

<b>SUBJECT:</b>	Car Parking in Gerrards Cross and Beaconsfield
<b>REPORT OF:</b>	<i>Councillor Trevor Egleton</i>
<b>RESPONSIBLE OFFICER</b>	Chris Marchant Head of Environment
<b>REPORT AUTHOR</b>	<i>Julie Rushton, ext. 6877 <a href="mailto:jrushton@chiltern.gov.uk">jrushton@chiltern.gov.uk</a></i>
<b>WARD/S AFFECTED</b>	<i>All South Bucks</i>

**Declassified on 15 November 2018**  
**~~CONFIDENTIAL FOR MEMBERS ONLY – NOT FOR PUBLICATION because of information relating to the financial or business affairs connected to a particular person- Schedule 12A part 1 para. (3)~~**

## 1. Purpose of Report

To provide Councillors with options for consideration to change the existing tariffs and parking restrictions in Beaconsfield and Gerrards Cross.

## 2. Recommendation

Councillors are asked to consider the options set out in this paper and advise how they wish officers to proceed on this matter.

## 3. Content of the Report

### 3.1 Gerrards Cross

In 2015 Tesco introduced waiting restrictions on their car park on Packhorse Road. This prohibits commuters from parking all day. More recently, Chiltern Rail increased their daily parking tariff at Gerrards Cross Rail Station car park to £7.50. As a result of these changes, the demand for parking on the Council's Station Road car park has considerably increased. The council car park has 122 parking spaces, 5 of which are disabled bays. The tariffs for the car park range from £1.20 for up to one hour, to £4.50 for over 24 hours.

In addition to Station Road there are two other Council car parks within walking distance. Information for all three car parks can be seen in Table 1 below. Attached at Appendix A is a list of all the Council car park charges across SBD.

Table 1

Spaces	Disabled Bays	Car Park	Tariffs	Sun. B/Hol	Short/Long Stay
34	2	Bulstrode Way	1 hr £1.20 2 hr-£1.80 3 hr-£2.40	£1.10 all day	SS
69	5	Packhorse Road	1 hr £1.20 2 hr-£1.80 3 hr-£3.40 4 hr-£4.20 24 hr-£6.50	£1.10 all day	LS
122	5	Station Road	1 hr £1.20 2 hr-£1.80 3 hr-£2.40 4 hr-£3.10 24 hr-£4.50	£1.10 all day	LS

Based on January 2016 ticket sales for Station Road, 46% of customers purchased short stay parking and 54% purchased long stay. In addition, there are 40 permit holders on this particular car park. This increases the daily ticket/permit ratio to 13% short stay and 87% long stay.

Of the daily paying customers the payment preference for short and long stay customers is:  
Short stay: P&D 70% / pay by phone 30%; long stay: P&D 26% / pay by phone 74%.

In April 2014 a study of the council car parks across SDC was undertaken, the result of which identified that parking demand was on the increase and additional car parking supply would be required in the future.

A survey of SBD car parks in November through to December 2015 showed that the average availability of parking space on Station Road car park Monday to Friday is 8%. However, this is a snap shot in time and the reality is that short stay customers are unable to find a parking space. The council has received a number of verbal and written complaints to this regard. In addition to the above, proposed developments for the area will further increase the parking pressures.

The parking situation thereby reflects the supply and demand issues that were predicted in the parking study. Long term aspirations for car parking in Gerrards Cross are being discussed and a separate report is on this agenda about this matter

### 3.2 Beaconsfield

Visitors to the car parks in Beaconsfield are experiencing similar problems to those outlined above, with short stay customers experiencing problems trying to find a parking space.

There are a total of three council car parks in Beaconsfield. These provide a total of 327 parking spaces including ten disabled bays. The tariffs for the car parks range from £1.20 for up to one hour, to £5.50 for over 24 hours. Information relating to each car park is provided in Table 2.

