

REPORT TO EXECUTIVE

Date of Meeting: 4 June 2024

Report of: Director for Net Zero Exeter & City Management

Title: Parking Tariffs 2024

Is this a Key Decision?

Yes

Is this an Executive or Council Function?

Executive

1. What is the report about?

1.1 To make amendments under the Parking Places Order to improve the regulation of Council car parks and to support the aims of reducing traffic congestion, supporting the Medium-Term Financial Plan, and addressing the goal of Exeter net zero by 2030.

2. Recommendations:

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

- a) Increase car parking charges at all car parks by 5%;
- b) Reduce car parking charges on a Sunday by 25%;
- c) Re-introduce 1hr parking for city centre car parks located in Zone 2;
- d) Amend the opening and closing hours at the John Lewis car park to 8.00am - midnight;
- e) Add the following new car parks to the Parking Places Order in accordance with the plans at Appendix 2:
 - a. Central Zone
 - i. Paris Street Car Park (Old Bus Station site)
 - b. Zone 3
 - i. Pinhoe Railway Station Car Park;
 - ii. Bridge Road Car Park;
 - iii. Riverside Leisure Centre;
 - iv. Wonford Sports Centre.
- f) To consult with nearby residents on a proposal to introduce residential car parking after 6.00pm at Belmont Road Car Park;
- g) Increase the cost of seasonal, residential, and business parking permits as set out in this report; and
- h) £75,000 of the income achieved from Car Parks to be set aside for maintenance, improvements, and carbon reduction measures to city centre car parks.

3. Reasons for the recommendation:

3.1 To support the delivery of the City Council's Corporate Plan, in supporting a Balanced Budget and a Net Zero Carbon City.

3.2 To address the trading and economic challenges businesses are facing within the city centre.

4. What are the resource implications including non financial resources

4.1 The proposed changes will support the work undertaken during the budget to align the income budget with the reduction in usage.

4.2 There will be a small cost for software upgrades to pay and display machines, as well as updates to car park welcome and notice boards, this will be met from within existing revenue budgets. There will be a small amount of staff time to implement the proposals, working with suppliers of the payment machines and pay by phone.

4.3 There will be a cost to convert the free car parks referred to in the recommendations at 2.1 to chargeable car parks, some will be significant, some will be minor. Any minor costs will be met from existing budgets, with any significant costs reported separately to Executive once they have been determined.

5. Section 151 Officer comments:

5.1 It is important to note that the tickets sales in the report are based on 2022-23 usage not 2023-24. As Members are aware, there was a reduction in income during 2023-24 and this will be the base on which these increases are made. The Council received £9.4m in 2023-24 and have set a budget of £9.5m for 2024-25. The proposals will contribute to delivering the budget.

6. What are the legal aspects?

6.1 In order to bring the proposed changes into effect the Council must comply with the procedural requirements of the Road Traffic Regulation Act 1984, including giving notice of the proposed changes and considering any representations received during the consultation period.

7. Monitoring Officer's comments:

7.1 Please see the legal implications set out above. The Deputy Monitoring Officer has no additional comments.

Simon Copper – Deputy Monitoring Officer.

8. Report details:

8.1 The City Council has declared a climate emergency and are committed to working towards net zero for the city and the City Council by 2030. In 2021 on-road transportation contributed 100,456 tco2 to city wide carbon emissions (see table in 12.2), an area that the City Council does not directly control but can encourage people to visit the city by using alternative forms of transport. The carbon emissions

equate to a 13.49% increase on the previous year of 2020, which is attributed to Covid restrictions being lifted and people returning to work and shopping in the city.

8.2 Discussions are ongoing with Devon County Council on changes that can be made to highway infrastructure across Exeter to reduce on-road transportation emissions. The Terms of Reference of the City Council’s Transport Working Group are being amended to directly relate to what is within the remit of the City Council in relation to transport.

