

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	15 JUNE 2016	AGENDA ITEM:	17
TITLE:	CAR PARK TARIFF CHANGES 2016		
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 2016

Appendix 2 - Comparison of Car Park Charges 2016

2. RECOMMENDED ACTION

2.1 That the Members agree to change the car park tariff as set out in Appendix 1 and paragraph 4.3.

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 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.

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 March 2015 with changes made to the tariffs in Broad Street, Queens Road, Civic B, Cattle Market, Hills Meadow and King's Meadow 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 July/August 2016.

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 overall change to pricing structure should increase volumes.

##### 4.7 Broad Street Mall:

Car Park	Time Band	Current Weekdays	Proposed Weekday	Current Weekend	Proposed Weekends	Change
Broad Street Mall	Up to 30 Minutes	£1.00	Remove	£1.00	Remove	
	30 minutes - 1 hour	£2.00	£1.40	£2.00	£1.40	-£0.60
	Up to 2 hours	£4.00	No change	£4.00	No change	
	Up to 3 hours	£6.00	No change		£6.00	New Charge
	Up to 4 hours	£8.00	No change		£6.00	New Charge
	Up to 5 hours					
	Up to 6 hours					
	Up to 7 hours					
	Up to 8 hours					
	24 hours	£10.00	£12.00	£6.00	£8.00	+£2.00
	Night rate (18:00 - 08:00)	£3.50	No Change	£3.50	No Change	

- 4.8 The proposed tariff for Broad Street Mall will cater to the main customer segment using this car park - the shoppers.
- 4.9 The majority of car park users stay less than 2 hours, during the weekday this figure is 72% and weekend 57%.
- 4.10 The one hour rate and all day rate will be cheaper than the Oracle and Q Park car parks, please Appendix 2 for further information.
- 4.11 There are no plans to change the evening rate.

**4.12 Civic B Car Park:**

Car Park	Time Band	Current Weekdays	Proposed Weekday	Current Weekend	Proposed Weekends	Change
Civic B Car Park	Up to 30 Minutes	£1.00	Remove	£1.00	Remove	
	30 minutes - 1 hour	£2.00	£1.40	£2.00	£1.40	-£0.60
	Up to 2 hours	£4.00	No change	£4.00	No change	
	Up to 3 hours	£6.00	No change		£6.00	New Charge
	Up to 4 hours	£8.00	No change		£6.00	New Charge
	Up to 5 hours					
	Up to 6 hours					
	Up to 7 hours					
	Up to 8 hours					
	24 hours	£10.00	£12.00	£6.00	£8.00	+£2.00
	Night rate (18:00 - 08:00)	£3.50	No Change	£3.50	No Change	

- 4.13 It is proposed to introduce the same tariff rates as Broad Street Mall Car Park.

#### 4.14 Queens Road Car Park:

Car Park	Time Band	Current Weekdays	Proposed Weekdays	Current Weekends	Proposed Weekends	Change
Queens Road	Up to 30 Minutes	£1.00	£1.10	£1.00	No change	+£0.10
	30 minutes - 1 hour	£2.00	£2.20	£2.00	No change	+£0.20
	Up to 2 hours	£4.00	£4.40	£4.00	No change	+£0.40
	Up to 3 hours	£6.00	£6.60			+£0.60
	Up to 4 hours	£8.00	£8.80			+£0.80
	Up to 5 hours	£10.00	£10.50			+£0.50
	Up to 6 hours	£12.00	£12.50			+£0.50
	Up to 7 hours	£14.00	£14.50			+£0.50
	Up to 8 hours					
	24 hours	£16.00	£16.50	£6.00	No change	+£0.50
	Night rate (18:00 - 08:00)	£3.50	No change	£3.50	No change	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 majority of car park users stay less than 4 hours, during the weekday this figure is 76% and weekend 81%.
- 4.17 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.
- 4.18 There are no proposals to amend the weekend tariff structure as the volume has not grown as expected following the introduction last year, however, it is believed that weekend strategy needs more time to be promoted. NCP Ltd will renew their awareness campaign and maintain the current weekend tariff by keeping it cheaper than other times.

#### 4.19 Cattle Market Car Park

Cattle Market	Time Band	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.50	£2.60	+£0.10
	Up to 24 hours	£6.50	£7.00	+£0.50
	Saturday - up to 1 hour	£0.50	£0.50	No Change
	Saturday - up to 24 hour	£6.50	£7.00	+£0.50
	HGVs	£10.00	£10.00	No Change

4.20 Cattle Market is a popular car park for commuters using Reading Railway Station.

#### 4.21 Hills Meadow Car Park

Hills Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.50	£2.60	+£0.10
	Up to 24 hours	£6.50	£8.00	+£1.50
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.50	£2.60	+£0.10
	Up to 4 hours	£4.50	£4.70	+£0.20
	Up to 24 hours	£6.50	£8.00	+£1.50

#### 4.22 Kings Meadow Car Park

Kings Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.50	£2.60	+£0.10
	Up to 24 hours	£7.50	£9.00	+£1.50
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.50	£2.60	+£0.10
	Up to 4 hours	£4.50	£4.70	+£0.20
	Up to 24 hours	£7.50	£9.00	+£1.50

4.23 Both Hills Meadow and Kings Meadow car parks are generally full at peak times.

- 4.24 The predominant customer groups for this car park are commuters for businesses within Reading Town and for the Reading Railway station.
- 4.25 There are no plans to change the car park tariff in Chester Street in Caversham, Dunstall Close in Tilehurst and Recreation Road in Tilehurst.
- 4.26 There are no proposals to amend the Season tickets prices, which are available in Queens Road, Hills Meadow, Broad Street, Cattle Market and Chester Street car parks.
- 4.27 The proposed tariffs charges have been compared with other car parks in Reading Town Centre. These can be viewed in Appendix 2.
- 4.28 The proposed tariff charges for Broad Street Mall and Civic B Car Park will make the one hour and all day rates cheaper than the other Town Centre car parks.
- 4.29 The new structures provide greater flexibility to our customers.

