	Executive (Insert date of meeting)	Agenda Item No.
Title	Task & Finish Group – Off-street car parking charges review	
For further information about this report please contact	Membership: Cllrs Quinney, Mrs Cain, Day, Mrs Stevens, Boad, Ashford	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	Overview & Scrutiny Committee 8 March 2016, minute 77, scoping document first established Overview & Scrutiny Committee 5 April 2016, minute 87, membership agreed Verbal updates given at Overview & Scrutiny Committees: 2016:26 July, 27 Sept, 1 & 29 Nov 2017:7 Feb	
Background Papers	Task & Finish Group Scoping document	

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	Yes/No
Included within the Forward Plan? (If yes include reference number)	Yes/No
Equality Impact Assessment Undertaken	Yes/No (If No state why below)

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive		Chris Elliott
Head of Service		
CMT		Andrew Jones
Section 151 Officer		Mike Snow
Monitoring Officer		Andrew Jones
Finance		Mike Snow
Portfolio Holder(s)		

Consultation & Community Engagement	
WDC Officers – Mike Snow, Gary Charlton, David Butler and Paul Garrison. Leamington BID – Stephanie Kerr Leamington Chamber of Trade – Brian Wall and colleagues Kenilworth Chamber of Trade – Seanna Holland Warwick Chamber of Trade – Sue Butcher and colleagues Warwick County Council – Park & Ride - Margaret Smith and colleagues; on-street parking and liaison – Philippa Young, Garry Palmer, Margaret Smith	
Final Decision?	No
Suggested next steps (if not final decision please set out below)	
The report will go to Executive for approval.	

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1. Summary

1.1 In March 2016, the Overview & Scrutiny Committee agreed a scoping document for a Task & Finish Group to review off-street car parking charges. The Group would have two objectives:

- To understand the rationale behind the current method of deciding the differential level of off-street car parking charges across the towns in the District.
- To recommend a transparent charging regime for off-street car parking charges across the District that met both the needs of the residents and enhanced the economic prosperity of the town centres.

1.2 This report makes recommendations which are intended to provide a consistent, transparent and flexible basis for balancing the Council's requirements:

- to breakeven financially over the medium-term;
- to continue to support and improve the facilities for shoppers and visitors; and
- to take account of alternatives such as on-street, private and station parking operators.

It is based on information gathered from extensive consultations and analysis of data.

2. Recommendations

2.1 That the financial objective of the Council's off-street car parking activities should be to breakeven in the medium-term (three years).

2.2 That performance against this objective should be tracked longer term using the newly developed business or "memorandum" accounts for this important service.

2.3 To achieve this, that all surpluses above running, maintenance and interest costs, generated by car parks, be applied to investments in the facilities (fabric improvements, new technology), to pay down any borrowings and to fund a sustainable Reserve.

2.4 That charges be increased as soon as possible in 2017/18, to generate at least an addition 5% of revenue on the overall annual budget.

2.5 That charges be updated annually in future years by at least the RPI/CPI, as per the process for rail fares.

2.6 That the charging strategy be codified to provide a coherent approach across the District, with each carpark classified according to a set of uniform criteria based on user priorities:

- (i) convenience / location (proximity to destination);
- (ii) capacity (availability of spaces);
- (iii) ease of use (access / space size); and

(iv) perception (appearance / lighting / safety).

This may result in there being two, possibly three pricing groups. This work should be officer-led and include one Councillor from each Town.

