

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	14 JUNE 2017	AGENDA ITEM:	15
TITLE:	CAR PARK TARIFF REVIEW 2017		
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 2017

Appendix 2 - Season Tickets 2017

Appendix 3 - Comparison of Car Park Charges 2017

2. RECOMMENDED ACTION

2.1 That the Members agree to change the car park tariff as set out in Appendix 1 and 2.

2.2 That the Members agree to consolidate the Civic B Car Park, Thameside Promenade and Kensington Road Car Parks Orders into the Off-Street Parking Places Traffic Regulation Order.

2.3 That the Members make a decision if they would like to introduce an annual season ticket charge for Kensington Road Car Park as set out in 4.46 and decide on a charge.

2.4 The necessary changes requested will require the Off-Street Parking Places Order to be re-advertised. That in consultation with the Chair of the Sub-Committee, the Lead Councillor for Strategic Environment, Planning and Transport and the Head of Legal and Democratic Services be authorised to carry out a statutory consultation and advertise the changes to the Off-Street Parking Places Order in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996.

2.5 That subject to no objections being received, the Head of Legal and Democratic Services be authorised to make the Traffic Regulation Order.

2.6 That any objections received following the statutory consultation be reported to a future meeting of the Sub-Committee.

### 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 June 2016 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 and 2 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 August/September 2017 provided there are no objections to the order.

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 NCP Ltd is proposing a review of the season tickets prices and introducing season tickets to King's Meadow, Dunstall Close and Recreation Road car parks.

4.7 NCP Ltd is proposing to change the charging period for Chester Street, Recreation Road and Dunstall Close car parks.

4.8 The overall change to pricing structure should increase volumes.

#### 4.9 Broad Street Mall:

Car Park	Time Band	Current Weekdays	Proposed Weekday	Current Weekend	Proposed Weekends	Change
Broad Street Mall	Up to 1 hour	£1.40	£1.50	£2.00	No change	+£0.10
	Up to 2 hours	£4.00	No change	£4.00	No change	
	Up to 3 hours	£6.00	No change	£6.00	No change	
	Up to 4 hours	£8.00	No change	£6.00	No change	
	Up to 5 hours		£10.00			New Charge -£2.00
	Up to 6 hours		£12.00			New Charge
	Up to 7 hours					
	Up to 8 hours					
	24 hours	£12.00	£14.00	£6.00	£8.00	+£2.00
	Night rate (18:00 - 08:00)	£3.50	£4.00	£3.50	£4.00	+£0.50

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

4.11 It is proposed to increase the one hour rate by £0.10p but this is still cheaper than the Oracle (Riverside) car park currently set at £1.70. (Please see Appendix 3 for comparison)

4.12 Introducing a 5 hour band to encourage longer stays with a £2.00 reduction.

4.13 It is proposed to increase the 24 hour rate by £2.00 but this is still cheaper than the other Town Centre car parks.

4.14 The evening rate is being increased by £0.50p but this is cheaper than Q Park at £7 for the evening. The car park is used in the evenings as visitors chose this car park when going to the Hexagon

#### 4.15 Civic B Car Park:

Car Park	Time Band	Current Weekdays	Proposed Weekday	Current Weekend	Proposed Weekends	Change
Civic B Car Park	Up to 1 hour	£1.40	£1.50	£2.00	No change	+£0.10

	Up to 2 hours	£4.00	No change	£4.00	No change	
	Up to 3 hours	£6.00	No change	£6.00	No change	
	Up to 4 hours	£8.00	No change	£6.00	No change	
	Up to 5 hours		£10.00			New Charge -£2.00
	Up to 6 hours		£12.00			New Charge
	Up to 7 hours					
	Up to 8 hours					
	24 hours	£12.00	£14.00	£6.00	£8.00	+£2.00
	Night rate (18:00 - 08:00)	£3.50	£4.00	£3.50	£4.00	+£0.50

