

APPENDIX A

WAVERLEY BOROUGH COUNCIL

EXECUTIVE - 2 OCTOBER 2012

Title:

CAR PARK REVIEW 2011 – OUTSTANDING ITEMS

**[Portfolio Holder: Cllr Carole King
[Wards Affected: Milford and Haslemere Wards]**

Summary and purpose:

The Car Park Review 2011 made a number of recommendations which were approved by Council on 13 December 2011, many of which were implemented on 1 February 2012. The outstanding actions are being addressed by this report.

These concern:-

- 1) A six month review of the use of the car parks at both Station Lane, Milford and Chestnut Avenue, Haslemere:-
- 2) The car park charges at High Street, Haslemere:, and
- 3) The cost of a season ticket for use at Crown Court, Godalming, Queen Street, Godalming and Waggon Yard, Farnham car parks.

How this report relates to the Council's Corporate Priorities:

This report underpins Waverley's corporate priority to provide Value for Money.

Equality and Diversity Implications:

There are no implications for social inclusion, equality, participation and community cohesion to be considered.

Resource/Value for Money implications:

Although no immediate changes are being proposed, any immediate or longer-term changes agreed as a consequence of this review would require a minor amendment to the Waverley Off-Street Parking Order 2011, and would necessitate the placing of notices in the local newspapers, and on the affected sites. This would be followed by the production and posting of revised tariff boards, and the reprogramming of ticket machines where necessary. These costs would be met from within the car parks revenue budget.

The proposed amendments to the hourly charge at High Street Car Park, Haslemere, and to the season ticket prices across three car parks would more than offset this cost.

Legal Implications:

Any change in tariff structure would require the Council to undertake a minor amendment to the Waverley Off Street Parking Order 2011.

Background:

1. In 2011 a borough wide review of the use of Waverley's car parks was undertaken. The main purpose of this review was to manage parking space more effectively.
2. Following the making of the Off-Street Parking Places Order 2012 a number of actions were implemented on the 1st February 2012.
3. The Order-making process allowed for objections and comments to be made by the public. At that time, Waverley received 22 responses. Of these responses; 17 concerned the introduction of a charge at Station Lane, Milford; 2 concerned the extended charging period at Godalming car parks; 2 concerned Beacon Hill, Hindhead and 1 related to Bramley car parks. The changes were otherwise well received by the general public across the Borough.

Station Lane, Milford - Pay and Display Car Park

4. A map showing the location of this car park is at Annexe 1. The car park is at the junction of Church Road and Station Lane in Milford. It is situated opposite a small shopping arcade, and is next door to residential property and a Medical Practice. It is within easy walking distance of the rail station.
5. The Car Park Review 2011 identified that shoppers and visitors to Milford, were finding it difficult to locate a parking space in the car park. In order to manage this space more effectively, pay and display parking was introduced on 1 February 2012.
6. The charges at Station Lane are set at the lowest level in the borough. (10p up to two hours; £1.50 over two hours; Annual Season ticket £323.00; Annual local employee permit £86.00)
7. Station Lane car park has 34 spaces. It is at its busiest between 11am and 12noon. The number of motorists who purchased a ticket since charges were introduced in February is shown below:

| | <u>10p</u> <u>tickets</u> | <u>£1.50</u> <u>tickets</u> | <u>Total</u> | <u>Season</u> <u>tickets</u> | <u>9-5</u> <u>Capacity</u> | <u>Peak</u> <u>Capacity</u> | <u>Time</u> |
|---------|------------------------------|--------------------------------|----------------|---------------------------------|-------------------------------|--------------------------------|-------------|
| Feb | 988 | 203 | 1191 | 5 | 54.69% | 63.41% | 11am |
| Mar | 1331 | 232 | 1563 | 5 | 61.51% | 73.11% | 11am |
| Apr | 1078 | 175 | 1253 | 5 | 51.65% | 66.07% | 11am |
| May | 1302 | 198 | 1500 | 7 | 60.33% | 71.26% | 11am |
| Jun | 1153 | 171 | 1324 | 8 | 60.74% | 72.60% | 11am |
| Jul | 1189 | 206 | 1395 | 7 | 60.48% | 76.77% | 11am |
| Average | <u>1173.50</u> | <u>197.50</u> | <u>1371.00</u> | | <u>58.23%</u> | <u>70.54%</u> | |

8. The level of usage demonstrated above has significantly exceeded the projections made at the time of the Car Park Review 2011.

