CUSTOMER FOCUS SCRUTINY COMMITTEE

Date: Thursday 2 December 2021
Time: 5.30 pm
Venue: Customer Service Centre, Civic Centre, Paris Street, Exeter

Members are invited to attend the above meeting.

If you have an enquiry regarding any items on this agenda, please contact Howard Bassett, Democratic Services Officer (Committees) on 01392 265107.

Membership -
Vizard (Chair), Mitchell, M (Deputy Chair), Allcock, Atkinson, Begley, Denning, Mrs Henson, Martin, A, Pearce, Quance, Sparkes, Sparling, Wardle and Warwick

Agenda

7 **Car Parks and Environmental Considerations** (Pages 3 - 18)

To consider the report of the Engineering, Waterways and Parking Service Manager.

Date of Next Meeting

The next scheduled meeting of the Customer Focus Scrutiny Committee will be held on **Thursday 10 February 2022** at 5.30 pm in the Civic Centre.

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Exeter City Council

Car Parking Overview

December 2021

Background

For many years the Council's approach to car parking was a simple one. The city centre car parks were aimed at short-stay shoppers with a pricing structure designed to encourage high turnover in sites such as Guildhall and Mary Arches Street.

Meanwhile, those more peripheral sites such as Triangle and Howell Road provided cheaper long-stay parking for commuters.

The emphasis was on facilitating as many cars as possible as this was deemed to be beneficial to the city centre economy. Being 'full' was considered to be a success and an indicator of a thriving city.

As the global financial landscape began to change in 2007/08 the income derived from car parking became ever more important in order to allow the Council to deliver both the level and range of services it desired for the citizens of Exeter.

Regular tariff increases followed as the Council sought to maximise income generation while still ensuring car parking was supporting city centre business need.

Current Position

Much work was done around 2016 to help inform a revised parking strategy. Part of that work involved workshops with representatives from city centre business, the general public and partner organisations.

It emerged that key players in the commercial sector didn't consider tariffs alone to be a barrier for trade but instead cited the congested arterial routes and slow journey times as a major factor in deterring people visiting the city.

The strategy adopted as a result of this work can be summarised as follows:-

1. Reduce the number of cars travelling into the city centre
2. Increase the dwell time of those cars that do
3. Do so without detrimentally affecting city centre footfall
4. Increase, or at least maintain, car park income

This was broadly being achieved during the two years immediately before the Covid pandemic by means of a revised tariff structure.

The new structure made it more expensive to park the closer to the city centre someone drove. So travelling along the Alphington Road corridor, for example, a motorist would have the option of parking at Haven Road or Okehampton Street for £3.50 a day. Continuing further in as far as Cathedral & Quay would cost £11.00 a day, closer still to Magdalen Street would be £13.00 and centrally in Guildhall, Mary Arches Street or John Lewis would be £15.00

The intention being to prevent congestion within the central area by encouraging drivers, where possible, to walk a longer last leg of their journey.

The new structure also did away with the previous large rise in tariff for anyone staying beyond 3 hours in a short stay car park. This was changed in order to encourage a longer dwell time in central car parks as the emphasis changed from the High Street being somewhere to 'nip in' and shop to being somewhere to visit at leisure to shop, eat and drink.

