

FEES AND CHARGES REPORT

APPENDIX 4 – CAR PARKS

1. Service Description

Car parks are operated by the council in Gainsborough and Market Rasen.

New Pay & Display (P&D) and permit tariffs were introduced for both Gainsborough and Market Rasen during 2018/19 and 2019/20, as part of the car parking strategy approved by CP&R on 27th July 2017. It was decided that Market Rasen's charges would be set at 50% of Gainsborough's, to reflect the reduced offer of the smaller town.

The purpose of the strategy was to review and update the car parking provision to ensure that the supply of car parking responds to current and future demand, and is aligned to the regeneration programme of Gainsborough.

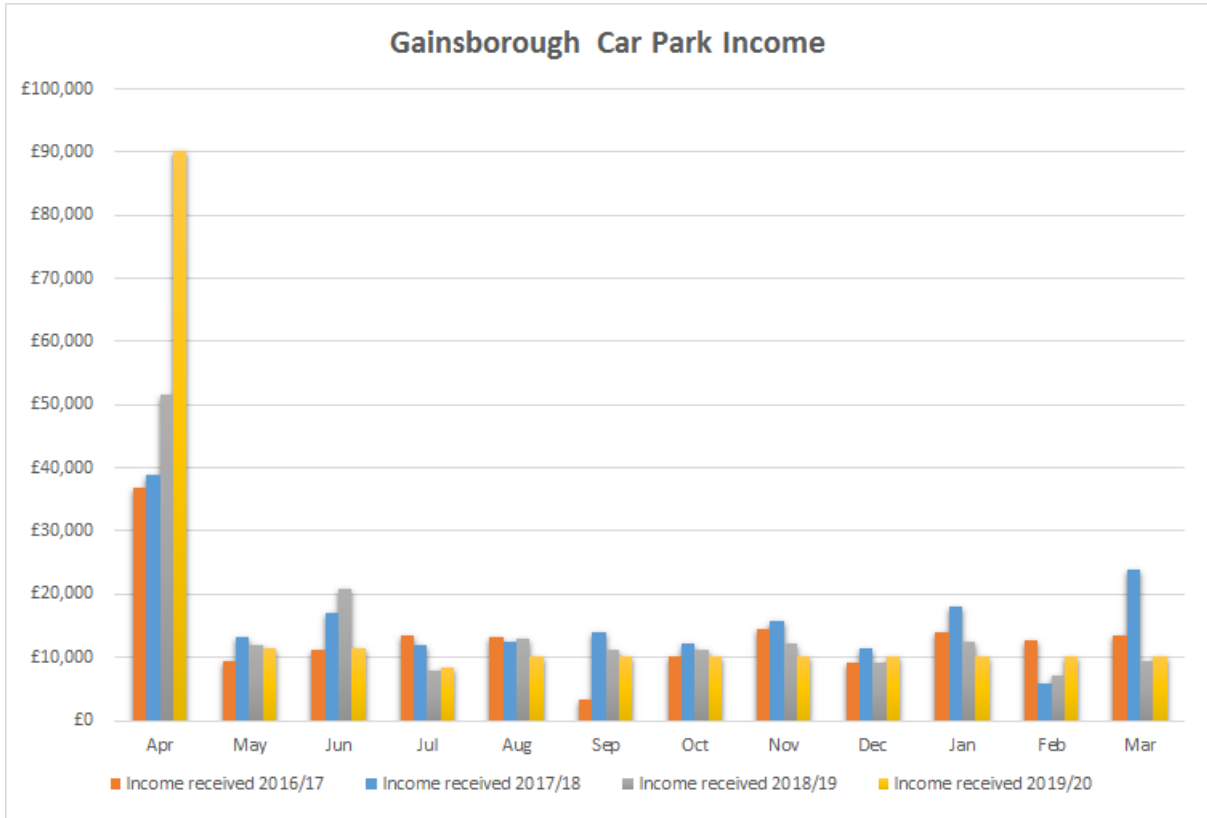
Prior to this it had been decided to install new ticket machines in both towns and link these to a data collection system to inform future decisions, including setting new tariffs and understanding demand. The system also allows remote monitoring of the machines serviceability, amount of cash held and number of tickets remaining.

