

NON EXEMPT

HAVANT BOROUGH COUNCIL

Cabinet

27th June 2018

PARKING CHARGES REVIEW
Head of Neighbourhood Support

FOR DECISION

Portfolio: Cabinet Lead for Neighbourhoods, Safety and Enforcement
Cllr Narinder Bains

Executive Director: James Hassett

Key Decision: No

1.0 Purpose of Report

- 1.1** This report is submitted to Cabinet for policy decision. This report is to seek approval from Cabinet to introduce the proposed new charging regime across all Havant Borough Council owned car parks.
- 1.2** The proposals also include changes to season ticket and permit prices across the borough. The proposed charges are set out in the attached Appendices.

2.0 Recommendation

Cabinet is recommended to approve the following:

- i. Pay and Display charges are amended as set out in Appendix 1.
- ii. Season ticket and permit prices are amended as set out in Appendix 2.
- iii. Pay and Display charges are amended and the tariff period extended to cover a 12 month period as set out in Appendix 3.
- iv. Overnight parking for motorhomes in Beachlands car parks is ceased.

3.0 Executive Summary

- 3.1** This report provides the detail of the proposed pricing structure for all car parks owned by Havant Borough Council. This report also provides proposals to amend season ticket and permit prices.
- 3.2** Parking charges are in place in Beachlands car parks from March to October (inclusive) each year. No charges are in place outside of this period, however, evidence shows that the car parks are still well used. This report proposes to introduce charges during the winter months.

- 3.3** All car park signage will be reviewed to ensure that it is clear, in good condition and reflects the correct charging tariff. All tariff boards will be updated in conjunction with the revised tariffs should they be approved.
- 3.4** It is recognised and accepted that the current parking arrangements for motor homes at Beachlands is not wholly effective. This report proposes to cease overnight parking in Beachlands car parks. It is proposed to introduce an overnight ban for motorhomes between 22:00 hours and 06:00 hours. To ensure that this ban is effective, enforcement patrols will need to increase. Initially, increased regular enforcement will be delivered through vacancy savings within the team. It will be necessary however, to monitor this activity to establish if additional resources are required in the longer term. If additional Civil Enforcement Officers are recruited, this will have a negative impact on the overall budget situation.

4.0 Additional Budgetary Implications

4.1

18/19 Target set for Parking Income	-£200,000
Proposed new tariffs for town centre car parks	£122,000
Proposed new tariffs for Beachlands (summer charges)	£19,000
Proposed new tariffs for Beachlands (off peak)	£30,000
Costs of additional enforcement	-£25,000
Loss of income (motorhomes)	-£12,000
Balance (deficit)	-£66,000

5.0 Background and relationship to the Corporate Strategy and Directorate Business Plan/s

- 5.1** The recommendations put forward in this report aim to support the corporate priorities of financial sustainability and public service excellence. The work undertaken through this review aims to identify ways of providing a service to the customer that meets demand and is competitive given the current market conditions.
- 5.2** These proposals also support the Business Plan objective which is to implement a new charging regime for the Council's car parks.

6.0 Options considered and reasons for the recommendation

- 6.1** The provision of parking and how demand from users of our car parks is met, needs to be dynamic to ensure that parking options are both optimised and attractive. As the parking offer changes over time and individuals' behaviour adapts to those changes the demand for parking can also be affected. Parking charges in the borough's town centre car parks were last reviewed in 2013.
- 6.2** The parking offer has evolved since that time which has led to the intention to undertake a further review of the parking charges currently in place across town centre car parks.

- 6.3** New meters were installed in all car parks in August 2016. The meters can provide data and statistics in terms of how the car parks are used (Appendix 4). This information has been analysed and used to inform and develop the proposed pricing structure contained within this report. The data shows the number of transactions per tariff, the income generated through each, providing evidence of which tariff is most popular in each car park. This information has also yielded the value per parking space, providing insight as to which car parks are in demand. The proposals therefore reflect these findings, for example, for low value spaces proposed tariff changes have either been minimal or no change recommended. Where demand is greater, the proposed tariffs reflect this.
- 6.4** This report also considers season ticket and permit prices currently on offer in the borough. Both have remained static since 2013. Evidence and data collated since that time regarding the demand for season tickets and permits has been analysed and this has helped to inform the proposed pricing structure. Evidence shows that there has been low demand for some permits currently on offer. It is therefore proposed to streamline the offer, focusing on those that are in demand. Other parking provision has also been taken into account, to ensure that proposed increases to permit prices remain competitive in comparison.
- 6.5** The borough's parking offer extends beyond the town centres and into the Beachlands area of Hayling Island. The parking charges for these specific car parks were last reviewed in 2012. The Road Traffic Regulation Act 1984 recommends that authorities should review charges periodically and take account of their effectiveness in meeting policy objectives.
- 6.6** Presently there are no charges in place between November and February in Beachlands car parks. In addition to evidence that shows that these car parks are still used during this period, research shows that other districts which offer off street parking in coastal areas charge all year round. This report proposes to introduce charges during the winter months.