Planning for the Future

1. **What have we got?**

2. **Where are they?**

3. **What’s their condition?**

4. **How do we re-purpose?**

5. **What options for tariffs?**

1. What have we got?

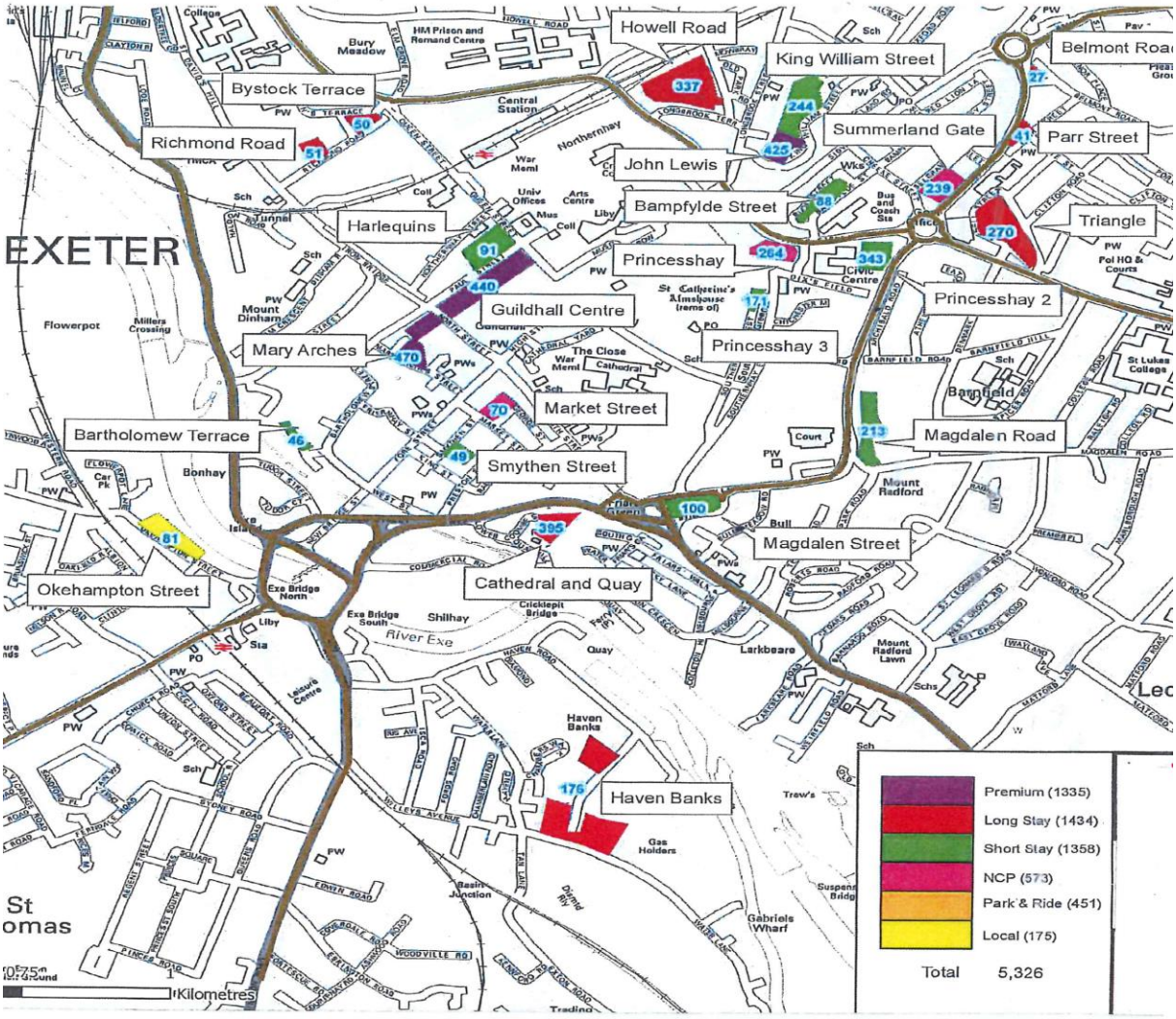
Parking Site	Type	No. of Bays	Income 2019/20	Income 2020/21	Annual Income per Bay
Bampfylde Street	Pay & Display	88	241,458	172,215	£ 2,744
Bartholomew Terrace	Pay & Display	46	18,218	7,200	£ 396
Belmont Road	Pay & Display	27	45,554	22,087	£ 1,687
Bystock Terrace	Pay & Display	50	121,531	73,999	£ 2,431
Cathedral & Quay	Pay & Display	395	327,016	130,220	£ 828
Civic Centre	Free Visitors	16	-	-	-
Clifton Hill	Pay & Display	10	954	136	£ 95
Flowerpot Lane	Pay & Display	70	25,926	12,133	£ 370
Gordons' Place	Pay & Display	38	24,860	12,063	£ 654
Guildhall	Pay on Foot	440	1,470,758	633,393	£ 3,343
Harlequins	Pay & Display	91	221,828	117,496	£ 2,438
Haven Road	Pay & Display	176	198,853	111,511	£ 1,130
Holman Way	Pay & Display	68	80,357	53,145	£ 1,182
Howell Road	Pay & Display	337	543,438	232,164	£ 1,613
John Lewis	Pay on Foot	425	751,488	222,965	£ 1,768
King William Street	Pay & Display	244	300,839	91,792	£ 1,233
Magdalen Road	Pay & Display	213	358,221	124,395	£ 1,682

