

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 Corporate Policy & Resources committee 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.

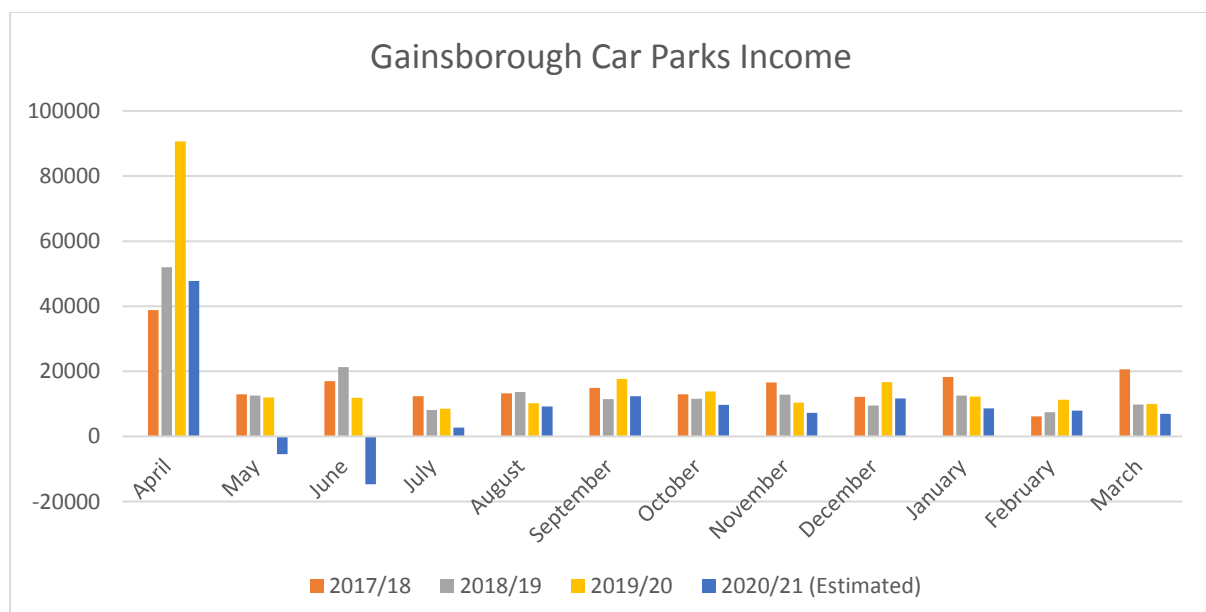
The purpose of the strategy was to review and update the car parking provision to ensure that the supply of car parking responds to current and future demand, and is aligned to the regeneration programme of Gainsborough.

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.

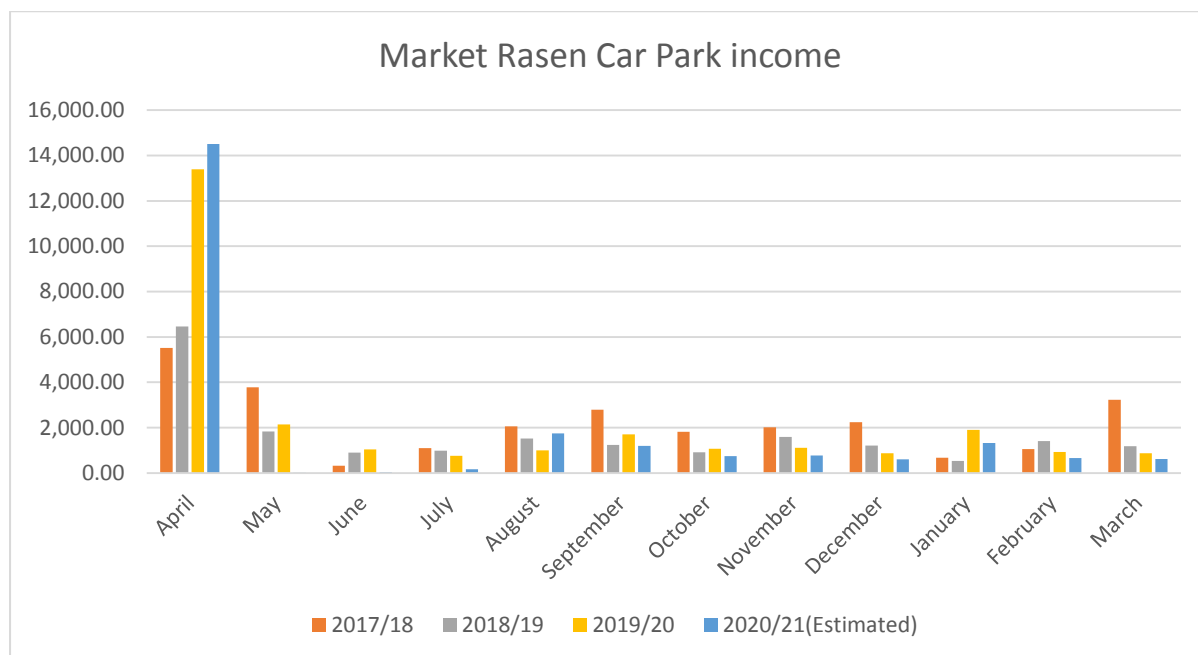
2. Prior years analysis, current financial year projections

The graphs below illustrate:

Gainsborough combined income (car parks & permits) 2017/18, 2018/19, 2019/20 and 2020/21 actuals to August with estimates to year-end.