- 2.7 That this banding be reviewed annually to reflect any significant changes in circumstances.
- 2.8 That a pricing schedule be developed that reflects the District-wide charging strategy and revenue requirements.
- 2.9 That the all-day parking charges be aligned for each class of carpark across the District.
- 2.10 That revenue be maximised and short-term capacity protected from out-bound commuters by aligning the Council's all-day and season ticket charges, where appropriate, more closely with the parking charges at station carparks (there will be some limited exceptions to 2.7 and 2.8 where WDC has a legal or moral obligation to certain town centre residents).
- 2.11 That the number of season tickets available for carparks which experience high overall usage, e.g. St Peter's and Rosefield Street, perhaps West Rock and Linen Street, be reduced and holders in multi-storey carparks be restricted to use of the upper floors.
- 2.12 That an investment is made in new charging technologies, which improve the payment convenience and increase income (subject to the strength of the business case).
- 2.13 That other cost saving / revenue raising options be considered on existing and new facilities – for example around solar power, electric vehicle charge points, advertising on walls etc.
- 2.14 That close relationships be established with local business groups to plan other improvements in the customer experience and other aspects of some of our carparks.
 - (i) signage in and pedestrian guidance – including local area maps;
 - (ii) appearance and cleanliness including better lighting inside and especially on routes to and from;
 - (iii) trialling marketing and promotional initiatives; and
 - (iv) ensuring there is adequate capacity available to support the evening economy in Royal Leamington Spa.
- 2.15 That further discussions be had with Warwickshire County Council (WCC) Highways to ensure:
 - (i) recommendations for off-street pricing in the short-term are readily accepted and aligned with their plans;
 - (ii) there is closer regular communication between officers to minimise delays in agreeing and implementing charging orders;
 - (iii) WDC understand WCC experience of outsourcing on-street enforcement and review what financial and other benefits there may be in adopting an integrated approach;

- (iv) the residents' parking scheme is extended to those areas with severe on-street parking stress; for example near stations (Ward Councillor responsibility to initiate); and
- (v) the implications of the Asps and any subsequent Park & Ride schemes on our off-street parking and charging rates are fully understood and agreed.

3. Reasons for the Recommendations

3.1 Head of Finance advised that:

- (i) the financial objective is for off-street car parking to break-even in the medium term;
- (ii) Councils are not legally permitted to make regular profits from running their carparks;
- (iii) however, the current reporting of car parking revenues and costs does not present a true picture of the financial position; and Finance has now provided 'memorandum' or full business accounts including depreciation, which do give the full picture (Appendix 1);
- (iv) charges can be set across all carparks to meet all costs; there is no requirement for each park to reflect its individual costs; and
- (v) there is no legal requirement to set charges from a particular date in the year.

3.2 Revenues and capacity utilisation are running at higher than budgeted rates in 2016/7 across the District but the projected carpark deficit for the current financial year is still put at around £300,000 or 10% of gross revenues. The Council has limited reserves available for the investments required to replace/refurbish three existing multi-storey carparks in the near future.

3.3 Increases in off-street parking charges agreed in September 2015 were only implemented in August 2016, partly due to late stakeholder consultations and other communication/process difficulties with Warwickshire County Council, which must approve all changes. As a result it has not been thought possible so far to propose further increases during 2017/18.

3.4 Town centre short-stay charges are currently broadly aligned across the District with the exception of Kenilworth and Old Town Leamington which are approximately 50% of the charges levied elsewhere (Appendix 2). All-day rates vary, mostly from £3.00 to £4.50.

3.5 Short-stay charges in our off-street Warwick and Leamington town centre car parks are currently aligned with WCC's on-street short-stay rates; although in principle should be lower to encourage more off-street parking. In Kenilworth WCC charges are higher than off-street but lower than they would wish them to be. WCC informs us that they wish to move on-street charges up, probably by 5%, across the District at a uniform rate as soon as feasible in the new financial year.

3.6 WDC off-street town centre charges, with the exception of Kenilworth, are broadly in line with neighbouring Authorities for 1-4 hour stays – much lower than Solihull, lower than all others for a 30 minute stay and lower than all others except Cherwell for day rates, generally significantly so (Appendices 2 and 3).

