

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	12 MARCH 2015	AGENDA ITEM:	14
TITLE:	CAR PARK TARIFF CHANGES 2015		
LEAD COUNCILLOR:	COUNCILLOR T PAGE	PORTFOLIO:	LEAD COUNCILLOR FOR STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT
SERVICE:	PARKING SERVICES	WARDS:	ALL
LEAD OFFICER:	ELIZABETH ROBERTSON	TEL:	01189 373767
JOB TITLE:	CIVIL ENFORCEMENT MANAGER	E-MAIL:	<a href="mailto:Elizabeth.robertson@reading.gov.uk">Elizabeth.robertson@reading.gov.uk</a>

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

1.1 This report advises Members of the proposal to change the "off street" car parking orders as detailed in Appendix 1 and 2. This has come about as a result of a review of the tariffs.

1.2 Appendix 1 - Proposed Car Park Tariff Charges 2015

Appendix 2 - Comparison of Car Park Charges 2015

2. RECOMMENDED ACTION

2.1 That the Members agree to change the car park tariff and season tickets as set out in Appendix 1 and paragraph 4.33.

2.2 The statutory requirements for changes to the Borough of Reading (Civil Enforcement Area) (Off Street Parking Places) Order 2012, Borough of Reading (Civil Enforcement Area) (Off Street Parking Places) (Amendment) Order 2014 and The Borough of Reading (Off Street Parking Places) (Civic Car Park "B") (Experimental) Order 2014 are authorised and the Head of Legal and Democratic Services is authorised to advertise the proposals.

2.3 That an experimental modification order be made.

2.4 That subject to no objections being received the order is made.

2.5 That Tariff Changes will be implemented using the delegated authority of the Interim Head of Transport.

### 3. POLICY CONTEXT

3.1 The current parking strategy is a core element of the Local Transport Plan. The strategy aims to manage the level of long stay/commuter parking in the Town Centre. A key feature of the strategy is pricing of Town Centre parking to reflect the availability of alternatives, especially long stay parking provided by park and ride.

### 4. THE PROPOSAL

#### 4.1 Current Position:

4.2 The car park tariffs were last reviewed in January 2014 with changes made to the tariffs in Broad Street, Queens Road and Civic B car parks. The tariffs reflect the different types of off-street car parking that is available, for example with the local centre shopper's car parks charged differently to town centre car parking.

#### 4.3 Options Proposed

4.4 Please see Appendix 1 for full listing of car park charges proposed. Should these be agreed and the associated Traffic Regulation Order be implemented, it is planned to introduce these from April/May 2015.

4.5 NCP Ltd has reviewed all the car parks tariffs which has taken into account who the main customer segments are (e.g. retail, commuter), the appropriate products available, optimal pricing strategies, and reviewed financial models to understand the risks and opportunities.

4.6 The proposals include the introduction of more tariff bands, introducing weekday and weekend pricing in Broad Street, Queens Road and Civic B and introducing season tickets at Broad Street and Cattle Market.

4.7 The overall change to pricing structure should increase volumes, provide new opportunities at Broad Street and Cattle Market, and more opportunity for season tickets.

#### 4.8 Broad Street Mall:

Car Park	Time Band	Current Charge	Proposed Weekdays	Proposed Weekends	Change
Broad Street Mall	Up to 30 Minutes		£1.00	£1.00	New Charge
	30 minutes - 1 hour	£1.70	£2.00	£2.00	+£0.30
	Up to 2 hours	£3.30	£4.00	£4.00	+£0.70
	Up to 3 hours		£6.00		New Charge
	Up to 4 hours	£6.60	£8.00		+£1.40/-£0.60
	Up to 5 hours				

	Up to 6 hours	£11.10			Charge Removed
	Up to 7 hours				
	Up to 8 hours				
	24 hours	£15.10	£10.00	£6.00	-£5.10/-£9.10
	Night rate (18:00 - 08:00)	£3.50	£3.50	£3.50	No Change

4.9 The proposed tariff for Broad Street Mall will cater to the main customer segment using this car park - the shoppers.

4.10 The introduction of the weekend charges will reduce the cost of parking for over 2 hours. The majority of car park users stay less than 4 hours.

