

SUBJECT:	Chiltern Car Park Review
REPORT OF:	<i>Councillor Michael Smith</i>
RESPONSIBLE OFFICER	<i>Chris Marchant - Head of Environment</i>
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WARD/S AFFECTED	<i>All wards</i>

1. Purpose of Report

- 1.1 To consider options to introduce new car park/season ticket charges, and amend the Off Street Parking Places Order to allow flexibility for short stay parking.

2. Recommendation

- 2.1 That the Cabinet consider the following and advise officers accordingly:
 - a. Introduction of new car park charges for 2017/18, as outlined in Appendix B.
 - b. The introduction of a 9hr tariff on Sycamore Road car park. In addition, removal of the Market Trader tariff on this car park.
 - c. Removing the current 'Group' season tickets bands to enable season tickets to be purchased per car park.
 - d. The introduction of new season ticket prices to maintain a daily charge versus season ticket cost ratio.
 - e. The Introduction of a business season ticket on Buryfield, Link Road and Sycamore Road car parks to enable businesses and local workers to purchase season tickets similar to 2.1 (d), but based on the 9hour tariff charge.
 - f. Regulate car park at Grimsdells Lane for season tickets only.
 - g. Amend the Off Street Parking Places Order to allow flexibility to designate short stay parking bays in long stay car parks where there is a need to do so to support the local community and that the Head of Environment be authorised in consultation with the Portfolio Holder for Environment to make the changes where appropriate.
 - h. Agree that the maximum number of season tickets issued per car park be authorised by the Head of Environment in consultation with the Portfolio Holder for Environment
- 2.2 That subject to Cabinet agreeing the options at 2.1 (above) the Head of Environment be authorised to publish the necessary statutory Notice of proposed Amendments to the Off Street Parking Places Order.
- 2.3 That, if no valid objections are received in response to publication of the Notice, the Interim Director of Services be authorised to make and publicise the necessary Amendment Order.
- 2.4 That if valid objections are received in response to publication of the Notice, the Interim Director of Services be authorised to deal with any such objections after consultation with the Portfolio Holder for Environment and to make and publicise the necessary Amendment Order with or without modifications as considered appropriate.

3. Reason for recommendation

- 3.1 There is a requirement to regularly review the car park regime to ensure the restrictions and associated tariffs continually support the local community.

4. Content of the Report

Review of Parking Charges

- 4.1 CDC has 16 surface pay and display car parks and one multi-storey pay and display car park. This equates to 2264 parking spaces.
- 4.2 Charges were last increased across all CDC car parks in 2012 with the majority of the tariffs increasing between 10p and 20p. Prior to that, a full tariff change across all car parks occurred in 2009.
- 4.3 Parking provision and management is a key element in supporting the vitality of local towns and villages. This includes managing parking supply and demand and providing sufficient parking for both short and long stay users. The Council's objectives for parking management are set out at Appendix A.
- 4.4 It is proposed that the recommended charging structure will maximise the use of existing car parks, whilst managing a balance between economic and environmental objectives.
- 4.5 The proposed charging regime for long stay parking tariffs in Amersham and Great Missenden take account of nearby private car parks, including Chiltern Rail. A copy of the advertised proposed charges for Chiltern Rail can be found at Appendix E. Also included at Appendix F is a copy of Chiltern Railway's current prices. Members are asked to note that the proposed price increase was originally planned for Monday 05/11/16 and whilst this has been withdrawn, Chiltern Rail has confirmed they will implement an increase in 2017, the date of which is not yet known.
- 4.6 Members will note that an additional 9hour tariff band has been recommended for Sycamore Road car park. This is to protect local businesses/workers and deter commuters from using this car park instead of Amersham Multi-Storey car park.
- 4.7 The market trader tariff for Sycamore Road has been removed, as market traders will have the option to use the 9hour tariff. Current and proposed parking periods are provided in Table 1. The tariff attached to each parking period can be found at Appendix B.

Current parking periods	1hour, 2hours, 3hours, 4hours, Over 4hours. Market Traders (Tuesdays only) all day
Proposed parking periods	1hour, 2hours, 3hours, 4hours, 9hours, Over 9hours

- 4.8 Car park charging contributes to the Council's revenue income by supporting parking operations and enabling the Council's aims in relation to parking management to be achieved.
- 4.9 Car park revenue also contributes towards car park estate investment, particularly in relation to supply and demand issues and increasing car parking capacity.
- 4.10 The Council maintains all of its car parks to safe standards and holds Park Mark awards for each car park. However, this level of maintenance requires continual re-investment.

- 4.11 Increasing the charges could generate additional income in the region of £180k. The existing tariffs along with the proposed tariffs can be found at Appendix B.
- 4.12 Preparatory work by Officers before making these proposals included a review of neighbouring authority charges and the results are attached at Appendix C. This shows that the proposed new short stay charges for Chiltern are reasonable when compared to most of the neighbouring authorities. Similarly, all day charges are reasonable when compared with other districts.

