

Public report

Cabinet Member Report

Cabinet Member for City Services

13 September 2023

Name of Cabinet Member:

Cabinet Member for City Services - Councillor P Hetherton

Director Approving Submission of the report:

Director of Transportation, Highways and Sustainability

Ward(s) affected:

ΑII

Title:

Car Parking Charges - Annual Review 2023/24

Is this a key decision?

No – although all wards in the city will be affected by the review, the proposals are not expected to have a significant impact on residents or businesses.

Executive Summary:

In February 2023, Council approved the Chief Operating Officer (Section 151 Officer) Budget Report 2023-2024 which included a series of financial proposals for the Council's revenue and capital budget for 2023/24. The report proposed an increase in parking fees by an average of 5% to grow car park income by an additional £150k per year.

The car parking tariff structure was last updated in 2017 despite the cumulative rate of inflation running at 25% since then. This was the only time that charges have increased since 2010.

Parking fees have recently been reviewed and this report seeks approval for the implementation of a revised parking tariff structure across the Council operated on and off-street parking facilities.

Recommendations:

The Cabinet Member for City Services is recommended to:

- 1) Approve the revision to the car parking tariff structure in line with the proposals set out in this report.
- 2) Subject to the approval of recommendation 1, instruct officers to commence the process of amending the relevant Traffic Regulation Orders and advertising the relevant Notice of Variations to the said Traffic Regulation Orders and the Off-Street Parking Order.

- 3) 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.
- 4) Subject to the approval of recommendation 3, instruct officers to commence the process of advertising the Notice of Variation to formally vary the Off-Street Parking Order.

List of Appendices included:

Appendix 1 – Historic, existing, and proposed car parking charges.

Background papers:

None

Other useful documents:

<u>Budget report 2023-24</u> and it's Appendix Revenue budget changes 2023-24

Has it been or will it be considered by Scrutiny?

No

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 Charges Annual Review 2023/24

1. Context (or background)

- 1.1 The City Centre Car Park Strategy sets out the aims and policies for managing parking within Coventry city centre. It includes objectives relating to the management of supply and demand for parking to encourage economic growth. Car parking charges are a mechanism available to the Council to help manage on and off-street parking to encourage turnover of spaces.
- 1.2 There are seventeen Council operated off street car parks in Coventry, providing approximately 3,500 parking spaces.
- 1.3 Car park prices in Coventry have remained unchanged since 2017 despite inflation. The existing tariff structure is coherent and, in the main, is consistent across the Council's parking facilities. A copy of the existing tariff structures is included as Appendix 1.
- 1.4 All car park operators, including the Council, must run their car parks as a commercial operation to be financially viable and deliver financial targets.
- 1.5 Parking income understandably declined during the COVID-19 pandemic and has not recovered to pre-pandemic levels. Car park usage is currently 20% less than it was before the pandemic.
- 1.6 A review of parking charges has recently been completed.
- 1.7 Most standard parking rates will remain unaffected, but several other changes to the existing tariff structure are proposed to help to grow income whilst not acting as a deterrent to car users. This report sets out the proposed changes.

2 Recommended proposal

- 2.1 It is proposed that a schedule of on and off-street parking charges is agreed that reflects the Council's need to grow income and rising operational costs.
- 2.2 It is anticipated that a growth in income can be achieved through other measures rather than a direct increase in the cost of daytime parking. As such, most rates will remain the same which represents a cost reduction in real terms as the inflationary rate since 2017 is equivalent to about 25%.

2.3 Off Street Parking

The Council's existing car parks are classified as either long-stay, short stay or out of town (suburban). The classification is determined by the location of the car park and the target audience that it primarily attracts e.g., shoppers, commuters, tourists, visitors, etc. The parking rates differ between car park classification.

- 2.3.1 It is proposed that the Council retains a coherent and consistent tariff structure based on the car park classification.
- 2.3.2 Short-Stay car parks are centrally located around the core retail offer in the city centre. These car parks afford easy access for shoppers, tourists, and visitors to the leisure facilities. The existing short stay car parks are:

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

Lower Precinct car park is another short-stay car park in the city centre but is not operated by the Council.

Long-Stay car parks - tend to be 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 lengthy periods of up to 10 hours.

- Bishop Street
- Gosford Street
- Grove Street
- Grosvenor Road
- Lower Ford Street
- Manor House Road
- Salt Lane*
- Station car park

Belgrade Plaza, Skydome, and Coventry University are other long-stay car parks in the city centre but are not operated by the Council.

