

Parking Charges Review January 2013



Summary of Review

In Part 2 of this report contains details of the three different options open to Members to discuss, however they can be summarised as follows:

Option 1.

- Leaving parking charges unchanged is the lowest risk option as this option is expected to be cost neutral to the Councils parking income budget.

Budget Impact = None

Option 2.

- Parking charges are restructured with on and off street parking areas being split into three different areas.
- Charges at beach designated car parks have been increased slightly to off set a reduction in parking charges during the winter months which includes all day parking reduced to £4 at specific car parks including Beacon Quay and Victoria Car Parks
- Charges at on street pay and display locations have been reduced during the winter months at both beach and town centre locations with beach locations applied a marginal increase in the summer
- New permits made available to the public to purchase including a residents time restricted permit allowing free parking after 3pm and before 10am in the morning, monthly permits and a on street long stay permit valid in all on street pay and display locations for traders
- Disabled parking permits offered to more customers
- Free parking on Christmas Day, Boxing Day and New Years Day both on and off street
- Discounts for Eco Friendly vehicles
- All day parking available in all on street pay and display areas
- Commuter parking for £1 or £2 all day in selected on street pay and display areas

Budget Impact = None

Option 3

- As option 2 but with daily parking tariffs further reduced in both on and off street parking areas.
- On street and off street parking charges are very similar

Budget Impact = £560,000 or 20% uptake in customers to be cost neutral to the budget

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1. Introduction

Torbay Council operates 39 Car parks across Torquay, Paignton and Brixham, providing over 7,500 spaces with the majority of the car parks using the pay and display system. Many car parks play an important part in supporting the local economy and ensuring access to the main three town centres and amenity areas such as beaches during the peak summer months.

At the time of submitting this report parking income across Devon is down on previous years in 2012 which is attributed to the inclement weather over the year and 2012 being the wettest year since weather records began. It is also a time when the Country is still in recession and the Euro Zone Crisis has yet to be resolved. Fuel costs have also been at an all time high with the cost of a litre of petrol at £1.30. There has been little confidence in the Country's economy and as many working people have been concerned about losing employment.

A number of public meetings were held in 2012 where Members and Officers met with the Chamber of Trade, Federation of Small Businesses, Community Partnership Representative, The Town Centres Company along with a cross section of traders. During these constructive meetings it was evident charges were the main concern. In particular that they felt charges were too high, inflexible and deterred shoppers from visiting the Town Centres or commuters from wanting to work in the Town Centres. At these meetings many ideas were presented by stakeholders some of which are included in this report. Also Cllr Excell, Executive Lead for Transport, Safer Communities and Sport and Cllr Hill, Chairman of the Transport Working Party and Audit Committee surveyed public opinion through the year by asking shoppers and traders their views and suggestions.

1.1 Scope of Review

This review addresses concerns from the public and stakeholders regarding the current parking tariff structure and is designed to increase footfall in Town Centre areas. This review does not deal with parking enforcement or parking strategies.

Council Officers analysed a large amount of data collected from the pay and display machines regarding income and ticket sales at all off street car parks and on street pay and display sites comparing this to the Councils own financial information system. Various Local Authorities were contacted for comparisons for charges and what types of parking permits are offered to customers

This review approaches the subject matter in trying to offer cheaper parking charges, in particular for residents during the quieter winter months but also to maintain the Councils income stream from parking when the Council is faced with huge budget cuts over a five year period reducing the Councils resources and ability to deliver non statutory services.

1.2 Financial Overview

Parking income is important to many local authorities as it's often the second biggest income stream next to Council Tax income. On street parking income is ring fenced for traffic management initiatives and Torbay Council uses this income to offset some of the cost of rising concessionary bus fares for the over 60's.

Off street income is used to pay for the provision of parking and any surplus is put back into the Councils overall budget and can be used in the same way as Council Tax income. More detailed accounts can be found in the Parking Annual Report which is available on the Councils website. <http://www.torbay.gov.uk/index/yourservices/parking/parkingpolicies.htm>

However in summary the budgeted parking income is as follows:

On street pay and display parking £1.1 million which equates to 758,652 tickets sold in a year

Off street car parks £3.7 million which equates to 1.89 million tickets sold in a year.

Part 1

This part of the report deals with data analysis and understanding the trends of the Councils Parking Business.

2.Current Situation

2.1Current Charges

The current tariffs for on and off street parking areas are displayed below:

On Street Parking Charges – All Year

| Address | Charging Days | Charging Hours | 20 mins | 40 mins | 80 mins | 2 hours | 3 hours | 4 hours | 8 hours |
|--------------------|---------------|----------------|---------|---------|---------|---------|---------|---------|---------|
| Abbey Road | Mon - Sun | 09:00 - 17:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Adelphi Road | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | £3.50 | £4.50 | - |
| Babbacombe Road | Mon - Sat | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | £3.50 | - | - |
| Castle Road | Mon - Sat | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Dendy Road | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Hyde Road | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Lymington Road | Mon - Sat | 08:00 - 17:00 | - | - | - | - | - | £1.00 | £2.00 |
| Magdalene Road | Mon - Sat | 09:00 - 17:00 | - | - | - | - | - | - | £1.00 |
| Market Street | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Palace Avenue | Mon - Sat | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Parkhill Road | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Pimlico | Mon - Sat | 09:00 - 17:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Queens Road | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | £3.50 | £4.50 | - |
| Sands Road | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | £3.50 | £4.50 | - |
| Stearfield Road | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | £3.50 | £4.50 | - |
| The Terrace | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Torbay Road (Pai) | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Torquay Road | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Torwood Gardens Rd | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Torwood Street | Mon - Sun | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |
| Union Street | Mon - Sat | 08:00 - 18:00 | £0.50 | £1.00 | £2.00 | £2.50 | - | - | - |

On Street Parking Charges - Seasonal

| Eastern Esplanade | Mon - Sun | 08:00 - 17:00 | 20 mins | 40 mins | 80 mins | 2 hours | 3 hours | 4 hours | All day |
|----------------------|-----------|---------------|---------|---------|---------|---------|---------|---------|---------|
| 15th Sept - 31st Oct | - | - | £0.50 | £1.00 | £2.00 | £2.50 | £3.50 | - | - |
| 1st Nov - 24th Mar | - | - | - | £1.00 | £2.00 | - | - | - | £2.50 |
| 25th Mar - 30th May | - | - | £0.50 | £1.00 | £2.00 | £2.50 | £3.50 | - | - |
| | | | | | | | | | |
| Torre Abbey | Mon - Sun | 08:00 - 18:00 | | | | | | | |
| 25th Mar - 31st Oct | - | - | £0.50 | £1.00 | £2.00 | £2.50 | £3.50 | £4.50 | - |
| 1st Nov - 24th Mar | - | - | - | £1.00 | £2.00 | - | - | - | £2.50 |

Off Street Parking Charges – All Year

| 24hr 365 days | 20 mins | 40 mins | 80 mins | 2 hours | 3 hours | 4 hours | 5 hours | 24 hours | Overnight |
|---------------|---------|---------|---------|---------|---------|---------|---------|----------|-----------|
| Long Stay | - | £1.00 | £1.50 | £2.20 | £3.00 | £4.00 | £5.00 | £8.00 | £2.00 |
| Short Stay | £0.50 | £1.00 | £1.50 | £2.20 | £3.00 | - | - | - | £2.00 |
| Shoppers | £0.50 | £1.00 | £1.50 | - | - | - | - | - | - |

Off Street Seasonal

| 1st Nov - 24th March | 40 mins | 80 mins | 2 hours | 3 hours | 24 hours | Overnight |
|---|---------|---------|---------|---------|----------|-----------|
| Harbour & Victoria | £1.00 | £1.50 | £2.20 | £3.00 | £4.00 | £2.00 |
| | | | | | | |
| Shedden Hill, Torre Valley, Cliff Park Road, Roundham, Broadsands, Walls Hill, Shoalstone, Breakwater, Meadfoot Beach, and Kilmorie | £0.50 | - | £1.00 | - | £1.50 | - |

It should be noted that the current policy ensures that all off street car parks contain the same charging structure, with short stay car parks including a 20 minute charge because they are primarily designed to ensure a high turnover of spaces for shoppers. The policy to ensure all car parks have the same tariff is one of uniformity and clarity to the customer and to ensure tickets can be transferred between one car park and another. This policy has been in place for 8 years but previously car parks were put in certain categories depending on the amenity they were close to, such as Town Centre and Beach.

On street charging is separated from Commuter areas such as Magdalene Road and Lymington Road and the rest of Torbay where charges are consistently the same.

See below for comparisons of charging times both on and off street in Devon. The different rows on the first table show the difference in charging times across the different towns, some towns operate different charging times dependant on the road location similar to Torbay. Exmouth operates 24 hour charging during the summer months.

On Street Charging Times

| Torbay | Exeter | Barnstaple | Dawlish | Exmouth | Ilfracombe | Newton Abbot | Teignmouth | Totnes |
|-------------------------|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Mon - Sun 08:00 - 18:00 | Mon - Sat 08:00 - 18:00 Sun 11:00 - 17:00 | Mon - Sat 08:00 - 18:00 | Mon - Sun 09:00 - 18:00 | Mon - Sun 09:00 - 18:00 | Mon - Sat 10:00 - 18:00 | Mon - Sat 09:00 - 17:00 | Mon - Sun 09:00 - 18:00 | Mon - Sat 09:00 - 18:00 |
| Mon - Sat 08:00 - 18:00 | | | | Mon - Sun 24 hours/day | | Mon - Sat 08:00 - 18:00 | Mon - Sun 08:00 - 20:00 | |
| Mon - Sun 09:00 - 17:00 | Mon - Sat 09:00 - 18:00 Sun 11:00 - 17:00 | | | | | Mon - Sat 08:30 - 17:30 | | |
| Mon - Sat 09:00 - 17:00 | | | | | | | | |

