

## Appendix One

- Increase car parking charging prices 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 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
				<b>1,137,407</b>	<b>£7,028,655.90</b>

ZONE 1	2023	5%	Round Up	Number of tickets sold 2022/23	Income Projection with 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
				<b>429,464</b>	<b>£2,202,027.30</b>

ZONE 2	2023	5%	Round up	Number of tickets sold 2022/23	Income Projection with increase
	Mon - Sun, 8am - 6pm				
1hr			£2.00	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
				<b>253,136</b>	<b>£1,229,696.20</b>

ZONE 3	2023	5%	Round up	Number of tickets sold 2022/23	Income Projection with 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
				<b>135,434</b>	<b>£475,522.70</b>
Coaches	£10.00	£10.50	£10.50	<b>1,085</b>	<b>£11,392.50</b>

- **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	Proposed fee (25% reduction)	Round - up
2 hrs	£4.50	£3.37	£3.40
3 hrs	£5.60	£4.20	£4.20
4 hrs	£6.70	£5.02	£5.02
5 hrs	£7.80	£5.85	£5.80
6 hrs	£8.90	£6.67	£6.70
7 hrs	£10.00	£7.50	£7.50
All day	£18.00	£13.50	£13.50

### Zone 1 Car Parks

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

	Current	Proposed fee (25% reduction)	Round up
2hrs	£3.40	£2.62	£2.60
3 hrs	£4.50	£3.37	£3.40
4hrs	£5.60	£4.20	£4.20
5hrs	£6.70	£5.02	£5.00
6hrs	£7.80	£5.85	£5.85
7hrs	£8.90	£6.67	£6.70
All day	£13.00	£9.75	£9.80

### Zone 2

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

	<b>Current</b>	<b>Proposed fee (25% reduction)</b>	<b>Round up</b>
1hr	-	£2.00	£2.00
2hrs	£3.40	£2.55	£2.60
3hrs	£4.50	£3.37	£3.40
4hrs	£5.60	£4.20	£4.20
5hrs	£6.70	£5.02	£5.02
All day	£13.00	£9.75	£9.80

- **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

<b>Car Park</b>	<b>Current</b>	<b>Proposed</b>
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%**

<b>Seasonal Parking Permit</b>	<b>2023</b>	<b>2024</b>
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

**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.**

	<b>Current</b>	<b>Proposed 2024/25</b>	<b>Proposed 2025/26</b>	<b>Proposed 2026/27</b>
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%**

	<b>Current</b>	<b>Proposed</b>
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	£350	£360

Belmont Road (if agreed as part of the consultation)		
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- **£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.

## Appendix Two

### Parking Places Order consultation

Devon & Cornwall Police – No objection

Devon County Council – No response

InExeter – copy of response at the end of this document

- Some businesses are reducing staff numbers as struggling to recruit
- Those businesses that also have an online presence are finding that customers buying online, rather than coming into store
- As there has been a 16% decrease in footfall, Sunday parking should be reduced further to encourage footfall
- The 1hr tariff should be introduced in zone 1 also
- Need more dedicated business permits for those that work in entry level jobs (retail and hospitality)

Exeter Green Party – copy of response at the end of this document

Main points received when residents and organisations have written in:

- There has been a passionate response to the proposal to charge at Wonford and Exeter Arena, both through the online consultation and via direct written responses
- For the online consultation, Pinhoe has been mentioned more than any other change, charging will move residents on-street and cause more issues locally
- Some negative responses about charging on the bus station site
- Increasing parking fees will discourage people to visit the city centre, constant increases is harming the city centre
- The alternative (buses and the P&R) is not good enough to get into the city centre
- Those work in entry level jobs (retail/hospitality/care) are struggling to pay for parking. Some of these jobs work into the night and irregular shifts, so need a car
- Those who used to shop in Exeter, are now shopping online and elsewhere in Devon

Online Public consultation responses

#### 415 responded to the online survey in total

- 336 were a resident of Exeter
  - 79 lived outside of Exeter
  - 219 had an identifiable postcode