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

4.17 It is proposed to consolidate the Civic B Car Park Order into the main Off-Street Parking Places Order.

#### 4.18 Queens Road Car Park:

Car Park	Time Band	Current Weekdays	Proposed Weekdays	Current Weekends	Proposed Weekends	Change
Queens Road	Up to 30 Minutes	£1.10	Remove	£1.00	£1.50	+£0.50
	30 minutes - 1 hour	£2.20	No change	£2.00	£2.50	+£0.50
	Up to 2 hours	£4.40	No change	£4.00	£4.50	+£0.50
	Up to 3 hours	£6.60	No change			
	Up to 4 hours	£8.80	No change			
	Up to 5 hours	£10.50	No change			
	Up to 6 hours	£12.50	No change			
	Up to 7 hours	£14.50	Remove			
	Up to 8 hours					
	24 hours	£16.50	No change	£6.00	£7.00	+£1.00

	Night rate (18:00 - 08:00)	£3.50	No change	£3.50	No change	No Change
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4.19 The proposed tariff for Queens Road for the weekend will cater to the main customer segment using this car park - the shoppers.

4.20 The weekday 30 minute tariff is being removed and the weekend 30 minute tariff is being increased by £0.50p

4.21 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, and stays over 6 hours will be charged at £16.50.

4.22 The weekend tariff is being adjusted with minor increases in the rates with the majority of the customers staying over 2 hours. The rate is still competitive to the other Town Centre car parks. (Please see Appendix 3)

#### 4.23 Cattle Market Car Park - No Changes

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

4.24 Cattle Market is a popular car park for commuters using Reading Railway Station. There are no proposed changes to this car park tariff

#### 4.25 Hills Meadow Car Park

Hills Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.60	£3.00	+£0.40
	Up to 24 hours	£8.00	No Change	No Change
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.60	£3.00	+£0.40
	Up to 4 hours	£4.70	No Change	No Change
	Up to 24 hours	£8.00	No Change	No Change

#### 4.26 Kings Meadow Car Park

Kings Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.60	£3.00	+£0.40
	Up to 24 hours	£9.00	No Change	No Change
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.60	£3.00	+£0.40
	Up to 4 hours	£4.70	No Change	No Change
	Up to 24 hours	£9.00	No Change	No Change

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

4.28 The increase in the 2 hour charging at both car parks is still lower than the nearest other car parks - Napier Road and Apcoa Reading Station. (Please see Appendix 3)

4.29 The predominant customer groups for this car park are commuters for businesses within Reading Town and for the Reading Railway station.

#### 4.30 Chester Street Car Park

Chester Street	Charge Period	Current Charge	Proposed Charges	Change
Charging Period 8am - 6pm	Up to 30 mins	£0.00	No Change	No Change
	30mins to 1 hour	£0.50	No Change	No Change
	Up to 2 hours	£1.00	No Change	No Change
	Up to 3 hours	£1.50	No Change	No Change
	Up to 4 hours	£2.00	No Change	
	Night Rate (6pm - 8am)			£1.00

4.31 Chester Street car park should be used by the customers visiting the local businesses in the area. It is proposed to increase the charging hours from 10am-3pm to 8am-6pm but keep the same tariff rate and maximum 4 hour stay. This will help to keep the turnover of spaces which should help the businesses in the area. The free 30 minute period is being retained.

4.32 It is proposed to introduce a night rate charge of £1.00 from 6pm to 8am (there would be no 4 hour limit between these times).

#### 4.33 Recreation/Dunstall Close Car Parks

Recreation Road / Dunstall Close	Charge Period	Current Charge	Proposed Charges	Change
Charging Period 6am - 6pm	Up to 30 mins	£0.00	No Change	No Change
	30mins to 1 hour	£0.50	No Change	No Change
	Up to 2 hours	£1.00	No Change	No Change
	Up to 3 hours	£1.50	No Change	No Change
	Up to 4 hours	£2.00	No Change	No Change

4.34 There are no proposals to change the charges in Recreation Road and Dunstall Close car parks except to increase the charging period from 10am-3pm to 6am-6pm.

