

**Report to** Cabinet  
11 October 2017  
**Report of** Head of city development services  
**Subject** Proposed variations to off-street car park fees and charges

**Item**

**5**

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## **Purpose**

To approve tariff changes to off-street car parks.

## **Recommendation**

To approve the revised fees and charges as set out in appendix C and appendix D to the report, to take effect from 13 November 2017

## **Corporate and service priorities**

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

## **Financial implications**

The current car park income projection forecast for 2017/18 is £5.65 million. Based on the current level of demand for city centre parking, the recommended increases, if implemented on 13 November 2017, could generate additional estimated income of £45,000 during the current financial year and £95,000 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, sustainable and inclusive growth, vice-chair Norwich Highways Agency Committee

Councillor Kendrick, resources

## **Contact officers**

David Rogers, client property and parking manager 01603 212463

Andy Watt, head of city development services 01603 212691

## **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 its off-street car parks fees and charges, currently projected to be £5.65 million for 2017-18.
2. Off-street and on-street parking capacity serving the city centre increased by 2028 spaces to over 10,000 public spaces (excluding park and ride) during the course of 2005 but since that time the Anglia Square multi-storey car park (originally 1,000 spaces) has closed and the new Rose Lane car park has opened - see **appendix E** for the current spaces available. A planning cap of 10,000 off-street car parking spaces limits the number of off-street spaces that may be provided.
3. 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 provide 6 sites of which 5 provide services to the city centre. These are operated by Konectbus, on behalf of the county council offering 3704 spaces at extremely competitive prices for longer stay parking 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 built and opened a new multi-storey car park at the junction of Rose Lane and Mountergate and has carried out major repairs to both St Andrews and St Giles multi-storey car parks.
7. The city council currently has 20% of public off-street car parking serving the city. 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, to effectively manage demand and to generate sufficient income to adequately maintain and re-invest in those facilities.
9. Variations to car parks fees and charges which are approved by Cabinet will be implemented by the Director of Regeneration and Development, who will instruct NPLaw 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.

## Proposed revisions to fees and charges

10. Off-street parking tariffs were last revised by the city council in November 2016.
11. 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

12. Comparisons with local competitor short and medium stay charges are set out within **appendix A**.
13. 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.
14. City centre short stay facilities are priced between £1.00 and £2.50 per hour. The city council's highest priced short stay car parks are currently priced at £1.90 per hour.
15. There are 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.
16. There are also some very central car parks where a high tariff is justified in order to maintain availability throughout the day for visitors.
17. 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 £2.00 (currently £1.90) at Chantry, St Giles, Chapelfield East and Pottergate
  - b) 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 St Andrews and Rose Lane
  - c) 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 Colegate
  - d) 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 Barn Road, Magdalen Street, Queens Road, Rouen Road and Westwick Street.
18. 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.
19. A full list of the proposed tariff changes is set out within **appendix C** to this report.
20. As part of the Norwich Area Transportation Strategy (NATS), on-street parking is charged at a premium rate during the day between Monday and Saturday, to

encourage the use of these spaces for very short stays only. Currently these spaces are free of charge in the evenings and on Sundays and this provides an incentive to park on-street at these times. As part of the upcoming review of NATS it is proposed that consideration be given to extending on street charging to cover evenings and Sunday.

### **Maximum stay proposals**

21. Comparisons with competitor long stay charges and standard bus fares are set out within **appendix B**.
22. Competitor long stay surface car parks in the Anglia Square area offer all day parking at £5.00 to £5.50 and the Riverside car park continues to offer all day parking at £6.00 for rail users. NCP continue to offer reduced price long stay parking, at £7.50 all day (compared to £13.00 previously,) at their St Stephens Gate multi-storey car park.
23. Park and ride cash charges are currently £3.50 per adult all-day or £2.50 per person after 12:00 daily. Further concessions are available for groups travelling in the same vehicle.
24. Equivalent bus fares for journeys into the city using First's bus services are currently:  
  
City inner 2 stop return trip = £3.50  
  
City Centre from/to All zones = £4.30 round trip  
  
All 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.
25. 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;
  - a) at Westwick Street to £5.00 (currently £4.90)
  - b) at Magdalen Street to £5.20 (currently £5.00)
  - c) at Rouen Road to £5.40 (currently £5.20)
  - d) at St Andrews and Rose Lane to £6.00 (currently £5.90)
26. See 17 above regarding the treatment of charges for evening and day-time periods.

