

Report to Norwich Highways Agency Committee
17 September 2015
Report of Head of city development services
Subject Proposed variations to car park fees and charges

Item

9

Purpose

To give members the opportunity to comment on proposed revisions to car park fees and charges, prior to the proposals going before the city council's cabinet for decision.

Recommendation

Members are asked to support the proposed revised fees and charges as set out in **appendices C and D** of the report, to take effect from 16 November 2015.

Corporate and service priorities

The report helps to meet the corporate priority "a prosperous city" and the service plan priority to achieve sustainable income growth of off-street parking.

Financial implications

The current car park income projection forecast for 2015/16 is £5.05 million. Based on the current level of demand for city centre parking, the recommended increases, if implemented on 16 November 2015, could generate additional estimated income of £23,100 during the current financial year and £70,000 over a full financial year.

There will be estimated costs of £2,500 for the preparation of notices, advertising and changes to signage.

Ward/s: All wards

Cabinet member: Councillor Stonard – Resources and Councillor Bremner – Transport

Contact officers

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Background documents

None

Report

Background

1. The provision of adequate off street car parking is an important part of maintaining and improving the economic wellbeing and vitality of the city centre. The city council also generates significant income from parking fees and charges, currently projected to be £5.05 million for 2015/16.
2. Off-street and on-street parking capacity serving the city centre increased by 2028 spaces to over 10,000 public spaces during the course of 2015 but since that time the Anglia Square multi-storey car park has closed reducing the number of spaces available.
3. Despite this reduction in spaces there remains considerable competition for business between operators. This competition has had the effect of driving down some major private operators tariffs (Chapelfield and the Mall) leaving the city council, in most cases, as one of the higher priced volume operators within the city centre.
4. Park and Ride currently provides 6 sites operated by the county council offering 4928 spaces at extremely competitive prices compared with city centre car parking.
5. Access to the city provided through good rail links, bus routes, park and ride and off street car parks means that the number of visitors to the city continues to hold up well and the local economy continues to thrive.
6. The city council's car parks continue to be an important factor in providing high quality and centrally located parking facilities which support access to the city for visitors. However, in order to maintain both standards and income, the council will need to continuously re-invest in its car parks. To this end the city council is currently building a new multi-storey car park at the junction of Rose Lane and Mountergate and will carry out major repairs to St Andrews car park during 2015/16.
7. The city council currently has 17% of public off-street car parking serving the city but this will increase with the opening of the new 600 space Rose Lane car park currently under construction. A list of current public car parks forms Appendix E.
8. The purpose of this tariff review is to ensure that the council's car parks continue to operate competitively within the wider off-street parking market in Norwich, effectively manage demand and generate sufficient income to be able to adequately maintain and re-invest in those facilities.

Proposed revisions to fees and charges

9. Parking tariffs were last revised by the city council in November 2013.

10. 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.

New Rose Lane car park

11. The new Rose Lane car park will be completed early in 2016 and it is necessary to recommend its tariffs within this review.
12. Taking account of planning conditions in relation to the new car park the following tariffs are recommended:

Up to 1 hour £1.70 – Up to 2 hours £3.40 – Up to 3 hours £5.10 – Up to 4 hours £5.90 – Maximum day-time rate £5.90 – Evening rate £1.80

This report has distinguished between the existing Rose Lane car park and the new Rose Lane car park by referring to them as either Existing or New.

Short and Medium stay proposals

13. Comparisons with local competitor short and medium stay charges are set out within Appendix A.
14. 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.
15. Most city centre short stay facilities are priced between £1.00 and £1.70 per hour. 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 £1.70 per hour.
16. 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.
17. There are also some very central car parks where a high tariff is justified in order to maintain availability throughout the day for visitors.
18. The following recommendations are highlighted with regard to short to medium stay tariffs:
 - a) Increase the hourly rate (and multiples as laid out within *Appendix C* up to any maximum day-time rates) to £1.80 (currently £1.70) at Chantry, St Giles and Chapelfield East
 - b) Increase the hourly rate (and multiples as laid out within *Appendix C* up to any maximum day-time rates) to £1.70 (currently £1.60) at St Andrews and Pottergate.
19. 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.

20. A full list of the proposed tariff changes is set out within Appendix C to this report.
21. On-street parking is charged at a premium rate during the day between Monday and Saturday, but is currently free of charge in the evenings and on Sundays and this provides an incentive to park on-street at these times. The review of on-street charges is a function of Norwich Highways Agency Committee and the introduction of any charges for parking on Sunday or during the evening would first require a consultation process and changes to Traffic Regulation Orders.