Off Street Night Time Charging Periods

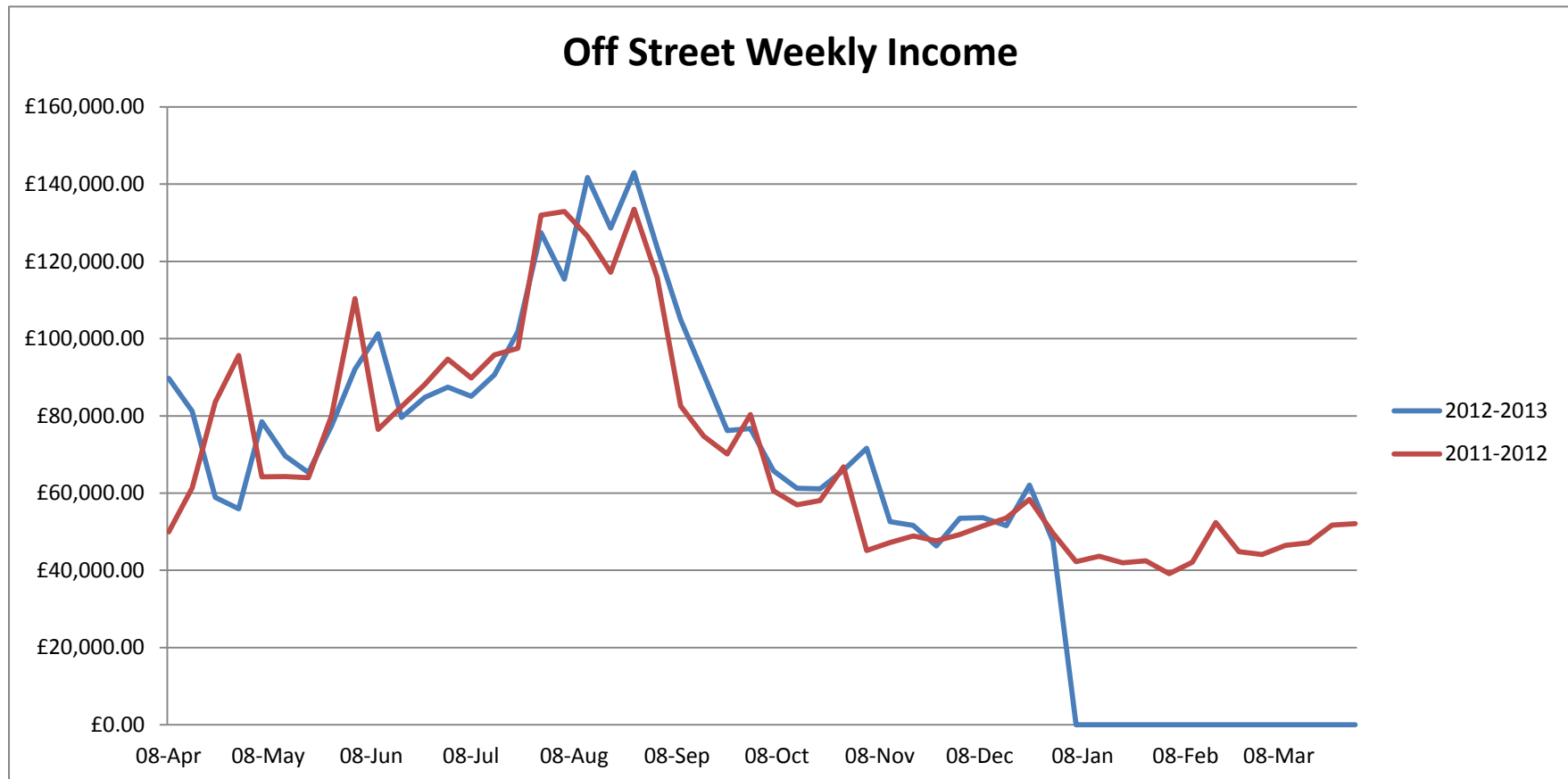
| Torbay | Exeter | East Devon | Mid Devon | North Devon | West Devon | Torrige | South Hams | Teignbridge | Plymouth |
|---------------|---------------|---------------|---------------|---------------|---------------|---------|---------------|---------------|---------------|
| 18:00 - 08:00 | 18:00 - 08:00 | 18:00 - 08:00 | 18:00 - 08:00 | 18:00 - 08:00 | 18:00 - 08:00 | N/A | 18:00 - 08:00 | 18:00 - 09:00 | 18:00 - 08:00 |
| £2.00 | Free | Free | Free | Free | Free | | £2.00 | Free | £3.60 |

2.2.1 Income Trends, i.e. seasons/weather/events

Torbay is a popular seaside destination during the summer months and during the school holidays and being an amenity area there are trends of usage which are clearly identified. These follow weather patterns as well as seasons.

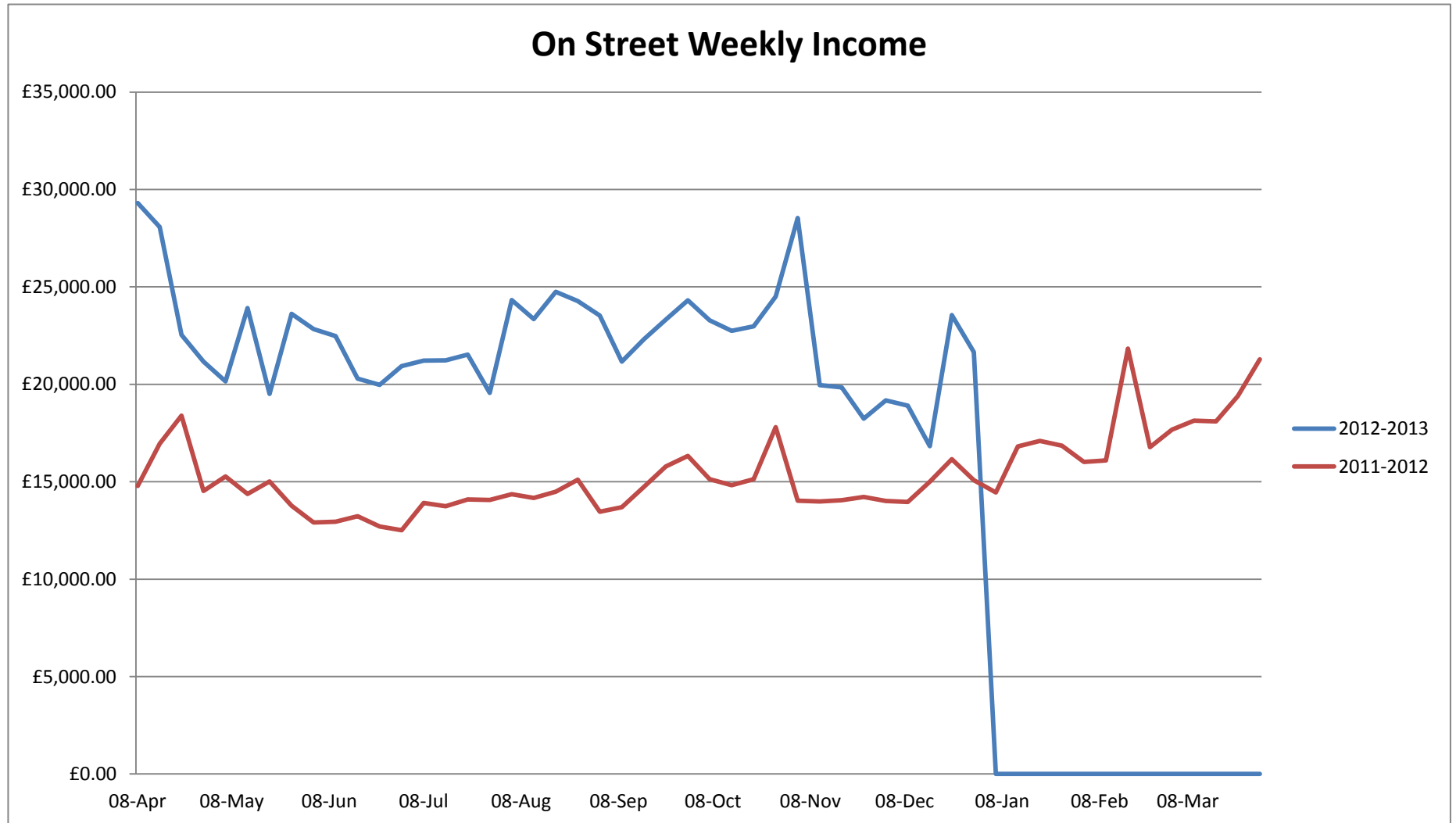
Off Street

The graph below shows the annual trend of off street parking income throughout the financial year with the peak during the school holiday period in July and August. Also other peaks show Easter, May school holidays and the Christmas period with increased shopping activity, although at this time parking charges are reduced every year to assist with marketing the towns to locals.



On Street

The graph below shows the annual trend for on street parking income which does not follow exactly the same trend as off street income as some roads such as the Eastern Esplanade which has 200 spaces is only open during the winter months and closed in the summer. This year more on street pay and display areas were created which is why the income is higher and note the graph is only from April to December.



Officers have undertaken analysis of how weather can dramatically affect the car park usage and below are two weekends just outside the school holiday periods which can be easily compared. The first weekend in July refers to a wet weekend and the second weekend in September refers to a warm and sunny weekend. A vast majority of off street car parks show an increase. Also of great interest is the impact of events on the usage level of parking areas and in yellow below is the impact of the annual 'Fishstock' event in Brixham where there has been a huge increase in usage.

On Street Parking

These parking areas are not affected by weather with the exception of roads which are directly adjacent to resort areas.

| Site | 7th & 8th July | | 8th & 9th September | | Increase/Decrease | |
|-----------------|----------------|------------------|---------------------|------------------|-------------------|--------------|
| | Tickets | Income | Tickets | Income | Tickets | Income |
| Abbey Road | 298 | £424.20 | 232 | £298.80 | -22.1% | -29.6% |
| Adelphi Road | 60 | £152.00 | 52 | £127.60 | -13.3% | -16.1% |
| Babbacombe Road | 103 | £229.30 | 60 | £118.00 | -41.7% | -48.5% |
| Castle Circus | 86 | £115.80 | 72 | £94.00 | -16.3% | -18.8% |
| CPZ A | 129 | £240.00 | 126 | £225.10 | -2.3% | -6.2% |
| Dendy Road | 223 | £262.40 | 226 | £265.20 | 1.3% | 1.1% |
| Hyde Road | 224 | £283.60 | 194 | £248.25 | -13.4% | -12.5% |
| Lymington Road | 51 | £59.10 | 59 | £69.00 | 15.7% | 16.8% |
| Magdalene Road | 3 | £6.00 | 24 | £24.10 | 700.0% | 301.7% |
| Market Street | 184 | £203.60 | 182 | £197.85 | -1.1% | -2.8% |
| Palace Avenue | 490 | £603.40 | 409 | £529.90 | -16.5% | -12.2% |
| Pimlico | 41 | £54.50 | 38 | £42.70 | -7.3% | -21.7% |
| Queens Road | 207 | £358.50 | 202 | £361.85 | -2.4% | 0.9% |
| Rock Walk | 254 | £561.30 | 230 | £506.05 | -9.4% | -9.8% |
| Sands Road | 60 | £152.60 | 55 | £133.50 | -8.3% | -12.5% |
| Stearfield Road | 52 | £124.60 | 48 | £121.00 | -7.7% | -2.9% |
| The Terrace | 131 | £205.50 | 135 | £212.50 | 3.1% | 3.4% |
| Torbay Road | 349 | £555.00 | 350 | £548.65 | 0.3% | -1.1% |
| Torquay Road | 85 | £101.20 | 125 | £140.65 | 47.1% | 39.0% |
| Torre Abbey | 256 | £520.80 | 282 | £696.30 | 10.2% | 33.7% |
| Torwood Street | 250 | £400.85 | 225 | £395.25 | -10.0% | -1.4% |
| Union Street | 156 | £273.65 | 86 | £133.60 | -44.9% | -51.2% |
| Total | 3692 | £5,887.90 | 3412 | £5,489.85 | -7.6% | -6.8% |

Off Street Town Centres

The table below shows town centre car parks only and the affect of good weather which you will note is not as large as the resort car parks.

| Site | 7th & 8th July | | 8th & 9th September | | Increase/Decrease | Increase/Decrease |
|------------------|----------------|------------|---------------------|------------|-------------------|-------------------|
| | Tickets | Income | Tickets | Income | Tickets | Income |
| Brixham Central | 1792 | £3,274.45 | 1957 | £3,749.55 | 9.2% | 14.5% |
| Brunswick Square | 67 | £140.20 | 78 | £186.60 | 16.4% | 33.1% |
| Chilcote Avenue | 82 | £141.60 | 84 | £139.40 | 2.4% | -1.6% |
| Churchward Road | 64 | £129.00 | 81 | £165.30 | 26.6% | 28.1% |
| Clennon Valley | 224 | £707.25 | 164 | £336.90 | -26.8% | -52.4% |
| Crown & Anchor | 95 | £232.20 | 100 | £250.70 | 5.3% | 8.0% |
| Great Western | 562 | £999.30 | 532 | £945.65 | -5.3% | -5.4% |
| Hampton Avenue | 136 | £359.20 | 225 | £607.90 | 65.4% | 69.2% |
| Coach Station | 21 | £57.30 | 17 | £39.50 | -19.0% | -31.1% |
| Melville Street | 29 | £70.40 | 25 | £57.10 | -13.8% | -18.9% |
| Meadfoot Road | 191 | £468.70 | 173 | £469.40 | -9.4% | 0.1% |
| Preston Gardens | 29 | £52.70 | 20 | £43.70 | -31.0% | -17.1% |
| Shoppers | 503 | £696.50 | 524 | £713.35 | 4.2% | 2.4% |
| Station Lane | 99 | £214.40 | 102 | £204.10 | 3.0% | -4.8% |
| St. Marychurch | 79 | £145.10 | 92 | £204.00 | 16.5% | 40.6% |
| Torre Valley | 42 | £79.30 | 35 | £76.80 | -16.7% | -3.2% |
| Town Hall | 311 | £707.20 | 301 | £670.00 | -3.2% | -5.3% |
| Union Square | 925 | £1,735.60 | 880 | £1,680.25 | -4.9% | -3.2% |
| Victoria MSCP | 1239 | £3,588.35 | 1324 | £4,122.95 | 6.9% | 14.9% |
| Victoria Coach | 89 | £267.35 | 101 | £327.80 | 13.5% | 22.6% |
| Total | 6579 | £14,066.10 | 6815 | £14,990.95 | 3.6% | 6.6% |

