WARWICK DISTRICT COUNCIL	**Executive** **28 June 2017**	**Agenda Item No.** **8**

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 and 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Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?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 31 May 2017 & 7 March 2017. Scoping document first agreed 8 March 2016. Membership agreed 5 April 2016. Verbal updates: 2016: 1 June, 26 July, 27 September, 1 & 29 November 2017: 7 February
Background Papers	Task & Finish Group Scoping document

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	Yes
Included within the Forward Plan? (If yes include reference number)	Yes Ref.864
Equality Impact Assessment Undertaken	No

Officer/Councillor Approval		
Officer Approval	**Date**	**Name**
Chief Executive/Deputy Chief Executive	6/6/2017	Chris Elliott
Head of Service		Rob Hoof
CMT	6/6/2017	Bill Hunt
Section 151 Officer	6/6/2017	Mike Snow
Monitoring Officer	6/6/2017	Andrew Jones
Finance	2/6/2017	Jenny Clayton
Portfolio Holder(s)	7/6/2017	Councillor Grainger
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?	Yes
Suggested next steps (if not final decision please set out below)	

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 (Appendix 10). The Group had two main objectives:

- to understand the rationale behind the current method of deciding the levels of off-street car parking charges across the towns in the District; and
- 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 seek to ensure the service breaks even financially over the medium-term; in order
- to continue to support and improve the facilities for shoppers and
- visitors; and
- to take account of alternatives such as on-street, private and rail station parking operators.

It is based on information gathered from extensive consultations with WDC (and WCC) Officers and business representatives and analysis of data.

Other key considerations discussed in more detail within the report are:

- the £300k loss being incurred on WDC carparks, on a full cost accounting basis;
- carpark user priorities and preferences indicated by the 2016 survey;
- a long delay in implementing new charges agreed in 2015; and
- growing pressure on parking capacity, especially for short-term users in some locations.

2. Recommendation

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, depreciation and interest costs, generated by carparks, 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 reviewed as soon as practicable in 2017/18, and annually thereafter, adopting the policy and approach recommended in this report

2.5 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 (Appendix 4):

(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.

2.6 That this banding be reviewed annually to reflect any significant changes in circumstances.

2.7 That a pricing schedule be developed that reflects the District-wide charging strategy and revenue requirements:

(i) All-day parking charges to be aligned for each class of carpark across the District;
(ii) All-day and season ticket charges be aligned, where appropriate, more closely with the parking charges at station carparks; and
(iii) The number of season tickets available for carparks which experience high overall usage, eg St Peter's and Rosefield Street, perhaps West Rock and Linen Street, to be reduced and holders in multi-storey carparks be restricted to the use of upper floors.

In these ways revenues can be protected and charges optimised, to favour short-term users and support town centre business activity across the District.

2.8 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).

2.9 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.

2.10 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.

2.11 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 (Division 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 Recommendation

3.1 The 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 Modest overall 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 Various approaches to setting car parking charges have been adopted in the District in the past. The approach currently used is summarised by Mr Charlton in Appendix 7. His concerns about adopting a more systematic approach were noted. However the Group was concerned about the risks of not having Council policy and processes properly clarified and documented for this important service. On balance it would have significant advantages. By codifying the criteria and decisions in the way recommended in 2.6-2.8 , the process will be more transparent, options and trade-offs more clearly assessed, with decisions more capable of being scrutinised and, crucially, more acceptable to local residents and businesses.

3.5 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.

3.6 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.

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

3.8 Both all day and season ticket rates are approximately half those charged by Chiltern Railways in their Leamington station carpark.

3.9 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.

3.10 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).

3.11 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.

3.12 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.

3.13 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.

3.14 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.

3.15 Payment systems used in our parks are generally old, increasingly unreliable and will need to be upgraded, in particular to permit payments by card. 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.

3.16 Some consultees, notably business representatives in Leamington (Appendix 11), pointed to the pressures on high street shopping (see footfall trends in Appendix 11). The importance of maintaining and improving town centre carparks was underlined, including keeping charges at an acceptable level. This has been taken into account in recommendations to ensure the continued financial viability of WDC off-street parking, to invest in improved and new facilities and to balance charges in such a way as to favour shorter-term shoppers and visitors. The Group noted the footfall trends but found no clear correlation with changes to parking charges over the years; and both the user survey and comparisons with other towns suggest that other factors, widely discussed in recent years, are more important influences on any difficulties being experienced by some Town Centre businesses.

