

REPORT TO EXECUTIVE

Date of Meeting: 24 June 2025

Report of: Strategic Director Corporate Resources

Title: Parking Tariffs 2025

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

2. Recommendations:

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

- a) Increase car parking charges at all car parks by around as detailed in 8.2 of the report;
- b) To pass the transaction charge for using the Ringgo App to the user:
- c) To move the following car parks from Zone 1 to Central Zone
 - a. Howell Road;
 - b. Triangle;
- d) £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.

2.2 To delegate authority to consider the responses to the consultation and determine whether to implement the Order (or parts thereof) to the Head of Service Commercial Assets in consultation with the Strategic Director Corporate Resources and Leader of the Council.

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.

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.

5. Section 151 Officer comments:

5.1 The proposals will contribute to delivering income required to meet the increases made to the budget when approved in February 2025.

6. What are the legal Implications?

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 Members will note the recommendations in this report. As set out in the legal aspects, the procedural requirements set out in legislation must be complied with in order to bring the changes into effect.

8. Parking Tariff 2025 Change Proposals

8.1 In February 2025, Council approved a budget which increased the car parking income budget. A range of options were identified, which require formal consultation.

8.2 The following proposals are recommended within this report:

- Increase car parking charging prices as set out in the table below;

CENTRAL	2024	2025 Rounded up	Number of tickets sold 2024/25	Projected income
Mon-Sat				
2hrs	£4.50	£4.90	537,621.00	£2,634,342.90
3hrs	£5.60	£6.00	251,591.00	£1,509,546.00
4hrs	£6.70	£7.20	129,618.00	£933,249.60
5hrs	£7.80	£8.40	56,805.00	£477,162.00
6hrs	£8.90	£9.450	29,752.00	£282,644.00
7hrs	£10.00	£10.70	36,682.00	£392,497.40
all day	£18.00	£19.30	31,427.00	£606,541.10
			1,073,496	£6,835,983.00
ZONE 1	2024	2025 Rounded up	Number of tickets sold 2024/25	
Mon-Sat				
2hrs	£3.40	£3.70	191,276.00	£707,721.20
3hrs	£4.50	£4.80	91,686.00	£440,092.80
4hrs	£5.60	£6.00	102,759.00	£616,554.00
5hrs	£6.70	£7.20	44,504.00	£320,428.80
6hrs	£7.80	£8.40	20,824.00	£174,921.60
7hrs	£8.90	£9.50	12,837.00	£121,951.50

all day	£13.00	£13.90	34,795.00	£483,650.50
			498,681	£2,865,320.40

ZONE 2	2024	2025 Rounded up	Number of tickets sold 2024/25	Projected income
Mon-Sat				
1hr	£2.00	£2.20		
2hrs	£3.40	£3.70	122,621.00	£453,697.70
3hrs	£4.50	£4.80	45,742.00	£219,561.60
4hrs	£5.60	£6.00	22,309.00	£133,854.00
5hrs	£6.70	£7.20	14,800.00	£106,560.00
all day	£11.00	£11.80	16,562.00	£195,431.60
			222,034	£1,109,104.90

ZONE 3	2024	2025 Rounded up	Number of tickets sold 2024/25	Projected income
Mon-Sun				
2hrs	£2.00	£2.10	65,896	£138,381.60
3hrs	£3.00	£3.20	24,898	£79,673.60
4hrs	£4.00	£4.30	13,288	£57,138.40
all day	£5.00	£5.40	44,295	£239,193.00
			148,377	£514,386.60
Coaches	£10.00	£10.70	264	£2,824.80

