

<i>COMMITTEE</i>	ENVIRONMENT OVERVIEW AND SCRUTINY COMMITTEE
<i>DATE</i>	THURSDAY, 18 JULY 2002
<i>TITLE OF REPORT</i>	PARKING CHARGES REPORT
<i>RESPONSIBLE OFFICER</i>	Rosemarie Gunstone, overview and scrutiny co-ordinator

1 PURPOSE OF THE REPORT

- 1.1 At a Full Council meeting on 28 February 2002 members agreed the revenue budget 2002/2003 this included a proposal to generate additional income of £350,000 by introducing new and differential parking charges.
- 1.2 At an Environment, Overview and Scrutiny Committee on 18 April 2002, Members decided to form a two cycle task group to explore changes to the parking tariff structure and differential charges in the towns.
- 1.3 The task group met on two separate occasions, 23 May and 13 June and this report sets out the outcome from the task group although agreement on a number of issues was not possible.

2 RECOMMENDATIONS

- 2.1 Members are asked to consider recommending to the Cabinet the proposals as set out below:
 - 2.1.1 New tariff costs for Rochester as agreed by the task group and detailed in 3.1 below.
 - 2.1.2 New tariff costs for Rainham and Strood as agreed by the task group and detailed in 3.2 below.
 - 2.1.3 New tariff costs for Gillingham as agreed by the task group and detailed in 3.3 below.
 - 2.1.4 Charges in Chatham could not be agreed therefore there are two options:

Option 1 proposes that the 0-1 hour tariff remain at 30p
Option 2 proposes that the tariff for 0-1 hour be increased to 40p
Full details are shown in 3.4 below.

2.1.5 Evening charges in Rochester could not be agreed therefore there are two options:

Option 1: Extending hours of operation in the Rochester car

Option 2: Evening parking remains free.

Full details are shown in 3.5 below.

2.1.6 Officers are to investigate the possibility of introducing incentives for using the underused car parks namely, Grove Road, Strood, Croneens, Gillingham and Easons Yard (Doust Way), Rochester including the use of advertisements in Medway Matters of reduced rates of £1,70 per day.

2.1.7 A new tariff of £5 in the entire short stay car parks in Chatham for all vehicles staying above 5 hours.

2.1.8 That the Brook Multi-Storey Car Park should be for short-stay parking only therefore any vehicles wishing to stay beyond four hours would be charged £5.

The following recommendation was not discussed at the task group but officers subsequently recommend:

2.1.9 That the on-street tariff for the pay and display machines changes in line with the off-street tariff.

3 OPTIONS

3.1 New tariff structure for Rochester

Rochester Short Stay	Existing Tariff Band	Option 1 (Cost)
Blue Boar Lane	0-1	30p (0)
Cathedral	1-2	60p (10p)
Almon Place	2-4	90p (20p)
Boley Hill	4-5	100p (10p)
Rochester Long Stay	Existing Tariff Band	Option 1 (Cost)
High Street 1	0-1	30p (0)
High Street 2	1-2	60p (10p)
Berkeley House	2-4	90p (20p)
Easons Yard	4-6	120p (30p)
King Street	6-8	210p (40p)
Union Street	8+	250p (0)
Corporation Street		
The Common		

These changes will lead to additional income of £35,000.

3.2 New tariff structure for Rainham and Strood

Rainham Short Stay	Existing Tariff Band	Option 1 (Cost)
Longley Road	0-1	20p
Cricketers	1-2	30p (0)
	2-4	50p (0)
		70p (0)
Rainham Long Stay	Existing Tariff Band	Option 1 (Cost)
Station Road	0-1	30p (0)
Birling Avenue	1-2	60p (10p)
	2-4	90p (20p)
	4-6	120p (30p)
	6-8	210p (40p)
	8+	250p (0)
Strood Long Stay	Existing Tariff Band	Option 1 (Cost)
Commercial Road	As Rainham S/Stay	
Temple Street	As Rainham S/Stay	

These changes will lead to additional income of £4,000

3.3 New tariff structure for Gillingham

Gillingham Short Stay	Existing Tariff Band	Option 1 (Cost)
Balmoral Gardens	0-1	30p (0)
Britton Street	1-2	60p (10p)
Britton Farm	2-4	90p (20p)
Gillingham Short Stay	Existing Tariff Band	Option 1 (Cost)
Jeffrey Street	0-1	30p (0)
Littlewoods	1-2	60p (10p)

These changes will lead to additional income of £19,000

- 3.4 The greatest demand for parking is in the short stay car parks in Chatham. These car parks can therefore accommodate a tariff increase without a significant reduction in use.