4.35 This brings these car parks into line with other Pay and Display sites.

#### 4.36 Season Tickets

	Current Charge 12 monthly	Proposed Charges 12 monthly	Change
Queens Road	£1,500.00	£1,600.00	+£100
Hills Meadow	£1,200.00	£1,400.00	+£200
Civic B	£1,200.00	£1,300.00	+£100
Broad Street	£1,500.00	£1,360.00	-£140
Cattle Market	£1,200.00	£1,300.00	+£100
Chester Street	£500	£525.00	+£25
Recreation Road	N/A	£525.00	New Charge
Dunstall Close	N/A	£525.00	New Charge
Kings Meadow	N/A	£1,400.00	New Charge

4.37 There are proposals to amend the Season tickets annual prices, which are available in Queens Road, Hills Meadow, Broad Street, Cattle Market and Chester Street car parks.

4.38 There are no proposals to amend the 6 month and 1 month rate.

4.39 There is a proposal to introduce an annual Season ticket charges for Recreation Road, Dunstall Close car parks and Kings Meadow car park.

4.40 The proposed tariffs charges have been compared with other car parks in Reading Town Centre. These can be viewed in Appendix 3.

4.41 The new structures provide greater flexibility to our customers.

#### 4.42 Thameside Promenade and Kensington Road Car Parks

4.43 It is proposed to consolidate the above car park Traffic Regulation Orders into the main Off-Street Parking Traffic Regulations Order.

4.44 There are no proposals to change the tariff charges for either car park.

4.45 Kensington Road Car Park charges were introduced in August 2016 and there were some requests for annual parking season ticket, however, the car park charges have now settled. The charging period is between 9am and 5pm, with an average income of £27 per week based on charges below.

Kensington Road	Charge Period	Current Charge
Charging Period Mon-Fri 9am - 5pm	Up to 2 hours	£0.00
Max stay 7 hours	Up to 4 hours	£1.00
	Up to 5 hours	£1.50
	Up to 6 hours	£2.00
	Up to 7 hours	£2.50
Charging Period 5pm-9am (Max stay 7 hours)	Up to 7 hours	£0.00

4.46 The Councillors could decide to introduce an annual charge for parking in this car park; the minimum annual charge would be recommended to start at £150 or up to £250. The current second residents parking permit fee is £120; the annual charge should not be any less than this.

#### 5. CONTRIBUTION TO STRATEGIC AIMS

5.1 This proposal supports the aims and objectives of the Local Transport Plan and contributes to the Council's strategic aims, as set out below:

- Providing infrastructure to support the economy.
- Remaining financially sustainable to deliver these service priorities.

#### 6. COMMUNITY ENGAGEMENT AND INFORMATION

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

#### 7. LEGAL IMPLICATIONS

7.1 Changes to Traffic Regulation Orders will require advertisement and consultation, under the Road Traffic Regulation Act 1984 and in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996.

#### 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 £130K 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 2017

10.2 Appendix 2: Season tickets

10.3 Appendix 3: Comparison of Car Park Charges 2017

Car Park	Time Band	Current Weekday Charge	Proposed Weekdays	Current Weekend Charge	Proposed Weekends	Change
Broad Street Mall	Up to 30 Minutes					
	Up to 1 hour	£1.40	£1.50	£2.00	No Change	£0.10
	Up to 2 hours	£4.00	No Change	£4.00	No Change	
	Up to 3 hours	£5.00	No Change	£6.00	No Change	
	Up to 4 hours	£8.00	No Change	£6.00	No Change	
	Up to 5 hours		£10.00			New Charge -£2.00
	Up to 6 hours		£12.00			New Charge
	Up to 7 hours					
	Up to 8 hours					
	24 hours	£12.00	£14.00	£8.00	No Change	£2.00
	Night rate (18:00 - 08:00)	£3.50	£4.00	£3.50	£4.00	£0.50

Car Park	Time Band	Current Weekday Charge	Proposed Weekdays	Current Weekend Charge	Proposed Weekends	Change
Civic Offices 'B'	Up to 30 Minutes					
	Up to 1 hour	£1.40	£1.50	£2.00	No Change	£0.10
	Up to 2 hours	£4.00	No Change	£4.00	No Change	
	Up to 3 hours	£6.00	No Change	£6.00	No Change	
	Up to 4 hours	£8.00	No Change	£6.00	No Change	
	Up to 5 hours		£10.00			New Charge -£2.00
	Up to 6 hours		£12.00			New Charge
	Up to 7 hours					
	Up to 8 hours					
	24 hours	£12.00	£14.00	£8.00	No Change	£2.00
	Night rate (18:00 - 08:00)	£3.50	£4.00	£3.50	£4.00	£0.50