- 3.7 Both all day and season ticket rates are approximately half those charged by Cherwell in their Leamington station carpark.
- 3.8 Royal Priors, the other large carpark in Leamington, is privately owned but managed by WDC. Its pricing policy is to attract the medium-stay shoppers (up to 3 hours), discourage both short and long-stay, and sets its prices accordingly. Most of the time it is 50-70% full.
- 3.9 An independent user survey in early 2016 across all three towns reports that the key factors in the decision whether or not to use our parking facilities are convenience, accessibility and the availability of spaces, together with ease of payment, appearance and safety. Parking charges are around 7th on users' list of priorities. (Appendix 4).
- 3.10 In Kenilworth, the Waitrose carpark is frequently full. Discussions with Waitrose management indicate that they would have no difficulty with increases in adjacent WDC car parking rates. Their pricing aim will be to eliminate as many non-Waitrose shoppers as possible through appropriate pricing in their carpark.
- 3.11 Trends in car parking revenues and snapshots of capacity utilisation as of 12 months ago suggest that most off-street carparks are well-used or near capacity especially at peak times (Appendices 5 & 6). The main exceptions appear to be St Mary's Lands Warwick, Court Street and Covent Garden Multi-storey. Since those snapshots, strong growth in use of carparks has continued across the District.
- 3.12 St Peter's, Rosefield Street, Linen Street and West Rock – and perhaps St Nicholas Park and St Mary's Land 4 – are busy carparks with relatively high season ticket usage.
- 3.13 Season and all day ticket users in multi-storey carparks can use any available spaces; at busy times short-stay users are obliged to use the upper decks.
- 3.14 Payment systems used in our parks are generally old, increasingly unreliable and will need to be upgraded. This is planned to start with the new Covent Garden carpark. However feedback from other out of area parks and local business representatives suggest that there may be benefits in reinvesting rapidly in new technology, giving better reliability, more flexibility and higher financial returns without price rises, from more modern payment and enforcement systems.
- 3.15 Consultees also suggested that more and better coordinated marketing initiatives could be developed to promote town centre events and businesses, to mutual benefit; for example with short-term promotions and use of advertising on tickets or within the parks themselves. Other suggestions to improve the customer experience and driver use of car parking facilities included improved cleanliness in multi-storeys, better signage into and especially pedestrian signage/mapping out; better lighting in and around certain parks and ensuring there is adequate night-time capacity to support Leamington's evening economy. All welcomed being invited to contribute to this report and the expectation that engagement with the Council on these issues will be more regular and productive in the future.

- 3.16 Park and Ride schemes are in the new Local Plan. The longer-term impact of these on our car parking pricing (and investment) strategies will need to be carefully assessed. However discussions with Officers at WCC indicate that the first planned 500 space scheme in the ASPS development is likely to have most impact on Business Technology Park and some Warwick Town organisations, for example WCC itself. The impact on parking demand in Warwick is likely to be limited (except perhaps for weekend visitors) and in Leamington hardly noticeable.
- 3.17 However, as other P&R schemes are developed, for example north of Leamington, the impact is likely to be greater and close coordination will be necessary to ensure the elements of a successful scheme are agreed:
- (a) speedy access to transport and into town centres
 - (b) adequate differentials between town centre all day/long-stay charges and transfer costs.

Details of the WCC model were made available and some of its key assumptions debated. However, it is not yet seen to be an immediate issue for the management & pricing of our parking facilities and is therefore not considered as strictly within the scope of this report.

4. Fit for the Future

- 4.1 Providing competitive and attractive off-street car parking is an important element in the Council's policy of supporting local residents and businesses.
- 4.2 A key element of Fit for the Future is ensuring that the Council achieves the required revenues and efficiencies to enable it to set a balanced budget over the medium term, whilst maintaining and replacing assets. This report supports these objectives.

5. Budgetary Framework

- 5.1 Revenues from car parking charges are a key component of the Council's budget framework and the recommendations are in accordance with the Medium-Term Financial Strategy.
- 5.2 In principle revenues should be set to cover all carpark costs, both current and major maintenance/replacement expenditure.
- 5.3 However the way in which local government accounts are constructed has not given good visibility to these longer-term liabilities. Adequate reserves are therefore not in place for the urgent works now recognised. However the recommended approach to financial monitoring and price-setting will ensure these costs are taken into account on a consistent basis in future.

6. Risks

- 6.1 Raising All Day and Season ticket prices and rationalising charges by category of carpark across the District may discourage use and reduce revenue overall. However current charges are not a key criterion determining use, are lower than most towns in the area, and will be modest and incremental. More efficient

new charging technologies may also increase revenues and cap any rate increases required.