Magdalen Street	Pay & Display	100	334,779	179,455	£ 3,348
Mary Arches Street	Pay on Foot	470	1,112,454	195,868	£ 2,326
Mathews Hall	Pay & Display	32	78,548	42,837	£ 2,455
Okehampton Street	Pay & Display	81	64,932	32,049	£ 802
Parr Street	Pay & Display	41	44,238	11,598	£ 1,079
Princesshay 2	Pay & Display	343	304,270	137,620	£ 887
Princesshay 3	Pay & Display	171	428,871	182,341	£ 2,508
Richmond Road	Pay & Display	51	22,984	7,757	£ 451
Smythen Street	Pay & Display	49	147,610	90,206	£ 3,012
Station Road, Exwick	Pay & Display	18	6,905	8,349	£ 384
Tapper's Close	Pay & Display	26	16,484	5,898	£ 634
Topsham Quay	Pay & Display	26 (+64 seasonal)	100,523	56,736	£ 1,733
Triangle	Pay & Display	270	562,569	173,625	£ 2,084
Albert Street	Free Off-Street Residents	17	-	-	
Clifton Street 1	Free Off-Street Residents	9	-	-	
Clifton Street 2	Free Off-Street Residents	4	-	-	
Clifton Street 3	Free Off-Street Residents	7	-	-	
East John Walk	Free Off-Street Residents	8	-	-	
Leighton Terrace	Free Off-Street Residents	3	-	-	

Lower Albert Street	Free Off-Street Residents	6	-	-	
Oxford Road	Free Off-Street Residents	11	-	-	
Parr Street	Free Off-Street Residents	10	-	-	
Sandford Walk 1	Free Off-Street Residents	4	-	-	
Sandford Walk 2	Free Off-Street Residents	8	-	-	
St Matthews Close	Free Off-Street Residents	25	-	-	
Duryard	Free Off-Street Recreational	16	-	-	
Bromhams Farm	Free Off-Street Recreational	26	-	-	
Cowick Barton	Free Off-Street Recreational	28	-	-	
Bettys Mead	Free Off-Street Recreational	12	-	-	
Hamlin Lane	Free Off-Street Recreational	22	-	-	
King George V	Free Off-Street Recreational	74	-	-	
Station Road, Pinhoe	Free Off-Street Recreational	16	-	-	
Permits/Season Tickets	Various	n/a	361,968	159,140	
Penalty Charge Notices	Various	n/a	47,648	66,497	
Solar Panel Income	Mary Arches Street & John Lewis MSCPs	n/a	31,262	35,565	
Other Miscellaneous	Rents, Recharges etc.	n/a	101,297	56,524	
Total Net Income			**8,498,641**	**3,458,979**	

Expenditure					
Pay	Car Parks & Cash Collection		588,863	393,264	
Premises	Car Parks & Cash Collection		1,300,750	1,286,836	
Supplies & Services	Car Parks & Cash Collection		291,362	218,168	
Transport	Car Parks & Cash Collection		1,484	1,870	
Support Services	Car Parks & Cash Collection		149,980	120,000	
Capital Charges	Car Parks & Cash Collection		307,821	344,871	
Total Net Expenditure	Car Parks & Cash Collection		**2,640,260**	**2,365,009**	
Annual Surplus			**5,858,381**	**1,093,970**	

2. Where are they?



3. What's their condition?

a) All Surface car parks are currently in reasonable condition

b) Multi-storey and Basement car parks require attention as indicated in the table below

Green = Good Amber = Fair Red = Poor

Site	Structure	Lighting	Decor	Lifts
Guildhall				
Mary Arches				
Harlequins				N/A
Cath & Quay				
John Lewis				
King William				N/A
Princesshay 2				N/A
Princesshay 3				

4. How do we re-purpose?

a) Rare to be at 100% capacity.

b) Our ambition to reduce the number of journeys made into the city by car.

c) A number of sites within close proximity of each other. (e.g Belmont Road/Parr Street and Guildhall/Harlequins/Mary Arches Street).

d) Reduce overheads without impacting on income.

e) Emphasis on replacing car park income with an alternative revenue streams.

