
Report to
Cabinet 24th February 2009
Council 24 February 2009

Report of
Director of City Development and Director of Finance & Legal Services

Title
Proposed Changes to Car Park Charges

1 Purpose of the Report

1.1 This report seeks approval for revised car park charges from 1st April 09.

2 Recommendations

For Cabinet

The Cabinet are recommended to recommend to Council:

- 2.1 to implement the charging structure outlined in this report with effect from 1st April 09.
- 2.2 to agree to incorporate future proposed changes to the car park budget into the annual budget setting process and delegate responsibility to approve implementation of the budget to Cabinet Member for City Development to determine tariffs and any changes to the car park structure

For Council

- 2.3 to implement the charging structure outlined in this report with effect from 1st April 2009.
- 2.4 to agree to incorporate future proposed changes to the car park budget into the annual budget setting process and delegate responsibility to approve implementation of the budget to Cabinet Member for City Development to determine tariffs and any changes to the car park structure

3 Information/Background

3.1 Currently there are 7,146 car park spaces available for public use in the city centre. These are made up as follows

Council Owned Car Parks		Private Sector Car Parks	
Short stay (incl. proportion of Lower Precinct)	1839	Belgrade Plaza	1100
		Skydome	779
		Lower Precinct	504
Long Stay	2048	Ikea	860
Watch Close	16		
Total	3903	Total	3243

3.2 The Council also operates suburban car parks in Far Gosford Street, Clay Lane, Lincoln Street and Warwick Street.

3.3 As part of the Council's car park strategy, the usage of city centre car parks has been analysed and proposals developed to:

- ensure charges for car parking represent good value for money
- provide enough spaces for drivers wanting to visit the city centre,
- encourage drivers to use car parks with available spaces and discourage them from queuing for car parking spaces
- encourage shoppers to continue using the city centre, particularly during a difficult time for the retail sector, by limiting price rises and encouraging drivers wanting to park all day to use long stay car parks on the edge of the city centre
- encourage the use of public transport, particularly following the significant investment in the 'Primelines' bus transport scheme

3.4 Charges for Council car parks have not risen for nearly two years, and some tariffs on Council city centre car parks have not been changed for four years. However the Council is facing significant financial challenges this year in setting its annual budget, and in order to protect frontline services, needs to ensure that it is generating income effectively. The additional gross income generation required from increases in car park charges in order to support this year's budget proposals is £450k plus inflation of £400k, £850k in total.

3.5 In order to achieve this, the following increases in charges are proposed. These do not propose indiscriminate percentage increases in all city centre car parks. Current demand has been carefully considered alongside the importance of providing the right service to all users of the city centre, in order to ensure financial targets are met while not discouraging people from visiting the city centre.

4 Proposal and Other Option(s) to be Considered

4.1 It is proposed to incorporate future proposed changes to the car park budget into the annual budget setting process and delegate responsibility for implementing the cabinet budget decision to the Cabinet Member for City Development to determine tariffs and any changes to the car parking structure

The following pricing proposals are categorised as follows:

- Short stay
- Long stay
- Other
- Season Ticket & Duty Passes
- No change

A summary of all the proposed changes in car park tariffs can be found in Appendix 1

Also on 24 February Full Council will be considering the proposed capital and revenue budget for 2009/10 which includes proposed increased income from car park charges. In view of this it is considered appropriate that this report also be considered at the Council meeting

4.2 Short Stay Proposals

4.2.1 Main short stay car parks include West Orchards, Barracks, Lower Precinct, Cox St. (Mondays – Saturdays), and Manor House and Christchurch basement (Saturdays).

The vitality of the city centre is recognised as of key importance, so there are no proposed price rises for any stay of under 5 hours, in order to maintain footfall in the city centre.

The tariff for 5 hours and above has deliberately been set at a level to discourage the use of the short term car parks as long stay, which limits the availability for short stay users.

