

SUBJECT:	Chesham 10p tariff bands
REPORT OF:	<i>Councillor Michael Smith</i>
RESPONSIBLE OFFICER	Chris Marchant Head of Environment
REPORT AUTHOR	<i>Julie Rushton, ext. 6877 jrushton@chiltern.gov.uk</i>
WARD/S AFFECTED	<i>Chesham Wards</i>

1. Purpose of the Report

To inform Councillors of the ticket sales and income for Catlings car park following the introduction of the 10p tariff bands and provide information to enable consideration to be given to introducing the 10p tariff trial in other car parks.

2. Recommendations

2.1 Councillors agree in principle to keep the 10p charging bands on Catlings car park.

2.2 Introduce a 10p trial tariff band on Albany Place car park.

2.3 That if no objections are received, Environment Head of Service be authorised to make and publish the Order.

3. Background

In July 2013, following representation from various interested groups including Better Chesham, Members agreed to the introduction of tariff band changes in Catlings car park for a trial period of 6-9 months.

The tariff changes introduced a 10 minute incremental charge within the first hour band followed by £1.20 up to 2 hours, £1.80 up to 3 hours and £2.40 up to 4 hours. At the same time the maximum stay was increased to 4 hours to assist with meetings that take place at the Town Hall. A breakdown of the previous tariffs including the amended tariffs can be seen in Table 1.

Table 1

Previous Tariff	New approved Tariff
Charges from 07:30	Charges from 07:30
Up to 1 hour 60p	Up to 10minutes 10p
Up to 2 hours £1.20	Up to 20minutes 20p
Up to 3 hours £1.80	Up to 30minutes 30p
Maximum stay 3 hours	Up to 40minutes 40p
Charges to 18:00	Up to 50minutes 50p
	Up to 60minutes 60p
	Up to 2 hours £1.20
	Up to 3 hours £1.80
	Up to 4 hours £2.40
	Maximum stay 4 hours

The new tariff was introduced on October 2013. An automated number plate recognition (ANPR) trial was also introduced in the same car park between 1.4.2014 and 29.06.2014. The objectives of running the two trials were to:

- 1) Assess the potential for developing technology to introduce greater flexibility into the Council's car park charge bands through existing or reduced enforcement costs.
- 2) Improve compliance in car parks.
- 3) Reduce / minimise the number of PCNs issued.
- 4) Make use of developing technologies (such as ANPR) to help operate the above objectives.
- 5) Introduce flexible tariff bands.
- 6) Review car park charges.

4. Content of Report

Due to Government legislation local authorities are currently not permitted to introduce ANPR technologies into their car parks. For this reason we are unable to proceed with this aspect. However, information that is being filtered through from the British Parking Association suggests that there may soon be a change to the current limitations which could result in ANPR technologies being allowed to be used by local authorities.

In the meantime, whilst we are unable to take forward ANPR, the changes to the tariffs do need to be reviewed and a decision made as to whether these remain in place, or revert back to those previously charged. Also for consideration is whether Members feel there are benefits to trialling the 10p tariff bands in other selected car parks.

Data has been extracted for the period previous to the trial; this is set out in Appendix 1.

Using monthly averages, the figures indicate that the new tariff has resulted in an increase in the number of people purchasing a one hour ticket. This has increased from 2,457 to 2,970 (17%). The income has decreased from £1,474 to £1,122 (24%).

The figures for the other bands show that the usage and income has increased. This can be attributed to the introduction of the 4 hour tariff. The figures are provided in Table 2.

Across all tariff bands the overall usage has increased by 14%; the income has decreased by 5%.

Table 2

	12/13 old tariff	14/15 new tariff
1 hour usage	2,457	2,970
Income 1 hour usage	£1,474	£1,122
Other band usage	1,198	1,307
Other band income	£1,619	£1,820

Table 3 compares the monthly averages including the average income per transaction.