3.17 Rateable values for the three main towns are shown in Appendix 9. They give a very broad picture of our diverse and geographically spread businesses. The Group concluded that no meaningful conclusions could be drawn from this data about the main focus of this report - off-street parking in the three town centres.

3.18 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.

3.19 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.

3.20 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; and
(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. Some consultees and several members of the Group doubted the suitability and practicality of the North Leamington Park & Ride scheme. However, it is not yet seen to be an immediate issue for the management & pricing of our parking facilities and has therefore not been 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 seek to 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 any increases, especially for short-term users, 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 carparks (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 and Council Tax payers.

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 – 5 year income, tickets, capacity,
6. Season Ticket Analysis
7. Written submission from Contract Services Manager
8. Written submissions from BID and Leamington Chamber of Trade
9. Rateable values for three main towns
10. Scoping Document
11. Web link to 10 year footfall trends

Appendix 1

Car Parks - Memorandum Account

Machines Numbers	57
Car park Spaces	2977

Description	Expenditure/Income based upon 2016/17 Revised Budgets
Salaries	54,200
Employers NI	3,800
Employers Pension	8,100
IAS19 Adjustments	5,300
Enhancements	400
Ins-Employee Related	900
Employees Cost	**72,700**
PPM Open Spaces	118,900
RM Car Parks Rep+Mnt	0
Other CP R&M - Car P	300,000
Electricity	60,200
Rent	10,000
M+E(r) Gas Responsiv	200
M+E(r) LightningCond	100
M+E(c) LightningCond	300
M+E(r) Fire Fighting	1,400
M+E(c) Fire Fighting	800
M+E(r) Lift+Stairlif	4,100
M+E(c) Lift+Stairlif	1,400
Rates	288,100
Water Charge-Metered	13,900
Water Rates	12,500
Contract Cleaning	29,100
Grounds Maintenance	4,500
Premises Insurance	11,000
Premises	**856,500**
Equip Furn & Materls	25,800
Other Signs	16,000
PCN / DVLA Fees Paym	10,000
Oth Hired & Con Serv	83,000
Miscell Insurances	3,100
Clothes + Uniforms	400
Printing Of Tickets	7,500

Description	Expenditure/Income based upon 2016/17 Revised Budgets
Printing	3,100
Stationery	1,000
Advertising	3,500
Computer Equip Costs	13,700
Corporate postages	1,000
Telephone Rentals	500
Phone Calls Non-Rech	500
Data Phone Lines	1,000
Mobile Phone Costs	8,000
BID Levy	2,000
Supplies and Services	**180,100**
Cleansing Services	133,900
Legal Fees Shared Se	3,500
Consultants Fees	20,000
Third Party payment	**157,400**
Finance Unit	1,700
Fin. Admin Support	21,200
Accountancy	15,900
Audit Services	6,100
Payment Channels	13,400
Insurance Services	2,000
ICT Support	900
Office Accommodation	5,700
Asset Management	58,200
Procurement	4,900
Housing Services	4,000
Corporate projects	8,900
Chief Exec's Office	6,000
Media Room	1,500
One Stop Shop	20,800
Waste Management	37,900
Env Health Services	1,600
Ranger Services	260,200
CCTV	141,600
Neighbourhood Servs	26,700
Customer Service Cen	2,300
Web Services	3,400
Human Resources	20,100
Switchboard Alloc'tn	100
CSTeam	8,200

Description	Expenditure/Income based upon 2016/17 Revised Budgets
Recharges	**673,300**
3.5% Notional Interest on CP Buildings Valuations	466,443
3.5% Notional Interest on CP Land Valuations	382,512
Depreciation on Car Parks	545,442
Capital Charges	**1,394,397**
Total Expenditure	**3,334,397**
Other Income	-43,900
Car Parking-Fees	-2,632,000
Car P'kng-Season Tck	-225,000
Car P'kng-PCN Inc	-105,000
Use P'kg Spaces,Prmt	-4,100
Rents-Others	-9,400
Total Income	**-3,019,400**
Net Income/Expenditure	314,997