Season Tickets

- 4.13 As tariffs increase so will the discount margin for season tickets. To maintain a discount level that helps eliminate potential loss of income to the Council, it is recommended that the season ticket charges be amended.
- 4.14 The recommendation to introduce a business permit based on the 9hour tariff (where applicable) will support local businesses/workers, as this will allow season tickets to be purchased at a lower daily charge ratio than the standard season ticket; this will predominantly be more suited to commuters due to the time period.
- 4.15 In order to purchase a business permit evidence of local working would be required. For business owners this would be evidence of business ownership. For local workers a supporting letter from their employer, or any other document that provided evidence of their place of work would suffice.
- 4.16 Removing the current 'group' season ticket structure and changing it to purchasing a season ticket for a specific car park will enable season tickets to be priced as stated above; this will more accurately reflect local needs.
- 4.17 The proposed price for a season ticket can be found in Table 2. The current season ticket prices, along with a list of car parks within each group can be found at Appendix D.

Table 2

St - Standard season ticket. Business – Business Season ticket (based on up to 9 hour tariff)

		1mth	3mth	6mth	12mth
<u>Amersham</u>					
St	Amersham MS	99.00	293.00	580.00	972.00
St	Sycamore Road	99.00	293.00	580.00	972.00
Business	Sycamore Road	69.00	204.00	402.00	674.00
St	Amersham Old Town	69.00	204.00	402.00	674.00
<u>Chalfonts</u>					
St	Blizzards Yard	69.00	204.00	402.00	674.00
St	Church Lane	69.00	204.00	402.00	674.00
St	Snells Wood	69.00	204.00	402.00	674.00
<u>Chesham</u>					
St	Albany Place	69.00	204.00	402.00	674.00
St	East Street	69.00	204.00	402.00	674.00
St	Star Yard	69.00	204.00	402.00	674.00
St	Watermeadow	69.00	204.00	402.00	674.00
<u>Great Missenden</u>					
St	Buryfield	115.00	342.00	677.00	1134.00
Business	Buryfield	69.00	204.00	402.00	674.00
St	Link Road	115.00	342.00	677.00	1134.00
Business	Buryfield	69.00	204.00	402.00	674.00
<u>Prestwood</u>					
St	High Street	69.00	204.00	402.00	674.00

Additional Changes

- 4.18 A recommendation has been put forward for consideration to be given to leasing, or purchasing, land on Grimsdells Lane to make use into a car park (a separate report provides the relevant details). The recommendation has been supported by the Corporate Asset Management Group on 21/11/16 and subject to Cabinet approval to lease lease/purchase the land, it is recommended that the car park be included in the Council's Off Street Parking Places Order to restrict use to season tickets only. This will be particularly beneficial during the construction of the proposed extension to the Amersham Multi-Storey car park, as parking will be reduced during this period.
- 4.19 To protect the local economy by supporting short stay customers, it is recommended that the Head of Environment in consultation with the Portfolio be authorised to alter the short/long stay parking ratio as required across all car parks. This will provide the flexibility to act quickly to support the local community when there is a need to do so. Any amendment to the short/long stay parking ratio would be done with the appropriate signage on site.

5. Options

- 5.1 Proceed with the recommendations set out above.
- 5.2 Keep the existing charges/charging periods and do not make any changes to the Off Street Parking Places Order.

6. Consultation

- 6.1 The report was considered by the Environment Policy Advisory Group on 30/11/16. All Members present at the meeting were in agreement with the recommendations set out above.
- 6.2 The proposals if agreed will be published in the local press/car parks and a Notice will be sent to Bucks County Council, as the highway authority, and Thames Valley Police, who will have the opportunity to make comments and/or objections.

7. Legal Implications

- 7.1 Implementing the recommendations will require an amendment to the Off Street Parking Places Order and is subject to a statutory consultation process

8. Financial Implications

- 8.1 Costs associated with the recommendations are set out in Table 2. Also provided is the expected additional income should the recommendations be implemented.

Table 2

Expenditure	Cost
Statutory Notices (advertising of)	£3,000
Configure pay and display machines	£2,240
Update tariff boards	£3,138
Expenditure Total	£8,378
Potential Income Forecast	£184,155
Additional Net income	£175,777

9. Links to Council Policy Objectives

- 9.1 CDC's car parks contribute to the Council's medium term aim of planning for a thriving and sustainable Chiltern District, with vibrant towns and villages.
- 9.2 This matter also contributes towards the Council's aim to deliver value for money services that are driven by customer and community needs

10. Next Step

- 10.1 If the recommendations are agreed, officers would commence the statutory consultation process and deal with any objections in consultation with the portfolio holder.