

FOR PUBLICATION

**REVIEW OF CHESTERFIELD TOWN CENTRE OFF-STREET PARKING
CHARGES FOR 2016**

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MEETING: 1. CABINET
 2. CABINET MEMBER FOR TOWN CENTRE
 AND VISITOR ECONOMY

DATE: 1. 12 JANUARY 2016
 2. 22 DECEMBER 2015

REPORT BY: TOWN CENTRE OPERATIONS MANAGER

WARD: ALL

COMMUNITY ALL
ASSEMBLY:

KEY DECISION 563
NUMBER:

BACKGROUND PAPERS FOR PUBLIC REPORTS:

TITLE: Chesterfield Town Centre LOCATION: Town Hall
 Vitality and Car Parking
 Study – Drivers Jonas
 Deloitte 2012

 Chesterfield Parking:
 Supply and Demand –
 AECOM Transportation
 2012

 Chesterfield Parking:
 Demand Management –
 AECOM Transportation
 2013

1.0 **PURPOSE OF REPORT**

1.1 To review the current tariffs for Chesterfield's town centre car parks and agree the tariffs from 1 April 2016.

2.0 **RECOMMENDATIONS**

2.1 That cost of parking is consistent for up to 4 hours in all town centre car parks.

2.2 That from the 1 April 2016 it will cost 70p to park up to 30 minutes, £1.30 up to 1 hour, £2.60 for up to 2 hours, £3.00 up to 3 hours and £4.30 up to 4 hours in all town centre car parks.

2.3 In all short stay/shoppers car parks, as listed in paragraph 5.1 of this report, it will cost £1.30 for each subsequent hour over 4 hours to park.

2.4 In all long stay/commuter car parks, as listed in paragraph 5.5 of this report, it will cost £5.00 to park for over 4 hours.

2.5 That all residents of the borough will continue to benefit from free parking in 2016/17 before 10am and after 3pm Monday to Saturday and all day Sunday in the car parks listed in paragraph 6.6 of this report.

2.6 That all advance purchase tickets will cost £3.50 per day and are available for use only in all long stay/commuter car parks from 1 April 2016.

2.7 That all monthly parking tickets will cost £60 and will be available for use only in all long stay/commuter car parks from 1 April 2016.

2.8 That yearly parking tickets for all long stay/commuter car parks will cost £600 per annum from 1 April 2016.

2.9 That if the income target is achieved in 2016/17 there will be no increase in tariffs in 2017/18 but the prices will be reviewed for 2018/19.

3.0 **BACKGROUND**

3.1 In 2012 Drivers Jonas Deloitte was commissioned to carry out a study, which assessed the value of parking provision in influencing the economic performance and attractiveness of Chesterfield town centre. Two additional reports were also produced by AECOM

Transportation. One addressed supply and demand of parking spaces and the other focused on demand management.

3.2 Following the publication of these reports, in March 2013, Cabinet approved an off-street parking policy for Chesterfield town centre which aimed to provide:

- Competitively priced car parks with simple charging structures and convenient payment methods
- Modern car parks that are consumer friendly, secure and with convenient opening hours.
- Accessible car parks that optimise usage, minimise congestion and encourage footfall.

3.3 The Council currently has 2 broad pricing structures, although there are exceptions, for using town centre car parks. Short stay car parks, which primarily cater for shoppers and leisure visitors and long stay car parks which cater primarily for commuters.

3.4 Short stay car parks are centrally located around the core retail offer, allowing ease of access for shoppers, the elderly or disabled and parents with children. The following car parks are designated as short stay/visitor car parks and currently charge £1.30 per hour :

Location	Number of bays	Spaces for blue badges
Holywell Cross	255	16
Soresby Street	208	14
Rose Hill	242	9

3.5 Long stay car parks cater primarily for the worker and commuters. Currently these car parks are located on the fringe of the town centre and also include multi-storey car parks. The following car parks have been designated as long stay/commuter car parks and currently charge £1.10 per hour :

Location	Number of bays	Spaces for blue badges
Albion Road	30	0
St Mary's Gate	66	2
Hollis Lane	38	0
Spa Lane	56	0
Station Road	59	0
Derbyshire Times	55	0
Devonshire Street	73	0
Durrant Road	69	0
Theatre Lane	50	0
Saltergate	529	22

New Beetwell Street	465	29
Queen's Park Annexe	43	2
West Street	15	0

3.6 The north and south car parks at Queen's Park have, however, a different pricing structure of 50p up to 2 hours, £2.50 for 2 hours and £5.00 for over 4 hours, which reflected that these car parks were used by leisure centre customers. The new Queen's Park Sports Centre, which opened in early January 2016, provides 150 car parking spaces on site.

