

**Subject: Off-Street Parking Charges**  
**Lead Officer: Robert Walsh**  
**Contact on 01789 260106**  
**Lead Member/  
Portfolio Holder: Councillor C Williams**

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### **Summary**

The Joint Committee is consulted on charging levels for off-street car parks operated by Stratford-on-Avon District Council.

### **Recommendation**

- (1) That the Committee's views on the Off-Street Car Parking charges included in this report are forwarded to the Cabinet of the District Council for consideration in setting charges.**
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## **1 Background/Information**

- 1.1 On 30 June 2008 the Executive of Stratford-on-Avon District Council considered a draft strategy for off-street parking. The draft strategy had been developed by a project group of officers from the District Council, together with a representative from Warwickshire County Council. In developing the draft strategy the group had:
- a) Benchmarked the service against similar areas where civil enforcement arrangements are in place;
  - b) Consulted key stakeholders on their preferences;
  - c) Consulted residents and organisations on proposed policy objectives; and
  - d) Sought to integrate existing objectives adopted by the Council.
- 1.2 The Executive was mindful that a Local Area Scrutiny Group comprising Members from both Stratford-on-Avon District Council and Warwickshire County Council is also examining parking within the District, but would not be in a position to conclude its work until the end of September 2008.
- 1.3 The Executive therefore determined it would adopt the draft strategy on an interim basis, to be reviewed once the Local Area Scrutiny Group had delivered its final report. A copy of the Aims and Objectives comprising the interim strategy is attached as Appendix A. The full report and interim Strategy are available via the District Council's website, or from the author of this report.
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## 2 Charging options

- 2.1 The District Council is now consulting individuals and organisations including town and Parish Councils on possible future charges for using SDC car parks in order to implement the final strategy adopted. The charges under consideration are attached as Appendices B-D to this report and comprise a set of options. These include some options proposed by other bodies.
- 2.2 The Joint Committee is asked to consider these and forward its comments and preferences to the Cabinet in order that these can be taken into account when the Cabinet determines future charging levels. The Joint Committee can propose charges not included in the options presented if it so wishes.
- 2.3 A comparison of the income that would be generated by these charges from the level of use of car parks in 2007/08, adjusted for anticipated changes given new charges, is also shown. This does not show the income that would be achieved in the future, but does provide the best comparison of the impact of different charging levels available at this stage.
- 2.4 A major residents discount scheme for season tickets has not been included, as at this stage its impact would be unknown. The staging of increases would allow this to be addressed in future years with knowledge of likely impact.

### 2.5 **Appendix B: Car Parks across the District**

- 2.5.1 The Council provides car parks across the District, however there are no charges for their use except in Stratford upon Avon and at Telegraph Street, Shipston.
- 2.5.2 Car Parks are provided across the District, outside Stratford upon Avon, at:

Town	Location
• Alcester	➤ Bulls Head Yard
	➤ Bleachfield Street
	➤ Moorfields
• Bidford-on-Avon	➤ Courtway
	➤ Saxon Fields
• Henley-in-Arden	➤ Prince Harry Rd
• Shipston-on-Stour	➤ Telegraph Street
	➤ Mill Street
	➤ West Street
	➤ Bridge
• Southam	➤ Wood Street
• Studley	➤ Poole Road

- 2.5.3 To place the figures at Appendix B into context, car parks across the District currently cost £260,000 per annum to operate.
- 2.5.4 The current interim Parking Strategy includes 3 hours free parking with charges after that time. However as shown by Option 7, such a charging regime would ultimately cost substantially more to operate than it would generate.
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## 2.6 **Appendix C: Stratford upon Avon**

2.6.1 This Appendix presents options for charging for ad hoc use of car parks in Stratford upon Avon. In 2007/08 these generated £1,627,000 gross income (ad hoc and season ticket use).

2.6.2 The options presented include separate charges for Limited stay (short-stay) and unlimited (long-stay) parking. These would be applied to the following car parks:

• Limited Stay parking	➤ Arden Street
	➤ Windsor Street
• Unlimited stay parking	➤ Church Street
	➤ Recreation
	➤ Unicorn
	➤ Bridgefoot
	➤ Swans Nest
	➤ Riverside

2.6.3 Much of the current use of Arden Street is short-stay while motorists attend hospital appointments etc. and this will impact on usage levels as well as the Council's reputation if a 1 hr charge is considered excessive.

## 2.7 **Appendix D: Season Tickets**

2.7.1 Option 1 raises season ticket charges year-on-year by 12.5% plus rpi until they have been bought into line with other towns. The Leisure Centre permit is bought into line with other charges at 'Residents Discount' level. A 10% reduction in take-up each year as charges are raised has been included in estimating the total income levels.

2.7.2 Option 2 proposes an immediate rise in long-stay private season tickets to £500 per annum, and further rises from year 4 for private long stay tickets. Business season ticket prices keep the same differential from private tickets. It is anticipated this change in charging would reduce take-up by 20%.

