

FEES AND CHARGES REPORT

APPENDIX 2 – 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 27th 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.

Subsequently following this, a more recent parking strategy was approved by Corporate Policy & Resources committee in 2022 which reaffirmed our approach and current pricing structure with the view it would be revisited when the next parking strategy is carried out.

A revised car parking strategy is due to be completed imminently.

Most recently a pilot scheme for 2-hour free parking in Gainsborough has been approved by Corporate Policy & Resources & implemented as of 1st August 2025. The estimated reduction in income for 8 months during 2025/2026 is £21,300. This shortfall will be covered by the UK Shared Prosperity Fund (UKSPF) grant, which provides funding of £32,000 to offset the reduced income over a 12-month period.

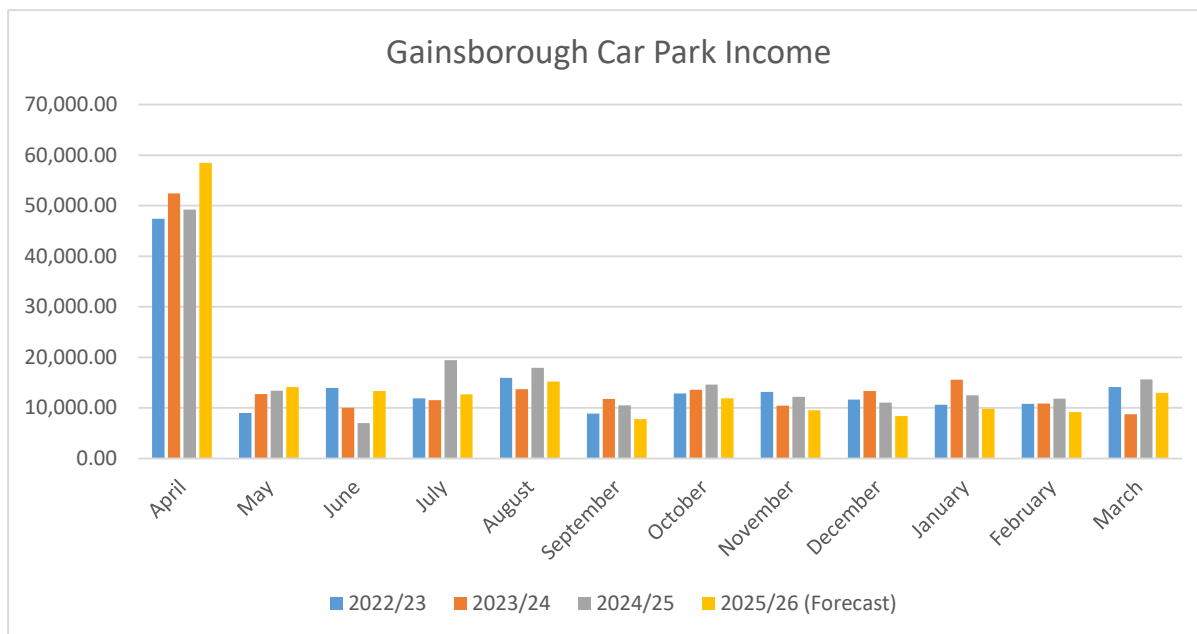
Gainsborough's bus station is located on Hickman Street Gainsborough. The site is owned and maintained by West Lindsey District Council and consists of a through road with four bus stands adjacent to Market Arcade and a layby area opposite.

The payment of a licence fee allows a respective licensee (Bus/Coach Operator) to operate their services by utilising the public stands for the setting down and collection of passengers.

