

## Decision Record – Park and Ride Fare Increases

<b>Cabinet Portfolio Holder taking the decision</b>	Cllr Peter Butlin Transport and Planning
<b>Date of Decision</b> (not before: 26 <sup>th</sup> July 2013)	31/07/2013

### Decision Taken

That I, as Portfolio Holder for Transport and Planning, agree the revised fares to be implemented on 1<sup>st</sup> September 2013.

### Reasons for Decisions

It is proposed that fares be increased as set out below:

#### 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 <b>after</b> 9am	£0.75	£0.90
Child Return <b>before</b> 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 <b>Day Return</b>	£0.85	£1.00
Timothy's Bridge Road Fare Stage <b>Quarterly</b>	£30.00	£30.00
Timothy's Bridge Road Fare Stage <b>Annual</b>	£100.00	£100.00

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.

**Background Information**

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.

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**

<b>Stratford P&amp;R</b>	<b>Adult Day Return Fare</b>
2005-2007	£1.30
2007-2011	£1.50
2011-2013	£1.70

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

<b>Other P&amp;Rs</b>	<b>Adult Day Return Fare</b>
Oxford	£2.00
Chester	£2.00
Taunton	£2.20
Coventry	£2.50
York	£2.60
Bath	£3.50
Leicester	£3.00
Bristol	£3.00

**Financial Implications**

None given.

<b>Report Author</b>	Chris Burrows
<b>Head of Service</b>	Graeme Fitton
<b>Strategic Director</b>	Monica Fogarty
<b>Portfolio Holder</b>	Councillor Peter Butlin

## Checklist

<b>Urgent matter?</b>	No
<b>Confidential or Exempt?</b> (State the category of exempt information)	N/a
<b>Is the decision contrary to the budget and policy framework?</b>	No

### List of Reports considered - please include link to report

Link to published proposed decision report:

<https://democratic.warwickshire.gov.uk/cm5/CalendarofMeetings/tabid/128/ctl/ViewMeetingPublic/mid/645/Meeting/2844/Committee/548/Default.aspx>

### List of Background Papers - please include a contact for access to background papers

None.

### Members and officers consulted or informed – please include any comments

Portfolio Holder – Councillor Peter Butlin

All Strategic Directors

Legal – Ian Marriott, Serena Cammish, Peter Oliver, John Gregory, Peter Endall

Finance – Liz Firmstone

Equality – Minakshee Patel

Democratic Services – Georgina Atkinson

Communities OSC – party spokes:

Councillors Richard Cahttaway, John Holland, Chris Williams and John Whitehouse