- 6.2 Competitive off-street car parks (Kenilworth Waitrose, Sainsbury's, and Leamington Royal Priors) may undercut WDC rates and attract users. However these operators are focussed on attracting shoppers to their stores and have indicated they will simply follow the pricing leads from WDC/WCC.
- 6.3 Local businesses may oppose the type and level of increases proposed; but feedback so far suggests they recognise the financial pressures on the Council, the reasonable to low rates currently charged, and the emphasis on raising longer-term rates in order to protect capacity and competitiveness for shorter-stay shoppers and visitors.
- 6.4 Local residents may object to seeing greater long-stay day-time parking pressure on nearby residential streets where parking is free. However, where that is already or could become a problem (already recognised near Leamington railway station and potentially near the new one in Kenilworth), the impact can be controlled by introducing shorter-stay controlled on-street parking with resident permits through initiatives from Ward councillors with WCC.

7. Alternative Option(s) considered

- 7.1 Continue with the current policy of accounting for car parking charges on a current costs basis, without seeking to include longer-term capital costs. This is not sustainable given the overall squeeze on Council finances and the implied cross-subsidisation from other services.
- 7.2 Maintain the present structure of rates and adjust them incrementally as required. However, by choosing to review the criteria and rationale for differences in rates and developing a transparent policy, the Council will maintain public confidence. The community will understand the way in which user preferences, business needs, operational and competitive realities and revenue requirements are balanced now and in the future.

8. Background

8.1 In March 2016, the Overview & Scrutiny Committee agreed a Scoping Document for a Task & Finish Group to review off-street car parking charges.

8.2 In April 2016, the Committee agreed the membership of the Task and Finish Group as:

Councillors:

Ashford

Boad

Mrs Cain

Day

Quinney

Mrs Stevens

8.3 The Group was chaired by Councillor Quinney, and administrative assistance was provided by Committee Services Officer, Lesley Dury.

Appendices:

1. Car Parks Memorandum Account
2. WDC Car Park Costs in detail (with Coventry & Solihull)
3. Other Council Charges 2015-2016 - overview
4. Extract from User Survey Feb 2016
5. WDC Car park Trends
6. Season Ticket Analysis
7. Scoping Document

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Appendix 1

Car Parks - Memorandum Account

Machines

Numbers 57

Car park Spaces 2977

Subjective	Description	2016-17 Revised 1105 Budget	Total	2016-17 Revised 1105 Budget
Expenditure				
1110	Salaries	54,200	54,200	54,200
1140	Employers NI	3,800	3,800	3,800
1160	Employers Pension	8,100	8,100	8,100
1170	IAS19 Adjustments	5,300	5,300	5,300
1260	Enhancements	400	400	400
1450	Ins-Employee Related	900	900	900
	Employees Cost	72,700	72,700	72,700
2052	PPM Open Spaces	0	118,900	0
2066	RM Car Parks Rep+Mnt	90,600	0	90,600
2068	Other CP R&M - Car P	300,000	300,000	300,000
2100	Electricity	60,200	60,200	60,200
2200	Rent	10,000	10,000	10,000
2250	M+E(r) Gas Responsiv	200	200	200
2264	M+E(r) LightningCond	100	100	100
2265	M+E(c) LightningCond	300	300	300
2274	M+E(r) Fire Fighting	1,400	1,400	1,400
2275	M+E(c) Fire Fighting	800	800	800
2276	M+E(r) Lift+Stairlif	4,100	4,100	4,100
2277	M+E(c) Lift+Stairlif	1,400	1,400	1,400
2300	Rates	288,100	288,100	288,100
2400	Water Charge-Metered	13,900	13,900	13,900
2410	Water Rates	12,500	12,500	12,500
2705	Contract Cleaning	29,100	29,100	29,100
2800	Grounds Maintenance	4,500	4,500	4,500
2950	Premises Insurance	11,000	11,000	11,000
	Premises	828,200	856,500	828,200

Appendix 1 (continued)