Table 2

Spaces	Disabled Bays	Car Park	Tariffs	Sun. B/Hol	Short/Long Stay
176	5	Altons	1 hr £1.20 2 hr-£1.70 3 hr-£2.20 4 hr-£3.10 Over 4 hr-£4.50	£1.10 all day	LS
101	3	Penncroft Road	1 hr £1.20 2 hr-£1.80 3 hr-£2.40 4 hr-£3.10 Over 4 hr-£5.50	£1.10 all day	LS
50	2	Warwick Road	1 hr £1.20 2 hr-£1.80 3 hr-£2.40 4 hr-£3.10 Over 4 hr-£4.50	£1.10 all day	LS

Based on January 2016 tickets sales across Beaconsfield, 72% of customers purchased short stay parking and 28% purchased long stay. In addition, there are 99 permit holders across the three car parks. This increases the daily ticket / permit ratio to 42% short stay and 58% long stay.

Of the daily paying customers the payment preference for short and long stay customers is: Short stay: P&D 81% / pay by phone 19%; Long stay: P&D 44% / pay by phone 56%. A comparison of the payment preferences across Gerrards Cross and Beaconsfield can be seen in Table 3

Table 3

	Short Stay		Long Stay	
	P&D	pay by phone	P&D	Pay by phone
<b>Gerrards Cross</b>	70%	30%	26%	74%
<b>Beaconsfield</b>	81%	19%	44%	56%

The survey undertaken on Station Road car park was also carried out on the three car parks in Beaconsfield. This showed that the vacancy rate on some days was 1%. Similar to Gerrards Cross short stay customers are struggling to find available parking. The car parks with the least availability in Beaconsfield are Altons and Penncroft Road car parks. Vacancy rates taken from the November / December survey for all council car parks in Gerrards Cross and Beaconsfield can be seen in Appendix B.

### 3.3 The overall aim for Council car parks is:

- Provide parking for both short and long stay users.
- Provide a balance between short and long stay users in some car parks using a structured payment system.
- Provide a number of car parks for short stay only to ensure parking is available for shoppers / visitors.
- To dissuade commuter parking in order to accommodate users of our towns and villages.
- To offer a percentage discount for season ticket users to aid local businesses.
- Provide the appropriate number of disabled car parking spaces free of charge.
- To ensure the sustainability of certain local retail centres.

In a bid to prevent commuters from being the all-consuming customer on council car parks in Beaconsfield the charging period was previously changed to 08:00 to 18:00. This prohibits parking tickets from being purchased before 08:00, thus discouraging some commuter parking. The pay by phone method does not allow the same option and therefore parking time can be purchased before the daily tariffs commence.

Consideration has been given to further raising the ticket purchase time to 08:30 / 09:00; however, this would also prevent local workers from purchasing parking before this time. Similarly, a barrier system to open and close the car at certain times poses the same problem.

To address the immediate parking problems in Gerrards Cross and Beaconsfield a number of options have been put forward. These options are presented below for Councillors consideration.

## 4. Options

The options provided in Table 4 provide short term solutions to reduce / increase the parking availability for long /short stay customers. Please note that for each option where Gerrards Cross or Beaconsfield is not stated the option applies to both areas.

