

**TO: ENVIRONMENT & ECONOMIC POLICY COMMITTEE - 7th September 05**

**SUBJECT: REVIEW OF CAR PARKING**

**FROM: LEISURE AND AMENITIES GROUP**

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**1. PURPOSE OF REPORT**

- 1.1 To updated Members on the review of the Pay on Foot (PoF) parking system operating in St Peter's car park being undertaken as part of this Committee's work plan.

**2. BACKGROUND**

- 2.1 At the last meeting of this committee it was agreed that a review of the new PoF system operating in St Peter's car park be undertaken by Councilors Mrs Compton and Short.
- 2.2 Initial work has taken place including a review meeting to establish those areas which will be covered in that review

**3. POLICY AND BUDGET FRAMEWORK**

- 3.1 The move to introduce PoF in the larger car parks across the District was a recommendation of the Car Park Best Value Review undertaken in 2001.
- 3.2 The expectation was that whilst operating costs would increase that revenue would increase and compensate for any increase in costs.
- 3.3 The provision of PoF system allows the parking service to provide customers with a car park which is in line with the standards and provides the level of service offered across other the competing destinations.

**4. OUTCOME REQUIRED**

- 4.1 Members are asked to note progress of the review, confirm the areas which requiring further investigation and agree to the proposed timescale for completing the review.

Ian Coker  
Amenities Manager

**BACKGROUND PAPERS**

**Executive Portfolio Area and Holder: Economic Services - Richard Tamlin.**

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## **5. Background**

5.1 Members agreed at their meeting on 20<sup>th</sup> July that Councillor Mrs Compton and Short would undertake the review.

5.2 An initial review meeting between Members and the Amenities Manager has taken place at which the current information available was considered, additional information was requested and a timescale set for completing the review. The information considered at the review meeting is set out below. Other information will be made available in time for the next meeting in October. A final report is planned for December.

5.3 St Peter's car park was converted from a Pay and Display car park to a Pay on Foot car park in May 2004 as the result of two S106 contributions totalling £120,000 from Wilson Bowden and Apollo Cinemas. Under the terms of the S106 agreement certain changes to the operation of the car park were required which included an extension of the operating hours and improvements to the existing security systems within the car park.

5.4 The review therefore comes at an ideal time to consider the impact after the first year of operation of Pay on Foot in the car park.

## **6 Information required for the review.**

The following information / areas for investigation will be included in the review.

6.1 Income – Pay on Foot / Season ticket / ECN. Operating costs for pre and post the introduction of PoF.

6.2 Operating Hours – increased. Car park now operates daily between 6am and midnight..

6.3 Security – introduction of Automatic Number Plate Recognition – general safety improvements including CCTV, inspector on duty.

6.4 Customer feedback – a review should take place with existing customers and a question included with the Citizen Panel.

6.5 Issues – providing for Blue Badge holders. A promotional campaign aimed at further increasing the level of evening parking.

## **7 The current position.**

7.1 The following areas were identified prior to the introduction of PoF. The review will consider if these objectives have been met. The current position regarding these areas is set out under "feedback".

a) The move to a Pay on Foot method of operation of the car park. This will allow overnight parking to take place and provide a more "customer friendly" system for all customers using the car park as it allows the customer to determine and to pay for the actual time used.

**Feedback** – The system has been operating with very few problems since May 2004. PoF is recognised as offering customers the most user friendly system available. Operating hours have been increased to meet the requirements of Travelodge and Apollo cinema and we are now seeing increase in usage both in the evening and with overnight parking.

Data now available highlights the current usage of the car park across the day/week and the maximum usage of the car park at any given time. See appendix 1.

b) The introduction of “automatic number plate recognition” linked to the Pay on Foot system. This system would encrypt the registration of the vehicle entering the car park on the Pay on Foot ticket taken by the driver and only allow the vehicle with the same registration to leave once the correct fee has been paid. This would make the car park one of the safest car parks in the country to park a vehicle.

**Feedback** – ANPR has been in operation since PoF went live and has assisted in increasing the security provided in the car park. The linking of season tickets to the barrier system helps reduce the pressure on the Pay Stations at the busiest times for leaving the car park.

c) The provision of additional CCTV coverage within the car park and upgrade of the existing camera system.

**Feedback** – An improved CCTV system, monitored both within the car park office and the CCTV control room, has installed. There have been no recorded incidents of damage to vehicles, theft from or of vehicles in the car park since the system has been operating.

d) The provision of Help Points within the car park and immediately outside the car park to improve the feeling of customer safety.

**Feedback** – A Help Point has been introduced adjacent to the car park, help points at the Pay Stations and Exit / Entry barriers together with the full security cover of the car park during operating hours has resulted in complaints about nuisance youths falling to almost zero.

e) Whilst there would be a reduction in the number of spaces in the car park due to the introduction of the barrier equipment required to operate the system it is not considered this will have any negative impact on income as there is existing spare capacity in the car park and the Pay on Foot system tends to generate additional income due to increased dwell times.

**Feedback** – Income has increased from just over £265,000 in 2003/04 to just over £292,000 in 2004/05.

Income comes from 3 sources. Fees paid via the Pay Station / Season ticket usage and Excess Charge Income by car park.

<b>Income</b>	<b>2003/04</b>	<b>2004/05</b>	<b>% change</b>
Daily paid for income	202,520	220,200	+10
Season ticket income	57,600	72,000	+25
Excess Charge Notices	6,600	zero	*
<b>Total</b>	<b>266,720</b>	<b>292,200</b>	<b>+11</b>

Income via the Pay Station machines has increased by 10%. Price inflation was 8% indicating a 2% increase in usage/dwell time.

Season ticket income has increased by 25% supporting the customer satisfaction with the operation and security offered in the car park. With the introduction of the new "St Peter's only" season ticket a more accurate assessment of season ticket income can be gauged. Currently 40% of season tickets in use across the district there are used in St Peter's. Of these 97 are "St Peter's only" season tickets which generate just under £40,000.

With the move to PoF there is now no Excess Charge Income from that car park. Whilst this reduces the overall income generated it increases the satisfaction of customers with the car park and this is supported by the increase in both daily and season ticket usage.

The cost of operating the car park has increased. Full details will be provided for the October meeting.