#### Positive Responses:

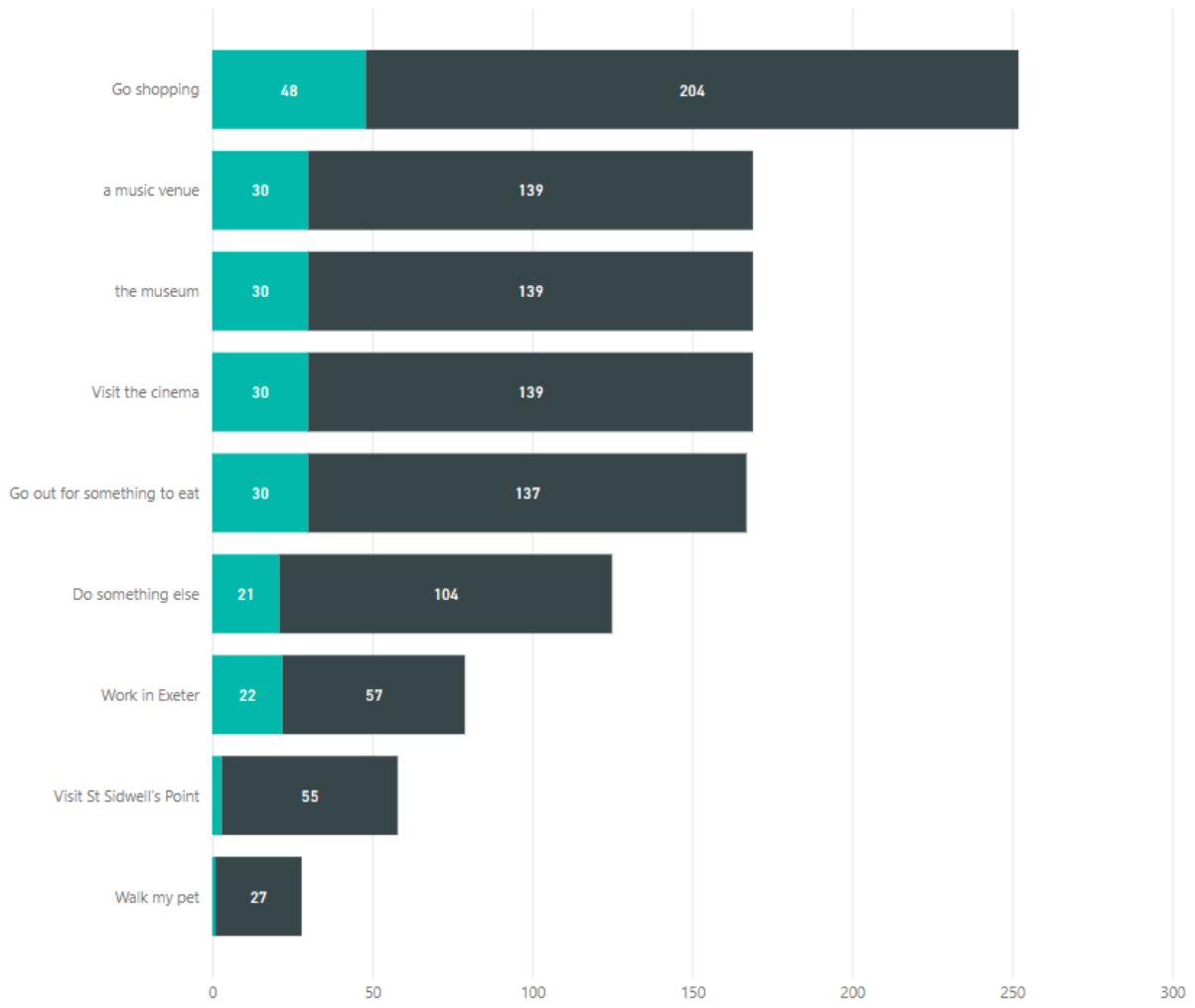
1. **Support for Parking Charges:** Some respondents expressed support for the introduction of parking charges, stating that it would help manage parking availability and reduce congestion in busy areas. For example, one respondent mentioned, "I think the new parking charges will help reduce the number of cars parked all day in busy areas, making it easier for residents and visitors to find a spot"
2. **Revenue Generation:** There were comments highlighting that the parking charges would generate additional revenue for the council, which could be used to improve local services and infrastructure. For instance, a respondent noted, "The additional revenue from parking charges can be used to fund important local services and infrastructure projects"

## Negative Responses:

1. **Impact on Local Residents:** Real concern about Pinhoe, as not enough space for residents to park their cars. Charging at Pinhoe would make it worse. Many respondents were concerned that the introduction of parking charges at leisure sites would negatively impact local residents, particularly those who rely on their cars for daily activities. For example, one respondent mentioned, "The proposed three-hour free parking at the Arena is not enough time for some people using the Isca Centre, particularly the elderly. These charges will discourage people from using the centre, causing emotional and health-related issues".
2. **Effect on Businesses:** Several respondents mentioned that high parking charges are discouraging people from visiting the city centre, leading to reduced footfall and negatively impacting local businesses. One respondent highlighted, "High parking charges are driving people away from the city centre. I now prefer to shop online or visit other towns with cheaper or free parking".
3. **Accessibility Issues:** Some respondents highlighted that the proposed three-hour free parking at certain locations, such as Exeter Arena, would not be sufficient for some users, particularly the elderly and those attending long activities. They feared that these charges would discourage people from using these facilities, affecting their emotional and physical well-being. A respondent stated, "The three-hour limit is not enough for activities like rugby training or bowls matches. This will deter people from using the facilities"