Off Street Resort Car Parks

The table below shows beach/resort car parks only and the affect of good weather on income and usage.

| Site | 7th & 8th July | | 8th & 9th September | | Increase/Decrease | Increase/Decrease |
|-----------------|----------------|-----------|---------------------|-----------|-------------------|-------------------|
| | Tickets | Income | Tickets | Income | Tickets | Income |
| Abbey Park | 97 | £199.60 | 140 | £318.85 | 44.3% | 59.7% |
| Beacon Quay | 846 | £2,054.20 | 781 | £2,027.80 | -7.7% | -1.3% |
| Breakwater | 421 | £1,012.70 | 434 | £1,359.35 | 3.1% | 34.2% |
| Broadsands | 572 | £1,081.30 | 553 | £1,117.00 | -3.3% | 3.3% |
| Cliff Park Road | 118 | £291.60 | 140 | £305.15 | 18.6% | 4.6% |
| Colin Road | 150 | £393.70 | 175 | £446.90 | 16.7% | 13.5% |
| Freshwater* | 244 | £720.45 | 567 | £1,770.45 | 132.4% | 145.7% |
| Kilmorie | 27 | £41.20 | 38 | £60.50 | 40.7% | 46.8% |
| Meadfoot Beach | 13 | £26.60 | 16 | £28.70 | 23.1% | 7.9% |
| Oxen Cove* | 197 | £552.90 | 327 | £1,036.60 | 66.0% | 87.5% |
| Princes Street | 191 | £421.65 | 248 | £529.50 | 29.8% | 25.6% |
| Quay West | 96 | £235.40 | 125 | £389.20 | 30.2% | 65.3% |
| Roundham | 134 | £416.90 | 196 | £558.45 | 46.3% | 34.0% |
| Shedden Hill | 252 | £723.10 | 384 | £1,066.30 | 52.4% | 47.5% |
| Shoalstone | 67 | £113.60 | 119 | £261.00 | 77.6% | 129.8% |
| Walls Hill | 112 | £217.95 | 107 | £198.45 | -4.5% | -8.9% |
| Youngs Park | 537 | £1,193.30 | 647 | £1,557.45 | 20.5% | 30.5% |
| Total | 4074 | 9696.15 | 4997 | 13031.65 | 22.7% | 34.4% |

*Fishstock event shows a large increase in usage during that weekend.

2.2.2 Usage/Occupancy

Torbay has a large number of good sized quality car parks in prime locations. These serve town centre locations and amenity areas. The Civil Enforcement Officers monitor the usage of car parks during their visits to car parks and record occupancy at these visits.

A number of car parks are particularly busy at peak summer times and other car parks are generally busy outside of the summer peaks. The graphs below are an example of these trends from a selection of car parks.

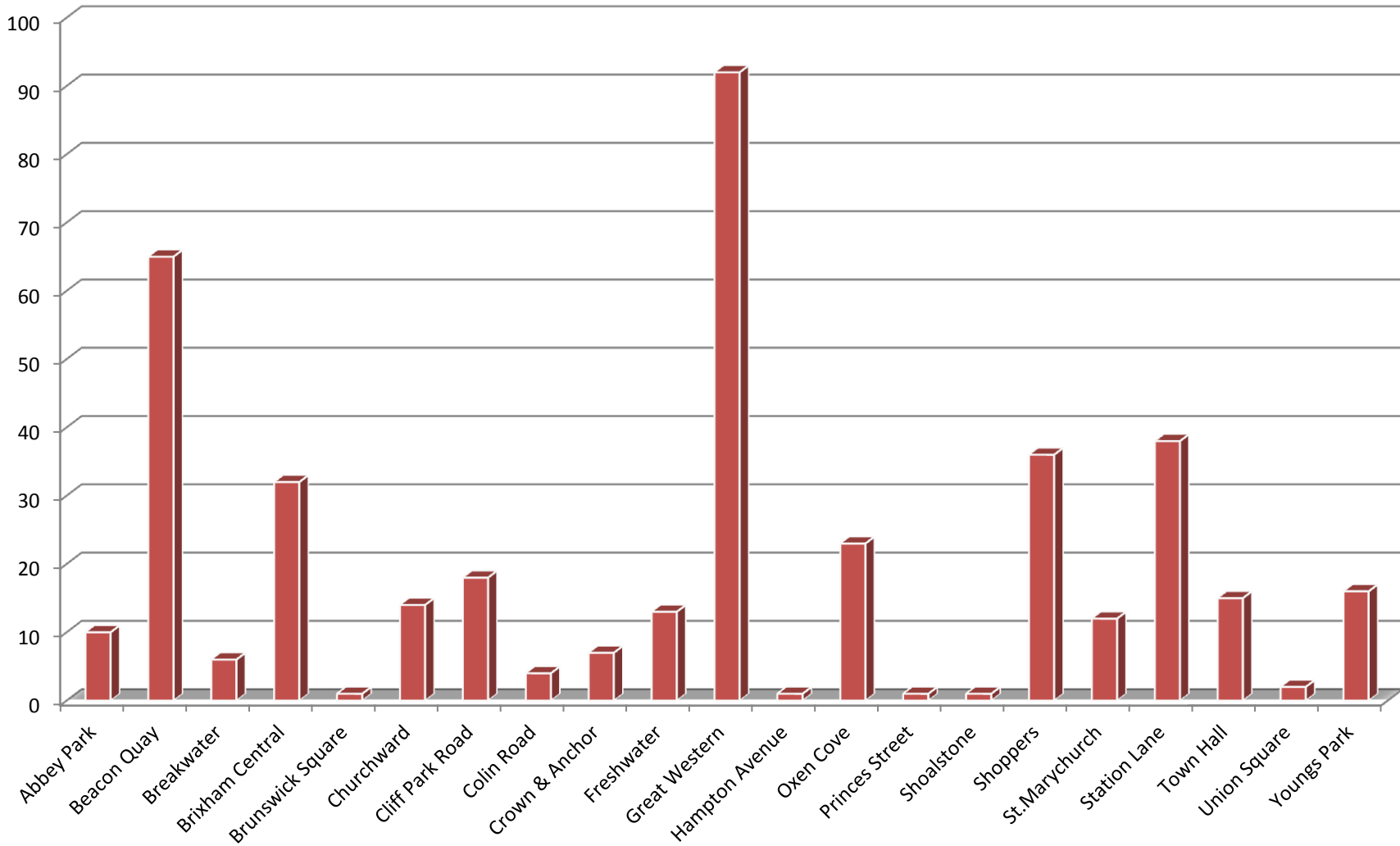
As can be seen from the graphs some car parks are clearly under used at specific times of the year and there is scope to encourage additional use of these car parks through various means. Also some car parks are steadily used through the year which is based on local users visiting shops and amenities.

The first graph below proves on many occasions during June, July and August that car parks are over subscribed and full. This is due to weather dependency in some areas and the sheer volume of holiday traffic with families wanting to visit town centres etc.

Beacon Quay car park being the car park with full days over most of the summer is situated next to the prime harbour front area and next to a popular tourist attraction. In the past the car park has been short stay during the summer but due to negative feedback from regular users in particular local residents living close by and sailors the car park has been long stay since 2006.