There was some dissension over the proposal to increase the 0-1 hour tariff in Chatham. Some members felt that the tariff should remain as it is, as they did not want to discourage shoppers from the busiest shopping area in Medway. Whereas other Members felt that introducing differential parking charges was the purpose of the group and Chatham was the most obvious area to do this.

Chatham Short Stay	Existing Tariff Band	Option 1 (Cost)	New Tariff Band	Option 2 (Cost)
James Street	0-1	30p (0)	0-1	40p (10p)
Rhode Street	1-2	60p (10p)	1-2	60p (10p)
Sir John Hawkins	2-4	90p (20p)	2-4	90p (20p)
The Paddock	4-5	100p (10p)	4-5	100p (10p)
Globe Lane			5+	500p
Town Hall				
Church Street				
Chatham Long Stay	Existing Tariff Band	Option 1 (Cost)	New Tariff Band	Option 2 (Cost)
Riverside	0-1	30p (0)	0-1	40p (10p)
Whiffens Avenue	1-2	60p (10p)	1-2	60p (10p)
Queen Street	2-4	90p (20p)	2-4	90p (20p)
Slicketts Hill	4-6	120p (30p)	4-6	120p (30p)
Union Street	6-8	210p (40p)	6-8	210p (30p)
Union Place	8+	250p (0)	8+	250p (0)
Upper Mount				
Old Road				
The Brook MSCP				

Option 1 will generate additional income of £126,000

Option 2 will generate additional income of £222,000 a difference of £96,000 if a 40p tariff for the first hour is introduced.

3.5 Evening Charging in Rochester

3.5.1 Blue Boar Lane and Almon Place are very well used car parks in the evenings. If evening charging is to be introduced there will be staff shift pattern implications. However, these could be overcome by taking on the additional team of parking attendants already proposed. It has been assumed that if these charges are introduced additional Penalty Charge Notices will balance reduced income from previous staff deployments.

3.5.2 Observations have shown that there may be continuing demand (after charging) for the short stay and this may be displaced to the market site if the same charges were not introduced. However, whilst it would be necessary to also charge on this site the actual turnover will not increase and capacity at the market has been discounted from income generation calculations.

No of spaces 250

Assuming charging is extended from 7 pm until 10 pm

3-hour stay costs 70p

Income per 'busy' evening is £175.

Assuming 3 busy evenings per week

Additional income generated will be £23,000

Note: The ticket machines in Rochester are programmed to allow time purchased on one evening to be used the following morning. Thus a three-hour ticket bought at 6pm in the evening is valid until 9am the following day and cost 70p. This was introduced for the benefit of those residents of the Rochester High Street area who have no free parking facilities. The result of the change would be to raise the residents' parking cost for 6pm to 8am parking from 70p to £1.70p.

3.5.3 It is expected that the residents of Rochester High Street will oppose these changes or seek dispensation for evening parking therefore, if approved, Officers will introduce a new permit at a cost £15 which will be valid from 6pm to 8am in the car parks affected.

3.6 It is proposed that the on-street tariff for the pay and display machines change in line with the off-street tariff. It is difficult to estimate the financial implication of these changes due to no historic data being available however, it is estimated to be approximately £20,000.

5 FINANCIAL ADVICE

5.1 As stated in paragraph 1.1 there is a requirement to generate additional income of £350,000 in the current financial year.

5.2 A full financial assessment (inclusive of VAT) of each car park is attached in appendix A.

5.3 Should the proposals including differential parking charges in Chatham and evening parking charges in Rochester be accepted they should generate a full year additional income of £323,000. It is anticipated that the earliest implementation date is 30 September 2002, which would generate an income of £162,000.

5.4 It should also be noted that the cost to introduce these changes is £15,000 and would need to be met from the income generated.

5.5 In summary, introducing these charges on 30 September 2002 will leave a budget pressure of £203,000, which will need to be addressed elsewhere over the course of the year and will continue to increase should the implementation date be delayed.

6 LEGAL IMPLICATIONS

6.1 A notice will need to be published to amend the current parking order.

7 CONCLUSIONS

7.1 In line with Full Council's decision to generate additional income of £350,000 in the revenue budget these new charges being proposed will not achieve this increase in a full year and further income will need to be generated through other initiatives.

8 BACKGROUND PAPERS

8.1 Minutes Full Council 28 February 2002

8.2 Minutes of task group meeting

8.3 Environment Overview and Scrutiny Committee meeting dated 18 April 2002

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