CENTRAL	2024	2025 Rounded up	Number of tickets sold 2024/25	Projected income
Sunday				
2hrs	£3.40	£3.70	13,464	£49,816.80
3hrs	£4.20	£4.50	6,352	£28,584.00
4hrs	£5.00	£5.40	2,958	£15,973.20
5hrs	£5.80	£6.20	1,172	£7,266.40
6hrs	£6.70	£7.20	510	£3,672.00
7hrs	£7.50	£8.00	1,270	£10,160.00
all day	£13.50	£14.50	1,007	£14,601.50
			26,733	£130,073.90
ZONE 1	2024	2025 Rounded up	Number of tickets sold 2024/25	
Sunday				
2hrs	£2.60	£2.80	2,589	£7,249.20
3hrs	£3.40	£3.70	961	£3,555.70
4hrs	£4.20	£4.50	423	£1,903.50
5hrs	£5.00	£5.40	119	£642.60
6hrs	£5.85	£6.30	69	£434.70
7hrs	£6.70	£7.20	84	£604.80
all day	£9.80	£10.50	65	£682.50

			4,310	£15,073.00
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ZONE 2	2024	2025 Rounded up	Number of tickets sold 2024/25	Projected income
Sunday				
1hr	£2.00	£2.20		
2hrs	£2.60	£2.80	9,049	£25,337.20
3hrs	£3.40	£3.70	2,112	£7,814.40
4hrs	£4.20	£4.50	801	£3,604.50
5hrs	£5.00	£5.40	399	£2,154.60
all day	£9.80	£10.50	166	£1,743.00
			12,527	£40,653.70

- **To pass on the transaction charge associated with using the Ringgo App to the customer**

The transaction charge Ringgo apply for each use of the mobile app has been covered by the City Council. It is proposed that this charge is passed onto the customer going forward.

- **To move Howell Road and Triangle car parks from Zone 1 to Central Zone.**
It is proposed that the following car parks are moved from Zone 1 to Central Zone:
 - Howell Road;
 - Triangle.

- **£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.

8.3 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.

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;

- 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 over time.
- 10.2 Medium to long term consideration needs to be given as to how to replace a potential reduction in car park income, by utilising 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.

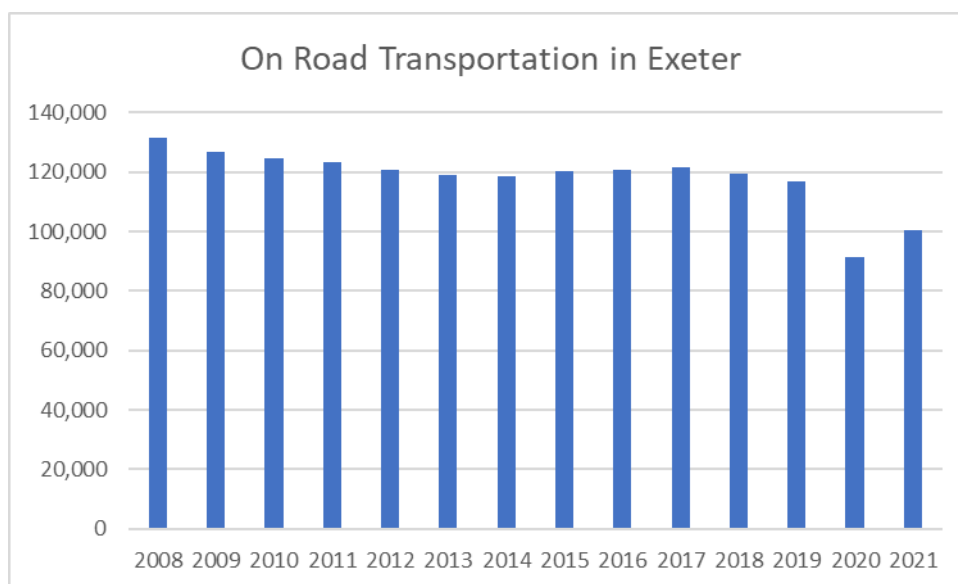
12. Carbon Footprint (Environmental) Implications:

- 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.

Total 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 tally's 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.