The following price rises are proposed:

No. Of hours	1	2	3	4	5	6	6+
Current charge	£1.00	£1.80	£2.30	£3.00	£5.00	£7.00	£9.00
Proposed charge	No change	No change	No change	No change	£6.00	£8.00	£10.00
Change	nil	nil	nil	nil	+£1.00	+£1.00	+£1.00

4.2.2 Premium Short Stay - Salt Lane

A specific pricing structure is currently in place for Salt Lane car park. This is relatively small with 110 spaces and continues to be extremely popular as it is close to the middle of the city centre. This results in a regular and unwanted queue of cars in the adjoining road, waiting - with their engines running - for someone to leave the car park, which at peak times can cause congestion in the immediate area. The proposed changes to the tariff indicated below aims to extend the differential from the other short stay car parks and further regulate demand. The tariff for 4 hours and above has deliberately been set at a level to discourage the use of this car park as a long stay, which limits the availability for short stay users.

The following price rises are proposed:

No. Of hours	1	2	3	4	5	6	6+
Current charge	£1.20	£2.20	£2.70	£4.40	£5.00	£7.00	£9.00
Proposed charge	£2.00	£3.00	£4.00	£10.00	£10.00	£10.00	£10.00
Change	+80p	+80p	+£1.30	+£5.60	+£5.00	+£3.00	+£1.00

4.2.3 Budget Short Stay – Bishop Street

It is proposed to increase the prices for 4 hours and above to discourage the use of this car park as long stay.

The following price rises are proposed:

No. Of hours	1	2	3	4	5	6	6+
Current charge	70p	£1.60	£2.30	£2.90	£5.50	£5.50	£5.50
Proposed charge	No Change	No Change	No change	No change	£6.00	£8.00	£10.00
Change	nil	nil	nil	nil	+50p	+£2.50	+£4.50

4.3 Long Stay Proposals

4.3.1 Standard long stay car parks include Grove St., Gosford St., Lower Ford St., New Union St., Cheylesmore, Grosvenor Rd, Whitefriars (Monday- Saturday) and Manor House (Monday – Friday).

With the exception of the main summer holiday period these frequently operate at capacity and there is a shortage of spaces. Prices for shorter stays in these car parks have been increased to encourage the use of the defined short stay car parks for these visits leaving capacity in the long stay car parks.

The following price rises are proposed:

No. of hours	1	2	3	4	4+
Current charge	£2.00	£3.00	£3.50	£4.00	£5.00
Proposed charge	£3.00	£4.00	£4.50	£5.00	£8.00
Change	+£1	+£1	+£1.	+£1	+ £3.00

4.3.2 Moat Street

A fixed price of £2.00 per visit currently applies at Moat Street car park. As the demand remains high due to its proximity to IKEA, and its price is low compared to other long stay car parks, it is proposed to increase the charge to £3.00.

No. Of hours	Anytime
Current charge	£2
Proposed charge	£3
Change	+£1

4.4 Other Parking Charge Proposals

4.4.1 Sunday and Bank Holiday Mondays

4.4.1.1 Short Stay - Barracks, West Orchards, Lower Precinct and Salt Lane

Sunday has now become established as a key day for shopping. As the last increase in prices in June 2007 had a limited effect on usage it is predicted the proposed increase will not significantly affect the vitality of Sunday trading. The following are proposed:

No of hours	Anytime
Current charge – Barracks, West Orchards and Lower Precinct	£1
Proposed charge	£1.50
Change	+50p

4.4.1.2 Premium Short Stay - Salt Lane

No of hours	1	1+
Current charge	50p	50p
Proposed charge	£2	£3
Change	+£1.50	+£2.50

4.4.1.3 Budget Short Stay - Cox Street, Manor House, Christchurch and Bishop Street

These are not key shoppers' car parks and give users an opportunity to access a lower priced car park option on Sundays. The proposal is as follows:

No of Hours	Anytime
Current Charge	50p
Proposed charge	£1
Change	+50p

4.4.2 Overnight parking

The price of overnight car parking at West Orchards Car Park has not been increased for more than 20 years (since 1988). The car park will provide services to guests at the new Travelodge Hotel, a charge of £5 is proposed to bring overnight charges into line with those charged for car parks providing a service to hotels in other cities.