Car Park and Existing Issues	Nearby Alternatives	Re-Purposed Use Options
Mary Arches (poor condition of overall site, including pedestrian bridge, requiring significant capital investment, upper decks currently house a large solar panel array)	Guildhall and Harlequins	Sell for redevelopment Demolish and operate surface car park from same site with reduced overheads Repair/refurbish and continue to run as car park Repair/refurbish and run as joint car park/visitor attraction ('urban chic' theme for go-karting, skateboarding, crazy golf, silent discos, film set/video shoot location, street art exhibitions etc)
Belmont Road (small site in area with alternative car parks)	Parr Street and Triangle	Sell for redevelopment
Cathedral & Quay (known structural problems, ASB, poor lighting)	Magdalen Street	Development for upper decks already planned Ensure appropriate security to deter ASB and gentrify site with secure parking options, wider bays, EV provision etc
King William Street (recent structural concerns, ASB, spare capacity across this site and John Lewis MSCP)	John Lewis	Maintain John Lewis MSCP as a car park but repurpose King William Street for 'urban chic' themes mentioned above but also scope for netted-in 5-a side football/netball/tennis use at Leighton Terrace deck King William underground section could potentially be used as base for boxing/martial arts type clubs Alternatively this section could be utilised to support active travel (co-share bikes, cycle racks, lockers, showers etc)

5. What options for tariffs?

a) Do Nothing - £2M shortfall in 2022/23

b) Implement Agreed Tariffs - £1M shortfall if in place before April 2022 (8 week lead in period)

Premium Car Parks (Guildhall, Mary Arches, John Lewis)		
Stay	Current Tariff	Proposed Tariff
1 hour	£3.30	n/a
2 hours	£4.40	£4.50
3 hours	£5.50	£5.60
4 hours	£6.60	£6.70
5 hours	£7.70	£7.80
6 hours	£8.80	£8.90
7 hours	£9.90	£10.00
All day	£15.00	£18.00
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	£2.20	n/a
2 hours	£3.30	£3.40
3 hours	£4.40	£4.50
4 hours	£5.50	£5.60
5 hours	£6.60	£6.70
6 hours	£7.70	£7.80
7 hours	£8.80	£8.90
All day	£13.00	£13.00
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	£2.20	n/a
2 hours	£3.30	£3.40
3 hours	£4.40	£4.50
4 hours	£5.50	£5.60
5 hours	£6.60	£6.70
All day	£11.00	£11.00

Zone 3 Car Parks (Flowerpot, Haven Road 2 & 3, Holman Way, Okehampton Street, Tappers Close, Turf Approach)		
Stay	Current Tariff	Proposed Tariff
1 hour	£1.00	n/a
2 hours	£1.50	£2.00
3 hours	£2.00	£3.00
4 hours	£2.50	£4.00
All day	£3.50	£5.00
Zone 3 Car Parks with Maximum Stay (Bromhams Farm, Clifton Hill, Gordons Place, Station Road (Exwick))		
1 hour	£1.00	n/a
2 hours	£1.50	£2.00
3 hours maximum stay (6 hours maximum stay at Bromhams Farm)	£2.00	£3.00
Other charges		
Coach Parking at Haven Road 2 (per day)	£5.00	£18.00
Season Ticket (per annum)	£1,500.00	£1,800.00
Residents Annual Car Park Permit (within catchment zone)	£150.00	£200.00
Residents Annual Car Park Permit (if electric vehicle and within catchment zone)	£150.00	Free
Business Annual Car Park Permit (within catchment zone)	£250.00	£250.00
Cathedral & Quay Dedicated Business Bay (within catchment zone and subject to availability)	£750.00	£800.00