Complaints

9. Since the introduction of pay and display parking, Waverley has received a number of representations including 10 written complaints from residents of Ockfields. These respondents consider that parking in both Ockfields and Church Road (in part) has increased since the charges were implemented. It is the perception of some respondents that medical staff who work at the Surgery are parking for long periods in their road. As a consequence, there is now a shortage of on-street parking spaces for the residents and their visitors.
10. Some respondents raise concerns about traffic congestion in Milford, particularly at school opening and closing times. The respondents state this was evident prior to the introduction of a charge but in their view has become worse.
11. A summary of representations received is shown at Annexe 2.

The Medical Practice

12. The Medical Practice has on-site space to park only one vehicle and it therefore relies on the adjacent car park. It reimburses staff the cost of their parking. The maximum number of staff employed by the Practice at any one time is estimated at around 12 – 15 people.
13. The Practice has raised a number of issues. It employs full and part time staff, and in their opinion, it is too expensive for the Practice to buy each employee an annual permit. The annual permits are not cost effective for part time or temporary staff as they cannot be transferred between vehicles. Staff who do not buy an all day ticket are at risk of incurring a penalty charge if they do not return to their vehicle before the expiry time shown on the ticket.

Traffic congestion at school times

14. The parking problems associated with schools are evident across the Borough. Waverley acted some years ago to help reduce traffic congestion by inviting those schools within easy walking distance of a Waverley car park to join a School Parking Scheme.
15. The school parking scheme allows free parking to take place in a designated car park twice a day for a 15 minute period. This is so an adult can accompany a child to or from school. Waverley supplies the permits. The school issues them. The permits are valid only at the times shown on the permit (agreed with each school).
16. The School Parking Scheme is effective in reducing traffic congestion where the car park concerned has sufficient available parking space. Station Lane car park does not. The school at Milford in Church Road has around 150 pupils.
17. Addressing the problems of parking in contravention of existing yellow or white waiting restrictions on the highway, and agreeing to amend or adding waiting restrictions is the responsibility of the highway authority Surrey County Council (SCC). It is also responsible for the enforcement of waiting restrictions. SCC has acknowledged the complaints concerning the highway and will review the waiting restrictions at some time in the future.

Enforcement

18. An enforcement officer will visit the car park at least once a day to service the machine and undertake enforcement. The penalty charge details shown in the following table indicate that enforcement is being fair and effective.

| | <u>PCNs</u> | <u>PCNs Paid</u> | <u>PCNs Challenged</u> | <u>Challenges Accepted</u> |
|-----|--------------------|-------------------------|-------------------------------|-----------------------------------|
| Feb | 0 | 0 | 0 | 0 |
| Mar | 20 | 16 | 9 | 4 |
| Apr | 15 | 13 | 3 | 2 |
| May | 11 | 7 | 4 | 3 |
| Jun | 10 | 9 | 2 | 0 |

Season Ticket and Annual Permits

19. The cost of an annual season ticket for use at Station Lane is £323.00. A special concession was given in respect of this 'out of town' car park and the local employee including people who work at the Surgery. An annual permit is available to employees working at premises located in Milford at a much reduced cost of £86.00. Seven permits have already been sold and are in use by local employers/ees.

20. Each permit is annotated with a vehicle registration number. The permit is only valid when displayed inside the windscreen of a vehicle with the same registration number. The reason for this is to ensure that the concession is not passed on. An annual season ticket for train travel is one example of where the use of a ticket is restricted to one user.