The owners of West Orchards Shopping centre have also requested a contribution towards the cost of overnight security. The retailers within West Orchards, who are charged through their service charge for the night time security, have pointed out that their service charge includes a cost for night time security that would not be needed if the car park was closed at night. The car park is only kept open overnight as a service to the hotel and the deeds stipulate that the Council is responsible for the costs of running the car park. It is estimated that the costs will be up to £80,000 depending on the outcome of current negotiations, which will reduce the net financial impact of the increase in fees proposed below:

No of Hours	Overnight Charge from 6.pm
Current Charge	50p
Proposed charge	£5
Change	+£4.50

4.5 Season Tickets , Reserved Parking and Duty passes

4.5.1 Season tickets are available to the general public on a quarterly /annual basis for use in all long stay car parks. These costs have not been increased since July 2005. It is proposed to increase the cost of season tickets, and reserved parking as follows:

	Season Tickets	Reserved Parking
Current Charge	£650	£800
Proposed charge	£960 *	£1100
Change	+£310	+£300

*For season tickets holders this give a 50 % discount against the annual equivalent daily ticket charge i.e. assuming a working year of 240 days x proposed daily charge of £8 = £1920

4.5.2 Duty Passes - It is proposed from April 2009 to increase the price of the duty pass provided to some employees of the Council and its partner organisations as follows:

	Duty Passes
Current Charge	£553
Proposed charge	£817
Change	+£207

4.6 No change Proposals

No changes are proposed to the following charging structures:

Short Stay

White Street

Evening Charges in any of the short stay car parks (other than West Orchards)

Long Stay

Sunday and Evening charges

Other

Cheap Saturday parking in Gosford Street, Grosvenor, Grove Street, Lower Ford Street and Whitefriars

Leicester Row

Blue Badge Holders in all council owned car parks (NB Although the council takes income from West Orchards and Lower Precinct these are in private ownership and therefore the same free provision for Blue badge holders does not apply).

Suburban

Far Gosford Street 1 & 2 , Clay Lane, Lincoln Street and Warwick Street

5. Other Options considered

5.1 The various charging proposals do not represent indiscriminate percentage uplifts and due consideration has been given to current demand and the provision of an appropriate service to all the users of the city centre. This has been balanced as far as possible, with the need to achieve the targeted income figures identified in 3.5. Alternative proposals may impact on the ability to deliver these targeted savings which are committed to in the budget setting process.

6. Other specific implications

6.1

	Implications (See below)	No Implications
Best Value		✓
Children and Young People		✓
Climate Change & Sustainable Development	✓	
Comparable Benchmark Data	✓	
Corporate Parenting		✓
Coventry Community Plan		✓
Crime and Disorder		✓
Equal Opportunities		✓
Finance	✓	
Health and Safety		✓
Human Resources		✓
Human Rights Act		✓
Impact on Partner Organisations	✓	
Information and Communications Technology		✓
Legal Implications	✓	
Neighbourhood Management		✓
Property Implications		✓
Race Equality Scheme		✓
Risk Management		✓
Trade Union Consultation		✓
Voluntary Sector – The Coventry Compact		✓

6.2 Climate Change & Sustainable Development

These proposed increases aim to create an appropriate balance between the cost of using the car parks and public transport therefore encouraging the use of public transport and the park and ride facilities

6.3 Benchmarking Information

Charges for parking in nearby towns are as follows:

	Short stay Up to 1 hour	Short Stay Up to 2 hours	Short stay Up to 3 hours	Short Stay Up to 4 hours	Long stay – All day	Season Ticket
Coventry City (proposed)	£1.00	£1.80	£2.30	£3.00	£8.00	£960-£1100 -
Other sub regional centres						
Leicester	60p-£3.10	80p- £4.00	£1.80 - £6.00	£2.10 - £6.00	£4.00 - £9.00	-
Solihull	£1.10	£2.00	£2.90	£3.80	£3.00 - £9.00	£645 - £1,365
Wolverhampton	80p-£1.50	£1.20 - £1.50	£2.30	£3.80 - £4.00	£3.00 - £4.50	£500-£720
Derby	£1.00 - £1.70	£1.60 - £2.90	£2.30 - £3.60	£3.00-£4.70	£7.00	£790-£1,750

6.4 Finance

6.4.2 The following table presents a summary of the expected additional income for each category of proposals described in section 4:

	Estimated Additional Income for 2009/10 (Full year)
	£000
Short Stay proposals – 4.2	80
Long Stay proposals – 4.3	450
Other proposals – 4.4	220
Season tickets and Reserved parking - 4.5	100
Total Increases proposed	850

Note: It is not possible to predict the precise impact of the proposed price changes on drivers using car parks, although an initial drop of usage can be expected. .