Table 4

Option 1	Comments
Do nothing	The problems will continue
<b>Option 2</b>	
<p><u>Gerrards Cross</u> Station Road - change 3 hours and above parking tariffs to: 3 hr-£3.40; 4 hr-£4.20; 24 hr-£8.00.</p> <p>Change Packhorse Road car park 24hr tariff to £8.00.</p> <p><u>Beaconsfield</u> Change and align all tariffs to: 2 hr-£1.80; 3 hr-£3.40; 4 hr-£4.20; 24 hr-£7.50.</p> <p>Restrict permits across both areas to people working locally (evidence of employer required).</p>	<p>Aligns longer stay parking charges in the area, deters commuter parking and removes the possibility of transferring the short stay parking problems to nearby car parks.</p> <p>Increasing short stay tariffs will prevent customers from purchasing short stay parking time and topping up at a cheaper rate than the daily fee.</p> <p>Restricting permits enables local workers to purchase parking at a discounted amount compared to the daily tariffs without the risk of permit levels being reached by commuters purchasing permits.</p> <p><a href="#">Negativity around short stay price increases. This is particularly the case in Beaconsfield for the 3 and 4 hour tariff bands.</a></p>
<b>Option 3</b>	
<p>Change existing 24hr tariffs on car parks in Gerrards Cross to £8.00 and £7.50 for Beaconsfield car parks</p> <p>Amend the Off Street Parking Places Order to limit purchases on all Gerrards Cross and Beaconsfield car parks to one ticket per day.</p> <p>Restrict permits to people working locally (evidence of employer required).</p>	<p>Aligns long stay parking charges in the area, deters commuter parking and removes the possibility of transferring the short stay parking problems to nearby car parks.</p> <p>Prevents ticket top ups without the need to increase short stay tariff bands. (Upgrade required on pay and display machines to enable vehicle registration numbers to be logged).</p> <p>Permit comments – as per option 1.</p> <p><a href="#">Short stay customers wishing to purchase additional parking time would be prohibited from doing so.</a></p>
<b>Option 4</b>	
Restrict the number of commuters parking by changing the car park to short stay except for permit holders.	<a href="#">Removes the long stay option for local workers. Customers wishing to purchase parking for less than the minimum 3 month permit duration would be prohibited from doing so.</a>

	<p>Whilst the council aims to discourage commuter parking, removing it altogether would have a detrimental effect on the Council's income.</p>
<p><b>Option 5</b></p>	
<p>Amend the Off Street Parking Places Order to divide the car park into long stay and short stay separate parking areas.</p> <p>If this option is chosen the proposed capacity for short stay would be 40% Gerrards Cross; 50% Beaconsfield.</p>	<p>This option could be considered in isolation or introduced alongside a 24 hour tariff band increase on Station Road and Packhorse Road car parks.</p> <p>Sectioning car parks for specific customer groups removes the flexibility to maximise potential usage on car parks and could result in parts of a car park being empty due to a reduced uptake from one particular customer group. Consequently, complaints could be increased as another customer group struggles to find a parking space within their designated area.</p>
<p><b>Option 6</b></p>	
<p>Add an additional tariff band to the existing pricing structure.</p> <p><u>Gerrards Cross</u></p> <p><b>From:</b>  Bulstrode Way            1hr-£1.20; 2hr-£1.80; 3hr-£2.40  Packhorse Rd    1hr-£1.20; 2hr-£1.80; 3hr-£3.40; 4hr-£4.20; 24hr-£6.50  Station Rd        1hr-£1.20; 2hr-£1.80; 3hr-£2.40; 4hr-£3.10; 24hr-£4.50</p> <p><b>To:</b>  Bulstrode Way            1hr-£1.20; 2hr-£1.80; 3hr-£2.40  Packhorse Rd    1hr-£1.20; 2hr-£1.80; 3hr-£3.40; 4hr-£4.20; 9hr-£6.50; Over 9hr-£8.00  Station Rd        1hr-£1.20; 2hr-£1.80; 3hr-£2.40; 4hr-£3.10; 9hr-£4.50; Over 9hr-£8.00</p> <p><u>Beaconsfield</u></p> <p><b>From:</b>  Altons                1hr-£1.20; 2hr-£1.70; 3hr-£2.20; 4hr-£3.10; Over 4hr-£4.50  Penncroft Rd    1hr-£1.20; 2hr-£1.80; 3hr-£2.40; 4hr-£3.10; Over 4hr-£5.50  Warwick Rd       1hr-£1.20; 2hr-£1.80; 3hr-£2.40; 4hr-£3.10; Over 4hr-£4.50</p> <p><b>To:</b>  Altons                1hr-£1.20; 2hr-£1.70; 3hr-£2.20; 4hr-£3.10; 9hr-£4.50; Over 9hr-£7.50  Penncroft Rd    1hr-£1.20; 2hr-£1.80; 3hr-£2.40; 4hr-£3.10; 9hr-£5.50; Over 9hr-£7.50  Warwick Rd       1hr-£1.20; 2hr-£1.80; 3hr-£2.40; 4hr-£3.10; 9hr-£4.50; Over 9hr-£7.50</p>	<p>Enables the existing long stay parking tariffs to remain for local businesses and deters commuter parking without transferring the short stay parking problems to nearby car parks or increasing the existing short stay tariffs.</p> <p>To prevent ticket top ups as described in option 3 an amendment to the Off Street Parking Places Order would be required, along with P&amp;D machine upgrades.</p>