8.3 The number of car park tickets sold decreased by 1.44% from 1,984,058 in 2022 to 1,955,441 in 2023 (section 12.1). This decrease aligns with a slight reduction in footfall across the city centre. The draft City Centre Strategy is currently being reviewed, to address changes and challenges effecting the city centre and businesses located here.

8.4 Since October 2023, monthly footfall has seen a reduction on the same period as the previous year – i.e., comparing September to September. Monthly data can be seen in Appendix 1.

8.5 There are some future changes proposed within the car parking estate. These changes were the subject of a report to Executive on 29 November 2022 - ‘Mary Arches Street Car Park Re-development’.

8.6 The management of car parks is within the remit of the Service Lead for Net Zero & Business. The Service Lead is able to review car parking provision and suggest changes to address the issue of climate change and to use spare capacity to support the medium-term financial plan.

8.7 A number of the proposals in this report are proposed to support the City Centre economy and the business community. In Exeter and Exeter Chamber have provided feedback that city centre businesses are finding trading conditions incredibly challenging, with some customers opting not to visit the city centre.

8.8 The following proposals are recommended within this report:

- **Increase car parking charging prices by 5% as set out in the table below:**

CENTRAL	2023	5%	Round up	Number of tickets sold 2022/23	
	Mon - Sun, 8am - 10pm				Income Projection with 5% increase
	-				
2hrs	£4.50	£4.73	£4.80	577,940	£2,774,112.00
3hrs	£5.60	£5.88	£5.90	265,585	£1,566,951.50
4hrs	£6.70	£7.04	£7.00	135,521	£948,647.00
5hrs	£7.80	£8.19	£8.20	63,117	£517,559.40
6hrs	£8.90	£9.35	£9.40	28,930	£271,942.00
7hrs	£10.00	£10.50	£10.50	36,532	£383,586.00
all day	£18.00	£18.90	£19.00	29,782	£565,858.00
				1,137,407	£7,028,655.90

ZONE 1	2023	5%	Round Up	Number of tickets sold 2022/23	Income Projection with 5% increase
	Mon - Sun, 8am - 10pm (Matthews Hall 8am - 6pm)				
	-				
2hrs	£3.40	£3.57	£3.60	213,259	£767,732.40
3hrs	£4.50	£4.73	£4.80	97,558	£468,278.40
4hrs	£5.60	£5.88	£5.90	49,639	£292,870.10
5hrs	£6.70	£7.04	£7.00	22,219	£155,533.00
6hrs	£7.80	£8.19	£8.20	11,629	£95,357.80
7hrs	£8.90	£9.35	£9.40	15,214	£143,011.60
all day	£13.00	£13.65	£14.00	19,946	£279,244.00
				429,464	£2,202,027.30

ZONE 2	2023	5%	Round up	Number of tickets sold 2022/23	Income Projection with 5% increase
	Mon - Sun, 8am - 6pm				
1hr			£1.80	55,328.0	£99,590.40
2hrs	£3.40	£3.57	£3.60	140,676	£506,433.60
3hrs	£4.50	£4.73	£4.80	53,507	£256,833.60
4hrs	£5.60	£5.88	£5.90	25,720	£151,748.00
5hrs	£6.70	£7.04	£7.00	16,823	£117,761.00
all day	£11.00	£11.55	£12.00	16,410	£196,920.00
				253,136	£1,229,696.20

ZONE 3	2023	5%	Round up	Number of tickets sold 2022/23	Income Projection with 5% increase
	Mon - Sun, 8am - 6pm				
1hr			£1.05	31,534	£62,624.10
2hrs	£2.00	£2.10	£2.10	59,642	£125,248.20
3hrs	£3.00	£3.15	£3.20	21,803	£69,769.60
4hrs	£4.00	£4.20	£4.20	12,642	£53,096.40
all day	£5.00	£5.25	£5.50	41,347	£227,408.50
				135,434	£475,522.70
Coaches	£10.00	£10.50	£10.50	1,085	£11,392.50

Reduce Sunday city centre car park charging by 25% for Central, Zone 1 and Zone 2 car parks

Sunday remains the quietest day within the City Centre from a car parking and footfall point of view, with Saturday being the busiest. It is proposed to amend Sunday charging to encourage and incentivise visitors and shoppers to visit the city on a Sunday, to reduce congestion and peak usage on a Saturday.

