

		Executive 23 July 2008	Agenda Item No.
Title		Changes to car park operations in limited stay car parks in Leamington.	
For further information about this report please contact		Ian Coker tel 01926 456227 e-mail ian.coker@warwickdc.gov.uk	
Service Area		Neighbourhood Services	
Wards of the District directly affected		Milverton and Clarendon	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006		No	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		Audit and Resources June 3 rd .	
Background Papers			
Contrary to the policy framework:			No
Contrary to the budgetary framework:			No
Key Decision?			No
Included within the Forward Plan? (If yes include reference number)			No

Officer/Councillor Approval		
With regard to officer approval all reports <i>must</i> be approved by the report authors relevant director, Finance, Legal Services and the relevant Portfolio Holder(s).		
Officer Approval	Date	Name
Relevant Director	24/06/2008	Mary Hawkins
Chief Executive		
CMT		
Section 151 Officer		
Legal	25/06/2008	Simon Best
Finance	25/06/2008	Jenny Clayton
Portfolio Holder(s)	27//06/2008	Michael Kinson
Consultation Undertaken		
<p>The Leamington Spa Chamber of Trade has been consulted on the proposal and has asked their members for feedback. Currently the Chamber of Trade Executive has given their support but they will confirm their position at their meeting on 9th July. I will inform the WDC Executive meeting of the outcome of that Chamber meeting.</p> <p>Old Town Business Association members have no issue with changing the three 2 hour limited stay carparks at Chandos St, Covent Garden and Bedford St to short stay carparks. We agree with maintaining the fees for the first 2 hours as they currently are for those carparks and mirroring the fees for longer stays as per the longstay carparks. We also agree that increasing the fees for very long stays is OK to discourage all day use of these carparks.</p>		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. SUMMARY

- 1.1 The report sets out proposed changes to the charging method in the limited stay off-street car parks in Leamington in order to increase the parking hour's of these car parks by allowing longer periods of stay over the current two hour maximum.

2. RECOMMENDATION

- 2.1 To operate a charging method and fees in the "limited stay" car parks at Bedford Street, Covent Garden surface and Chandos Street as detailed in Appendix 1 from September 2008.

3. REASONS FOR THE RECOMMENDATION

- 3.1 The income and usage in the three limited stay car parks in Leamington has fallen by 12% since the introduction of on-street enforcement. This fact was reported to the Audit and Resources Committee in June. That report also highlighted a potential shortfall in income against the budget forecast of £163,000.
- 3.2 As a result, officers have investigated what changes to the operation of these car parks could be introduced which could increase the parking hour's usage of these car parks and as a result income.
- 3.3 A move to a "short stay" charging system in these car parks would allow a vehicle stay of over two hours to take place and an investigation into what is likely to happen to parking patterns and income if this change was introduced has been undertaken.
- 3.4 This information is set out in Appendix 2 / 3 and indicates that the change to a "short stay" charging system would result in an increase in the "parking hours". Details of the expected income which would be generated from these car parks based on the actual usage and income in 07/08 are detailed in Appendix 3 under New Total Income. Actual income is the actual income from these car parks for 07/08 based on the then charges in place. Budget Income is the estimated income from these car parks based on this years estimate and charges.

4. ALTERNATIVE OPTION CONSIDERED

- 4.1 Various other charging fee options have been identified but Appendix 1 delivers what officers believe is the most realistic outcome given the other charges operating in long stay car parks for 08/09.
- 4.2 To take no action until April 2009 when car parks fees and charges are traditionally altered. This was rejected on the basis of the need to try and maximise the potential of the car park asset in this financial year in what is currently a very difficult trading environment.

5. BUDGETARY FRAMEWORK

- 5.1 As a result of increasing the number of "parking hours" in the three limited stay car parks by increasing the minimum period of stay from two to 6+ hours the total "potential income" could now be in the region of £701k for a full financial year. This represents an increase of almost £103k over the original budget estimate for 08/09 of £598k. See Appendix 3.

- 5.2 However as some of those parking for more than two hours may come from existing long stay car parks it would be unwise to expect that the overall increase in income will be of this magnitude.
- 5.3 Officers believe that the additional car park income over the original budget for 08/09, for these 3 car parks, will be by up to £40,000 in this financial year based on up to 7 months on the new schedule, this will help to reduce the overall projected budget deficits for all Car Parking Income. There is also the possibility of a further £30,000 in the following financial year based on the charges which are recommended to operate for September 2008.
- 5.4 With the movement of vehicles from some long stay car parks to short stay car parks this is likely to allow us to offer additional season tickets in the long stay car parks which we estimate could increase season ticket income by £15,000 excluding vat in 08/09 based on 30 more season tickets in St Peter's. There would be no additional further income in 09/10 from season tickets as these operate on a yearly basis.
- 5.5 The costs of making these changes will be in the region of £4,000 which will cover the cost of the new parking orders, updated tariff boards and revisions to parking maps etc. This will be more than covered from the additional income generated by the scheme which is currently estimated at £55,000.