Parking Charges **Appendix 2**

all day/long-stay charges highlighted

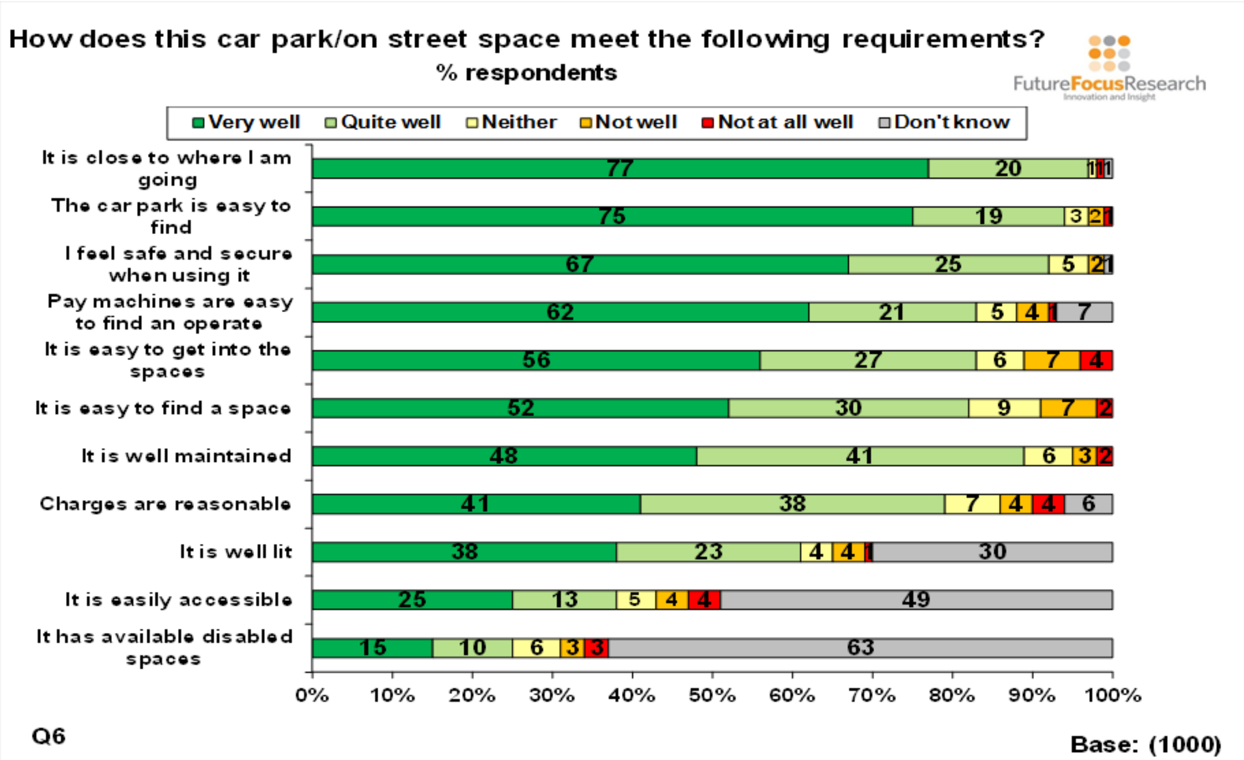
	Monday to Friday up to (hours)										Saturdays	Sundays	
	30m	1	2	3	4	5	6	6+	All day	O'nt			
Leamington													
Cov Gdn m'storey	£0.50	£1.00	£2.00	£3.00	£3.00	£3.00	£3.00	£3.00	£3.00	na			
St Peter's m'storey	£0.50	£1.00	£2.00	£3.00	£4.50	£4.50	£4.50	£4.50	£4.50	£1.00	same all week		
Other Town centre	£0.50	£1.00	£2.00	£3.00	£4.00	na	na	na	£4.00	£0.50	same all week		
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	Free	
Chiltern Railways									£7.00		same all 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												+ Bank Holidays	
Most City Centre		£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£10.00		same all week	£1/1.50	
											(Bp St cheaper Sats)		
Salt Lane		£2.50	£3.50	£4.50	£10.00								
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

Appendix 4 – Excerpt from Warwick District Council Car Park Survey – Users - (February 2016) Prepared by Future Focus Research



