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Communities and Neighbourhoods Scrutiny Board (4)  
Cabinet

28 June 2017  
4 July 2017

**Name of Cabinet Member:**

Cabinet Member for City Services - Councillor J Innes

**Director Approving Submission of the report:**

Deputy Chief Executive (Place)

**Ward(s) affected:**

All

**Title:**

Car Parking Pricing Review 2017/18

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**Is this a key decision?**

Yes – all wards in the City will be affected by the pricing review

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**Executive Summary:**

Coventry City Council adopted the City Centre Parking Strategy in September 2016. The strategy recognised the need to manage off-street parking within a clearly defined hierarchy of uses, together with a parking tariff structure that is clear, coherent and flexible.

A comprehensive review of the car parking tariff structure was last undertaken in July 2010. A full review of on and off-street car park prices has recently been completed in line with the requirements of the City Centre Parking Strategy and this report sets out the findings of the review.

This document seeks approval for the implementation of a new car parking tariff structure and for a review of tariffs to be undertaken every year, starting in April 2019, in conjunction with the Council's annual review of fees and charges.

**Recommendations:**

The Communities and Neighbourhoods Scrutiny Board (4) is recommended to:

- 1) Support the recommendations to Cabinet.
- 2) Forward any further comments or recommendations to Cabinet for consideration.

Cabinet is recommended to:

- 1) Consider any recommendations made by the Communities and Neighbourhood Scrutiny Board (4) at the meeting on 28 June 2017.
- 2) Approve the revision to the car parking tariff structures in order to ensure that prices are coherent and consistent.

- 3) Subject to the approval of recommendations 1 and 2, instruct officers to commence the process of advertising the relevant Notice of Variations to come into effect during August 2017.
- 4) Approve a recommendation to make Wellington Street and Holmsdale Road car parks chargeable in accordance with the tariff structure for suburban car parks, subject to consideration of any objections in accordance with the applicable legislation.
- 5) Subject to the approval of recommendation 4, instruct officers to commence the process of advertising the Notice of Proposals in regard to Holmsdale Road car park and delegate authority to the Cabinet Member for City Services to consider any objections received in response and make a determination accordingly.
- 6) Subject to recommendation 5 and there being no objections received within the relevant statutory time period, delegate authority to officers to proceed with the Notice of Making and make the amendments to the Off Street Parking Places Order.

**List of Appendices included:**

Appendix 1 – Current and historic car park tariff structure

**Background papers:**

None

**Other useful documents:**

Off Street Parking Places Order 2005

**Has it been or will it be considered by Scrutiny?**

Yes – Communities and Neighbourhoods Scrutiny Board (4) on 28 June 2017

**Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?**

No

**Will this report go to Council?**

No

## Report title:

Car Parking Pricing Review 2017/18

### 1. Context (or background)

- 1.1 The City Centre Car Park Strategy 2016 sets out a number of the aims, issues, key objectives and policies and provides a comprehensive framework for parking within Coventry city centre for the next decade. The purpose of the strategy is to clearly define the vision for parking in support of the development and regeneration of the city centre.
- 1.2 The strategy includes objectives relating to the management of supply and demand for parking to encourage economic growth and works for current and future developments.
- 1.3 The car parking tariff structure is one way in which the Council can manage the demand for on and off-street parking and encourage a regular turnover of spaces.
- 1.4 A comprehensive review of all car park prices was last carried out during 2010. The majority of tariffs have remained unchanged since then and many haven't changed significantly since 2003. During that time the operational running costs of the Council's car parks have continued to increase as has the cost of using public transport.
- 1.5 On-street parking during the evening (from 6pm) within Coventry city centre is free.
- 1.6 Parking for Blue Badge holders is free at all times off street and for up to three hours on-street.
- 1.7 Off Street Parking
  - 1.7.1 Coventry City Council is currently responsible for 16 short or long stay car parks in and around the city centre and a further six that are located out of centre. The Council car parks can accommodate 3,376 cars in total. There are several other privately operated public car parks in the city centre which have capacity for a further 2,838 cars.
  - 1.7.2 The existing parking tariff structure was comprehensively reviewed and updated in July 2010. A copy of the historic parking tariff structures is included as Appendix 1. The information shows that there has been little change in the parking tariffs over the past 14 years.
  - 1.7.3 In 2011, the Council introduced several temporary parking offers in some car parks, including a weekly ticket and a Saturday shoppers' tariff, to incentivise use and to help manage the demand for parking. These offers have remained in place since 2011 albeit that the price of the weekly ticket increased in 2013.
  - 1.7.4 The Council's existing car parks are classified as either long or short stay. The classification is determined by the location of the car park and the target audience that it attracts e.g. shoppers, commuters, tourists, visitors to attractions etc.
  - 1.7.5 During recent years the city centre has undergone considerable transformation and this is expected to continue throughout the next decade with a number of major development schemes already underway or planned, including Friargate, the new Waterpark and Leisure Centre, City Centre South, the development of new student accommodation and the continued expansion of Coventry University.