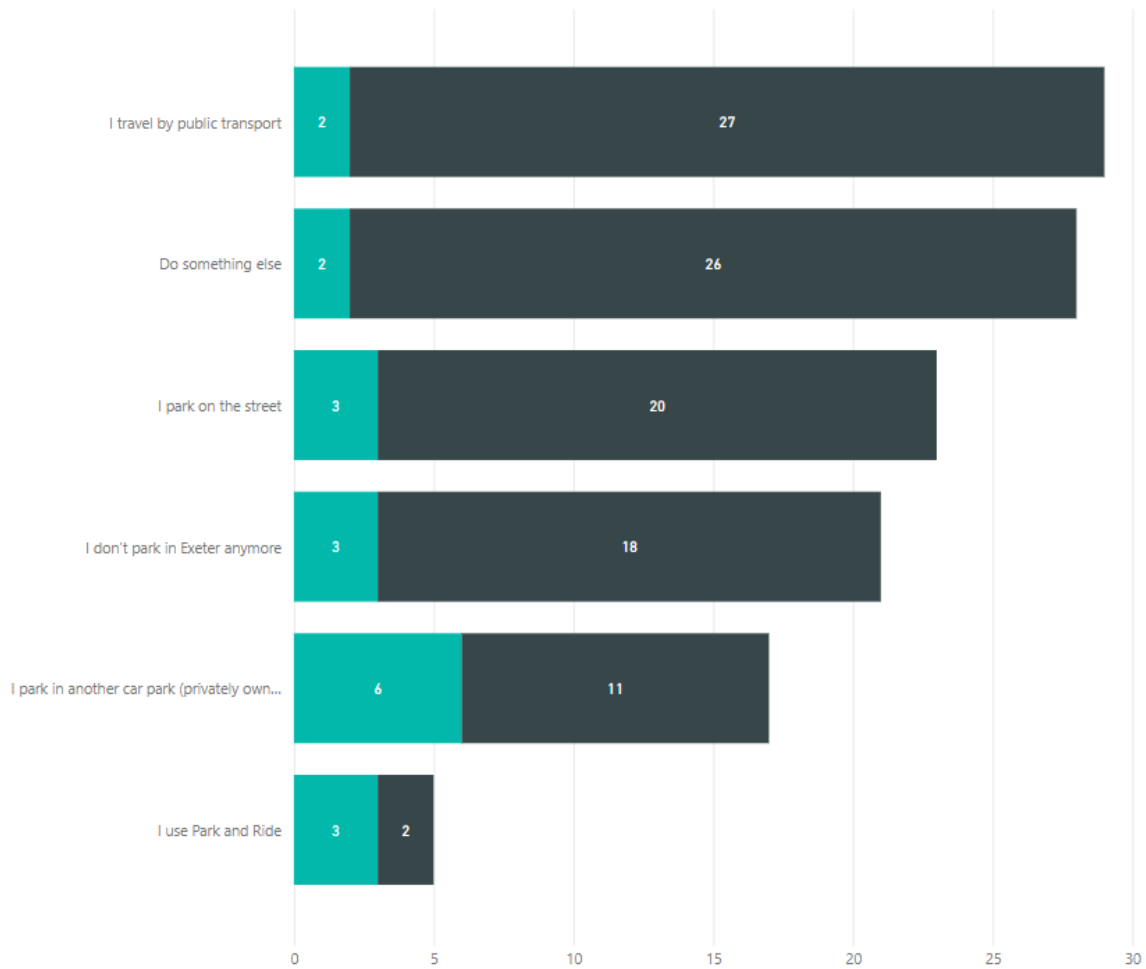
Responses per ward	
Ward	Responses
Pinhoe	50
Mincinglake and Whipton	27
Heavitree	21
Pennsylvania	19
St David's	18
Alphington	13
Priory	13
St Loyes	12
Newtown and St Leonard's	10
Topsham	10
Duryard and St James	8
Exwick	8
St Thomas	8
Broadclyst	2
<b>Total</b>	<b>219</b>

Are you a resident? ● No ● Yes





Are you a resident? ● No ● Yes

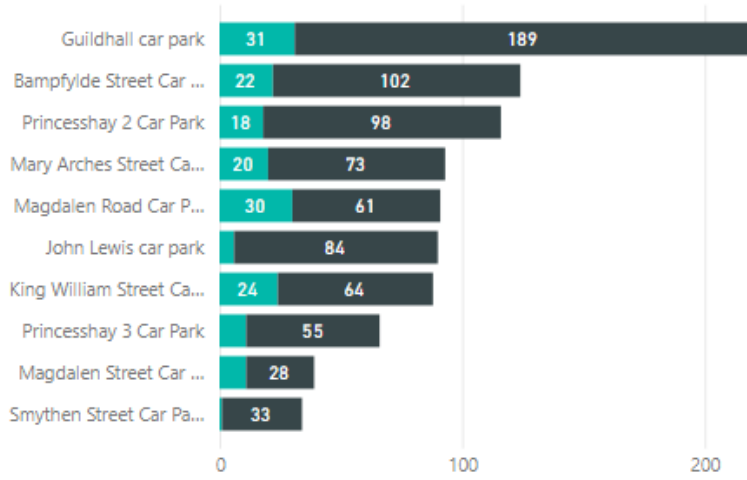


Responses

- too expensive, no park & ride Tiverton side.
- Too expensive to travel by car for shopping trips.
- Too expensive these days.
- Too expensive
- To help improve air quality and keep fit
- to expensive
- The parking is too expensive and shouldn't apply in evenings
- Prices are too high
- Parking is too expensive. Prices should be reduced!
- It's too expensive & the spaces are too small for modern cars
- It's over priced and not enough spaces for the city centre.
- It is too expensive.
- It is too expensive - I either use out of town shops or onli
- I walk or use the bus
- I own a community interest company supporting new families
- I cycle to the city centre.
- Expense
- Costs to much, not convenient even for blue badge holders.
- Cost is ridiculously high, often with minimum charges for 2
- Because the charges are already extortionate