Conclusion – Station Lane

21. The car park at Station Lane serves the local shops and community by providing a safe place for shoppers and visitors to park.
22. The income received will help to ensure that the car park remains well maintained and is fair to the council tax payers who are not motorists and do not require parking facilities.
23. The low charge of 10p would appear not to have discouraged the short term visitor and shopper and use is steady. A visitor or shopper to Milford is now able to leave home with the expectation of finding a parking space at the pay and display car park.
24. The figures however show a fluctuation in the use of the car park since February. Some displacement of vehicles may have occurred to on-street parking places or to one of a number of off street parking places in Milford at commercial or community premises where parking is not currently being managed.
25. The Medical Practice has had the free use of this parking space for many years. There are no other Medical Practices in the Borough that receive concessionary parking facilities.
26. The employee permit is a form of parking concession as it is being made available to a limited number of people at a low price not offered to any other motorist. The Surgery has not purchased any annual permits for their full or part time staff at this concessionary rate.
27. Traffic congestion in Church Road is worse at school times. However this was the case prior to the charges being applied. The limited available space at Station Lane car park, and the high demand for parking space at school times, means that the school parking scheme is unlikely to have a significant impact on the traffic congestion in Church Road.
28. There will always be some motorists who will park antisocially rather than pay to park. Where parking is a nuisance or a risk to public safety, the highway authority, Surrey County Council, has the necessary powers to implement and enforce appropriate waiting restrictions to ensure road safety and the interests of residents. However, it has not indicated when such a review will take place.

Chestnut Avenue, Car Park Haslemere

29. The car park at Chestnut Avenue is in the centre of the town and serves residents as well as a range of businesses in the town including public houses and restaurants that benefit from the availability of this parking space in the evening.
30. It acts as an overflow car park for events happening at an adjacent Hotel and provides a place for overnight parking for any residents who do not have off-street parking or for their visitors.
31. The Car Park Review 2011 made two recommendations concerning Chestnut Avenue. It recommended that the car park should provide a mix of short and medium stay options. As a consequence of this, a decision was made not to increase the charge for parking up to seven hours.
32. The review also recommended an extension to the charging period across all Waverley Car Parks given that people's shopping habits and lifestyle have changed over time and there is now more demand for the use of car parks after 6pm. On the 1st February 2012, the charging period was extended from 8am-6pm to 8am-7pm at all Waverley pay and display car parks including Chestnut Avenue.
33. Waverley has received representations as a result of these changes. These include complaints from the Chairman of the Trustees of the Haslemere Hall and Honorary Secretary of the Haslemere Educational Museum. The main issues concern volunteers who work in the evening and now need to pay 50p when volunteering. They are worried that customers will be discouraged because they will have to pay an additional 50p on top of the cost of attending evening events at the Hall or Museum
34. In July, the Haslemere Chamber of Trade and Commerce started a petition as follows:

"I request a reversal of [the decision to extend charging hours in Haslemere car parks from 6pm to 7pm] because of the negative impact it has had on the Haslemere Community, particularly visitors to and volunteers involved with events at the Haslemere Hall and Haslemere Museum. Community life in the evening is an important part of the vibrancy in the town and has been curtailed by this change. The consultation process, while satisfying the statutory requirements, was wholly inadequate and I do not feel I had the chance to object"

This petition has now been received, and contains approximately 1,000 signatures. In accordance with the Waverley petition scheme, a petition containing between 1,000 and 1,999 signatures will be considered at a meeting of the Executive and the organiser is entitled to a maximum of four minutes to present their petition. The petition therefore complies with the scheme and will be considered as part of this report, rather than as a separate item on the agenda.

35. In addition, Waverley has received a number of representations from members of the public as a result of the petition being raised. A summary of these is to be found at Annexe 3.