These developments will ultimately result in a change in the way that some car parks are used and the audiences that they appeal to. As such, the 'long stay / short stay' car park classifications have been reviewed and changed where necessary.

1.7.6 The proposed classifications for the car parks are as follows:

- Premium short stay
- Short stay
- Long stay
- Out of town / suburban

#### *Premium Short Stay*

Salt Lane surface car park is a very well used short-stay car park where demand often out-strips the number of spaces available. This can result in queuing traffic and congestion. It is proposed that Salt Lane is classified as a 'Premium Short Stay' car park and that the tariff structure is higher than the standard rate for short-stay car parks to help regulate and manage demand for parking at this location.

#### *Short-Stay*

The proposed short stay car parks are, in the main, centrally located around the core retail offer in the city centre. These car parks afford easy access for shoppers, the elderly or parents with children. These car parks tend to attract customers (e.g. shoppers, tourists and visitors to the leisure facilities in the city centre) who intend to stay for a relatively short period of time, e.g. less than four hours. The proposed Council operated short-stay car parks are:

- West Orchards shopping centre
- City Arcade rooftop
- The Barracks multi-storey
- Cox Street
- Spon Street

[The Lower Precinct / Retail Market rooftop car park is also a short-stay car park in the city centre but this isn't operated by the Council].

#### *Long-Stay*

The proposed long stay car parks are located on the fringe of the city centre. In the main, these car parks appeal to commuters, workers, students and those customers who intend to stay for a relatively longer period of time, e.g. between four to 12 hours at a time.

- Bishop Street
- Cheylesmore
- Gosford Street
- Grove Street
- Grosvenor Road
- Lower Ford Street
- Manor House Road
- Moat Street
- New Union Street
- Whitefriars Street

[The Belgrade Plaza, Skydome, Ikea and Coventry University are long-stay car parks in the city centre that are not operated by the Council].

### *Out of town / suburban*

These car parks are located outside of the city centre. It is proposed that the following car parks fall into this classification:

- Clay Lane (close to Walsgrave Rd / Ball Hill)
- Far Gosford Street (close to Fargo village)
- Holmsdale Road (close to Foleshill Rd)
- Leicester Row (close to Canal Basin)
- Warwick Street (Earlsdon)
- Wellington Street (Hillfields)

The existing pricing structures in these car parks are also irregular and it is proposed that these are streamlined to ensure consistency.

Currently, Wellington Street and Holmsdale Rd car parks are free to use all day, every day.

## 1.8 On-street parking

The Council introduced on-street parking charges across the city centre in October 2012 and there are circa 400 on-street parking spaces in and around the city centre which currently fall within the following three zones.

- Zone 1 – Maximum stay 2 hours
- Zone 2 – Maximum stay 4 hours
- Zone 3 – Maximum stay 4 hours (outside of the ring road)

The existing on-street parking tariff structure is shown in the table below. The tariff structure is linear, clear and easy to understand.

Table:1 Current on-street parking charges in Coventry city centre

	Up to ½ hr	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Evening (6pm-8am)	Sunday 10:00-16:00 (up to 4 hrs)
On-street Zone 1 (max' stay 2hrs)	£0.50	£1.00	£2.00	n/a	n/a	Free	£0.50
On-street Zone 2 (max' stay 4hrs)	£0.50	£1.00	£2.00	£3.00	£4.00	Free	£0.50
On-street Zone 3 (max' stay 4hrs)	-	£0.50	£1.00	£2.00	£3.00	Free	£0.50

## 1.9 Pricing Strategy

1.9.1 Customers who visit the city centre and use the parking facilities expect prices to represent value for money, be proportionate, easy to understand and be consistent depending on the location of the car park and the length of stay.