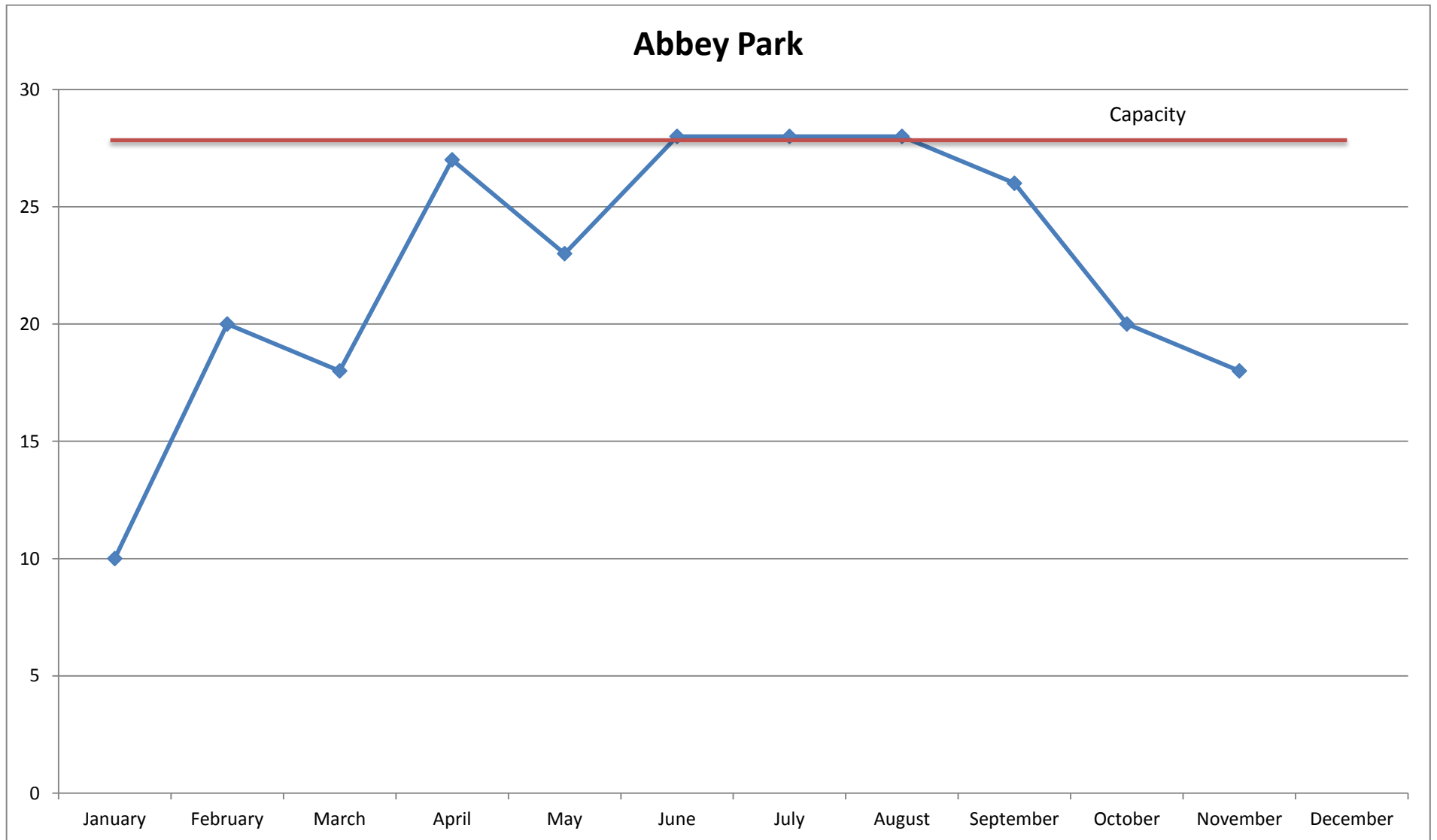
Days Full During July, Aug & Sept

This data is obtained from CEO's site visits and is only a snapshot of the day



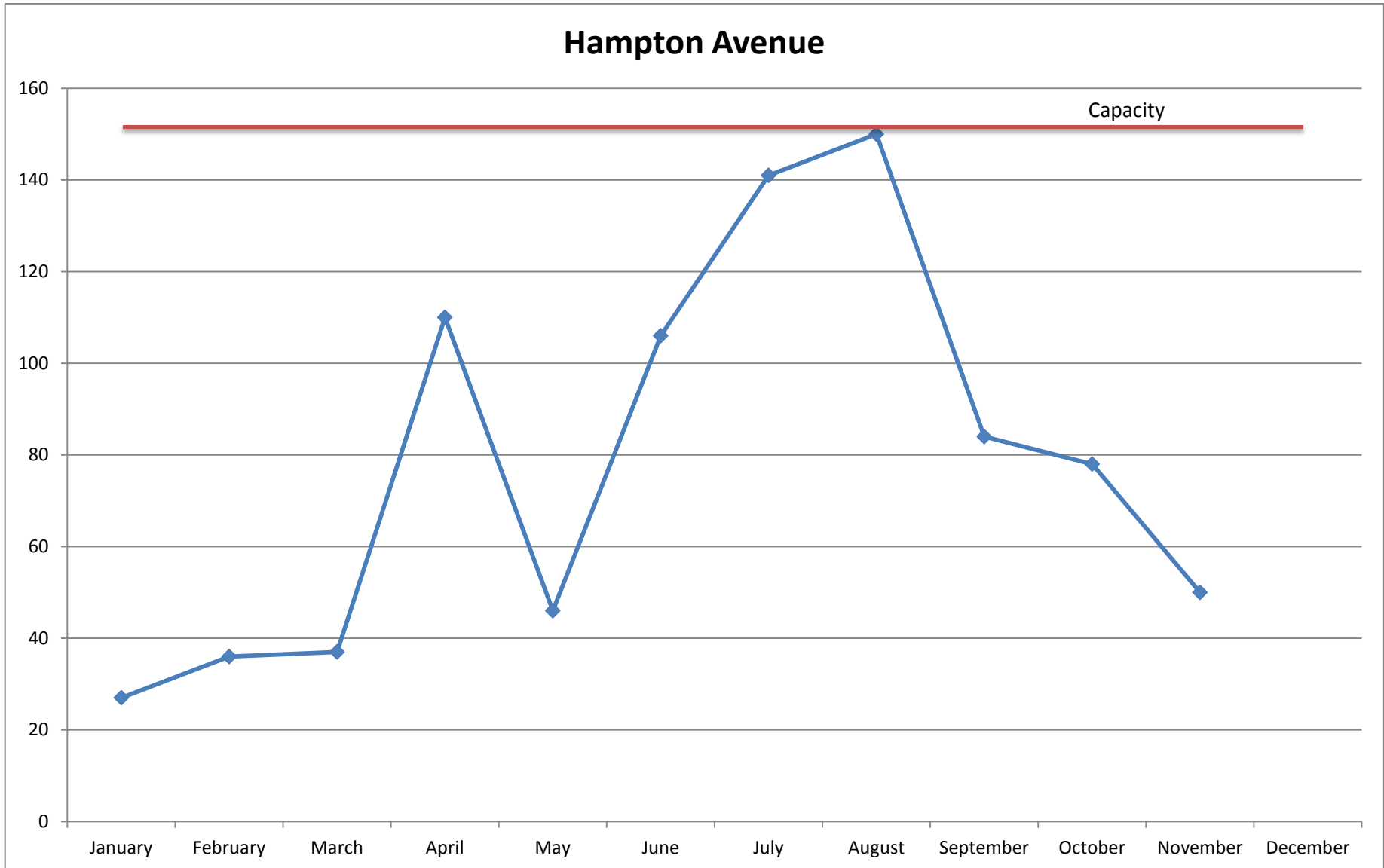
Abbey Park

This car park is situated off the main sea front amenity area in Torquay serving Torre Abbey Meadows and the nearby golf and tennis courts and has a capacity of 30 spaces. This is clearly a seasonal car park.



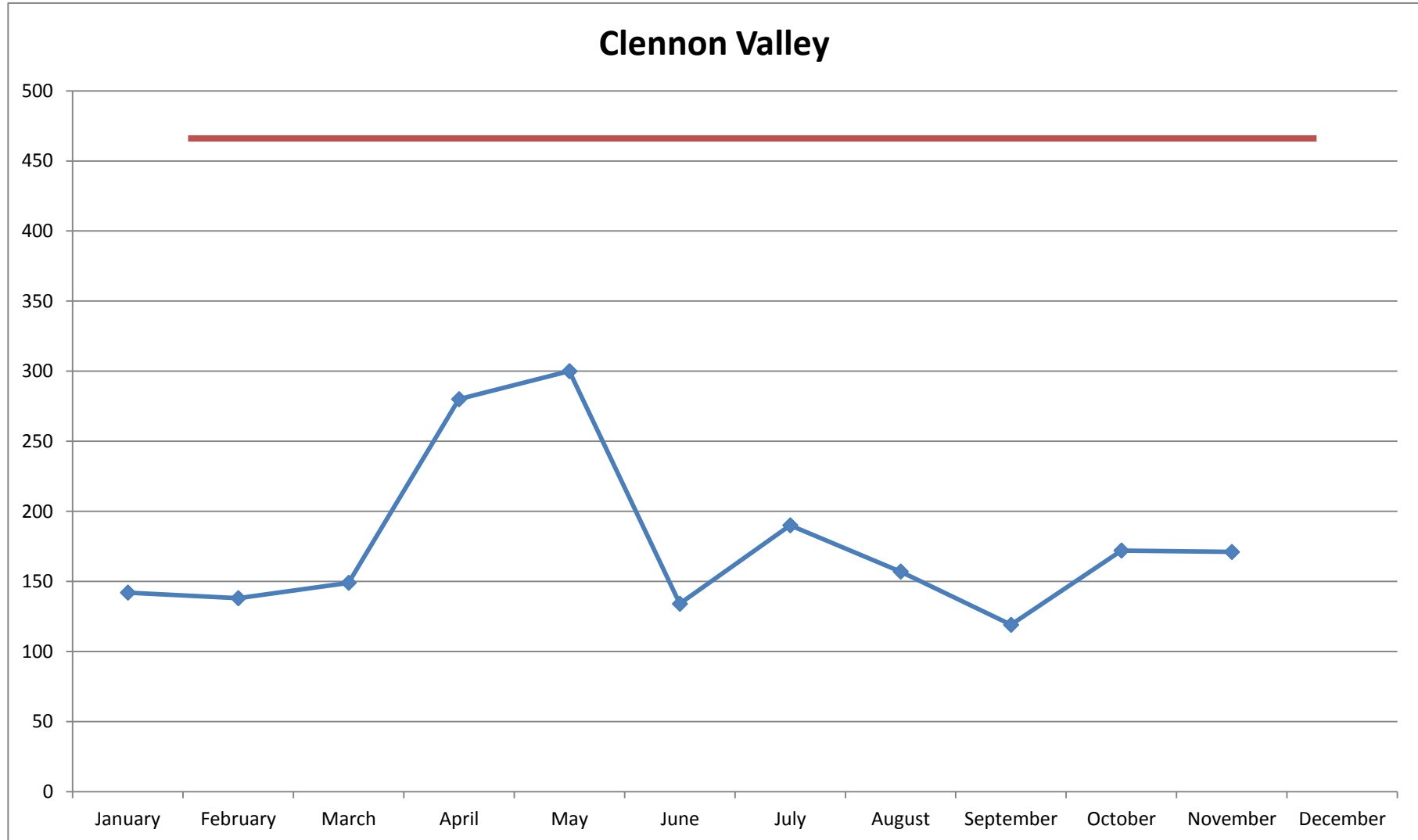
Hampton Avenue

This car park is situated in the suburb of St Marychurch and serves a popular tourist attraction and has a capacity of 160 spaces, due the weather dependant nature of the attraction the car park only becomes full during the best weather in the school holidays.



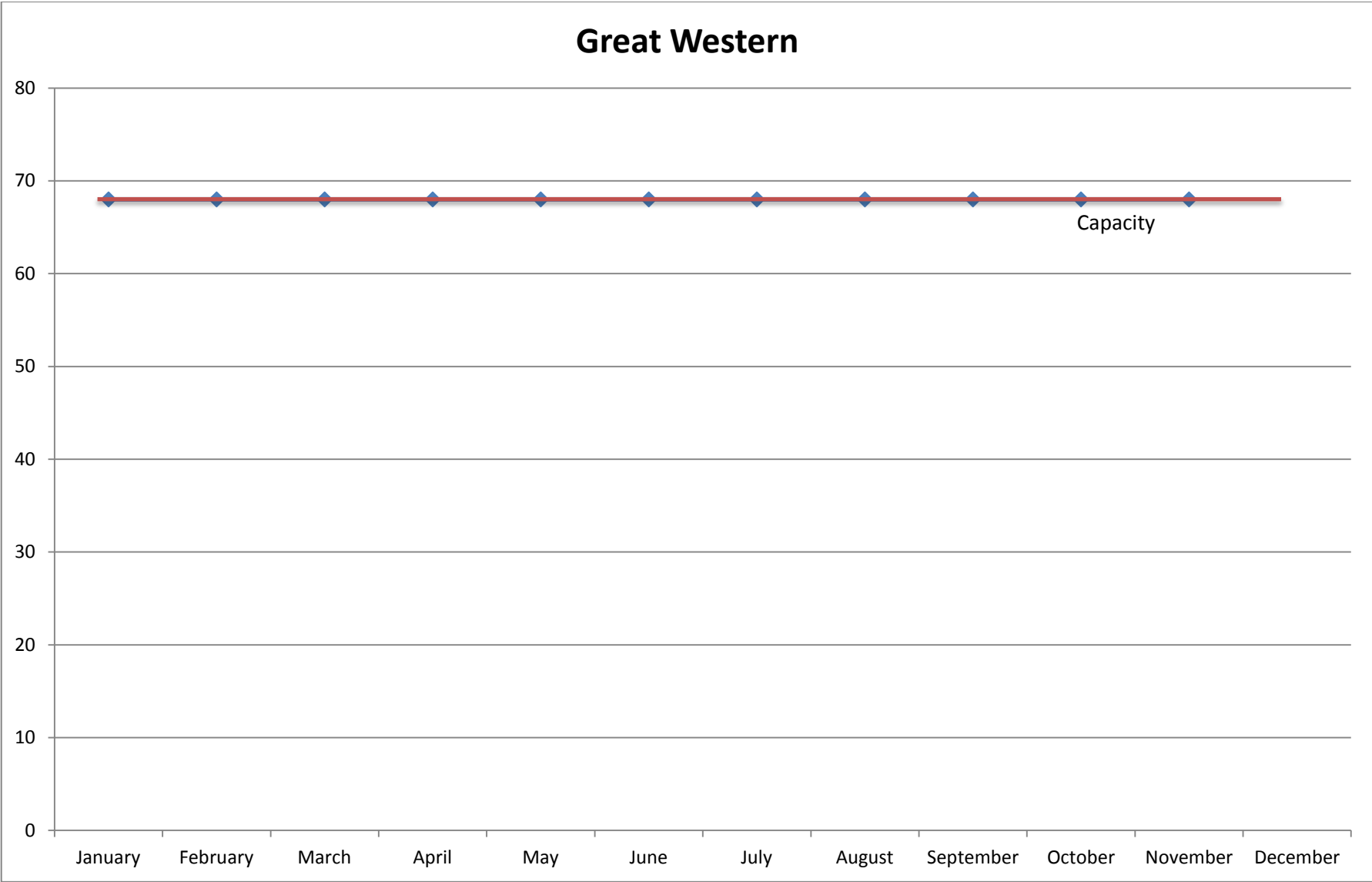
Clennon Valley

This car park is situated adjacent to a Leisure Centre in Paignton but also close to the beach area at Goodrington and the capacity tends to be driven by events at the Centre as well as good weather and usage of the beach nearby. The car park never becomes full although is used to an average level throughout the year.



