

# 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 2018/2019 and 2019/2020, as part of the car parking strategy approved by Corporate Policy & Resources committee on 27<sup>th</sup> July 2017. It was decided that Market Rasen's charges would be set at 50% of Gainsborough's, to reflect the increased offer of the larger town.

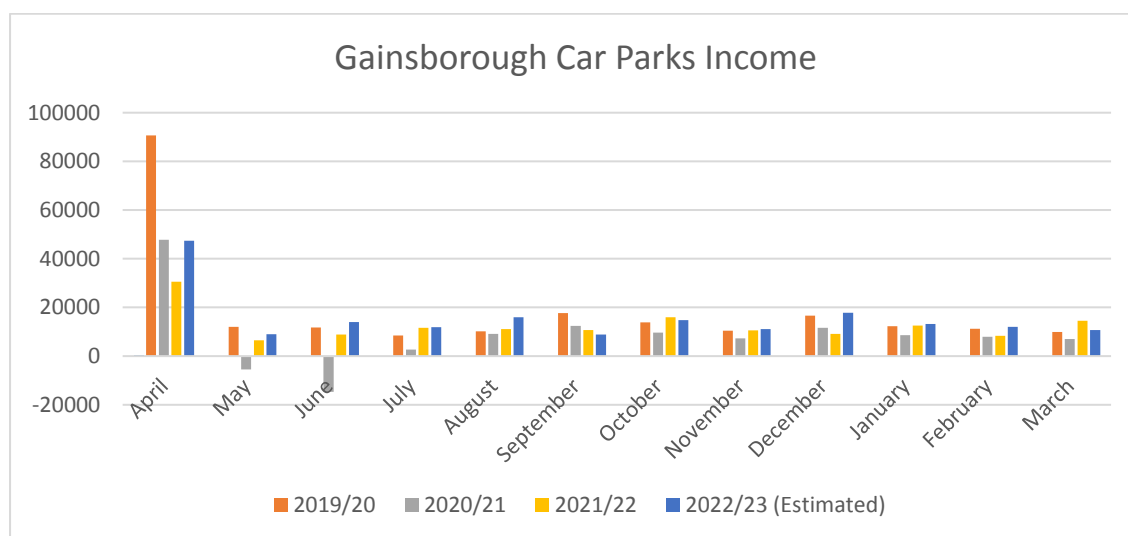
The purpose of the strategy was to review and update the car parking provision to ensure that the supply of car parking responds to current and future demand and is aligned to the regeneration programme of Gainsborough.

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.

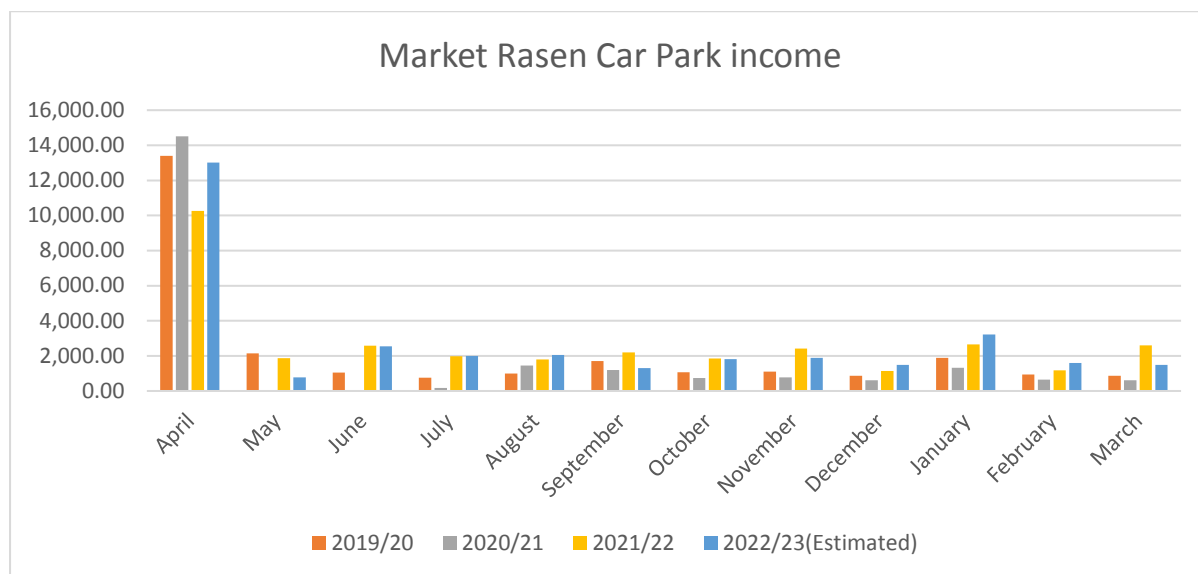
### 2. Prior years analysis, current financial year projections

The graphs below illustrate:

Gainsborough combined income (car parks & permits) 2019/2020, 2020/2021, 2021/2022 and 2022/23 actuals to September with estimates to year-end.