In February 2019 we received a request from Travelodge to review the free permit parking system put in place when they initially opened the hotel, and look at the possibility to implement a 24 hour hotel only tariff. This was approved by CP&R on 11th April 2019. The new tariff which costs £6.50 for 24 hours of parking and can be purchased from the P&D machine or via the Ringo app (Pay by Phone), and also requires a permit provided by Travelodge to be placed in the vehicle. The Travelodge tariff came in to effect on 22nd July 2019.

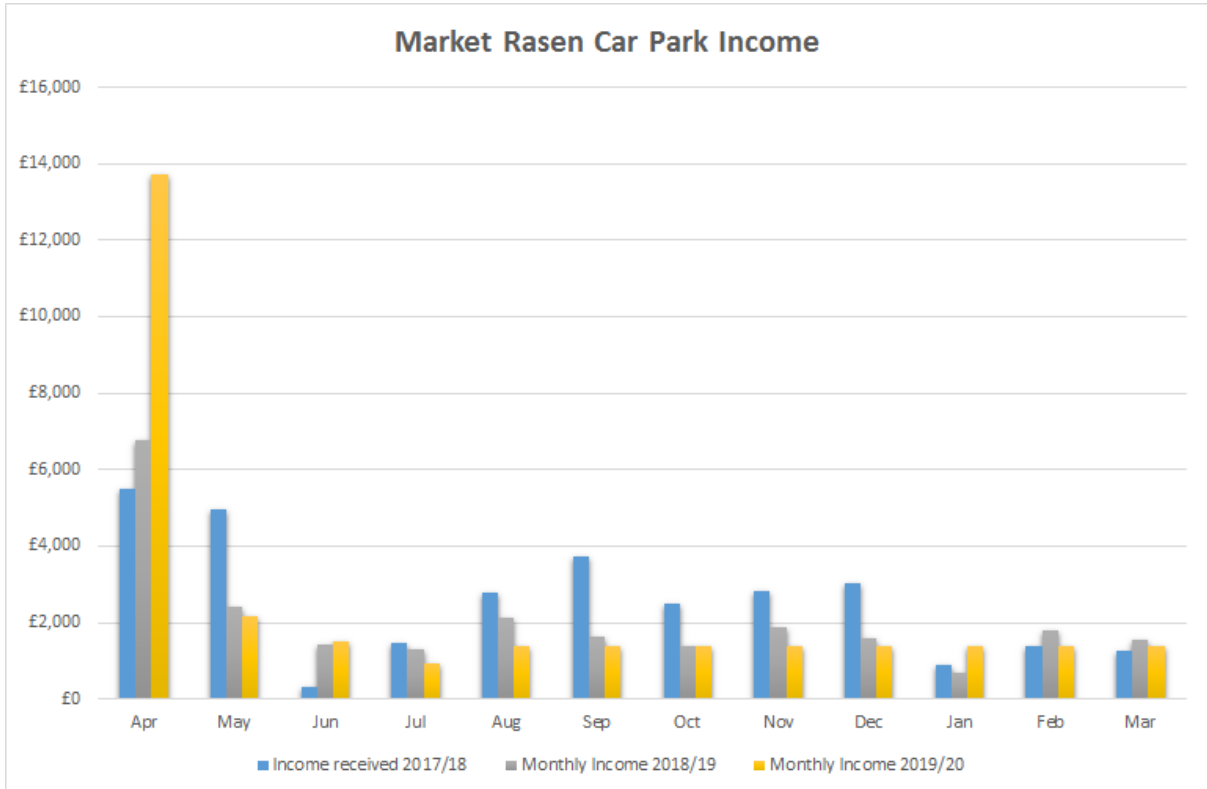
2. Prior years analysis, current financial year projections

The graphs below illustrate:

Gainsborough combined income (car parks & permits) 2016/17, 2017/18, 2018/19 and 2019/20 actuals to July with estimates to year end.



Market Rasen combined income (carparks & permits) 2017/18, 2018/19 and 2019/20 actuals to July, estimates to year end.



The table below highlights actual income achieved collectively across the car parks over the last three financial years (estimated for 2019/20).

	Total	Budget	Under/(over)
*Income received 2016/17	161,631	235,900	74,269
Income received 2017/18	225,135	262,700	37,565
Income received 2018/19	202,114	301,900	99,786
Income received 2019/20	225,135	284,300	59,165
<i>*Gainsborough Only - No charges for Market Rasen</i>			

3. Pricing

The car parking function is dependent on market demand in addition to the economy and cost.