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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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APPENDIX 1

Saturday & Sunday car parking

Saturday ticket sales	Central	Zone 1	Zone 2	Zone 3	Total
Apr-22	19,183	5,771	3,468	3,495	31,917
May-22	17,411	4,595	3,590	2,155	27,751
Jun-22	15,564	4,486	5,268	2,843	28,161
Jul-22	28,755	3,307	6,548	3,996	42,606
Aug-22	17,543	4,417	2,747	2,196	26,903
Sep-22	17,594	5,409	4,140	2,809	29,952
Oct-22	21,913	6,047	4,318	3,452	35,730
Nov-22	19,475	6,385	3,705	2,510	32,075
Dec-22	26,398	7,665	3,925	2,031	40,019
Jan-23	12,746	5,802	3,000	1,833	23,381
Feb-23	13,307	5,901	3,298	2,047	24,553
Mar-23	19,110	6,822	3,317	1,932	31,181
Apr-23	18,547	6,744	4,329	2,513	32,133
May-23	15,150	4,833	3,346	1,597	24,926
Jun-23	14,516	4,220	4,152	4,244	27,132
Jul-23	21,510	7,797	5,172	2,552	37,031
Aug-23	17,927	5,900	4,027	2,151	30,005
Sep-23	17,533	5,996	4,784	2,707	31,020
Oct-23	18,378	6,486	3,502	2,286	30,652
Nov-23	20,161	8,016	3,762	2,347	34,286
Dec-23	23,708	8,930	4,036	2,568	39,242
Jan-24	15,174	5,650	3,168	2,410	26,402
Feb-24	15,442	5,870	3,299	2,408	27,019
Mar-24	16,900	6,079	4,258	2,979	30,216
Apr-24					0
May-24					0

Sunday ticket sales	Central	Zone 1	Zone 2	Zone 3	Total
Apr-22	12,378	2,860	2,645	1,486	19,369
May-22	22,888	4,519	3,426	1,865	32,698
Jun-22	13,978	3,117	3,839	2,184	23,118
Jul-22	32,519	3,206	3,978	2,378	42,081
Aug-22	14,460	3,611	3,069	1,797	22,937
Sep-22	14,311	4,346	3,110	1,646	23,413
Oct-22	17,470	4,391	2,998	1,912	26,771
Nov-22	17,029	4,644	2,579	1,742	25,994
Dec-22	22,852	5,518	2,135	881	31,386
Jan-23	15,039	3,538	2,541	1,508	22,626
Feb-23	13,081	3,068	2,580	1,607	20,336
Mar-23	26,856	4,178	2,661	1,388	35,083

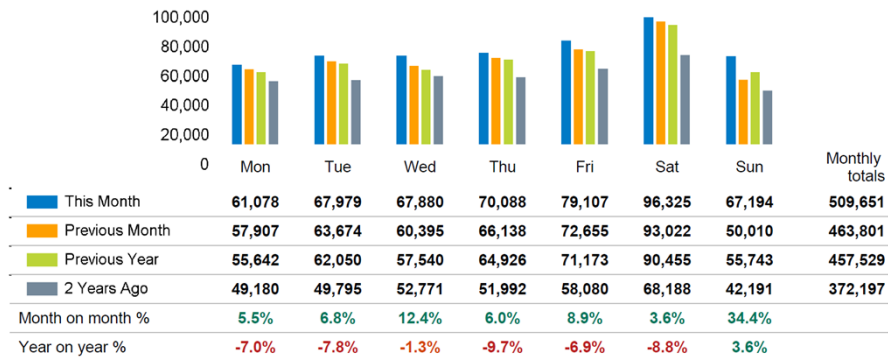
Apr-23	15,740	4,349	3,125	1,686	24,900
May-23	14,186	3,501	2,831	1,363	21,881
Jun-23	14,525	3,185	3,597	2,163	23,470
Jul-23	17,093	4,768	3,899	1,897	27,657
Aug-23	15,775	2,952	2,818	1,683	23,228
Sep-23	14,269	3,361	2,852	1,394	21,876
Oct-23	18,807	3,561	3,237	2,243	27,848
Nov-23	18,100	4,926	2,589	1,537	27,152
Dec-23	21,305	5,633	3,076	1,700	31,714
Jan-24	13,164	2,998	2,556	1,795	20,513
Feb-24	14,751	3,243	2,507	1,724	22,225
Mar-24	14,581	3,864	3,130	2,348	23,923
Apr-24					0
May-24					0