## **Evening tariff**

27. Taking account of competitor pricing for evening tariffs, but wishing to continue to encourage visitors to the city during the evening, it is recommended that the evening tariff be increased to £2.20 (currently £2.00) for all car parks.
28. A full list of the proposed tariff changes is set out within **appendix C** to this report.

## **Season tickets and contract parking proposals**

29. 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**

- a) Increase the 'St Andrews' and 'Rose Lane' 5 day week rate to £1,030 pa (currently £1,000 pa) and proportionately for the 6 and 7 day week rates
- b) Increase the 'category C' season ticket 5 day week rate to £1,000 pa (currently £980 pa) and proportionately for the 6 and 7 day week rates

### **Contract parking**

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

30. 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.
31. 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**

32. 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.

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.
33. 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.

### **Norwich Highways Agency Committee (NHAC)**

In compliance with the agency agreement between the city council and the county council, the proposals within this report were presented to NHAC at their meeting on 21 September 2017 for the committee to comment, prior to coming to cabinet for decision. At that meeting members resolved to support the proposals within this report.

## Integrated impact assessment



**NORWICH**  
City Council

The IIA should assess **the impact of the recommendation** being made by the report

Detailed guidance to help with completing the assessment can be found [here](#). Delete this row after completion

### Report author to complete

Committee:	Cabinet
Committee date:	11 October 2017
Director / Head of service	Andy Watt
Report subject:	Proposed variations to car parks fees and charges
Date assessed:	September 2017
Description:	

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Other departments and services e.g. office facilities, customer contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Helps enable sufficient income to be generated to re-invest in top quality parking facilities
Financial inclusion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Enables continued investment to be able to achieve park mark status
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Health and well being	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Natural and built environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Energy and climate change	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**Recommendations from impact assessment**