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

Capacity		**Mon-Fri average fill.........................**				**Sat av'ge fill**	
(Jan 16 snapshots)		10am	1pm	4pm	Peak	10,1,4pm	Peak
Leamington TC	***1172***	*48%*	*66%*	*51%*	*70%*	*59%*	*80%*

excl Rosefield/Adelaide Br

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

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

		10am	1pm	4pm	Peak	10,1	Peak
Kenilworth	***368***						
Abbey End	233	52%	65%	na	82%	70%	88%
Square West	135	39%	46%	na	53%	62%	83%

CAR PARK USEAGE FOR PERIOD 2015-6 | Season ticket analysis | **Appendix 6**

CAR PARK	Total No OF SPACES PER CAR PARK	SNAP SHOT % FILL	Lease + Season actual	max	% act	% max
			4	50	Long-term anywhere in District (expensive...low Take-up)	
ROSEFIELD STREET	45	86%	17	20	38%	44%
ADELAIDE BRIDGE	43	52%	10	10	23%	23%
ST PETERS (MSCP)	385	77%	145	170	38%	44%
COVENT GARDEN (MSCP)	511	45%	132	250	26%	49%
COVENT GARDEN (SURFACE)	81	85%				
CHANDOS STREET	146	89%				
BEDFORD STREET	49	82%				
BATH PLACE	62	52%	13	45	9%	31% Old Town
PACKINGTON PLACE	32	51%				
COURT STREET	53	37%				
TOTAL	**1407**	**66%**				
WARWICK CAR PARKS						
LINEN STREET	152	59%	78	100	51%	66%
CASTLE LANE	18	92%				
THE BUTTS	17	86%				
PRIORY ROAD	42	45%	15	15	36%	36%
BARRACK STREET (Sat only)	271	4%				

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						
ABBEY END	221	68%	52	75	24%	34%
SQUARE WEST	143	59%	19	75	13%	52%
ABBEY FIELDS	82	79%	30	30	37%	37%
TOTAL	**446**	**69%**				

Appendix 7 – Written submission from the Contract Services Manager

Dear Councillor Cain

I have listed a number of factors that are considered before we increase charges.

Factors to be considered are;

- The current national financial climate is taken into account
- The current financial situation of the Council
- Is an increase to charges necessary and if so what % level is required
- Assessing the individual parking needs required in each of the town centres
- What are the current charges and how do they perform
- What is the current usage from each car park, looking at supply and demand needs
- What changes were made to charges in previous years
- Previous years trend analysis
- Are there any changes in the local area that will impact upon usage in the coming year
- Where are the car parks located
- What competition is present and what would be the impact of price increases
- Potential loss of revenue due to customer displacement

I've listed the broad areas of consideration and I'll be happy to talk through in detail how we assess these factors when we meet. If you have any further queries please let me know?

Kind regards

Gary Charlton
Contract Services Manager
Received mid-March 2017

Appendix 8 - Written submissions from BID and Leamington Chamber of Trade

Email from Bid Leamington – 7 March 2017

Hi Colin,

Thank you for coming to meet us recently to discuss the work of the parking task and finish group.

I have reviewed the draft report that will be presented to the overview and scrutiny committee on March 7th – Item 9 (attached) and have a few comments which I would respectfully welcome your consideration.

Firstly, thank you for reflecting many of our concerns and comments relating to ensuring the car parks are run and maintained with a focus on 'customer service'. It is excellent to see recommendations relating to cleanliness, access, signage etc in the report. I was also pleased to see recommendations that there will be a close working relationship with stakeholders, a more commercial approach to running the car parks (marketing, incentives, advertising) considered as alternative revenue raising and a focus on capacity for the expanding Leamington evening economy.

However there are some areas I would like to see given greater emphasis and priority.

One of the things I emphasised most strongly, was the **demonstrable impact that parking has on town centre health and vitality**. I asked that this be recognised in itself as a key consideration when reviewing parking proposals. Whilst I feel the 'customer service' aspect of this has come through, I would like to see the linkage to the former made explicit. This is because all factors (service, price, approach to enforcement) collectively impact the desirability of car parking in towns – and by extension the desirability of the town itself, and clearly if the town sees a reduction in visitors WDC will also see a reduction in revenue. This also links into point 2.7, which suggests the pricing bands be reviewed to reflect changes in circumstances. I would like to think a *'change in circumstances'* should also include downward trend in visitors, whereby we need to use parking to incentivize visits.

