

**REPORT TO:** Place Scrutiny Committee and Executive  
**Date of Meeting:** 9 March and 11 April 2017  
**Report of:** Service Manager Community Safety & Enforcement  
**Title:** Parking Tariffs

**Is this a Key Decision? \***

Yes

*\*One that affects finances over £1m or significantly affects two or more wards. If this is a key decision then the item must be on the appropriate forward plan of key decisions.*

**Is this an Executive or Council Function?**

Executive.

**1. What is the report about?**

Increasing both car park tariffs and the number of pay & display parking sites from June 2017.

**2. Recommendations:**

2.1 To amend the Car Parking Places Order 2014 as follows:

1. To increase tariffs at Premium, Zone 1 and Zone 2 car parks by 10% within the existing linear pricing structure as set out in the table below but retain the existing all day tariff to encourage visitor dwell time:-

Premium Car Parks (Guildhall, Mary Arches, John Lewis)		
Stay	Current Tariff	Proposed Tariff
1 hour	£2.00	£2.20
2 hours	£3.00	£3.30
3 hours	£4.00	£4.40
4 hours	£5.00	£5.50
5 hours	£6.00	£6.60
6 hours	£7.00	£7.70
7 hours	£8.00	£8.80
All day	£12.00	£12.00
Zone 1 Car Parks (Bampfylde Street, Bartholomew Terrace, Harlequins, King William Street, Magdalen Road, Magdalen Street, Matthews Hall, Princesshay 2, Princesshay 3, Smythen Street)		
Stay	Current Tariff	Proposed Tariff
1 hour	£1.00	£1.10
2 hours	£2.00	£2.20
3 hours	£3.00	£3.30
4 hours	£4.00	£4.40
5 hours	£5.00	£5.50

6 hours	£6.00	£6.60
7 hours	£7.00	£7.70
All day	£10.00	£10.00
Zone 2 Car Parks (Belmont Road, Bystock Terrace, Cathedral & Quay, Haven Road 1, Howell Road, Richmond Road, Parr Street, Topsham Quay, Triangle)		
Stay	Current Tariff	Proposed Tariff
1 hour	£1.00	£1.10
2 hours	£2.00	£2.20
3 hours	£3.00	£3.30
4 hours	£4.00	£4.40
5 hours	£5.00	£5.50
All day	£6.00	£6.00
Zone 3 Car Parks (Flowerpot, Haven Road 2 & 3, Holman Way, Okehampton Street, Tappers Close)		
Stay	Current Tariff	Proposed Tariff
1 hour	£0.50	£0.50
2 hours	£1.00	£1.00
3 hours	£1.50	£1.50
4 hours	£2.00	£2.00
All day	£2.50	£2.50
Zone 3 Car Parks with Maximum Stay (Clifton Hill, Gordons Place, Station Road (Exwick))		
1 hour	£0.50	£0.50
2 hours	£1.00	£1.00
3 hours maximum stay	£1.50	£1.50
Coach Parking at Haven Road 3 (per day)	£5.00	£5.00
Quarterly Commuter Season Ticket	£300.00	£300.00
Residents Annual Season Ticket	£125.00	£125.00
Bartholomew Terrace Business Permit	£205.00	£205.00
Cathedral & Quay Business Bays	£565.00	£565.00

- 2.2 To include the following additional car parks in the Parking Places Order 2014:
- Flowerpot (Appendix 1)
  - Station Road (Exwick) (Appendix 2) and
  - Clifton Hill (Appendix 3)
- by way of pay and display

- 2.3 To designate the following car parks as Zone 3 Car Parks as set out in paragraph 2.1 above table in the Parking Places Order 2014:
- (a) Flowerpot,
  - (b) Station Road (Exwick) and
  - (c) Clifton Hill

- 2.4 To restrict parking to a maximum 3 hour stay at the new Clifton Hill and Station Road (Exwick) car parks.

