Final

REPORT TO PLACE SCRUTINY COMMITTEE
Date of Meeting: 14 September 2017
Report of: Community Safety and Enforcement Manager
Title: Review of Strategic Parking Performance

Is this a Key Decision?

No

Is this an Executive or Council Function?

Executive

1. What is the report about?

1.1. To update Members on the impact of the Council's parking strategy on the four key objectives of economic growth, parking capacity, congestion and parking income.

2. Recommendations:

2.1. That Members note the progress made to date.

3. Reasons for the recommendation:

3.1. To monitor the impact of the Council's parking strategy on the four key areas of economic growth, parking capacity, congestion and parking income.

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

4.1. None

5. Section 151 Officer comments:

5.1. Income from car parking, after the first 3 months of the financial year, is on profile to achieve the £6.7m budget for 2017/18. Achievement of this key area of the parking strategy will continue to be monitored on a monthly basis as part of budget monitoring processes.

6. What are the legal aspects?

6.1 None identified.

7. Monitoring Officer's comments:

7.1 The report has no issues of concern for the Monitoring Officer.

8. Background to the Strategy

8.1. The Parking Strategy seeks to deliver four Strategic Objectives:

a) **Economic Growth:** Car parking is an important element of Exeter's growth story and it is essential to ensure that the City Council's car parks support economic growth by encouraging visitors to the city and to stay longer when they visit;

b) **Maximising Capacity:** projections show that actual capacity in Exeter's city centre car parks will be reached on a Saturday by 2018 without strategic intervention;

c) **Reducing Congestion:** Traffic congestion is seen as a key deterrent to accessing the City Centre;

d) **Maintaining Income:** The City Council depends on the £6M income it receives from its car parks service every year to deliver a balanced budget and provide essential services.

9. Implementing Measures

9.1 The following set of measures were adopted in order to monitor progress in achieving these four Strategic Objectives:

Economic Growth

a) Sunday Parking Demand: Sunday footfall as a % of Saturday footfall
b) Dwell Time: average ticket time purchased
c) Evening Parking Demand: number of tickets sold after 6pm
d) Weekday Parking Demand: number of tickets sold Monday to Friday

Capacity

a) Model Shift: number of park & ride tickets purchased on Saturdays
b) Peak Saturday Capacity: % of bays sold at 1pm
c) Weekday Long Stay Demand: number of tickets of 7 hours and over sold on weekdays
d) Weekday Long Stay Demand: number of season tickets issued

Congestion

a) Traffic Volumes and Speeds at Peak Hours (1pm Sat and 8.30am/5.00pm Mon – Fri)

Income

a) Overall Parking Income
b) Proportion of income by cash, card and phone

10. Performance Against Measures

10.1 In some of these areas meaningful data is still being gathered and analysed. This will be covered in future reports.

10.2 The following figures provide direct comparison with previous years to indicate how the recent interventions have impacted on parking performance.

10.3 These interventions include a revised tariff structure and extension of evening parking charges from January 2017, together with an upgrade of many machines to provide contactless card payments.

10.4 Average dwell time has increased in each of the differing zone of car park in 2017 when compared with the same period in 2016; Premier increased by 7% (2h 17 mins to 2h 27mins), Zone 1 increased by 11% (3h 57mins to 4h 23mins) and Zone 2 increased by 1% (6h 35mins to 6h 39mins)

10.5 Sales of tickets purchased after 6pm has increased by 15%. Evening parking charges are only made at Premier banded sites and an average of 149 tickets are sold after 6pm each evening.

10.6 The number of weekday tickets purchased has reduced from an average of 125,821 per month to 121,468, a fall of 3.5%

10.7 The percentage of parking bays full at 1pm on a Saturday has risen from 77% to 86%. This period of peak weekend demand has previously been highlighted as a potential problem area for the city centre.

10.8 The number of weekday long stay tickets (7 hours or more) purchased has risen by 24% from an average of 5,123 per month to 6,335

10.9 During 2016 the means by which customers paid for parking (as a percentage of income) were; cash 84.4%, card 11% and mobile phone 4.6%. For the same period in 2017 the figures were; cash 75.7%, card 20% and mobile phone 4.3%

10.10 Overall parking income for January to July 2017 has increased by 6.5% when compared to the income for the same period in 2016

11. How does the decision contribute to the Council's Corporate Plan?

Report for information only

12. What risks are there and how can they be reduced?

Report for information only

13. 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?

13.1. Potential positive impacts on accessibility to city centre for disabled drivers

14. Are there any other options?

14.1. Not applicable.

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<u>Local Government (Access to Information) Act 1972 (as amended)</u>
Background papers used in compiling this report:-

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