Whilst fees have covered the costs in previous years this didn't happen in 2018/19 and isn't expected to do so over the period of the Medium Term Financial Plan. Reasons for this are varied, including Roseway car park being closed for half of 2018/19 (one-off), moving to 1 hour free parking and use of supermarket free parking.

Whilst our car park fees have been identified as being in the mid-range, previous benchmarking showed that our permit fees were considerably lower. Because the benchmarking showed our permit fees could be detrimental to our financial position when compared to our P&D income, since April 2018 for Gainsborough & April 2019 for Market Rasen we have worked to alleviate this by way of a 2 part price increase for both areas to which Gainsborough has now been completed as of 1st April 2019 with Market Rasen soon to undergo their second increase in April 2020, as passed by Prosperous Communities Committee on 23rd October 2018.

4. Understanding Customers and Markets

The new machines installed in Gainsborough in August 2016 and installed in Market Rasen in February 2017, support a data collection system which provides information on usage and are a key tool in assessing future fees and charges.

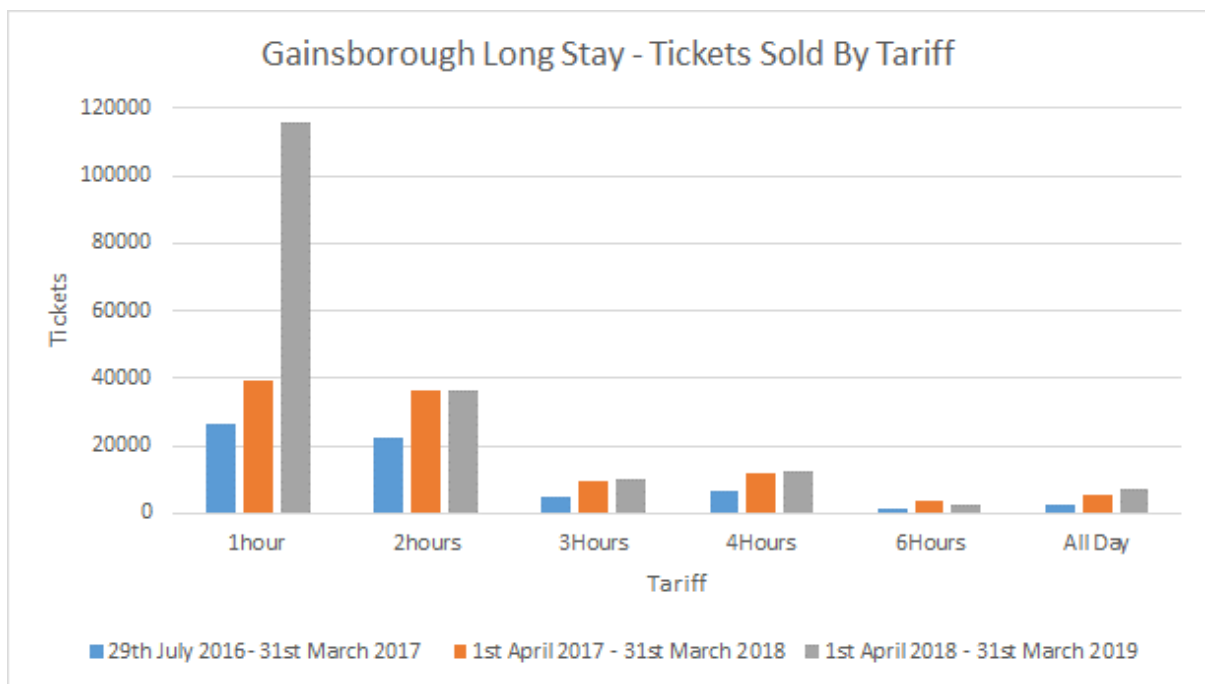
A recommendation of the strategy was a change to the P&D tariff with replacing the "free parking after 3pm" tariff with a free first hour at any time. This was introduced in Gainsborough with effect from 1 April 18 following a consultation exercise where it was overwhelmingly preferred. As regards to Market Rasen a free first 2 hours policy was adopted in December 17 following a campaign by local businesses.

Information from the ticket machines shows that income has dropped as a result of moving to a free first hour/2 hours policy. Over the period Apr 18 to Mar 19 of the

total number of tickets sold 63% of those in Gainsborough were free tickets (ie. for 1 hour only). For the period Apr 17 to Mar 18 this figure was 37%.

In Market Rasen the figure was higher at 85% for the period Sept 18 to Aug 19.