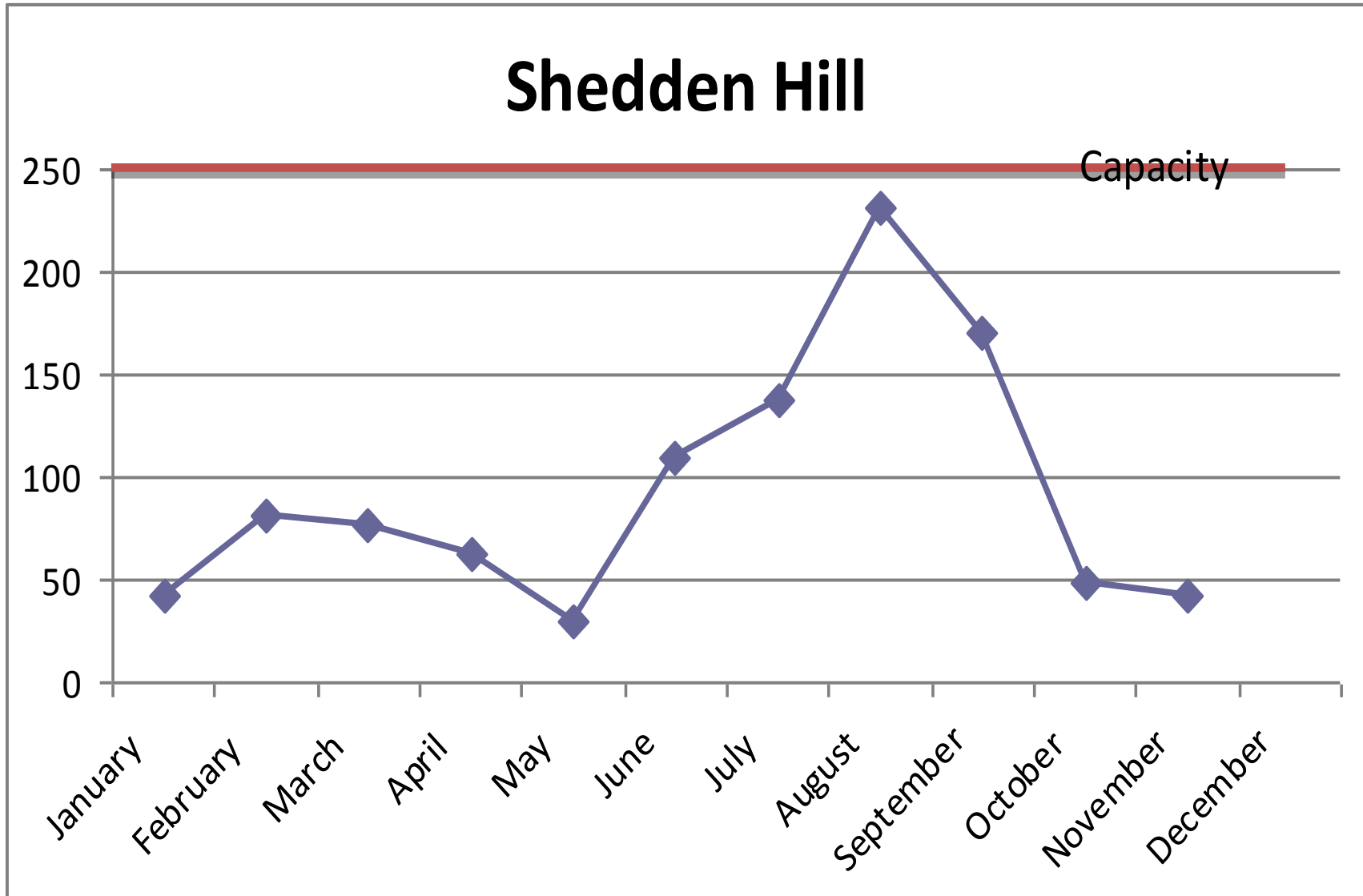
Great Western

This car park is a short stay car park in a prime location in the middle of Paignton designed primarily for shoppers.



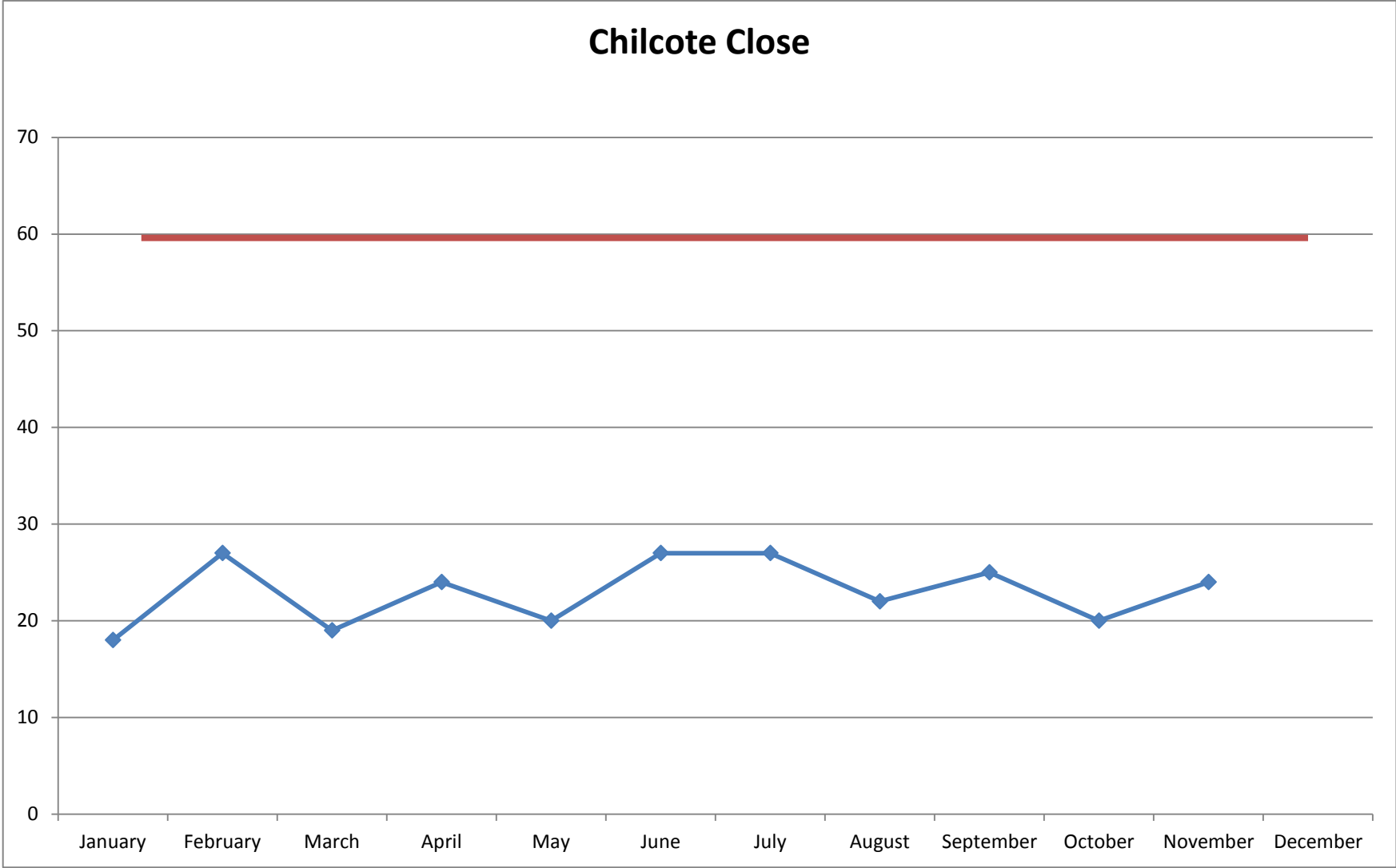
Shedden Hill

This is another good example of a seasonal car park with seasonal trends due to its location near the beach area at Torquay Seafront. This car park therefore qualifies for reduced charges in during the winter months.



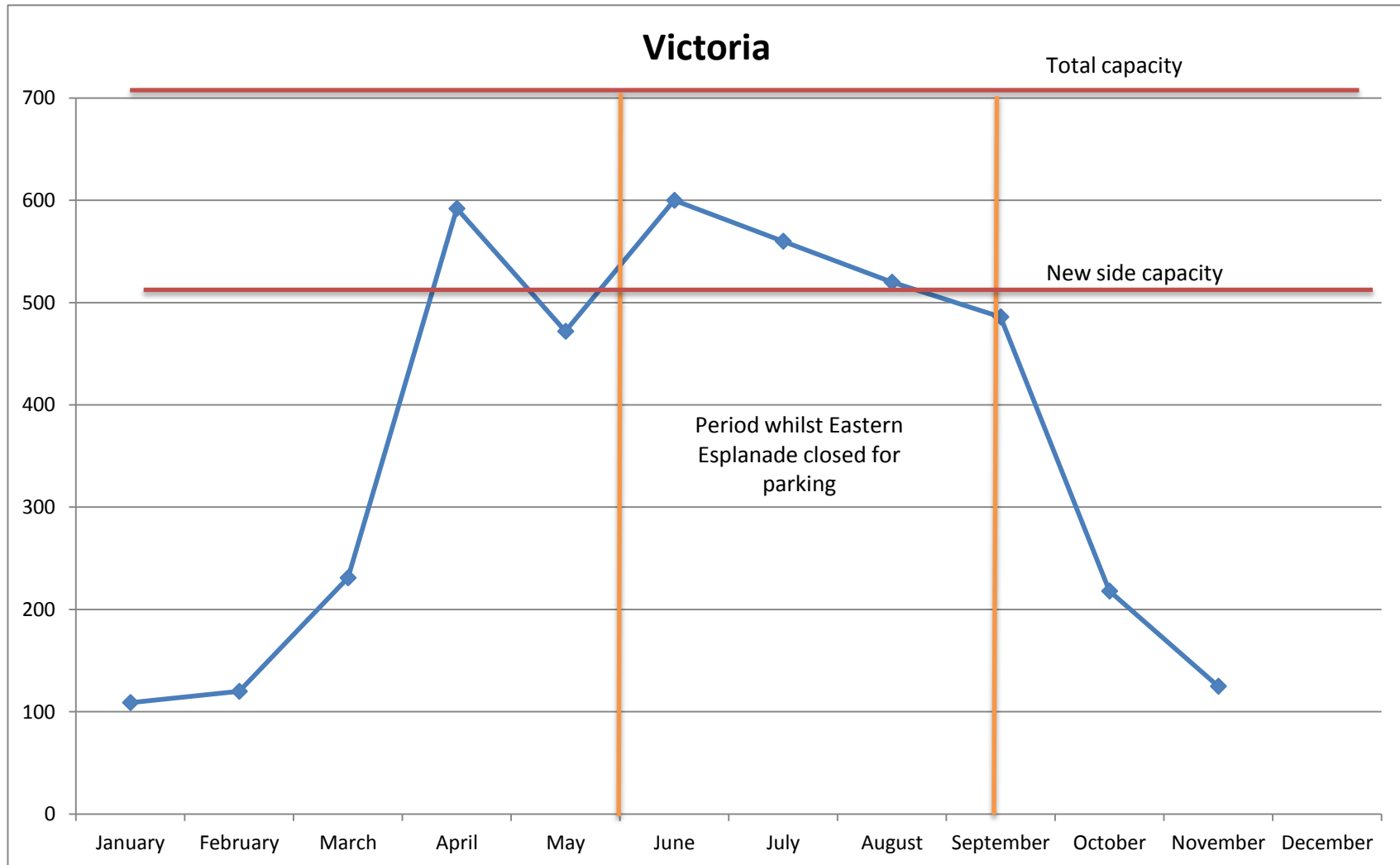
Chilcote Close

This car park is a small shopper's car park in the suburb of St Marychurch offering parking in a prime location next to the shopping centre. Usage is average throughout the year.