Based on this I would have liked to see the **first** recommendation stating: **That the relationship between the provision of parking services and operations in town centres and the impact on their health and vitality is a primary consideration when annually reviewing parking proposals.**

Another area I feel would benefit from further emphasis is recommendations relating to **car park capacity** in towns. As mentioned above, I welcome the reflection on the evening economy in 2.14, but feel the daytime economy capacity needs explicit mention. This is both due to the existing demand for parking from town centre employees (many of whom are on min wage), which is resulting in the pressure on residential parking (2.15), and the planned removal of the Covent Garden Carpark which will greatly impact town centre visitors and employees. The latter is going to result in a shortfall of nearly 600 spaces, during construction and there is a need to ensure provision of future spaces also reflects demand. The former also needs consideration as the ability to attract staff is a big problem for many businesses and access to work is a contributing factor for many people.

I also note in 2.4 the suggestion that WDC are looking for a 5% increase in revenue, alongside a 5% increase in on-street charges proposed by WCC (3.5). To give this some perspective, in the coming year 40% of our retail and leisure businesses will see a rise in business rates. They will also be coping with increases costs due to National Living wage, pensions and a devalued pound in this post Brexit economy which has seen wholesale prices of many goods rise by around 30%. Of course we are yet to see the impacts of this, which will likely result in both a rise in high street consumer costs and a decrease in business profits. For more, please read my recent blog: http://www.bidleamington.com/business-rates-what-is-the-story-for-leamngton/. In addition to this we have seen footfall drop by more than 10% in the last 2 years (to put this into context it is a drop of 100,000 on the Parade over a month – see footfall attached). Please note, this data is highly sensitive. There are a number of reasons for this and it is reflected in other parts of the country too – plus in 2016 WCC took well over £300,000 out of the Leamington town centre economy in parking fines alone. All of this strongly suggests that a working partnership that '*reflects current circumstances'* is critically important. We must be working together to attract people using all mechanisms available to us – it is as simple as that.

A final and relatively minor comment is I would also like to see parking price comparisons reflect places of relative similarity. This would exclude Solihull for a number of reasons including its significantly larger population, catchment, offer of anchor stores, local employment base and is considered to be one of the most affluent areas outside of London.

Thank you once again for taking the time to consult with us on this very important matter and I hope you can consider these comments and this evidence before the report goes to executive for approval. I have cc'ed the Chair of the Chamber, Brian Wall who I understand you also spoke to as well as Paul Garrison who we were very pleased to meet recently as we all share similar interests and concerns.

Kind regards,

Stephanie

Stephanie Kerr
Executive Director - BID Leamington
Received 7 March 2017

Email exchange with Bid Leamington – 23 March 2017

From: Colin Quinney
Sent: 23 March 2017 13:30
To: Stephanie - BID Leamington; brian wall
Cc: Paul Garrison
Subject: Re: Carpark User Survey & DCLG Report on Revenue

Hi Steph

Thanks for your email - and for the other one received just before our report went to Committee. They wanted some additional data added before reaching a conclusion and we are working on that.

As for the surpluses in the report you sent through - for which many thanks - interesting stuff on what's happened to WCC revenues but you'd need to talk to them about that to understand the reasons and impact.

Our report and appendix gives the fullest possible picture of the WDC carparking financial position.

Not aware of the separate report you refer to but will ask.

Entirely agree a partnership approach is what is required and our report tries to set out a balanced set of recommendations for WDC parking. We recognise the need to keep shorter-term rates reasonable and capacity available in order to support footfall, while meeting minimum financial objectives. We also took on board the points you and others made about signing, appearance and modern technology.

Maybe we could continue the dialogue over a coffee sometime soon !

Colin Quinney

From: Stephanie - BID Leamington <stephanie@bidleamington.com>
Sent: 23 March 2017 12:40:20
To: Colin Quinney; brian wall
Cc: Paul Garrison
Subject: RE: Carpark User Survey & DCLG Report on Revenue

Hi Colin,

I hope you are well. I was just reviewing the parking survey below. It noted that 220 local businesses were surveyed – and there is a separate report.