Table 3

		Tariff bands						£1.20	£1.80	£2.40	Mthly Total	Av. Inc. per transaction
		10p	20p	30p	40p	50p	60p					
12/13	Av. Mthly Income						£1,474	£1,079	£541		£3,093	
	Av. Mthly Ticket Sales						2,457	899	299		3,655	£0.85
13/13	Av. Mthly Income						£1,520	£1,141	£579		£3,240	
	Av. Mthly Ticket Sales						2,533	951	318		3,803	£0.85
13/14	Mthly Totals - Inc.				£1,531			£1,278	£600	£239	£3,648	
	Mthly Totals - Ticket Sales				3431			1,065	333	100	4,930	£0.74
14/15	Mthly Totals - Inc.				£1,122			£1,186	£389	£245	£2,942	
	Mthly Totals - Ticket Sales				2,970			989	216	102	4,277	£0.69

The increased usage across the one hour charging bands suggests that the new 10p bands are beneficial to the public using this car park and whilst the tariff change has resulted in reduced income, it is not by a significant amount.

No comments have been received favourable or not from the public or interested parties.

In light of the results it is recommended that the existing 10p tariff bands remain in place.

5. Car Parks to be considered for the 10p tariff band trial

As a result of the benefits to the customer that the 10p tariff band has shown Councillors may like to give consideration to trialling the 10p tariffs in other CDC car parks. Potential car parks along with their current tariffs and income levels can be seen in Table 4. Car parks not included in the list are car parks that currently have free parking periods attached to them. Amersham multi-storey has also been excluded.

Table 4

No. Spaces	Location	Charges	Short/Long Stay	Max Stay	Income 2014/15	Permit Band
	Amersham					
111	Chiltern Avenue	1 hr-60p 2 hr-£1.20 3 hr-£1.80 4 hr-£2.40 5 hr-£3.50	SS	5 hrs	65,432	-
57	Chiltern Pools	1 hr-60p 2 hr-£1.20 3 hr-£1.80	SS	3 hrs	53,794	-
253	Sycamore Road	1 hr 60p 2 hr-£1.20 3 hr-£1.80 4 hr-£2.40 Over 4 hr-£5.00	LS	10 hrs	230,563	B
201	Amersham old Town	1 hr-60p 2 hr-£1.20 3 hr-£1.80 4 hr-£2.40 5 hr £3.50	SS	5 hrs	64,563	C
	Chesham					
148	Star Yard	1 hr-60p 2 hr-£1.20 3 hr-£1.80	SS	3 hrs	171,799	B
66	Albany Place	1 hr-60p 2 hr-£1.20 3 hr-£1.80 4 hr-£2.40 Over 4 hr-£3.50	LS	10 hrs	34,941	B
13	East Street	1 hr 60p 2 hr-£1.20 3 hr-£1.80 4 hr-£2.40 Over 4 hr-£3.50	LS	10 hrs	7,761	B
168	Watermeadow	1 hr-60p 2 hr-£1.20 3 hr-£1.80 4 hr-£2.40 Over 4 hr-£3.50	LS	10 hrs	68,956	B
	Great Missenden					
75	Link Road	1 hr 60p 2 hr-£1.20 3 hr-£1.80 4 hr-£2.40 Over 4 hr-£3.50	LS	10 hrs	60,058	B

The outcome of the Catlings trial showed that car park usage overall increased by 14%. To assist Councillors in their decision making process, average vacancy figures for each car park have been provided in Appendix 2. These figures are a snap shot in time taken over a one week period during January 2016.

Customers using the chargeable parking bays in the above car parks fall into one of three categories: pay and display customers, pay by phone customers, or permit holders. For more information on permits and the current issue levels please see Appendix 3.

To enable the parking supply to meet the demand at the busiest times and to accommodate the flexibility around permit parking, it is advisable (wherever possible) to retain a 25-30% buffer over the parking demand on short stay car parks. For long stay car parks the buffer is 10%. Based on these figures and the increased usage on Catlings car park brought forth from the trial, the vacancy figures show that Albany Place car park and East Street car park have the capacity to accommodate a possible 14% usage increase. Watermeadow car park also has the required capacity, however, a new resident permit scheme is being introduced which could reduce the capacity to below the buffer zone.

Albany Place is the main car park for The Elgiva Theatre and therefore a 10p tariff band would be beneficial to customers. East Street car park however is a small car park which is predominantly used by commuters. This is due to its location. The distance from the shops also means that a 10p tariff band would be of no benefit to short stay customers.