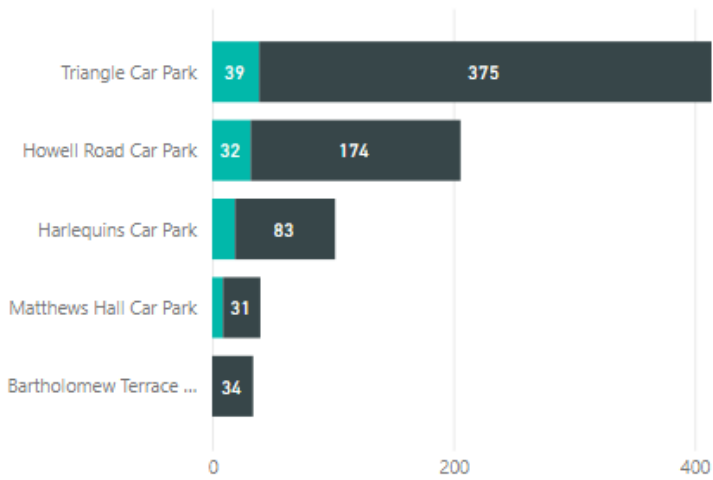
## Central car parks most regularly used

Are you a resident? ● No ● Yes



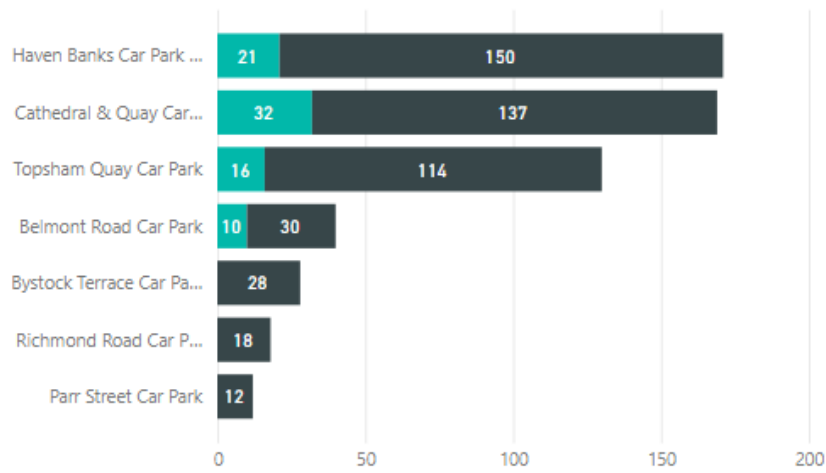
## Zone one car parks most regularly used

Are you a resident? ● No ● Yes



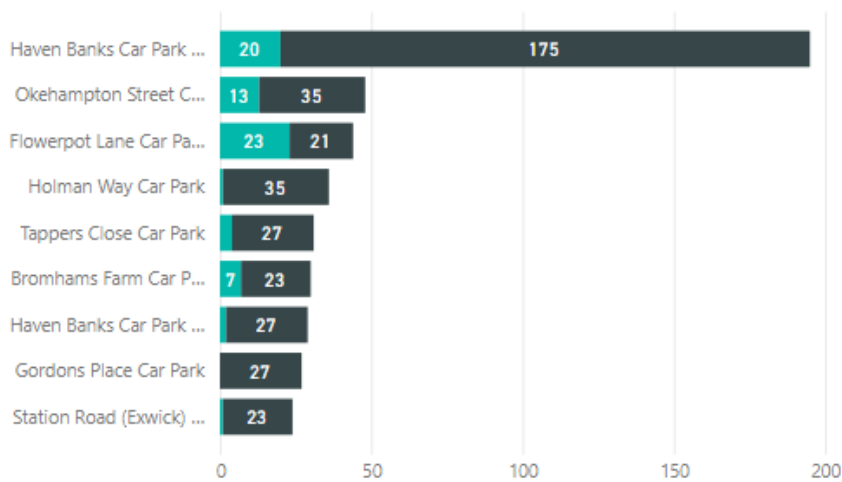
## Zone two car parks most regularly used