Use of Chestnut Avenue

36. The table below shows the extent to which income has increased or decreased at the three main Haslemere town centre car parks when compared to the same period in 2011.

| <u>High Street</u> | | <u>Chestnut Ave</u> | | <u>Tanners Lane</u> | | <u>Totals</u> | |
|--------------------|---------------|---------------------|-----------------|---------------------|---------------|---------------|---------------|
| | <u>Change</u> | | <u>Change %</u> | | <u>Change</u> | | <u>Change</u> |
| | <u>%</u> | | | | <u>%</u> | | <u>%</u> |
| Feb | 26.16% | Feb | 9.79% | Feb | 50.22% | Feb | 23.68% |
| Mar | 13.74% | Mar | 3.34% | Mar | 37.49% | Mar | 12.79% |
| Apr | 12.77% | Apr | 5.65% | Apr | 3.50% | Apr | 10.36% |
| May | -3.69% | May | 31.07% | May | 54.44% | May | 9.94% |
| Jun | -1.34% | Jun | 15.34% | Jun | 31.53% | Jun | 5.29% |
| Jul | -1.47% | Jul | 8.18% | Jul | 45.16% | Jul | 4.16% |
| | <u>7.40%</u> | | <u>12.46%</u> | | <u>37.78%</u> | | <u>10.88%</u> |

37. The sharp increase in May in the use of Chestnut Avenue is likely to be due to a shift of parking from High Street, to Chestnut Avenue while the gas works were taking place.

38. The transaction details for Chestnut Avenue are shown below:

Chestnut Ave- Feb - July 2012 Inclusive from 9am to 7pm

| Feb-12 | | Mar-12 | | Apr-12 | |
|--|---------------|--|---------------|--|---------------|
| <u>Total Number of Tickets purchased</u> | | <u>Total Number of Tickets purchased</u> | | <u>Total Number of Tickets purchased</u> | |
| <u>Between</u> | <u>Number</u> | <u>Between</u> | <u>Number</u> | <u>Between</u> | <u>Number</u> |
| 8am-9am | 384 | 8am-9am | 443 | 8am-9am | 379 |
| 9am-10am | 726 | 9am-10am | 924 | 9am-10am | 906 |
| 10am-11am | 793 | 10am-11am | 956 | 10am-11am | 899 |
| 11am - Midday | 935 | 11am-Midday | 1059 | 11am-Midday | 1004 |
| Midday- 1pm | 835 | Midday-1pm | 911 | Midday-1pm | 896 |
| 1pm-2pm | 674 | 1pm-2pm | 773 | 1pm-2pm | 711 |
| 2pm-3pm | 651 | 2pm-3pm | 671 | 2pm-3pm | 704 |
| 3pm-4pm | 500 | 3pm-4pm | 591 | 3pm-4pm | 616 |
| 4pm-5pm | 360 | 4pm-5pm | 367 | 4pm-5pm | 367 |
| 5pm-6pm | 213 | 5pm-6pm | 194 | 5pm-6pm | 127 |

| | | | | | |
|---|----------------------|---|----------------------|---|----------------------|
| 6pm-7pm | 103 | 6pm-7pm | 194 | 6pm-7pm | 97 |
| May-12 | | Jun-12 | | Jul-12 | |
| <u>Total Number of Tickets purchased</u> | | <u>Total Number of Tickets purchased</u> | | <u>Total Number of Tickets purchased</u> | |
| <u>Between</u> | <u>Number</u> | <u>Between</u> | <u>Number</u> | <u>Between</u> | <u>Number</u> |
| 8am-9am | 499 | 8am-9am | 421 | 8am-9am | 430 |
| 9am-10am | 1479 | 9am-10am | 1182 | 9am-10am | 1029 |
| 10am-11am | 1498 | 10am-11am | 1331 | 10am-11am | 1072 |
| 11am-Midday | 1281 | 11am-Midday | 1320 | 11am-Midday | 1113 |
| Midday-1pm | 1206 | Midday-1pm | 1179 | Midday-1pm | 1061 |
| 1pm-2pm | 1022 | 1pm-2pm | 984 | 1pm-2pm | 792 |
| 2pm-3pm | 1075 | 2pm-3pm | 898 | 2pm-3pm | 776 |
| 3pm-4pm | 976 | 3pm-4pm | 843 | 3pm-4pm | 791 |
| 4pm-5pm | 698 | 4pm-5pm | 644 | 4pm-5pm | 583 |
| 5pm-6pm | 294 | 5pm-6pm | 282 | 5pm-6pm | 307 |
| 6pm-7pm | 183 | 6pm-7pm | 123 | 6pm-7pm | 195 |