Maximum stay proposals

22. Comparisons with competitor long stay charges and standard bus fares are set out within Appendix B.
23. Competitor long stay surface car parks in the Anglia Square area offer all day parking at £5.00. NCP have continued to offer reduced price long stay parking, at £5.80 all day compared to £13.00 previously, at their St Stephens Gate multi-storey car park.
24. Park and Ride cash charges are currently £3.50 per adult all-day or £2.50 per person after 12:00. Further concessions are available for groups travelling in the same vehicle.
25. Equivalent bus fares for journeys into the city using First's bus services are currently:
- City Centre from/to All zones = £4.80 round trip
- Zones typically extend out to towns such as Wroxham and Aylsham to the North of the City and to Loddon, Long Stratton and Wymondham to the South.
26. The following recommendations are highlighted with regard to maximum stay day-time 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 £5.90 (currently £5.80), at the existing Rose Lane to £5.00 (currently £4.90), at Magdalen Street to £5.00 (currently £4.70), at Westwick Street to £4.80 (currently £4.40) and St Crispins to £4.40 (currently £4.00)
27. See 14 above regarding the treatment of charges for evening and day-time periods.

Evening tariff

28. Taking account of the value provided by the evening tariff when compared to day-time tariffs, but wishing to continue to encourage visitors to the city during the evening, there is no change recommended at this time.
29. A full list of the proposed tariff changes is set out within Appendix C to this report.

Season Tickets and Contract Parking proposals

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

Season tickets

Increase the St Andrews Monday to Friday season ticket to £1,000 pa (currently £980) and pro rata increases for Monday to Saturday and Monday to Sunday

Increase the Category C Monday to Friday season ticket to £980 pa (currently £950) and pro rata increases for Monday to Saturday and Monday to Sunday

Increase the Category D Monday to Friday season ticket to £780 pa (currently £760) and pro rata increases for Monday to Saturday and Monday to Sunday

Contract parking

No variations to contract parking tariffs are recommended at this time.

31. It is recommended that the Client Property and Parking manager retains the authority to negotiate price based on volume for organisations seeking to purchase season tickets or contract parking.
32. A full list of the proposed season ticket and contract parking tariff changes is set out within Appendix D to this report.

Blue Badge concessions

33. 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 the city council cabinet 16/02/2011.

These time concessions are:

At St Andrews, St Giles, Chantry, Chapelfield East, Pottergate, Rouen Road and Magdalen Street car parks:

- a) Buy one hour and get one additional hour free
- b) Buy two hours and get two additional hours free
- c) Buy three hours and get three additional hours free
- d) Buy four hours and park all day.

34. At Barn Road, Colegate, Monastery Court, Queens Road, Rose Lane, St Crispins and Westwick Street car parks, it is not cost effective to replace payment machines to comply with the relevant British Standard, and where a valid blue badge is properly displayed, parking remains free of charge.