Are you a resident? ● No ● Yes

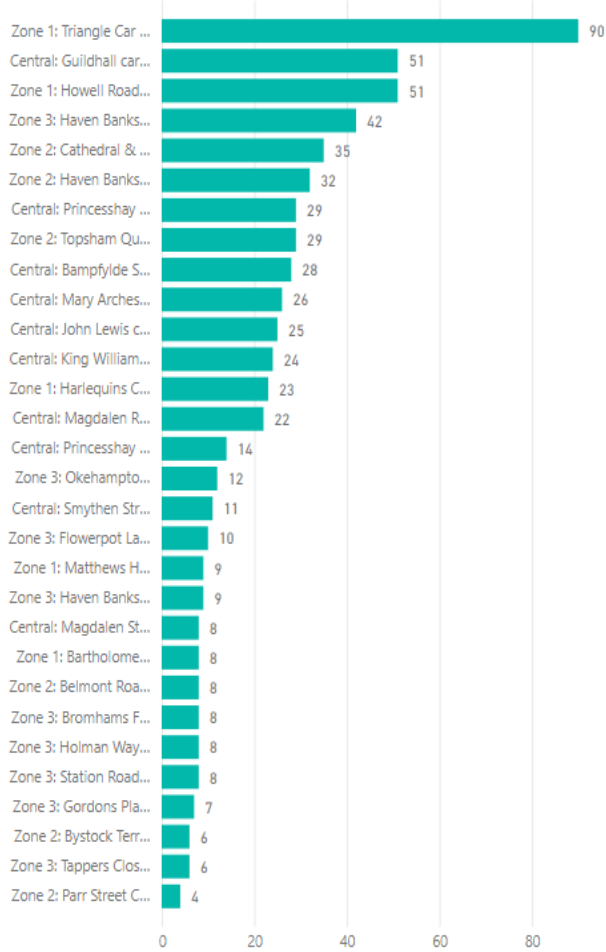


## Zone three car parks most regularly used

Are you a resident? ● No ● Yes

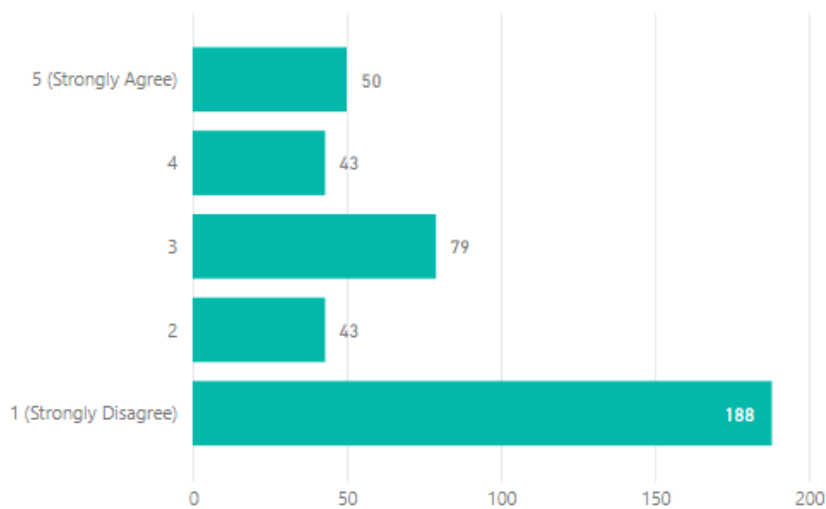


## Most used car parks



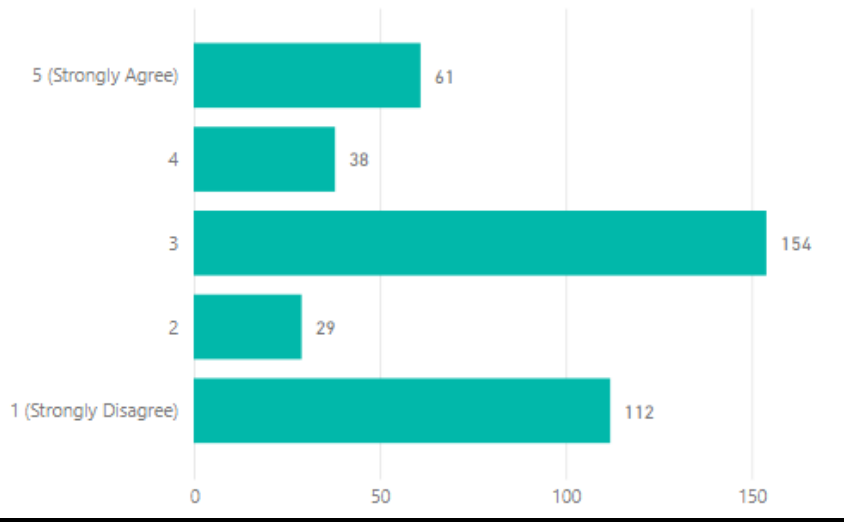
## Setting aside £100,000 of the new income