Central Car Parks

Bampfylde Street Car Park / Guildhall Car Park / John Lewis Car Park / King William Street Car Park / Magdalen Road Car Park / Magdalen Street Car Park / Mary Arches

Street Car Park (ground level) / Mary Arches Street Car Park (Multi-Storey) / Princesshay 2 / Princesshay 3 / Smythen Street

	Current	With 5% inflationary increase	Proposed fee (25% reduction)
2 hrs	£4.50	£4.80	£3.60
3 hrs	£5.60	£5.90	£4.40
4 hrs	£6.70	£7.00	£5.20
5 hrs	£7.80	£8.20	£6.10
6 hrs	£8.90	£9.40	£7.00
7 hrs	£10.00	£10.50	£7.90
All day	£18.00	£19.00	£14.20

Zone 1 Car Parks

Bartholomew Terrace Car Park / Harlequins Car Park / Howell Road Car Park / Triangle Car Park

	Current	With 5% inflationary increase	Proposed fee (25% reduction)
2hrs	£3.40	£3.60	£2.70
3 hrs	£4.50	£4.80	£3.60
4hrs	£5.60	£5.90	£4.40
5hrs	£6.70	£7.00	£5.20
6hrs	£7.80	£8.20	£6.10
7hrs	£8.90	£9.40	£7.00
All day	£13.00	£14.00	£10.50

Zone 2

Belmont Road Car park / Bystock Terrace Car Park / Cathedral & Quay Car park / Parr Street Car Park / Richmond Road Car Park

	Current	With 5% inflationary increase	Proposed fee (25% reduction)
1hr	-	£2.00	£2.00
2hrs	£3.40	£3.60	£2.70
3hrs	£4.50	£4.80	£3.60
4hrs	£5.60	£5.90	£4.40
5hrs	£6.70	£7.00	£5.20
All day	£13.00	£12.00	£9.00

- **Re-introduce 1hr parking for city centre car parks located in Zone 2**

Re-introduce the 1hr charging fee of £2.00 in Zone 2 car parks that are located within the City Centre: Belmont Road Car Park, Bystock Terrace Car Park, Cathedral & Quay Car Park, Parr Street Car Park, and Richmond Road Car Park

The re-introduction is to support the business community, to enable their customers to attend appointments and for those that shop online and opt for Click & Collect.

- **Amend the time John Lewis car park is open:**

Amendment to the opening of John Lewis Car Park

Car Park	Current	Proposed
John Lewis Car Park	8.00am – 9.45pm Monday – Sunday	8.00am – midnight Monday – Sunday

- **Include new car parks in the Parking Places Order:**
 - **Central Zone**
 - Old Bus Station site: to be called Paris Street Car Park
 - **Zone 3**
 - Bridge Road Car Park: to be called Bridge Road Car Park;
 - Pinhoe Train Station Car Park: to be called Pinhoe Railway Station;
 - Riverside Leisure Centre: to be called Riverside Leisure Centre Car Park;
 - Wonford Sports Centre: to be called Wonford Sports Centre Car Park

The reason for introducing parking fees and to enable enforcement within the above car parks, is to make use of a temporary building site until a permanent use is sought and ensure the other car park sites listed are used by their intended customer base.

A new permit will be introduced for Exeter Leisure Members for free or discounted use, for Riverside Leisure Centre and Wonford Sports Centre.