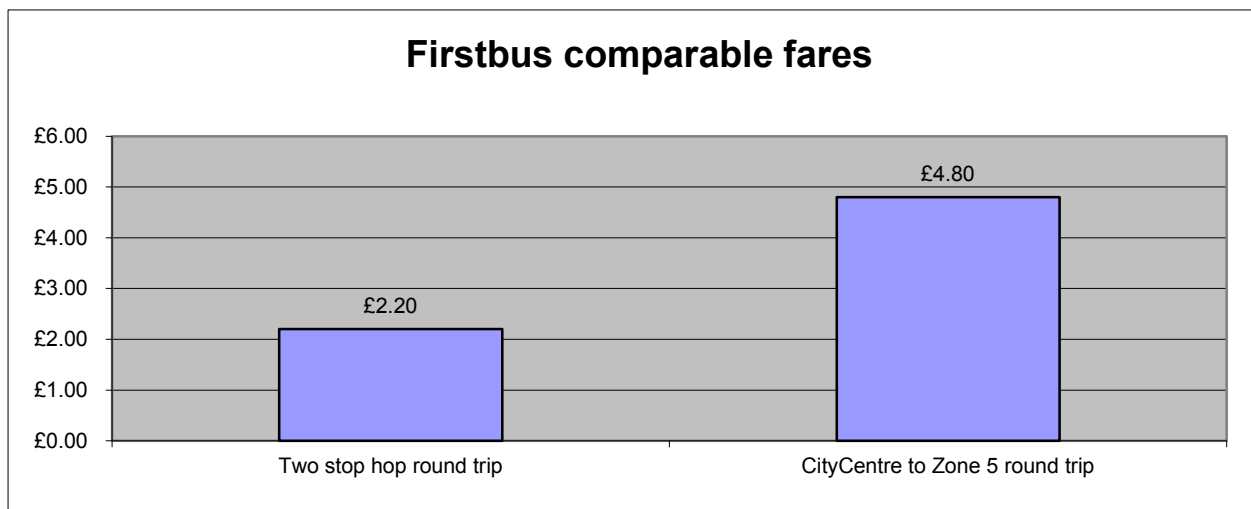
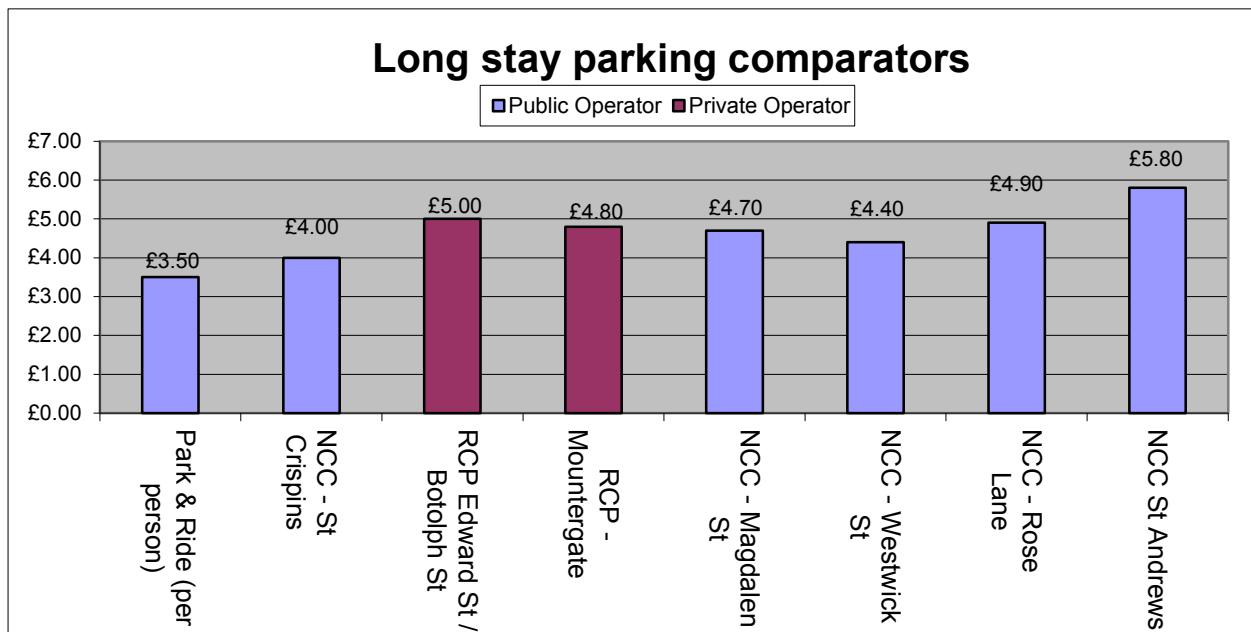
APPENDIX A

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	1.00	2.00	3.00	4.00	5.00	5.00	n/a
Anglia Square MSCP	Anglia Square/R CP	Closed							
Anglia Square surface	RCP	138	1.20	2.40	3.60	4.80	5.50	5.50	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	20.00	n/a
St Stephens MSCP * If arrive before 9.30am.	NCP	260	2.40	3.90	5.80 *	5.80 *	5.80 *	5.80 *	n/a
Castle Mall MSCP	Mall Corporation	800	1.20	2.30	3.50	4.70	8.00	12.00	1.50
John Lewis mscp (non-shoppers in brackets)	John Lewis	650	1.00 (1.50)	1.50 (2.50)	2.50 (4.50)	3.70 (6.00)	6.50 (8.00)	11.00 (12.50)	n/a
Forum	MillCo	204	1.70	3.40	5.10	6.80	8.50	10.20	1.80
Chapelfield	Intu	1000	1.20	2.40	3.60	4.80	8.00	8.00	2.00 from 3pm
NCC Short stay	Norwich CC	647	1.70	3.40	5.10	6.80	8.50	15.00	1.80
NCC Medium stay	Norwich CC	1016	1.30 to 1.40	2.60 to 2.80	3.90 to 4.80	4.40 to 5.80	4.40 to 5.80	4.40 to 5.80	1.80
NCC Long stay	Norwich CC	170	1.20	2.40	3.60	4.00	4.00	4.00	1.80
NCC St Andrews MSCP	Norwich CC	1084	1.60	3.20	4.80	5.80	5.80	5.80	1.80