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



The table below highlights actual income achieved collectively across the car parks over the last three financial years (estimated for 2020/21).

	Total	Budget	Under/(over)
Income received 2017/18	225,135	262,700	37,565
Income received 2018/19	202,114	301,900	99,786
Income received 2019/20	252,009	262,000	9,991
Income received 2020/21 estimated	178,310	267,900	89,590

3. COVID Impact

Due to the COVID 19 pandemic, car parking charges were suspended from 01/04/2020 until 01/07/2020 and income during July and August was 64% of those taken during the same period in 2019. Based on this and the ongoing impact of Covid 19, the estimation is that income levels will be 70% of the income taken during 2019/2020 for the remaining 7 months of 2020/21. The income received from the car parks will rely on the resilience of the High Street, the ongoing effect of Covid 19 circulating in the community and that peoples shopping habits are not permanently altered – with all these consideration it has been estimated that income for 2021/22 will be around the 85% of income received during 2019/20 and for 2022/23 income will be back to the level received during 2019/20.

Permit charges were also suspended for the same period resulting in lost income of £23k. Between the start of the pandemic and 11/08/2020 there were 68 permit cancellations from a pre pandemic total of 261 permits, which has also reduced

income by a further £29k. The proposed budget for 2021/22 has been based on 200 permits on the present pricing structure.

4. 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 Pay & Display 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. Gainsborough has now been completed as of 1st April 2019 with Market Rasen applying their second increase in April 2020, as passed by Prosperous Communities Committee on 23rd October 2018.

5. Understanding Customers and Markets

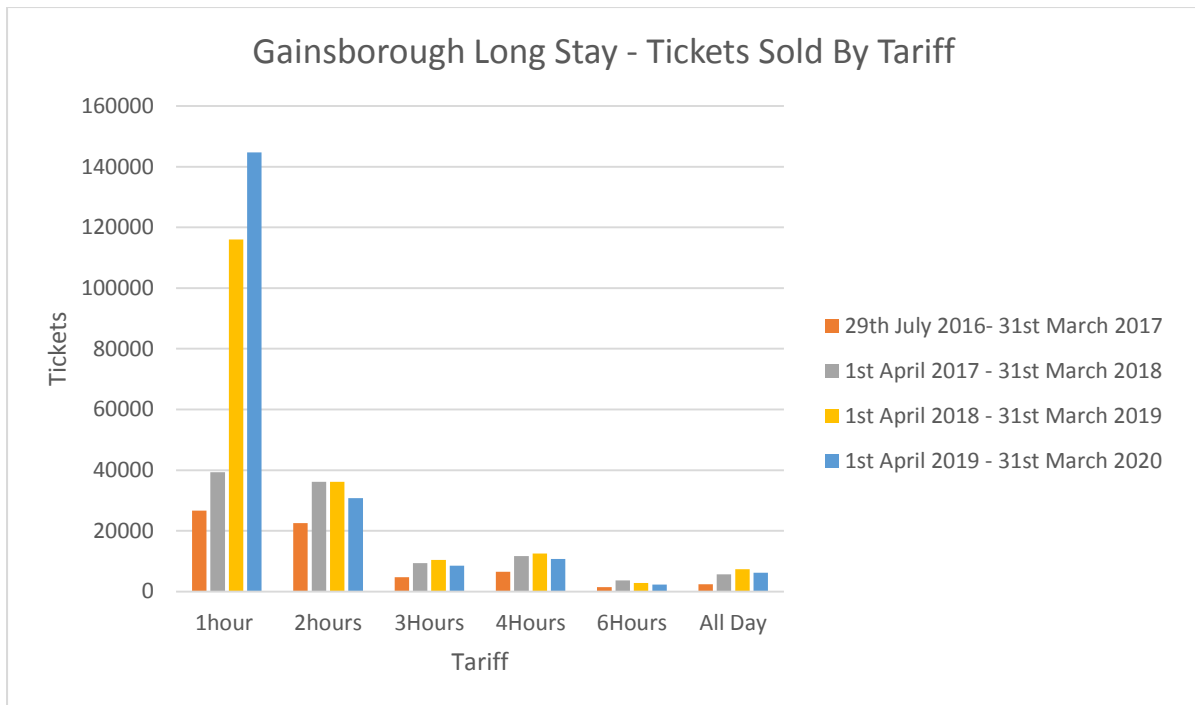
The new machines installed in Gainsborough in August 2016 and installed in Market Rasen in February 2017, support a data collection system which provides information on usage and are a key tool in assessing future fees and charges.