1.9.2 The usage of the Council's car parks has been analysed and a set of revised proposals has been developed. The proposed tariffs are intended to encourage drivers to use specific car parks that are suitable for their needs.

1.9.3 It is proposed that the new tariffs in the designated premium short stay and short stay car parks, together with the on-street provision, incentivise stays of up to 4 hours in order to encourage shoppers and visitors to stay and spend money to the benefit of the local economy, but discourage long stay / all day parking.

1.9.4 Conversely in long stay car parks, it is proposed that the pricing structure aims to encourage stays of more than 4 hours in order to attract commuters / workers.

1.9.5 It is anticipated that the proposed changes will ensure a more coherent, simple and uniform pricing structure whilst still providing competitively priced parking.

1.9.6 As part of the car park pricing review, officers have benchmarked the proposals against other local authorities in the region. The benchmark data is shown in the following table:

Table:2 Benchmark data - short stay parking tariffs

	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Up to 5 hrs	Up to 6 hrs	6 hrs+ Up to 12 hrs
Leicester	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00
Wolverhampton	n/a	£3.00	£4.00	£5.50	£6.50	£10.00	£12.50
Nottingham	n/a	£4.00		£6.40		£10.00	
Derby		£3.10		£4.50	£5.40	£9.10	
Birmingham	£1.40	£2.70	£3.90	£5.20	£8.00		£11.00
<b>Average (excluding Coventry)</b>	<b>£1.20</b>	<b>£2.96</b>	<b>£3.63</b>	<b>£5.12</b>	<b>£6.23</b>	<b>£8.78</b>	<b>£10.50</b>
Coventry (proposed)	£1.00	£2.00	£3.00	£4.00	£10.00	£10.00	£12.00

The table above shows that the proposed tariffs in Coventry for short stays of up to 4 hours are (i) cheaper than the average for the benchmark areas as the aims are to incentivise and encourage a regular turnover of spaces and, (ii) more expensive for longer stays of more than 4 hours in an attempt to discourage long stay parking in short stay car parks.

The table below shows that the proposed tariffs in Coventry for short durations of up to 4 hours in long stay car parks are more expensive than the average for the benchmark areas as the aims are (i) to discourage short stay parking and (ii) encourage long-stay parking by commuters / workers.

Table:3 Benchmark data – long stay parking tariffs

	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Up to 5 hrs	Up to 8 hrs	Up to 24 hrs
Leicester	£1.00	n/a	£3.00	£4.00	£5.00	£7.50	£9.00
Wolverhampton	£0.70	£1.20	£2.00	£4.00	£5.50		£8.00
Nottingham	n/a	£4.30		£6.50		£13.00	£15.00
Derby		£2.40		£3.80	£4.30		£7.10
Birmingham	£1.40	£2.60	£3.70	£4.50			£9.50
<b>Average (exc' Coventry)</b>	<b>£1.03</b>	<b>£2.63</b>	<b>£2.90</b>	<b>£4.56</b>	<b>£4.93</b>	<b>£10.25</b>	<b>£9.72</b>
Coventry (proposed)	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£10.00

1.9.7 The review of on/off street parking tariffs also includes proposals in regard to the cost and availability of the following:

- Annual / Quarterly season tickets
- Weekly tickets

1.9.8 Blue Badge Parking

Parking for Blue Badge holders will continue to be free at all times in Council car parks and for up to 3 hours on-street assuming that the badge is correctly displayed with the card clock.

### 1.9.9 On-Street (Evening)

Parking within the city centre in designated on-street parking bays will continue to be free after 6pm until 8am the next day.

### 1.9.10 Annual / Quarterly Season Tickets

Annual / quarterly season tickets can be purchased for use in several of the Council's car parks. The cost of the season ticket offers a discount on the normal pro-rata day rate and acts as an incentive to some customers and businesses.

### 1.9.11 Weekly Tickets

The Weekly Ticket was introduced in November 2011 as a promotion aimed at encouraging visitors to the city centre during a period of major re-development. Initially, the weekly ticket was available for use in one of four 'pay on departure' car parks at a cost of £10.00. This was increased to £12.50 in 2013.

## 2. Options considered and recommended proposal

2.1 It is proposed that a schedule of off-street parking charges is agreed that reflects the Council's need to grow income.