- **To consult with nearby residents on a proposal to introduce residential car parking after 6.00pm at Belmont Road Car Park**

There have been ongoing issues and complaints with students and Air B&B guests using Belmont Road Car Park. Consult with nearby residents to make Belmont Road car park residential only after 6pm, the same as Richmond Road Car Park. If residents agree they would like this car park as a dedicated car park to park for their use on an evening, this would result in residents having to buy a residential parking permit for £360 per annum. Which residents that would be eligible for the parking permit would form part of the consultation. Once the consultation has taken place (which will follow the City Council's Consultation Charter), the outcome will be the subject of a further report to Executive.

- **Increase the cost to purchase a seasonal, residential, and business parking permit by 5%**

Seasonal Parking Permit	2023	2024
1 month	£202.00	£212.00
2 months	£403.00	£423.00
3 months	£606.00	£635.00
6 months	£1,210.00	£1,270.00

12 months	£2,149.00	£2,256.00
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As agreed in the Parking Tariffs 2023 committee report to Executive 7 February 2023 - for EXISTING permit holders, increase the fee to purchase a discounted business and residential parking permit for the next 4 years.

	Current	Proposed 2024/25	Proposed 2025/26	Proposed 2026/27
Business Annual Season Ticket Bartholomew Terrace	£350	£450	£550	£650
Business Annual Season Ticket Cathedral & Quay	£850	£950	£1,050	£1,150
Residential Annual Season Ticket Richmond Road Bartholomew Terrace Cathedral & Quay Okehampton Street Gordons Place Belmont Road (if agreed as part of the consultation)	£200	£250	£300	£350

For NEW permit holders, increase the cost to purchase a permit by 5%

	Current	Proposed
Business Annual Season Ticket Bartholomew Terrace	£650	£680
Business Annual Season Ticket Cathedral & Quay	£1,150	£1,200
Residential Annual Season Ticket Richmond Road Bartholomew Terrace Cathedral & Quay Okehampton Street Gordons Place Belmont Road (if agreed as part of the consultation)	£350	£360

- **£75,000 of the income achieved from Car Parks to be set aside for maintenance, improvements, and carbon reduction measures to city centre car parks.**

Many of our car parks suffer from severe anti-social behaviour. It is proposed to earmark £75,000 from the income raised to address the look and feel of city centre car parks to reduce anti-social behaviour so the City Council can provide a premium service to its customers.

Some of the income will also be applied in reducing carbon emissions throughout the car park estate.

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

9.1 The recommendations within this report support a number of Corporate Priorities:

- Healthy & Active City: nudging those that are able to, commute into Exeter via active and or sustainable travel means;
- Net Zero Carbon City: changes in tariffs, nudging customers to park outside of the immediate city centre and to travel into the city by alternative active and or sustainable travel means; and
- A Balanced Budget: car park income enables the City Council to deliver a wide range of services for residents, businesses, and visitors to the city.

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

10.1 It is widely recognised that the City Council relies heavily on car park income in order to fund many services across the city, which supports the delivery of the City Council's Corporate Plan. From the recommendations within this report, the number of vehicles using City Council car parks may reduce overtime.

10.2 Medium to long term consideration needs to be given as to how to replace a potential reduction in car park income, by using underutilised car park to generate other revenue streams.

10.3 There is a potential that customers of City Centre car parks opt not to pay for parking on some of the days they park. The car park team will put a greater focus on parking enforcement to reduce that risk.

11. Equality Act 2010 (The Act)

11.1 In recommending proposals within this report, potential impacts have been identified on people with protected characteristics as determined by the Act and an Equalities Impact Assessment has been included in the background papers for Members' attention.

11.2 Changes to car park charges and parking permits may have a negative impact on those working in the city centre. This may have a detrimental impact on affordability for young people working in entry-level positions, in sectors such as retail, hospitality and the social care in the city centre.