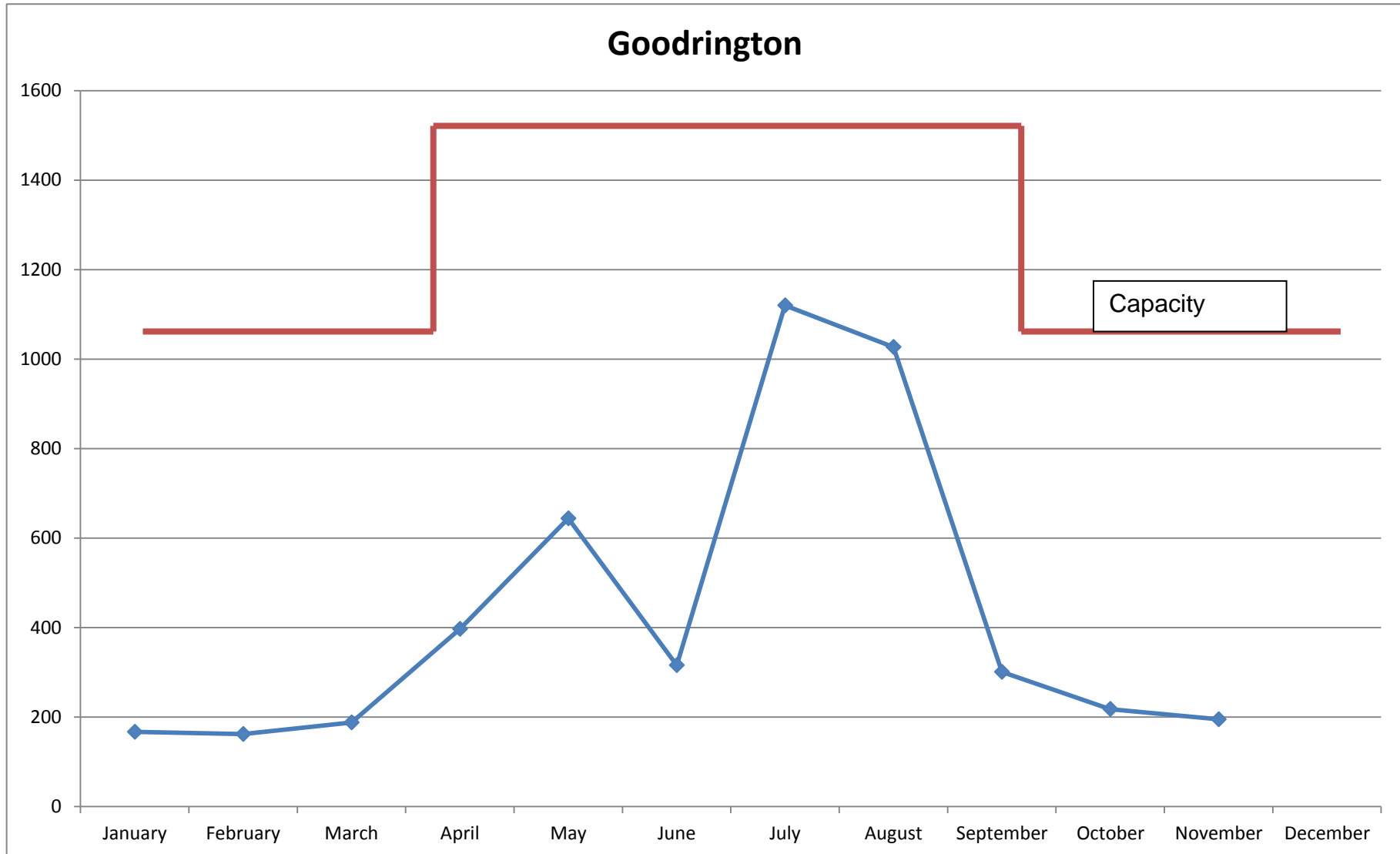
Victoria

Paigntons major car park is Victoria which consists of two multi storey car parks joined together and offers a large facility all year round. The below data includes two capacity lines which is the two parts of the car park which are closed and opened to meet demand. Also the area marked in orange is when the Eastern Esplanade (Paignton Seafront) is closed to vehicles. It has been asked by pressure groups that the Eastern Esplanade should be open during the summer but it is clear there is ample parking capacity during the summer in Victoria Car Park and the opening of the Esplanade is not likely to make any difference to income.



Goodrington Resort Area

This area includes a number of car parks (Clennon Valley, Quaywest, Cliff Park Road, Youngs Park) which primarily are used to access the nearby beach, park and leisure facilities.



2.2.3 Short/long stay strategy

Throughout the Bay it is necessary to limit the time of stay in particular car parks due to their size and usage to ensure a turnover of spaces in prime locations to offer increased access and the ability for customers to find parking spaces. This is particularly necessary in Brixham Town Centre where a removal of the main town centre multi storey car park in 2005 left the town with a decreased parking capacity.

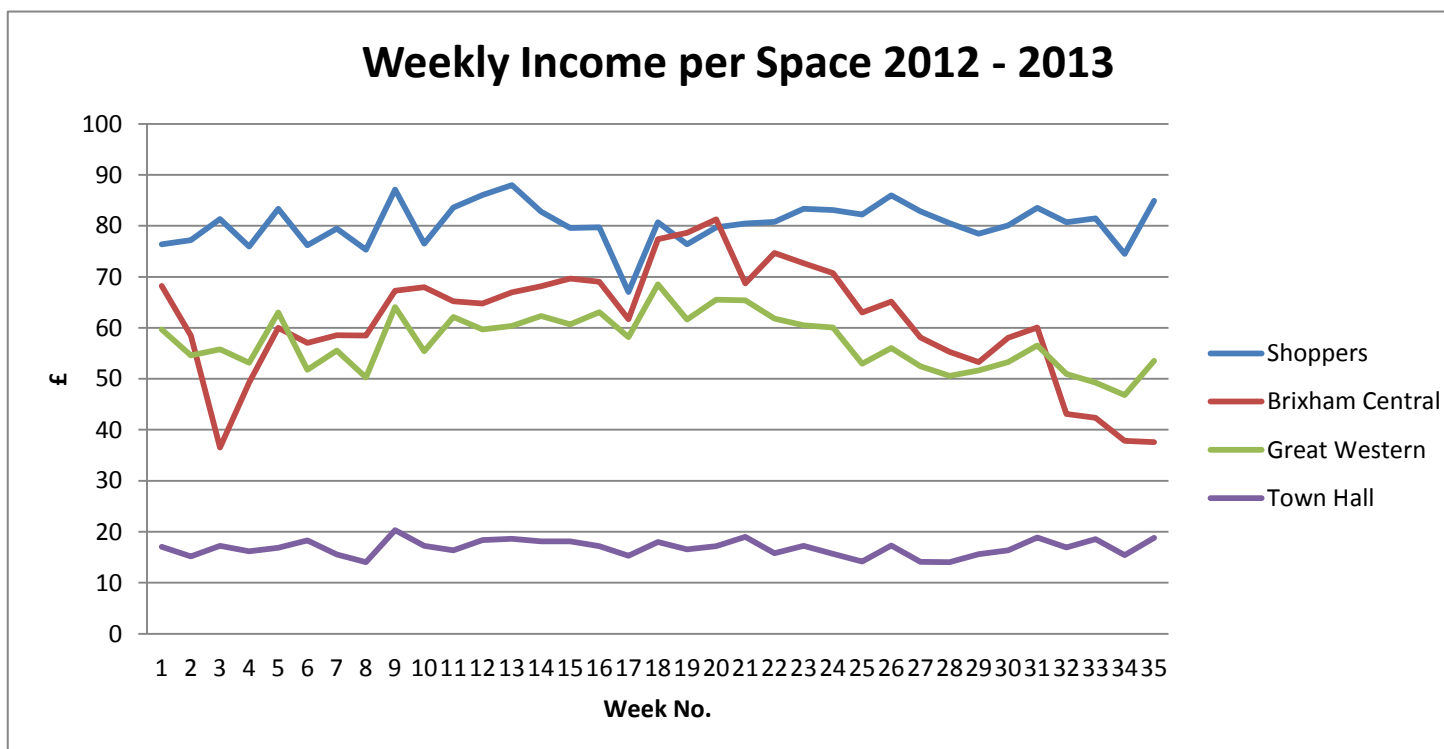
Short Stay Car Parks

Lower Union Lane Shoppers – Torquay

Great Western – Paignton

Brixham Central - Brixham

The graph below shows the difference in income per space in Short Stay car parks when compared to a busy long stay car park which is the Town Hall Car Park.



2.2.4 Previous Parking Promotions 2008 to 2012 (excluding Christmas promotions)

During the past four years the Council has implemented a number of parking promotions where the standard tariff has been reduced significantly in an attempt to assist the local economy and traders. Below is a brief summary of the promotions, the numbers of tickets sold and the cost to the Council in lost parking income.

- 2008 Noon to Midnight for £1 in November and December to support Xmas trade = total tickets sold 70,000, cost to Council £50,000
- 2009 Easter £1 all weekend parking promotion in April = 33000 tickets sold, Cost to the Council £6000
- 2009 December £1 all weekend parking promotion = 26000 tickets sold, cost to Council £27000
- 2010 April £1 all weekend parking promotion = 33000 tickets sold, cost to Council £6500
- 2010 December £1 all weekend parking promotion = 26100 tickets sold, cost to Council £12075
- 2010/11 November to March winter car parks promotion 30p all day parking = £25,000
- 2011 April £1 all weekend parking promotion = 33500 tickets sold, cost to Council £7200
- 2011 December Late night free shopping in all three towns plus free parking on Xmas light switch on events = no data captured on vehicles, cost to Council £20,000
- 2012 February and March £1 all day parking on Saturdays = 80000 tickets sold, cost to Council £24000
- 2012 January to March £1.50 all day parking in beach car parks =tickets sold, cost to Council £25,000

Total lost parking income from 2008 to 2012 on parking promotions = **£203,000**

| Saturday | Ticket Sales 2011 | Ticket Sales 2012 | % Difference |
|----------|-------------------|-------------------|--------------|
| 04-Feb | 3574 | 3218 | -9.96% |
| 11-Feb | 3859 | 3441 | -10.83% |
| 18-Feb | 3664 | 3379 | -7.78% |
| 25-Feb | 3800 | 3597 | -5.34% |
| 03-Mar | 4973 | 4566 | -8.18% |
| 10-Mar | 4790 | 4487 | -6.33% |
| 17-Mar | 4924 | 5073 | 3.03% |
| 24-Mar | 5124 | 4976 | -2.89% |
| 31-Mar | 6119 | 5039 | -17.65% |
| Total | 40827 | 37776 | -7.47% |

£1 all day parking on Saturdays

During February and March 2012

Figures taken from participating sites

3. Comparisons

3.1.1 Neighbouring Authorities

The Local Authorities directly adjacent to Torbay are South Hams and Teignbridge which are District Councils who are responsible for off street parking with Devon County Council as the Highway Authority responsible for on street parking. Officers have undertaken a survey of these Councils and others in Devon including the largest Exeter and Plymouth as a comparison to our own charges based on a 2 hour parking tariff both on street and off street.