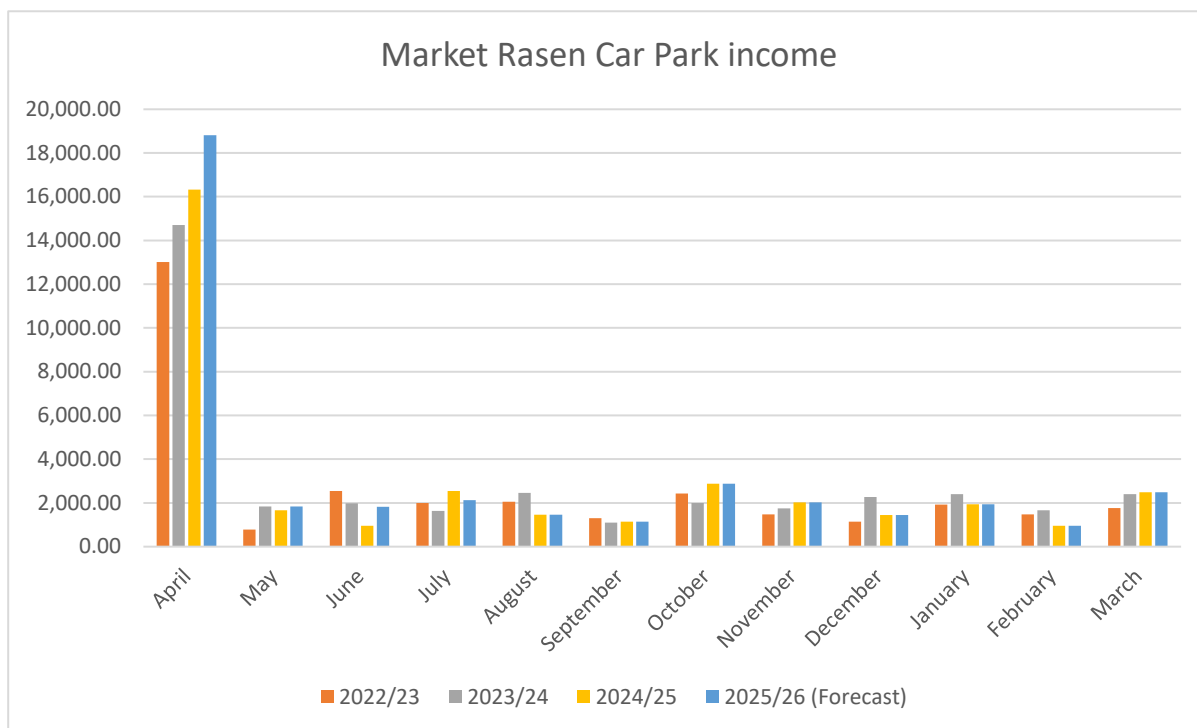
2. Prior years analysis, current financial year projections

The graphs below illustrate:

Gainsborough combined income (car parks & permits) for 2022/2023, 2023/2024, 2024/2025 and a forecast for 2025/2026.



Market Rasen combined income (carparks & permits) for 2022/2023, 2023/2024, 2024/2025 and a forecast for 2025/2026.



The table below highlights actual income achieved collectively across the car parks over the last three financial years (forecast for 2025/2026).

Income achieved	2022/23 Actual (£)	2023/24 Actual (£)	2024/25 Actual (£)	2025/26 Forecast (£)
Car Parks Income	(212,002)	(220,878)	(231,006)	(222,301)
Budget	(267,900)	(218,400)	(225,400)	(222,600)
Income Achieved (Above)/Below Budget	55,898	(2,478)	(5,606)	299

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 several 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.

	Short Stay				Long Stay	
Location	1 Hour	2 Hour	3 Hour	4 Hour	All Day	Season ticket Price
Gainsborough	Free	Free	£2.00	£2.50	£3.90	£528.00
North Lincolnshire	Free	Free	N/A	£2.00	£3	£367.70
North Kesteven	£0.70	£1.00	£1.40	£2.80	£5.20	£400 upwards
South Kesteven	Free	£2.00	N/A	£2.50	£7.00	£680
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
Savoy cinema parking	£1.00	£2.00	N/A	£3.00	£4.00	Please note this car park has limited operational hours & days for general users
Marshall's Yard	N/A	N/A	£1.00 (for 2.5 hours)	£2.00		

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 of reducing wear and tear on ticket machines, saving on ticket roll and cash collection costs. Its take-up and use increases month on month with pay by phone income now representing around 50%-60% of the councils' car park pay and display income vs using physical cash at the machines.

5. Understanding Customers and Markets

In more recent years the switch to more home-based working initially saw a drastic reduction in permit levels, see table below, however we also saw an increase in pay by phone, probably due to the convenience this option creates. The table below illustrates that despite the initial decrease in permits we managed to get back to original levels this year. Pay & Display income had largely

recovered in the previous years. The overall effect following more home-based working is one of reduced car park usage however dwell time has increased helping to maintain income levels.

Permit Reductions Insight	
As of March 2020	Permits Sold
Market Rasen	69
Gainsborough	176
As of September 2023	
Market Rasen	73
Gainsborough	124
As of June 2024	
Market Rasen	75
Gainsborough	118
As of August 2025	
Market Rasen	85
Gainsborough	154

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 2026.
- It is proposed that the Electric Vehicle Charging point fees are left unchanged with effect from 1st April 2026 at £0.55 per KWh, as this is in line with other operator charges (between £0.49 and £0.59).
- The bus stands are allocated/let as Primary and Secondary Stands with the Operators first stand being their Primary. The proposed fee for the stands are set at two price levels £296pa for the Primary stand and £182pa for each additional secondary stand taken.