Subjective	Description	2016-17 Revised 1105 Budget	Total	2016-17 Revised 1105 Budget
4000	Equip Furn & Materls	25,800	25,800	25,800
4009	Other Signs	16,000	16,000	16,000
4019	PCN / DVLA Fees Paym	10,000	10,000	10,000
4025	Oth Hired & Con Serv	83,000	83,000	83,000
4028	Miscell Insurances	3,100	3,100	3,100
4200	Clothes + Uniforms	400	400	400
4300	Printing Of Tickets	7,500	7,500	7,500
4310	Printing	3,100	3,100	3,100
4315	Stationery	1,000	1,000	1,000
4405	Advertising	3,500	3,500	3,500
4500	Computer Equip Costs	13,700	13,700	13,700
4533	Corporate postages	1,000	1,000	1,000
4535	Telephone Rentals	500	500	500
4540	Phone Calls Non-Rech	500	500	500
4542	Data Phone Lines	1,000	1,000	1,000
4550	Mobile Phone Costs	8,000	8,000	8,000
4921	BID Levy	2,000	2,000	2,000
	Supplies and Services	180,100	180,100	180,100
5705	Cleansing Services	133,900	133,900	133,900
5751	Legal Fees Shared Se	3,500	3,500	3,500
5770	Consultants Fees	20,000	20,000	20,000
	Third Party payment	157,400	157,400	157,400

Appendix 1 (continued)

Subjective	Description	2016-17 Revised 1105 Budget	Total	2016-17 Revised 1105 Budget
7010	Finance Unit	1,700	1,700	1,700
7015	Fin. Admin Support	21,200	21,200	21,200
7020	Accountancy	15,900	15,900	15,900
7030	Audit Services	6,100	6,100	6,100
7035	Payment Channels	13,400	13,400	13,400
7050	Insurance Services	2,000	2,000	2,000
7100	ICT Support	900	900	900
7310	Office Accommodation	5,700	5,700	5,700
7320	Asset Management	58,200	58,200	58,200
7500	Procurement	4,900	4,900	4,900
7610	Housing Services	4,000	4,000	4,000
7624	Corporate projects	8,900	8,900	8,900
7625	Chief Exec's Office	6,000	6,000	6,000
7634	Media Room	1,500	1,500	1,500
7645	One Stop Shop	20,800	20,800	20,800
7650	Waste Management	37,900	37,900	37,900
7655	Env Health Services	1,600	1,600	1,600
7668	Ranger Services	260,200	260,200	260,200
7700	CCTV	141,600	141,600	141,600
7703	Neighbourhood Servs	26,700	26,700	26,700
7705	Customer Service Cen	2,300	2,300	2,300
7706	Web Services	3,400	3,400	3,400
7725	Human Resources	20,100	20,100	20,100
7730	Switchboard Alloc'tn	100	100	100
7740	CSTeam	8,200	8,200	8,200
	Recharges	673,300	673,300	673,300
	3.5% Notional Interest on CP Buildings Valuations		466,443	0
	3.5% Notional Interest on CP Land Valuations	0	382,512	0
8800	Depreciation on Car Parks	403,200	545,442	403,200
	Capital Charges	403,200	1,394,397	403,200
	Total Expenditure	2,314,900	3,334,397	2,314,900

Appendix 1 (continued)

Subjective	Description	2016-17 Revised 1105 Budget	Total	2016-17 Revised 1105 Budget
9208	Other Income	-43,900	-43,900	-43,900
9307	Car Parking-Fees	-2,632,000	-2,632,000	-2,632,000
9308	Car P'kng-Season Tck	-225,000	-225,000	-225,000
9309	Car P'kng-PCN Inc	-105,000	-105,000	-105,000
9310	Use P'kg Spaces,Prmt	-4,100	-4,100	-4,100
9520	Rents-Others	-9,400	-9,400	-9,400
	Total Income	-3,019,400	-3,019,400	-3,019,400
	Net Income/Expenditure	-704,500	314,997	-704,500
	Appropriation Account		214,000	
	Net Income Less Reserve		528,997	