Car Park	Time Band	Current Weekday Charge	Proposed Weekdays	Current Weekend Charge	Proposed Weekends	Change
Queens Road	Up to 30 Minutes		Removed	£1.00	£1.50	£0.50
	Up to 1 hour	£2.20	No Change	£2.00	£2.50	£0.50
	Up to 2 hours	£4.40	No Change	£4.00	£4.50	£0.50
	Up to 3 hours	£6.60	No Change			
	Up to 4 hours	£8.80	No Change			
	Up to 5 hours	£10.50	No Change			
	Up to 6 hours	£12.50	No Change			
	Up to 7 hours		Removed			
	Up to 8 hours					
	24 hours	£16.50	No Change	£6.00	£7.00	£1.00
	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	£2.60	£3.00	£0.40
	Up to 24 hours	£9.00	No Change	
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.60	£3.00	£0.40
	Up to 4 hours	£4.70	No Change	
	Up to 24 hours	£9.00	No Change	

Hills Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Sunday	Up to 2 hours	£2.60	£3.00	£0.40
	Up to 24 hours	£8.00	No Change	
Saturday - Sunday/ Bank Holidays	Up to 2 hours	£2.60	£3.00	£0.40
	Up to 4 hours	£4.70	No Change	
	Up to 24 hours	£8.00	No Change	

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

Chester Street	Time Band	Current Charge	Change
Charging Period 8am-6pm	0-30 mins	£0.00	No Change
	30mins - 1 hour	£0.50	No Change
	Up to 2 hours	£1.00	No Change
	Up to 3 hours	£1.50	No Change
	Up to 4 hours	£2.00	No Change
	Night Rate (6pm-8am)	£1.00	New Charge

Recreation Road / Dunstall Close	Time Band	Current Charge
Charging Period 6am-6pm	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

Car Park	Current			Proposed		
	12 Monthly	3 Monthly	1 Monthly	12 Monthly	3 Monthly	1 Monthly
Queens Road	£1,500	£412.50	£150	£1,600	No Change	No Change
Hills Meadow	£1,200	£330	£120	£1,400	No Change	No Change
Chester Street	£500	N/A	N/A	£525	N/A	N/A
Civic B	£1,200	£330	£120	£1,300	No Change	No Change
Broad Street Mall	£1,500	£412.50	£150	£1,360	No Change	No Change
Cattle Market	£1,200	£330	£120	£1,300	No Change	No Change
Recreation Road				£525	N/A	N/A
Dunstall Close				£525	N/A	N/A
Kings Meadow				£1,400	N/A	N/A

APPENDIX 3

Time Band	Oracle - Riverside	Q Park	NCP - Garrard Street	Apcoa Reading Station	Napier Road	Queens Road	Queens Road	Broad Street	Broad Street	Kings Meadow	Hills Meadow
						Proposed Weekdays	Proposed Weekends	Proposed Weekdays	Proposed Weekends		
Up to 30 Minutes						Remove	£1.50				
Up to 1 Hour	£1.70	£1.50	£3.50	£4.50	£2.00	£2.20	£2.50	£1.50	£2.00		
Up to 2 hours	£4.00	£3.50	£7.00	£8.00	£4.00	£4.40	£4.50	£4.00	£4.00	£3.00	£3.00
Up to 3 hours	£6.00	£5.00			£6.00	£6.60		£6.00	£6.00		
Up to 4 hours	£8.00	£7.00	£10.50	£12.00	£8.00	£8.80		£8.00	£6.00		
Up to 5 hours	£10.00	£14.00				£10.50					
Up to 6 hours	£12.00	£15.00				£12.50					
Up to 7 hours	£13.00					Remove					
Up to 8 hours	£15.00		£17.00	£18.00	£15.00						
24 hours	£20.00	£16.00	£22.00	£24.00	£20.00	£16.50	£7.00	£14.00	£8.00	£9.00	£8.00
Night rate up to 1 hour	£1.50										
Night rate (18:00 - 08:00)	£3.50	£7.00				£3.50	£3.50	£4.00	£4.00		