6.4.3 This summary indicates that the additional estimated income will achieve the financial targets set out for car parking fees in the budget setting process.

6.5 Impact on Partner Organisations

CV One will be asked to implement the changes as agreed by cabinet.

The increased cost of the duty passes will have an effect on partner organisations which purchase these from the Council

6.6 Legal implications

The proposed increase in car parking charges will need to be advertised under the off street parking regulations which require a minimum of 21 days notice of the new charges to be given via a press notice and notices in the car parks. The new charges will be inserted into the current Off Street parking Places Order following expiry of the notice period.

7. Monitoring

The impact on usage and income of the car park charge increases will be monitored on a regular basis

8. Timescale and expected outcomes

	Yes	No
Key Decision	√	
Scrutiny Consideration (if yes, which Scrutiny meeting and date)		√
Council Consideration (if yes, date of Council meeting)	√ 24/2/09	

List of background papers

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Papers open to Public Inspection

Description of paper

Location

Appendix 1

Summary Table of Car Park Charge Information – January 09

	Current Charges – Monday to Saturday	New Charges Monday to Saturday	Increase
Short Stay	0-1 £1.00	No change	Nil
West Orchards	1-2 £1.80	No Change	Nil
Lower precinct	2-3 £2.30	No Change	Nil
Barracks	3-4 £3.00	No Change	Nil
Cox Street	4-5 £5.00	£6.00	+£1
Manor House and	5-6 £7.00	£8.00	+£1
Christchurch – Saturday and Sunday only	6+ £9.00	£10.00	+£1
Short stay – Premium	0-1 £1.20	£2.00	+80p
Salt lane	1-2 £2.20	£3.00	+80p
	2-3 £2.70	£4.00	+£1.30
	3-4 £4.40	£10.00	+£5.60
	4-5 £5.00	£10.00	+£5.00
	5-6 £7.00	£10.00	+£3.00
	6+ £9.00	£10.00	+£1.00
Short stay – Budget	0-1 70p	No Change	Nil
Bishop Street	1-2 £1.60	No Change	Nil
	2-3 £2.30	No Change	Nil
	3-4 £2.90	No Change	Nil
	4-5 £5.50	£6.00	+50p
	5-6 £5.50	£8.00	+£2.50
	6+ £5.50	£10.00	+£4.50
Long stay	0-1 £2.00	£3.00	+£1
Grove Street	1-2 £3.00	£4.00	+£1
Gosford Street	2-3 £3.50	£4.50	+£1
Lower Ford Street	3-4 £4.00	£5.00	+£1
New Union Street	4+ £5.00	£8.00	+£3
Chelyesmore			
Grosvenor Road			
Whitefriars			
Manor House – (Mon-Fri)			
Long Stay – Budget	Fixed price £2 per visit	Fixed price £3 per visit	+£1.00
Moat Street			
	Current Charges – Sunday /Bank Holiday Mondays	New Charges – Sunday /Bank Holiday Mondays	
Short stay			
Barracks	Fixed price £1.00 per visit	Fixed price £1.50 per visit	+50p
West Orchards			
Lower Precinct			

Premium Short Stay Salt Lane	0-1 50p 1+ 50p	0-1 £2 1+ £3	+£1.50 +£2.50
Short Stay - Budget Cox Street Manor House Christchurch Bishop Street	Fixed price 50p per visit	Fixed price £1 per visit	+50p
Long stay Grove Street Gosford Street Lower Ford Street Chelyesmore Grosvenor Road Whitefriars Moat Street	50p	No Change	Nil
	Current - Overnight charges	New Charges overnight	
All car parks except West Orchards	50p	No change	Nil
West Orchards	50p	£5.00	+£4.50
	Current	New	
Season Tickets – private sector/individuals	£650	£960	+£310
Reserved Parking – private sector/individuals	£800	£1100	+£300
Duty passes (internal and Partner organisations)	£553	£817	+£264