

READING BOROUGH COUNCIL

REPORT BY EXECUTIVE DIRECTOR OF ECONOMIC GROWTH AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	12 JUNE 2019	AGENDA ITEM:	11
TITLE:	CAR PARK TARIFF REVIEW 2019		
LEAD COUNCILLOR:	COUNCILLOR T PAGE	PORTFOLIO:	LEAD COUNCILLOR FOR STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT
SERVICE:	PARKING SERVICES	WARDS:	ALL
LEAD OFFICER:	PAUL ALLCOCK	TEL:	0118 937 4832
JOB TITLE:	ASSISTANT CAR PARKS MANAGER	E-MAIL:	<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 “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 2019

Appendix 2 - Season Tickets 2019

Appendix 3 - Comparison of Car Park Charges 2019

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 The statutory requirements for changes to the Borough of Reading (Civil Enforcement Area) (Off Street Parking Places) Order 2019 are authorised and the Head of Legal and Democratic Services is authorised to advertise the proposals. Including the renaming of the rear Cattle Market car park to Station West within the Traffic Regulation Order process

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 proposed to the tariffs in Broad Street, Queens Road, Cattle Market, Hills Meadow and King's Meadow car parks plus season tickets. 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 On the 4<sup>th</sup> October 2018 the management contract with NCP was terminated and the car parks were brought back in-house. None of the proposed tariff changes agreed in June 2018 meeting was implemented.

### 4.4 Options Proposed

4.5 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 2019 provided there are no objections to the order.

4.6 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.

4.7 Reading town centre car parks currently have spare capacity during the day (and overnight), for this reason tariffs are very competitive. Within the town centre area we have the Oracle, Q-Parks, NCP and APCOA car parks who all commercial operators are setting their tariffs on 'Supply & Demand' basis. This tariff review considers the competitive nature of parking within Reading and its objective is to offer good value for money in this competitive market. Rather than encourage increased car use we plan to increase our share of this market, this tariff review also sets the scene for setting environmental tariff. An example being electric vehicles will pay a lower tariff where higher polluting vehicle will pay a higher tariff.

4.8 Longer term opportunities include running Car Share for and increasing residential population in the town centre area alongside other initiatives like bike share hubs.

#### 4.9 Broad Street Mall (Pay on Foot):

Car Park	Time Band	Current Weekdays	Proposed Weekday	Change	Current Weekend	Proposed Weekends	Change
Broad Street Mall	Up to 30 Minutes	Removed	N/A		£2.00	£1.00	-£1.00
	Up to 1 hour	£1.50	£1.50		£2.00	£2.00	
	Up to 2 hours	£4.00	£4.00		£4.00	£4.00	
	Up to 3 hours	£6.00	£6.00		£6.00	£5.00	-£1.00
	Up to 4 hours	£8.00	£8.00		£6.00	£6.00	
	Up to 5 hours	£10.00	£10.00		£8.00	£8.00	
	Up to 6 hours	£12.00	£12.00		£8.00	£8.00	
	24 hours	£12.00	£14.00	+£2.00	£8.00	£8.00	
	Night rate (18:00 - 08:00)	£4.00	£4.00		£4.00	£4.00	

4.10 Additional offers in this car park may include the following promotional tariffs:

“Weekly” weekday parking only £40.00

“Early Bird Offer” weekday arrive between 06.00 - 08.00 leave before 23.59 - £7.00

“Off-Peak Parking” weekday arrive between 10.00 leave before 15.00 £1.00 per hour parking, maximum £5.00. All other times normal tariff applies

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

#### 4.12 Queens Road Car Park (Pay on Foot):

Car Park	Time Band	Current Weekdays	Proposed Weekdays	Change	Current Weekends	Proposed Weekends	Change
Queens Road	Up to 30 Minutes	Removed	N/A		£1.50	£1.00	-£0.50
	Up to 1 hour	£2.20	£2.20		£2.50	£2.00	-£0.50
	Up to 2 hours	£4.40	£4.40		£4.50	£4.00	-£0.50
	Up to 3 hours	£6.60	£6.60		£7.00	£5.00	-£2.00
	Up to 4 hours	£8.80	£8.80		£7.00	£6.00	-£1.00
	Up to 5 hours	£10.50	£10.50		£7.00	£7.00	
	Up to 6 hours	£12.50	£12.50		£7.00	£7.00	
	6-24 hours	£16.50	£16.50		£7.00	£8.00	+£1.00
	Night rate (18:00 - 08:00)	£3.50	£3.50		£3.50	£3.50	

4.13 Additional offers in this car park may include the following promotional tariffs:  
 “Early Bird Offer” weekday arrive between 06.00 - 08.00 leave before 23.59 - £8.00  
 “Weekly” weekday parking only £50.00

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

#### 4.15 Civic “B” Car Park (Pay and Display):

Car Park	Time Band	Current Weekdays	Proposed Weekday	Change	Current Weekend	Proposed Weekends	Change
Civic B	Up to 1 hour	£1.50	£1.50		£2.00	£1.50	-£0.50
	Up to 2 hours	£4.00	£3.00	-£1.00	£4.00	£3.00	-£1.00
	Up to 3 hours	£6.00	£4.00	-£2.00	£6.00	£4.00	-£2.00
	Up to 4 hours	£8.00	£5.00	-£3.00	£6.00	£5.00	-£1.00
	Up to 5 hours	£10.00	£6.50	-£3.50	£8.00	£6.50	-£1.50
	Up to 6 hours	£12.00	£8.00	-£4.00	£8.00	£8.00	
	24 hours	£12.00	£12.00		£8.00	£12.00	+£4.00
	Night rate (18:00 - 08:00)	£4.00	£4.00		£4.00	£4.00	

