

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

<b>TO:</b>	TRAFFIC MANAGEMENT SUB-COMMITTEE		
<b>DATE:</b>	14 JANUARY 2021	<b>AGENDA ITEM: 12</b>	
<b>TITLE:</b>	PARKING TARIFF REVIEW 2021		
<b>LEAD COUNCILLOR:</b>	COUNCILLOR PAGE	<b>PORTFOLIO:</b>	LEAD COUNCILLOR FOR STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT ALL
<b>SERVICE:</b>	PARKING SERVICES	<b>WARDS:</b>	ALL
<b>LEAD OFFICER:</b>	PAUL ALLCOCK	<b>TEL:</b>	01189 373767
<b>JOB TITLE:</b>	ASSISANT CAR PARKS MANAGER	<b>E-MAIL:</b>	<a href="mailto:Paul.allcock@reading.gov.uk">Paul.allcock@reading.gov.uk</a>

**1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY**

- 1.1 This report advises Members of the proposal to change the “on-street and off-street” car parking orders as detailed in Appendix 1, 2, and 3. This has come about as a result of a review of the tariffs.
- 1.2 Appendix 1 - Proposed Car Park tariff Charges 2021
- 1.3 Appendix 2 - Proposed Car Park season ticket Charges 2021
- 1.4 Appendix 3 - Proposed On-Street Pay & Display tariff Charges 2021

**RECOMMENDED ACTION**

- 2.1 That the Sub-Committee notes the report.
- 2.2 That the Head of Legal and Democratic Services be authorised to undertake statutory consultations in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996, as recommended in the proposals for:
- 2.3 Changes to on-street Pay and Display tariffs
- 2.4 Changes to off-Street car park tariffs
- 2.5 That subject to no objections being received during the periods of statutory consultation, the Head of Legal and Democratic Services be authorised to make the Traffic Regulation Orders.
- 2.6 That any objection(s) received, following the statutory advertisement, be reported to a future meeting of the Sub-Committee.
- 2.7 That no public inquiry be held into 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 June 2018 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 The on-street parking tariffs were last reviewed in June 2018 with changes made to all town locations outside the Redlands area which were unaffected.

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 1 April 2021 provided there are no objections to the order.

4.5 Please see Appendix 3 for full listing of on-street parking charges proposed. Should these be agreed, and the associated Traffic Regulation Order be implemented, it is planned to introduce these from 1 April 2021 provided there are no objections to the order.

#### **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 local 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 Funding for the advertisement requirement of the statutory consultation process will be identified from existing Car Parks budgets and will be a relatively low cost.

8.2 Funding for implementation of any new tariff software will be identified from existing Car Parks budgets and will be a relatively low cost.

8.3 It is anticipated that any reduction in use of the 60 to 120 minutes tariffs on-street will be offset by an increase in the off-street parking 1 to 3-hour tariff offering.

9.4 The estimated gross annual revenue from these changes set against the current Covid 19 emergency are not expected to change.

## 9 BACKGROUND PAPERS

9.1 None

## 10. APPENDICES

10.1 Appendix 1 - Proposed Car Park Tariff Charges 2021

10.2 Appendix 2 - Proposed Car Park season Ticket Charges 2021

10.3 Appendix 3 - Proposed On Street Pay & Display Tariff Charges 2021

### APPENDIX 1

Car Park	Time Band	Current Weekdays	Proposed Weekday	Change	Current Weekend	Proposed Weekends	Change
Broad Street Mall	Up to 1 hour	£1.50	£1.60	+£0.10	£2.00	£2.10	+£0.10
	Up to 2 hours	£4.00	£4.10	+£0.10	£4.00	£4.10	+£0.10
	Up to 3 hours	£6.00	£6.10	+£0.10	£6.00	£6.10	+£0.10

	Up to 4 hours	£8.00	£8.10	+£0.10	£6.00	£6.10	+£0.10
	Up to 5 hours	£10.00	£10.10	+£0.10			
	Up to 6 hours	£12.00	£12.20	+£0.20			
	24 hours	£14.00	£14.20	+£0.20	£8.00	£8.10	+£0.10
	Night rate (18:00 - 08:00)	£4.00	£4.20	+£0.20	£4.00	£4.10	+£0.10

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

### Queens Road

Car Park	Time Band	Current Weekdays	Proposed Weekday	Change	Current Weekend	Proposed Weekends	Change
Queens Road	Up to 30 minutes				£1.00	£2.20	No Change
	Up to 1 hour	£2.20	£2.30	+£0.10	£2.00	£2.10	+£0.10
	Up to 2 hours	£4.40	No Change		£4.00	£4.10	+£0.10
	Up to 3 hours	£6.60	£6.70	+£0.10	£5.00	£5.10	+£0.10
	Up to 4 hours	£8.80	£8.90	+£0.10	£6.00	£6.10	+£0.10