## 2.8 **Concessionary permits**

2.8.1 It is proposed that concessionary permits for residents over 65 (currently free) are renamed and a £5 admin fee charged for their issue (this would not apply to those on Means Tested Benefits) Anticipated income would be less than £10,000 but this would restrict issue to those who actually use them, increasing staff capacity.

## 3 **Options available to the Committee**

3.1 The Joint Committee is asked to forward its views and preferences on the options presented to the District Council's Executive, in order that these views can be taken into account when the Executive considers car park charges in October. The Joint Committee can also propose charges not included in the options presented if it so wishes.

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## **4 Implications of the proposal**

### **4.1 *Legal/Human Rights Implications***

- 4.1.1 The Traffic Management Act 2004 specifies how consultation on changes to car parking charges is to be carried out.
- 4.1.2 There are no direct Human Rights implications to the report.

### **4.2 *Financial***

- 4.2.1 The financial implications of the options presented are included within the Appendices to the report.

### **4.3 *Environmental***

- 4.3.1 By improving turnover of car parking spaces, and preventing motorists driving around looking for empty spaces, appropriate car parking charges can reduce congestion and vehicle emissions.
- 4.3.2 In developing the interim off-street parking strategy the some best-practice in environmentally friendly parking was identified. This included reduced charges for car-sharing; and charges based on emission levels. Much as the Council may wish to adopt such techniques in order to improve delivery of its policy objectives, it does not yet have the intelligence base to adopt them without considerable risk. These techniques should therefore not be introduced at this stage, but a close eye kept on them as they are tested elsewhere, in order that they can be considered for local adoption at a later stage.

### **4.4 *Corporate Strategy***

- 4.4.1 This report does not contribute to a specific corporate strategy outcome.

### **4.5 *Equality Impact Assessment***

- 4.5.1 Charges will apply to all sectors of the community with the exception of disabled 'Blue Badge Holders' who will continue to receive free parking in all SDC car parks. The report has a **neutral** equality impact.

## **5 Risk Assessment**

- 5.1 Parking is a high-profile service. Comparison of the perceived and actual level of charges highlights a mismatch between the two. Concern has been expressed about the prospect of charging for use of car parks across the District and the report therefore represents a **high** reputational risk to the Council.

## **6 Conclusion**

- 6.1 The Joint Committee is consulted on future charging levels for off-street car parks operated by Stratford-on-Avon District Council.

Robert Walsh  
HEAD OF COMMUNITY SERVICES

Background papers:

*Interim Off-Street Parking Strategy, Stratford-on-Avon DC, June 2008.*

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## **APPENDIX A INTERIM PARKING STRATEGY**

The intention is to create a coherent car parking strategy in order to:

***Reduce congestion and environmental damage while supporting the local economy and at least maintaining the Council's financial position.***

In pursuit of this the Council will seek to achieve the following Aims, objectives and actions over the period 2008/09 to 2010/11: -

**Aim 1 To reduce congestion and environmental damage in Stratford upon Avon**

- Agree and implement integrated parking arrangements and charges in order to encourage the use of Park & Ride.
- Parking charges will offer alternatives in-line with this policy, with motorists charged a premium for long term use of town centre car parking.
- Limit permits and season tickets issued and restrict their use to individual car parks, with use not permitted in limited stay car parks.
- Reduce the number of off-street spaces available with Stratford upon Avon as already agreed through the Urban Design Framework.

**Aim 2 To provide consistent and easily understood car park charges and parking restrictions**

- A clear distinction should be made between limited stay and unlimited stay car parks in all aspects of their operation.
- Car parking charges should be at the median level for authorities with civil parking enforcement who are in CIPFA Family Group, heritage and neighbouring towns.
- Concessions and permits should be reviewed in line with the broad policy objectives for the service.

**Aim 3: To improve the motorists experience of using off-street car parks**

- Replace existing Pay & Display facilities with new machines.
- Introduce payment by credit card in conjunction with modern Pay & Display machinery.
- Extend the availability of pay on exit services when practicable.

**Aim 4: Improve links between on-street and off-street parking**

- Introduce a joint Members Committee with WCC to propose future integrated charging levels to both authorities.

**Aim 5: To support the economy in market towns**

- Introduce charges or other mechanisms to ensure a steady turnover of off-street parking spaces in market towns, following consultation with Parish and Town Councils.
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## APPENDIX B CAR PARKING CHARGES ACROSS THE DISTRICT

	1 hour	2 hours	3 hours	4 hours	5 hours	6 hours	7 hours	8 hours	9 hours	Total income per annum*	Budget variation year 1**	Budget variation year 2 onwards
Option 1	£0.20	£0.40	£1.40	£2.40	£3.40	£4.40	£5.40	£6.40	£7.40	£258,192	£63,192	£148,192
Option 2	£0.30	£0.60	£1.40	£2.40	£3.40	£4.40	£5.40	£6.40	£7.40	£371,567	£176,567	£261,567
Option 3		£0.60		£2.50		£5.00		£10.00	N/A	£620,492	£425,492	£510,492
Option 4	FREE	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£7.00	£10.00	£238,330	£43,330	£128,330
Option 5	FREE		£1.00		£2.00				£5.00	£201,947	£6,947	£91,947
Option 6	FREE	FREE			£4.00				£5.00	£110,066	-£84,934	£66
Option 7	FREE	FREE	FREE			£5.00			£10.00	£26,583	-£168,417	-£83,417

### Notes

Option 1 = Currently there are no charges made except at Shipston, where charges are as shown in Option 1.