**5. Consultation**

Not Applicable

**6. Legal Implications**

Changing the pricing structure requires a Notice of Variation to the existing tariffs. For all other changes, including additional charging bands, an amendment to the Off Street Parking Places Order is required. Appendix C sets out the stages for each.

**7. Financial Implications**

Costs associated with the options can be seen in Table 5. Please note that costs relating to the pay and display machines / tariff boards are per item. These costs will therefore increase depending upon the number of items to be changed/upgraded.

If the preferred option is option 4 three separate quotes will be obtained from local companies for the work prior to presenting the report to Cabinet.

Table 5

Description	
Notice of Variation/Amend Off Street Places Order	£
Advertising Costs	£
Configure pay & display machines (per machine)	£80
Update tariff boards (per tariff board)	£267
Upgrade pay & display machine (Keypad for VRM) (Opt 2 only)	£2,116
Signs & Lines (Option 4 only)	£

Also provided is the income forecast for each option, along with the expected income for 2015/16 for easy comparison. This information is provided in Table 6.

Table 6

	Income Forecast	2015/16 Exp'd Inc.
Option 1	No change	739,828
Option 2	598,508	
Option 3	595,452	
Option 4	403,927	
Option 5	734,422	
Option 6	751,834	

**8. Links to Council Policy Objectives**

SBDC's car parks contribute to the Council's medium term aim of planning for a thriving and sustainable South Bucks, with vibrant towns and villages.

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

**9. Summary**

Councillors are asked to consider the options set out in Table 4 and advise how they wish to proceed.

<b>Background Papers:</b>	Not Applicable
---------------------------	----------------

## Appendix A

Spaces	Disabled bays	Car Park	Tariffs	Sun. B/Hol	Short/Long Stay
		<u>Beaconsfield</u>			
176	5	Altons	1 hr £1.20 2 hr-£1.70 3 hr-£2.20 4 hr-£3.10 Over 4 hr-£4.50	£1.10 all day	LS
101	3	Penncroft Road	1 hr £1.20 2 hr-£1.80 3 hr-£2.40 4 hr-£3.10 Over 4 hr-£5.50	£1.10 all day	LS
50	2	Warwick Road	1 hr £1.20 2 hr-£1.80 3 hr-£2.40 4 hr-£3.10 Over 4 hr-£4.50	£1.10 all day	LS
327	10				
		<u>Burnham</u>			
65	7	Jennery Lane	1/2 hr 50p 1 hr-£1.00 2 hr-£1.20	£1.10 all day	SS
22	1	Neville Court	2 hrs-30p 4 hr-50p 24 hr-£1.00	£1.00 all day	LS
58	4	Summers Road	1 hr free 2 hr-90p 3 hr-£1.30 24 hr-£2.10	£1.10 all day	LS
145	12				
		<u>Farnham Common</u>			
73	3	The Broadway	1/2 hr 40p 3 hr-£1.00 24 hr-£1.40	£1.10 all day	LS
		<u>Gerrards Cross</u>			
34	2	Bulstrode Way	1 hr £1.20 2 hr-£1.80 3 hr-£2.40	£1.10 all day	SS
69	5	Packhorse Road	1 hr £1.20 2 hr-£1.80 3 hr-£3.40 4 hr-£4.20 24 hr-£6.50	£1.10 all day	LS
122	5	Station Road	1 hr £1.20 2 hr-£1.80 3 hr-£2.40 4 hr-£3.10 24 hr-£4.50	£1.10 all day	LS
225	12				
<b>770</b>	<b>37</b>				