3.7 The only other exception to the existing pricing structure was the £1.00 all day parking at 6 Ashgate Road. This reduced parking tariff was introduced at this edge of town site in 2013. The site of this informal car park was allocated for residential use in the Replacement Chesterfield Borough Local Plan in 2006 and has never been regarded as part on the Council's permanent car parking stock. The temporary use as a car park earned the council revenue and provided commuter parking but was only until the land could be sold to an appropriate developer, which has now happened.

4.0 **PRINCIPLES**

4.1 In accordance with the National Planning Policy Framework (March 2012), one element in developing a competitive town centre is to provide quality parking that is convenient, safe and secure, with appropriate charges that do not undermine the vitality of the town centre.

4.2 Although important, car park charges are not the most significant influencing factor to the success of a town centre. The overall strength of the town centre offer is of more importance and Chesterfield town centre, although it faces many challenges, is still an attractive, vibrant market town. The recent submission of a planning application for a leisure based development on Elder Way demonstrates the ongoing ability of the town to continue to attract investment. The eventual development of the Northern Gateway site will also enhance the town centre offer.

4.3 Town centre car parks must cater for all town centre users be it residents, workers, shoppers or tourists. They must be accessible,

encourage uplift in the number of trips and an increase in dwell time, all of which will contribute to the economic performance of the town.

4.4 Moving forward, it is proposed that a new pricing structure should be introduced in which car park users would be sent to the most appropriate car park through pricing incentives:

- The cost of parking for up to 4 hours is consistent in all car parks.
- The pricing structure should incentivise stays of up to 4 hours in designated short stay car parks to encourage shoppers and visitors to stay longer and spend more money in the local economy.
- In short stay car parks all day parking will be discouraged by price, charging an hourly rate for every hour over 4 hours.
- In long stay car parks all day parking will be encouraged by price, the 4 hour plus tariff would be the key to establish the difference between short and long stay car parks and would be cheaper in the long stay car parks.

4.5 It is anticipated that these proposed changes will bring the existing pricing structure in line with the council's parking policy of providing competitively priced car parks with simple charging structures.

5.0 **PROPOSED TARIFFS**

5.1 It is proposed that, in addition to Holywell Cross, Soresby Street and Rose Hill car parks, based on their location and usage, and Albion Road and St Mary's Gate car parks should be re-designated as short stay/shoppers car parks from 1 April 2016. The proposed short stay/shoppers car parks from 1 April are:

Location	Number of bays	Spaces for blue badges
Albion Road	30	0
Holywell Cross	255	16
Rose Hill	242	9
Soresby Street	208	14
St Mary's Gate	66	0

5.2 The existing tariffs for short stay/shoppers car parks are as follows:

- Up to 30 minutes - 70p
- Up to 1 hour - £1.30
- Up to 2 hours - £2.60
- Up to 3 hours - £3.90

- Up to 4 hours - £5.20
£1.30 for each subsequent hour

5.3 Over 75% of the tickets sold in council car parks are for the duration of 2 hours or less. The proposed tariffs for April 2016 onwards aim to incentivise shoppers to stay longer by reducing the tariff for 3 and 4 hours, in short stay car parks.

5.4 The proposed tariffs for the 5 short stay/shoppers car parks are:

- Up to 30 minutes - 70p
- Up to 1 hour - £1.30
- Up to 2 hours - £2.60
- Up to 3 hours - £3.00
- Up to 4 hours - £4.30
£1.30 for each subsequent hour

5.5 With the opening of the new Queen's Park Sports Centre in January 2016, it is proposed that both Queen's Park north and south car parks should be designated as long stay/commuter car parks from 1 April 2016, when the proposed new tariffs would be introduced throughout the borough. The proposed long stay/commuter car parks from 1 April are:

Location	Number of bays	Spaces for blue badges
Beetwell Street	465	29
Derbyshire Times	55	0
Devonshire Street	73	0
Durrant Road	69	0
Hollis Lane	38	0
Queen's Park Annexe	43	2
Queen's Park (north)	120	3
Queen's Park (south)	43	0
Saltergate	529	22
Spa Lane	56	0
Station Road	59	0
Theatre Lane	50	0
West Street	15	0

5.6 The council's long stay parking is not competitive compared to other town centre car parks. Without any day saver or permits the council currently charges between £5.50 and £10.40 (up to 8 hours) for all day parking compared to £2.50 at the Excel car park on Brewery Street and £5.20 at the Britannia car park on Holywell Cross. To

attract more long stay parkers to council car parks it is proposed to introduce a ceiling price for 5 hours plus.