Market Rasen combined income (carparks & permits) 2019/2020, 2020/2021, 2021/2022 and 2022/223 actuals to September, estimates to year-end.



The table below highlights actual income achieved collectively across the car parks over the last three financial years (estimated for 2022/2023).

Income achieved	2019-20 (£)	2020-21 (£)	2021-22 (£)	2022-23 Forecast (£)
Car Parks	(252,009)	(97,722)	(184,146)	(223,900)
Total Income	(252,009)	(97,722)	(184,146)	(223,900)
Budget	(262,000)	(123,300)	(267,900)	(267,900)
Income Achieved (Above)/Below Budget	9,991	25,578	83,754	44,000

### 3. Pricing

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

Below are tables that benchmark our parking tariffs and annual parking permit prices to neighbouring districts. This shows us to be within the mid-range for our long stay parking, short stay parking and annual permit prices (excludes Market Rasen where prices are lower due to the reduced offering). This shows that we are keeping up with current parking trends where at least one district has come under scrutiny recently due to not raising prices over a number of years and then having proposed increases of up to 650% to bring their car park charges in line with neighbouring areas. Marshall's Yard's charges are also attached to the bottom of the short stay car park comparison for analysis.

Location	Short Stay				Long Stay	
	1 Hour	2 Hour	3 Hour	4 Hour	All Day	Season ticket Price
Gainsborough	Free	£1.40	£2.00	£2.50	£3.90	£528.00
North Kesteven	£0.70	£1.00	£1.40	£2.80	£5.20	£400 upwards
South Kesteven	£1.20	£1.90	£2.50	£4.10	£5.30	£520.00
East Lindsey (Louth)	£1.00	£1.50	N/A	£2.00	£3.00	£250.00
Bassetlaw	£0.50	£1.00	£2.00	N/A	£4.00	£669.50
Marshalls Yard	N/A	£0.50	N/A	£1.00		

#### 4. RingGo Cost Charges

Ringo charges users of the app a 20p convenience charge to pay by phone. There are optional extra charges of 10p for a reminder text and 10p for a confirmation text.

Under the new contract with Ringo there are no charges to the council. All income received from pay by phone users is passed on to the council, with Ringo retaining the convenience charge and any optional charges detailed above. Pay by phone increases the offer of payment options to parking customers and has the added benefit reducing wear and tear on ticket machines, saving on ticket roll and cash collection costs. Its take-up increased as a result of COVID and its popularity continues to increase steadily.

#### 5. Free Parking for Christmas Events

It has become a regular practice in recent years for requests to be received from both towns for a day's free parking to support Christmas lights switch-on events, and these requests are usually supported by members.

2022 is no exception with both towns having events that they wish to promote with the benefit of free parking. It has also been suggested by members that due to the recurring nature of these requests, it would be sensible to put approval in place for a fixed period of years. A sensible time frame for this would be until the next parking strategy review due in 2025. It is therefore proposed:

1. **2022/2023** Approval be granted for 1 days free Christmas parking in Gainsborough on 18/11/22 and in Market Rasen on 10/12/22.
2. **2023/2024 to 2025/2026** That approval be granted for 1 days free Christmas parking in Gainsborough and in Market Rasen on dates to be provided, for the years 2023, 2024 & 2025 and that further review of this be included in the next parking strategy review due in 2025.

By approving the request, the forecast loss of income is c£1k across both sites, which is already built into the base budgets.

## 6. Understanding Customers and Markets

The COVID pandemic brought significant changes to the usage levels in car parks and also the way customers choose to pay for parking. The switch to more home-based working saw a drastic reduction in permits levels, see table below, but also saw an increase in pay by phone, probably initially due to the contact-free method it offers. Whilst the number of permits sold is still well below pre covid levels, pay & display has largely recovered, albeit some of that recovery is probably due to former permit customers switching payment method. Whilst pay & display tickets are not discounted (unlike permits) and therefore bring in more revenue per parking session, the overall effect post-COVID is one of reduced car park usage.

### Permit Reductions Insight

<b>As of March 2020</b>	Permits Sold
Market Rasen	69
Gainsborough	176
<b>As of September 2022</b>	
Market Rasen	68
Gainsborough	110

## 7. Proposed Charging

It is proposed that the pay and display tariffs for both Gainsborough and Market Rasen are left unchanged with effect from 1<sup>st</sup> April 2023.

It is proposed to increase the Electric Vehicle Charging point to £0.55 per kWh, this may be revised when we receive the updated electricity costing which is due in November, based on 2020/21 demand this will create additional income of £200 per annum.

For information, if the council were to increase the car parking tariffs the costs to do so which include the following would cost circa £3,000, Legal fees, advertising, signage and a machine software update.

