forms **Appendix E**.
5. A very competitive local market situation persists, but the numbers of visitors to the city is holding up well with operators reporting only small reductions to car park usage over previous years.
6. Despite this increased competition the city council's car parks continue to deliver operational surpluses. However, in order to maintain both income and standards, the council will need to continuously re-invest in its car parks.

Proposed revisions to fees and charges

7. Parking tariffs were last revised by the city council in November 2010, with revisions to blue badge concessions in March 2011.
8. There remains very little scope within the current market for across the board price increases. Consequently it is proposed to make selective adjustments to charges where the market and demand will permit.

Short and medium stay proposals

9. Comparisons with local competitor short and medium stay charges are set out within **Appendix A**.
10. Comparisons with other regional cities whilst of interest are not material factors given the local parking market in which the council's car parks must compete.
11. Most city centre short stay facilities are priced at £1.00 per hour. Pricing competition has seen Chapelfield reduce its hourly tariff to £1.00 from £1.50. With the exception of two sites – the multi-storey car parks at St Stephens Gate and Riverside - the city council's short stay car parks are the highest priced at £1.40 per hour.
12. There are however, some very central car parks in the council's portfolio which

are relatively small in size and where demand is very high. At these sites a higher tariff can be set in order to manage that demand and ensure continued parking use for the land.

13. The following recommendations are highlighted with regard to short to medium stay tariffs:

- **Increase the hourly rate (and multiples as laid out within *Appendix C* up to any maximum day-time rates) to £1.50 (currently £1.40) at Chantry, St Giles, Chapelfield East and Pottergate**
- **Increase the hourly rate (and multiples as laid out within *Appendix C* up to any maximum day-time rates) to £1.40 (currently £1.30) at St Andrews**
- **Increase the hourly rate (and multiples as laid out within *Appendix C* up to any maximum day-time rates) at Colegate, Queens Road and Rouen Road to £1.20 (currently £1.10) and Magdalen Street and St Crispins to £1.10 (currently £1.00).**

14. Maximum day-time rates apply to the period between 05:00 and 18:30 only. The evening rate applies from 18:30 through to 05:00. Where a parking duration crosses over between the day-time and evening periods then the two charges are added together.

15. A full list of the proposed tariff changes is set out within ***Appendix C*** to this report.

16. On-street parking is currently free of charge on Sundays and provides an incentive to park on-street. The possibility of reviewing this policy is being considered.

Maximum stay proposals

17. Comparisons with competitor long stay charges and standard bus fares are set out within ***Appendix B***.

18. Competitor long stay surface car parks in the Anglia Square area offer all day parking at £3.70. NCP have continued their reduced long stay parking, from £13.00 to £4.80 all day, at their St Stephens gate multi-storey car park.

19. Park and Ride charges are currently £2.30 per person (rather than per vehicle) all day or £2.00 per person after 12:30. Further discounts are available for groups travelling in the same vehicle.

20. Equivalent bus fares for journeys into the City using First's services are currently:

- City Centre from/to Zone 1 = £2.30 round trip
- City Centre from/to Zones 2, 3 and 4 = £4.60 round trip
- City Centre from/to Zones 5 = £5.60 round trip

Zone 5 typically extends out to towns such as Wroxham and Aylsham to the

North of the City and to Loddon, Long Stratton and Wymondham to the South.

21. The following recommendations are highlighted with regard to maximum day-time stay tariffs:

- **Taking account of current usage trends, competitor tariffs and local transportation strategies, it is recommended to increase the day-time maximum stay rates as follows; at St Andrews to £5.50 (currently £5.20), at Colegate to £8.00 (currently £7.00), at Rose Lane to £4.60 (currently £4.50), at Magdalen Street to £4.20 (currently £4.00), at Westwick Street to £4.10 (currently £4.00) and St Crispins to £3.70 (currently £3.50)**
- In order to try to increase usage at St Giles the maximum stay rate was reduced from £15.00 to £8.00 within the 2010 review. This has had no significant effect on increasing the usage of the car park, but instead has reduced income for that site. **It is therefore recommended to move back towards the previous price point in stages, by increasing the maximum day-time charge to £12 (currently £8) within this review, in order to maximise income from the site.**