Agree or disagree



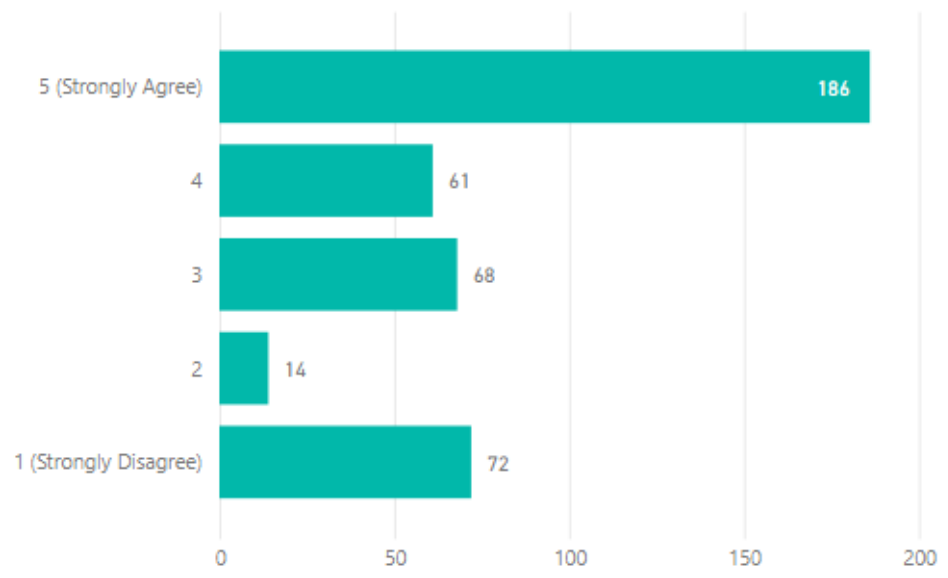
## Introducing residential parking permits covering 6pm-8am for Belmont Road

Agree or disagree



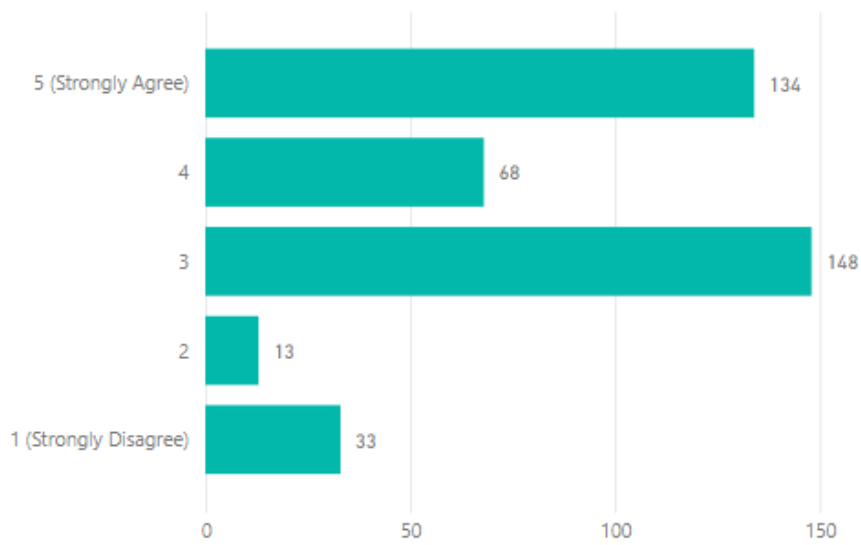
## Re-introducing the 1hr charge for car parks located in Zone 2

Agree or disagree



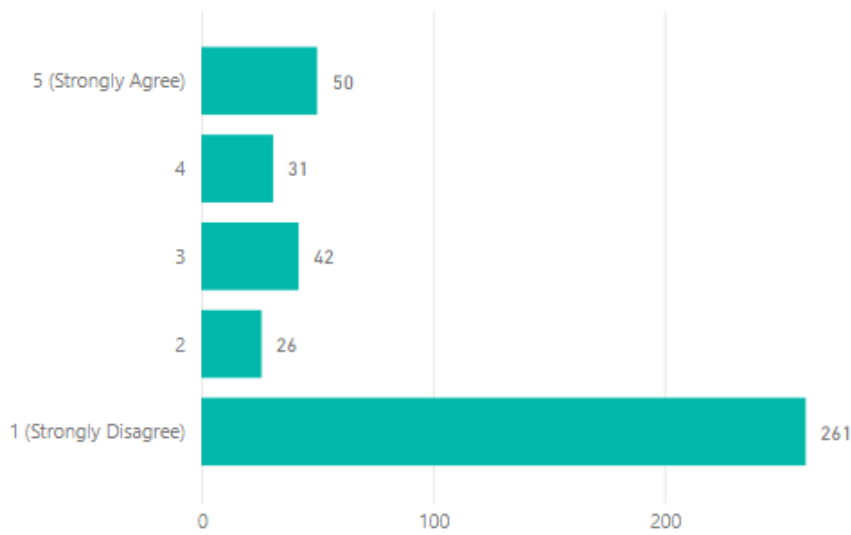
## Amending the opening & closing hours of the John Lewis Car Parks

Agree or disagree



## I agree with introducing charging in the following car parks Pinhoe, Riverside Leisure Centre, Wonford Sports Centre, Paris St and Exeter Arena

Agree or disagree





## Business Voice

InExeter will actively listen, lobby and campaign to make Exeter's business voice heard.