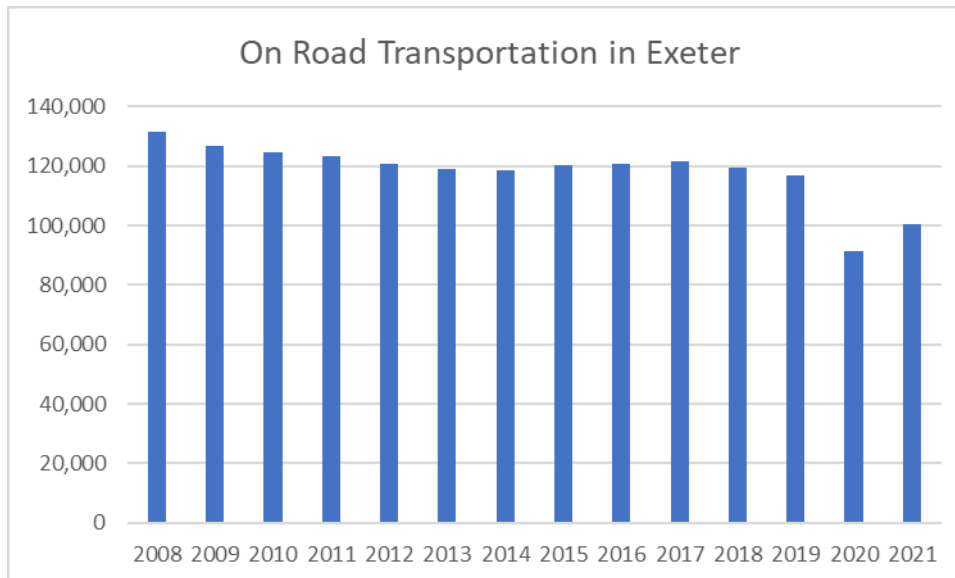
12. Carbon Footprint (Environmental) Implications:

12.1 As in previous years, there is the expectation the number of people parking in City Council car parks will reduce, as commuters' transition to more sustainable forms of transport. The table below shows the total number of car park tickets sold across the whole estate, regardless of how they pay – cash, credit card or pay by phone. Income levels have been maintained, whilst the number of car park tickets sold has reduced – an aspiration of previous tariff changes. During 2020 and 2021 covid restrictions were in place, with employees working from home and shopping locally or online; which resulted in reduced use of City Council car parks.

Number of car park tickets sold

2023	2022	2021	2020	2019	2018	2017
1,955,441	1,984,058	1,560,071	1,212,392	2,254,431	2,403,162	2,581,781

12.2 The chart below shows the latest available data (January 2023) on carbon emissions (output t CO₂e) for the City of Exeter for on-road transportation, as a whole. The dramatic drop in 2020 aligns with national covid restrictions and tallies with the data above. There is an expectation that there will be a bounce back for 2021 and 2022, as covid restrictions were removed. Train strikes and challenges within the local bus network may impact on the on-road transportation emissions, as well as the number of people using City Council car parks.



2021 Devon Greenhouse Gas Inventory for SWEEG – Centre for Energy & the Environment, University of Exeter

12.3 From the additional £75,000 income set aside for maintenance and improvements, this will be focused on improving the look and feel of car parks located within the Central Zone to reduce anti-social behaviour, as well as reducing carbon emissions from the car park service.

12.4 The Road Map to a carbon neutral Exeter recognises that we have to reduce the dominance of cars. The document states “To achieve a modal shift away from high-carbon forms of transport it is vital to implement options that are cheaper, quicker, and more convenient than private car ownership. It recognises that a Net Zero Exeter will have cleaner, more efficient public transport, and reduced dominance of cars in the city centre, making more attractive public spaces.” It further recognises the city centre will need to be free from non-essential motorised vehicles, providing vibrant public spaces and freeing up land currently used for driving and parking.

12.5 The parking tariff structure and the availability of car parking is an important lever in moving to a carbon neutral city.

13. Are there any other options?

13.1 There is the option of not making any changes to the car park estate, which would result in other services having to make changes to achieve additional income or reduce service delivery.

Director for Net Zero Exeter & City Management, David Bartram

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Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

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