22. See 14 above regarding the treatment of charges for evening and day-time periods.

23. A full list of the proposed tariff changes is set out within **Appendix C** to this report.

Season Tickets and Contract Parking proposals

24. Taking account of usage trends, competitor tariffs and local transportation strategies it is recommended to increase the following season ticket and contract parking tariffs:

- **Increase the St Andrews Monday to Friday special offer season ticket to £940 pa (currently £912) and pro rata increases for Monday to Saturday and Monday to Sunday**
- **Reduce the Category A Monday to Friday season ticket to £2380 pa (currently £2383.50) and pro rata reductions for Monday to Saturday and Monday to Sunday**
- **Increase the Category B Monday to Friday season ticket to £1195 pa (currently £1191.75) and pro rata increases for Monday to Saturday and Monday to Sunday**
- **Increase the Category C Monday to Friday season ticket to £910 pa (currently £908) and pro rata increases for Monday to Saturday and Monday to Sunday**
- **Increase the Category D Monday to Friday season ticket to £725 pa (currently £695) and pro rata increases for Monday to Saturday and Monday to Sunday**
- **Increase the Barn Road and Westwick Street contract parking to £1080pa (currently £1040) and pro rata increases for Monday to Saturday and**

Monday to Sunday

25. It is recommended that the Strategic Parking Officer retains the authority to negotiate price based on volume for organisations seeking to purchase season tickets or contract parking.
26. A full list of the proposed tariff changes is set out within ***Appendix D*** to this report.

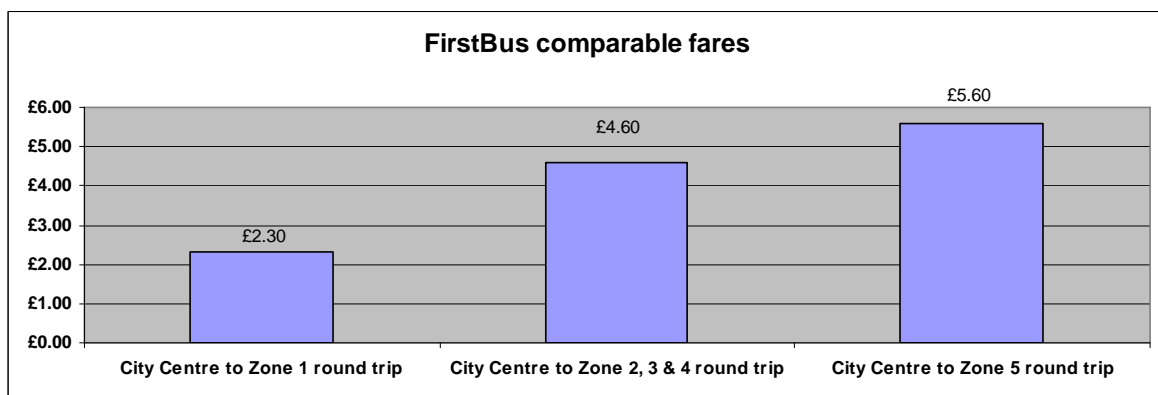
Blue Badge concessions

27. In recognition of the additional time required by disabled people, it is recommended that the council continues to offer time concessions to blue badge holders, as approved by cabinet 16/02/2011.