OCTOBER 2024

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### ISSUE:

InExeter Car Parking Consultation Response Draft

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### RESPONSE:

InExeter is the Business Improvement District for Exeter City Centre representing 670 unique businesses across 44 streets and 2 shopping centres.

*InExeter recognises the vital role that car parking income plays in enabling Exeter City Council (ECC) to deliver essential services that make the city centre a distinctive, safe, and attractive destination. With ongoing reductions to council budgets, we acknowledge the importance of this revenue stream in funding key services such as cultural attractions, well-maintained parks, and safety initiatives, all of which benefit both residents and visitors.*

*We also recognise the inherent conflict between promoting car use and Exeter's goal of achieving Net Zero by 2030. Car parking proposals should be integrated into broader city transport plans to create a coherent strategy that promotes alternative modes including public transport, Park & Ride, cycling, and walking. Without these changes, transitioning away from car use will be challenging for many.*

*A successful parking strategy is one that aligns with the overarching objectives of Exeter City Council, businesses, and the public by contributing to a vibrant, economically prosperous city centre. To achieve this, the strategy must carefully balance generating necessary revenue for the council while ensuring that parking remains accessible, supports city centre footfall, business growth, and public satisfaction.*

*We are concerned that the consultation design does not offer a platform for a more nuanced discussion about parking's role in supporting city centre vitality. The current survey limits responses to residents, ignoring the needs of other critical groups such as businesses and workers. Addressing the diverse needs of these groups requires wider engagement and a customer-led approach to ensure long-term changes in how parking is perceived and used.*

#### **Proposed Increases in Car Parking Charges**

*The proposed increases of 40p in Central Car Parks and 30p in Zone 2 raise concerns for city centre businesses. We consistently hear from our members that parking charges are already a significant barrier for customers, contributing to reduced visits. ECC's failure to meet car parking income targets for 2023/24 highlights the potential negative impact of high parking fees.*

*A long-standing independent business reported that it had to reduce staff numbers due to the deterrent effect of rising parking charges on customers. A larger retailer noted that parking costs are the number one reason deterring customers from shopping in-store.*

*Click and Collect is the perfect way for retailers to drive in-store foot traffic and connect their offline and online experiences. However, if city centre car parking is perceived as too expensive, out of town click and collect will be more appealing to shoppers.*

Continued...



## Business Voice



InExeter will actively listen, lobby and campaign to make Exeter's business voice heard.

*While we appreciate the decision to keep Sunday charges unchanged, it is important to recognise that footfall on Sundays is notably lower than other days of the week. Our analysis shows that Sunday footfall is, on average, 47% lower than on Saturdays, with a worrying year-on-year decrease of 16% in Sunday footfall. We urge the Council to take a long-term view and consider the risk that excessive parking charges could further harm the economic vibrancy of the city and its businesses.*

### **Support for Reintroduction of 1-Hour Parking**

*We welcome the reintroduction of the 1-hour parking charge, which caters to visitors making quick trips into the city centre. However, we urge the Council to extend this option to Central and Zone 1 car parks. The distance from Zone 2 car parks to the city centre makes the 1-hour charge less practical for many visitors who prefer closer access for quick errands.*

*One of our member businesses, a hairdressing salon, highlighted the need to accommodate customers who rely on convenient parking options. Many of their clients travel from outside the city, and unreliable Park & Ride services are not a viable alternative. Providing easy, short-term parking in central locations would better support businesses offering quick services.*

### **Car Park Maintenance and Investment**

*We welcome the commitment to reinvesting parking income into car park maintenance, but the proposed £100,000 budget is insufficient to address the scale of improvements required. Key facilities such as Cathedral & Quay car park are in urgent need of significant upgrades, and the current budget will likely fail to meet even the most basic maintenance needs.*

*Car parks play a crucial role in shaping the overall visitor experience, serving as the first point of contact for many arriving in Exeter. Currently, the condition of several car parks falls far below the standard of the city's cultural and retail offerings, diminishing Exeter's appeal as a destination. Poorly maintained car parks can deter visitors, reflecting negatively on the city centre and its businesses.*

*A higher allocation of funds is essential to ensure that Exeter's car parks provide a safe, welcoming, and well-maintained environment. This would not only enhance the visitor experience but also align with the city's ambition to attract more people into the centre, boosting footfall and economic activity. Upgraded facilities, including better lighting, cleanliness, and security, would contribute to Exeter's reputation as a vibrant, accessible, and thriving city.*

### **Seasonal and Business Parking Permits**

*We strongly oppose the proposed 5% increase in seasonal car parking permits. Many businesses depend on these permits to ensure that employees can access the city affordably. Increasing permit costs will add financial pressure at a time when businesses are already navigating challenging economic conditions. We are, however, pleased that there are no proposed changes to the charges for business permits at Bartholomew Terrace and Cathedral & Quay.*





# Business Voice



InExeter will actively listen, lobby and campaign to make Exeter's business voice heard.