4.11 There is more flexibility for customers with the introduction of the 30 minutes and 3 hour tariff band.

4.12 There is currently limited demand for parking all day, but the reduction of the all day from £15.10 to £10 weekdays and £6 weekend should not affect the current parking strategy. For season ticket information, please see paragraph 4.33.

4.13 The forecast for this car park is a revenue growth of £49K p.a.

#### 4.14 Queens Road Car Park:

Car Park	Time Band	Current Charge	Proposed Weekdays	Proposed Weekends	Change
Queens Road	Up to 30 Minutes		£1.00	£1.00	New Charge
	30 minutes - 1 hour	£1.70	£2.00	£2.00	+£0.30
	Up to 2 hours	£3.30	£4.00	£4.00	+£0.70
	Up to 3 hours		£6.00		New Charge
	Up to 4 hours	£6.60	£8.00		+£1.40
	Up to 5 hours		£10.00		New Charge
	Up to 6 hours		£12.00		New Charge
	Up to 7 hours	£11.10	£14.00		+£2.90
	Up to 8 hours				
	24 hours	£15.10	£16.00	£6.00	+£0.90/-£9.10
	Night rate (18:00 - 08:00)	£3.50	£3.50		No Change

4.15 The proposed tariff for Queens Road will cater to the main customer segment using this car park - the shoppers.

- 4.16 The introduction of the weekend charges will reduce the cost of parking for over 2 hours.
- 4.17 There is more flexibility for customers with the introduction of the 30 minutes and 3 hour tariff band.
- 4.18 There is more demand for all day parking at this car park, compared to Broad Street Mall, therefore it is proposed to keep the weekday rate higher, but reduce the weekend rate.
- 4.19 The forecast for this car park is a revenue growth of £65K p.a.

**4.20 Civic B Car Park:**

Car Park	Time Band	Current Charge	Proposed Weekdays	Proposed Weekends	Change
Civic B Car Park	Up to 30 Minutes		£1.00	£1.00	New Charge
	30 minutes - 1 hour	£1.70	£2.00	£2.00	+£0.30
	Up to 2 hours	£3.30	£4.00	£4.00	+£0.70
	Up to 3 hours		£6.00		New Charge
	Up to 4 hours	£6.60	£8.00		+£1.40/-£0.60
	Up to 5 hours				
	Up to 6 hours	£11.10			Charge Removed
	Up to 7 hours				
	Up to 8 hours				
	24 hours	£15.10	£10.00	£6.00	-£5.10/-£9.10
	Night rate (18:00 - 08:00)	£3.50	£3.50	£3.50	No Change

- 4.21 It is proposed to introduce the same tariff rates as Broad Street Mall Car Park
- 4.22 The car park has recently been opened to the public as a 24 hour park so the additional revenue could be £70K p.a.

**4.23 Cattle Market Car Park**

Cattle Market	Time Band	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours		£2.50	New Charge
	Up to 24 hours	£5.00	£6.50	+£1.50

	Saturday - up to 1 hour	£0.50	£0.50	No Change
	Saturday - up to 24 hour	£5.00	£6.50	+£1.50
	HGVs	£10.00	£10.00	No Change

4.24 Cattle Market is a popular car park for commuters using Reading Railway Station, there are opportunities to improve the facilities here when the pedestrian entrance opens.

4.25 There will be more flexibility for customers with the introduction of the 2 hour charge.

4.26 The modelling has assumed an extra 150 cars per day during the week.

4.27 The combined additional cash revenue should be in the region of £284K.

#### 4.28 Hills Meadow Car Park

Hills Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.00	£2.50	+£0.50
	Up to 24 hours	£6.20	£6.50	+£0.30
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.00	£2.50	+£0.50
	Up to 4 hours	£4.00	£4.50	+£0.50
	Up to 24 hours	£6.20	£6.50	+£0.30

#### 4.29 Kings Meadow Car Park

Kings Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.00	£2.50	+£0.50
	Up to 24 hours	£7.00	£7.50	+£0.50
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.00	£2.50	+£0.50
	Up to 4 hours	£4.00	£4.50	+£0.50
	Up to 24 hours	£7.00	£7.50	+£0.50

4.30 Both Hills Meadow and Kings Meadow car parks are generally full at peak times and demand shows no sign of slowing down.