APPENDIX A – Norwich parking comparitors

Norwich Comparators		Spaces	Mon to Saturday 0500 to 1830						
Car Park	Operator		1 hr	2 hrs	3 hrs	4 hrs	5 hrs	6 hrs	Eve.
Botolph Street	Regional Car Parks	160	0.80	1.60	2.40	3.20	3.70	3.70	n/a
Anglia Square MSCP	Anglia Square/RCP	692 reduced to 573	0.50	1.00	1.50	2.00	2.50	5.00	n/a
Anglia Square surface	RCP	138	0.80	1.60	2.40	3.20	3.70	3.70	n/a
Riverside MSCP (rail users £6 up to 24hrs)	X-Leisure (National Express)	738	2.00	2.00	3.00	4.00	5.00	8.00	n/a
St Stephens MSCP * If arrive before 9am.	NCP	260	2.30	3.20	4.80 *	4.80 *	4.80 *	4.80 *	3.00
Castle Mall MSCP	Mall Corporation	800	1.00	2.00	3.00	4.00	6.00	6.00	1.50
John Lewis MSCP (non-shoppers in brackets)	John Lewis	650	0.90 (1.20)	1.50 (2.20)	2.50 (4.00)	3.70 (5.00)	6.50 (8.00)	11.00 (12.50)	n/a
Forum	MillCo	204	1.40	2.80	4.20	5.60	7.00	8.40	1.70
Chapelfield	Capital Shopping Centres	1000	1.00	2.00	3.00	4.00	8.00	8.00	2.00 From 3pm
NCC Short stay	Norwich CC	647	1.40	2.80	4.20	5.60	8.00	15.00	1.70
NCC Medium stay	Norwich CC	1016	1.00 to 1.30	2.00 to 2.60	3.00 to 3.90	4.00 to 4.50	4.00 to 5.50	4.00 to 7.00	1.70
NCC Long stay	Norwich CC	170	1.00p	2.00	3.00	3.50	3.50	3.50	1.70
NCC St Andrews MSCP	Norwich CC	1084	1.30	2.60	3.90	5.20	5.20	5.20	1.70

APPENDIX B – Long stay and bus fare comparators



Zone 1 typically extends to Magdalen Street and Bracondale.

Zone 2 typically extends out to villages such as Spixworth, Rackheath, Blofield, Newton Flotman, Costessey and Horsford.

Zone 5 typically extends out to towns such as Wroxham and Aylsham to the North of the City, Easton to the West, Acle to the East and to Loddon, Long Stratton and Wymondham to the South.

APPENDIX C – Summary of proposed revisions to parking charges

Current and proposed parking charges for Council car parks				Mon to Sun & Bank Hols 0500 to 1830						Mon to Sun & Bank Hols	
Car Park	Total spaces	Tariff type ***		1 hr	2 hr	3 hr	4 hr	5 hr	5hr +	1830 to 0500	
St Andrews MSCP	1084	S/M	Existing	1.30	2.60	3.90	5.20	5.20	5.20	1.70	
			Proposed	1.40	2.80	4.20	5.50	5.50	5.50	1.70	
St Giles MSCP	330	S	Existing	1.40	2.80	4.20	5.60	8.00	8.00	1.70	
			Proposed	1.50	3.00	4.50	6.00	8.00	12.00	1.70	
Barn Road	147	M	Existing	1.10	2.20	3.30	4.40	5.20	5.20	1.70	
			Proposed	No change							
Chantry	78	S	Existing	1.40	2.80	4.20	5.60	8.00	15.00	1.70	
			Proposed	1.50	3.00	4.50	6.00	No change		1.70	
Chapelfield East	17	S	Existing	1.40	2.80	4.20	5.60	8.00	15.00	1.70	
			Proposed	1.50	3.00	4.50	6.00	No change		1.70	
Colegate	94	M	Existing	1.10	2.20	3.30	4.40	5.50	7.00	1.70	
			Proposed	1.20	2.40	3.60	4.80	6.00	8.00	1.70	
Magdalen Street	206	M	Existing	1.00	2.00	3.00	4.00	4.00	4.00	1.70	
			Proposed	1.10	2.20	3.30	4.20	4.20	4.20	1.70	
Monastery Court	55	S	Existing	1.40	2.80	4.20	5.60	8.00	15.00	1.70	
			Proposed	No change							
Pottergate	26	S	Existing	1.40	2.80	4.20	5.60	8.00	15.00	1.70	
			Proposed	1.50	3.00	4.50	6.00	No change		1.70	
Queens Road	61	M	Existing	£1.10 per hour or part of an hour						1.70	
			Proposed	£1.20 per hour or part of an hour						1.70	
Rose Lane	204	M	Existing	1.20	2.40	3.60	4.50	4.50	4.50	1.70	
			Proposed	1.20	2.40	3.60	4.60	4.60	4.60	1.70	
Rouen Road	187	M	Existing	1.10	2.20	3.30	4.40	5.00	5.00	1.70	
			Proposed	1.20	2.40	3.60	4.80	No change		1.70	
St Crispins	74	L	Existing	1.00	2.00	3.00	3.50	3.50	3.50	1.70	
			Proposed	1.10	2.20	3.30	3.70	3.70	3.70	1.70	
Westwick Street	107	M	Existing	1.30	2.60	3.90	4.00	4.00	4.00	1.70	
			Proposed	1.30	2.60	3.90	4.10	4.10	4.10	1.70	