If a 3% or 10% rise in the pay and display tariffs for both Gainsborough and Market Rasen, as long as demand stayed the same the Council would see an increase of income of £5,000 or £16,800, both options would cover the costs involved in the implementation of the increase.

## 8. Impact on Medium Term Financial Plan (MTFP)

	2023/24 (£)	2024/25 (£)	2025/26 (£)	2026/27 (£)	2027/28 (£)
Current Budget in MTFP	(253,100)	(253,100)	(253,100)	(253,100)	(253,100)
Proposed Budget - Car Parks Season Tickets	(50,000)	(50,000)	(50,000)	(50,000)	(50,000)
Proposed Budget - Car Parks Parking Fees	(168,400)	(168,400)	(168,400)	(168,400)	(168,400)
Proposed Budget - Car Parks Other Income	(400)	(400)	(400)	(400)	(400)
Proposed Budget - Cival Parking Enforcement Fines	(44,000)	(44,000)	(44,000)	(44,000)	(44,000)
Proposed Budget - Cival Parking Enforcement Service Provision Contract	59,000	59,000	59,000	59,000	59,000
Impact on MTFP 2023/24 Pressure/ (Saving)	49,300	49,300	49,300	49,300	49,300

## 9. Recommendation

Members are asked to approve charges for the 2023/2024 financial year as detailed in the schedule below.

2022/23	Proposed Increase / (Decrease)		2023/24	VAT Amount	2023/24 Charge Inc. VAT	VAT Rate
	£	% Type or £				

<b>Car Parks</b>								
Gainsborough not including Roseway	0-1 hours	£0.00	0.0%	£0.00	£0.00	£0.00	£0.00	S
	1-2 hours	£0.92	0.0%	£0.00	£0.92	£0.18	£1.10	S
	2-3 hours	£1.33	0.0%	£0.00	£1.33	£0.27	£1.60	S
	3-4 hours	£1.67	0.0%	£0.00	£1.67	£0.33	£2.00	S
	4-6 hours	£2.75	0.0%	£0.00	£2.75	£0.55	£3.30	S
	6+ hours	£3.25	0.0%	£0.00	£3.25	£0.65	£3.90	S
Roseway only	0-1 hours	£0.00	0.0%	£0.00	£0.00	£0.00	£0.00	S
	1-2 hours	£1.17	0.0%	£0.00	£1.17	£0.23	£1.40	S
	2-3 hours	£1.66	0.0%	£0.00	£1.66	£0.33	£2.00	S
	3-4 hours	£2.08	0.0%	£0.00	£2.08	£0.42	£2.50	S
	Travelodge permit	£5.42	0.0%	£0.00	£5.42	£1.08	£6.50	S
Market Rasen	0-1 hours	£0.00	0.0%	£0.00	£0.00	£0.00	£0.00	S
	1-2 hours	£0.00	0.0%	£0.00	£0.00	£0.00	£0.00	S
	2-3 hours	£0.67	0.0%	£0.00	£0.67	£0.13	£0.80	S
	3-4 hours	£0.83	0.0%	£0.00	£0.83	£0.17	£1.00	S
	4-6 hours	£1.42	0.0%	£0.00	£1.42	£0.28	£1.70	S
	6+ hours	£1.67	0.0%	£0.00	£1.67	£0.33	£2.00	S
<b>Annual Season Tickets</b>								
Gainsborough only	Mon-Sat	£510.00	0.0%	£0.00	£510.00	£102.00	£612.00	S
	Mon-Sat (If paid by monthly DD)	£440.00	0.0%	£0.00	£440.00	£88.00	£528.00	S
	Mon-Fri	£430.00	0.0%	£0.00	£430.00	£86.00	£516.00	S
	Mon-Fri (If paid by monthly DD)	£350.00	0.0%	£0.00	£350.00	£70.00	£420.00	S
Market Rasen Only	Mon-Sat	£255.00	0.0%	£0.00	£255.00	£51.00	£306.00	S
	Mon-Sat (If paid by monthly DD)	£220.00	0.0%	£0.00	£220.00	£44.00	£264.00	S
	Mon-Fri	£215.00	0.0%	£0.00	£215.00	£43.00	£258.00	S
	Mon-Fri (If paid by monthly DD)	£175.00	0.0%	£0.00	£175.00	£35.00	£210.00	S
<b>Penalty Charge Notice</b>								
Higher Rate		£70.00	0.0%	£0.00	£70.00	£0.00	£70.00	OS
Higher rate discounted if paid within 14 days		£35.00	0.0%	£0.00	£35.00	£0.00	£35.00	OS
Lower Rate		£50.00	0.0%	£0.00	£50.00	£0.00	£50.00	OS
Lower rate discounted if paid within 14 days		£25.00	0.0%	£0.00	£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	charge per kWh	£0.25	84.0%	£0.21	£0.46	£0.09	£0.55	S
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**Free Christmas Parking** - one day free parking at Gainsborough and Market Rasen during the Christmas period - Dates tbc