**Positive**

**Negative**

**Neutral**

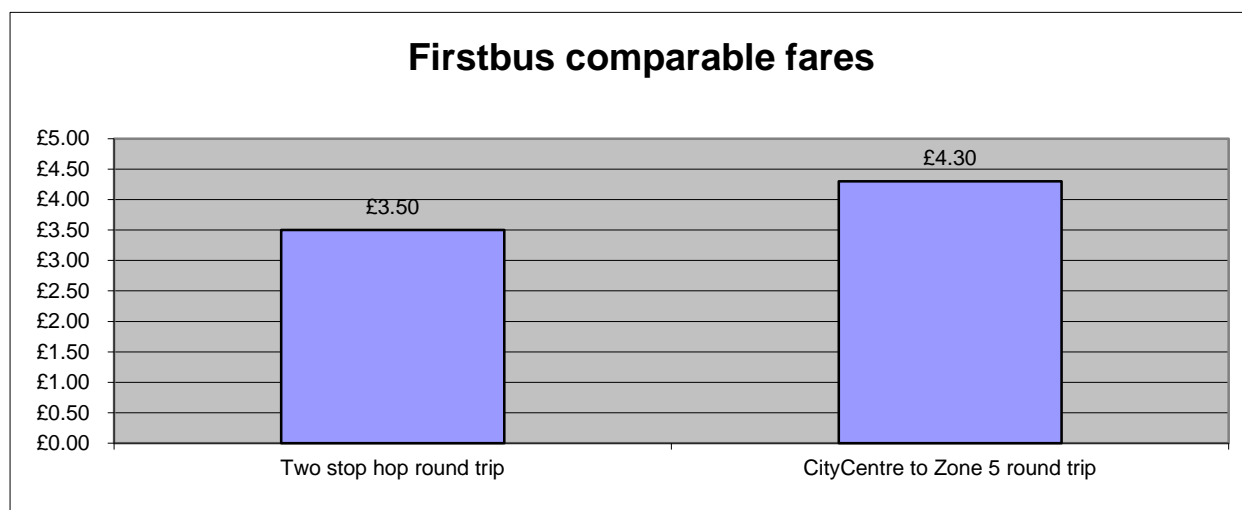
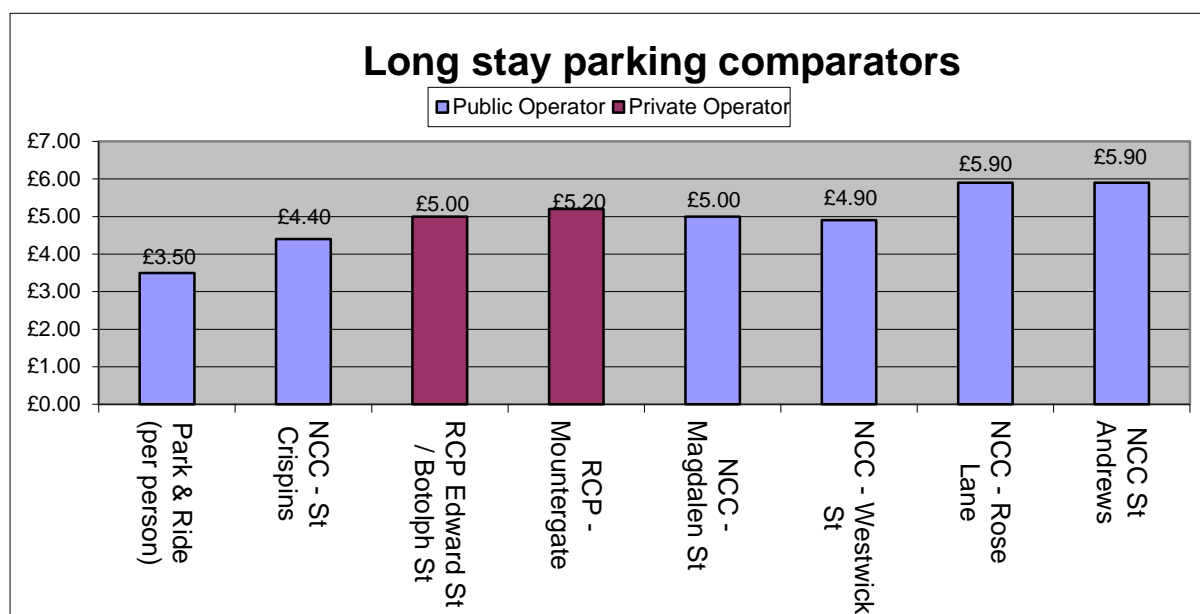
**Issues**

## 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	RCP	160	1.00	2.00	3.00	4.00	5.00	5.00	n/a
Anglia Square MSCP	Anglia Square/RCP	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	2.50	4.50	7.50 *	7.50 *	7.50 *	7.50*	n/a
Castle Mall MSCP	Mall Corporation	800	1.30	2.50	3.70	5.00	8.00	12.00	1.50
John Lewis mscp (non-shoppers in brackets)	John Lewis	650	1.00 (1.50)	2.00 (3.00)	3.00 (4.50)	4.00 (6.00)	6.50 (8.00)	10.00 (12.50)	n/a
Forum	Mill Co	204	1.80	3.60	5.40	7.20	9.00	10.80	2.50
Chapelfield	Intu	1000	1.30	2.60	3.90	5.20	8.00	8.00	2.50 from 3pm
NCC Short stay	Norwich CC	647	1.90	3.80	5.70	7.60	8.50	15.00	2.00
NCC Medium stay	Norwich CC	1016	1.40 to 1.50	2.80 to 3.00	4.20 to 5.00	4.90 to 5.90	4.90 to 5.90	4.90 to 5.90	2.00
NCC Long stay	Norwich CC	74	1.30	2.60	3.90	4.40	4.40	4.40	2.00
NCC St Andrews MSCP	Norwich CC	1084	1.70	3.40	5.10	5.90	5.90	5.90	2.00