Parking Charges

all day/long-stay charges highlighted

Appendix 2

	Monday to Friday up to (hours)								All day	O'nt	Saturdays	Sundays
	30m	1	2	3	4	5	6	6+				
Leamington												
Cov Gdn m'storey	£0.50	£1.00	£2.00	£3.00	£3.00	£3.00	£3.00	£3.00	£3.00	na	same all week	
St Peter's m'storey	£0.50	£1.00	£2.00	£3.00	£4.50	£4.50	£4.50	£4.50	£4.50	£1.00		
Other Town centre	£0.50	£1.00	£2.00	£3.00	£4.00	na	na	na	£4.00	£0.50		
Rosefield St/Adelaide Br	£0.50	£1.00	£2.00	£3.00	£4.50	£4.50	£4.50	£4.50	£4.50			Free
Royal Priors	£2.00	£2.00	£2.00	£2.00	£3.50		£5.50	£8.00	£8.00	na	same all week	£1.20
Old Town	£0.30	£0.50	£1.00	£1.50	£2.00	£2.50	£3.00		£3.50	£0.50	same all week	Free
Chiltern Railways									£7.00		week	
									£4.50	after 10.30		
Kenilworth												
Town Centre	£0.30	£0.50	£1.00	£1.50	£2.00	£2.50	£3.00	£3.50	£4.00	£0.50	same	Free
Abbey Fields	Free	Free	Free	£1.50	£2.00	£2.50	£3.00	£3.50	£3.50	£0.50	same	Free
Warwick												
Linen Street	£0.50	£1.00	£2.00	£3.00	£4.00	£4.50	£4.50		£4.50	na		
St Nicholas Park	£0.50	£1.00	£2.00	£3.00	£4.00	£4.50	£4.50		£4.50	£0.00		
Most other Town Centre	£0.50	£1.00	£2.00	£3.00	£4.00	£4.50	£4.50		£4.50	£0.50	same all week	
New Street/Westgate	£0.50	£1.00	£2.00	£3.00	na	na	na		na	£0.50		
Myton Fields		£3.00	£3.00	£3.00	£4.50	£4.50	£4.50		£4.50	na		

St Mary's Lands 2	£0.50	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£0.50	same all week	
St Mary's Lands 3	Free	Free	Free	£2.00	£3.00	na	na	na	na	same all week	
St Mary's Lands 4	£0.50	£1.00	£2.00	£3.00	£4.00	£4.50	£4.50	£4.50	£0.50	same all week	
Coventry											
Most City Centre	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£10.00		same all week	+ Bank Holidays
Salt Lane	£2.50	£3.50	£4.50	£10.00							£1/1.50 (Bp St cheaper Sats)
Grove St/Gr'nor Rd/Ford St	£3.00	£4.00	£4.50	£5.00	£8.00						£0.50
Solihull											
Most Town Centre		£2.30	£3.10	£4.00	£4.60	£5.60	£8.20	£8.20		same all week	
Lode Lane/Mell Squ	£1.20	£2.30	£3.10	£4.00	£4.60	£5.60	£8.20	£8.20		same	£1.00
							6-8 hrs	8-12hrs			
Touchwood		£2.30	£3.10	£4.00	£4.60	£5.60	£9.00	£11.00		same all week	
John Lewis		£2.30	£3.10	£4.00	£4.60	£5.60	£8.20	£15.00		same all week	