Would we be able to see a copy of this report also please?

Also, has there been any update on the progress of the task and finish group report?

Finally, for your interest please find attached a DCLG report of revenue from parking around the UK.

The shocking part of this report is the increase in parking revenue to Warwickshire County Council in 2014/15 to 2015/16 – where we see an increase from **£595,000** (14/15) to **£1,809,000** (15/16). This represents hundreds of thousands of pounds taken from our town centre economies in fines – from on-street parking alone, and not a cent of this income is available for us to reinvest in the towns, by way of improved technology, promotion, customer service, support etc.

We also know a disproportionately high percentage of this as come from Leamington where fines averaged over 1000 per month on selected TC streets for a year, and as mentioned previously we have since seen a corresponding drop in visitors to the town.

This is why I am so worried about the impact of parking on our town – it has really been a terrible 2 years as shown in the data – and given the mounting hardships faced by local businesses we are in urgent need of a partnership approach with both District and County where we use parking as a tool to attract, incentivise and reward visits, not penalise.

Many thanks for your support on this.

Kind regards,

Steph

Stephanie Kerr

Executive Director - BID Leamington

Email from Leamington Chamber of Trade – February 2017

Good Morning,

Re: Proposed increase to parking charges from April 2017

Further to our meeting on Monday, 30th January 2017, the Royal Leamington Spa Chamber of Trade wishes to present the following comments for your further consideration.

The Chamber of Trade realises that the primary financial objective of WDC relating to off-street car parking would be to break even in the medium term, however parking must be considered as a service to the community and should therefore also support the town centre and its businesses.

There can be no doubt whatsoever that parking charges deter many potential shoppers from visiting town centres and the Chamber of Trade Executive Members are therefore totally opposed to any substantial increases to parking charges.

The retail offering within the town centre of Royal Leamington Spa has declined substantially in recent years, with an increasing number of empty properties in prime positions throughout the town. Cafes and restaurant now occupy a large number of former retail properties and although these are beneficial to the town it is imperative that the town centre maintains an adequate balance between retail and other sectors.

Draft Recommendation 5 'that charges should be coordinated across the district' would not be opposed by the Chamber of Trade however any officer-led-changes must only be introduced following consultation with town centre stakeholders.

Draft Recommendation 7 'that a uniform all-day parking charge be adopted for all car parks across the District' raises serious concerns within the Executive. Internet sales and the increasing expansion of out-of-town retail stores will result in a further decline in the number of retail outlets within many town centres. But Royal Leamington Spa stands out as one of the most attractive places in the area for a day's leisure shopping, with beautiful architecture, wide streets and pavements, a mix of large and small retail stores, an abundance of cafes and restaurants together with award-winning parks and gardens. This Unique Selling Proposition together with the £3 per day parking-offer enables BID Leamington to promote the town centre as one of the most attractive places in the Midlands for an all-day leisure shopping experience and this must be retained.

Park-and-ride schemes work well in many towns and cities where access is difficult and parking is limited and expensive. Poor accessibility does not apply in Leamington where the town centre parking is simple and convenient to access. The Chamber of Trade would be totally opposed to a park-and-ride scheme, if this resulted in town centre parking charges being increased and number of spaces reduced in order to force people to use an ill-conceived scheme for which there was no requirement.

Town centre businesses employ hundreds of local people and invest substantial amounts within the area. Officers and Councillors have a responsibility to maintain and improve the vitality and viability of the town centre for the benefit of the whole community. The Chamber of Trade Executive therefore request that we are consulted and our views fully considered prior to any changes being made to the current parking charges.

I shall be pleased if you will circulate these concerns to all members of the Off-Street Car Parking Task & Finish Group before your next meeting.

Brian Wall,
On behalf of the Royal Leamington Spa Chamber of Trade

Appendix 9 – Rateable value for three main towns

As requested, below are the current total rateable values for the 3 main towns, based on the new 2017 rateable values.

Kenilworth	£10,932,213
Leamington	£56,160,378
Warwick	£70,492,425

As I stated in my emails previously, this does include every commercial rated hereditament within the parish of either Kenilworth, Leamington or Warwick.

Kind regards

Paul

Paul Town
Principal RevenuesOfficer
Revenues Finance
Warwick District Council
16/03/2017

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	