Agenda Item No:

CARLISLE CITY COUNCIL
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COMMUNITY OVERVIEW AND SCRUTINY PANEL

Panel Report

Public

Date of Meeting: **25th October 2012**

Title: **CAR PARKING**

Report of: **The Director of Local Environment**

Report reference: **LE32/12**

Summary: This report has been prepared to provide an update for members on car park use and income since the implementation of a new charging structure in February 2011. Information is provided on:-

- Implementing the recommendations in the Consultants report on how to increase usage/income.
- Details of income received in the first 6 months of 2012/13.
- The performance of Pay by Phone since its introduction in May 2012.

Questions for / input required from Scrutiny: To note the contents of the report and make any appropriate comments on future actions being proposed.

Recommendations: That members note the contents of the report and comment on the future actions proposed.

Contact Officer: Angela Culleton **Ext:** 7325

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers: None

CAR PARKING

1.0 **Introduction**

1.1 Since 2005 Car Park Income has consistently fallen below budget expectations. In 2011 the decline in usage was still continuing and it was decided to commission a consultant to report on how car parking usage could be increased. The consultant reported in November 2011 and his report contained a series of recommendations, a copy of which are attached in the Appendix 1.

1.2 The Executive subsequently considered the report on the 22nd November 2011 and approved a new charging policy. This decision was subsequently discussed by Economy and Environment OSP on the 1st December 2011. Having considered the comments from EEOSP the Executive agreed to implement the new charges at its meeting on the 19th December 2011.

1.3 The new charges were implemented in February 2012. In the interviewing period officers have also sought to implement the various recommendations in the consultants report. There has also been an extensive marketing campaign to promote the new Saver Permits which replace the Contract Permits. The notes below provide an update for members on the various actions taken and the effect these have had on car park usage and income.

2.0 **CAR PARK**

2.1 **Implementing the Recommendations of Car Park Review**
The consultant's report of November 2011 made a number of recommendations on how to increase car park usage and income. Officers have attempted, with the resources available, to implement these recommendations and the progress made so far is set out in Appendix 1. It should be noted that little progress has been made to items 3, 4 and 5 due to the budget limitations.

2.2 **Pay by Phone**
Following a tendering exercise a Pay by Phone service was introduced in May 2012. Appendix 2 is the September monthly report detailing the number of users and income. This shows a regular monthly increase in users, there are now 763 users. This service is expected to grow as it provides a convenient way of parking for those using mobile and smart phones.

2.3 **Car Park Income**
Appendix 3 provides a comparison of usage and income for the first 26 weeks of 2011/12 and 2012/13. This still shows a downward trend in usage and income but does provide some encouragement that the decline in usage is slowing considerably, particularly in the Category 1 and 2 car parks.

3.0 **RECOMMENDATIONS**

3.1 It is recommended that members note the contents of the report and comment on the future actions proposed.

Impact assessments

Does the change have an impact on the following?

Equality Impact Screening	**Impact Yes/No?**	**Is the impact positive or negative?**
Does the policy/service impact on the following?	No	
Age	No	
Disability	No	
Race	No	
Gender/ Transgender	No	
Sexual Orientation	No	
Religion or belief	No	
Human Rights	No	
Health inequalities	No	
Rurality	No	

If you consider there is either no impact or no negative impact, please give reasons:

..
..
..

If an equality Impact is necessary, please contact the P&P team.

APPENDIX 1

CARLISLE CAR PARKING REVIEW

Progress Update – detailing the actions taken so far to implement the recommendations in Consultants report of November 2012.

Ref	Recommendation	Progress
1A	Re-categorise City Council car parks with 4 tariff structures to reflect market rates for location	All car parks have been re-categorised
1B	Introduce new tariff for each of the 4 new categories	Each of the 4 categories has a defined tariffed structure
1C	Revise contract Parking Scheme and advertise	A new tariff structure for Saver Permits (contract permits) has been agreed and implemented. An extensive marketing campaign was undertaken to promote the new “Saver Permits”. The marketing of these permits and our car parks will continue with the following actions planned: - Survey of existing loyal customers - Wider survey of city centre car parking users - Direct mailing to potential business customers to remind them of the benefits of Saver Permits - consider issuing vouchers or permits to specific car parks that need a boost - Explore the use of car parks in off-peak times as a location for small scale events - The Policy & Communications Manager is preparing an action plan which can be achieved with available budgets -
1D	Review On-street and Off-street enforcement to help maintain levels of parking compliance and use of Off-street car parks rather than On-street illegal parking	- Signs and lines are regularly maintained to ensure that restrictions are enforceable. - Parking attendants are tasked daily to patrol known problem areas. - Parking restrictions are reviewed regularly in conjunction with County Council officers and old orders are revoked and new orders implemented as appropriate. A working group of City and County Officers and Members has been set up to review existing disc