This can be seen in the graph below which shows the number of tickets sold for all Gainsborough car parks with the exception of Roseway as this is the sole short stay car park with a different tariff. The number of 1 hour tickets has increased considerably over the 3 year period and especially when the free first hour policy was introduced.



Following the introduction of the increase in permits prices in both Gainsborough and Market Rasen permit sales have increased marginally.

5. Proposed Charges

It is proposed that the pay and display tariffs for both Gainsborough and Market Rasen are left unchanged with effect from 1st April 2020. Similarly having increased for the previous two years Gainsborough permit charges are left unchanged.

As mentioned above it is proposed that charges for Market Rasen permits are increased as being approved by Prosperous Communities Committee on 23rd October 2018.

The bus station allocated stand charges will be increased by May RPI at 3%.

6. Recommendation

Members are asked to approve charges for the 2020/2021 financial year as detailed in the schedule below.

2019/20	Proposed Increase/decrease		2020/21	VAT Amount	2020/21 Charge Inc. VAT	VAT Rate
	% Type	or £				

Car Parks

Gainsborough not including Roseway	0-1 hours	£0.00		£0.00	£0.00	£0.00	S
	1-2 hours	£0.92		£0.92	£0.18	£1.10	S
	2-3 hours	£1.33		£1.33	£0.27	£1.60	S
	3-4 hours	£1.67		£1.67	£0.33	£2.00	S
	4-6 hours	£2.75		£2.75	£0.55	£3.30	S
	6+ hours	£3.25		£3.25	£0.65	£3.90	S
Roseway only	0-1 hours	£0.00		£0.00	£0.00	£0.00	S
	1-2 hours	£1.15		£1.15	£0.23	£1.40	S
	2-3 hours	£1.66		£1.66	£0.33	£2.00	S
	3-4 hours	£2.09		£2.09	£0.42	£2.50	S
	Travelodge permit	£5.42		£5.42	£1.08	£6.50	S
Market Rasen	0-1 hours	£0.00		£0.00	£0.00	£0.00	S
	1-2 hours	£0.00		£0.00	£0.00	£0.00	S
	2-3 hours	£0.67		£0.67	£0.13	£0.80	S
	3-4 hours	£0.83		£0.83	£0.17	£1.00	S
	4-6 hours	£1.42		£1.42	£0.28	£1.70	S
	6+ hours	£1.67		£1.67	£0.33	£2.00	S

Annual Season Tickets

Gainsborough only	Mon-Sat	£510.00		£510.00	£102.00	£612.00	S
	Mon-Sat (If paid by monthly DD)	£440.00		£440.00	£88.00	£528.00	S
	Mon-Fri	£430.00		£430.00	£86.00	£516.00	S
	Mon-Fri (If paid by monthly DD)	£350.00		£350.00	£70.00	£420.00	S
Market Rasen Only	Mon-Sat	£180.00	£75.00	£255.00	£51.00	£306.00	S
	Mon-Sat (If paid by monthly DD)	£150.00	£70.00	£220.00	£44.00	£264.00	S
	Mon-Fri	£145.00	£70.00	£215.00	£43.00	£258.00	S
	Mon-Fri (If paid by monthly DD)	£120.00	£55.00	£175.00	£35.00	£210.00	S

Penalty Charge Notice

Higher Rate		£70.00		£70.00	£0.00	£70.00	OS
Higher rate discounted if paid within 14 days		£35.00		£35.00	£0.00	£35.00	OS
Lower Rate		£50.00		£50.00	£0.00	£50.00	OS
Lower rate discounted if paid within 14 days		£25.00		£25.00	£0.00	£25.00	OS

Penalty Charge Notices have replaced the Excess Charge Notice.

The Traffic Management Act 2004 has introduced differential Penalty Charge Notices.

Notices are categorised as 'Higher' or 'Lower' dependent on the severity of the parking infringement.

Higher penalties are payable at £70 and lower penalties at £50. These categories are as determined in National Guidance.

Electric Vehicle Charging

Roseway car park (2 charging bays)	charge per kWh	£0.25		£0.25	£0.05	£0.30	S
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Bus Station

Allocated stand	Per quarter for first stand	£298.50	3%	£307.50	£0.00	£307.50	OS
	Per quarter for second stand	£183.50	3%	£189.00	£0.00	£189.00	OS
Registered Casual Users Per Quarter		£56.00	3%	£57.50	£0.00	£57.50	OS