## **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: A legal notice will appear in the press advertising the tariff changes under s46A of Road Traffic Regulation Act 1984.

## **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 £163K 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 2016

10.2 Appendix 2: Comparison of Car Park Charges 2016

Car Park	Time Band	Current Weekday Charge	Proposed Weekdays	Current Weekend Charge	Proposed Weekends	Change
Broad Street Mall	Up to 30 Minutes	£1.00	Removed	£1.00	Removed	
	Up to 1 hour	£2.00	£1.40	£2.00	£1.40	-£0.60
	Up to 2 hours	£4.00	No Change	£4.00	No Change	
	Up to 3 hours	£6.00	No Change		£6.00	New Charge
	Up to 4 hours	£8.00	No Change		£6.00	New Charge
	Up to 5 hours					
	Up to 6 hours					
	Up to 7 hours					
	Up to 8 hours					
	24 hours	£10.00	£12.00	£6.00	£8.00	£2.00
	Night rate (18:00 - 08:00)	£3.50	No Change	£3.50	No Change	

Car Park	Time Band	Current Weekday Charge	Proposed Weekdays	Current Weekend Charge	Proposed Weekends	Change
Queens Road	Up to 30 Minutes	£1.00	£1.10	£1.00	No Change	£0.10
	Up to 1 hour	£2.00	£2.20	£2.00	No Change	£0.20
	Up to 2 hours	£4.00	£4.40	£4.00	No Change	£0.40
	Up to 3 hours	£6.00	£6.60			£0.60
	Up to 4 hours	£8.00	£8.80			£0.80
	Up to 5 hours	£10.00	£10.50			£0.50
	Up to 6 hours	£12.00	£12.50			£0.50
	Up to 7 hours	£14.00	£14.50			£0.50
	Up to 8 hours					
	24 hours	£16.00	£16.50	£6.00	No Change	£0.50
	Night rate (18:00 - 08:00)	£3.50	No Change			

Car Park	Time Band	Current Weekday Charge	Proposed Weekdays	Current Weekend Charge	Proposed Weekends	Change
Civic Offices 'B'	Up to 30 Minutes	£1.00	Removed	£1.00	Removed	
	Up to 1 hour	£2.00	£1.40	£2.00	£1.40	-£0.60
	Up to 2 hours	£4.00	No Change	£4.00	No Change	
	Up to 3 hours	£6.00	No Change		£6.00	New Charge
	Up to 4 hours	£8.00	No Change		£6.00	New Charge
	Up to 5 hours					
	Up to 6 hours					
	Up to 7 hours					
	Up to 8 hours					
	24 hours	£10.00	£12.00	£6.00	£8.00	£2.00
	Night rate (18:00 - 08:00)	£3.50	No Change	£3.50	No Change	

Kings Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.50	£2.60	£0.10
	Up to 24 hours	£7.50	£9.00	£1.50
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.50	£2.60	£0.10
	Up to 4 hours	£4.50	£4.70	£0.20
	Up to 24 hours	£7.50	£9.00	£1.50

Hills Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.50	£2.60	£0.10
	Up to 24 hours	£6.50	£8.00	£1.50
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.50	£2.60	£0.10
	Up to 4 hours	£4.50	£4.70	£0.20
	Up to 24 hours	£6.50	£8.00	£1.50



Cattle Market	Time Band	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.50	£2.60	£0.10
	Up to 24 hours	£6.50	£7.00	£0.50
	Saturday - up to 1 hour	£0.50	£0.50	No Change
	Saturday - up to 24 hour	£6.50	£7.00	£0.50
	HGVs	£10.00	£10.00	No Change

Chester Street / Recreation Road / Dunstall Close		
	0-30 mins	£0.00
	30mins - 1 hour	£0.50
	Up to 2 hours	£1.00
	Up to 3 hours	£1.50
	Up to 4 hours	£2.00

## APPENDIX 2

Time Band	Oracle - Riverside	Q Park	NCP	Queens Road	Queens Road	Broad Street	Broad Street
				Proposed Weekdays	Proposed Weekends	Proposed Weekdays	Proposed Weekends
Up to 30 Minutes				£1.10	£1.00	Remove	Remove
Up to 1 Hour	£1.50	£1.50	£3.50	£2.20	£2.00	£1.40	£1.40
Up to 2 hours	£3.50	£3.20	£7.00	£4.40	£4.00	£4.00	£4.00
Up to 3 hours	£5.50	£4.80		£6.60		£6.00	£6.00
Up to 4 hours	£7.00	£6.40	£10.00	£8.80		£8.00	£6.00
Up to 5 hours	£9.00	£8.00		£10.50			
Up to 6 hours	£10.00		£15.00	£12.50			
Up to 7 hours	£13.00			£14.50			
Up to 8 hours	£15.00	£13.00					
24 hours	£20.00	£15.00	£22.00	£16.50	£6.00	£12.00	£8.00
Night rate up to 1 hour	£1.50						
Night rate (18:00 - 08:00)	£3.50			£3.50	£3.50	£3.50	£3.50