4.16 Additional offers in this car park may include the following promotional tariffs: “Early Bird Offer” weekday arrive between 06.00 - 09.00 leave before 23.59 - £5.00. Please note this offer is only available as a pay by telephone tariff (via RingGo)

#### 4.17 Cattle Market Car Park (Pay and Display)

Cattle Market	Time Band	Current Charge	Proposed Charges	Change
Sunday - Friday	Up to 2 hours	£2.60	£2.00	-£0.60
Sunday - Friday	Up to 3 hours	New	£3.00	+£3.00
Sunday - Friday	Up to 4 hours	New	£3.00	+£3.00
Sunday - Friday	4 to 24 hours	£7.00	£8.00	+£1.00
	Saturday - up to 1 hour	£0.50	£1.00	+£0.50
	Saturday - up to 2 hours	£2.60	£2.00	-£0.60
	Saturday - up to 3 hours	New	£3.00	+£3.00
	Saturday - up to 4 hours	New	£4.00	+£4.00
	Saturday - up to 24 hour	£7.00	£8.00	+£1.00
	HGVs	£10.00	£10.00	

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

**4.19 Cattle Market Car Park - Rename new car park area as Station West (Pay on Foot)**

Please note the Pay on Foot part of the car park has yet to be constructed. Once complete it will be re-branded as Station West.

<b>Cattle Market/ Station West</b>	<b>Time Band</b>	<b>Current Weekdays</b>	<b>Proposed Weekday</b>	<b>Current Weekend</b>	<b>Proposed Weekends</b>
<b>Mon-Sun, 24/7</b>	Up to 30 minutes				£1.00
	Up to 1 hour				£2.00
	Up to 1 hour and 30 minutes				£3.00
	Up to 2 hours				£4.00
	Up to 3 hour		£3.00		£5.00
	Up to 4 hours		N/A		£6.00
	4 - 24 Hours		N/A		£8.00
	3 -12 Hours		£10.00		N/A
	12 - 24 Hours		£15.00		N/A
	Night rate (18:00 - 08:00)		£4.00		£4.00

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

#### 4.21 Hills Meadow Car Park (Pay and Display)

Hills Meadow	Charge Period	Current Charge	Proposed Charges	Change
Monday - Friday (6am-6pm)	Up to 2 hours	£3.00	Remove	-£3.00
	Up to 3 hours	New	£3.00	+£3.00
	Up to 24 hours	£8.00	£9.00	+£1.00
Saturday - Sunday (6am-6pm)	Up to 2 hours	£3.00	Remove	-£3.00
	Up to 3 hours	New	£3.00	+£3.00
	Up to 4 hours	£4.70	Remove	-£4.70
	Up to 6 hours	New	£5.00	+£5.00
	Up to 24 hours	£8.00	£9.00	+£1.00
Mon-Sun	Night rate (18:00 - 06:00)	New	£2.00	+£2.00

#### 4.22 Kings Meadow Car Park (Pay and Display)

Kings Meadow	Charge Period	Current Charge	Proposed Charges	Change
Monday - Friday (6am-6pm)	Up to 2 hours	£3.00	£3.00	
	Up to 24 hours	£9.00	£10.00	+£1.00
Saturday - Sunday (6am-6pm)	Up to 2 hours	£3.00		
	Up to 4 hours	£4.70	£5.00	+£0.30
	Up to 24 hours	£9.00	£10.00	+£1.00
Mon-Sun	Night rate (18:00 - 06:00)	New	£2.00	+£2.00

4.23 Both Hills Meadow and Kings Meadow car parks are 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 Recreation Road Car Park (Pay and Display)

Recreation Road Car Park	Charge Period	Current Charge	Proposed Charges	Change
Monday-Saturday 06.00-18.00	Up to 30 Mins	Nil	Nil	
	30 mins to 1 hour	£0.50	£0.50	
	Up to 2 hours	£1.00	£1.00	
	Up to 3 hours	£1.50	£1.50	
	Up to 4 hours	£2.00	£2.00	
	Up to 12 hours	New	£3.00	+£3.00
Sunday	All day	Nil	Nil	

4.26 There are no plans to change Thames side Promenade, Kensington Road, Chester Street and Dunstall Close.

#### 4.27 Season Tickets

	Current Month	Proposed	Current Quarter	Proposed	Current Charge 12 monthly	Proposed Charges 12 monthly
Queens Road	£160	£177	£440	£510	£1,600	£1,700
Hills Meadow	£140	No Change	£385	No Change	£1,400	No Change
Civic B	£130	£125	£358	£360	£1,300	£1,200
Broad Street	£138	£167	£375	£480	£1,360	£1,600
Cattle Market	£130	£135	£358	£390	£1,300	No Change
Station West		£177		£510		£1,700
Chester Street					£525	No Change
Recreation Road		£46		£135	£500	No Change
Dunstall Close					£500	No Change
Kings Meadow	£140	No Change	£385	No Change	£1,400	No Change
Kensington Road					£150	No Change



## **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 at £200K p.a. to meet the mid-term financial strategy and in particular savings DENS 30C as agreed at Council February 2019.

## **9. BACKGROUND PAPERS**

9.1 None

## **10. APPENDICES**

10.1 Appendix 1: Proposed Car Park tariff charges 2019

10.2 Appendix 2: Season tickets

10.3 Appendix 3: Comparison of Car Park Charges 2019