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 ***		Up to 1 hr	Up to 2 hr	Up to 3 hr	Up to 4 hr	Up to 5 hr	5hr +	1830 to 0500
St Andrews MSCP	1084	S/M	Existing	1.60	3.20	4.80	5.80	5.80	5.80	1.80
			Proposed	1.70	3.40	5.10	5.90	5.90	5.90	1.80
St Giles MSCP	330	S	Existing	1.70	3.40	5.10	6.80	8.50	15.00	1.80
			Proposed	1.80	3.60	5.40	7.20	8.50	15.00	1.80
Barn Road	147	M	Existing	1.30	2.60	3.90	5.20	5.20	5.20	1.80
			Proposed	1.30	2.60	3.90	5.20	5.20	5.20	1.80
Chantry	78	S	Existing	1.70	3.40	5.10	6.80	8.50	15.00	1.80
			Proposed	1.80	3.60	5.40	7.20	8.50	15.00	1.80
Chapelfield East	17	S	Existing	1.70	3.40	5.10	6.80	8.50	15.00	1.80
			Proposed	1.80	3.60	5.40	7.20	8.50	15.00	1.80
Colegate	94	M	Existing	1.40	2.80	4.20	5.60	8.00	8.00	1.80
			Proposed	1.40	2.80	4.20	5.60	8.00	8.00	1.80
Magdalen Street	206	M	Existing	1.30	2.60	3.90	4.70	4.70	4.70	1.80
			Proposed	1.30	2.60	3.90	5.00	5.00	5.00	1.80
Monastery Court	55	S	Existing	1.50	3.00	4.50	6.00	8.00	15.00	1.80
			Proposed	1.50	3.00	4.50	6.00	8.00	15.00	1.80
Pottergate	26	S	Existing	1.60	3.20	4.80	6.40	8.00	15.00	1.80
			Proposed	1.70	3.40	5.10	6.80	8.00	15.00	1.80
Queens Road	61	M	Existing	1.30	2.60	3.90	5.20	6.50	8.00	1.80
			Proposed	1.30	2.60	3.90	5.20	6.50	8.00	1.80
Existing Rose Lane	204	M	Existing	1.30	2.60	3.90	4.90	4.90	4.90	1.80
			Proposed	1.30	2.60	3.90	5.00	5.00	5.00	1.80
Rouen Road	187	M	Existing	1.30	2.60	3.90	5.10	5.10	5.10	1.80
			Proposed	1.30	2.60	3.90	5.10	5.10	5.10	1.80
St Crispins	74	L	Existing	1.20	2.40	3.60	4.00	4.00	4.00	1.80
			Proposed	1.20	2.40	3.60	4.40	4.40	4.40	1.80
Westwick Street	107	M	Existing	1.30	2.60	3.90	4.40	4.40	4.40	1.80
			Proposed	1.30	2.60	3.90	4.80	4.80	4.80	1.80
New Rose Lane MSCP	600	S/M	Existing	N/A	N/A	N/A	N/A	N/A	N/A	N/A
			Proposed	1.70	3.40	5.10	5.90	5.90	5.90	1.80

*** Tarrif 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, New Rose Lane MSCP* (*when open)	Existing	£980	£1,176	£1,372
		Proposed	£1,000	£1,200	£1,400
Category A	Queens Rd, Barn Rd, Colegate, Rouen Rd, Magdalen Street, St Andrews, Existing Rose Lane (surface), Westwick St, St Crispins.	Existing	£2,380	£2,856	£3,332
		Proposed	No change		
Category B	Magdalen St, St Crispins, Existing Rose Lane (surface), Westwick St, St Andrews.	Existing	£1,195	£1,434	£1,673
		Proposed	No change		
Category C	Magdalen St, Westwick St, Existing Rose Lane (surface), St Crispins.	Existing	£950	£1,140	£1,330
		Proposed	£980	£1,176	£1,372
Category D	St Crispins.	Existing	£760	£912	£1,064
		Proposed	£780	£936	£1,092

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	£1,100	£1,320	£1,540
	Proposed	No change		
Westwick Street	Existing	£1,100	£1,320	£1,540
	Proposed	No change		

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	Closed	0	0
	St Stephens Gate	NCP	260	2
	Sub Total		4905	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		14545	600