2.2 It is anticipated that income growth can be achieved through an increase in car park usage coupled with a competitive, more coherent pricing structure that appeals to specific target audiences.

2.3 The proposed new tariffs in Coventry are shown in the following tables:

Table:4 Premium short stay (Proposed)

Car parks	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	4 hrs+ Up to 12 hrs	Evening 6pm to 8am	Sunday For up to 4 hrs
Salt Lane	£2.00	£3.50	£5.00	£8.00	£12.00	£1.00	£2.00

Table:5 Short-stay (Proposed)

Car parks	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	4 hrs+ Up to 12 hrs	Evening 6pm to 8am	Sunday Per visit
Barracks City Arcade Cox Street West Orchards Spon Street	£1.00	£2.00	£3.00	£4.00	£10.00	£1.00 closed £1.00 closed £1.00	£1.50

Table:6 Long-stay (Proposed)

Car parks	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Up to 5 hrs	Up to 8 hrs	Evening 6pm to 8am	Sunday Per visit
Bishop St Cheylesmore Gosford St Grove St Grosvenor Rd Lower Ford St Manor House Moat St New Union St Whitefriars St	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.00

Table:7 Out of town / suburban (Proposed)

Car Parks	Up to 1 hr	Up to 2 hrs	Up to 4 hrs	Over 4 hrs Up to 12 hrs	Over 12 hrs up to 24 hrs	Evening 6pm to 8am	Sunday Per visit
Clay Lane Far Gosford St Holmsdale Rd Leicester Row Warwick St Wellington St	£0.50	£1.00	£2.00	£5.00	n/a	Free	£0.50

Table:8 On-street

Zone	Up to ½ hr	Up to 1 hour	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Evening 6pm to 8am	Sunday (10:00-16:00) Up to 4 hrs
Premium Zone (max' stay 2hrs)	£1.00	£2.00	£3.50	n/a	n/a	Free	£2.00
Zone 1 (max' stay 2hrs)	£0.50	£1.00	£2.00	n/a	n/a	Free	£1.00
Zone 2 (max' stay 4hrs)	£0.50	£1.00	£2.00	£3.00	£4.00	Free	£1.00
Zone 3 (max' stay 4hrs)	-	£0.50	£1.00	£2.00	£3.00	Free	£1.00

Table:9 Season Ticket Costs

Type	Annual Ticket	Quarterly Ticket
Premium short stay car park (Salt Lane)	£2,080	£580
Short Stay (available in Barracks, City Arcade, West Orchards, Cox St, & Spon St car parks)	£1,560	£430
Long stay (transferrable for use in all long stay car parks)	£1,040	£286

The following tables compare the proposed and existing off-street parking tariffs.

Table:10 Comparison of proposed and existing off-street tariffs

Premium Short & Short Stay	Type	1hr	2 hrs	3 hrs	4 hrs	5 hrs	6 hrs	6+ hrs	Sunday	
Salt Lane	Existing	Short	£2.50	£3.50	£4.50	£10.00			£3.00 > 1 hrs	
	Proposed	Prem Short	£2.00	£3.50	£5.00	£8.00	£12.00		£2.00 < 4 hrs	
West Orchards	Existing	Short	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.50
	Proposed	Short	£1.00	£2.00	£3.00	£4.00	£10.00			£1.50
Barracks	Existing	Short	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.50
	Proposed	Short	£1.00	£2.00	£3.00	£4.00	£10.00			£1.50
City Arcade	Existing	Short	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.50
	Proposed	Short	£1.00	£2.00	£3.00	£4.00	£10.00			£1.50
Cox St	Existing	Short	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.00
	Proposed	Short	£1.00	£2.00	£3.00	£4.00	£10.00			£1.50
Spon Street	Existing	Long	£1.00	£2.00	n/a				£0.50	
	Proposed	Short	£1.00	£2.00	£3.00	£4.00	£10.00		£1.50	