Bus stand fees are reviewed annually utilising the UK Retail Price Index (RPI) annual inflation rate produced by the Office of National Statistics (for August 2025 rate is 4.6%).

For information, if the council were to increase the car parking tariffs the cost to do so would total circa £3,000 including legal fees, advertising, signage and a machine software update.

If there were a 3% or 10% rise in the pay and display tariffs for both Gainsborough and Market Rasen, based on demand staying the same, the Council would see an increase in income of £5,000 or £16,800 respectively. Both options would cover the costs involved in the implementation of the increase.

7. Impact on Medium Term Financial Plan (MTFP)

The income base budget has increased to reflect previous year's actuals and forecast demand.

Bus station licence income increases by the forecast RPI for each year.

	2026/27 (£)	2027/28 (£)	2028/29 (£)	2029/30 (£)	2030/31 (£)
Current Budget in MTFP	(222,700)	(222,800)	(222,900)	(223,000)	(223,000)
Proposed Budget - Car Parks Season Tickets	(57,000)	(57,000)	(57,000)	(57,000)	(57,000)
Proposed Budget - Car Parks Parking Fees	(168,400)	(168,400)	(168,400)	(168,400)	(168,400)
Proposed Budget - Car Parks Electric Vehicle Charging	(3,600)	(3,600)	(3,600)	(3,600)	(3,600)
Proposed Budget - Civil Parking Enforcement Fines	(55,300)	(55,300)	(55,300)	(55,300)	(55,300)
Proposed Budget - Civil Parking Enforcement Service Provision Contract	64,900	64,900	64,900	64,900	64,900
Proposed Budget - Bus Station Licence	(3,300)	(3,400)	(3,500)	(3,600)	(3,700)
Impact on MTFP 2026/27 Pressure/ (Saving)	-	-	-	-	(100)

8. Recommendation

Members are asked to approve charges for the 2026/2027 financial year as detailed in the schedule below.

Prosperous Communities Committee

Car Parks

2025/26	Proposed Increase / (Decrease)		2026/27	VAT Amount	2026/27 Charge Inc. VAT	VAT Rate
£	% Type	or £	£	£	£	

Car Parks								
Gainsborough not including Roseway	Mon-Sat 0-1 hours	£0.00	0.0%	£0.00	£0.00	£0.00	£0.00	S
	Mon-Sat 1-2 hours	£0.92	0.0%	£0.00	£0.92	£0.18	£1.10	S
	Mon-Sat 2-3 hours	£1.33	0.0%	£0.00	£1.33	£0.27	£1.60	S
	Mon-Sat 3-4 hours	£1.67	0.0%	£0.00	£1.67	£0.33	£2.00	S
	Mon-Sat 4-6 hours	£2.75	0.0%	£0.00	£2.75	£0.55	£3.30	S
	Mon-Sat 6+ hours	£3.25	0.0%	£0.00	£3.25	£0.65	£3.90	S
Roseway only	Mon-Sat 0-1 hours	£0.00	0.0%	£0.00	£0.00	£0.00	£0.00	S
	Mon-Sat 1-2 hours	£1.17	0.0%	£0.00	£1.17	£0.23	£1.40	S
	Mon-Sat 2-3 hours	£1.66	0.0%	£0.00	£1.66	£0.33	£2.00	S
	Mon-Sat 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	Mon-Sat 0-1 hours	£0.00	0.0%	£0.00	£0.00	£0.00	£0.00	S
	Mon-Sat 1-2 hours	£0.00	0.0%	£0.00	£0.00	£0.00	£0.00	S
	Mon-Sat 2-3 hours	£0.67	0.0%	£0.00	£0.67	£0.13	£0.80	S
	Mon-Sat 3-4 hours	£0.83	0.0%	£0.00	£0.83	£0.17	£1.00	S
	Mon-Sat 4-6 hours	£1.42	0.0%	£0.00	£1.42	£0.28	£1.70	S
	Mon-Sat 6+ hours	£1.67	0.0%	£0.00	£1.67	£0.33	£2.00	S
Annual Season Tickets								
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

Sunday - parking is free all day (except Travelodge permit which applies 7 days per week)

Penalty Charge Notice								
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	£0.46	0.0%	£0.00	£0.46	£0.09	£0.55	S
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Bus Station								
Allocated stand	Per quarter for first stand	£283.00	4.6%	£13.00	£296.00	£0.00	£296.00	OS
	Per quarter for second stand	£174.00	4.6%	£8.00	£182.00	£0.00	£182.00	OS
Registered Casual Users Per Quarter		£65.00	4.6%	£3.00	£68.00	£0.00	£68.00	OS