Appendix 3

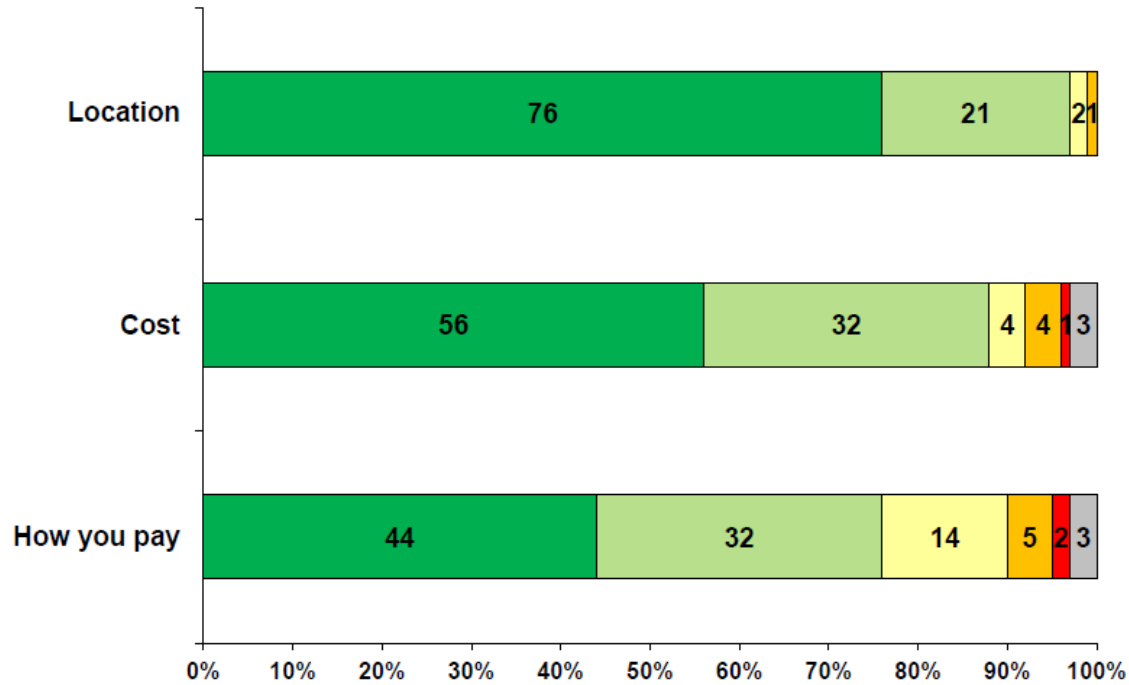
Author:GC	WDC L & W Town Centres	WDC Ken & Leam Old Town	Coventry Centre (most & cheapest) /Sat tariff	Solihull Centre (few £1.20 to 1 hr)	W C C	Stratford on Avon	Rugby Borough Council	Cheltenham Borough Council	Cherwell District Council	Northampton Borough Council
30 Min.	£0.50	£0.30 (36m)	£1.00	£2.30	£0.50	Free	£1.00	£1.20	£0.80	£0.60
1 Hour	£1.00	£0.50	£1.00	£2.30	£1.00	Free	£1.00	£1.20	£0.80	£0.60
2 Hour	£2.00	£1.00	£1.80	£3.10	£2.00	£2.00	£1.00	£2.00	£1.60	£1.20
3 Hour	£3.00	£1.50	£2.30	£4.00	-	£3.00	£1.30	£2.60	£2.20	£2.40
4 Hour	£4.00	£2.00	£3.00/2.5	£4.60	-	£4.00	£2.50	£5.50	£2.80	£3.20
9 Hours	£4.50		£10.00	£8.20	-	£6.00	£5.00	£14.00	£3.50	£7.00
12 Hours	£4.50		£10.00		-	£8.00	£10.00	£14.00	£3.50	£7.00
All Day	£4.50	£4.00	£10.00	£11/15		£10.00	NA	£14.00	£3.50	£7.00

How important are the following when choosing a car park?

% respondents



■ Very important
 ■ Quite important
 ■ Neither
 ■ Not important
 ■ Not at all important
 ■ Don't know



Q11

Base: (1000)

Trends in WDC Car parking

Appendix 5

Excl St Mary's Lands, Myton Fields, Barack St, Royal Priors, Station Approach

	Spaces	2011	2012	2013	2014	2015	Trend
Income		£k Revenues.....					
Leamington TC	1260	£1,386	£1,411	£1,514	£1,451	£1,682	Recent spike (200 Cov
<i>Av price per ticket</i>		£2.26				£2.63	Gdn spaces out of use)
Leamington OT	141	£78	£55	£43	£54	£80	Flat, recent spike
<i>Av price per ticket</i>		£2.58				£1.54	
Warwick	703	£689	£639	£744	£725	£814	Recent growth
<i>Av price per ticket</i>		£1.92				£1.89	
Kenilworth	364	£322	£327	£351	£315	£351	Recent growth
<i>Av price per ticket</i>		£0.72				£0.59	
Tickets		1000's of Tickets sold.....					
Leamington TC	1260	615	721	658	691	640	growth in longer-stay ?
<i>(Seasons per mth)</i>				273	277		
Leamington OT	141	30	45	52	70	52	growth in longer-stay ?
<i>(Seasons per mth)</i>				2	1		
Warwick	703	359	449	400	417	430	
<i>(Seasons per mth)</i>				197	204		
Kenilworth	364	450	327	466	315	598	growth in short-term ?
<i>(Seasons per mth)</i>				64	64		

Capacity
 (Jan 16 snapshots)
 Leamington TC
 excl Rosefield/Adelaide Br

	Mon-Fri average fill.....				Sat av'ge fill	
	10am	1pm	4pm	Peak	10,1,4pm	Peak
1172	48%	66%	51%	70%	59%	80%

