

MEETING	Cabinet
SUBJECT	CDC Parking
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>All Wards</i>

1. Purpose of Report

- 1.1 To provide Members with options for consideration to maximise the use of parking facilities across Chiltern and continue to meet the needs of the local towns and villages.

2. Recommendations:

2.1 That Members consider the following and advise officers accordingly:

- a) Increase the 'over 4 hour' tariff on Albany Place car park in Chesham from £3.60 to £4.00.
- b) Amend the Off Street Parking Places Order to allow coach parking in car parks where there is the capacity and need to do so and that the Head of Environment be authorised in consultation with the Portfolio Holder to make the changes where appropriate.
- c) Amend the Off Street Parking Places Order to enable electric vehicle charging points to be installed where evidence supports the requirement and that the Head of Environment be authorised in consultation with the Portfolio Holder to make the changes where appropriate.
- d) Remove the list of designated disabled bays in the Order to allow flexibility to amend the number of bays in the car parks.
- e) Reduce the cost of the 'Over 9hour' tariff on Buryfield and Link Road car parks in Great Missenden from £7.00 to £6.00, if the car park usage does not increase once the Roald Dahl Museum re-opens.
- f) Reduce the cost of a season ticket on Buryfield, and Link Road car parks to maintain the current discount to daily charge ratio.

2.2 That subject to Cabinet agreeing the recommendations at 2.1 a), b), c), and d), the Head of Environment be authorised to publish the statutory Notice of proposed Amendment to the Off Street Parking Places Order.

2.3 That, if no valid objections are received in response to publication of the Notice at 2.2 the Director of Services be authorised to make and publicise the Amendment Order.

2.4 That if valid objections are received in response to publication of the Notice at 2.2, the Director of Services be authorised to deal with any such objections after consultation with the Portfolio Holder and to make and publicise the necessary Amendment Order with or without modifications as considered appropriate.

2.5 That subject to Cabinet agreeing the recommendations at 2.1 e) and f) the Head of Environment in consultation with the Portfolio Holder be authorised to introduce the new charges (if and when required) and publish the variation notice to implement.

Reason for Recommendations

To support sustainable transport, maximise the use of available parking space, and maintain safety on the car parks.

3. Content of the Report

Albany Place

- 3.1 A review has taken place of Albany Place car park following concerns by season ticket holders in April 2018 over the availability of parking in this car park.
- 3.2 Since the concerns were raised the car park has been closely monitored to assess usage. The results show that on average the car park operates at 84% capacity. This is an increase of 15% compared to the same period in 2017. We believe the uplift is due to the Station increasing their car parking charges.
- 3.3 The busiest parking times at Albany Place are Wednesday (am) and all day Thursday. Capacity can peak during these periods to 93%. Ticket sales show that 65% of the car park is taken up with long stay customers.
- 3.4 A further review has taken place of the car park usage overall in Chesham. This shows a 4% drop compared to the same period last year. There are no obvious reasons for the reduction and we are monitoring the car parks to assess the parking trend going forward.
- 3.5 To free up space in Albany Place car park, the proposal is to increase the 'over 4 hour' tariff from £3.60 to £4.00. This will make the long stay tariff the same price as the nearby station car park. For customers requiring a lower charge, the nearby Watermeadow car park is able to accommodate them. This car park has a daily charge of £3.60 with current usage levels at an average 63% occupancy.
- 3.6 A list of current charges across Chiltern including train station charges is provided at Appendix A.

Coach Parking

- 3.7 Currently, there are six car parks in the Council's Off Street Parking Places Order 'the Order' that allows passenger vehicles with a capacity of over 12 seats to park i.e. coaches. Four of these are restricted to parking between the hours of 18:00 and 07:30. The two car park that allow coach parking at any time are Chiltern Pools car park, Amersham, and Buryfield car park, Great Missenden.
- 3.8 An incident on Buryfield car park earlier this year resulted in the coach parking facility being re-viewed. The outcome is that the car park does not have sufficient space to enable a coach to turn safely. Consequently, alternative locations are being considered.
- 3.9 The limitations around coach parking in the Order restricts the flexibility for coach parking at other locations. Amending the Order to allow flexibility to designate coach parking bays where there is the capacity and need to do so will help to continue to support the community. It will also provide greater flexibility to take immediate action where appropriate.

Electric Vehicle Charging

- 3.10 The Order includes a provision for electric charging points on five car parks across the Chiltern District. These are:
 - Amersham Multi-storey car park
 - Albany Place, Chesham
 - Watermeadow, Chesham
 - Link Road, Great Missenden
 - Church Lane, Chalfont St Peter

- 3.11 To promote sustainable transport and have the flexibility to install additional points where the evidence shows there is the requirement to do so. The proposal is to include Class 7 vehicles in the Order for all CDC car parks. Class 7 vehicles are defined in the Schedule of the Order as:

'Electric Vehicles are DVLA Registered, powered by an electric motor(s), gaining power from rechargeable batteries, fuel cells or other source of electric provider with a power connection socket dedicated to the availability of a charging point for their primary source and has zero tail pipe emissions.

