



AGENDA ITEM: 9

SUMMARY

Report for:	Cabinet
Date of meeting:	22nd October 2013
PART:	I
If Part II, reason:	

Title of report:	Parking in Dacorum For 2014/2015 Options for consideration by Cabinet
Contact:	<p>Councillor Julie Laws, Portfolio Holder Environment and Sustainability</p> <p>Mike Evans, Group Manager Commercial Assets & Property Development Ext 2435</p> <p>Steven Barnes, Lead Officer Parking Policy Tel. 01908 223505.</p>
Purpose of report:	To review current car parking and resident permit charges and set charges for 2014/2015.
Recommendations:	<p>The Options and table numbers relate to those in the Appendix to this report.</p> <ol style="list-style-type: none"> 1. That notice be given of the Council's intention to vary its car park tariffs and designations as set out in Options 2 (Table 4.02), 3, 4, 5 and 6 and that the changes are introduced on 6 April 2014. 2. That notice be given of the Council's intention to vary the price for on-street parking outside Controlled Parking Zones as set out in Option 11 (Tables 8.01 and 8.02) and that the changes are introduced during the 2014/2015 financial year. 3. That the annual allowance of visitor vouchers available to Controlled

	<p>Parking Zone resident permit holders is varied as set out in Option 9 (Table 6.01) and that the changes are put into effect when any addition is made to the current Controlled Parking Zones within the Borough.</p> <p>4. That the replacement of pay and display machines is included within the next parking management contract negotiations for the consideration of the Portfolio Holder as set out in Option 13.</p> <p>5. That authority be delegated to the Portfolio Holder for Environment and Sustainability to consider any objections validly received to the proposed changes and to make any subsequent adjustments to the proposed car park tariffs as she thinks appropriate.</p> <p>6. That the principle of reviewing charges bi-annually be continued in relation to parking tariffs until such time as they meet the Council's charging strategy and that a further report be brought to Cabinet in Autumn 2015 detailing options for revision in charges in line with current procedures.</p>
Corporate objectives:	<p>Building Community Capacity, Safe and Clean Environment</p> <p>An effective parking strategy will be supportive of the local economy as well as providing a tool to encourage greater thought on travel choices.</p> <p>Dacorum Delivers</p> <p>The Council's car parks provide an income stream. Optimising income assists the General Fund to achieve a balanced budget.</p>
Implications: 'Value For Money Implications'	<p>Financial</p> <p>Decisions made by Cabinet in relation to charges need to be considered against the backdrop of the Council's financial position.</p> <p>The Options recommended would realise an estimated £70,000 per annum of additional revenue income from 2014/15 and £40,000 from 2015/16. Approximately £13,000 would be required during the 2013/14 and £14,000 during the 2014/15 financial years to meet the cost of introducing the changes, to cover the cost of the legal processes, consultations, amendments to signs, pay and display machine software, etc.</p> <p>Value for money</p> <p>The Parking Management Service was market tested by a competitive tendering process in 2007/08 and extended in 2012/13, as per the contract. This is in line with recognised best practice in the parking industry and should help the Council demonstrate value for money in the service. The present contract commenced in February 2008 and expires in 2018.</p>

	The financial gains identified by implementing the recommendations could be further increased if alternative options were considered, as set out in the background report. However these further options have been balanced with the needs of local residents and businesses and the requirements of an effective parking strategy, taking into account multiple economic and social factors.
Risk implications	Failure to amend charges to cover increased operational and management costs as a minimum will incrementally lead to additional strain on the General Fund.
Equalities implications	Provision has been made for Blue Badge holders to use Dacorum Borough car parks free of charge. Government legislation covers on-street provision.
Health and safety implications	No health and safety implications
Monitoring Officer/S.151 Officer comments:	<p>Monitoring Officer No further comments</p> <p>Deputy Section 151 Officer No further comments</p>
Consultees:	Formal consultation on the preferred option for varying charges will take place through the formal Traffic Order making process.
Background papers:	<p>Background report:</p> <p>“Parking in Dacorum For 2014/2015 Options for consideration by Cabinet”</p> <p>Dated 20 August 2013</p>
Glossary of acronyms and any other abbreviations used in this report:	<p>CPZ – Controlled Parking Zone</p> <p>DBC – Dacorum Borough Council</p> <p>P&D – Pay and display</p>

Please refer to the Appendix to this report:

“Parking in Dacorum for 2014/2015 Options for consideration by Cabinet”

Dated 20 August 2013

The Options and table numbers relate to those in the Appendix to this report.