Leamington OT

	10am	1pm	4pm	Peak	10,1	Peak
141	54%	45%	na	62%	52%	60%

Warwick

	10am	1pm	4pm	Peak	10,1,4pm	Peak
703	51%	57%	46%	77%	32%	37%

Kenilworth
 Abbey End
 Square West

	10am	1pm	4pm	Peak	10,1	Peak
368						
233	52%	65%	na	82%	70%	88%
135	39%	46%	na	53%	62%	83%

CAR PARK USAGE FOR PERIOD Season ticket analysis
2015-6

Lease +
Season
actual max %
act max

Appendix 6

CAR PARK	Total No OF SPACES PER CAR PARK	SNAP SHOT % FILL
ROSEFIELD STREET	45	86%
ADELAIDE BRIDGE	43	52%
ST PETERS (MSCP)	385	77%
COVENT GARDEN (MSCP)	511	45%
COVENT GARDEN (SURFACE)	81	85%
CHANDOS STREET	146	89%
BEDFORD STREET	49	82%
BATH PLACE	62	52%
PACKINGTON PLACE	32	51%
COURT STREET	53	37%
TOTAL	1407	66%
WARWICK CAR PARKS		
LINEN STREET	152	59%
CASTLE LANE	18	92%
THE BUTTS	17	86%
PRIORY ROAD	42	45%
BARRACK STREET (Sat only)	271	4%

4 50 Long-term anywhere in District
(expensive...low Take-up)

13 45 9% 31% Old Town

WEST ROCK	92	83%	40	40	43%	43%
ST NICHOLAS PARK	250	66%	91	100	36%	40%
WESTGATE	32	93%				
NEW STREET	40	80%				
MYTON FIELDS	800					
ST MARYS LANDS AREA 1	25					
ST MARYS LANDS AREA 2	187	2%	25	150	13%	80%
ST MARYS LANDS AREA 3	67	43%				
ST MARYS LANDS AREA 4	70	81%	56	60	80%	86%
TOTAL	2,063	61%				
KENILWORTH CAR PARKS						
ABBAY END	221	68%	52	75	24%	34%
SQUARE WEST	143	59%	19	75	13%	52%
ABBAY FIELDS	82	79%	30	30	37%	37%
TOTAL	446	69%				

Scrutiny Review Outline

Review Topic	Review of off street car parking charges and their impact on the economic development of the town centres.
Working Group Members	Alan Boad
Key Officer Contact	TBC
Officer Support	TBC
Rationale	The reasons and evidence of the need for differential charging across our towns is not accepted or understood by Councillors.
Purpose/Objective of Review	To understand the rationale for the current basis of deciding the differential level of off street car parking charges across our towns. To recommend a transparent charging regime for off street car parking charges across the District that meets both the needs of our residents and enhances the economic prosperity of our town centres.
Scope of the Topic	Included: Charges for off street car parking in current car parks. Comparison with privately operated car parks. Evidence of the 'need' for differential charging. Impact of on street charges. Comparison with adjacent town centre car parking charges. ¹ Excluded: Off street car parking strategy. Type of payment regime (pay and display, pay on exit).
Indicators of Success	A clear and transparent charging regime is implemented across the District. Level of return required to fund and maintain existing car parks.
Specify Evidence Sources	District Council car parking charges and usage. Private sector car parking charges and usage. Warwickshire CC – Parking Team Finance level to fund and maintain existing car parks.
Specify Witnesses/Experts	Chambers of Trade Bid Leamington Private town centre car park operators Warwickshire CC – Parking Team Economic Development Team
Specify Site Visits	Car parks across the District (Council and Private)
Consultation with Stakeholders	At report stage
Level of Publicity	Low
Barriers/dangers/risks	Lack of officer support, lack of engagement with stakeholders.

¹ Added to the Scope Document 9 May 2016

Projected Start Date	April '16	Draft Report Deadline	September '16
Meeting Frequency	TBA	Projected Completion Date	October '16
Date to evaluate impact	January '18		
Methods of tracking / Evaluating	Income and usage levels compared to baseline		

DRAFT