

FEES AND CHARGES REPORT

APPENDIX A - CAR PARKS

1. Service Description

Car parks are operated by the council in Gainsborough and Market Rasen. For the first time the council decided last financial year to introduce charging in Market Rasen.

New tariffs were introduced for both Gainsborough and Market Rasen. 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.

As part of the overall review of parking it was also 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

No full year data usage is available at this time for full analysis. The new system was implemented in February 2017 which records the name of the car park used, payments made, volumes of customers split over the chargeable rates.

Current proposals for rates estimated to be at zero costs to WLDC, rates for permit holders are increasing but gains offset by the free parking offers.

3. Pricing

The car parking function is dependent on market demand and developers viability in addition to the economy and cost. There are currently reports reviewing the charges at both Gainsborough and Market Rasen, the prices indicated below mirror the proposals within the reports for both areas.

Current Fees have covered the costs and are expected to cover the current Medium Financial Plan.

Recent benchmarking has arrived at the conclusion that car park fees are in the mid-range except for parking permits where our fees are considerably lower (this has been addressed in the current proposed revised fees).

4. Understanding Customers and Markets

Data around usage has been very sparse, limited only to occasional manual counts of car park occupancy and the amount of cash collected from ticket machines. The new machines installed in Gainsborough in August 2016 and installed in Market Rasen in February 2017, support a data collection system which will provide excellent information on usage going forward and will be a key tools in assessing future fees and charges.

This financial year has seen an increase in permit sales with a similar fall in pay and display tickets. The impact of the demolition of the multi-storey car park has also had an impact on availability of spaces within Gainsborough Town Centre. There has been some relief to this

impact by securing an additional 50 car parking spaces via a lease with Tesco. These are being utilised by permit holders.

5. Proposed Charges

These mirror the current proposals been considered by members

6. Recommendation

Members are asked to approve charges for the 2018-2019 financial year as detailed below.

Prosperous Communities Committee		Car Parks & Bus Station						
		2017/18	Proposed Increase		2018/19	VAT Amount	2018/19 Charge Inc. VAT	VAT Rate
		£	% Type	or £	£	£	£	
Car Parks								
Gainsborough not including Roseway	0-1 hours	£0.50			£0.50	£0.10	£0.60	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	£0.50		£0.13	£0.63	£0.13	£0.75	S
	1-2 hours	£0.92		£0.23	£1.15	£0.23	£1.40	S
	2-3 hours	£1.33		£0.33	£1.66	£0.33	£2.00	S
	3-4 hours	£1.67		£0.42	£2.09	£0.42	£2.50	S
	4-6 hours	£2.75		£0.69	£3.44	£0.69	£4.10	S
	6+ hours	£3.25		£0.81	£4.06	£0.81	£4.90	S
Market Rasen	0-1 hours	£0.25			£0.25	£0.05	£0.30	S
	1-2 hours	£0.42			£0.42	£0.08	£0.50	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	£177.36		£182.64	£360.00	£72.00	£432.00	S
	Mon-Sat (If paid by monthly DD)	£153.36		£146.64	£300.00	£60.00	£360.00	S
	Mon-Fri	£150.86		£139.14	£290.00	£58.00	£348.00	S
	Mon-Fri (If paid by monthly DD)	£124.36		£115.64	£240.00	£48.00	£288.00	S
Market Rasen Only	Mon-Sat	£88.68		£91.32	£180.00	£36.00	£216.00	S
	Mon-Sat (If paid by monthly DD)	£76.68		£73.32	£150.00	£30.00	£180.00	S
	Mon-Fri	£75.43		£69.57	£145.00	£29.00	£174.00	S
	Mon-Fri (If paid by monthly DD)	£62.18		£57.82	£120.00	£24.00	£144.00	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.								
Bus Station								
Allocated stand	Per quarter for first stand	£288.65			£288.65	£0.00	£288.65	X
	Per quarter for second stand	£177.10			£177.10	£0.00	£177.10	X
Registered Casual Users Per Quarter		£54.05			£54.05	£0.00	£54.05	X