	Up to 5 hours	£10.50	£10.60	+£0.10			
	Up to 6 hours	£12.50	£12.70	+£0.20	£7.00	£7.10	+£0.10
	24 hours	£16.50	£16.70	+£0.20	£8.00	£8.10	+£0.10
	Night rate (18:00 - 08:00)	£3.50	£3.60	+£0.10	£3.50	£3.60	+£0.10

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

### Cattle Market

Cattle Market	Time Band	Current Charge	Proposed Charges	Change
Sunday - Friday	Up to 2 hours	£2.00	£2.10	+£.10
Sunday - Friday	Up to 4 hours	£3.00	£3.10	+£0.10
Sunday - Friday	Up to 24 Hours	£8.00	£9.00	+£1.00
Monday - Friday	Night rate (18:00 - 08:00)	£2.00	£2.10	+£0.10
	Saturday - up to 1 hour	£1.00	£1.10	+£0.10
	Saturday - up to 2 hours	£2.00	£2.10	+£0.10
	Saturday - up to 24 hours	£8.00	£8.20	+£0.20
Saturday - Sunday	Night rate (18:00 - 08:00)	£2.00	£1.00	-£1.00

Monday - Sunday	HGVs	£10.00	No Change	No Change
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Cattle Market is a popular car park for commuters using Reading Railway Station.

### Hills Meadow

Hills Meadow (6am-6pm)	Charge Period	Current Charge	Proposed Charges	Change
Monday - Friday	Up to 2 hours	£3.00	£3.10	+£0.10
	Up to 5 hours	NEW	£6.00	+£6.00
	Up to 24 hours	£9.00	£10.00	+£1.00
	Night rate (18:00 - 08:00)	£2.00	£2.50	+£0.50
Saturday - Sunday/ Bank Holidays	Up to 3 hours	£3.00	£3.10	+£0.10
	Up to 6 hours	£5.00	£5.10	+£0.10
	Up to 24 hours	£9.00	£10.00	+£1.00

### Kings Meadow

Kings Meadow	Charge Period	Current Charge	Proposed Charges	Change
Monday - Friday	Up to 2 hours	£3.00	£3.20	+£0.20
	Up to 5 hours	NEW	£6.00	+£6.00
	Up to 24 hours	£10.00	£11.00	+£1.00
Monday - Sunday	Night rate (18:00 - 08:00)	£2.00	£2.50	+£0.40
Saturday - Sunday	Up to 3 hours	£3.00	£3.10	+£0.10
	Up to 6 hours	£5.00	£5.50	+£.50
	Up to 24 hours	£10.00	£11.00	+£1.00

Both Hills Meadow and Kings Meadow car parks are generally full at peak times. The predominant customer groups for this car park are commuters for businesses within Reading Town and for the Reading Railway station.

### Chester Street

Chester Street	Charge Period	Current Charge	Proposed Charges	Change
Monday - Saturday	Up to 30 Minutes	FREE	No Change	

	Up to 1 hour	£0.50	£0.60	+£0.10
	Up to 2 hours	£1.00	£1.20	+£0.20
	Up to 3 hours	£1.50	£1.80	+£0.30
	Up to 4 hours	£2.00	£2.50	+£0.50
<b>Monday - Saturday</b>	Night rate (18:00 - 08:00)	£1.00	No Change	
<b>Sunday</b>	08:00 Sunday - 08:00 Monday	FREE	No Change	

The predominant customer groups for this car park are local shoppers and a few local businesses.

### Recreation Road

Recreation Road	Charge Period	Current Charge	Proposed Charges	Change
<b>Monday - Saturday</b>	<b>Up to 30 Minutes</b>	FREE	No Change	
	Up to 1 hour	£0.50	£0.60	+£0.10
	Up to 2 hours	£1.00	£1.20	+£0.20
	Up to 3 hours	£1.50	£1.80	+£0.30
	Up to 4 hours	£2.00	£2.50	+£0.50
	Up to 12 hours	£3.00	£4.50	+£1.50
	Up to 24 hours	NEW	£7.00	+£7.00
<b>Sunday</b>	08:00 Sunday - 08:00 Monday	FREE	No Change	

The predominant customer groups for this car park are local shoppers and a few local businesses.

### Dunstall Close

Dunstall Close	Charge Period	Current Charge	Proposed Charges	Change
<b>Monday - Sunday</b>	<b>Up to 30 Minutes</b>	FREE	No Change	
	Up to 1 hour	£0.50	£0.60	+£0.10
	Up to 2 hours	£1.00	£1.20	+£0.20
	Up to 3 hours	£1.50	£1.80	+£0.30
	Up to 4 hours	£2.00	£2.50	+£0.50

	Up to 12 hours	£3.00	£4.50	+£1.50
	Up to 24 hours	NEW	£7.00	+£7.00
<b>Sunday</b>	08:00 Sunday - 08:00 Monday	FREE	No Change	

The predominant customer groups for this car park are local shoppers.

