

## **Decision Record – Stratford Park and Ride Enhancements: Introduction of a new fare stage for Timothy’s Bridge Road**

### **Cabinet Portfolio Holder taking decision**

**Councillor Peter Butlin – Transport and Highways**

**Date of Decision:  
(NOT BEFORE – 22<sup>nd</sup> March 2013)**

**25 MARCH 2013**

### **Decision taken**

That I, as Portfolio Holder for Transport and Highways, grant approval to introduce a new fare stage for the Stratford Park and Ride service to serve the Timothy’s Bridge Road area.

### **Reasons for Decisions**

The proposal to formalise the use of the Park and Ride for employees in the Timothy’s Bridge Road area is based on introducing a new fare stage on the Park and Ride bus service for Timothy’s Bridge Road.

Currently a flat rate charge applies for use of the Park and Ride service regardless of whether passengers travel the full distance into town or alight along Timothy’s Bridge Road. To provide an attractive offer for passengers alighting in the Timothy’s Bridge Road area, it is proposed to introduce a half-price fare offer. This would apply to ‘Adult Return’ fares and ‘Season Tickets’.

It is proposed to review this arrangement on an annual basis. Close monitoring of take-up will be initiated to assess how successful the proposal is in generating new patronage and yielding additional revenue. In addition, close monitoring will take place to ensure the half-price fare stage is not abused by passengers purchasing a ticket to Timothy’s Bridge Road but with the intention of travelling the full distance into town. This monitoring will be undertaken by drivers as part of the routine checking of tickets when passengers board the bus for their return journey.

The current informal use of the Park and Ride for employees of work premises in the Timothy’s Bridge Road area does not generate any income for the Park and Ride as no use is made of the bus service and therefore no payment is made. The introduction of a fare stage for the Timothy’s Bridge Road area could therefore bring in additional revenues if current use is maintained. Based on current use, this could equate to additional revenue of approximately £6,500 – £12,265, depending on the ticket type purchased.

The promotion of this new fare stage will be advertised widely to businesses in the Timothy's Bridge Road area. It is therefore anticipated that the proposal could attract new patronage onto the Stratford Park and Ride, and therefore, contribute towards increasing the revenue generated by the scheme.

**Background Information/ factors considered in arriving at these decisions - (set out below and in the officer report):**

**Background:**

As an outcome of the Local Sustainable Transport Fund (LTSF) bid to the Department for Transport submitted in April 2011, Warwickshire County Council has received a £4.9 million grant to contribute towards delivering the Stratford-upon-Avon Local Sustainable Transport Project. This involves the delivery of Stratford Parkway Railway Station and a package of Smarter Choices measures to encourage sustainable travel within the town, including the enhancement of bus services.

As part of the Smarter Choices programme, Transport Planning officers have been working with local businesses in the Timothy's Bridge Road area to identify their travel needs and encourage use of more sustainable modes. A Travel Survey carried out for businesses in the Timothy's Bridge Road area over the summer 2012 has highlighted that there is a shortage of parking at some business premises. At present, a number of these employees park at the Park and Ride site and walk to their work premises. As they are not using the bus service, no payment is being made and no income is therefore being generated by the Park and Ride.

This use is an informal arrangement and has not been authorised by the County Council. It is estimated that approximately 65 cars a day are making use of the facility in this way.

The parking arrangements at the Park and Ride site are due to change when Stratford Parkway opens in May 2013. Entry and exit barriers will be installed at the Park and Ride site and a validated ticket will be required to exit the car park. For Park and Ride users, these tickets will only be able to be validated on the bus once a fare is purchased. The current arrangement of unauthorised parking will therefore not be able to continue.

County Council officers have developed a proposal to formalise the use of the Park and Ride for employees in the Timothy's Bridge Road area. The underlying principles of the proposal are to put in place an arrangement which does not deter current users and provides an attractive offer which can be promoted to local businesses, thereby helping to increase use of the Park and Ride.

**Financial Implications:**

As outlined in the report.

Report Author:	Margaret Smith
Head of Service:	Graeme Fitton
Strategic Director:	Monica Fogarty
Portfolio Holder	Councillor Peter Butlin

### Checklist

**Urgent matter: yes/no\***

No

**Confidential or Exempt (state category of exempt information)**

No

**Is the decision contrary to the budget and policy framework?**

No

**List of Reports considered** [please attach or forward a copy]

Report from author.

**List of Background Papers** [please include directorate contact names and numbers for access to background papers]

None

**Any members and officers consulted or informed and any comments given.**

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