<b>Long stay</b>		<b>Type</b>	<b>1hr</b>	<b>2 hrs</b>	<b>3 hrs</b>	<b>4 hrs</b>	<b>5 hrs</b>	<b>6 hrs</b>	<b>6+ hrs</b>	<b>Sunday</b>	
Bishop St	Existing	Long	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.00	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
Cheylesmore	Existing	Long	£3.00	£4.00	£4.50	£5.00	£8.00			£0.50	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
Gosford St	Existing	Long	£3.00	£4.00	£4.50	£5.00	£8.00			£0.50	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
Grove St	Existing	Long	£3.00	£4.00	£4.50	£5.00	£8.00			£0.50	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
Grosvenor Rd	Existing	Long	£3.00	£4.00	£4.50	£5.00	£8.00			£0.50	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
Lower Ford St	Existing	Long	£3.00	£4.00	£4.50	£5.00	£8.00			£0.50	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
Manor House	Existing	Long	£3.00	£4.00	£4.50	£5.00	£8.00			£1.00	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
Moat St	Existing	Long	£3.50 all day								£0.50
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
New Union St	Existing	Long	£3.00	£4.00	£4.50	£5.00	£8.00			£0.50	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	
Whitefriars St	Existing	Long	£3.00	£4.00	£4.50	£5.00	£8.00			£0.50	
	<b>Proposed</b>	<b>Long</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£5.00</b>	<b>£6.00</b>	<b>£7.00</b>	<b>£8.00</b>	<b>£1.00</b>	

<b>Out of Town / Suburban Car Parks</b>		<b>Type</b>	<b>1hr</b>	<b>2 hrs</b>	<b>3 hrs</b>	<b>4 hrs</b>	<b>5 hrs</b>	<b>6 hrs</b>	<b>6+ hrs</b>	<b>Sunday</b>
Far Gosford St	Existing	Long	Free	£1.00	£2.00	£3.50	£5.00			£0.50
	<b>Proposed</b>	<b>Sub</b>	<b>£0.50</b>	<b>£1.00</b>	<b>£2.00</b>	<b>£5.00</b>			<b>£0.50</b>	
Clay Lane	Existing	Sub	£0.30	£0.70	£1.00	£2.00			£0.50	
	<b>Proposed</b>	<b>Sub</b>	<b>£0.50</b>	<b>£1.00</b>	<b>£2.00</b>	<b>£5.00</b>			<b>£0.50</b>	
Warwick St	Existing	Sub	£0.30	£0.70	£1.00	£2.00			£0.50	
	<b>Proposed</b>	<b>Sub</b>	<b>£0.50</b>	<b>£1.00</b>	<b>£2.00</b>	<b>£5.00</b>			<b>£0.50</b>	
Leicester Row	Existing	Long	£3.50 all day							£0.50
	<b>Proposed</b>	<b>Sub</b>	<b>£0.50</b>	<b>£1.00</b>	<b>£2.00</b>	<b>£5.00</b>			<b>£0.50</b>	
Holmsdale Rd	Existing	Sub	Free							Free
	<b>Proposed</b>	<b>Sub</b>	<b>£0.50</b>	<b>£1.00</b>	<b>£2.00</b>	<b>£5.00</b>			<b>£0.50</b>	
Wellington St	Existing	Sub	Free							Free
	<b>Proposed</b>	<b>Sub</b>	<b>£0.50</b>	<b>£1.00</b>	<b>£2.00</b>	<b>£5.00</b>			<b>£0.50</b>	

2.4 The majority of short stay charges represent an increase on the existing tariffs.

2.5 The majority of long-stay charges have reduced or remain the same, with the exceptions being Bishop Street and Moat Street where the charges have been brought into line with all other long stay car parks.

- 2.6 The proposals include a recommendation to introduce charges in two 'out of town' / suburban car parks that historically have been free to use (i.e. Holmsdale Rd and Wellington Street).

It is expected that this will help to overcome the current practice whereby some vehicles park all day, free of charge which is to the detriment of other shoppers and visitors to the areas. This in turn will result in a regular turnover of parking spaces that will benefit local traders and businesses. It is estimated that this will also generate a small income to the Council which will be used to off-set the operational running costs of these sites.

In order to safeguard the best interests of local residents, it is proposed that parking charges in Wellington Street car park are introduced following the implementation of the next phase of the Hillfields Residents' Parking Scheme within the area, and not before.

- 2.7 It is proposed that a Weekly Pay and Display Ticket is introduced which can be bought and used in any of the Council's long-stay Pay and Display car parks.

It is proposed that the new weekly ticket is competitively priced at £17.50 in order to appeal to commuters / workers. The price equates to £3.50 per day based on a five day working week.

- 2.8 It is proposed that the parking tariffs apply every day of the year, including Bank Holidays, with the exception of Christmas Day and New Year's Day.