A recommendation of the strategy was a change to the Pay & Display tariff, 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 increased as a result of the completion of work at Roseway car park. Over the period Apr 19 to Mar 20 of the total number of tickets sold 72% of those in Gainsborough were free tickets (i.e. for 1 hour only). For the period Apr 18 to Mar 19 this figure was 63%.

In Market Rasen the figure was higher at 86% for the period April 19 to March 20.

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 4 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.

6. Proposed Charging

It is proposed that the pay and display tariffs for both Gainsborough and Market Rasen are left unchanged with effect from 1st April 2021.

The Car Park Strategy Report is being presented to Committee at a later date and it is proposed not to amend the parking fees at this time, pending the outcome of that review.

The bus station allocated stand charges have been removed from the Fees and Charges schedule and individual lease agreements will be put in place.

7. Recommendation

Members are asked to approve charges for the 2021/2022 financial year as detailed in the schedule below, but with consideration that these may be amended as a result of the Car Park Strategy Report being presented to Committee in the future.

2020/21 Excl. VAT	2020/21 Inc. VAT	Proposed Increase/decrease		2021/22	VAT Amount	2021/22 Charge Inc. VAT	VAT Rate
£	£	%	Type or £	£	£	£	

Car Parks

Gainsborough not including Roseway	0-1 hours	£0.00	£0.00	0%	£0.00	£0.00	£0.00	£0.00	£
	1-2 hours	£0.92	£1.10	0%	£0.00	£0.92	£0.18	£1.10	£
	2-3 hours	£1.33	£1.60	0%	£0.00	£1.33	£0.27	£1.60	£
	3-4 hours	£1.67	£2.00	0%	£0.00	£1.67	£0.33	£2.00	£
	4-6 hours	£2.75	£3.30	0%	£0.00	£2.75	£0.55	£3.30	£
	6+ hours	£3.25	£3.90	0%	£0.00	£3.25	£0.65	£3.90	£
Roseway only	0-1 hours	£0.00	£0.00	0%	£0.00	£0.00	£0.00	£0.00	£
	1-2 hours	£1.17	£1.40	0%	£0.00	£1.17	£0.23	£1.40	£
	2-3 hours	£1.66	£2.00	0%	£0.00	£1.66	£0.33	£2.00	£
	3-4 hours	£2.08	£2.50	0%	£0.00	£2.08	£0.42	£2.50	£
	Travelodge permit	£5.42	£6.50	0%	£0.00	£5.42	£1.08	£6.50	£
Market Rasen	0-1 hours	£0.00	£0.00	0%	£0.00	£0.00	£0.00	£0.00	£
	1-2 hours	£0.00	£0.00	0%	£0.00	£0.00	£0.00	£0.00	£
	2-3 hours	£0.67	£0.80	0%	£0.00	£0.67	£0.13	£0.80	£
	3-4 hours	£0.83	£1.00	0%	£0.00	£0.83	£0.17	£1.00	£
	4-6 hours	£1.42	£1.70	0%	£0.00	£1.42	£0.28	£1.70	£
	6+ hours	£1.67	£2.00	0%	£0.00	£1.67	£0.33	£2.00	£

Annual Season Tickets

Gainsborough only	Mon-Sat	£510.00	£612.00	0%	£0.00	£510.00	£102.00	£612.00	£
	Mon-Sat (If paid by monthly DD)	£440.00	£528.00	0%	£0.00	£440.00	£88.00	£528.00	£
	Mon-Fri	£430.00	£516.00	0%	£0.00	£430.00	£86.00	£516.00	£
	Mon-Fri (If paid by monthly DD)	£350.00	£420.00	0%	£0.00	£350.00	£70.00	£420.00	£
Market Rasen Only	Mon-Sat	£255.00	£306.00	0%	£0.00	£255.00	£51.00	£306.00	£
	Mon-Sat (If paid by monthly DD)	£220.00	£264.00	0%	£0.00	£220.00	£44.00	£264.00	£
	Mon-Fri	£215.00	£258.00	0%	£0.00	£215.00	£43.00	£258.00	£
	Mon-Fri (If paid by monthly DD)	£175.00	£210.00	0%	£0.00	£175.00	£35.00	£210.00	£

Penalty Charge Notice

Higher Rate		£70.00	£70.00	0%	£0.00	£70.00	£0.00	£70.00	£S
Higher rate discounted if paid within 14 days		£35.00	£35.00	0%	£0.00	£35.00	£0.00	£35.00	£S
Lower Rate		£50.00	£50.00	0%	£0.00	£50.00	£0.00	£50.00	£S
Lower rate discounted if paid within 14 days		£25.00	£25.00	0%	£0.00	£25.00	£0.00	£25.00	£S

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	charge per kWh	£0.25	£0.30	0%	£0.00	£0.25	£0.05	£0.30	£S
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