- 5.7 The existing tariffs for long stay/commuter car parks are as follows:
- Up to 30 minutes - 50p
 - Up to 1 hour - £1.10
 - Up to 2 hours - £2.20
 - Up to 3 hours - £3.30
 - Up to 4 hours - £4.40
- £1.10 for each subsequent hour
- 5.8 To make the council's long stay/commuter car parking more competitive and to standardise the tariffs for stays of up to 4 hours the proposed tariffs for long stay/commuter car parks are as follows:
- Up to 30 minutes - 70p
 - Up to 1 hour - £1.30
 - Up to 2 hours - £2.60
 - Up to 3 hours - £3.00
 - Up to 4 hours - £4.30
- 4 hours plus £5.00
- 5.9 Because of the loss of 150 spaces at Ashgate Road car park consideration has been given to identifying a site that could be used, even in a temporary capacity, for low cost, all day parking at an edge of town location. No suitable location is, however, available at present but the council does offer monthly permits for just over £2.00 per day. There is space available to accommodate the displaced vehicles from the Ashgate Road car park in the council's long stay car parks as they are currently operating at 65% capacity.

6.0 **PARKING INCENTIVES**

- 6.1 The council also offers a range of incentives to make parking more affordable to all potential town centre users.

Residents Parking Permits

- 6.2 Residents of the borough can park free of charge before 10am and after 3pm Monday to Saturday and all day Sunday in 11 town centre car parks.
- 6.3 Usage surveys show that this scheme is well used, particularly in Holywell Cross and St Mary's Gate car parks. On average 60% of

the users in Holywell Cross and 35% of users at St Mary's Gate car parks, at the allocated times, are residents using their parking permits. The cost implication of this offer, at the current rates and assuming that users are parked for 1 hour only, is that the council provides £2,000 per week of free parking to residents, this equates to just over £100,000 per annum.

- 6.4 It is proposed that, now Queen's Park north and south car parks are to be designated long stay/commuter car parks, the residents scheme should be extended to these two car parks. This will give local residents, at certain times, the opportunity to visit Queen's Park without having to pay parking charges. This will be particularly beneficial to parents taking their children after school, and on Sundays.
- 6.5 It is therefore proposed that the residents parking permits will be valid in the following pay and display car parks from 1 April 2016:
- Albion Road
 - Derbyshire Times
 - Devonshire Street
 - Durrant Road
 - Hollis Lane
 - Holywell Cross
 - Queen's Park (north and south)
 - Spa Lane
 - Station Road
 - St Mary's Gate
 - Theatre Lane
 - West Street

Advance Purchase Day Saver Tickets

- 6.6 To incentivise all day parking the council sells advance purchase day saver tickets in the form of scratch cards. This system allows the purchase of a minimum of 5 scratch cards, to be used for all day parking, from £2.50 to £4.00 depending on the location of the car park. Cards can be purchased at the Visitor Information Centre or at either of the multi-storey car parks.
- 6.7 The current scratch card prices and zones are as follows:
- Zone 1 Holywell Cross £4.00
 - Zone 2 Beetwell Street and Saltergate £3.00
 - Zone 3 Albion Road, Station Road and Derbyshire Times £3.00

- Zone 4 Spa Lane, Hollis Lane, Theatre Lane, Durrant Road and Devonshire Street, £2.50
- Zone 5 Queen's Park Annexe and West Street, £2.00

6.8 It is proposed that, in line with the principle of sending car park users to the most appropriate car park, advance purchase day saver tickets should only be available in long stay/commuter car parks and should be withdrawn from Holywell Cross and Albion Road car parks from 1 April 2016.

6.9 In addition, to ensure that the pricing structure is consistent and simple, it is proposed that all advance purchase tickets will cost £3.50 per day in all long stay/commuter car parks, from 1 April 2016, no matter the location. This will mean that the scheme will be extended to include Queen's Park north and south car parks.

Monthly and Annual Parking Permits

6.10 Monthly permits are available to purchase at both multi-storey car parks and by telephone through the parking office in New Square. These permits range in price per month in the following car parks:

- Zone 1 Holywell Cross – £70.00
- Zone 2 Beetwell Street and Saltergate – £55.00
- Zone 3 Albion Road, Station Road and Derbyshire Times – £55.00
- Zone 4 Devonshire Street, Durrant Road, Hollis Lane, Spa Lane and Theatre Lane – £45.00
- Zone 5 Queen's Park Annexe and West Street – £20.00
- Zone 6 Queen's Park North – £55.00

6.11 If the permits are purchased annually there is a 2 month discount given. The prices of monthly and annual parking permits have not been increased for several years.