1. Background

- 1.1 At its meeting on 18 October 2011, Cabinet reviewed car park charges and resolved that Officers report back to Cabinet in Autumn 2013 on the review of charges for 2014/2015
- 1.2 Parking charges in Dacorum have been compared with those charged elsewhere

in Hertfordshire and other adjacent Boroughs and districts.

2. Principles Underpinning the Review

- 2.1 There is no statutory obligation on the Council to provide parking facilities. Individuals can make a choice as to whether they use the car parks, use public transport or some other more sustainable method to travel. Where charges are not levied, the financial burden of maintaining the car park, its enforcement and other running costs falls to either local council tax payers (who may not have a vehicle or may not use the facility) or customers using car parks in other areas of the Borough. Although the principle that the customer makes some contribution to the costs of providing the car parking facility is valid, due to the current economic climate and to support businesses in the Borough's smaller communities no options for charging in currently free to use sites have been included in this report.
- 2.2 In relation to the Council's overall financial position, there is a need to identify budget savings and/or increase revenue income. The Council faces significant challenges in producing a balanced budget over the next few years. Clearly income from parking charges offers an opportunity for appropriate increases in income, particularly in view of the modest rates currently charged in comparison to other towns. Failure to optimise income could require Members to identify other opportunities for savings or income growth in order that the budget position can be addressed.
- 2.3 In policy terms the Council seeks to encourage greater thought regarding travel choice in line with the longer-term aim of seeing a shift to more sustainable forms of transport. Increased parking charges can certainly influence travel choices, however the provision of viable alternatives, particularly for commuters, is a significant and costly challenge which will be difficult to address in the current financial climate.

3. Proposed Options

The Option and table numbers relate to those in the Appendix to this report.

Option 1 No change to current tariffs.

This Option is not recommended. If there are no changes to parking charges they will be overtaken by inflation and in future may require large increases to regain their current/previous value in real terms.

Option 2 Revised DBC car park tariffs

In this Option car park tariffs have been revised taking into account the requirement for revenue income balanced against the local economic position

Table 4.02 Revised DBC car park tariffs

Car park	Up to 30 minutes	Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	4 to 10 hours	Annual permit
Hicks Road	Free						
Wood Lane End	£0.10	£0.30		£0.60	£0.90	£1.60	
The Gables	£0.50		£0.60	£0.70	£0.80	£1.50	
High Street	£0.50		£0.60	£0.70	£0.80	£1.50	
Gadebridge Lane	Free						
Queensway	£0.60		£0.90	£1.20	£1.50	£2.50	
Alexandra Road	£0.60		£0.90	£1.20	£1.50	£2.50	
Dacorum Way (Weekends & public	£0.60		£0.90	£1.20	£1.50	£2.50	DBC
Old Court House (Weekends &	Free						DBC
Gadeside (Weekends & public	Free						DBC
Water Gardens (North) Lower deck	£0.80		£1.30	£2.00	£2.50	No Long	
Water Gardens (North) Upper deck	£0.80		£1.30	£2.00	£2.50	£3.50	DBC
Water Gardens (South)	£0.40	£0.80	£1.30	£2.00	£2.50	No Long	
Moor End Road	£4.00						
Park Road	£0.60		£0.70	£0.80	£0.90	£2.50	
Cowper Road	Free		£0.40	£0.50	£0.60	No Long	
Durrants Hill	£0.10	£0.30		£0.60	£0.90	£1.60	
The Nap	Free						
Langley Hill	Free						
Water Lane	£0.60		£1.20	£1.90	£2.50	No Long	
Lower Kings Road	£0.60		£1.20	£1.90	£2.50	No Long	
Canal Fields	Free						
St Johns Well Lane	£0.60		£1.20	£1.90	£2.50	£3.50	
The Forge	Free		£0.90	£1.10	£1.40	£2.00	£416.0
Church Yard	£2.00						
Frogmore Street (East)	Free		£0.90	£1.10	£1.40	No Long	
Frogmore Street (West)	£2.00						
Victoria Hall	Free		£0.90	£1.10	£1.40	No Long	
Old School Yard	Free		£0.90	£1.10	£1.40	No Long	

Estimated annual increase in revenue income assuming no drop in occupancy = £ 70,000
Estimated cost of implementation = £13,000

This Option is recommended with the objective of maintaining the value of revenue income balanced against the local economic position.