City Centre Footfall

May 2023

Footfall by day

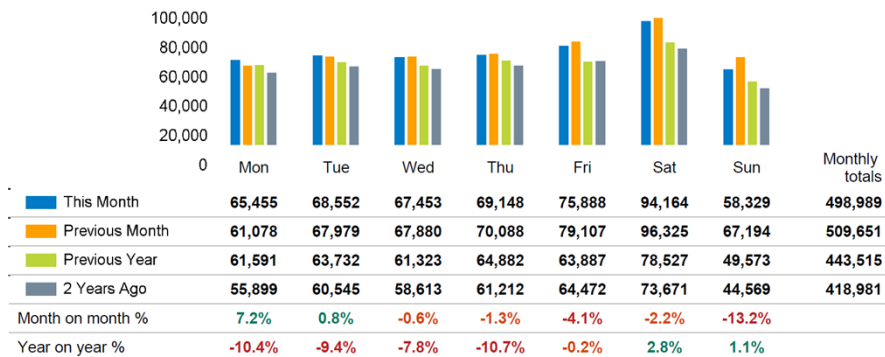
The figures shown below are calculated using weekly averages.



June 2023

Footfall Counts by day

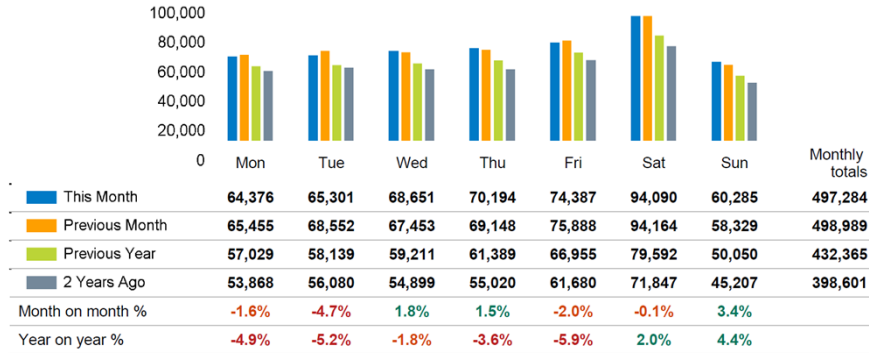
The figures shown below are calculated using weekly averages.



July 2023

Footfall Counts by day

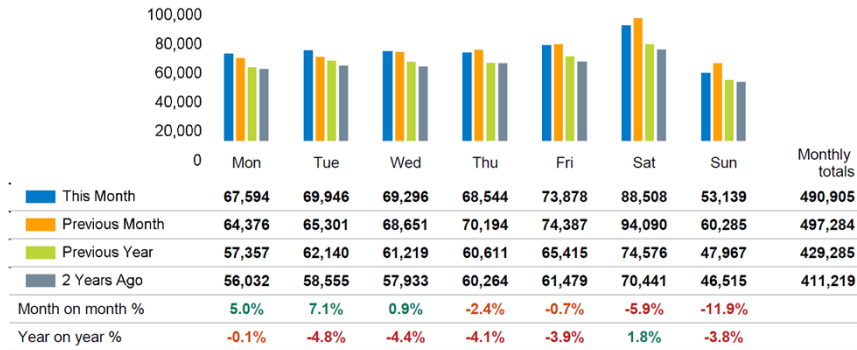
The figures shown below are calculated using weekly averages.



August 2023

Footfall Counts by day

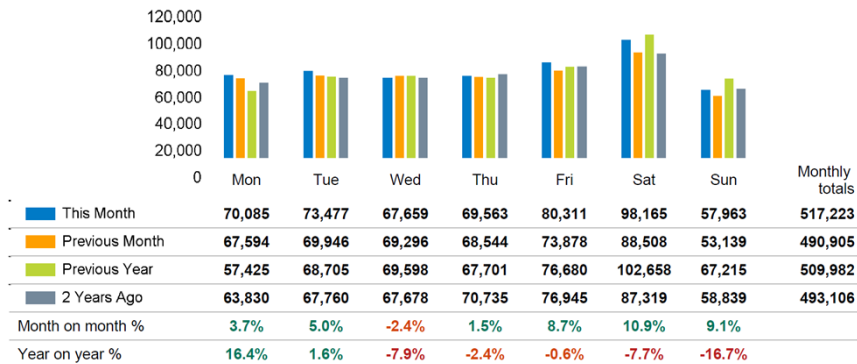
The figures shown below are calculated using weekly averages.