### Thames Side Promenade

Thames Side Promenade	Charge Period	Current Charge	Proposed Charges	Change
	Up to 2 Hours	FREE	No Change	
Mon-Fri 09:00-17:00				
	Up to 3 hours	£1.50	£1.80	+£0.30
	Up to 4 hours	£2.00	£2.50	+£0.50
	Up to 5 hours	£2.50	£3.00	+£0.50
<b>Sunday</b>	08:00 Sunday - 08:00 Monday	FREE	No Change	

The predominant customer groups for this car park are Dog Walkers and leisure users of the river.

### Civic

Civic	Time Band	Current Weekdays	Proposed Weekday	Change	Current Weekend	Proposed Weekends	Change
	Up to 1 hour	£1.50	£1.80	+£0.30	£1.50	£1.80	+£0.30
	Up to 2 hours	£3.00	No Change		£3.00	No Change	
	Up to 3 hours	£4.00	No Change		£4.00	No Change	
	Up to 4 hours	£5.00	£5.50	+£0.50	£5.00	£5.50	+£0.50
	Up to 5 hours	£6.50	£7.00	+£0.50	£6.50	No Change	

	Up to 6 hours	£8.00	£9.00	+£1.00	£8.00	£8.50	+£0.50
	24 hours	£12.00	£13.00	+£1.00	£12.00	No Change	
	Night rate (18:00 - 08:00)	£4.00	No Change		£4.00	No Change	

The predominant customer groups for this car park are local shoppers, local businesses and BFfC/RBC staff.

### Kensington Road

Kensington Road	Charge Period	Current Charge	Proposed Charges	Change
	Up to 2 Hours	FREE	No Change	No Change
Mon-Sun 09:00-17:00				
	Up to 3 hours	£1.50	£1.80	+£0.30
	Up to 4 hours	£2.00	£2.50	+£0.50
	Up to 5 hours	£2.50	£3.00	+£0.50

The predominant customer groups for this car park are leisure users, school staff and a few residents.

## APPENDIX 2

### 4.6 Season Tickets

	Current Month	Proposed	Current Quarter	Proposed	Current Charge 12 monthly	Proposed Charges 12 monthly
Queens Road	£177	No Change	£510	No Change	£1,700.00	No Change
Hills Meadow	NEW	£219	NEW	£629	NEW	£2,097
Civic B	£125	£135	£360	£390	£1,200.00	No Change
Broad Street	£167	No Change	£480	No Change	£1,600.00	No Change
Cattle Market	£120	£130	£330	£358	£1,300.00	No Change
Chester Street	Not Available		Not Available	Not Available	£525.00	No Change
Recreation Road	Not Available		Not Available	Not Available	£525.00	No Change
Dunstall Close	Not Available		Not Available	Not Available	£525.00	No Change
Kings Meadow	NEW	£243	NEW	£699	£1,400.00	£2,330.00
Kensington Road					£150	No Change

### APPENDIX 3

Inner IDR	Tariff	Recommended	Broad Street Mall Week Day comparison	Queens Road Week Day comparison	Civic comparison
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Minutes
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20	0.70	0.90			
40	1.20	1.80			
60	1.50	2.70	1.50	2.20	1.50
80	2.20	4.50	4.00	2.20	
100	2.70	5.00	4.00	2.20	
120	3.20	6.00	4.00	4.40	3.00
140	Not Available	Not Available	6.00	4.40	
160	Not Available	Not Available	6.00	4.40	
180	Not Available	Not Available	6.00	6.60	4.00
Night	Standard P&D Tariff	Standard P&D Tariff	4.00	3.50	3.50

Blagrove Street	Northfield Road
Castle Street	Oxford Road
Cheapside	Bridge
Crossland Road	Sackville Road
Fobney Street	St Mary's Butts
Friar Street	Stanshaw Road
Garrard Street	The Forbury
Great Nollys Street	Thorn Street
Greyfriars Road	Vachel Road
Hosier Street	Valpy Street
Howard Street	Weldale Street

			Broad Street Mall Week Day comparison	Queens Road Week Day comparison	Civic comparison
Outside IDR	Tariff	Recommended			

Minutes
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20	0.70	0.80			
40	1.20	1.30			
60	1.50	1.60	1.50	2.20	1.50
80	2.20	2.30	4.00	2.20	
100	2.70	2.80	4.00	2.20	
120	3.20	3.30	4.00	4.40	3.00
140	3.70	3.80	6.00	4.40	
160	4.00	4.10	6.00	4.40	
180	4.30	4.40	6.00	6.60	4.00
Night	Standard P&D Tariff	Standard P&D Tariff	4.00	3.50	3.50

Abbey Street Deansgate Road East Street Kenavon Drive Kings Road London Street Sidmouth Street South Street
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**NO CHANGE** (Hospital and University area)

Addington Road	Erleigh Road
Alexandra Road	Kendrick Road
Allcroft Road	Morgan Road
Cintra Avenue	Pepper Lane
Denmark Road	Redlands Road
Eldon Square	Upper Redlands Road
Elmhurst Road	