- 4.31 The predominant customer groups for this car park are commuters for businesses within Reading Town and for the Reading Railway station.
- 4.32 A small price increase should not deter customers and could see an increase in revenue of £55K p.a.
- 4.33 There are currently no proposals to change the car park tariff rates in Chester Street in Caversham, Dunstall Close in Tilehurst and Recreation Road in Tilehurst.
- 4.34 Season tickets are available in Queens Road, Hills Meadow and Chester Street car parks and these rates are proposed to be amended as set out in Paragraph 4.33.
- 4.35 It is proposed to introduce season tickets in Broad Street Mall Car Park and Cattle Market car park, rates are proposed as below:

Car Park	Current Charge	Proposed Charge	Current Charge	Proposed Charge	Current Charge	Proposed Charge	Current Charge	Proposed Charge
	12 Monthly		6 Monthly		3 Monthly		1 Monthly	
Queens Road	£2,000	£1,500	£1,045	Remove	£550	£412.50	£200	£150
Hills Meadow	£1,200	£1,200	£627	Remove	£330	£330	£120	£120
Chester Street	£500	£500		N/A		N/A		N/A
Civic B	£1,200	£1,200	£627	Remove	£330	£330	£120	£120
Broad Street Mall		£1,500				£412.50		£150
Cattle Market		£1,200			£330			£120

- 4.36 Broad Street Mall car park may see a decline in use due to the Council Offices relocation. Introducing season tickets would ensure the continued use of the car park and it is not left empty. It would provide more choice for car park users.
- 4.37 Cattle Market car park is popular with commuters using Reading Railway station and season tickets would provide more opportunity for the car park to grow.
- 4.38 The additional season ticket offers could increase revenue by £260K p.a.
- 4.39 The proposed tariffs charges have been compared with other car parks in Reading Town Centre. These can be viewed in Appendix 3.
- 4.40 The proposed tariff charges are slightly more expensive than the other Town Centre car parks (except Garrard Street). It is unlikely that price matching

with the Oracle and Q Park would increase the revenue, there is a potential risk of losing £259K p.a. or £414K p.a. respectively. However, introducing more time bands is in line with the competitors and our customers are choosing our car parks based on location than price, as there are cheaper car parks.

- 4.41 The new structures would provide greater flexibility to our customers.
- 4.42 The proposed tariff charges are cheaper when compared with other Towns/Cities in the South.

## **5. CONTRIBUTION TO STRATEGIC AIMS**

- 5.1 To promote equality, social inclusion and a safe and healthy environment for all.

## **6. COMMUNITY ENGAGEMENT AND INFORMATION**

- 6.1 Statutory Notices and Advertisements will be made in advance of any changes.

## **7. LEGAL IMPLICATIONS**

- 7.1 Proposed changes to the car park tariff charges will require the following legal process to be followed: i) car park tariff changes are permitted under s35C of the Road Traffic Regulation Act 1984 (The Act of 1984), the changes are effective by the advertising of a notice in the press and on site; ii) The proposed changes to charge for season tickets at Broad Street Mall and Cattle Market Car Parks are effected via an amendment order under the provisions of The Act of 1984. This process required that the changes be advertised and subject to no objections being received an amendment order can be brought into force; iii) The proposed changes to the parking tariffs in Car Park 'B' can be effected under s9 and s10 of the Act of 1984 as the experimental order is currently in force and can be effected via an experimental modification order.
- 7.2 Any objections to the Traffic Regulation Order would be reported at the next Traffic Management Sub-Committee.

## **8. FINANCIAL IMPLICATIONS**

- 8.1 The Proposals will require additional legal advertising costs.
- 8.2 The overall change in income is estimated by NCP at £750K p.a. The additional income contributes towards progressing closer to the profit share threshold, but it is not likely that this will be reached in this financial year and therefore the Guaranteed Minimum Payment provided for in the contract will remain unchanged until profit share is reached. Any delay in implementation of the tariff change proposals would have a negative impact on the contract income estimates.

## **9. BACKGROUND PAPERS**

- 9.1 None

## 10. APPENDICES

10.1 Appendix 1: Proposed Car Park tariff charges 2015

10.2 Appendix 2: Comparison of Car Park Charges