- 2.9 For the sake of consistency and continuity, it proposed that the charges remain fixed until April 2019 and thereafter, are reviewed every year in line with the Council's annual review of fees and charges.

### **3. Results of consultation undertaken**

No public consultation has taken place around the development of the car park pricing strategy.

### **4. Timetable for implementing this decision**

Subject to the approval of this report, the new parking tariffs will be implemented following the advertisement of the public notice and the expiry of the minimum statutory 21 day notice period.

### **5. Comments from Director of Finance and Corporate Services**

- 5.1 Financial implications  
Parking charges have remained unchanged since 2010.

All car park operators, including the Council, must run their car parks as a commercial operation in order for them to be financially viable.

The changes as outlined in this report will result in increases in some tariffs, some remaining the same, and others decreasing but overall the expectation is that they will generate additional income for the Council. Whilst it is difficult to predict the impact of tariff changes on parking behaviours and travel arrangements, the estimated impact on income is detailed in the following table:

Table:11 Summary of impacts on income

	Estimated Impact on Income per Annum £ 000 (Full Year Effect)
Off Street Parking – Short Stay & Long Stay	131
Off Street Parking – Out of Town / Suburban	76
On Street Parking	11
Season Tickets	3
<b>Total</b>	<b>221</b>

During 2016/17 the revenue generated from car park fees was circa £4million. Consequently, the estimated growth in income is expected to 5.5%.

There will be a one-off cost associated with the re-programming of the car park equipment, replacement or amendments to tariff boards, and advertising the public notices which is estimated to be circa £40k. These costs will be funded through the off-street parking revenue account.

## 5.2 Legal implications

In accordance with sections 32 to 35 and 46A of the Road Traffic Regulation Act (RTRA) 1984, the Council has statutory powers to provide on-street and off-street parking places and can by Order regulate and charge for the use of these parking places. Parking in Coventry is regulated by the Off Street Parking Places Order.

The proposed changes in car parking charges will need to be advertised in the press and on-site pursuant to the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. A variation to the existing Off Street Parking Places Order (currently 2005 (as amended)) requires a minimum 21 days' public notice before bringing the changes into effect. The specifics of the variation come into effect at the determination of the notice period set out in the Notice of Variation.

The changes proposed in recommendation 4 of this Report require an initial Notice of Proposals which provides the public with details of the proposals and invites objections. The objection period is 21 days.

Subject to no objections being received, the new charges will be inserted into the current Off Street Parking Order following expiry of the notice period, before being implemented.

In the event of objections being received these will be considered at a public meeting chaired by the Cabinet Member for City Services. The outcome of that meeting will determine whether the proposals are implemented as proposed, revised or abandoned.

## 6. Other implications

### 6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

- a. *A prosperous Coventry* – The car parking price review will help to ensure that the demand for parking within Coventry is managed effectively with a sustainable and

regular turnover of spaces to support and develop the local economy and regenerate the city centre.

- b. *Making Coventry an attractive and enjoyable place to be* – In line with the aims of the city centre car parking strategy, the review will ensure that parking within the city centre is easily accessible and caters for all users and activities.
- c. *Making places and services easily accessible to Coventry People* – The pricing review will help to ensure there is a sustainable provision of parking and that residents, commuters and visitors are able to easily access services and places within the city.

## 6.2 How is risk being managed?

The availability and cost of parking is important in supporting the economic vitality of the city centre. Achieving the correct and most appropriate level of charges is a difficult challenge to get right as there are many factors involved. Officers will carry out regular monthly monitoring and review of car park usage and occupancy data to identify the impact that the new tariffs are having.

## 6.3 What is the impact on the organisation?

None

## 6.4 Equalities / EIA

Air pollution is a major environmental risk to health. The pollutant of most concern in Coventry, nitrogen dioxide, is only seen as a slight brown haze on the horizon on a sunny day. The people affected by this pollutant are the most vulnerable members of our society – the young and old, and those with heart and lung disease and especially those with asthma. There are a higher percentage of people with respiratory diseases in our more deprived areas. The majority of airborne pollutants are caused by exhaust fumes from vehicles, so a reduction in levels of pollutants in the air will help to reduce health inequalities in the city.