6. POLICY FRAMEWORK

- 6.1 The current policy is to try and maximize the car park asset to provide a service to users. With current demand for long stay parking being close to peak in certain long stay car parks like St Peter's and Adelaide Road the provision of additional longer stay parking in off-street car parks will help to meet this additional demand, encourage increases dwell time in the town centre and as a result increase overall car park income.

7. BACKGROUND

1. A report to the Audit and Resources in June identified the poor performance in the limited stay car parks in Leamington as a direct result of the introduction of effective on-street enforcement. The report highlighted a potential shortfall in income against the budget forecast of £163,000.
2. Officers were asked to look into options to try and increase the usage and income in these limited stay (maximum 2 hours) car parks.
3. As a result detailed investigations of the likely impact of changing limited stay car parks to allow longer stays in line with "short stay" car parks has been undertaken. Short stay parking fees are used to discourage all day parking in locations which are considered "shopper" parking. Rates are more expensive than long stay car parks which are aimed at all day / business use parking.
4. This investigation suggests that if we change and operate the limited stay car parks as short stay car parks there will be an increase in the total number of parking hours in these car parks which will result in an increase in income.
5. Royal Priors has always operated as a short stay car park and indeed Bedford Street operated as a "short stay" car park until 2003. Based on the % usage data

from these car parks and the current level of usage in the limited stay car parks we estimate that the income from the three limited stay car parks could increase by as much as £103,000 a year if we operated these three car parks as short stay based on the charges identified in Appendix 1. See Appendix 3 for details of usage / income.

6. Between 2003 and 2007 the limited stay car parks were operating at close to capacity (i.e. around 95 %) and as a result the income which was generated from these car parks was limited by the maximum payment for 2 hours parking (currently £2.), the number of spaces in each car park and the maximum number of visits which could be made per day.
7. Currently the car parks are operating at under 75% usage so if we were to operate on a “short stay” parking structure the number of parking hours would increase with people now able to stay over 2 hours. Those users will be paying more for parking for more than 2 hours and as a result can make use of those spaces which are currently not being used. Clearly if the previous levels of usage (95%) were in place in these car parks there would not be the capacity to introduce this system but with effective on-street enforcement there is now the capacity for this to happen.
8. We have calculated that there is sufficient capacity in the existing limited stay car parks to meet the demand for all the parking we estimate there will be in these locations. Figures are based on all the parking taking place over 10 hours a day (8am to 6pm). This calculates the number of visits multiplied by the number of hours stayed to calculate the total number of parking hours vehicles would be parked in the car park.
9. This figure is compared to the capacity for the car park which is calculated by multiplying the number of spaces in the car park by the number of days (360) by the charging hours per day (12) = 1,218,240 user hours for the three limited stay car parks. See Appendix 2. An allowance for 15 minute free parking is included here.
10. If approval is given to make this change we will be able to operate this system from September 2008 thus operating for 7 months of this financial year on the proposed system.
11. It is difficult to be certain on the impact on overall parking income but we are well aware of demand for more long stay parking across the town and as a result we are confident that this will result in an increase in parking hours (which is now available) and income as the charges in the short stay car parks for stay of over 4 hours are higher than the charges in the Pay on Foot and long stay car parks.

Appendix 1

Proposed charges for Chandos / Bedford / Covent Garden from September 08 are set out below under “proposed charges”. Current charges for the limited stay car parks for up to 2 hour stay are set out under “current limited” charges and long stay charges are set out under “current long stay”.

Car Park	Up to 1 hr	Up to 2 hr	Up to 3 hr	Up to 4 hr	Up to 6 hr	Over 6 hr
Proposed charges	£1	£2	£2.50	£3.00	£4.50	£6.50
Current limited	£1	£2	n/a	n/a	n/a	n/a
Current long stay	90p	£1.60p	£2.50	£3.00	£4.00	£4.50

Appendix 2

Estimated usage per band is based on actual usage of the car park in 07/08 and using the % usage in Royal Priors / Bedford Street for stays from 1 to over 6 hours. This would give the following usage in each car park. Free 15 minute tickets issued are shown based on actual free 07/08 to calculate total users and user hours.

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