c) Other tariff considerations:-

Extend charging period

Introduce flat-rate overnight charging

Introduce ‘Dynamic’ charging

Reduce Blue Badge concession

Re-classify some ‘Local’ car parks

Charging in current ‘free’ car parks

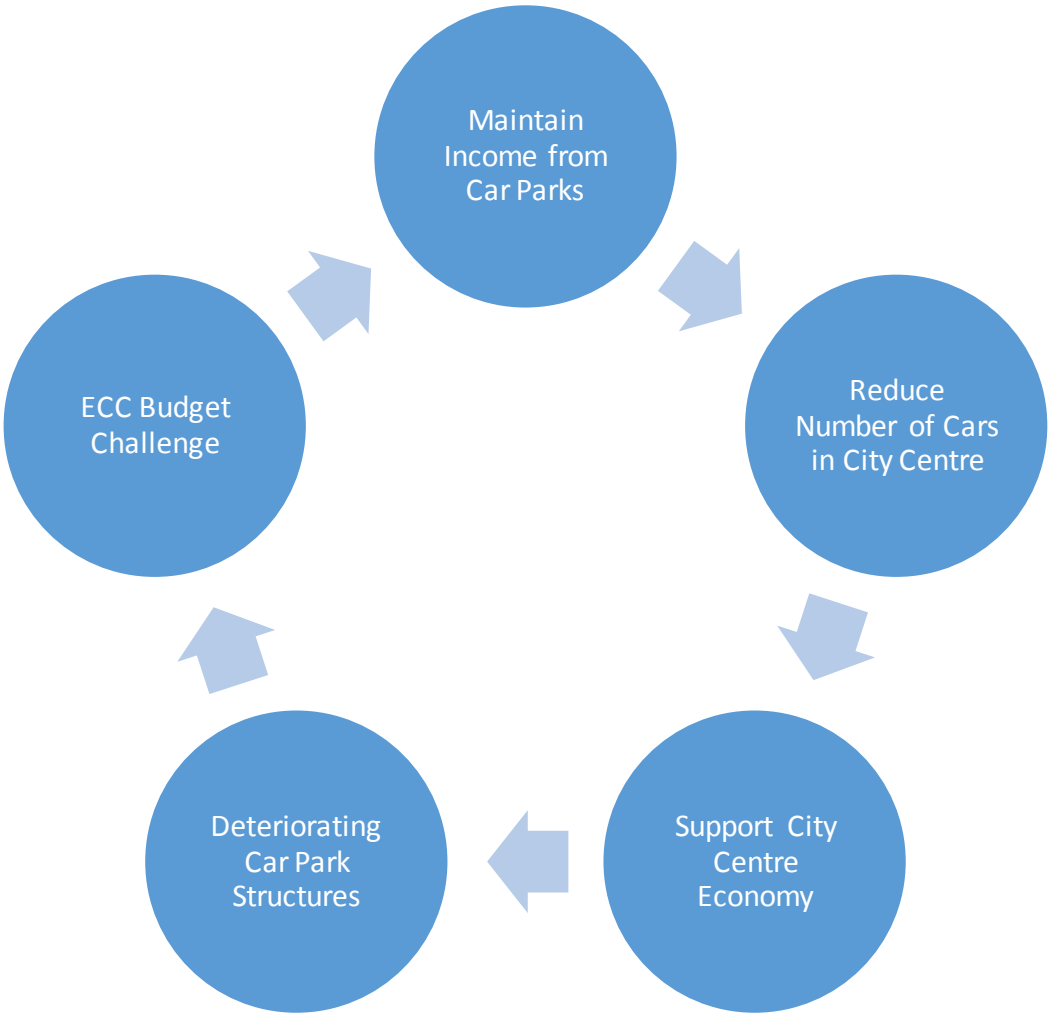
All the above estimated to deliver an additional £300K

Lead-in time extended as no existing Executive approval

Enforcement and compliance

Competitors meet market demand

Squaring the Circle:-



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