

TEWKESBURY BOROUGH COUNCIL

Report to:	Overview and Scrutiny Committee
Date of Meeting:	29 November 2016
Subject:	Review of Car Parking Strategy
Report of:	Julie Wood, Head of Development Services
Corporate Lead:	Mike Dawson, Chief Executive
Lead Member:	Councillor R A Bird, Lead Member for Economic Development/Promotion
Number of Appendices:	1

Executive Summary:

A review of the Council's Car Parking Strategy took place during 2014 and was approved by Council on 27 January 2015, subject to formal consultation. The resulting off-street car parking order was made, and new charges introduced on 1 April 2015. The strategy contained a range of actions as well as a revised charging regime. It is considered that it is timely to review the outcomes of the strategy in terms of actions and the effectiveness of the new parking charges. As part of the review an analysis of parking usage and income has been undertaken for the first full 12 months of the strategy (April 2015 – March 2016). The analysis has shown that, overall, the strategy has been working well delivering the initial aspirations as set out in the strategy.

Recommendation:

- 1) To CONSIDER the outcomes arising from the Car Parking Strategy and AGREE that no changes be made to the existing Car Parking Strategy.**
- 2) To AGREE that the strategy be monitored by the Head of Development Services, in consultation with the Lead Member for Economic Development/Promotion, and a report brought back to Overview and Scrutiny, when appropriate, should any amendments to the strategy need to be considered.**

Reasons for Recommendation:

The strategy is considered to be working well and to be delivering the recommendations and aspirations as set out. However, given the potential regeneration aspirations for Tewkesbury in particular, and known changes such as the recent demolition of Cascades and the relocation of the Church Street surgery, it is important that the strategy is kept under review.

Resource Implications:

The £5,000 maintenance budget introduced as part of the strategy was fully expended in 2015/16 and is fully committed in the current financial year. The expected reduction in parking income associated with the strategy did not materialise due to the increased number of users and the increased dwell times.

Legal Implications:

None

Risk Management Implications:

Any risks will be monitored and any implications resulting in the need to review the strategy will be reported to the Overview and Scrutiny Committee.

Performance Management Follow-up:

Delivery of the strategy against its aims will be monitored as per the recommendation.

Environmental Implications:

None directly associated with this report.

1.0 INTRODUCTION/BACKGROUND

1.1 The Council undertook a review of its Car Parking Strategy during 2014. The review was overseen by an Overview and Scrutiny Working Group and was approved by Council on 27 January 2015, subject to formal consultation, with the off-street parking order put in place on 1 April 2015. Since that time the Car Parking Strategy recommendations have been monitored and monthly income and car park usage has been analysed.

1.2 The overriding aspiration contained in the strategy was to support the economic vitality and viability of the two market towns of Winchcombe and Tewkesbury. To help support this aspiration the strategy did not propose any increase in parking charges but proposed the following changes:

- That the categorisation of car parks should be removed – no longer a distinction between long and short stay car parks.
- Changes to the charging periods and charges to encourage visitors to stay longer by reducing the charges for visitors wishing to stay longer than 1 hour but less than 3 hours and by reducing the charges for visitors wishing to stay longer.

1.3 Other key recommendations included:

- A change to the cost of standard parking permits and the introduction of a new off-peak permit at a cost of £26.
- Signage, both in car parks and on the highway, should be replaced where appropriate.
- New signage, indicating locations of car parking facilities, should be introduced.
- A full inspection and maintenance regime for car parks should be developed and supported.
- The enforcement process and appeals procedure should be promoted.
- Mobile phone technology should be introduced as an alternative payment method within car parks.

2.0 REVIEW OF THE CURRENT STRATEGY

2.1 In terms of achieving the recommendations contained in the strategy, the analysis of the first year of operation has shown that the aspiration to encourage visitors to stay longer has been successful as ticket sales have shown an increase in those staying for over 3

hours in 2015/16 (+ 146%) over those staying for over 3 hours in the previous year. Overall ticket sales have also increased by approximately 5,000 additional ticket sales. There has also been an increase in those users paying £1 to park all day in 2016 (+6.6%). Appendix 1 includes a table of ticket sales for 2014/15 and 2015/16

2.2 In terms of permits, there has been little change to the overall number of standard and weekend permit sales, despite overall lower costs. It is likely that this is as a result of the permits not being actively promoted. The take-up of the new off-peak permit has had a low take up, however, it is considered that this should still be offered as an option for those who may wish to utilise it. It is also considered that further promotion of this permit, and permits available to businesses, should be undertaken.

2.3 Additional promotion has taken place with regards to the enforcement procedure.

2.4 Mobile phone technology was successfully introduced during early spring 2016 into all car parks and this is showing increasing usage.

2.5 Signage in car parks has been improved and on-street signage removed where practicable. The delivery of further directional signage at town gateways has been delayed to allow for the completion of other signage projects.

2.6 A programme of inspection and maintenance is now in place and improvements such as line painting and installation of barriers have taken place. Lighting has also been improved, although further work to replace the existing lighting with LED lighting is planned.

3.0 CONCLUSIONS

3.1 The strategy seems to be working well and to be achieving the aim of encouraging people to stay longer. Overall the actions recommended to take place have been achieved with improvements to the signage; inspection and maintenance of the car parks; and the introduction of mobile phone technology, being achieved

4.0 OTHER OPTIONS CONSIDERED

4.1 None

5.0 CONSULTATION

6.1 None

7.0 RELEVANT COUNCIL POLICIES/STRATEGIES

8.1 Car Parking Strategy 2015

7.0 RELEVANT GOVERNMENT POLICIES

7.1 None

8.0 RESOURCE IMPLICATIONS (Human/Property)

8.1 Ongoing resource to ensure the delivery of the strategy and monitoring of outputs.

9.0 SUSTAINABILITY IMPLICATIONS (Social/Community Safety/Cultural/ Economic/ Environment)

9.1 Support economic vitality of Tewkesbury and Winchcombe

10.0 IMPACT UPON (Value For Money/Equalities/E-Government/Human Rights/Health And Safety)

10.1 None

11.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS

11.1 Council approval of the Car Parking Strategy - 27 January 2015

Background Papers: Council Report and Minutes - 27 January 2015

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Appendices: Appendix 1 - Table of Ticket Sales