		zones and this group will report back to the County Highways and Transport Working Group.
1E	Introduce Pay-by Phone scheme for car park and contracts. Improved service rather than increased revenues	Pay-by-Phone scheme now in place. There are currently 763 registered users with this figure increasing monthly. Payment for contract parking is not an option at present but may be possible in the future. Appendix 2 contains the September Pay by Phone report.
2A	Reduce unrestricted City Centre parking, especially in disc zones	A working group of City and County members and officers has been set up to review disc zones and uncontrolled parking. It is expected to be early 2013 before this group brings forward recommendations which will then have to be formally consulted upon before any changes can be implemented.
2B	Consider Disc Zone sizes to discourage zone commuting.	This issue is being considered as part of the disc zone review discussed above in 2A.
3	Upgrade car park surfaces and white lining.	Improvements were made to Civic Centre and Bitts Car Park in 2011. Improvements to Union Lane, Brampton and Town Dyke Orchard were planned in 2012/13. However, the limited maintenance funds have had to be spent on essential maintenance. Improvements may be possible in 2013/14 using maintenance funds.
4	Upgrade car park access routes and lighting.	There are no budgets identified to carry out this work. Officers are liaising with County Council to take advantage of any Section 106 developers funds that become available to carry out appropriate works. It is not possible to estimate when all the desirable improvements will be carried out.
5	Increase car park maintenance budget to 10%of annual revenue.	At present the car park maintenance budget is £31,400 which represents 2.5% of the annual revenue shown in the MTFP. As explained in 3 above it is difficult to progress improvements to the car parks

		with this limited budget. An increase to £125,000 annually would enable improvements to be made but may be difficult to justify taking into account the existing budget pressures.
6	Transition City Council non-essential car users with permits over to charged contract parking.	There are no current plans to introduce a staff charging policy for non-essential car users. The issue of introducing staff parking charges has been considered as an option on a number of previous occasions but has always been rejected.
7	Charge On-Street within City Centre for premium kerb space (425 spaces)	Charging for On-Street Parking in the City Centre would be consistent with what happens in other Cities. However, any decision to introduce a charge would have to be made by the County Council. The ongoing review of parking discussed above in 2A will discuss the option of charging.

2012/2013 - Sales/Income to Week 26

	P & D Sales	PBP Sales	Total Sales	SALES COMPARISON TO 2011/2012	P & D Income	PBP Income	Total Income	INCOME COMPARISON TO 2011/2012
Civic Centre	29,161	120	29,281	Down 13.8%	50,618	557	51,175	Up 3.6%
Town Dyke	79,172	203	79,375	Up 2.3%	144,728	813	145,541	Down 0.8%
CAT 1	**108,333**	**323**	**108,656**	**Down 2.6%**	**195,346**	**1,370**	**196,716**	**Up 0.7%**
Bitts Park	17,703	289	17,992	Down 5.1%	26,308	1,106	27,414	Down 4.1%
Upper Viaduct	34,068	224	34,292	Up 3.3%	65,590	940	66,530	Up 4.4%
CAT 2	**51,771**	**513**	**52,284**	**Up 0.2%**	**91,898**	**2,046**	**93,944**	**Up 2.2%**
Paddys Market	1,416	8	1,424	Down 20.2%	2,830	21	2,851	Down 18.3%
Sands	33,563	9	33,572	Down 3.3%	63,102	210	63,312	Down 8.9%
Swifts Bank	353	5	358	Down 9.5%	639	2	641	Down 27.8%
CAT 3	**35,332**	**22**	**35,354**	**Down 4.2%**	**66,571**	**233**	**66,804**	**Down 9.6%**
Cecil Street	10,199	83	10,282	Dwon 6.3%	21,963	220	22,183	Down 21.6%
Lower Viaduct	24,257	52	24,309	Down 4.7%	51,928	124	52,052	Down 13.8%
Dev Walk	18,030	181	18,211	Up 17.6%	25,900	756	26,656	Down 21.7%
CAT 4	**52,486**	**316**	**52,802**	**Up 1.6%**	**99,791**	**1,100**	**100,891**	**Down 17.8%**
TOTAL	**247,922**	**1,174**	**249,096**	**Down 1.4%**	**453,606**	**4,749**	**458,355**	**Down 5.5%**