Please see the tables below which show the comparisons. There are some authorities that have different charging policies across their car parks depending on its location and the time of year.

2 hour Off Street Comparison

| Torbay | Exeter | East Devon | Mid Devon | North Devon | West Devon | Torrige | South Hams | Teignbridge | Plymouth |
|--------|--------|------------|-----------|-------------|------------|---------|------------|-------------|----------|
| £2.20 | £2.20 | £2.00 | £0.80 | £2.00 | £1.80 | £1.80 | £2.60 | £1.80 | £2.40 |
| | | | £0.90 | £1.80 | £1.20 | £1.20 | £2.00 | £1.70 | |
| | | | | £1.40 | £0.60 | | £1.80 | £1.60 | |
| | | | | £0.60 | | | £1.60 | £1.40 | |

2 Hour On Street Comparison

| Torbay | Exeter | Barnstaple | Dawlish | Exmouth | Ilfracombe | Newton Abbot | Teignmouth | Totnes | Plymouth |
|--------|--------|------------|---------|---------|------------|--------------|------------|--------|----------|
| £2.50 | £2.30 | £2.20 | £1.80 | £2.00 | £1.20 | £1.10 | £2.00 | £1.00 | £2.80 |
| | | | | | | £0.40 | £1.80 | | |

The comparisons with neighbouring authorities is a factor to consider as it is often reported in the media that locals may base their shopping habits considering Torbay is likely to be in competition with Exeter and Plymouth rather than for example Totnes which offers a more specialised shopping experience. However during the winter without tourists Torbay Traders do struggle and parking charges is part of the offer to locals when considering shopping therefore cheaper tariffs during the winter would seem fairer.

3.1.2 Seaside Towns

Torbay is clearly in competition for tourists when considering their holiday destination however there is no evidence to prove that tourists consider parking charges when visiting particular areas. Clearly they will have an overall budget for their holiday but the Council does offer highly discounted parking permits for visitors to purchase from Visitor Information Centres when they are in Torbay.

Below is a selection of seaside holiday destinations in competition to Torbay when considering summer parking tariffs:

| Time | Torbay | Blackpool | Poole | Newquay | Bournemouth | Weston SM | Portsmouth | Weymouth | G. Yarmouth | Hastings |
|---------|-----------------|-----------|-------|---------|-------------|-----------|------------|----------|-------------|----------|
| 1 hour | £1.50 (80 mins) | £2.50 | £0.80 | £1.20 | £0.50 | £1.10 | £1.60 | £1.30 | £1.50 | £0.50 |
| 2 hours | £2.20 | £2.50 | £1.60 | £2.50 | £1.00 | £2.20 | £2.60 | £2.60 | £3.00 | £0.70 |
| 3 hours | £3.00 | £3.50 | £2.40 | £3.80 | £2.00 | £3.20 | £3.50 | £3.90 | £5.00 | £1.00 |
| 4 hours | £4.00 | £4.50 | £3.20 | £5.10 | £3.50 | £5.00 | £4.50 | £5.20 | £7.00 | £1.50 |
| 8 hours | £8.00 | £9.00 | £6.40 | £10.30 | £8.00 | £10.00 | £8.50 | £12.00 | £15.00 | £2.00 |

| Time | Truro | Eastbourne | Brighton | Barnstaple |
|---------|-------|------------|----------|------------|
| 1 hour | £1.10 | £1.60 | £4.00 | £1.00 |
| 2 hours | £2.50 | £2.40 | £4.00 | £2.00 |
| 3 hours | £3.60 | £3.30 | £8.00 | £3.00 |
| 4 hours | £4.40 | £3.30 | £8.00 | £4.00 |
| 8 hours | £6.50 | £4.80 | £10.00 | £7.50 |

Weston Super Mare, offering similar parking charges to Torbay during the summer months.



3.1.3 Private sector car parks

The vast majority of car parks in the local area are within local authority control, those that are private have a parking strategy specific to its location and the agenda of the landowner. The table summarises the tariffs offered with the first column a comparison to our own charges.

Crossways do currently offer the first 30 minutes free to encourage short stay use in the Crossways Shopping Centre itself and the Riviera International Conference Centre does offer a refund on their parking charges to those using the facilities.

| Time | Torbay | Fleet Walk | Crossway | MDL | Pavillion | NCP Exeter | RIC |
|---------|-----------------|------------|----------|-------|-----------|------------|-------|
| 1 hour | £1.50 (80 mins) | £1.10 | £0.80 | £1.20 | £1.20 | £2.00 | £3.00 |
| 2 hours | £2.20 | £2.10 | £1.60 | £3.00 | £2.40 | £4.00 | £3.00 |
| 3 hours | £3.00 | £3.10 | £3.00 | £3.00 | £3.60 | £5.50 | £3.00 |
| 4 hours | £4.00 | £4.10 | £3.00 | £4.00 | £4.80 | £7.00 | £5.00 |
| 8 hours | £8.00 | £7.10 | £3.00 | £8.00 | £7.00 | £10.00 | £6.00 |

Crossways Car Park, Paignton

Offering discounted parking to encourage the specific use of Crossways Shopping Centre



3.2 Analysis of Data

Below is the summary of the data collected and findings:

1. Torbay's parking tariffs are mostly uniform with some minor exceptions
2. Income trends prove, for off street, a huge peak during the summer school holidays with other peaks during half term weeks and Easter
3. On street income trends show a steady income through the year with no summer peak due to the closure of the Eastern Esplanade (200 spaces) but peaks again during school holiday periods
4. Off street parking tariffs when compared to other authorities in Devon put Torbay at the higher end of pricing
5. On street parking tariffs when compared to other authorities in Devon put Torbay as one of the most expensive
6. Comparing tariffs to other sea side resorts Torbay compares as a medium cost
7. Private car parks are difficult to compare charging strategies due to their own needs of the specific area
8. Torbay has adequate parking capacity through the summer months with the exception of a number of a number of car parks which do become full at peak times, e.g. Beacon Quay, Brixham Central, Great Western
9. The business is very weather dependant with large increases in usage when there is sunny warm weather
10. Events clearly have a significant impact on usage of parking areas
11. There is no evidence parking promotions bring in more customers but often just offer cheaper parking to regular customers

Part 2

This section of the report deals with the different options for the future with a recommendation option 2 is adopted subject to approval by Members.

4. Option 1

4.1.1 Stay the same

The uniformity of parking charges allows all day pay and display tickets to be transferable and to keep charges clear and simple to the public. The loss of income in the parking account this year is mainly attributed to the poor weather and tourists not visiting the area during the summer months.

5. Option 2: Officers Recommendation

This option recognises a cost neutral impact on the Councils parking budget ensuring the Council receives the same level of parking income. Officers believe this option does offer some variety in tariffs with different options for customers to use removing the 80 minute and 40 minute tariff bands and replacing them with 30 minutes and 1 hour. It also offers a wider range of seasonal parking options for residents to take advantage of during the winter.

5.1.1 Daily Parking Tariffs

It is evident that Torbay as a whole is a seasonal business therefore there is merit in considering seasonal variations within the tariff to encourage additional usage in the winter months. Tickets will only be transferable between these car parks. Below are proposed tariffs which include on and off street parking areas with reduced charges during the winter.

On Street Parking

| Prime Sites | 30 mins | 1 hour | 1.5 hours | 2 hours | 3 hours | 4 hours | All Day | Overnight |
|---------------|---------------|---------------|------------|------------|---------------|--------------|---------|-----------|
| Summer | £1.00 | £1.50 | £2.20 | £3.00 | £4.00 | £5.00 | £10.00 | £2.50 |
| Winter | £0.20 | £0.50 | £1.00 | £1.50 | £2.00 | £2.50 | £10.00 | £1.50 |
| Adelphi Road | Babbacombe Rd | E. Esplanade* | Rock Walk* | Sands Road | Stearfield Rd | Torre Abbey* | | |

*Denotes overnight charges applicable

| Town Sites | 30 mins | 1 hour | 1.5 hours | 2 hours | 3 hours | 4 hours | All Day |
|---------------|-------------|-------------|--------------|------------|--------------|------------|---------|
| Summer | £0.70 | £1.30 | £2.00 | £2.50 | £3.50 | £4.50 | £10.00 |
| Winter | £0.50 | £1.00 | £1.50 | £2.00 | £3.00 | £4.00 | £10.00 |
| Abbey Rd | Castle Rd | CPZ A | Dendy Road | Hyde Road | Market St. | Palace Ave | Pimlico |
| Queens Rd | The Terrace | Torbay Road | Torquay Road | Torwood St | Union Street | | |

| Commuter | 4 hours | 8 hours |
|--------------|---------|---------|
| Lymington Rd | £1.00 | £2.00 |
| Magdalene Rd | - | £1.00 |
| Newton Road | £1.00 | £2.00 |

Off Street Parking

| Beach Sites | 30 mins | 1 hour | 1.5 hours | 2 hours | 3 hours | 4 hours | 5 hours | All Day | Overnight |
|---------------|--------------|------------|-------------|------------|----------|----------------|----------|----------|--------------|
| Summer | £0.70 | £1.50 | £2.00 | £2.50 | £3.50 | £4.50 | £5.50 | £9.00 | £2.20 |
| Winter | £0.50 | £1.00 | - | - | - | - | - | £1.80 | £1.00 |
| Abbey Park | Breakwater | Broadsands | Cliff Park | Colin Road | Kilmorie | Meadfoot Beach | Quaywest | Roundham | Shedden Hill |
| Shoalstone | Torre Valley | Walls Hill | Youngs Park | | | | | | |

| Town Centre | 30 mins | 1 hour | 1.5 hours | 2 hours | 3 hours | 4 hours | 5 hours | All Day | Overnight |
|---------------|----------------|---------------|-----------|----------------|----------------|-------------|-----------|---------|-----------|
| Summer | £0.70 | £1.30 | £1.80 | £2.20 | £3.00 | £4.00 | £5.00 | £8.00 | £2.00 |
| Winter | £0.70 | £1.30 | £1.80 | £2.20 | £3.00 | £4.00 | £5.00 | £8.00 | £2.00 |
| Brixham* | Chilcote Close | Churchward Rd | Coach Stn | Crown & Anchor | Gt. Western* | Hampton Ave | LUL | | |
| Meadfoot Rd | Melville St | Preston Gdns | Shoppers* | Station Lane | St. Marychurch | Town Hall | Union Sq. | | |

| Other Sites | 30 mins | 1 hour | 1.5 hours | 2 hours | 3 hours | 4 hours | 5 hours | All Day | Overnight |
|---------------|----------------|------------|-----------|-------------|----------|--------------|---------|---------|-----------|
| Summer | £0.70 | £1.30 | £1.80 | £2.20 | £3.00 | £4.00 | £5.00 | £8.00 | £2.00 |
| Winter | £0.70 | £1.30 | £1.80 | £2.20 | £3.00 | - | - | £4.00 | £2.00 |
| Beacon Quay | Clennon Valley | Freshwater | Oxen Cove | Princes St. | Victoria | Brunswick Sq | Harbour | | |

*Please note that the 30 minute tariff is only available in Short Stay car parks i.e. Brixham Central (3 hours), Great Western (3 hours) and Shoppers (1 ½ Hours) and also in the Beach Sites during the winter months

5.1.2 Permits and Dispensations

It has been asked by the Federation of Small Businesses for a permit to be offered for on street parking areas for contractors to use if they need to pick up supplies and undertake works on shops or premises within town centre areas. Also for permits to be offered monthly so to be more affordable to motorists.