7.0 Resource Implications

7.1 Financial Implications

2018 – 2019 Implementation Costs	
Action	Estimated Cost
Re-programming parking meters to account for new tariffs for 2018/19	£3,150
Amendments to tariff boards to reflect revised charges for 2018/19	£7,616
Advertising new tariffs in The Hampshire Independent	£500
Amendments to Ringo tariff	£980
Amendments to Sidem parking software	£1,800
Estimated Total:	£14,046

In addition to the implementation costs set out above, which will be met through existing revenue budgets, changes to parking charges will require officer time from both the parking and legal teams.

7.2 Human Resources Implications

The existing Civil Enforcement team will be required to undertake additional patrols to carry out enforcement at Beachlands if an overnight ban is approved. Longer term, it is likely to require permanent additional resources in order to accommodate increased enforcement activity.

7.3 Other Resource Implication

External contractors will require a lead time of approximately 6 to 8 weeks to manufacture new tariff boards. The parking meter provider will require a lead time of approximately 8 weeks to programme all parking meters with the revised charges.

8.0 Legal Implications

- 8.1** The setting of charges for parking off street in designated areas is a matter for the local authority in accordance with the provisions of the Road Traffic Regulation Act 1984. It is recommended that authorities should review charges periodically. The council has powers, subject to agreement with Hampshire County Council to advertise and make orders through the appropriate legal process.
- 8.2** The proposed alterations to parking charges (subject to approval) must be notified in each applicable car park for a period of 28 days and also in the local free newspaper, The Hampshire Independent.

9.0 Risks

- 9.1** There is likely to be a level of resistance from motorists to revised parking charges and the changes may influence parking behaviours. Previous reviews show that an estimated 5% of drivers may alter their behaviour in terms of displacement in response to an increase in charges.
- 9.2** The parking meters installed in August 2016 provide valuable data which can be monitored to evidence a more specific percentage of displacement should the proposal be approved to form the basis of any further recommendations.
- 9.3** Some parking may migrate on street to avoid parking charges; this would need to be monitored and appropriate traffic management measures introduced if required. Many residential roads are experiencing capacity pressure and therefore the displacement on street may result in increased competition for the same number of parking spaces.
- 9.4** Further displacement may be caused by introducing a ban to overnight parking for motorhomes. Again, this will need to be monitored and addressed, if appropriate, by the traffic management team.

- 9.5 Increased patrols at Beachlands to ensure effective enforcement of the proposed overnight ban, will impact negatively on the budget, initially by re-allocating vacancy savings previously identified to pay for increased patrols. In time, it is likely that additional resource will be required on a permanent basis, increasing the overall cost of the service.
- 9.6 The first three recommendations set out at 2.0 are highly likely to positively contribute to the financial target set for parking income for 2018/19. Should these recommendations not be approved this will significantly impact on the ability to meet this objective.

10 Consultation

- 10.1 Members of the public will be informed of the revised charges when the amendments to the Off Street Parking Order are advertised. This will be through the erection of a public notice within each car park for a period of 28 days and within the local free newspaper, The Hampshire Independent.

11 Communication

- 11.1 Proposed changes and improvements to the service would be communicated by means of a press release, use of the Council's website and through Serving You magazine as appropriate. Any alterations to parking charges would also be notified within the Council's car parks to fulfil our statutory duty.

Appendices:

- Appendix 1: Proposed Pay and Display charges
- Appendix 2: Proposed Season ticket and permit prices
- Appendix 3: Proposed Pay and Display charges for Beachlands
- Appendix 4: Data analysis from parking meters

Agreed and signed off by:

Monitoring Officer:	Nick Leach	18 June 2018
S151 Officer:	Lydia Morrison	18 June 2018
Director:	James Hassett	18 June 2018
Portfolio Holder:	Cllr Narinder Bains	18 June 2018

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