## 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	1.70	3.40	5.10	5.90	5.90	5.90	2.00
			Proposed	1.80	3.60	5.40	6.00	6.00	6.00	2.20
St Giles MSCP	330	S	Existing	1.90	3.80	5.70	7.60	8.50	15.00	2.00
			Proposed	2.00	4.00	6.00	8.00	No change		2.20
Barn Road	147	M	Existing	1.30	2.60	3.90	5.20	5.20	5.20	2.00
			Proposed	1.40	2.80	4.20	No change			2.20
Chantry	78	S	Existing	1.90	3.80	5.70	7.60	8.50	15.00	2.00
			Proposed	2.00	4.00	6.00	8.00	No change		2.20
Chapelfield East	17	S	Existing	1.90	3.80	5.70	7.60	8.50	15.00	2.00
			Proposed	2.00	4.00	6.00	8.00	No change		2.20
Colegate	94	M	Existing	1.40	2.80	4.20	5.60	8.00	8.00	2.00
			Proposed	1.50	3.00	4.50	6.00	No change		2.20
Magdalen Street	206	M	Existing	1.30	2.60	3.90	5.00	5.00	5.00	2.00
			Proposed	1.40	2.80	4.20	5.20	5.20	5.20	2.20
Monastery Court	55	S	Existing	1.60	3.20	4.80	6.40	8.00	15.00	2.00
			Proposed	No change						2.20
Pottergate	26	S	Existing	1.90	3.80	5.70	7.60	8.50	15.00	2.00
			Proposed	2.00	4.00	6.00	8.00	No change		2.20
Queens Road	61	M	Existing	1.30	2.60	3.90	5.20	6.50	8.00	2.00
			Proposed	1.40	2.80	4.20	5.60	No change		2.20
Rouen Road	187	M	Existing	1.30	2.60	3.90	5.20	5.20	5.20	2.00
			Proposed	1.40	2.80	4.20	5.40	5.40	5.40	2.20
St Crispins	74	L	Existing	1.30	2.60	3.90	4.40	4.40	4.40	2.00
			Proposed				No change			2.20
Westwick Street	107	M	Existing	1.30	2.60	3.90	4.90	4.90	4.90	2.00
			Proposed	1.40	2.80	4.20	5.00	5.00	5.00	2.20
New Rose Lane MSCP	600	S/M	Existing	1.70	3.40	5.10	5.90	5.90	5.90	2.00
			Proposed	1.80	3.60	5.40	6.00	6.00	6.00	2.20

\*\*\* 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	Existing	£1,000	£1,200	£1,400
		Proposed	£1,030	£1,236	£1,442
New Rose Lane	Rose Lane MSCP	Existing	£1,000	£1,200	£1,400
		Proposed	£1,030	£1,236	£1,442
Category A	Queens Rd, Barn Rd, Colegate, Rouen Rd, Magdalen Street, St Andrews, Westwick St, St Crispins.	Existing	£2,380	£2,856	£3,332
		Proposed	No change		
Category B	Magdalen St, St Crispins, Westwick St, St Andrews.	Existing	£1,195	£1,434	£1,673
		Proposed	No change		
Category C	Magdalen St, Westwick St, St Crispins.	Existing	£980	£1,176	£1,372
		Proposed	£1,000	£1,200	£1,400
Category D	St Crispins.	Existing	£780	£936	£1,092
		Proposed	No change		

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		

**Summary of public parking spaces available**

	<b>Car Park</b>	<b>Operator</b>	<b>Standard spaces</b>	<b>Disabled spaces</b>
	On Street pay and display	City/County Council	650	59
	<b>Sub Total</b>		<b>650</b>	<b>59</b>
<b>Multi-storey</b>	St Andrews	City Council	1032	52
	St Giles	City Council	319	11
	New Rose Lane	City Council	560	35
	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
	<b>Sub Total</b>		<b>5465</b>	<b>229</b>
<b>Off Street Pay and Display</b>	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
	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
	<b>Sub Total</b>		<b>4079</b>	<b>123</b>
<b>Park &amp; Ride</b>	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
	<b>Sub Total</b>		<b>4714</b>	<b>224</b>
	<b>Total</b>		<b>14908</b>	<b>635</b>