*** Tariff type S = Short M = Medium L = Long

Appendix D – Summary of proposed revisions to season ticket and contract parking charges

Current and proposed charges for Council car park season tickets			Price per annum		
Season Ticket	Car parks included		5 day/wk	6 day/wk	7 day/wk
St Andrews	St Andrews MSCP	Existing	£912	£1094	£1276
		Proposed	£940	£1128	£1316
Category A	Queens Rd, Barn Rd, Colegate, Rouen Rd, Magdalen Street, St Andrews, Rose Lane, Westwick St, St Crispins.	Existing	£2383.50	£2860.20	£3336.90
		Proposed	£2380	£2856	£3332
Category B	Magdalen St, St Crispins, Rose Lane, Westwick St, St Andrews.	Existing	£1191.75	£1430.10	£1668.45
		Proposed	£1195	£1434	£1673
Category C	Magdalen St, Westwick St, Rose Lane, St Crispins.	Existing	£908	£1089.60	£1271.20
		Proposed	£910	£1092	£1274
Category D	St Crispins.	Existing	£695	£834	£973
		Proposed	£725	£870	£1015

Current and proposed charges for Contract Parking		Price per annum		
Permit/car park		5 day/wk	6 day/wk	7 day/wk
St Andrews	Existing	£1375	£1650	£1925
	Proposed	No change		
Colegate	Existing	£2600	£3120	£3640
	Proposed	No change		
Barn Road	Existing	£1040	£1248	£1456
	Proposed	£1080	£1296	£1512
Westwick Street	Existing	£1040	£1248	£1456
	Proposed	£1080	£1296	£1512

Appendix E - Summary of public parking spaces available

	Car Park	Operator	Standard spaces	Disabled spaces
	On Street pay and display	City/County Council	650	59
	Sub Total		650	59
Multi-storey	St Andrews	City Council	1032	52
	St Giles	City Council	319	11
	Chapelfield	Capital Shop Centres	954	50
	Castle Mall – Farmers Ave	The Mall Group	76	5
	Castle Mall – Rose Lane	The Mall Group	702	25
	The Forum	Forum	192	12
	Riverside	X-Leisure	735	22
	John Lewis	JLP	635	15
	Anglia Square	RCP	573	0
	St Stephens Gate	NCP	260	2
	Sub Total		5478	194
Off Street Pay and Display	Barn Road	City Council	143	7
	Colegate	City Council	88	5
	Chantry	City Council	75	4
	Chapelfield East	City Council	17	1
	St Crispins	City Council	74	0
	Monastery court	City Council	52	3
	Rose Lane	City Council	197	7
	Rouen Road	City Council	179	9
	Magdalen Street	City Council	191	10
	Pottergate	City Council	24	2
	Queens Road	City Council	59	3
	Westwick Street	City Council	105	3
	Assembly House	Assembly house	48	3
	Botolph Street	RCP	160	0
	Edward Street	RCP	22	0
	Lower Clarence Road	RCP	385	0
	Anglia Square	RCP	95	0
	St Helens Wharf	Jarrold	134	4
	Mountergate	RCP	120	0
	Hollywood Cinema	RCP	69	0
	Riverside surface		1062	27
	Sainsbury Queens Road	Sainsbury	335	16
	Toys R Us	Euro car parks	242	8
	Rear of NCFC	NCFC	400	18
	Sub Total		4276	130
Park & Ride	Postwick	County Council	527	25
	Airport	County Council	591	29
	Sprowston	County Council	756	36
	Harford	County Council	1039	49
	Thickthorn	County Council	750	36
	Costessey	County Council	1051	49
	Sub Total		4714	224
	Total		15118	600

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