## Appendix B

Car Park	Spaces	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
		Av. daily % Vacant	Av. daily % Vacant	Av. daily % Vacant	Av. daily % Vacant	Av. daily % Vacant	Av. daily % Vacant		Av. Vacant per week (Mon to Fri)
<b>Beaconsfield</b>									
Altons	176	1%	7%	1%	19%	3%	52%		6%
Penncroft	101	23%	31%	9%	40%	1%	33%		21%
Warwick Rd	50	12%	27%	9%	48%	12%	51%		22%
<b>Gerrards Cross</b>									
Station Rd	122	5%	5%	2%	0%	29%	67%		8%
Bulstrode Way	34	46%	43%	44%	16%	32%	47%		36%
Packhorse	69	43%	30%	27%	8%	18%	35%		25%



## Appendix C

<p><b>Notice of Variation</b></p> <ul style="list-style-type: none"> <li>• Resources PAG 3.3.16</li> <li>• Cabinet 12.4.16</li> <li>• Cabinet Minutes 19.4.16</li> <li>• Place order for pay and display machine / RingGo configuration 20.4.16</li> <li>• Place order for tariff board upgrade 20.4.16</li> <li>• Prepare Notice of Variation (NoV) 22.4.16</li> <li>• NoV sign off by Legal 27.4.16</li> <li>• NoV to local press 4.5.16</li> <li>• Advertise NoV - 21 days</li> <li>• <b>Implement 1.6.16</b></li> </ul>	<p><b>Amendment to Off Street Parking Places Order</b></p> <ul style="list-style-type: none"> <li>• Resources PAG 3.3.16</li> <li>• Cabinet 12.4.16</li> <li>• Cabinet Minutes 19.4.16</li> <li>• Prepare Notice of Proposal (NoP) 22.4.16</li> <li>• NoP sign off by Legal 27.4.16</li> <li>• NoP to local press 4.5.16</li> <li>• Advertise NoP- 21 days</li> </ul>
	<p><b>No Objections</b></p> <ul style="list-style-type: none"> <li>• Place order for pay and display machine / RingGo configuration 27.5.16</li> <li>• Place order for tariff board upgrade 27.5.16</li> <li>• Place order for linage (if applicable) 27.5.16</li> <li>• Amend the Order and prepare Notice of Making (NoM) 3.6.16</li> <li>• NoM sign off by Legal 8.6.16</li> <li>• NoM to local press 15.6.16</li> <li>• Advertise NoM - 21 days</li> <li>• <b>Implement 1.8.16</b></li> </ul>
	<p><b>Objections</b></p> <ul style="list-style-type: none"> <li>• Objections considered and report prepared for Resources PAG</li> <li>• Resources PAG 7.9.16</li> <li>• Cabinet 11.10.16</li> <li>• Cabinet Minutes 18.10.16</li> <li>• Place order for pay and display machine / RingGo configuration 19.10.16</li> <li>• Place order for tariff board upgrade 19.10.16</li> <li>• Place order for linage (if applicable) 19.10.16</li> <li>• Amend the Order and prepare Notice of Making (NoM) 25.10.16</li> <li>• NoM sign off by Legal 28.10.16</li> <li>• NoM to local press 4.11.16</li> <li>• Advertise NoM - 21 days</li> <li>• <b>Implement 1.12.16</b></li> </ul>