**3. Reasons for the recommendations:**

- 3.1 Parking charges within the city have fallen behind other cities and the Council has ambitious plans to reduce congestion in the city. A reasonable pricing policy will support these objectives.
- 3.2 Costs have risen with the rise of payment by credit and debit cards, along with mobile phone payment charges. Increased tariff charges will negate the need to introduce a separate surcharge and cover these additional costs.
- 3.3 To reduce anomalies in parking provision by operating all pay and display sites in-house under a Parking Places Order.

**4. What are the resource implications including non financial resources.**

Based on historical ticket data, and assumptions on changes to parking patterns resulting from the new charging structure, the projected impact of the recommended tariff increase is an additional £680,000 income per annum (Appendix 4).

**5. Section 151 Officer comments:**

The report raises no concerns for the section 151 officer. As the figures can only be estimates, Finance will work with Parking Services to produce a budget that is realistic and achievable rather than simply adding this estimate to the existing budget.

**6. What are the legal aspects?**

Any changes to the Council's Parking Places Order must be advertised and any comments received as a result must be carefully considered.

**7. Monitoring Officer's comments:**

This report raises no issues for the Monitoring officer.

**8. Report Details:**

**Tariff Increase**

- 8.1 There have been no 'across the board' percentage increases in parking tariffs since 2012. As a result, parking charges within the City have fallen behind the charges of other Cities. With a stated aim of reducing congestion in the City, the Council cannot help support this objective without a reasonable increase in tariff.

- 8.3 A new tariff structure was introduced in January 2017. The proposed changes in this report do not seek to alter that structure but instead simply raise tariffs within it, maintaining a linear approach.
- 8.4 Even with this 10% increase on most tariffs parking prices in Exeter will still compare favourably with other regional centres (Plymouth £1.20 - £1.30 per hour and Taunton £1.00 - £1.20 per hour)
- 8.5 It is projected that during 2016/17, there will be 311,000 card transactions at our pay and display machines at an average transaction fee of 26 pence. Rather than introduce a surcharge at this time, it would be more appropriate for the additional costs to be absorbed within the tariff increase. It is anticipated that the number of card transactions will continue to rise.

### **Additional Sites**

- 8.6 Lease agreements for Flowerpot and Station Road (Exwick) cease in March and May 2017 respectively. Both sites are currently run by private parking operator Premier Park and sit outside of the Council's Parking Places Order.
  - 8.7 The Flowerpot site will need to operate as an unregulated free car park for the period March – May prior to inclusion in the Parking Places Order which allows the Council to charge and enforce in accordance with its amended Parking Place Order.
  - 8.8 The current 6 dedicated resident permit bays will become public bays and instead the permit holders will be entitled to park anywhere within Flowerpot car park.
  - 8.9 The Station Road (Exwick) site will pass from Premier Park to the Council in May and will be included in the amended Parking Places Order.
  - 8.10 A maximum stay of 3 hours will be imposed at Station Road (Exwick) to deter rail commuters parking all day to the detriment of those wishing to park for a short period of time to use the adjacent park or enjoy the nearby river walks.
  - 8.11 A small parcel of Council land adjacent to Clifton Hill Sports Centre is currently operated by Premier Park and offers 10 bays on a permit holder parking only basis. There is no take up of the permits and the bays remain empty. The land is not included in the Council's Parking Places Order and the existing agreement with Premier Park can be terminated with 60 days written notice.
  - 8.12 This small area would be better incorporated into the Parking Places Order and utilised as a Zone 3 pay and display car park with a 3 hour maximum stay. This would provide an overspill parking option for the sports centre as well as increasing bay availability for users of nearby Belmont Park.
  - 8.13 In addition these bays could be utilised by visitors to properties in this area of Newtown who are prevented from parking on the street by the County Council's Residents Parking scheme.
- 9. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?**

9.1 Maintaining free parking for Blue Badge Holders supports equality of access to the city.

**10 Are there any other options?**

10.1 Maintain existing tariffs and make additional income or savings in other areas.

Steve Carnell  
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**Local Government (Access to Information) Act 1972 (as amended)**

Background papers used in compiling this report:-

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