Out of town (suburban) - are in residential areas near to district centres. 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) *
- Warwick Street (Earlsdon)
- Wellington Street (Hillfields)*
- 2.3.3 Two of the existing short stay car parks, i.e., Barracks and City Arcade, will close during the coming months as part the initial phase of the City Centre South redevelopment.
- 2.3.4 To help mitigate the impact of the closures on shoppers, it is proposed that Salt Lane car park is re-classified as a short stay car park from long-stay. This will mean it is cheaper for drivers to use Salt Lane car park when parking for short periods.
- 2.4 The existing tariff structure is based on a 'day rate' that is applies between 8am and 6pm during Monday to Saturday. Traditionally, a cheap rate 'evening rate' has applied after 6pm until 8am.
- 2.4.1 It is proposed that the evening rate after 6pm is abandoned and that the normal day rate applies 24 hours a day. Some towns and cities within the Midland region, including Birmingham and Leicester, already charge the same rates during the day and evening and this is the proposed way forward in Coventry too.
- 2.5 Similarly, the existing tariff structure across all car parks is based on a fixed fee that applies during Sundays which means that drivers can stay all day and pay a cheap rate.
- 2.5.1 It is proposed that the cheap Sunday rate is abandoned and that normal Monday Saturday rates apply during seven days a week. Many towns and cities within the Midland region, including Birmingham, Leicester, Nottingham, and Wolverhampton already charge

- the same rates during Monday to Sunday and this is the proposed way forward in Coventry too.
- 2.6 Wellington Street and Holmsdale Rd car parks are currently free to use all day, every day, and this arrangement is inconsistent with other out of town (suburban) car parks.
- 2.6.1 Therefore, it is proposed that parking charges are introduced in both car parks to ensure greater consistency.
- 2.6.2 This will result in a regular turnover of parking spaces that will benefit local traders and businesses. It is estimated that this will generate a small income to the Council which will be used to off-set the operational running costs of these sites.
- 2.7 The historic, existing, and proposed car park charges are shown in Appendix 1 to this report. The tariff structure is linear, clear, and easy to understand.

2.8 Pricing Strategy

- 2.8.1 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.
- 2.8.2 The proposed revised tariffs are intended to encourage drivers to use specific car parks that are suitable for their needs.
- 2.8.3 The proposed changes will ensure a more coherent and consistent pricing structure that is competitively priced relative to other local authorities in the region.
- 2.8.4 As part of the pricing review, officers have benchmarked the proposals against other local authorities in the region and the comparison of short stay parking charges is shown in the following table:

	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Up to 6 hrs	Up to 12hrs	Up to 24 hrs
Birmingham (Mon – Sun, 24hrs)	£1.40	£2.60	£3.70	£4.50			£9.50
Bedworth & Nuneaton (Mon – Sat, 6am – 7pm)		£1.50		£4.00			£5.50
Kenilworth, Leamington & Warwick (Mon-Sun, 8am – 6pm)	£1.30	£2.50	£3.80	£5.00			£7.00
Leicester (Mon-Sun, 24hrs)	£2.00	n/a	£4.00	£5.00	£7.00	£12.00	£12.00
Nottingham (Mon-Sun, 7am – 10pm)	n/a	£2.80		£4.80	£7.00	£13.00	£16.50
Solihull (Mon-Sat, 7am – 9pm)	£1.60	£2.70	£3.50	£4.50	£6.00	£9.00	n/a
Stratford (Mon-Sun, 24hrs)	£1.20	£2.40	£3.50	£5.00	£8.00	£10.00	£12.00
Wolverhampton (Mon-Sun, 6am – 6pm)	£0.70	£1.20	£2.50	£4.00			£8.00
Coventry (Proposed) (Mon-Sun, 24hrs)	£1.00	£2.00	£3.00	£4.00	£6.00	£10.00	£10.00

The information in the table shows that parking charges in Coventry remain some of the most competitive in the region.

2.9 On-street parking

There are circa 400 on-street parking spaces in and around the city centre which currently fall within the following zones.

- Premium Zone Maximum stay 2 hours
- Zone 1 Maximum stay 2 hours
- Zone 2 Maximum stay 4 hours
- Zone 3 Maximum stay 4 hours (outside of the ring road)
- 2.9.1 On-street parking charges currently apply during the day between 8am and 6pm and parking is free after 6pm. It is proposed that the evening rate after 6pm is abandoned and that the normal day rate applies 24 hours a day.
- 2.9.2 Parking on-street during Sundays is currently based on a fixed 'cheap' rate from 10am to 6pm date. It is proposed that the cheap Sunday rate is abandoned and that normal Monday Saturday rates apply during seven days a week.
- 2.9.3 The existing charges and proposed on-street parking tariff structure is shown in the table below. The tariff structure is linear, clear, and easy to understand.

