

**Proposed Decision to be taken by the
Portfolio Holder for Transport and Planning
on or after 26 July 2013**

Park and Ride Fares Increase

Recommendation

That the Portfolio Holder for Transport and Planning agrees the revised fares in Table 3 to be implemented on 1st September 2013.

1.0 Key Issues

- 1.1 It is appropriate to keep fares at Stratford Park and Ride under review. Fares should be set to:
- a) Maintain the attractiveness of the Park and Ride compared to parking charges in the town centre; and
 - b) Manage the level of subsidy required for the facility.
- 1.2 The tables below show that the current adult day return fare of £1.70 at the Stratford Park and Ride is significantly below many other Park and Ride schemes elsewhere in the United Kingdom. An increase is therefore considered appropriate.

Table 1 - Stratford Park & Ride Charges

Stratford P&R	Adult Day Return Fare
2005-2007	£1.30
2007-2011	£1.50
2011-2013	£1.70

Table 2 - Park & Ride Charges in other parts of the United Kingdom

Other P&Rs	Adult Day Return Fare
Oxford	£2.00
Chester	£2.00
Taunton	£2.20
Coventry	£2.50
York	£2.60
Bath	£3.50
Leicester	£3.00
Bristol	£3.00

2.0 Proposal

2.1 It is proposed that fares be increased as set out in Table 3 below:

Table 3 - Stratford Park & Ride – Existing Fares and Proposed Increase

Fare	Existing Fares (since April 2011)	Proposed Fares (from September 2013)
Day Return	£1.70	£2.00
Weekly	£6.00	£7.00
Monthly	£22.00	£25.00
Quarterly Season Ticket	£60.00	£60.00
Annual Season Ticket	£200.00	£200.00
Child Return after 9am	£0.75	£0.90
Child Return before 9am	£1.40	£1.60
Mini Group Ticket 1 adult up to 2 children	£1.70	£2.00
Maxi Group Tickets 2 adults and up to 4 children	£3.00	£3.00
Mega Group Tickets up to five adults	£5.00	£5.00
Concessionary Pass Holders after 9am	FREE	FREE
Timothy's Bridge Road Fare Stage Day Return	£0.85	£1.00
Timothy's Bridge Road Fare Stage Quarterly	£30.00	£30.00
Timothy's Bridge Road Fare Stage Annual	£100.00	£100.00

2.2 It is worth noting that previous fare increases at the Park & Ride have not resulted in reduced passenger numbers or income. Even allowing for a 15% negative elasticity (i.e. the propensity for people to switch away from using the Park & Ride), estimates suggest that the County Council will still receive a substantial net increase in income as a result of the proposed fare increases.

3.0 Timescales associated with the decision and next steps

3.1 It is proposed to implement the changes to the Park and Ride fares on 1st September 2013.

Background papers

None.

	Name	Contact Information
Report Author	Chris Burrows	Tel: 01926 412421
Head of Service	Graeme Fitton	Tel: 01926 412406
Strategic Director	Monica Fogarty	Tel: 01926 412514
Portfolio Holder	Cllr Peter Butlin	peterbutlin@warwickshire.gov.uk