6.12 Again it is proposed that, in line with the principle of sending car park users to the most appropriate car park, monthly and yearly parking permits should only be available in long stay/commuter car parks and should be withdrawn from Holywell Cross and Albion Road car parks from 1 April 2016.

6.13 In addition, to ensure that the pricing structure is consistent and simple, it is proposed that all monthly parking tickets will cost £60.00 in all long stay/commuter car parks, no matter the location, from 1

April 2016. This will also mean that the scheme will be extended to include Queen's Park north and south car parks.

7.0 **FINANCIAL CONSIDERATIONS**

- 7.1 The council's income from off-street parking has steadily decreased since 2008/9 when it was £2,702,444. The total income for 2014/15 was £2,494,590 and our anticipated income for 2015/16 is on course to achieve £2,493,080. During this period the tariffs have been increased but this has not been reflected in the overall income generated.
- 7.2 In 2014/15 the total off- street parking income raised was £2,494,590, exclusive of VAT. The main items of expenditure by the service was employee expenses of £359,019, National Non Domestic Rates of £273,092, a contribution towards CCTV monitoring costs of £180,390, premises repairs of £162,560, central recharges of £115,197 and capital financing costs of £242,626. Overall this gave a surplus income of £918,266.
- 7.3 In accordance with the Road Traffic Regulations Act 1984, Section 32, the surplus income generated by off-street parking can only be invested in either environmental or transport improvements. The council's parking surplus is used to provide and maintain bus shelters, as a contribution towards the operating costs of the coach station, supports the provision of woodland amenities and parks, and open spaces.
- 7.4 The change to the off-street parking tariffs as outlined in this report, will see increases in some tariffs, particularly for stays less than 2 hours in long stay car parks, some tariffs will remaining the same (for stays less than 2 hours in short stay car parks) and there will be a reduction in other charges. In particular, the introduction of a 3 hour tariff in all car parks as an incentive for shoppers and visitors to stay longer and the introduction of a ceiling price of £5.00 in all long stay car parks, offers car park users a considerable reduction in tariffs.
- 7.5 The biggest change to the tariffs will come from the proposed re-designation of the Queen's Park north and south car parks which previously had reduced rates because of the strong links with leisure centre users. It is proposed that from 1 April 2016 this will

now be classified as a long stay/commuter car park, with a resultant uplift in tariffs.

- 7.6 The overall financial impact of the proposed changes in tariffs, assuming that parking levels remain the same, should result in the same level of income as anticipated for 2015/16. This is, however, difficult to predict with any level of accuracy because of the number of changes proposed to the tariff structure.
- 7.7 The proposed changes will deliver a competitively priced and simple charging structure, in line with the council's off-street parking policy, that should be attractive to all town centre users.
- 7.8 The sale of parking tickets is monitored monthly and, if the income target is achieved, it is proposed that there will be no increase in tariffs in 2017/18 but the prices will be reviewed for 2018/19.

8.0 **LEGAL CONSIDERATIONS**

- 8.1 Chesterfield Borough Council, in accordance with section 35 of the Road Traffic Regulation Act 1984 has statutory power to provide off-street parking places and can by order regulate use of these parking places. Parking in off-street car parks in Chesterfield is regulated by the Chesterfield Borough Council (Off-Street Parking Places) (Civil Enforcement) Order 2014.
- 8.2 The 2014 Order regulates the town centre car parks and sets out the controls, fees and enforcement provisions that apply to them. Fees can be modified from time to time, in accordance with Council decisions on parking charges, by statutory public notice.
- 8.3 The proposed changes to the tariffs, as detailed in this report, must be advertised in all relating car parks and roads giving access to them for a clear 21 days. A copy of the proposed changes must also be advertised in the Derbyshire Times.
- 8.4 After the 21 days' notice of the proposed changes all the signage in the car parks will need to be amended before the new charges are introduced on 1 April 2016.