Option 3 Introduction of 30 minute tariff in Water Gardens (South) car park

Water Gardens (South) car park is a surface site close to the central Marlowes retail shops area. Currently there is a £0.80 cost to park for up to one hour. Introducing a 30 minute tariff will allow customers that wish to “pop into town” for one or two items the opportunity to do so and park at a reduced price. It is anticipated that this option will be cost neutral after implementation, the loss in revenue due to the lower price being offset by increased turnover.

This Option is recommended with the objective of increasing footfall into the town centre in support of the town businesses.

Option 4 Introduction of four hour maximum stay in Langley Hill car park

The Langley Hill site is often full to capacity with drivers waiting for a parking opportunity. To discourage long stay parking, increase parking opportunities for the customers of the village's central businesses and the local doctors' surgery consideration could be given to change the car park to short stay without charging. With reference to section 2.1, Option 4 would introduce a four hour maximum stay time limit on parking in Langley Hill car park without introducing a parking charge.

This Option is recommended with the objective of increasing footfall into the town centre in support of the village businesses and to provide additional parking opportunities for customers visiting the local healthcare facilities.

Option 5 Closure of Civic Centre car park and introduction of new sites

The Council's move from the current Civic Centre to other locations will make the "Civic Centre" car park name superfluous and possibly confusing to customers. This Option proposes to change the name of the car park to "Dacorum Way".

Concurrently it is proposed to introduce a Traffic Regulation Order to cover the Council owned areas both sides of Dacorum Way to the south of the Civic Centre and to the area both sides of the road to the south of the Council building known as Unit B. These car parks are proposed to be named "Old Court House car park" and "Gadeside car park" and are proposed to be designated as shown in table 4.02.

Implementation cost are proposed to be met as part of the Council's move from Civic Centre

This Option is recommended with the objective of supporting the process of relocation.

Option 6 Issue of permits for weekday parking in specified car parks at the discretion of the Council.

The criteria for the issue, withdrawal, control processes, price, etc of permits to be decided by Members.

Civil Enforcement Officers (parking) would be able to enforce the permits subject to the contents of and the display position of permit being described within the Off-street Traffic Regulation Order. Users of permits would be subject to the prevailing terms, conditions and bylaws applicable to all users of DBC car parks. Although the Parking Service can enforce the permits, the service does not have access to the required data to control the issue of these permits.

Valid car parks:

1. Water Gardens (North) – Upper deck
2. Proposed Dacorum Way – Current Civic Centre adjacent to the Health Centre (subject to no existing agreement with Health Centre)
3. Proposed Old Court House – Current police parking area and under court building canopy
4. Proposed Gadeside – current east & west section of Dacorum Way near unit B

Operational times:

Water Gardens (North) – Upper deck car park

Charges apply Monday to Sunday 8.00am to 6.00pm
DBC permits Monday to Friday 8.00am to 6.00pm
Free to use at other times

Proposed Dacorum Way car park

(southern open air section of current Civic Centre car park)

Charges apply Weekends and public holidays 8.00am to 6.00pm
DBC permits only Monday to Friday 8.00 am to 6.00pm
Free to use at other times

Proposed Old Court House car park

DBC permits only Monday to Friday 8.00 am to 6.00pm
Free to use at other times

Proposed Gadeside car park

DBC permits only Monday to Friday 8.00 am to 6.00pm
Free to use at other times

This option is recommended with the objective of supporting the process of relocation.

Option 7 Extension of charging hours to 8pm in car parks

This Option is not recommended as it may be detrimental to the evening economy in some communities.

Option 8 Introduction of season tickets – Water Gardens (North) upper deck car park

This Option is not recommended as the effect on occupancy levels relating to Option 6 cannot be established until in operation.

Due to the volatile nature of parking, Members should view the projected additional income levels with a degree of caution.

Option 9 Change in allocation of visitor vouchers in Controlled Parking Zones

Currently all visitor voucher availability is the same in all Controlled Parking Zones irrespective of the amount of hours of enforcement. This can result in residents in zones with longer enforcement hours having to ration their allocation while those in zones with shorter enforcement hours can purchase vouchers in excess of their requirements. Option 9 offers alternatives that would make visitor voucher availability more equitable based on the enforcement hours of each zone and does not reduce the current visitor voucher allocation in any existing zone (Table 6.01).