## **John Lewis Car Park Extension**

The proposed extension of John Lewis car park hours from 8am to midnight requires careful consideration, particularly concerning safety. We are concerned that extended hours could lead to increased anti-social behaviour. The current condition of the car park is already damaging to the John Lewis brand, and without additional security measures such as lighting, CCTV, and patrols, these issues could worsen. We urge ECC to ensure robust safety measures are in place before extending operational hours.

## **Driving Footfall with Targeted Incentives**

InExeter encourages ECC to take a bolder approach to driving footfall by offering targeted parking incentives. Introducing free or reduced parking charges during off-peak times, such as after 6pm or on Sundays, could boost footfall and support the late-night economy. Other cities have successfully implemented such measures—Leicester's "Night Owl" rate and Sunderland's "Free After 3pm" scheme are good examples of how reduced parking charges can encourage visits during quieter periods. These initiatives would send a positive message and encourage more visitors to support local businesses. This approach can stimulate footfall during quieter parts of the day without undermining peak-time revenue.

InExeter also suggests exploring a discount scheme for car park users who spend a certain amount in the city, akin to the recent initiative at Exe Bridge retail park. Whilst indication from large retailers in the city suggested that they would welcome this, it would not be appropriate that the cost of the refund is covered by retailers. We recognise this could be complex to implement but it should be worth investigating as a long-term option, possibly starting with the John Lewis car park.

See our appendix on examples from other cities.

## **Concerns Over Old Bus Station Site**

We have significant concerns regarding the proposal to introduce car parking on the site of the old bus station. Any such development must involve extensive consultation and engagement with a broad range of Exeter's communities to ensure that the views and needs of all stakeholders are considered. The long-term planning for this site must prioritise the city's sustainability goals and reflect its vision for a more connected, accessible, and vibrant urban centre.

## **Conclusion**

While InExeter acknowledges the need for parking charges to generate revenue, we urge Exeter City Council to adopt a more balanced approach that supports local businesses, encourages sustainable transport, and enhances the overall visitor experience. We look forward to continuing our collaboration with the Council to ensure Exeter remains a thriving destination for all.

Thank you for your consideration of this matter, and I look forward to your response.

Yours sincerely,

Nicola Wheeler  
CEO, InExeter



# Green Party

## Parking Places Order Consultation

Response from Green Party Councillors, November 3rd 2024.

We object to adding the following new car park 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)

The proposal to put a 'meanwhile' or long term use temporary car park on the old bus station site is something that we strongly oppose.

Our reasons for this and additional comments are:

1. Building a car park on this site is directly against City and County policies on reducing air pollution, tackling the climate emergency, supporting active travel and building a vibrant, attractive city centre that is less dominated by cars.

*As the report itself says: "The parking tariff structure and the availability of car parking is an important lever in moving to a carbon neutral city. The carbon emissions equate to a 13.49% increase on the previous year of 2020"*

2. The old bus station site is a highly significant and sensitive site, part of the even more significant wider City Point site. Any ideas for meanwhile uses on this site should be part of a wider and more considered consultation set in the context of both temporary and permanent ideas for the whole site. We urge the Council to launch a more extensive collaborative consultation exercise with at least core stakeholders for the whole City Point site, eg involving outreach workshops in empty shops, to gather ideas for the meanwhile and permanent uses for this important site.
3. At the least, any decisions on meanwhile uses should be held back until the emergent City Centre Strategy is fully developed and agreed.
4. Given the lack of any long-term plan - beyond aspirational ideas - for the City Point site as a whole, any 'meanwhile uses' need to be very carefully considered, as it is possible that they could be in place for more years than is desirable. Simply deciding

to put a 'temporary' car park in part of the site also raises the risk of the car park becoming a fixture and blocking better ideas from happening.

5. There is adequate parking already in the vicinity, with city centre car parking usage falling year on year. This is not a trend that should be resisted, and much of it relates to increased online shopping and is a national trend.
6. Given the excess capacity of car parks in the city centre, there is not a strong business case for an additional car park.
7. We understand the driver to generate income from a site that is doing nothing and it is abundantly clear that final development solutions could be years in being planned, agreed and funded, from whatever sources. However, we believe that there are other ways in which the site could generate income on a 'meanwhile' basis, For example:
  - a. Some kind of light touch, covered market space is far and away the most popular request in the survey that Exeter Green Party carried out over the past 4 weeks. Such a space could be in use every day, available to small independent businesses, local community organisations etc. The site would allow the current farmers market to move and expand, something else that many people mentioned as desirable.
  - b. Income from quality food stalls & trucks, combined with pocket park /green space and seating. This was another popular suggestion in the survey.
8. Regarding the £75,000 of the income achieved from Car Parks to be set aside for maintenance and improvements to city centre car parks - some of this money should be invested in the provision and maintenance of public toilets in the city centre, especially as the Bus station toilets are not open on a regular basis, if at all.