6. Consultation

The report was circulated to the Environment PAG by email on 14.3.16. No comments were brought forth and therefore the Chairman agreed for the report to be presented to Cabinet.

7. Options

7.1 Retain the 10p charging bands on Catlings car park and introduce a 10p tariff band on Albany Place car park.

7.2 Authorise Environment Head of Service to make and publish the Order if no objections are received.

8. Legal Implications

To change parking restrictions in a car park, or introduce new tariffs, there is a legal process that must be followed. A flow chart of the process can be seen in Appendix 4.

9. Links to Council Policy Objectives

This matter relates to one of the Council's key corporate priorities, which is to deliver cost effective, customer focused services

10. Financial Implications

In addition to the legal costs to introduce/change tariffs in a car park, the pay and display machines need to be re-configured to accept the new tariffs, and the tariff boards updated to inform customers of the parking time which may be purchased, along with the associated cost.

Table 5 provides the associated costs for introducing a 10p tariff band on Albany car park. Also included is the estimated loss of income. This figure is based on the outcome of the Catlings trial which showed an overall income loss of 5%.

Table 5

Description	Cost
Legal costs	£3,500
Configure pay and display machines	£80
Update tariff boards	£265
Expenditure Total (one off)	£3,845
Loss of income forecast (yearly)	£1,833

Estimated loss of income to introduce a 10p tariff band across all Chesham car parks would be £37,893

If agreed the next step would be to advertise the Notice of Intent to amend the Off Street Parking Places Order.

Background Papers:	None ^A
---------------------------	--------------------------

Appendix 1 - Catlings Tariff Data

	10p	20p	30p	40p	50p	60p	£1.20	£1.80	£2.40	Mthly Total	Av. Inc. per transaction
Nov 2012 - Mar 2013 (5mth)											
Total Income						£7,369	£5,394	£2,703			
Total Ticket Sales						12,283	4,495	1,495			
Av. Mthly Income						£1,474	£1,079	£541		£3,093	
Av. Mthly Ticket Sales						2,457	899	299		3,655	£0.85

	10p	20p	30p	40p	50p	60p	£1.20	£1.80	£2.40	Mthly Total	Av. Inc. per transaction
May 2013 - Oct 2013 (6mth)											
Total Income						£9,120	£6,847	£3,472			
Total Ticket Sales						15,200	5,706	1,910			
Av. Mthly Income						£1,520	£1,141	£579		£3,240	
Av. Mthly Ticket Sales						2,533	951	318		3,803	£0.85

	Tariff bands										
	10p	20p	30p	40p	50p	60p	£1.20	£1.80	£2.40	Mthly Total	Av. Inc. per transaction
Nov 2014 - Mar 2015 (5mth)											
Total Income	£132	£800	£586	£555	£877	£2,659	£5,931	£1,944	£1,226		
Total Ticket Sales	1,319	4,001	1,955	1,388	1,754	4,433	4,943	1,080	511		
Av. Mthly Income	£26	£160	£117	£111	£175	£532	£1,186	£389	£245		
Av. Mthly Ticket Sales	264	800	391	278	351	887	989	216	102		
Mthly Totals - Inc.	£1,122						£1,186	£389	£245	£2,942	
Mthly Totals - Ticket Sales	2,970						989	216	102	4,277	£0.69