- 3.12 To ensure that only vehicles that are charging can occupy an electric vehicle bay, the recommendation is to make this a requirement in the Order. Relevant signage to this effect would be displayed on site.

Designated Disabled Bays

- 3.13 The Order currently lists the number of disabled bays in each car park. Removing the list from the Order provides flexibility to increase the number of disabled bays where capacity allows without the need to amend the Order. As an alternative, a page can be created on the Council's website listing this information. This is more accessible and easier to find for customers.

Buryfield and Link Road Car Parks

- 3.14 In October 2016, the tariff structure in Buryfield and Link Road car parks were changed to include an additional tariff to deter commuters. This meant that instead of the tariffs jumping from 4 hours to 24 hours customers could purchase a 9 hour tariff at a similar rate to the previous all day charge. A higher rate was then set for the 24 hour period. The 24 hour tariff was set at £6.00; the 9hr tariff at £3.50. This had the desired effect and reduced the average usage from 95% occupancy to 82%; 85% being the optimum level to enable fluctuation at seasonal peaks.
- 3.15 In line with charges increasing across the Chiltern District in September 2017, the 24 hour charge on Buryfield and Link Road car parks was increased from £6.00 to £7.00. The 9 hour tariff was increased by 10p to £3.60. The nearby Station car park is £7.50.
- 3.16 Since the increase, there has been a steady decline in the number of customers using the car parks in Great Missenden. A comparison across April to July 2018 to the same period in 2017 shows that the average usage has reduced from 82% to 60%. The main factor is the reduction in the all day ticket sales. These have reduced by 38%
- 3.17 Short stay ticket sales have slightly reduced (8%). This can be attributed to the Roald Dahl museum temporarily closing due to flooding. The museum is expected to re-open late October 2018.
- 3.18 The reduction in ticket sales has resulted in a deficit of £8,973 for the first quarter of 2018/19. If the pattern continues the annual loss of income will be in the region of £36k.
- 3.19 When the Roald Dahl Museum re-opens it is expected the usage figures will slightly increase. If they do not increase to the extent that maximises the car park capacity, the proposal is to reduce the 24 hour tariff from £7.00 to £6.00. This will encourage more motorists to use the off street parking facilities.
- 3.20 To enable the current discount to daily charge ratio to be applicable against the proposed daily charge (if recommendation 2.1e is introduced) Table 2 sets out proposed prices for the standard season ticket. It is anticipated that a new pricing structure will encourage a higher take up of permits. Permits for the nearby Station car park are charged at £105.80 for one month / £1,104 for 12 months.

Table 2

	1mth		3mth		6mth		12mth	
	Current Cost	Proposed Cost						
Car Park								
Buryfield	110.00	94.00	327.00	280.00	582.00	498.00	1092.00	938.00
Link Road	110.00	94.00	327.00	280.00	582.00	498.00	1092.00	938.00

3.21 A list of all current season ticket prices across Chiltern is provided at Appendix B.

Information - Amersham Multi-Storey Car Park Extension

3.22 The extension to the multi-storey car park is due to complete mid November 2018. This will create 366 additional spaces, giving the multi-storey car park the capacity to accommodate 1046 vehicles. Because of the increase in capacity, the car park will be able to accommodate all car park user groups. The town will also have adequate car park provision to support key transport links.

3.23 The current daily charge is £6.00. It is recommended the charge be reviewed after six months to assess usage and income against the proposals outlined in the business case.

3.24 A communication plan to promote the additional parking spaces is in place. This includes, although is not limited to, advertising through the following communication channels:

- Social media - Facebook and Twitter. Targeting the geographical locations of Amersham and surrounding areas.
- Leaflets handed out to commuters during at peak times.
- Update display board at Amersham station - CDC currently has a notice in place outlining stages of the construction works.
- Metro and the Evening Standard (free London newspapers given out at stations).
- Radio advertising on Mix 96 and Heart FM

4. Consultation

4.1 The proposals were consulted on by the Environment Policy Advisory Group on 24/9/18.

4.2 The recommendations if agreed by Cabinet 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.

5. Options

5.1 Members are asked to review the recommendations and options for discussion above and advise the Portfolio Holder how they wish to proceed.

6. Corporate Implications

Financial

6.1 Costs associated with the recommendations are set out in Table 3.

Table 3

Expenditure (one off payments only)	Cost
Publicise notices & statutory consultation	£9,000
Configure pay and display machines	£ 224
Update tariff boards	£ 643
Exp. Total	£9,867

6.2 Recommendations for Buryfield and Link Road car parks will help to address the deficit in Great Missenden following recent amendments to the Order.

6.3 A small increase of £300 is anticipated for Albany Place car park.

Legal

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

7. Links to Council Policy Objectives

7.1 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.

7.2 This matter also contributes towards the Council's aim to deliver value for money services that are driven by customer and community needs.

8. Next Steps

8.1 If Cabinet agrees the recommendations, officers will commence statutory consultation on the proposals.