

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

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| TO: | TRAFFIC MANAGEMENT SUB-COMMITTEE | | |
| DATE: | 13 JUNE 2018 | AGENDA ITEM: | 10 |
| TITLE: | CAR PARK TARIFF REVIEW 2018 | | |
| LEAD COUNCILLOR: | COUNCILLOR T PAGE | PORTFOLIO: | LEAD COUNCILLOR FOR STRATEGIC ENVIRONMENT, PLANNING AND TRANSPORT |
| SERVICE: | PARKING SERVICES | WARDS: | ALL |
| LEAD OFFICER: | ELIZABETH ROBERTSON | TEL: | 01189 373767 |
| JOB TITLE: | CIVIL ENFORCEMENT MANAGER | E-MAIL: | Elizabeth.robertson@reading.gov.uk |

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report advises Members of the proposal to change the "off street" car parking orders as detailed in Appendix 1 and 2. This has come about as a result of a review of the tariffs.
- 1.2 Appendix 1 - Proposed Car Park Tariff Charges 2018
Appendix 2 - Season Tickets 2018
Appendix 3 - Comparison of Car Park Charges 2018

2. RECOMMENDED ACTION

- 2.1 That the Members agree to change the car park tariff as set out in Appendix 1 and 2.
- 2.2 The statutory requirements for changes to the Borough of Reading (Civil Enforcement Area) (Off Street Parking Places) Order 2012, Borough of Reading (Civil Enforcement Area) (Off Street Parking Places) (Amendment) Order and The Borough of Reading (Off Street Parking Places) (Civic Car Park "B") (Experimental) Order 2014 are authorised and the Head of Legal and Democratic Services is authorised to advertise the proposals.

3. POLICY CONTEXT

- 3.1 The current parking strategy is a core element of the Local Transport Plan. The strategy aims to manage the level of long stay/commuter parking in the Town Centre. A key feature of the strategy is pricing of Town Centre parking to reflect the availability of alternatives, especially long stay parking provided by park and ride.

4. THE PROPOSAL

4.1 Current Position:

4.2 The car park tariffs were last reviewed in June 2017 with changes made to the tariffs in Broad Street, Queens Road, Civic B, Cattle Market, Hills Meadow and King's Meadow car parks. The tariffs reflect the different types of off-street car parking that is available, for example with the local centre shopper's car parks charged differently to town centre car parking.

4.3 Options Proposed

4.4 Please see Appendix 1 and 2 for full listing of car park charges proposed. Should these be agreed and the associated Traffic Regulation Order be implemented, it is planned to introduce these from August/September 2018 provided there are no objections to the order.

4.5 NCP Ltd has reviewed all the car parks tariffs which has taken into account who the main customer segments are (e.g. retail, commuter), the appropriate products available, optimal pricing strategies, and reviewed financial models to understand the risks and opportunities.

4.6 The overall change to pricing structure should increase volumes.

4.7 Broad Street Mall:

| Car Park | Time Band | Current Weekdays | Proposed Weekday | Current Weekend | Proposed Weekends | Change |
|-------------------|------------------|------------------|------------------|-----------------|-------------------|--------|
| Broad Street Mall | Up to 30 Minutes | £1.50 | £1.00 | | | -£0.50 |
| | Up to 30 Minutes | | | £2.00 | £1.00 | -£1.00 |
| | Up to 1 hour | £1.50 | £2.00 | £2.00 | No change | +£0.50 |
| | Up to 2 hours | £4.00 | No change | £4.00 | No change | |
| | Up to 3 hours | £6.00 | No change | £6.00 | No change | |
| | Up to 4 hours | £8.00 | No change | £6.00 | £8.00 | +£2.00 |
| | Up to 5 hours | £10.00 | No change | £8.00 | £10.00 | +£2.00 |
| | Up to 6 hours | £12.00 | No change | £8.00 | £12.00 | +£4.00 |
| | Up to 7 hours | | | £8.00 | £14.00 | +£6.00 |
| | Up to 8 hours | | | £8.00 | £14.00 | +£6.00 |
| | 24 hours | £14.00 | No change | £8.00 | £14.00 | +£6.00 |

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|----------------------------------|-------|-----------|-------|-----------|
| Night rate (18:00 - 08:00) | £4.00 | No change | £4.00 | No change |
|----------------------------------|-------|-----------|-------|-----------|

4.8 The proposed tariff for Broad Street Mall will cater to the main customer segment using this car park - the shoppers.

4.9 Queens Road Car Park:

| Car Park | Time Band | Current Weekdays | Proposed Weekdays | Current Weekends | Proposed Weekends | Change |
|-------------|----------------------------------|------------------|-------------------|------------------|-------------------|-----------|
| Queens Road | Up to 30 Minutes | | | £1.50 | £2.20 | +£0.70 |
| | Up to 1 hour | £2.20 | No change | £2.50 | £2.20 | -£0.30 |
| | Up to 2 hours | £4.40 | No change | £4.50 | £4.40 | -£0.10 |
| | Up to 3 hours | £6.60 | No change | £7.00 | £6.60 | -£0.40 |
| | Up to 4 hours | £8.80 | No change | £7.00 | £8.80 | +£1.80 |
| | Up to 5 hours | £10.50 | No change | £7.00 | £10.50 | +£3.50 |
| | Up to 6 hours | £12.50 | No change | £7.00 | £12.50 | +£5.50 |
| | Up to 7 hours | | | £7.00 | £16.50 | +£9.50 |
| | Up to 8 hours | | | £7.00 | £16.50 | +£9.50 |
| | 24 hours | £16.50 | No change | £7.00 | £16.50 | +£9.50 |
| | Night rate (18:00 - 08:00) | £3.50 | No change | £3.50 | No change | No Change |

4.10 The proposed tariff for Queens Road for the weekend will cater to the main customer segment using this car park - the shoppers.