9.0 **TICKET MACHINES AND EQUIPMENT**

- 9.1 The Council's off-street parking policy aims, in addition to providing competitively priced car parks with simple charging structure, to provide convenient payment methods in consumer friendly car parks. In order to achieve this objective investment is required.
- 9.2 Pay on foot equipment, the barrier system of parking control, is currently installed in 4 town centre car parks; Saltergate and Beetwell Street multi-storey car parks and Rose Hill and Soresby Street surface car parks. There is, however, no consistency in machines or payment standards across these car parks, with many of the machines not able to accept credit or debit cards or allow the sale of day savers or monthly permits.
- 9.3 Pay and display ticket machines are used in the remaining surface car parks. These machines do not give change, nor do they have the functionality to sell day saver tickets or monthly permits. With the impending introduction of a new £1 coin in 2017 and the proposed improvements to the tariff structure, many of these ticket machines will struggle to keep performing.
- 9.4 In the near future a report will be presented to Cabinet requesting that these ticket machines be replaced, at an estimated cost of £400,000. It is anticipated that, once the new machines are installed, they will have greater functionality and will be able to sell day saver tickets and monthly permits. In addition they will either accept credit and debit cards and/or provide the public with an option of paying by phone.

10.0 **RISK MANAGEMENT**

- 10.1 The following risks relating to the car parking pricing proposals have been considered, together with the appropriate mitigations.

Description of Risk	Likelihood	Impact	Mitigating Action	Resultant Likelihood	Resultant Impact
Increase charges may result in lower usage and income	M	H	Not all prices have been increased, some have been decreased and a number of incentives, giving	L	M

			reduced rates, are available		
Damage to council's reputation	M	M	Proposals are in accordance with policy of providing competitively priced car parks with simple charging structures and will be explained in external communications	L	L

11.0 **EQUALITIES IMPACT ASSESSMENT**

11.1 An Equalities Impact Assessment has been developed in respect of the parking tariff proposals and there are no disproportionate negative or positive impacts on any of the equality groups/people with protective characteristics.

12.0 **ALTERNATIVE OPTIONS TO BE CONSIDERED**

12.1 A 'do-nothing' option was considered but this would have perpetuated a complicated car parking pricing structure that is confusing to potential customers. Good practice and the council's policy promotes a simplified and competitively priced structure, which the proposals aims to achieve.

12.2 Although some tariffs have been increased , particularly for stays less than 2 hours in long stay car parks, other tariffs will remaining the same (for stays less than 2 hours in short stay car parks) and there will be a reduction in other charges. In particular, the introduction of a 3 hour tariff in all car parks as an incentive for shoppers and visitors to stay longer and the introduction of a ceiling price of £5.00 in all long stay car parks, offers car park users a considerable reduction in tariffs.

12.3 Consideration could have been given to increase all tariffs but it is important that the town centre remains vibrant and attractive to residents, visitors, shoppers and workers. Although car park charges are not the most significant influencing factor to the success of a town centre, they are important and should be competitive.

13.0 **RECOMMENDATIONS**

- 13.1 That cost of parking is consistent for up to 4 hours in all town centre car parks.
- 13.2 That from the 1 April 2016 it will cost 70p to park up to 30 minutes, £1.30 up to 1 hour, £2.60 for up to 2 hours, £3.00 up to 3 hours and £4.30 up to 4 hours in all town centre car parks.
- 13.3 In all short stay/shoppers car parks, as listed in paragraph 5.1 of this report, it will cost £1.30 for each subsequent hour over 4 hours to park.
- 13.4 In all long stay/commuter car parks, as listed in paragraph 5.5 of this report, it will cost £5.00 to park for over 4 hours.
- 13.5 That all residents of the borough will continue to benefit from free parking in 2016/17 before 10am and after 3pm Monday to Saturday and all day Sunday in the car parks listed in paragraph 6.6 of this report.
- 13.6 That all advance purchase tickets will cost £3.50 per day and are available for use only in all long stay/commuter car parks from 1 April 2016.
- 13.7 That all monthly parking tickets will cost £60 and will be available for use only in all long stay/commuter car parks from 1 April 2016.
- 13.8 That yearly parking tickets for all long stay/commuter car parks will cost £600 per annum from 1 April 2016.
- 13.9 That, if the income target is achieved in 2016/17, there will be no increase in tariffs in 2017/18 but the prices will be reviewed for 2018/19.

14.0 **REASONS FOR RECOMMENDATIONS**

- 14.1 To ensure that council operated car parks are competitively priced with simple charging structures so that they encourage an uplift in the number of trips and an increase in dwell time, all of which will contribute to the economic performance of the town.

You can get more information about this report from Andy Bond (01246 345991) or Bernadette Wainwright (01246 345779).

Officer recommendation supported.

A handwritten signature in cursive script that reads "A Surjeant".

Signed:

Cabinet Member

Date: 22 December, 2015

Consultee Cabinet Member/Assistant Cabinet Member comments (if applicable)/declaration of interests