Option 2 = Shipston has not had a price increase for several years. This option is based on increasing these charges and applying them across the District.

 = Charging is in bands with no separate level for this period (see next time period for charge levied)

\* = There will be additional ongoing annual costs of £110,000 (cash collection; maintenance; enforcement; stationary). These need to be subtracted from gross income to give a net figure

\*\* = The cost of introducing charges across the District (transfer of pay & display machinery etc) is estimated at £85,000 one-off costs which will need to be included in service costs for year 1.

**APPENDIX C  
CAR PARKING CHARGES IN STRATFORD UPON AVON**

	Unlimited									Limited				Income	
	1 hour	2 hour	3 hour	4 hour	5 hour	6 hours	12 hours	night charge	24 hrs	1 hour	2 hour	3 hour	4 hour	Total	Net change
Option A	£0.80	£1.60	£2.70	£4.00	£5.00	£6.00	£10.00	£2.50	Not available	£1.00	£2.00	£3.50	£7.00	£1,628,908	£1,908
Option B	£0.80	£1.60	£2.70		£5.00		£10.00	£2.70	Not available			£3.00	£6.00	£1,583,415	-£93,585
Option C		£2.00		£4.00		£6.00	£15.00	£3.00	Not available	£1.00	£2.00	£3.00	£6.00	£1,513,380	-£113,620
Option D	£0.80	£1.60	£2.70	£4.00		£6.00		£3.00	£20.00	£1.00	£2.00	£3.00	£5.00	£1,477,284	£2,364
Option E	0.80p	£1.60	£2.40	£4.00		£6.00	£8.00 (10 hrs)		£10	£1.00	£2.00	£3.00	- but £1.50 overnight charge	£1,495,110	-£131,890
Option F			£3.00			£5.00	£10.00	£2.50	Not available	£1.00	£2.00	£3.50	£7.00	£1,833,789	£206,789

**Notes**

Current charges are:

£0.70	£1.30	£2.50	£3.50		£4.70	£5.80 (10 hrs)	£1.50	£6.80	£0.70	£1.30	£2.60	£5.80 (£7.90 10 hrs; £10.50 24 hr)	£1,627,000
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= Charging is in bands with no separate level for this period (see next time period for charge levied)

**APPENDIX D  
CHARGES FOR SEASON TICKETS**

Option 1

		<b>presently</b>	<b>Year 1</b>	<b>year 2</b>	<b>year 3</b>	<b>year 4</b>	<b>year 5</b>	<b>year 6</b>
Leisure Centre	anytime	£35.00	£70.00	£82.00	£96.00	£123.00	£145.00	£170.00
Leisure Centre	restricted	£23.00	£46.00	£63.20	£75.00	£87.00	£102.00	£120.00
Long stay business	annual	£340.00	£420.00	£491.80	£575.00	£675.00	£790.00	£925.00
long stay season	annual	£280.00	£345.00	£404.00	£475.00	£555.00	£650.00	£762.00
Long stay business	quarterly	£100.00	£130.00	£152.25	£178.50	£210.00	£245.00	£286.00
long stay season	quarterly	£85.00	£105.00	£123.00	£145.00	£170.00	£200.00	£235.00
Income		£187,165.00	£248,025.00	£261,703.95	£276,508.00	£295,710.00	£313,320.00	£328,232.00
Change in income			£60,860.00	£74,538.95	£89,343.00	£108,545.00	£126,155.00	£141,067.00



Option 2:

		presently	Year 1	year 2	year 3	year 4	year 5	year 6
Leisure Centre	anytime	£35.00	£70.00	£82.00	£96.00	£123.00	£145.00	£170.00
Leisure Centre	restricted	£23.00	£46.00	£63.20	£75.00	£87.00	£102.00	£120.00
Long stay business	annual	£340.00	£600.00	£600.00	£600.00	£675.00	£790.00	£925.00
long stay season	annual	£280.00	£500.00	£500.00	£500.00	£555.00	£650.00	£762.00
Long stay business	quarterly	£100.00	£175.00	£175.00	£175.00	£210.00	£245.00	£286.00
long stay season	quarterly	£85.00	£125.00	£125.00	£145.00	£170.00	£200.00	£235.00
Income		£187,165	£263,320	£366,718	£331,240	£374,012	£435,001	£514,200
Change in income			£76,155	£179,553	£144,075	£186,847	£247,836	£327,035

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