		Up to ½ hr	Up to 1 hr	Up to 2 hrs	Up to 3 hrs	Up to 4 hrs	Evening	Sunday
Premium	Current	£1.00	£2.00	£3.50	n/a	n/a	Free	£2 / 4hrs
Zone	Proposed	£1.00	£2.00	£3.50	n/a	n/a	Normal day rate	Normal day rate
On-street	Current	£0.50	£1.00	£2.00	n/a	n/a	Free	£0.50
Zone 1	Proposed	£0.50	£1.00	£2.00	n/a	n/a	Normal day rate	Normal day rate
On-street	Current	£0.50	£1.00	£2.00	£3.00	£4.00	Free	£0.50
Zone 2	Proposed	£0.50	£1.00	£2.00	£3.00	£4.00	Normal day rate	Normal day rate
On-street	Current	-	£0.50	£1.00	£2.00	£3.00	Free	£0.50
Zone 3	Proposed	-	£0.50	£1.00	£2.00	£3.00	Normal day rate	Normal day rate

- 2.10 It is proposed that the on and off-street parking tariffs apply every day of the year, including Bank Holidays, except for Christmas Day and New Year's Day.
- 2.11 Parking tariffs will be reviewed on an annual basis in future.

3. Results of consultation undertaken

None

4. Timetable for implementing this decision

Subject to the approval of this report, any changes to car park prices will be affected following the advertisement of the public notice and the expiry of the minimum statutory 21day notice period. Thereafter officers will undertake any other arrangements necessary to implement the changes. It is anticipated that the proposed tariff revised will be implemented by November 2023.

5. Comments from Chief Operating Officer (Section 151 Officer) and Chief Legal Officer

5.1 Financial implications

Financial implications

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.

Although 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:

Summary of impacts on income:

	Estimated Impact on Income per Annum
	£ 000
Off Street Parking – including changes to time bands, introduction of normal rates on Sunday and re-classification of car parks	116
Off Street Parking – Wellington St & Holmsdale Rd	40
On Street Parking	8
Total	164

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. These costs will be funded through the parking revenue account.

5.2 Legal implications

Pursuant to Sections 32 to 35 and 46A of the Road Traffic Regulation Act (RTRA) 1984 (as amended), 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 2005 (as amended).

The proposed changes in car parking charges will need to be advertised in the press and on-site pursuant to the requirements of 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 same variation process formalities will be required in relation to changes to the Traffic Regulation Orders which govern on-street parking in the city.

6 Other implications

6.1 How will this contribute to the One Coventry Plan?

(https://www.coventry.gov.uk/strategies-plans-policies/one-coventry-plan)

Budget proposals are developed within the context of the approved Medium Term Financial Strategy and are aligned to existing policy priorities.

6.2 How is risk being managed?

Not applicable as there are no significant risks associated with the proposed way forward. The overall costs to the Council are negligible and any additional costs can be managed within the budget available.

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 Equality Impact Assessment / EIA

There are no equality issues.

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.

6.5 Implications for (or impact on) climate change and the environment

None

6.6 Implications for partner organisations?

None

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Service Area:

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Contributors:				
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Caron Archer	Senior Traffic Engineer	Transportation, Highways and Sustainability	28/7/2023	17/8/2023
Graham Clarke	Lead Accountant	Finance	28/7/2023	8/8/2023
Names of approvers for submission: (Officers and Members)				
Helen Williamson	Finance Manager	Finance	28/7/2023	17/8/2023
Rob Parkes	Team Leader, Legal Services	Law and Governance	16/8/2023	30/8/2023
Colin Knight	Director of Transportation, Highways and Sustainability	-	16/8/2023	17/8/2023
Councillor P Hetherton	Cabinet Member for City Services	-	30/8/2023	30/8/2023

This report is published on the council's website: www.coventry.gov.uk/councilmeetings

Appendix 1 – Historic, existing, and proposed car park charges:

Car Park	Year	1hr	2hrs	3hrs	4hrs	5hrs	8hrs	Evening	Sunday
Barracks	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£10.00	£1.00	£1.50
(Short stay)	2017	£1.00	£2.00	£3.00	£4.00	£10	.00	£1.00	£1.50
	Existing	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	£1.00	£1.50
	Proposed (24/7)	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	Normal Day Rates	Normal Mon-Sat rates apply
Bishop St	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£10.00	£1.00	£1.00
(Long stay)	2017	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.00
	Existing	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.00
	Proposed (24/7)	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	Normal Day Rates	Normal Mon-Sat rates apply
City Arcade	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£10.00	Closed	£1.50
(Short stay)	2017	£1.00	£2.00	£3.00	£4.00	£10	.00	Closed	£1.50
	Existing	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	Closed	£1.50
	Proposed (24/7)	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	Closed	Normal Mon-Sat rates apply
Clay Lane	2010	£0.30	£0.70	£1.00		£2.00		Free	£0.50
(suburban)	2017	£0.50	£1.00	£2.00		£5.00		Free	£0.50
	Existing	£0.50	£1.00	£2.00	£5.00			Free	
	Proposed (24/7)	£0.50	£1.00	£2.00		£5.00		Normal Day Rates	Normal Mon-Sat rates apply
Far Gosford	2010	Free	£1.00	£3.00		£5.00		Free	такое арриу
(Suburban)	2017	£0.50	£1.00	£2.00		£5.00		Free	
	Existing	£0.50	£1.00	£2.00		£5.00		Free	
	Proposed (24/7)	£0.50	£1.00	£2.00		£5.00		Normal Day Rates	Normal Mon-Sat rates apply
Gosford St	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£1.00	£0.50
(Long stay)	2017	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.00
	Existing	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.00
	Proposed (24/7)	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	Normal Day Rates	Normal Mon-Sat rates apply
Grosvenor Rd	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£1.00	£0.50
(Long stay)	2017	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.00
	Existing	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.00
	Proposed (24/7)	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	Normal Day Rates	Normal Mon-Sat rates apply
Grove St	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£1.00	£0.50
(Long stay)	2017	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.50
	Existing	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.50
	Proposed (24/7)	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	Normal Day Rates	Normal Mon-Sat

									rates apply	
Holmsdale Rd	2010				Fi	ree				
(Suburban)	2017				Fi	ree				
	Existing	Free								
	Proposed (24/7)	£0.50	£1.00	£2.00		£5.00		Normal Day Rates	Normal Mon-Sat rates apply	
Lower Ford St	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£1.00	£0.50	
(Long stay)	2017	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.50	
	Existing	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.50	
	Proposed (24/7)	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	Normal Day Rates	Normal Mon-Sat rates apply	
Manor House	2010	£3.00	£4.00	£4.50	£5.00	£8.00	£8.00	£1.00	£1.00	
Drive (Long stay)	2017	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.50	
. •	Existing	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.50	
	Proposed (24/7)	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	Normal Day Rates	Normal Mon-Sat rates apply	
Salt Lane	2010	£2.50	£3.50	£4.50	£10.00	£10.00	£10.00	£1.00	£3.00	
MSCP (Short stay)	2017	£2.00	£3.50	£5.00	£8.00	£12.	00	£1.00	£2.00	
(C	Existing	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.50	
	Proposed (24/7)	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	Normal Day Rates	Normal Mon-Sat Day rates	
Spon St	2010	£1.00	£2.00	<u> </u>	n/	a	£1.00	£0.50		
(Short stay)	2017	£1.00	£2.00	£3.00	£4.00 £10.00		£1.00	£1.50		
	Existing	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	£1.00	£1.50	
	Proposed (24/7)	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	Normal Day Rates	Normal Mon-Sat Day rates	
Station MSCP	2010	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
(Long stay)	2017	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
	Existing	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	£1.00	£1.50	
	Proposed (24/7)	£2.00	£3.00	£4.00	£5.00	£6.00	£8.00	Normal Day Rates	Normal Mon-Sat Day rates	
Warwick St	2010	£0.30	£0.70	£1.00	•	£2.00		Free	£0.50	
(Suburban)	2017	£0.50	£1.00	£2.00		£5.00		Free	£0.50	
	Existing	£0.50	£1.00	£2.00	£5.00		Free	£0.50		
	Proposed (24/7)	£0.50	£1.00	£2.00	£5.00			Normal Day Rates	Normal Mon-Sat Day rates	
Wellington St	2010	,		Free						
(Suburban)	2017	Free								
	Existing				Fi	ree				
	Proposed (24/7)	£0.50	£1.00	£2.00		£5.00		Normal Day Rates	Normal Mon-Sat Day rates	

West	2010	£1.00	£1.80	£2.30	£3.00	£6.00	£10.00	Closed	£1.50
Orchards (Short stay)	2017	£1.00	£2.00	£3.00	£4.00	£10	.00	Closed	£1.50
(**************************************	Existing	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	Closed	£1.50
	Proposed	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	Closed	Normal
	(24/7)								Mon-Sat
									Day rates