4.11 Cattle Market Car Park

| Cattle Market | Time Band | Current Charge | Proposed Charges | Change |
|-----------------|-------------------------|----------------|------------------|--------|
| Sunday - Friday | Up to 2 hours | £2.60 | £3.00 | +£.040 |
| Sunday - Friday | 2 to 24 hours | £7.00 | £8.00 | +£1.00 |
| | Saturday - up to 1 hour | £0.50 | £1.00 | +£0.50 |

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|--|--------------------------|--------|-----------|-----------|
| | Saturday - up to 2 hours | £2.60 | £3.00 | +£0.40 |
| | Saturday - up to 24 hour | £7.00 | £8.00 | +£1.00 |
| | HGVs | £10.00 | No Change | No Change |

4.12 Cattle Market is a popular car park for commuters using Reading Railway Station.

4.13 Hills Meadow Car Park

| Hills Meadow (6am-6pm) | Charge Period | Current Charge | Proposed Charges | Change |
|----------------------------------|----------------|----------------|------------------|--------|
| Monday - Friday | Up to 2 hours | £3.00 | £3.20 | +£0.20 |
| | Up to 12 hours | £8.00 | £9.00 | £1.00 |
| Saturday - Sunday/ Bank Holidays | Up to 2 hours | £3.00 | £3.20 | +£0.20 |
| | Up to 4 hours | £4.70 | £5.00 | +£0.30 |
| | Up to 12 hours | £8.00 | £9.00 | +£1.00 |

4.14 Kings Meadow Car Park

| Kings Meadow (6am-6pm) | Charge Period | Current Charge | Proposed Charges | Change |
|----------------------------------|----------------|----------------|------------------|--------|
| Monday - Sunday | Up to 2 hours | £3.00 | £3.20 | +£0.20 |
| | Up to 12 hours | £9.00 | £10.00 | +£1.00 |
| Saturday - Sunday/ Bank Holidays | Up to 2 hours | £3.00 | £3.20 | +£0.20 |
| | Up to 4 hours | £4.70 | £5.00 | +£.30 |
| | Up to 12 hours | £9.00 | £10.00 | +£1.00 |

4.15 Both Hills Meadow and Kings Meadow car parks are generally full at peak times.

4.16 The predominant customer groups for this car park are commuters for businesses within Reading Town and for the Reading Railway station.

4.17 There are no plans to change Chester Street, Recreation Road and Dunstall Close.

4.18 Season Tickets

| | Current Month | Proposed | Current Quarter | Proposed | Current Charge 12 monthly | Proposed Charges 12 monthly |
|-----------------|---------------|----------|-----------------|----------|---------------------------|-----------------------------|
| Queens Road | £150 | £160 | £412.50 | £440 | £1,600.00 | No Change |
| Hills Meadow | £120 | £140 | £330 | £385 | £1,400.00 | No Change |
| Civic B | £120 | £130 | £330 | £358 | £1,300.00 | No Change |
| Broad Street | £150 | £138 | £412.50 | £375 | £1,360.00 | No Change |
| Cattle Market | £120 | £130 | £330 | £358 | £1,300.00 | No Change |
| Chester Street | | | | | £525.00 | No Change |
| Recreation Road | | | | | £525.00 | No Change |
| Dunstall Close | | | | | £525.00 | No Change |
| Kings Meadow | | | | | £1,400.00 | No Change |

5. CONTRIBUTION TO STRATEGIC AIMS

5.1 This proposal supports the aims and objectives of the Local Transport Plan and contributes to the Council's strategic aims, as set out below:

- Providing infrastructure to support the economy.
- Remaining financially sustainable to deliver these service priorities.

6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 Statutory Notices and Advertisements will be made in advance of any changes.

7. LEGAL IMPLICATIONS

7.1 Changes to Traffic Regulation Orders will require advertisement and consultation, under the Road Traffic Regulation Act 1984 and in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996.

8. FINANCIAL IMPLICATIONS

8.1 The Proposals will require additional legal advertising costs.

8.2 The overall change in income is estimated by NCP at £200K p.a. The additional income contributes towards progressing closer to the profit share threshold, but it is not likely that this will be reached in this financial year and therefore the Guaranteed Minimum Payment provided for in the contract will remain unchanged until profit share is reached. Any delay in implementation of the tariff change proposals would have a negative impact on the contract income estimates.

9. BACKGROUND PAPERS

9.1 None

10. APPENDICES

10.1 Appendix 1: Proposed Car Park tariff charges 2018

10.2 Appendix 2: Season tickets

10.3 Appendix 3: Comparison of Car Park Charges 2018