September 2023

Footfall Counts by day

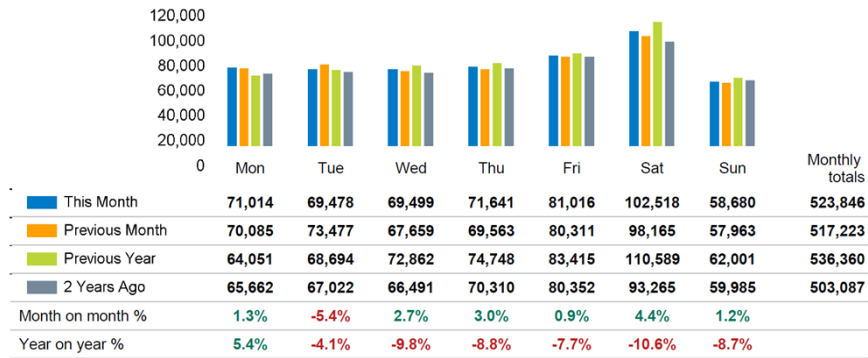
The figures shown below are calculated using weekly averages.



October 2023

Footfall Counts by day

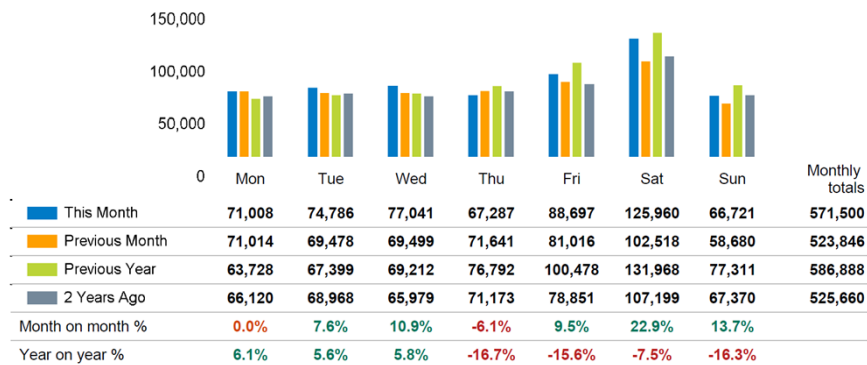
The figures shown below are calculated using weekly averages.



November 2023

Footfall Counts by day

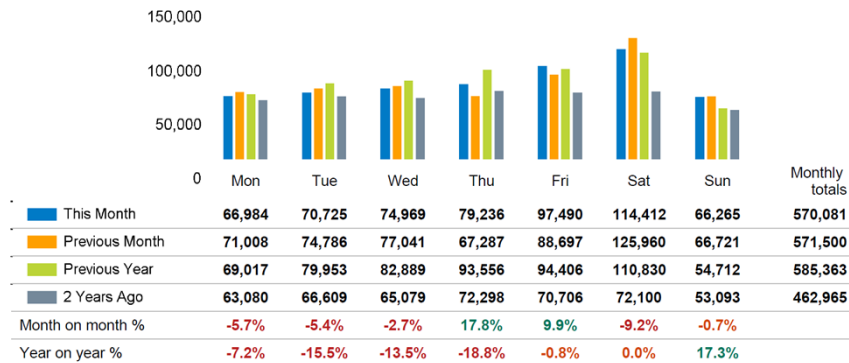
The figures shown below are calculated using weekly averages.