Saver Permits	**2011/2012**	**2013/2014**
Category 2		17,034
Category 3		12,089
Category 4		47,665
TOTAL	**76,340**	**76,788**

It is not possible to make a direct comparison of the Saver Permits with last year's Contract Parking Permits as they are now categorised by car park. A comparison can be made using the total sales for the this period.

paybyphone

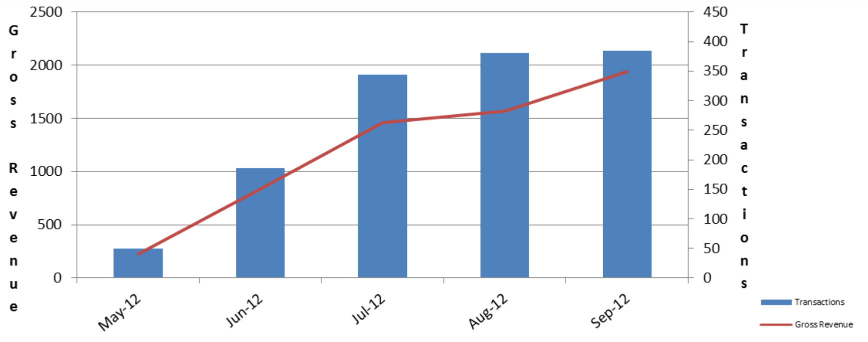
monthly report carlisle september 2012

key developments this month:

- Kettering Borough Council signs a new 2 year extension to continue offering PayByPhone services until September 2014.
- Customer registrations up 37% as PayByPhone and Darlington Council agree new four year contract extension.
- In this month's Parking News, Graham Bird from PayByPhone talks about the future of parking - click here to read the article. https://paybyphone.co.uk/dynamicparking/
- The Port Mann Bridge near Vancouver in British Columbia, Canada has chosen PayByPhone to collect their new tolling charges.

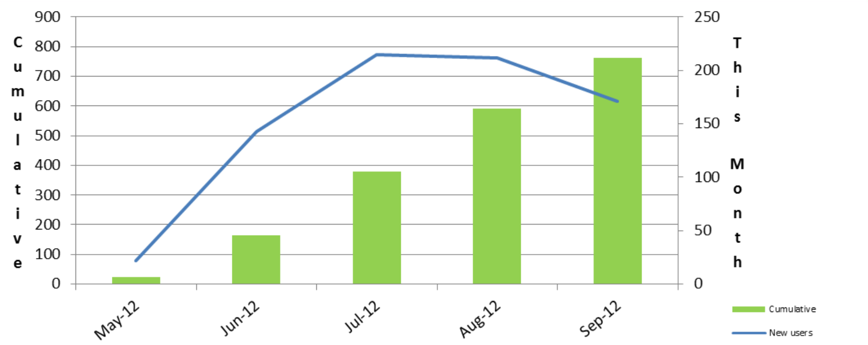
transactions / revenue

- Another good month in September with transactions over 380 for the second consecutive month (385).
- This means a gross revenue of £1,940.00 in September.



new sign-ups

- Another steady month for signups with 171 new users of the system.
- This brings the total number of users to 763 since launch.



uptime

- We experienced downtime during one day in the middle of the month following some database server upgrades and an additional Text To Register Outage.

	Database	Text (IN) Dialogue	Text (OUT) Netsize	Text to Register	IVR	SMI (i)	Other
Apr '12	100.00%	100.00%	100.00%	-	100.00%	100.00%	100.00%
May '12	99.19%	100.00%	99.19%	-	100.00%	100.00%	100.00%
Jun '12	99.68%	99.90%	99.88%	93.08%	99.94%	99.68%	99.26%
Jul '12	100.00%	100.00%	100.00%	100.00%	99.92%	100.00%	100.00%
Aug '12	100.00%	100.00%	99.73%	100.00%	100.00%	100.00%	100.00%
September	99.33%	99.77%	99.77%	87.80%	99.48%	99.84%	99.84%
Last 6-months	99.70%	99.94%	99.76%	96.18%	99.89%	99.92%	99.85%

Notes (i) SMI is the web tool used by call centre staff