The last four decades has seen a huge increase in the number of adults and children across the UK becoming obese, leading to an increased risk of a whole range of health and social problems. The increase in obesity has been particularly severe among children and young people, for example over a third of 10 – 11 year olds are either overweight or obese. It is in Coventry's most deprived areas that obesity levels are at their highest and therefore reducing obesity levels will help reduce health inequalities in Coventry. Being physically active is one of the most important things people can do for their health. It can help people control their weight, strengthen bones and muscle, reduce risk of serious health problems and improve their mental health. Using active transport (cycling, walking or public transport) instead of the car is one way for people to increase their activity levels.

Potential positive impacts:

- Increasing the cost of a weekly car parking ticket to £17.50 might encourage more people to commute to work via active transport, hence increasing their activity levels and reducing air pollution, helping people with respiratory conditions.
- Lower parking charges on a Sunday might encourage more visitors to travel into the city centre on a Sunday, instead of a Saturday. This might lower congestion in the city centre on a Saturday which would contribute toward lowering air pollution.

- Introducing parking to charges to the out of town car parks that are currently free of charge to park at might encourage more people to do these (mainly) local journeys via active transport, hence increasing their activity levels and reducing air pollution.
- As the majority of short stay parking charges increase with this proposal, there might be an increase in the number of visitors and shoppers that use active transport (and a decrease in those using a car), increasing their activity levels and reducing air pollution.

Potential risks:

- A reduction in long stay parking charges could lead to an increase in the number of people commuting to work by car, potentially reducing their activity levels and increasing air pollution. This reduction in activity levels could lead to weight gain in some individuals, which would put more people at risk of obesity and an increase in air pollution could exacerbate existing respiratory conditions and create new ones. There are a higher percentage of people with respiratory conditions in deprived areas.
- The increase in short term parking charges might lead to an overall reduction in shoppers visiting Coventry City Centre (if they are discouraged by the extra cost) which could have a negative impact on city centre business. Coventry is a Marmot City and one of the Marmot key priorities is around economic growth.

Mitigation actions:

- Blue Badge holders are still able to park for free on street allowing them to continue with their chores and socialising as they currently do.
- Off street car parks still to provide designated, appropriate, disabled parking bays to ensure that if the off street car parks are used by Blue Badge holders, that they can still access the vehicles and car parks with the minimum of inconvenience.
- Monitor the number of people buying long stay parking tickets to see if the price reduction of long stay parking tickets, combined with other proposed changes, has the cumulative impact of increasing the number of people commuting to work by car, parking in Council owned car parks.
- Monitor and ensure that there is not a reduction in the number of people accessing city centre businesses.

**6.5 Implications for (or impact on) the environment**

None

**6.6 Implications for partner organisations?**

No specific implications have been identified at this stage.

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This report is published on the council's website: [www.coventry.gov.uk/councilmeetings](http://www.coventry.gov.uk/councilmeetings)