December 2023

Footfall Counts by day

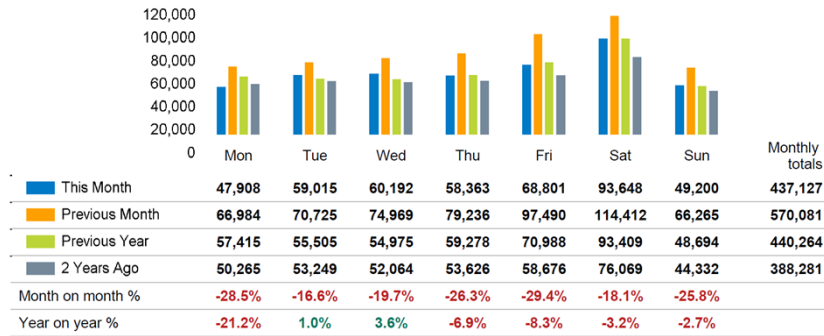
The figures shown below are calculated using weekly averages.



January 2024

Footfall Counts by day

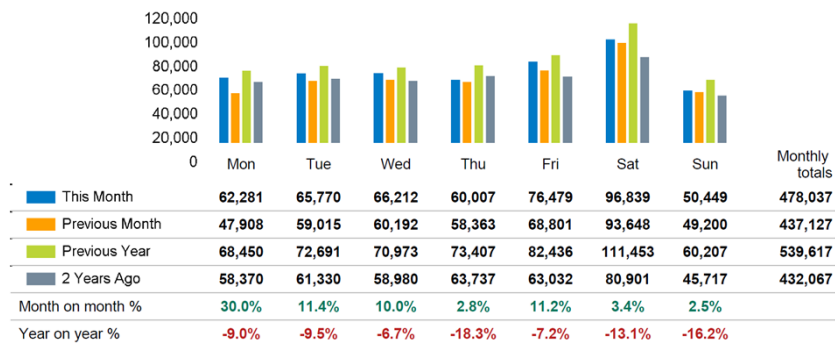
The figures shown below are calculated using weekly averages.



February 2024

Footfall Counts by day

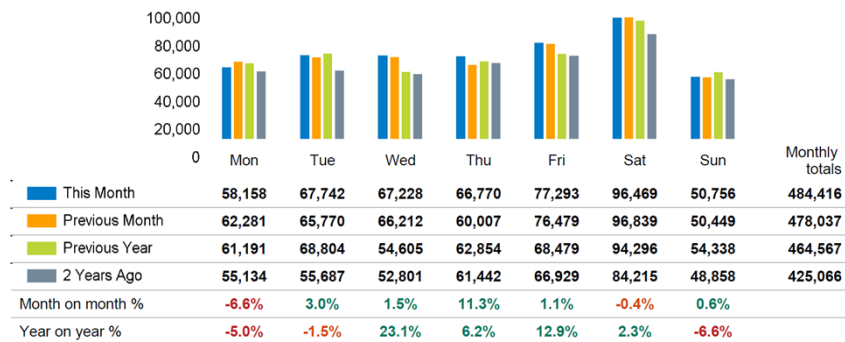
The figures shown below are calculated using weekly averages.



March 2024

Footfall Counts by day

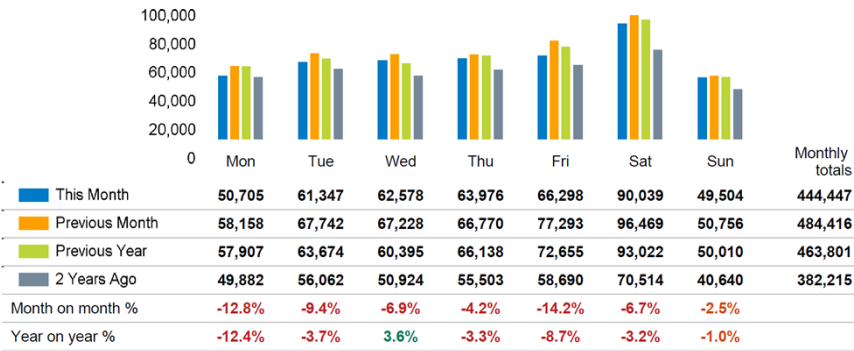
The figures shown below are calculated using weekly averages.



April 2024

Footfall Counts by day

The figures shown below are calculated using weekly averages.



APPENDIX 2

Car park maps