To save costs, any change in visitor voucher allocation can be made effective at the same time as the proposed A or X zone is introduced, assuming one of them is introduced.

**Table 6.01 Changes to the allocation of visitor vouchers in Controlled Parking Zones
No reduction in existing zones**

Zone			Days		Time	Daily	Weekly	Annual	Vouchers	Voucher allowance per enforcement hour
						Hours				
Proposed	A	Apsley	Mon Sun	- 7	10am - 10pm	12	84	4368	800	0.18
Operational	B	Beaumay es	Mon Fri	- 5	8am - 6pm	10	50	2600	600	0.23
Operational	C	Cotterells	Mon Sun	- 7	8am - 8pm	12	84	4368	700	0.16
Operational	H	Hospital	Mon Sat	- 6	8am - 8pm	12	72	3744	600	0.16
Operational	K	Kodak	Mon Sun	- 7	8am - 10pm	14	98	5096	800	0.16
Operational	R	Roughdown	Mon Fri	- 5	8am - 6pm	10	50	2600	600	0.23
Operational	S	Corner Hall	Mon Sat	- 6	8am - 6pm	10	60	3120	600	0.19
Operational	T S	Tring Station	Mon Sun	- 7	8am - 6pm	10	70	3640	600	0.16
Proposed	X	Boxmoor	Mon Fri	- 5	9am - 10am 2pm - 3pm	22	10	520	100	0.19

Option 10 Change in allocation of visitor vouchers including reductions in some Controlled Parking Zones

Option 9 is recommended over Option 10 with the objective of providing customers with an appropriate allocation of visitor vouchers based on zone enforcement hours without reducing the allocation to customers in existing zones.

Option 11 Variation in on-street pay and display parking charges

The current on-street pay and display parking charges have remained the same since 2003. In order to encourage drivers to choose to use the off-street car parks, on-street parking tariffs must be higher than those charged in car parks. This Option takes on-street charges above those charged in car parks while offering value for very short stay parking.

Table 8.01 Variation in on-street pay and display parking charges, Hemel Hempstead

Table 6.17: Variation in on street pay and display parking charges, Hemel Hempstead								
Hemel Hempstead location	No. of spaces	Parking charge between 8.00am and 6.00pm						
		Up to 15 minutes	15 to 30 minutes	Up to 1 hour	1 to 2 hours	2 to 3 hours	3 to 4 hours	
Waterhouse Street (certain lengths between	20	£0.50	£1.00	N/A	N/A	N/A	N/A	

Bank Court and bus station)							
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Table 8.02 Variation in on-street pay and display parking charges, Berkhamsted

Berkhamsted location	No. of spaces	Parking charge between 8.00am and 6.00pm				
		Up to 12 minutes	12 to 24 minutes	24 to 36 minutes	36 to 48 minutes	48 to 60 minutes
High Street (20 MPH zone – Maximum stay one hour)	48	£0.20	£0.40	£0.60	£0.80	£1.00

Estimated annual increase in revenue income assuming no drop in occupancy £40,000

Estimated cost of implementation £ 14,000

This Option is recommended with the objective of encouraging customers to use off-street parking facilities for longer stays so generating more parking opportunities for short stay parking through increasing on-street charges to above those charged for long stay parking in car parks.

Option 12 Introduction of additional on-street pay and display parking

This Option is not recommended as the estimated income does not warrant the costs to introduce the option.

Option 13 Replacement of pay and display machines to be included within the tender for the next parking management contract.

The stock of pay and display machines across the estate are basic offering very little data on occupancy levels, peak demand, machine faults, etc. most are over ten years old, they have, however, proved to be reliable and relatively straightforward to service and repair.

The machines will require replacement in the medium term and it has been suggested that improved data availability would enhance the capability to manage the car parks more efficiently. Therefore more sophisticated machines, offering real-time information should be procured. Modern machines can also improve our customers' experience through providing additional methods of payment such as debit and credit card.

The current parking management contract is due to terminate in 2018. Option 13 would include the replacement of our current machines within the negotiations for renewal.

This Option is recommended with the objective of improving our customers' parking experience, improving data collection and spreading the cost of replacing the existing stock across the life of a contract.