## Appendix 1 – Current and historic parking tariffs:

Car Park	Year	1hr	2hrs	3hrs	4hrs	5hrs	6hrs	6+hrs	Sun / BH Mon
West Orchards	2003	£0.90	£1.50	£1.90	£3.20	£5.00	£9.00	£9.00	£0.50
	2005	£1.00	£1.50	£2.00	£3.50	£5.00	£7.00	£9.00	£0.00
	2007	£1.00	£1.80	£2.30	£3.00	£5.00	£7.00	£9.00	1.00/0.50
	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.50
Barracks	2003	£0.90	£1.50	£1.90	£3.20	£5.00	£9.00	£9.00	£0.50
	2005	£1.00	£1.50	£2.00	£3.50	£5.00	£7.00	£9.00	£0.50
	2007	£1.00	£1.80	£2.30	£3.00	£5.00	£7.00	£9.00	£1.00
	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.50
City Arcade	2005	£1.00	£1.50	£2.00	£3.50	£5.00	£7.00	£9.00	£0.00
	2007	£1.00	£1.50	£2.00	£3.50	£5.00	£7.00	£9.00	1.00/Free
	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.50
Salt Lane	2003	£0.90	£1.50	£1.90	£3.20	£5.00		£9.00	£0.50
	2005	£1.00	£1.50	£2.00	£3.50	£5.00	£7.00	£9.00	£0.50
	2007	£1.20	£2.20	£2.70	£4.40	£5.00	£7.00	£9.00	£0.50
	2010	£2.50	£3.50	£4.50	£10.00	£10.00	£10.00	£10.00	£2 for 1 hr /£3 over 1 hr
Grove St.	2003	£2.00	£2.50	£3.00	£3.50	£3.70			£0.50
	2005	£2.00	£2.50	£3.00	£3.50	£4.00			£0.50
	2007	£2.00	£3.00	£3.50	£4.00	£5.00			£0.50
	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£8.00	£0.50
Gosford St.	2003	£2.00	£2.50	£3.00	£3.50	£3.70			£0.50
	2005	£2.00	£2.50	£3.00	£3.50	£4.00			£0.50
	2007	£2.00	£3.00	£3.50	£4.00	£5.00			£0.50
	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£8.00	£0.50
Lower Ford St.	2003	£2.00	£2.50	£3.00	£3.50	£3.70			£0.50
	2005	£2.00	£2.50	£3.00	£3.50	£4.00			£0.50
	2007	£2.00	£3.00	£3.50	£4.00	£5.00			£0.50
	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£8.00	£0.50
Manor House	2003	£2.00	£2.50	£3.00	£3.50	£3.70			£0.50
	2005	£2.00	£2.50	£3.00	£3.50	£4.00			£0.50
	2007	£2.00	£3.00	£3.50	£4.00	£5.00			£0.50
	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£8.00	£1.00
New Union St.	2003	£2.00	£2.50	£3.00	£3.50	£3.70			£0.50
	2005	£2.00	£2.50	£3.00	£3.50	£4.00			£0.50
	2007	£2.00	£3.00	£3.50	£4.00	£5.00			Closed
	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£8.00	Closed
Cheylesmore	2003	£2.00	£2.50	£3.00	£3.50	£3.70			£0.50
	2005	£2.00	£2.50	£3.00	£3.50	£4.00			£0.50
	2007	£2.00	£3.00	£3.50	£4.00	£5.00			£0.50
	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£8.00	£1.00
Grosvenor Rd	2003	£2.00	£2.50	£3.00	£3.50	£3.70			£0.50
	2005	£2.00	£2.50	£3.00	£3.50	£4.00			£0.50

	2007	£2.00	£3.00	£3.50	£4.00	£5.00			£0.50
	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£8.00	£0.50
<b>Whitefriars</b>	2003	£1.00	£2.00	£2.50	£3.00	£3.50			£0.50
	2005	£2.00	£2.50	£3.00	£3.50	£4.00			£0.50
	2007	£2.00	£3.00	£3.50	£4.00	£5.00			£0.50
	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£8.00	£0.50
<b>Moat St.</b>	2003	1.50 - all day							
	2005	1.50 - all day							
	2007	2.00 - all day							£0.50
	2010	3.50 - all day							£0.50
<b>Cox St.</b>	2003	£0.90	£1.50	£1.90	£3.20	£5.00	£9.00	£9.00	£0.50
	2005	£1.00	£1.50	£2.00	£3.50	£5.00	£7.00	£9.00	£0.50
	2007	£1.00	£1.80	£2.30	£3.00	£5.00	£7.00	£9.00	£0.50
	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.00
<b>Bishop St.</b>	2003	£0.70	£1.60	£2.30	£2.90			£5.50	
	2005	£0.70	£1.60	£2.30	£2.90	£5.00	£7.00	£9.00	£0.50
	2007	£0.70	£1.60	£2.30	£2.90	£5.50			£0.50
	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£8.00	£10.00	£1.00
<b>Leicester Row</b>	2005	1.00 - all day							
	2007	1.50 - all day							£0.50
	2010	3.50 - all day							£0.50
<b>Clay Lane</b>	2003	N/a							
	2005	N/a							
	2007	N/a							
	2010	£0.30	£0.70	£1.00	£2.00				£0.50
<b>Far Gosford St</b>	2003	N/a							
	2005	N/a							
	2007	N/a							
	2010	Free	£1.00	£2.00	£3.50	£5.00			£0.50
<b>Warwick Street</b>	2003								
	2005								
	2007								
	2010	£0.30	£0.70	£1.00	£2.00				£0.50
<b>Holmsdale Road</b>	2003	Free							
	2005	Free							
	2007	Free							
	2010	Free							
<b>Wellington Street</b>	2003	Free							
	2005	Free							
	2007	Free							
	2010	Free							
<b>Spon Street</b>	2010	N/a							