Appendix 2 – Vacancy Figures

Week commencing 18/01/2016

Car Park	Spaces	Monday 18/01/16					Tuesday 19/01/16					Wednesday 20/01/16				
		AM	% Vacant	PM	% Vacant	Av. daily % Vacant	AM	% Vacant	PM	% Vacant	Av. daily % Vacant	AM	% Vacant	PM	% Vacant	Av. daily % Vacant
Amersham																
Chiltern Ave	111	08:32	74%	14:15	20%	47%	10:30	1%	16:55	23%	12%	09:41	46%	14:10	26%	36%
Chiltern Pools	57	08:25	88%	14:10	19%	54%	10:40	11%	16:40	18%	14%	09:44	40%	14:04	63%	52%
Sycamore Rd	253	08:48	73%	14:00	0%	37%	10:50	3%	16:10	7%	5%	08:41	80%	13:43	21%	50%
Amersham Old Tov	201	10:00	52%	13:05	0%	26%	09:50	22%	14:45	3%	13%	10:15	31%	15:14	14%	23%
Chesham																
Albany Place	66	11:16	80%	14:50	20%	50%	12:48	77%	13:50	42%	60%	11:33	18%	13:59	35%	27%
East St	13	11:58	54%	14:40	31%	42%	12:48	38%	14:15	31%	35%	10:05	38%	14:20	31%	35%
Star Yard	148	11:49	28%	14:30	9%	19%	12:03	15%	14:45	28%	22%	09:55	19%	14:08	24%	22%
Watermeadow	168	11:16	32%	14:25	11%	21%	12:55	30%	14:00	17%	24%	10:55	11%	13:52	28%	19%
Great Missenden																
Link Rd	75	10:32	11%	15:30	5%	8%	11:13	5%	13:20	25%	15%	11:20	1%	14:47	11%	6%

Car Park	Spaces	Thursday 21/01/16					Friday 22/01/16				
		AM	% Vacant	PM	% Vacant	Av. daily % Vacant	AM	% Vacant	PM	% Vacant	Av. daily % Vacant
Amersham											
Chiltern Ave	111	10:20	0%	14:43	19%	9%	12:30	56%	13:36	29%	42%
Chiltern Pools	57	10:25	26%	14:28	28%	27%	12:17	46%	13:23	61%	54%
Sycamore Rd	253	10:30	17%	13:58	2%	9%	11:30	0%	13:17	0%	0%
Amersham Old Tov	201	11:55	18%	13:15	0%	9%	10:20	17%	13:15	9%	13%
Chesham											
Albany Place	66	09:48	47%	14:35	29%	38%	11:30	24%	14:10	48%	36%
East St	13	10:00	31%	15:30	23%	27%	11:50	38%	14:15	15%	27%
Star Yard	148	08:55	69%	14:45	36%	52%	11:35	1%	14:20	21%	11%
Watermeadow	168	10:35	35%	14:20	26%	30%	11:20	35%	14:00	38%	36%
Great Missenden											
Link Rd	75	11:49	4%	13:50	1%	3%	10:50	9%	13:40	7%	8%

Av. Vacant per week (Mon to Fri)

29%

40%

20%

17%

42%

33%

25%

26%

8%

Appendix 3 - Permits

The number of valid chargeable permits (as of Jan 2016) is: Group A-208; Group B-125; Group C-91.

Each permit group is permitted to park on different car parks; Group A permit holders are permitted to park on any car park where permit parking is permitted; Group B may park on Group B and Group C banded car parks; Group C may park on Group C and Group D banded car parks.

A Resident Permit Scheme is due to be introduced on Watermeadow car park on 1st February 2016. Currently no applications have been received for a permit, but if this should change the agreed issue level is up to 20 permits.

In addition to the above Chiltern Pools and Chiltern Avenue car parks are subject to permit parking (these permits are currently issued free of charge). Chiltern Pools has 30 permits which are issued to Chiltern Pools staff; Chiltern Avenue has 108 permits, these are handed out to people attending classes. For Chiltern Avenue only six of the permits are permitted to be used at any one time. A breakdown of when they can be used is as follows:

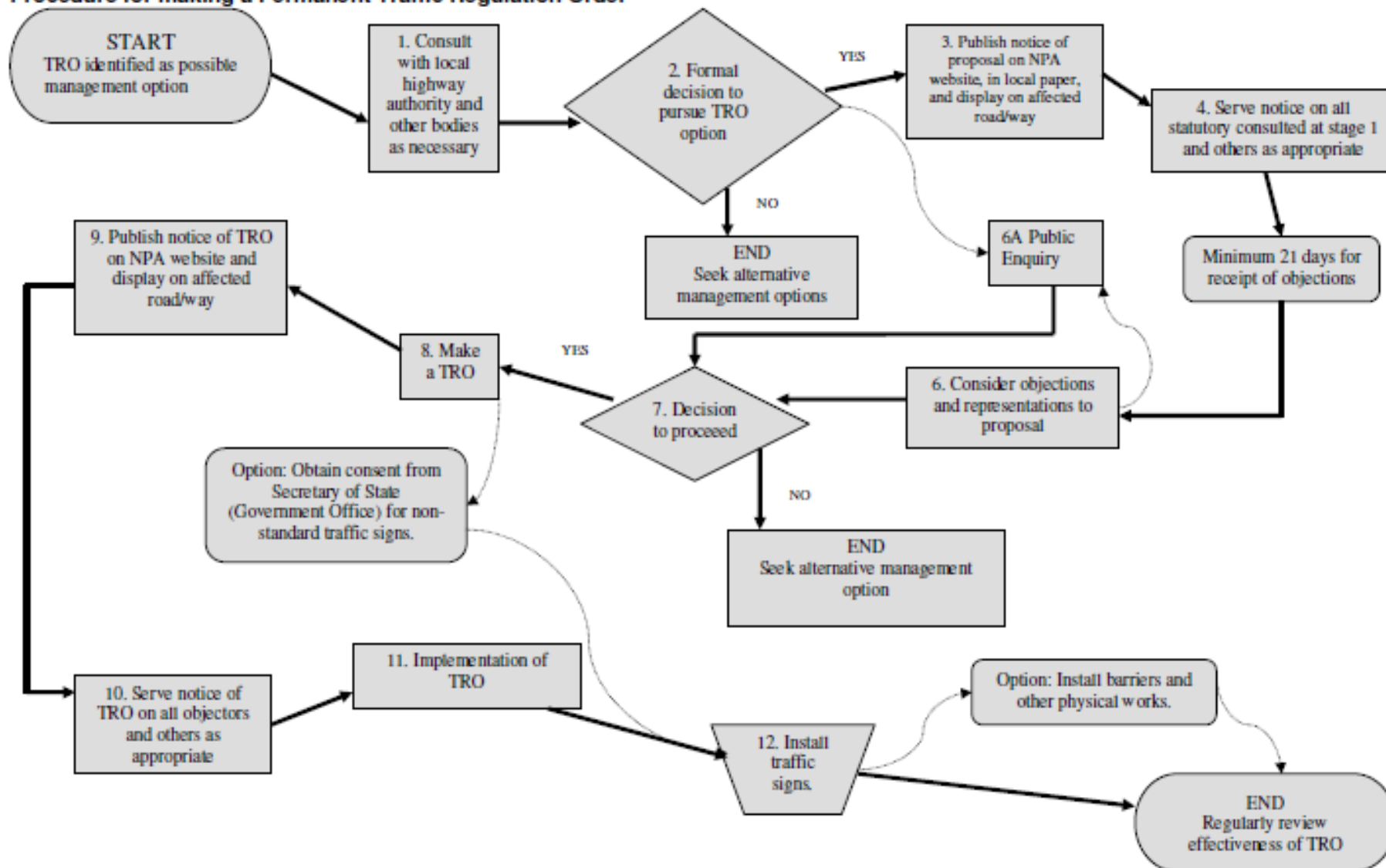
	07.30 - 18.00	07.30 - 12.30	12.30 - 18.00	Total
Monday	6	6	6	18
Tuesday	6	6	6	18
Wednesday	6	6	6	18
Thursday	6	6	6	18
Friday	6	6	6	18
Saturday	6	6	6	18
Total				108

Catlings car park has two authorised permits, these are issued to Town Council Administrators on a Group B banding.

Appendix 4 – Traffic Regulation Order

The flowchart below sets out in principle the process to follow to introduce a Traffic Regulation Order. Not all stages apply to Off Street parking restrictions.

Procedure for making a Permanent Traffic Regulation Order



Notice of Variation

If the requirement is to vary parking charges, there is no need to go through the process of amending the relevant traffic order. Instead, the Road Traffic Regulation Act 1984 allows a local authority to bring such changes into force by issuing a Notice of Variation. This notice must be given at least 3 weeks before the changes are due to be implemented.

The relevant part of the Act is Section 35C.

Notices of variation are published in a local newspaper. The Council will also display the notice in the affected car parks.