Conclusion – Chestnut Avenue

39. Waverley is providing a well maintained car park in the heart of the town which is supporting the local economy and community.
40. Charges have applied at this car park for many years and users including daytime volunteers are accustomed to paying for the use of this car park
41. Until a petition was raised by a representative of the Haslemere Chamber of Commerce in July, the borough-wide extension to the charging period had been generally well received.
42. A range of businesses including the Haslemere Hall and Haslemere Museum rely on the parking places being provided in the evening for use by their customers. The expectation is that this car park should be a well maintained space that is attractive to visitors.
43. Evening charges apply in the boroughs of Guildford and Rushmoor and district of Horsham. Waverley has taken a consistent approach across all car parks in respect of the charging period. The charging period is the same at all four centres of the borough.

Season Tickets

44. The Car Park Review 2011 identified that the price of a season ticket at certain car parks is lower than the average income per space. Revised charges were implemented on 1 February 2012. Further adjustment is needed at three car parks.

| Car Park | Season Tickets sold | 2010 | 2011 | 2012 |
|---------------|---------------------|------|------|------|
| Crown Court | 66 | £900 | £900 | £990 |
| Queen Street, | 45 | £900 | £900 | £990 |
| Waggon Yard | 19 | £900 | £900 | £990 |

Conclusion – Season Tickets

45. Pressure on the scarce short stay parking space continues to rise in Godalming. The contract car park at Station Road, Godalming will be de-commissioned in September 2012 to allow affordable homes to be built with the loss of 40 long term parking spaces.
46. Long term parking at the out of town car park Meadow should be promoted to protect the availability of shoppers' parking space in the centre of Godalming. The charges were reduced at this car park on 1st February to encourage more use of this space. This has not however attracted the town centre employee.
47. One way to create more space for shoppers and visitors in the main centres is to try and move the long stay parking to an edge or out of town car park by making it more expensive to park in the centres. It is however a difficult time for the local economy and important that any parking management mechanism used does not have a negative impact on the businesses operating in the main centres.

High Street, Haslemere

48. This car park is one of three in the town centre. It is usually the most popular being centrally located. For several years this car park has, for historic reasons, had a lower tariff than comparable sites across the Borough.
49. The Car Park Review 2011, identified that shoppers were frequently circling the car park to find a parking space. On 1 February 2012, the High Street car park was designated as a Prime Site because of its high level of use. The appropriate tariff should have been applied in February 2012 to help to manage the parking space so that the shopper and visitor have a higher expectation of finding a space. However, to ease the change a midway position was applied in February 2012 so that the increase could be spread across more than one financial year.

| | |
|--------------------------------|---|
| <u>Current (midway) tariff</u> | First hour 70p, Second hour 80p, Thereafter £1 per hour |
| <u>Prime Site Tariff</u> | First two hours 80p per hour. Third hour £1.20 Thereafter £1 per hour |

Recommendation

It is recommended that:

Station Lane, Car Park, Milford

- a) Officers write to the County Council to seek a review of the traffic regulation orders (waiting parking restrictions on the roads) in the centre of Milford including Ockfields and Church Road at the earliest opportunity:
- b) The use of the car park is reviewed again in twelve months time.

Chestnut Avenue

It is recommended that no change is made to the current tariff or charging hours.

Season Tickets

It is recommended that the Council increases the cost of a season ticket when the Waverley Off-Street Parking Order 2012 is next amended and no earlier than 1 April 2013 at the following car parks to:

Crown Court - £1080.00pa
Queen Street, - £1080.00pa
Waggon Yard - £1080.00pa.

High Street, Haslemere

It is recommended that the tariff increase at High Street Haslemere should be implemented with effect from 1 April 2013.

Background Papers

There are no background papers (as defined by Section 100D (5) of the Local Government Act 1972) relating to this report.

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