Below shows the current permits offered and proposals for new permits to be offered.

| Permit Type | Coverage | Cost |
|---------------------------|--|------------|
| Annual Permit | Covers use in all Torbay Council Car Parks | £510.00 |
| Annual Commuter | Available for use in all specified car parks | £480.00 |
| Annual Site Specific | Can be used in one specified Long Stay Car Parks | £450.00 |
| Six Month Permit | Covers use in all Torbay Council Car Parks | £320.00 |
| Six Monthly Site Specific | Can be used in one specified Long Stay Car Parks | £280.00 |
| Three Month Permit | Covers use in all Torbay Council Car Parks | £200.00 |
| Three Month Site Specific | Can be used in one specified Long Stay Car Parks | £190.00 |
| Weekly Permit | Covers use in all Torbay Council Car Parks | £33.00 |
| Commercial Weekly Permit | Covers use in Clennon Valley, Lymington Road, Oxen Cove and Victoria Car Parks | £38.00 |
| Parking Dispensation | Covers the parking of a contractor vehicle in a specific location A £5.00 set up applies | £5 per day |

The table below shows the current breakdown of the sales of current off street parking permits

| | 12 months | 6 months | 3 months |
|----------------------|-----------|----------|----------|
| All Car Parks | 731 | 56 | 77 |
| Site Specific | 215 | 52 | 41 |
| Commuter | 4 | - | - |

Proposed

| Permit Type | Coverage | Cost |
|--------------------------|---|----------|
| Annual Permit | As above | As above |
| Annual Commuter | As above but additional sites added | As above |
| Annual Site Specific | As above | As above |
| Weekly Permit | As above | As above |
| Commercial Weekly Permit | As above | As above |
| *Monthly Off Street | Covers use in all Torbay Council Car Parks (open to residents only) | £50.00 |
| *Monthly Off Street | Covers use in one specified Torbay Council Car Parks (open to residents only) | £45.00 |
| Annual On Street | Valid in all on street pay and display areas | £850.00 |
| *Monthly On Street | Valid in all on street pay and display areas | £80.00 |
| Time Restricted Permit | Valid in selected off street car parks offering free parking between 15:00 and 10:00 (open to residents only) | £50.00 |
| Parking Dispensation | As above | As above |

NB. Monthly permits replace quarterly and six monthly permits to be more affordable to customers

*The introduction of these permits is subject to the introduction of a cashless parking system which is currently being tendered

5.1.3 Eco friendly vehicles

These sorts of vehicles are becoming more popular as competition in the market place increases and a discount of 10% could be offered on greener vehicles with lower emissions. This would include road fund tax bands up to band c, see below.

| Band | CO2 emission (g/km) | 12 months rate | 6 months rate |
|------|---------------------|----------------|---------------|
| A | Up to 100 | £0.00 | Not available |
| B | 101-110 | £20.00 | Not available |
| C | 111-120 | £30.00 | Not available |
| D | 121-130 | £100.00 | £55.00 |
| E | 131-140 | £120.00 | £66.00 |
| F | 141-150 | £135.00 | £74.25 |
| G | 151-165 | £170.00 | £93.50 |
| H | 166-175 | £195.00 | £107.25 |
| I | 176-185 | £215.00 | £118.25 |
| J | 186-200 | £250.00 | £137.50 |
| K* | 201-225 | £270.00 | £148.50 |
| L | 226-255 | £460.00 | £253.00 |
| M | Over 255 | £475.00 | £261.25 |

5.1.4 Coaches

Coaches are important to the economy of Torbay as they carry a large number of visitors and often visit the town centre areas. Coaches currently receive one hour free parking time on top of the time purchased which appears to be fair and popular. Recently coach parking has been introduced in Shedden Hill Car Park providing parking for up to three coaches.

| | 1 hour | 4 hours | 24 hours | Weekly | Oxen Cove | Victoria | Lymington Rd | Shedden Hill |
|--------|--------|---------|----------|--------|-----------|----------|--------------|--------------|
| Tariff | £2.00 | £6.00 | £10.00 | £38.00 | - | - | - | - |
| Spaces | | | | | 12 | 8 | 18 | 3 |

5.1.5 Disabled Blue Badge Holders – off street parking

The council currently offers an annual parking permit for £20 to those disabled on the higher rate of mobility allowance. Having reviewed the eligibility for this permit the Council could offer this permit to anyone over the age of 65 who have a Blue Badge and are also in receipt of the higher component of Disability Living Allowance, Attendance Allowance, Higher Pension Premium.

5.1.6 The Future of Parking Promotions

Parking promotions will only be used in conjunction with specifically organised BID activity or activity organised by the Chamber of Trades, operating such promotions in isolation does not work in encouraging new customers into the town centres and severely impacts on Council parking income.

5.1.7 Christmas Day, Boxing Day, New Years Day

Parking charges have always applied on the bank holidays of the festive period however upon investigation only £8,500 income is received over the three bank holidays both on (£2,600) and off street (£5,900). Therefore it is proposed these charges will be waived on these days which will encourage trade in the town centres to compete with out of town shopping centres. This will also negate the need for fewer parking enforcement staff to be working on these days. Below is a table to summarise the income during this period.

| Day | Off Street Income | On Street Income | Total Income |
|----------------------|-------------------|------------------|--------------|
| Christmas Day | £500 | £230 | £730 |
| Boxing Day | £3300 | £1170 | £4470 |
| New Years Day | £2100 | £1200 | £3300 |

5.1.8 Annual Review

That the Council will undertake an annual review into parking charges in consultation with relevant stakeholders subject to resources being available. This being the review for 2013 with all following reviews taken to the Transport Working Party in January of following years.

6. Option 3

This option results in an estimated £560,000 reduction in annual parking income received and impact on the Councils budget or a required 20% uptake in tickets sold on all tariff bands to be cost neutral to the Councils budget. There is a reduction of parking charges across all tariff bands with this option providing on and off street tariffs at a similar cost.

6.1.1 Daily Parking Tariffs

It is evident that Torbay as a whole is a seasonal business therefore there is merit in considering seasonal variations within the tariff to encourage additional usage in the winter months. Tickets will only be transferable between these car parks. Below are proposed tariffs which include on and off street parking areas with reduced charges during the winter.

On Street Parking

| Prime Sites | 30 mins | 1 hour | 1.5 hours | 2 hours | 3 hours | 4 hours | All Day | Overnight |
|---------------|---------------|---------------|------------|------------|---------------|--------------|---------|-----------|
| Summer | £0.50 | £1.00 | £1.50 | £2.00 | £3.00 | £4.00 | £10.00 | £2.50 |
| Winter | £0.20 | £0.50 | £1.00 | £1.50 | £2.00 | £2.50 | £10.00 | £1.50 |
| Adelphi Road | Babbacombe Rd | E. Esplanade* | Rock Walk* | Sands Road | Stearfield Rd | Torre Abbey* | | |

*Denotes overnight charges applicable

| Town Sites | 30 mins | 1 hour | 1.5 hours | 2 hours | 3 hours | 4 hours | All Day |
|---------------|-------------|-------------|--------------|------------|--------------|------------|---------|
| Summer | £0.50 | £1.00 | £1.50 | £2.00 | £3.00 | £4.00 | £8.00 |
| Winter | £0.50 | £1.00 | £1.50 | £2.00 | £3.00 | £4.00 | £8.00 |
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| Commuter | 4 hours | 8 hours |
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| Lymington Rd | £1.00 | £2.00 |
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Off Street Parking

| Beach Sites | 30 mins | 1 hour | 1.5 hours | 2 hours | 3 hours | 4 hours | 5 hours | All Day | Overnight |
|---------------|--------------|------------|-------------|------------|----------|----------------|----------|----------|--------------|
| Summer | £0.70 | £1.50 | £2.00 | £2.50 | £3.50 | £4.50 | £5.50 | £9.00 | £2.50 |
| Winter | £0.50 | £1.00 | - | - | - | - | - | £1.80 | £1.00 |
| Abbey Park | Breakwater | Broadsands | Cliff Park | Colin Road | Kilmorie | Meadfoot Beach | Quaywest | Roundham | Shedden Hill |
| Shoalstone | Torre Valley | Walls Hill | Youngs Park | | | | | | |

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| Beacon Quay | Clennon Valley | Freshwater | Oxen Cove | Princes St. | Victoria | Brunswick Sq | Harbour | | |

*Please note that the 30 minute tariff is only available in Short Stay car parks i.e. Brixham Central (3 hours), Great Western (3 hours) and Shoppers (1 ½ Hours) and also in the Beach Sites during the winter months

6.1.2 Permits and Dispensations

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| Weekly Permit | As above | As above |
| Commercial Weekly Permit | As above | As above |
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| *Monthly Off Street | Covers use in one specified Torbay Council Car Parks (open to residents only) | £45.00 |
| Annual On Street | Valid in all on street pay and display areas | £850.00 |
| *Monthly On Street | Valid in all on street pay and display areas | £80.00 |
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| Parking Dispensation | As above | As above |

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6.1.3 Eco friendly vehicles

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|------|---------------------|----------------|---------------|
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| B | 101-110 | £20.00 | Not available |
| C | 111-120 | £30.00 | Not available |
| D | 121-130 | £100.00 | £55.00 |
| E | 131-140 | £120.00 | £66.00 |
| F | 141-150 | £135.00 | £74.25 |
| G | 151-165 | £170.00 | £93.50 |
| H | 166-175 | £195.00 | £107.25 |
| I | 176-185 | £215.00 | £118.25 |
| J | 186-200 | £250.00 | £137.50 |
| K* | 201-225 | £270.00 | £148.50 |
| L | 226-255 | £460.00 | £253.00 |
| M | Over 255 | £475.00 | £261.25 |

6.1.4 Coaches

Coaches are important to the economy of Torbay as they carry a large number of visitors and often visit the town centre areas. Coaches currently receive one hour free parking time on top of the time purchased which appears to be fair and popular. Recently coach parking has been introduced in Shedden Hill Car Park providing parking for up to three coaches.

| | 1 hour | 4 hours | 24 hours | Weekly | Oxen Cove | Victoria | Lymington Rd | Shedden Hill |
|--------|--------|---------|----------|--------|-----------|----------|--------------|--------------|
| Tariff | £2.00 | £6.00 | £10.00 | £38.00 | - | - | - | - |
| Spaces | | | | | 12 | 8 | 18 | 3 |

6.1.5 Disabled Blue Badge Holders – off street parking

The council currently offers an annual parking permit for £20 to those disabled on the higher rate of mobility allowance. Having reviewed the eligibility for this permit the Council could offer this permit to anyone over the age of 65 who have a Blue Badge and are also in receipt of the higher component of Disability Living Allowance, Attendance Allowance, and Higher Pension Premium.

6.1.6 The Future of Parking Promotions

Parking promotions will only be used in conjunction with specifically organised BID activity or activity organised by the Chamber of Trades, operating such promotions in isolation does not work in encouraging new customers into the town centres and severely impacts on Council parking income.

6.1.7 Christmas Day, Boxing Day, New Years Day

Parking charges have always applied on the bank holidays of the festive period however upon investigation only £8,500 income is received over the three bank holidays both on (£2,600) and off street (£5,900). Therefore it is proposed these charges will be waived on these days which will encourage trade in the town centres to compete with out of town shopping centres. This will also negate the need for fewer parking enforcement staff to be working on these days. Below is a table to summarise the income during this period.

| Day | Off Street Income | On Street Income | Total Income |
|----------------------|-------------------|------------------|--------------|
| Christmas Day | £500 | £230 | £730 |
| Boxing Day | £3300 | £1170 | £4470 |
| New Years Day | £2100 | £1200 | £3300 |

6.1.8 Annual Review

That the Council will undertake an annual review into parking charges in consultation with relevant stakeholders subject to resources being available. This being the review for 2013 with all following reviews taken to the Transport Working Party in January of following years.